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MUSIC OF THE STARS

from Hollywood

SCANDINAVIA'S B'WAY CRUSH

Donaldson Awards Winners Receive Plaudits Over ABC

By Robert Francis
(Drama Critic of The Billboard, originator of the Donaldson Awards)

NEW YORK, July 27.—Actor's Equity Honorary President Bert Lytell and Frank (Harvey) Fay divided emcee honors tonight in the presentation of scrolls and keys to the winners of the Third Annual Donaldson Awards, sponsored by *The Billboard* and named in honor of this publication's founder, the late W. H. Donaldson. Presentations were made on a Coast-to-Coast hook-up over the ABC network, 7:30-8 p.m. An all-star cast out of the theater received their awards and put on a show that was described by Newhals as top-drawer.

After introductions by Fay and Lytell, the program opened with Betty Garrett, winner of Best Performance (Actress) Award for a musical, chanting her hit number, *South America, Take It Away*, from *Call Me Mister*. Jules Munshin, voted Best Debut Performance in a song-and-dancer by virtue of his comic chores in same show, offered *Military Way*.

Holliday-Douglas Scene

Judy Holliday, winner of the year's "Best Actress" award, and Paul Douglas, tabbed best for a debut in a straight play, contributed a sock scene from their current hit, *Born Yesterday*. The play also received the year's key and scroll citation as the best "first" play of last season. Ralph Bellamy and Myron McCormick added another dramatic item culled from script of *State of the Union*, judged by showfolks to be the

best play of the year. The actors accepted the awards for the co-authors, Howard Lindsay and Russel Crouse. Pearl Bailey came down from the Zanzibar nitery to sultrify *A Woman's Prerogative*, one of the chants which won her the title of season's Best Debut (Actress) in *St. Louis Woman*. Ray Bolger, dual-winner of Best Performance honors and Year's Best Dancer, added his hit number, *Old Soft Shoe*, from *Three To Make Ready*, and Carol Bruce wound up the half hour with *Bill*, one of her chores in *Show Boat*, which clinched her the title to best supporting honors in a musical.

Lytell and Fay also accented honors accorded to winners currently on West Coast pic assignments and unable to be present. Barbara Bel Geddes was announced as best supporting actress for her performance in *Deep Are the Roots*. Tom Helmore received the male award in that category for his work in *Day Before Spring*. Susan Douglass carried off the debut palm for a straight play for acting excellence in *He Who Gets* (See Donaldson Awards on page 4)

Walsh Given 'Czar' Mandate To Purge Reds in IATSE

(For other news of IATSE Convention developments see Radio Television Department)

By Cy Wagner

CHICAGO, July 27.—Successful fight by resolution to purge the International Alliance of Theatrical Stage Employees of communists was waged on the floor of its convention here this week. The IA thus set a precedent among theatrical unions and also pointed the way to similar action by unions thruout the country.

The resolution said that, "It would appear there are certain radical and subversive groups within the International who are attempting to destroy and dissolve by their actions this alliance," and then designed the following: "The executive board of the IATSE and MPMO and the international president and the members of the general executive board as well as the representatives (should) take immediate steps to rid the international of any subversive, radical or communistic groups.

The background of events leading

Give Stage Go-By In Warner Bros.' Anniversary Pitch

WASHINGTON, July 27.—The 20th anniversary of the introduction of sound movies by Warner Brothers (1926) was celebrated Wednesday (24) with a big speech by Maj. Albert Warner, in behalf of the pic company. He presented one of the original sound films to the Library of Congress and some sound motion picture equipment to the Smithsonian Institute. But nowhere in any speech was tribute paid to live showbiz, which was a vitally important cog in the sound machine.

Recalled in the ceremonies were John Barrymore, Al Jolson, Giovanni Martinelli, Marion Talley, Mischa Elman, Efrem Zimbalist and others who took part in the launching of sound films and every one of them made their reputations in flesh showbiz before soundies were even invented or thought of. But no reference was made to this thruout the gabbing in which Luther H. Evans, Librarian of Congress, and Alexander Wetmore, secretary of the Smithsonian Institute, took part.

Stem Shows Go Over Big In N. Europe

Buyers Here To Case Hits

NEW YORK, July 27.—Scandinavia has swung its allegiance from Berlin to Broadway and today is buying its musicals and borrowing ideas from the Stem. Visiting showmen from North Europe now consider Broadway as the core of good showbiz, admitting that our musicals far outweigh anything Europe is producing, having more style, showmanship and production savvy.

Before the war a large number of the musicals shown in Scandinavia were out of Berlin, which accented musical comedy. Today, however, the German theater is practically nil and may remain so for some time to come.

Yank Shows Pack Swede Houses

The interest in Broadway stems from the fact that Yank shows are growing in popularity. Both heavy legit and musicals have been packing houses in Stockholm, and thruout Scandinavia American shows are competing with Shakespeare, Strindberg and Ibsen as top favorites. *Show Boat* ran five months in Stockholm. *The Voice of the Turtle* and *The Glass Menagerie* and *The Moon Is Down* are others which rolled up healthy b.-o. figures. Buyers are arriving from North Europe intent on bringing back hit shows from here for presentation in the fall.

Most prominent recent arrival is Gustave Wally, young 6 foot 4 ex-Broadway chorus boy and European vaude dancer, who is one of Sweden's top boys in the actor-producer ranks. He operates the Oscar Theater, a 1,200-seater, the largest in Stockholm; has brought most of the top (See Scandinavia in Broadway pg 46)

Chi Co. To Tour; MCA To Book 'Hansel & G'

CHICAGO, July 27.—The Twenty North Wacker Corporation, which owns Chi's Civic Opera Building and Civic Theater is opening a Midwestern road tour of *Hansel and Gretel* next fall. Corporation is headed by James C. Thompson, owner, and Herbert C. Carlin.

Music Corporation of America has booked the show, which will include at least two Metopera heavies, for Cleveland, Detroit, Duluth and other places in the Midwest. Production will be Chicago cast, the chorus in vehicle will be picked up in each city toured.

"Hopalong Cassidy" 1st UBC E.T. Package To Be Peddled

HOLLYWOOD, July 27.—Universal Broadcasting Company has entered the package field with both live and transcribed shows being offered. First plattered series to be peddled is *Hopalong Cassidy*, cowboy stanza with Bill Boyd and Andy Clyde in principal roles. Universal owns exclusive radio rights to *Hopalong* charter.

Platterly also has acquired Open-End waxed series starring George Jessel and produced by Mickey Rooney, Inc. Firm has distribution set-up in Chicago, Boston, San Francisco and New York.

up to the passing of the resolution involves the attempt of certain locals of the Hollywood segment of the IA attempting to gain control of the studios there and in so doing disobeying the order of IA president, Richard F. Walsh, by calling strikes and establishing picket lines that resulted in bloodshed and national notoriety several months ago.

Give Walsh Sweeping Powers

The delegates gave Walsh and the executive board power to remove any "radicals" from the union by giving them the authority to take whatever steps they deemed necessary to purge the union. Walsh asked for and got complete dictatorial control over the IA. The delegates gave him and the union's executive board the power to change the constitution, amend the by-laws and do just about what he wanted to control any insurrecting local or district.

His enemies at the powwow stated that Walsh was using the Hollywood situation and the accusation that it was engineered by communists mere- (See Walsh Named Czar on page 4)

Rose Ad Col. Ace Eyed by Stations

NEW YORK, July 27.—Bill Rose's columning in his paid space for the Diamond Horseshoe, which was picked up and is pubbed by PM "for free," is now being viewed by several broadcast stations as air-worthy stuff. Jim Gaines (WEAF) got a brain storm last week that it'd be sock on his new Bob Smith platter twisting show which is skedded to bow August 5. He propositioned the night club's impresario and suggested that they'd run line from the horseshoe direct to NBS recording to disk the column daily. However, WEAF wasn't the only station with the idea or else a Rose rep had done some shopping around, because WNEW offered him a seg of his own on the air based upon the column also.

It's still an open matter where the Rose column will land, but he's (See Stations Eye Ace on page 4)

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Walsh Named Czar To Purge Commies From IA Ranks

(Continued from page 3)

ly as a gimmick to justify him in asking for dictatorial powers.

Walsh took his entire slate with him for a two-year period in spite of a bitter fight by an opposition party that used every type of accusation against the incumbents. The IATSE unions cover more than 200 show business crafts and the result of the election will be felt thruout the entire industry.

Previous to the election, during the convention and before, Walsh and his officers were accused of misusing union funds and allowing to stay in office union officers that were still affiliated with the racketeering element that had run the union when Browne and Bioff, convicted racketeers, were in power back in 1935. Walsh's opponent in the election was William Bennett, of Washington. Bennett denied that he was affiliated with the group that was leveling racketeering charges against Walsh. He had a firm following at the convention, but Walsh's victory was a foregone conclusion. The vote was 649 to 426.

William P. Raoul, secretary-treasurer, and Walsh's chief running mate, was re-elected over James A. Shuff, of Akron, Bennett's chief running mate, by a vote of 644 to 424. The vice-presidents returned to office by large pluralities were: First vice-president, Harland Holmdrem, Cleveland, over William Kent, Atlanta; second vice-president, William P. Covert, Toronto, over J. R. Foster, Vancouver; third vice-president, Floyd W. Billingsly, San Francisco, over Albert Lawson, Frank Junction, Colo.; fourth vice-president, James J. Brennan, New York, over Thomas H. Grogan, Auburn, N. Y. Roger M. Kennedy, Felix D. Snow, Carl G. Cooper, William C. Barrett and Louise Wright, all former vice-presidents and Walsh followers, also were re-elected.

CHICAGO, July 27.—Possibility that the theater managers of the country, and that would include legit theater chiefs, would become a part of the IATSE was removed this week at the convention of the Theatrical Trade Union in Chi's Stevens Hotel. George Dunn, president of the Theater Managers' Union, which has headquarters and its strongest following in New York, appeared before the IA executive board and withdrew his request for a charter from IA.

"Strawhat" for N. Michigan

DETROIT, July 27.—Spread of the post-war "strawhat" revival to the Northern Michigan resort area, where it had only a precarious foothold at best before the war, is indicated in the opening scheduled for August 8, of the new Lake Huron Playhouse at East Tawas. Hugh P. Harper, formerly with the Iowa University Theater, and Howard C. Arndt, of Saginaw, connected with local community theater projects in the past, are heading the new group. Hill Belmont, formerly with the Vienna Ballet, is production director.

Blithe Spirit is skedded for the opener, with a weekly change of bill. Performances will be on Friday and Sunday evenings and Saturday midnight.

Denver's Disk-Dances

DENVER, July 27.—Teen-agers here are flocking to free open-air disk-dances at municipal Washington Park. A large dance floor has been installed on the lawn by the parks department under the direction of Elizabeth Fowler, city recreation director. Dancers are limited to those aged 13 to 19.

Civil Liberties Report

Bluenoses Vs. Showbiz, Etc.

NEW YORK, July 27.—The bluenose brigade, tho they have snooped hard during the past 12 months, haven't had things all their own way. More than once they have suffered setbacks in their efforts to control showbiz, public reading and even the free press.

News of their defeats comes in the 26th annual report of the American Civil Liberties Union, an 80-page pamphlet entitled *From War to Peace*. More than once during the 1945-'46 season covered by the pamphlet the puritans "made a strategic retreat to previously prepared positions."

Biggest of these "backward advances" came when the U. S. Supreme Court unanimously decided that the Post Office Department was wrong in banning *Esquire's* second-class mailing privileges because of the Varga girls. The court's second decision on the appeal of *The Miami Herald* for enlargement of press powers in commenting on court cases also was a setback.

Taken in an over-all pic, showbiz hasn't fared too bad, tho the Cotton Mathers tried their best to make censorship stick on the stage, in niteries and even in outdoor showbiz. But for the most part showbiz got by fairly easily, with only two legit shows—*Uncle Tom's Cabin* and *Trio*—really raising a ruckus. *Flamingo Road* was heavily tampered with by the snoop troops of Boston, the hub of roughshod censorship. Movies, except for a couple—*The Outlaw* and *Scarlet Street*—got by easy, too.

Books, however, took it on the chin, with the blue boys hunting down a number of best-sellers and succeeding in banning *Strange Fruit*. Most recent of the book-banning sprees was the onslaught in Massachusetts on Edmond Wilson's *Memoirs of Hecate County*, which spread to New York and Philadelphia. Censors also bobbed up in St. Paul, getting hot under the collar with a 12-year-old occupant of the seller list, *God's Little Acre*, which they suddenly discovered was too blue to be good.

On the radio front censorship, so the industry claimed, was present in masked form in the FCC report, *Public Service Responsibility of Broadcasters*. ACLU denied this claim strongly.

Showbiz Bills On & Off Hook As Congress Nears Recess

WASHINGTON, July 27.—Leading a pack of bills affecting the entertainment industry, already being prepped for reintroduction next year as Congress prepares to recess a relatively inactive showbiz session, is a measure outlining a blueprint for Federal Communications Commission to follow in setting ceiling prices of radio stations and a measure to eliminate the special taxes on cabaret entertainment and liquors. Emanuel Celler (D., N. Y.) and Harold Knutson (R., Minn.) told *The Billboard* this week that, barring their defeat for re-election in November, they will push their bills next year. Celler is author of the ceiling price bill and Knutson is sponsor of the tax measure. Since Celler and Knutson are practically certain to be returned to Congress, the bills can be regarded as practically on the books for reconsideration.

Also certain to be reintroduced next session is the ubiquitous bill banning the advertising of liquor over the radio. This bill has been reappearing in various forms session after session the last several years, with Senator Arthur Capper (R., Kan.) as its present champion. Completely bottled up in committee and ready to expire at adjournment are measures to eliminate the tax on non-profit fairs, to ban radio commentators with "un-American" viewpoints, to amend recording copyright procedure and to split FCC into a division of public communications and a division of private communications. It is considered significant that the only major bill affecting showbiz to get thru Congress this year is the Lea-Vandenberg "anti-Petrillo Bill" which is now going thru a stormy court test on its constitutionality.

'Okie' Shoots for Record 100G In 1st Des Longie at 4,200 Aud

DES MOINES, July 27.—Altho *Oklahoma!* does not hit Des Moines until September 9, it looks like a new week's record for the show when it plays at the KRNT Radio Theater (formerly Shrine Auditorium). For the first time in local history, a road show will play a week's engagement and since the seating capacity of the house is 4,200, and there has been a heavy advance sale of tickets, the record looks like it will be broken.

Bushnell Memorial Hall, Hartford, Conn., holds the *Okie!* record of \$64,364 for one week. Bushnell's capacity is 3,200. Show will play Des Moines for six nights and two matinees, with a top price of \$3.66 (matinees) and \$4.27 (nights). There will be 33,600 seats for eight shows and if they're sellouts, the gross will hit approximately \$100,000.

More than \$15,000 in advance mail tickets went out before the box office was opened Monday (22) and with long lines forming daily it was indicated the gross here would be heavy.

Oklahoma! is the first show to be handled under the new owners of the Auditorium, Cowles Broadcasting Company, of Des Moines. Mrs. George Clark is continuing as manager of the house.

STATIONS EYE ACE

(Continued from page 3)

sure to get the air, on his own terms, since the pillar is also due, in a special edition, to land in one of the slick mags shortly.

The Rose better mousetrap is certainly opening a path . . . to something. (He expects to get paid for his scrivining within six months.)

Donaldson Awards Winners Receive Plaudits Over ABC

(Continued from page 3)

Slapped. Joan McCracken was cited the season's best danseuse for her terping in *Billion Dollar Baby*. And last, but not least, of the California contingent, Louis Calhern was tagged the year's best actor for his performance in *The Magnificent Yankee*, and Garson Kanin was hailed not only as the author of the season's best "first" play, *Born Yesterday*, but as the best director for his staging of it.

Robbins, Et Al.

Others honored in absentia were Jerome Robbins for the season's best dance patterns in *Billion Dollar Baby*. Robbins is at present in London. Joe Mielziner was accredited the winner for best sets in *Dream Girl*, Motley duplicated for costume designs for *Pygmalion*. Marlon Brando's playing in *Truckline Cafe* brought him a scroll and gold key for best supporting performance in a straight play. George Abbott was cited as top song-and-dancer director for *Billion Dollar Baby*, and musical set and costume honors went to Robert Edmond Jones for *Lute Song*. Scrolls and keys will be forwarded to the winners who were not present.

In addition to the win by Carol Bruce, *Show Boat* carried off four additional awards. It was voted the best musical of the year. Oscar Hammerstein was unable to be on hand to receive top honors for best book and lyrics, and a posthumous award for best score was made to Jerome Kern. His key and scroll will be sent to his family in California.

Program was directed by Don Martin and backed by a 26-piece orchestra under the direction of Bernard Green. Script written by Fred Heider was supervised by John Turner, head of the network's script department.

Stan Kramer and Company held over a third week at Chez Ami, Buffalo.

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The Billboard also publishes:
The Billboard Encyclopedia of Music and
The Billboard Coin Machine Digest.



NBC TO FIDDLE AS UN DANCES

Stamp of Approval

NEW YORK, July 27.—Altho the NBC Parade of Stars grew out of an urgent plea by Walter J. Damm, of WTMJ (Milwaukee), Damm pitched the urgency of "on the air" audience promotion and then stood by until he thought it was good enough to come in on the deal. With Damm in, it looks like 100 per cent for the Charlie Hammond-Roy Porteous promotion. Porteous now has the title of Audience Promotion Manager at NBC.

"Strategic" Retreat by CIO at NBC

NLRB Charges Withdrawn

NEW YORK, July 27.—While the CIO white collar unit, United Office and Professional Workers of America, was supposed to be working into the NBC organization thru the Guest Relations Department, it's understood that the charges filed by UOPWA with the National Labor Relations Board have been withdrawn. The withdrawal was made without prejudice to the union again filing charges.

Charges were made in connection with the discharge of 11 girls in the

FCC Gets Charges

WASHINGTON, July 27.—Charges have been placed before the FCC by UOPWA to the effect that NBC, by indulging in "unfair labor practices" by firing union leaders on the staff, was misusing its licenses. Details on what the charges are based and what twist caused the CIO organization to drop its NLRB charges and file like information with the commission are not available. However, it is known that a number of senators also have received information from UOPWA which has caused them to query the commission on the validity of the UOPWA stand.

department. Discharges, said the union, were made because of union activity, but NBC contended they were made because of the return of vets and a shift to the pre-war policy which used the "guides" operation as a training ground for future company personnel. Under this policy it was natural, stated NBC, that a return to a fundamentally male operation was desirable. Union picked on this explanation as "a surprising admission of discrimination against women," and made capital of the fact that "the company derives its largest income from advertisements aimed at a woman's market."

Part of the NLRB charges included the firing of Richard Niederstein, one of the UOPWA organizers who was employed by NBC in the international news department.

Tougher Row

It's understood that UOPWA has found it far more difficult making inroads at the senior web than it has at CBS, where it appears the NLRB decision will eventually make it the bargaining agent, and ABC and Mutual. NBC's record of "not firing" but holding onto its personnel, above a certain level, has had the tendency of making its "career men" hold off from union participation. Trade (See CIG RETREAT on page 8)

Web Plans Greatest Junket In Net History; Clay Morgan & Sterling Fisher in 7th Heaven

Public Services Flies Supersonically Above Blue Book

By Paul Ackerman

NEW YORK, July 27.—National Broadcasting Company, on the week of September 22-29, will attempt to hit all-time peak in public service broadcasting, and the occasion—United Nations Week—will be signalized by an unprecedented attempt at razzle-dazzle plus fanfare. Sked for the week was outlined to NBC execs Thursday by Sterling Fisher, director of the web's *University of the Air*, and is now being worked over by every department within the network, including press, promotion, station relations, programing, etc. Plans, which are as yet tentative, are massive in scope and are a combination of public service and flash, pointing up the theme of international unity with every known radio promotional device, up to—and including—dancing in the streets. Looking at it from the clambake angle alone, it's been observed that no radio function will ever have assembled so much assorted brass in so short a time, including such dignitaries as the Archbishop of Canterbury, Ed Stettinius, possible the entire U. S. Cabinet, Trygve Lie, a

A Bow for Fisher

NEW YORK, July 27.—Sterling Fisher, director of NBC's "University of the Air" and father of the NBC UN Week campaign, is known to have persisted in his "visionary" planning a long time before finally getting the green light. Fisher has a long line of public service programing to his credit, not only on NBC but also CBS. On the latter web he started the "CBS School of the Air," considered the network's greatest public service feature with the exception of Norman Corwin. He also inaugurated NBC's "University of the Air."

Fisher, who reports to Dr. James Rowland Angell, NBC Public Service Counselor, is also adviser to the State Department on Radio.

flock of senators, governors, foreign dignitaries, and so on ad infinitum. It's even reported on sound authority that efforts will be made to bring

(See NBC FIDDLE on page 8)

IATSE Sets Its Sights On Radio and Television Sphere; Claims Everybody

Four Resolutions Passed To Implement Organizing

(For other news of IATSE convention developments see page 3.)

CHICAGO, July 27.—The International Alliance of Theatrical Stage Employees (IATSE) definitely went or record at its 38th convention here this week as being strongly in favor of gaining more control in the fields of radio and television (*The Billboard*, July 27). In the radio field, the convention passed one strong resolution that could be taken as an indication that from here on in IATSE was definitely on the march to take over complete jurisdiction of the radio trade. Three resolutions were passed in the field of television that indicated IATSE is not going to allow any other union to

steal a march on it in organizing the video field.

The radio resolution which was passed and referred to the executive board stated, in part, "The broadcast industry employs thousands of technicians and stage craftsmen who rightfully come under our (IATSE) jurisdiction, but many of which now belong to the International Brotherhood of Electrical Workers and others of which are non-union. The delegates instructed the international president and executive board to take the necessary steps immediately to protect jurisdiction within the broadcast industries.

One of the television resolutions, which also was passed and referred (See IA SETS SIGHTS on page 16)

It Started in Pix

NEW YORK, July 27.—Desirability of playing up a performer's domestic ties rather than publicizing him as a great lover clicked in the film industry prior to radio. Pix stars' ballyhoo in early days always soft-pedaled the wife and kids.

Now it's recognized there's some box-office gold in that ball and chain.

Sinatra Turns Family Man in Cig Promotion

Chasing Soxers?

NEW YORK, July 27.—The wife and kids are here to stay. This is not only a domestic fact, but it is seeping into radio promotional philosophy. Latest name to use family ties as an integral part of his build-up is Frank Sinatra, who, it's reliably reported, has insisted that posters plugging his forthcoming fall series for Old Gold include pictures of himself, wife and kiddies. Former posters ballyhooing the show just showed Sinatra, plus the usual mention of network and time of broadcast.

That "Adult" Appeal

Angles behind this type of promotion are various, with trade seeing in the move an attempt to switch the program appeal from soxers to listeners of a more adult level. For the past decade, it's pointed out, cigarette sponsors have, by and large, attempted to latch on to the jitterbug audience as the most likely means of ballooning sales via radio. To quote one talent exec, the sponsors have been "dance band and jive crazy," with only sporadic efforts made to snare adult audiences by means of more "dignified" programs. Old Gold, for instance, used to sponsor Artie Shaw when he was the darling of the hepcats. Camels had Benny Goodman, etc. And currently, Chesterfield has Perry Como and Jo Stafford skedded. Even the *Lucky Strike Hit Parade*, it's claimed, is slanted toward the jitterbug-bobby sox trade. And the summer replacement of Camel's Abbott and Costello show is Vaughn Monroe, also beloved of adolescents.

It's conceded that this appeal to youth has produced results for the cig companies, who are not averse to getting 'em young. But what is percolating into the craniums of talent, sponsors and agency men is the possibility that they are missing a good bet by not playing up the family rather than the adolescent romance angle.

Bing Pointer

Likelihood that they are missing a bet is buttressed by the case of Bing Crosby, who is now at the peak of his popularity in radio and pictures despite the fact—or maybe because of the fact—that his publicity has never tried to soft-pedal that he's married. While Bing has no exclusive hold on the bobby soxers, it's felt that his appeal is on (See Sinatra Family man on page 8)

"AMAZING" AM GRANT INQUIRY

"Investigation Sure" — Tobey

3 new outlets skedded: Mayfield, Ky.; Pocatello & Tucson—Congress queries

WASHINGTON, July 27.—Federal Communication Commission's "amazing" number of AM station grants this year was disclosed today as one of a series of "sensational" factors in the background of a demand earlier this week (25) by Senator Charles W. Tobey (R., N. H.) for a sweeping investigation of FCC. With the saturation point believed to have been reached in radio advertising, Tobey and several congressional colleagues are interested in knowing why FCC has been issuing standard station grants at breakneck pace to extent of what some critics describe as fostering cutthroat competition and endangering the entire standard broadcast field.

Investigation Definite?

Tobey stated that "an investigation of FCC will definitely be undertaken whether my resolution for a formal inquiry is cleared this session or not."

He stated that his demand for a probe was not "an idle gesture," and pointed out that "from information I have received, I am convinced there is something radically wrong at the commission." While Tobey's resolution for the FCC probe deals mainly in generalities, a congressional group was revealed today as determined to find out not only why standard broadcasting is being pushed toward "suicidal" competition, but also why the FCC boosted the FM band to the upper part of the spectrum.

Tobey's aids explained that the senator is unconvinced that FCC's boosting of the FM band is in the best interests of the rural population, with Tobey of the opinion that the farmer is being discriminated against. Some segments of the industry here are in complete agreement with Tobey in expressing fear over the 239 AM grants so far this year, pointing out that the grants going to localities of limited markets are even more significant than the total number of station approvals. Some industry reps emphasize that FCC recently granted three new standard stations for Pocatello, Idaho, which, according to latest census figures, has a population of 18,133 and which has an existing station, KSEI. Other examples of grants in small communities, of which industry has taken careful notice, include three new stations for Mayfield, Ky. (population, 8,600), and three to be added in Tucson, Ariz. (population, 36,800), which already has a station.

FCC's Love of FM?

"It's all in line with the commission's preference for FM," one industry man declared this week. "By greatly increasing the number of stations scrambling for business, FCC can bring about a more rapid switch to FM with its lower operating costs."

Word at FCC, however, is that the AM grants this year represent only a routine processing of applications previously bottled up by the (See AM Station Grants on page 12)

International Hearings Hoped For in Spring - Fall, 1947

WASHINGTON, July 27.—State Department and Federal Communications Commission are working feverishly to complete plans for a series of international radio confabs next fall and spring with the final session of the clear channel hearings the first jump.

Clear channel hearing, which resumes August 5, will attempt to obtain a general agreement between industry and FCC on the proposed changes in engineering standards. FCC spokesmen said this week that only "minor differences of opinion remain to be ironed out but that complete agreement must be reached before the U. S. can meet with other countries."

Chief changes proposed by FCC engineers are a 30-kc. separation between stations in the same area, a new method of calculating interference and consideration of latitude effects on skyways interference.

Slated for October is a preliminary meeting in Cuba of the signatories of the North American Broadcasting Regional Agreement, with a regular conference set for early next year in Canada. FCC spokesmen stated that a permanent agreement will be drawn up to replace the interim one which expires in 1947.

State Department hopes to have the NARBA proceedings out of the

FCC Rules KLAC Call Letters Stick

HOLLYWOOD, July 27.—Local indie KLAC won its fight to retain new call letters when FCC vetoed request made by L. A. outlet KFAC that rival station's call letters be nixed on grounds that similarity in letters made for confusion. FCC notified Cal Smith, KFAC manager, that any change in KLAC's call at this time would cause greater confusion than now exists.

Case had been pending for several months, during which time both stations filed cross petitions to support their claims. Don Feddersen, KLAC boss, made his pitch on grounds that he had spent over \$20,000 to promote switch from old KMTR call to KLAC and argued that alleged similarity had made for minimum of confusion.

House Committee on Radio Will be Different in '47

WASHINGTON, July 27.—House Interstate and Foreign Committee, like its Senate counterpart, will undergo numerous personnel changes next session as result of primary runs and fall election. This week Lyle C. Boren (D., Okla.), who is fourth-ranking Democrat on the committee which handles all radio and communications legislation, went down to defeat leaving an important vacancy on the committee.

B. Carroll Reece (R., Tenn.), has already announced that he will not run for re-election because of his appointment as Republican national chairman. At least four other committee members are not expected to return because of stiff counter-offensives to their election drives. These are: Dwight L. Rogers (D., Fla.), John B. Sullivan (D., Mo.), Wilson D. Gillette (R., Pa.), and Joseph P. O'Hara (R., Minn.).

way in time to hold its projected world radio conference" in April. Officials report that 15 countries have now sent favorable replies to State Department requests for the conference. International law requires 20 before such a conference can be held.

NAB Still Eying "Blue Book" Change

WASHINGTON, July 27.—Federal Communications Commission's "Public Service" responsibility report will receive another going over at National Association of Broadcasters' directors' meeting August 5 at Estes Park, Colo., it has been learned. NAB is not expected to take any vigorous action against the report, but ways to get FCC to issue further "clarifications" will be discussed.

Present NAB plans, it is indicated, are to continue to make oral suggestions to the Commission for relaxation of public service requirements which NAB officials feel are too stringent. NAB is still glowing over the four recent changes in the report, even tho FCC passed them off as "minor."

It has been disclosed that NAB bigwigs are spending a lot of time with broadcast folk on field trips, chatting informally over problems represented in the "Blue Book." At same time a tapering off of public agitation against the report by NAB and individual stations is apparent, with NAB evidently having decided upon a policy of "gentle persuasion."

FCC, as foretold weeks ago, is expected to come out with more "minor" changes in its report. probably parceling them out from time to time to avoid talk of an FCC about-face on the issue.

FCC Wants FM Action on Grants

WASHINGTON, July 27.—Federal Communications Commission is following up its recent crack-down on tardy video applicants with a similar one on holders of FM conditional grants and final CP's, FCC disclosed this week. Commission complained that certain FM grantees have been "dilatatory" in furnishing additional necessary information, and warned that it will scrutinize sharply any requests for extensions.

FCC further disclosed that all holders of FM grants are being sent a questionnaire seeking specific information as to whether orders have been placed for transmitters and other FM equipment, and just how far construction has progressed.

Early A.M. Religious Seg Attracts Ft. Wayne Ears

FORT WAYNE, Ind., July 27.—While most stations start their day with a get-'em-out-of-bed-with-a-smile spieler, WGL here has gone sober sides and starts with a 10-minute prayer, a *Sunrise Devotion*. However, the minister doesn't have to get up at the crack of dawn but disks his preachment several days ahead of airing.

Idea is to shoot at the farmers and

FCC OK's Roll Out; Grants 25 With 5 Maybes

WASHINGTON, July 27.—Station approvals continue to pour out of Federal Communications Commission in wholesale lots.

This week FCC granted eight standard and 17 FM stations. Four additional FM applicants were given conditional grants, while FCC proposed to reject two standard bids and grant one.

Commission proposes to turn down the application of Chronicle Publishing Company for a new station in Marion, Ind., on the ground that it would provide objectionable interference for existing stations. Regarding the bid of Altoona Broadcasting Company for a 250-watter in Altoona, Pa., FCC proposes to accept it over a similar bid by Thompson Broadcasting Company, because the former concern's officers are more closely associated with the city.

Standard Approvals

Approvals for new standard stations went to Northern Allegheny Broadcasting Company for a 1,000-watter in Warren, Pa.; Commonwealth Broadcasting Corporation for a 1,000-watter in Portsmouth, Va.; James B. Littlejohn for a 1,000-watter in Ogden, Utah; WAUK Broadcasting Company for a 250-watter in Waukesha, Wis.; Elko Service Company for a 250-watter in Elko, Nev.; Southwest Broadcasters for a 250-watter in Raton, N. M.; Highland Broadcasters for a 250-watter in Oak Ridge, Tenn., and to White Mountains Broadcasting Company for a 250-watter in Berlin, N. H.

Final FM grants were received by Lehigh Valley Broadcasting Company, Allentown, Pa.; WKST, Newcastle, Pa.; Laurence Harry, Fostoria, O.; Broadcasting Corporation of America, Riverside, Calif.; Capital Broadcasting Company, Annapolis, Md.; Tuscora Broadcasting Company, Dover, O.; Radio Broadcasting Corporation, Twin Falls, Idaho; Keystone Printing Service, Waukegan, Ill.; Bethlehem Globe Publishing Company, Bethlehem, Pa.; Democrat Printing Company, Durant, Okla.; Uniontown Newspapers, Uniontown, Pa.; Washtenaw Broadcasting Company, Ann Arbor, Mich.; WHBY, Green Bay, Wis.; R. E. Letourneau, Toccoa, Ga.; Home News Publishing Company, New Brunswick, N. J.; A. H. Belo Corporation, Dallasav Howley Broadcasting Company, Reading, Pa., and Minnesota Broadcasting Corporation, Minneapolis.

Four conditional FM grants went to applicants in the San Francisco area, while four other bids for stations in the same area were designated for a hearing. Approved were the bids of KJBS Broadcasters, Pacific Agricultural Foundation, National Broadcasting Company, and Hughes Tool Company. Set for hearings were the bids of Don Lee Broadcasting System, Pacific Broadcasting Company, KROW, and Radio Diablo.

other early risers who resent the glib city-slicker approach of the early a.m. platter turners. Program hasn't been on long enough to gather a real audience, but mail is already coming in and more and more members of the Ministerial Association of the city are co-operating.

PUBLIC SERVICE ON WEB KEYS.

Trammell Calls Complacency No. 1 Danger as He Opens 5th 'Parade of Stars' on C. C.

Plexiglass Bandbox Sets Pace

NEW YORK, July 27.—Niles Trammell, NBC prexy, opened the first closed circuit on the *Parade of Stars* a day ahead of original schedule, July 25, with a warning against complacency. Clarence Menser, program v.-p., told listeners that the programs which the web will air have been pushed back a week from the announced tentative dates, to October 13 and 14.

That, however, was only part of the info which tightly-written talks brought to the C. C. Toppers at each of the 158 stations of the senior web heard Charles Hammond, promotion chief; Syd Eiges, publicity head, and Easton Wooley, stations exec, highlight how this year's *Parade* was different. First emphasis was upon the fact that it was "ahead of time," as reported in *The Billboard* last week. Second accent was on the plexiglass bandbox, which will house the *Parade* promotion material. Previous years' boxes have had little or no exploitation appeal in themselves. This year's bandbox promotes itself—several station execs have stated that they are stealing theirs for bathroom towels, or to fill with nylons for the wife for Christmas, and is a 10-day wonder at every station.

Plexiglass Filler?

Kits, which are in the plexiglass cabinet, are filled with better advertising matter than previous years. There are mats for every type of program, so designed that the station can fill in the segs which the percolator feels have the highest appeal to its individual audience. Station call letters get the play in the layouts, with NBC web credit being played down. Plastic cuts are in-

Hometown Angle Pays Off Flack

NEW YORK, July 27. — Idea of localizing flackery is paying off not only at the networks, but at the 15 percenter offices also. Al Durante (J. Walter Thompson) checks every person on a show and then shoots pix of the stars with each person who was born away from the Main Stem. Their special releases are sent to the area on the hometown boy basis, and they break all the way from a three-column head to spreads with several glamour puss shots. Idea was stressed in *The Billboard* 1944-'45 *Radio Publicity Poll* by a great number of editors and George Crandall (CBS) assigned one of his department to check the local angling of stories.

Durante is working it for a fare-thee-well and doesn't restrict his releases just to the town in which the guy or fem was born. He covers papers within 100 miles, and most of them give him breaks. It works on all the J. W. T. shows, but naturally is only as good as the ideas behind the pix—which thus far have been plenty solid.

cluded also of all the material that will be re-used time and time again.

Books for Briefing

Closed circuit stressed the fact that final shipment of material for the initial implementing of the *Parade* would be in the mail August 1, over a month and one-half ahead of last year's delivery. The boys also told the station men that books were coming to them which would not only brief them on promotion generally and the *Parade of Stars* specifically, but also would be a refresher course on billboards, car cards, black-and-white and on-the-air advertising and the host of other media used to sell broadcasting to its audiences.

Hammond, who acted as emcee, forestalled criticism of the fact that there was nothing basically new in what was coming to the stations by stating that the promotion department's objective this year was not slight-of-hand but the doing well of what had been done before. . . . Getting the most out of every medium, including on-the-air promotion. "We'll first do a good job with what we have and then go on from there," was the general tenor of the Hammond pitch.

Those "Missing" Reports

Station relations' Wooley stressed the fact that "report forms" with station call letters and everything were going out so that when the *Parade* was itself promoted to the sponsors and their agencies, the report would be representative. The last report, for 1945-'46, analyzed by *The Billboard*, indicated that affiliate co-op wasn't so hot and many such stations got hot under the collar due to the fact that the co-op had been there, but their report to NBC hadn't. Report forms will, it's claimed, make it easy this year.

Regardless of all the plans, the feeling on the closed circuit was that the fall was going to be different with the new programs and that plenty of promotion was going to be necessary. Emphasis was placed on the new Thursday night schedule, which would be minus a well-known name (Bing Crosby wasn't tagged, but all ears knew whom Trammell meant) but would have plenty of sock Hooper-getting new names. . . . and it was Niles Trammell, who did the emphasizing, and he's still, the trade points out, the most program conscious web prexy in the business.

"Hi! Jinx" Jumps Point as Summer Dialing Declines

NEW YORK, July 27.—*Hi! Jinx*, WEAf's early a.m. bid for audiences, is No. 2 in the metropolitan Hooper area at 8:30, with a 2.3 according to the latest study made by the rating organization. Topper in the area is still *Dorothy and Dick* (Richard Kollmar and Dorothy Kilgallen) on WOR with a 2.8. The *Jinx* program with Jinx Falkenberg and Tex McCrary has jumped an entire point within the past month against a de-

Rebound!

NEW YORK, July 27.—Sam Levitan, who is receiving plenty of kudos for the KSTP (St. Paul, Minn.) "Fish Story" in *Time* magazine is really blushing. Some months ago, he took NBC's press department apart for lack of co-operation and stated that in fact everything he ever got he worked for personally.

Time story was placed by NBC and Levitan didn't know a thing about it until it broke in print.

Thomas May Be First News Seg on 2 Webs

May Air for West on CBS

NEW YORK, July 27.—Lowell Thomas is not leaving NBC and Sun Oil, at least not until his contract runs out in September, 1947. However, it's understood that since NBC has not been able to sell Thomas in the West, he'll be sponsored by Procter & Gamble on the western end of the CBS networks, 11 p.m., EST.

P. & G. will be using Thomas to check upon their present interest in news. If he gathers a sizable audience, he has agreed to do a Coast-to-Coaster for P. & G. However, no contract is said to be signed yet, and NBC may come up with a Pacific Coast bankroll that satisfies Thomas, and he'll stay put.

NBC has also lost Reid's ice cream as a sponsor for H. V. Kaltenborn on WEAf and except for Pure Oil, H. V. isn't doing so hot.

Fitch Drops 'Rogue'; Harris-Faye Seg To Fill Daley Spot

HOLLYWOOD, July 27.—Fitch Company this week revealed intentions to drop *Rogue's Gallery*, mystery seg, at end of current summer fill-in on NBC. Hair tonic company is giving Dick Powell stanza the go-by to concentrate on new Phil Harris-Alice Faye show which takes over the former Cass Daley regular slot. Harris-Faye show is to be given top-drawer promotion and dough.

Rogue, which switches to NBC from a permanent MBS-sponsored slot, meanwhile is being peddled by MCA with Texaco and other sponsors interested.

clining sets-in-use index. It has only been on the air two and half months.

Trade had put the "X" on the show when it was first announced feeling that *Breakfast* tonsiling was on the way out. Instead the promotion and plus programing of *Hi! Jinx* proved that even an outmoded formula can be licked, and gather more audiences despite dialing trends. *Dorothy and Dick* had a winter rating of over 5.

Base Differs But Job's Big

Some use programs, some kick their message home with spots, but all serve

By Joe Koehler

NEW YORK, July 27.—While all public service reports from the key network stations differ in their base, in that some include educational drama, some music and others throw in news segs, no matter what the base, the facts are that despite heavy commercial commitments the web key stations in New York do a tremendous pubserv job, even if, in some cases, the actual number of full-length programs in the public interest may not be staggering.

Station WABC (CBS), which has always done the most enlightened job in using station breaks to relate the station to local needs, is still first among the four keys despite the fact that during the beginning of the United Nations meetings it took the No. 1 newspaper licking among the web outlets for not dropping the commercials to bring UN to the metropolitan area—a job, by the way, which Art Hayes, station boss, feels is primarily the network's, not the local outlets, since UN is national, not just Main Stem.

Reports for the month of May indicate that the local WEAf pubserv job hasn't gotten under way in a consistent fashion, but that there's a vast improvement over what it was before it became autonomous.

WJZ Sked Tremendous

WJZ, on the other hand, having more time on its hands, as any third network outlet must have, delivered a tremendous quantity of pubserv time with 955 such segs in the May tabulation, 484 done locally, 413 taken from the network and 58 one-time shots. The Blue Network outlet is long on pubserv programing and short on pubserv spots. The reason for this is obvious, since WJZ accepts plenty of spot announcement business whereas WABC and WEAf accept no station break dough.

WOR (Mutual) is in the same position as WJZ. WJZ, however, did a lot of pre-plugging of pubserv web and local programs. WOR's reports indicate that it took only 30 service programs from the network. It's known to take less from MBS than the other keys take from their parent webs. (Mutual isn't actually the parent net of WOR. The reverse is true with WOR being part owner of the web and therefore not having the same relationship that the other three New York keys have to their chains.)

The pubserv station break picture for the month of May is as follows:

	Local
WABC	396
WOR	240*
WEAF	186
WJZ	101

*Estimated.

This is the only section of the station (See PUBLIC SERVICE on page 13)



NBC To Fiddle as UN Dances; Morgan, Fisher in 7th Heaven

(Continued from page 5)
President Truman into the schedule, and affairs of state permitting, Truman is expected to attend.

The Schedule

As of now, schedules are not set, but the scope is indicated by the following tentative outline supplied by Fisher:

Sunday, Sept. 22: An all-faith religious meeting in Rockefeller Plaza, "for which we are trying to obtain the personal appearance of the Archbishop of Canterbury."

Sunday, Sept. 22: Delegates to the United Nations Assembly and their families will be invited to a special performance of the NBC Symphony in Studio 8H. "Toscanini probably will conduct." General David Sarnoff will probably be the speaker.

Sunday, Sept. 22: The first of a series of folk festivals will be held in Rockefeller Plaza, with two countries represented in the opener. This will be duplicated on successive days of the week, two countries being represented each day.

Monday, Sept. 23: Beginning on this day and continuing thruout the week, concert bands of the army, navy, marine corps, Annapolis and West Point will give noon and evening concerts in the Plaza. These will be embellished by Rockefeller Choir Choristers.

Tuesday, Sept. 24: A series titled *Your United Nations* will debut, to be heard weekly from 11:30-12 p.m. Ed Stettinius will probably be the commentator on the show, which will be two-thirds documentary and one-third analysis and commentary.

Sunday, Sept. 28: *Home Around the World* will be broadcast from Rockefeller Plaza by Jane Tiffany Wagner. Program will be devoted to Turkey and the performers will wear native costumes.

Sunday, Sept. 28: A dinner sponsored by NBC will be given in honor of the chief delegates from the United Nations Assembly and their wives in the ballroom of the Waldorf. Senator Austin, U. S. delegate to the UN, will be the speaker.

In addition to the dinner at the Waldorf, other dining and dining functions will be held, all on a top level calculated to appeal to the special talents of NBC's Clay Morgan, who, it's reported, regards the week of September 22-29 as the apotheosis of a glorious, if white tie and tails career.

The hosts for the dinner at the Waldorf will be General Sarnoff and Niles Trammell, respectively RCA and NBC prexies. The United States will be represented by Sumner Welles, James T. Shotwell and Clark Eichelberger, and others. Speakers

will include Belgium's Honore Spaak and Trygve Lie, Secretary General of the UN.

A fashion show, according to plans submitted by NBC's Helen Leaf, will follow the dinner; and preceding the feed the program, *Our Foreign Policy*, will originate from the Waldorf ballroom with Sterling Fisher and Senator Austin as speakers.

In addition to all departments of NBC being at work on the different facets of the schedule, present plans call for extensive promotional co-operation by affiliates. Starting next week, for instance, kits will be sent to all affiliates with sample displays, ads, releases, merchandising tie-ins, flags, posters and stickers—all of which the stations can order in bulk if they wish. Stations will also be contacted by branch offices of the American Association for the United Nations for the purpose of arranging local activities, such as folk festivals, up to and thru UN Week. The folk festivals in New York, for instance, are being set up by WEAFF, and it's hoped other NBC outlets will follow along.

Co-operating with NBC on the venture are the National Education Association and the American Association for the United Nations and various religious organizations. NEA, thru the efforts of Belmont Farley, plan to celebrate NBC's UN Week in schools thruout the country and are enlisting the efforts of some 850,000 teachers. AAUN, headed by Clark M. Eichelberger, operates 12 regional and 61 branch offices in American cities, and, working thru NBC, will put the heat on the affiliates for co-operation. Religious organizations are being tied in thru the efforts of Everett Parker.

Programs Retailored

Germ of the project was first revealed February 15, when NBC announced plans for converting various programs, including four *University of the Air* series, to themes plugging the UN slant. This operation finally began in June, with *Concert of Nations*, *Tales of the Foreign Service*, *Our Foreign Policy* and *Home Is What You Make It* (Home Around the World) adopting the UN theme. *The Pacific Story*, originating in Hollywood, also tied in, and to some extent *The Fifth Horseman*. The climactic wind-up, timed to coincide with the opening of the United Nations Assembly in New York, reached the present stage of development only a few days ago.

The entire effort, tradewise, is regarded as most significant in view of lavish public service programs planned by all webs. CBS, for instance, will follow *Operations Crossroad* with similar 60-minute shows requiring great research and documentation and based upon themes of national or international significance (*The Billboard*, July 27). It's felt, and hoped, that the attention to such programing by NBC, CBS and other webs will take away the heat of the *Blue Book*, and perhaps obviate the need of such an FCC indictment.

And it's also hoped that, despite tremendous cost, the implied showmanship in the web's plans will make the pubserv programing pay off from the prestige and space angles.

CIO RETREAT

(Continued from page 5)

points out that the rapid turnover at CBS had just the opposite results in the recent polling.

UOPWA is said to have further plans on NBC organization and its withdrawal of the charges on the guest relation firings is said to have been strategic rather than a retreat and planned so that a "more dramatic" case could be processed.

No Can Do?

NEW YORK, July 27.—Fact that at least one station attempted to hypo its BMB audience index artificially was revealed Wednesday (24) at the opening session of a series of meetings designed to acquaint radio execs with the use of BMB data. Question by one exec as to whether a station might use a special promotion campaign while the BMB balloting was underway drew from BMB prexy, Hugh Feltis, the answer that a complaint about that already had been received. Squawk was leveled against a West Coast percolator, but Feltis indicated the complaint was not valid inasmuch as BMB decided the balloting had not been affected.

Philip Frank, BMB secretary, with regard to the same problem, indicated BMB regulations outlawed promotion campaigns which would artificially hypo a station's listening audience. Another exec suggested such a campaign might be done "accidentally."

NBC Flacking "Contract" Segs

NEW YORK, July 27.—NBC is concentrating a boatload of flackery on its "contract talent" and is out to get as many of its affiliates to play along on the build-ups as can be sold the idea, altho the stations naturally won't collect on what happens to the programs, after they've been "built-up."

Programs getting the works are *Carnival* and *Lucky Stars*. Former has Bernie West as talent.

Showbiz Gang Asks For Burbank FM Station License OK

HOLLYWOOD, July 27.—Billy Gray, night spot operator-entertainer, and Sam Kerner, Hollywood talent manager, have applied for an FM license and are hoping to operate an outlet in Burbank. Also listed as stockholders in the firm are Dave Street, CBS and 20th Century-Fox singer; Al Gail, CBS-Hollywood news editor; Dr. Samuel Tasker, meat packer; Carl Altman, attorneys I. B. Kornblum and Spencer Austrian, and Don Forbes (Richfield Reporter, NBC).

Gray, Kerner and Altman are principal stockholders and all are residents of Burbank. Site has been selected, and primary construction begun, pending final FCC okay.

SINATRA FAMILY MAN

(Continued from page 5)

a firmer footing, and better in the long run for a national advertiser.

Another nod to the family is being noticed in the publicity for Chesterfield's Perry Como, stories having appeared which are not so sotto voce with the respect to the fact that Como had a youngster attending the same school Crosby's youngsters attend.

Whether or not all this cues a change in the philosophy of cigarette and other sponsors cannot be definitely ascertained at this point, but these straws in the wind are causing plenty of discussion. Nobody believes the bobby soxers will be dumped completely. What is likely to happen, according to observers, is a gradual shifting of emphasis to a more adult appeal via more dignified programs.

BMB Usage Meets Stars; Interest O. K.

Radio Milline Suggested

NEW YORK, July 27.—Nine possible uses for BMB data by ad agencies and advertisers were outlined Wednesday (24) by Phil Frank, BMB executive secretary, at the first of a series of pre-publication clinics held at the organization's offices. Uses were: (1) To help compare radio with other media; (2) to evaluate stations and webs; (3) to determine what stations would best reach a specific market; (4) to choose webs or stations in accordance with product distribution and sales; (5) to use radio effectively to supplement campaigns in other media; (6) to allocate radio costs to sales districts; (7) as an aid in effective program promotion; (8) to aid in making dealer and distributor tie-in advertising, and (9) to evaluate other research.

Suggested uses, according to Frank, were arrived at thru interviews with agency execs, but were by no means the end-all of BMB data. He said other uses might suggest themselves as radio execs became more familiar with the material. He additionally emphasized BMB data was not the only answer to time-buying and that it was not a substitute for "human judgment."

100 Turn Out

An estimated 100 agency, station and web execs at the meeting heard Frank's analysis of the suggested BMB uses and got a gander at sample copies of three BMB services, including station audience reports, a U. S. area report and a network area report, all covering a nine-county test area used by Frank as an example. Station audience report, for instance, indicated the total radio families in counties and cities of a station's coverage area, followed by numerical and percentage estimates of the station's daytime and nighttime audience, according to families. Area report listed the stations in each county or city, the total radio families and the numerical and percentage estimates of the different stations. Network area report, listing the same counties and total families, showed the audience index of the four webs, numerically and percentage-wise. All three reports were on a day and nighttime basis.

Cost Per Thousand?

Execs at the confab showed particular interest in the suggestion that stations might be compared on the basis of "cost per thousand BMB audience," "measurement that might assume the same place in radio that the milline rate and cost per page per thousand circulation have assumed in the comparison of newspapers and magazines. Frank added, however, that such a comparison might be fair only if applied to stations of the same power in cities of the same size. The concept of cost per thousand, incidentally, was initiated in *The Billboard Talent Cost Index* service feature, well over one year ago.

BMB pitch closed with the statement that the org's data was not intended to be a substitute for Hooper or Nielsen. For instance, Frank pointed out, a program might get a poor rating on a station with a high BMB audience index. This would not be contradictory. It would merely indicate the fault was not with the station but with the program.

True U-Tobey-A

WASHINGTON, July 27.—Senator Tobey's move to investigate FCC is causing arched eyebrows but little concern at FCC where the topic, in fact, has become a source of puns. Pun-of-the-week on the subject was created by one FCC spokesman on the day Tobey introduced his resolution for the FCC inquiry. Newsmen were delayed 45 minutes in getting the day's routine batch of FCC releases, and one newsmen irately asked an FCC official if fright over the Tobey resolution had caused the delay.

"Oh no," said the FCC official jocularly. "But I'm sure things will be better after Senator Tobey's probe—since that'll make FCC a true u-tobey-a (utopia, get it?)."

Pubserv Meets Blue-Booking

D. C. Special Eventers Work On FCC Ache

Chinfests may solve multiple station events handling problems

WASHINGTON, July 27.—In the shadow of Federal Communications Commission, radio stations in the nation's capital are readying to give public service programing an unprecedented "shot in the arm." Washington's four web stations and two independents are preparing to organize formally to determine how quality and mechanical arrangements for special events programs can be improved, it was learned. Opening step will take place Wednesday (31) with first in series of semi-monthly meetings of directors of special events of all capital's stations.

With Washington regarded as a key source of "public service" programs for the major networks as well as for the capital's two indies, the plan by all six capital stations to seek ways to organize governmental co-operation for special events shows is regarded as one of the most significant industry developments since FCC threw its *Blue Book* at the industry. The idea of convening all directors of special events twice monthly in order to co-ordinate radio plans of action on a par with the daily newspapers is credited originally to Ira Walsh, director of public affairs at inde-

pendent WWDC, and Bryson Rasch, former program director at American Broadcasting Company's capital outlet, WMAL. Rasch is now radio director for Democratic National Committee. The idea has received ardent support from all stations in capital, and the move is expected to set a pace for national action.

Blueprint Ahead?

The special events directors will seek to get fullest governmental cooperation in setting up public service programs. It is no secret here that stations have been taking a beating in recent months on major events such as honor awards by President Truman to GIs at the White House. (See DC Special Eventers on page 10)

Pay & AFRA Cards For Negro Thesps On Chi Paper's Seg

CHICAGO, July 27.—*Democracy-USA*, 15-minute seg with Negro cast and put on by *The Chicago Defender* over WBBM here, will go pro starting next September. Heretofore, the program, first and only one in Chi to use Negroes, has been on an amateur basis, but producers feel that enough actors are approaching pro status to warrant pay and their inclusion in AFRA.

Negro acting groups thruout the city who had been pressing for a pro rating were optimistic that colored

actors had really cracked radio in the Windy City. At present there is but one Negro member of AFRA, Charles Griffin, and pickings for him have been limited to a few minor handyman roles.

Charles Browning, newspaper rep, and Don Kelly, station flack prexy and originator of the show, are planning to hold open city-wide auditions around Labor Day. About 15 or 20 of the participants best judged to be pro will be selected for forthcoming productions and will be paid AFRA sustaining scale and will be admitted to AFRA. Deal with AFRA whereby Negro performers can be admitted without stiff initial fee is being worked out by reps of the various parties concerned.

Ballroom-Nitery Ops Ignore AFRA Meet On Remote Scale

HOLLYWOOD, July 27.—American Federation of Radio Artists got the cold shoulder from ballroom-nitery ops yesterday (26) when it tried to enforce its free-lance announcers' rates on band remotes. AFRA's Claude McCue called meeting of spot ops to discuss rates, but only reps of Palladium, Earl Carroll's and Aragon showed. AFRA next week will inform all spots using free-lance gabbers that union's rates will be enforced by "rule and regulation" if managers refuse to sign pacts.

Pay will be figured on an hourly rate. For remotes to web stations, union will charge \$11 for one hour one day in the week; \$15 for three hours the second day; \$82.50 for three hours six days at indies. Rates will go from \$9 for one hour one day to \$45 for six days; \$12 for three hours one day a week to \$67 three hours daily, six days per week.

Time is figured from the beginning of first broadcast to end of last each day. Because of differences in time for Coast-to-Coast, majority of bigger spots take two airshots in one night, one for Eastern pick-up and one for Coast. AFRA will count couple of hours between broadcasts as working time. Move by AFRA may eliminate free-lancers from remote field because ops can ask outlets for staff spielers.

**Advertising Agency and Sponsor Executives
Vote WOV, New York, More First Place Ballots
Than Any Other Radio Station in The Billboard
Ninth Annual Radio Promotion Exhibit**

WOV topped in number of points, all station votes

WOV received first award for over-all promotion

WOV received first award for public-service promotion

WOV blushes with pardonable pride. In the past five years, WOV has received nine distinguished awards for outstanding service, the latest being the George Foster Peabody award and Variety Showmanship award for contributions to American radio in 1945. And now, WOV receives top honors in The Billboard's recent Radio Promotion Exhibit. We are deeply grateful to the agency and sponsor executives who awarded WOV more first places than any other radio station in this nationwide balloting. We trust it is because WOV promotion has reflected this station's carefully planned program balancing policy . . . a policy that adheres to our conviction that in serving the public interest, we best serve listeners and sponsors alike.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

**WOV
NEW YORK**

CBS Drops WOKO For WTRY; Better Coverage, No Blush

NEW YORK, July 27.—Columbia Broadcasting System finally has eased out of the unpleasantness in its relationship with WOKO, Albany, N. Y., by switching to the Col. Harry Wilder station, WTRY, Troy, N. Y., as of January 1. Harold Smith station, which became involved with the FCC when it was alleged that Sam Pickard, former FCC commissioner and later a CBS v.-p., was presented with a wad of stock in return for a CBS line, has thus far won the right by legal means to hold its license. CBS obviously took the out when an affiliation with WTRY, which has a license day and night, became available. WOKO has 1 kw. daytime and 500 watts at night.

WTRY covers the three-city area—Troy, Albany and Schenectady—just as WOKO does, since the three are within hiking distance of each other. Deal was set with Bill Ripley, Troy v.-p. for Wilder, and is seen by the trade as a good deal for both outlet owner and web. Other Wilder outlets are WSYR (NBC) and WELI (ABC), giving the Colonel three net affiliations, which should put him in a swell spot to judge which does the best station relations job.

DC Special Eventers Work On FCC Ache

(Continued from page 9)
Station men have found themselves on numerous occasions "out in the cold" at the time of events while Washington correspondents were getting clean beats. With FCC having insisted in its Blue Book that stations should emphasize programming of unsponsored special events of community interest, the stations here now figure themselves as eligible to ask for a better break. The stations, however, have raised no com-

KOAD Commercial

OMAHA, July 27.—The new FM station here, KOAD, is going to make some money this summer and it really will be hay. The station, which recently went into operation, expects to make about \$1,000 on the alfalfa crop on the land where the transmitter is located.

plaint and are showing readiness to offer co-operative suggestions to White House and other segments of government.

Among those besides Walsh who will convene at the opening meeting here next week will be Bill Coyle, who has replaced Rasch as program director at WMAL; Jack Paige, director of special events and publicity at WOL (Mutual-Cowles); George Wheeler, program director at WRC (National Broadcasting Company); Martin Wickett, program director at WTOP (Columbia Broadcasting System); Richard McNamara of WINX, and a number of their aids and colleagues, including special events' keymen.

Improved Quality

A survey of public service programming in the nation's capital shows that all stations are aiming toward improved quality, with little or no emphasis on added time for this type of programming. Special events chiefs and program directors of the web outlets point out that considerable expansion in that direction had been made during the war and in weeks subsequent to VJ-Day, and in the last several months the objective has been "quality" programs rather than "quantity." Still troubling the boys is the question of whether FCC will credit as "public service" any shows which include free blurbs for government-sponsored campaigns, such as bond drives, even when those blurbs are inserted in commercial programs. Right now, FCC doesn't credit that sort of thing as "public service" but the industry special events folk are hoping that FCC will in time change its attitude.


DRAMA TALENT COST INDEX

In the absence of continuous data on non-telephone home listenership, The Billboard takes the liberty of projecting telephone home-based radio audience measurements to total urban population.

Vol. 1 Issue No. 2 Based upon July 15, 1946, Hooperatings

Program Sponsor Agency Net & Stat.	Hooper Rating	Length	Opposition	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
DR. CHRISTIAN Chesbrough Mc-E. CBS 146	8.9	1/2 hr.	Fish & Hunt Club—ABC Beatrice Kay—MBS Hildogardo—NBC	\$ 449.44	\$.58
THEATER OF ROMANCE Colgate-Palmolive S. & M. CBS 144	7.2	1/2 hr.	Lead a Band—ABC Falcon—MBS Date With Judy—NBC	\$ 486.11	\$.62
DATE WITH JUDY Lewis-Howe R. W. & C. NBC 143	8.1	1/2 hr.	Lead a Band—ABC Theater of Romance—CBS Falcon—MBS	\$ 555.56	\$.68
ENCORE THEATER Schenley Blow CBS 148	6.3	1/2 hr.	Doctors Talk—ABC American Forum—MBS Fred Waring—NBC	\$ 555.56	\$.68
ONE MAN'S FAMILY Standard Brands J. W. T. NBC 141	6.9	1/2 hr.	Pottingill—ABC CBS Symp—CBS Vera Holly—MBS	\$ 652.17	\$.74
LIFE OF RILEY P. & G. Blow NBC 132	8.0	1/2 hr.	Dark Venture—ABC Star Time—CBS 20 Questions—MBS	\$ 812.50	\$.79
ALDRICH FAMILY General Foods F., C. & B. CBS 145	9.7	1/2 hr.	Woody Herman—ABC Passport to Romance—MBS Highways in Melody—NBC	\$ 876.29	\$.93
FOREVER ERNEST Emerson Drug B., B., D. & O. CBS 141	4.2	1/2 hr.	Lum & Abner—ABC Ed Sullivan—ABC Bulldog Drummond—MBS Travelin' Man—NBC	\$ 833.33	\$1.05
THOSE WEBSTERS Quaker Oats R. & R. MBS 299	4.5	1/2 hr.	Sunday Evening Party—ABC Silver Theater—CBS Catholic Hour—NBC	\$1,000.00	\$1.14
CORLISS ARCHER Campbell Soup W. W. CBS 141	3.5	1/2 hr.	Winchell—ABC Parsons (sub.)—ABC Exploring Unknown—MBS Merry-Go-Round—NBC	\$1,000.00	\$1.12
SCREEN GUILD Lady Esther Blow CBS 148	10.5	1/2 hr.	Edward Maher—ABC Paul Porter—ABC Fight of Wack—MBS Contented Program—NBC	\$ 952.38	\$1.18
FRANK MORGAN*** Pall Mall R. & R. NBC 146	4.9	1/2 hr.	Drew Pearson—ABC Monday Morn. Headlines—ABC Gene Autry—CBS Let's Go to Opera—MBS	\$1,224.49	\$1.33
BLONDIE Colgate-Palmolive Esty CBS 143	5.7	1/2 hr.	Quiz Kids—ABC CBS Star Show—MBS Rogue's Gallery—NBC	\$1,491.23	\$1.40
ACADEMY THEATER E. R. Squibb G. C. N. CBS 149	7.8	1/2 hr.	Esquire Sports—ABC Gen. MacArthur—MBS Endorsed by Dorsey—MBS Kay Kyser—NBC	\$1,282.05	\$1.54
MERCURY THEATER Pabst W. & L. CBS 137	3.9	1/2 hr.	Sports—ABC Dorsey Playshop—MBS Mystery Theater—NBC	\$1,666.67	\$2.22
READER'S DIGEST Hallmark F., C. & B. CBS 149	2.6	1/2 hr.	Warriors of Peace—ABC Private Showing—MBS RCA-Victor Show—NBC	\$3,461.54	\$4.66
STAR TIME Frigidaire F., C. & B. CBS 148	3.1	1/2 hr.	Dark Venture—ABC Twenty Questions—MBS Life of Riley—NBC	\$4,354.84	\$5.23
GRAND CENTRAL Pillsbury Flour Mc-E. CBS 126	5.9	1/2 hr.	To Live in Peace—ABC Purlina Jamboree—MBS Farm & Home Hour—NBC	\$ 508.47	*
THEATER OF TODAY Armstrong Cork B., B., D. & O. CBS 148	4.6	1/2 hr.	Paul Porter—ABC Glance D'Attill—ABC Fun and Music—MBS News-Max Hill—NBC Consumer Time—NBC	\$ 543.48	*
SAD SACK Old Golds L. & M. CBS 140	5.1	1/2 hr.	Missing Helms—ABC Gabriel Heatter—MBS Real Stories—MBS McGarry & Mouse—NBC	\$ 686.27	**
STARS OVER HOLLYWOOD Darl-Rich, Sorenson CBS 88	4.7	1/2 hr.	American Farmer—ABC Lopez Luncheon—MBS Ed McConnell—NBC	\$ 851.06	*
REAL STORIES Anacin D.-F.-S. MBS 77	2.9	1/2 hr.	I Deal in Crime—ABC Milton Berle—CBS Telephone Hour—NBC	\$ 862.07	*
MAYOR OF TOWN Noxzema R. & R. CBS 59	6.7	1/2 hr.	Famous Jury Trials—ABC Juvenile Jury—MBS Truth or Consequences—NBC	\$ 896.52	*
CURTAIN TIME Mars, Inc. Grant NBC 34	3.2	1/2 hr.	Green Hornet—ABC Tony Martin—CBS Arthur Hale—MBS I Was a Convict—MBS	\$ 937.50	*
MCGARRY AND MOUSE Bristol-Myers Y. & R. NBC 131	5.5	1/2 hr.	Missing Helms—ABC Sad Sack—CBS Gabriel Heatter—MBS Real Stories—MBS	\$1,000.00	**
PHONE AGAIN, FINNEGAN Household Fin., S.-LeV. CBS 63	4.2	1/2 hr.	Fantasy in Melody—ABC Charlie Barnet—MBS Fifth Horseman—NBC	\$1,071.43	*
SILVER THEATER Int'l Silver Y. & R. CBS 143	5.2	1/2 hr.	Sunday Eve. Party—ABC Those Websters—MBS Catholic Hour—NBC	\$1,442.31	**
VIC AND SADE Fitch L. W. R. MBS 272	2.6	1/2 hr.	America's Town Meetin—ABC Sound Off—CBS Meredith Willson—NBC	\$1,730.77	**


** Insufficient data.
* The network in this case is not extensive enough to permit of the projection of Hooperatings and listeners-per-listening sets upon the urban city population on the same basis as networks of over 100 stations. The "talent cost per urban thousand listeners" is therefore not reported.
*** Includes Pacific Coast repeat.
L. & M.—Lennen & Mitchell. F., C. & B.—Foote, Cone & Belding. Y. & R.—Young & Rubicam. J. W. T.—J. Walter Thompson. McK. & A.—McKee & Albright. R. & R.—Ruthrauff & Ryan. D., C. & S.—Doherty, Clifford & Shenfield. S. & S.—Schwimmer & Scott. R., W. & C.—Roche, Williams & Cleary. McE.—McCann-Erickson. S.-LeV.—Shaw-LeVally. D., F. & S.—Dancer, Fitzgerald & Sample. B., B., D. & O.—Batten, Barton, Durstine & Osborn. W. & L.—Warwick & Legler. W. W.—Ward Wheelock.
Average evening audience rating is 5.5 as against 6.3 last report, 5.4 a year ago. Average sets-in-use are 18.4 as against 21.9 last report, 18.5 a year ago. Average available audience is 69.6 as against 75.5 last report, 70.3 a year ago. Sponsored network hours reported on were 58 1/4 as against 70 last report, 71 a year ago.



74 percent

ask for more -

WLS advertisers numbered 153 in the year 1945 (not including network). 114 of them (74.5%) had used WLS in previous years. They knew from experience just what they were buying—and they came back for more because WLS GETS RESULTS!



890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

CHICAGO 7

Represented by JOHN BLAIR & COMPANY

MYSTERY TALENT COST INDEX



In the absence of continuous data on non-telephone home listenership, The Billboard takes the liberty of projecting telephone home-based radio audience measurements to total urban population.

Vol 1 Issue No. 2 Based Upon July 15, 1946, Hooperatings

Program Sponsor Agency Net & Stat.	Hooper Rating	Length	Opposition	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
THE SHERIFF Pacific Coast McC-E. ABC 192	6.5	½ hr.	Wayne King—CBS Spotlight Bands—MBS Waltz Time—NBC	\$ 307.69	\$.38
MR. D. A. Bristol Myers D., C. & S. NBC 131	13.3	½ hr.	Grant Park—ABC Bob Crosby—CBS Spotlight Bands—MBS	\$ 338.35	\$.38
CRIME DOCTOR Philip Morris Blow CBS 140	7.4	½ hr.	American Music—ABC Special Investigator—MBS George Putnam—MBS Tommy Dorsey—NBC	\$ 472.97	\$.54
BIG TOWN Sterling Drug P. & R. CBS 142	7.2	½ hr.	Lum & Abner—ABC The O'Neills—ABC Nick Carter—MBS Morris Frolics—NBC	\$ 347.22	\$.41
MYSTERY THEATER Molle Y. & R. NBC 139	6.6	½ hr.	Sports—ABC Mercury Theater—CBS Dorsey Playshop—MBS	\$ 378.79	\$.46
TRUE DETECT. O'Henry A., M. & W. MBS 271	5.8	½ hr.	Down Your Alley—ABC Summer Elec. Hour—CBS As Others See Us—NBC	\$ 431.03	\$.52
BULLDOG DRUMMOND Lewis-Howe Olian MBS 273	5.0	½ hr.	Lum & Abner—ABC Ed Sullivan—ABC Forever Ernest—CBS Travelin' Man—NBC	\$ 500.00	\$.59
MR. & MRS. NORTH Jergens L. & M. NBC 144	5.3	½ hr.	Lum & Abner—ABC LaGuardia—ABC The Whistler—CBS Names of Song—MBS	\$ 566.04	\$.68
THIS IS FBI Equitable Life W. & L. ABC 188	6.3	½ hr.	Sweeney & March—CBS Voice in Night—MBS Easy Money—NBC	\$ 555.56	\$.68
ROQUES' GALLERY Fitch L. W. R. NBC 146	5.2	½ hr.	Quiz Kids—ABC Blondie—CBS CBC Star Show—MBS	\$ 673.08	\$.76
COUNTERSPY Schutter Candy S. & S. ABC 187	4.9	½ hr.	Johnny's Front Porch—CBS Wm. L. Shirer—CBS Abbott Mysteries—MBS General Motors—NBC	\$ 714.29	\$.79
MAN CALLED X Pepsodent F., C. & B. NBC 126	9.8	½ hr.	Presentation—ABC Night Life—CBS American Forum—MBS Upton Close—MBS	\$1,020.41	\$1.39
MR. KEEN Kojynos D., F. & S. CBS 51	5.9	½ hr.	Prof. Quiz—ABC Arthur Hale—MBS Inside Sports—MBS Land We Love—NBC H. V. Kaltenborn—NBC	\$ 338.98	*
LONE RANGER (MWF) General Mills D., F. & S. ABC 67	5.3	½ hr.	Bob Hawk—CBS Henry J. Taylor—MBS Inside of Sports—MBS Carolyn Gilbert—NBC H. V. Kaltenborn—NBC	\$ 339.62	*
FALCON Gem Razor Federal MBS 99	5.3	½ hr.	Lead a Band—ABC Theater of Romance—CBS Date With Judy—NBC	\$ 377.39	*
ABBOTT MYSTERIES Helbros Watch W. H. W. MBS 279	5.3	½ hr.	Counterspy—ABC Johnny's Front Porch—CBS Wm. L. Shirer—CBS Gen'l Motors Symph.—NBC	\$ 377.39	*
GREGORY HOOD Petri Wine Y. & R. MBS 87	5.0	½ hr.	Fat Man—ABC Crime Photog—CBS Firestone—NBC	\$ 500.00	*
POLICEWOMAN Carter Products Sm. & S. ABC 187	4.6	½ hr.	James Melton—CBS Double or Nothing—MBS Album of Music—NBC	\$ 652.17	**
SUSPENSE Roma Wine Blow CBS 81	7.0	½ hr.	Lum & Abner—ABC Earl Godwin—ABC Carrington Playhouse—MBS Rep. C. Reese—NBC	\$ 857.14	*
HOOR OF MYSTERY U. S. Steel (full hour) B., D., & O. ABC 189	5.3	½ hr.	Take It or Leave It—CBS We, the People—CBS Freedom of Opportunity—MBS Serenade for Strings—MBS Hour of Charm—NBC Jan Savitt-Old Gold—NBC	\$ 943.40	**
ELLERY QUEEN Anacin R. & R. CBS 54	5.4	½ hr.	Lone Ranger—ABC Battle of Commentators—MBS Inside of Sports—MBS Carolyn Gilbert—NBC H. V. Kaltenborn—NBC	\$1,018.52	*
SPECIAL INVESTIGATOR Commercial Credit SQ&Mc MBS 275	1.4	¼ hr.	American Music—ABC Crime Doctor—CBS Tommy Dorsey—NBC	\$1,785.71	**

**Insufficient data.

*The network in this case is not extensive enough to permit of the projection of Hooperatings and listeners-per-listening sets upon the urban city population on the same basis as networks of over 100 stations. The "talent cost per urban thousand listeners" is therefore not reported.

L. & M.—Lennon & Mitchell. F., C. & B.—Foots, Cone & Belding. Y. & R.—Young & Rubicam. J. W. T.—J. Walter Thompson. McK. & A.—McKee & Albright. R. & R.—Ruthrauff & Ryan. D., C. & S.—Doherty, Clifford & Shenfield. S. & S.—Schwimmer & Scott. R., W. & C.—Roche, Williams & Cleary. A., M. & W.—Audrey, Moore & Wallace. W. H. W.—William H. Weintraub. McC-E.—McCann-Erickson. P. & R.—Pedlar & Ryan. B., B., D. & O.—Batten, Barton, Durstine & Osborn. Sm. & S.—Small & Seiffer. D., F. & S.—Dancor, Fitzgerald & Sample.

Average evening audience rating is 5.5 as against 6.3 last report, 5.4 a year ago. Average sets-in-use are 18.4 as against 21.9 last report, 18.5 a year ago. Average available audience is 69.8 as against 75.5 last report, 70.3 a year ago. Sponsored network hours reported on were 58½ as against 70 last report, 71 a year ago.

The "Talent Cost Index" is protected by the copyright of The Billboard and infringement will be prosecuted.

Jones Upped at Chi ABC come stations relations manager of the web's Central Division, October 1. He will replace James Connolly, who is returning to the New York office for special assignments.

CHICAGO, July 27.—Robert B. Jones Jr., of ABC's stations relations department for New York, will be-

.....for tops in
Hooperatings!

.....for tops in
Dollar Value!

.....in Southern California

IT'S **570**
KLAC

LOS ANGELES

"FIRST ON THE DIAL!"

Represented by **Adam Young, Jr., Co.**
Chicago — New York

ALL SQUAWS LIKE AND LISTEN TO

CLEVELAND'S
Chief
STATION



Gather around and let WJW, Cleveland's CHIEF Station, guide you to Northern Ohio's billion dollar market. WJW delivers more daytime dialers per dollar in the Cleveland Area, than any other regional station.

BASIC
ABC Network WJW 850 KC
CLEVELAND, O. **5000 Watts**
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

H'wood Deb of Gen Mills Chi Hr. Set for Sept. 2

CHICAGO, July 29.—Much-talked-about General Mills Hour (NBC) is definitely moving to Hollywood September 2 and is taking four more actors, two producer-directors and two writers out of Chi with it. *Masquerade*, one of the four soap opera segs in the Hour, has already moved to the Coast, taking three actors.

Carl Wester, producer of the Hour, said this week he had confirmation from Sid Strotz, NBC v.-p. in charge of the Western division, that everything was all set for the September moving date. However, fog which surrounds fate of *The Guilding Light*, one of the segs, is still heavy, owing to a long-time lawsuit brought by Emmons Carlson against Irna Phillips, writer of the Hour. Present status of the case is that final disposition won't be made until fall term of court, therefore, show is definitely slated to remain in Chi until something is decided.

"Websters" To Move

Another confusing factor in the move is that Joe Ainley, producer of *Guiding Light* is definitely slated for the West Coast. Ainley is also producer of *Those Websters*, a Mutual half-hour seg. Another producer for both shows will have to be found, else both will have to move with Ainley. *Light* can't go, at least for the present, and *Those Websters* probably won't, according to Mutual execs here.

Actors in the mass exodus are Ned LeFevre, Jack Pertruzzi, Sondra Gair (*Masquerade*); Muriel Bremner, Sara Jane Wells, Hugh Studebaker (*Woman in White*); Betty Lou Gerson, (*Today's Children*). Writers departing in addition to Irna Phillips are Arch Farmer (*Guiding Light*); Art Glad (*Today's Children*). Other producer-director in addition to Ainley is Herb Futran (*Woman in White*).

Heintz Takes Over At KIEV; Tinkham Real Estating Again

HOLLYWOOD, July 27.—Second top brass upheaval at local indie KIEV came last week with resignation of Kenneth Tinkham as general manager of the outlet, and his replacement by Jack Heintz, former account executive with KHJ-Don Lee, Hollywood. Tinkham was hired several months ago to succeed L. W. Eters in a drive to get back in good graces of FCC. KIEV was singled out by commission in recent Blue Book as one of the nation's most flagrant violators of license application promises.

Heintz faces complete program re-vamping job to bring outlet in line with FCC requirements of public service, etc. He formerly managed KTMS, ABC outlet in Santa Barbara, coming to the West Coast after long stint as manager of WCBS, Springfield, Ill.

Tinkham has returned to real estate, but plans to re-enter radio in the fall.

Slocum FDR Tome Delays

Return to Special Events

NEW YORK, July 27.—Publication of Bill Slocum's book on FDR by Simon & Schuster will probably not come about until early winter, and Slocum is not likely to get back to his CBS post as director of special events until September. Slocum, on leave of absence, hoped to return by August 1.

Tome, which Slocum is penning at Canaan, New York, is taking longer than expected.

Too Short for a Head

Press, Radio Kiss, Make Up; L. A. Stations Get Local News

EVIDENCES of improved radio-press relations becoming more numerous. At Wilmington, Del., *Morning News* and *Evening Journal*, both published by News-Journal Company, recently lifted ban on radio. Both WDEL (NBC) and WILM (MBS) spotted copy Wednesday (24) in both dailies recommending highlights. News-Journal Company long nixed radio mentions in ads of retail stores, but relaxed a few weeks ago. *Sunday Morning Star* in same city has held its columns open to radio for many years. Another instance of rapprochement occurred recently at Spartanburg, S. C., where *The Herald-Journal* press recently broke down. Crisis was bridged by WSPA, whose news editor broadcast headlines, leads, comics, etc.

Local news coverage being offered to stations by newly formed Los Angeles Radio News Corporation, now that City News Service is closed owing to ANG strike. For past three months stations have been forced to rely on AP and UP. New bureau, headed by Ivan Johnson, has eight-man staff, with service via teletype. . . . Kay Kyser rushed to hospital for emergency operation following Wednesday (24) ailer. He will take South Carolina vacash as planned. . . . WRC, Washington, running a series of forum programs discussing the District's proposed six-year multi-million-dollar face-lifting plan. . . . Veterans Administration preparing an all-star, live variety seg, half hour, to originate from Hollywood starting in the fall. . . . Two changes forthcoming in the format and character of *Woman's Club*, CBS show airing Monday thru Friday, 5:15-5:30 p.m. Now done by script, Eleanor Wilson McAdoo will soon switch to ad lib. Additionally, program will travel to pick up conventions, etc., of national interest to women.

Yankee net is the first regional web subscribing to BMB's station and network and audience reports, expected in October. . . . Formation of the seven-man advisory council for newly organized National Association of Radio News Editors was completed this week, and a draft of constitution and by-laws will be presented at the first annual convention, slated this fall for Chicago. Council members are Johnny Murphy, WCKY, Cincinnati; Leslie Ford, WKBW and WGR, Buffalo; Paul King, KARK, Little Rock; Jack Shelley, WHO, Des Moines; Milo Knutson, KFBI, Wichita; Frank Hubbs, WMAZ, Macon, Ga., and Gil Kingsbury, of WLW's Washington, D. C., news bureau.

ABC's public service program chief, Bob Saudek, huddling with West Coast brass on new service segs. . . . Bill Fountain, just out of uniform, landed an announcer's job in his home town, Oklahoma City, with WKY. . . . Vincent Filippinai, waiter at Ralph's Chop House, New York legiters' hangout, will do operatic and pop tunes on Buitoni program over WOV in the fall. . . . WNOC, Norwich, Conn., set for a mid-August debut. . . . Myron Golden, script editor of Grant Advertising, conducting a script-writing class at the Midwestern Writers' Conference, Chicago. . . . WBBM, Chi, launching new audience participation seg, "Hint Hunt," bankrolled by Armour & Co., August 19. Agency is Foote, Cone & Belding.

Firms recently switched to C. E. Hooper by CAB for program Hooneratings service include National Dis-

tillers Products Corporation, Emerson Drug Company and J. B. Williams Company. . . . In personnel shuffle at Shaw Le Valley Advertising Agency, Chicago, Edmund Abbott was appointed vice-president in charge of radio. Three other execs, Carl Grether, F. C. Goodrich and William Steffey, were upped to vice-presidencies. . . . Wire radio coverage of the national observance of Air Force Day, August 1, assured thru co-operation of networks and indie stations working with Army Air Forces public relations. Theme of most plus supplementing regular programs is the post-war AAF slogan: *Air Power Is Peace Power*.

Gulf Radio, with headquarters in Pensacola, Fla., shopping for scripts. . . . Ninety per cent of the 15,000 square feet of exhibit space set aside at the Waldorf-Astoria, New York, for the second Television Conference and Exhibition of the Television Broadcasters' Association, Inc., already has been sold. Affair skedded for October 10 and 11. . . . John P. Highlander appointed program director of the University of Iowa station, WSUI, Iowa City. He succeeds Armon Bonney, who died recently. . . . Dean D. Linger, ABC's central division flack, becomes assistant to Karl R. Sutphin, central division sales promotion manager August 15. . . . Paul Mowrey, ABC's national tele-director, touring the Western States. . . . Fifty-two thousand copies of *Going Forward With Radio*, 32-page booklet published by National Radio Personalities for WHBC, Canton, O., are being distributed cuffo.

For first time on any daytime serial, background mood music accompanies the emoting, in the dramatization of *Rosemary*, CBS daily seg. Director Leslie Harris uses music not only to denote change of theme but also to punctuate and set the mood. . . . Broadcasting Program Service, New York, now a part of newly formed International Media Corporation, of which Herbert Rosen, head of BPS, is president, and Frank G. Berglas, vice-president and treasurer. IM will do all phases of international advertising, emphasizing radio and television, in conjunction with its international distribution of radio programs and scripts. . . . Clifford Bair, for years in charge of the Piedmont Music Festival Association and nationally known for his work in opera, takes over as public service director of WRAL, Raleigh, N. C., September 1. He will develop talent and spark the station's pub-serv programming.

Indication that Harold M. Grass Agency, Chi, would go heavily into radio was seen this week when Milton Schwartz, formerly vice-president with Foote, Cone & Belding, was brought in as exec v.-p. Schwartz in his former post handled *Pepsodent*, *Majestic Radio* and *Frigidaire* accounts and is expected to build package shows. Firm jumped from \$40,000 billings in 1942 to \$2,000,000 last year, but has lacked radio business. . . . Tommy Allen, lend-leased by NBC to WKY, in first application of the talent farm-out plan, has clicked and Okie Gas & Electric org is asking for another 13 weeks. Plans developed by P. A. Sugg, WKY manager, and NBC prexy, Niles Trammell, and Clarence Menser, web program chief, call for 13-week rotation of NBC performers. Allen is now in the eighth week of his first series.

Mass Picketing Tried by ACA In WIP Strike

PHILADELPHIA, July 27.—American Communications Association, in an effort to break the stalemate in its strike against WIP, which started July 16 at midnight, has resorted to mass picketing. The 45 announcers, technicians and office workers on strike are now joined in their picketing by about 100 additional pickets from the National Maritime Union, Transport Workers' Union and the Office and Professional Workers' Union, all CIO.

Meanwhile, officials of the union and Benedict Gimbel Jr., WIP prexy, are closeted with U. S. Conciliator John Murray, of the Department of Labor, in an effort to end the impasse. Station continues to operate on its regular 24-hour schedule around the clock, with station execs, not members of the ACA, taking over the duties of the striking personnel.

KYW Engineers To Vote on Bargaining Agent for New Pact

PHILADELPHIA, July 27.—Engineers at KYW early next month will ballot to decide whether the American Communications Association or National Association of Broadcast Engineers and Technicians, or neither, is to be their bargaining agent for a new contract. Control room lads have been going on a contract that expired in 1943 when the union asked the station to negotiate for a new one.

Station and union agreed to continue old binder for an indefinite period, but earlier this year the new union appeared on the scene, demanding recognition, altho the ACA union charged that NABET was company-sponsored. National Labor Relations Board dismissed such charges and called for the voting.

AM Station Grants To Get a Probing

(Continued from page 6)
war, which, individually, present no reasons for a nix. Off-the-record statement by some of the commissioners is that a number of AM bids are from speculators who intend to build up stations with the idea of later selling at inflated prices. FCC spokesmen indicate that the commission is worried over the trend.

License Trafficking

Difficulty, it is explained, is in discovering which applicants are trafficking in licenses and which are acting in good faith. "Each case has to be decided on its individual merits," an FCC official remarked, "and it is pretty hard to discover what an applicant has in the back of his mind."

Tobey's resolution directs the Senate Interstate Commerce Committee to make a full investigation of FCC's policy "in distributing frequencies to stations," its policy toward FM, its control of radio programs, and its administration generally.

Insiders point out that congressional investigators want to know whether FCC has been designedly fostering a break-up of AM and a trend toward FM in populous areas. When a formal inquiry finally gets under way, FCC's public service report also will be a target of major study, it was disclosed.

Seek Nod on CBC \$2,500,000 "City"; Suggest CFCN Co-Op

MONTREAL, July 27.—The Canadian Broadcasting Corporation is planning to build a \$2,500,000 "radio city" in the Outremont section of Montreal. Construction of this radio headquarters will start as soon as final plans are approved by the house. Disclosure was made by CBC General Manager Augustin Frigon, when he offered the corporation's reason for turning back to the city of Montreal a downtown site on which it had been given an option.

Thursday's (25) session as well as part of yesterday's (26) was used for discussion of situation of CFCN, Calgary, Alta., one of the indies whose frequency the CBC is taking for its own use. Wave lengths of the Calgary station and CFRB, Toronto, and CKY, Winnipeg, will be taken over and used for high-powered links in the national network.

Co-Op Alternative Offered

A unique program of co-operative joint stock listener ownership of Station CFCN was offered as an alternative to the taking over of the station's frequency by the CBC. M. M. Porter, counsel for the station and spokesman for a half dozen agricultural and municipal groups, made the suggestion which he said would involve the buying out of the present owner—H. G. Love—and placing control of the station in the hands of a governing board representing 50 geographical divisions of Alberta.

He disclosed the possibility of 15,000 stockholders.

Under the plan CFCN would retain its 1010 frequency and increase its power to 50 kw. CBC would go to the Southeast border of the Province and operate a station on the 1060 wave length offered CFCN as an alternative. CBC would operate a high-powered station by remote control, which would have a shielded antenna to protect American and Mexican stations using the same channel.

In this manner CFCN would retain its channel and would thus be able to cater to local tastes thru the use

of local talent in the Calgary center. This local public ownership as distinct from CBC remote government ownership would ensure local programs for local satisfaction—an aim which would ensure local programs for local satisfaction—an aim which could not be encompassed by the CBC.

Earlier, Love claimed that if CFCN continued to be located at Calgary and operated on the 1060 alternative channel, it would have to erect a shield which would prevent its radiation reaching important listening groups in the South of the Province. He stated notification that he was losing his wave length came as a shock. Communications he had received up to 1945 had given him no indication that such was government policy.

Revenue Minister McCann, minister responsible for the CBC, said the reports of Parliamentary committees and the stated policy of the government over the years should have warned station owners that they held their frequencies only provisionally.

Another Chiller-Diller Set For Chi Preem This Fall

CHICAGO, July 27.—Ed Borroff, ABC's Midwest chief, is dreaming up a mystery seg which will probably be aired from Chi beginning in the fall.

Tentative title is *Ex-Gangster*. It will deal with a reformed mob-boy. Borroff got the idea from listening to *Stump the Authors*, another ABC show which features Louis Zara. Borroff approached Zara on the idea, and author and exec are cooking up the show.

No Charge-Off for Pubserv On WCCO-KSTP News Segs

NEW YORK, July 27.—Competish between WCCO-CBS and KSTP-NBC for news supremacy is nip and tuck, with WCCO slightly out in front and both stations making gab pay, according to statistics and trade opinion. WCCO, which goes all out to make every news seg pay its way via a bank roll, has an edge over stations in this area in that it has Cedric Adams, who scores a higher Hooper than any newscaster in the Twin Cities. In addition to Adams, who airs at 12:30 p.m., and 10 p.m. daily, WCCO grabs the second highest Hooper of any rated local newscasts with John Raleigh's 8:15 p.m. seg, the January-April Hooper Continuing Measurement of Radio Listening rating him 9.7.

CBS outlet also scored a beat in handling the Minnesota election news. Altho working with KSTP and WTCN and local press, WCCO set up a separate Duluth bureau and flashed returns to Twin Cities, at the same time shooting Twin Cities and out-State returns to the Duluth-Iron Range sector. Thruout evening station stayed 5 to 15 minutes ahead of opposition with several exceptions.

Rival KSTP, which pioneered local news rooms in 1934 when station prexy Stanley Hubbard set one up, regards news primarily as a "service," but nevertheless sells most of its news periods. Hubbard's philosophy is that news is a must, whether or not it pays off.

But it is paying off for KSTP as well as WCCO. At the NBC outlet the 13 daily local segs segs six days

Public Service on Web Keys; Base Differs But Job's Big

(Continued from page 7)
tions' reports which is truly comparative.

"In Program" Plugs

Naturally this does not include the "In Program" public service plugs, for which 100 per cent figures are not available. WEAFF took 256 of these in program announcements (i. e., carried web programs which used this number of one-minute announcements) and carried commercial programs which pubservd 163 times during May. WEAFF also carried 35 hours and 59 minutes of NBC commercial public service airings and 78 hours and 54 minutes of sustaining public service. Again it must be noted that none of the nets use the same basis on figuring what's public service in this report, except in so far as announcements are concerned. A programs differs in its public service implications with every ear.

WABC May Service

WABC's public service job for the month covered infantile paralysis volunteers, postal zone numbers, vet schooling, chauffeur licenses, juvenile delinquency, railroad strike, food conservation, food collection, victory gardens, U. S. bonds, cancer control, Selective Service, OPA, foster homes for children, vet jobs, vet loans, vet hospitalization, vet housing; army, nurse, navy, marine and naval reserve recruiting; highway safety, national safety, adult education, forest fires, refugee education, Greater New York fund and I Am an American Day, WABC plugs ranged from 27 (the top, for victory gardens) to two for anti-juve delinquency.

The WABC list is imposing, mostly because every announcement is a

station job and not something written and handed to the outlet by some outside agency. It is even more imposing when time used on individual programs is taken into consideration. For instance, *This Is New York* rode eight causes; Margaret Arlen, nine, and Arthur Godfrey a minimum of 35. From the web, WABC took 520 of what CBS calls "cultural, informative or educational broadcasts." These segs added up to 148 hours and 15 minutes, which broken down includes 362 sustaining segs and 158 commercial programs.

WOR's 193

WOR's public service record is nothing like this in volume, but once again the base must be taken into consideration. It checks 193 public service programs, but doesn't include dramas, music, etc., as does the CBS compilation. WOR also took only 30 public service programs from MBS. If dramas, etc., were dropped from the CBS report WABC would have been credited with taking only 172 sustaining programs from Columbia.

However, what is clear is that no matter how the tally is kept, New York key stations don't have to worry about FCC *Blue Book* unless some particularly captious critic starts setting up strict formulas on percentages of this and that; i. e., amount of local news, sustaining local programs and so on.

Potent Annos

Indicated by the facts and figures is the potency of station break announcements, with the social service organizations testifying just how much good a single announcement between two top programs can do for the public and the agency. Also indicated in this first key station report is the fact that even the nets haven't gone into a huddle and decided to keep records which will make one outlet's pubserv job comparative with another. This is essential if the FCC is going to have its answer in terms of what the webs and their stations are doing.

The job's big—and it requires report forms just like any service—and reports which are universal for all chains. *The Billboard's* next pubserv report, on the Windy City, will be based upon a form drawn up by *The Billboard's* Audience Research Department and will show not only comparative figures but actual ears that heard the appeals to reason.

Roosevelt's News Seg Sold on E. T.'s With Exclusive Pitch

HOLLYWOOD, July 27.—Plans for syndicating Jimmy Roosevelt's news commentary on a nationwide platter basis have been set and show is now being offered to local outlets in key cities. Seg is for sale on an exclusive local coverage basis, with rates set in line with station power, coverage and local prestige, according to John Barnes, program producer. First station to definitely sign up is WPIK, Alexandria, Va., which gets exclusive rights to Washington, D. C., listening area.

Platters are first offered to largest local indie station in listening areas. If turned down, stanza is next peddled to local ABC outlets (on Barnes's theory that ABC is most likely to go for Roosevelt's liberal commentary). Platters are processed in Hollywood and air-expressed within few hours after initial airing over KLAC, Hollywood indie. Time and locale references are omitted to give stanzas general flavor. Show is now carried also by KXLA, Pasadena; KYA, San Francisco, and WLIB, New York.

Corn for Corn

NEW YORK, July 27.—Station WEAFF, having decided to go corn in the early a.m., with a platter chatter seg featuring one Eob Smith, from Buffalo, has started out promotion in the corn vein. James Gaines, station boss, is sending out a letter to every Smith in the phone book, with a lead-in line, "Do you have a cousin named Bob Smith?" What follows is the usual palaver on the slant that Bob Smith had asked Gaines to write his cousin, and Gaines had lost the address, so he was writing the whole darned family of Smiths and telling them about Bob, the program and everything.

It's an old direct mail gag, but it hasn't been used around broadcasting for some time, and besides, every disk spinner's name isn't Smith.

Smith seg will have plenty of bankrolls from its first broadcast August 5. Sponsors include West Disinfecting, *Collier's* mag, Colgate Dental Cream, Halo and Supersuds, Potter Drugs, Curtis Publishing, Metropolitan Life Insurance, N. Y. Telephone Company, American Kitchen Products, Eastern Airlines and *New York Herald-Tribune*.

Home Life of a Buffalo

Reviewed Sunday (21), 8:48-9:15 p.m. Style—Drama. Sustaining over WNBT (NBC), New York.

Swell casting, top direction and keen adapting turned this play into a sock video seg. Only one negative might be found with the presentation and that would be that the turning on and off of the gas, as Eddie first decides that the entire vaude act (wife and son), should die and then changes his mind, wasn't too clear to the casual looker-in.

Here in the tele-flesh was a four-a-day song-and-dance team, one that would never make the top grade. Never for a moment did Fred Coe, the director, permit himself the luxury of making the hams terrific. John McQuade (Eddie) was a small-town George M. Cohan and Virginia Smith (Josie) the song-and-dance man's foil. Mickey Carroll (Joe) was a lovable want-to-be-in-the-act kid, but he never was a softy or reached out for a false pull on the heartstrings.

Enid Markey and Percy Helton played a pair of bits as former "goat act" owners. Markey had been seen before under far less favorable circumstances, but she was the character, as Coe handled her this time, and so was Helton.

Check this as the perfect proof that Coe has put on his directorial long pants to stay.

Speeding Allowed

Reviewed Monday (22), 9:15-10 p.m. Style—Interview. Sustaining on W6XAO (Don Lee), Hollywood.

Net result of tonight's airer was a king-size pawn rating. While seg might have packed a punch for sports fans, the entire effect was ruined by sloppy technical work. Put the blame on the boys in the control room.

Show was built around an interview with Ralph Hepburn, racing-car pilot, and Sam Henks midget-auto racer. Hepburn's tales of early-day motorcycle racing and the Indianapolis Speedway annual classic were interesting. Man-to-man chat, however, was much too long and tiresome not only to set owners but to Hepburn himself, who was forced to stand awkwardly during entire gab session. Interviewer Brad Atwood, on the other hand, was seated during act, thus making interview seem stilted and clumsy.

Racing talk was tied in with safety plugs, delivered by a member of the Los Angeles police department and illustrated with charts showing the right and wrong way to drive. As in the racing interview poor imagery killed positive effects. Picture was either too bright, blurring all facial characteristics, or so dark that it telecast as a grayish black smudge. Even beginners can do better, and Don Lee is certainly no video neophyte.

Tam O'Shanter Tournament

Reviewed Saturday afternoon (27). All-American Golf Tournaments. Sponsored by the American Broadcasting Company and U. S. Rubber Company. Telecast by WBKB, Chicago. Balaban & Katz.

Just about the best remote television program ever presented in Chicago was the job done by WBKB and the American Broadcasting Company on the full afternoon telecast of the All-American Golf Tournaments at the Tam O'Shanter Club, north of Chicago. Working under far from the best video remote conditions, WBKB and ABC joined together to give the video audience here four and a half hours of teleprogramming that got the color, the action and the spirit of this, one of America's most important golf tournaments. Considering that this was the first major golf tournament ever telecast and that production was handicapped by lack of equipment, the job done was superb.

Executive producer for the telecast was Havey Marlowe, ABC teleproducer. In charge of direction was Reinald Werrenrath, director of special events for WBKB. On the scene supervisor of the program and chief announcer was Jack Gibney. Johnny Neblett, well-known Chi radio commentator, handled color and personal interviews. Harry Birsch did his usual top job on the camera.

WBKB and ABC set up its camera at a remarkably good vantage point—on top of the Tam O'Shanter Club House. From this spot the camera was able to pick up the first tee and fairway, and the eighth and 18th greens, as well as a complete view of the crowds following the game at these important holes.

Using an eight-inch lens for close-ups, a 15-inch lens for medium shots and a 90-mm. telescopic lens for distant shots that followed the players far down the fairway and kept the ball constantly in the camera focus, the WBKB and ABC staff presented a complete picture of the event.

The picture at the Club House, which was picked up on receivers connected to the camera by coaxial cable, gave an indication, with its perfect clarity and complete gradation between shadows and highlights, of what can be expected in the future when video transmission is operating under the best possible conditions. The picture, as picked up in Chicago, was not as good, but that was because the signal was relayed from the course to the Rainbo Ballroom on the North Side of Chicago, where WBKB has permanent installations, and from there to WBKB studios in the Loop, from which the signal was sent out to the public.

Just about the top job done by any member of the production crew was that done by Jack Gibney. Gibney, working without a monitor, stood next to the camera and gave instructions to the cameraman relayed by radio from the WBKB studios. He also gave instructions to the engineers on the scene and gave the running account and co-ordinated the color shots and interview by Neblett. How he managed to keep everything straight while performing these multiple duties was an example of the ingenuity necessary for handling of ambitious telecasts during this period when video equipment is still not at its best.

Only thing wrong with the program was that once in a while the picture was jumpy or faded out as different lenses were put on the camera. This happened because the image orthicon used was not equipped with a turret lens. In the future, when they are, golf tournaments, or any other sporting event, out to be television sport.

U. S. Rubber commercials were handled from the studio. Slides and

Second Viewing

The Magic Carpet (WABD, DuMont, New York, Wednesday, July 24), is still an interesting travelogue, with Bud Gamble coming up now and again with effects that are swell. Two of his, a dissolve accomplished thru a cloud effect and a transition from real life to make-believe thru revolving, multiple-toothed wheels, were sock this time.

However, the kid continuity was

Walter Thornton Show

Reviewed Thursday (25), 8:50-9:15 p.m. Style—Service. Sustaining over WCBW (CBS), New York.

This is strictly for the barrooms and the fem who yens to be a professional model and who thinks that she has a chassis. The camera work is really tough on this type of show. Every pro photog will tell you that in trying for a camera angle he hits more unacceptable than come-hither shots.

Guest photog on this scanning was Hal Reiff, who in arranging the girls hit as many ugly poses as he did good ones, and on two shots had foreshortened limbs that made two of the girls look crippled.

Cameramen Howard Hayes and Martin Stuart handled the close-ups okay most of the time, but no one could do it 100 per cent, and Hayes and Stuart were no exception.

Yvonne Lewis was the best, telegenically, of the four girls, but all of them, Sylvia McNeill, Pat Vanover and Vicki Hazel, hit at least one pose that was pin-uppable, and how the boys in the barrooms whooped it up on this seg. CBS also used its revolving wheel to achieve a pin-up montage which was sock.

Judy Thornton, the model agent's wife, did most of the emseing, and while she Billie Burked the opening she eased up towards the end and was real. Thornton himself was just a stage wait.

Ralph Warren directed this—there wasn't much to do but keep the cameras in where the girls looked best. There were at least five telephone attempts at dating before the scanning was off the air. . . . So "they" liked it.

Boxing Matches

Reviewed Thursday (25), 9 to 9:30 p.m. Style—Boxing. Sustaining over W6XYZ (Paramount), Hollywood.

Continuing program experimentation outlet came up with a welcome improvement in its slugger seg. Instead of the typical punch-calling gabber, Director Klaus Landsberg had spiler play the part of just another ringsider kibitzing the bout. Role was very well handled by Michael Roy, who was successful in dodging the usual left-to-the-jaw, right-to-the-body cliches. Instead he smoothly wove into his patter background info about the leather-pushers.

For once, the tele fight announcer has found his niche; to supplement instead of duplicate what is seen. Lenses held up well under strain of following fast-moving boys.

vocal announcements were used during station breaks and during some lens changes.

Judging by today's program, it will never be troublesome to sell a video receiver. All the potential set buyer will have to see will be a video sporting remote. That ought to sell him.

monotonous and without any sparkle. The animal motion picture clips were good, without giving a zoo feeling at all, altho the kids were supposedly flying over a zoo.

The advertising also was out of key. The opening, which used an Alexander Smith singing radio commercial was in no way made visual and the end, with "Clara Dudley," the Smith home furnishing adviser, used a home furnishing hint that went out with the ark. She looked like a million dollars personally and it's a shame that her advice wasn't as good as she looked.

The Hour Glass, sponsored by Standard Brands (WNBT), Thursday (25), 8:05-8:50 p.m.), indicated in this scanning that someone at J. Walter Thompson has read the book. Instead of an unrelated group of performers, a theme and story pitch was used and the actors were all part of a tour of a carnival. Thus there was mood and cohesion, something that has been missing from most previous camera handlings of the *Glass*. Helen Parrish, the young lady who acted as hostess and who was shown around the lot, was just charming and real enough to make you want to dial in next week. It took some-time to get this seg started, but it's on its way now.

While *Face to Face* is no better a video show than it was when previously caught, this scanning (Sunday, July 21, 8:05-8:25, WNBT-NBC, New York) proved that J. Walter Thompson is going to come up with some video commercials that are real fun. Bob Dunn, artist, first drew a Rube Goldberg contraption which would make tea with Tender Leaf Tea, of course) and then deliver the ice, over which the tea is to be poured. Then the camera switched to a screwy working model, which did all the things which Dunn had drawn—and came forth with real ice cubes and tea. All the way thru, Tender Leaf Tea was sold painlessly. In fact there was more entertainment in this commercial than there was in the Bob and Eddie Dunn (the latter the emsee) show.

Only negative was that the camera didn't get close enough in on the Erecto model, but even that couldn't kill the delightful notion.

Opening is still a bit ragged, and both of the Dunns reach way out in right field for many of the gags.

Some of the swellest close-ups seen in months were viewed on *You Be the Judge* (WCBW-CBS, New York), July 21, 8:30-9 p.m. The modeling lights and the cameras getting in there really close brought the performers right into the home. There was almost a third dimensional quality about the scanning.

The program, however, still has some of the faults which it had on its preem. The audience in the home is brought in only casually, by being asked to match their wits with the three judges in the studio. Ed Stasheff, the clerk of the court has too much to say. However, it's still a sock show, with real mental action and plenty of suspense altho the viewer knows that it's not a current court case.

Ed Stasheff as a scripter, is okay. He writes a tight legal case and the cast was superb and that goes for Bruce Evans, defense attorney; Alan Handley, prosecuting attorney; Eleanor Wilson, the plaintiff; Paul Ford, the railroad platform guard, and the man responsible for the accident involved in the case, Arthur Holland. Credit Phil Booth with a tight directing job.

The viewer was there in the courtroom, sans corn.

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**Bedside Testimony
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For L. A. Hearings**

HOLLYWOOD, July 27.—Fact that Tommy Lee (Don Lee) and Howard Hughes, both bedridden, are unable to testify personally before the Federal Communications Commission in behalf of their tele license bids will not delay commission's action on other applications from this area. FCC's grant for the L.A. area will be made in early fall, it was revealed by FCC's Ray Wakefield, when Lee was unable to appear at session here Tuesday (23). Hearing was to have been devoted to testimony of both Lee and Hughes.

Latter, still hospitalized for injuries resulting from a plane crash, will be heard by commission on August 9. Wakefield indicated testimony probably will be taken at Hughes's bedside and that similar method may be tried with Lee.

**ABC Gets 1st
Video Outlet**

WASHINGTON, July 27.—Chicago has a new television station authorized, with announcement by Federal Communications Commission this week that American Broadcasting Company has been granted a CP for a commercial video station operating on Channel Seven, visual power of 30 kw. and aural power of 15 kw.

FCC accepted for filing two applications from Radio Corporation of America for new experimental television relay broadcast stations in the New York area.

**Chi R. & R. Plans
Active Promotion**

CHICAGO, July 27.—Ruthrauff & Ryan, one of the few agencies in town that has been actively interested in getting into video here, this week announced a plan to make its account executives and clients more cognizant of the practical side of video and its potentialities as an advertising medium. Its plan will be run in conjunction with the over-all industry campaign that is now getting under way to promote video in Chi (see story in adjoining column) and is considered to be a model of what other agencies here can do to hypo interest in television among their clients. The R. & R. plan calls for a two-day symposium on video at its offices here early in the fall.

The plan is being formulated by Fran Harris, R. & R. video staffer here, and it is likely that New York tele execs of the agency will be on hand to describe their experiences with television programs in the East. One purpose of the symposium is to show the bankrollers that, altho today's video audience is not extremely large, entrance into television now has other values—such as publicity and promotion.

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Chi Video Gets Big Build-Up

Makers, Distributors Okay Program

Campaign aims to put Chi on the tele map; equippers agree to sell 20% of sets

CHICAGO, July 27.—Campaign to make Chicago the No. 2 tele center started last week with execs of 13 nationally known electronics manufacturers and 14 distributors meeting at the Electric Club here and approving a plan for the city's video growth prepared by the local electric association. Commonwealth Edison Company will sparkplug the campaign, with Adrian Rodner, of that company, prominent in planning. Campaign, which will have the backing of the electric association, manufacturers, WBKB, ad agencies and broadcasters, will be both educational and promotional, with an all-out attempt made to sell the public on video. During meeting Rodner, outlining the plan to electronics execs, showed it could result in millions of dollars for Chi industries. Reps of RCA, GE, Zenith, Majestic, Stewart-Warner, etc., attended.

Quoting figures of a survey his company had made, Rodner stated manufacturers expected to sell 174,000 sets here, representing a retail income of \$43,500,000. Additionally, figures of an Edison survey, said Rodner, showed that 28 per cent of a sample of 2,000 indicated they wanted to buy video sets before any other electrical appliances. Projecting this to include company's customer roster, the figures indicate an immediate demand for 246,000 sets, it was pointed out. All in all, this potential is credited as lending weight to the campaign, in that it indicates a vast audience and benefits for broadcasters, sponsors, distributors and dealers.

20% of Sets for Chi

Manufacturers at the meeting, impressed with the figures, agreed to sell 20 per cent of their video sets in Chi, thus obviating possibility of manufacturers by-passing the city. Committee to study the timing of the promotional phase of the campaign

First Transmitter Sale DuMont's, Not GE, to WWJ, Det.

NEW YORK, July 27.—While General Electric's plan during the war of earmarking transmitting equipment for station operators was supposed to give GE a lead on this business, it hasn't worked out that way and the first on-the-line transmitter contract signed by any of the equipment manufacturers (except for stations controlled by the manufacturer) has gone to DuMont. Paper calls for delivery and installation of equipment to permit the operator, WWJ, Detroit, to be on the air by November 15, 1946.

WWJ is one of the claimants for the honor of being the first commercial broadcasting station on the air and aims to lead the Motor City television race in the same way. Deal was set by Harry Bannister for the station and Herb Taylor for DuMont, with W. J. Scripps looking on for the newspaper owners of the percolator (*The Detroit News*) and Len Cramer for DuMont.

was appointed at the meeting and is headed by E. H. Vogel, of Farnsworth. This body will confab with dealer, agency and other committees to be formed soon. But prior to this, Edison will start a video campaign of its own, using billboards and 1,500-line ads in dailies here. Kick-off for this is set for August 15. Tying in will be an Edison video equipment exhibit.

Chick Showerman, NBC chief here, and Paul Mowery, ABC tele head, stated they would back the plan. Ditto Carl Meyers, chief engineer of WGN. Ruthrauff & Ryan is already outlining a plan to interest its clients in video. Climax of the campaign will be a video exposition shortly after first of the year. WBKB, for the expo, will construct a studio and telecast shows from there. Other stations and webs will do so, too, if they are in video operation at the time. Feeling in the trade here is that the campaign will be of sufficient scope to put over Chi as a top video center.

More the Merrier Isn't True at Mt. Wilson; Childs Land on Block

HOLLYWOOD, July 27.—Local telecasters found ray of hope for more transmitter elbow room atop Mount Wilson when its part-owner, Albert C. Childs, put his high-perched property on the sales block. Price tag is \$425,000.

Engineers' brows here long have been furrowed by fear that such close concentration of transmitting equipment will cause serious interference in air pix transmission. Altho Childs has as yet not released his Mount Wilson holdings, fact that property is available is expected to encourage decentralization of proposed transmitter locations.

The way situation now stands, fears are well founded. All eight applicants for the seven available video channels in this area have either purchased, leased or optioned Mount Wilson land as tele transmitter sites. Columbia Broadcasting System, which because of color plans is not included among eight bidders for

commercial licenses, also has tract on the mountain leased and expects to construct high-frequency transmitter before end of the year.

In addition, telephone company is now putting up transmitter to handle relaying of automobile phone service soon to start here. Altho only one video transmitter is now operating on the mountain (Paramount's, completed couple of months ago), once plans presented FCC by other applicants materialize majority of stations will have their tele towers too close for comfort. Both Klaus Landsberg (Paramount) and Harry Lubcke (Don Lee), only videomen in actual production, agree that closeness of transmitters will cause mixing of signals and the more transmitters the merrier the interference.

There are two possible solutions: Either by engineering or by real estate. In first case, solution would be costly in both coin and time. per- (See *More the Merrier* on page 16)

Chi NBC Tele Follows N. Y.

Showerman to use WNBT formula in setting up Windy City telecasting

CHICAGO, July 27.—Plans for building up Chi NBC television along lines similar to web's outlet WNBT on main stem were revealed this week to *The Billboard* by I. E. (Chick) Showerman, general manager of the central division. Showerman, in New York for years, closely followed programming of WNBT, watching mistakes, noting successes and general structure of the tele set-up there.

Result is he feels confident web can establish same set-up in Chi with special emphasis to dramatic, news and special events segs. When NBC tele gets going here (expected by Showerman next summer) staff will be completely divorced from present radio picture at WMAQ, different personnel will be used in all phases of operation such as programming, sales, executive administration.

At first one of the web's large studios in the Merchandise Mart will be used for telecasting, but shortly thereafter studio's space will (See *Chi Follows N. Y.* on page 16)

**M. J. B.
NATIONALLY KNOWN
DISK JOCKEY**

Is leaving Sta. KRNT to participate in ownership of a new radio station in another city. His Hoop-ers have been Number One for seven of his eight daily quarter hours. Can you fill his shoes? We want to hear from you if you can. Not a \$50,000 per year deal—but far above the average.

**CONTACT
PHIL HOFFMAN
STA. KRNT, DES MOINES**

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

Ford Sports to WCBW With All Garden Events

Manly Art Only Nix

NEW YORK, July 27.—CBS is polishing brass for a 20th floor party on Thursday (Aug. 1), with the guest of honor expected to be Henry Ford II. Plans call for a closed session, but there will be formally announced at the same time the fact that Columbia's WCBW will present for Ford important sporting events of Madison Square Garden, sans prizefights, which still are the property of NBC's WNBT.

Original trade feeling was that the events under Ford sponsorship would go to NBC (*The Billboard*, July 27), but CBS's deal was more interesting to the motor company. Announcement should end, for at least a year, the rumors that WCBW will leave the black and white air and come forth with experimental color shortly. The paper that Columbia has initialed calls for scanning over a period of time, not just for a few weeks. It also eliminates the American Broadcasting Company from the Ford video picture, despite the fact that Paul Mowrey, ABC air-pic boss, not so long ago was certain that he'd land a contract for Ford air camera work.

Deal puts J. Walter Thompson, ad-agency handling this part of the Ford account, ahead of any other agency in television, with the biggest commercial shows on WNBT and the biggest commercial sked on WCBW. It will also find J.W.T. handling sports on both webs, since Standard Brands is buying sports on NBC as well as sponsoring shows like *Hour Glass* and *Face to Face*.

MORE THE MERRIER

(Continued from page 15)

haps delaying practical multi-station tele operations by many months until slide-rule seers could figure out way to eliminate interference. Second way would be simplest, by getting more land and spreading out.

Don Lee is among the more fortunate in that its site is about half-mile away from its nearest neighbor. Paramount, however, is finding itself in a tight spot. Four hundred foot tract between Paramount's lot and that held by Earl C. Anthony (KFI) has now been carved up by options from American Broadcasting Company and Dorothy S. Thackrey (KLAC), which bring the four too close. In addition, telephone company's transmitter is going up near by.

Nothing much has been done about clearing up situation. U. S. Forestry Service, which leases out portions of Mount Wilson not belonging to Childs, has made stab in right direction by including clause in new contracts stating lease is granted providing operations do not interfere with neighbors. How interference can be avoided, neither the Forestry Service nor even tele engineers can now say.

CHI FOLLOWS N. Y.

(Continued from page 15)

be expanded. Exec advanced possibility that since penthouse atop the Mart was specially constructed to permit adjacent penthouse without going into foundations of the building, it was likely NBC would build another such roof top spot there to house its tele studios. This discounts some trade reports that NBC and ABC would occupy same studio space in the Civic Opera Building. Both webs will use separate transmitters atop the Civic, but that's as far as the affiliation will go.

Eddy New Rate Plan for WBKB Based on Sets-in-Use in Area

CHICAGO, July 27.—Revolutionary new plan for setting up a television rate card is being worked out here by William C. Eddy, director of WBKB; local B&K video outlet. The plan is revolutionary in that charges will be based on the number of sets in this territory at any given date instead of on station operational costs as is done by the video stations in the East.

Eddy expects to put the new plan into effect about 15 days after the station's new enlarged studios are completed. At that time the outlet for the first time will go commercial and will start charging for time on regular basis. Heretofore, with the exception of the special deal worked out for remote programs with ABC and for studio programs arranged with J. Walter Thompson, BBD&O and Ruthrauff & Ryan, all WBKB time even if it contained commercial messages was for nix. It is expected that if the CPA comes thru with a permit for studio construction, WBKB will be selling time shortly after September 1.

Eddy's theory back of the plan is that by its application both the station and the sponsors will be getting a fair break and that rates can be changed as more sets come into use here. So far Eddy has not set definitely any time charges. There are still too many factors of this station's operation, program cost, possible size of audience, that have to be taken into consideration before he can name any definite figures. But whatever the final figures agreed upon, the sliding scale using a ratio between size of audience and time charges will be used.

Eddy expects to have specific time charges figures out in about two weeks. The plan will be worked out on a mathematical basis using the principals of a graph so that if a sponsor wants to know how much time is going to cost him all he will have to do is to use the chart, run his eye up the left-hand side where the divisions of sets in use will be marked, go to the right on the chart until he meets an upswinging curved line designating costs of film, remote or live programs. From where these two lines meet he will then run his eye or finger in a straight line down to the bottom of the chart. There, marked off in division of \$100 per hour (or segments of hours on other charts), will be the line that will

give him period time charges. The imaginary line vertically down from the crossing point to the base time charge line will fall at the spot which will give him time cost for his type of program for the time segment he has decided upon.

So far, the Eddy plan does not take into consideration difference charges for different times of the day. The divisions of numbers of sets in use that will help determine the price bracket into which the program will fall are: 1 to 1,000; 1,001 to 5,000; 5,001 to 15,000; and 20,000 to 35,000. This type of arrangement can result in a break for an advertiser if he gets in early, Eddy said. For example, he can at any time buy time in 26-week segments based on the number of sets in use at the time of purchase, but if during his 26-week period the number of sets in use here jumps considerably, maybe from one numerical division to another, he will still pay on the basis of the number of sets in use at the time he signed his contract.

Thus any advertiser who bought now when Chi has only 450 sets could conceivably be getting a break in 20 weeks when it is expected that there should be about 3,000 sets in use here. Differing from some Eastern plans, the WBKB system would not have sponsors paying for rehearsal time, for transmitter charge or what have you. He would buy his time as a complete package, supplying his own talent of course.

The plan naturally will have some benefit for the station. For one thing it should attract many sponsors now when costs based on number of sets in use are low. This would give the station more sponsored programs which because of the money behind them would be of top quality (it is hoped). This will help attract larger audiences, will stimulate set sales and thus will give the station a chance to charge higher rates quicker than if it had to rely upon its own programming to help sell sets. In this respect Eddy views the plan as an answer to the old "what comes first, the chicken or the egg?" dilemma of television. This way, sponsors would not have to pay high rates for a small audience as many advertisers fear now, and at the same time there would be money to start the better programs which would result in the bigger audiences that advertisers have been crying for.

CBC Fair-Haired Web of Anti-Commercial Radioites

VANCOUVER, B. C., July 27.—Group which has shown a tendency to decry American commercial radio in favor of the government-sponsored British Broadcasting System is now placing the emphasis on the CBC, rather than the BBC, as the beacon for the progressive-minded radio listener. Latest to throw bouquets to Canadian radio is Lester Sinclair, playwright and radio author, who scoffs at rumors that he will leave Canada for lush pastures in the States. Says Sinclair: "Canadian radio allows more freedom than any other broadcasting system." He added that Canadian writers are allowed to touch on controversial subjects, as sex, politics, religion, race and divorce—subjects which the "assembly line, meat grinder" effect of U. S. radio does not allow.

Sinclair, recently returned to Van-

couver from Toronto to conduct a course in radio drama at the University of British Columbia, said that altho CBS had turned down his play on the atomic bomb because it was too controversial, CBC produced the piece. Sinclair also added that a New York legit producer refused his drama, *One John Smith*, later produced successfully in Toronto, for similar reasons.

Sinclair, who has already received two U. S. "Oscars" for radio work, added that conditions in the U. S. "alarm" him. "Canada," he said, "is in the position of one Siamese twin watching the other commit suicide."

In any event, Sinclair intends to remain in his own back yard rather than travel the New York-Hollywood route.

IA Sets Sights On Radio, Tele

(Continued from page 5)

to the president for action, called attention to the IATSE present practice of chartering separate television locals. One is now chartered in such a manner in New York and another is being planned for chartering in Washington. This resolution made it clear that the members did not care for this practice and preferred that members of present locals be given the opportunity to take over video jobs in stations organized by the IA.

Another video resolution, which indicated that the members were thinking of the day when television would be in theaters, stated that the moving projections and spotlight operators of locals in cities in which the IA was organizing video were not sufficiently assured of getting these jobs. It called upon the union to take steps necessary to assure that from now on motion picture operators would have a chance to become projection operators at either video theaters or studios.

Pre-Organizing Resolution

The third video resolution, one that indicated best of all the fact that the IA can be expected to be a top employee organizing force in television, asked that a committee of five be appointed to "make a complete survey and tabulation of all commercial licensed television broadcasting stations, tabulate the number of employees in each individual branch of each television broadcasting company and employees' union affiliation, if any, and present recommendation to the executive board of the IATSE and MPMO, as to jurisdiction of the various crafts involved, suggested methods of organizing said employees, together with a plan for obtaining television equipment when possible and sending instructors to all locals of this alliance who so desire a course in electronics and television.

Some Nibbles, But No Sales for CBS's Summer Sustainers

NEW YORK, July 27.—CBS's production splurge on summer sustainers thus far has not netted any sales, but at this early stage there's plenty of interest in some of the web-produced shows. Arthur Godfrey's opus, *Talent Scouts*, produced by Irving Mansfield Tuesday nights, leads the field. There are some 20 requests for e.t.'s from agencies and sponsors. Chrysler Corporation, even before the show's inception, was reported interested in this one.

Second on the CBS list is the Jack Kirkwood comedy show, spotted in one half hour of the Lux spot, 9:30 p.m., Mondays. Six requests for transcripts on this one. *Sing Along* and *Cinderella* have had a couple of inquiries also. It's interesting to note that the Milton Berle seg, *Kiss and Make Up*, which CBS producers regarded highly earlier this year, is not in the first four as far as sponsor interest is concerned.

Other CBS-produced shows getting a play are *The Whistler*, Wednesday at 8 p.m., and *Hawk Durango*, the Western, aired Fridays at 10:30 p.m. Young & Rubicam, incidentally, is known to be angling for *The Whistler*, which is sponsored on the Pacific web by Signal Oil and has managed to grab a consistently high Coast Hooper. Web is also very hopeful of peddling *Intrigue*, a thriller which debuted Wednesday (24) with Joseph Schildkraut in the lead.

NO 2c PER PRINT PIX USAGE

The Tripster

CHICAGO, July 27.—Harry (the Hipster) Gibson is a professional character with a capital "C" who will go to any length to demonstrate his wackiness. The latest length was somewhat in excess of 2,000 miles. Gibson was skedded for a Musicraft recording date in Hollywood a few weeks ago, didn't appear, and showed up in Chicago several days later as part of the Mae West show, *Come on Up*. He cut the sides in Chicago.

Capitol's 5 Mil Doubles '45 First Half

Cinch 10 Mil '46 Gross

HOLLYWOOD, July 27.—Capitol Records is riding along with a sales peak for the first half of the current year that doubles the initial half of 1945, and present levels indicate a \$10,000,000 annual gross. Up thru June 30 of this year Capitol has hit a gross of \$5,065,859, against last year's identical period gross of \$2,317,955.

Current figures are exclusive of Scranton Records Company, Capitol's manufacturing subsidiary, which fabricates records for companies other than Capitol at present altho this arrangement will cease when prior contracts expire.

George Handy & Breitman Form Own Pub Firm

HOLLYWOOD, July 27.—George Handy, modern jazz arranger for Boyd Raeburn's band, and his manager, Jerry Breitman, have formed their own publishing firm, called Floranne Music.

Debut tune of firm is *Picnic in the Wintertime*, written by Bob Levenson and Howard Leeds. Nucleus of firm's output, however, will be Handy's own originals with *Cartatholif*, *Story of the Wandering Jew*, the lead-off musical production.

Schall Exec Head For Prima Operation

HOLLYWOOD, July 27. — Max Schall, ex-Charlie Spivak manager and publisher contact man, has just joined Louis Prima as exec director of all of Prima's enterprises. Schall will handle biz for Prima's band, two pub firms, Enterprise Music (ASCAP) and Tracy Music (BMI), his New Orleans record shops and also his race horse stables. He will locate in New York City and will not travel with the band. Prima has been handling biz detail himself since he parted with his long-time manager, Bill Wolfe, last February.

Rumors Are Flyin', But Thick & Fast

Indie Diskers Yarns Wild

NEW YORK, July 27.—It must have been Bennie Benjamin's and Georgie Weiss's connection with the disk biz which inspired the clefters to write their latest *Rumors Are Flyin'*. Rumors concerning many of the independents continued to fly this week, more furiously and fantastically than ever (see ARA story in this department). Probably topper was that one indie had a stockpile of 800,000 improperly manufactured records stacked up in its factory, ready to be sold as scrap. How such an incredible number of bad disks could have gotten by even a poor inspection department is unexplained.

Rumor No. 2 had Manor Records preparing to float a stock issue thru the Gillespie finance outfit. This issue would be ready in about a month, maybe two. Rumors No. 3 to 30, had about that many West Coast plants for sale, and had some West Coast platteries offering their equipment for sale in individual pieces at auction. Rumor 34 had a fairly well-established indie looking for a partner.

Irv Green, prexy of Mercury Records, in the meantime had a spokesman call *The Billboard* to deny emphatically the story printed in another trade paper to the effect that Cosmo might buy Mercury. Green insists that if anyone is going to buy anyone, Mercury is going to do the buying. Herman Lubinsky, of Savoy, called to say no sale, no stock issue, no nothing but putting out records for Savoy.

James Cuts Guarantee To \$2,000; More Flexible & 'Tailored' Deals Loom

1-Nighter Situation Still Generally Bad; Few Bands Boff

NEW YORK, July 27. — Harry James has cut his one-nighter guarantee figure from \$4,000 to \$2,000 against a privilege of 60 per cent, as a signal that times have changed. Said by intimates to be deeply concerned over the condition of the road and upset by the pallid biz he has done in many spots during his Eastern tour, James has concluded that the answer lies in giving the promoters room to operate. Principle is to take a moderate guarantee with the 60 per cent privilege, and get paid on the strength of what the band draws at the gate.

It is no secret that James returned as much as \$1,000 to certain promoters during his tour, something which would in no case have been necessary had he been working at the lower guarantee. Furthermore, the \$2,000 figure is viewed as a

Band Buyers Beef Re Orks' Uniforms & On Stand Actions

NEW YORK, July 27.—Altho war-harried band-buyers tolerated almost anything from orks, the balance of power is beginning to swing to their side and they are chipping in their beefs with increasing confidence. The primary squawk, of course, concerns dough, but another concerns bandstand appearance and behavior, and may become an important consideration in a rapidly changing market.

Ops no longer see any excuse for dirty, ill-fitting, unmatched uniforms, unshaven sidemen, bandstand cut-ups, drunks, smokers and lawyers and other personalities or conditions which detract from a spot's atmosphere. They say that any solvent band is now able to maintain a fairly constant personnel, with slow turnover, and should therefore be able to equip the guys with proper uniforms, kept reasonably well-pressed and cleaned. They also say that now that the boys are home from the war, no sideman is so valuable as to be able to get away with murder on the stand.

Bookers take the same view and are doing what they can to persuade their properties of that view. As one agency salesman puts it, "If I buy a bunch of candy in the dime store and offer it to you in a paper bag you think it's rotten candy and that I'm a cheapskate. If I put the candy in a nice box with a ribbon on it, you think it's expensive stuff and that I've got class. Bands are no different. The customer's impressions of a band, and in large measure his impressions of the location in which the band is playing, are based on the band's appearance and their behavior on the stand. If the band looks crisp and moderately decent and behaves properly, the customer gets a wallop, the place is helped and the band is helped. A lot of leaders are going to have to wise up and discover that it's the customers who count."

MPPA, SPA, S-B Win Vs. Abeles Pitch

"Rosie" Beef Dismissed

NEW YORK, July 27.—All sections of the song-producing industry are breathing easier now, thanks to the decision of Federal Judge Vincent L. Leibell Thursday (25) that the copy-right law does not permit motion picture companies to pay for music at the rate of 2 cents per print. The judgment, had it gone the other way, would have stood the business on its head, cost millions of dollars, and loused up a flock of lives. Trade insiders had not seriously contemplated the possibility that pix would be given the permanent right to pay off at the same rates as diskers, but there was always the chance that it would take Supreme Court action to clarify the point.

Not Sole Owner

Leibell's verdict came in connection with Maude Nugent Jerome's infringement suit against 20th Century-Fox, in which she charged she had been short-changed on the film use of her composition, *Sweet Rosie O'Grady*. Her suit was dismissed by the court, in a 36-page decision which said in essence that Mrs. Jerome had got all the dough coming to her, since she did not completely own the song.

The 2-cent pitch was rung into the case by 20th Century-Fox, thru its attorney, Julian T. Abeles. To protect themselves, the following outfits entered the proceedings and fought the film company claim: Music Publishers' Protective Association (represented by Sidney Wattenberg), Songwriters' Protective Association (John Schulman and William Klein), Shapiro-Bernstein (Leo J. Rosett and Alfred Beekman). Should Mrs. Jerome's legalites choose to appeal the decision, the industry might get in another spin.

Supper Songseller

NEW YORK, July 27.—Hooperating for the Chesterfield *Supperfield Club* wasn't listed in last week's *Songsellers' Scoreboard* because rating organization didn't have ratings broken down for nights Perry Como was show's feature, and nights Jo Stafford starred. At request of readers, however, *The Billboard* has asked the Hooper organization to break down the *Supper Club* ratings so that a full season average for Como and la Stafford may be published. This rating will be ready for publication in the next (August 10) issue. Meantime, Hooper figures show that the average rating for the full season for the five-a-week *Supper Club* (both Como and Stafford) was 10.3, a very healthy score, indeed.

More Flexible Guarantees

Another band with a similar idea is Hal McIntyre, whose manager, George Moffett, is trying to persuade the William Morris Agency to write riders into his one-nighter contracts, limiting admish tariff to \$1. Agency is cool to the proposition, declaring that it has never done such a thing and would prefer to confine such action to "discussion" of the matter with each promoter. In some cases, they point out, it would be a serious violation of individual promoters' sales policy, and insistence on the \$1 figure would merely lose work for the band. Moffett is also anxious to see that promoters are not oversold (See *James Guarantee on page 21*)



LOUIS PRIMA & ORCHESTRA

with Foy Willing & Riders of the Purple Sage—making their first appearance on Majestic records:

"VOUT COWBOY"

and

"MARY LOU"

Majestic No. 5003



NOW ON MAJESTIC RECORDS!

Eddie Dean

—featured on the radio with Judy Canova, Gene Autry,

National Barn Dance : : a star of "Hopalong Cassidy"

movie series:

Eddie Dean and His Boys

"NO VACANCY"

and

"MISSOURI"

Majestic No. 11000

"THERE'S A ROSE THAT GROWS IN THE OZARKS"

and

"I WAS WRONG"

Majestic No. 11001

Majestic
RECORDS

Studio: New York City Sales: St. Charles, Illinois
(Subsidiary of Majestic Radio & Television Corporation)

Terpatrons Won't Go For All Show, No Dance Names At Any Price, Says Platt

Op Says Hi Guarantees, Ditto Admish Only Part of Story

The July 13 issue of *The Billboard* contained a story which described the sad state of one-nighter business. The *Billboard* has been sounding storm warnings on the subject ever since the first of the year, and favorable response has been mounting. Typical of letters recently received is the following:

Dear Sir:

Your story in the July 13 issue is very timely and will be read with great interest by all ballroom managers and operators. The reasons advanced in your article are very sound. The guarantees are going to have to come down and the admission prices will have to be lowered or we're going to wind up at Simpson's in New York.

I have discovered something else. My patrons at Summit Beach Ballroom tell me they don't like the big admission prices on the names, but they also say they do not turn out for a lot of the big names anymore, because they want to go to a ballroom to dance—not stand around and listen to the real slow tempi that are being played to build up the vocalizing of the band's crooners. They want to dance instead of standing and listening to another tune that is so fast that it takes the three best jitterbug couples in the ballroom to keep up with the band while the drummer does his act.

That's what they say, and they pay

the bill at the box-office, if enough of them show up. Keep up the good work.

Sincerely,
Lew Platt,
Summit Beach Ballroom,
Akron, Ohio.

Ed. Note: Elsewhere in this department is a story re Harry James cutting his one-nighter guarantee from \$4,000 to \$2,000, and other changes in the guarantee picture.

Radio Interests, MGM Named in ARA Sale Talk

HOLLYWOOD, July 27.—At week's end (July 27) no definite developments had taken place in the negotiations for Mark Leff to sell ARA Records to other interests. (See *The Billboard*, July 27 issue). Following Leff's disclosure to *The Billboard* last week that he is definitely selling the plattery and that two interests outside the record field are among the most important bidders, comes word that a radio network is one of the interested parties, as is MGM Pictures, in connection with their new label, and a New York plastic firm. Shelby York, ARA v.-p. in charge of sales, just returned from the East following conferences with the plastic firm supposedly interested in putting out plastic records. Understood outfit has already experimented in the disk field and is looking for a big time indie in order to take over more or less established talent lists and general organization. Sale, however, is expected to take place some time this week.

Radio net angle seems absurd, but ARA did their recording sessions from Universal recording studio (no pic tie-in) in town and outfit has close tie with Universal regional web, with main outlets in near-by Pasadena and San Francisco. Of the major webs, CBS controls Columbia Records, the RCA interests include NBC and Victor Records, and Station WOR, New York, key outlet for MBS, has its own label, called Feature. This leaves ABC without a record affiliation. MGM angle might have some meaning since they do not have a West Coast operational outlet altho they acquired an Eastern plant recently. ARA operations are practically at a standstill now with most of the personnel standing by for further developments.

Mellin & Skylar To Set Up Own Pub Firm Soon

NEW YORK, July 27.—Bobby Mellin, tune builder who moved from Bourne Music to Broadcast Music, Inc., early this year and hypoed *Laughing on the Outside* into BMI's first hit since the radio war, will join Sunny Skylar in a publishing venture under BMI aegis as soon as possible. Mellin says the chief attraction at BMI was the assurance that he and Skylar would be sponsored in their own firm and he is ready to get going on the project as soon as BMI can see its way clear.

Principal delaying factor is believed to be BMI's anxiety to find another professional manager who can deliver future *Laughings*. Mellin suggests that the problems of BMI, Skylar and himself might be solved by BMI simply cutting him and his partner into the BMI catalog. This would set the pair up without depriving BMI of its p.m.

Trade has been licking its chops over reports that BMI board of directors has issued storm warnings about excess expenditures both in the BMI publishing firm and in royalty advances to affiliates. Board is said to have decided on a policy of educating the affiliates out of the belief that the organization is a soft touch. Pubs who have recently tried to put the arm on BMI for extra advances have been turned down, much to their surprise. BMI board's endeavor is interpreted as indicating a desire to get on a strictly business kick, and put a complete end to the Sugar Daddy stuff.

Muzak Top Cleffer

NEW YORK, July 27.—England's current No. 1 tune, *Bless You for Being an Angel* was authored by Muzak's director of public relations, Eddie Lane. Lane is the brother of Bert Lane, coin machine industry exec, and worked in the ad agency field before joining Muzak. Words & Music, Yank publishers of the tune, are going to work on it here, now that Britain has proved it's a topper.

Avadon's 7G Gets Its 1st Name; Herman

Bob Crosby To Follow

HOLLYWOOD, July 27.—Barney McDevitt has finally landed his first top name band to play the Avadon Ballroom in downtown L. A., with Woody Herman's herd signed to start October 1. McDevitt, manager of the Avadon, dickered for the biggest names in the biz to open the Avadon last spring to no avail, with names skeptical of going into new location when established spots like the Palladium, Casino Gardens and Meadowbrook were bidding in high figures.

Booking of Herman into the Avadon, handled by Dick Webster, of local GAC office, closely follows his current run at the Oceanside Casino Gardens. Milt Krasney, of GAC, set Herman for *Hit Parade* flicker at Republic Studios starting September 3 for two weeks. Avadon deal for Herman calls for him to draw same \$7,000 per week figure he is getting at the Casino Gardens, but much smaller capacity of Avadon prevents a percentage arrangement. Casino Gardens can accommodate approximately 10,000 people, whereas 3,000 is absolute top at Avadon. Even at shorter attendance take McDevitt sees high nut names still making money for dancery if nightly crowds hit at least over the half-way attendance mark, plus Saturday night capacity, and the bars and concessions adding to the take. Point of prestige in names at Avadon also considered important, to firmly establish spot, so that they can rest on momentum gained when big names are not available.

Billy Butterfield's band precedes Herman with Bob Crosby following October 15.

Bob C's Cleveland Off-Week

CLEVELAND, July 27.—Special off-season stagershow at RKO Palace here August 8 will have Bob Crosby come in for one week. Show will play with the picture *She Wrote the Book*. Deal was announced this week by RKO district manager Harry Schreiber.

Mixed B-V's

In last week's issue of *The Billboard* (story discussing the score of the J. Arthur Rank film, *Londontown*, reference was made to tunes' publisher as Bregman, Vocco & Conn. Publisher actually is Burke & Van Heusen. Reporter who wrote the story had jotted B-VH down in his notes, and when transferring to typewriter, misread B-VH as BVC. Our apologies.

Cugat's Quickie 11G a Week at Cal-Neva Lodge

HOLLYWOOD, July 27.—Most potent band booking price paid by California summer resort was Xavier Cugat's reported \$22,000 for a two-week run at Cal-Neva Lodge, Lake Tahoe, Calif. Deal was a quickie in that Cugat was skedded to start work on the MGM lot, but date was moved up, so MCA filled in with Cal-Neva engagement. Cugy returns here August 12 for his MGM stint.

Stratosphere salary may be over-puffed, but Cal-Neva Lodge is on the border overlapping California and Nevada and legalized slots, dice and cards could help take care of out-of-proportion name talent salary. Altho high price acts are regulars at Cal-Neva, Cugat is the first name band to be featured there.

Rosey Heads MCA Concert Department

HOLLYWOOD, July 27.—The Beverly Hills office of MCA has revived its concert department with Sam Rosey the headman. Rosey moves over from the act division. Joe Sully has arrived from MCA's New York office to take over the act department from Rosey.

Bill Martin, who headed concerts for MCA here up thru last spring, now heads his own office. MCA suspended Coast concert booking activities between reign of Martin and current switchover of Rosey.

Initial concert bookings Rosey is working on are tours for Tito Guizar, Xavier Cugat and the Ballet Theater.

Editorial

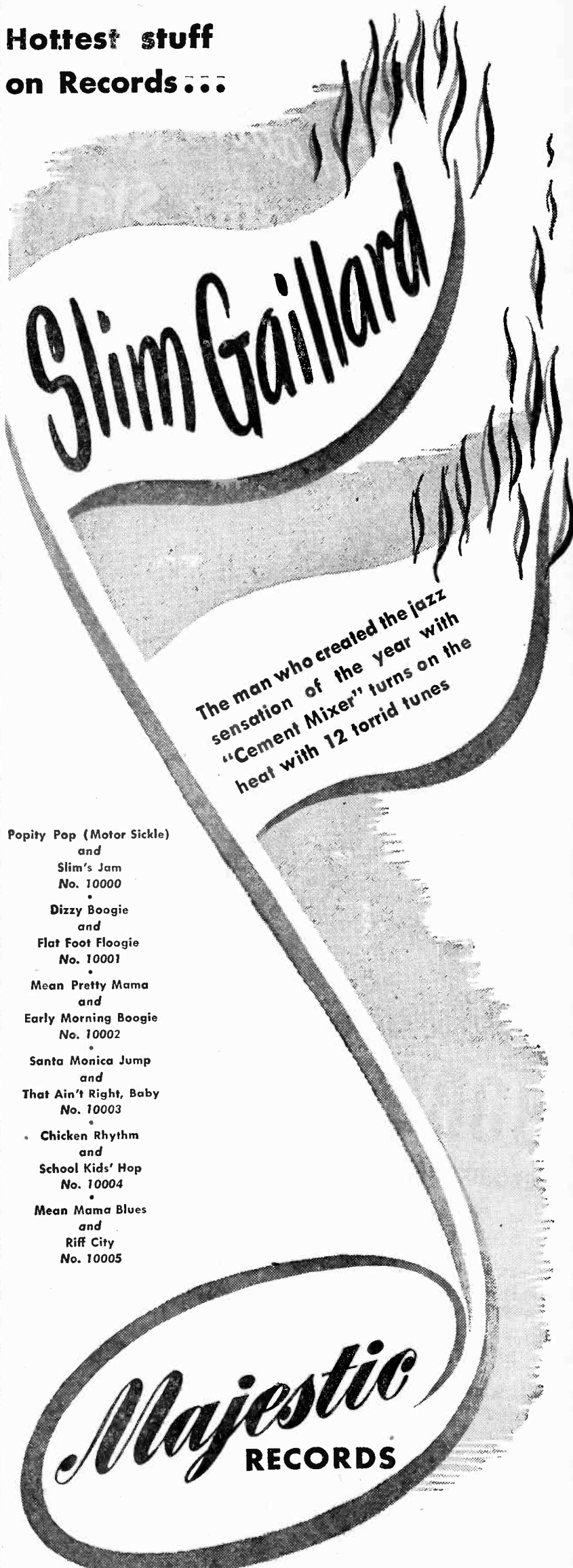
Go Easy, Gents

Because *The Billboard* considers one of its more important functions to be to keep the trade informed about all developments, it has found it necessary in the past several weeks to print so-called rumor stories about independent record manufacturers. We occasionally print these "rumors" because even the most enterprising and industrious news gathering efforts can't definitely distinguish which of them are or will be fact, and which of them are just wild yarns spread by certain people with very questionable motives. There are two such stories in this issue: *Rumors Are Flyin', But Thick & Fast*, and *Radio Interests, MGM Named in ARA Sale Talk*.

Since the war's end many of the smaller record manufacturers have met continually increasing resistance on the part of dealers, disk jockeys and juke box operators. The reasons for this resistance are too obvious and well known to warrant their discussion here. In the past several weeks, this resistance has increased, and one of the major reasons for greater anti-smaller manufacturer feeling on the part of record buyers is the fact that buyers have heard so many wild, disparaging stories about so many of the indies that they are showing marked inclinations to steer clear of practically all the indie manufacturers.

In view of this, it is remarkable that the stories which cause this condition are being spread by some of the smaller record manufacturers themselves, against other smaller manufacturers. These manufacturers don't seem to realize that in spreading rumors which tear down other indie manufacturers they are tearing themselves down at the same time. To all the gossiprattlers among the indie manufacturers we say: "Go easy, gents. You'll last longer."

Hottest stuff on Records...



- Popity Pop (Motor Sickle) and Slim's Jam No. 10000
- Dizzy Boogie and Flat Foot Floogie No. 10001
- Mean Pretty Mama and Early Morning Boogie No. 10002
- Santa Monica Jump and That Ain't Right, Baby No. 10003
- Chicken Rhythm and School Kids' Hop No. 10004
- Mean Mama Blues and Riff City No. 10005

Studio: New York City Sales: St. Charles, Illinois
(Subsidiary of Majestic Radio & Television Corporation)

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Redikers Sue Reade for 2 Million & Orks Play On; Beach Front Leases Up roar

Promoters Sue Asbury Paper; Say Reade Seeks Monopoly

NEW YORK, July 27.—Rediker Bros., promoters of the name band dance series at Convention Hall, Asbury Park, N. J., have filed a \$2,000,000 suit in the State Court, Freehold, N. J., against *The Asbury Park Sun*, Harry M. Talmadge (publisher), Morris Mogelever (editor), and Walter Reade Jr., realty tycoon. The suit, which charges libel, conspiracy and monopoly, climaxes a running battle which the paper has been waging against methods employed by the Asbury Park municipal government in assigning beachfront leases. Convention Hall is included in those leases and has been getting its share of attention in *The Sun*.

The Redikers are understood to have been burning all season at Walter Reade Sr., president of the Bond Printing Company, which publishes *The Sun*. He is also operator of several Asbury Park and other Jersey theaters and the Monte Carlo Pool, which has been using name bands at bargain counter admish prices. While Reade's office here disclaims any attempt to compete or interfere with the Rediker operation, the impression has gained currency that the Convention Hall hops have not benefited from a new midnight show policy in the Reade-operated Paramount Theater next door. Also, an event which caused considerable comment among tradesters was Reade's Monte Carlo Pool offering Tony Pastor for 92 cents (plus tax) per couple over the July 4 week end, while Convention Hall had Harry James at \$1.80 per person. Altho Monte Carlo Pool has no dancing and accommodates less than 1,000 people, Pastor got a reported \$1,500 per night guarantee.

Lease Beef

What is said to have finally precipitated the lawsuit was a *Sun* editorial about the Convention Hall being a fire hazard. Mogelever claims the Redikers had all the side doors closed and that in the event of fire another Boston Coconut Grove

would have transpired. He says the editorial resulted in the opening of the fire exits. This, however, has not been the only story about Convention Hall and other municipal leases on the beachfront. Mogelever says his paper is campaigning for municipal observance of a 1937 New Jersey statute which requires that leases be publicly advertised and given to the highest bidder. He says that the Convention Hall lease and some 43 others were drawn up without prior public knowledge.

The Redikers are charging in court that Reade is conspiring to gain a monopoly of the beachfront leases, according to Mogelever. Meanwhile the Monte Carlo Pool has embarked on a policy of showing old-time movies at a 25-cent admission and has also scheduled a Lawrence Tibbett personal appearance for Saturday, August 10.

SCA Officers Set; Zissu Back to N. Y.

HOLLYWOOD, July 27.—Identical staff of officers rolled back into office in last week's election by members of the Screen Composers Association. Line-up includes Max Steiner, prexy; Adolph Deutsch, v.-p.; Ed Plump, secretary, and Roy Webb, treasurer. Group's drive to gain larger royalty payments for their scoring from ASCAP is expected to take further shape with return to New York of counsel, Leonard Zissu.

Decided victory for SCA lot is new AFM arrangement calling for separate bargaining for musical conductors, directors and arrangers-composers with the film studios. Prior deal called for lump sum set-up for entire group and frequently this meant flat figures per picture or a weekly over-all salary. Indie studios were the greatest offenders here with most of the majors furnishing separate deals. Zissu came here from New York with Eastern AFM approval of matter and cleared final details with Local 47 officials.

20th-Fox Uses Own Tunes Only In Air Gimmick

HOLLYWOOD, July 27.—A new gimmick for plugging current films began last week when 20th Century-Fox bought 3-a-week 15-minute slot over KHJ, Hollywood Mutual Don Lee outlet. Program format calls for recorded music played between plugs, using only tunes from 20th-Fox musical pix, past and present. While tunes are Fox originations, recording artists are drawn from entire radio-music field, regardless of individual artists's pix tie-ups.

Idea is believed to be first program in which a film firm has bought 3-a-week time to plug own tunes exclusively. With a backlog of hit tunes upon which to draw, studio expects to be able to carry program idea indefinitely. Only problem is digging old records from the archives. KHJ airing is test case, and might set pattern for national coverage on local station basis if idea clicks. Current programs are plugging *Anna and the King of Siam* and *Centennial Summer*, two late Fox releases.

ERNEST TUBB

Crooning Cowboy Rides Two Nets

EVERY SATURDAY Ernest Tubb fans tie themselves to the air corral to get a double load of their guitar-playing, singing, songwriting and dinking buckaroo. He rides herd on two webs, NBC (on Grand Ole Opry from WSM) and Mutual (on Checkerboard Jamboree).



Tubb was born on a cattle ranch and made his air deb in 1933 over a San Antonio station. Since then he's become a fave with Western ballad and folk song lovers, not only for his renditions, but for his own tunes. He's written such songs as *There's a Little Bit of Everything in Texas*; *Darling, What More Can I Do?*; *Walking the Floor Over You*, and *Tomorrow Never Comes*.

His Decca platters are good sellers and his pix increase the jingle at the box-office. In his field the Texas troubadour has a following that is as enthusiastic as an early a.m. disk jockey.

On the Stand

Jan Savitt

(Reviewed at Avadon Ballroom, Los Angeles, July 23. Booking: Music Corporation of America.)

TRUMPETS: Ralph Harden, Hal Moe, Jack Morris.

TROMBONES: Bob Robinson, Fred Zito, Lou Harker.

SAXES: Benny Davis, Chuck Gentry, William Skalak, Herb Helwig, Sal D'Attore.

RHYTHM: Parker Lund, drums; Jimmy Simonin, piano; Charlie Kewash, bass.

VOCALIST: Bob D'Andrea.

ARRANGERS: Lenny Corris, Jimmy Simonin, Lou Harker.

Jan Savitt has spent last six months breaking in new band, this being his first regular location date since re-organizing. Leader has refurbished and molded a new combo which should click in most any type of spot. Sparked by return of former top sidemen from the services, Savitt has eliminated string section (used during war years) and is aiming at same type of ork formerly tagged "The Top Hatters."

Band is clean and musically sharp, following through with very danceable beat. Arrangements are relatively simple, free from involved gimmicks which sometime tend to tire the ear. Crew leans heavily on standards and revivals such as *Lady Be Good*, *I Cover the Waterfront*, *April in Paris*, *Remember When*, and *There's a Small Hotel*. Of the current hits, ork scores with fine arrangements of *They Say It's Wonderful* and *Surrender*. Oldies are wrapped up in new arranging cloaks, giving them a fresh twist. Arrangements are built around ensemble work but spotlight solo breaks by Hal Moe on trumpet; Chuck Gentry, sax; Sal D'Attore on clary and 88-er Jimmy Simonin.

Savitt has a definite find in male vocalist Bob D'Andrea. Ballad crooner has a clear, pleasant set of pipes, and knows how to use them. Phrasing and quality is excellent, and salesmanship good. A little more experience and D'Andrea should be a good bet for top vocal honors in the field. As it stacks up, ork is one of those sweet bands which doesn't experiment with wild ideas, but concentrates on dishing out good, danceable rhythms. It's plenty commercial and should register.

Bevhills WM Office To Swing for That Ork Biz Once Again

HOLLYWOOD, July 27.—The band department of William Morris's Beverly Hills office is being expanded with the entrance of Booker Jack Archer from the agency's New York office, and Bill Brown returning from the service. Jack Flynn, who just returned to the local set-up after leaving the Morris agency last year, will continue to head the department and concentrate on locations. Archer will put his efforts in the one-nighter division, while Brown works with both Flynn and Archer.

Band activities of local William Morris office have been extremely limited during past year or so, but firm apparently expects to really pitch for band biz now. With top drawer names like Count Basie and Vaughn Monroe exiting from William Morris several months back, attraction side of pic for agency looks a bit meager, but Flynn relates that Raymond Scott, Del Courtney, Hal McIntyre, Charlie Spivak and Claude Thornhill handled by the office are all expected in this territory shortly. Keen competition for bands among local danceries including Palladium, Casino Gardens, Avadon and Meadowbrook means additional well-paying outlets for crews and William Morris is going to get right in the fray.

James Guarantee Trimmed to 2G; Deals Improved

(Continued from page 17)

in buying the band, and is attempting to limit his one-nighter guarantee to \$1,250 or thereabouts. Trade reaction to the idea is that McIntyre—or any band of like standing—is not frequently worth as much as \$1,250 to a promoter, but is sometimes worth considerably more, depending on the town and other conditions. Fixing of a rigid price (such as James' recent \$4,000) is blamed for many current agency pains, and increased flexibility in guarantees is expected to be the next step.

... And Tailored Guarantees

Lionel Hampton is notable as a band which will play one-nighters for as little as \$1,000 and in the very same week drag down \$5,000 for another stand. Admittedly a sound box-office attraction, Hampton tailors his guarantee to the particular situation. He is said to have lost no money for any promoter during the current panic. He is now on his way to the West Coast, where promoters are described as "frenzied" over the failure of big names to draw at door. Situation is marked lousy all along the seaboard, right up into Canada, where Spike Jones and Tommy Dorsey are the only crews which have done boff biz this season.

T. V. Banford, Northern California promoter, recently bought Stan Kenton for seven dances as a last resort, after having hit the water in 35 of 45 promotions. Kenton went into percentage on four of his seven bookings, in towns like Modesto, Stockton, Russian River, San Jose and Oakland. This is taken to indicate that the right ork can do a job. But there just aren't enough "right orks" around to make life worth-while for promoters at today's fancy guarantee figures. West Coast promoters are now canceling bookings, involving some of the biggest names in the country. The boys don't want to take any more chances, and will wait until the prices come down.

For one operator's attitude re ork guarantees and high admission prices, see letter from Summit Beach Park Op Lew Platt in this section.

TD, Rockwell Renew Old Feud at Herman Casino Gardens Bow

HOLLYWOOD, July 27.—A tangle of horns took place at Woody Herman's opening at Casino Gardens last week when Maestro Tommy Dorsey, who operates dancery, demanded that Tommy Rockwell, prexy of General Artists Corporation leave the place. Events follows long-time tiff between Rockwell and T. Dorsey, the exact reason of which is unknown to the trade except that it is said to date back to when Tommy and Jimmy Dorsey broke up the original Dorsey Brothers band to go their own way and Jimmy tied up with Tommy Rockwell.

Fists did not fly, but T. Dorsey did all in his power to have Rockwell ejected via waiters, local police and terperly manager, Dick Gabbe, but Rockwell sat pat. Observers of the scene included many trade personalities including Berle Adams and Jimmy Hilliard, Mercury Record execs in from Chicago; Barney McDevitt, manager of the Avadon Ballroom; GAC local bigwigs, Milt Krasney and Dick Webster; Dorsey's manager, Arthur Michaud; Jimmy Dorsey's manager, Howard Christiansen, etc.

Signs Point to Decline Of Ork-Owned Pub Firms

NEW YORK, July 27.—The day of the morning-glory publishing houses owned by ork leaders appears to be waning. A combination of factors has influenced some leaders to let their firms become inactive, other leaders to sell out and others to take on straight writer deals with established houses, rather than become publishers themselves.

Where not so long ago a major maestro without a pub firm was an oddity, one now finds a strong opposite trend. Leaders like Les Brown (Loft-Marmor Music), Charlie Barnett (Indigo Music) and Vaughn Monroe (Monmar Music) have permitted their firms to become little more than paper organizations, convenient means of collecting record revenue on occasional originals. Claude Thornhill has turned down offers which would have set him up in business, and has instead signed a writer contract with Burke-Van Heusen. Harry James sold his Grand Music. Insistent rumors have Charlie Spivak reducing his interest in Stevens Music, altho all such reports are denied by the firm.

BMI Still Getting Bids

Broadcast Music, Inc., which for a while made a specialty of establishing leaders in firms, but has since become more selective and strives to pay advances only to such prospective publishers as have a fighting chance of earning the dough, reports that it continues to get bids from maestri. However, the names now veering away from the pub field make a more impressive list than those trying to break into the field.

The Dorsey Brothers and Sammy Kaye continue pre-eminent among leaders with going pub concerns, the trade ascribing their solidity to the fact that they conduct normal publisher operations and don't expect moolah to accrue to them by magic. It is felt that the average band leader-publisher came into the biz with his eyes shut, expecting to make extra money without extra brain-pain. BMI was often paying the freight and the deals looked like sheer bonanzas. When BMI began getting anxious about return on its dough, the wandwaver-pubs began losing interest. Few of them had adequate professional staffs or the ability to hire and operate same.

Plug Exchange Annoyance

Another annoyance on which the bandster-pubs hadn't counted was the business of exchanging plugs with other guys in the same boat. Subject to enough pressure from ordinary publishers without letting themselves in for added pressure

Racmil Exec Veepee, Kruse & Schneider Also V.P.'d by Decca

NEW YORK, July 27.—One of the last things Decca prexy, Jack Kapp, did before leaving for the Coast Friday (26) was issue a statement saying that the board of directors had elected Milton Rackmil, Harry Kruse and Leonard Schneider to vice-presidencies. Rackmil, who was previously veepee and treasurer of the waxery, is now executive vice-president. Kruse was formerly veepee of the Decca Distributing Corporation, and Leonard Schneider was advertising and sales promotion director.

Other officers named were Samuel Yamin, secretary; Louis Buchner, treasurer; Isabelle Marks, assistant secretary, and Irvin Wiener, assistant treasurer. Dave Kapp, of course, continues as veepee in charge of recording.

from other leaders, many maestri didn't like being hounded by their own plugging staff to "please play Joe Blow's tune so that we can get him to play ours."

While the writer contract is not potentially as great a source of loot as a publishing house, it is comparatively free of headaches, and hence is becoming more attractive to leaders. Meanwhile, a happy medium is being struck by those leaders who preserve their firms as paper propositions, collecting both writer and publisher royalties on recorded originals, and letting it go at that.

Disk Gimmicks Are Basis for 1-Niter Exploitation Push

PHILADELPHIA, July 27.—Days are gone when a dance promoter could tack up a few hundred window cards around town and call it an exploitation job for a dance promotion. With keen competitish among local promoters for the local dance trade, heavy promotion campaigns attended one-night stands for the first time this year. And for the coming season, Sam Bushman, head of the Savoy Attractions, dance promotion combine here, figures that major emphasis will be on exploitation.

With resistance on part of the record shops against cluttering their windows with canned signs, such important locations are lost to promoters. However, Bushman overrode the objections by linking with the record distributors and having special hand-painted attractive signs made especially for the record shops. Savoy Attractions tied in with Decca for a Louis Jordan dance date; with Rex Alexander, Columbia promotion chief here, for a Count Basie stand, and with David Rosen distributing firm for a Billy Eckstine stand, with the result that the special window display cards reached the store windows and were displayed.

Disk Shop Brochures

On the Basie prom, local Columbia distributor placed 5,000 Basie brochures with dance playdates in record shops. Similar number of heralds were put out by Decca listing Louis Jordan records on one side and dance announcement on the other. For the Eckstine prom, heralds were a two-way tie-up between the Rosen distributing firm and the Premier Record Shop, operated by Louis Klein. Special heralds plugged the record shop and the dance. In addition, the Rosen firm placed 1,500 stickers on juke boxes around town calling attention to the Eckstine prom.

Bushman also emphasized the import of radio's disk jockeys. In addition to air interviews, Savoy Attractions has an exclusive tie-up with WHAT. Disk jockeys on that station promote letter-writing contests for each of the dances, with a batch of prizes including dance ducats, autographed pictures and platters of the maestro on hand. With all the promotion tied in with recording activities of the maestro, Bushman indicated that there will be no band buying unless it's a recording band that lends itself to such exploitation campaigning. Similar exploitation campaigns were staged successfully by dance promoter George Wiley, who brought Vaughn Monroe, Woody Herman and Tommy Dorsey to town for one-night pitches.

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"IT'S A WONDERFUL NIGHT"

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Bill
McCUNE and his
ORCHESTRA

"LET'S PLAY HOUSE"

Vocals by **JOHNNY OLSEN** and **BETTE BUCKNER**

"WALKIN' AWAY WITH MY HEART"

Vocal by **MARSHALL YOUNG**

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Music---As Written

NEW YORK:

Drummerman Cozy Cole has organized a two-gal three-man group of Carmen Jones dancers into an act for which his skin-beating will be a highlight feature. Act will be personal-managed by Howard Mack, Dinning Sisters p.m. Ginger Dinning is about to have a baby, by the way, and if it's a girl, there'll be another fem trio on horizon, since sisters Lou and Jean already have gal children. . . . Jack Kapp, Decca prexy, left for the Coast Friday (26), while brother Dave headed back to New York. . . . Lou Levy due in Gotham from L. A. Thursday, August 1, to plan next move in struggle to get upped availability rating from American Society of Composers, Authors and Publishers.

Band Babble

Phil Brown leaves the Don Haynes office Monday (29) to replace Jack Archer as William Morris Agency's one-nighter booker. Archer goes to WM's Beverly Hills office to take over West Coast one-shots. Brown will not be replaced in the Haynes organization. . . . Billy Eckstine slated for a Metro screen test. . . . General Artists Corporation and William Morris Agency pleased over bookings secured for recently revived orks. GAC set Saxie Dowell into Blackhawk, Chicago, opening Sept. 18, and WM fixed Raymond Scott in the Palace Hotel, San Francisco, opening Sept. 3, for eight weeks. . . . Guy Lombardo got his Long Island Airlines under way this week. . . . Paul Whiteman to play Capitol Theater here in September. . . . Jerry Perkins, former Mal Hallett singer, now a vocalizing waiter in Marion, Mass. . . . Bill Hummel, whose band is a family affair featuring four brothers, reorganized recently and will begin playing the South next week. . . . Buddy Johnson into Savoy Ballroom here end of August, with an NBC wire.

Pubs and Penners

Broadcast Music, Inc.'s next No. 1 plug will be *It's All Over Now*, by Sunny Skylar and Don Marcotte. Marcotte is a Chi writer who was on *I Think of You*, among others. . . . Dubonnet Music, working on *A Nickel for a Memory*, by Ann Beardsley, Bob Hilliard and Perry Alexander, sent a promotion flier and a nickel to every radio station, ad agency, movie concern, leader and singer in the country. If this is payola make the most of it. . . . Paul Salvatori, former Chi manager for Shapiro-Bernstein, now has his own Salvatori Music. . . . Frank Silver, in the music biz for 30 years and lately a music contractor for Loew Theaters here, has formed his own firm and has been admitted to American Society of Composers, Authors and Publishers as a pub-member. Wrote *Yes, We Have No Bananas*. . . . Murray Clinton, out of the army, has closed down his Rainbow Melodies and pulled out of Pan-o-Ram Publishing Co. to join Manhattan Melodies as professional manager. . . . Perry Como and Lloyd Shaffer are billed as authors of chapters in Nick Kenny's new book on songwriting.

Platter Palaver

Bobby Sherwood's highly touted Capitol disk, *Bedlam*, has been re-titled *Duel in the Sun*, which should make for an interesting situash, since RCA-Victor Red Seal is coming out with a *Duel in the Sun* album of Dimitri Tiomkin's score for the pic of the same name. . . . University Recording Company, of Hollywood, has a direct-mail plan of disk shipment which eliminates the middle man. . . . Super Discs points out that Arthur Smith, writer of *Guitar Boogie*, is under exclusive contract to it.

HOLLYWOOD:

Local 47 ceased initial negotiations for the upping of pay for musicians on Hollywood emanated web shows in order to let its localized drive blend in with national push by AFM shortly. . . . Peggy Lee eastward bound for several weeks of theaters and radio with co-composer, guitar accompanist and husband, Dave Barbour, going with her. . . . Eddie Heywood may switch from Decca to Mercury. . . . Dave Dexter dropping own music rag, *Note*, due to paper shortage and shifts to old stand-by, *Capitol Magazine*. . . . Woody Herman and Bill Burton to become Hollywood house owners. . . . Showbiz attorney Sam Shayon helped considerably in cutting Freddy Slack's William Morris debt.

Stan Kenton's Milt Karle leaves to advance Eastern tour of band. Capitol bringing out Kenton album in October. . . . Plantation pulled quick fold, with Jay McShann band owed dough. . . . Musicraft's Bobby Weiss to New York for short stay. . . . Paul Bannister, of GAC, Chicago, in town. . . . Exclusive Record exec. Ben Ellison, has own plattery, Hollywood International Records.

Jack Egan dropped Alvino Rey to return flacking Tommy Dorsey and Casino Gardens. . . . New series of dance dates at Urbita Springs, Calif., with Dick Webster, of GAC, having inside track with Dick Pierce's band. . . . Tito Guizar returned here after flying to New York for *Telephone Hour* guestar, but returns east soon for Waldorf run.

Louise Robin, ex-Mrs. Harry James, chipping with local orkster, Skippy Anderson. . . . Joe Zucca, Meadowbrook op, will also have Benny Goodman double from his spot to do concert a la Duke Ellington's forthcoming session. . . . Bud Overbeck still mulling offer to switch to MCA's Canadian office from Beverly Hills. . . . Kermit Beercamp assisting Dick Gabbe in management of Casino Gardens. . . . Ralph Carson, ex-radio publicist, now flacking for Freddy Martin. . . . Connie Haines and Dave Holt penned *Don't Treat Me Like That*. . . . Jimmy Dorsey accepted Casino Gardens mid-August opening. . . . Cosmo's Jerry Blaine in town checking export angles.

PHILADELPHIA:

Eddie Fisher, who left his singing spot on WFIL to join Charlie Ventura's new band, will remain with the maestro until the fall, when the singer goes into New York's Copacabana with Orson Welles. . . . Jimmie Lunceford set to follow Cootie Williams at the Coronet Club August 16. . . . Gene Krupa next in on Saturday (3) at Sunnybrook Ballroom at near-by Pottstown, Pa. . . .

New record distributing firm, the Lesco Distributors, set up shop here this week. New firm, handling the Atomic label for a starter, is headed by Ed Cohen and Ace Leshner. Both partners have been identified with local retail record shops for years. Lyle Griffin, Atomic prexy, came here to help Lesco open house. While in town Griffin was slotted for personal mike appearances with disk jockeys at WDAS, WHAT and KYW.

DETROIT:

Harry Ehrlich, formerly in charge of special events at Detroit Music Hall, has joined the Delbridge & Gorrell Booking Office. . . . Don Pablo, stricken by appendicitis last month, has returned to front his own band at the Palm Beach Cafe, but will undergo an operation in October. . . . Chief Redbird, fronting the band at the Club Haymarket, is readying his own number, *Riding the Trail*, for publication. . . . Jerry Harris, ork leader-songwriter, back from New York with an AFM license as a recording contractor. . . .

American Federati'n Of Authors & Pubs New Owens Wrinkle

TOLEDO, O., July 27.—Don B. Owens Jr., who as president of La Casa del Rio music publishing firm here was fined \$200 and placed on five years' probation for violation of the Ohio Securities Act, has bobbed up with something new. Entitled "American Federation of Authors and Publishers," the organization is allegedly open only to La Casa del Rio's writers. Dedicated to the purpose of "fighting back" against "big-shot writers and publishers who have organized to keep the little fellows out," AFAP proposes, for \$5 per year per member, to have "member publishers issue a standard royalty contract to writers, approved by AFAP." In addition, "the writer will get a share of every penny the publisher earns on the song from every source."

It is stipulated that no AFAP member may belong to "any other 'clearance' or 'licensing' agency. It's AFAP or nothing. No straddling of fence." The membership application form obliges the applicant to promise that "I'll have all of my printing done by the Superior Lithographing Company, an affiliate of AFAP."

While Owens is thus engaged, the local prosecutor's office is mailing letters to more than 100 complainants, explaining the charges brought against Owens and the disposition made of the case. The court ordered that Owens return all money to persons who purchased stock and return all songs to writers, on "request." George M. Gates is now listed as president of La Casa del Rio.

Adams Sets Kurlan on Coast

HOLLYWOOD, July 27.—Short stay here for Berle Adams, Mercury Record talent and repertoire chief, revolved around his setting up a trouble-shooter in the distributing end of things, namely Mike Kurlan.

Kurlan was with Decca Records for the past 12 years in a similar capacity and came to the Coast a few months ago. He will work with Sicking Distributing Company, West Coast distributors for Mercury.

Up to a few months ago Mercury had Pacific Allied handling their wares on the West Coast, but deal fizzled. Jimmy Hilliard, Mercury recording supervisor, also is in town to cut a batch of sides by Tito Guizar, Jack Finá's band and Frances Langford.

Lonesome


PHILADELPHIA, July 27.—Altho the Coronet Club is shuttered as far as the public is concerned until August 2 when Cootie Williams and Thelma Carpenter launch a new sepia show policy, there's still music every night at the center city nitery. Only not much gaiety, for until Cootie Williams comes in for the new management, Jules Levan and his band are playing nightly to empty tables and chairs. The local Levan crew are finishing out three weeks of a contract which was in force when the nitery was sold earlier this month to Jack Kravitz. Levan and the new owners could not reach a settlement on the contract. So, the band reports each night in tuxedos and plays to an empty club. And no one is happy about it. Nevertheless, the Levan lads will carry on until August 2, when the gay spot lights up with a new sepia show policy.

47 Nixes Auds for Transfer Tootlers

HOLLYWOOD, July 27.—An order of the board of directors of AFM Local 47 forbids transfer musicians from playing Pasadena and Glendale civic auds during their first three months here. Auditoriums are considered permanent engagements similar to location jobs in Los Angeles proper. Both spots feature week-end dances with semi-name crews. Local 47's jurisdiction covers Catalina Island and all of Los Angeles County excepting Long Beach, covered by Local 353, and Pomona which is in the jurisdiction of Local 167, San Bernardino, Calif.

Kaye Hitting Solid Takes

CANTON, O., July 27.—One of few orks hitting respectable grosses on one-niters is Sammy Kaye, who rolled up a neat \$2,707.59 here at Meyers Lake Park Tuesday (23). Other grosses Kaye hit on his recent tour were \$3,859.70 at Denver, \$2,804.73 at Salt Lake City, \$2,410.67 at Ogden, \$2,902.08 at Spokane. Kaye plays Steel Pier, Atlantic City, August 16 to 18, which are closing days for just-opened race track of which the maestro has a piece.



ART MOONEY
PLAYS AN OLD FAVORITE
ON THE NEW PICTURE RECORD

Vogue record no. **R-732**

I DON'T KNOW WHY (I JUST DO)
From the MGM Picture, "FAITHFUL IN MY FASHION"
Vocal by **JOHNNY D'ARCY** and the **MOONCHASERS**
BACKED BY
IN THE MOONMIST
Vocal by **JOHNNY D'ARCY**

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#123 "D. 3. BLUES" Lester Young	#108 "CONFESSIN' THE BLUES" Jay McShann
#124 "JUMPIN' AT MESNERS" Lester Young	#101 "FLYING HOME" Illinois Jacquet
#129 "YOU ARE MY FIRST LOVE" Johnny Moore's Three Blazers	#103 "AROUND THE CLOCK BLUES" Wynonie Harris

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RECORD NO. 234

DICK JAMES and the COAST RANCH HANDS

Coast RECORDS
2534 W. PICO BLVD. LOS ANGELES 15, CALIF.

Time Out

NEW YORK, July 27.—Love and romance and their by-products forced the Gene Krupa band to cancel bookings and take this week off. On Tuesday (23) chirp Carolyn Grey and road manager Joe Dale got hitched in Yonkers, N. Y. Same day trumpeter Red Rodney went to Philly and married Miss Norma Noble. Next day saxist Harry Terrill flew to North Carolina for his wedding. On Monday (22), singer Buddy Stewart and his missus set the newlyweds a glowing example by becoming the parents of a seven-pound boy. Next week the band goes back to work and no more monkey business.

British Tele Takes 2 - Way Music Slug; Ops Ban Orks, Chappell Nixes Tune Usage

Ivy Benson Fem Band Yanked on Threat of Losing Dates

NEW YORK, July 27.—While the British musicians' union has not followed James C. Petrillo's lead and banned live music from television, England's vaude ops have been throwing their weight around in that direction, forbidding orks to play video dates during theater runs. A terrific stink was generated last month when Ivy Benson, who leads

a girl band, was yanked off a tele show on pain of losing future vaude bookings.

At the same time, F. J. Butterworth, who runs a couple dozen British houses, split the vaude op ranks by announcing he would not stand in the way of any band taking video jobs while working in his theaters. He also let loose a blast against his competitors, saying their fears are unjustified, tele is part of showbiz's natural growth and nothing can stop its progress. This announcement caused a little confusion among the other ops, and the previously-considered use of the blackball was not so freely mentioned, altho the implication of reprisals was not discontinued.

In the Benson case the house rang in a contract clause which forbids the performer from making personal appearances within two miles of the theater at which he is playing. Most contracts also contain a clause forbidding broadcast of any part of a show being given by the artist at a theater. But it seems that the house owners have been permitting blind broadcasting and have a special ax to grind where tele is concerned.

Other orks were forbidden to perform on tele, and each was told that the penalty was blackball around the circuit. The maestri involved, some of them among England's leaders, are in a spin, according to reports, and are getting little assistance from performer unions, which also seem in doubt as to the legalities.

LONDON, July 20.—Chappell Music here has announced that it will not permit any more of its music to be used on television. Music publishers have been getting usual broadcasting fees for video usage, and no agreement as to the nature of television performing rights has been worked out between British Broadcasting Company and the Performing Rights Society. As in the United States, publishers are afraid that video performances involve rights other than those used in ordinary broadcasting, and this consideration is supposed to have prompted Chappell's edict. In this way the firm removes itself from the position of submitting to a precedent whereby radio may continue to use music on a blind broadcasting basis.

From Hunger?


NEW YORK, July 27.—An excited press release from Mills Music informs that the firm is on a food kick, concurrently publishing three novelties which deal with the subject of chow. The Broadway staple, lox on bagel, is memorialized in a Sid Pepper-Roy Brodsky affair called *Bagel and Lox*, recorded by Rochester for Apollo. On the other side of this well-fed platter will be another Mills-Tepper-Brodsky thing called *Eighty-Six*, said to be restaurant parlance for "no more left." And then, says the press release, there is *Yep Roc Heresi*, which is all about Arabian fodder.

DuPree Plans Indies Dates; Acad for Duke

PHILADELPHIA, July 27.—Reese DuPree, vet local race dance promoter and prez of the National Negro Promoters' Association, plans to invade foreign fields next season. In past years, DuPree has taken bands as far South as Florida. Now he goes deeper South and is lining up a string of dates in the West Indies, planning on taking the International Sweethearts of Rhythm there in December. Also for next season, DuPree has booked the Academy of Music for a Duke Ellington jazz concert on November 29.

Add Tram Part to Orks

NEW YORK, July 27.—Robbins-Feist-Miller is adding trombone part to its four-to-eight-piece unit orchestration, known as rhythm air orchestration. Done by such doodlers as Will Hudson, Fud Livingston, etc., complete instrumentation now includes three sax, trumpet, trombone, piano, drums, bass (with guitar chords).



Still goin' strong!
QUEEN RECORD 4116

"I KNOW WHO THREW the WHISKEY IN THE WELL"
by Bullmoose Jackson

KING Record Company
 1540 BREWSTER AVE. CINCINNATI 7, OHIO

ADDITIONAL RECORD PRESSING OUTPUT AVAILABLE NOW

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107 Lorimer St., Brooklyn 11, N. Y. Evergreen 7-0241

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A Nationwide Spelling Bee August 1st to 15th

Join the 600 radio stations and 30,000 dealers Seeking the corresponding spelling to the lyric of

AVU (C-1188)

Jerry Heffron — Jimmy Nola — The Holidays
\$2500 to YOU PERSONALLY!

Write, phone or wire for further details

Continental Record Co. 265 West 54th Street, New York, N. Y.

Ole Virginny

VIRGINIA BEACH, Va., July 27.—The wind was driving a dreary all-day rain across the Cavalier Beach Club's less protected areas, and Sammy Walsh, emcee, was trying valiantly to get a little gaiety into the otherwise dismal scene. Calling on the individual guests to name their home States, he had Johnny Sudy's band minister to their nostalgia by playing the State songs. Finally somebody yelled:

"You've played all these pieces for Californians, New Yorkers and Kansans. Now give us home folks something. What will you play for Virginia Beach?"


A moment's silence—then the band commenced to play. It was *Stormy Weather*.

TOPS!

ALL OVER AMERICA

TONY MARTIN'S

"To Each His Own"



MERCURY

3022



DICK HAYMES

SHOULD I TELL YOU I LOVE YOU
 From Musical Production "Around the World"
 I GUESS I EXPECTED TOO MUCH
 Both Vocal with Orchestra Directed by Earle Hagen
 DECCA RECORD NO. 18907 . . . 50¢



EVELYN KNIGHT

With The Tune Twisters
 IT'S MY LAZY DAY
 MY FICKLE EYE
 Both Vocal with Orchestra directed by Bob Haggart
 DECCA RECORD NO. 18902 . . . 50¢



HELEN FORREST

With The Chickadees
 LINGER IN MY ARMS A LITTLE LONGER, BABY
 WHATTA YA GONNA DO!
 Both Vocal with Instrumental Accompaniment
 DECCA RECORD NO. 18908 . . . 50¢



BOB CROSBY

And His Orchestra
 I'VE NEVER FORGOTTEN
 From Republic Picture "Earl Carroll's Sketchbook"
 FIVE MINUTES MORE
 Both Fox Trot Vocal Chorus by Bob Crosby and the Bob-o-links
 DECCA RECORD NO. 18909 . . . 50¢



LOUIS JORDAN

And His Tympany Five
 THAT CHICK'S TOO YOUNG TO FRY
 CHOO CHOO CH'BOOGIE
 Both Fox Trot Vocal Chorus by Louis Jordan
 DECCA RECORD NO. 23610 . . . 75¢



LIONEL HAMPTON

and His Orchestra
 TEMPO'S BOOGIE
 THE LAMPLIGHTER
 Both Instrumental Fox Trot
 DECCA RECORD NO. 18910 . . . 50¢



DELTA RHYTHM BOYS

BUT SHE'S MY BUDDY'S CHICK
 WALK IT OFF
 Both Vocal with Instrumental Accompaniment
 DECCA RECORD NO. 18911 . . . 50¢



HERB JEFFRIES

With Dick Shannon and
 The Aleutian Five
 I WOKE UP WITH A TEARDROP IN MY EYE
 ALL THE WORLD IS NEW
 Both Vocal with Orchestra
 DECCA RECORD NO. 23592 . . . 75¢



EDDIE CONDON

And His Orchestra
 (I Got A Woman, Crazy For Me)
 SHE'S FUNNY THAT WAY
 Instrumental Fox Trot featuring Joe Bushkin, Piano,
 Billy Butterfield, Trumpet
 IMPROVISATION FOR THE MARCH OF TIME
 Instrumental Fox Trot
 DECCA RECORD NO. 23600 . . . 75¢



JOSH WHITE

JELLY, JELLY
 BACK WATER BLUES
 Both Vocal Blues with Guitar, Bass and Drums
 DECCA RECORD NO. 23582 . . . 75¢



BURL IVES

DOWN IN THE VALLEY
 COWBOY'S LAMENT
 Both Featured in 20th Century-Fox Picture "Smoky"
 Both Vocal with Guitar
 DECCA RECORD NO. 23591 . . . 75¢

"WHOOPEE" JOHN WILFAHRT



And His Band
 BLUE EYES POLKA
 Polka
 NORWEGIAN SCHOTTISCHE
 Schottische
 DECCA RECORD NO. 45000 . . . 75¢

ORDER NOW from your regular Decca branch

PRICES DO NOT INCLUDE FEDERAL, STATE OR LOCAL TAXES.



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Evelyn Knight

A NEW
DECCA
RELEASE

**IT'S MY
LAZY DAY**

MY FICKLE EYE

DECCA NO. 18902



PART 1—The Billboard

HONOR ROLL OF HITS

THE NATION'S TOP TUNES (TRADEMARK)

1. THE GYPSY
2. DOIN' WHAT COMES NATUR'LLY
3. THEY SAY IT'S WONDERFUL
4. TO EACH HIS OWN
5. SURRENDER
6. PRISONER OF LOVE
7. I DON'T KNOW ENOUGH ABOUT YOU
8. I GOT THE SUN IN THE MORNING
9. IN LOVE IN VAIN
10. I DON'T KNOW WHY (I JUST DO)
11. ALL THROUGH THE DAY
12. SIOUX CITY SUE
13. WHO TOLD YOU THAT LIES
14. DO YOU LOVE ME!
15. COME RAIN OR COME SHINE

The nation's 15 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.

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. No use of either may be made without The Billboard's consent.

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	SONG	ENGLISH		AMERICAN
			English	American	
6	1	1. BLESS YOU FOR BEING AN ANGEL	Noel Gay		Words & Music Bregman-Vocco-Conn
18	2	2. I CAN'T BEGIN TO TELL YOU	Chappell		Vocco-Conn
4	5	3. LAUGHING ON THE OUTSIDE (Crying on the Inside)	Campbell-Connelly	BMI	
13	3	4. MARY LOU	Francis Day	Mills	
19	8	5. LET BYGONES BE BYGONES	Feldman	*	
11	4	6. OH! WHAT IT SEEMED TO BE	Sun	Santly-Joy	
10	8	7. MONEY IS THE ROOT OF ALL EVIL	Chappell	Sun	
11	6	8. INTO EACH LIFE SOME RAIN MUST FALL	Bradbury Wood	Sun	
13	7	9. IN THE LAND OF BE-GINNING AGAIN	Feldman	Feist	
30	9	10. CRUISING DOWN THE RIVER	Cinephonic	*	
4	11	11. PRIMROSE HILL	Lawrence Wright	*	
6	10	11. HOMESICK—THAT'S ALL	Chappell	Mayfair	
5	14	12. YOU CAN BE SURE OF ME	Irwin Dash	Connelly, Inc.	
5	13	13. YOU WON'T BE SATISFIED (Until You Break My Heart)	Chappell	Mutual	
2	12	14. YOU ALWAYS HURT THE ONE YOU LOVE	Bradbury Wood	Sun	
1	—	15. DOWN IN THE VALLEY	Leeds	Leeds	
1	—	16. DAY BY DAY	Campbell-Connelly	Barton	
24	18	17. CHICKERY CHICK	Campbell-Connelly	Santly-Joy	
9	15	18. COAX ME A LITTLE BIT	Victoria	Bourne, Inc.	
1	—	19. MEMORY OF A WALTZ	Campbell-Connelly	*	
2	17	20. CYNTHIA'S IN LOVE	Chappell	ABC	

*Publisher not available as The Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the

Chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

ALL THE TIME (Robbins), sung by Pat Kirkwood and played by Guy Lombardo in MGM's "No Leave, No Love." National release date not set.

ALL THROUGH THE DAY (Williamson), sung by Jeanne Craine in 20th Century-Fox's "Centennial Summer." National release date—August, 1946.

DO YOU LOVE ME? (Bregman-Vocco-Conn), sung by Dick Haymes and played by Harry James in 20th Century-Fox's "Do You Love Me?" National release date—May, 1946.

I DON'T KNOW WHY (I Just Do) (Feist), in MGM's "Faithful in My Fashion." National release date—August 22, 1946.

IN LOVE IN VAIN (T. B. Harms), sung by Jeanne Craine in 20th Century-Fox's "Centennial Summer." National release date—August, 1946.

NIGHT AND DAY (Harms, Inc.), in Warner Bros.' "Night and Day." National release date—August 3, 1946.

ONE MORE TOMORROW (Remick), sung by Anne Sheridan in Warner Bros.' "One More Tomorrow." National release date—June 1, 1946.

STRANGE LOVE (Famous), in Hal Wallis Production's "The Strange Love of Martha Ivers." National release date—September, 1946.

TO EACH HIS OWN (Paramount), in Paramount's pic of the same name. National release date—July 5, 1946.

WITHOUT YOU (Tres Palabras), sung by Andy Russell in Walt Disney's "Make Mine Music." National release date—April 20, 1946.

A THIRTEEN-TIME LEADER ON BILLBOARD'S POP CHART!

JB-504 R.M. BLUES . . . RHYTHM BLUES
by ROY MILTON and his SOLID SENDERS

CASH IN ON THIS RAVE-RATING RACE RECORD!

JB-503 MILTON'S BOOGIE . . . GROOVY BLUES
by ROY MILTON and his SOLID SENDERS

JUKE BOX MUSTS FOR JIVE FANS!

JB-502 VOO-IT VOO-IT . . . CRY M' BLUES by the BLUES WOMAN with BUDDY BANKS SEXTET

JB-505 NOT ON THE FIRST NIGHT . . . THE LAZIEST GAL IN TOWN—FRANKIE and her BOYS

JB-506 PINE TOP'S BOOGIE WOOGIE . . . ECCENTRIC RAG—THE BAILEY SWING GROUP

TOP TUNES ON JUKE BOX AND OVER-THE-COUNTER SALES ON STERLING LABEL

SR-105 FLUCKIN' THE BASS . . . I'M GETTIN' SENTIMENTAL OVER YOU—ROY ELDRIDGE and ORCHESTRA

7005 YOU ARE TOO BEAUTIFUL . . . ROBERT THE ROUE—BUDDY CLARK with ORCHESTRA

juke box record co., inc. new york 19,

Music Popularity Chart

Week Ending
July 26, 1946

RADIO

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, July 19, 8 a.m., and ending Friday, 8 a.m., July 26)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The total times the song has appeared among the top 30 in the Peatman survey to date will be indicated in the chart

under the "Weeks to Date" column, but only those making their appearance in the list on or after November 29 are tabbed. Other tunes have been on Peatman before but this information is not available. The music checked is preponderately (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Wks. to date	TITLE	PUBLISHER	LIC. BY
2	All the Time (F) (R)	Robbins	ASCAP
20	All Through the Day (F) (R)	Williamson	ASCAP
2	Along With Me (M) (R)	Witmark	ASCAP
12	Come Rain or Come Shine (M) (R)	Crawford	ASCAP
11	Do You Love Me? (F) (R)	Bregman-Vocco-Conn	ASCAP
7	Doin' What Comes Natur'llly (M) (R)	Berlin	ASCAP
16	Full Moon and Empty Arms (R)	Barton	ASCAP
18	I Don't Know Enough About You (R)	Campbell-Porgie	BMI
10	I Don't Know Why (I Just Do) (F) (R)	Feist	ASCAP
10	I Got the Sun in the Morning (M) (R)	Berlin	ASCAP
3	If You Were the Only Girl (R)	Mutual	ASCAP
6	(I'll Be With You) In Apple Blossom Time (R)	Broadway	ASCAP
18	In Love in Vain (F) (R)	T. B. Harms	ASCAP
17	Laughing on the Outside (Crying on the Inside) (R)	BMI	BMI
6	Night and Day (F) (R)	Harms Inc.	ASCAP
17	One More Tomorrow (F) (R)	Remick	ASCAP
12	Prisoner of Love (R)	Mayfair	ASCAP
7	Should I Tell You I Love You? (M) (R)	T. B. Harms	ASCAP
17	Sixty City Sue (R)	Morris	ASCAP
1	South America Take It Away (M) (R)	Witmark	ASCAP
9	Strange Love (F) (R)	Famous	ASCAP
6	Surrender (R)	Santly-Joy	ASCAP
15	The Gypsy (R)	Leeds	ASCAP
6	There's No One But You (R)	Shapiro-Bernstein	ASCAP
16	They Say It's Wonderful (M) (R)	Berlin	ASCAP
2	To Each His Own (F) (R)	Paramount	ASCAP
3	Whatta Ya Gonna Do? (R)	BMI	BMI
2	Who Told You That Lie? (R)	Stevens	ASCAP
3	Without You (Tres Palabras) (F) (R)	Peer	BMI
3	You May Not Love Me (M) (R)	Burke-Van Heusen	ASCAP

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on reports received by The Billboard from disk jockeys throughout the country. Unless in-

dicated in this chart, other available records of tunes listed here will be found in Most-Played Juke Box Records chart. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks to date	Last Week	This Week	TITLE	Artist	Lic. By
5	4			1. TO EACH HIS OWN (F)	Eddy Howard Ork.	Majestic 7188—ASCAP
5	11			2. SURRENDER	Perry Como	Victor 20-1877—ASCAP
18	2			3. PRISONER OF LOVE	Perry Como	Victor 20-1814—ASCAP
7	10			4. DOIN' WHAT COMES NATUR'LLY (M)	Freddy Martin	Victor 20-1878—ASCAP
14	1			4. THE GYPSY	Dinah Shore	Columbia 36964—ASCAP
12	5			5. THEY SAY IT'S WONDERFUL (M)	Frank Sinatra	Columbia 36975—ASCAP
12	6			6. THE GYPSY	Ink Spots	Decca 18817—ASCAP
9	3			7. DOIN' WHAT COMES NATUR'LLY (M)	Dinah Shore	Spade Cooley Columbia 36976—ASCAP
2	8			8. SURRENDER	Woody Herman	Columbia 36985—ASCAP
3	—			9. BOOGIE BLUES	Gene Krupa	Columbia 36986—ASCAP
1	—			9. I KNOW	Tex Beneke-Glenn Miller Ork.	Victor 20-1914—ASCAP
				(Andy Kirk-The Jubilaires, Decca 18782; Elliot Lawrence Ork. Columbia 37047)		
6	7			10. THEY SAY IT'S WONDERFUL (M)	Perry Como	Victor 20-1857—ASCAP
2	13			11. DINAH	Sam Donahue	Capitol 260—ASCAP
5	—			11. I GOT THE SUN IN THE MORNING (M)	Les Brown	Columbia 36977—ASCAP
				(Monica Lewis, Signature 15028; Hal McIntyre, Cosmo 478; Buddy Morrow Ork, Mercury 3020; Leo Reisman, Decca 18861; Artie Shaw, Musicraft 365; Nat Brandwynne Ork. Diamond 2036)		
1	—			12. I DON'T KNOW ENOUGH ABOUT YOU	Benny Goodman	Columbia 37053—BMI
1	—			13. FIVE MINUTES MORE	Frank Sinatra	Columbia 37048—ASCAP
				(Tex Beneke-Glenn Miller Ork, Victor 20-1922; Harry Cool Ork, Signature 15038; Bob Crosby, Decca 18909; The Three Suns, Majestic 7197; Curt Massey, Cadet CR-205)		

Coming Up

JUST THE OTHER DAY Sam Donahue.....Capitol 275
WHO TOLD YOU THAT LIE? Vaughn Monroe.....Victor 20-1892
I DON'T KNOW WHY (I JUST DO)..... Tommy Dorsey.....Victor 20-1901

'THIS IS ALWAYS'
With Paul Weston and His Orchestra

A big ballad from the 20th CENTURY FOX PICTURE, "Three Little Girls in Blue," by writers of "The More I See You" . . . Jo Stafford handles lyrics with rare rhythm styling . . . and luxurious support from Paul Weston's Orchestra.

'YLL BE WITH YOU IN APPLE BLOSSOM TIME'

With
NAT KING COLE
Piano
RAY LINN—Trumpet
HERBIE HAYMER
—Tenor Saxophone
Orchestra Conducted by
PAUL WESTON

An unbeatable combination: a reliable tune, Jo Stafford's vivacious vocal, King Cole at the keyboard, plus other great solo musicians.

CAP. 277*

'JUST THE OTHER DAY'

Donahue's sensational band hits its stride...Mynell Allen turns in her greatest vocal . . . Donahue's sax is topst

'I LEFT MY HEART IN MISSISSIPPI'

A new singing star, Bill Lockwood, is featured in a knockout rhythm ballad . . . Bill is predicted as the top band vocalist of the nation.

CAP. 275*

50c plus tax

TOMMY DORSEY

AND HIS ORCHESTRA

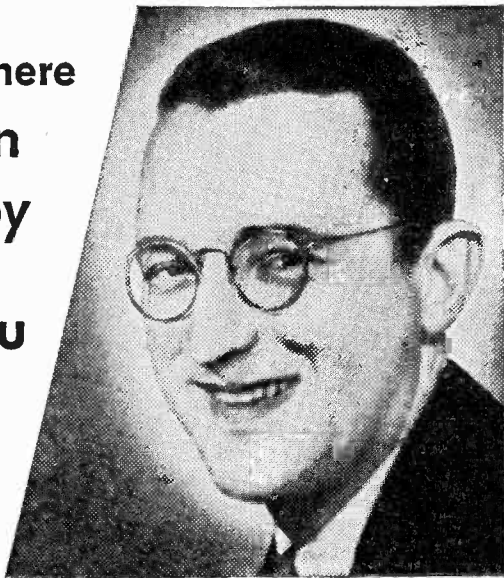
(I Wanna Go Where
You Go) Then
I'll Be Happy

AND

The Song Is You

(from the musical production
"Music in the Air")

RCA VICTOR 20-1938



FREDDY MARTIN

AND HIS ORCHESTRA

To Each His
Own

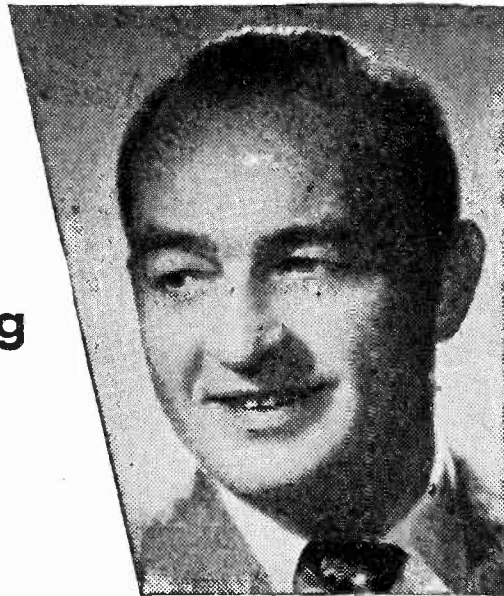
(inspired by the Paramount
picture "To Each His Own")

AND

You Put a Song
In My Heart

Vocals by Stuart Wade

RCA VICTOR 20-1921



BETTY RHODES

with Charles Dant and his Orchestra

WHAT IS THIS THING CALLED LOVE?

and

I'VE GOT YOU UNDER MY SKIN

(both from Warner Bros. film "Night and Day")

RCA VICTOR 20-1942

HENRI RENÉ

and his Musette Orchestra

HEJRE KATI (from scenes in the *Coarda*)

and

PROCESSION OF THE SARDAR

(from the "Caucasian Sketches")

RCA VICTOR 25-0063

RCA VICTOR RECORDS



PART 2—The Billboard

RETAIL SALES AND

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received from more than 20 jobbers in all sections of the country. Songs are listed according to greatest number of sales. (F) indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

Weeks to date	Last Week	This Week	POSITION	TITLE	Label
15	1	1	1	THE GYPSY (R)	Leeds
3	4	2	2	TO EACH HIS OWN (F) (R)	Paramount
11	2	3	3	THEY SAY IT'S WONDERFUL (M) (R)	Berlin
8	3	4	4	DOIN' WHAT COMES NATUR'LLY (M) (R)	Berlin
11	6	5	5	I DON'T KNOW ENOUGH ABOUT YOU (R)	Campbell-Porgie
16	5	6	6	PRISONER OF LOVE (R)	Mayfair
9	11	7	7	IN LOVE IN VAIN (F) (R)	T. B. Harms
18	8	8	8	SIOUX CITY SUE (R)	Morris
6	9	9	9	ONE MORE TOMORROW (F) (R)	Remick
16	12	10	10	ALL THROUGH THE DAY (F) (R)	Williamson
4	7	11	11	SURRENDER (R)	Santly-Joy
3	13	12	12	I GOT THE SUN IN THE MORNING (M) (R)	Berlin
3	—	12	12	COME RAIN OR COME SHINE (M) (R)	Crawford
1	—	13	13	WHO TOLD YOU THAT LIE? (R)	Stevens
8	15	14	14	DO YOU LOVE ME? (F) (R)	Bregman-Vocco-Conn
11	14	15	15	FULL MOON AND EMPTY ARMS (R)	Barton

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 700 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italics.

Weeks to date	Last Week	This Week	POSITION	TITLE	Label
5	2	1	1	SURRENDER	Perry Como Victor 20-1877
				<i>More Than You Know</i>	
13	1	2	2	THE GYPSY	Ink Spots Decca 18817
				<i>Everyone Is Saying Hello Again (Why Must We Say Goodbye?)</i>	
3	7	2	2	TO EACH HIS OWN	Eddy Howard Majestic 7188
				<i>Cynthia's in Love</i>	
13	4	3	3	THE GYPSY	Dinah Shore Columbia 36964
				<i>Laughing on the Outside (Crying on the Inside)</i>	
7	8	4	4	THEY SAL IT'S WONDERFUL	Perry Como Victor 20-1857
				<i>If You Were the Only Girl</i>	

(Continued on page 118)

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 200 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	TITLE	Label
5	1	1	1	Dancing in the Dark	Carmen Cavallaro Decca A-441
3	4	2	2	Twilight Time	Three Suns Majestic 1041
1	—	3	3	King Cole Trio	King Cole Trio Capitol BD-29
2	5	4	4	Musical Depreciation	Spike Jones
2	2	5	5	Annie Get Your Gun	Ethel Merman Decca A-468

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers). List is based on reports received from more than 350 dealers in all sections of the country. Records are listed according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	TITLE	Label
42	1	1	1	Clair de Lune	Jose Iturbi Victor 11-8851
58	2	2	2	Chopin's Polonaise	Jose Iturbi Victor 11-8848
10	4	3	3	Warsaw Concerto	Kostelanetz Columbia 7443-M
16	3	4	4	Jalousie	Boston Pops Victor 12160
12	5	5	5	Spellbound	Al Goodman Victor 28-0404

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers). List is based on reports received from more than 200 dealers in all sections of the country. Albums are listed according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	TITLE	Label
13	1	1	1	Kostelanetz Conducts	Andre Kostelanetz Columbia M-574
24	3	2	2	Rachmaninoff Concerto No. 2 in C Minor	Rachmaninoff, Philadelphia Orchestra Victor DM-58
52	4	3	3	Rhapsody in Blue	Oscar Levant, Philadelphia Orchestra; Eugene Ormandy, conductor Columbia X-251
6	2	4	4	Exotic Music	Andre Kostelanetz Columbia X-264
4	—	5	5	Music of Tchaikowsky	Andre Kostelanetz Columbia M-601
1	—	5	5	Night and Day	Allan Jones Victor M-1033
5	—	5	5	Tchaikowsky Nutcracker Suite	Philadelphia Orchestra; Eugene Ormandy, conductor Victor DM-1020

Music Popularity Chart

Week Ending
July 25, 1946

JUKE BOX PLAYS

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on more than 500 reports received direct from 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.

POSITION		RECORDS
Weeks to date	Last Week / This Week	
14	1	1. THE GYPSY—Ink Spots Decca 18817 (Phil Brito, Muscraft 15062; Jan Garber Ork, Black & White BW 774; Hildegard-Guy Lombardo, Decca 23511; Sammy Kaye, Victor 20-1844; Hal McIntyre, Cosmo 475; Gail Meredith, Manor 1019; Louis Prima, Majestic 7177; Dinah Shore, Columbia 36964; Freddie Stewart, Bel-Tone BT 7003)
6	2	2. SURRENDER—Perry Como (Russ Case Ork) Victor 20-1877 (Phil Brito, Muscraft 15073; Randy Brooks, Decca 18897; Al Donahue Ork, 4-Star 1120; Woody Herman, Columbia 36985; George Olsen, Majestic 7186; Tony Pastor, Cosmo 483; Jan Savitt and His Top Hatters, ARA-150; Deek Watson and His Brown Dots, Manor 1026; Bob Chester Ork, Sonora 3011; Shep Fields Ork, Vogue R-765)
7	3	3. DOIN' WHAT COMES NATUR'LLY (M)—Freddy Martin (Glenn Hughes-The Martin Men) Victor 20-1878 (Jimmy Dorsey, Decca 18872; Jan Garber Ork, Black & White BW 774; The Five DeMarco Sisters, Majestic 7193; Dinah Shore-Spade Cooley Ork, Columbia 36976)
10	6	4. DOIN' WHAT COMES NATUR'LLY (M)—Dinah Shore-Spade Cooley Ork Columbia 36976 (See No. 3)
4	7	4. TO EACH HIS OWN (F)—Eddy Howard Ork (Eddy Howard) Majestic 7188 (Opie Cates Ork, Four Star 1131; Tony Martin, Mercury 3022; The Modernaires-Paula Kelly, Columbia 37063; Freddy Martin, Victor 20-1921)
18	4	5. PRISONER OF LOVE—Perry Como (Russ Case Ork) Victor 20-1814 (Billy Eckstine, National 9017; Ruth Robin-Gus Bivona Ork, 4 Star 1069; Gordon MacRae, Muscraft 15065; Ink Spots, Decca 18864)
10	6	6. THEY SAY IT'S WONDERFUL—Perry Como (Russ Case Ork) Victor 20-1857 (Eileen Barton, Mercury 3005; Ray Bloch Ork, Signature 15021; Bing Crosby, Decca 18829; Al Goodman Ork, Victor 46-0001; Ray Herbeck Ork, 4-Star 1082; Henry Jerome Ork, Davis 2107; Jack Leonard, Majestic 7176; Gordon MacRae, Muscraft 15065; Will Osborne Ork, Black & White BW 769; Andy Russell, Capitol 252; Ginny Simms, ARA 139; Frank Sinatra, Columbia 36975; Jerry Wald Ork, Sonora 3007)
13	5	7. THE GYPSY—Dinah Shore (Sonny Burke Ork) .. Columbia 36964 (See No. 1)
13	8	8. THE GYPSY—Sammy Kaye (Mary Marlow) Victor 20-1844 (See No. 1)
8	8	9. DOIN' WHAT COMES NATUR'LLY (M)—Jimmy Dorsey (Dee Parker) Decca 18872 (See No. 3)
4	12	10. ONE MORE TOMORROW (F)—Frankie Carle (Marjorie Hughes) Columbia 36978 (Glen Gray-Eugene Baird, Decca 18843; Glenn Miller Ork-Tex Beneke, Victor 20-1835; Danny O'Neil, Majestic 7171)
8	13	11. I DON'T KNOW ENOUGH ABOUT YOU—Mills Brothers Decca 18834 (Johnny Desmond, Victor 20-1861; Peggy Lee, Capitol 236; Benny Goodman, Columbia 37053)
9	14	12. PRISONER OF LOVE—Ink Spots Decca 18864 (See No. 5)
1	—	13. STONE COLD DEAD IN THE MARKET (He Had It Coming)—Ella Fitzgerald-Louis Jordan Decca 23546 (Four King Sisters, Victor 20-1943)
1	—	14. TO EACH HIS OWN (F)—Tony Martin (Al Sack Ork) Mercury 3022 (See No. 4-B)
6	9	15. THEY SAY IT'S WONDERFUL (M)—Frank Sinatra (Axel Stordahl Ork) Columbia 36975 (See No. 6)

(Continued on page 118)

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are folk records most played in juke boxes. List is based on more than 500 reports received direct from operators all over the country.

POSITION		RECORDS
Weeks to date	Last Week / This Week	
14	1	1. NEW SPANISH TWO STEP .. Bob Wills..... Columbia 36966
9	2	2. CINCINNATI LOU Merle Travis..... Capitol 258
13	3	3. ROLY-POLY Bob Wills..... Columbia 36966
14	3	4. SOMEDAY (You'll Want Me to Want You) Elton Britt..... Victor 20-1864
3	—	5. STEEL GUITAR STOMP Hank Penny..... King 528
7	6	6. WAVE TO ME, MY LADY .. Gene Autry..... Columbia 36984
1	—	6. DRIVIN' NAILS IN MY COFFIN Floyd Tillman.... Columbia 36998
10	—	6. YOU CAN'T BREAK MY HEART Spade Cooley.... Columbia 36935

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes. List is based on more than 500 reports received direct from operators all over the country.

POSITION		RECORDS
Weeks to date	Last Week / This Week	
6	1	1. STONE COLD DEAD IN THE MARKET (He Had It Coming) Louis Jordan-Ella Fitzgerald... Decca 23546
9	3	2. THE GYPSY Ink Spots..... Decca 18817
23	2	2. HEY! BA-BA-RE-BOP Lionel Hampton... Decca 18754
14	4	3. R. M. BLUES Roy Milton... Juke Box JB-504
18	—	4. DRIFTING BLUES Johnny Moore's Three Blazers... Philo P-112
9	6	4. (GET YOUR KICKS ON) ROUTE 66 King Cole Trio..... Capitol 256
5	6	4. I KNOW WHO THREW THE WHISKEY IN THE WELL .. Bull Moose Jackson... Queen 4116
14	5	5. I KNOW Andy Kirk-The Jubilaires..... Decca 18782
1	—	6. MY GAL'S A JOCKEY Joe Turner..... National 4002
3	6	6. I'VE GOT A RIGHT TO CRY . Erskine Hawkins... Victor 20-1902

Double Helping of
DINAH SHORE



Singing

THAT LITTLE DREAM GOT NOWHERE
TWO SILHOUETTES
COLUMBIA 37050

DOIN' WHAT COMES NATUR'LLY
I GOT LOST IN HIS ARMS
COLUMBIA 36976

Double Helping of
HARRY JAMES



playing

THIS IS ALWAYS I'VE NEVER FORGOTTEN
COLUMBIA 37052

EASY
FRIAR ROCK
COLUMBIA 36996

Here's a foursome with a prosperous future by two of the biggest favorites in the field. Set 'em Spinning Now!

COLUMBIA RECORDS

Trade Marks "Columbia," and Reg. U. S. Pat. Off. Columbia Recording Corporation A subsidiary of Columbia Broadcasting System, Inc.

FAMOUS MUSIC CORP.

(Publishers to Paramount Pictures)

Presents

"THAT LITTLE DREAM GOT NOWHERE"

By Johnny Burke and Jimmy Van Heusen
from the Paramount Picture,

"CROSS MY HEART"

RECORDED BY

BING CROSBY	Decca 23636
TOMMY DORSEY	Victor 20-1923A
DINAH SHORE	Columbia 37050
TONY PASTOR	Cosmo 495
PHIL BRITO	Musicraft 15086
RAY McKINLEY	Majestic 7201
MARIE GREEN	Signature 15040
JEAN McKEON	Black and White

"STRANGE LOVE"

By Edward Heyman and Miklos Rozsa
from the Hal Wallis production, the Paramount Picture

"THE STRANGE LOVE OF MARTHA IVERS"

RECORDED BY

ELLIOTT LAWRENCE	Columbia 36999
RANDY BROOKS	Decca 18874
TEX BENECKE	Victor 20-1858
(Glenn Miller's Band)	
PHIL REGAN	Majestic 7181
MARIE GREEN	Signature 15022
TED MARTIN	DeLuxe 1017

In Preparation:

"MY O'DARLIN' MY O'LOVELY MY O'BRIEN"
by PAUL SECON and LOU SINGER

PARAMOUNT MUSIC CORP.

(Publishers to Paramount Pictures)

Presents

"TO EACH HIS OWN"

By Jay Livingston and Ray Evans
Inspired by the Paramount Picture,

"TO EACH HIS OWN"

RECORDED BY

EDDY HOWARD	Majestic 7188
FREDDY MARTIN	Victor 20-1921
MODERNAIRES	Columbia 37063
(With Paula Kelly)	
INK SPOTS	Decca 23615
TONY MARTIN	Mercury 3022
DEL COURTNEY	Musicraft
TRUDY IRWIN	Four Star Record 1131
(Opie Cates Orchestra)	

"LOVE IS THE DARNDDEST THING"

By Johnny Burke and Jimmy Van Heusen
from the Paramount Picture,

"CROSS MY HEART"

RECORDED BY

TOMMY DORSEY	Victor 20-1923B
BETTY HUTTON	Capitol
TONY PASTOR	Cosmo 495

In Preparation: AN OUTSTANDING BALLAD by
JOHNNY MERCER and ROBERT EMMETT DOLAN

1619 BROADWAY • NEW YORK 19, N. Y.



PART 3—The Billboard

ADVANCE RECORD DATA

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.

ADVENTURE	Jimmy Nola-The Holidays (Jerry Heffron Ork) (AVU TOOT).Continental C-1188
AFTER ALL WE HAVE MEANT TO EACH OTHER	Hawkshaw Hawkins (THE WAY) King 544
ALL OF ME	Nat Brandwynne Ork (Dean Martin) (WHICH WAY) Diamond 2035
AMIGO	Rene Cabel (Rafael Munoz Ork) (TU NOMBRE) Decca 50001
AND THEN IT'S HEAVEN	Russ Morgan (Betty Perry) (UNDER THE) Decca 18876
AUTUMN IN NEW YORK	Louanne Hogan (Earle Hagen Ork) (LOOK FOR) Musiccraft 15087
AVU TOOT DERE VAY MEIN KINDE AVU?	Jimmy Nola-The Holidays (Jerry Heffron Ork) (ADVENTURE).Continental C-1188
BIG FAT JOE	Ken Billings Trio (Irene Wiley) (MY MILKMAN) Diamond 2038
BIG FOOT SAM FROM BIRMINGHAM	Sam Taylor and His Alabama Swingsters (BLUER THAN) Queen 4126
BLUER THAN BLUE	Sam Taylor and His Alabama Swingsters (BIG FOOT) Queen 4126
BORN TO BE BLUE	Mel Torme & His Mel-Tones (Sonny Burke Ork) (IT HAPPENED) Musicraft 397
BOA HOG BLUES	Ken Billings Trio (Irene Wiley) (IRENE'S BOOGIE) Diamond 2037
BRAHMS' HUNGARIAN DANCES ALBUM	Erica Morini (Artur Balsam).Victor M-1053
No. 8, in A Minor No. 7, in A	
No. 5, in G Minor No. 17, in F-Sharp Minor	
No. 1, in G Minor No. 6, in B-Flat	
BY THE RIVER STE. MARIE	Red Callender Trio (RED BOOGIE) Black & White 782
GAYLORD CARTER AT THE ORGAN ALBUM	Gaylord Carter Black & White BW-58
Donkey Serenade Black & White 3005	
Indian Love Call Black & White 3008	
Kashmiri Song Black & White 3008	
Minute Waltz Black & White 3006	
Quiereme Mucho Black & White 3005	
When Day Is Done Black & White 3006	
CHAINED TO A MEMORY	Foy Willing and the Riders of the Purple Sage (LIVE AND) Majestic 6001
CHICKASHAY GAL	Joe Maverick and His Hot Dogies (Joe Maverick) (I WON'T) Aladdin 509
COME BACK TO ME, BABY	The Robinson Brothers (I GOT) Black & White 107
COOL WATER	Foy Willing and the Riders of the Purple Sage (HAVE I) Majestic 6000
COUNTIN' BLUES	Arthur Smith and His Kracker Jacks (GUITAR JUMP) Super Disc 1013
CYNTHIA	Al (Stomp) Russell Trio ("Doc" Basso) (MELLOW JELLY) Excelsior OR-176
DIANE	Gaylord Carter (STARS) Black & White 3007
DIG MISTER K. KAY KAY	Al (Stomp) Russell Trio ("Doc" Basso & Trio) (MORE THAN) Excelsior OR-180
EAST BOUND FREIGHT TRAIN	Grandpa Jones (GET THINGS) King 545
EVERYONE IS LOOKING FOR THE RAINBOW	Nick Lucas (MY BLUE) Diamond 2022
FIVE MINUTES MORE	Phil Brito (Walter Gross Ork) (THAT LITTLE) Musiccraft 15086
FIVE MINUTES MORE	Curt Massey (The Key Men-Jack Riley Ork) (TOO MANY) Cadet CR-205
FREEDOM SINGS ALBUM	Spanish Republican Army Chorus and Ork Keynote K-128
Coplas del Fuerte de San Cristobal Keynote K-22	
El Paso del Ebro Keynote K-23	
El Pondon Morado Keynote K-23	
El Tragala Keynote K-21	
Marineros Keynote K-22	
Ya Sabes Mi Paradero Keynote K-21	
GAY'S BLUES	Gay Crosse Ork (MY HEART) Queen 4132
GET THINGS READY FOR ME, MA	Grandpa Jones (EAST BOUND) King 545
GIVE IT UP	Jo Evans (Maxwell Davis Ork) (PRIVATE STOCK) Black & White 786
GIVE MY HEART A BREAK	Nick Lucas (SEEMS LIKE) Diamond 2021
*GO WEST, YOUNG MAN	Joan Edwards (Vogue Recording Ork) (MORE THAN) Vogue R-761
GOOD DUES BLUES	Dizzy Gillespie Ork (OUR DELIGHT) Musiccraft 399
GOTTA GET ME SOMEBODY TO LOVE	Jan Garber Ork (THO I) Black & White 788
GUITAR JUMP	Arthur Smith and His Kracker Jacks (COUNTIN' BLUES) Super Disc 1013
GUITAR POLKA	Lawrence Welk Ork (Bob "Tex" Cromer) (ROGUE RIVER) Decca 18877
HANGOVER SQUARE	Ray McKinley Ork (THAT LITTLE) Majestic 7201
HAS ANYBODY HERE SEEN KILROY?	Arthur Smith and His Kracker Jacks (Arthur Smith) (I'M WISE) Super Disc 1012
HAVE I TOLD YOU LATELY (That I Love You)?	Foy Willing and the Riders of the Purple Sage (COOL WATER) Majestic 6000
HAWAIIAN WAR CHANT	Gaylord Carter (TEA FOR) Black & White 3004
HOT JAZZ ALBUM	Red Norvo & Selected Sextet Black & White Comet T-1
Congo Blues Black & White T-7	
Get Happy Pappy Black & White T-7	
Hallelujah Black & White T-6	
Slam Slam Blues Black & White T-6	
HURRY, HURRY, HURRY, BABY	The Robinson Brothers (L. C.) Black & White 108
I COULD MAKE YOU LOVE ME	Sarah Vaughan (Tad Dameron Ork) (MY KINDA) Musiccraft 398
I COULD TELL BY THE LOOK IN HER EYE	Riley Shepard (THESE PRECIOUS) King 547
I COUNT TEN	Ovia Alston Ork (Ovie Alston) (LIFE IS) Urab U-151
I GOT THE SUN IN THE MORNING	Nat Brandwynne Ork (Dean Martin) (SWEETHEART OF) Diamond 2036

*Also released in album.

(Continued on opposite page)

Music Popularity Chart

Week Ending
July 25, 1946

AND POSSIBILITIES

RECORD POSSIBILITIES

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by en-

try into best selling, most played or most heard features of the Chart.

THAT LITTLE DREAM GOT NOWHERE. Dinah Shore.....Columbia 37056
This pic tune (from "Cross My Heart") gets lovely handling by Dinah, and beautiful backing by a studio band. On the strength of the way the gal has been riding the popularity waves with "The Gypsy" and "Doin' What Comes Natur'ly," and this tune's intrinsic appeal, this should prove a solid hit. Reverse is "Two Silhouettes" which Miss Shore does in Walt Disney's "Make Mine Music," and not a bad job either.

THE GLIDER Artie Shaw..... Musiccraft 378
This is a riff opus turned out by Count Basie and Buster Harding, and Artie Shaw takes a really exciting clary ride on it all the way, setting the pace for the band which comes thru nobly. There's a good chance Shaw will get back in the running as a top ork one of these days, and maybe this side will do it. Reverse "Love of My Life," isn't done nearly as effectively.

MY VALENTINE Louis Prima, with vocals by Jack Powers and Ensemble. .Majestic 1058
Prima does this in a straight commercial vein, with heavy emphasis on the smooth songselling capabilities of Jack Powers and a quartet. It's ear-pleasing music, which could easily catch on for a click. Backing is "Brooklyn Boogie," re-issue of Prima's earlier hit.

ADVANCE RECORD RELEASES

(Continued from opposite page)

- I GOT TO GO**The Robinson Brothers (COME BACK).....Black & White 107
- I GUESS I'LL GET THE PAPERS (And Go Home), Parts 1 and 2**Ray Herbeck Ork (Roy Cordell).4 Star 1132
- I LET MY WIFE SUPPORT ME**Buck Rogers & His Texans (NO VACANCY)4 Star 1136
- I NEED A KNIFE, FORK AND SPOON** Basin Street Boys (Eddie Beal's Fourtet) (THIS IS)Exclusive 229
- IRENE'S BOOGIE BLUES**Ken Billings Trio (Irene Wiley) (BOA HOG)Diamond 2037
- I WON'T BE HERE TO WELCOME YOU** Joe Maverick and His Hot Dogies (Joe Maverick) (CHICKASHAY GAL)Aladdin 509
- I WON'T HAVE TO DREAM OF YOU.** Joe Alexander and His Highlanders (Joe Alexander (WITHOUT A)Excelsior OR-177
- I'LL WAIT FOR YOU**Ovia Alston Ork (Thelma Baker) (ROMEO WAS)Urab U-152
- I'M WISE TO YOU**Arthur Smith and His Kracker Jacks (HAS ANYBODY)Super Disc 1012
- IT HAPPENED IN MONTEREY**Mel Torme & His Mel-Tones (Sonny Burke Ork) (BORN TO)Musiccraft 397
- IT'S A WONDERFUL NIGHT**Ray Eberle (Wilson Sawyer Ork) (MORE THAN)Apollo 1014
- IT'S THE GAL FROM CAL. FOR ME.** Herb Jeffries (Buddy Baker Ork) (SHE'S FUNNY)Exclusive 227
- JUST THE OTHER DAY**George Paxton Ork (SOUTH AMERICA)Majestic 7202
- L. C. BOOGIE**The Robinson Brothers (HURRY, HURRY)Black & White 108
- LET'S PLAY HOUSE**Bill McCune Ork (Johnny Olsen-Bette Buckner) (WALKIN' AWAY)Apollo 1013
- LIFE IS ONE CIGARETTE AFTER ANOTHER** Ovie Alston Ork (Jack Allyn) (I COUNT)Ural U-151
- LIKE THEY ALL DO**Ray Herbeck Ork (Lorraine Benson) (SOMEWHERE IN)4 Star 1133
- LIVE AND LEARN**Foy Willing and the Riders of the Purple Sage (CHAINED TO)Majestic 6001
- LOOK FOR THE SILVER LINING** ...Louanne Hogan (Earle Hagen Ork) (AUTUMN IN)Musiccraft 15087
- LOVE FLIES OUT THE WINDOW** ..Ray Herbeck Ork (Lorraine Benson) (SO INVITING)4 Star 1134
- *LOVE MEANS THE SAME OLD THING** Joan Edwards (Vogue Recording Ork) (THIS IS)Vogue R-767
- MELLOW JELLY BLUES**Al (Stomp) Russell Trio ("Doc" Basso) (CYNTHIA)Excelsior OR-176
- MISSOURI**Riley Shepard-Thomas Sisters (Sonny Moore Quintet) (YIP-I-ADDY NEVADY)Musiccraft 400
- MORE THAN YOU KNOW**Ray Eberle (Wilson Sawyer Ork) (IT'S A)Apollo 1014
- *MORE THAN YOU KNOW**Joan Edwards (Vogue Recording Ork) (GO WEST)Vogue R-761
- MORE THAN YOU KNOW**Al (Stomp) Russell Trio ("Doc" Basso & Trio) (DIG MISTER).....Excelsior OR-180
- MY BLUE HEAVEN**Nick Lucas (EVERYONE IS).....Diamond 2022
- MY HEART**Gay Crosse Ork (GAY'S BLUES)Queen 4132
- MY KINDA LOVE**Sarah Vaughan (Tad Dameron Ork) (I COULD)Musiccraft 398
- MY MILKMAN**Ken Billings Trio (Irene Wiley) (BIG FAT)Diamond 2038
- NO VACANCY**Buck Rogers & His Texans (I LET)4 Star 1136
- OH, LORD, WHAT A TIME, Parts 1 and 2**The Gospel TrumpetersQueen 4130
- OUR DELIGHT**Dizzy Gillespie Ork (GOOD DUES).....Musiccraft 399
- COLE PORTER ALBUM**Artie ShawMusiccraft S-2
- Begin the BeguineMusiccraft 391
- Get Out of Town (Mel Torme)Musiccraft 389
- In the Still of the NightMusiccraft 390
- I've Got You Under My SkinMusiccraft 392
- My Heart Belongs to Daddy (Kitty Kallen)Musiccraft 392
- Night and DayMusiccraft 389
- What Is This Thing Called Love (Mel Torme & Mel-Tones)Musiccraft 390
- You Do Something to Me (Teddy Walters)Musiccraft 391

*Also released in album.

(Continued on page 118)



393 All By Myself

(from Paramount film "Blue Skies")

If You Were There

FRANCES WAYNE

Orchestra under direction of
WALTER GROSS



394 You're Blasé

Vocal—SARAH VAUGHAN

Mo-Mo

GEORGIE AULD
and his Orchestra



395 Listen • Just Like That

SPUR DENNIS and his Sisters
with SONNY MOORE QUINTET



396

Coppin' Out Blues Collins

SLAM STEWART QUARTET
"The Grand Slam of Swing"

MUSICRAFT RECORDS INC.
NEW YORK • HOLLYWOOD



BMI Pin Up SHEET

Hit Tunes for August

(On Records)

ALL THE CATS JOIN IN (Regent)

Benny Goodman—Col. 36967 • Roy Eldredge—Dec. 23532
Opie Cates—Four Star 1102

BLUE CHAMPAGNE (Encore)

Jimmy Dorsey—Dec. 3775 • Freddy Martin—Vic. 20-1878
Frankie Masters—Okeh 6279 • Chris Cross—Coronet 10

COFFEE SONG, THE (Valiant)

Louis Prima—Maj. 7191 • King Sisters—Vic. 20-1943

I DON'T KNOW ENOUGH ABOUT YOU (Campbell-Porgie)

Johnny Desmond—Vic. 20-1861 • Peggy Lee—Cap. 236
Benny Goodman—Col. 37053 • Mills Brothers—Dec. 18834

LAUGHING ON THE OUTSIDE (BMI)

Dinah Shore—Col. 36964 • Enoch Light—Cont. 1175
Sammy Kaye—Vic. 20-1856 • Andy Russell—Cap. 252
Merry Macs—Dec. 18811 • Teddy Walters—ARA 135
Jerry Wald—Sonora 3007 • Vincent Lopez—Mercury 2074

MOON OVER BROOKLYN (London)

Guy Lombardo—Dec. 18809

THERE'S GOOD BLUES TONIGHT (Embassy)

Martha Tilton—Cap. 244 • Tommy Dorsey—Vic. 20-1842
Lucky Millinder—Dec. 18835 • Les Brown—Col. 36972
Clyde McCoy—Vogue 752

TOO MANY IRONS IN THE FIRE (Marks)

Curt Massey—Cadet 205 • Mills Brothers—Dec. *
Tony Pastor—Cosmo 498 • Ginger Snaps—Vic. *

VEM VEM (Pemora)

Jose Morand—Apollo 1007 • Don Jose—Gothem 101
Pancho—Dec. *

WHATTA YA GONNA DO? (BMI)

Helen Forrest—Dec. 18908 • Louis Prima—Maj. 7191
Louis Armstrong—Vic. 20-1891 • Billy Butterfield—Cap. 265
Phil Brito—Musicraft 15080 • Bobby Byrne—Cosmo 488
Nick Lucas—Diamond 2019 • George Barry—Coronet 17
Opie Cates—Four Star 1124 • Johnny Aladdin—MFS 1503
Shep Fields—Vogue 764 • Sunny Skylar—Mercury *
Herb Kern—Tempo * • Jerry Wald—Sonora *

WHEREVER THERE'S ME THERE'S YOU (Republic)

Betty Hutton—Vic. 20-1915

WHICH WAY DID MY HEART GO? (Chelsea)

Teddy Walters—Musicraft 15075 • Dick Stabile—Coronet 21
Dean Martin—Diamond 2035

WHO TOLD YOU THAT LIE? (Stevens)

Connee Boswell—Dec. 18881 • Vaughn Monroe—Vic. 20-1892
Phil Brito—Musicraft 15073 • Harry Calab—Sig. 15031

WITHOUT YOU (TRES PALABRAS)

(Peer)

Andy Russell—Cap. 234 • Desi Arnaz—Vic. 20-1058
Jayne Walton—Mercury 3002 • Noro Morales—Maj. 5000
Jack Carroll—Music Art 750 • Chucho Martinez—ARA 5006
Randy Brooks—Dec. 18874 • Tony Martin—Mercury 3019
Elsa Miranda—Alpha 12205 • Kaye Brothers—Stork 1014
Noel de Selva—Pan American 135 • Frankie Carle—Col. *

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PART 4—The Billboard

REVIEWS OF

Lightface portion of reviews is intended for information of all record and music

users. Boldface portion is intended for guidance of juke box operators.

GENE KRUPA (Columbia 37049)

Chiquita Banana—FT; VC.
You May Not Love Me—FT; VC.

Gene Krupa takes the banana singing commercial and cuts it with a rocking rumba beat. And apart from Carolyn Grey's fine rhythm chant, spinning is all the more engaging because of Red Rodney's wild bugle blowing along with Charlie Ventura's smooth tenor sax improvisations. The Ventura saxing is also on top for the ballad side, "You May Not Love Me," with Buddy Stewart selling it romantic for the new Johnny Burke-Jimmy Van Heusen hit potential.

"Chiquita Banana" is a bright spinner to snare the coins. But there's plenty of potential in the mated ballad side as well.

EDDIE CONDON (Decca 23600)

She's Funny That Way—FT.
Improvisations for the March of Time—FT.

For the pure jazz, it's the uninhibited jammastics of a small band taking its cues from guitarist Eddie Condon for his "Improvisations for the March of Time." In spite of the fancy title, it's merely a session of blues blowing, getting off the theme in a slow drag tempo. And with Dave Tough's crash cymbals flooding the rhythmic band, a faster beat and excellent improvisations on the theme are turned in by the solo hot horns. Outstanding is Gene Schroeder's piano piece and especially Brad Gowan's sliphorn sliding. Not nearly as stimulating is the mated side, "She's Funny That Way," for which Condon uses a large band. However, the round-up of big jazz names are there merely to play scored background figures for the solos by Joe Bushkin on piano and Billy Butterfield, who tries to cram in a lot of notes for his trumpet chorus.

For the jazz addicts.

HARRY JAMES (Columbia 37052)

This Is Always—FT; VC.
I've Never Forgotten—FT; VC.

Flushed by a fiddle bank, maestro James trumpets it right from the edge in most engaging fashion for the attractive movie ballad, "This Is Always," from "Three Little Girls in Blue." As such, the stage is set for Buddy Di Vito's romantic reading of the wordage. Equally attractive is the mated rhythm ditty, Sammy Cahn's and Julie Styne's "I've Never Forgotten," with Ginnie Powell for the pleasant rhythm chanting. But more potent is the James trumpet teeing off and the ensemble sock stanza by Willie Smith's alto sax.

Both sides stack up strong, particularly with choice song material, for the phonos.

LIONEL HAMPTON (Decca 18910)

Tempo's Boogie—FT.
The Lamplighter—FT.

The Hampton vibes hammer away in fine form for the blues theme in "Tempo's Boogie," backed only by the rhythm section sparked by the guitar's blue chording, with the band busting in on the outgoing chorus. It's Hampton's hammering that sells the spin. Band breaks all out on the riff jumper, "The Lamplighter," but doesn't kick up any of the smoke that spins out of Hamp's earlier jump sides.

With beaucoup vibe work, phono fans will take some to "Tempo's Boogie."

DINAH SHORE (Columbia 37050)

Two Silhouettes—FT; V.
That Little Dream Got Nowhere—FT; V.

Miss Dinah takes both of these screen song ballads in great stride, with both tunes tailored for her song styling. It's lush lullabying for "That Little Dream Got Nowhere," a Johnny Burke-Jimmy Van Heusen dandy for "Cross My Heart," which Miss Shore brings on with celeste tinkles setting the stage for the flood of soft strings. Studio band sets an engaging rumba rhythm for her soft and smooth lyric projection for "Two Silhouettes" from "Make Mine Music."

"That Little Dream Got Nowhere" is a real hit potential which should make Miss Dinah's dinking count for plenty of coins.

DELTA RHYTHM BOYS (Decca 18911)

But She's My Buddy's Chick—FT; V.
Walk It Off—FT; V.

It's a real rhythm walker with plenty of lito in the vocal blend of the Delta Rhythm Boys to rhythm accomp for "Walk It Off." "But She's My Buddy's Chick" is a Harlemaese jive ditty by Sy Oliver and might stand a better chance if given a brighter tempo than the Delta lads spin here.

Plenty of coin contagion in "Walk It Off."

HAZEL SCOTT (Decca 23551)

I'm Glad There Is You—FT; V.
Take Me in Your Arms—FT; V.

True enough, Hazel Scott has crashed the concert stage. But the gal is no concert contralto and is way out on a limb tackling the gypsy melody of the oldie "Take Me in Your Arms." Much more interesting is her short session at the Steinway to bridge her vocal stanzas. And while her styling is expressive enough, her voice ain't for another oldie ballad in "I'm Glad There Is You." Nor is more than a lick of her pianology to enhance the selling. The studio ork, directed by Toots Camarata, fills in expertly, but the voice on top doesn't sell out.

Nothing here to interest the music ops. Nickel trade will take Miss Hazel's piano, but hardly her voice as it spins here.

DICK STABLE (Coronet 20)

It'll Take a Little Time—FT; VC.
It's Dawn Again—FT.

Out of uniform, Dick Stabile is still a schooled alto sax virtuoso with tone quality the envy of all reed men. With a finely knit aggregation, the maestro makes it a sax solo for the rich melody of "It's Dawn Again," identifying theme song of The Three Suns. It's also smooth ballad spinning for "It'll Take a Little Time," with Russ Emerl making the wordage count. However, all the sax and ensemble appeal is packed in the "Dawn" side.

A familiar radio theme song, the phono fans will like Dick Stabile's adaptation, particularly since the spinning highlights his sax.

FONTAINE SISTERS (Musicraft 15082)

Linger in My Arms a Little Longer, Baby—FT; V.
Missouri Waltz—FT; V.

The close harmonies of the three Fontaine Sisters fall easily and rhythmically on the ears for both of these sides. Gals cut it smoothly and silky for "Linger in My Arms a Little Longer, Baby," with Billy Butterfield sandwiching in some good trumpet soloing at a picked-up tempo between the singing stanzas. For the standard "Missouri Waltz," the gals dress up the ditty in dandy and rhythmic dress, and it's a dandy. Walter Gross's music gives capable support all the way.

Gals offer much in both sides for the music boxes, both in their singing and song selections.

LARRY CLINTON (Cosmo 481 and 482)

Stardust—FT; VC.
Where or When—FT.
Stormy Weather—FT; VC.
Solitude—FT.

A name to be reckoned with in dinking circles in the '30s, and remember for uncovering Bea ("Deep Purple") Wain, Larry Clinton comes out of retirement to enrich the label's catalog with standards. Whipping together a finely-knit studio aggregation, and scoring four familiars in attractive if not spectacular manner, Clinton makes the spinning thoroly listenable and danceable. While there is not that rhythmic punch that once excited the imagination of the young spinning set, Clinton turns in an excellent performance according to best commercial standards. He sets a bright tempo for "Stormy Weather," kicking off with unison sax phrasings against a fiddle bank, and then rings in a well-blended foursome of mixed voices for the wordage. Mated "Solitude" side is an instrumental, again utilizing the unison sax phrasings with solo stretches for trombone, a riding tenor sax and the guitar picker. The vocal quartet is depended upon to sell the ballad-spinning "Stardust," but the rhythm harmonies fall short of that mark. More attractive and more commercial is the instrumental spinning in the same tempo for "Where or When." While Clinton brings nothing new or fresh to the needling as he once did when first starting out, he does acquit himself admirably for what this assignment undoubtedly called for.

Altho doubtful whether the Clinton name will mean anything to the youngsters today, they'll like his danceable music for the familiar "Stormy Weather," an everlasting favorite.

EARL BOSTIC (Majestic 1055)

The Major and the Minor—FT.
All On—FT.

Alto sax sorcerer Earl Bostic has rounded up a small jam gang for this grooving. But while there is no kick to the fast beat of the ensemble, the solo passages of all the hot horns attract attention, particularly Bostic's wild and uninhibited sax fingering. Strictly for the hot chorus fiends.

Not for the phono boxes.

Music Popularity Chart

Week Ending
July 25, 1946

NEW RECORDS

BURL IVES (Decca 23591)

Down in the Valley—W; V.
Cowboy's Lament—W; V.

To his own guitar plunking, Burl Ives gives forth two standard folk songs in his plaintive and expressive singing style that is rich in homey qualities, bringing back the song spirit of the earlier days. Both folk classics are included in the "Smoky" screen score, with Ives handling the tunes in the flicker.

For the home libraries.

LES ELGART (Musicraft 15079)

Mabel! Mabel!—FT; VC.
Nobody Knows the Trouble I've Seen—FT.

In introducing the Les Elgart band on the wax, label makes much ado over the fact that the musical scorings were created by Bill Finnegan. And rightly enough, for it is his arrangements that make for the selling qualities. Remembered for his Glenn Miller scorings, Finnegan makes the Elgart gang sound much like Miller in spots for his rhythm transcription of the spiritual "Nobody Knows the Trouble I've Seen," particularly in his scoring of muted brasses with the walking string bass. More Miller orchestral effects are scored for "Mabel! Mabel!" but the instrumental efforts are negated by the jumbled singing of Carolyn Norman, Terry Parker and the ensemble. With Finnegan on the writing end, the band bears watching. However, for this preem platter, no identifying pattern of its own is cut as yet.

Ops will have to wait this band out.

ARTIE SHAW (Musicraft 378)

Love of My Life—FT.
The Glider—FT.

Artie Shaw kicks in with a pair of instrumentals. And really kicks out for Count Basie's and Buster Harding's "The Glider," a smooth swinger with plenty of the maestro's uninhibited clarinet piping. The ensemble is sock thruout, and the spinning glides along at a peppery pace. Not nearly as sparkling is the Shaw syn-copation for "Love of My Life," the old-time standard which has Shaw and Johnny Mercer taking composer credits. The fashioning loses the feel of the swell song with the melody entirely lost in the exposition that emphasizes the rhythm only.

"The Glider" is a coin clicker for the jump set.

LOUIS PRIMA (Majestic 1058)

My Valentine—FT; VC.
Brooklyn Boogie—FT.

Louis Prima goes on a tried and true commercial kick, and it's plenty good. With just a lick of his trumpeting on the endings, he spins a real smoothie in Vic Knight's "My Valentine," a tuneful ballad that packs plenty of contagion. For it all, it's the romantic singing of Jack Powers, with a vocal quartet assisting the singer for a second stanza. Musical backgrounds are entirely rhythmic and in good taste, giving the ballad a most toothsome send-off. Mated side is a reissue of the riotous eight-to-the-bar "Brooklyn Boogie" instrumental.

Real hit potential in "My Valentine" for the music boxes.

GEORGE BARRY (Coronet 16)

Lonesome and Sorry—FT; VC.
I Fall in Love With You Ev'ry Day—FT; VC.

With a good beat, George Barry lays down a toe-tapping spin along commercial lines for both the Benny Davis evergreen, "Lonesome and Sorry," and for Sam H. Stept's ballad, "I Fall in Love With You Ev'ry Day." On both counts, Allan Gerard handles the vocal chores, displaying robust rather than romantic baritone pipes. Nothing particularly distinctive in this disking, but the spinning is danceable.

Little here to interest the music ops.

DICK HAYMES (Decca 18907)

Should I Tell You I Love You?—FT; V.
I Guess I Expected Too Much—FT; V.

Neither Cole Porter's "Should I Tell You I Love You?" from the musical, "Around the World," nor "I Guess I Expected Too Much" impresses as song ballad material. As a result, Dick Haymes, altho in good voice, makes little impression in his singing. Earle Hagen's music backs up.

Not enough life in these lullabies to make much meaning for the music boxes.

MIGUELITO VALDES (Musicraft 384)

Vera Cruz—FT; V.
Bruca Manigua—FT; V.

Given a studio band, the Latin singer is billed as a maestro. But the music making is a poor imitation of the fiery rumba rhythms that usually makes Mig-

uelito Valdes's chanting so exciting. As a result, his singing is as dull and listless as the instrumental stanza for his own composition, "Vera Cruz." It's a little more like it for "Bruca Manigua," but the music keeps him down.

Even the Latin locations will demand something better from Valdes for their nickels.

SKITCH HENDERSON (Capitol 270)

Dreamland Rendezvous—FT.
Why Does It Get So Late So Early?—FT; V.

Skitch Henderson makes for restful listening in this offering. With the maestro dusting the 88, there's plenty of ivory magic to make "Dreamland" live up to its tag. Ork here, as on the reverse, stays on the quiet side, emphasizing reeds and subdued brass. "So Late," a melodic ballad which shows click promise, is pleasingly voiced by Ray Kellogg. Henderson's pianistics add interest to the side.

Both surfaces will attract coinage from those who like it sweet 'n' low.

MARTHA TILTON (Capitol 272)

You Make Me Feel So Young—FT; V.
Somewhere in the Night—FT; V.

Pairing both sides of her song personality, Martha Tilton convincingly projects these contrasting tunes from the 20th Century-Fox musical "Three Little Girls in Blue." "So Young" is a bouncy, rhythmic ditty and in this, as in the mood-building "Somewhere," Miss Tilton proves she can capture the spirit of a song. Interest is added to both by an equally versatile ork batoned by Paul Weston.

With pix tie-ins assisting, both sides should prove nickel winners.

KING COLE TRIO (Capitol 274)

You Call It Madness, But I Call It Love—FT; V.
Oh, But I Do—FT; V.

Following on the wave of enthusiasm that greeted the revived "Prisoner of Love," made popular by the late Russ Columbo, "You Call It Madness" (also torn from the Columbo book) shows hit potential. Nat Cole's sincere ballading gets mood-building support from his sparkling piano, Oscar Moore's guitar and Johnny Miller's bass. Reverse, Ella Fitzgerald's clever rhythm ditty, is given top-drawer selling from the threesome, both vocally and instrumentally.

King Cole fans will go like mad for "Madness" and when it wears out, they will feed the jukes for its catchy mate.

JERRY COLONNA (Capitol 276)

My Fickle Eye—FT; V.
A Farmer's Life—FT; V.

For those who like Jerry Colonna's Gay '90s brand of burlycut baritone disk offers plenty of chuckles. Both tunes are done in his typical style and are spiced with sound effects. Some may frown upon his clownish take-off on a marriage ceremony in "Pickle Eye." His version of "Farmer's Life" (from pic, "Three Little Girls in Blue") sells well, calling on plenty of barnyard sound effects. Frank DeVol's ork provides the backing for both novelties.

Colonna fans will like these.

JO STAFFORD (Capitol 277)

This Is Always—FT; V.
I'll Be With You in Apple Blossom Time—FT; V.

Possessing a terrific sense of lyric projection and an ability of getting under a song, Jo Stafford scores solidly with these two ballads. Of special interest is "This Is Always," from "Three Little Girls in Blue" pic. It's haunting melody, rich in romantic lyrical appeal, provides ample opportunity for her to woo the listener with wistful singing. Lullaby scene is set by Paul Weston's ork. For the mated side, Miss Stafford dusts off the evergreen "Apple Blossom" in equally fine style. Meat is added to the swiny ork backing by Nat Cole on piano, Ray Linn on trumpet and Herbie Haymer's sax. Sit-ins by jazz stars is similar to what diskery used in Jo Stafford's previous release of "Cindy."

"This Is Always" will fill the tills.

ELLA MAE MORSE (Capitol 278)

Your Conscience Tells You So—FT; V.
Pig Foot Pete—FT; V.

Trite tune material is disk's stumbling block. However, solid rhythm backing by Freddie Slack's rhythm wing and Miss Morse's tobacco styling make these sides count. "Your Conscience" is musically boring and gives chirp little to work with. "Pig Foot" is along the same well-worn groove of many of her waxings. Beat here is bright and honky-tonk piano backing makes it listenable.

Ops will have to rely on the Morse name for profits.

(Continued on page 118)



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ALBUM REVIEWS

A COLE PORTER REVIEW—DAVID ROSE AND HIS ORCHESTRA (Victor P-158)

With a double deal involving Cole Porter's *Night and Day* movie and the 20th anni of sound motion pictures, there is plenty of across-the-counter and display appeal in this batch of platters that takes in eight everlasting Porter tunes from show and screen scores that come to life again in the forthcoming movie. Thru all the gaudiness of the "outside and inside covers of the album there are eight stills entirely devoid of screen color or glamour but supposed to represent incidents in the composer's career. In addition, there is a glowing four-page *Night and Day* brochure that tells of the picture and the part RCA sound plays in it. With such bally, maestro David Rose fronts a mini symphony orchestra to read his scorings for such Porter classics as *What Is This Thing Called Love?*, *I've Got You Under My Skin*, *Begin the Beguine*, *Love for Sale*, *Night and Day*, *Easy To Love*, *I Get a Kick Out of You* and *In the Still of the Night*. Rose gives the same orchestral application to each, with just as little variety or contrast in tempo moods. But while the tune treatment is without any special interest musically, the spinning is plenty easy and relaxing to listen to. Plattering is for home comfort and not for the music machines.

ANNIE, GET YOUR GUN (Decca A-468)

For those who can't get to see the stage smash *Annie, Get Your Gun*, this package of 12 hit-heavy sides is the next best thing to a pair of seats on the aisle. For those lucky enough to have seen the show, there can never be enough of re-hearing Ethel Merman and Ray Middleton, out of the original cast, singing what is unquestionably Irving Berlin's top show score. As in the show, la Merman is very much in evidence in the spinning, singing and selling as only she can the score dandies in *Doin' What Comes Natur'ly*, including some of the spice stanzas; *Moonshine Lullaby*, *You Can't Get a Man With a Gun*, *I'm an Indian Too*, *I Got the Sun in the Morning*, and *I Got Lost in His Arms* and with Middleton's rich and robust bary piping, *They Say It's Wonderful* and the comedy clicker *Anything You Can Do*. On his own, Middleton satisfies no end with *My Defenses Are Down* and *The Girl That I Marry*. Robert Lenn and Kathleen Carnes contribute cute chanting for *Who Do You Love I Hope* and the show chorus click for *There's No Business Like Show Business*. Jay Blackton conducts the orchestra, and candid stage shots of the show star provide attractive pictorial appeal to the packaging. No question but that this set will sell as big as the still-selling *Oklahoma* set.

JOE PAFUMY (International Vol. 15)

Six popular Latin melodies, setting forth the variety of dance designs, makes for pleasant spinning as packaged here by Joe Pafumy and his Latin-American orchestra. Emphasis is entirely on the melodic content of the selected songs, played in a simple and forthright Latin-American style with no special distinction in the presentation or the playing. Nonetheless, it all falls easy on the ear and for the hoofing. All instrumentals, the rumba rhapsodists are satisfied with *Rumba Rhapsody* and *Siboney* plus a guaracha rumba rhythm in *Take It Away*, and for added variety, *Begin the Beguine* in that rhythm, the samba *Tico Tico* and the tango *La Cumparsita*. Package design is in the simple lettering of the maestro's name in gold on a blue background. With a rich variety of Latin music and dance albums

on the music store shelf, it takes more than this simple playing and presentation to meet the competition.

"MA" RAINEY AND HER GEORGIA BAND (Paramount 1-2-3-4)

Altho these were delivered as single sides, platter label undoubtedly intends them to be a platter package. In any event, these four sides represent a single item and can best be merchandised as such. Getting its hands on some old-time masters, it's the old-time blues shouting and talking of "Ma" Rainey harking back to the days when jazz was being born in the Basin Street honky-tonks. The blues blowing of her Georgia band is the pure jazz as coming from the bells of trumpet, trombone, clarinet and tuba. "Ma" Rainey's singing, husky and very much earthy, is the forerunner of the present-day race blues shouters. Her blues are entirely of the backbiting and bar-room variety. With a male voice for repartee, she takes both sides of the platter for her drunk-and-land-in-jail *Blues the World Forgot*, following with *Moonshine Blues*, *Slow Driving Blues*, *Gone Daddy Blues*; *Blues, Oh Blues* (which later became *Careless Love*) and *Oh Papa Blues*. Appeal of the platters strictly for the hot jazz diskophiles who want to bring their collections of early jazz up to date.

NOAH AND THE ARK—THE STORY OF LOT'S WIFE (Sacred BS 1)

This set marks the label's entry into the kid-disk field. Capably narrated by Ed Colmans, both Bible stories are presented in interest-holding manner. To add kid appeal, dialog, sound effects and organ accompaniment are employed. Disks are so arranged as to make their use possible on drop automatic machines. *Noah* is completed on three top sides, with *Story of Lot's Wife* on the flipovers. Biblical adaptation by Jean Andre leaves records suitable for use by any religious denomination. Album's red and green cover, filled with sketches of animals boarding the ark, will attract youngsters and boost sales. Nothing here for juke ops.

CARMEN CAVALLARO—DANCING IN THE DARK (Decca A-441)

It was his *Dancing in the Dark* piano folio, offered a half dozen years ago, that first attracted so much attention to Carmen Cavallaro. Since the maestro has gone a long way up the musical road since those early days, this new set of five records hits an easy merchandising mark. Dressed up with a new cover design that features the maestro's (See *Album Reviews* on page 122)

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Archer, Martinka & Fox Ready for New Terpalaces

DES MOINES, July 27.—Battling building difficulties, ballroom operators in this territory are getting set for the winter trade with new and remodeled ballrooms calling for heavy outlays of dough in an effort to keep the dancers dancing. H. B. Martinka, of New Ulm, Minn., expects to have his new Kato Ballroom at Mankato, Minn., ready for opening in two months. Martinka now operates the New Ulm Ballroom. The Mankato spot will provide the first ballroom for the city. The Kato will provide 240 booths and have 8,000 square feet of dancing space operating three or four nights weekly.

Tom Archer is remodeling his Arkota at Sioux Falls, S. D., and will close down for a month while a fountain room is added and other redecorations made. Archer is also moving the Skylon at Sioux City, Ia., over to the auditorium building which is being remade into a ballroom. Plans call for a fall opening after the outdoor Shore Acres closes. The new Skylon will seat over 1,400 and have balcony accommodations.

Carl Fox is rebuilding his terp ballroom at Austin, Minn., and expects to have it ready for a fall opening.

Sultan Sets Two

DETROIT, July 27.—Sultan Record Company here has signed Gene Newcomb, bary who caught some eyes as a G.I. with the Camp McCoy, Wis., bond-selling shows. Firm also signed Chet Roble Trio. Early releases are planned.

SHOPPING GUIDE

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Pat Oberstein's Cleffing Okay, Say Pubs, But Why BMI

NEW YORK, July 27.—The most discussed man on Broadway last week was Patrick (Eli Oberstein) Lewis, RCA-Victor record rajah who found time to dash off a couple of successful ditties with Sunny Skylar (see *The Billboard*, July 20). Talk of Oberstein's latest cleffing efforts rekindled a number of flames in the hearts of publisher and writer-members of American Society of Composers, Authors and Publishers who attached more importance to Lewis writing for Broadcast Music, Inc., publishers than to Oberstein's being Lewis. As one indignant Lindy pew-holder put it: "The Society has had enough trouble trying to convince writers to stick together as ASCAP members without Oberstein coming along and writing for BMI under a stage name. Oberstein said in *The Billboard* that he wants to become a writer-member of ASCAP and rise in the ranks. That's rich." The publisher, who declined to allow his name to be used, said he was alluding to unwritten maxim that no renegade from ASCAP can expect much consideration from the Society's writer classification committee. He also said that the importance of Oberstein's contribution to BMI lies in the fact that hitherto Oberstein has been regarded as a staunch ASCAP man. "Why he was on our election committee in 1945 as a publisher-member! What kind of an example is he setting now?"

Other publishers and a number of writers adopted similar positions, altho in many cases it was made plain that the loyalty-to-ASCAP angle aside, a basic irritant, is in finding Oberstein added to the list of record execs, singers, band leaders, etc., who have hunks of songs and get them recorded more easily than rank-and-file pubs.

Armstrong Signed For Jazz Flicker

NEW YORK, July 27.—Louis Armstrong has been signed by Jules Levey, pic producer, for a film to be called *New Orleans*, which will emphasize Armstrong's place in the history of jazz. To be shot on the Sam Goldwin lot in Hollywood, the film will be strictly Grade A, according to Joe Glaser, Armstrong's pilot.

Work begins in early September, with other featured players to be rounded up in the meantime.

Enterprise Halts Cutting To Sked 128 Already Made

HOLLYWOOD, July 27. — New indie waxery, Enterprise Records, tees off its sales drive this week, following firm's incorporation in California. Outfit has been working steadily over past several months building catalog and now has 128 sides awaiting release. Diskery will halt all further recording for at least two months to concentrate on material already cut.

Artists already on wax are Rudy Vallee, Gus Van, Norwood Smith, De Castro Sisters and the Jimmy James and Paul Page orks. All pressings to be handled by Berger Enterprises, local indie pressing plant. Officers of new Enterprise Corporation include Jack Helms, president; Jack Gardiner, secretary-treasurer, and Howard Kraus, vice-president in charge of sales and production.

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ASCAP To Host International Society Meet

NEW YORK, July 27.—American Society of Composers, Authors and Publishers will play host October 21-26 in Washington at what is expected to be the largest and most important congress ever held by the International Confederation of Societies of Authors and Composers (performing rights societies). From 31 countries, some 250 representatives of all sorts of copyright protective organizations will descend on Washington and they will all bear individual problems, gripes and axes to grind.

ASCAP is expected to play its role to the hilt. Its general manager, John G. Paine, is president of the Federation of Societies for Non-Dramatic Performing Rights, one of the four federations which comprise the Confederation, and has been heavily emphasizing the international significance of music in his recent public pronouncements. The Society has been getting what it considers unjustified beefs from various European outfits and hopes to straighten them all out by means of a mixture of cultural gab and down-to-earth diplomacy.

Moral Leadership

Main international problem of the Society has been that it collects far more revenue from abroad than foreign orgs collect from the USA. Powerless to promote American use of foreign music, ASCAP has to seek other means of placating European and South American societies who bleat that they are being rolled. By assuming "moral leadership" in the October congress and by lending its admittedly matchless technical assistance to solution of the myriad problems which face foreign outfits, ASCAP hopes to create better international understanding.

In addition to the non-dramatic performing rights federation headed by Paine, the Confederation is composed of the Federation of Societies for Dramatic Performing Rights, which Dramatists Guild might join in October, the Federation of Societies for Mechanical Rights, for which this country has no exact counterpart except possibly Music Publishers' Protective Association, and the Federation of Societies of Book Authors' League is not a member.

New Meanings

Among the functions of the Congress will be the drafting of recommendations for copyright clauses to be included in peace treaties, recommendations as to disposal of copyrights which were blocked or confiscated during the war, discussion of the new meaning of copyrights in such fields as television, motion pictures and recordings, discussions of laws of such countries as United States, Soviet Union, Sweden and Lebanon, whose copyright laws are inconsistent with those of the rest of the world.

Another matter expected to provide lively discussion is that of extending copyright protection beyond whatever term is current in the various countries. It is reasoned that the war prevented many European copyright owners from realizing returns on their holdings, and it is recalled that after the last war France extended her copyright term from 50 to 56 years. Similar measures may be recommended to the governments of the world for general adoption.

In September the Foreign Relations Committee of ASCAP will meet to blueprint its program for the Congress. One thing is agreed in advance, however, and that is that

Puff Backfires

NEW YORK, July 27.—A puff item about songwriters Hughie Prince and Dick Rogers, printed in another trade paper, has resulted in a hue and cry at Local 802, American Federation of Musicians here. Prince and Rogers are on the unfair lists of both the local and AFM itself for alleged default of payment to arrangers and copyists. Local's arrangers and copyists department was thus outraged to read that the team is doing special material for Ted Lewis, Gil Lamb, Peter Lind Hayes and the Ritz Brothers. Union says it had no recent information regarding Prince-Rogers' activities prior to appearance of the item in the trade rag. It now plans to notify the reported purchasers of the team's output that it will instruct AFM bands not to play the stuff.

WM's Play for Basie Gets Cool Alexander Reaction

NEW YORK, July 27.—Reports of Count Basie's return to the William Morris Agency booking fold surged this week when word circulated that Nat Lefkowitz, WM exec, had gone to Detroit recently to confer with the leader. Willard Alexander, Basie's mentor, now booking the band himself with assists from the Gale agency, told *The Billboard* that as far as he is concerned, the band is not going back to WM nor will it go to any other agency. He says he continues to prefer booking the band himself.

ASCAP will have a golden opportunity to go before its foreign affiliates, re-define its position and its problems and try to consolidate ties which were greatly slackened by the war.



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WHO DID IT TO MARY?

No. 1003

20th CENTURY RECORDS

James's \$5,985 Busts B'port 1-Niter Mark

BRIDGEPORT, July 27.—Harry James broke the record at Pleasure Beach Ballroom last Sunday (21), drawing 3,325 persons for a \$5,985 gross. Admission was \$1.80. Previous record for the season was held by Guy Lombardo, who drew 2,600 persons on June 23 for a gross of \$4,680.

Aetna a Balto Pub-Disker

BALTIMORE, July 27.—A new disk firm, doubling as music pub, has been formed here by Nolan F. Knowles. Called Aetna Music Corporation, the outfit has affiliated with Broadcast Music, Inc., is building a catalog and has cut a few pop and Western disks.

Wolpin to Coast To Try To Learn Tag of Next Plug

NEW YORK, July 27.—Paramount Music is in the unique position of having an untitled, un-lyriced ballad scheduled as its next No. 1 plug. It has had the Bobby Dolan composition on its agenda for over two months awaiting a lyric from Johnny Mercer. Word filtering down from Mercer has been that the lyric is almost completed, the lyric has had to be revised, the melody has had to be altered, Mercer has gone on a fishing trip, the lyric is about to be completed, the lyric is coming, etc.

Eddie Wolpin, Paramount-Famous exec, has now decided to go to Hollywood next week to see if he can get hold of the lyric or maybe find out what the song's title is going to be. The soul of patience, a man whose strongest epithet about anyone is "So and so is a blessed guy put on this earth to do good," Wolpin avers that he is grateful to Mercer for being so painstaking about the lyric. Meanwhile his firm is being kept busy with *To Each His Own* and the plug schedule has not yet been disrupted.

Sun's "Wind" Gets a Play

NEW YORK, July 27.—A theory was refuted this week when word got out that something called *The Way That the Wind Blows* has been recorded by Dinah Shore (Columbia), Jimmy Dorsey (Decca), Alvino Rey (Capitol), Gordon Mac Rae (Musicraft) and Marie Green (Signature). Theory, more or less borne out in practice up to now, was that a Sun Music number is unlikely to find its way onto much wax other than that manufactured by Decca, Sun's parent company. *Wind*, written by Joan Whitney and Alex Kramer, is published by Sun.

So intense has been the rivalry among the major companies that when one of them gets a song exclusively the others do their utmost to avoid recording the number no matter how successful it may be. Most recent example of this was *I'm a Big Girl Now*, on which RCA-Victor and Sammy Kaye hit the jackpot, but to which other majors gave the plague treatment. Since Decca gets first crack at all Sun's output, the attitude of Decca's competition toward Sun's songs has been lukewarm and Sun writers have been heard squawking from time to time.

In the case of *Wind*, however, Decca's exclusivity served little purpose since the Jimmy Dorsey disk, skedded for July 1 release, has been bottle-necked, and the other companies have been enabled to get into the swim not too far behind. Decca also is understood not to be leaning over backwards to avoid hogging all Sun's waxable material.

Commodore Gets 3 General Wax Labels

NEW YORK, July 27.—Commodore Record Company here has acquired 400 masters thru the purchase of the General Record Company, which had the General, Timely and Gamut labels. Included in the lot is some Jelly-Roll Morton stuff and assorted items such as Earl Robinson's Early American Ballads, the William Boyce Symphonies, some "sophisticated" songs by Spivy, Haitian voodoo material, etc. Also in the batch is the Topical Tempos label, which comprises dance items for skating rinks.

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SUNSET AT VINE HOLLYWOOD

Int'l Tug-of-War Brews Over Catalog Of France - Music

NEW YORK, July 27.—Unsettled status of the France-Music catalog, which Broadcast Music, Inc., now represents exclusively in the United States and Canada, may make for lively international wrangling within a year or two. Neither BMI, nor American Society of Composers, Authors and Publishers, nor the French "ASCAP" (SACEM) appear to be in accord on who has rights to what.

Raoul Breton, owner of France-Music, is said to have notified SACEM in 1942 that he was withdrawing his catalog and was assigning American and Canadian rights to BMI. His grounds for doing so are understood to have been the fact that every 20 years (1902-1922-1942) SACEM reconstitutes itself and he was simply seizing that opportunity to take off and make what he expected would be a better deal. Recently, however, word has reached here that SACEM does not wholly agree with Breton's version of the withdrawal and is inclined to believe that along about 1947 the rights will revert to SACEM. There is also some question as to whether Breton withdrew the writers' rights from SACEM and whether ASCAP is obliged to pay performing royalties on a catalog now being licensed by BMI. International correspondence is now in process with all parties apparently anxious to avoid a ruckus, but with ASCAP not anxious to be stuck with necessity for remitting writer royalties on the France-Music stuff.



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3d New Haven Pop Draws 2,000 More To Hit 14,000

NEW HAVEN, July 27.—Making the largest audience of the season, 14,000 persons assembled in the Yale Bowl here this week for the third in a series of "summer pop concerts" by the New Haven Symphony Orchestra under the sponsorship of the Junior Chamber of Commerce. The other two concerts drew audiences of 10,000 and 12,000 persons.

Feist Sues N. Y. Eatery

NEW YORK, July 27.—"The Spot," a restaurant at 101 Seventh Avenue, New York, was charged in Federal Court action by Leo Feist, Inc., with infringing on two of its copyrighted tunes. Eatery is owned by Henry and Mary Vigilanti, who are alleged to have infringed on the tunes *Candy* and *Blue Heaven* by giving public performances for profit without consent or license of the copyright owners on June 14, 1946, and various other times. The action seeks an injunction and damages sustained by the publisher by the unlawful acts, but in no event less than \$250 on each alleged infringement, with court costs and attorney fees.

Morocco-802 Straighten Out

NEW YORK, July 27.—El Morocco nitery here has been given until August 19 to provide suitable dressing facilities for the Chauncey Gray and Machito bands (*The Billboard*, July 27). Exec board of Local 802, American Federation of Musicians, here has the assurance of spot's management that suitable accommodations will be made and the original teapot tempest appears to be quieting.

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Big Borde 'Bowl' New York Maybe; Lots of Iffing

NEW YORK, July 27.—Stem will have one of the biggest lounges in the country if a few of the "ifs" are taken care of. Promoter is Al Borde, Chi agent and legit producer (he owns *Follow the Girls*), who says he has all the dough lined up to start moving once he gets an okay.

Site of the new spot will be the lot on the Northeast corner of 52d Street and Avenue of the Americas now occupied by a plane for the rubberneck trade. Plan calls for an amphitheater seating about 1,500. Table arrangements will be novel. It will be placed on four levels with each level having its own ork and dance floor. This will call for four orks doing 15 minutes each and spelling one another so music will be continuous.

The center of the amphitheater will have another floor which will be used either by a name band or a name act, policy yet to be decided. Under the amphitheater will be parking space to be used during the day by anyone who wants to park, for a price naturally. By night it will be for customer's cars.

Hitch, according to Borde, is the price for the site. He says he now has three brokers dickering with the owners for a long-term lease. If deal is made, and if material is available, and if the money is still there (Borde says he's got the lettuce from a group of money boys) he positively threatens to spend up to \$2,000,000 for the bowl. Incidentally, that's what its name will be, when as and if, "The Bowl."

Philly Nitery Turns Lounge

PHILADELPHIA, July 27.—Another local nitery, Blue Room, is switching to a musical bar. Nabe spot will reopen after redecoration, calling itself the Club Del Monie.

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IN SHORT

New York:

Jayne Manners and Ziggy Lane open at Leon and Eddie's August 9. . . . Ken Maynard and his oats burner, Tarzan, will do show dates on the Loew Circuit. . . . Nicholas Brothers start at Loew's State August 8. . . . Ralph Berger, Chi LQ op, in New York looking for acts. . . . Sol Tepper, New York indie, planned to Chi to set his acts. . . . Joey Adams (current at the Capitol) and Henny Youngman jumped in for a couple of shows at Bill Miller's Riviera when Willie Howard was taken to Poly-clinic Hospital.

Milton Berle offered \$12,000 to open Sam Rinella's new Copacabana, Chicago. . . . Carnival was nicked for \$400 for violations of the sanitary code. . . . Gerry Verden has joined Genevieve Norris in a new act in the Hotel New Yorker ice show. Last time team worked together was two and a half years ago. Verden became a paratrooper after that. . . . Tess Gardell (Aunt Jemima) option picked up at Casa Seville.

James Barry, ex-G.I., into Havana-Madrid. . . . Cafe Society Uptown shutters from August 5 to September 9. Will relight with Jack Guilford, David Brooks, Patricia Bright and Dorothy Jarnac. . . . Joan Gentry is the new warbler with Payson Re's ork at the Stork Club. . . . Muguet and Albaicin, dance team, replace Carlos Ramirez at Havana-Madrid August 1. . . . Eddie Lane and Dick Bernie showing their new act in Loew houses.

Atlantic City:

Patsy Shaw takes over as femsee at the Jockey Club. . . . Son and Sonny and Billy Daniel Daniels share the spotlight at the Paradise. . . . Ray and Ronnie added at the Cliquot Club.

Bob Mann's Trio takes over at Don Riddle's Harbor Bar. . . . Gans and Satchel newcomers at Abe Bobbins' Torch Club. . . . Wilbur Russ and His Hearts of Rhythm new at the Gables. . . . Eddy Walper's local radio show, *Meet Your Neighbor*, added at El Capitan. . . . Al Raymond Trio takes over at Valentine Cafe.

Philadelphia:

Eddie Schaffer back at Kaliner's Rathskeller. . . . Billy La Pata and His Rhythm Weavers locate at Du-Mond's Musical Bar. . . . Ray Rogers takes over the emcee chores at Sciollo's Cafe. . . . Jimmy Page Trio and the Four Counts alternating at the Carioca Musical Bar.

Buddy Lewis makes another return trip to Ciro's, his fourth visit. . . . Roy Sheppard Trio, with Rita Donaghy's piano, new alternaters at the Clock. . . . Ken Barry heads new revue at Lexington Casino. . . . Charles DePinto, operator of DiPinto's Cafe, in Frankford Hospital for a major operation. . . . George Mann and the Earl Crillon Girls new at the Swan Club.

San Francisco:

Nicki Gallucci leaves Finocchio's shortly for a six-month theater tour of Australia. . . . Andy Wong, owner of the Chinese Sky Room, has bought *The Drunkard* from Harry Farris, who now owns Rio Del Mar Country Club in Santa Cruz. . . . Tapster Tommy Conine has left the Copacabana show for a fling at New York niteries. . . . Pat Patrick, comic-emsee, opens August 1 at Andrini Brothers' La Vie Parisienne. . . . Bob Hopkins inked for another eight weeks at 365 Club. . . . Shaw and Lee stay on at Club Lido for extra

four weeks. . . . Max West, head of the AGVA office here, will marry Doris McCarthy, non-pro, August 3.

Detroit:

Contract for exclusive personal management was signed by MCA's local office for Nan BlaKstone. Miss BlaKstone has added Hank Finney, formerly musical director of Downtown Theater, as her music chief, arranger, band frontier in niteries where she appears with orks and pianist when no band is used.

The Vocal-Aires, formerly at Sid's Cafe, are at Mackinac Island, playing for *This Time for Keeps*, new MGM film. . . . Red Calloway Trio, lately, of Hotel Tuller, opened at Drum Room, St. Paul. . . . Janie Palmer opened at Beauchamp's (formerly Cliff Bell's), with Glenn Moore unit.

Chuck Taylor opens at Crest Cocktail Lounge July 29. . . . Johnny Di Cicco's Smartones are returning home here for a short rest after closing in Washington. . . . Cole and Korte, after four years' separation due to the war, reunited to open last week at the Chancellor Lounge, Barlum Hotel. . . . Evelyn Waters opened at London Chop House for an indefinite run.

Larry Chambers has replaced Kid Williams at Palm Beach Cafe. . . . Harry Lee has left Gus Sun office to join Amusement Booking Service, replacing Howard Bruce, who will open the Hollywood branch of ABS August 15. . . . Little Jackie Heller is returning here to open at Club Top Hat, downriver spot.

Miami:

Ned Schuyler reported all set to re-open his Beachcomber in September and will use several acts. . . . Sam Barken back from a North Carolina vacation, reported thinking about dropping acts and using name bands at 5 O'Clock this winter. . . . Four Vagabonds, skedded for Jack Goldman's Clover, operate their own nitery in Frisco. . . . Bill Jordan, op of Bar of Music and pianist, has requested a personal ruling from James C. Petrillo as to his union status.

West Coast:

Eric Henry indefinitely held over at L. A.'s Radar Room. . . . Johnny Black Trio doubling between Gilded Cage and Steak House, Phoenix. . . . Annette Warren going into Chi Chi, Belmont Shores, Calif. . . . Fong Tu Yeen going into Cafe Mona Lisa, Tijuana. . . . Johnny and George, late of Slapsy Maxie's, held over at Charley Foy's new supper club, Van Nuys, Calif. . . . Paula Drake, another holdover at Hollywood's Bar of Music.

Charioteers set for RKO Theater, Boston, for two weeks, beginning August 29. . . . Carlos Ramirez set for Hollywood Bowl at Cugat concert August 31. . . . Jane Withers to Golden Gate Theater, San Francisco, week of August 28. . . . Wesson Brothers, Dick and Gene, held over at El Rancho Vegas, Las Vegas, Nev. . . . Les Lamarr and Poppy, comedy team, playing Hawaiian army camps after USO tour of Pacific outposts. . . . Pinky Tomlin doing mammoth United Veterans' show, Reno, August 17-18. . . . Iris and Pierre, dance duet, set for Hob Nob, San Fernando

Valley, August 5. . . . Lolita and Ardo open new night spot, El Tropico, Tijuana, end of month. . . . Set for same spot is crooner Rene Sosa. . . . De Castro Sisters follow in August 5. . . . Irving Rothchild returns to El Paseo, Santa Barbara, after current date at El Cortez, Las Vegas.

Pittsburgh:

Jack McCarthy set for a run at Swartz Nite Court of Fun. . . . Blackie Forrester has resigned as manager of Hollywood Show Bar. . . . Jimmy Holmes has been made manager of Sportsmen's Music Bar.

Vogue Terrace has gone on a six-day week, eliminating Sundays. . . . In its drive to curb juvenile delinquency, the Western Pennsylvania Brewers' Association already has shut off beer in five niteries. . . . Singer Bob McFadden is home after a long engagement in Puerto Rico.

Here and There:

Rosenbloom and Baer's option at Colosimo's, Chicago, picked up for another two weeks, making it six. . . . Luba Malina to go into Bradford Roof, Boston, for \$1,750. . . . Evelyn Knight opens at Palmer House, Chicago, September 12. . . . Hyman Hirshorn, former op of the Club Algerian, Denver, gave city six lots and 15G to set up a playground carrying his name. . . . The Rhythmairs with Pee Wee Gherlone working Thursdays and Saturdays at Rainbow Room, Hartford.

Four Tours, Cedar Grove, N. J., preemed with a new show policy running full week. . . . Jerry Bergen goes into the Park Plaza, St. Louis, August 23. . . . First Arrowhead (Saratoga) show, to open August 5, will have Bernice Parks, Estelle and Leroy, a line and Ray Benson ork. . . . Cholly Storm, the new starter at Red Strophe's Spa, Appleton, Wis. . . . James Lloyd and Marilyn Willis doing five weeks on the Interstate time. . . . Jack Grant Trio current at Hialeah, Atlantic City.

Pat Rooney now winding up a two-weeker at Peggy's Diamond Horseshoe on Boston Post Road between Bridgeport and New Haven. . . . Woods and Bray close August 3 at Steuben's, Boston. Open August 5 at Esquire Cafe, Montreal, and follow with two weeks at King Edward Hotel, Toronto. . . . Los Barrancos start 12 weeks with Xavier Cugat, then four weeks at Golden Gate, San Francisco.

Marvin Boone closed Wednesday (31) at the Commercial Hotel, Elko, Nev., ending 16 weeks of Western dates for him. . . . Ann Arbor, torrid terper, held over at Club Alhambra, Athol Springs, near Buffalo.

Ask for Artist Copies of these two releases
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Chi's Fritzel 2d Op To Curtail Dough for Acts

NEW YORK, July 27.—The statement made by Monte Proser that he's thru paying real dough for anybody but top names has been echoed by at least one other heavy name buyer, Mike Fritzel, op of Chi's Chez Paree. In the former case the statement was public, in the latter it was made to bookers. Main reason for drawing the purse strings is lack of business and isn't too hard to figure out. But the question isn't so much how the trade will take the decision, but whether or not a Fritzel or a Proser can buy supporting acts at his own prices.

Agents admit that acts are getting too much. But in practically all cases they point the finger at the other guy's acts. That prices will have to come down isn't a secret. But that a good dance team with little draw who has been getting \$600-\$750 will take a 50 per cent slash is improbable. The same thing is true of singers. The only royalty left are those with what the boys call a guaranteed box office. Of course there isn't such a thing as "guaranteed draw" in showbiz. But the big names such as Lewis and Tucker do pull them in. And these names aren't talking cuts. In fact, they have raised the ante all the way around.

Guarantee Plus Percentage

The only partial solution is the ancient gimmick of paying a guarantee plus a percentage. But even that isn't enough. Ops are wary of percentage deals unless the guarantee is lower than agents are willing to take.

Meanwhile many small clubs around the country are slowly dying and many have decided to go out of business. AGVA admits that some of the bond money put up by these clubs has been withdrawn by ops when they shuttered. But while clubs do a fold in one part of the country others come up in other parts.

Predictions of fall business are gloomy. But most of the sources asked don't really know what to look for. If some of the predictions for a bad fall come thru, then salaries may come down. But they won't come down because a few ops say they won't pay it.

Rep Claims Jeritza Broke Agreement; Sues for 75G

NEW YORK, July 27.—Maria Jeritza was hit with a \$75,000 lawsuit by her personal rep, John T. Adams, for what he charges is failure to live up to an agreement. Suit was entered in New York Supreme Court when Adams claimed that singer agreed to give him 20 per cent of her gross take for all concerts and 10 per cent for all opera dates.

Rep claims that January, 1946, singer repudiated the deal. Jeritza said there never was a deal.

Gracie Fields to Chi Chez, 4G

NEW YORK, July 27.—Gracie Fields will open at the Chez Paree, Chicago, August 6 for a four-weeker. Singer's first nitery date since returning from Europe was at Lake Tahoe, Nev. The Chez job will be her second. Asking price was \$5,000, but deal finally made calls for about \$4,000.

Swerving Smile

BRIDGEPORT, Conn., July 27.—The Full Permit Restaurant Owners' Association, which is composed of all the Bridgeport nitery ops, issued the following bulletin to its members this week, advising them to keep price increases to the smallest amount possible: "Remember that every customer that complains of higher menu prices will probably telegraph or write Congress to reinstate the OPA. A pleasant waitress, waiter or bartender sometimes makes a guest forget to resent or even notice a small price increase."

Pitt EMA Won't Pull Bonds -- Yet

PITTSBURGH, July 27.—James Lanagan, president of the Entertainment Managers' Association of Pittsburgh, said Thursday (25) that his group did not intend to take any immediate action in having its members withdraw the cash bonds they posted for the Pittsburgh niteries.

He said that all action would be held in abeyance until further investigations could be made.

"Underage Gimmick Used by Andrade To Nix Line"—AGVA

NEW YORK, July 27.—The El Morocco, Fall River, Mass., has cooked up a new gimmick to get out of playing a line it had bought, according to AGVA. Gimmick is the under-age State law which forbids anyone under 21 to work in niteries.

Trouble started when a Noel Sherman line (14) was skedded to go in some weeks ago. Date was set back and finally union warned Mack Andrade, owner and op, to pay or play. Kids went in July 14. At the end of the week Andrade got the line together, and in the presence of State troopers, who he said were there in answer to a complaint to check a violation of the under-age law, asked each girl her age. Three admitted to being 19. Andrade then told them to get out and told the rest of the line to get their birth certificates by morning. Kids complained that it was impossible, they needed at least three, four days. So he fired entire line.

AGVA claims it investigated and discovered that complaint was lodged by Andrade. It further charges that this is a subterfuge by the club because the line refused to mix. Union has ordered acts pulled and spot placed on the unfair list. Acts now current are Sid Gould, the Appletons and Joey Ross.

Mpls. Op Seeks \$10,000 From Scribe and Sheet

MINNEAPOLIS, July 27.—A \$10,000 damage suit was instituted by Irene G. Sleizer, owner of Sleizer's Club 21, Minneapolis, against Billy B. Hoke, columnist, and *Minneapolis Shopping News*. She alleges Hoke wrote and *News* published last May 31 an erroneous item that a restaurant chain had purchased the club's liquor permit for \$70,000.

Statement, she says, is false, and resulted in landlord seeking to file lease cancellation suit, employees becoming upset, customers besieging her with queries and liquor suppliers refusing to deliver merchandise. Although a retraction later was published, it was ineffectual and she had to buy \$200 worth of advertising to spike the story, she says.

Philly Ops Want Act Price War End, Name Top

PHILADELPHIA, July 27.—With an eye on the start of the new season after Labor Day, operators of the larger after-dark spots in center of town are comparing notes with idea of setting their own price controls for name acts. Ops know, by actual experience, that it takes a name to attract the ringsiders, but that in most cases they wound up in the red when one was bought. Bidding the past year has been spirited among the owners when a headliner was submitted, with the result that fantastic prices were paid just so the competition didn't make the buy. And with limited seating capacities, despite watered Scotch which one club reportedly had to go in for, it was virtually impossible to break even on the buy.

New spirit of brotherhood and fraternal spirit among the nitery ops now isn't because they love each other. It's cold business sense, realizing that unless they stop bidding against each other, they'll eventually wind up over the hill. Boys plan to get up a gentleman's agreement to set a ceiling for the amount of money they will shell out for a floorshow. Moreover, they won't bid against each other for names, a situation that created a gravy boat here for the N. Y. bookers. And unless the acts come down to a reasonable figure, the boys threaten to go on a buyer's strike and none will play names.

Musicians' union also has the boys worried. New contracts for next season will call for higher brackets for the band boys. AFM points to the fancy and inflated figure ops paid last season for floorshows while the music pay roll in comparison was only peanuts. Union figures that if ops will shell out their money recklessly for so-called floor names, the music makers should get a comparative share. The ops can't deny the fact that they've been taken over the coals in too many bookings.

Teenster Mat Out For Acts on Bowery Bill, AGVA Rules

DETROIT, July 27.—Show for youngsters at the Bowery Cafe (*The Billboard*, July 27), sponsored by proprietor Frank Barbaro, bogged down slightly on union rules this week. The situation was brought before AGVA following widespread local publicity for the Thursday show slated to have the Modernaires and Paula Kelly as the stellar attraction. Barbaro figured the show was something super-special for the kiddies and teen agers, with nothing stronger than soda pop at a dime a throw being served, and angled to give the youngsters, forbidden to see floorshows while liquor was being served at night, a chance to get an eyeful of the topflight floorshow attractions.

AGVA, thru Billy Grubbs, national representative, clamped down, however, and ruled that acts on the regular bill could not work a matinee as well, followed union's long established national rule. Result was that some 1,200 kids, a capacity crowd for the Hamtramck hot spot, got a full show from the Modernaires, but missed out on the rest of the regular Bowery show. Modernaires were allowed to work under AGVA blessing because it was a pure promotional plug for their own Columbia recordings, beamed at the responsive jive-age audience.

Sued Awakening

NEW YORK, July 27.—Don Tannen was doing a borscht date at the Cedar Hills Country Club and part of his routine was to pan the resort. When he finished owners refused to pay him claiming that 10 guests checked out and that instead of paying off they would sue him for slander.

Tannen was telling the story at Lindy's and laughing. Suddenly he stopped, did a double-take and asked, "Can they sue me?"

Lee 'n' Eddie's Dead Duck, License Nixed; Acts To Get Dough

DETROIT, July 27.—Possibility of reopening or sale as a package of Lee 'n' Eddie's, one of the few top niteries here, which was shuttered last Friday (19) by Internal Revenue Bureau for an alleged tax deficiency of \$28,000 (*The Billboard*, July 27), was squelched yesterday (26) by action of the State Liquor Control Commission in revoking the spot's liquor license. Action stems from commission's inquiry prior to Treasury's closing of the place and is based chiefly upon alleged hidden ownership by undesirables.

However, there is a possibility that a new owner could transfer a license from some other spot and reopen with official approval. But as it stands now Lee 'n' Eddie's is past history in Detroit.

Acts To Be Paid

Meanwhile, AGVA's recent requirement of a cash bond for shows—in advance—got a first-class workout for the first time with result that the acts on the bill are assured of a full pay-off of one week's salary, even tho they didn't do a minute's work, according to Billy Grubbs, AGVA national representative. Artie Fields' band, playing the spot, appeared less fortunately situated. In fact, Fields had an extra worry on his hands, because, being occupied for the preceding week with rehearsals for a series of diskings with Nan BlaKstone for Gala records, he had accepted his pay-off night by night in checks and put them in the pocket without cashing them.

To complicate the situation, Fields had two vocalists on his hands who were members of AGVA. The cash bond did not cover their salaries, since they were working under contract to Fields, a situation that is a bit complex to talent in the territory who are watching the situation closely.

AGVA apparently can file a claim for the thrushes' salaries against Fields but cannot collect in any other way, it is indicated. There is a possibility that Fields' band can collect a claim for three weeks' salary for which it didn't work under the uncompleted four-week contract it holds. Paper appears to be a valid wage claim against the proceeds of the sale, but the issue was not clear-cut, with the possibility that the sale, set for next week, might not realize enough to satisfy the claims.

Onyx, N. Y., New Op-Policy

NEW YORK, July 27.—The shuttered Onyx on 52nd Street will reopen September 5 with a new owner and a new policy. Owner will be Lou Olman. Policy will call for hep name singers instead of hot jazz combos previously the practice here. First act booked is Maxine Sullivan.

AGVA Wants Cash, Not Credit In Hollywood

NEW YORK, July 27.—The Hollywood-AGVA tangle, which started out all fouled up and then gradually unwound, may be thrown right back into the fire if the West Coast boys don't withdraw their letter-of-credit gimmick and accept AGVA's cash bond demands.

Hollywood ops proposed that each club deposit a letter of credit with a local bank upon which AGVA could draw upon certification of default in any salary claim made by a performer.

Matt Shelvey, AGVA head, objects to the plan. He said that in accepting the set-up the union would be buying a flock of lawsuits and AGVA isn't interested in legal tussles. What it wants is to protect its members.

According to AGVA's lawyers' interpretation of the plan, no partial withdrawals from the credit deposited can be made. If a club puts \$2,000 into a letter of credit and AGVA makes a claim of, say, \$300, the bank can say it won't permit the withdrawal even tho prior permission has been granted. As a matter of fact, Shelvey says that there is a clause in small type in the plan which says flatly that partial payments are not allowed.

Shelvey Sees Gimmick

But even if it were allowed there is always the possibility of claiming that circumstances beyond his control stopped him from paying. This, said Shelvey, means that court orders would have to be sought, the actor may never get his dough or would have to wait for months for a ruling.

Cash bond demands that AGVA has made all over the country, said Shelvey, have worked out well. He sees no reason why any exception should be made with Hollywood. The only concession he will allow is to permit the money to be deposited in a Hollywood bank in the name of AGVA instead of sending it to New York. Shelvey will head for the Coast this week to give Arthur Kaye, regional rep, a hand in negotiations.

San Fran Antes Up

NEW YORK, July 27.—While the boys are squaring off in Hollywood, AGVA has managed to step in and sign the biggest niteries in San Francisco and got them to put up the cash bonds originally demanded. Sally Rand's theater-restaurant has been given a class "A" rating and has put up \$2,500. Joaquin Garay's Copacabana also got an "A" tag and deposited \$3,000. The Bal Tabarin shelled out 3G. Other spots that came in were the Starlit Room with a \$600 bond (uses only one act) and the Basket Room in Los Angeles, which was touched for \$700. In addition to the bonds, each spot has agreed to a six-day week.

The big-budget rooms such as Earl Carroll will continue to operate on a seven-day week in order not to affect performer salaries. This order, however, is tentative. Expected that the war-enforced midnight curfew, still in force, will be lifted before the year is over. When that occurs the whole city will be on a six-day week.

Ft. Worth Emsee Turns Op

FORT WORTH, July 27.—After two years as emsee at the 400 Club, Bobby Peters will open his own Celebrity Club here by middle of next month. Spot will have floor-shows and dancing.

Crash Landing

NEW YORK, July 27.—Abby Greshler, New York indie, just got himself a new act because of Milton Berle. Comic was in his dressing room at the Carnival when a panhandler crashed. At that moment Greshler came in and Berle grabbed him and told him he had a great act for him, pointing to the panhandler. Greshler huddled with the guy, gave him his card and told him to be sure to call on him the next day to sign a contract.

Romm Plans Own Agency; Calls Off Glenn Miller Pic

NEW YORK, July 27.—Harry Romm, who left GAC to produce a flicker on the West Coast based on Glenn Miller's life, has decided to call it a day and come back to the agency biz in New York. According to friends, he has managed to wangle an apartment and his family already is on the way back.

According to insiders, Romm dropped about 40G on the venture besides giving up his job as head of GAC's theater department. His salary plus percentage is said to have been about \$75,000 a year. GAC boys say that Romm will not come back to the office but will set up shop for himself.

Buffalo Niteries Hit by Heatwave

BUFFALO, July 27.—Niteries picture here has finally been affected by the seasonal heat. After braving torrid temperatures for a little while, Harry Altman decided to close down his Town Casino, giant downtown layout seating over 1,000. Last name attraction in was Sophie Tucker, whose b.-o. appeal was considerably affected by lack of an air-conditioning system. Altman is using the hot weather months to remedy the latter.

Also attendance at Altman's Glen Park Casino, another 1,000-seater, in suburban Williamsville, N. Y., had been suffering from compish of downtown spot. Op figures that there simply isn't enough trade around at present to fill two such large enterprises.

Stork Club, which had been hanging on by the skin of its teeth, dropping shows first and then recently bands and dancing too, now is operating as a straight bar. Jack Zackey, who was manager at Stork when it was a niteries, soon will open his own spot, 300 Club, with 150 capacity. He'll have a cocktail lounge and a dining and two banquet rooms, and will feature pianist and intimate type of entertainment. His previous venture, the Oakfield Inn on Grand Island, was socked by gas rationing.

Detroit AGVA Moves, Adds Varga for Outside Work

DETROIT, July 27.—AGVA's Detroit headquarters are being moved today from the Donovan Building to the Detroit Hotel, center of local showbiz. Parlor F on the mezzanine floor is being taken over by the theatrical union. Quarters remain under the control of Billy Grubbs, national rep, who was placed in charge of the local territory two years ago.

Local AGVA organization is being expanded with the addition of Jerry Varga, former singer, to the staff. Varga will handle outside contacts, including checking of night spots in the territory, according to Grubbs, who himself will spend more time in the central office.

A. C. Perks Up, Hoping Nags Will Hypo \$

ATLANTIC CITY, July 27.—The opening of the new horse racing track on Monday (22), attracting the sporting element to the resort, saw an uplift on the cafe circuit. Niteries ops are pricing names just in case the coin starts flowing free again after dark, figuring that the track winners will unload most of their winnings here. As a result, niteries scene stacks up stronger.

Joe Moss, operating the Copa Cabana, is bringing in Sophie Tucker to follow Jackie Miles. Bath and Turf Club headlines Jerry Cooper and Gracie Barrie. Jayne Manners stars with Jerry Lewis at the 500 Club. Owen and Parker continue at Babette's. Name bands are also very much in prominence, with Sonny Kendis at the Embassy Room and Carmen Cavallaro coming into Orsatti's Casino at suburban Somers Point. Smaller spots have added lines of girls, with the musical bars augmenting their units.

Until now biz has been strictly week-end. A bad omen was the shuttering of the gambling casinos last week-end. It had been reported in recent weeks that when the race track opened, gambling would be "sloughed"—a procedure practiced in other cities near race tracks.

2 Philly Ops Want Macambo Tags, And That Cues Trouble

PHILADELPHIA, July 27.—There should be conflict soon on the cafe circuit as a result of two after-dark spots grabbing the same name. Adolph Weiss registered the name, The Macambo, for his nabe North Philly niteries. And that's the name selected for a new midtown spot being cooked up by a smart-money combine. The latter, to be housed on the choice site of the old Junkers Baker Shop, is being heavily touted as a class spot with Xavier Cugat's music mentioned as a starter.

Harpist Maxwell From Mpls. Niteries to Stokowski Job

MINNEAPOLIS, July 27.—Robert Maxwell, harpist now at Hotel Radisson Flame Room, goes to Los Angeles August 26 to appear as guest soloist in the Hollywood Bowl with Leopold Stokowski and Los Angeles Symphony Ork. Maxwell was discharged from the Coast Guard last October and began his niteries tour with what started out to be a two-weeker but wound up a 17-weeker at Slapsy Maxie's in Hollywood.

Westerman Buys Half Of Blue Mirror, Newark

NEW YORK, July 27.—Mike Westerman, former owner of the Onyx, 52d Street, has bought a 50 per cent interest in the Blue Mirror, Newark. New partner will continue show policy started by the Shapiro Brothers, who own the other 50 per cent. Acts current are Danny White, La Verne and John and the La Verne Trio.

Another Import, Skaters, Too

NEW YORK, July 27.—On the heels of announcement of importation of the first European act since the war, the Trio Daresco (*The Billboard*, July 27) for the *Skating Vanities*, comes news that Europe's leading acro ice team, the Duxas (brother and sister), are coming to the U.S. in August after a date in Czechoslovakia. Team, like the trio, is being handled by International Theatrical Corporation and will appear in *Holiday on Ice*.

Folksy Troupers Go Borscht Belt

NEW YORK, July 27.—Folk-song balladeering, like legit, is taking to the woods. A number of folk singers, including most noted of the number, Josh White (who finished his first vaude stint at Loew's State a couple of weeks ago), are taking dates in the summer vacation spots around New York.

White goes to Mohegan Colony July 27. Peter Seeger goes to the Chester Zunbarg resort, Woodburn, N. Y., July 22 and Hopewell Junction, N. Y., August 23. Bernie Asbel is set for the Crystal Lake Lodge, Andes, N. Y., while Betty Sanders, of WNYC, joins Oscar Brand, of WNYC and WLIB, at Plumb Point, L. I. Charlotte Anthony, Cisco Houston, Sis Cunningham, Sam Gary and Miss Sanders are joining forces at Putnam Valley Central School, Peekskill, N. Y., for an evening of folksiness and ballads August 2.

S. African Comic Cases U. S. And Likes It; Plans To Stay

NEW YORK, July 27.—Almost five years of trouping thruout Africa (North and South), Sicily and Italy, where he made a hit with Yank audiences as well as British, has made comic Konni Hale (known as Konni Hersh in his native South Africa) decide to call U. S. his show home. "I'm here to stay," he told *The Billboard*, "and I hope I can make good." There's also another reason for his decision to settle permanently in the U. S. His father has been here for 12 years and this will be the first family reunion since the elder Hersh left South Africa.

Hale is seeing shows and listening to established comics, in order to catch the pitch of getting boffs this side of the Atlantic. "I've been in show business at home," he said, "since 1937. Before that I was a traveling salesman, but some folks thought I might make the grade as a comedian. I got my first break at one of our many beaches where they have concert parties. I suppose it's equivalent to the borscht circuit here. I was scared the first time because all I could do was imitate musical instruments. Gradually as I appeared at more and more of these shows I integrated gags between the mimicry and that's how my act was born."

Cosy Cole Offering Terp-Drum Package

NEW YORK, July 27.—Cosy Cole, skin beater, is showing a new act which carries six people in addition to himself. Cole will beat the drums while two girls and three boys do a series of primitive and modern dances. Act is supposed to carry a boy singer, tho it's possible that he may be dropped, because he will be off-stage voice, and crooner in show where act is booked may be used. If act clicks plans will be made to add a comic and offer it as a package.

Providence Hotel Doubling Acts Between 2 Rooms

NEW YORK, July 27.—The Providence-Biltmore, Providence, R. I., has started a new policy that calls for acts doubling between the two rooms in the hotel. Before current plan was started hotel gave occasional shows, mostly of the week-end variety.

While plan was started as a summer gimmick, ops say the policy will continue the year 'round. Bill now has Monica Boyer, Jack Kerr, Bill McGraw, Daphne Stouffer, Bill Adams and Harding and Moss.

**Hawaiian Room, Hotel
Lexington, New York**

(Wednesday, July 24)

Talent Policy: Hawaiian band and floorshows at 7:30 and midnight. Managing director, Charles Rochester; publicity, George W. Sutton Jr. Prices: 75 cents cover charge after 10 p.m., \$1.50 Saturdays and holidays.

Draw in this room is the Johnny Pineapple ork and the show which is strictly in the palm-tree Honolulu groove. Ork (10) is well-knit and plays sweet and smooth dance music, with Hawaiian overtones, and then swings into the traditional Hawaiian music with Pineapple, a light lyric tenor, at the helm as chanter and emcee. He does a nice job.

Show is colorful and moves easily, opening with the Honolulu Maids (5) who do a hip-gyrating number to Pineapple's *We're Dancing Under the Stars Tonight*, seguing into *Hawaiian Chant*, to which the hips wiggle a little faster.

Momi-Kai (fem) comes thru with a solo hula to *Wind of Love* and gives way to the line again which does the *Bamboo Hula*, another native dance, using bamboo rods.

Nainoa does several comical dances, including *When Hilo Hattie Does the Hilo Hop* and *The Cockeyed Mayor of Kanakakai*. Line closes the show with a dance to a Hawaiian cowboy song.

To the uninitiated, there seems to be a strong similarity in the terping, but the over-all picture is of a pleasantly restful and atmospheric show.

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NIGHT CLUB REVIEWS

Versailles, New York

(Wednesday, July 24)

Talent Policy: Floorshows at 9 and 12. Operators, Nick Frounis and Arnold Rossfeld; publicity, John O'Malley. Prices: \$2.50-\$3.50 minimums.

Carl Ravazza is a good singer with good potentialities. He can take a novelty number; add his personality and come off with top hands. But instead of pulling the stops in the personality stuff he does so well, he's apparently decided to emphasize pops and ballads. Result is that he's in there competing with the swoon singers and doesn't show to advantage.

Boy did about seven numbers, but only his standards such as *Princess Papuli*, *Her Bathing Suit Never Got Wet* and *Pedro* received real hands. His ballads fell flat. Came up with a newie, a folk-song arrangement tied in with *Seems Like Old Times* in which he makes like a stroller using a guitar. Idea has merit, but is lost on everybody but ringsiders. It would do better in an intimate room with a raised platform.

Show opened with Penny Bancroft, a G.I. showcase winner. Gal seemed scared to death and had mike trouble almost all the way. She loosened a little when she left the mike and tried strolling. But most of the hands were either from friends or sympathetic listeners. Opened with an overlong *Je t'attendre* in a low, scared-sounding voice. Followed with *Falling in Love With Love* in which she really opened up, displaying a prima donna soprano delivery. Joel Heron's ork does all right in show-cutting slot and has a good enough dance beat to bring customers out for the hoofing sessions.

Slapsy Maxie's, Hollywood

(Thursday, July 25)

Talent Policy: Dancing and floorshows at 9 and 12 p.m. Owner-manager, Sammy Lewis. Publicity, Pessis & Ettinger. Prices: \$2.50-\$5 minimums.

Slapsy-Maxie's reopened after a six-week shuttering during which it was given a major face-lifting. Modern dress, with jade, copper and gold color scheme thruout, new carpeting, upholstery and other improvements make the spot lavish, but in excellent taste. Moreover, it's one of the few places in town providing customers with enough light to read the right-hand side of the menu.

George and Gene Bernard share headline billing with Maxie's regulars, Ben Blue, Patti Moore and Ben Lessy. Bill is well-balanced and has plenty of pace, with heavy accent on laffs. Bernard boys are tops in recording artists take-offs. Where others are content merely to fake the mouthings of the artists, these boys go thru the gestures and facial expressions, bringing authenticity to their bits. Brothers do several Andrews Sisters disk take-offs, including *Boogie-Woogie Bugle Boy*, *Chio's Love Song* and the side splitting *Sonny Boy*. Betty Hutton's *Stuff Like That There* and a Crosby-Mary Martin disk of *Wait Till the Sun Shines*, *Nellie* round out the act. Only weak spot is encore horseplay which leans too heavily on corn.

Senor Wences, whose standard vaude ventriloquy never fails to amuse, scores heavily with his original material. Wences hasn't changed his act in years, yet he remains fresh and entertaining.

The inevitable blackouts give Ben Blue, Miss Moore and Ben Lessy ample opportunity to horse around and run riot on the upper stage. As usual, stuff is on blue side, but registered well. Best number trio does is take-off on Hollywood used car dealers, with original lyrics by Writer Jerry Seelen. Sid Fields (Prof. Melonhead) is good foil in blackouts.

Stand-out song work by Ben Lessy and Patti Moore is highspot of show. Duo are ideal team and work together with smoothness and polish. Both are clever entertainers in their own right, and teamed together, they're tops. Seelen's original parodies on rumbas and horse opera stars are mildly sensational.

Neat hoofing by cute Callahan Sisters and instrumental specialty by accordionist Milton De Lugg and combo complete a solid bill. Matty Malnecks' ork backs up the show well, and dishes out tunes for dancing.

Ciro's, Hollywood

(Thursday, July 25)

Talent Policy: Dancing and floorshows at 10 and midnight. Owner, H. D. Hover; publicity, Mulcahy & Ginsberg. Prices: \$2 cover.

In the hands of Larry Adler, the harmonica's rich and varied tonal colorations are a source of endless joy and amazement to customers who throng this spot. Coupling his fine musicianship with sales savvy plus, he wins payees. His program is well balanced, ranging from long-hair to hot jazz.

Capably backed by Leonard Sues's ork (which tonight showed marked improvement as compared to couple of weeks ago when it supported Tony and Sally De Marco). Adler opens with his arrangement of *Hora Staccato*, followed by Bach's *Gavotte in E Major* and Ravel's *Bolero*. For contrast he plays a torrid version of *Blues in the Night* in which Sues joins in with a couple of hot licks on growl trumpet. Ad-

La Conga, New York

(Tuesday, July 23)

Talent Policy: Floorshows at 8:30 and 1 a.m. Owners-operators, Monte Gardner and Jack Greene; publicity, Joe Russell. Prices: \$2.50-\$3.50, minimums.

New show should do business if the attraction is given an ad and flack build-up. Headliner, Bobby Capo, Cuban tenor, has an excellent set of pipes and an attractive appearance to go with it, but it's obvious that he lacks cafe experience. His pacing is poor and he has a lot to learn about selling. Customers' chatter, natural in clubs, upset him time and again when caught. If he wants to hold audience attention, he has to savvy retailing and compete with drinking. Once he gets that knack, he'll start moving. Routine consists of Latin ballads, which he delivers either at the stand-up mike or as a stroller using a hand mike. Using latter method is okay but he has to ease up to make it more effective.

Lorraine De Wood, a black-haired looker with a chassis that protrudes in the right places, opens the show with a series of fair songs. Has a sultry delivery and an okay selling style. Teed off with *Chichicastenango* and followed with some Lat-Amer ballads that are right down her alley. Finished with *Babalu* which is all right for an American audience. But in this spot, where customers are predominately Latins, her phrasing seemed all wrong.

Roberto and Alicia holdovers, continue to do a satisfactory job.

Machito's band not only backs the show well but jams the floor for the hip-swivel sessions.

**Joaquin Garay's Copacabana,
San Francisco**

(Sunday, July 21)

Talent Policy: Dancing and floorshows at 9 and 12. Owner, Joaquin Garay; manager, Henry Torres; publicity, Don Steele. Prices: \$2.50 minimum, \$1 cover.

Capacity crowd (350) welcomed Lou Holtz on his return here. This town is his birthplace and he had the crowd eating out of his hand. Holtz went on despite a back injury.

Show opens with the Jean Devlyn Dancers (5 girls, 4 boys) in a *Cuban Holiday* number. Fast stuff, with Kurt Johns a standout. Gorgeous costumes by Helen Nelson. Joaquin Garay then sings *Ciri Biri Bin*, *The Gypsy* and *Cement Mixer* with comic version of *Rum and Coke* for an encore. Terrific mitt.

Devlyn Dancers return in a superb *Oriental Fantasy*, with Johns again well out in front. Marvelously danced, it got a solid duke.

Holtz takes the closing spot with his stories, Lapidus dialect and a *Kiss Me Once* parody. Closed with hilarious *I'm a Big Boy Now* and off to a sock hand. Back for a curtain speech and a few more stories.

Music sold by Leo De Selva's rumba band (8).

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**Walnut Room,
Bismarck Hotel, Chi**
(Friday, July 26)

Talent Policy: Dancing and floorshows at 7:45, 9:45 and 11:30. Owner, Otto Keitel; production, Ed Beck; publicity, Bob Carey. Prices: \$3.00 minimum.

Entertainment of the new show is provided by Bob Haskell, magician, and the orchestra of Sherman Hayes. True, Miriam Seabold, ballet dancer, is also featured on the bill, but her work received only the most perfunctory applause from the audience.

However, for a short show of about 35 minutes, which is the usual length of the Walnut Room bills and for the type of audience which this room gets, satisfied with less than the usual elaborate nitery productions, what Hayes and Haskell had to offer was sufficient.

Haskell did highly entertaining magic, and he added to the value of each with smart, suave, repartee easy movements and a production sense that typify the experienced and successful showman. He used the vanishing bird and cage trick, pulled liquor and nylons out of magazines, and made an egg appear where formerly there was only a piece of paper.

Hayes's orchestra is smooth and melodic. Group has been held over at the Bismarck for 17 weeks.

Kitty Davis, Miami Beach

(Wednesday, July 24)

Talent Policy: Dance band and floorshows at 9:30 and 11. Owners-operators, Kitty and Danny Davis. Prices: From \$2.50.

New show has settled down and is running smoothly after a rough opening. Bill is heavy with music, but acts are different than those usually offered in niteries, and they click.

Arthur and Morton Havel, old-time vaude performers, are making their first nitery bow. Act moves with speed and finesse, getting over some rapid-fire patter and gags, jumping along without waiting for the mitt. Still doing their side-splitting boxing bit and also act as dual emcees. Big hand.

Kenny Jones, a fixture here, sang *All the Things You Are, If You Were the Only Girl* and others for a nice round of applause.

Don Bruce played the trombone, sax and trumpet. Did *Bells of St. Mary's* and *Sugar Blues* for a wow close. Impressions of top band leaders very good, and boogie woogie on the piano stamped this chap a versatile musician.

Muriel Lane, canary, did well. Throaty voice put over *Donegal* and *I'm a Big Girl Now*.

The LaMaes did a ballroom adagio with some sensational lifts and whirls. Jeanne is good to watch. For encore, used a Latin number which failed to hit as well.

Johnny Silvers's ork came thru bravely, playing the hardest show in weeks with nary a slip.

**Room Gloom
Low (Hite & S.)
Has Too Much
Feet for Chi**

CHICAGO, July 27.—Critical room shortage had orks and acts moaning with that "I didn't sleep a wink last night" look. A prime point of the beefs was the Sherman Hotel, 1,400-roomer and one of the town's largest and best located. Vivian Blaine, at the Chicago Theater, reported that her pianist, Howard Davis, and her hair-do girl, Gladys Witten, were evicted from the Loop spot. Manny Frank, the singer's spouse, said that when he tried to intercede in behalf of the two he was told that showbizners were no better than anyone else. Frank finally succeeded in getting them set in a smaller and less conveniently located inn.

Low Man on Totem Pole

Low, Hite and Stanley who also were billed at the Chi Theater, said that Low, who reaches about eight feet into the ozone, was booted from the Sherman, which gave him a double kayo because the hotel in one of the few around with a bed big enough to accommodate the giant gent. Merry Macs, who were at the Latin Quarter with Chi Theater skedded, were reported playing split dates of another sort—with Hammond, Ind., taking care of the separated segment of the troupe. The Macs also were pitched from the Sherman, according to a Latin Quarter spokesman.

Meantime orkers Del Courtney, Georgie Auld and Tex Beneke (Glenn Miller) also were auditioning for strait-jackets, altho the Beneke troupe got a better deal due to its appearance at the hotel's College Inn. Courtney, at the Blackhawk for a couple weeks, has been in and out of several hotels during the stretch. Auld's outfit, at El Grotto, was stopping at a distant North Side spot, but expected to improve their standing (and sleeping) when the convention bookings ease (if ever).

Line Forms in Dorm

Altho the Sherman usually accommodates only leader, chirps and manager of a College Inn band, on this trip it took care of the whole skedoodle, necessitating dormitory-like architecture but with no squawks from the sidemen, who figured they were lucky to get any beds at all.

Ray Jones, Sherman's resident manager, told *The Billboard* he has no prejudice against troupers, but they must come in under the same deal as everyone else—first come, first served. Said the two principal reasons for the town's room shortage are the closing of the 836-room LaSalle, which had a disastrous fire a few weeks ago, and continuing large conventions. Local hotel men see no immediate relief. Cracked a red-eyed performer: "What Chicago has is roomatic pains." "Bed-room eyes" now has other meanings in a trouper's book.

**Wildwood Water Show
Adds Dry Variety Acts**

WILDWOOD, N. J., July 27.—S. B. Ramagosin, owner of Sportland, boardwalk amusement center here, has added a stage variety show to the *Water Follies* holding forth here for the entire season.

Making it a two-for-one show, the out-of-water starters include Joan Barry, Freckles Ray and Ann Howe. It marks the first location stand for stage talent outside the resort niteries.

**Mpls. Mayor Tells
Off Vice Crusader**

MINNEAPOLIS, July 27.—Mayor Hubert H. Humphrey went right into the lair of the Rev. Henry J. Soltau, the State's top vice crusader, and told him off in no uncertain terms at a meeting of the cleric's Minnesota Good Government League.

The mayor, known for his outspokenness, told Soltau and his group, who have picked on everything from county fairs to nitery "14" games, to "forget your present vice-crusading methods and help crusade for slum clearance and an adequate police force at adequate pay."

Humphrey said work of the police department might be more effective if as much militance were shown for his program of increasing police personnel as for law-enforcement demands. "When the mayor and police chief and their associates are doing their level best to maintain law and order, I don't want to hear about some peanut dice game in a back alley," Humphrey told Soltau and his followers. "Don't come to me telling me what's wrong with Minneapolis and what I ought to do unless you're willing to get behind me in trying to get an adequate-sized police force."

"Vanities" Package Sold

MEMPHIS, July 27.—William I. La Rue has sold his *Vanities* to C. Ed Aaron, local used-car dealer, who was bank-rolling the show. La Rue, with his new partner, Dan Daniels, plans to start a new package to be called *La Rue's Magic Show*. La Rue will be magician, mentalist and hypnotist. Daniels will be emcee; Ida Hodges, pianist; Minnie Haley, singer; Lucille Moorhead, model.

**Cafe, Thea. Taxes
Up From 357 to
415 Million, '46**

WASHINGTON, July 27.—Receipts from taxes affecting the entertainment industry for the 1946 fiscal year were way above those for the preceding fiscal year altho total tax collections showed a slight decline, the Bureau of Internal Revenue revealed in figures prepared for release next Wednesday (31).

Taxes on theater and cabaret admissions increased from \$357,466,115 in the 1945 fiscal year to \$415,267,866 for the year ending June 30, 1946. For the same period, liquor taxes went up from \$2,309,865,790 to \$2,526,164,685, while cigarette taxes increased from \$932,144,822 to \$1,165,519,283.

Largest percentage gain was registered by tax returns on radio and phonograph sets, which jumped from \$4,753,418 in the 1945 fiscal year to \$13,385,132 during the year ending June 30, 1946. The tax on phonograph records also showed a tremendous increase, going from \$2,015,452 to \$3,902,192.

Total tax collections declined from \$43,800,387,575 in the 1945 fiscal year to \$40,672,906,997 for the year ending June 30, 1946.

Three other models will also assist La Rue in his act. Unit plans to take the road soon playing in niteries and vaude.

Aaron is backing a new package, to be managed by Joan Lammon and to be called Lammon's *Vagabonds*. Girl show, featuring Lynn Curtis, already has been booked at the Club Hi Hat on Highway 61 for 24 weeks.

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VAUDEVILLE REVIEWS

Strand, New York

(Friday, July 26)

Buddy Rich came in for his first Stem theater date as a leader with a pretty good show band and some routines that pulled sock mitts. Band carries 8 brass, 5 sax and 3 rhythm (plus extra drummer who spells Rich when he's down front). On the straight pops, ork is effective, but not outstanding. Really gets going when Rich is up there raising hell with the skins.

Biggest number was the Ed Finkle original, *Ritual Dance*, which has a spine-tingling one-two-three beat that starts slow and builds to a terrific crescendo, getting roars from the house. Rich shows a lot of presence as a fronter. He gags, even ad libs (he had a chance when a basket of flowers was passed up and the water spilled on his pants) and does a pretty fair hoofing job with Steve Condos. Boy pulled sock mitts practically all the way. His talking vocalizing doesn't call for much gargling, which was fortunate, but it paid off in good mitts.

Robert Alda looks like a million up there, but doesn't work like that. Starts with a series of corny gags about New York incidents that have been done to death. Goes into a fair *So They Say*, waving his arms and crouching as for a take-off. Act gets a little pep when he brings on George Lewis, who makes like a comic to Alda's straightening in a burly oldie luxed up for the family trade. Results were just so-so. Finished with a bow to Gershwin, doing *Embraceable You*, assisted by the Smoothies.

Smoothies (Babs, Charlie and Little) have added to their soap opera and transcription take-off routines and come off nicely. Stuff is giggle material, not a yock in a carload. Finished with *Roll Me Over*, a washed version. But there were enough ex-G.I.'s in the house familiar with the original, so laughs were okay.

Steve Condos in first Stem date as a single is still a great hooper, tho with Rich behind him on the beat all the way, he looked 10 times as good. Pulled excellent applause and laughs when he did a double with baton wave.

Dorothy Reid, band canary, blonde looker, has an infectious voice and got a good reception. Pic, *Two Guys From Milwaukee*.

Oriental, Chicago

(Friday, July 26)

Tony Pastor carries most of the load during the new bill at the Oriental. Except for the top-notch dog act of Carleton Emmy and his Madwags and the crazy comedy an-

Loew's State, New York

(Thursday, July 25)

Altho there are several good acts on the bill this week, total adds up to a so-so show that centers around Enoch Light and his ork with their "Date with a Disk" audience participation stunt.

Light ork opens show with jivey version of *Sunny Side of the Street*, good and noisy in the hep vein. Ork plays loud and fast, but arrangements are routine. Chirper Evelyn Kent handles the first vocal, *Do You Do*, okay, but diction is faulty at times. Segues into *The Gypsy*, in which she slides off key more than once. Later, Danny Sullivan, a personable juve chanter with rich pipes and know-how on tune peddling, does well by *I Don't Know Enough About You* and *Laughing on the Outside, Crying on the Inside*. Elsewhere the six members of the band who make up the Light Brigade (jam session combo) beat out *Sea Jam Blues* and get hands. An all-out version of *Bugle Call Rag* completes the ork's musical showing, after band and Sullivan preem a newie, *There Are No Restricted Signs in Heaven*, a swing ditty with a tolerance pitch that just doesn't add up.

First standout act is Bobby Gilbert. Opens as a comedy member of the band and does a few nifty bits of nonsense on his violin while kibitzing with Light. Gilbert has a good yock-getting act and culls heavy mitts at his closing.

The other top act is Jerry Jamae, an illusionist who tricks with playing cards, cig and a torn newspaper and does a sock job with them, scoring big with his slickness.

The Three Rays, a fem trio, indulge in a series of pratfalls and comedy acro work that drew occasional giggles. Act strains too hard for laughs.

Jerry Mann, aided by Betty Linde, could do with some fresher material. His Greek store owner impersonation, an overlong number, is the best boff-getter in his act. Otherwise his impersonations and kissing of songs and radio commercials are only fair. He pulls hands at his closing stint with his partner.

Show closes on the "Date With a Disk" search for band thrushes, three contestants per show being plattered with a view to a final contest on closing night. Pic, *The Well-Groomed Bride*. Biz, fair.

tics of Steve Evans it's a Pastor show all the way.

Emmy, whose act has been seen here many times and always well received, went thru his standard routine that has made him popular to theater audiences thruout the country. It's the act in which he makes dogs that are nondescript in appearance do everything but talk.

Evans is at his best when he is imitating and burlesquing various characters. His finest routines are that built around the antics of a drunk and his imitations of the various ways in which members of theater and nitery audiences laugh.

Also on the bill was the acro team, the Three Little Sisters. The gals try hard but are far from tops in their field.

Pastor gave the crowd just about everything they expected—his recorded numbers such as *Surrender*; trumpet solos by his brother, Stubby; top drumming by Bobby Riggs, vocalizing on *Love on a Greyhound Bus* and *Hey! Ba-Ba-Re-Bop*. The latter was the closing number of the show and had all the acts on the bill coming on stage to take a verse. Way in which it was done gave the show a sock finish.

Pic, *Young Widow*. Biz fair.

Paramount, New York

(Wednesday, July 24)

Every now and then a picture name on a personal appearance tour does a real job of it. When that happens the performer usually has solid vaude experience and shows it. Such is Gil Lamb. He's the boss from the time he comes on to the walk-off. His gags are as fresh as today's paper. His bits of business, his loose-jointed jelly roll, his under and over acting; in fact, everything he does is aimed at the yock deliverers. And brother, does it pay off.

Most of Lamb's routine is the same he's used here before. But he has a new one that just about rolled 'em into the aisles. This is a panto of a hepcat catching the early show at the Paramount. Using a theater seat as a prop, Lamb went to work and socked it across for belly-quakes all the way. Only questionable feature of comic's act is his Van Johnson rib. Stuff is blue by implication rather than in fact. Lamb is too good a performer to need it. Besides, the reception was only tepid.

Dinah Shore, displaying an easy, roller-bearing delivery, opened with a smooth *You Made Me Love You* for an excellent starter. Followed with *The Gypsy*. Pipes were still okay, but arrangement and ork backing was from hunger. Then came *Doin' What Comes Natur'ly*, ending in an awkward walk-off, causing a lull. Came back for requests and did nicely. This time she was on as the pit lowered, so walk-off was not duplicated.

Acromanics (three boys) are a whiz acro team. Build pyramids and topples, do crocodiles, bridges, Riseys, and camels with amazing speed. There isn't a dull moment while the boys are on.

Dick Stabile's band (with six fiddles added) isn't particularly outstanding as a musical aggregation, tho the leader has enough showmanship as a fronter not to make that too noticeable. He has a good speaking voice, makes occasionally like a comic and gets giggles. His boy singer, Russ Emeri, a good-looking, tall, dark lad, does okay with two numbers.

Pic, *The Strange Love of Martha Ivers*.

Million Dollar, Los Angeles

(Tuesday, July 23)

Jive continues to monopolize the Million Dollar, with this week's session cooked up by the Louis Prima ork (18). Man with the horn and scat vocals takes over for an hour-long session of novelties and jamming, and clicks.

Opens with familiar version of *White Cliffs of Dover* and follows with novelty *There's An Awful Lot of Coffee in Brazil*, *Robin Hood*, *Brooklyn Boogie* and *It Takes a Long, Tall, Brown-Skinned Gal*.

Prima fronts with plenty of personality and showmanship. Overall, however, he loses somewhat because of a marked tendency toward slightly blue material. *Brown-Skinned Gal* is done with Prima garbed as Southern deacon, in poor taste.

Vocal stints are handled adequately by crooner Jack Powers and thrush Sandy Bishop. Burns and White, dance duo, and Tommy Trent, puppeteer, complete the well-balanced fare. Trent's Punch and Judy show is particularly clever and brought plenty of yocks.

Pic, *Larceny in Her Heart*. Biz good.



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Rain No Ache; Music H. 136G; Roxy Hits 95G, Cap's 91G OK

NEW YORK, July 27.—Rain didn't hurt Stem takes as much as expected. It seems that wet weather brought them into theaters and off the streets. At least that is trade opinion, tho some theatermen admit they don't know what brings them in or what keeps them away.

Radio City Music Hall (6,200 seats; average \$100,000) is still doing the big business. For the fifth week it showed \$136,000 for Arnaut Brothers, Paul Haakon and *Anna and the King of Siam* against previous frame's \$130,000.

Roxy's 95G Opener

Roxy (6,000 seats; average \$75,000) saw a handsome \$95,000 for its opener with Chico Marx, Jane Pickens and *Centennial Summer*.

Capitol (4,627 seats; average \$70,000) is still up there in pay lode even tho second week's figure is under opening. Second week of George Paxton ork, Joey Adams and *Easy To Wed* saw \$91,000 against opener of \$106,589.

Paramount Bowout 65G

Paramount (2,664 seats; average \$75,000) bowed out with \$65,000 for its fourth and final week with Andy Russell, Raymond Scott's ork and *Searching Wind*. Show started with \$87,000 followed by \$88,000 and \$70,000. New bill, reviewed this issue,

has Dinah Shore, Gil Lamb, Dick Stabile ork and *Strange Loves of Martha Ivers*.

Strand (2,770 seats; average \$45,000) exited with \$52,000 for its third and final week with Spike Jones, and *Of Human Bondage*. Bill started with \$60,000, followed with \$55,000. New bill, reviewed this issue, has Robert Alda, Buddy Rich ork, Steve Condos and *Two Guys From Milwaukee*.

Loew's State (3,500 seats; average \$25,000) did \$35,000 for Jerry Wayne, Carter and Moreland and second week of *Two Sisters From Boston* against \$34,000 previous week. New bill, reviewed this issue, has Enoch Light ork, Jerry Mann, Bobby Gilbert and *Well Groomed Bride*.

New Bill Gives Chi Thea. Big Rise -- 48G To 71G; Ori Dives

CHICAGO, July 27.—Change of bill at the Chicago Theater (3,900 seats; prices, 65-95 cents) upped grosses from a poor \$48,000 for third week of Vivian Blaine, Fred Lowery, Dorothy Rae, and Low, Hite and Stanley, to a fine comeback of \$71,000 for first seg of the Chariteers, Nip Nelson, Ben Beri and Lou Breese's ork, ending Thursday (25). Film *O. S. S.*

Oriental (3,200 seats; scale, 95 cents for this show) took a dive in the fourth week of the Mills Brothers, Nelson Sisters, Danny Drayton and Ray Lang's ork and *The Postman Always Rings Twice* to \$48,000. Previous weeks had been 75G, 64G and 58G. Total for four-week run was \$245,000.

Chile's Low 28G in 3d At Det. Downtown; Circus Hurts; Current Bill 22G

DETROIT, July 27.—Business was moderately good at Downtown Theater (2,800 seats; house average \$23,000) past week with Sugar Chile Robinson, Detroit prodigy, grossing about \$28,000 in his third date in the house this year. This totals about \$98,000 for three appearances, drawing progressively less. Gradual loss of novelty appeal in hometown, plus hot weather and counter attraction of Ringling circus hurt. Pic, *Rainbow Over Texas*.

Current show with general stage attractions, featuring Diosa Costello and Vagabonds, with *She Wrote the Book* screened, is expected to run about \$22,000.

Louis Prima Sub-Par 22G at L. A. Million-Dollar

HOLLYWOOD, July 27.—Louis Prima ork is expected to wind up with a weak \$22,000 at Million-Dollar Theater—\$3,000 less than average for the house (2,400 seats, 55-98 cents, average \$25,000). Pic, *Larceny in Her Heart*. Joe Liggins and the Honeydrippers snagged an average \$25,500 last week in 30 performances. Sharing bill were International Sweethearts of Rhythm and Wonderful Smith. Pic, *Avalanche*.

Thornhill Ork Paces Circle, Indianapolis, to Okay 22G

INDIANAPOLIS, July 27.—Claude Thornhill and his ork did okay at the Circle Theater (2,800 seats, 74 cents) last week (ending July 18), grossing \$22,000.

On the bill were Buddy Hughes, Beverly Byrnes, Ted Goddard, Grace McDonald, Eddie Peabody, and John and Eva Kemmy. Pic, *Bamboo Blonde*.

P. Spitalny Beats Mpls. Aqua, Polio For Record 42G

MINNEAPOLIS, July 27.—In the face of the polio epidemic and heavy competition from Minneapolis Aquatennial Phil Spitalny's All-Girl ork hung up a modern record at Radio City theater (4,000 seats) with a terrific \$42,000 for the week ending July 25. Spitalny's gross is all the more amazing because during the two Aquatennial parades not even a corporal's guard was in the house. Also, the spread of polio, resulting in 148 cases in Minneapolis, kept matinee attendance down.

Contributing to the huge gross was the fact that price was kicked up from 70 cents to 85 cents for stage-shows. Spitalny's gross is way ahead of Frankie Carle's \$34,000 and Woody Herman's \$30,000 of last spring. Tex Beneke-Glenn Miller ork comes in August 23.

D'Carlo Holds Down Beauty Contest in Billy Rose Tie-Up

PITTSBURGH, July 27.—What may be a direct challenge to the Atlantic City Miss America Contest was started here Monday (22) when local agent Don D'Carlo enlisted the aid of Billy Rose in the staging of a Miss Pittsburgh contest. D'Carlo has been running beauty contests for the Atlantic City group for eight years without paying for the franchise. This year he was asked to spring for \$500 and he chilled, so the franchise was given to James S. Nudi, Northside publisher, and he, in turn, sold the leg show to West View Amusement Park.

Upon learning this, D'Carlo immediately registered the title of Miss Pittsburgh and Miss Pennsylvania with the county photostudy's office and arranged with Rose to have the winner appear at the Diamond Horseshoe in New York. On Monday (22) and Tuesday (23) the contest was held at the Don Metz Club Casino before a packed house and Marcella Brownlee, 18-year-old model student, was picked as Miss Pittsburgh by the judges—Sheiff Walter Monaghan, sports announcer Rosy Roswell and three heads of film exchanges here.

Nudi Holds His Contest

Nudi staged his semi-finals at West View Wednesday (24) and Miss Western Pennsylvania will be selected Monday (29). Winner of this contest will go to Wellsboro, Pa., for the State title and the chance to appear in the Atlantic City affair.

Lenore Slaughter, director of the Atlantic City contest, made a stab at D'Carlo in *The Pittsburgh Sun-Telegraph* by saying that "The Pennsylvania entry always has been a fourth rate night club entertainer, usually one of the professionals on D'Carlo's list."

D'Carlo answered by saying, "They're just saying that about my entries, because I wouldn't pay out big money for the franchise. I never had to pay before and I'm not going to pay now. I'll match my girls in any beauty contest in the country."

The Rose angle has caught on big here and the showman's name has been used heavily in all the ads. The question of whether or not his name is strong enough to compete against the traditional Atlantic City affair will have to wait until it is determined how many more cities will pick it up.

Nitery Biz Outlook Better, Joe Blow's Got More Dough

WASHINGTON, July 27.—With the public's income now at its highest level since V-J Day, Commerce Department is forecasting even better biz for cafes and niteries. Individuals, according to Commerce, pocketed over \$12,000,000,000 in wages during the month of May, with first figures compiled for June-July indicating a larger take for John Q. Public.

Latest statistics on biz in eating and drinking places show a climb of about 10 per cent above last year, with gross income during May for such spots being estimated at \$1,015,000,000.

Sherwood May Be 1st Ork Leader To Double in Legit

NEW YORK, July 27.—Bobby Sherwood flew in from Cleveland this week, auditioned for, and is reported to have landed the lead role in *Hear That Trumpet*, legitier which Arthur Hopkins plans to produce on Broadway next fall. Actual signing of contract, however, depends on whether or not MCA can find a Broadway location where Sherwood's band can be planted and where he could double from the theater.

Sherwood is understood reluctant to give up his band to take the part. If he succeeds in finding an appropriate location, this will be the first time in memory that a leader has doubled in legit and a hotel or ballroom.

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SOFT PEDAL ON TUNESHOWS

Lemons Sour Stem's Taste

2-million- $\$$ musicalamity last year, cost increase, long wait for return chill ardor

By Leon Morse

NEW YORK, July 27.—The gold rush in musicals is over. Calamitous season saw managers toss at least 2,000,000 bucks in the ash can to promote flop tune shows with no return but experience.

The record tells the sad story. One after another last season *Blue Holiday*, *Mr. Strauss Goes to Boston*, *Carib Song*, *Girl From Nantucket*, *Hollywood Pinafore*, *Memphis Bound*, *Belly Bly*, *Duchess Misbehaves*, *Windy City* and *Shooting Star* bit the dust with the regularity of dime novel Indians. And to top it all, many shows which ran over the 100-performance mark—*Marinka*, *Polonaise*, *Are You With It?*, *Billion-Dollar Baby*, *Day Before Spring* and *Lute Song*—still went to the cleaners for plenty. *Are You With It?* with a seven-month run on the Stem paid back 40 cents on the dollar, and even with a movie sale the wails of the boodle boys will be heard from Kalamazoo to Canarsie.

Angels Pulling In

With backers not so plentiful (taxes have dipped) and costs soaring, retrenchment is reflected in production plans. The coming season is expected to produce only a third the number of musicals of 1945-1946. Lone entry in this month's dog days was *Tidbits*, already in Cain's.

Even the extravaganza boys have gone cautious. Max Gordon's *Park Avenue* is a two-setter with a strong book. Lee Sabinson's show, *Mr. Finian's Rainbow*, follows the same pattern. Indicative of the trend is the fact that four revues are skedded to hit the boards in 1946-1947—Irving Berlin's *Music Box Revue*, Dwight Deere Wiman's *Fourth Little Show*, Lee Kalish's *Step Right Up* and Dave Schooler's *Happy Days*. And besides that, producers and agents are going all out in their hunt for revue material.

3 Musicals Near Rehearsal

However, some diehard managers are still in there pitching. In the large-scale musical comedy class Nat Karson's *Sweet Bye and Bye*, Arthur Spitz's *Yours Is My Heart* and William Cahn's *Toplitsky of Notre Dame* are nearest to rehearsal stage. Cahn has his show budgeted at \$150,000, with \$40,000 set aside for out-of-town losses if and when they happen. Spitz is saving plenty on costumes and scenery by doing his show with the co-operation of the Shuberts.

Whatever song and dancers may be done, Richard Kollmar, John C. Wilson and Vinton Freedley will not be in the picture. This trio of top-drawer managers did at least a musical a year in the past. (Freedley produced musicals steadily before the war, *Jackpot*, *Let's Face It*.) They are only doing straight plays now. Kollmar will do *Mulligan's Snug*, Wilson is producing Noel Coward's *Present Laughter* and Freedley *The Temporary Mrs. Smith*. Kollmar says (See *Turkeys Foul Stem's on page 48*)

Where's That \$2,600, Mr. Garsson?

NEW YORK, July 27.—“Where's that \$2,600.80, Mr. Garsson?” That's a 20-year-old question from Actors' Equity which hasn't been answered yet. However, since Garsson and money are moot topics down in Washington these days, Equity drew the old claim out of the mothballs and may put in a bid for its dough.

The debt stems from a 1926 turkey called *Pyramids*, which ran for about 35 performances at the George M. Cohan Theater. Show was originally produced by Ramsey Wallace and Frank Martens, but ran into trouble after one week when the managers' checks bounced. The headline in *The Billboard* at the time was “Pyramids in Trouble.” Murray W. Garcin (he spelled his name that way then), local motion pic producer, was called in by the scripiter to keep the play going. He kept the show and also execs at Equity—running. He didn't pay his actors.

Play, appropriately enough, was about a promoter who “pyramids” \$28,000 of his client's money into a million bucks. Naturally, the crash comes, in the play, and the guy goes to jail. The script had such corny lines in it as “There are other virtues just as sacred as a woman's purity.” *The Billboard* reviewer called the turn on the show when he said it hadn't the “ghost of a chance.”

This was all before Garsson met Congressman May.

Congressman Says Reds Aim To Dominate Actors' Equity; Jrs. Ask Frank Fay Ouster

Formation of Actors' Anti-Communist League Is Claimed

NEW YORK, July 27.—Actors' Equity this week was attacked by Rep. George Dondero, of Michigan, claiming the org is tinged with communists. The charge was immediately denied by Clarence Derwent, Equity prexy. Representative Dondero, whose statement was placed in *The Congressional Record*, claimed it was part of Red strategy to gain control of movies and legit. He said: “A group of fellow travelers succeeded in having themselves placed on nominating committee of Equity council and gave rank-and-file membership a regular ticket of officers and councilors without letting them make a free choice.” The congressman elaborated by stating that “Loyal Americans within the council have formed the Actors' Equity Association Anti-Communist League” and he urged the public to support it. The league, he said, is prepared “to challenge totalitarian methods of reds who now control, in a subtle manner, the Equity organization.”

'Absurd,' Derwent Says

Derwent said that the congressman's statements are absurd and preposterous. He noted that Dondero had cited Walter Huston, Helen Hayes, Ralph Bellamy, Glenn Anders, Dennis King and Frances Heflin as Reds and added, “I don't think it's necessary to refute such a charge. I should be curious to know where he got his information and think it would be wise if he were more cautious in his statements.”

Referring to Dondero's remark about an Anti-Communist League, Derwent said, “That's the first I've heard of such an organization. If they have formed such an organization they are jousting at windmills. I know of no communism for them to fight.”

Well-informed sources close to Equity put the finger on Frank Fay and Fred Irving Lewis. Fay has publicly charged many actors with communism. Lewis raised a rumpus at the June meeting of Equity when he questioned the manner in which officers were nominated.

Meantime Equity was handed a petition by 400 junior members of the org asking for the removal of Frank Fay from the Junior Membership Committee. Fay is temporarily

Mpls. Lyceum's 150G Revamp Cuts Seats, Hypes Sound

MINNEAPOLIS, July 27.—A \$150,000 remodeling program for the Lyceum Theater, home of legit, is afoot by the news owners, Associated Theaters, Inc. Leo Murray, house manager, leaves for New York Tuesday to develop final plans for re-conversion. First step calls for installation of a new public-address system after *Voice of the Turtle* (August 21), followed by acoustical treatment to auditorium.

Later plans call for revamping of main floor, raising it to improve view of stage, installation of new push-back seats and reduction of several rows to cut seating from 2,162 to 1,900. Also planned are a new marquee and renovation of exterior.

heading the committee in the absence of Sam Jaffe. Juniors say Fay is incapable of serving impartially on the committee investigating the status of the cubs. The fireworks started when Fay, pinch-hitting for George Jean Nathan in *The Journal-American*, said that the juniors are influenced by Reds and are mostly amateurs. Next move is up to Equity council.

Scandinavia in Broadway Crush; Berlin Is Out

(Continued from page 3)

Yank musicals over and did sock biz with all of them except *Roberta* which was a flop for a reason he can't savvy.

Producer Is Angel

Broadway show financing intrigues Wally considerably. He's never heard of this kind of gimmick because in Scandinavia the producer digs up the dough out of his own pocket or he doesn't produce.

Stockholm had a legit boom thru-out the war. The city's 12 theaters (10 indies and two State-owned and operated) were jammed most of the time. The boom still continues, and now some of the gravy is beginning to pour into Oslo and Copenhagen, both of which took a lacing during Nazi occupation. Swedish shows now are touring in both countries and their shows, in turn, are trouping too.

40G for a Musical

To produce a good musical in Stockholm today takes around 150,000 crowns (\$40,000). Legit plays will go from 25,000 crowns (\$6,500) up. Average admission in theaters is from 2 to 13 crowns (50 cents to \$3.25). Legit, however, has a hard time competing with movies. There are quite a number of actors in Sweden and they manage to get by, says Wally. The average salary for an actor is around 1,200 crowns a month (\$300). In the State-owned houses the actors get around the same salary, but they work on yearly contracts and eventually end up with a pension.

More and more, Wally believes, Yank shows will dot the Scandinavian stages. “We can learn a lot from Broadway,” he said. “We can learn a lot about commercial show business. We look to Broadway now, rather than Berlin, Paris or London, for our shows.” He admitted that Broadway, on the other hand, could take a tip from Europe and have a permanent national theater where classics and standard shows could be produced and revived from time to time.

Daly's Final Curtain

NEW YORK, July 27.—Daly's 63d Street Theater will soon be nothing but a memory. House was bought by Chanin interests as a “light protector” for their 30-story Century Apartments and will be wrecked soon to make way for a small apartment building.

House, tho built in 1909, was first used as a theater in 1921 when *Shuffle Along* played there for 504 performances. Last show was *Ghosts for Sale* in 1941.

D. C. National Cooler In

WASHINGTON, July 27.—National Theater, only legit house here, is conducting test runs of its new air-conditioning equipment, installed this week. Management hopes to have cooler running full blast in the next few weeks. System was supposed to utilize two 50-horsepower motors, but after searching for some time, National was able to come thru with only one 75-horsepower job.

Shuberts Speed Repairs on Burned Forrest; 'Girls' Stays

PHILADELPHIA, July 27.—Expert stagehands were brought here from New York to speed repairs to the fire-damaged Forrest Theater, which Fire Marshal George J. Gallagher ordered done before the house reopens. Lawrence Shubert Lawrence, manager of the Shubert interests here, said that *Follow the Girls*, the Gertrude Nielsen musical which was holding forth when fire on stage (July 19) resulted in the theater's closing the following night, will return here, possibly August 12, contradicting rumors that Al Borde was moving his show to Chicago.

Equity ruled that the fire was an "act of God" and permitted suspension of salaries, estimated at about \$15,000 weekly. Most of the cast is laying off here, altho star and management returned to New York until the fire marshal permits the curtain to be raised again. With the enforced vacation, show will try to hold on until Labor Day, altho "last weeks" were advertised when the stage fire broke out. *Girls* opened here July 1, Forrest being the only air-cooled legit house in town.

Understudy Absent, Chet O'Brien Steps In Cold, Saves 'Mill'

NEW YORK, July 27.—Wednesday (24) evening show had *Red Mill* management run ragged at curtain time when Eddie Foy Jr. was unable to go on and was rushed to hospital for a serious abdominal operation. Understudy, Jack Albertson, reported at theater for Wednesday mat, but figuring that Foy was set for the evening, took off. Result—rampant consternation.

Producer Paula Stone asked stage manager, Chet O'Brien, if he knew the part. Said O'Brien: "Of course I know it—Not!" However, O'Brien, who began his career in song-and-dancers as a chorus boy with *Follow Thru* in 1929 and followed thru with such items as *Fine and Dandy*, *Face the Music*, *Of Thee I Sing* and *Keep Off the Grass*, is a trouper who wouldn't let mere ignorance of lines throw him.

Eight-thirty found O'Brien in Foy's Kid Connor make-up and, with an able assist from veteran Jack Whiting, he winged his way for a performance thru a part he had never read. "I had the choruses cold," said O'Brien afterward, "But I sure ad libbed thru the verses."

Albertson was located in time to fill in the chore for the rest of the week. Benny Baker took over the role as of tonight (27). Foy will be out for several weeks.

Van Druten's Busman's Holiday in Vancouver

VANCOUVER, July 27.—Playwright John William Van Druten blew in to this city on a vacation tour last week. Finding his current hit, *Voice of the Turtle*, running at a local theater, he took time off, also his coat, and spent an afternoon in brushing up the local interpretation of his play; the cast of three in this case being Boyd Crawford, Phyllis Ryder and Marcia Walter.

Van Druten said he expected to take a company to England with Joseph Cotten and Margaret Sullavan playing the leads. Next year he will go to Hollywood to direct the Warner Brothers' adaptation of *Voice*.

On the Silo Circuit

Westport (Conn.) Country Playhouse has signed Olivia De Havilland for exclusive guest-star slot in *What Every Woman Knows* week of August 6. Phyllis Loughton, of Paramount pix, will direct. Managing Director Martin Manulis arranged the deal to bring De Havilland on from the Coast.

Reception of Toronto customers of Jose Ferrer's *Richard III* have resulted in show's holdover for additional week, starting Monday (29) at Royal Alexandria. Extension puts back Ferrer's skedded appearance in *The Green Goddess* to week of August 5. After two additional appearances at the Suffern (N. Y.) Playhouse in *The Bad Man* and *Design for Living*, Ferrer reassembles his *Cyrano* troupe for rehearsals, pointed at a five-week out-of-town polishing before bowing on the Stem.

Other openings for week of July 29:

"Our Town" for Surry, Me.

Surry (Me.) Theater Company offers revival of *Our Town*. Barnard Hughes and Helen Stenborg are featured.

The Cape Theater, Cape May, N. J., guest-stars Dame May Whitty in *Night Must Fall*.

Raymond Greenleaf is featured in title role of *Late George Apley*, by Valley Players, Mountain Park Casino, Holyoke, Mass. Beatrice Newport, returning to troupe for first appearance since 1944 season, plays opposite.

Alexander Kirkland and Diana Barrymore share top-slot honors in *Rebecca* at Bucks County Playhouse, New Hope, Pa. Viola Roache has top supporting role. Phil Loed has directed.

Cragmoor (N. Y.) Theater skeds Maugham's *Theater*. William Layton has the lead.

Maugham gets another current workout at the Cape Playhouse, Dennis, Mass. Mady Christians stars in *The Constant Wife*. Frances Tannehill and Judson Laire are in supporting roles. Arthur Sircom directed.

Jacqueline Paige is featured in *Personal Appearance* at the County Theater, Suffern, N. Y. Jessie Busley and Fred Cushing have supporting roles.

"Charlie's Aunt" at Boylston, Mass.

Allan Holmes skeds a revival of *Charlie's Aunt*, with James Lee in title role at Boylston (Mass.) Summer Theater.

Red Barn Theater, Westboro, Mass., offers *Junior Miss*, with Juley McMillan in the lead slot.

George and Margaret is Guy Palmerton's choice for the week at the Worcester (Mass.) Playhouse.

Raymond Van Sickle and Doreen Lang play the harried parents in *Snafu* at the Harbor Playhouse, Marion, Mass. Paul Randall is the youngster.

Ogunquit (Me.) Playhouse presents *The Hasty Heart*. Francis Compton, John Lane and Dennis King Jr. head the cast.

Biography gets another summer showing at Woodstock (N. Y.) Playhouse. Kay Strozzi has the lead.

Guild Playhouse, Stamford, Conn., sets *Wallflower* as sixth production of its straw-hat session. Anthony Jordan and Nancy McCormack have leads. Carter Blake directed.

Two Shots for "Angel Street"

Angel Street continues to get a play (thru August 3) from the Peterborough (N. H.) Players.

Angel Street also is skedded for another job by the Barnstormers, Tamworth, N. H., for week of August 30. Philip Bourneuf and Frances Reid head the cast.

Asheville (N. C.) Community Thea-

ter is rehearsing *Dark of the Moon* for a two-night run, starting August 29. This is the first time this year that the Shuberts have released show for an experimental production.

Charles Coghlan will direct *Petticoat Fever* for the Gretna (Pa.) Playhouse. Preems August 1.

Home of the Brave gets its summer stock baptism at Theater-in-the-Dale, New Milford, Conn., July 31 thru August 3.

Ruby Mercer begins third strong week at Paper Mill Playhouse, Millburn, N. J., Monday (29). Show skeds a six-week run.

Yellow Springs (Ohio) Summer Theater will try out a new play by Constance Sontag, *Beyond This Flood*. Drama was produced experimentally at Pasadena Playhouse in 1940. Yellow Springs troupe are now in their 11th successive year.

Mich. Rep Plays To Full Houses for 1st Two Reopeners

DETROIT, July 27.—Reopening of the Michigan Repertory Players' summer season at the Lydia Mendelssohn Theater, Ann Arbor, is drawing capacity business in this 725-seat house. First two productions—Patterson Greene's *Papa Is All* and George M. Cohan's *Pigeons and People*—were completely sold out for all four performances of each show, drawing about 3,000 people to each, with extra seats filling the pit.

Group, now in its 18th year, is the most soundly established summer stock group in this territory. Under the direction of Valentine B. Windt, of the University of Michigan, for years, the org draws on the dramatic department of the university for its personnel, and its stock productions have rated high.

Players try to keep admission prices down, with individual tickets running from 60 cents to \$1.50 and averaging a little under a dollar. Season tickets, at reduced rates, account for the bulk of the seats.

New Rep's 'Henry,' Barrie's 'Woman' To Philly Shubert

PHILADELPHIA, July 27.—Season opener for the Shubert Theater will be the preem of the American Repertory Theater on September 23. New acting company, with Eva Le Gallienne, Victor Jory, Walter Hampton, Margaret Webster and others will first-time it here with Shakespeare's *Henry VIII* and Barrie's *What Every Woman Knows*.

Troupe will move on from here to Boston and then to New York, where more plays will be added to the repertory. Marks the second local booking for the coming season. *The Voice of the Turtle* will kick off the season Labor Day at the Locust Street Theater.

2-Role 'Obsession' Tries Chi Run After Provincial Okay

CHICAGO, July 27.—*Obsession*, a revamp of Louis Verneuil's *Jealousy*, which hit Broadway in 1928, opens next week at the Erlanger here with Basil Rathbone and Eugenie Leonovitch. Show is unique in that it has only the two characters and is regulation length.

Opened in Santa Barbara June 13 and drew generally favorable notices in Portland, San Francisco, Seattle and Denver. Biz has been good.

VFW Books 'Kilroy', Ex-G.I. Musical Bows In St. Louis Sept. 26

ST. LOUIS, July 27.—*Kilroy Is Back*, all ex-G.I. musical comedy, will play Kiel Auditorium for three nights (September 26, 27 and 28) under auspices of the Neri-Bazzetta Post of the Veterans of Foreign Wars and the St. Louis V. F. W. Council. According to Joe Reynolds, author and producer, the VFW has signed a contract to book *Kilroy* from Coast-to-Coast.

Vincent Piacentini Jr. is chief of production and technical director, and will design the sets for the original musical. Eugene Holtzman is in charge of stage direction. Casting is to be concluded this week.

'Goodbye', 63G, Boston, in Rain, Heat; 'Burly', \$5,000

BOSTON, July 27.—Boston Summer Theater racked up a good box-office for week ending July 27. *Goodbye Again*, starring Roger Pryor and Phyllis Brooks, took in \$6,300 in spite of bad heat wave and rain. *Burlesque*, with Bert Lahr, drew a capacity week at Brattle Hall in Cambridge with \$5,000.

Due to requests for return of *Burlesque*, Boston Summer Theater brings back the revival week of the 29th. *They Knew What They Wanted*, with June Havoc starring, is now set for only one week at Cambridge, starting August 5. Same night a new musical, headlining Libby Holman and titled *The Best of Friends*, debuts at Boston Summer Theater.



BROADWAY SHOWLOG

Performances Thru July 27, 1946

New Dramas

	Opened	Perfs.
Anna Lucasta (Mansfield)	8-30, '44	812
Born Yesterday (Lyceum)	2-4, '46	199
Deep Are the Roots (Fulton)	6-26, '45	350
Glass Menagerie, The (Playhouse)	3-31, '45	556
Harvey (48th Street)	11-1, '44	743
Life With Father (Bijou)	11-8, '39	2,816
Maid in the Ozarks (Belasco)	7-15, '46	16
On Whitman Ave. (Cort)	5-8, '46	93
State of the Union (Hudson)	11-14, '45	293
Swan Song (Booth)	5-15, '46	85
Voice of the Turtle, The (Morosco)	12-8, '43	969

Musicals

Annie, Get Your Gun (Imperial)	5-16, '46	84
Around the World (Adelphi)	5-31, '46	67
Call Me Mister (National)	4-18, '46	116
Carousel (Majestic)	4-19, '45	539
Oklahoma (St. James)	8-31, '43	1,445
Song of Norway (Broadway)	3-21, '44	812
Three To Make Ready (Broadhurst)	3-7, '46	164

REVIVALS (MUSICALS)

Red Mill, The (46th St. Theater)	10-16, '45	328
Show Boat (Ziegfeld)	1-5, '46	232

ICE SHOWS

Ice-time (Center)	6-20, '46	53
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CLOSINGS

Dear Ruth (Henry Miller's)	12-13, '44	680
Saturday (27)		

Turkeys Foul Stem's Taste; Tuneshows Get Soft Pedal

(Continued from page 46)

that "musicals are entirely too risky. Not only are the chances of getting out from under small, but even with a hit you have to wait too long to get your money back."

No Fast Return

These producers figure sock hits have to run a year with capacity houses, 18 to 24 months on smaller takes to get their dough back. Not only do the initial costs produce ulcers, but the weekly nut chews up profits quicker than a dog a bone. On a big baby (such as *Show Boat*) the nut runs 25 to 30G; on a smaller one (such as *Are You With It?*) from 20 to 25G. When the dog days hit in the summer, the producer finds himself plowing back profits to keep his show running.

Hollywood also is playing cutie and not buying as many musicals. When they do spread their cash around it's not the kind of dough they used to lay on the line. Kollmar claims "in the old days they'd acquire a so-so show—*Beat the Band*, *Higher and Higher*—but now they won't bite unless the show is a smash hit. They don't need our musicals. They get their script writers to dream up a light story, songwriters to make with the melody and come up with an *Anchors Aweigh* or *Two Sisters From Boston*." Recalling that two Mike Todd shows, *Mexican Hayride* (a 15-month run) and *Up in Central Park* (a 16-month run), brought \$50,000 and \$100,000 from film companies, pin money for hit shows, Kollmar's statement seems to make sense.

Price Situation Confused

Scrambled OPA set-up further jeopardizes musical producing situation. Managers, being unable to figure costs, are holding back. Both Sabinson and Gordon, trying to keep production costs low, are making haste slowly. They figure salaries of legit workers and costuming costs may skyrocket.

Aside from those producers who are trying to hit the jackpot with revues, Lee Sabinson leads another group which claims that plays with music better answer the need of the public. Sabinson says: "Lavishness is no substitute for writing. I favor a tightly integrated book with music that helps advance the story. It's no go just giving the public vaude instead of a story. Except for a few shows it doesn't pay off enough in the long run. Besides it costs too much. Not only will plays with music cut production costs, but the weekly nut will be shaved to the

point where profits are a reality, not a dream."

Theater Booking Easier

Sabinson also points out that this type of show can be toured easily by using smaller houses and can get Broadway theaters without much trouble. "There are only a few houses left to hold the extravaganza type musical," he says, "and if those are taken you're out of luck." The truth of this is evident when it is realized that *Call Me Mister* is playing at the National, a house which was not made for musicals but was pressed into service because of the shortage of larger show shops.

Jules Ziegler, head of the musical comedy department at GAC, thinks that established producers are so hot up about high cost of doing musicals that they are practically on strike. "Few large shows are going to be done early in the season," Ziegler says. "Later, around December or January, when costumers don't get orders, set designers find themselves without scenery to blueprint and construction shops without sets to build, the prices will go down and shows will be done."

Backers Uncertain

Uneasiness about musical comedy investing also is reflected in the angel ranks. James Merrill Herd, who is organizing a \$250,000 investment trust to put dough into Broadway shows, thinks they don't pay off. He claims even where one clicks solidly the 100 per cent profit isn't enough to compensate for the losses incurred on other investments. A smash hit should bring in closer to 500 per cent, he says.

Herd's set-up offers investors both preferred and common stock. Preferred pays a 3 per cent dividend on net profit after taxes and is callable at 110 with a par value of 100. Common stock naturally carries voting power. Investor gets a 10-cent share of common with each \$100 share of preferred. Obviously, value of common hikes as profits increase. Corporation has filed with SEC, but stock is not available on exchanges as capitalization is under \$300,000.

Organizer owns 50 per cent of the stock in Herd Corporation, but for the first year the investors will take 60 per cent of the profits and he 40. After that it'll be 50-50. Top investment in one show will not exceed \$20,000, and that ante will be rare. Herd feels that his set-up offers an inducement to laymen who want to take a flier in showbiz. In this case the house odds are not stacked against the gamble. There is no pay-off of 5 or 6 per cent in house percentage.

Herd's idea is to back managers with a proved record of hits so that even with an occasional miss the percentage will run in his favor. The producer, in other words, is more important than the script. Naturally this will not preclude backing for a new producer with a solid background in legit. However, when a script comes into the picture an important factor in its consideration will be the playwright's past performance. In short, this angel has his wings folded with an eye to minimizing his risk.

Unions To Seek Shops In 3 N. Y. Off-Beaters

NEW YORK, July 27.—Fact-finding committee of legit unions has decided to push for organizing Carnegie Hall, Town Hall and Barabizon-Plaza Theater. Times Hall is already organized.

OUT-OF-TOWN OPENINGS

THE FIREFLY

(Opened Monday, July 22, 1946)

GRIFFITH PARK THEATER, HOLLYWOOD

An operetta in three acts by Rudolf Friml (music) and Otto Harbach (books and lyrics). Staged by James Westerfield. Produced under direction of Barrie O'Daniels. Presented by Hollywood Starlight Theater Association (Gene Mann, managing director). Orchestra direction, Ray Sinatra. Choral direction, Ray Rubanoff. Choreography, Val Raset. Costumes, Kate Drain Lawson. Settings, Norman Rock. Lighting, Los Angeles Lighting Company. Jack Proctor, press representative.

Jenkins Roy Atwell
Sibyl Pamela Caveness
Suzette Sherry O'Neil
Mrs. Van Dare Isabel Randolph
Pietro Walter Long
Geraldine Juli Lynne
Jack Travers Allan Jones
John Thurston John Shafer
Herr Franz Paul Keast
Policeman Paul Craik
Corell Thomas Glyn
Captain David Oldham
Nina Irene Manning
Ballerina Vivien Fay

Second in its series of open-air operetta presentations, the Hollywood Starlight Theater Association rang the bell with *The Firefly*. Company proved it can overcome the limitations of minus staging facilities to come thru with a plus production.

Paced by fine singing and stage presence of Allan Jones and Irene Manning, cast went thru the tuneful Friml score easily, capturing the melodic appeal of the music while keeping plot interest in high key. Colorful dress and settings, a well-rounded ork (batoned by Ray Sinatra), a 30-voice mixed chorus under Raye Rubanoff (16 boys, 14 girls) and a 16-girl line form a substantial backing for the cast.

Allan Jones, as Jack Travers, scores solidly. Singing the song he made famous, *Donkey Serenade*, Jones brings the house down and is called back for three encores. Irene Manning, as Nina, who masquerades as the page-boy, Tony Columbo, is charming and wins plenty of palming for interpretative voicings of *Love Is Like a Firefly*, and *Gianina Mia*.

Roy Atwell, who created the part of Jenkins when *Firefly* was first presented in New York in 1914 provides healthy helping of comedy. His warbling *Some Little Bug Is Going to Find You Some day* (which he had written with Sylvia Heim) brings down the house. His series of comical epitaphs injected between choruses are yock-getters. Honors go to Isabel Randolph for her performance as Mrs. Van Dare and to Juli Lynne as Geraldine, rounding out a well-cast production.

PRIVATE LIVES

(Opened Monday, July 22, 1946)

COLONIAL THEATER, BOSTON

A comedy by Noel Coward. Presented by Jules J. Leventhal and Frank McCoy. Directed by Robert Henderson. Press representative, Charles Mullan. Company manager, Samuel Nixon. Gowns, Mainbocher.

Sibyl Chase Mary Mason
Elyot Chase, her husband Donald Cook
Victor Prynne Alexander Clark
Amanda Prynne, his wife Tallulah Bankhead
Louise, a maid Susan Thompson

Relighting the Colonial with this set-up provides Boston with a top-notch summer theater attraction. Miss Bankhead (Amanda Prynne) and Donald Cook (Elyot Chase) whip up some of the fatest and funniest business seen locally in a long time. *Private Lives* also emerges as undated, excellent sophisticated comedy.

Tallulah Bankhead's performance as Amanda is a masterpiece. She shoots the emotional works and gets more from Coward's lines than he put there. Don Cook's Elyot is a top acting stint, too. Mary Mason, as Sibyl, and Alexander Clark, as Victor, do right by their supporting roles.

Lives rates as another personal triumph for Miss Bankhead and extra special entertainment for theatergoers.

Worcester, Mass., To Get Heavy Wasserman Sked; Shea Sets Up Bridgeport

WORCESTER, Mass., July 17.—Samuel Wasserman, who has sponsored most of the legit fare here in recent years, will present 13 productions next season, ranging from straight drama to musical comedy, ballet and even grand opera. Wasserman, who has used the Plymouth Theater for occasional legit in the past, plans to put on all his shows at Municipal Auditorium.

The bills: *Carmen Jones*, *Student Prince*, *Madame Butterfly*, *Blossom Time*, *Roberta*, *Il Trovatore*, *Magnificent Yankee*, the Jooss Ballet, Ballet Theater of England, *Voice of the Turtle*, *A Winter's Tale*, *Merry Widow* and *State of the Union*, ending the season about May 1.

Plans call for more productions to be added to the sked later. It will be first local presentation for *Voice of the Turtle*. *Student Prince* is a return engagement—it played to capacity here last year.

BRIDGEPORT, Conn., July 27.—Albert E. Shea, veteran booker who is handling legit attractions at Loew-Lyric Theater here, has lined up the following attractions so far for the coming season starting early in September: *The Front Page*, *Born Yesterday*, *Blackstone, the Magician*, *the Student Prince*, *Roberta*, *The Magnificent Yankee*, *the Winter's Tale*, *Voice of the Turtle*, *the Desert Song*, *Blossom Time*, *Harvey*, *Rose Marie*, *State of the Union*, *the Red Mill*, *I Remember Mama*, *Laura* and *Cornelia Otis Skinner*.

ROUTES

Dramatic and Musical

Bloomer Girl (Curran) San Francisco.
Come On Up, Ring Twice, with Mae West (Selwyn) Chicago.
Dear Ruth (National) Washington.
Deep Are the Roots (Shubert-Lafayette) Detroit.
Follow the Girls (Forrest) Philadelphia.
Fortune Teller (Philharmonic) Los Angeles.
Harvey (Town Hall) Toledo, O.
Merry Wives of Windsor (Biltmore) Los Angeles.
Mary Had a Little (Geary) San Francisco.
Obsession (Erlanger) Chicago.
Oklahoma (Auditorium) Portland, Ore.
State of the Union (Selwyn) Chicago.
Up in Central Park (Shubert) Chicago.
Voice of the Turtle (Cass) Detroit.
Voice of the Turtle (Metropolitan) Seattle.

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Magic

By Bill Sachs

THE CURRENT *True* magazine carries Milbourne Christopher's story, *The Man Who Died Twice*, about the mentalist, Washington Irving Bishop. Christopher has nearly finished work on another new book about magic and magicians—funny experiences and the like; no tricks. . . . George LaFollete spent a few days at Baltimore last week en route to Florida. . . . Efforts are being made to locate Joe Cox, who formerly served as electrician with the Thurston show. His brother is reported to be critically ill. . . . Green the Magician, now in his 60th year on the road, is playing one and two-night stands in Northern Saskatchewan with a ton of equipment and two people, Mike Hoffman, manager and Ivey Long, assistant. He has dates to carry him up to December 6. . . . Dell O'Dell and Charles Carrer postal from Atlanta, where they are current at the Henry Grady Hotel. . . . Al Dauro, who has been handling the press for magicker John Calvert, has quit that post to return to Burbank, Calif, to don a policeman's uniform. . . . Central States Magicians will stage their 18th annual conclave at Cedar Point, O., on Lake Erie, August 2-4. Nevin V. Hoefert, Warren, O., is chairman. Saturday night show, open to the public, will feature Harry E. Cecil, Detroit, emcee; Dr. Zina Bennett, Detroit; William Joy, Sharon, Pa.; Robert Gable, Cleveland; Millar, Cleveland, and DeGraham, Mansfield, O. . . . Jack Herbert, recovered from a gunshot wound inflicted recently by a hold-up man in Chicago, is back in action again. He's current at the Stork Club, Council Bluffs, Ia. . . . Lester (Marvelo) Lake and Lieut. Lee Allen Estes, Safety First Magician of the Kentucky State Highway Patrol, spent Saturday and Sunday (20-21) with John Calvert in Louisville, where the latter was appearing with his troupe at the National Theater. In addition to indulging in the usual jack-pot-cutting and magical hijinks, the boys enjoyed a cruise in John's new DC3 Douglas airliner which he uses to transport his entire troupe and all the props and baggage.

BLAKE CHATFIELD is working table magic at the Grand Hotel, Mackinac Island, Mich., where MGM is filming the summer scenes for the technicolor musical, *This Time for Keeps*, starring Esther Williams and Jimmy Durante with Lauritz Melchior, Dick Simmons, Johnny Johnston and Sharon McManus. Chatfield, in addition to working tables for many stars and models which MGM imported from Chicago for background material, has been spotted as an extra in a number of the film's scenes. . . . Roy Benson, who emceed last week at the Hippodrome, Baltimore, with his three-stick routine, billiard ball sleights and salt trick, is writing a volume on sleight of hand. . . . New Orleans Assembly No. 36, Society of American Magicians, installed new officers at installation banquet held at the New Orleans Athletic Club July 11. Fifty members and guests were present. A magic show followed the banquet. Officers installed were James H. Aitken, president; Edward Higgins, vice-president; Dr. Theo. Moore, secretary; Gottlieb Kogel, treasurer, and William Surgi, scribe. . . . Neil F. Austin, who hopped from Rochester, N. Y. to Buffalo recently to catch the Marquis show, takes three typewritten sheets to record his impression of the Marquis performance. He caps his comment with, "It seems to me that the friends of Marquis the Magician could best serve his interests by keeping very quiet." . . . Moxo the Magician carried thru on the old

Blue Performance Nets Vancouver Op 3-Month Jail Term

VANCOUVER, B. C., July 27.—In Police Court here last week (20) Hymie Singer, op and manager, State Theater burly house, was given three months' hard labor for staging an indecent performance. Three strippers, Lois de Fee Roper, Dorothy Fitzsimmons and Alice Perkins, also charged, were dismissed. Case will be appealed in County Court. It is the first case of prison term without option of a fine for similar offense known in Canada.

City Prosecutor Gordon W. Scott, detectives and policewomen witnessed the show before the arrests were made. Seized by the raiders were costumes worn by the girls and a quantity of advertising matter which they collected from the lobby display.

Hartford Grand in Exit To Await Legit Bookings; State's Names for August

HARTFORD, Conn., July 27.—Grand, downtown legit spot is shuttered for indefinite period. House had musical, *On the Town* at \$2 top for week's stand prior to closing. Rod Waggoner, publicity spokesman, said the Grand would be closed until legit booking arrangements are set.

The main-stemmer has changed policy over a number of months. Not long ago Hartford police shut the house on charge of indecent *Follies* stagershow. Al Dow, of New York, was later given a license to operate motion pictures. Spot played foreign art film products for a couple weeks, then brought in play, *Pursuit of Happiness*, with Freddie Bartholomew starring. Local dailies gave it a send-off, but hot weather and stigma of the *Follies* set-up held back customers. Meanwhile, Ted Harris, manager of the State, downtown vaude-filmer, which shut down for alterations a few weeks ago, reported the house will re-open latter part of August with names. State is only a block or so away from Grand.

Bloomfield-Varga Tie-Up for Legiter, Pic & Model Agency

CHICAGO, July 27.—Contracts between Harry Bloomfield, producer, and Alberto Varga (creator of the *Varga Girl*) were signed last week here, establishing Varga Enterprises, Inc. Deal means that *Esquire* magazine has apparently dropped plans to appeal a recent lawsuit which it lost in trying to retain Varga.

New agency outlines ambitious plans in showbiz. A *Varga Girl*, legit show, skedded for early Broadway production and a movie by the same tag. Talent for both will be stocked by the agency, which will have offices in New York, Chicago and Hollywood. Combine will be a springboard for Varga Productions, but gals will be available for photog and advertising assignments. Chi will have main offices of agency since it is midway point between Main Stem and Hollywood, and the boys figure to aim their production guns both ways.

Danny Newman, theatrical flacker here, is taking on the agency account in addition to handling the Oriental Theater and other jobs.

axiom, "the show must go on," at Flagstaff, Ariz. recently when he insisted upon going on with his show after being informed at curtain time that his mother had passed on a few hours earlier at his ranch home at Mesa, Ariz.

Burlesque

By UNO

Joe Yule, father of Mickey Rooney and a former burlesque comedian, is being featured in a pic, *Jiggs and Maggie*. Russell LaVallee was compelled to close at Palace Theater, Buffalo, because of his wife's illness. He was replaced by Ida Rose. . . . Ceil Von Dell left the hospital and is rapidly recovering from her automobile accident injuries. . . . Dorothy Dee, former burlesque artist and now owner of Lanky's Bar, Buffalo, is vacationing in Chi. . . . Hazel Walker and Leah Wakefield have signed with the Midwest Circuit for the coming season. . . . Frances Abrams, Milt Schuster's secretary, is back on the job after a vacation.

Ronnie Sterling, vocalist at National Theater, Detroit, for eight months last year, has taken over as manager and producer at Empress, Detroit, succeeding Richard Zeraf. George Sterling, his brother, has opened at Empress as featured comic. They were formerly teamed as the Mad Sterlings.

Stanley Montfort, who closed recently at the Avenue, Detroit, is vacationing at Indian Lake, Russells Point, O., with his wife, Mildred DeVoe, who is recuperating from a recent operation. Lillian Drollette, cashier at the National the past year, is with them. Stan tells of bumping into a number of burly people around the lake, including Rance and Gordon, Paul Collins, Mr. and Mrs. Collins Bailey, Mr. and Mrs. Hughie Mack, Billie Starr and Kitty Page. . . . Freddie Frampton, after six weeks of summer stock at the National, Detroit, is vacationing with ex-army pals in Wisconsin. He reopens for Hirst in Washington August 16 with the Frank Smith-Harry Conley *Red-Nose Follies*.

Hoax Jokes Gray Conn. Ops' Hair

NEW HAVEN, Conn., July 27.—For the third time in as many months local self-appointed jesters have tried to gum up the works in a local showshop. The first beef incident occurred one night last month when a spectator at a performance at Loew's Poli Theater noticed a private fight going on in the balcony and called his fellow viewers' attention to proceedings by shouting "fight," which was interpreted by audience absorbed in the pic as being "fire." There was a mild reaction to that one.

Later in the month, at a student dance recital at the Shubert, local legiter, the power went off, leaving the house in darkness, whereupon someone set off a giant firecracker in the lobby to the consternation of terpminded customers.

The latest break occurred at the Poli again, but this time it was definitely an outside job. Alarm came to local blaze-battlers by phone. Deputy chief and several engines responded, proceeding to tie up traffic on Church Street, locale of two major pix houses. Firemen broke out hoses and prepared to make a big entrance thru lobby of Poli's, but sending their advance agents in first, they discovered fire was strictly from hoke, while the audience sat unperturbed thru it all.

Theater Wing Ex-G.I. Grads Get Showcase

NEW YORK, July 27.—Students taking radio courses at American Theater Wing refresher university for war vets will have a bang-up graduation the end of August. Wing plans a combined audition-graduation with advertising agencies, time buyers and radio directors in attendance to give the vets a send-off and see if they can help them get started in the biz. So far 400 ex-G.I.'s are attending all the courses.

Wing is urging vets who want to take courses in the fall to get their certificates of eligibility from the Veterans' Administration now because of several weeks' delay before clearance is obtained from VA.

Penna. May Move In on Scalpers

HARRISBURG, Pa., July 27.—Sale of tickets in excess of established prices may be made a criminal offense by the 1947 Pennsylvania Legislature. The General Assembly's research body on revision of the State's penal code will make this recommendation to the Quaker lawmakers when they convene in January.

NEW YORK, July 27.—Reuter & Reuter, Swedish outfit which arranged Duke Ellington's 1939 European concert tour, is again in touch with Ellington, seeking to set up a trek for next year.

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THE FINAL CURTAIN

BROWN—Tudor Cameron, 65, member of the former vaude team of Cameron and Flanagan, July 21 in City Hospital, St. Louis, of a stomach ailment. At the time of his death he was doorman at the Fox Theater, St. Louis. Survived by a sister. Burial in St. Peter's Cemetery, St. Louis, July 24.

BUCKLAND—Wilfred, 80, pioneer film director, in Hollywood July 19 of self-inflicted gunshot wounds after having shot and killed his son, Wilfred Jr., who was mentally ill. Buckland was a stage set designer before turning director in 1913. He had recently been employed in a studio prop department.

BUSH—Lew, 60, former booking agent who operated an agency in New York with his brothers for 30 years, July 21 in that city.

COLLINS—Harry (Tom), 29, midget car racer, in Philadelphia July 25 after a crash at the Yellow Jacket Speedway. Details in Outdoor Department.

DANIELS—James P., general agent and banner man for Sunset Amusement Company, in Monroe City, Mo., recently. Survived by his widow, Pearl, and two sisters, Mrs. F. J. Ziedman and Nancy Daniels, both of Terre Haute, Ind.

DE MOTT—Mrs. Marjorie M., 51,

head of the radio division of Badger & Browning & Hersey, Inc., ad agency, in New York July 20. She authored several one-act plays.

FLORENTINO—Joseph G., 51, father of George Florence, performer with a USO show now in Hawaii, July 21 at his home in Atlantic City. He also leaves his wife, Lucy; two daughters, another son, a brother and three sisters. Services in Atlantic City July 24, with burial in Sacred Heart Cemetery, Vineland, N. J.

GLASSMIRE—Augustin J., 67, veteran actor and producer of the original *Abie's Irish Rose*, July 23 in Los Angeles. Survived by his widow, son and five daughters. Interment in Forest Lawn Memorial Park, Los Angeles.

THANKS

To All of Our Many Friends
Everywhere, for Their Kind
Expressions of Sympathy and
Their Help, in My Hour of
Bereavement.

MRS. REX HOWE

LITTLEFIELD—James H. Jr., 38, former Philadelphia band leader and songwriter, July 20 at his home in Zacata, Va., of heat exhaustion. In addition to his band, which was featured at Station WCAU, Philadelphia, he composed much of the music for the ice shows *Stars on Ice* and *It Happened on Ice*. Two sisters, Catherine, ballet dancer; Dorothy, also a dancer; his mother, Caroline, a Philadelphia dancing instructor, and a son, Ward, survive. Services July 23 in Philadelphia, with burial in Chelton Hills Cemetery there.

In Memory
Of My Dear Pal
James P. Daniels-Karstan
who passed away July 13, 1946.
Sadly Missed by
W. Rinaldo Reinhart

McCALLUM—William B., 79, former actor and theater manager, in Bay Shore, L. I., July 21. He was born in Scotland and came to the U. S. in 1885, playing in Midwestern stock companies and later becoming associated with Bobby Gaylor and the late Charles E. Blaney. Managed the Cook Opera House, Rochester, N. Y., and the Broadway Theater, Camden, N. J.

IN MEMORY OF
PAUL LORENZO
July 29, 1942
VICKI LORENZO

McDERMOTT—John W., 53, writer and director of many silent pictures, July 23 in Los Angeles from an overdose of sleeping tablets.

PATTERSON—John, 95, for 18 years a member of the Columbiana County Agricultural Society, sponsor of the annual county fair at Lisbon, O., July 18 at his home near Lisbon. A son and a daughter survive. Services and burial in Lisbon July 20.

PEARCE—Harold K. (Hal), 24, staff announcer the past two years at Station KDTH, Dubuque, Ia., July 17 in a Dubuque hospital. He was for-

merly with WIGM, Medford, Wis. Survived by his widow, daughter, his mother, two brothers and four sisters.

PRATHER—Mrs. Harlette Marie, July 10 in Albuquerque, N. M. Survived by her husband, Norman, with the Siebrand Bros.' Shows; a daughter, son, sister and a brother. Burial in Garden City, Kan.

PRICE—Emma, 66, dance teacher and former musical comedy star, in Philadelphia recently. Appeared with Weber and Fields, Eddie Foy Sr., Lillian Russell and Bessie Clayton, among others.

ROBBINS—Clint A., 75, former vaude performer who with his wife comprised the act known as Clint and Bess, recently in Portland, Ore. In later years he had managed movie houses. Survived by his widow and a daughter. Burial in Portland.

RONGETTI—Nick, 48, jazz pianist and owner of Nick's Night Club, New York, in that city July 25. He studied law and medicine, but switched to piano playing and acquired his own night spot, known for its jam sessions.

ROSENFELD—Paul, 56, music and art critic, in New York July 21. Began his career as music critic on the old *New York Press* in 1914, later serving as music critic on *New Republic*, *The Nation*, and *The Dial*. He also contributed to other periodicals and was author of several books of musical criticism.

ROSSI—Mrs. Maria Teresa, 92, widow of Michael Angelo Rossi, who was a member of Victor Herbert's Band July 19 at her home in Philadelphia. Three daughters survive. Services July 23 in Philadelphia, with burial in Holy Cross Cemetery there.

ROWLEY—Leon E., 57, former pitcher, suddenly in Washington, Ia., July 21. Survived by his widow, a son and a sister. Burial in Freeport, Ill., his home, July 27.

SLOVER—Burton D., July 22 in San Diego, Calif. Survived by his widow, a son, his parents and three brothers.

STEIN—William H., 58, former dancer and minstrel, in Philadelphia recently. He was a member of the dance team of Hill and Stein.

STICKNEY—Louise, 73, former circus equestrienne, in Des Moines July 24 of a heart attack. She was a member of the famous DeMott family of bareback riders and was the widow of Robert Daniel Stickney, grandson of John Robinson, founder of the circus of that name. She had lived in Des Moines 14 years. Survived by a son, Robert, of Des Moines, and two sisters, Josephine DeMott, of New York, and Mrs. Camille Doering, of Philadelphia.

VANDERSTAY—Mrs. H. W., 46, former acrobat, found murdered July 21 in Holloway, England. Survived by her husband, a London movie house manager, and five children.

WEBER—Fred, 70, former pitcher, July 14 in Episcopal Hospital, Philadelphia, of pneumonia. He had been in ill health for 13 years. Survived by his widow, Alice.

WELLESLEY—Charles, 71, former stage and screen actor, in Amityville, L. I., July 24. Born in London, he came to this country to appear with Olga Nethersole in repertoire. He appeared with the late Chauncey Olcott and William Hodge, and Ethel Barrymore and Leo Carrillo. His wife was the English actress, Ina Rorke.

YOUNG—Oliver Russell, 71, former vaude performer, who, with his wife, comprised the vaude team known as Ollie and April, July 25 at his home in Columbus, O. They toured this country and Europe for 38 years before Young's retirement a score of years ago. Survived by his widow, Adah, and three sisters. Burial in Columbus July 27.

Marriages

ASHFORD-MITCHELL—Jerome Ashford, band leader at Philadelphia's Cafe Society, and Alice Mitchell, non-pro, in Philadelphia July 14.

DAVIES-SNYDER—Ayres Davies, of the James M. Cole Circus, and Kathryn Parker Snyder, non-pro, in Chicago July 20.

HARN-STEPHENSON—Daniel H. Harn and Ava Stephenson July 8 in Omaha.

HARRY-ESTENLINE—Sailor Harry, tattoo artist at Funland Arcade, Tacoma, Wash., and Helen Estenline in that city July 11.

HUSTON-KEYES—John Huston, film writer-director and son of Walter Huston, actor, and Evelyn Keyes, actress, in Las Vegas, Nev., July 23.

MURDOCK - GRAF—Jack Murdock, juv, and Bette Kinsey Graf, both of the Madge Kinsey Players, July 18 in St. Paul's Episcopal Church, Canton, O.

NEGULESCO-ANDERSON—Jean Negulesco, film director, and Dusty Anderson, actress, in Los Angeles recently.

POWELL-SCOTT—Mel Powell, pianist with Benny Goodman's orchestra, and Martha Scott, in Las Vegas, Nev., July 23.

PRUE-PENNY—Donald Prue and Dot Penny, both on the Virginia Greater Shows, in Winchester, Va., recently.

SANDERSON - UNDERWOOD—Jack Sanderson, Pittsburgh scenic artist, and Emagene W. Underwood, dancer, July 4 in Pittsburgh.

VAN SANDS-GLADSON—Vernon Van Sands, former frozen custard operator, and Norma Gladson, in Paducah, Ky., July 18.

VOLK - BEAR—Harry Volk, for many years publicity director of Steel Pier, Atlantic City, and Mrs. Judy Bear, Ocala, Fla., in Philadelphia, July 26.

Births

A son, George Francis II, to Mr. and Mrs. George Temple Jr., July 17 at Maywood, Calif. Father is a professional wrestler and brother of Shirley Temple; mother is Florence Temple, daughter of Howard Bruce, partner in the Amusement Booking Service, Detroit.

A son to Mr. and Mrs. B. C. Genusa in Preston Retreat Hospital, Philadelphia, recently. Father is electrician at Woodside Amusement Park, Philadelphia.

A son, Peter, to Mr. and Mrs. Bob Haring Jr., at Park East Hospital, New York, July 18. Father is an arranger; mother is Judy Lang, a singer on the Mutual network.

A son, Carter Dickerman, to Mr. and Mrs. Ernest Lee Jahncke, at Harkness Pavilion, New York, July 22. Father is manager of station relations for the Eastern division, American Broadcasting Company.

A daughter to Mr. and Mrs. Walter Gates July 16 in Fitzgerald Mercy Hospital, Philadelphia. Father is pianist with the Men of Note.

A daughter to Mr. and Mrs. Dave Ballard in St. Luke's Hospital, Pasadena, Calif., July 15. Father is a radio emcee.

A son to Mr. and Mrs. Dick Russon in Hollywood Presbyterian Hospital, Hollywood, July 20. Father is of the piano team of Russon and Hall; mother is a former film actress and sister of Joan Leslie, actress.

A son to Mr. and Mrs. Harry Mitchell in Good Samaritan Hospital, Los Angeles, July 24. Father is a radio emcee.

Divorces

Martha Scott from Carlton Alsop, movie producer, in Las Vegas, Nev., July 23.

Alfred R. Hodge

Alfred R. Hodge, 65, former secretary of Riverview Park, Chicago, and since 1920 secretary of the National Association of Amusement Parks, Pools and Beaches, suddenly at his home in Itasca, Ill., July 21 of a heart ailment.

Born in Chicago, July 10, 1881, Hodge was secretary to Dr. Gonzales, president of Armour Institute of Technology, Chicago, and traveled extensively in the United States and Europe before becoming affiliated with Riverview Park.

In 1912 he entered the employ of Riverview and was in charge of publicity and advertising, later being named secretary. On February 17, 1920, the National Association of Amusement Parks was organized at a meeting in Pittsburgh and Hodge was elected secretary. Later the organization became known as the NAAPPB and Hodge remained as secretary. In 1934 he left Riverview to devote his full time to the NAAPPB.

Survived by his widow, Besse E., and a sister, Mrs. George A. Schmidt, Chicago.

Christian Science services, conducted by Bernard Pinkham, first reader of the First Church of Christ Scientist, were held in the Hebblethwaite Funeral Home, Evanston, Ill., July 24, with burial in Memorial Park Cemetery, Evanston.

Pallbearers, all members of the NAAPPB, were A. B. McSwigan, NAAPPB president and owner of Kennywood Park, Pittsburgh; Edward L. Schott, vice-president of NAAPPB and owner of Coney Island, Cincinnati; Paul H. Huedepohl, past president of NAAPPB and former managing director of the Jantzen Beach Park, Portland, Ore.; A. W. Ketcham, owner of Forest Park Highlands, St. Louis; N. S. Alexander, owner of Woodside Park, Philadelphia, and Fred W. Pearce, owner of Walled Lake Park, Walled Lake, Mich., and Excelsior Park in Minneapolis.

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

OUTDOORS IN PUBLIC'S EYE

Nylons for Votes Miffs CIO; Pokes Scatter Pickets

REEDSPORT, Ore., July 27.—Reedsport Rodeo last week end (20-21) was enlivened by a bit of unscheduled rough riding when top hands rode herd on a group of union pickets and stampeded them off rodeo grounds after snatching their banners. Irony was that union wasn't sore at rodeo but was protesting method of pushing a queen candidate for a forthcoming regatta.

International Woodworkers of America (CIO) local at near-by Coos Bay, which had its own queen candidate for the regatta there, got miffed when the Coos Saddle Club and Coos Bay Rotary Club put 1,200 pairs of nylons up for sale as a lure for backing the clubs' queen. Purchase of a pair of nylons (at \$1.35) and of a regatta ticket (at another \$1.35) meant one vote for the clubs' queen.

Mystified as to source of nylons and irked at what it regarded as an unfair practice, union resorted to labor's traditional protest—picketing. Cowboys were ready for them and responded in western tradition—bulldozing. Encounter was brief but bitter, and the outnumbered pickets withdrew to regroup their forces. State patrol stepped in, however, and wouldn't allow picketing along the highway.

National Speedways Sign Barney Oldfield

DANVILLE, Ill., July 27.—Al Sweeney and Gaylord White, of National Speedways, announced here today that they had signed Barney Oldfield to their staff as referee and pace setter. Oldfield will make his first appearance with National Speedways at Cedar Rapids, Ia., August 11. The deal was closed today, Sweeney said, via long-distance telephone with Oldfield, who is in Beverly Hills, Calif.

Sweeney also announced signing Eddie (Twenty Grand) Steinbock, who did the announcing at the Indianapolis Speed Classic Decoration Day, to handle the mike duties for National Speedways.

Rain Cuts Crowd for Rodeo at Camden, N. J.

CAMDEN, N. J., July 27.—Rain, coming shortly before the show opened, held down the crowd for the rodeo promoted here June 30 by Ray Hinkson, of Ray's Dude Ranch.

Contracted acts included Hart and Harry King, horse catches; Smoky Hinkson, trick roping and his high school pony, Pal, and Eve Rogers, girl bronk rider. Buck Kennedy was emcee. Rube North and Lou Blackmon of the Diamond B Rodeo were judges, while Al Workly and Lou Young acted as pick-up men.

Winners were Johnny Hand, Sarasota, Fla., saddle bronk riding; Lee Harris, Tucson, Ariz., bulldozing; George Blum, bull riding, and Alan Warner, bareback bronk riding.

Peacetime Dailies, Magazines Switch From War's 'Horror' News to Alfresco Slants

Biggest Media in the U. S. Go Out in the Open

NEW YORK, July 27.—Magazine editors thruout the nation are re-discovering the natural wealth of reader appeal in outdoor show business. Lads with the final say-so have been routing interesting stories into their periodicals and there are indications of more to come. Few weeks have passed since the war's end without at least one of the country's nationally circulated journals containing outdoor comment. Periodical space is still tighter than the head on a snare drum. Whatever the reason for the trend, outdoor copy has made its way into type with noticeable regularity. Some think that a nostalgic bug has awakened youthful memories in the blue pencil men, while others think it was natural to turn to light human interest stuff following the dreary pattern of news prevalent thruout the war years.

All Fields Covered

Circuses, carnivals, fairs, parks, rodeos and thrill shows have all come in for their share of mention. Combined circulation of the periodicals which have included outdoor copy recently runs into the millions and (See *Nation's Press Tips* on page 64)

Hunt Makes Conn. Swing, Hit By Rain in 2 Spots

WILLIMANTIC, Conn., July 27.—Heavy rain, which turned the Woods Field lot into a veritable quagmire, cut attendance at Hunt Bros.' Circus here Tuesday (23), matinee being light and night house about half of capacity. Show also had intermittent rain and a wet lot Monday (22) at Westerly, R. I., yet drew a fair matinee and good night house.

During previous week the Hunts made their usual swing thru Connecticut, where rigid fire regulations have been in force since the R-B disaster at Hartford in '44. At Middletown a fire truck and four men were assigned to duty on the lot and had 1,000 feet of hose extending from a hydrant to the big top.

Show went from here to Putnam, Conn., and then to Attleboro, Mass.

Hamid Threatens To Show Jane Russell's 'Outlaw' Despite Ban

ATLANTIC CITY, July 27.—George A. Hamid, Steel Pier operator, said he will screen the motion picture *The Outlaw* starting Sunday (28) despite its banning by Director of Public Safety William S. Cuthbert Thursday (25). Star Jane Russell, whose alleged over-exposure in the picture has resulted in its being banned in several other communities, is scheduled for personal appearances during the two-week showing.

Announcing his intention of ignoring the ban, Hamid said, "We feel that we are not violating the reputation of the Steel Pier for good, clean entertainment nor the morals of any-

Centurama on 3d Lap With Fans Clapping

Veloz and Yolanda Stop Show

By Pat Purcell

MILWAUKEE, July 27.—Centurama, the name coined to describe Milwaukee's 100th birthday celebration and the name of the feature production on the lake front, moved into its third week Friday, with theater fans applauding the stage and water presentation, and with those assembled here for the purpose of collecting a few extra shillings filled with some hope and lots of misgivings.

There has been enough hoorah and ballyhoo to keep the natives excited and enough free entertainment to give them something to do or talk about all their waking hours, but the rubber bands seem to be choking the bank rolls, especially as far as midwayites are concerned. Midway activities are fully covered in the Carnival Section.

The old town was turned topsy-turvy (See *Centurama Hoorah* on page 62)

N. Y. Rodeo Tilts Prize Money to \$129,130 -- Up 14G

NEW YORK, July 27.—Twenty-first annual World's Championship Rodeo is set for Madison Square Garden, September 25 thru October 27, spanning 33 nights and 19 matinees for a total of 52 performances. Frank Moore again will be rodeo manager at the Garden and Everett Colburn will provide the stock. Gene Autry will make his first post-war appearance at the Garden as feature attraction.

Prize money this year has been upped some \$14,000 above last year's total, with no increase in entry fees. Purses hit a high of \$129,130, with fees added. Last year the total was \$114,720. Awards in six contests this year will be: Cowboys' Bareback Bronk Riding, \$18,890 (1945, \$13,440); Calf Roping, \$23,920 (\$22,080); Bronk Riding, \$24,440 (\$22,368); Steer Wrestling, \$23,920 (\$22,080); Bull Riding, \$24,440 (\$22,368); Wild Cow Milking, \$13,520 (\$12,384).

J. W. Shillan in U. S. To Buy, Sell and Set NAAPPB Exhib

NEW YORK, July 27.—J. W. (Jack) Shillan, British ride manufacturer, arrived in New York last Tuesday (23) from London, and left on Thursday (25) for a two-week trip thru the Midwest and Canada during which he will visit amusement device builders and distributors and renew contacts with outdoor showmen. Shillan is purchasing materials for his plants in England and seeking U. S. outlets for his rides. While in Chicago he expects to book space for an exhibit at this year's NAAPPB trade show.

Highlight of Shillan's stopover in New York was a luncheon at Henri's Restaurant Thursday (25), at which the following park and ride men were present: Harry J. Batt, Pontchartrain Beach, New Orleans; George K. Whitney, Playland-at-the-Beach, San Francisco; Bill de L'horbe Jr., National Amusement Device Company, Dayton, O., and Bill Wendler, Allan Herschell Company, North Tonawanda, N. Y.

California State Grounds Set for Livestock Sales

SACRAMENTO, July 27.—For the first time since the start of the war directors of the California State Fair are making the fairgrounds available for livestock sales. J. E. O'Neil, of Fresno, board member, said that every effort will be made to attract all types of livestock sales. There will be no charge.

Rehabilitated cattle barn can accommodate 800 head, said E. P. Green, chief of the bureau of exhibits. A sale of Aberdeen-Angus is scheduled for November 25.

Mpls. Aquaten Draws Despite Polio Epidemic

MINNEAPOLIS, July 27.—Altho a polio epidemic hit the city, with 148 cases reported as of Thursday (25), attendance at the Minneapolis Aquatennial continues high.

The *Aqua Follies*, staged by Al Sheehan and Lyle Wright, Thursday night completed its 49th consecutive performance without a rainout. Two years ago in the last 10 minutes the show was drenched.

The two parades, afternoon on opening day, Saturday (20) and twilight Wednesday (24), drew more than 800,000 spectators. The minstrel show and barbershop quartet contest at the Lyceum Theater played to a capacity house (2,100) opening night Sunday (21), about 1,300 Monday night and capacity Tuesday night.

Spread of the polio prompted Frank J. Collins, Aquatennial Association prexy, to ask Dr. Frank J. Hill, city health commissioner, whether or not continuance of the spectacle endangered the public. Dr. Hill said, "A very large percentage of the population is immune to polio because many individuals have had polio in a light form, unknown to themselves, thus developing immunity."

Dr. Hill told Collins that in other communities where theaters, pools and other public gatherings were closed or curtailed to protect public health during polio outbreaks there was no noticeable effects.

Only cancellation was that of the Children's Wonderland program Friday afternoon (26) at Powderhorn Park. Because the program was for small children, Dr. Hill advised the Aquatennial committee to cancel it.

Va. Beach Gambling Charge Baseless, Jury Probe Shows

VIRGINIA BEACH, Va., July 27.—Gambling charges thrown at Virginia Beach apparently were without foundation, and W. H. Terry, foreman of the grand jury investigating the charges reported Wednesday (17) to Judge Kellam that "as to the charges of gambling, we have had any number of witnesses on this question and one could give us any direct evidence or information but only testify to hearsay."

Many private citizens were called to testify, including Claiborne Bryant, manager of the Virginia Beach branch of the National Bank of Commerce; E. H. Church, president of the Bank of Virginia Beach, and B. T. Bakus, restaurant operator; Fred a Haycox, town councilman; W. F. Crockett, theater owner, and Charles Forbes, candy manufacturer.

Harry Collins Dies in Midget Race Crash

PHILADELPHIA, July 27.—Harry (Tom) Collins, Norristown, Pa., midget driver, was killed instantly at Yellow Jacket Speedway here Thursday (25) when his car locked wheels with another machine and crashed into a guard rail. Collins, 29, was attempting to pass Carl Miller, Trenton, N. J. Miller continued on to win the race.

Ted Tappett, Manhasset, N. Y., nosed out Johnny Ritter, Chicago, to win the 25-lap Walnut Handicap feature in 5:42.67.

Newburgh Off for J. M. Cole

NEWBURGH, N. Y., July 27.—"Attendance, exceptionally poor; quality of show, good," was the way *The Newburgh News* described the James M. Cole Circus date here Wednesday (24). Weather was fair but hot.

Truman Considers V-J Holiday

CHICAGO, July 27.—Operators of outdoor amusements still have some hope that August 14, V-J Day, will be declared a national holiday as word has been received thru the headquarters of the National Association of Amusement Parks, Pools and Beaches from one of his secretaries that President Truman will give the proposed plan every consideration.

NAAPPB asked the President to declare such a holiday and enlisted others interested in the outdoor industry to fall in line with similar requests thru any political connections they may have.

Carnival men have not taken much part in the proposal and they generally will be well into the fair season and a holiday at that time would not mean too much to them. Parkmen, however, could use the extra holiday. There was some reports in Washington that Truman will designate September 2, the day the Japanese officially signed the surrender pact, as V-J holiday. This wouldn't help the parkmen at all, as September 2 is Labor Day, which is a strong enough holiday in itself.

Thrush Contest Aids Detroit Spot Friday

DETROIT, July 27.—A contest to pick a girl vocalist for a semi-name band is being used as a major promotional tie-up at Jefferson Beach Park here. Spot is using Lowry Clark's band, with contests each Friday for would-be thrushes. Weekly winners will compete in finals August 23, with the grand winner to get an engagement with Clark's band, plus a Savings Bond award.

Idea is helping to draw out the younger crowd, with contestants interested in getting as many of their own fans as possible in the ballroom to help them out.

Suspend Coney Bathhouses

NEW YORK, July 27.—In the current "clean-up" campaign underway thruout New York City, 12 of Coney Island's 36 bathhouses had their licenses suspended for one day by License Commissioner Benjamin Fielding for violations of various municipal regulations. Suspensions were set for last Monday (22), which softened the blow, as not only is Monday an "off" day, but it rained most of the time. Thirteen other Coney bathhouse operators were let off with warnings.

Hanna, Alta., Winners

HANNA, Alta., July 27.—Rodeo winners were: Saddle Bronk—Ted Glazier, Bill Christianson, T. A. Betts, Reg Kessler. Bareback—Everett Vold, Pat Swain, Henry Walters. Calf Roping—Eric Hodgson, Reg Kessler, George Sheline. Wild Cow Milking—Tom Peake, Reg Kessler, Henry Walters, Bob Lynn. Steer Riding—Allan Pennington, Don Benedict, James Rau. Dick Cosgrove was stampepe manager.

Motor Speed Round-Up

PASADENA, Calif.—The fourth midget auto race track will be in operation in Los Angeles County soon with Leo J. Lafave, Alhambra, Calif., industrialist, having this week received permission from the city of Pasadena and the Tournament of Roses Association to conduct Tuesday night programs at the Rose Bowl.

Sam Hanks, former Pacific Coast and international champion, will be racing director. The plant will be operated jointly by the Pasadena Junior Chamber of Commerce, the Pasadena American Legion and the Pasadena Police Relief Association. It will take from three to five weeks to put the track into racing condition and the first card is tentatively set for the last week of August or the first week in September.

Other tracks now in operation near Los Angeles are Gilmore Stadium

Michigan Fair Gets 410G Check From War Department

LANSING, Mich., July 27.—State Agricultural Director Charles Figy has a tight hold on a \$410,630 War Department check and he intends to keep that hold until a conference of fair officials decides how the money shall be used.

Check represents rent and building rehabilitation for buildings used by the War Department as a truck depot from 1942 until this year. Money will be used to improve the grounds but an agreement must be reached on how it is to be spent before Figy will cash it.

Making the decision will be Figy; Adrian N. Languis, director of the State building division, who has prepared plans for rebuilding the Coliseum; Dale Monk, controller for the auditor general's department, and Fred C. Stiffler, budget director.

Harris and Alexander, Rodeo Riders, Injured

BLACKWOOD, N. J., July 27.—Two members of Blackmon's Diamond B Rodeo are wearing slings on their left arms these days.

Lee Harris, of Tucson, Ariz., suffered a broken arm while trying to ride Old Red, Brahma bull of the Diamond B string, and Bucky Alexander, of Rodeo, N. M., just out of the service after three years, broke his left wrist when thrown from Gun Powder.

23G in Premiums Listed

For West Wash. Annual
PUYALLUP, Wash., July 27.—For the first time in five years, copies of the premium list for the Western Washington Fair, September 14-22, have been mailed thruout the Pacific Northwest.

Premiums totalling more than \$23,000 are listed.

English Observe Auto Birth With Long Program

DETROIT, July 27.—Automotive Golden Jubilee, which had its American climax here June 1, is now having its international fling with the English celebration July 18 thru November 20, according to George Romney, general manager of the Automobile Manufacturers' Association. The English celebration is being run along similar lines to the keynote celebration in Detroit, which incidentally set the pace for a string of local celebrations backed by local car distributors, running well into next year in other cities thruout this country.

Heading up the English celebration as general chairman is H. G. Starley, of London. *Pageant of 50 Years of Progress* opened Friday (19) and will run thru August 10. Exposition then goes on tour, and is set for Cardiff, August 26-September 7; Bir- (See ENGLISH OBSERVE page 58)

Minnesota Cities Going Festival Mad, Mayors Say

MINNEAPOLIS, July 27.—Minnesota cities are going "festival mad," mayors of various Minnesota communities, here for the annual Mayor's Day program in connection with the seventh annual Aquatennial, reported.

At Springfield, the famous Sauerkraut Day is going serious as the community goes about dedicating a new 80-acre airport, Mayor A. H. Wild reported. A gala carnival is planned this fall at Eden Valley, Mayor Jacob Bischof said, and Mayor Ray F. Woods, of Biwabik, said his town is planning a G.I. Home-Coming September 13-15. Buhl has scheduled a home-coming September 22-23, Mayor John I. Anderson, reported, and Askov is working on a rutabaga festival in early September, said Mayor Hans Mosback.

Use of County Fairgrounds Sought by City of De Land

DE LAND, Fla., July 27.—The city's request for use of County Fairground facilities for staging stock shows, agricultural exhibits, rodeos and other attractions has been taken under advisement by the county commission.

Commission already has granted a request by the Florida Jersey Cattle club to use the flower exhibit building at the fairgrounds for a cattle sale September 26.

Lehi, Utah, Round-Up Gets 24,000 in 4 Days

LEHI, Utah, July 27.—All records for the Lehi Round-Up were broken when the Earl Hutchison string, of Hillside, Utah, with Jack Oakey, of Ogden, as advance man and announcer, played to 24,000 persons in four days.

Hutchison, with some salty stock; Benny Bender, as clown; Carol and Sweetheart, as a feature act; Steve Shannon and Dangerous Liz, and assorted trick and fancy riders, will play the Salt Lake County Fair at Murray August 21-25.

High River, Alta., Results

HIGH RIVER, Alta., July 27.—Finalists at the two-day stampepe here were:

Saddle Bronk—Joe Keeler, Don Dewar, Duffy Stewart, Gordon Doan; Bareback Bronk—Gordon Doan, Gordon Earl, Steve Olexon, George Aldoff; Steer Decorating—Harold Manderville, Dick Andrews, Frank McDonald, Sam Powderface; Steer Riding—Ken Thompson, Gordon Earl, Douglas McLeod and George Aldoff, and Chuckwagon Races—Dick Cosgrove, winner of gold watch for the fastest time in the two nights.

Steel Pier To Show "Outlaw" as Mayor Hits "Proclamation"?

ATLANTIC CITY, July 27.—It appeared certain today that George A. Hamid, Steel Pier operator, would carry out his decision to show publicly the controversial motion picture *The Outlaw*, starting Sunday (28), despite the banning of it by Director of Public Safety William S. Cuthbert Thursday (25). Cuthbert refused to say what action he would take if Hamid defied his order.

Meanwhile Mayor Joseph Altman denied that he was giving the key of the city to Jane Russell, star of the picture, as had been stated in a proclamation signed by him and published in the local press. He denied authoring the proclamation and said Cuthbert had written Hamid that the picture could not be shown.

Reaffirming his stand, Hamid issued the following statement: "I opened negotiations for *The Outlaw* on June 1. My son, George Jr., was sent to Wildwood, N. J., to see it and he reported there was nothing immoral or in bad taste and there were no local or State objections. We completed booking June 12. Prior to any notification to us, official or unofficial, we had entered into a contractual obligation—this situation represents action in restraint of trade. We will present *The Outlaw* starting Sunday."

It was learned that some months ago the picture was booked by the Weiland-Lewis and Waxman chains for local showings but canceled on the advice of City Hall.

Vic Blackstone Triumphs In Annual Davie Rodeo

MIAMI, July 27.—Vic Blackstone of Parrish, Fla., State champion, won the all-round cowboy title in the annual Davie rodeo here Thursday (4). He also won the calf-roping contest. Bon Stokes, of Fort Pierce, Fla., won the bulldogging contest; Mac McClain, of Kissimmee, Fla., the bull-riding event, and Claude Tindall, of Davie, rodeo director, triumphed in bronk busting.

Despite a heavy shower, more than 7,000 attended and hundreds were turned away.

Raymond, Alta., Results

RAYMOND, Alta., July 27.—Winners at the two-day Raymond stampeade were:

Saddle Bronk Riding—First day, Jimmy Wells; Duffy Stewart and Frank Manyfingers split second and third; Art Lund. Second day, Don Dewar, Wells, Waldo Ross, Herb Doenz, Finals, Wells, Stewart, Art Lund, Rex French.

Men's Bareback—First day, George Aldoff, Eddie Little Shields, Billy Lafferty, Jimmy Owens Different Horses. Second day, Aldoff, Herb Doenz, Frank Good Striker, Reg Kessler, Finals, Aldoff, Shields, Doenz, Striker.

Wild Horse Race—First day, Leonard Kessler (See Raymond Results on page 107)

A Natural Spieler

ROCKAWAY PARK, L. I., N. Y., July 27.—When the legal biz goes slow, Al Schragger, local attorney, has other pastures to ply in quest of the elusive dollar. He's the owner of a beach chair and umbrella concession here for the entire Rockaway Park area.

The same eloquence he uses before a jury serves him in good stead when he gives out on a busy Sunday to let the public know about the advantages offered by renting a beach chair or umbrella.



MEMBERS OF THE RAMDOODLE CLUB on the C. R. Montgomery Wild Animal Circus held still recently for a picture. They are, first row: Lillian Bell, Peggy Johnson, Teresa Machet, Ameda Valardes, Grace Orton, Skippy McCray, Mrs. Alta Drake and Norma McDonald. Second row: Connie Rogers, president; Maria Price, secretary-treasurer; Tex McCray, Dr. Karr, Jack Bell, Delores Surtees, Duke Kamakua, Lester McGee and Betty McCarthy. Third row: Manuel and Harold Valardes, Patricia Jeffers, C. J. Machet, Stan Johnson, Roy Price, Tex Orton, Charles Nahalen, Ken Drake and Artis Brown.

Frisco's Whitney, N'Orleans' Batt Urge "Invest in Improvements"

NEW YORK, July 27.—George K. Whitney, Playland - at - the - Beach, San Francisco, and Harry J. Batt, Pontchartrain Beach Park, New Orleans, voiced their philosophy of park operation here in an interview Friday (26). They agreed that it was the duty of a park owner to provide the best physical plant, and consequently the finest recreational features, for the community served. They maintained that the whole industry would benefit if more operators invested some of their profits in park improvements over and beyond what was required for maintenance. However, there was no hint of philanthropy involved and they let it be known that embellishments hinged upon "making a few bucks." Reports indicate that they have accomplished their missions with marked success.

They flew here accompanied by George K. Whitney Jr. in search of new ideas. Following inspection of Palisades (N. J.) Amusement Park they paid unqualified tribute to Jack

and Irving Rosenthal for the job accomplished at that resort. They indicated that Palisades might well be an example for other parkmen to follow.

No Delivery in Near Future

Their visit here might have turned into a buying spree if rides were available. A meeting with manufacturers representatives indicated that delivery cannot be counted on in the near future. This fact was lamented because gross business is exceeding last year's records at both the Louisiana and California parks.

Expansion and improvement plans, especially those voiced by Whitney, ran more than \$500,000. Whitney recently paid \$1,000,000 for the last three of five city blocks on which his amusement devices are located. (See Improvement Urged, page 107)

Gross for Utah's Cele Up 9C Under Van Noy

SALT LAKE CITY, July 27.—The Days of '47, annual pioneer day event of Salt Lake City, bounced back from a recent low of \$31,000 under Sheldon R. Brewster to an approximate \$40,000 gross under Ray Van Noy, as secretary-manager for the '46 annual celebration.

Celebration was held with a pay gate at the R. A. Richter Rodeo, July 17-22. The free show was Richard Bonelli with the Mormon Choir at the L. D. S. Tabernacle, Sunday (21), with attendance fair. It was based upon a giveaway of one ticket to the recital for four for the rodeo.

The pageant at the University of Utah Stadium Tuesday and Wednesday (23-24) was an artistic success but a financial flop. Despite this, show remained in the black.

Miss Philadelphia Feature Of Hunt's Wildwood Party

WILDWOOD, N. J., July 27.—William C. Hunt, head of Hunt's Amusement Enterprises here, will be the host to the winner of the "Miss Philadelphia" beauty contest, starting the celebration marking Hunt's 40th anniversary in show business here.

As a result of opposition to beauty contests being conducted in Philadelphia, Station WPEN there, which has the "Miss America" franchise, will send a "Miss Greater Philadelphia" to Atlantic City.

Ocean City's DDT Fog Fights Bugs

OCEAN CITY, N. J., July 27.—Mosquitoes and flies, the bane of all resorts, are to be given a battle here.

Regular treatments with DDT to rout the pests will be provided under a contract entered into by the resort commissioners with an extermination company in South Jersey to spray a DDT "fog" once a week.

Toss Makes Dewar Champ

MacLEOD, Alta., July 27.—When three riders tied for first place in the saddle event at MacLeod's two-day stampeade, coins were tossed and Don Dewar was named winner. Tied with Dewar when the finals were completed were Jack Ellison and Charles Yagos. Other winners were: Calf Roping—John Cochlan, Hugh Connell, Frank McDonald. Steer Decorating—Tom Duce, H. Manville, Orville Speers. Bareback Bronk—H. Manville, Laurel Ives, Charles Gilmore. Wild Cow Milking—John Cochlan, Kenneth Tailfeathers. Wild Horse Race—George Singer, N. Little Moustache.

Extra Cops Protect Beatty's Overflow At Vancouver, B. C.

VANCOUVER, B. C., July 27.—Clyde Beatty Circus closed a bang-up engagement here Friday (26) night with such terrific overflow crowds that extra police were called to protect the equipment and the public.

Every reserved seat for the night performance was sold before the afternoon show was completed, and announcements were made that a second performance would be impossible because it was necessary to move the show. This didn't deter the folks, however, and after the house was strawed to the ring curbs, ticket sellers announced there was no more room and requested people to leave the lot.

Side Show did a tremendous business, and circus employees had difficulty in pursuing their tasks connected with the loading. The crush of people made the movement of animals and wagons particularly hazardous and all available local police were dispatched to the scene to assist the circus management keep order.

Reno, Nev., Results

RENO, Nev., July 27.—Capacity crowds attended the annual Reno rodeo which began July 4. Prize winners were:

Bronk Riding—Bud Linderman, Red Lodge, Mont., first; Frank Finley, Phoenix, Ariz., second; Jackie Cooper, Newhall, Calif., third; Jack Connors, Sacramento, Calif., fourth. Bull Dogging—John Bowman, Oakdale, Calif., first; Homer Pettigrew, Grady, N. M., second; Bud Linderman, third; Mickey McCrorey, fourth.

Bareback Bronk Riding—Jack Spurling, Hayward, Calif., first; Jim O'Hara, Bakersfield, Calif., second; Wag Blessing, Burbank, Calif., third.

Calf Roping—Joe Bassett, Tonto Basin, Ariz., first; Chuck Sheppard, Phoenix, Ariz., second; Mickey McCrorey, third; Gordon Davis, Shandon, Calif., fourth.

Nevada Bronk Riding—Rod Kelly, Tonopah, Nev., first; Ray Ferreto, Reno, second; Claude Harris, Sparks, Nev., third; nine-way split for fourth.

Wild Cow Milking—Homer Pettigrew, first; John Bowman, second; Clarence Darnell, Rodeo, N. M., third; Spiro Gajovich, Fairfield, Calif., fourth.

Brahma Bull Riding—John Bartram, Hayward, first; Pete Dixon, San Jose, Calif., second; Wag Blessing, third; Sandy Guymon, Scottsdale, Ariz., fourth.

Team Roping—Joe Bassett and Asbury Schell, Coolidge, Ariz., first; John Gardner, Beverly Hills, Calif., and Homer Pettigrew, second; Tom Rhodes, Oracle, Ariz., and Fred Darnell, third.

Swift Current, Sask., Results

SWIFT CURRENT, Sask., July 27.—Award winners at the two-day Frontier Days Rodeo, sponsored by the Kinetic Club, Swift Current, were:

Carl Olson, Booker trophy for saddle bronk championship; Tom Knight, Saskatchewan Brewers' Association trophy for high-point winner; Carl Olson, Seiznick Studios money clasp for bronk riding; Floyd Peters, Hansen trophy for calf roping; Tom Knight, W. W. Smith trophy for steer decorating; Bill Linderman, W. W. Cooper trophy for bareback riding and Carl Holmes trophy for steer riding.

Prize money winners were: Saddle Bronk—Carl Olson, Tom Knight, Gerry Myers, Frank Duce. Steer Decorating—Tom Knight, Alex Hunt, Frank Duce, Charlie Bennett. Calf Roping—Floyd Peters, George Wilderspin, Cecil Bushart, Jack Lockhart. Bareback Riding—Bill Linderman, Harry Thomson, Merlin Sorenson, Pat McNulty. Steer Riding—Bill Linderman, Harry Thomson, Cliff Anderson, Merlin Sorenson.

Sixty cowboys from the U. S. and Canada made up the largest entry list to compete for the \$2,020 prize money since rodeos were first put on by the Kinetics in 1938.

More General Outdoor News On Page 107

ROYAL AMERICAN TIES MARK

Edmonton Ups 83G Record

Saskatoon opens strong as gate attendance figures go soaring — radio big help

SASKATOON, Sask., July 27.—Royal American Shows, closing here tonight, apparently have another record gross in the bag to stack beside the sizzling marks set at Calgary and Edmonton.

Calgary's phenomenal gross of \$115,000-plus for six days wasn't bothered by the outpouring at Edmonton, yet the latter run turned \$83,980 for the six days, which far surpassed any previous take for that spot—second largest of the Western Canada Circuit of A Fairs.

End of wartime travel restrictions brought the unprecedented total of 213,906 customers to Edmonton's exhibition, as compared to the 1945 total of 175,949. Carl J. Sedlmayr, RAS owner, declared that a series of walkie-talkie broadcasts from the midway undoubtedly helped business considerably, remarking that "there was an unusual amount of interest in this feature which was quite new to exhibition-goers."

Weather has aided in building the almost unbelievable grosses, as the little rain which has fallen during the past three weeks has hit at hours when it could do the least damage to patronage.

Exhibition officials here at Edmonton and Calgary have expressed complete satisfaction with the midway results, but there is little note being made of the comparative business this and last year. Officials realize that Conklin Bros. were handicapped last year when the Dominion government put a wartime restriction of 12 cars on their railroad movement, whereas now all restrictions are off and Royal American is moving on a 50-car railroad contract.

Royal American closes here tonight and then moves to Regina for an opening Monday (29). Its Canadian tour will close a week later at Fort William, Ont., and the org will then go to Superior, Wis., to pick up its American fair route.

Hennies Tunes Up With Toledo Score

TOLEDO, July 27.—Readying for the opening of the fair season next week at the Illinois-Indiana Exposition, Danville, Ill., Hennies Bros.' Shows will close a successful week's run here tonight.

Shows and rides had better than an average take during the first five days of the engagement, and concessionaires were not complaining.

Harry Hennies gave his ground crew a shove during the week, putting the finishing touches on the fronts of the girl and posing shows, and completing the decorating of the Scooter he built in Birmingham, Ala., winter quarters during the past off season.

RICHWOOD, O., July 27.—Playing the Richwood Fair here, which closed tonight, Walter Byers's Rides, the midway attraction, beat last year's gross on rides, but the concessionaires had just the opposite story.



JIMMY HURD, manager and talker for the "Congress of Living Wonders" on Max Goodman's Wonder Shows of America, gathered the personnel for this picture. Standing on the bally, left to right, are Dr. Mel-Roi, mentalist; Zetta Mae, snakes; Julius B. Shuster, million-dollar hands; Jane Maddox, blade box; Kay Zaharee, nurse; Esther-Lester, annex; James W. Zaharee, tiny writing; G. Roswell Glover, magic and emcee; Lano and Chaney, Punch; Chief Blackhawk, asbestos skin, and Billy Hynds, bagpipe. Hurd is on the bottom with the lobster family, Grady Stiles, Senior and Junior. On the ticket boxes are O'Dell Bundy and Jay Hatfield.

Centurama Biz—It Depends Entirely on the Viewpoint; JJJ Gross Passes 72 Grand

Indie Boys Get Better Break Than Those Behind Gate

MILWAUKEE, July 27.—Business at the Milwaukee Centurama thru the first two weeks of the month stand is good or bad, depending upon the viewpoint of the observer, and an impartial reporter must relate that shows and rides on the Johnny J. Jones Exposition have little to cry about, but the concessionaires have every reason to weep and wail.

The second complete week of the showing which ended Friday (26) meant a gross business of \$36,235.25 for the gate, shows and rides, which are quite a few American dollars to be gathered in any seven-day period in July. This is a trifle more than \$5,000 less than was gathered the first week, but the count of almost \$72,000 for the two weeks cannot be laughed off.

It must be recorded that some show operators are not at all happy, but that is largely due to the fact that they anticipated too much, and anything less a King Midas gold mine would have meant weeping.

Real Estate Tumbles

Concessionaires have been hit hard, and the real estate business operated by Morris Lipsky took a tumble this second week, many of the lads pulling out when they couldn't make their privilege. Milwaukee once was classed as a "good concession town" but evidently the widespread publicity given the Thompson Law (which really put a damper on any type of operation not exclusively and convincingly strictly skill) made the natives wary of any type of concession, and they rush thru the front end in formations which remind old-time sports fans of football's flying-wedge days.

Milt Morris, usually an affable fellow, gave up trying to operate his candy-apple stand after food inspectors insisted on nine changes in the quarters where the apples were dipped, each of the nine changes being ordered on separate visits. Milt was just one of the show's food concessionaires who suffered violent headaches brought on by prowling inspectors—and the JJJ organization is showing under a contract signed with and by city officials.

The future of this engagement,

Goodman Happy At Clinton, Ia.

CLINTON, Ia., July 27.—Max Goodman's Wonder Shows of America will complete a month of Iowa engagements at near-by Camache tonight with a favorable financial report, W. E. (Bill) Snyder, business manager, announced.

"Clinton did not prove too strong for shows and rides, but the concession department more than held up its end to make the run a success," Snyder declared.

Before moving into this spot, the Wonder Shows played successful engagements at Des Moines, for the Iowa State Centennial; Waterloo and Dubuque. Show leaves here tomorrow for a Monday (29) opening at South Beloit, Ill.

A new office wagon, built since the org left winter quarters at Little Rock, Ark., was opened here, and Goodman has taken great delight in exhibiting it to visitors.

which does not close until August 11, was one of the chief topics of conversation among front-enders, and some of the back-enders are beginning to view it with apprehension. Bulk of the mid-week crowd hits between 9 and 10:30 at night, which gives really only an hour and a half of action. Play ran for four hours (See Centurama Business on page 62)

New Record for World of Mirth

LEWISTON, Me., July 27.—World of Mirth Shows, in here the week ending Saturday, July 20, booted records all over the lot and wound up by kicking the old ones out the front gate. Spurred by strong co-operation from local press and radio stations and under ideal weather conditions, org set all-time high for spot.

Doc Cann's Motordrome snared top money, with Joe Sciortino's Girl Show, with Ginger Rae on the front, a close second. On closing matinee Jim Bergen, nephew of owner-manager Frank Bergen, hosted 100 children from a local orphanage, and Lew Hamilton entertained 70 newsboys from the French-language newspaper, *Le Messenger*.

Norman Thomas, *Lewiston Sun* sports writer, came up with a four-column yarn Friday (19) on Flash White, drome rider, whose home is in Norway, Me. Piece helped Cann's drome to run up big gross.

Cy Holiday, Scooter foreman, suffered painful injuries, including a fractured ankle, when he stepped out of his wagon. Bob Hermine, manager of Hermine's Midgets, has joined with a new house trailer and a bus for the little folks. Recent personnel changes include shift of Hazel Turner, ticket seller, from Ridee-O to Octopus.

Strates To Spring Show Wagon Newie --That's No Kidder

UTICA, N. Y., July 27.—James E. Strates Shows will have a new show front wagon of radical design in operation late this season. Built entirely of steel and equipped with dual pneumatic tires front and rear, estimated cost of the completed unit is \$10,000. Wagon constitutes part of a long-range building project announced by Strates following a winter quarters fire that destroyed most of the shows' equipment last winter.

Wagon will be finished in stainless steel. Telescopic wings will give an over-all operational length of 96 feet. Superstructure will be 25 feet high. Bally platform underframing and back braces will be of tempered aluminum as will all other manually operated sections.

Six new ticket boxes, framed in aluminum and with stainless steel tops and grilles, were recently received. All units were constructed by Charles B. Kidder, who left the road a year ago to locate in Pilkinton, Va., and to build show properties on a contracting basis.

Conn. Hot Dogs Hold Line Better Than Other Meats

BRIDGEPORT, Conn., July 27.—Good news to concessionaires in Connecticut is that hot dogs are the least inflated meats on the Connecticut market. A compilation of current prices as compared with OPA ceilings showed that frankfurters are selling for 47 to 55 cents, an increase of only 2 to 7 cents a pound, while all other meats in comparison have gone sky high.

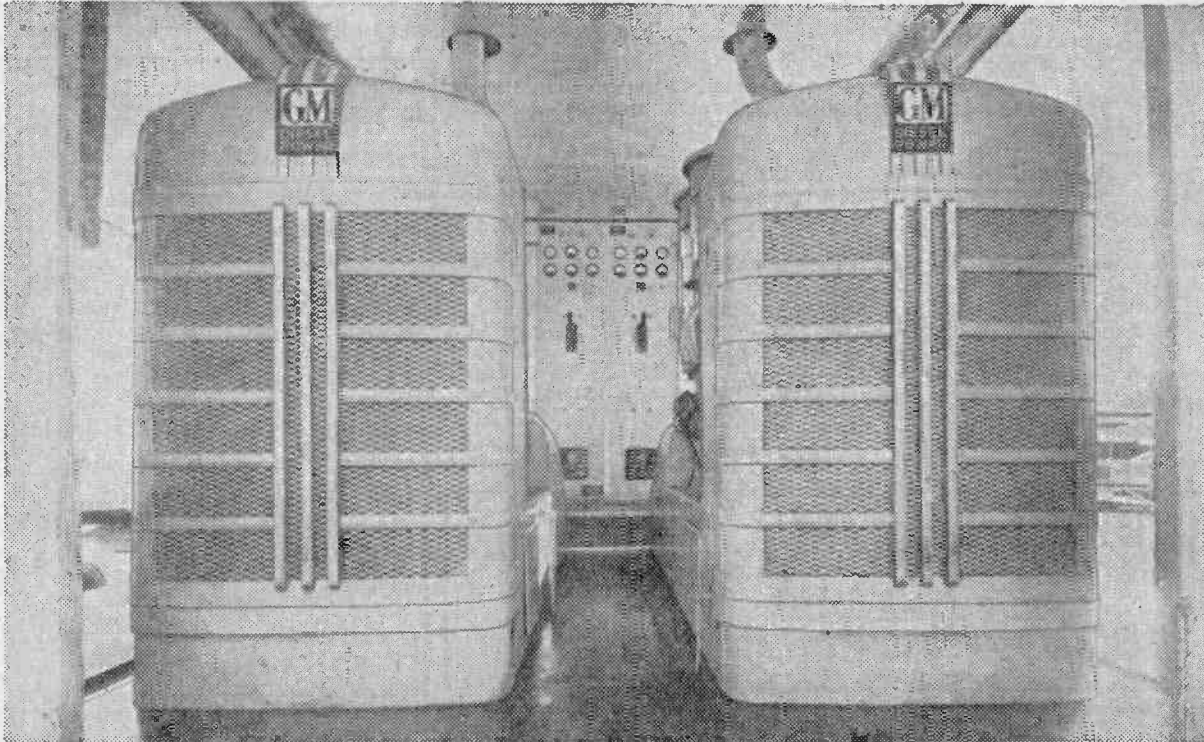
Concessionaires have upped their prices, with most of them jumping their price to 15 cents each and some higher.

Congratulations Jimmy and your **JAMES E. STRATES SHOWS!**

We are glad to have had a part in framing the **NEWEST** and what we believe is the **HIGHEST POWERED** Show from the standpoint of Diesel Electric Plants in the United States (630 K.W. Capacity). Special praise is due you, Jimmy, for the way you worked night and day to build a *brand new edition of the James E. Strates Shows in time to fulfill your 1946 Season Show dates.

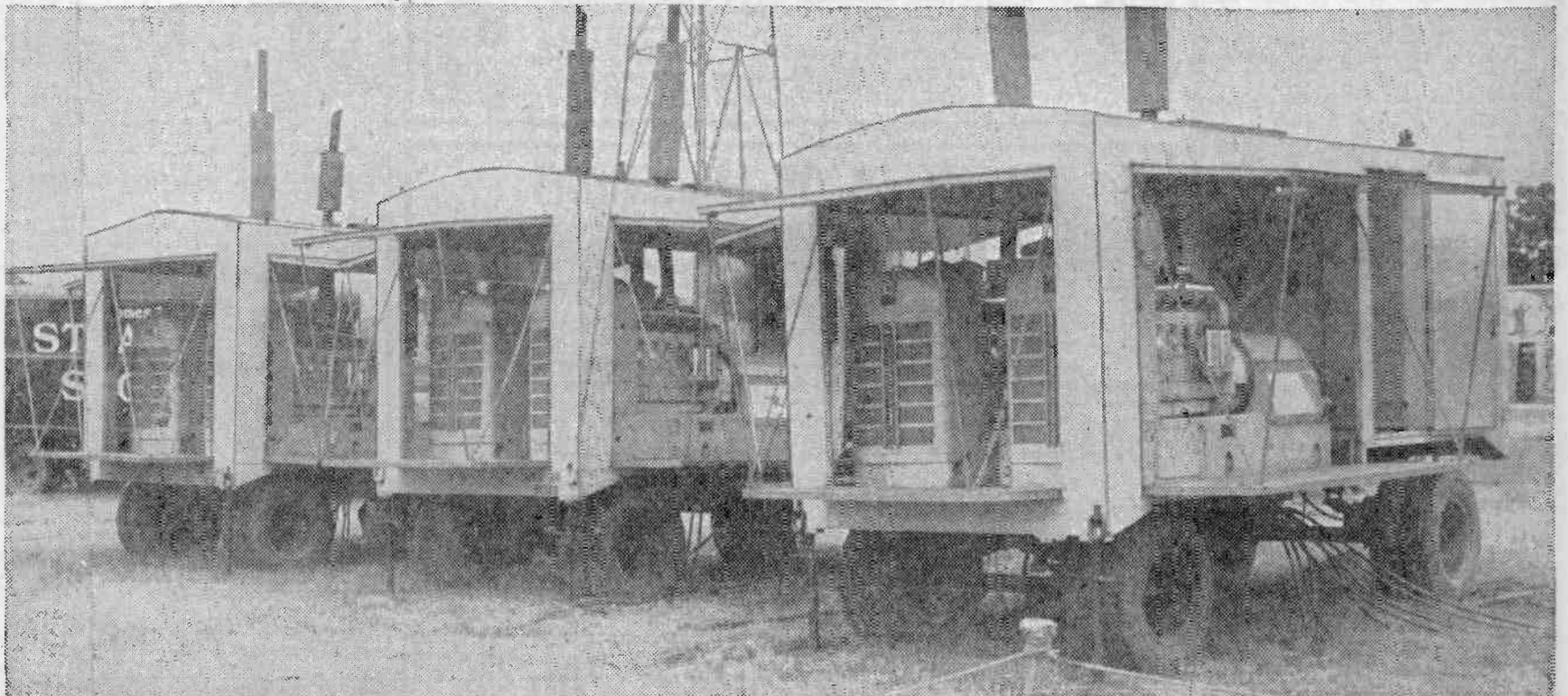


JAMES E. STRATES



**Part of the JAMES E. STRATES SHOWS' POWER EQUIPMENT
Furnished by the LEWIS-DIESEL ENGINE CO.**

*Just before Christmas, 1945, the James E. Strates Shows were destroyed by fire in their Winter Quarters. The fact that we had originally supplied the James E. Strates Shows with equipment in 1941 and that Mr. Strates, when rebuilding his shows, re-ordered from us, speaks volumes concerning the satisfaction Lewis-Diesel Engine Company equipment gives the Outdoor Showman! No wonder "We Light the Midways of America!"



LEWIS-DIESEL ENGINE CO.

MEMPHIS 2, TENNESSEE

WE LIGHT THE MIDWAYS OF AMERICA



PENNY PITCH GAMES
 Size 48x48", Price \$35.00.
 Size 48x48", With 1 Jack Pot, \$42.50.
 Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS
 30" In Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$15.00

BINGO GAMES
 75-Player Complete\$5.00
 100-Player Complete 7.00

1/3 Deposit on All Orders.

SLACK MFG. CO.
 124-126 W. Lake St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES
 All Readings Complete for 1946

Single Sheets, 8 1/2 x 14, Typewritten, Per M. . . \$5.00
 Analysis, 3-p., with Blue Cover, Each03
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 Samples of the 4 Readings: Four for 25¢.
 No. 1, 35 Pages, Assorted Color Covers35

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Polloy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound 25¢
PAOK OF 73 EGYPTIAN F. T. CARDS, Answers All Questions: Lucky Numbers, etc. 50¢
 Signs Cards, Illustrated, Paok of 36 15¢
 Graphology Charts, 9x17, Sam. 5¢, Per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P. 25¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders or P. P. Extra.

SIMMONS & CO.
 19 West Jackson Blvd. CHICAGO 4, ILL.
 Send for Wholesale Prices.

COLEMAN HANDY GAS PLANTS



Model 457-G. Handy Gas Plant, 5 inch burner over 3-gallon tank, instant lighting, pump, 8 1/2" cast iron grate, carrying bale, completely assembled, \$18.95.

FIVE GALLON TANK, with air gauge, instant lighting valve, pump, tubing with connections, \$11.95.

Three Gallon Tank Complete. \$9.75
 5" Coleman Burner 6.45
 7" Coleman Burner 7.95
 Complete line tubing, tees, wall valves, generators, air gauges.

American Ten Gallon Tanks With Large Foot Pump Air Gauge . . . \$17.50
MODEL 460-G Handy Gas Plants with 7" burner, over 3-gallon tank, instant lighting, cast iron grate, pump, complete 18.95
 Giant Heavy Aluminum 12-Quart Geared Popping Kettles, new and complete 15.00

10% Discount on Orders of \$25.00 or Over.

IMMEDIATE SHIPMENT
NORTHSIDE SALES CO.
 (Established 1920)
 INDIANOLA, IOWA

GUARANTEED TO POP
27 TO 1
 THE VERY BEST QUALITY
POPCORN
 Immediate Delivery—F. O. B. Chicago

ALL SIZES OF BAGS
SALT AND SEASONING
 Distributors—
CRETORS Popcorn Machines

POPPERS BOY PRODUCTS COMPANY
 60 E. 13th St. CHICAGO 5, ILL.

ROGERS & POWELL WANT

Bingo, Cotton Candy, Scales, Cigarette Gallery, Grind Stores, Merry-Go-Round, Spit Fire for fairs starting Sept. 1st. Dancy Arnett, wire rent. Greenwood, Miss., this week.

MIDWAY CONFAB

Never expect holiday biz if your show is located in the heart of park territory.

Bill Barkman, joint worker, was a visitor Thursday (25) at The Billboard Cincinnati office en route to Lawrenceburg, Ind. to join Joyland Amusement Company.

Artie Lewis, who forsook the carnival business to become a parkie, has purchased the Mayflower, Hotel, Miami Beach, Fla.

Listening to Merry-Go-Round organs is ample proof that moths won't eat old tunes.

Bob McCarrell, known as Bob Fish, and Ray Harris are in Good Samaritan Hospital, Woodbury, Tenn., as a result of injuries sustained in an auto accident July 2.

Sam Edstine reports that \$4,300 was stolen from Dick Wilcox's trailer the night of July 13. Wilcox is co-owner of the Maine Amusement Shows with Ray Flanders.

Bargain in used show property is a '25 model Caterpillar ride equipped with automobile mudguards.

William Hutchens is reported to be general agent of Lawrence Greater Shows. . . . Mrs. Marty Michils, of Southern Valley Shows, is recuperating following a major operation in War Memorial Hospital, Leesville, La.

Benjamin Hammett, 25, employed in the Sportsman's Arcade, 508 South

State Street, Chicago, was critically wounded Monday (22) when a target pistol he was holding accidentally discharged. He is in St. Luke's Hospital.

We've waited a long time to hear some trouper of the old school identify the old-school he refers to.

L. E. (Roba) Collins, forced to leave the Darpel Side Show on Hennies Bros.' Shows recently, due to illness, has mended and is in his native St. Louis angling for another connection for the remainder of the outdoor season.

Peazey Hoffman has decided to return to the road for a while after a lengthy and successful stay at Starke, Fla. Peazey sold out his business there after the army left. He and Cleo are visiting their son Joey on the Johnny J. Jones Exposition, Milwaukee.

Eva Jacobs cards that Mrs. Elmer Day is confined to her home in Philadelphia with pneumonia. . . . Ralph Lockett, general agent for Johnny J. Jones Exposition, has given the seat of his strides a terrific workout the past three weeks communting between Milwaukee and Chicago.

Most women concession agents have to have everything explained to them except what to do with the grosses.

Dave Rosenberg, who purchased the Triangle Poster Printing Company, Pittsburgh, from Jake Shapiro when the latter decided to take a fling at carnival business, visited Chicago Tuesday (23) en route home after

LOOKING for Something?



You Will Find It in "HEX" New Catalog
 WRITE FOR YOUR COPY TODAY

Hex Manufacturing Co.
 468-470 Seneca St., Buffalo 4, N. Y.

POPCORN MACHINES (BRAND NEW)
 Build Your Own
 A Complete Setup as Follows:

One large aluminum kettle with stainless steel shell. Removable elements, 2350 watt, 110 volts, 60 cycles, A. C. Includes a complete lid with motor, gears, switches, latest type hangers and all necessary wiring. Simple . . . all you have to do is hook up your wires!

Complete for only \$250.00
 Will pop 30 pounds of popcorn per hour. Kettle can be removed in One Second! Will start to pop in Three Seconds after first popping. This Kettle can be installed in all makes of machines.

Dealer Inquiry Invited

CONSOLIDATED CONFECTIONS
 1314 S. Wabash Ave. Chicago 5, Ill.

WAFFLE IRONS
 4" Commercial Size. Cast Aluminum. Complete with wooden handles and formulas, \$2.50 each. Terms: 25% with order, balance on delivery.
 F. O. B. Toledo.
 Concession Supply Co.
 1857 Ottawa Drive
 Toledo 8, Ohio

OCTOPUS ROLLOPLANE FLY-O-PLANE
 World's Most Popular Rides
EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

OHIO SUPER YELLOW POPCORN
 BULK High Expansion — Excellent Quality PACKAGE
 Packed in 100-lb. moisture-proof bags and in 10-oz. moisture-proof cans. Processors' ceiling prices. Test sample free on request. Also complete stock of Popcorn Cartons and Supplies.

BETTY ZANE CORN PRODUCTS, INC.
 638 BELLEFONTAINE AVE. MARION, O., or
 223 SPRING ST., S. W., ATLANTA, GA.
 Growers and Processors of Selected Popping Corn

CAVALCADE OF AMUSEMENTS
CAN PLACE

Legitimate Concessions of all kinds for Kentucky State Fair, August 25 to 31. Can place Catering Concessions also. Have opening for high class Lead Gallery for balance of season.

ADDRESS:
AL WAGNER, Mgr.
 Muncie, Ind. (Fair), this week; Ionia, Mich. (Fair), next week.

SMITH'S GREATER SHOWS WANT

Eli Wheel Foreman and Second Man, also Second Man on Allen Herschell Merry-Go-Round, top salary and percentage. Have opening for several Stock Concessions. Good opening for Mitt Camp and Mug Joint. Ride Men that can drive Semi, I can always use. We are headed into the tobacco belt. All address:
 K. F. (BROWNIE SMITH, Mgr., Candor, N. C.

NICK'S UNITED SHOWS WANT

Foreman and second man for Chairplane, second man for Loop-o-Plane and Merry-Go-Round. Can place useful people all departments. Show will stay out till Dec. 1 in the South. Gas City, Ind., all this week.

CARNIVAL AND WHOLESALE POPPERS

Gas or electric, pops 60 lbs. per hour. Geared 12-quart aluminum kettles, Coleman burner and tanks. Hybrid Popcorn, pops \$100.00 to \$125.00 per 100 lbs., \$9.75, 10c Cartons, \$6.45; 5c Cartons, \$5.45 per 1000. Glassine Cones, \$2.25 per 1000. Seasoning. New and Used Popcorn Machines. Quick repairs all models.

Atlanta Popcorn Supply
 145 Walton St. ATLANTA 3, GA.
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WANTED CARNIVAL
 Concessions, Rides, Shows for our
FALL FESTIVAL
 Oct. 3, 4 & 5.
 Free Acts.
 Write DR. E. T. SWANCHAIR, Perry, Mo.

REBUILT POPCORN MACHINES
POPCORN
BOXES-BAGS-SEASONINGS
Consolidated Confections
 1314 S. WABASH AVE. CHICAGO, ILL.

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete BINGO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT GAMES, ETC.

ALUMINUM MILK BOTTLES
 Now Available . . . Write

Write for Catalog
H. C. EVANS & CO.
 1529-28 W. Adams St., Chicago 7

WANT
 Ride help, Chairplane man and second Wheel man; must be drivers. No drunks. Good wages. Apply

MRS. LEW HENRY
 Thurmont, Md., This Week; Hagerstown, August 5-10

World of Pleasure Shows
WANT
 Ride Superintendent and capable Lot Man that can stay sober. Salary secondary to A-1 man. Start at once.

JOHN QUINN
 Iron Mountain, Mich. (now)

★ ★ ★ ★
SYLVANIA, OHIO
Annual Firemen's Carnival
 Want Stock Concessions, Ball Game, Cat Rack, String Game. Can use one or two good Shows for Fairs to follow.

ROXIE HARRIS
 General Delivery Fremont, Ohio

A. S. BREWER
WANTS
 Age and Scale Agent that can produce. Slum Joints open. Salaried Workingman that can drive semi. All fairs.

Dubuque, Iowa, now.

DYER'S GREATER SHOWS
WANT
 Two Counter Men for Bingo, Grinder, Ticket Seller for Mechanical Shows. Shows with our outfits. Pony Ride, Kiddie Car Ride open. Lead Gallery, High Striker. Nineteen Fairs and Celebrations start Manchester, Iowa, August 6th; Dubuque, Iowa, this week.

CUSTARD WANTED
 EXCELLENT PERCENTAGE PROPOSITION ON TWO JAM-UP LOCATIONS AT ILLINOIS STATE FAIR THAT ARE TOPS. Machines must be all electric. 10 phenomenal days and nights if your crew can dish it out. Write, don't wire.

WM. F. JOHNSON
 c/o The Billboard
 390 Arcade Bldg. St. Louis 1, Mo.

NOTICE
 If Anyone Knows Whereabouts

J. A. WISE, JR.
 Please notify Zola Wise. Call Fairfax 2854 from July 30th until Aug. 2nd, or General Delivery, Pittsburgh 12, Pa. N. S. Important papers from U. S. Treasurer. Motor title.

Tivoli Exposition Shows
 CAN USE 3 MORE GOOD SHOWS for long string of Fairs until November, closing in Southern Arkansas. Write or wire

H. V. PETERSEN, Mgr.
 Kahoka, Mo., this week, or as per route.

spending a few days in Milwaukee with his father, Lou, who handles the billing for Johnny J. Jones Exposition.

Leonard (Curley) Shipley, son of Mr. and Mrs. C. W. Shipley, owners of Shipley Amusements, is in Veterans' Hospital, McKinney, Tex., where he is recovering from a severe illness. . . . Frank Lewis, until recently with Gold Medal Shows, is being featured as Krimko, his white-face clown character, at Ralph Weaver's Junction Inn, La Fayette, Ind., where he is booked indefinitely.

Mr. and Mrs. R. W. Rocco, of the Gem City Shows, have as their guest their granddaughter, Hazel. Following her visit Hazel will fly to Miami. Mrs. Rocco, who was ill in Copely Hospital, Aurora, Ill. is okay again. . . . Billie Winger is doing his Lena Ginster act on Sid Crane's Side Show on the Crescent Amusement Shows. He also is inside lecturer. Charlotte is in the annex. Show has 10 acts, featuring Monkey Children and Tiny Cowan, 741 pounder. . . . Doc Waddell held memorial services on the Walter Byers's midway at Richwood, O., Fair Friday (26) for Ollie Young, former vaude performer who died in Columbus, O., Thursday (25).

After a three-week vacation with his sister, Mrs. Richard Schwanz, Tampa, Elton Edwards has returned to Fort Monmouth, N. J., where he will work as a civilian instructor. He (See MIDWAY CONFAB on page 75)

WANT CONCESSIONS
 Hoop-La, String Game, Darts, Penny Pitch, High Striker, Candy Apples, Cane Rack. Also can use Agents. Will pay cash for good Merry-Go-Round.

GUY WHITE
 Daisytown, Pa.

ORGANIZED GIRL SHOW
 At Liberty after August 3. Have Three Dancers, Sound Equipment. You furnish top and front. State per cent and route.

Write: **SHOWMAN,**
 325 N. 9th, East St. Louis, Ill.

THE APE BOY
 Length about 18 inches. One of the best for Carnivals and Side Shows. Packed ready to show, postpaid \$15. Many OTHERS. SHRUNKEN HEADS, WOLF BOY, FISH GIRL, DEVIL CHILD, MUMMIFIED BODIES. WE ALSO MAKE TO ORDER. WRITE.

TATE'S CURIOSITY SHOP
 Rt. 9, Box 365
 Phoenix, Arizona

WANTED
 20 to 24 ft. Popcorn Trailer—must be factory built. Prefer Glass Enclosed, Stainless Steel outside, Chromium finished inside. If you've got what I want, I'VE GOT WHAT YOU WANT—CASH ON THE BARRELHEAD!!

AL HILL
 c/o HILL HOTEL MOBILE, ALA.

WANTED
 To exceed 5 Rides, consisting of Ferris Wheel, Merry-Go-Round, Kiddie Rides, etc. Atlantic Fall Festival, Sept. 11 and 12. Expecting better than 12,000 people. Ernie Young Agency furnishing 1 hour to 1:50 free show. **ATLANTIC CHAMBER OF COMMERCE,** Atlantic, Iowa.

WANTED
 For Fairs and Celebrations
 Scale Joint, Penny Pitch, Coke Bottle, Dart Game, Photo Gallery. One nice clean Show and also clean Grab Joint.

MOUND CITY SHOWS
 Macon, Mo., this week; then per route.

RIDES WANTED
 (six or seven)

EAU CLAIRE, WIS.

HOME COMING CELEBRATION
 AUGUST 30, SEPTEMBER 1 and 2

Address
ORVILLE CHRISTIANSON, Mayor
 EAU CLAIRE, WISC.

POPCORN
HYBRID YELLOW

\$8.90
 Per cwt. in 500 lbs. or more. Less amounts, \$9.80 cwt.

SEND FOR LIST OF POPPERS' SUPPLIES

CONSOLIDATED POPCORN CO.
 2401 SO. ERVAY ST. DALLAS, TEX.

FOR SALE
 Thirty KW Light Plant, never used, mounted on Dodge Truck. New Motor and Rubber, everything the best money can buy. First \$3,000.00 takes all.

S. W. NICKERSON, NICK'S UNITED SHOWS
 Gas City, Ind.

POPCORN--PEANUTS
 SNOW CONES • FLAVOR CONCENTRATES • CUPS • SPOONS
 NAPKINS • FLOSS PAPERS • APPLE STICKS • COLORS

PEANUTS—POPCORN AND COMPLETE LINE OF SUPPLIES—SEND FOR PRICE LIST • POPCORN & PEANUT MACHINES NEW & USED, BOUGHT & SOLD

CHUNK-E-NUT PRODUCTS CO. (DEPT. M)
 Philadelphia 6, Pa. Pittsburgh 1, Pa.

FLORIDA AMUSEMENT CO.
ROUTE CHANGED
 Want Electrician, Ride Help for Merry-Go-Round, Second Man for Loop Plane, Kiddie Rides join at once; must be sober. Alice Outfit ready. Place Slum Stores. Will buy Tilt for cash. Fair secretaries in Alabama, coming your way. Have few open dates before starting our Florida Fairs. We have 8 Rides, 6 Shows, Free Acts and nightly Fireworks Show. See our Show, be convinced. Now playing Georgia's leading tobacco markets. Business good. Concession Agents, contact

C. S. POOLE, Bus. Mgr.
 All Others
HOWARD INGRAM
 Fitzgerald, Ga., this week; Mountrie follows; Tobacco Jubilees.

STAFFORD'S UNITED SHOWS WANT
 Shows and Concessions for Indianapolis '46 Republican Club Celebration, July 29-Aug. 3, in the City Park; Franklin, Ind., 4-H Fair, Aug. 5-10, Brookston 4-H Fair, Aug. 13-17 on the Streets.

Have for Sale—30x40 Top, three 16x21 Tops, all good shape, no Side Walls. 1 Photo Booth, with Enlarger and Camera in A-1 shape, 1 1/2 inch size, \$200.00; 7 1/2 ft. x 20 ft. Animal Cage on four-wheel Trailer, cost \$1,000.00, sell for \$500.00; One Stewart Truck, enclosed Body, \$200.00; One 1936 Dodge Panel 1/2-ton, \$300.00; One Kingham Trailer, 20 ft. long, 8.00x25 Tires. Can see all at 343 La Clede St., Indianapolis, July 29-Aug. 3. All replies to

RALPH STAFFORD, 343 LA CLEDE ST., INDIANAPOLIS 3, IND.

Want—CENTRAL STATES SHOWS—Want
 Merry-Go-Round Foreman who can handle and take care of Allan Herschell Machine. Have good equipment to work with. Side Show and Grind Show Talkers, also Talent for Inside, Fire Eater and Glass Eater, etc. Good prop for Grind Shows with own equipment. Concessions—Diggers, High Striker, Cigarette Gallery. Have openings for Agents on Stock Joints, No Grift.

Our route: Lincoln, Kan., Celebration week July 28; Hoxie, Kan., Great Northwest Fair & Rodeo, week Aug. 5; Great Bend, Kan., V.-J. Day Celebration, week Aug. 12; Lyons, Kan., Diamond Fiesta, week Aug. 19; Rush Center, Kan., Fair, week Aug. 26; Holsington, Kan., largest Labor Day, Sept. 2; Beloit, Kan., Fair, Sept. 3-6; Pawhuska, Okla., Osage County Fair, Sept. 9-12; then to the Cotton. Ask those who have played them.

W. W. MOSER, Mgr.

WANTED

Slum Store Agents for Heart Pitch-Tilt-You-Win and Balloon Dart. No drunks or Half and Half.

ORVILLE MILLER
c/o Pryor's Shows
Cedar Grove, West Va.

WANT

Merry-Go-Round Foreman for Parker 32-foot. Stock Concessions of all kinds, such as Bingo, Cookhouse or Grab Joint. Shows with own transportation, come on. Book or buy Octopus or Tilt. Agents for Office Concessions.

BREWER UNITED SHOWS
FAIRFIELD, TEX.

AL ODEAR WANTS

Agents for Tag Store, Slum Blower, Balloon, Darts, Penny Pitch and help for Grab Joint. Fairs start next week. Those who know me, wire, pay your own.

AL ODEAR
c/o Johnny J. Denton Shows Ashland, Ky.
P.S. Bill Palmer, wire. Curley and Virginia, wire or come on.

SPITFIRE RIDE

FOR SALE—\$5,500.00

Can be seen in operation at Lakewood Park, Barnesville, Pa. Good running condition.

GEO. J. REED

WANTED

At Greensboro, North Carolina Several modern rides for first two weeks in September, for location in thickly populated colored section. Could use few ball games. Good opportunity for you. I have good lot in colored section of City.

Contact Me Quick.
CLYDE KENDALL
Telephone 3-2083
Greensboro Fair Grounds Greensboro, N. C.

BEEMON YANCEY WANTS

Agents for only Slum Skillo and Razzle Dazzle on show. Spindle Agent, P. C. Agents, Working Men to take care of Stores. Action all winter in Florida. Pete James and Pete Glenn, answer. Want to buy complete Six Cat Store. Address c/o

CRYSTAL EXPO SHOWS
This week, Jonesville, Va.; next week, Bristol, Va.

ROANN'S 25th ANNUAL BOOSTER DAYS

Sept. 26-27-28

WANTED

Free Acts and Concessions. No Agents.
H. E. STONE, Secy., Roann, Indiana.

WANTED

A good Carnival on week of September 9-16, or might take one on the 23rd. Sponsored by the Fire Department on a flat fee basis if possible.

SULLIVAN FIRE DEPARTMENT

Arnold Ford, Chief Sullivan, Indiana

SUNSET AMUSEMENT CO.

Girl Show equipment open for A-1 fair route; must have 2 or more girls and costumes. Join Keosauqua, Iowa, Fair. Address: Carthage, Ill., this week.

LEGION CARNIVAL

Rides Wanted, August 8, 9, 10. Contact

BILL HULL

BOX 222 BUCKLEY, ILL.

Motor Speed Round-Up

(Continued from page 52)
Al Sweeney). Attendance was announced as 20,000.

MECHANICSBURG, Pa.—Motorcycle races at Williams Grove Speedway were rained out for the second time Sunday (21), and have been rescheduled for August 11. Promoter Roy E. Richwin has big car auto races coming up Sunday (28).

ALLENTOWN, Pa.—First night midget races of the year at Dorney Amusement Park Speedway here Friday (19) drew large, profitable crowd. Johnny Jarrs won the 25-lap feature. Joe Barzda placed second.

LOS ANGELES—Scoring his second straight main event victory in

English Observe Auto's Birthday

(Continued from page 52)
Birmingham, September 20-26; Coventry, October 4-9, and Manchester, October 21-November 2, hitting the principal industrial and automotive centers of England.

King To Review Parade

Jubilee Banquet, similar to the Pioneers' Banquet here, was slated for the Dorchester Hotel, Park Lane, London, for yesterday (26), with the London Cavalcade scheduled for today. Latter includes ancient jalopies, bands, and a full turnout of parade attractions comparable to the Detroit parade June 1—with review by the King and Queen in Regent's Park. Cavalcade then also goes on tour, scheduled for Cardiff, August 31; Belfast, September 7; Birmingham and Coventry, September 21; Edinburgh, October 5, and Manchester, October 23.

Social highlight is slated for October 9 in a Motor Jubilee Ball in Royal Albert Hall, under the patronage of Princess Elizabeth.

Radio, Video Take Part

Motion picture, radio and television arms of show business will be in the English celebration. The entire London Cavalcade will be televised. A special documentary film, *The Nation's Vital Life Line*, will be widely distributed, and animated displays will be used in the exposition.

Pitchmen, too, are not being forgotten, with three special books being published for souvenir purposes, including one especially for children, to sell at prices from a shilling to a guinea.

The celebration will have its counterparts in other parts of the British Empire with definite plans reported from Australia, India, Middle East, New Zealand, South Africa and South America.

two weeks on the Coliseum track, Perry Grimm sped away to edge out Duke Nalon in the 30-lap main event midget auto race before 20,000 fans July 17. Lyle Dickey placed third and Henry Banks copped fourth.

SANTA MONICA, Calif.—More than 5,000 motorcycle racing fans saw 22-year-old Bob Feuerhelm take the four-lap handicap final from Jack Milne and Kelly Meyer at the Municipal Auditorium July 16. Lammy Lamoreaux captured the four-lap scratch feature over the Milne brothers, with Pack second and Cordy third.

LOS ANGELES—The 6,500 motorcycle race enthusiasts who jammed Lincoln Park Stadium July 19 were given plenty of thrills as Lammy Lamoreaux roared to five wins topped off with the four-lap scratch final. He fought off Cordy Milne and Byrd McKinney, who finished in that order.

SANTA MONICA, Calif.—A capacity crowd of motorcycles racing enthusiasts watched Lammy Lamoreaux capture the main event at the Santa Monica Municipal Auditorium here July 23. He also won the four-lap handicap feature, as well as two heat races.

LOS ANGELES—Stepping up in class, after dominating the Class B competition during the early weeks of the season, Gordon Cleveland has nosed into the top-notch ranks by collecting his second midget auto racing main event July 18 at Gilmore Stadium. Duke Nalon plugged along in second place until the 19th lap when Perry Grimm took over, but at the finish it was Cleveland, Grimm, Danny Oakes and Nalon.

Robson Wins at Langhorne

LANGHORNE, Pa., July 27.—George Robson, Maywood, Calif., Indianapolis winner, won the 20-mile feature at Langhorne Speedway here Sunday (21) before an announced crowd of 22,697. His time was 12 minutes 40.99 seconds. John Shackleford, Dayton, O., was second; Bill Holland, Bridgeport, Conn., third, and Hank Rogers, Trenton, N. J., fourth.

Ted Horn, Paterson, N. J., crashed during the 14th lap when his car blew a tire, but he was not injured. Robson defeated Rex Mays, Long Beach, Calif., in a special five-mile match race.

MOTORDROME RIDER JOLLY BRACY

of Mobile, Alabama. Better proposition now. Wire me collect how can wire you money and ticket quick.

TED BARRO

Care Prell's Broadway Shows
Reading, Pa.

WILL PLACE MONKEY SHOW

For balance of season, furnish wagons, have all equipment. Answer immediately.

ENDY BROS.' SHOWS

Wheeling, West Virginia.

BINGO CALLER OR RELIEF CALLER WANTED

Must be sober and reliable. Also want Ball Game, Slum Store Agent. Come on, will place you. Here until Sept. 15th. Have cabin available.

ART D. HANSEN

Folly Beach Amusement Park, Folly Beach, Charleston, S. C.

FOR SALE

CHAIROPLANE

With transportation, reasonable; also other Show Equipment.

B. Q. CROSS

General Delivery, Englewood, Col.

RIO GRANDE SHOWS

WANT

FOR BIGGEST RE-UNION IN SOUTH MISSOURI

STOCK JOINTS OF ALL KINDS. COOK HOUSE, SNOW CONE, JUICE, ALSO SEVERAL SHOWS. Charles Sutton wants Joint Agents and Girls. Address: AVA, MO., this week; then the BIG ONE.

WANTED

Ferris Wheel Foreman

Must be experienced. Good treatment, trailer to sleep in. Salary all you are worth.

JACK ROBINSON

2235 First St., N. W.
Washington, D. C.
Michigan 6051

WANTED AGENTS

For Skillo, Roll Down, Clothes Pin, Razzle Dazzle, Pea Pool. Must be experienced.

L. J. HETH SHOWS

Winchester, Ky.

WANT

CARNIVAL with Rides for the last week in August or the first week in September. CIRCUS for the last of September or the first of October—one day. MINSTREL SHOW for October—one week. CARNIVAL for last week of October or early November.

J. ALFORD PARKER, Chairman

Entertainment Committee
American Legion, Banner Post 109
Benson, N. C.

FOR SALE

9 CAR TILT-A-WHIRL

Can be seen in operation,
86 Boulevard Revere, Mass.

J. R. LEERIGHT SHOWS

WANT

For all Celebrations and Fairs, any Grind Show, Fish Pond, Clothes Pin or any Stock Store. Prague, Nebr., now; then as per route. Contact J. R. LEERIGHT.

Omar Greater Amusements

Want for American Legion Celebration at Bloomfield, Mo., week July 29.

Agents for all Joints, Ride Help, Girl Show or any worth-while Shows.

SECOND-HAND SHOW PROPERTY FOR SALE

\$12.00 Solid Iron Barbell, Weighs 120 Pounds.
\$35.00 One Push Pole Tent, 14x14 Ft. Top Only.
\$40.00 Sult Genuine Japanese Armor. Very Flashy.
\$20.00 Unborn Wax Subject in Glass Case.
\$5.00 Each. Twenty Coin Cigarette Machines.

WEIL'S CURIOSITY SHOP

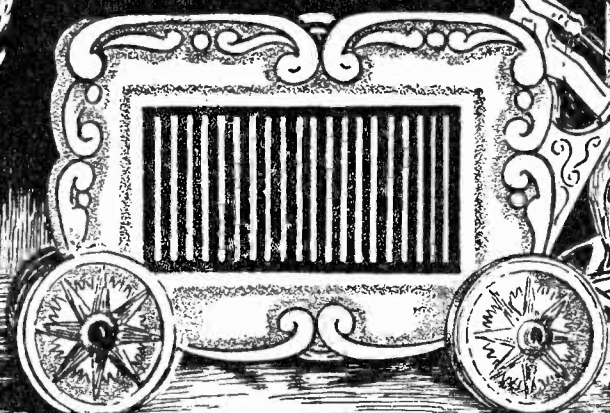
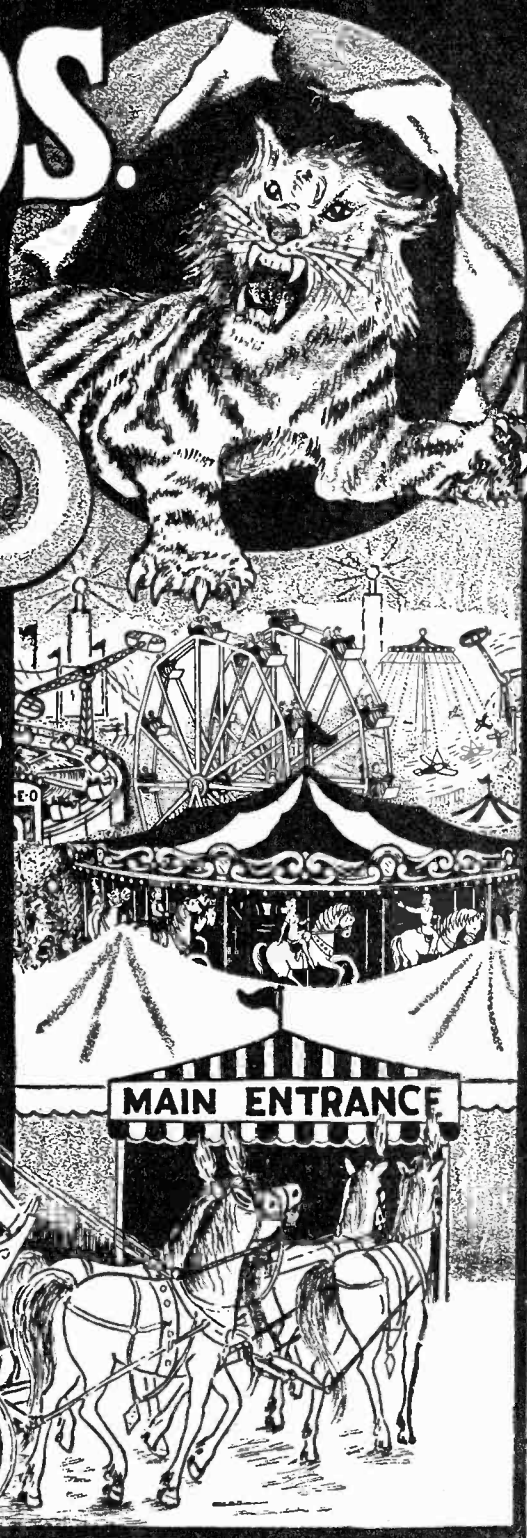
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WORLD'S
CLEANEST
MIDWAY

SOUTH'S
LARGEST
MOTORIZED
SHOWS

SHAN BROS. SHOWS

PRESENTS AN
EXHIBITION
of RARE JUNGLE ANIMALS
TRAINED PONIES
THRILLING RIDES &
FUN DEVICES



12—RIDING DEVICES—12

8—BIG SHOWS—8

TAZEWELL FAIR & HORSE SHOW Tazewell, Va. August 5th to 10th	SOUTHWEST VIRGINIA FAIR & HORSE SHOW. Abingdon, Va. August 12th to 17th
LEE COUNTY FAIR & HORSE SHOW LABOR DAY CELEBRATION Pennington Gap, Va., Sept. 2nd to 7th	BLOUNT COUNTY FAIR Maryville, Tenn. September 9th to 14th
SEVIER COUNTY FAIR Sevierville, Tenn. September 16th to 21st	BARTOW COUNTY FAIR Cartersville, Ga. September 23d to 28th
CHEROKEE COUNTY FAIR Canton, Ga. September 30th to October 5th	BARROW COUNTY FAIR Winder, Ga. October 7th to 12th
WASHINGTON COUNTY FAIR Sandersville, Ga. October 14th to 19th	WALTON COUNTY FAIR Monroe, Ga. October 21st to 26th
DODGE COUNTY FAIR Eastman, Ga. October 28th to November 2nd	BEN HILL COUNTY LEGION FAIR Fitzgerald, Ga. October 28th to November 2nd



SHAN WILCOX
OWNER-GEN. MGR.
R. E. STEWART
GENERAL AGENT
FRED CANTRELL
ASSISTANT MGR.
STARR DE BELLE
MANAGER OF WHALE EXHIBITS

WILL BOOK legitimate Concessions of all kinds. We carry no racket and don't want any. CAN PLACE one more high class Show with own equipment and transportation. DUE TO enlarging Minstrel Show for fairs, can place Chorus Girls, Comedians and Musicians. We have bus for transportation (work all winter). WANT for Side Show: Magician or any good lecture act. CAN place sober Ride Men that drive semis. FAIR MANAGERS AND COMMITTEES—We have week of August 19th and week of August 26th open. You are invited to inspect our show at anytime.

All Address SHAN WILCOX, General Manager, NORTON, VA., this week.

PERMANENT ADDRESS: 607 EAST BROADWAY, MARYVILLE, TENN.

WANT
Rides and Concessions for
RODEO, SEPT. 1 and 2
Reply to R. T. STERLING, Ronan, Mont.

SUBSCRIPTION MEN
WANTED FOR SPORTSMAN MAGAZINE
With national Wild Life Exhibit, playing big circuit Midwestern Fairs. Contact
MRS. FLOYD KING
Montana State Fair Great Falls, Mont.

WANTED
Grooms and Stock Men, preference given to semi drivers; experienced Lecturers, Agent with car. Show never closes.
Frank Ketrow
Animal Oddities Show
Erie, Pennsylvania, thru August 4th

BAILEY BROS.' CIRCUS
WANTS
NOVELTY MEN and SEAT BUTCHERS. Good sleeper accommodations. Wire. Also GOOD MAN FOR LUNCH STAND who can stand money in his pocket. FIRST SHOW SOUTH.
Address: BOB STEVENS, Mer., Mayfield, Ky., 30; Murray, 31; Hopkinsville, Aug. 1; Madisonville, 2; Central City, 3; Bowling Green, 4; Gallatin, Tenn., 5; Lebanon, 6; Murfreesboro, 8.

WANTED FOR SEASIDE PARK
VIRGINIA BEACH, VA.
Guess-Your-Age Agents, Guess-Your-Weight Agents, Female Ball Game Agents, Pea Pool Agents. Living quarters available, good treatment for live wires. Apply to
JACK L. GREENSPOON, Manager
Seaside Amusement Park, on the ocean at Virginia Beach, Virginia.

J. J. PAGE SHOWS
Want to join at once, General Agent and Second Man. Prefer General Agent with Car. Time is short, so wire or phone.
J. J. PAGE SHOWS
White Manor Hotel, Maysville, Ky., this week.
P.S.: Also want Performers and Musicians for Colored Minstrel Show. Will book a few more Legitimate Concessions.
P.P.S.: General Agents telegraphing before, contact again.

POLACK BROS.' CIRCUS UNIT
CAN PLACE
Promoters or Advance Managers. Can also place Auditor. Address
IRV J. POLACK, Polack Bros.' Circus Unit
Municipal Auditorium, Kansas City, Kansas, July 30th to August 6th.

BRADLEY & BENSON CIRCUS WANTS
Two or three Cowboys with own Stock that can stand to make money, who won't insult paid customers over microphone while intoxicated. Will H. Hill, wire returned undelivered. Communicate at once. Need one big feature Animal Act. Everybody gets paid every night.
JAMES BAGWELL, Bradley & Benson Circus
July 30, Alexandria, Va.; July 31, Fredericksburg; August 1st, Culpepper; 2nd, Waynesboro; 3rd, Buena Vista; 5th, Clifton Forge.

Carnival Routes
Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A-1 Am. Co.: Crystal City, Tex.
Alamo Expo.: Wellington, Kan.
A.M.P.: Elkins, W. Va.; Oak Hill 5-10.
American Expo.: South Bend, Ind.
American United: Twin Falls, Idaho.
Anderson Greater: Trenton, Neb.
Baker United: Lebanon, Ind.; Delphi 7-10.
Barkoot: Reed City, Mich.
B. & C. Expo.: Mt. Morris, N. Y.; Naples 5-10.
Beam's Attrs.: Elizabeth, Pa.; Blairsville 5-10.
Bee's Old Reliable: (Fair) Harrodsburg, Ky.; (Fair) Russell Springs 5-10.
Beeson's Tex., Am.: Ravenwood, Mo.
Belton: Bassett, Va.
Bernard & Barry: Cornwall, Ont., Can., 3-10.
Berryhill United: Mortons Gap, Ky.
B. & H.: Lamar, S. C.
Bill's Rides: Flat Creek, Ala.
Bistany Greater: Bordertown, N. J.
Blackmon's Rides: Shade Gap, Pa.
Blue Grass State: Providence, Ky.
Bodart: (Fair) Portage, Wis.
Borderland: Edcouch, Tex., 29-Aug. 11.
Bright Lights Expo.: Clymer, Pa.; New Kensington 5-10.
Brownie Am.: Scandia, Kan.
Buck, O. C.: Massena, N. Y.
Buffalo: Canton, N. Y.
Bullock Am. Co.: Boone, N. C.
Bunting: (Fair) Mt. Sterling, Ill.; (Fair) Knoxville 5-9.
Burdick's Greater: Lampasas, Tex.; (Fair) Junction 5-10.
B. & V.: (Fair) Owego, N. Y.; (Fair) Caladoina 6-10.
Byers Bros.: Council Bluffs, Ia., 29-31; Wisner, Neb., Aug. 1-4; Falls City 6-10.
Capell Bros.: Yale, Okla.
Capital City: Georgetown, Ky.
Caravella Amusements: (Fair) Washington, Pa.

Carr, Lawrence: Newport, R. I.; Northhampton, Mass., 4-9
Casey, E. J., No. 1: (Fair) Swan River, Man., Can., 1-3; Sherridon 5-6; Flin Flon 8-10.
Casey, E. J., No. 2: (Fair) Swan River, Man., Can., 1-3; (Fair) Nipawin, Sask., 5-6; (Fair) Smeaton 7-8; Star City 9-10.
Cavalcade of Amusements: (Fair) Muncie, Ind.; (Fair) Ionia, Mich., 4-10.
Central Am. Co.: Jackson, N. C.
Central States: Lincoln, Kan.
Cetlin & Wilson: (Fair) Clearfield, Pa.; (Fair) Bedford 5-10.
Cherokee Am. Co.: Lebanon, Kan., 1-3.
Coastal Plain: Timmonsville, S. C.
Coleman Bros.: Oneonta, N. Y.
Collins Rides: Callaway, Neb., 1-3; Elm Creek 5-7; Wilcox 8-10.
Collins, Wm. T.; (Fair) Wadena, Minn., 29-Aug. 1; (Fair) Perham 2-4; Rochester 6-11.
Continental: Winnopki, Vt.
Continental Am.: Boone, N. C.
County Fair: Blue Hill, Neb.
Crafts 20 Big: Santa Rosa, Calif.
Craig, Harry: Amarillo, Tex.
Crescent Am. Co.: Marion, Va.
Crystal Expo.: Jonesville, Va.; Bristol 5-10.
Cumberland Valley: Columbia, Tenn.; Tracy City 12-17.
Cunningham's Expo.: Middleport, O.; Byesville 5-10.
Curl, W. S.: Liberty, Ind.; Rockford, O., 5-10.
De Luxe Am.: Wilson, Conn.
Denton, Johnny J.: Ashland, Ky.; Shelbyville 5-10.
Dick's Paramont: New Brunswick, N. J.
Dixieland: Pine River, Minn.; (Fair) Motley 8-10.
Dobson's United: (Fair) Bayport, Minn., 1-4; (Fair) Wausau, Wis., 10-14.
Dumont: Cheswick, Pa.
Dyer's Greater: Dubuque, Ia.; (Fair) Manchester 6-9.
Eddie's Expo.: Mt. Jewett, Pa.
Eljman United: Monroe, Wis.; (Fair) Stoughton 9-11.
Endy Bros.: Wheeling, W. Va.
Exposition at Home: Wilmington, Del.
Fairway Am.: Mt. Pleasant, Tex.
Fay's Silver Derby: Milledgeville, Ill.
Fleming, Mad Cody: Milledgeville, Ga.
Florida Am. Co.: Douglas, Ga.
Francis, John: Green Lake, Wis.
Franklin, Don: Conroe, Tex.; Liberty 5-10.
Frear's United: North Platte, Neb.
Fuller Greater: Midland, Md.; Conemaugh, Pa., 5-10.
Garden State: (Fair) Kimberton, Pa.; (Fair) Malvern 5-10.
Gay Way: Tallapoosa, Ga.
Gem City: Red Wing, Minn.
Gentsch, J. A.: Hernando, Miss.
Geren's United: (Fair) Hamlet, Ind.; (Fair) Centerville 6-10.
Gold Medal: (Fair) Charleston, Ill.; Lincoln 5-10.
Golden Gate: Cave City, Ky.
Golden West: (Fair) Vallejo, Calif., 29-Aug. 4; Vacaville 6-11.
Gooding Am. Co., No. 1: Xenia, O.
Gooding, F. E., Am. Co.: Rayenna, O.
Gooding Greater: Rushville, Ind.
Great Sutton: Carlinsville, Ill.
Greater Rainbow: Williamsburg, Ia.; (Fair) Vinton 3-6; (Fair) Grundy Center 7-10.
Greater United: Big Spring, Tex.
Grimes Am.: Hillsboro, N. H.
Groves Greater: Lake Charles, La.
Hale's: Kingston, Mo.
Hammond Pla-Park: Sherman, Tex.; Covington 5-10.
Hannum, Morris: Doylestown, Pa.; Flourtown 7-18.
Happy Attr.: Mt. Sterling, O.; (Fair) Woodsfield 6-9.
Happyland: Pontiac, Mich.
Harrison Greater: Dundalk, Md.
Hartsock Bros.: Colchester, Ill.
Heller's Acme: Mt. Holly, N. J.
Hennies Bros.: Danville, Ill.; Springfield 5-10.
Heth, L. J.: Winchester, Ky.
Hill's Greater: Omaha, Neb., 3-11.
Home State: Kellerton, Ia.
Hoosier State: Galveston, Ind.
Howard Am. Co.: Madison, S. D., 2-3.
Howard Bros.: (Fair) Lucasville, O.
Imperial: La Harpe, Ill.; (Fair) August 6-9.
International: Central City, Neb.
Jackson Bros.: Boligee, Ala.
Jansen's Midway: Mountain, N. D., 30-Aug. 2; Edinburg 4-6; Crystal 8-10.
Jayhawk Am. Co.: Allen, Kan.
Jones Greater: Philippi, W. Va.; Buckhannon 5-10.
Jones, Johnny J., Expo.: (Centurama) Milwaukee, Wis., until Aug. 10.
Joyland Am. Co.: New Bethel, Ind.
J. P. M.: Tupper Lake, N. Y.; Whitesboro 5-10.
Kaus, W. C.: Selma, N. C.
Keystone Expo.: Conway, S. C., 29-Aug. 10.
Kirkwood, Joseph J.: Trenton, N. J.
Lagasse Am. Co.: Lowell, Mass.; Marlboro 5-10.
Lake State: Washington, Mo.
Lamb, L. B.: (Fair) Central City, Ia.; (Fair) Rockwell City 5-10.
Lawrence Greater: Berwick, Pa.; Sunbury 5-10.
Lee Am. Co.: Anniston, Ala.
Leeright, J. R.: Prague, Neb., 2-4.
Lloyd's Rides: Union Pier, Mich.; Wingate, Ind., 5-10.
Lone Star: Sparta, Ill.; Benton 5-10.
Long United: San Rafael, Calif.
Mace, Herbie: Rockville, Md.
Madison Bros.: Clinton, Ill.; Rantoul 5-10.
Magic Empire: Milan, Tenn.
Maher, John K.: (Fair) Harrisburg, Ill.
Maine Am.: Stonington, Me.
Majestic Greater: Adrian, Mich.
Manning, Ross: (Fair) Damariscotta, Me.
Marion Greater: Batesburg, S. C.
Marks: Beckley, W. Va.
McKee, John: South St. Paul, Minn.
Meeker: Kallispell, Mont.; Libby 6-11.
Merriam & Robinson: Conrad, Ia., 1-3.
Dows 5: Lake City 6-7; Woodward 8-10.
Meyerhoff's Crescent: Moose Jaw, Sask., Can., 5-10.
Mid-Continent Expo.: Norborne, Mo.
Midway of Mirth: Palmyra, Ill.; Covington, Ind., 8-10.
Mighty Page: Columbia, Tenn.
Model Shows of Canada: Riviere du Loup, Que., Can., 29-Aug. 7.
(See CARNIVAL ROUTES on pg 62)

Circus Routes
Send to 25 Opera Place, Cincinnati 1, O.

Bailey Bros.: Murray Ky., 31; Hopkinsville Aug. 1; Madisonville 2; Central City 3; Bowling Green 4; Gallatin, Tenn., 5; Lebanon 6.
Beatty, Clyde: Trail, B. C., Can., 30-31; Nelson Aug. 1; Cranbrook 2; Lethbridge, Alta., 3-5.
Bell Bros.: Madelia, Minn., 1; Sleepy Eye 2; Winthrop 3.
Bradley & Benson: Alexandria, Va., 30; Fredericksburg 31; Culpeper Aug. 1; Waynesboro 2; Buena Vista 3; Clifton Forge 5.
Cole Bros.: Greeley, Colo., 30; Cheyenne, Wyo., 31; Laramie Aug. 1; Rawlins 2; Rock Springs 3; Salt Lake City, Utah, 5; Ogden 6; Pocatello, Idaho, 7; Idaho Falls 8; Burley 9; Twin Falls 10; Jerome 11; Boise 12.
Cole, James M.: Hackettstown, N. J., 31; Netcong Aug. 1; Boonton 2; Norristown 3.
Daley Bros.: Windom, Minn., 30; Sioux Falls, S. D., 31; Watertown Aug. 1; Marshall, Minn., 2; Willmar 3; Morris 4.
Hunt Bros.: Norwood, Mass., 31.
King Bros.: Eastport, Me., 30; Machias 31; Ellsworth Aug. 1; Bar Harbor 2; Belfast 3; Norway 5.
Mills Bros.: La Crosse, Wis., 30. Winona, Minn., 31; Rochester Aug. 1; Red Wing 2; Hastings 3; Minneapolis 5-7; Northfield 8; Waseca 9; Blue Earth 10.
Montgomery, C. R.: Hutchinson, Minn., 30; Gaylord 31; Le Sueur Aug. 1; Montgomery 2; Mazeppa 3.
Owens, Buck: Cambridge, O., 31; Zanesville Aug. 1; Lancaster 2; Circleville 3.
Polack Bros.: No. 1: Stockton, Calif., 30-Aug. 6; San Jose 8-14.
Polack Bros., No. 2: Kansas City, Kan., 2-6.
Ringling Bros. and Barnum & Bailey: Grand Rapids, Mich., 30; Kalamazoo 31; La Porte, Ind., Aug. 1; (Soldier Field) Chicago, Ill., 2-11.
Sparks: Camden, N. J., 30; Penns Grove 31; Dover, Del., Aug. 1; Salisbury, Md., 2.
S. M. S. Ranch Rodeo: (Hidden Valley Ranch) Lake Luzerne, N. Y., 10-11.
Stevens Bros.: Noonan, N. D., 30; Portal 31; Bowbells Aug. 1; Kenmare 2; Mohall 3; Rolla 4.
Zallee Bros.: Manson, Iowa, 31; Stratford Aug. 1; Jewel 2.
101 Ranch Wild West: Garden City, Kan., 30; Dodge City 31; Pratt Aug. 1; Kingman 2; Wichita 3-4; Augusta 5; El Dorado 6; Chanute 7; Pittsburg 8; Independence 9; Coffeyville 10.

UNITED EXPOSITION SHOWS WANT
For Fairs and Celebrations until Nov. 11
Cook House, Manager with talent for Athletic Show, Girls for Posing and Hawaiian Shows, Freaks for Side Show, good opening for Snake or Mechanical Shows, Second Men who drive for Merry-Go-Round and new Octopus. Concessions: Candy Floss and Basket Ball open. Grind Store Agents for Skillo and Count Stores, also Slum Store Agents. All address:
C. A. VERNON, Mgr.
St. Joseph, Mo., this week; then per route.

WANTS
Coke and Cork Agent for North Carolina tobacco markets. Thirteen weeks. Big money. Mell and Ann, answer Western Union collect.
ROY T. JOHNSON
Bullock Amusement Co.
BOONE, N. C.

WANTED
Girl Topmounjer for Shoulder Perch Act, Age 18 to 24. Photo a must if unknown to me. State experience and salary expected.
BILLY PAPE
The Billboard Cincinnati 1, O.

CENTRAL STATES SHOWS WANT
Girl Show; have equipment for one or two Shows. Also Athletic Show; have new top and front. Wire
W. W. MOSER, Mgr.
Lincoln, Kansas, Celebration

WANT READERS
For AMERICAN PALMISTRY. Long season. Good treatment. Address:
MRS. ALICE WILSON
HENNIES BROS.' SHOWS
Danville, Ill., this week; Springfield, Ill., Aug. 6-18.

BEDFORD COUNTY FAIR

Bedford, Pa., week of August 5th to 10th inclusive.

BUTLER FAIR AND EXPOSITION

Butler, Pa., week of August 12th to 17th inclusive.

WILL PLACE ALL LEGITIMATE MERCHANDISE CONCESSIONS AT FAIRS.

ALSO EATING AND DRINKING STANDS.

WANT: Grind Shows. Will furnish wagons if required.

WANT: Show Carpenter, Want Show Painter.

CAN PLACE a few Carnival Workers in all departments.

WANT: Men and Women Drome Riders.

WILL PLACE First Class Illusion Show with own equipment.

Will furnish wagons for same. We can also place Glass House and furnish wagons for same.

WANT First Class Colored Show complete to play fairs until December 1st, where this type of show has not been shown in nine years.

All address this week Clearfield, Pa., Fair.

CETLIN & WILSON SHOWS

JOHNNY J. DENTON SHOWS

Nothing left but fairs. Downtown Ashland, Ky., this week, followed by Shelby County Fair, Shelbyville, Ky. Rock Castle County Fair, Brodhead, Ky., Week Aug. 12-17. Followed by 12 More bonafide fairs in Virginia and North Carolina.

CONCESSIONS: All Concessions open.

SHOWS: Have 20x30 Top and Banner Line if you have something to put in it.

RIDES: No Ride Help Wanted. Good Opening for Two Kiddie Rides, as we have none on the show.

WILLIAMS SOUTHERN SHOWS

Want for Opening Carnival Date, Aug. 5-10, Taylorsville, N. C.; North Wilkesboro, week following

Legitimate Concessions of all kinds. Percentage and gambling need not apply. Want small Sit-Down Grab or Cookhouse. All good spots to follow with fire-works displays at night. All reply

TROY E. WILLIAMS

WILLIAMS RIDING DEVICES, Morganton, N. C., this week.

DICK'S PARAMOUNT SHOWS, INC.

WANTS WANTS

Shows, outstanding Side Show Acts. Concessions; Grind Stores, all kinds. Help: Ride Men on all Rides, Semi Drivers preferred.

New Brunswick, N. J., week July 29.

FOR SALE—WHIP

10 Cars, in good condition. Now operating in Central Ohio Park. New motor, new paint this spring.

BOX D-267, THE BILLBOARD, CINCINNATI, 1, O.

**WANT - - - WANT - - - WANT
GATE CITY SHOWS**

Grand Opening at the Big SEVENTH ANNUAL BEAN FESTIVAL AND V-J DAY CELEBRATION, Mountain City, Tenn.

Sponsored by city benefit City Building Fund. Thousands of dollars in beans sold daily at highest prices in history. Location, heart of town, August 7 through 17. Dates arranged to take in mammoth V-J Day Celebration. Everyone notice change. Also 14 big fairs and celebrations to follow, including Catawaba Valley Jubilee, sponsored by 18 units Colored Legion, Hickory, N. C. Attendance both white and colored, August 19 through 24. American Legion and Manufacturers' Exposition, Forest City, N. C., August 26 through 31, with eleven big ones to follow, including Carolina's best, then Georgia and Florida; all winter with fairs and leading dates.

Account reorganizing for fairs want complete set of Rides with or without transportation, Merry-Go-Round, No. 5 or No. 12 Eli Wheel, Mix-Up, Kid Rides, Flat Rides of any kind, Rolloplane, Flyoplane. Have complete outfit for Girls' Show, all new; want capable people for same. Eddie Steel, answer. Want Working Acts for Side Show. Want Monkey Show with or without equipment. Place any Grind Shows with own equipment and transportation. Want Legitimate Concessions of all kinds, no exclusives except Bingo, Cookhouse and Popcorn. Want Pan Game, Diggers, Scales, Mitt Camp, positively no kids; Custard, Agents for Six Cats, Clothes Pin Pitch, etc. Want A-1 Electrician, Lot Man; Whitey Goodrich, wire. Want men for front gate, handle marquee and sell tickets. Place useful help in all departments. A guaranteed route to interested parties. This show plays all contracts held by Continental Amusement Company Shows under same management. Fireside Murphy wants Cookhouse Help. Sam Golden wants agents for Popcorn and all others, and under and over. Punker Fuller and Bones McLure, wire. All others wire

GATE CITY SHOWS, Boone, North Carolina.

WRIGHTSMAN AMUSEMENT

WANTS

FOR TEN CALIFORNIA FAIRS

Stock Concessions of all kinds. Vic. Davis, get in touch with us. Want capable, reliable Ride Men on all rides. Foreman for No. 5 Ferris Wheel, salary \$75 week to start; must know your business and stay sober.

We carry 8 Rides and have openings for few high class men; advise as to what you know, might be able to place you.

Eureka, Calif., until Aug. 10; Ferndale Fair, Aug. 13 to 18.

CAPITAL CITY SHOWS

WANT for Georgetown, Ky., week July 29th; Campbellville, Ky., week August 5th, and 10 Fairs, starting Manchester, Ky., August 17th. Out until December.

All kinds stock concessions that work for 10c. Shows with own equipment—Good proposition. Will book or buy for cash Octopus or Tilt. Also want to buy \$5 Wheel for Twin Wheels, CASH. All replies

J. L. KEEF or O. C. CUNNINGHAM
GEORGETOWN, KY.

HELLER'S ACME SHOWS

OUR LADY OF MOUNT CARMEL CELEBRATION

Biggest in Pennsylvania—Rosetta, Pa., July 22nd through 28th, including Sunday. Want 2 Free Acts for one or five weeks. Want Auto Mechanic. Want Ferris Wheel Foreman and Chair-o-Plane Foreman. Want Frozen Custard and Candy Floss. Mt. Holly, New Jersey, August 1-11.

NORTHERN EXPO SHOWS

WANT FOR 13 FAIRS AND CELEBRATIONS IN MONTANA AND NORTH DAKOTA

Illusion Show, Fat Lady, Midget, Girl Show or any Show that does not conflict with Animal or Mechanical Show. No Gypsies. Route: Lewistown, Mont., July 31, Aug. 1, 2 & 3; Browning, Mont., Aug. 5, 6 & 7; Dodson, Mont., Aug. 9, 10 & 11; Havre, Mont., Aug. 12-15.

Centurama Hoorah, Ballyhoo Keeps Milwaukeeans Excited

(Continued from page 51)
turvy Thursday when Dennis Morgan and Jack Carson arrived to make personal appearances at the premier of their latest movie vehicle, *Two Guys From Milwaukee*. They were given a rousing civic reception, were almost mobbed by the bobby-soxers, and clowned for Centurama production audiences twice. On Friday Tyrone Power and Caesar Romero appeared on the scene to take part in a fly-in barbeque and they, too, lent distinction to one Centurama presentation and clowned enough on the stage to give the audience a bit of glee.

The lake front continued to attract throngs which the 100,000-or-no-count police department continued to estimate in astronomical figures. There were lots of folks around each afternoon and night, but not nearly as many as the guardians of the law claim. After all, 100,000 folks is a flock of 'em indeed.

Water Pageant Scores

A water pageant of gaily lighted rowboats, sailboats, launches and yachts was a great magnet tonight, and it was a well-presented show. Staged just at dark, it was an awe-inspiring spectacle.

Officers in charge of the military and naval exhibits have expressed complete satisfaction with the attention that has been paid their displays. People of all ages have shown genuine interest in the latest of war implements, and the object of luring some young fellows into military careers apparently is being reached, as several recruits have been signed for all branches of the service.

The military display gives an ample over-all picture of which fair-

goers may expect in large measure when the season for the annuals gets in full swing in another two weeks. Army and air force executives in particular have arranged their displays as units so they can be moved intact from one annual to another. It is reported that more than a dozen such units are poised for visits to the leading annuals.

Air force planes have been active over the lake front and the appearance of a jet-propelled plane climaxed a big day in this department Friday. The air force is planning a super program for its birthday.

Show Gathers Momentum

Centurama production, produced by Eddie J. Weisfeldt in co-operation with Michael Todd, seems to be catching on stronger with age. Business Friday night came within a few seats of a sell-out and tonight they had to quit selling tickets, 8,126 laying it on the line, with 6,100 paying the general admission of \$1.20 each to sit in the bleachers borrowed from the Wisconsin State Fair, while the others paid \$2.40, \$3.60 and \$5. There has been a slight change in advertising policy, the ads no longer listing the \$5 box seats.

Weisfeldt has come up with another winner for this third week of his production. The Gae Foster Roxyettes offered three new production numbers, their most attractive to date, and Veloz and Yolanda were show-stopping in the feature position.

Roxyettes followed the opening pageant number with a collegiate-type presentation. They were attractively costumed and worked with huge megaphones. Their precision tapping made an excellent background for the introduction of Ted

Centurama Business Good, Bad Depending Upon Who's Talking

(Continued from page 54)
tonight, and the lads don't know what to expect Sundays, as there was just enough rain the first two Sab-baths to dampen all play.

Most of the midwayites have adopted a defeatist attitude, and the general opinion is that business is due for further slumps as time passes.

Kid Matinee Scores

E. Lawrence Phillips made one excellent move to stimulate some trade for the rides by introducing a free gate for kids between noon and 5:30 p.m. Mondays, with prices limited to 9 cents for all midway attractions. On Monday (22) rides did capacity business and the take for the afternoon was announced as \$1,800. Juice and grab stores also profited by the swarm of kids.

Independent midway workers apparently are getting a better break than those on the show grounds. Their play lasts longer, and Charles (Gus) Chan, the director, kept shuffling the indies until now they are in a position to trap tips and get a chance to work.

Phil Little, who has the food and beverage on the independent side, got an unexpected break when city gas company employees went on strike and the city was without cooking gas for three days. The citizens had to eat, and even radio stations gave unsolicited plugs to the fact there was plenty of food to be had at the Centurama. Beer continues to flow freely at Little's huge stand, and he reports that the watermelon stand has had surprising play.

Pitchmen, especially those with gardenias, are doing a ripping business on the approaches to the lake front, and there are numerous sidewalk vendors offering novelties, ice cream, drinks and popcorn who seem to be doing strictly all right. Heavy attendance at the free doings, especially the Thearle-Duffield fireworks, has put these fellows in the winning class, as there are thousands each night who walk the top of the wall, squat on the hills or roam the independent midway for the free events and fireworks who never brace the carnival ticket boxes.

and Flo Vallet, who gave with some startling baton and flag twirling and a bit of acro dancing. Walter Dare Wahl followed and his comedy acro turn was well received.

The revue followed the same general pattern as the first two weeks, with the historical commentary and the water follies holding the usual spots.

Hoofers Stop Show

Roxyettes, aided by the Buccaneers, gave it a Latin American touch for the introduction of Veloz and Yolanda. The exquisite dancing stylists were greeted vociferously and had to beg off.

Gene Sheldon, Tommy Dix and the Stuart Morgan Dancers had the specialty spots in the *Happy Birthday* scene, which was bowed in by the Parnell Singers, whose arrangement of *Clementine* was solid. Sheldon's work on the banjo caught on strong, but his mugging was lost in the huge amphitheater. Dix proved that he possesses a voice well suited for outdoor amplification and he had to do two encores after attempting to close with *Buckle Down, Winssocki*. Stuart Morgan, adagio turn, proved tops, and the quartet got a rousing reception when it returned in the finale for one last flip in closing the show.

Eddie Cantor, who opens here next Friday, was an unexpected, unheralded spectator tonight, accompanied by Ida. Few of those present knew of Cantor's presence until they read the early edition of *The Sunday Sentinel*.

Rosen, H. B.: Cartersville, Ga.
Royal American: Regina, Sask., Can.
Royal Expo.: Statesboro, Ga.
Shaffer: Lufkin, Tex.; Quitman 5-10.
Siebrand Bros.: Helena, Mont.
Silver Slipper: Calhoun, Ga.
Smith, Casey: Hobart, Okla.
Smith, George Clyde: Sykesville, Pa.; Scalp Level 5-10.
Smith's Greater: Candor, N. C.
Snapp's Greater: Slinger, Wis., 1-4.
Sooner State: Comanche, Okla.
Southern States: Valdosta, Ga.
Southern Valley: Port Neches, Tex.
Sparks Bros.: (Fair) Fulton, Ky.; Dawson Springs 5-10.
Sparks, J. F.: Litchfield, Ill.
Strader, M. A.: Russell, Kan.
Standard: Rawlins, Wyo.; Lander 6-10.
Stebler's: Honaker, Va.
Stephen's: Ollie, Ia., 1-3.
Strates, James E.: Elmira, N. Y.
Strong Am. Co.: Tabor, Ia., 29-31; Fairmount, Neb., Aug. 2-3.
Stumbo, Fred R.: Mountain Home, Ark.
Sunflower State: Lenora, Kan.
Sunset Am. Co.: (Fair) Carthage, Ill.; (Fair) Keosauqua, Ia., 5-9.
Sweeney's Midway: Weston, W. Va.
Tassell, Barney: Alexandria, Va., 29-Aug. 10.
Tatham Bros.: Mt. Vernon, Ill.; Marshall 5-10.
Thompson Bros.: Avis, Pa.
Tidwell, T. J.: Shattuck, Tex.; Pond Creek 5-10.
Tivoli Expo.: Kahoka, Mo.; (Fair) Center-ville, Ia., 6-9.
Triangle: Carlisle, Pa.
Turner Bros.: (Fair) Taylorville, Ill.; (Fair) Altamont 5-10.
Twin City: Charter Oak, Ia., 1-3; Griswold 13-15.
Twin Rivers: Casey, Iowa.
United Expo.: St. Joseph, Mo.
Utah Expo.: Vernal, Utah.
Victory Expo.: (Fair) Eureka, Kan.; (Fair) Cherryvale 5-10.
Virginia Greater.: Bel Air, Md.; Cambridge 5-10.
Wade, W. G., No. 1: (Fair) Hastings, Mich.; (Fair) Corunna 5-10.
Wade, W. G., No. 2: Butler, Ind.; (Fair) Rochester 5-9.
Wallace Bros.: Neon, Ky.
Wallace Bros. of Canada: (Fair) Vegreville, Alta., Can., 29-31; (Fair) Red Deer, Alta., Aug. 1-3 (Fair) North Battleford, Sack., 5-7.
Ward's John R., World's Fair: Peoria, Ill.; La Crosse, Wis., 5-10.
West Coast: Eugene, Ore., 30-Aug. 4; Coos Bay 5-10.
Williams Southern: Morganton, N. C.; Tay-lorsville 5-10.
Wilson's Famous: (Fair) Lewistown, Ill.; (Fair) Arthur 6-10.
Wilson's United: Maynardville, Tenn.
Wolfe Am. Co.: Duncan, S. C.
Wonder City: (Fair) Fairmount, Ill.
Wonder Show of America: South Beloit, Ill.; Chippewa Falls., 5-10.
World of Mirth: Presque Isle, Me.; Bangor 5-10.
World of Pleasure: Iron Mountain, Mich.; Cheboygan 6-10.
World of Today: Thief River Falls, Minn.
Wrightman Am. Co.: Eureka, Calif.; Fern-dale 13-18.
Zeiger, C. F., United: Riverton, Wyo.; Guernsey 5-10.
Zeiger: Puyallup, Wash.

CRESCENT AMUSEMENT CO. WANTS

Colored Performers and Musicians, Tuba and Trombone, Knockout Comedian that Sings and Dances. Concession Agents for Slum Stores, Age and Scales, Ball Games. Joe Palmer wants PC Dealer, High and Low. Ride Help, all rides that can drive, Second Man for Wheel. Truck Drivers

No booze wanted, stay away. Address

L. C. McHENRY, Mgr.

Marion, Va., this week.

WANTED

Merry-Go-Round Foreman, other Ride Help; only those who can stay sober and get it up and down. Concessions—Need Agents. Can place legitimate Concessions that work for Stock. Shows—Monkey, Animal, Freak, Mechanical, etc. Proven route of Celebrations thru September, then south for winter. All replies:

A. O. COFFMAN, Mgr. WHITE STAR ATTRACTIONS

BLOOMVILLE, OHIO, THRU AUG. 3.

RICHMAN & CARPENTER Present

BYERS BROS.' SHOWS

Want for best Fair route in Midwest and long season South—Capable Side Show Operator and people to take over complete hundred foot Side Show inside frameup, all ready to step in and go to work. One of the nicest frame Shows on the road. Will buy for cash or book Merry-Go-Round and one other major Ride. Real proposition for Electrician and Mechanic; prefer combination. Good proposition for Bingo, Popcorn, Custard, Arcade, Floss; few other Stock Concessions open. Want Octopus Foreman and Second Man, Ride Hands that drive and useful people in all departments. Butch Goff has good proposition for Stock Agents and Cook House Help. Need Ball Game, Coke Bottle, Buckets, Snow and Pitch Till You Win Agents. Wire, write or call

JIM CARPENTER, Council Bluffs, Iowa, till August 1st; Wisner, Nebr., Fair, August 1-4; Falls City Fair, August 6-10.

PINE STATE SHOWS WANT

Mug Joint, Cigarette Shooting Gallery, Milk Bottles, Popcorn, Snow, Diggers and Bingo. Good proposition for Cook House or Sit Down Grab. Few Stock Concessions open. Will book or buy #5 Wheel. Have all winter park location. Those joining now given preference. All address:

R. T. (BOB) BULLOCK, Business Manager

JOHNNY J. CARUSO, Owner

Sutherland Avenue Show Grounds, Knoxville, Tenn., this week; then as per route.

Carnival Routes

(Continued from page 60)

Moore's Modern: Watseka, Ill.
Mound City: Macon, Mo.
Nick's United: Gas City, Ind.
Northern Expo.: Lewistown, Mont.; Brown-Ohio Valley: Fremont, O.
Omar's: Bloomfield, Mo.
Page Bros.: Mt. Pleasant, Tenn.; Shelbyville 5-10.
Page, J. J.: Maysville, Ky.
Paul's Am. Co.: Wheaton, Mo.
Penn Premier: Sharon, Pa.
Peppers All-State: (Fair) Knoxville, Ia.
Pike Am.: Humansville, Mo.; Diggins 5-10.
Prel's Broadway: Reading, Pa.
Rainbo: Greenfield, Ind.
Red's United: Oto, Ia., 2-3; Kingsley 6-7; Hornick 9-10.
Regal Expo.: Clarksville, Tenn.; Nashville 5-10.
Regent Am. Co.: Ridgeville, Ind.
Reid, King: Ogdensburg, N. Y.
Rio Grande: Ava, Mo.
Rogers Bros.: Howard Lake, Minn., 2-4; Farmington 8-11.
Rogers Greater: Boonville, Ind.; Fairfield, Ill., 5-10.
Rogers & Powell: Greenwood, Miss.
R. & S. Am.: Goldsboro, N. C.; Newbern 5-10.

FOR SALE

Complete 16-seat Chairplane with organ. New Tent, 18 by 28; one 20 by 40. Some Concession Equipment. No phone calls. Address:

J. R. STRAYER

Calloway Park Elwood, Ind.

BELTON SHOWS

**WANT FOR WINSTON-SALEM, N. C.
AND A LONG STRING OF FAIRS**

Want a few more 10 Cent Concessions. Grand opening for a good Side Show, must be good. Can place Fun House, Midget Show, Fat Show. Can also place Tilt and Octopus. Will furnish transportation if needed. Yes, it's true our fairs start Aug. 26th with the Greater Galax, Va., Fair; Leaksville Tri-City Fair, Leaksville, N. C.; Mayodan Community Fair, Mayodan, N. C.; Harnett County Fair, Angiers, N. C.; Selma Tobacco Festival, Selma, N. Car. Guarantee four more fairs to follow. All address this week Bassett, Va.; then Winston-Salem, N. Car., or per route.

C. J. BELTON, Owner W. R. JOHNSON, Mgr. CLYDE PARRIS, Agt.

REGAL EXPOSITION SHOWS, INC.

WANT—Ride Help, Semi Drivers given preference. White Robertson, Ride Superintendent.
Want Chorus Girls and Comedians for Colored Minstrel. Prof. Tom Johnson, Minstrel Manager.
Will Book Novelty Ride, High Ride Preferably. Will Book Shows With Own Outfits and Transportation.
Want Side Show Manager and Talker; Larry and Elvie Communicate. Want Concession Agents—Contact Johnny Reed.
Want Man to Handle Public Address Systems, Long Season Fairs—Then Florida for Winter Work.
Address Clarksville, Tenn., This Week; Nashville, Tenn., Ball Park Location to Follow; Carthage, Tenn., Fair Week, Aug. 12.

LAWRENCE CARR SHOWS WANT

Concessions of All Kinds. John Terry Wants Agents for Swinger, Buckets and Ball Games. Want Girl Show Operator with Wardrobe.
FOR SALE: A Super Roll-o-Plane. Practically new. Can be seen up and running. Newport, R. I., July 29-Aug. 3. Northampton Fair Grounds, Northampton, Mass., Aug. 5-10.

**FRANK M. SUTTON SR.
PRESENTS**

GREAT SUTTON SHOWS

"MOST BEAUTIFUL SHOW IN MIDDLE WEST"

Want one more Flat Ride for fairs and cotton country. Prefer Octopus. Want Shows and Stock Concessions. Carlyle, Ill., Home Coming; Vienna, Ill., Fair; Anna, Ill., Fair; Zeigler, Ill., Home Coming; Marion, Ill., Fair; then cotton country. Address:

F. M. SUTTON SR., Carlinville, Ill., this week; then as per route.

Want—W. S. CURL SHOWS—Want

Ride Help of All Kinds, Semi Drivers preferred. Legitimate Stock Concessions of All Kinds. Shows with transportation for Defiance County Fair, Hicksville, Ohio, Aug. 18-23. Agents for Stock and P. C. Joints. No Drunks or Chasers Wanted.

W. S. CURL SHOWS

Liberty, Ind., July 29-Aug. 3; Rockford, Ohio, Aug. 5-10.

NEW ENGLAND AMUSEMENT CO.

WANTS

Ferris Wheel Foreman, Man for Popcorn and Candy Apples, Ball Game Agent, also All Around Help. All replies to

HARRY J. KAHN

Care Carnival, Lee, Mass., week July 29th; Great Barrington, Mass., week August 5.

VIRGINIA GREATER SHOWS WANT

French Fries, Photos, Bumper, Coca-Cola Bottles, Cigarette Gallery, Ball Games, Scales and Age, Lead Gallery, Penny Arcade.
"Turtles" Lordelet, sent you wire to come to Bel Air. Rat Game open. Cane Rack, High Striker, Balloon Darts open. Bel Air, Maryland, this week; Cambridge, Maryland, next week.

SHOWS 20 RIDES WANTS -- WANTS -- WANTS SHOWS 20 RIDES

PENN PREMIER SHOWS

Can place reliable Electrician who knows Transformers. Guarantee over \$100.00 per week. (No drunks apply.)

Can Place—BALL GAMES, PAN GAME, PEA POOL, 1 DICE, AGE, SCALES, NOVELTIES, FISH POND, HUCKLY BUCK, CORK GALLERY AND OTHER LEGITIMATE CONCESSIONS.

WANT: ACTS FOR SIDE SHOW, STRONG ANNEX, SWORD SWALLOWER, TATTOO OR FIRE EATER.

CAN PLACE CHAIR-O-PLANE FOREMAN. Also Help in all Departments. Jimmie Davidson can place Agents for Skillo and Coupon Stores. Fair Secretaries in Kentucky, Tennessee and Alabama, have a few late dates open. This Show will be out until December 1st.

Address all mail and wires to **LLOYD D. SERFASS, Gen. Mgr., Sharon, Pa.,** this week, followed by Canton, Ohio, then Weirton, W. Va., Firemen's Celebration.

P.S.: Frank Bland wants Two Good Promotion Men for our Southern Fairs.

WANT WANT WANT

LAWRENCE GREATER SHOWS

SHOWS: Fun House, Glass House and Penny Arcade. Have complete outfit for Monkey and Snake Shows. Also Minstrel Show.
RIDES: Rolloplane or Kiddie Auto Ride.

CONCESSIONS: Studio, Ball Games, all 10c Grind Concessions, Wheels and Laydown open. Sam Levy wants Agents for Wheels, Rolldowns, Skillos and percentage.

HELP: Want Rideo and Chairplane Foreman, Second Men that drive trucks on all rides. Also reliable and sober Truck Mechanic. Fair Committees, have a few dates open. Get in touch with us.

Address Berwick, Pa., this week; Sunbury, Pa., week Aug. 5-10.

TEN FAIRS TEN FAIRS TEN FAIRS

CUMBERLAND VALLEY SHOWS

WANT FOR THE FOLLOWING TEN FAIRS

Tracy City, Tenn., Aug. 12-17.
Fayetteville, Tenn., Aug. 19-24.
Sparta, Tenn., Aug. 26-31.
Cookeville, Tenn., Sept. 2-7.
McMinnville, Tenn., Sept. 9-14.

Manchester, Tenn., Sept. 16-21.
Winchester, Tenn., Sept. 23-28.
Georgia, Oct. 1-5.
Summerville, Ga., Oct. 7-12.
La Fayette, Ga., Oct. 14-19.

SHOWS: Fat Show, Midget Show, Snake Show, Mechanical City, 5-in-1, 10-in-1 or Hillbilly Show with own outfits, or any other Show capable of getting money. Percentage reasonable. Buster Hayes and Jack Orr, answer. CONCESSIONS: All legitimate Concessions open. RIDE MEN: Ride Mep needed. Drunks, stay where you are. Address all mail and wires to

ELLIS WINTON Columbia, Tenn., this week; then as per route.

WILSON'S UNITED SHOWS WANT

One more major Ride. Will book Two Kiddy Rides. Age and Scales open. Stock Stores come on, Privilege Reasonable. We feature Capt. Buck's Wild Animal Circus. Our Fairs the Cream of the South.

Contact

DICK WILSON, Owner

Maynardville, Tenn., this week; then Per Route.

DUBOIS COUNTY FAIR

HUNTINGBURG, INDIANA, WEEK OF AUGUST 5TH

Can place Independent SHOWS and RIDES and a few more Legitimate Concessions. Can place Ride Help in all departments.

All Wire C. C. GROSCURTH, General Manager

BLUE GRASS STATE SHOWS

PROVIDENCE, KY., all this week.

WANTED

CUNNINGHAM'S EXPO SHOWS

Shows and Concessions for the following celebrations: Middleport, Ohio, Legion Celebration, July 29-Aug. 3; Byesville Home Coming, Aug. 5-10; Lore City Home Coming, Aug. 12-17; Quaker City Home Coming, Aug. 19-24; Toronto, Ohio, Firemen Celebration, Aug. 26-31; Parkersburg, W. Va., Sept. 2-7. Write or wire Middleport, Ohio, next week.

JOHN F. CUNNINGHAM, Mgr.

PENN PREMIER SHOWS

WANTED WANTED WANTED

Assistant General Agent that knows Kentucky, Tennessee and Alabama. Must be sober and able to cut it.

CAN PLACE IMMEDIATELY

Side Show Acts of all kinds to bring show to full strength. Want Fire Eater, Sword Swallow, Mental, Torture or any other act to feature. Can also place strong Annex and Ticket Seller. Join on wire. Salaries paid from office. This show will be out until December. Address all mail and wires, LLOYD SERFASS, MGR. PENN PREMIER SHOWS, Sharon, Pa., this week; Canton, Ohio, next week. P.S.: Fair Secretaries in Kentucky, Tennessee and Alabama, have a few open dates.

FOURTEEN MORE CONSECUTIVE FAIR DATES—COUNT THEM, FOURTEEN

McSPADDEN'S LONE STAR SHOWS

CAN PLACE

For the following bona fide annual Fairs—no layoffs, short moves, night and day play weekly—any MERCHANDISE CONCESSION WORKING FOR STOCK, also can place non-conflicting Shows at committee money, plus tax. Place SIDE SHOW, BIG SNAKE, WAR TROPHY EXHIBIT. Our route includes SPARTA, BENTON, MOUNT CARMEL, GREENUP, NEWTON, SALEM, SHAWNEETOWN and NASHVILLE (all Illinois), all bona fide annual county fairs; then into Arkansas for BLYTHEVILLE and FIVE MORE ARKANSAS AND LOUISIANA FAIRS. A FAIR EVERY WEEK FOR FOURTEEN CONSECUTIVE WEEKS TILL NOVEMBER FIRST. Can always place sober, reliable Workingmen on Rides at top salaries. Special inducement for semi drivers. J. R. McSPADDEN, LONE STAR SHOWS, SPARTA, ILL. (Fair), this week; BENTON, ILL. (Fair), Aug. 7-9. WANT TO BUY FOR CASH—SPITFIRE WITHOUT TRANSPORTATION.

WANTED

For Reed City, Mich., Veterans of Foreign Wars, week July 29 to Aug. 4; Ludington, Mich., Aug. 5 to Aug. 11; Cadillac, Mich., Veterans of Foreign Wars, Aug. 12 to Aug. 18; West Branch, Mich., Fair, Aug. 20, 21, 22 and 23; other Fairs and Celebrations to follow. Can place two more major Rides not conflicting and two Kiddie Rides. Can place two more Shows and two Platform Shows. Want Ride Help for Merry-Go-Round, Ferris Wheel, Chair-Plane and Kiddie Auto Ride; top salaries to those that can drive semi and trucks. Can place Merchandise Concessions of all kinds. Address to

BARKOOT BROS.' SHOWS

Per Route

Royal Exposition Shows

WANT TO JOIN AT ONCE

Octopus or Spit Fire. Shows with own outfits and transportation. Penny Arcade, Long Range Gallery, Custard. Ride Help who drive semis, Ball Game Agents who can put up and take down joints, also Hoop-La, Cigarette Gallery and other Concession Agents. We are now playing in the Georgia tobacco belt where money is plentiful and have a route of six weeks of good county fairs beginning week of Sept. 23. Address:

ROYAL EXPOSITION SHOWS

Statesboro, Georgia, this week; then Baxley, Georgia.

Want—DROME RIDERS—Want

Long season. Best proposition. Jimmy Wise, George Murray, Clyde and Camille Tremble, Don Thompson and wife and all others, wire.

EVERETT FILLINGHAM or DUTCH WILSON

c/o HENNIES BROS.' SHOWS, Danville, Ill., this week; Springfield, Ill. (State Fair), Aug. 6-18.

John R. Ward's World's Fair Shows Want

Ride Foreman and Second Men on Roll-o-Plane, Spitfire, Tilt-a-Whirl, Pony Ride. Want Musicians and experienced Girls for Girl Revue, also Piano Player. Want Scenic Artist. Want Stock Concessions.

RALPH CLAWSON, Mgr.

Peoria, Ill., this week; La Crosse, Wis., Fair, next week.

BLAIRSVILLE FIREMEN'S FAIR

August 5th-10th. Free Acts, Special Events.

Can book Pitch Till You Win, Shooting Galleries and Concessions not conflicting with Ball Game. Write or Wire

M. A. BEAM

ELIZABETH, PENNSYLVANIA

P.S.: Want Ride Help for Merry-Go-Round and Tilt. Good wages.

PAGE BROS.' SHOWS

Want String Game, Novelty Jewelry, Candy Floss, Pan Game, Hoop-La, Bumper, Diggers, Coca-Cola Bottle, Guess Your Weight, any Slum Joints not conflicting with what we have. Only book two of a kind. Can place Fun House, Fat Show, Mechanical City. Can place one more Act for Side Show. Have 8 Fairs, starting with Tennessee State Colored Fair, August 12, at Murfreesboro, Tenn.

Mt. Pleasant, this week; Shelbyville, next week; all Tenn.

Nation's Press Tips J.Q. Public On Merits of Outdoor Showbiz

(Continued from page 51)

misses few family groups. Net result has been a flood of free publicity, all of it good and minus knocks, that the industry couldn't afford to buy.

Queries from editors, staff men and free lancers, including photographers, seeking source material have reached offices of *The Billboard* with almost daily precision since the first of the year. Free-lance interest, particularly, points the way of the current trend because the idea boys who can put it in writing don't go all out on a story unless they are virtually certain of a ready market. Necessary research plus availability of source material which, if it happens to involve carnivals or circuses can result in a sleeper jump, adds up to a sizable piece of change and provides another reason for the bread-and-butter writer to know which way the wind is blowing in literary markets.

"March of Time" Pic?

Rumored locally among the information dispensers is a possibility in the near future of devoting an issue of *The March of Time* to outdoor showbiz. This may well follow the formula of a well-rounded synopsis of outdoor amusements presented in the magazine section of the hard-to-impress *New York Times*. Article, authored by Murray Schumach, ran Sunday (14) and took notice of the increased interest in alfresco show biz, particularly since the end of the war. Outdoor scope was brought out statistically to show that it was big business with mass appeal. Some of the figures given might be subject to close scrutiny, however, an old failing with even the best media.

Also forecast is another take on carnivals in *Life* and a picture layout with text on fairs in *Holiday* plus earnest interest on the part of others editing slick editions. *Holiday*, selling recreation tips to the masses, has already fronted for carnivals and parks as places to go for pastime and amusement. This mag was founded on the intelligence that in 1942 the American public spent \$5,000,000,000 on recreation and the belief that another \$1,000,000,000 will be added to the total by 1959.

Lib, Collier's and SEP

Liberty forecast the outdoor boom via story and pictures in color before the season got under way. *Collier's* has found human interest among the circus folk to include in its pages. *The Saturday Evening Post*, along with many other periodicals, recognized the circus as the harbinger of spring and ran a cover that will rank with the best in its series depicting typical American scenes. *Hearst's American Weekly*, a Sunday supplement, annually brings to its several millions of readers news of outdoor endeavors by showmen, usually of the thrilling and death-defying variety. *The Elks' Magazine* storied this year's outdoor show world prospects to its thousands of members and to waiting medical and dental patients thruout the land.

Week-end newspaper editions, notably the *New York Daily News* and the *New York Daily Mirror*,

have taken kindly interest, even when the love interest was lacking. Both papers approach the status of magazines, with circulations in the millions.

The Woman's Home Companion devoted the cover of its August issue to a top-notch in appeal, a couple of kids on a Merry-Go-Round. *This Week*, Sunday newspaper supplement, has come thru a couple of times this year with outdoor features. Not to be outdone, another week-end supplement, *Parade*, has an outdoor feature in the works.

WANTED

For

Brown City Celebration

Legitimate Concession that works for a dime; also Cook House, Ride Help.

Address CELEBRATION SECRETARY at Brown City, Michigan.

JOHN R. WARD WORLD'S FAIR SHOWS WANT

Assistant Secretary. Prefer one who can take dictation and operate typewriter and who has had show office experience.

Address: JOHN R. WARD
Peoria, Ill., this week; La Crosse, Wis. (Fair), next.

AGENTS WANTED

for Roll Downs and Clothes Pins. Slao "Smokey" Armann wants Nail Store Agents. Clarence Robins, answer.

EARL L. DIXON
Penn Premier Shows

Sharon, Pa., this week; Canton, Ohio, next week.

WANT

Tilt Foreman, Second and Third Man join at once. Paul Kaduke, Randolph Bender, if at liberty wire. Highest salaries paid by this show. All join here.

Fitzgerald, Ga., this week.

Florida Amusement Co.

FOR SALE

COMPLETE ORGANIZED CARNIVAL

Three Rides, three Shows complete, Marquee, Transformers on Trailer Trucks. Operating now. Will sell as a unit \$15,000. If interested contact owner.

BOX D-268, Care Billboard, Cincinnati 1, O.

CAN PLACE

Major Rides for ten weeks of celebrations.

FOR SALE

1500 Large Flags. Wire or Write

H. WOLF

St. Francis Hotel

Newark, N. J.

Want—LAKE STATE SHOWS—Want

For Houston, Mo., Home-Coming, Aug. 12-14; Webster County Fair, Marshfield, Mo., Aug. 27-30; to be followed by the fairs at St. Genevieve and Perryville, Mo., and Southeast Missouri's best Labor Day Celebration.

CONCESSIONS: Especially want Novelties, Coca-Cola Bottles, Frozen Custard, Cat Rack, Bumper, Ball Games, Candy Floss and COOK HOUSES.

SHOWS WITH OWN TRANSPORTATION AND EQUIPMENT.

Address: JOS. O'BRIEN, Mgr., Washington, Mo., this week; then per route.

WANT
for
Harrison Greater Shows
Agents for Coupon Stores, Wheels, Skillos, Percentage. Opening for good line up man. Patty Finnerty with this show. Wire or come on.
Dundalk, Md.

SRADER SHOWS
CAN PLACE

Shows with own outfit for four of the Best Fairs in Western Kansas starting August 5.
Address: Russell, Kansas, July 29 to Aug. 3.

DANCING GIRLS
WANTED IMMEDIATELY
Long season. Top salary. No time to write, wire
KIRBY McGARY
KAUS SHOWS SELMA, N. C.

SPARKS BROS.' SHOWS
WANT
For balance of season, an Aerial Free Act. State what you have and price. George Harson, write.
Fulton, Ky., this week; Dawson Springs, Ky., Aug. 5-10.

CLERKS WANTED!
Have openings for a capable and sober Roll-down Clerk, also two Skillo Agents. We have six good Fairs starting in September that are money-proven spots, and we work all winter. Our Agents are doing nicely, so if you are interested in building up your B.R., this is the Show. If you are a week-end tourist, keep on touring. No 10% out of Flat Stores.
Also openings for all Concessions that work for 10%. Send wires to
MARTY MICHILS
c/o SOUTHERN VALLEY SHOWS
This week Port Neches, Texas; then per route.

WANT
Agents for Lead Gallery and Stock Stores. 1 good Caller on Corn Game. Playing 2 spots each week.
JACK THOMAS
c/o RED'S UNITED SHOWS
Coleman, S. D., July 29-30; Oto, Ia., Aug. 2-3; Kingsley, Ia., Aug. 6-7; Hornick, Ia., Aug. 9-10.
Come on, or wire at once.
Phil Osborne, get in touch with me immediately.

Bob Edwards Wants
First class Posing Show Talker, and one Candy Pitchman. No advance. Cut it, or no notice. Also Ticket Seller, Grinders. Address c/o
CAVALCADE OF AMUSEMENTS,
Muncie, Ind., this week;
Ionia, Mich., next week.
Howard Withers, answer.

.22 AMMUNITION
12 Cases Shorts, 7 Cases Longs,
\$85.00 Per Case
for all or any part.
Wire 1/4 Deposit.
Eastern Sales Company
38 Lockwood, Ter. 32-9001, W. Hartford, Conn.

WANTED
First-Class Drome Talker
That Can Stand Prosperity.
CAPTAIN RITZ
c/o Happyland Shows
Pontiac, Mich., July 22-Aug. 3

PEPPERS ALL-STATES SHOWS

AMERICA'S FINEST MOTORIZED SHOW
20,000 FEET NEON—10 RIDES, OFFICE OWNED—6 SHOWS—ALL CONCESSIONS
OFFICE OWNED AND OPERATED

WANT FOR THE FOLLOWING FAIRS IN KNOXVILLE, OSKALOOSA, INDEPENDENCE, CRESCO, WEST UNION AND WEBSTER CITY ALL IN IOWA. LAWRENCEBURG, TENN., AND 3 MORE IN ALABAMA. WE CLOSE THANKSGIVING WEEK.

WANT RIDE HELP: FOREMAN for Twin Wheels, must be A-1. Roy Hildebrand, wire at once. J. C. Snell, have new 1946 Octopus open for you. Second Men on all Rides, Wives as Ticket Sellers. Get in touch with Tom Mehl. Drunks and chasers, stay where you are.

CONCESSIONS WANTED: Long Range Gallery. Agents for Scales and Age, Hoop-La. Have new top and frame for String Joint. Want Griddle Men for Cookhouse, Dinner Cook; also Man and Wife to take full charge of Crab joint. No time to write—join on wire.

SHOWS: Want Fat Show, Crime Show, Mechanical Show, Illusion, Motor Drome, or what have you with your own transportation? Athletic Show, have 30x60 top with seats, panel front, stage; neon for Hillbilly Show. Jack Orr, wire.

Address F. W. PEPPERS, Knoxville, Ia., this week

FOR MINEOLA, L. I. (N. Y.) FAIR

SEPTEMBER 10 to 14 Inclusive

WANTED SHOWS
Shows with Entertaining Features, such as Girl Show, Side Show, Animal Show, Wild Life, Grind Shows, Fun House, etc. Must have your own outfit.
All Concessions open—no exclusives.

HELP—Ferris Wheel Foreman, Chair-o-Plane Foreman and all other ride help, write, wire or come on. Top salaries, best conditions.

Write, Wire or Call

I. T. SHOWS, INC.
2686 Valentine Ave., New York City. Phone Fordham 4-3630
I. TREBISH, Pres. PHIL ISSER, Gen. Mgr.

DON FRANKLIN SHOWS

A free Gate. No Grift. We hold contracts for the following choice South Texas Fairs: Wharton, Sept. 25 thru 29; La Grange, Oct. 4 thru 6; Richmond-Rosenberg, Oct. 10 thru 13; Harris County at Tomball, Oct. 17 thru 20. Will close season Nov. 11.

We own four major Rides (two additional new Rides soon). New Funhouse. New Diesel Power Plant. Best of Respiration.

Want to book Rides and Shows not conflicting.

Due to our strict policy of a clean Show, we have immediate openings for the following choice Concessions: Glass Pitch, Penny Pitch, Darts, String Game, Country Store, Cork Gallery and other Stock Stores. No Gypsies.

Have Platform Scales, nicely flashed. Will sell Age and Scales privilege, furnish Scales and transport same. \$35.00 weekly.

Want Operator for small office-owned Cookhouse.

Will sell and book the following Stock Stores: Duck Pond, Clothes Pins, Bumper. Stock Stores, \$25.00.

Want sober A#1 Wheel Man. Salary, \$60.00.

Address **DON FRANKLIN, Owner-Mgr.**
Conroe, Texas, this week; Liberty, Texas, next week.

ROYAL RIDES

Want Foreman for Chairplane, top salary. Will book or buy Ferris Wheel. Will book Funhouse or Glass House, Grab Joint or small Cookhouse. Want Agents for following Concessions: Bowling Alley, Miniature Dart Joint, Bumper, Pea Pool. Good proposition for man and wife to take charge of Concessions. No time to write, join on wire. Lineville, Ala., week July 29, first Show in 8 years. Rockford, week Aug. 5, first Show in 7 years. Answer as per route, pay own wires. For Sale—Evans Bowling Alley, two Kohler Electric Plants. Book all legitimate Concessions.

REGENT SHOWS

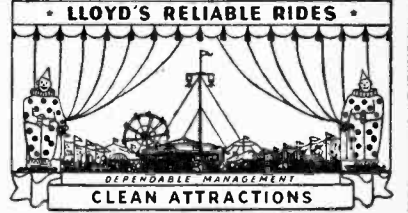
Want for Dillsboro, Ind., and Rising Sun, Ind., Fairs; Corydon, Ind., the oldest and one of the best fairs in Southern Indiana to follow.
WANT Girl Show. Good proposition for any good show.
CAN USE good Free Act. Want Cookhouse, Penny Arcade, Concessions of all kinds.
NEED Ride Help on all rides. Will pay top salary.
All replies to HARRY ALKON, Owner, Ridgeville, Ind., this week.

FULLER GREATER SHOWS

Can place at once Shows with own outfits, also High Striker, Crab, Floss, Hoopla, Pitch Till Win, Shooting Gallery, Novelties, Slum Spindle and others not conflicting.
Coming up—Two big Labor Day Celebrations. Mammoth Oakland, Md., K. of P. Celebration, Sept. 2 to 7, and bigger and better Ligonier Valley Fair, Ligonier, Pa., August 30 to Sept. 2 Placing Shows with own outfits and exclusive Concessions for these spots. If you want a good Labor Day spot, get in touch with me now.
PAUL E. FULLER, 514 Main Street, Meyersdale, Pa.

MAJESTIC GREATER SHOWS

NOW BOOKING FOR THE FOLLOWING MICHIGAN FAIRS
MILFORD—AUG. 7TH-10TH
STANDISH—AUG. 12TH-17TH
BIG RAPIDS—AUG. 20TH-23RD
MARNE—AUG. 27TH-30TH
NEWAYGO—SEPT. 1ST-2ND
(LABOR DAY CELEBRATION)
GLADWIN—SEPT. 4TH-7TH
And 8 North Carolina Fairs to follow.
WE ARE POSITIVELY BOOKED SOLID.
Address
SAM GOLDSTEIN, Owner-Mgr.
HARRY E. WILSON, Ass't
ADRIAN, MICH., THIS WEEK.



This week, Union Pier, Mich.; Wingate, Ind.; Flora, Ind., and Covington, Ind., to follow; all Fairs. Want legitimate Stock Concessions, String, Bumper, Pitch-Till-Win, Long Range Gallery, Guess Your Weight, Guess Your Age, Candy Apples, Candy Floss, Root Beer, Grab Joint, Waffles, French Fries, Custard, two more Ball Games, or what have you? STREET CELEBRATION COMMITTEES, get in touch with us, we have all of September open. **LLOYD'S RELIABLE RIDES**, as per route in this ad.

FOR SALE

One Parker Baby Q 32-Ft. Merry-Go-Round, perfect condition, new engine and new Royal Blue Top. Price \$6,500. Route: Lewistown, Mont., July 31, Aug. 1, 2 & 3; Browning, Mont., Aug. 5, 6 & 7; Dodson, Mont.; Aug. 9, 10 & 11; Havre, Mont., Aug. 12-15.

NORTHERN EXPO SHOWS

Whitney Point, N. Y., Fair

Opens Sunday, Aug. 4 to 8 featuring
JACK KOCHMAN AND HIS 20 DARE-DEVIL DRIVERS
Best the world has ever known. Can place Shows, 25%; clean Games, \$3.00 per foot. Two good fairs to follow. Don't write, come on.
W. S. MALASKEY
210 Court Street Binghamton, N. Y.

Paul's Amusement Shows

Want for the biggest one in the Southwest, Cassville, Mo., Old Soldiers' & Settlers' 64th Annual Reunion, Aug. 5-10. Want legitimate Concessions of all kinds. No X except Photo, Bingo. Want Octopus, Roloplane or Tilt, also Kid Rides. 25%; any Rides not conflicting with Wheel, Jenny or Chairplane.
Help—Wheel Foreman, \$50.00; Chairplane Man, Second Man on Wheel and Jinny. Come on, no time to write; or wire. No Gyps. Wheaton, Mo., Reunion July 29-Aug. 3.
P. A. SCRIMAGER, Owner & Mgr.

RIDE HELP WANTED

Foreman for Ferris Wheel, Foreman for Caterpillar and Foreman for Chairplane. Guaranteed top salary and good treatment. All reply to
RAYMOND CARSWELL
Care Williams Riding Devices
Mooresville, N. C., this week; Taylorsville, N. C., week following.

WANTED TO BUY BALLS

Nos. 1 to 7, inclusive, for a DEVIL'S BOWLING ALLEY, or will purchase machine complete with balls.
M. SHENKMAN
9-11-13 Casino Arcade WILDWOOD, N. J.

WANT

Popcorn Agent. Couple or Man to take care of Popcorn and Candy Apple Stand. Salary and percentage.
MRS. SAM LAWRENCE
Berwick, Pa., this week; Sunbury, Pa., week Aug. 5-10.

Great Grangers (Fair) Picnic

—74th Year—

WILLIAMS GROVE PARK
Mechanicsburg, Pa.

LARGEST FREE GRANGE (Farmers) PICNIC in America

AUGUST 25TH TO SEPTEMBER 2ND, INC.
NINE DAYS

★ ★ TREMENDOUS NIGHT BUSINESS ★ ★

FREE ADMISSION — FREE PARKING

Have Limited Space Available for SHOWS, CONCESSIONS
(No strong joints) and a couple rides.

NOTE—SHOWS do exceptionally well here—SPACE
REASONABLE—ATTENDANCE EXCEEDS 100,000

WRITE, PHONE or WIRE—Roy Richwine, Mechanicsburg, Pa.

PUBLIC LOT AUCTION

City Hall, Lowell, Mass.
August 6th, 10 A.M.
for

MAMMOTH MIDWAY

American Legion Mass. State Convention

South Common, Lowell, Mass.
Entire week of August 19th thru 24th

Featuring sensational fireworks display, parades, drum corps competition, band
concerts, free acts, RIDES, GAMES, CONCESSIONS. No Grift Games.

Contact

HENRY FINNERAL—Merit Shows
215 Lincoln St., Lowell, Mass.
Tel. 2-7981

JOHN F. CARNEY
21 Blossom St., Lowell, Mass.
Tel. 2-9782

JIMMIE CHANOS SHOWS

WANT

For Hoytville, Ohio, Home-Coming and Ox Roast, Legitimate Concessions
of all kinds. Want Shows with own outfit for Wapakoneta Fair, seven
days and nights. Want ride help, second man on Wheel, Octopus and
Rolloplane; foreman for Chairplane. Drunks and chasers stay away.
All replies to

JIMMIE CHANOS, Plain City, Ohio, Fairgrounds

VIRGINIA GREATER SHOWS

WANT AT ONCE

People for Minstrel Show, Piano Player, Sax, Trumpet, Trombone. Also
want girls to strengthen chorus for big show going south. Want good
talker to handle show. Good proposition, bus transportation, salaries
from office.

Bel Air, Maryland, This Week; Cambridge, Maryland, Next Week

WANTED TO JOIN AT ONCE

For the cream of the tobacco belt and a circuit of the best county fairs in the South. Few
more Stock Concessions. No P. C. One or two high-class Shows with own transportation.
No Girl Shows. Dependable Ride Help. Will buy, book or lease small Merry-Go-Round. No
junk. Fair Secretaries in Georgia and Florida, we have a few open dates. Free Act—Can offer
sensational Free Act a long, pleasant season. All answers to

JOHN B. DAVIS, SOUTHERN STATES SHOWS

VALDOSTA, GA., THIS WEEK

MIDWAY OF MIRTH SHOWS

Want for Covington, Indiana, Free Fair, August 5-10, and Balance of Season.

GIRL SHOW, SIDE SHOW, MECHANICAL SHOW; ALSO ONE MAJOR RIDE. CONCESSIONS:
GUESS YOUR WEIGHT AND CUSTARD MACHINE. WANT FERRIS WHEEL FOREMAN.
TOP SALARY. ADDRESS:

PALMYRA, ILL., THIS WEEK; THEN AS PER ROUTE.

FROM THE LOTS

Berryhill United

LEITCHFIELD, Ky., July 27.—
Show arrived here from Hodgenville,
Ky., without mishap and was ready
for the Monday (15) opening. At-
tendance was good all week, with
Saturday (20) beyond expectations.

Captain Hulbard, with his trained
Hollywood bears, continues to draw
big. Sonny Boy, the horse with the
human mind, has been added to the
Wild West show. Bob and Flossie
Miller received their new trailer. Mr.
and Mrs. Leroy Crandell purchased
an 18-foot cookhouse trailer from
Joe White. Manager Leo Berryhill
returned from a trip thru Tennes-
see.

Staff includes Leo Berryhill, gen-
eral manager; Clyde Pierce, special
agent and publicity; Ruby Moore,
secretary-treasurer; Howard Snyder,
electrician and ride superintendent,
and Elmer Bast, transportation.

Ride men include Woodford Moore,
foreman, Amos Barrett, second man,
Swings; Jack Pierce, foreman, Grant
Mead, second man, Ferris Wheel;
Lester Hardin, foreman, Jimmie
Hawkins, second man, Looper; Elmo
Bast, Kiddie Ride.

Shows include Girl Show, Bob Gar-
land, manager; Wild West, Raymond

Louis, manager; Mechanical Show,
Pete Stevens, manager; Reptile, Dar-
rell Walters, manager.

Concessionaires are Mr. and Mrs.
Leroy Crandell, Donald Pierce and
Bob and Flossie Miller, each four;
Chester and Billie Pierce, Andrew
Williams and Mike Uwanwich, each
three; Mr. and Mrs. Lloyd Berryhill,
Harold Ruth, Howard and Margie
Snyder, Tommy and Kitty Delph and
L. Walters, each two; Mrs. Clyde
Pierce, Barney Spencer, Pete Ste-
vens, Russell Hill and Rachel Mitch-
ell, each one.

SALE or LEASE

SMITH & SMITH 24 SEAT

CHAIR-O-PLANE

A-1 CONDITION

Includes ticket booth, metal fence, front
entrance and sign, lights, etc. Can be
seen in operation at

E. O. DOWLAND

510 Martin Rd. Fond du Lac, Wis.

WANTED

Advance Man, must be sober and reliable. Salary no object. Do not write,
wire.

WANTED

Will book any 10c Concession. Wire what you have.

WANTED

Will book Walk in Show with own equipment.

WANTED

Penny Arcade—Custard open.

WANTED

Concession Agents. Frenchy, wire. Blackie Null, come on. Bill Sargeant, con-
tact me.

OPPORTUNITY

For man with Flat Ride with own transportation. This show carries three major
rides, office owned—Wheel, Merry-Go-Round and Chairplane. Ride Help
wanted.

HEDRICK'S GAY-WAY SHOWS

418 ARCADIA AVENUE

WINSTON-SALEM, N. C.

B & C's EXPO SHOW

Naples, N. Y., Old Home Week and Firemen's Jubilee, Aug. 5-10; Seneca County Fair, Waterloo, N. Y.,
Aug. 12-17; Monroe County Fair at Edgerton Park in Rochester, N. Y., to follow. We have the entire
midway at all our Fairs.

WANT—One more non-conflicting Major Ride with or without transportation.

WANT—Monkey Show, Motor Drome, Monkey Drome, 10-in-One, have Top for same, or any
non-conflicting Grind Show.

WANT—Few choice Concessions open. What have you? Will buy good set of Chair Scales.
Wire as per Route, Mt. Morris, N. Y., Week July 29.

BEE'S OLD RELIABLE SHOWS

WANT

WANT

WANT

WANT

RIDES—Want Wheel Foreman, top wages and sure if you can produce, will use wife selling tickets.
Also want Ride Help on other Rides. If you drink, don't answer this ad, as you won't last here.

SHOWS—Will book any Show that can get money; 25% to office, you furnish Top and Trans-
portation.

Harrodsburg, Ky., Fair this week; Russell Springs, Ky., Fair Aug. 5-10; Springfield, Ky., Fair
Aug. 12-17; Lebanon, Ky., Fair Aug. 19 to 24; seven others to follow. Out until November.

Want—DOBSON'S UNITED SHOWS—Want

Concessions that will work in Wisconsin for balance of season, one or two Grind Shows, also
Live Pony Ride to join at once. Can use one or two rides at Wausau. Ride Help that can drive
Semis. Tex Roberts wants Stock Store Agents. Routes to you if you want one. Contact us
thru Route. Reeve, Wis., this week.

WANT

Ferris Wheel, First and Second Men, Second Man on Octopus. Can place Cookhouse, one
more Show and a few Concessions open for Greencastle, Cayuga, Fairmount, Oblong Fairs.

MOORE'S MODERN SHOWS

WATSEKA, ILLINOIS

Veterans' United

LE MARS, Ia., July 27.—Small crowds were the rule here during week ending July 20. Auspiced by the American Legion, stand provided fair biz.

A. G. Slaten, concessionaire formerly with the World of Pleasure Shows, has four concessions and also is new agent for *The Billboard*. Other concessionaires are Mildred McLachlan, pan joint; Roy Wilder, with four, including a new mug joint; Mr. and Mrs. Truex, popcorn; Mr. and Mrs. Ebesole, bingo; Mrs. Betty Carroll, pan joint; Jimmie O'Neill, pea pool and rat joint; Mr. and Mrs. Ellison, root beer and kiddie rides, and Ross Darr, balloon joint. Charles Carroll, Jack McDonald and Mr. McLachlan, owners of the show, have 12 concessions.

Mrs. Ross Darr, now on vacation, is in from St. Louis visiting her husband.—A. G. SLATEN.

Alamo Exposition

ANTHONY, Kan., July 27.—Altho the weather has been the warmest in years in this section, business has held up, being only about 10 per cent off from last season.

The Ridee-O truck, wrecked en route to Ponca City, Okla., has been replaced and Bert Hicks, injured in the accident, has been discharged from the hospital at Guthrie, Okla., and returned to his home in San Antonio, where he will rest before returning to the shows.

Tony Kitterman went to Kansas City, Mo., on business. Ted Custer is back after a trip into Colorado. Shows will play the big horse show and V-J Day Celebration at Great Bend, Kan. Location will be City Park.

Francis Wallace has taken over special work ahead with billing for the rest of the season.—H. B. ROWE.

Smith's Greater

GIBSONVILLE, N. C., July 27.—Show opened here Monday (15) to a slow start, but business picked up, especially the last two days (19-20). Rides experienced some difficulty here, being located on the railroad right of way. After everything was apparently squared away it was necessary to move the Ferris Wheel because of overhead wires.

Visitors included Claude Belton and his agent, Clyde Parrish, from the Belton Shows, and Harvey Brooks Sr., who visited his son.

Mrs. Miller Stevens received word of the death of her sister-in-law. Clyde Howey joined with popcorn.—PHIL MASILEK.

J. A. Gentsch

JACKSON, Tenn., July 27.—Jumping from Huntington, Tenn., org was practically set up Sunday (14). Remainder went up following morning in the cool and that night show opened to fair play. Biz continued fair thruout stand, which closed Saturday (20).

Ewing Griffin, well-known fan who lives here, was a constant visitor. Joe Curry, Dyersburg, Tenn., and Senator Tip Taylor, Nashville, R. R. commissioner, joined him on the lot closing day. Tommy Humphrey was visited by his daughter, Ann, and his mother, Mrs. Florence Humphrey. Mr. and Mrs. J. T. Johnson joined and took charge of bingo.—WHITTIE STEWART.

Crescent Amusement

RADFORD, Va., July 27.—Show made quick move here from Vinton, Va., where we enjoyed one of the best still dates of the season under auspices of the fire department. This being a suburb of Roanoke, draw was heavy from there.

Harry Dunbar joined with Bartlett-Parker diggers. Syl Boswell added two more concessions to his string. K. L. (Dick) Taylor left with his concessions to join the Virginia Greater Shows. Spot Raysinger is enjoying big business since we invaded Virginia.

While playing Vinton, show placed flowers on the grave of C. D. Scott.

Recent visitors were S. B. Warren, general agent, and H. A. Burdage, of the Silas Green Minstrels.—LOUIS BRIGHT.

Sunset Amusement

CARROLLTON, Ill., July 27.—Week ended July 13; Greene County Fair; weather, hot; business good.

Shows made a long move here from Elkader, Ia., without incident and were ready to go Sunday night (7). New Caterpillar, up for the second time, did good business. Shows now have 10 rides, including a new Spitfire.

Everyone was shocked by the sudden death of James P. Daniels, general agent and banner man, who died at Monroe City, Mo. He has been with the shows for four years.—V. R. FLORA.

W. C. Kaus

BURLINGTON, N. C., July 27.—Mrs. Mickey Levine, of World of Mirth Shows, did us a great favor by keeping us supplied with salames while W-M played near-by territory. Our shows finally got a break in the weather. At Statesville, Eddie Elkins was host to Judge Harold Steed and Ford Meyers, of Thomasville. Casey Jones, of High Point, paid a visit at Burlington. Jack Perry on a business trip to New York. Mrs. Eddie (Lillian) Elkins visiting Ralph Endy and Charles Gerard families.—

GREAT FLOURTOWN FAIR

FLOURTOWN, PA., AUGUST 7 TO 18

WANT SHOWS WITH OWN OUTFITS

WANT MOTORDROME

STILL HAVE SOME CONCESSION SPACE AVAILABLE FOR STRICTLY STOCK CONCESSIONS.



MORRIS HANNUM SHOWS

DOYLESTOWN, PA., NOW; THEN FLOURTOWN, PA.

WANT
Tilt-a-Whirl Foreman for new Tilt-a-Whirl. Can place other good Ride Help. Want Manager and Girls for Boring Show. Can place one or two more Dancing Girls, Geek and Ticket Sellers for Snake Show, Half and Half and other Side Show Acts.
C. F. ZEIGER UNITED SHOWS
Riverton, Wyo., this week; Guernsey, Wyo., Celebration, Aug. 7 to 11.

WANTED
Magician that can handle Inside Working Acts. Dancers for Girl Show. Long season.
A. J. BUDD
WEST COAST SHOWS
Eugene, Ore., July 29 to Aug. 3; Coos Bay, Ore., 4 to 10.

NEW — BEST BUY EVER — NEW POPCORN MACHINES
PAINTED RED, WHITE, BLUE.
Steel Cabinet Shelves and Drawer. A 12-quart Aluminum geared popping kettle. Price \$150.00. Jumbo Size, \$225.00. Immediate delivery. Half Deposit Required, Balance C. O. D.
HENRY INGALLS,
142 Burrill St., Swampscott, Mass.

COOKHOUSE FOR SALE
Seats 28. Griddle enclosed in glass, steam table, cups and two coffee urns. Size 14 by 20, plus 7-foot kitchen. Price \$350.00 cash, or will trade. What have you?
J. J. MORTILLARS
200 Martin Street ROCHESTER, N. Y.

WANT
Man or Wcman, 35 years old, single, that can drive a car, work Ball Games or Duck Pond. Must be sober, reliable. Good proposition. Write at once.
JACK MILLER
4007 Falls Road BALTIMORE, MD.

"WHAT IS IT?" SHOW FOR SALE
Complete, \$250.00. Booked for all Fairs with Sunset Shows. Contact
MELVIN CHAMBERLIN, Carthage, Ill., Fair.

DO YOU NEED THEM QUICK? CARNIVAL AND CIRCUS SIDE SHOW BANNERS
SNAP WYATT STUDIOS
1608 Franklin St. Phone: M-63562. Tampa, Fla.

ELKINS, W. VA., This Week. First in This Year. Must Be Red!

A. M. P. SHOWS "JUGGY"

RICHMOND, W. VA., Next Week. The Home of the "Spud and Splinter Festival"

Four big ones in West Virginia. Yes! We play Oak Hill, W. Va., sponsored by city; then Botetourt County Fair, Fincastle, Va. Large premiums, exhibits, racing daily. Plus our choice North Carolina Fairs, including Richmond County Fair, Hamlet, N. C. (two surprise ones pending); then South Carolina, including Manning, S. C., Fair. Announcing more later—then Georgia.

WANT! Wild Life, Unborn, Hillbillies, Snake, Mechanical City, Fun House. (Notice: Have complete outfit for Jig Show. Want Girl Show with girls and wardrobe.) Fat Show.
CONCESSIONS—Good opportunity for Gustard, Snow Ball, String Game, Rotaries, Clothes Pin Pitch, Shoot Til Win, Lead Gallery, plus what have you? Mike Bosco wants Bingo Help.
RIDE HELP WANTED! Foreman for #5 Ell, Second Men and useful Ride Help in all departments.
ATTENTION, PLEASE! WILL BOOK OR BUY OCTOPUS!! All Replies to

A. M. PODSOBINSKI, GEN. MGR., Elkns, W. Va., July 29th-Aug. 3rd; **FRED C. BOSWELL, BUS. MGR.,** Richmond, W. Va., Aug. 5th-10th.
G. C. MITCHELL, GEN. AGENT.
P.S.: This show now has eight Rides, 40 Concessions, 5 Shows, plus Free Act.

CAN USE HELP IN ALL DEPARTMENTS
SECOND MEN FOR RIDES WHO WILL GET WITH IT AND STAY BALANCE OF SEASON. WANT COOKHOUSE HELP. WANT TO BOOK BALLY AND GRIND SHOWS. (O'Malley's Circus, contact us.) A FEW CONCESSIONS OPEN FOR FOLLOWING FAIRS, BEGINNING AUGUST 3: Vinton, Grundy Center, Greenfield, Osage, Hampton, Manson, Audubon, all Iowa, and West Point, Nebr.

GREATER RAINBOW SHOWS
Williamsburg, Iowa, this week; Vinton, Iowa, Aug. 3-6.

OCTOPUS
For Sale — in A-1 Shape. Can be seen in operation at park. Need room for new ride. Complete in every respect. Fence, Ticket Box, Lights, Power Unit, etc. PRICE \$5,500.
CURTIS E. DE WOLFE, Carlin's Park, Baltimore, Md.

WANTED FOR TRINITY COUNTY FAIR
AT HAYFORK, CALIFORNIA, AUGUST 24 & 25 SHOWS, RIDES, CONCESSIONS, CARNIVAL

— WANT FOR —
THE GREAT GERMANTOWN FAIR

Germantown, Ky., August 5th Thru 10th

Followed by
COLUMBIA, KY., FAIR

August 12th Thru 17th, and a String of Choice Fairs in Kentucky, Tennessee and Alabama.

CONCESSIONS OF ALL KINDS. Space limited. Wire at once.

RIDES—Roll-o-Plane, Octopus or Flying Scooter.

RIDE HELP—Can use first-class Ride Men that drive semis. No drunks here.

Eddie **RIBBON** Young's
BLUE THE MOTORIZED SHOWS
 SHOW BEAUTIFUL

COVINGTON, KY., THIS WEEK.

Cheboygan, Mich.

FAIR

Aug. 6-10

Midland, Mich.

FREE FAIR

Aug. 12-17

Marshall, Mich.

FAIR

Aug. 19-24

Warsaw, Ind.

FREE FAIR

Aug. 26-31

Want Grind Shows of all kinds with own transportation, liberal percentage. Can place Merchandise Concessions of all kinds for the above fairs and four more to follow.

Ride Operators and Helpers for 10 major rides, Semi Drivers given preference; top wages to sober and reliable men.

WORLD OF PLEASURE SHOWS

Iron Mountain, Mich. (July 30-August 4)

SIDE SHOW PEOPLE—Attention

OPENING NEW PERMANENT LOCATION ON LONG BEACH PIKE

Can use Freaks, Working Acts, Pitch Acts that can sell, Man or Woman that can sell inside, Sword Box and Feature.

Your season will soon be over. No use spending your b.r. No ups and downs, no rainy, muddy lots. No drunks or agitators tolerated. Have good organization now. Because of new, larger quarters want to augment show. Don't want super-men, just showfolks. Make plans now for later when your present season and contracts end. State what you can do and salary expected.

JOE GLACY or CHAS. COX, JR.

140 WEST PIKE

LONG BEACH, CALIF.

HARRY AGNE WANTS

Bingo Callers and Counter Men for 6 weeks of
 NEW YORK FAIRS

OPENING AUGUST 5, GOUVERNEUR, N. Y.

Wire: Harry Agne c/o King Reid Shows, Ogdensburg, N. Y.

ANTI-INFLATION TICKET PRICES

10,000 - \$6.80 EACH ADDITIONAL 10M - \$1.45

WORDING CHANGE . . . \$2.00
 COLOR CHANGE50

CASH WITH ORDER,
 F. O. B. COLLINSVILLE, ILLINOIS

DALY TICKET CO.

COLLINSVILLE, ILL.
 UNION MADE—

100M

for
\$19.85

All One
 Copy

W. C. Kaus

STATESVILLE, N. C., July 27.—Given the second full week without weather trouble, org racked up excellent biz for the week ended Saturday (20). It was the best still date for the show since he joined five years ago, Manager Owens stated at the wind-up. Show was spotted in west end of the city, location having been broken in earlier in the season by another org.

Teen-agers of the show gave a surprise party to Helen Gallagher, niece of Klondike and Mrs. Fred W. Wright, on Helen's 18th birthday. Ruth and Irene Strunk, Marcia Fingar, Kathy Kaus, Billy Kaus, Arthur McIntyre and Don Fingar attended.

Gripers Club tossed a big party at their last regular session. Taxi Basquette upped with the refreshments. Members opened with a community sing. Bob Coleman gave out on the accordion and Rusty McCurdy came thru with a solo.

Renee Gliddon, down from Devon, Conn., for two weeks, visited with her sisters, Marie Kaus and Helen Owens. Lil Elkins made a quick trip to Broadway. Wally Robertson took off to visit his dad, whom he had not seen since he got out of the service. Helen Owens and Lola Donohue made a shopping tour in Charlotte and returned with some swell togs. Connie Phillips was happy playing his home town.

Gregorski joined on as the midway free act. En route from New York to their home in Miami, Vernon and Mitzi Moore visited. Judge Harold Steed and Ford Myers, of Thomasville, and Casey Jones, Amvets chairman of Davidson County, were visitors of Eddie Elkins. Concessionaires who have joined are Red Jarnigan and Charles Miller, both with four, and Frank Burns with two.—HERB SHIVE.

Blue Grass State

PRINCETON, Ky., July 27.—After a week's good business at Marion, Ky., shows made a quick trip here and everything was ready for opening Monday (15) night. As usual, Monday was ladies' night and that, plus the fireworks display, gave us the second biggest crowd of the week. Our special kiddie day Saturday and the Wednesday night nylon drawing are popular features.

General Agent Jerry Fish is back after a successful trip. He lined up several celebrations and three more fairs. Jerry plans a week's vacation in Battle Creek, Mich.

General Manager Groscurth's brother and family spent three days visiting, coming here from Owensboro, Ky. Joining recently were Mr. and Mrs. West with a trailer photo shop, which was placed up front along with Tommy and Kitty Delph's popcorn stand; Mr. and Mrs. Faulkner with bingo, and Mr. and Mrs. Ed Knodell, formerly with Cole Bros.' Circus, with two concessions. Mr. and Mrs. Hamill and Mr. and Mrs. Trueblood each added two concessions.—HARVEY (DOC) ARLINGTON.

FOR SALE

40 Ft. Parker 2 Abreast Merry-Go-Round, good top, sidewall, A-1 Motor, Wurlitzer Organ, now in operation, \$3,250.00 cash. Don't write, come and get it.

CHARLES COON

428 E. Government St.
 Pensacola, Florida

R. L. WADE WANTS

Slam Store and Ball Game Agents. Address:
 TRIANGLE SHOWS, Carlisle, Pa.

TYPE AND PICTORIAL

POSTERS

Posters
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CARDS

of every size and description
 for every occasion. Exclu-
 sive designs created for your
 show. LOW PRICES. Write
 for Samples!

24
 HOUR
 SERVICE

METROPOLITAN PRINTING CO.

1326-34 VINE STREET - PHILA. - PA

SUNSET AMUSEMENT CO. WANT

For Van Buren, Jefferson County Fair, Keosauqua, Iowa; Legitimate Concessions. Want Ride Men for Caterpillar, Tilt, Octopus and Spitfire. Shows with own equipment. We have Athletic Equipment open. Joe Turner, wire; Lowell Kriel, wire.

Carthage, Ill., Fair This Week;
 Keosauqua, Iowa, Next.

FOR SALE

NO. 5 ELI FERRIS WHEEL, 24-Seat SMITH & SMITH CHAIROPLANE, KIDDIE CHAIROPLANE, Thirty Concessions. Also new EVANS BIG SIX WHEEL.

Can be seen in operation at 622 West Kentucky Street, Louisville, Kentucky.

BARGAINS IN LIGHT PLANTS

Manufacture your own power for only a fraction of local utility rates.

10,000 watt O'Keefe-Merritt plant, 110-220 volt, AC-DC, 60 cycle with remote control unit, skid mounted, powered with Jeep engine. Run less than 50 hours. Original cost, \$1,450.00. Your cost only \$850.00, F.O.B. San Antonio, Texas.

CY BROWN EQUIPMENT COMPANY

931 Broadway

San Antonio, Tex.

WORLD OF PLEASURE SHOWS

Cheboygan, Mich., Fair

Aug. 6-10—Day & Night.

Want A-1 Mechanic for ride motors and trucks; top salary to sober man. Bucking-ham, answered your wire.

JOHN QUINN, Mgr.

Iron Mountain, Mich., all this week

FOR SALE

MacGlashan Air Machine Gun Gallery, 6 Guns, Air Compressor, Moving Target, operating on mid-way. Long lease, priced to sell.

JACK WATSON

BOX 426

PISMO BEACH, CALIF.

RIDE HELP WANTED

For Octopus, Ferris Wheel and Merry-Go-Round. Top Salary. Must be Sober.

DELGARIAN

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Chicago 39, Ill.

Telephone: Berkshire 7964

TENTS FOR SALE

60x120, used 3 weeks, made of expensive fireproof canvas, will pass all State laws. Complete with all poles, stakes and sidewalls, \$1,250.00. One 40x60, \$1,195.00. One 20x40, \$100.00, both with sidewalls and good condition.

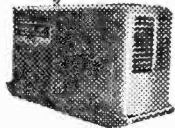
BOB WHITTON, Millbridge, Maine

Generate Your Own Power

All the electricity you need for lights and equipment at a fraction of the cost for city power.

New 30 KW Portable Diesel Generator Sets

Brand new . . . International units . . . radiator cooled . . . fully enclosed . . . mounted on skids. Easy to operate.



30 KW, Type UD-14, 60 Cycle, 127/220 Volt. Specialty low priced. For further information wire

ELECTRIC EQUIPMENT CO.
63 Curlew Street • Box 31 • Rochester 1, N. Y.

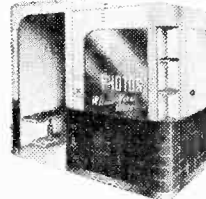
FLOSS MACHINE RHEOSTATS



To adjust spinnerhead heat, makes for finer floss, and sugar will go further. Easily installed on all makes of machines. Heavy duty construction. Not made from ribbon wire. Engineered for floss machines. May be used for single or double head. \$22.50. **VOLTAGE BOOSTERS.** A necessity on those low voltage spots. Adjustable from 85 to 134 volts, AC 50 or 60 cycle. 3000 watt capacity. Users recommend them. Complete with voltmeter and automatic protector. \$110.00. A bargain. Single Bands or Ribbons, \$5.00 Ea. Double Bands, \$13.00 Ea. Coloring, flavoring. Also now available—Cone Papers, 70¢, unlimited quantities while they last. Orders shipped on 25% deposit.

Concession Supply Co.
1857 Ottawa Drive TOLEDO 6, OHIO

Coin or Regular Streamline PHOTOMACHINES



Quick Delivery. Single, double, triple. 10 sizes, bust to full length. Cameras only or cabinets complete. KD or 1 piece.

Write—phone—wire.

Federal Identification Co.
Dept. R, 1012 N. W. 17, Oklahoma City, Okla.

FOR SALE COMPLETE GORILLA SHOW

With steel Cage, 6x8, mounted on 2-wheel Trailer; top, frame, 50 ft. front. New 5x30 ft. Streamer. Two 8x10 Banners. Trailer is all aluminum, 265 pound Animal. Strongest show on the road. WILL TOP ANY SHOW ON ANY MIDWAY. PRICE \$2,850.00.

HOBBY DOBBY
c/o WILSON'S FAMOUS SHOWS,
Lowlstown, Ill. (Fair) this week; then per route.

FOR SALE NOW

.22 Long-Range Splatter-Proof Ammunition, any amount. Communicate

P. O. BOX 339
Virginia Beach, Va.

HAWAIIAN LEIS

Assorted colors, \$3.50 gross. Pastel Plastic Canes, 21 inch, \$7.50 hundred. Baseballs, Whips, Shakers, Slum. Large Blue Target Balloons, 20¢ each. Write for list.

K. S. CAUFIELD
308 THIRD LOUISVILLE, KY.

REMEMBER IVENE

An Imp in the Clouds IS ON CRYSTAL EXPO SHOWS

WILL PAY CASH FOR USED RIDES

When they won't run any longer don't junk 'em, sell 'em to us. ALSO WURLITZER BAND ORGANS. R. T. WADE, 16845 Lindsay, Detroit 27, Mich. Phone: VErmont 5-5232.

BLACKMON'S RIDES

Want Ride Help on Octopus, Chair-o-Plane and Merry-Go-Round. Good wages. Long season. July 29-Aug. 3, Shade Gap, Pa.

E. L. BLACKMON or K. B. BARNHILL.

Virginia Greater

WINCHESTER, Va., July 27.—Shows moved here from Martinsburg, W. Va. Rain marred opening night and business thruout the week was slow. Saturday (20) biz was satisfactory.

Mrs. Bob Coleman, wife of the bingo operator, was guest at a birthday party in the bingo tent Thursday (18) night after the show. Nolden Miles rejoined here, taking over the Merry-Go-Round. William Redmond is the second man on the Roll-o-Plane, which didn't set up here because of motor trouble. Chet Kline-top and the Whip crew are repainting and repairing the ride and marquee ticket boxes.

K. L. Taylor wires he will join with popcorn, candy apples, custard and a ball game. General Agent William C. (Bill) Murray finished his travels and will stay back the rest of the season. Mrs. Harry Harrison and daughter have returned after being called away by the illness of their daughter and sister.

Visitors here included J. V. Arthur and family; Arthur Gibson, former show electrician; Walter K. Sibley, of the National Showmen's Association, and J. T. Akers.

Dot Penny, daughter of Bill Penny, and Donald Prue, of the bingo staff, were married here. Louis Augustino's Wild Animal Show proved popular, as did the Cotton Club Minstrel.

At Martinsburg, W. Va., week ending July 13, under auspices of Westphal Hose Company No. 5, business was off from last year. Jack Ross is manager of the Parisian and Hollywood Top Hat Revues. Whitey Smith, Jack Huffine, Sol Speight and Albert (Dummy) Rivers left the shows. Larry Ostrom is manager of the cookhouse. Doc Hall reports big results with the Funhouse.

Whitey Goodrich keeps the midway well lighted. Mrs. Goodrich has two flashy ball games. Ed Curtin, fully recovered from his recent illness, is back with his concessions. Mrs. Curtin assists Mrs. Rocco Maccucci in the office wagon.—HAPPY ARNOLD.

Gay Way

BREMEN, Ga., July 27.—Org moved in here from Powder Springs, Ga., where it played last week under American Legion post auspices to extremely good biz. J. W. McCall Sr., general manager, ordered three new trucks. A new loud speaker system has been added to the Funhouse.

Staff besides McCall Sr., includes J. W. McCall Jr., assistant manager; W. Reese, general agent; Jim Roberts, electrician and The Billboard sales agent; Red Powers, lot superintendent; J. R. Conch, Ferris Wheel; Junior Alexander, Merry Mix-Up; Brown, Kiddie Rides; G. F. Roberts, Honeymoon Train, and Marvin Hayes, Funhouse.

Concessionaires are Doc Myers, 5; Peggy Powers, 2; F. Hearn, 2; Pop Hazelwood, 2; W. Reese, 5; Mr. Mills, 1; J. Duncan, 1, and J. Hawkins, 1. Three concessions are office-owned.—J. ROBERTS.

Hammond Pla-Park

COMMERCE, Tex., July 27.—Shows have been doing good business since leaving Houston lots, with the exception of two weeks in Waco, Tex. Revived reunions are above expectations. Bridgeport, Tex., was, as in the past, a good July 4 date. Whitewright, Tex., reunion, July 8-13, was very good.

Owner Bob Hammond was awarded the contract for the newly formed North Texas District Fair, Arlington, August 24-September 2.—MABEL HAMMOND.

Special News
CARNIVAL AND PARK AMUSEMENT DEVICES NOW AVAILABLE

PLACE YOUR ORDER HERE FOR THE

L O O P E R

M O O N R O C K E T

C A T E R P I L L A R

C A R R O U S E L

K I D D I E A U T O R I D E

WRITE FOR OUR NEW CATALOG

ALLAN HERSCHELL COMPANY, INC. WILL CONTINUE TO BUILD AND SERVICE ALL RIDES AND EQUIPMENT THAT HAVE BEEN MANUFACTURED BY BOTH ALLAN HERSCHELL COMPANY INC. AND SPILLMAN ENGINEERING CORPORATION.

ALLAN HERSCHELL COMPANY, INC.
NORTH TONAWANDA, NEW YORK

The TILT-A-WHIRL Ride

On Midways All Over America
Its Grosses Are Getting Better All the Time

—Manufactured by—

SELLNER MFG. CO. Faribault, Minnesota

WANTED: CONCESSIONS

For the Best Spots in the Two Carolinas. These Are Money Proven Spots. Real Opportunity for Nice Bingo.

Will book any Flat Ride with transportation. No junk. Want Animal Show or any real up-to-date Show with own transportation. Can use Ride Help on Merry-Go-Round, Ferris Wheel and Chairplane that drive semi. Address all mail

J. MURRAY JACKSON

309 Fayetteville Ave. Bennettsville, S. C.
(Permanent Address)

KEYSTONE EXPOSITION SHOWS

WANT FOR 10 BONA FIDE WEEKS OF TOBACCO MARKETS, THEN SOUTH, FLORIDA FAIRS

Will place a few more nicely flashed Grind Stores that can stand good treatment and want to make money. Bob Mahan can place few more capable Stock Store Agents. Office wants Percentage Agents. Good proposition for Grab Joint. Want Shows with own equipment and transportation for the best tobacco spots in South Carolina, and into Florida Fairs until Xmas. Will buy for cash Baby Ell, must be in good condition. Office now owns six rides.

This week and next week, Conway, S. C., two weeks. Address all wires and mail to

CARL O. BARTELS, Mgr. Keystone Exposition Shows

CONWAY, S. C.
P. S. JACK HUFFINES, get in touch with office.

IMMEDIATE SHIPMENT

TRANSFORMERS ALL VOLTAGES ALL SIZES

SINGLE PHASE **MOTORS**

GENERATORS GASOLINE DRIVEN

J. E. BERGER CORP.

4550 Maybury Grand
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SWEENEY'S MIDWAY ATTRACTIONS

WANT

For Gilmer County Fair, Glenville, W. Va., Aug. 5th to 10th, inclusive. SHOWS, RIDES, CONCESSIONS.

No exclusive except Bingo, Percentage and Mitt Camp. Will sell Ex on Novelties, Custard, Ball Games, Slum Stores, Cane Rack, Clothes Pin Pitch; all others, come on. First Fair in 5 Years. Will get 6 days' work. Write or wire

FRANK J. SWEENEY,
Weston, W. Va. This Week.

WONDER SHOWS OF AMERICA

WANT

WANT

**FOREMAN FOR SCOOTER (Salary No Object)
RIDE HELP FOR ALL RIDES (Good Salaries)
TRAIN HELP — POLERS — CHALKERS — TRACTOR DRIVERS**
(Grand Chandler in Charge of Train)

WILL PLACE ALL LEGITIMATE CONCESSIONS FOR ALL FAIRS.
(Concession People, Contact: George Golden)

THE WONDER SHOWS OF AMERICA OPEN THE FAIR SEASON AT THE NORTHERN WISCONSIN DISTRICT FAIR AT CHIPPEWA FALLS, WIS., AUGUST 6-11, AND THEN PLAY A SOLID ROUTE OF FAIRS AND CELEBRATIONS UNTIL NOVEMBER.

Address all replies to:

MAX GOODMAN, General Manager
SOUTH BELOIT, ILL., JULY 29 TO AUGUST 4, THEN
CHIPPEWA FALLS, WIS., AUGUST 6-11.

WANT WANT WANT
CONTINENTAL AMUSEMENT CO. SHOWS

WANT FOR 7th ANNUAL BEAN FESTIVAL

Sponsored by City Building Fund, Mountain City, Tenn., week July 29, and 15 other Celebrations and Fairs to follow in succession.

Legitimate Stock Concessions. Agents for Clothes Pin Pitch, Watch-La, Six Cats, etc. Want Flat Ride and Roll-o-Plane for best ride territory in South. Want Girl Show account dis-appointment; have complete outfit. Want small Grind Shows with own equipment and transportation. Capable Ride Help, especially Wheel Foreman; top salary. H. J. Elam, answer. Want Working Men all departments. Want A-1 Stock Concession Man to take charge 6 Concessions, handle stock, etc.; drive truck; good proposition. Will buy heavy Cable Wire and 450 Amp. Switch, 3 pole. All address:

MANAGER, Continental Amusement Co. Shows
Boone, N. C., this week; Mountain City, Tenn., next.

Wanted—SIDE SHOW PEOPLE—Wanted

HIGH CLASS MIND READING ACT AND TWO OTHER OUTSTANDING ACTS. Also Ticket Sellers Capable of Making Second Openings. State All in First Wire, No Time to Lose. The longest and Best Route of Fairs in the Business, Including State Fairs at Springfield, Ill.; Des Moines, Ia.; Birmingham, Ala., and Many Others Until Late November.

JOE DARPEL

c/o HENNIES BROS.' SHOWS, DANVILLE, ILL., This Week; Then Per Route.

WANT WANT
HAMMOND PLA-PARK SHOWS

NORTH TEXAS DISTRICT FAIR, ARLINGTON DOWNS, ARLINGTON, TEX., AUGUST 24 THRU SEPTEMBER 2

Texas' newest Fair involving 51 counties, drawing population 1,500,000.

WANT—Octopus, Spiffire, Roll-o-Plane or any Ride not conflicting. Can use one more No. 5 Eli Wheel.

WANT—Shows of all kinds and Concessions. Address all mail and wires to BOB HAMMOND, Gen. Mgr.

Farmersville, July 29-Aug. 3; Covington, Aug. 5-10; Decatur, Aug. 12-17; Arlington, Aug. 19-Sept. 2. Also five County Fairs to follow, and Houston Jr. C. of C. 4-H Club Fair and Rodeo.

RAINBO SHOWS

Can place a few more Concessions for our Southern Tour of Fairs. Will book or buy Octopus. This Show features the Kettle Sisters Free Act. Billie Martin, get in touch with Tex Rollis. Can use good Agents for Office Concession. Kokomo, Ind., this week.

POPCORN MACHINES—IMMEDIATE DELIVERY

We have in stock a number of Super Stars, cabinet and counter models, and Silver Stars in cabinet models. Also Jumbo Popping Units in both tank gas and natural gas models. Stock delivery on Coleman Burners and Handy Gas Plants.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD STREET

CINCINNATI 2, OHIO

O. C. Buck

FORT EDWARD, N. Y., July 27.—The 130-mile jump over the mountains of New Hampshire and Vermont, from Claremont to Fort Edward, was made in good time and most of the show was up Sunday night (21). Show opened to good attendance. Tuesday (23) 107 newsboys of *The Glens Falls Post-Star* were guests. Jimmie Hix, of the Ollis concessions, who recently underwent an eye operation, will present another jamboree at Massena, N. Y., Wednesday (31).

Mr. and Mrs. Charles Hilbert, of New Jersey, joined with their Wild Life and Hall of Science shows. Their daughters, Margaret and Matilda Jane, will assist, and son, William, recently discharged from service, will join shortly. Mrs. E. C. Evans and son, Henry, and Archie Johnson, Speck Davis and Queenie Moore motored from Columbia, S. C., to join Mr. Evans for remainder of the season. Mrs. Evans closed the Southern Restaurant for the fair season.

Bert Symons attended a family reunion at Garden City, N. Y. Mr. and Mrs. Moss LaCross, of St. Albans, Vt., parents of Paul LaCross, visited their son and daughter-in-law. They brought along the LaCross children, Betty and Bob. Johnny Mass and Marge Robinson and son, of New Jersey, also were guests of the LaCrosses. Other visitors included William S. O'Neil, formerly with the old Sparks Circus and now manager of Schine's Glens Falls Theater, who was a guest of James Quinn, show's contracting agent; Orrin E. Packard and Estelle Van Auken.

Page Bros.

SPARTA, Tenn., July 27.—Week ended July 13; location, Cookeville Road; weather, hot; business, excellent.

This proved the best still date of the season so far. The Ferris Wheel topped rides, with Speedy Babbs's Motordrome pacing shows.

Cliff Craig closed as secretary and was replaced by Mrs. W. E. Page. Abe Franks purchased a new bingo top and Tom Blantford is framing a new dart joint. Manager W. E. Page purchased a 22-foot van trailer on which he will build a Funhouse.

Dan Reading added a ball game to his concessions, giving him a total of five. Lyle Page, ride superintendent, is painting in preparation for the fair season. Ellis Roberts has the sound car painted a flashy red and white. Eddie Wood added two banners to his Side Show. Tex Allen and Kitty Kettleman continue to draw the crowds with their free act.—G. C. LEASURE.

B & C Exposition

CHATEAUGAY, N. Y., July 27.—The Indians named it and they can have it, meaning Chateaugay, and no offense meant to the Indians. It seems no shows can play the Genesee Street locations. Almost every Sunday at least one church has a doings and some even book independent rides. This town is okay for some locations, but not on Genesee Street.

Much visiting was done here with Cetlin & Wilson Shows which played about a half mile away. Visitors included Eddie Ingles, awaiting a new ride from the Spillman people, and Lester Hex, former owner of the Hex Supply Company, now retired, and his wife.

Florence Shafer's Monkey Circus tied with Babe LaMar's *Girlie Revue* for top money honors. The Tilt-a-Whirl led rides. Hilda Colegrove, Mrs. Barnes and Mrs. Scott reported good grosses. Santilla's cookhouse had a monopoly, the nearest restaurant being a half mile away.

Rita and Dunn furnished the free act, featuring Jumbo, the wire walking elephant. — WALTER A. SCHAFFER.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards: \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

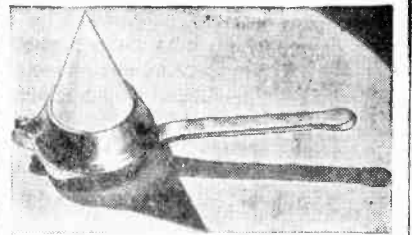
3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded.
3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
Ping Pong Balls, printed 2 sides . . . \$30.00
Ping Pong Balls (for blowers). Dz. . . 1.50
Replacements, Numbered Balls. Ea. . . .50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . \$ 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 . . . 2.00
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4-5, per 1,000 . . . 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 8, loose, per M . . . 1.40
Round Gray Cardboard Markers, 1800 for 1.00
Thin Plastic Markers, brown color, M . . 2.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

SNOW BALL ICE SHAVERS



SAMPLE, \$3.95 Prepaid.
Dozen Lots, \$2.50 Each.
Gross Lots, \$2.35 Each.

F. O. B. Factory.
IMMEDIATE DELIVERIES.

PIEDMONT BRASS FOUNDRY
664 PLUM ST. MACON, GA.

5 NEW GASOLINE GENERATORS

Just the thing for those low-power Fair Spots 115 volt, 60 cycle, AC, single phase. Conservatively rated at 3,000 watt capacity. Operates at 1,800 RPM, so are built for long life. Manufactured by ONAN & Sons. Cost your Uncle Sam nearly \$1,000.00. We bought from Surplus and will sell for \$615.00 F. O. B. Toledo.

Write, wire, phone—Adams 8341
Concession Supply Co.
1857 Ottawa Drive Toledo 6, O.

FOR SALE

New Concession Trailer. 24x8 foot overall size, on tandem wheel. All steel frame, all aluminum body, wired for and equipped with all-electric stainless steel juice and meat refrigerator, two 45-gal. Juice Tanks, three all-electric Hot Dog Steamers, Fluorescent Lights and room for Grill, Pop Corn, Peanuts, Snow Cones and Candy. Removable Tongue and Sides raise to form Canopy. Beautiful job and only reason for selling—other interest prevents my leaving town. It is a bargain at \$7,500.00. Contact

Meisenheimer
212 Alamosa St. San Antonio, Tex.
Phones C-9661 or L-27093.

FOR SALE

One Smith & Smith 24-seat Chairplane in perfect shape. First \$2,000.00 takes it. One Kiddie Elephant Ride, 1 Kiddie 14-ft. open Ferris Wheel, with chain drive. Both rides are brand new. First \$2,000.00 takes them.

DON C. EDWARDS
872 S. Main St. Salt Lake City, Utah
Phone 5-0804

CARNIVAL WANTED

With plenty of Rides for **PORTAGE COUNTY HOMECOMING AND VETERANS' CELEBRATION**
August 17 and 18. Dates either before or after can be made available. Expect over 30,000 attendance. Shows available wire
FRANK GLASECKI,
Homecoming and Veterans' Celebration,
Stevens Point, Wis.

CUT ELECTRICITY COSTS



with a Universal Light Plant. Generate your own electric current at less than city rates. Have all the power you need—wherever you go—with a portable Universal. Reliable, compact—pays for itself in no time. Models for all needs—to handle from 10 to 500 bulbs. Write for FREE Literature!



UNIVERSAL MOTOR COMPANY
426 Universal Drive • Oshkosh, Wisconsin

TENTS

CIRCUS, CARNIVAL CONCESSION

Builders for Good TENTS for Over 75 Years.

Hooper's Flameproofing Compound Khaki, Forest Green, Blue, Olive Green and White.

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

TENTS

MERRY-GO-ROUND TOPS CONCESSION TENTS

Central Canvas Goods Co.
121 West 8th St. KANSAS CITY 6, MO.
Harry Sommerville Forest Gill

TENTS-BANNERS

CHARLES DRIVER — BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4862 N. Clark St. Chicago 40, Ill.

TENTS CARNIVAL AND CONCESSION TENTS

MADE TO ORDER ALSO SIDEWALL
D. M. KERR MFG. CO.
1954 West Grand Ave., Chicago 22, Ill.

FOR SALE
20 Cases **.22 SHORTS**
\$90.00 Per Case
Wire 1/4 Deposit.
PEERLESS VENDING MACHINE CO.
220 W. 42nd St. New York 18, N. Y.
Tel.: Wisconsin 7-6173

WANTED TO BUY

Five or Six-Track Monkey Speedway complete, especially with trained monks. November delivery considered.
C. B. (SLIM) FOUTZ
2115 Hampton Blvd. Norfolk 7, Va.

SMALL MAJOR FLAT RIDE

18-pass., 6 Stage Coaches on 25-ft. diameter circle. 2 dips, 18 to 9 inches. Model A power unit. A-1 mechanically, needs seats, trim and decoration. Weight, 5,000 lb. Price \$800.00. See it erected and running.
A. K. BRILL
228 N. University St. Peoria, Ill.

American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., July 27.—Visitation program included Smith Shows Thursday (18) at Greece, N. Y., where org, auspiced by the American Legion, played a new lot at Ridge and Long Pond roads. Owner Frank W. Smith extended many courtesies. On Friday (19) Paul Matley rides, playing under Genesee Valley firemen's sponsorship at Hyland Flying Field, West Henrietta, N. Y., were visited. Also visited were firemen's carnivals at Chili Center, N. Y., and Honeoye Falls, N. Y. No organized show played either spot.

Personnel membership race is proceeding at a brisk pace. Thus far this season there have been 24 entries, and at the current writing standings of the first five contenders are James E. Strates, 281; Cetlin & Wilson, 101; World of Pleasure, 87; Endy Bros., 76, and I. T. Shows, 45. Second division embraces W. G. Wade with 39; B. & C. Exposition Shows, 35; Smith Shows, 30, and Beam's Attractions, 25.

Reports have been received of the development of a new type tent which eliminates inside poles. These reports have been referred to members in the tent-manufacturing business.

War Assets Administration has advised that a large amount of metal materials will be sold at the State fairgrounds, Syracuse, to non-priority buyers August 2-7. Same agency now has available a number of new Diesel generating units.

Civilian Production Administration has issued detailed information relative to the new type priority being issued for scarce materials. Department of Commerce has supplied information on the availability of plywood and other items, reports on the State of Vermont, a detailed survey of business conditions in Southeastern States, a list of aids available to small business from that department, and statistical data relative to truck and trailer production.

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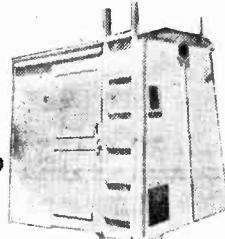
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Marvelous, unusually durable huts, built for protection of U. S. Army radar crews and equipment all over the world.



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One Mile West on Route 40

\$149.50

All brand new and perfect quality, packed right in their original overseas shipping crates. Easily assembled and dismantled! Sturdy as an oak tree! Hurry! See one today!

IDEAL FOR

Chicken Houses, Brooder Houses, Farm Outbuildings, Tool Sheds, Children's Play Houses, Summer Cabins, Resort Dressing Rooms, Refreshment Stands, Equipment Shelters. Special Note—Send for photo and literature on how the Marine Hut can be used as a Popcorn Stand.

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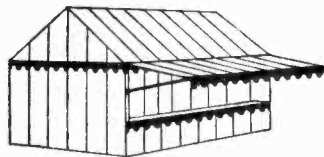
Height, 7 feet; length, 7 feet; depth, 6 feet. Net weight 950 lbs. 5 window openings, all screened. 3 ventilators. Genuine marine plywood! Prefabricated—all ready to set up! No nails—all sections bolt together! Sliding door on steel trolley! Rugged metal roof! Detachable 8 foot ladder! Handy carrier! Observation platform! Speed wrench for assembling unit. 16 individual sections—all numbered for quick, easy assembly.

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All Sizes — All Styles.

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GAYWAY SHOWS WANT

Rides and Shows not conflicting. Bingo, Cook House, any Stock Stores, Photos, Palmistry. 8 bonafide fairs. Ted Meadows contact me. Wire.

JIM McCALL, Owner-Mgr., or BILL REESE, Asst.-Mgr.

Tallapoosa, Ga.

GENERAL AGENT

Want A-1 Agent Who Knows Georgia and Florida. Must Have Car.

Good Proposition to Right Man. Wire

Manager, CONTINENTAL AMUSEMENT CO. SHOWS

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NEW

SPITFIRE RIDES

IMPROVED

NOW SCHEDULING 1947 PRODUCTION

FRANK HRUBETZ & CO.

Front and Shipping Sts.

Salem, Oregon

ROLL TICKETS

100,000

PRINTED TO YOUR ORDER

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Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

10,000 \$7.25
20,000 8.75
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Send Cash With Order. Stock Tickets, \$17.00 per 100,000.

AMERICA'S SMARTEST RAILROAD SHOW

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30-CARS — 30-CARS — 30

10 DAYS CAN PLACE FOR
WASHINGTON, D. C.,
VICTORY CELEBRATION **10 DAYS**
AUGUST 7-17 INCLUSIVE

ALL MERCHANDISE CONCESSIONS (THAT OPERATE IN WASHINGTON) OPEN. NO EXCLUSIVES.

Ball Games — Darts — Coca-Cola — Novelties — Jewelry — Pennants — Balloon — Pitches — Slum Booths, Etc.

SKOOTER, SPITFIRE, FUN HOUSE AND GLASS HOUSE FOR THIS BIG DATE AND THE BALANCE OF THE SEASON.

FAIRS UNTIL DECEMBER FAIRS

ALEXANDRIA, VA., FOLLOWS, AUGUST 19-31
 VIRGINIA STATE FAIR, STAUNTON, OPENS LABOR DAY
 MADISON COUNTY FAIR, HUNTSVILLE, ALA.
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FOLLOWED BY 7 SHRINE FAIRS, CLOSING IN MIAMI, FLORIDA, IN DECEMBER

All Address:

DAVID B. ENDY, Mgr., Wheeling, W. Va., this week

BULLOCK AMUSEMENT CO. WANTS

for 15 weeks in the heart of the tobacco and cotton belt Legitimate Stock Concessions of all kinds, no exclusives. Will book Bingo that works for stock. No racket or mitt camps. Will book Snake Show, Pit Show or small Animal Show. All up town locations, free gate.

Can place Experienced Ride Help that can drive trucks. All address

J. S. BULLOCK BOONE

North Carolina this week or

MURRAY JACKSON, General Agent

Bennettsville, South Carolina.

ILLUSION SHOW HELP WANTED

Must be experienced, capable and sober. Magician who can entertain with small Magic, present Illusions and make strong Pitch. Talker, also Ticket Seller, who can make second openings. New well-framed Show. 13 major Fairs starting this week. Charles Noles, Johnnie Kenlon, Tommie Thompson, have good proposition for you.

WORLD OF MIRTH SHOW

Presque Isle, Maine, this week; Bangor next; Skowhegan to follow.

HENNIES BROS.' SHOWS

JOE KISSEL WANTS BILL GRAHAM TO CONTACT HIM. ALSO ANY GOOD SECOND MEN THAT CAN CUT IT. TOP SALARIES. JACK MORGAN CAN USE POLERS AND TRACTOR DRIVERS. ADDRESS:

HENNIES BROS.' SHOWS, Danville, Ill., this week; then per route.

B. AND V. SHOWS

WANT FOR CALEDONIA, N. Y., FAIR, AUGUST 6-10

Concessions all open. Shows—Any good Grind Shows. Rides—Roll-o-Plane, Tilt and Kiddie Rides. Can place Ride Help. Want Help for Peep Show.

J. VAN VLIET, Mgr., Owego, N. Y., July 29-Aug. 3.

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, July 27.—M. J. Doolan was elected to the board of governors, filling the vacancy caused by the death of W. D. Bartlett. Board, meeting Wednesday (24) with Morris A. Haft as chairman, okayed membership applications of Charles M. Stoller, Felix Brazaukas, John J. Ryan and Harry G. Cherniak.

Welfare committee reports August Jansley is in American Hospital following an accident. James Lamont is out of the hospital and expects to be back at work shortly. George Terry, William C. Deneke, H. D. Wilson and John U. Lefebvre are still in sanitariums. William J. Coultry and Tom Vollmer are still on the sick list. Milo Anthony was severely injured in an accident.

Treasurer Walter F. Driver was a guest at Lake Delavan, Wis., for the week-end. Al Cohn is back from Canada and working the Milwaukee Centurama. Membership cards for 1947 are ready.

Ladies' Auxiliary

A welcome card has been received from Edith Hargrave, past president of the Ladies' Auxiliary, Pacific Coast Showmen's Association, who is vacationing in Mexico City. Viola Blake has left Happyland Shows and is spending a few weeks in the Wisconsin lake region.

Elsie Miller, secretary, and Mrs. L. M. Brunsleve, past president, had a delightful time on the John R. Ward Shows in Hammond, Ind., where they visited Grace Goss, Kitty Glosser, Betty Anthony, Marie Starr, Anna Ray McCurdy and Helen Duffy Cramer.

Unclaimed letters have been returned from Jackie French, Nancy Whiteside and Dolly Cooper. Members are urged to send their correct addresses to the secretary.

Cora Yeldham is recovering at her summer home at the lakes from an accident. Agnes Barnes' son, who had been seriously ill, is reported on the mend.

Lena Schlossberg, Elsie Miller and Mrs. E. Sopenar were anticipating a week end at Benton Harbor, Mich. Maud Geiler, chaplain, who recently returned from her home town, Jackson, Miss., entertained several guests at her home this week.

Members are urged to make returns to Secretary Elsie Miller, 4215 West Fifth Avenue, Chicago 24, upon disposal of award books out for summer activities.

Birthday greetings go to Mrs. Edward A. Hock and Evelyn Hock.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., July 27.—A check shows 102 new members have been added this year.

Edward (Slim) Johnson, Leo Levin, Harry Altshuler and President Chester I. Levin visited the Fred Gray and Rio Grande shows at Harrisonville, Mo.

Funeral services for Irene Lachman were held in the cathedral here and burial was in Showmen's Rest at Memorial Park Cemetery Tuesday (16). Pallbearers were Chester I. Levin, L. K. Carter, Buck Ray, George Howk, Cliff Adams and George Elser. J. F. Rodebaugh officiated at the cemetery.

President Levin entertained a number of showmen and friends at his country estate. Norris Cresswell, chairman of the banquet and ball committee, will announce the location for this annual event, scheduled New Year's Eve, soon.

National Showmen's Association

1564 Broadway, New York

NEW YORK, July 27.—Walter K. Sibley, executive secretary, has visited a number of shows. At Hammon, N. J., he looked over Prell's Broadway Shows and met Sam, Joe and Abe Prell; John I. Russell, Harold Lloyd and Sam Burd. At Ocean View Park, Norfolk, Va., he met Murray Goldberg, David Bloom and Mike Freedman. At Seaside Park, Virginia Beach, Va., Art Lewis, Pat Martino, Mack Harris, Fred Landers, Al Williams, Ray Spears, Heck Hester, C. A. Hester, Sol Heyman, George Burke, Lewis Perry, Red McKeon, Harry Bennett, Jack Lewis, Mrs. Leah Greenspoon, Mrs. Peggy Burke, Bill Cook, Mr. and Mrs. Frank Shean and George Haley. At Winchester, Va., on the Virginia Greater Shows, Rocco Massucci, William Murray, Joe Conley, Bob Coleman, Ed Cur-tain Dick Taylor and Jack Ross. At Red Lion, Pa., Triangle Shows, Jake Shapiro and Mr. and Mrs. Joe Kane. On Exposition at Home Shows, Rox Gatto, Mr. and Mrs. Carl Jones, C. Grubb, Michael Ganillittis, John Ard and H. L. Williams. At Forest City, Pa., B. and V. Shows, Mrs. Justin Van Vliet and Joe Walker. At Bangor, Pa., Garden City Shows, Robert Miner, Paul Oliver, Harry Resh, Abe Bonario, Capt. Harry Shaw and Lawrence Trio. At Matawan, N. J., Vivona Bros.' Shows, Morris and John Vivona, Morris Glass, Bobby Allen, Eddie Knight, Albert Boneberg, Herbert William, Louis Cantanino, Dan Falnder and Joe Bartolotta. At Freehold, N. J., Bistany Greater Shows, Leo Bistany, Don and Nellie White, Mr. and Mrs. George Dover, Willie Kuntz, Mildred and Margaret Wilkerson, Capt. Whorley and Red Kelley.

Club visitors included Harry Mirsky, Whitey Adams, Bennie Ruben, Mr. and Mrs. Ralph Decker, Mrs. Al Beck, Al Katzen and Bill Powell. Jack Carr is still bedridden at his home. Jack Goldhammer is confined to his hotel with a bad foot. Mannie-Merson is seriously ill at Mount Sinai Hospital, Baltimore. Philip Groden is a patient at Kings County Hospital, Brooklyn. Frank Capell's father died Monday (22).

Showfolk of America

1839 W. Monroe St., Chicago

CHICAGO, July 27.—The annual picnic was a big success. Thanks to Clayton F. Smith, SFA member who is president of the Cook County Board of Commissioners, the picnic spot was choice. In baseball Capt. Tommy Coulthard headed one team and Uncle Herman Stoike the other. Less said about the score the better, but one thing certain is that members of both teams probably could use plenty of Andy Lotshaw's liniment.

Among the many old-timers was Jack Lamey, picnic chairman. Others on hand included Mrs. Jack Lamey, Etta De Voe, Warren Warren; Rose Page, manager of Show Folks home; Dr. Robert Hallie, Arthur May; Mr. and Mrs. Howard, of *Up in Central Park*, who were guests of the Kilduf Sisters; Uno Bradley; Lulu Cooper, of the Grandmothers' Club of Chicago; Gene Bradley and Cecil Lorraine. Dave Driver was a popular host with his fried chicken and watermelon. Jess Harlow took pictures.

Annual memorial service will be held Sunday (28) at Show Folks' Rest. Father Levoy, chaplain, will preside.

Nellie Groesch, welfare chairman, reports Lucian Dawson, of the San Francisco chapter, SFA, is in Ward 35 of Cook County Hospital.

Pacific Coast

Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, July 27.—Past President S. L. Cronin presided at the regular meeting Monday (22) meeting. Also on the rostrum were Secretary Ed Mann and Past President J. Ed Brown.

A report was made that the building fund is growing steadily. President Mel Smith, writing from San Francisco, where he is attending the Shrine convention, reports all amusement enterprises in that area doing top business. John Burton reports from Pisco Beach that his new Sportland Arcade is doing well.

Weekly door prize was won by Frank Bennett.

Ladies' Auxiliary

Rose Rozard, chairman of the house committee, came thru with another delightful lunch at the last meeting. She's been doing it all summer. Mabelle Bennett, first vice-president, kept the meeting moving at a nice pace.

Letters from Edith Hargrave, past president; Rozina Hobday and May Allman, all of whom are on the road, were read. Wilma White was reported ill.

Bank award went to Rose Rozard, and door prizes, donated by Edith Walpert, past president, and Lillibelle Williams, went to Daisy Jacobs and Mabel Hendrickson. Ann Stewart phoned from Arizona that she would help at the party Wednesday (31) to be given by Rose Rozard, Mabelle Bennett and Mary Taylor.

Lucille Dolman and Elsie Sukor celebrated their birthday the same day, meeting date. Opal Manly turned in a pocketbook as a donation for the bazaar. Jenny Perry was back in from a visit to the Douglas Shows in the Northwest and brought greetings from personnel of that org. Marguerite Aldridge played the piano for the closing song.

Showfolks of America

San Francisco

SAN FRANCISCO, July 27.—President Sammy Corenson's birthday, on the same day, was celebrated at the regular meeting Monday (15). A large attendance was on hand. Members joined in singing *Happy Birthday to You* in his honor. Letters and wires of congratulation were read. A pen and ink portrait of Corenson was presented to the club by Jack Brown.

The meeting was opened by Fred Weidmann, but, following the salute to the flag, Corenson took over. C. L. Wilson, Robert L. Docken, W. A. Sherman, Richard F. Ries, Frank Dawson, Bill Rustuen, Earl M. Straughn, Thomas H. Baily, Michael McGraw and Mr. and Mrs. John A. Buck were elected to membership.

Recent death of William McCloskey, of McCloskey Shows, was announced. Harry Seber eulogized the deceased and pointed out that it was a death of one of the boys of the late McCloskey which started the organization's cemetery fund and led eventually to the purchase of Showfolks Rest.

Caravans, Inc.

155 N. Clark St., Chicago

CHICAGO, July 27.—Isabell Brantman, chairman of the rummage sale, reports it was a big success. Her helpers included Edna Stenson, Pearl McGlynn, Billie Lou Bunyard, Bessie La Mond, Joicey W. Gray and Irene Coffey.

President Jeanette Wall and her sister, financial secretary Edith Streibich, are at their summer homes at Delavan Lake, Wis., where they entertain many members of Caravans and the Ladies' Auxiliary of the Showmen's League of America. Recently they entertained Frances Henries, who is with the Johnny J. Jones Shows this season.

Mrs. Wall, Mrs. Bob Parker and her mother, Lottie Warfield, recently visited the Jones Show at Milwaukee and also the Cavalcade of Amusements. On the Cavalcade they met Frances Dremer, long-time member of Caravans.

Irene Coffey, corresponding secretary, who has been on the sick list, has resumed her duties.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, July 27.—Inasmuch as many of the boys are working around the city, a large turnout is expected for the next regular meeting Wednesday (31). Memorial services will be held for Louis Fromburg and Herman Aarons, who passed away during the past month. The club's sympathies go to Louis Margolis, whose wife, May, died recently.

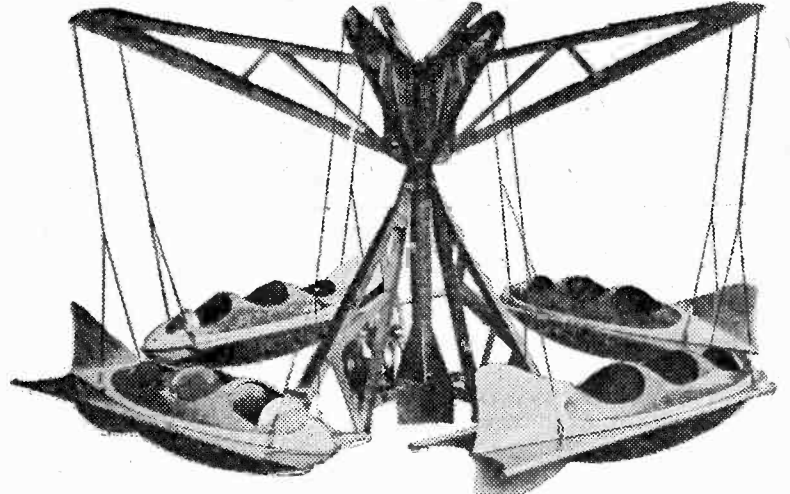
Hats off to James P. Sullivan, Nate Golden, Harry Levine and Eddie Gold, who have been turning in many membership applications from personnel of their respective shows. Sullivan, who is with the Wallace Bros. Shows, has sent in 15 applications and has requested 50 more.

President Harry Stahl is the father of a new daughter.

IT'S THE PROFITS—THAT COUNT!

and HERE'S A REAL MONEY-MAKER FOR YOU!

ANNOUNCING the Sensational NEW KIDDIE ROCKET RIDE



ACTUAL RECORDS PROVE THIS KIDDIE ROCKET RIDE WILL OUT-GROSS ANY KIDDIE RIDE ON THE MARKET TODAY!

1. 24 Child Capacity.
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4. Ideal for Carnival or Park.
5. Variable Speed 6-11 R.P.M.S.—for greater flexibility.

IMMEDIATE DELIVERY

MAY BE SEEN IN OPERATION AT RAMONA PARK, E. GRAND RAPIDS, MICH.

FOR FURTHER DETAILS WRITE RAMONA MFG. CO., RAMONA PARK, E. GRAND RAPIDS, MICH.

NEW!

BUNGALOW BOAT LIGHTING, ELECTRIC GENERATOR



Immediate Delivery \$97.00

Will run vacuum cleaner, radios and lighting. 3 hrs. on 1/2 gal. of gasoline. 300 watt, 115 volt, 1 1/2 h.p., Briggs-Stratton engine, with carrying case, complete tools and spare parts. Also bargains on 2.5, 5, 10 and 25kw. sets.

Sprayed Insulation, Inc.
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MONTCLAIR, N. J.

FOR SALE

A.B.T. Rifle Sport 6-Gun Range. This is brand new and used less than thirty days. Sacrifice price \$1875.00; this is \$850.00 under market. Terms: 1/3 down, balance C. O. D. Can ship at once.

LLOYD SELL
Myrtle Beach, So. Car.

REDONDO GAYWAY

In the Heart of Redondo Beach, Calif.
WANT—RIDES, SHOWS AND CONCESSIONS
that do not conflict.

PERMANENT LOCATION. 365 Days a Year Operation.
Nearest Beach to City of Los Angeles.

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FAIRS ALL INDIANA FAIRS

GEREN'S UNITED SHOWS

WANT COOKHOUSE AND GRAB, LEGITIMATE CONCESSIONS FOR THE FOLLOWING FAIRS:

Hamlet, Starke County, 4-H, July 31 to Aug. 3; Centerville, Wayne County, 4-H Fair, Aug. 6 to 10; Bicknell, Knox County, Farmers' Fair, Aug. 13 to 17; Peru, Mimia County, 4-H Fair, Aug. 27 to 31; Then the Big Labor Day Week, Elkhart County Fair at Goshen, Sept. 2 to 7; Then Greensburg, Around Court House, American Legion Fall Festival, Sept. 10 to 14. South Until Christmas.

Can Use One More Bingo, Cracker Jack and Custard. Will Book Roll-o-Plane and Kiddie Ride for Goshen and South.

If wishing to book, wire Western Union. Do not write or phone. If can use you will answer by wire at once.

SHOWS—Will book Shows on the above fairs for committee money, twenty per cent plus tax. All replies

W. R. GEREN, per route

ELLMAN UNITED SHOWS

WANT SHOWS WITH OWN EQUIPMENT

Monkey Show, Glass House or What Have You?

Ride Help for All Rides—Semi Drivers Preferred.

Also Want Cook House.

Major O. Satyrdae Wants Sober Show People, No Chasers.

Working Acts and Freaks To Feature.

First Class Fairs Starting Aug. 1, Monroe, Wis.

Address: Monroe, Wis., Aug. 1-4; then per route.

!! ALL LEGITIMATE CONCESSIONS AND SHOWS OPEN !!

FOR MICHIGAN STREET CELEBRATIONS
UTICA, MICH.

MONTROSE HOMECOMING, AUG. 7-10
LAPEER DAY CELEBRATION, AUG. 20-23

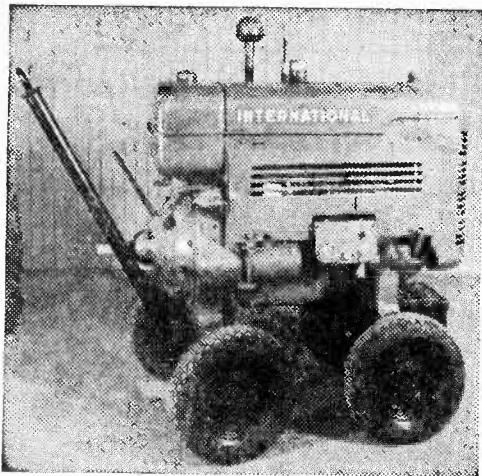
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RIDE HELP WANTED FOR ALL RIDES.

SHOW PROPERTY FOR SALE
30x50's | USED TOPS
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ELMER F. COTE

General Delivery, Utica, Mich.

POWER UNITS
FOR ALL TYPES OF RIDES
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FLAT RIDES**

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EDWARD C. FLAHERTY

43-87 VERNON BLVD. LONG ISLAND CITY, N. Y.
TELEPHONE STILLWELL 4-0050

MINERVA, OHIO, WANTS

For the Annual Home Coming and
Victory Celebration

August 12 to 17, held in City Park. No admission. High class Free Acts. WE HAVE RIDES BOOKED. Also want some Shows and Legitimate Concessions such as Photos, Penny Arcade, etc.

CHAS. HART and L. FALLON
Directors of Amusements and Concessions

MIDWEST FARMER DAYS

YANKTON, SOUTH DAKOTA — AUGUST 28-29-30-31

ON THE STREETS

NOW BOOKING: RIDES, SHOWS, CONCESSIONS

Last Year's Attendance 78,000

Attractions Booked This Year — Barnes-Carruthers Biggest Outdoor Stage Show, Orrin Tucker Band, Internationally Famed Speakers.

WIRE — WIRE — PHONE

YANKTON CHAMBER OF COMMERCE, Yankton, South Dakota

**WANTED FOR EAST PALESTINE, OHIO,
ANNUAL AMERICAN LEGION 3-DAY STREET FAIR**

Held on Main Street, August 22, 23 and 24.

Legitimate Concessions and Platform Shows. Rides are booked. Legion operates Bingo and Eats only, all other Concessions for sale.

RAY SWITZER, Chairman Concessions, 148 N. Market St.

DECORATORS

Best in Decorations for over Quarter Century. Streets, Fairs, Celebrations, Floats, Buildings, Booths, Conventions. Equipped to handle all types of Decorations. We also rent and sell Flags and Decorations.

Clip this Ad for Reference

H. E. BRIDGES CONCESSIONS

207 S. WILMINGTON ST. Phone 5021 RALEIGH, N. C.

SPARKS BROS.' SHOWS

Want You. YMBC Fair, Fulton, Ky., this week; American Legion Celebration, Dawson Springs, Ky., week Aug. 5th, and 10 Southern Fairs.

Will book Bingo, Diggers, Candy Floss, Custard, any ten-cent Concession. Will book Loop, Tilt-a-Whirl and Roll-o-Plane. Book following Shows: Illusion, Ten-in-One or Wild Life. Jess Ræce, will book your Concessions. Ben Wilson, give you the Girl Show. Penny Arcade for sale. All wires to

FRANK SPARKS or JACK OLIVER, Fulton, Ky.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

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

Yankton, S. D., Event Lines Up Strong Bill

YANKTON, S. D., July 27.—Midwest Farmer Days, which drew attendance of 78,000 in '45, according to officials, may lure an even greater attendance in the four-day event here late in August, judging by present indications.

Backed by the Cowles publications and radio station WNAX, interest is high for this early date. Sale of booster buttons is off to a brisk start, with 3,000 sold at \$1 each up to the beginning of this week.

Attraction program, being drafted by G. G. Gray, already packs strong pulling power. Thus far 15 major rides have been booked, and it is not unlikely that the number will be double that when the event opens.

Orrin Tucker's work has been contracted for four nights and stage-show has been booked thru the Barnes-Carruthers office, Chicago. The B.-C. office will furnish a revue, *Victory Parade of 1946*, and acts which include Chester Fredericks and Company, Martels and Mignon, Le-Brac and Bernice, Malikova, the Leonards, Stephens Brothers and Big Boy, Lambert Hill Dancers, Gentlemen of Song and Dance, and Preston Lambert.

Toledo, Ia., Skeds 3-Day Home-Coming Celebration

TOLEDO, Ia., July 27.—A three-day Iowa Centennial Celebration will be held here, August 22-24, sponsored by the Chamber of Commerce, American Legion, Veterans of Foreign Wars and the Tama County Historical Society.

Attractions will include air, army and auto shows, 4-H Club and farm machinery exhibits, free acts, parades, dances and concessions. Ben Vaughan and Asa Thomas are co-chairmen.

Ogden Pioneer Day Cele Gets 55¢; Rodeo Feature

OGDEN, Utah, July 27.—Ogden's Pioneer Days, promoted by the Ogden City Corporation, with the pay gate attraction a rodeo presented by Leo J. Cremer, of Big Timber, Mont., broke all records, with approximately \$55,000 registered at the main gate.

The second, third and final days set new attendance records. Monte Young had the midway. Leo Cremer, on the sick list, had his son, Leo Jr., as substitute in the arena. Cy Tailon worked the mike.

Elmer Brown Producing Houston Optimists' Show

HOUSTON, July 27. — Elmer Brown, whose *Sweet Land of Liberty* played to 25,000 in the Cotton Bowl, Dallas, for the American War Dads, July 4, is now producing a show in Houston for the three Optimist Clubs of that city, to raise funds for a boys' home.

Event will be held August 13-15 in the high school stadium, with the Great American Fireworks show as the main attraction.

Zeeland, Mich., Plans Fete

DETROIT, July 27. — Zeeland, Mich., located on the shore of Lake Michigan, is getting into the centennial celebration swim and is planning its big doings for July, 1947. C. Karsten, of Zeeland, has been named head of the sponsoring organization.

Buffalo News G.I. Benefit Draws 34,000 Admissions

BUFFALO, July 27.—A total of 34,753 paid admissions were registered for the annual Smokes for Soldiers show, sponsored by *The Buffalo Evening News* at the Civic Stadium July 4, officials announced. Show featured Spike Jones and his band, circus acts, community singing, parade of old cars, fireworks and Buffalo's "Voices of Tomorrow," the last mentioned winners of a singing contest over Station WBEN.

To date more than \$300,000 has been raised for the fund which distributed smokes to servicemen from Buffalo and Western New York, both in the States and abroad. Fund now distributes the smokes to hospitalized vets in Buffalo area hospitals.

Garrison, North Dakota

ANNUAL FALL FESTIVAL

September 13 and 14

Wants Rides, Concessions; Also a Good Two Hour Show for THE BIGGEST CELEBRATION IN THE GARRISON DAM AREA.

Write:

EARL BENNETT, Gen'l Chairman
Festival Committee
Junior Chamber of Commerce,
Garrison, North Dakota

AMERICAN LEGION FALL FESTIVAL

Canal Winchester, Ohio, Sept. 18, 19, 20, 21.

WANT

Legitimate Concessions, Bingo, Fish Fry.
Address:

MRS. CHAS. BENNER
Box 223 Canal Winchester, Ohio

RIDES WANTED

Rides and Concessions Wanted for TWO-DAY LABOR DAY CELEBRATION

For Tri-City Area.

Wire or Write
HARRY KLAPPA, Chairman
Wisconsin Rapids, Wis.

VETERANS OF FOREIGN WARS FISH FRY & HOMECOMING

CENTRALIA, ILL.—WANTED
Carnival for week Aug. 19-24. Fish Fry on Friday, 23. Car and other awards given at Fish Fry. Large crowd expected. For further information, wire

ROY E. FRAZIER JR., Commander
Centralia, Ill.

WANTED

Merry-Go-Round, Ferris Wheel, or both, for Labor Day Celebration and two days after. Sponsored by Lions Club and P. T. A. Write

DAN GRIFFITHS, Chmn.
DUGGER, IND.

WANTED

At Roanoke, Ill., Concessions and Rides also entertainment for annual Firemen's Labor Day Celebration. Dates Aug. 30-31 and Sept. 1-2. Please write or contact

ROY R. BEER, Fire Chief
Box 111 ROANOKE, ILL.
Telephone 162

WANTED

Experienced Man to work Mug Joint on Fairs, 50-50 proposition.

MISS G. MASON

c/o Billboard, 1564 Broadway, New York City 19.

CARNIVAL WANTED

Want to book outstanding Carnival immediately for ANNUAL JUBILISCA CELEBRATION
Villsca, Iowa, Sept. 2 to 7.
Excellent downtown carnival site. Address promptly giving full information, including terms.

H. A. ENO, Chamber of Commerce
Villsca, Iowa

Patriotic Picture Heads Fremont (O.) Celebration

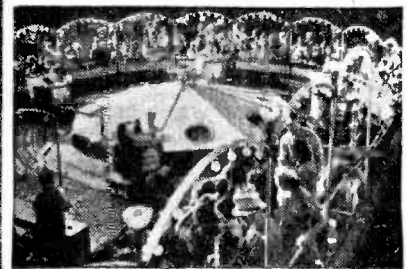
FREMONT, O., July 27.—Raising of the Stars and Stripes over Mount Suribachi, Iwo Jima, will be reenacted here, August 2, during the Crogan Day Celebration. Seven ex-marines will participate in the feature. Nightly attractions will include fireworks and outdoor acts.

Ohio Valley Shows have the midway.

St. Rocco Cele Set

PEN ARGYL, Pa., July 27.—St. Roch's Catholic Church will sponsor a St. Rocco Silver Jubilee Celebration in Weona Park here August 5-10. Featuring a free gate, celebration will have rides, shows, concessions, Jim Daring's Aerial Act, band concert, pet show and queen contest.

BOOMERANG
— MODEL 1946 —
REPEATER - THRILLER - UNLIMITED CAPACITY



Write for Catalogue, etc.
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298 Junius St., Brooklyn, N. Y.—Harry Witt

SARATOGA KETTLE POPPERS

12 Qt. Capacity, \$18.00 Each. Terms: 25% With Order, Balance on Delivery, F.O.B. Toledo.
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American Legion Post 596
OF RIDGWAY, ILL.,
Wishes To Contact a
GOOD CARNIVAL
For Homecoming Week To Be Held
Not Later Than First Week in
September.

WANTED
High Class Outside Aerial Attraction for
AMERICAN LEGION CELEBRATION
November 11th, Week 5th to 11th.
J. W. WADSWORTH, Post Adjutant,
De Funiak Post #61,
De Funiak Springs, Fla.

WANTED
Concessions, Shows, Free Acts for
CELEBRATION & EX-GI JUBILEE
Sept. 2, 3, 4, 5, Casey, Ill.
Sponsored by C. of C., V.F.W. & Legion
Write
CELEBRATION COMMITTEE,
Box 66
CASEY, ILL.

WANTED
For Week of August 13 to 17
Merry-Go-Round, Ferris Wheel, Kiddie Rides.
Location good.
ROCCO FANTASIA
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TWO-HEADED BABY, WAX
In Museum Jar — \$85.00. Wax Figures. Side
Show Attractions.
W. H. J. SHAW
3324 Louisiana ST. LOUIS 18, MO.

MIDWAY CONFAB

(Continued from page 57)
returned recently from the ETO, where he served as technical sergeant. He and Mrs. Edwards were formerly with Hennies Bros. and Beckmann & Gerety. Mrs. Edwards will remain at Fort Monmouth, where she works in the army PX.

Trouper's "large land estate" is usually a spot in Florida that is large enough to park a truck and house trailer on.

Bobby Kork, laid up 10 weeks with a broken leg, is back with T. W. (Slim) Kelly and Dick Best on the Cavalcade of Freaks with Cavalcade of Amusements. It is his third season with the show. . . . Zora's annex attraction on Jack Munroe's Side Show has purchased a new trailer from Roy and Mildred Puckett. . . . Dee Painter has left Monroe Bros.' Side Show to join Wallace Bros.' Shows.

Line-up of Ray Marsh Brydon's Side Show on the Gold Medal Shows follows: Ann and Tony Martini, sword jugglers; Dick Plumhoff, sword-swallower and pincushion; Roy Amy, fire-eater; Rabbi Sheppard, pitchman; John Deponte, anatomical; James Jacoby, tattoo and bull whips; Jean Jeanette, annex attraction; the Delentz magic act; Jim Cherokee, inside lecturer, and Sam Martinez and Jack O'Brien, ticket sellers.

Herb Pickard, diminutive tub-thumper, continues to shag good space in Canadian dailies while the object of his drumming, the Royal American Shows, rakes in the shekels on the Canadian Class A Fair Circuit. At Edmonton, Alta., he came up with some powerful selling yarns including one in *The Edmonton Journal* by staffer Eleanor Hoffman, on the happy married life of the Alligator Boy and Monkey Girl, Mr. and Mrs. Emmett Bejano in private life.

Requests to save the price ceiling gets no sympathy from grease joint operators, who believe what this country needs is a good \$1 hamburger.

Mr. and Mrs. J. C. Weer are in Maquoketa, Ia., where Mrs. Weer's mother is ill. The Weers have been on a Cook's Tour. After they returned from their South American trip to their home in Miami, they headed North and have been on the go ever since. They visited the Tom Packs Circus, Peppers All-State, Mighty Page, John R. Ward's World's Fair, Wonder Shows of America,

Mill Employee Hurt When Run Over by Townie on Lot

ESTHERVILLE, Ia., July 27.—James Boers, 20, of Lacon, Ill., employee of the Hill Carnival Company, remained in a local hospital when the shows pulled out following a week's stand.

Boers suffered a splintered pelvis when the front wheels of an automobile, driven by an Estherville man, ran over him while he was sleeping in a blanket on the ground.

Bingo Fans Follow Craig's Org to Play With Schuette

GUYMON, Okla., July 27.—Whether it was the quality of goods dispensed or the golden voice of bingo manager Oscar Schuette, for the first time in the history of Harry Craig's operation, more than three score bingo fans followed the Heart of Texas Shows from Liberal, Kan., to Guymon every night in the week.

Needless to say, the bingo did a banner business all week.

Hennies Bros., Happyland, Great Sutton and Gem City shows and Cole Bros.' Circus.

Detroit Notes: Roscoe Wade, owner of Joyland Shows, and his advance man, Joe Bennett, paid a visit to Wenona Beach at Bay City. . . . Mr. and Mrs. Butch Thompson joined Joyland. Mr. Goebels has a bucket store concession, assisted by George Mayer. Rex Allen joined Mrs. Allen's cookhouse. . . . Mr. and Mrs. Bill Postewaite have three concessions on W. G. Wade No. 2 unit. Mr. and Mrs. James Liddon have balloon dart striker. Mrs. Mary Kibborn is agent. Org is playing at Greenville, Mich., with Cameron Murray in charge.

There is no need for show talkers to make long winded openings, because everybody already knows that they can do it.

Doc Hagaard, manager of the *Hall of Oddities*, reports business good. He carries 12 acts and 2 annex attractions. Line-up includes Hagaard, openings; Mary Jule Pierce and Orville Human, ticket boxes; John Tooley, door captain; Baldwin, trained dogs; Chief Kickapoo, rag pictures; Ted Poole, magic and emcee; Bill Chappel, fire; Lovene Watson, burning alive; Marianne Alvarado, blade box; Jimmy Nickols, ventriloquist and Punch; Anne Human, escapes; Mickey Mouse circus handled by Bertha Weston, and Vern LaVern and Ruth Peterson, girl in the gold fish bowl, annex attractions.

Royal American Notes: Mrs. Lee Kaufman joined her husband on the Canadian tour in Brandon, and with Annie Gruberg, visited Lake Louise, Banff and Jasper. Mrs. Kaufman recently won \$442 on the daily double in Calgary. . . . L. D. Anderson, superintendent of the Saskatoon Exhibition, has been on the job since 1918. When the fair is on he doesn't bother going home, just bunks on the grounds. . . . Jack Warren, committee chairman, is responsible for getting the curve out of the midway. It is, incidentally, a duplicate of the Minnesota State Fairgrounds. . . . Bama (Birmingham) Jones turned tout for horse owner Scotty (Shorty) Furlong, and the nag ran out of the money. Now Scotty is wondering who touts whom.

Pfau Expands Exposition String With New Products

DETROIT, July 27.—Rapid revival of the post-war exposition field is indicated in the string of dates being set up by William H. Pfau, who has two sell-out expositions to his credit so far this year in Detroit, the Sports and Boat Show in March, and the Toy and Housewares Trade Show in June. Currently he is working out a new-type show, the New Post-War Products Exposition at Convention Hall October 5-13. Feature will be the first local demonstration of television. Two-thirds of exhibit space has been sold, Pfau said.

Five additional expositions have been scheduled for the first six months of 1947, mostly repeats or new shows following the line of the Detroit shows of this year, in new cities: Sports and Boat Show, Detroit, January 25-February 2; same, Indianapolis, February 8-16; same, Buffalo, February 22-March 2; New Products and Home Appliances Show, Buffalo, April 12-22, and Midwest Toy and Housewares Trade Show, Detroit, June 8-12.

Ferris Wheel on Triangle Org Gets \$448 on July 4

CLARION, Pa., July 27.—Reynolds F. Elliott and Dr. G. W. Megahan, of the American Legion Committee, reported that the Ferris Wheel on the Triangle Shows, playing the annual celebration here July 4, turned 1,793 rides from noon until midnight for a gross of \$448.

Clarence (Blackey) Fittro operated the Ferris Wheel, a 12-bucket ride, for Jake Shapiro, show's owner.

POPCORN
"Rush Hour" Mammoth Yellow Popcorn is dependable. It can be relied upon during rush periods. Packed in 100 pound moisture-proof bags at \$9.25 per 100 pounds.

PEANUTS
Roasted Peanuts in the shell @ \$21.00 per 100 pounds. Packed in 90-pound bags. Fancy Raw Peanuts in the shell @ \$18.00 per 100 pounds. Packed in 100-pound bags. Our Booklet Price List covers our full line of popcorn supplies. Sent upon request.

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AMERICAN LEGION VICTORY CELEBRATION
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FIREWORKS, PARADES, FREE ACTS
LILLY, PA., AUGUST 5-10; VANDERGRIFT TO FOLLOW

WANT
Ball Games, Picture Gallery, Palmistry, Cigarette Gallery, Scales, Guess Age.

WANT
For Stoneboro Fair, 4 days, Aug. 30-Sept. 2; Rocky Grove, Aug. 5 to 10;
Fun House, Flat Ride, Penny Arcade
Answer Mount Jewett, Pa., This Week

EDDIE'S EXPO SHOWS
P. S.—Jinny Gibson Wants Girls for Pin-Up Revue

FOR SALE
60x120 Round End Tent with 9 Ft. Walls, Heavy Khaki Duck. All new except one middle piece used 10 days. Poles and Stakes, Block and Tackle, all Ropes. Immediate Shipment.

ANCHOR SUPPLY CO.
Evansville, Ind.

INDIANA EARLIES RUN STRONG

Lawrenceburg Sees Record

Logansport, North Vernon, Rockport report successes despite some bad weather

LAWRENCEBURG, Ind., July 27.—The Dearborn County Fair, which opened Monday (22) and closes tonight, appeared headed for a record-breaking attendance and a sizable profit.

Closing tonight, invariably the big day of the six-dayer, with promise of good weather, something it hasn't had for the last two seasons, and with the forecaster's prediction holding up, the event seemed a cinch to wind up a record-breaker.

Thru Friday attendance ran ahead of previous years. Weather on the whole has been excellent. Skies threatened Thursday, but it didn't rain. A slight shower Wednesday didn't hurt the front gate, but, coming shortly after the blow-off of the grandstand show, it chased many of the folks off the midway.

Night turnout has been particularly strong, the new grandstand, which seats 3,000 and provides auxiliary chairs for 800, being packed nightly, beginning Wednesday, when B. Ward Beam's Congress of Dare-Devs showed. The Beam aggregation also played Wednesday afternoon, drawing about 2,000. Turnout for the two performances of the thrillers ran about 25 per cent ahead of last year, with grandstand prices upped 15 cents to 50 cents for regular seats, 75 cents for the chairs.

Midway Biz Okay

Star Dust Revue, booked by Henry Lueder, Detroit, opened first of three night shows Thursday. Horse races drew approximately 2,000 Thursday and Friday and were skedded as afternoon feature today. Besides races and revue, baby contest and horse-pull is skedded for today.

Joyland Amusement Company on midway has been doing nice biz. Although crowds are up, people spend less freely than last year, Leonard Haag, secretary, said. He pointed out that on Monday and Tuesday, when there was no paid gate and when attendance ran higher than last year, carnival gross ran only a few dollars ahead of corresponding days in '45.

Logansport on Pace

LOGANSPORT, Ind., July 27.—With a big day coming up, the final one today, the Cass County Fair, which opened Sunday (21), had reached an attendance which approximated that of the full seven days last year.

Night attendance has been excellent, with the 2,800 capacity grandstand practically jammed every night. Annual teed off Sunday afternoon to a light crowd, attributed to weather, which was hot. The horse show attendance Sunday was slim, but was near-capacity at night. The John R. Ward's World's Fair Shows were scheduled to set up Sunday, but a delay on their rail move here prevented that. Show was in full operation Monday.

Hoosier Hop was the grandstand (See *Inclency Fails* on page 79)

Iowans To Dance, But No Big Dough To Go for Names

DES MOINES, July 27.—Dance bands again will be used at the Iowa Centennial Fair, but for the first time since the dance feature was inaugurated, name bands will not be used.

Excessive prices charged by name bands is directly responsible for using territory bands this year. Fair board officials pointed out that usually they get nicked more for the name bands than normally charged ballroom operators, since they are operating a fair. Officials also pointed out that name bands do not have the drawing power of former years because they play in many of the Iowa cities, including some of the small towns, during the year.

Bands booked for this year will be well-known territory bands which have large followings.

Zeiter Extends Activities

STEUBENVILLE, O., July 27.—Zeiter Midget Speedways, sponsoring midget auto races in the Akron Rubber Bowl, Sportsman's Park near Bedford, O., and Ohio State Fairgrounds, Columbus, has extended its activities to Butte Field here. Races under lights will be held every Thursday night. Fred Maurer Jr. is handling exploitation.

Edmonton Comes Thru With New Records in All Ends -- Betting Soars To New Lid

Barnes-Carruthers Gets Plaudits for Entertaining in Rain

EDMONTON, Alta., July 27.—Practically every record of the Edmonton Exhibition here was eclipsed by the time the annual closed Saturday (20). Attendance for the six-day event soared to an all-time high of 213,906. This total, piled up in the face of rain on one of the big days, represents a tremendous leap from last year's total of 175,949. While the folks stormed the gates to the exhibition, they also spent more on the midway. There the Royal American Shows amassed a record gross of \$83,980 for the annual. Last year the midway gross was \$44,706.

All of the play, however, was not going to the midway. Crowds surged to the grandstand to bet, and the pari-mutuel machines built up new record totals. Chief among the records set by the machines was a one-day Provincial high, with \$125,589 going thru the machines Wednesday (17). This beat the exhibition's previous high day total of \$113,954, set the corresponding day last year, and eclipsed the Provincial record which had been held by the Calgary Stampede.

Torrential rains hit after the races Wednesday. By 8 p.m. 5,000 persons had paid their way into the grandstand and it appeared as if rain checks would have to be issued. But the stageman, booked thru Barnes-Carruthers, Chicago, went on finally, working on shavings, while a drizzle fell. The crowd loved it, giving out lusty applause in appreciation of the show's trying working conditions. C. E. Wilson, exhibition manager, was happy because he didn't have to give out rain checks, and had the folks happy.

500G Stadium Will Be Built At Shreveport

Bowl To Seat 47,000

SHREVEPORT, La., July 27.—A \$500,000 football stadium, with an estimated seating capacity of 47,000, will be constructed at the Louisiana State Fairgrounds in 1947, according to plans announced here by William R. Hirsch, secretary of the State Fair Association, at a meeting of the board of directors Tuesday (23).

Hirsch said the all-steel and concrete structure will be in the form of a bowl, with building plans calling for the enlargement of the present east and west stands and closing each end. The present stadium seats about 12,000.

Construction will begin after the youth activities and cattle judging building is completed, Hirsch stated. He added that the stadium would enable this city to obtain teams from the larger colleges in Louisiana, Texas and Arkansas.

Other business of the meeting included the passing of resolutions approving a \$59,000 loan negotiated by Hirsch for the building of a new cattle barn, providing authorization to (See *Stad for Shreveport* on page 80)

Jaycees Grind It Up

FALLS CITY, Neb., July 27.—Hamburger stand to be operated by the Junior Chamber of Commerce at the Richardson County 4-H Club Show August 5-10 is assured of the makings. The Jaycees have purchased a whole beef—and will grind up all of it, T-bones included, for hamburgers.

Richwood Annual Tabled As Winner

RICHWOOD, O., July 27.—Despite rain which washed out Thursday's (25) harness horse races, Richmond Fair here was expected to wind up today as one of the most successful in history. Attendance thru Friday (26) was estimated at 10,000 by Dana Lowe, fair secretary.

Thursday's card of races will be run off this afternoon. Harness events were afternoon feature beginning Wednesday, no grandstand attraction being booked for Tuesday (23), when event opened with free gate. Biggest night crowd was registered Thursday by WLW *Midwestern Hayride*, with 2,000 on hand. WLS *Barn Dance* was Wednesday night feature. Amateur night, staged by VFW, who tossed a free barbeque to vets same night, was Friday night feature.

Walter Byers' rides on the midway reported excellent business.

Ada, Minn., Plans Stock Building To Honor Olson

ADA, Minn., July 27.—Following in the wake of the most successful event in its 52-year-history, Norman County Fair here is pushing plans for the construction of a large livestock show and sales pavilion in '47 as a memorial to the late S. E. Olson, one-time association president.

The '46 annual, which closed July 7, netted a substantial profit. Raney United Shows on the midway scored their biggest gross of the season so far and the carnival and concessions netted the fair \$2,500. Grandstand show, which featured the White Horse troupe, horse races and acts, provided receipts of \$8,500 for the three days. Total receipts were approximately \$15,000.

Considerable credit for the success of the event is attributed to the efforts of A. A. Habedank and George Landsverk, president and secretary, respectively.

Saginaw, Mich., Evens Up Winkley Loss at Windsor

CHICAGO, July 27.—Frank Winkley, visiting in Chicago Tuesday (23), reported that his All-American Thrill Drivers took a financial belting on a three-day stand recently at Windsor, Ont., but a big one on a three-day promotion at Saginaw, Mich., Sunday (21) evened it up.

Winkley's thrillers were scheduled to work at Owosso, Mich., Friday (26) and in a return go at Saginaw Sunday (28).

rooms, but this project has been deferred because of restrictions, Arthur B. Porter, secretary-manager, pointed out.

Rutland Offers New Lounge for Horsemen

RUTLAND, Vt., July 27.—Rutland Fair, September 2-7, has temporarily shelved its many plans for plant improvement due to building restrictions. It has however, succeeded in remodeling a building in the horse barn group to provide comfortable lounge rest rooms for men and women and showers for horse owners and drivers. Extensive repairs have been made to one of the horse barns, new sills and floors having been installed. The foundation and rest rooms in the Boys' and Girls' Building have been repaired.

Annual had purchased additional land with the intent of moving cattle department. Other plans, now in drafting stage, call for the moving of the Fish and Game, Poultry and Pet Stock Department from present locations.

It had been planned originally to erect for this year's event a new building in the midway section to provide modern men's and women's rest

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ILL. ANNUALS REGISTER BIG

Paris Turnout To Hit 40,000

Macomb, with little time for preparation, gets 13,000; Belleville even with 1945

PARIS, Ill., July 27.—The 85th annual Edgar County Fair, which closed here Friday night (26) after a six-day run, proved one of the most successful in history. Attendance will hit around the 40,000 mark. Grandstand turnouts, spurred by three changes in the night bill, were excellent.

On the midway, where the J. F. Sparks Shows operated, business was good, but not in proportion to attendance. Rides and shows grossed only slightly above last year, T. J. Trogdon Jr. announced. Big day was Thursday (25), when combined afternoon and night attendance was estimated at 18,000.

Huge Thursday attendance was chalked up despite early morning rain. Skies cleared about 9:30 a.m. and the folks thronged to the grounds. Race track, however, was hard hit by rain, and the grandstand, which seats approximately 3,000, was sold out by 2 p.m. Race officials tried to get trotting races under way, but abandoned idea at 5:30 p.m.

Meanwhile free acts did a yeoman job of keeping crowd happy, and no money was refunded. Races were held over until Friday and run along with regularly scheduled events that afternoon. Horse purses totaled \$9,000 for six days, Monday thru Friday, with horse show and drum corp as opening afternoon features. Gus Sun Office supplied revue for Sunday and Monday nights, a set of acts Tuesday and Wednesday and another Thursday and Friday.

Macomb Annual Success

MACOMB, Ill., July 27.—“Where there's a will, there's a way” . . . and folks here declare you can say that again. Little more than a month ago, June 23, to be exact, there was no fair scheduled here. What's more, there wasn't even a fairgrounds. But this week about 13,000 persons attended the first McDonough County Fair here, and they marked it up as a success.

Despite the time handicap, the fair proved well rounded. What had been an oat field was transformed into a grounds. A half-mile race track was built. Some buildings were erected. Temporary bleachers were set up.

Event offered plenty in the way of livestock and agricultural exhibits. For a first-timer, it was not lacking in attractions. Running and trotting horse races were offered Tuesday (23) thru Friday (26), closing day, with a society horse show as the night attraction. Acts, booked thru the Barnes-Carruthers office, Chicago (See *Illinois Booms* on page 80)

Betting Flops At Sacramento

GALT, Calif., July 27.—Annual Sacramento County Fair in this town of 1,080, remote from populous centers and heavy bank-rollers, has drawn record-breaking crowds since opening Monday (22), but pari-mutuels on horse racing is way below expectations and the annual faces a deficit on this score.

Pari-mutuel total first day, Saturday (20), was away off, and Eugene Kenefick, secretary-manager, reduced grandstand prices from \$1.25-\$3.50 scale to flat 50 cents for following Monday. But that, it proved, wasn't enough.

Consensus is that this town is too far from densely populated areas and from heavy betters. It was revealed in Sacramento that Kenefick had gone ahead with an ambitious seven-day meet in the face of opposition from State officials and the legislative committee.

Outside of the disappointing pari-mutuels, fair is rated a success, being regarded as well-balanced, with strong agriculture, livestock and industrial exhibits.

Kenefick drew raves from the Sacramento press for getting materials and labor to open the annual in face of other cancellations, such as the California State Fair.

Warsaw, Ind., Free Fair To Show on New Grounds

WARSAW, Ind., July 27.—While the Kosciusko County Free Fair will be held August 27-31 on its new grounds here, it will operate without a race track and grandstand. Those projects it hopes to push thru for the 1947 event, Floyd Stevens, chairman of the fair board, has announced.

Stevens is in charge of the shows and rides this year. Bozo Helvey is handling concessions. Mike Maloy is president and Ross Sittler is secretary. Besides Stevens, other board members are William Orr, Tom Walters, Vern Frantz, Frank Rarrick, Clarence Tinkey, Sherman Deaton, Chris Cain, Etna Green and Frank Merkle.

Red Lion, Pa., Gate Up; Highest in Nine Years

RED LION, Pa., July 27.—Drawing the biggest gate since 1937, the 29th Red Lion Gala Week Fair here July 15-20, proved one of the most successful in its history. Annual had perfect weather except closing night when rain from 5:30 to 8:30 p.m. forced an early close. Despite closing night rain, Triangle Shows did an excellent week's biz on the midway.

Org drew high praise from local press. R. M. Spangler, who manages Rolling Green Park, is secretary-manager of the fair.

Utah State Out Of Woe; Midway Contract Holds

SALT LAKE CITY, July 27.—Once more the troubles of Utah's State Fair here have been ironed out.

A contract between the fair and the Beehive Midways, Inc., giving latter the exclusive midway privileges for five years, beginning this year, will stand. Utah's centennial commission, however, will hold the right to nix any shows and power over the fair's dates during the centennial observance next year.

Mix-up over midway contract was sparked by newspaper stories. After contract with midway org had been signed by the fair and approved by the State Board of Finance, press revealed that articles of incorporation, filed by Beehive Midways six days before contract was granted, included as a principal asset the contract with the State fair board, and approval of the contract was withdrawn.

The Beehive Midways countered by filing amended incorporation papers and was given the contract. Then the centennial commission, created by law to supervise the centennial celebration in the State during '47, intervened, contending that by law it had supervision of the fairgrounds for '47 and supervision over the annual for that year. In this the commission was upheld by the opinion of Atty. Gen. Grover A. Giles.

To iron out the differences, a committee was appointed by the commission to meet with the fair board. As a result of the huddle, the '47 exposition will continue under the management and supervision of the State fair board, with Sheldon R. Brewster directing, but censorship powers on types of shows and power to fix dates will rest with the centennial commission.

The midway contract, as originally drawn, stipulated that Beehive Midways, Inc., was guaranteed 13 weeks of operation at the fairgrounds next year. The commission is expected to exercise its power on dates only to avoid conflict of fairground events with other State-promoted centennial doings. It is a cinch, however, that plant will be dark on Sundays in '47, with possible exception of eating and drinking places and exhibits.

All Records Take Beating At Fessenden, N. D., Annual

FESSENDEN, N. D., July 27.—All existing records took a terrific beating at Wells County Fair here July 9-12. Attendance hit approximately 58,000; all eight grandstand shows were sold out and temporary track seats used at three performances, and the William T. Collins Shows grossed a new high on the midway, with the carnival area remaining open nightly until 1 a.m.

Running races were held each afternoon, with Lucky Lott's Hell Drivers the night feature. Williams & Lee provided acts for all grandstand performances. All concession space was sold out with the independent midway reaching a new high in numbers.

Prizes for the Clackamas County Fair, Oregon City, Ore., August 29-31, have been boosted to \$6,000, according to the premium book being distributed by Secretary John Telford. Herman Chindgren, board chairman, says the list covers some classes in F-H, FFA and livestock breeds.

Solving Labor Problem

HARRINGTON, Del., July 27.—One manufacturing plant closed down completely for two weeks and the banks closed each day this week in order to give a much-needed manpower lift to the Kent and Sussex County Fair here. The George Sherwin shirt plant folded completely and the local banks cut their days short at 1 p.m. to free clerical help for use at the fair.

Govt. To Return Coliseum to ESE

SPRINGFIELD, Mass., July 27.—Col. John J. Millea, New England regional director of the War Assets Administration, announced here Monday (22) that plans are under way to return the Coliseum to the Eastern States Exposition in time for hockey next winter. WAA officials came here several weeks ago to survey the fairgrounds for future disposition, but as yet Charles A. Nash, exposition general manager, has received no word on their decision.

Lynch Extends Deal With Newberry, Van Cise 4 Years

MILWAUKEE, July 27.—Contracts were inked here July 6 between Jimmie Lynch, Earl Newberry and Jimmie Van Cise, extending their operational and management arrangements for five years, instead of the initial one-year pact signed last fall.

Newberry will continue as business manager in charge of bookings, Van Cise in charge of operations, and Lynch in charge of general production.

Current personnel of the Death Dodgers includes in addition to Lynch, Newberry and Van Cise; Bob Maynard, Al Gross, Buddy Toomey, Johnny Rodgers, Jimmie Lynch Jr., and Don Reynolds, drivers; Leo Overland, Duke Hannaford and Van Cise, announcements; Earl Shipley, Percy Rademaker and Larry Anderson, clowns; Ed Van Cise, Roy Sampson and Ben Smith, press and advance, with Jim Crews in charge of billing, and Tommy Coopwood, Allen Adams, George Parker, Jingo Bacon and Jack Frieberg as mechanics.

Early fairs played were marked by an all-time record at Minot, N. D.; Pipestone, Minn., and Jamestown, N. D., while Cando, N. D., was not up to average. Oshkosh, Wis., July 4 turned in a neat gross for two performances.

Hollywood Death Dodgers Draw \$7,300 at Ebensburg

EBENSBURG, Pa., July 27.—Hollywood Death Dodgers (Prokop Brothers, motorcycle stunts, and Bobby Ward, auto stunter) drew 7,300, big for the spot here July 4.

Featured act was bus jump by Mac Mackenzie, former midget race driver long identified with auto racing and brother of the late Doc Mackenzie. Mac is a recent addition to the org. Cycle events also clicked strongly with the throng.

Besides Mackenzie, other additions are Pat O'Brien and his wife, Wanda. Both were formerly featured with Putt Mossman's thrill unit.

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BARABOO, WIS., AUGUST 7-11

Don't Overlook This Big County Fair.

All Concessions—Grab Joints, Candy Floss, Jewelry, Novelty, Scales, etc., are invited. Reserve your space now. Write, wire or phone.

KENNETH H. CONWAY, Secretary, Baraboo, Wis.

5 Big Days—Aug. 7 to 11—5 Big Nights.

Featuring Ernie Young's Headline Circus Acts, Fireworks, Thrill Shows.

Calif. Legislative Body Against Bets at Annuals

SACRAMENTO, July 27.—A special fairs and exhibitions committee of California Legislature, headed by Assemblyman Jacob Leonard of Hollister, has declared it was opposed to emphasis of horse racing with pari-mutuel betting at district and county fairs. Leonard, stating there is enough pari-mutuel betting at the four big tracks in the State, said that agriculture, livestock, horticulture, industrial exhibits and the like should be stressed at annuals. He sharply criticized the recent Alameda County Fair at Pleasanton, where an 11-day race meeting was held, as being a "racing meet" and hardly a fair. Alameda County is a "wonderful agriculture county, yet most of the exhibits were brought in from outside," he said.

Both Ed. G. Vollman, president, and Lou Merrill, secretary-manager of the Western Fairs Association, agreed with the committee but pointed out that if a fair wanted to emphasize race betting it could—and does—"go on its merry way."

Disciplinary Action

Leonard replied the association could discipline a member which did not subscribe to the State policy of the body. To this Merrill said "Yes, but all the association could do was expel the member." The Legislature, Merrill suggested, could withhold State funds if it didn't like the idea of racing.

Both Vollman and Leonard praised the operation of the recent San Diego County Fair at Del Mar. Even though held at the grounds of a race track, this fair held no betting races and drew a large attendance. The legislator said this was proof positive betting is not needed to draw people into the smaller fairs.

Merrill said that out of the 69 fairs in California, only 12 have horse racing. He said the association has repeatedly opposed betting at smaller annuals where it appeared racing would sublimate all other angles.

Discuss Finance Changes

Changes in the system of allocating State money to fairs and expositions was discussed. State Finance Director James S. Dean said he favors giving the money to fairs on a basis of performance and discarding the present arbitrary percentage distribution.

"As it is now, the California State Fair at Sacramento and the Los Angeles County Fair at Pomona receive a flat \$125,000 a year. They should get more State money. On the other hand, every county and district fair legally is entitled to at least \$65,000 a year no matter what its size. Often this is just too much money," Dean said.

District and county fairs are sadly in need of repairs and construction, Leonard said. He intimated the next Legislature will be asked to appropriate between 10 and 15 millions for this, to be spread over the next few years.

Loose Spending Scored

So much money is coming into the fairs and expositions fund from the State's take of betting at the big tracks that there is a temptation to spend the money loosely, several at the meeting stated. The State's take is averaging about \$25,000,000 a year, Dean said.

Leonard declared that the district and county fairs should better themselves so they can justify their withdrawals from the fund. Vollman said "Those are exactly the sentiments of the Western Fairs Association." He said, "We want to improve" but pointed out that the dollar is not worth what it used to be and the money is really not as big as it looks when it comes to restoration of buildings and grounds.

State Senator Ralph E. Swing, who took part in the discussion along with Senators William P. Rich of Marysville and George Hatfield of Merced, said that the fairs construction fund

West Virginia State Pushes Advance Sale

LEWISBURG, W. Va., July 27.—Front-gate admission at the State Fair of West Virginia here August 19-24 will be the same both day and night, with adult tickets priced at 75 cents and children's tickets at 50 cents, Robert E. Sudenstricker, secretary, has announced. Prices include federal tax.

Annual, formerly known as the Greenbrier Valley Fair, is conducting an advance sale of tickets at reduced rate. Termed "thrift tickets," strips of adult ducats sold with six coupons good for as many admissions, are pegged at \$3.60, with children's strips at \$2.40. Kids' tickets are for those between the ages of seven and 12, those under seven to be admitted free.

Grandstand prices will be lower at night, day-time scale being set at 75 cents for adults and 50 cents for children, and night admission going at 50 cents for adults and 25 cents for children.

Five afternoons of harness racing have been scheduled, with purses totaling \$4,065. A horse show will be staged Tuesday night and the following afternoon.

Grandstand attractions, booked thru George A. Hamid office, include Woodford's, Dachshunds, Keller's Wild Animals, Joe Basile's Madison Square Garden Band; Lecosta and Lenore, musical novelty; Great Albanis, aerial number, and Mlle. Lisette, juggler.

Marks Shows will be on the midway. Fireworks have been contracted thru Atlantic Fireworks Company.

Ithaca, Mich., Beats Past Records; Midway Over 40%

ITHACA, Mich., July 27.—Attendance was up 25 per cent and the midway gross up 40 per cent over 1945 as the 82d annual Gratiot County Fair entered its final day here today. An all-time attendance record seems certain, James O. Peet, fair secretary, said. He estimated attendance thru Friday (26) at 30,000.

Annual opened Monday (22), with W. G. Wade Shows, Unit No. 1, as the only attraction. Tuesday afternoon children's foot races and other athletic events were staged and at night a Western horse show was presented. Harness races were afternoon features Wednesday thru Friday, with stagershow, booked thru the Gus Sun office, as night grandstand attraction the same nights. Nine different acts were presented each night.

Fair closes with a hunter class horse show this afternoon and a harness horse show tonight. Latter will supplement Kansas City Ramblers, hillbilly troupe, in front of the grandstand.

is "always subject to raids." He suggested that the Legislature might amend the law next session so that all surpluses in the construction fund go into the general "so they wouldn't be there to shoot at."

Dean pointed out, however, that it is difficult to determine just what is surplus.

Inclmency Fails To Put Chill On Hoosier Earlies

(Continued from page 76)

feature Monday night and it jammed the stands. Cherokee rodeo took over Tuesday night and continued thru Friday. Horse races were held Monday thru Friday afternoons. Attraction today is Red Devils, auto thrill show, which will give afternoon and night performances.

Midway has been getting strong play, with grosses running ahead of last year, William (Babe) Thomas, fair secretary, said.

North Vernon a Success

NORTH VERNON, Ind., July 27.—Six weeks ago the grandstand and 4-H Building of the Jennings County Fair here were destroyed by fire, but, despite that blow, the fair, which closed here Friday (26), managed to register a success surpassed in the past only by the '45 annual.

Temporary bleachers were pressed into service, and tents were used as a replacement for the destroyed building. Weather hurt the traditional big day, Thursday, rain falling in the forenoon and the skies clearing in the afternoon. Threatening weather also hurt opening Sunday (21), when a horse show was offered in the afternoon.

No grandstand attraction was presented Monday, but on the three afternoons following, the feature was harness horse races. Tuesday night the *Grand Ole Opry* from Station WSM, Nashville, played to a good crowd. The following nights a show made up of acts booked thru the Burton Theatrical Agency, Indianapolis, was staged. Acts included Dick Clemens's lions; Lou Gerber, emcee; De Marrissee Sisters, dancers; Red Dickerson, one-man band, and the Eddie Baker Trio, musical act. Fireworks by Tri-State Fireworks Company, Loveland, O., were offered Wednesday and Thursday night.

Lucky Lott's Hell Drivers accounted for the biggest night turnout closing night. The Gooding Greater Shows were on the midway.

Rockport Running Ahead

ROCKPORT, Ind., July 27.—Attendance at the Spencer County Fair here was running 25 per cent ahead of '45 up to Friday night (26). Paid admissions hit 18,000, Harold L. Hargis, fair secretary, said. Ideal weather prevailed from opening Monday (21) thru Friday. Free gate was on Monday and Tuesday. First grandstand attraction was society horse show Tuesday night. Harness and running horse races were offered Wednesday thru Friday afternoon.

Horse show was Wednesday night feature. Biggest night throng up to Friday was provided by WLS *Barn Dance*. Crowd was so big that a second show was run, with paid attendance for the two touching close to 3,000. Dutton's riding act, booked thru Barnes-Carruthers, Chicago, was presented every afternoon and night.

Pacific International's Huge Bldg. Under Repair

PORTLAND, Ore., July 27.—Reconditioning of the Pacific International Livestock Exposition's 11-acre building—world's largest show structure—is under way for the October 5-12 show. Eight temporary barracks erected on the grounds by the army are being wrecked to obtain lumber for replacement of 2,400 stalls and pens.

One big job is patching 479,160 square feet of roof, says T. B. Wilcox Jr., president.

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Night. No X. A rural Agricultural Fair. Farmers have
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BEATTY'S B. C. BIZ TERRIFIC

Denver Nights Big for Cole

Opener capacity and other two turnaways despite rain knocking out extra shows

DENVER, July 27.—Tremendous night business was scored by Cole Bros.' Circus in its three-day stand here ending Wednesday (24), with capacity the first night and turnaways the other two. Downtown tickets for Tuesday night were sold out by 10 a.m., and it looked as if a second night show would be necessary until showers hit shortly before show time. Despite the rain, however, there was a turnaway of a thousand or more. Same thing was repeated Wednesday night, a turnaway, but rain knocked out prospects of an extra show.

Matinees did not measure up to the night crowds. Opening afternoon's house was swelled to about three-quarters by 1,000 orphans and underprivileged children attending as guests of *The Denver Post*, but the other two did not exceed the half-way mark.

Good Break on Publicity

Both local papers gave the show a generous reception. *The Post* carried an interview with Zack Terrell, whose career with Sells-Floto dates back to its Tammen-Bonfils days in Denver. *The Rocky Mountain News* gave three-column space to art and a feature on Otto Griebing, who last year was awarded a diamond ring bequeathed by Denver's Snapper Garrison to "The best clown in the U. S."

Messino Bertie blamed the mile-high altitude for two slips he made in the Chamberly Casting Act, suffering contusions of the side Monday and a sprained knee Tuesday. Another casualty was Randy Gross, whose leg was cut when she tripped over a stake.

Sunday Run From Nebraska

Show made a Sunday run to Denver from McCook, Neb., where business was fair Saturday (20). The grain harvest and fact that three smaller shows had been in earlier (See *Denver Big for Cole*, page 93)

Sparks Back in Mass.; Worcester Is Okay

WORCESTER, Mass., July 27.—Sparks Circus, first here under canvas since Ringling-Barnum in 1944, did what Manager James Edgar termed "a nice day's business" at two performances Wednesday (24). After rain at two previous spots, weather cleared and was fair and warm here.

First rain in two months, accompanied by high wind, hit at Lowell Tuesday (23), yet show drew about half a house at the matinee and a fair night crowd. Show made two stops in New Hampshire on return to Massachusetts after 15 playing days in Maine, getting fair matinees and good night houses both at Berlin Saturday (20) and Manchester Monday (22). Cloudy weather with some rain prevailed at Manchester.

Final stand in Maine, at Livermore Falls and Mexico, were fair.



HERE'S ONE FOR THE BOOKS. After Sparks Circus gave four performances at Bangor, Me., July 16, Owner James Edgar revisited the spot to see King Bros. play three shows July 18 and to shake hands with Owner Floyd King. Left to right are Walter D. Nealand, Sparks' publicity chief; Edgar, King, and A. C. Bradley, King's legal adjuster.

Know-How Learned In Trying War Period Still Important In Making Cole Go on Time

Burkhart's Philosophy, 'Cap' Curtis' Experience Big Factors

By Justus Edwards

CHICAGO, July 27.—The predicted post-war plentitude of circus labor just hasn't materialized, and Cole Bros.' Circus, for one, is still having to resort to the tricks learned in the war years to get up and down. As a result, an excellent record of on-time matinees is being maintained, and even in cases of late arrivals the customers' waits are being held pretty well to a minimum. But for a show of the proportions of this one—heavy even for 30 cars—it takes plenty of know-how and plenty of old-fashioned sweat. We had a chance to see for ourselves when the show played Kankakee, Ill., July 6. Due to a slow getaway from Elkhart, Ind., a 116-mile run and a hot box on the way, it was late morning when the train rolled in and past 11 o'clock when the pole wagon reached the fairgrounds lot. And the day was so hot that Tommy Comstock passed out playing the callopie.

They Get It Done

Yet, the doors were open by 3 p.m., the menagerie sheltered the folks during the brief interval until the big top was ready, and by 3:25 Colonel Harry Thomas, himself

Dieselizing R-B

The extent to which the Ringling-Barnum show has been mechanized is brought out in an article titled *Dieselizing the Big Top* in the July issue of the magazine, *Diesel Power*. W. B. Tyrell, author, reveals that all told 40 Diesel engines, including light plants, trucks and tractors, are used on the show, totaling 3,000 horsepower. Complete Diesel service on replacement parts and new equipment is handled for R-B by the Lewis-Diesel Engine Company, Memphis.

knocked out by the heat a short time before, was proclaiming *Caravan to Mecca*. A short haul of only two blocks from the runs was a big help. However, considering the pronounced shortage of working men, it was readily apparent that other reasons (See *Cole Benefits* on page 92)

3 Extra Goes At Vancouver

5-day stand on mainland draws turnaways in wake of great take on island

VANCOUVER, B. C., July 27.—If Ira M. Watts, manager of the Clyde Beatty Circus, was a little over-expansive when he declared the show's business since coming to Canada as "the most phenomenal in circus annals," he was justifiably so.

Turnaway crowds, such as prevailed the entire three days in Victoria and Saturday (20) at Nanaimo, are continuing here this week, where show is set for five days. In fact, after a big opening Monday (22), extra night performances were the order Tuesday, Wednesday and Thursday. Matinees also have been sell-outs.

Side Show Packs 'Em in

Pete Kortez's Side Show is doing business in proportion to the big show. Just to give an idea, it was announced the Side Show played opening day to 10,559 admissions at 25 and 50 cents.

Bill Antes and Ray Dean received great publicity breaks both here and on the island. At Victoria, a story of a lion cub Beatty named for the city made Page 1, and the other sheet carried half a page of pictures. A staff writer for a Vancouver daily joined clown alley for the day in Nanaimo, and his story with a lay-out of pictures appeared opening day of the Vancouver run. Same day radio Station CKWX carried an interview with Beatty.

Train Ferries From Island

Show train arrived in Vancouver about 3:30 Sunday afternoon after being ferried over from the island, and haul to the Cambie grounds was less than half a mile. Performers, after a night on sleepers at the Nanaimo wharf, had come across on the morning boat.

Business needs to be good here to overcome heavy locals. City license is \$500 a day and the park board's lot rental is the same.

Home-Towners Give Buck Owens Big Day At Sandusky Stand

SANDUSKY, O., July 27.—Buck Owens came home last week-end and was rewarded with two turnaway crowds Monday (22) for his Buck Owens Circus and Wild West. Buck was born in near-by Castalia, O., and lived in Sandusky as Maxwell Geis until he took the road 25 years ago to make a name in Western films, radio and the circus. His father and other relatives still live here. *The Sandusky Register-Star-News* carried a two-column story with art about Buck, attesting to his popularity as a native son who made good.

Show spent Sunday here, giving Buck ample time for visiting. Of five stands in Michigan the preceding week, best was Ypsilanti, where two good houses were registered Friday (19). From here, show went to Norwalk, O., and altho business there Tuesday (23) was not as good as at Sandusky, dozens of relatives and friends of Buck turned out.

Garden Bros. End Winning Tour With Sarnia, Ont., Stand

SARNIA, Ont., July 27.—Garden Bros.' Circus closed here Saturday (20), after 12 weeks in Eastern Canada, mostly in Ontario, but with a couple of dates in Quebec Province.

Record-breaking season was reported by Bill and Bob Garden. Overflow attendance greeted the show for the final six performances in this border town, across the river (15-cent bus ride) from Port Huron, Mich., which played the Cole Bros.' Circus July 1.

During the 12 weeks Garden Bros. toured, the first few of which were in arenas before going open air July 1, not a performance was lost due to weather or jumps. Some of the moves were 500 miles or more. While show featured mostly American acts, there was a good representation of Canadian talent.

The Garden brothers announced plans for next season as they dismissed the acts. Already 25 weeks have been booked, with the possibility (See *Garden Tour Winner*, page 93)

Dailey Quits N. D. for Minn.

GRAND FORKS, N. D., July 27.—Dailey Bros.' Circus had only a fair day here Friday (19), drawing about half a house in the afternoon and three-quarters at night. From here, show entered Minnesota at Crookston.

DETROIT OKAY FOR BIG ONE

Crowds Top Expectations

5-day run on East Side off to good start after 4-day total of 58,500 on W. Side

DETROIT, July 27.—Ringling Bros. and Barnum & Bailey Circus played to an estimated total of 58,500 during four days at its West Side site Saturday (20) thru Tuesday (23) and drew about 29,000 to the East Side lot the first two days of a five-day run ending Sunday (28).

Business is proving better than was expected in view of rather discouraging reports of indoor and out- (See *Motor City Pans* on page 105)

BELL BROS.' CIRCUS WANTS

Boss Canvasmen, Seat Men; Charley Ryan answer at once; Big Henry, Smiley Pumpemu, Little Bit, Little Tommy, others known to Mickey O'Brien answer. Also Musicians for big top band. Madelia, Minn., Aug. 1; Sleepy Eye, Aug. 2; Winthrop, Aug. 3.

PHOTOS-ROUTE CARDS

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Widow Backs Bull In Trainer's Death

JOPLIN, Mo., July 27.—Irene Lafferty, widow of George (Sparky) Lafferty, Polack Bros.' Circus elephant trainer killed July 19, sought to exonerate the elephant, Old Ruth, of blame for her husband's death by posing atop the animal for news photos and thus demonstrating Old Ruth was not a bad bull. She also worked the elephant act at the four performances of the Polack No. 2 unit at Junge Stadium here Saturday and Sunday (20-21). Total attendance was estimated at 15,000.

First reports were that Lafferty was killed when Old Ruth went berserk in the railroad car bringing show stock to Joplin. A later explanation was that Lafferty and George E. Hall were thrown thru the car's open door when the animal lurched against the cot on which they were sitting as the train rounded a curve near Afton, Okla. Hall escaped with a fractured leg and head injuries.

Funeral services for Lafferty were held at Miami, Okla., Sunday (21) morning, and the body was shipped to San Diego, Calif., for burial.

E. N. Williams' Date For Jaycees Okay At Springfield, Ill.

SPRINGFIELD, Ill., July 27.—Edward N. Williams' Hippodrome Thrill Circus grossed around \$12,000 during a six-day run ending Saturday (20) and gave the Junior Chamber of Commerce enough profit that the (See *E. N. Williams* on page 106)

Banard Bros. Eases Along Picking Up a Little Profit

CHICAGO, July 27.—Altho Buck Lucas and Walter Holtsberry have been dickering with several prospective buyers since Banard Bros.' Circus and Rodeo was offered for sale several weeks ago, the show was still being operated under their ownership when a representative of *The Billboard* paid it a visit at Abingdon, Ill., Saturday (20). The way they talked indicated there was not more than a 50-50 chance of a deal being made. Lucas has been wanting to sell because of his health, but Holtsberry, who joined him as a partner this spring, would be as well satisfied if no sale

was made. Show sticks pretty much to towns of less than 5,000. Lucas modestly terms it a "good crossroads show." Fact is, it's a big thing in most of the towns it plays, some of which haven't had anything that looks like a circus in years. Use of the show's own plentiful ring stock as the backbone of the performance holds down the nut, so that no terrific amount of business is needed to win a little money. "And that's what we are doing," Lucas says. "Not getting rich quick, but winning a little money."

They Cruise Along

Show has 11 trucks of its own and, at last report, was feeding 44 people in the cookhouse. A push-pole big top is used, which is a 70 with three 30's. Round ends have suffered a severe case of mildew but middles are okay. Seats are six high all (See *Banard Breezing* on page 106)

Williams Loser On Buffalo Date

BUFFALO, July 27.—After a better-than-average start, Jim Williams's Great Olympia Thrill Circus bogged down to an unaccountably poor take that didn't permit the promoter to break even. Running five nights at Civic Stadium, ended Sunday (21), with a Sunday matinee, show might have come out at least even, according to Williams, had Friday night not been rained out completely and weather less threatening Saturday and Sunday nights.

Opening to 9,600, attendance dropped to 8,000 Thursday (downtown shopping night), and Saturday and Sunday's performances drew only 10,000.

Advance bally was good, including department store tie-ups, window displays and street parade by Lynch's Death Dodgers group. Special good will feature was free show Saturday morning for crippled children and orphans. Rochester, of Jack Benny's radio program, who was on hand opening night to pick one of Terrell Jacobs's lions for his boss, was scheduled to return Friday, but rain canceled that.

Besides Lynch, Jacobs and the Hanneford Family, program offered Ethel D'Arcy, Blondin-Rellims, Lang Troupe, Rue Enos Duo, Roberta's Pony Circus, plus clowns headed by Rube Liebman, and fireworks.

Packs in Pitt Builds Record

PITTSBURGH, July 27.—With attendance of 75,000 chalked up for the first three nights, starting Monday (22), and a sell-out of 34,000 reported for Thursday (25), Tom Packs's Police Thrill Circus at Forbes was well on its way to a new Pittsburgh record. Stand ends with matinee and night performances today. Indications are that week's business will top that for last year's date by 30 per cent.

City's three dailies gave strong co-operation and praised the program in their reviews. Strong lineup of acts used in Packs' previous dates was augmented here by Terrell Jacobs and his wild animals.

After show's fireworks opening night drowned out a tender love scene of the operetta performance in near-by Pitt Stadium, pyro display was shifted to coincide with operetta's intermission rest of week.

Additional Circus
News on Page 91

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BAILEY BROS.' CIRCUS WANTS

SEAT BUTCHERS for Popcorn.

Wire BOOTS WECKER

c/o Bailey Bros.' Circus, Mayfield, Ky., July 30; Murray, July 31; Hopkinsville, Aug. 1; Madisonville, Aug. 2; Central City, Aug. 3; Bowling Green, Aug. 4; Gallatin, Tenn., Aug. 5; Lebanon, Aug. 6; Murfreesboro, Aug. 8.

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Complete Rodeo. Can show now at any place and any time. 100 head of rodeo stock. Brahma Bulls and Steers, Bucking Horses, Mexican Dogging Steers, Brahma and Texas Roping Calves, Trick and Fancy Riders, Trick Riders and Whip Acts and Comedy Clown. Best of equipment in saddle and dry goods. Own transportation. Contact at once.

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Clear Post Card Size Views. Ringling-Barnum set of 20 views, \$3.75; also Spark Circus set of 14 views, \$2.50. Views of Barnum & Bailey, Sells-Floto, Hagenbeck-Wallace, Robbins, Cole, Tom Mix, Van Leer, Wallace, Clyde Beatty, Bridgeport-Sarasota Quarters, 40-Horse Team, Barnes Wreck, etc. Send 20¢ for catalog and sample view to

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FRANK SULLY

P. O. Box 23 FLUSHING, L. I., N. Y.

Cole Bros.

We had a busman's holiday at Sioux City, Ia., our Sunday (14) off, when most of the gang loaded into the Cristiani bus and took off for Riverside Park for an old-fashioned picnic. It turned out to be a picnic in every sense of the word, and everything happened that should happen at a picnic. First and foremost, Bogonghi proved himself a fine chef; in fact, I'd call him a culinary artist. On a home-made oven, he barbecued spareribs that would melt in your mouth. (Aside to Bogonghi: There's a small fee for this.) With all kinds of cold meats, potato salad, pickles, watermelon, etc., it was what Snoopy Ike called "a feast for a king."

Highlight of the day was the children getting lost and falling down at regular intervals. Some of the larger children got lost, too, but Boy Scout Lucio Cristiani took out his compass and located all of them. Billy Powell got lost all by himself in a local thirst quencher. The Cristiani family went to the picnic with 19 humans and 2 dogs, and came back with 19 humans and 6 dogs. Reason, Rio Cristiani's pet puppy gave birth to four younguns. To climax the eventful day, the bus ran out of gas on the way home, just as it started to rain. Unsung hero was the bloke who had to walk a mile for gas. What a picnic!

Mrs. Robert Morrell, wife of our head usher, gave a hen party and had as her guests Marion Partello, Golda Grady, Ethel Freeman and Jo Jo Monarch. Was Gee Gee Engesser's face red in 16-horse hitch number the other day! T. P. Lewis did a Houdini in Sioux City. Ain't love grand? Visitors were Mr. and Mrs. Joe Fleming, Richard Frey, Frank Gilbert and Lefty Swanson's parents.—FREDDIE FREEMAN.

Sparks

Staid old Bangor, Me., turned out in a festive mood for the party on Main Street that celebrated the return of Bandmaster Vic Robbins, a native son, and the "90th birthday" of Topsy, the elephant. At the four performances that followed, a special announcement was made that Topsy was "90 years old today." Someone in the audience wanted to know if we had her birth papers to prove it "Sure," he was told, "but Topsy keeps them securely locked in her trunk."

Jack Burslem is suffering from an abscessed tooth. Anna Mendoza has also been on the sick list. Joe Ramellette is the new driver of the performers' sleeper and is doing a swell, safe job. Ernie Burch has bought a slide trombone and insists that practice makes perfect. We'd gladly overlook the perfection if he'd cut out the practice. The public thought Jose Fernandez was doing a ceiling walking stunt when his loop caught against the canvas until a puff of wind released it.—CHARLES F. CLARKE.

C. R. Montgomery

Everyone extends best wishes to Mrs. W. B. Longstreet, wife of our general agent, who recently entered the Mayo Clinic, Rochester, Minn., for a check-up. Mrs. C. P. (Betty) McCarthy came on at Great Falls, Mont., and spent two weeks with her parents, Mr. and Mrs. Ray Price. George King and Joe B. Webb joined recently. Gaylord and Frank Conrad, Bismarck, N. D., spent a day on the show taking pictures.

Archie and Benny sure are having a time with the flying duck—turned it over twice in a week. They tell me Artis Brown is drinking motor oil instead of tomato juice. Les McGee was lucky—turned over and no one was hurt.

F. Edgar Dilts, former R-B butcher, has the grease joint. Chick Dale, our chef, furnished a July 4 dinner that was a knockout.—JACK BELL.

DRESSING ROOM GOSSIP

Clyde Beatty

We had our own dawn patrol in Vancouver, B. C., the week end we moved from Bellingham, Wash., to Vancouver Island. We had to leave the cars at 4:30 a.m., so they could be put on the ferry, and we couldn't get rooms for love or money on account of the golden jubilee being held in the city. So all we could do was walk and walk until time for our ferry to leave in the afternoon.

From our first week in Canada, it looks as if the management called the right turn. Vancouver Island gave the show something to remember. Lot at Victoria was a showman's dream, with the cars a half block away and the heart of the city four blocks. Folks are amazed how cheap clothes and food are (filet mignon, 85 cents). Speaking of food, Mr. Elarios of the band is having trouble convincing the Chinese in restaurants that he is not Chinese; he hails from Mexico.

When we got to the island, we looked like Coxe's army on maneuvers, hiking a mile to the station to take the special train to where the ferry had left our train. A fast cup of coffee in the pie car, and that's all I remember. Such was our Sunday off.

Little Johnny Joyce Jr. and Curtis Genders have pinned a nickname on our drummer that looks as if it will stick. The name is Stinky.

Visiting in Bellingham was Wallace G. Winter, one of the 16 members of the CFA in Washington.

Goings on in the back yard: Henry Kyes trying to catch up on his *Billboards*, always short three or more. Frankie Mijares Jr., son of the writer, busy on the wire between shows. Spenders Cline hiding behind a new mustache. The girls trying to buy all the shoes in town. Walter Forbes looking forward to the return of Mrs. Forbes, called to Chicago by her sister's illness. Eck Lawson having his ups and downs; it seems the Ramdoodlers are now in session. Everyone talking about the wonderful trip back to the mainland thru Puget Sound, flaked by evergreens and snow-capped mountains.

Laugh of the week: "Momie! Momie! Look at the big balloon," said a little boy pulling on his mother's arm on the midway. "Hush, son. That's not a balloon. That's the bandmaster we did the laundry for."—DON FRANCISCO.

Stevens Bros.

Heavy rain hit about show time at New Rockford, N. D., and sent the crowd on the midway running for shelter. In the matinee, Betty Pratt took a spill from her swinging ladder when a hook broke. Injury was slight.

The Saxtons joined at Carrington, N. D., with two acts. Doug Riggs left because of illness. Bob Tabor is now Side-Show manager and has a baby monkey as a new attraction. Polly Tabor was wearing only one shoe and stocking after the strange disappearance of the others one night.—HARRY VILLEPONTEAUX.

Buck Owens

At Goshen, Ind., the fishermen of the show were out in force. A careful check failed to show any results. We have had a week in Michigan that started at Three Rivers. I have a suspicion most of the natives forgot to figure which river.

At Hillsdale, the Wolcotts entertained Mr. and Mrs. Robert Harris of Toledo, and at Ypsilanti, Mich., they were visited by Mr. and Mrs. Tom Craven. R. Harley also visited at Ypsilanti. At Dundee, Mich., Buck Owens enjoyed a visit from his mother, stepfather and sister.—NORMAN HANLEY.

Dailey Bros.

We can't brag about having dust instead of rain, as we did earlier in the season. We've had rain every day, folks, either a threat or a reality.

At Plentywood, Mont., we day and dated the Martindale carnival, and visits were exchanged. We have it from authentic sources that the Great Allen will be presented with a new Cadillac at the end of the season. Are some noses out of joint! Tommy O'Brien and Norma Davenport are busy between shows breaking a Roman standing team of sorrels and gaiting a big black and white horse to the ring for rosin back. Betty (Bob-a-lee-bob) Acevedo is very happy; after weeks of searching she has a combination battery and electric radio. Some of the ladies are buying fall clothes already, on account of the cool nights no doubt.

Recent arrivals: Fred and Clyde Erber, he working elephants, she riding menage and dancing in the ballet, and together doing whip cracking in the concert; Rob Russell, ring stock; Mr. and Mrs. S. B. Russell (no relation), she as assistant to Aunt Gertie Burton in wardrobe; Vernon Thomas, kid pusher; Dick Proctor, come and gone; Mr. and Mrs. Garland Fields, he in the menagerie, she in the pie car.

Sick list: Flora Wilkins for several days, now back in the program.

Visitors: From Stevens Bros., Bob Stevens and Vernon Pratt at a matinee; Ione Stevens, the Misses Pratt and Mrs. Grady and daughter at night; Raymond Duke, Stevens's general agent, caught the night show at Minot, N. D. Harry Leonard, knife thrower, was on at Grand Forks, N. D.—HAZEL KING.

Bailey Bros.

After a week of terrific heat and long jumps, we have a record—not a late matinee this season. Everything is always ready hours before we hear the colonel's voluminous voice saying, "All right, George. Let 'er go!" Credit and thanks are due Johnny Wall, Pete Sadowski, Joe Robinson, Shanty Davis, Enoch Bradford and all who help move the show.

New equipment is being added daily. Bob Stevens has added two new Chevrolts to the fleet. The Ellis-Anderson concessions also have a new truck. Lew Henderson bought a big bus and will convert it into a de luxe living car. The Knights have a new living trailer.

Gladys (Killum) Gillum is now putting on the concert. Her wrestling matches are good, too. Marion Davis has added two horses to the Liberty act. Punch and Judy Jacobs have been busy training Princess, the great Dane, but Princess has definitely decided she doesn't want to be an actress. The last few days she has been finding the coolest spot on the lot and hiding out. It's a toss-up who are the tourists on this opera—the Sylvesters or the Stanleys.

Boots and Bee Kyle have been busy entertaining relatives and friends. Visitors: Frank Joerling, *The Billboard*; Joe and Eva Lewis, Mr. and Mrs. Arthur Larsen and daughter, Margaret May; Frank Zangaro and Rosie and Mr. Mueller, busy getting more pictures for his circus album.—DOLLY JACOBS.

Kelly-Miller

Show had some bad luck when the calliope trailer was demolished coming over the mountains to Platte, S. D. Some of the girls had extra wardrobe in the trailer, and unmentionedables were scattered all over the mountainside.

Salute of the week goes to Willard Smith for the fine meals he serves in

Polack Bros.' No. 1

Ten-day stand under Shrine auspices in the Municipal Auditorium, Long Beach, Calif., opened to good business Friday (19). Opal Mills, show secretary, is in Quintard Hospital, San Diego, Calif., with appendicitis. Rosita Yacopi is recovering from an appendectomy in St. John's Hospital, San Francisco. In her absence Duina Zacchini is doing the rumba in the Yacopi act.

June Wilbert, after an Eastern night club tour, is with her husband, Ray. Gee Gee Morofchuk has a new trailer. His wife, Betty, and son, George Jr., are traveling with him. Mr. and Mrs. Harry May, who have the novelty concession, also have become residents of the trailer colony. Bobo Barnett has a new orange and red paint job on his trailer and army reconnaissance car.

Folks are still chuckling over an incident during the San Diego stand. Jorgen Christianson's Liberty horses were just about to enter the ring when they took off thru the back gate in the general direction of Tijuana. Took three days to round them up! . . . At San Bernardino Emil Pallenberg had trouble getting his bears to sit down. Investigation disclosed the sun made the pedestals so hot they burned the bears' bare posteriors. Sam Ward also was a heat victim at that stand. He supervised the building of stages in a temperature of 105 without a hat. Now Sam pats his hair instead of combing it. . . . In a parade put on at Fresno Mike Goodman was seen walking with Cheerful Gardner and the show's two elephants. Now folks are saying the unit has three bulls—India, Bunty and Mike. . . . Joe and Krolman Antalek spent a whole day fishing off the pier at Long Beach, but they say it wasn't as good as the time in Hungary when they were stranded on top of the seats in a flooded big top and had to fish two days for food before being rescued!

the cookhouse. He's recently out of the army, where he was a cook. Hardest worker on the lot is Red Foker, who really moves the show. New back yard comedian is Mel Lewis, with Don Steele taking a back seat. Folks are thinking seriously of taking up a collection to buy a jackrabbit for Buck Reger's greyhound. Buck used Mrs. Reger's hairbrush on the dog, and now they're both staying outside. Gus Kanerva took a tumble when his chair leg broke during a handstand on four bottles.

The writer really believes Daisy, the elephant, weighs five tons since Daisy stepped on our foot. Franklin Noel is doing a fine job as superintendent of elephants. He has them uptown every day, assisted by Sweet Pea Lelew and Speedy Hamilton. Johnnie MacLaughlin and Claude Craig went fishing one day. Claude brought back a good string, but Johnnie let the big one get away. Edgar Holeman joined the band, replacing Howard Stratton on trombone. Everyone gangs up in the back door to watch the monkey races.—JONNIE MAE SYNDER.

WANTED

FOR BANARD BROS.' CIRCUS SIDE SHOW

Half and half with flashy wardrobe, Tattoo Artist, Acts that can pitch, also Man and Wife to take full charge of new Pit Show; good proposition to right party. Thelma Pierce, contact me at once. Also want to buy set of used Side Show banners.

W. C. DIMSDALE, Side Show Mgr., Gillespie, Ill., July 27; or per route.

Thanks, says

NORMAN CARROLL

for the many offers. Unfortunately, I can accept only one. But thanks—many thanks—just the same.

NORMAN CARROLL

c/o The Billboard Publishing Co., 6000 Sunset Blvd., Hollywood 28, Calif.

Sizzling August.

Felix Morales, with the Buck Owens Show, wonders if anyone has ever topped his record of 204 swingtime somersaults on the trampoline.

Harry Dann, R-B clown, was subject of an illustrated yarn in *The Saturday Evening Post* of June 22.

Ayres Davies, inside reserves and assistant to Dave McIntosh on the James M. Cole Show, called with his

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Gillespie, Illinois, Saturday, July 27

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Advance Agent, Bill Poster, Concert People. Show on road now.

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For September, October and November.
All dates in the South.

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Has just finished developing a sensationally beautiful new paint for pictorials and signs. HAS CONTRACTED PAINTING AND DECORATING.

BAILEY BROS.' CIRCUS

For Season 1947

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BAILEY BROS.' CIRCUS

WANTS FOR THIS SEASON

TRUMPET FOR BIG SHOW BAND. CONTACT SKINNY GOE.

GROUND ACTS, AERIAL ACTS, FAMILY ACTS.

BALLET GIRLS TO LEARN—MENAGE—WEB AND LADDERS FOR 1947 SEASON.

ALL CONTACT GEORGE L. MYERS, EQUESTRIAN DIRECTOR.

CLOWNS CONTACT ALBERT FLO WHITE.

Address: Mayfield, Ky., July 30; Murray, July 31; Hopkinsville, Aug. 1; Madisonville, Aug. 2; Central City, Aug. 3; Bowling Green, Ky., Aug. 4; Gallatin, Tenn., Aug. 5; Lebanon, Aug. 6; Murfreesboro, Aug. 8.

UNDER THE MARQUEE

bride at *The Billboard's* Chicago office after their marriage July 20. He returned to the show with Mrs. Davies Monday (22).

Optimist sees a hot spell as something pretty nice for drink stands.

Carl Fraser, general agent for Mills Bros., announces that show will break in new lots at Minneapolis, August 5-7 (East Hennepin and Harrison streets), and at Mason City, Ia., August 12 (North Federal and 12th).

Bell Bros.' Circus drew strong editorial approval from *The Independent* at Ortonville, Minn., which said, among other things, "Everyone was agreeably surprised over the size of tent, newness of all equipment and the high-class performers and costumes."

Cookhouse diners will be disappointed if a diced-carrot shortage doesn't develop pretty soon.

Personnel of John F. Dusch's band on the Buck Owens show: Jimmy Goodwin, Glen Dando, Robert James, Tommy Hoffman, Jim Burnam, Carl Bruggan, Norman Hanley, Doris Hoffman and Homer Spelvin. . . . With the addition of Della Armstrong, R. V. Lewis now has 12 people in his band and minstrel with Cole Bros.' Side Show.

Jimmie Troy, young clown with Banard Bros., fell July 4, cutting an artery in his left hand. Five stitches were required to close a wound on his right hand. Jimmie is a brother of Bobby Troy, Roman rings, and youngest son of James Troy, now with James M. Cole. The Troy family, including Joe and Susie, and their mother, Inez, have returned to the West Coast, where the children will attend school while working winter dates.

Most sheepish man in circus biz 's the guy who hasn't been chased off of some show for telling the boss where to go.

Allen P. Wescott, CHS of North Castine, Me., visited both the Sparks and King shows at Bangor, Me. . . . Don Smith, CHS of Farmington, Mich., in one week visited Webster Bros., Buck Owens, and Ringling-Barnum in Michigan spots. . . . James McKenna, CFA, CHS and CMB of Pawtucket, R. I., has caught Bradley & Benson, Sparks and King Bros. in his section so far this season.

Waldo T. Tupper, general agent, and Ray Dean, press representative, left Vancouver, B. C., Monday (22) night for Calgary, Alta., after seeing

the Clyde Beatty Circus off to a good start with a big matinee. . . . The first sight the Vancouver correspondent of *The Billboard* saw when he walked onto the lot of the Clyde Beatty Circus, Monday (22) morning, was Henry Kyes loaded down with a huge armful of *The Billboards*. Henry, besides being bandmaster, is *The Billboard* sales agent.

Towner can never understand a sweaty canvasman, who works naked from the waist up, when he tells that big top work is fascinating.

Earl Jenney, former circus ticket seller now proprietor of the Circus Inn, Waupaca, Wis., and Clifford M. Thompson, former circus giant, now practicing law at Iola, Wis., were guests of the Mills Bros.' show when it played Waupaca July 19. Jenney led the tournament atop the elephant, Burma, and Thompson was introduced by Jack Mills. Between shows, the three Mills brothers and their wives and Thompson and his wife, formerly a dancer with Cole Bros., were entertained with a chicken dinner at the Circus Inn.

Harry Leonard and Jean Mercer, with Dailey Bros. two years ago, caught that show in Grand Forks, N. D. They are now with the World of Today Shows. . . . Mr. and Mrs. Ralph Noble, after closing with Dailey Bros., stopped off in Joplin, Mo., where they announced they were on their way to the James M. Cole show. . . . C. W. Bodine, of Pittsfield, Ill., ran into Bailey Bros.' bill crew in Monroe, Wis. . . . George Branby, of the Kenneth Waite Troupe, was guest of honor at a party when the Clyde Beatty show played Vancouver, B. C.

When a new circus owner told that his show was now a going concern, his competitor asked, "Going where?"

James Cogswell, clown, writes from Lincoln, Neb., that he has the knee, fractured at the St. Louis Police Circus, out of its cast and will start his fair and celebration dates early in August. . . . Mr. and Mrs. Ross Miller, musicians formerly with the Bud E. Anderson Circus, are located in Enid, Okla. . . . While in Winona, Minn., contracting press for Mills Bros., Julien West was visited by several friends, including Mrs. Clara King, formerly of Auburn, N. Y., now of Omaha. . . . Seen in Allen's canvas shop, Dallas: Blackie Ward getting his tent repaired before leaving for Lubbock, Tex., and Leesville, La.

Kenny Hull, formerly on the Ringling-Barnum tax box, has been visiting showfolks in Southern California since his discharge from the army, in which he rose from private to captain. . . . The last circus Ted G. Meyer, of Iola, Kan., saw before he entered the army was Cole Bros. at Grand Island, Neb., in 1944, and the first one he saw since his recent discharge was Cole Bros., again in Grand Island. He made a 740-mile round trip, and Arthur Stensvad, CFA of North Platte, Neb., traveled 300 miles so they could catch the show together.

One of the thrills of early-day parading was to sit down on a seat atop of a tableau wagon that had been exposed to the hot sun for hours.

Line-up of Pete Kortez's Side Show on the Clyde Beatty Circus, as reported in the *Show Folks of America Bulletin*: Pete Kortez, owner; Marie Kortez, secretary; Roy Jones, executive; Amos Webb, front; Johnny Leal, midget cowboy; Doris and Thelma Patton, Albino twins, Athalia, pinhead; Willie Mitchell, quarter boy; Bob Wallis, Popeye; Eko and Iko, ambassadors from Mars;

Harry Lewis, thin man; Sealo, seal boy; Sam Alexander, man with two faces, annex; Merlin Hinkle, electrician; Thure Peterson, Billy Payne and Junior Beach, tickets; Nick Delo, inside lecturer.

Since selling his rodeo outfit recently, Texas O'Rourke has been taking in the sights and visiting shows in New England. His route has included the Benson Wild Animal Farm at Nashua, N. H.; Bradley & Benson, Sparks and King Bros. Having turned down an offer to work in Western pictures, he writes he's headed for Maine to fill fair dates. . . . L. E. (Roba) Collins, last season with Austin Bros.' Circus, has been at home in Patterson, Mo., recovering from a throat infection since closing with the Darpel Side Show at Richmond, Ind.

All the late great showmen must have been alike. The same stories about their humble beginning and rise to fame are told and all are credited with the same wisecracks.

Press agents with the big tops seem to be going great. Here are exhibits from scattered spots that have come to *"The Billboard"*: Allen Lester, making Youngstown, O., and Akron for R-B, garnered plenty of space in both spots, including a full roto page in the Sunday *"Youngstown Vindicator"* titled "Three Years After." . . . At Portland, Me., Walter D. Nealand landed three-column art with story on pages 1 and 2 of *"The Evening Express"* day the Sparks show opened and a swell review with art next morning in *"The Press-Herald."* . . . Robert North's yield for Cole Bros. at Cedar Rapids, Ia., was literally columns of text and art in *"The Gazette"* before and on show day, followed by a page picture layout the Sunday after.

Some day, perhaps, a graybeard from around the stake and chain wagon will break down and tell a beginner that he doesn't know enough to advise him.

Charles (Kid) Koster, vet agent and biller, who started out this season with the brigade on the Clyde Beatty Circus, chalked up somewhat of record on his just-completed jaunt in advance of the Bob Hope troupe. With the Hope unit, Koster's duties called for staying ahead of the airborne unit while doing all his journeying on trains. And he succeeded in doing what sounds like the impossible, remaining a week in advance of the airborne show on the month-long jaunt without losing a day. As Koster puts it, it just proves that a good old-timer can always keep abreast of modern times and new-fangled ideas. He was the only agent who covered the entire route. There were 15 others who went by plane and made only two or three towns each. Koster is now with Mike Todd's *Up in Central Park*, set thru September at the Hollywood Bowl.



TWO OLD-TIMERS checked up on old times in a 1903 edition of *The New York Clipper* when Col. C. G. Sturtevant and T. Dwight Pepple met recently in San Antonio.

NEW ENGLAND HAS BIG FROLIC

Wet Day Fails To Chill Fun

Storin, Carroll go overboard with entertainment —ops report big Fourth

AGAWAM, Mass., July 27.—More than 100 members and friends registered for the 18th annual summer conference of the New England Association of Amusement Parks and Beaches at Ed Carroll's Riverside Park here Tuesday (23). Rain washed out the planned outdoor festivities, but failed to dampen festivities otherwise. Even with a curtailed program, the meet was the best of the series. President Harry Storin had the program arranged along informal lines with emphasis on fun and good fellowship and minus speeches and business sessions.

Hosts Storin and Carroll accepted the challenge to keep things interesting when the weatherman pitched foul weather and made it strictly open house on a Pitch-Till-You-Win basis. Two bars manned by four bartenders kept pace with the elements. The cash registers weren't heard to ring from the time the visitors began to gather at 10 a.m., until far into the night. This, plus a sumptuous luncheon and dinner that far exceeded the charged \$4 tariff, undoubtedly cost the Riverside management several bills more than the gross.

Good Business Reported

Attending parkmen were unanimous in reporting good business at their resorts. Some claimed new all-time records were being set this year. They saw evidence of a post-war slump in the offing. Everyone seemed to have done peak business on July 4. Visitors from distant zones brought similar stories of big grosses.

Many parkmen learned here for the first time of the passing of Al Hodge, secretary, NAAPPB. Following dinner, the gathering stood for a moment of silence in respect to his memory. A. B. McSwigan, president, NAAPPB, canceled plans to attend the meeting here so he could attend the funeral.

Speculation on Hodge's successor (See *Inclency Fails on page 89*)

Pleasure Island, New West Coast Funspot, Opens To Good Biz

OCEAN PARK, Calif., July 27.—Pleasure Island, a new block-square amusement zone on the Strand opposite Lick Pier, opened this week to good business.

The new development, built on property leased from Nate (Pop) Schur, cafe owner and bingo operator, is fronted by a double line of small stores and grab joints, with rides, independently operated, in an inner courtyard. One line of buildings, uniform in construction, faces the Strand and beach. The other faces the courtyard. Nine concessions on the Strand frontage are now in operation. There will be 25 separate concessions when all are completed.

Five rides, including a Roll-o-Plane, Rocket, Whip, Octopus and Kiddie ride, are in operation.

"Pay-on-Exit" Army Exhibit at Steel Pier Kicks Back on Three

ATLANTIC CITY, July 27.—A free army exhibit on Steel Pier here drew criticism from the press as the result of alleged complaints from visitors who said they were pressed for donations to a Purple Heart fund. Unfavorable comment apparently resulted from a sign at the entrance of the show reading "Free U. S. Army Exhibit." Patrons claimed that while the show was free, the flow of visitors was controlled by a corridor of ropes, causing them to exit at one place where an attendant was insistent upon donations to the point of being overbearing.

Inquiry was said to have revealed that the Atlantic City chapter of the National Order of the Purple Heart received 20 per cent of the gross, while George A. Hamid, pier owner, received 50 per cent. Remaining 30 per cent went to Charles Stone, promoter, who originally arranged for the appearance of the exhibit.

Comdr. Nicholas Scutti, of the local chapter of the Purple Heart, said, "I don't think the Order is being used for a good thing. I am perfectly satisfied with what we are getting out of it." He also said that sanction had been approved by the national executive committee in Washington before the show opened.

Stone said when he arranged for the show he was told by Col. C. C. Carter, Wright Field, O., that the War Department was opposed to all admission charges. He then queried about donations. Colonel Carter phoned the adjutant general in Washington and found no objection.

Show occupies 100,000 square feet and has been in operation since June 29. Six officers and 52 enlisted men are assigned to the unit. Col. Dorce Owings, public relations director,

Military Personnel Procurement Service, is in charge.

Hamid said that one week after the exhibition opened he was told by Colonel Owings that the donation box was embarrassing, and it was moved about 10 feet.

Members of the army detail estimated that of the 190,000 visitors the show has drawn to date, about 50 per cent have donated 25 cents, 20 per cent gave 15 cents and the remainder contributed 10 cents or nothing. Show is scheduled for 15 weeks and attendance is expected to hit 1,000,000.

Receivership Asked For Chippewa Lake

AKRON, July 27.—An Akron woman and a Lakewood, O., man have filed separate suits to throw Chippewa Lake Park, in near-by Medina County, into receivership and distribute the assets to the various partners.

Leo L. Maytnier, of Lakewood, filed the action in Cuyahoga (Cleveland) County Common Pleas Court. Edythe E. Way, of Akron, another partner, filed a cross petition agreeing with Maytnier's charges and asked for dissolution.

Parker Beach, manager, and his brother, Fred; Edward Freeman, of Seville, O., and Thomas J. Herbert, Ohio Republican candidate for governor, are named as partners in the suit.

Maytnier alleges the partnership, formed in 1936, was worth \$400,000. This sum had fallen into the hands of a few of the partners and the rest were getting nothing, the petition states. The court set August 7 for the hearing.

Prelims in Beauty Contest Set Tuesday at Worcester

WORCESTER, Mass., July 27.—Preliminaries in the Miss America Beauty Pageant will be held at White City Park here Tuesday (30) and August 6. Sam Hamid, manager, reports interest is high and response good to ads in local press carrying entry blanks. Park has tie-in with local jeweler to provide \$300 in jewelry to the winners and with a local studio for an oil painting of each contestant. Winner here competes in the State-wide contest at Revere Beach August 13.

Hamid also announces booking the Two Jades, comic acrobats, to open Sunday (28) for a week. Park continues bargain days on Mondays, when all admissions are 10 cents plus tax, and kiddie days Wednesdays, when youngsters are given their choice of rides for a nickel and a chance to win a bicycle. Fireworks are featured Friday nights.

Firemen's Day Skedded At Willow Grove Aug. 28

PHILADELPHIA, July 27.—Willow Grove Park will stage a firemen's day here August 28, with more than 100 volunteer fire companies and auxiliaries competing. Competition will include a pumping contest. Huge water barrages, pumped into the air by competing groups, will be illuminated by spots. Event will be climaxed with fireworks.

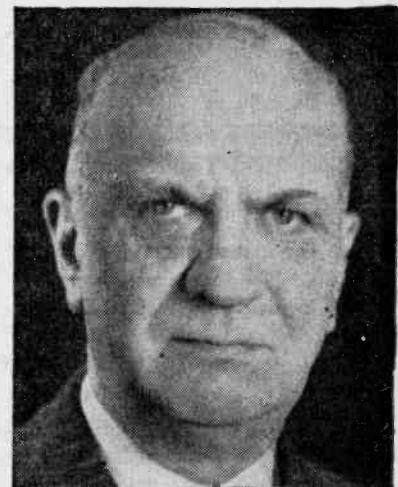
NAAPPB Board To Select New Sec. Wednesday

CHICAGO, July 27.—Members of the board of directors of the National Association of Amusement Parks, Pools and Beaches will meet in the New Yorker Hotel, New York City, at noon Wednesday (31) to choose a successor to the late A. R. Hodge, secretary, who died here Sunday (21).

The meeting is called by President A. B. McSwigan, of Kennywood Park, Pittsburgh, and wires, notifying board members, were sent out Friday (26) from the NAAPPB's Chicago office.

Current rumors have Paul R. Huedepohl, of Portland, Ore., former NAAPPB president and former managing director of Jantzen Beach Park, Portland, Ore., as the likely candidate.

Members of the board, to whom wires were sent Friday, are Harry J. Batt, Pontchartrain Beach, New Orleans; John J. Carlin, Carlin's Amusement Park, Baltimore; Louis W. Jenkins Jr., Santa Cruz Beach, Santa Cruz, Calif.; Fred L. Markey, Dodgem Corporation, Exeter, N. H.; F. W. A. Moeller, Waldameer Beach, Erie, Pa.; H. P. Schmeck, Philadelphia Toboggan Company, Germantown, Pa.; Henry G. Bowen, Whalom Park, Fitchburg, Mass.; John L. Coleman, Riverside Park, Indianapolis; E. E. Foehl, Willow Grove Park, Willow Grove, Pa.; George A. Hamid, New York; Harvey J. Humphrey, Euclid Beach Park, Cleveland; Raymond Lusse, Lusse Bros., Inc., Philadelphia; Charles L. Beares Jr., Westview Park, Pittsburgh; Edward J. Carroll, Riverside Park, Agawam, Mass.; Don Dazey, LeSourdsville Lake, Middletown, O.; Irving Rosenthal, Palisades Park, Palisade, N. J.; Edward L. Schott, Coney Island Park, Cincinnati; N. S. Alexander, Woodside Park, Philadelphia; John R. Davies, Philadelphia Toboggan Company, Germantown, Pa.; Henry A. Guenther, Olympic Park, Irvington, N. J.; Arnold B. Gurtler, Elitch Gardens, Denver; A. W. Ketchum, Forest Park Highlands, St. Louis; Fred W. Pearce, Walled Lake Park, Detroit; Leonard B. Schloss, Glen Echo Park, Glen Echo, Md., and McSwigan and Huedepohl.



ALFRED R. HODGE, secretary of the National Association of Amusement Parks, Pools and Beaches since its organization in 1920, died suddenly in Chicago July 21. See *Final Curtain* for complete details.

Penn. Parkmen Meet August 29

PHILADELPHIA, July 27.—Annual summer meeting of the Pennsylvania Amusement Parks Association will be held here August 29, with Woodside Park and Willow Grove Park, owned by Norman S. Alexander and Elmer E. Foehl, respectively, hosts. An invitation to all operators and concessionaires, whether members of the association or not, is extended.

Registration will be at Woodside Park. A buffet luncheon will be served at noon, followed by the association meeting. Transportation will be furnished to Willow Grove Park where Foehl has arranged a real old-fashioned afternoon outing, followed by dinner and entertainment in the evening.

Those wishing hotel accommodations should write N. S. Alexander, Woodside Park, Philadelphia 31.

Dartmouth's Lincoln Breaks Records July 4

DARTMOUTH, Mass., July 27.—All records went by the boards at Lincoln Park here July 4, according to Roland S. Gamache, public relations director. The midway, which was open until 3:30 a.m., drew between 35,000 and 40,000 persons.

The ballroom was jammed and a skating party drew a large crowd. Fireworks and Frankie Cook, a high wire act, were featured all week.

Miami To Have a New Spot If Zoning Law Is Changed

MIAMI, July 27.—Another park is promised for this city if the Dade County zoning commission favorably considers a petition filed by F. M. Soar and W. E. Campbell. Applicants ask that the west side of Northwest 79th Street, be re-zoned for biz.

Soar and Campbell stated the park would have numerous concessions, rides, a zoo and a trailer camp. County zoning director John O. Preston said he has received numerous petitions opposing any change in the zoning ordinance.

CONEY ISLAND, N. Y.

By UNO

Among the many new features this season is a miniature golf course on Buschman's Walk. Operator is Hep Enterprises and execs are Philip Kalika and Harry and Eddie Borer, new to outdoor showbiz. Assistants are Pearl and Edith, wives of the Borer brothers. . . . Robert J. Gatto is doubling as governor of Kings County Moose Lodge No. 168 and manager of Harry Nelson's two striking hammers on the Bowery. . . . Frank Tilyou renewing modern Venus contest, started 35 years ago, at Steeplechase. Last one was in 1942. Date is August 13. Instead of cup prizes, there will be cash—\$200, \$100 and \$50 to the first three winners, plus a 20th Century-Fox screen test to the champ.

Jimmie Kyrimes, on his newly acquired property on the Bowery opposite his Virginia Reel and Loop-er rides, will have three new devices in operation next season. One will be a stainless-steel 16-car Whip, chain instead of cable-gear, from William Mangels's Coney factory. Another is labeled Cuddle-Up, a flat ride from Philadelphia Toboggan Company. Third is a ride from Norman Bartlett's new shop in Yuleta, Fla.

Nat Faber's electric game on the Bowery is managed by his brother Phillip. Helpers are sons, Stanley, Marvin and Norman, and daughter, Barbara. . . . Sid Daiell finds 14 Pre-Flight Trainers too many for his aerodrome, so he is selling two to make room for other concessions.

Lou Klein's sons, Jack and Sheldon, are being initiated into running Dad's many Island enterprises. . . . Ann Jacobs, wife of boss Bob, is cashier at Sea Breeze Amusement Arcade, where new attendant is Orlando Petricelli and mechanic, Anthony Savarese.

Feltman's has as new manager of eateries, Kenneth Bourke. Joe Di-Dionati, headwaiter, is celebrating his 26th year on the pay roll. New Boardwalk restaurant structure is to be completed in a fortnight, according to General Manager E. O. Kallman, who also said Feltman name would be retained to cash in on the rep. Newly finished is the Maple Grove, an open-air restaurant with waitresses. . . . Norma Jaquallard,

recently of the Jungle Club, Miami, is new at Palace of Wonders. . . . Allison Donohue, of Methuen, Mass., has switched from dance routines to illusions in Wonderland show, where Bob LaVerne, in burly last season as a magician, is a new talker; Bob Carter, lecturing outside the alligator girl attraction; Jack Lane, another newcomer, performs similar duties on the interior; Frank Graf, tattooer, is nursing a bruised ankle thru a collision with a truck in Manhattan recently, and Jack Donohue is now assisting Doc Sinbad, head emcee.

Sammy Spielman, back from merchant marine, helps Joe Jacobs at a bottle game. . . . Arthur Fishbein has installed a donkey game on Jones Walk and operates this in conjunction with his frozen custard on Surf. . . . Sam Anello and John Duva assist at John Santo's fishpond, managed by Mr. and Mrs. Charles Miller in Feltman's Arcade. . . . Armeen Abbott, formerly cashier for Alan Kramer, is now ticket seller for Jimmie Kyrimes at Bowery Loop-er. . . . Patrick Evangelista replaced Walter Smith as ticket seller at Boomerang ride, managed by Irwin Shaw in Feltman's Park. . . . Don Casino, singer, is breaking in as a talker at Tirza's. . . . Johnny Sullivan is managing pony track on Steeplechase Walk, formerly operated by the late Johnny McLaughlin. Madlyn and Patricia McLaughlin assist. Also helping is Edward Moore.

Riverview Notes

By Henry

CHICAGO, July 27. — Edward (Buddy) Levigne and wife, Marie, who used to work for Andy Markham, were visitors at the park Wednesday (24). In the evening they went night clubbing with Mr. and Mrs. Morris Bedlin. The Levignes have a cat rack at the Milwaukee Centurama. . . . Three new employees at the food stand across from the Iron Lung are Harriet and Pauline Lenz and Mary Mackerella. . . . Hank Walters and John Motley, co-owners of the basketball, bowling and pool roll games, are back at their old stand this year.

Bert Tompson, who manages the Looper, finally got the new rounding boards for his ride and the new floodlights, 35 in number, have been installed. Needless to say, Bert is all smiles and the ride looks plenty flashy. . . . Johnny Peluso, of the Motordrome, has added a new act, that of lighting a cigarette while going full speed around the wall. . . . Jack Davis, Motordrome cashier, presented him with a new lighter for the act.

Al Rodrigo, of ball game note, presented Virginia Noto with a diamond on her 19th birthday, Wednesday (24). Some of the boys and gals took 'em on a party Wednesday night to celebrate. . . . Andy Markham was busy, along with John (Roughneck) Kelly building new stands and Andy says more will be built in preparation for the fair season. . . . Louis Riffle, recently discharged from the army, is a new employee of Markham's this season in one of the spot joints. Other spot joint employees include Charles Fisher, Kelly Bragg, George Harris, Augie Joerge, Moe Kantrovitz and Leo Sennett. In the pan joints Markham has Harold Prill, Louie Mower, Dave Liss and Kelly.

Charlene Wilson and Joanne Nugoli were around visiting the joints Thursday (25). They are waitresses at the Italian Kitchen, where all the Riverside "mob" eats and know almost everyone on the midway. Their co-workers, Jean Weyker and Elaine Cosmos were on duty at the kitchen.

Jack and George Barclay are in charge of the grocery stand and roll-down owned by their parents. The

Pioneer Day Big For Utah Spots

SALT LAKE CITY, July 27.—Utah amusement centers hit the jackpot Pioneer Day, Wednesday (24), anniversary of the entry of Mormon pioneers into Utah.

Saltair, on the Great Salt Lake, used a semi-name band to attract the dancing crowd and the ballroom played to turnaway business, breaking all dance records at the spot. Tickets went at \$2 per couple. Beach was packed thruout the day.

Lagoon, a fresh water resort located midway between Salt Lake City and Ogden, encompassing more than half of Utah's population, did record business in all departments.

Black Rock Beach and Sunset Beach, both on Great Salt Lake, adjoining Saltair, reported excellent business for the day and said the attendance this season has been record-shattering. Nearly 10 days of a heat wave boosted beach attendance to a maximum. The gross, however, was down, officials said, because of lack of beer and soft drinks available, even with OPA restrictions off. Food and drink supply 50 per cent of the revenue for the spots.

Long Beach Notes

LONG BEACH, Calif., July 27.—Business has been spotty following a heavy play on July 4. Week ends hold up well with Tuesdays and Thursdays the poorest.

The estate of the late George Lawless has disposed of all its holdings in the amusement zone with the exception of Eddie's Grill.

Joe Glacy, Side Show op, is moving to new and larger quarters directly across from his present location. He will take over the building now housing Sonney's Crime Show, which is going out of business. A new candy floss concession will be installed next door.

Ray Babbs, who recently remodeled his coffee shop, has bought two rifle ranges.

D. A. George opened a new ice cream parlor.

Pop Ludwig, manager of Virginia Park, has installed a new loud-speaker system. The huge new Gay Way electric sign is attracting favorable comment.

Virginia Beach

VIRGINIA BEACH, Va., July 27.—Last week end's sizzling weather brought out the season's biggest crowd, but midweek attendance continues dull. . . . Highest paid band to play the resort this season is Shep Fields, who carried away \$4,500 for a week's chores at the Ocean Club. Saxie Dowell is in second place, with \$3,500 for a week at the Cavalier Beach Club. . . . George Arline, a case of local boy makes good, is featured with his piano at Casino Park. . . . Chick Ciccone and his bandsmen took in a movie the other night. Saw newsreel shots of Chinese children dying of hunger. Now they want to do a benefit to help relieve starvation in the world.

elder Barclays, Mr. and Mrs. Harry, and daughter, Virginia, recently went to Australia for a visit. They will be back at the start of next season.

Clarence Niessen is back on the job after being gone five days because of the death of his mother-in-law, Mrs. Ida Smith, July 18.

Park was host Thursday (25) to more than 2,000 carriers from *The Shopping News*. Boys were admitted free and given tickets for rides. *Chicago Herald-American* newsboys will be entertained Monday (29). *The Chicago Times* carriers were guests July 7.

FOR SALE—AMUSEMENT PARK

Now Operating — Grossing \$10,000 to \$15,000 Per Week.

6 to 8 Acres, 400' to 600' Beach Frontage.

PLAYLAND OF SOUTH SHORE, MASS.

Modern Dance Hall, capacity 2,500; Bowling Alleys; fully equipped Fountain; the only Cocktail Lounge with its 120 ft. twin bars in South Shore; Swimming Pool 60'x90'; 700 Bath Lockers and facilities; large Restaurant seating 200 people; in addition, an outing Dining Hall with capacity of 400 to 600; full Kitchen Equipment with up-to-date refrigerated Fountin and Accessories for same. 30 to 40 Lots available for expansion of Park. 3 large Summer Residences. A 20-room ocean front Hotel. Present complete working organization available to purchaser if desired.

WILL CONSIDER GOOD REASONABLE OFFER BECAUSE OF PRESSURE OF OTHER BUSINESS INTERESTS.

Box 814, c/o The Billboard

1564 Broadway

New York 19, N. Y.

FOR SALE

Rights for manufacturing Kiddie Merry-Go-Rounds including drawings, patterns, jigs, fixtures, inventory, and one complete 12-passenger chassis equipped with 110-220 volt Motor.

ALL FOR \$1,500.00

BOX 8281, MARKET STATION

LOS ANGELES 21, CALIF.

FOR SALE

The Most Unique Model of Its Kind in Existence!

Scale model Railroad—complete with city, industrial district and farm lands. All equipment portable and in wooden boxes ready for road show use.

ORIGINAL COST, \$16,000—MUST SACRIFICE

Write or Phone D. H. JONES, 6919 San Fernando Rd., Glendale 1, Calif.

Stanley 71141

9 New Eateries Operating at Long Beach Pike

LONG BEACH, Calif., July 27.—More than \$250,000 worth of improvements and additions have been made, or are in the process of being made, by operators on Long Beach Pike. A total of nine new eating places have opened since June 1, the latest being the Max Highstone De-Luxe Cafe, just off the pike adjoining Virginia Park.

Owned by Max Highstone, auto park operator in Long Beach, the new eatery, which opened to overflow business last week, is tops in modern design. A large semi-circular lunch counter occupies the center of the building, with booths and divans available for waiting diners. All kitchen equipment is new.

Gyro Globe Is New

Another newcomer to the pike is Virginia Park's spectacular Gyro Globe ride. Designed, constructed and operated by the Gyro Globe Corporation, ride, which reportedly cost \$30,000, consists of a huge globe about 50 feet in diameter and encircled vertically by a heavy steel rim. Patrons walk up a spiral ramp to the interior of the globe, which is open in construction, to seats. Seats are benches lining the inside of the globe at the "equator" and face the center. Globe then revolves. When maximum speed is reached, globe, still revolving horizontally, begins to tilt right and left, increasing the illusion of high speed and the sensation of falling. Ride, which accommodates approximately 75 riders at a time, is encrusted with multi-colored lights and neon.

Machine Unnamed

Another new device, as yet unnamed, at Virginia Beach, is a weight-lifting machine, designed and built by Ed Fox, veteran park concessionaire. Machine consists of a small circular platform with two handle grips on steel rods protruding from the floor and a 20-foot backboard, similar to that of a high striker. To operate, patron stands on the platform, grips the handles and literally pulls himself up by the bootstraps. The harder he pulls the higher he is elevated, as the entire platform rises on the hydraulic lift principle. When the operator's maximum strength has been reached, the platform stops rising and descends back to the street level.

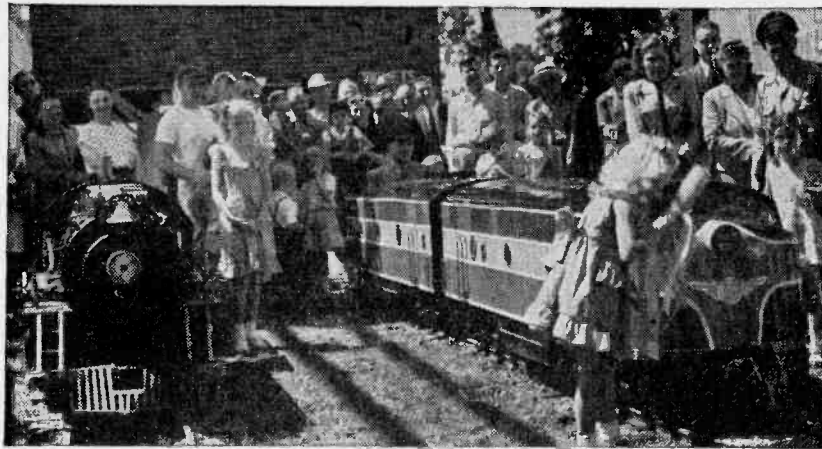
Device, spotted in Virginia Park's "muscle department," which includes a lung tester, ball game, punching bag and similar concessions, has been a top grosser in its class the few weeks it has been open.

Third Funspot Seen for Philly

PHILADELPHIA, July 27.—Philadelphia will have a third major amusement park in 1947 if plans of a local business combine materialize. Plans call for establishment of the amusement center, to be called League Island Amusement Park, in South Philadelphia section in the city-owned League Island Park, where the city has a swim pool.

New spot will have all types of rides, games, exhibits and concessions. Proximity to the Philadelphia Navy Yard and to the city-owned Municipal Stadium won't hurt. Transportation facilities are tops.

A number of concession stands already are operating at League Island, having operated since the start of the war for the entertainment of war workers at the navy yard.



MEMBERS OF THE RAMDOODLE CLUB on the C. R. Montgomery Wild Animal Circus held still recently for a picture. They are, first row: Lillian Bell, Peggy Johnson, Teresa Machet, Ameda Valardes, Grace Orton, Skippy McCray, Mrs. Alta Drake and Norma McDonald. Second row: Connie Rogers, president; Maria Price, secretary-treasurer; Tex McCray, Dr. Karr, Jack Bell, Delores Surtees, Duke Kamakua, Lester McGee and Betty McCarthy. Third row: Manuel and Harold Valardes, Patricia Jeffers; C. J. Machet, Stan Johnson, Roy Price, Tex Orton, Charles Nahalen, Ken Drake and Artis Brown.

Bingo Ad Bans Whams City Ops, Boosts Shore Spots

NEW HAVEN, Conn., July 27.—City bingo operators here claim that present no-bingo advertising policy of local newspapers and radio prevents them from combatting migration of players to shore resorts.

With city bingo business falling off as much as 40 per cent, operators usually raise prize values or pull other flackery to keep play in town, but this year ops are stymied by refusal of all media to accept ads.

Local ops are unhappy—shore ops happy. Some locals run shore games, too, plugging both spots by announcements and placards in shore and city spots.

Palisades Notes

PALISADES PARK, N. J., July 27.—Baby Crawling Race went off in great style with newsreels covering in addition to metropolitan newspapers and news services. Bert Nevins was surprised to discover that the winning baby, who was the most co-operative year-old ever seen, was son of Mrs. Walter Wendelkin, former acrobat. . . . Evening biz rained out over week-end (20-21). Rain started at 8 o'clock Saturday night, with Jack and Irving Rosenthal commenting that it couldn't have picked a worse time. Sunday was practically a repeat, except that rain started about 6, giving it a two-hour start.

Art Mooney has been signed to remain for the rest of the season because of his extreme popularity here. He just signed a new brunette singer, first dark-haired damsel so far. . . . Bobby Paulson's cat P-D-Q gets top food, with Bobby bringing him a rare steak one night, liver the next. . . . Davega week is set for first week of August with the sporting goods chain giving out tickets at all their stores.

Next contest to be staged will be a stubble trouble shaving contest to decide which man can shave the fastest—no holds barred. Contest to be held Wednesday (31), with winner to be awarded the large Berkeley Trophy. Everyone is happy about full-page spreads in *New York Times* Sunday mag section and *New York Mirror* Sunday mag section on same day (21). . . . Coming up are page spreads on the park in *Parade*, *Look*, and *Life*. . . . Great Francesco replaced the Waldorf Troupe as free act. Waldorfs were held up by auto accident.

Atlantic City Notes

ATLANTIC CITY, July 27.—Opening of the new race track Monday (22) provided a real hypo for the local amusement centers. Bangtails will carry on until August 16, returning mid-September for another month of racing to provide another shot in the business arm for post-season months.

Ludwig Beresini, Czech circus star, executes a new turn atop the 175-foot pole at the ocean end of Steel Pier without benefit of net or other protection. Daddy Dave, who presents four kiddies shows daily on Steel Pier, is auditioning youngsters visiting the pier to give them a chance for participation in his juvenile shows. Also wooing the mopets is Ethel Phillips, who has put out a call for youngsters with dramatic ability to participate in the juvenile revues she stages daily on Hamid's Pier.

Olsen and Johnson, musical comedy stars, have made a bid to buy Garden Pier. However, there are a number of legal obstacles that first must be overcome before the city, which took over the pier for back taxes, can sell it. The comics figure on developing the pier as a summer home for their stageshows and allied theatrical enterprises.

A new beach-front hotel is forecast by the purchase of a 250-foot plot between Morris and Chelsea avenues by a combine called Boardwalk Lands, Inc.

Neighboring Ocean City will stage a "Good Neighbor Day" with the city of Philadelphia to mark the anniversary of V-J Day August 14. Day's program will include a baby parade in the morning, boat races in the afternoon and fireworks display at night. Bands from Philadelphia will be featured in the Boardwalk parade and among the notables to be featured will be Governor Martin of Pennsylvania and Mayor Samuel of Philadelphia.

Corky Gilissen, the gal now being glorified in the Camel cigarette ads, has been added to the cast of the *Watercade* and outdoor circus at Steel Pier. She is holder of the national women's fancy diving title. Hamid's Pier has a musical dog, a jitterbugging bear, a horn-tootin' seal and an educated horse, "Coley Bay," and his master, the Montana Kid (Edgar L. Lewis).

S. B. Ramagosi, at near-by Wildwood, N. J., has added stageshows to the *Water Follies* at his Sportland.

Gangler for Jones Beach

NEW YORK, July 27.—Annual circus day at Jones Beach, L. I., Wednesday (24) featured Gangler's Circus, dog, pony and monkey unit. Show will be put on in the Indian Village, adjoining park's Boardwalk, with all the usual adjuncts.

Free . . .
Write for your copy of the
brochure that shows you why
**PROFITS from
POPCORN**
are greater with a . . .

VIKING POPCORN MACHINE

In your interest, you MUST see it. Available now at DISTRIBUTORS Coast to Coast. All-metal construction. Better product for bigger sales! **WRITE TODAY!**

VIKING POPCORN MACHINES
1481 W. Washington Blvd. Los Angeles 7, Cal.

FOR SALE

15 USED 1930 MODEL SKOOTER CARS
All cars in use this season. All in good running condition with plenty of repair parts and extra motors. Replaced with new Scooters. Can be inspected on grounds.

FONTAINE FERRY PARK

230 South Western Parkway,
Louisville 12, Kentucky

LEAD GALLERY, \$750

14 Ft. Long Range STORE GALLERY, as removed from Philadelphia location. 2 half horse power motors, plus new Mangel's 2 row Duck Pond, complete with motor, never used. Perfect setup for small park. I will be on Flourtown Fairgrounds Aug. 4-17.

"MAC" MARCKRES
Flourtown, Montgomery County, Pa.

WANTED TO BUY

TWO OR MORE
DONKEY BALL GAME UNITS
WRITE
ARTHUR FISHBEIN

1600 Ocean Parkway Brooklyn 30, N. Y.

ELEPHANT WANTED

for Los Angeles Zoo. Quote price, age and location. Must be well behaved animal.

DEPT. OF PARKS

225 City Hall Los Angeles 12, Calif.

MINIATURE RAILROADS
DeLuxe, built to order Models, 18" to 24" gauge. August Special—25-pass. Diesel-type, gas-driven Streamliner, \$1,995.00. Photos and details, \$1.00 bill, refunded first order.

IRON HORSE MINIATURE R. R.

Box 416A, Route 2 Erle, Mich.

FOR SALE

Modern miniature Steam Engine (oil burner), complete with steel Coaches (seating capacity 40) and approximately 1/2 mile of track. This equipment is in A-1 condition. Now operating at Fox River Grove, Ill. Price \$6,500.00 cash.

E. O. O'NEAL Oak Park, Ill.
629 Garfield St. Village 2400

PICNIC BENCHES WANTED

CHAIN OF ROCKS GROVE
10525 Lookaway Drive St. Louis, Mo.
CARL TRIPPE

Crystal Beach Hits New Record Business

BUFFALO, July 27.—Crystal Beach Park is heading toward the biggest season in its 56-year history, with attendance so far above even the record year of 1945, and spending as good as it has ever been. Despite fact that park is practically closed down on Sundays due to Canadian blue laws, Saturdays have been so tremendous that gap is made up.

Due to many substitutions in free act bookings, park management has dropped policy temporarily and will resume with the Great Francesco August 19 week, to be followed tentatively by Captain McDonald plus Laurence Trio August 26 week.

Roster: Crystal Beach Transit Company, Inc., owner, with George C. Hall, president and general manager; Charles Laube, vice-president and treasurer; Charles Diebold Jr., secretary; F. L. Hall, acting general manager; general passenger agent, Edwin Stumpf, with Francis Coghlan assisting, who also doubles in summer as manager of the G. C. Hall Concession Company which owns Miniature Golf, Octopus, Kandy Land and candy stand, and Edward G. Hall and George C. Hall Jr. are firm members; Jacob Nagel, park superintendent; James T. Mitchell, assistant general manager; William F. Malloy, captain of S. S. Canadiana, owned by same company; Ralph Green, first mate, Joseph Wiefert, second mate.

Mrs. Leo Smith, archery and check stand No. 1; Nik-O-Lock Company, automatic toilets; Carrie E. and John E., Seubert, bathhouse; Herbert White, bowling alleys; Mike Provino, billiard tables; Canadian Amusement Company owned by four Knapp brothers, Penny Arcade, Funhouse, and new Magic Carpet; Ella May Sherrif, check stand; Harriet Devine, Devine darts; B. D. H. Company, Ltd., Dodgem; Crystal Scooter Company, Ltd., Carousel; Cyclone Coaster Company, Ltd., Cyclone Coaster; Crystal Beach Company, Ltd., owns Aeroplane Swings, auto checking No. 1, Auto Racer, Caterpillar, Giant Coaster, Ferris Wheel, Old Mill, Laff in the Dark, bathing beach and Crystal Ballroom, which is managed by bandleader Harold Austin; Slim Nugent, fascination, pin game and eight smaller games; Hey Dey Company, Ltd., Hey Dey; Midway Restaurant, Ltd., owned by Charles Laube, lunch pavilion and ten stands on midway and beach, hot dogs, ice cream cones, sandwiches, soft drinks; Le Jeune brothers, Miniature Railway; Stewart H. Gibson, new Water Scooter; Canadian Locker Company, parcel lockers; Thomas F. Dillon, pony track and kiddie ride; Kiddie Land, including six new kiddie rides, Patty and Frank Conklin; John O. Richey, Richey games; U. C. J. Dexter, roller rink; William O. Bruce, shooting gallery, and Bug Company, Ltd., Tumble Bug.

Monroe Bros. Now in Kan., After Iowa and Neb. Trek

CONCORDIA, Kan., July 27.—Monroe Bros.' Circus, owned and managed by Ted LaVelda, is now in Kansas after playing to spotty business thru Iowa and Nebraska. Show moves on six trucks and trailers and has a new light plant and one for emergency. Big show program consists of gymnastic acts, contortion, lady knife thrower, clown numbers and trained midget horses, ponies, mules, goats, dogs and monkeys. No concert has been carried since Tiger Wells left at Glidden, Ia., to play fairs. Side Show has a fighting lion, alligator and other animals as well as magic and mentalist.

While Strolling Thru the Park

Frank (Whitey) Miller, who has scales at Lansing Park, Detroit, is enjoying a good season.

Bert Nevins, Palisades (N. J.) Amusement Park publicity chief, landed a page in *The New York Sunday Mirror* magazine section, July 21, featuring Roscoe Schwarz, Funhouse operator.

Hamid's Pier, Atlantic City, made the news services when an 80-year-old lady turned up in the "lost" booth with 100 children.

J. W. Shillan, British builder of rides and amusement devices, was due in New York Saturday (20) from London for a look-see at post-war developments in the outdoor amusement field in America.

Flying Robbins, femme aerial act, is the free attraction at Beach Park, Detroit. . . . Joe Hodgini Family, riding act, replaces La Blondes, horizontal bar act, at Edgewater, Detroit.

BERT NEVINS,



veteran publicist at Palisades (N. J.) Park, is enjoying one of his most productive seasons. Bert's Merry-Go-Round wedding and his baby-crawling contest drew some folks and, more important, made all metropolitan dailies and the news services with art.

Lake Pearl, Wrentham, Mass., hosted 1,000 employees of the Clear Weave hosiery stores of New England July 21 for one of the biggest outings of the season. Slidini, magician, and Bert Edward's ork headlined the evening program.

In Chicago Wednesday (24) to attend the funeral of A. R. Hodge, secretary of the National Association of Amusement Parks, Pools and Beaches, who died Sunday (21), were John N. Coleman, Riverside Park, Indianapolis; Aurel Vasvin, of the National Amusement Device Company, Dayton, O., and Charles S. Rose and E. A. Wirth, of State Fair Park, Milwaukee. Also attending were Alvin Bisch and Ralph Rocco, of the Bish-Rocco Amusement Company, Chicago, and George A. and William B. Schmidt and A. A. Cleary, all of Riverview Park, Chicago.

Vernon A. Trigger, construction superintendent, Riverside Park, Agawam, Mass., is operating his own airplane from a near-by land base on a rental basis. Last year, on paid flights, he covered 6,000 miles. When necessary, Trigger converts his plane into a seaplane.

The Great Siegfried, ski jumper, is performing in parks and at celebrations in New England under direction of the Al Martin Agency, Boston. In Pennsylvania and in the South, he has several fair dates booked by the Harry Cooke Agency of Lancaster, Pa., and will appear at Sportsmen's Show next fall under direction of the William Shillings Agency, New York.

Sam Hamid, manager at White City Park, Worcester, Mass., announces the Veterans of Foreign Wars will take over the park for their annual carnival September 3-8. Hamid, along with Emerson Raab, assistant manager, recently returned from Agawam, Mass., where they attended the New England Association of Amusement Parks convention.

Puritas Gardens, a new open-air dance spot, has been opened at Puritas Springs Park near Cleveland. Dancing is set nightly and is the first

major improvement at the spot since the war. . . . Lyndwood Park, Lynd, Minn., is throwing strong promotional effort ahead of two special events skedded for August 11. It will conduct drum majorette contest and crown "Miss Northwest of 1946" as climax of a talent-beauty contest that day.

Claiming the world's record for a sustained stand by any palmist, Jean St. Elmo is now in the middle of her 45th year at Savin Rock, New Haven, Conn. Despite the yelps of some concessionaires, Jean insists that this is the best season in 10 years. . . . Johnny Peterson has taken over the management of Lou Firestone's Chinese Jungle, the newest feature at Savin Rock. The Jungle, which is the old Mirror Labrynth, is the property of the Flint Park and Amusement Company, of Michigan.

New England Meeting Notes: Sam Hamid's car skidded on wet pavement just outside of Agawam and smashed into a guard rail. Car was badly damaged but neither Hamid nor the other members of the White City Park delegation riding with him were injured. . . . Harry Storin introduced Lewis B. Cullman who sells advice on the weather. Cullman called his Boston office several times for predictions and substantiated what everyone was sure of at the time, that it was raining cats and dogs and was going to continue. . . . Fred L. Markey, association secretary, supervised the registration with a minimum of confusion. . . . Henry Bowen telling about his new enterprise at Fort Pond, Lancaster, Mass., which he will operate from his headquarters at Whalom Park, Fitchburg, Mass.

Happy Golden, minstrel vet and for the past eight years associated with Sandy Beach Park on Indian Lake, Russells Point, O., was the recipient of his customary birthday party there July 8. Among those attending were Gene Bruno, who came from Toledo to prepare a spaghetti and chicken dinner; Mrs. Herman (Stony) Baer, Chicago, who was with the park's floorshow for several years; Grace Murray, Newark, O.; Mr. and Mrs. Ed Reicker, concessionaires; Milt Tarloff, auditor of Lou Greiner, Ltd., park operator, and Lou Bruno, park manager. Golden also received a Western Union birthday serenade from comics Cliff Cochran and Bob Snyder, of Cincinnati. . . . Wanda Shultz, park office girl, left recently to join *Roller Vanities*. . . . Several weeks ago French Wilgus, operator of Vienna Gardens and other interests at the park, bought the land on which Shorty Huffine's place is located for a reported \$10,000. Wilgus plans to build a hotel on the tract.

Walled Lake Biz Red, But Under 1945 Pace

DETROIT, July 27.—Season's business has been good at Walled Lake Park, located 25 miles northwest of Detroit, tho, following the trend of local parks without exception, grosses have been a little under last year. Uncertain industrial conditions have been largely responsible, with weather this year more favorable for park business than in 1945 on the average. Walled Lake draws a resort type of trade from a number of near-by towns too remote to contribute importantly to the other Detroit spots, and prefers the special community and organization days.

New construction was held to a minimum this year, a Tilt-a-Whirl being the only major addition. This has proved to be one of the most

Aims To Better '46 3 Million Biz Mark

AKRON, July 27.—Geneva-on-the-Lake, the one big Lake Erie resort between Cedar Point, O., and Crystal Park, N. Y., is out this summer to crack the nearly \$3,000,000 business mark it set last year.

Virtually every cottage and hotel room has been reserved for the season, altho a few vacancies have been reported for late August. The resort, which boasts a winter population of less than a hundred, runs to a steady 4,500 during the summer and is drawing thousands more from the entire Northeastern Ohio area on weekends.

Beach Erosion Worry

Geneva-on-the-Lake combines both the vacationer's resort with the amusement park to offer a wide variety of entertainment. Resort's long sandy beach still holds prime interest, however, with property owners alarmed over shore erosion. This, combined with rise of 2½ feet of water during war years to permit bigger boats to get into some of the harbors, has posed a real problem for officials.

One hundred cottages have been built this year, bringing the total to 400, with scores more in the neighboring resorts.

New Theater Open

Newest attraction this year is the Geneva Theater which opened July 10. House, constructed of brick and galvanized iron, was put up in a month by group headed by Ed Weil, of Willoughby. House, which has brilliant marquee in neon, changes bills daily, and gets 50 cents a ticket. Assumption Church at Geneva plays card bingo between first and second shows each evening.

Resort now has half a dozen midways, Snell's, Jansen's, Higgins, Barko's and Pera's being largest. Each boasts coin machine spots, biggest being Sportland, owned by Pera Enterprises, with approximately 60 machines, and other games. Four bingo halls grind nightly.

Midget Golf Still Goes

Two miniature golf layouts still draw big crowds nightly and get 35 cents admission. Swallows Cocktail Bar and Pera Cocktail Room and Bar featured liquor spots. Mayor Murray Cook operates the Swallows. No entertainment is offered at either spot.

Pera outfit, which also has skating rink and pier dance hall, is featuring Fred Shaeffer's All-Girl Band in nightly park plan dancing, 14 cents admission, including tax.

Paul Barko has converted large area into small park with resort's only riding devices, a Ferris Wheel and three miniature rides.

Riverside Prices Unchanged

INDIANAPOLIS, July 27.—Riverside Amusement Park officials announce they will hold the line on prices on games, rides and foods despite increased costs.

popular grossers since its installation. A basketball game concession was moved from a side location to a more favorable spot in the center of the park facing the Merry-Go-Round, where it has been doing very well.

Park continues to be operated by Fred W. Pearce, veteran operator, who is devoting most of his time to managing the office in Detroit and his amusement enterprises in other cities. Active management on the grounds is in the hands of Fred W. Pearce Jr., recently out of service, Associated with him in the office is Robert K. Templeton, handling publicity and special promotions.

Bare Midriffs Out As Atlantic City Orders 'Em Covered

ATLANTIC CITY, July 27.—Concerned with reports that the resort is not getting the same type of visitors it formerly did, city fathers invoked its so-called Mackintosh Law, prohibiting bathers from strolling on the Boardwalk unless covered from shoulder to knee by a cloak or other garment. Thus, Atlantic City, whose trademark has been the scantily clad bathing girl, banished the specie.

Loudest complaints were voiced by hotelmen, who cried that the resort's mink-bearing visitors rebelled at sharing the wooden-way with the bare-midriff set. "We soon will be losing the trade we have spent so much money to attract," said Josh White, an official of the local hotel association.

City commissioners admitted that the resort's Mackintosh Law had slipped a little during the long army occupation, when morale or something was a factor, and promised henceforth stricter enforcement. Law provides fines up to \$200 or 90 days in jail or both.

Democracy Group Pickets Pool on Behalf of Negroes

PHILADELPHIA, July 27.—Fourteen members of the American Youth for Democracy Sunday (21) picketed Crystal Pool at Woodside Amusement Park here, charging discrimination against Negro swimmers. Fifty members of the organization, of whom one-third were Negroes, went to the pool Sunday, with the Negro members denied admission. In protest, the white members refused to use the pool.

Park management said the pool is leased to the outdoor swimming club. Only persons who are members of the club, a park spokesman said, are eligible to use the pool. Last summer the court dismissed a similar case against the park.

Offer for Holyoke Spot Nixed by Transit Company

HOLYOKE, Mass., July 27.—An offer to buy Mountain Park has been received and turned down by the Holyoke Street Railway Company, owners, Louis D. Pellissier, president of the traction company, said. Offer was not high enough, he said.

While the railway company is not particularly anxious to sell, Pellissier said, it probably would if the price was right. It is understood that Eli LaGrasse, of Haverhill, Mass., is interested. LaGrasse now operates the Three-County Fair, Northampton.

Benefactor Repays For Youthful Fun

PHILADELPHIA, July 27.—Because he remembered the time he was five years old and the great day he had at an amusement park when a public-spirited citizen played host to the underprivileged children in his neighborhood, Albert A. Light, retired paper box manufacturer, made good a promise made to himself many years ago and was host to 500 kids Monday (15) at Riverview (N. J.) Beach Park.

Youngsters from Protestant, Jewish, Catholic, white and Negro orphan homes were hosted by Light, who has established a special foundation fund to make the outing an annual event. Youngsters were taken by boat to the park, had the run of all the amusements and rides plus candy, ice cream and drinks.

Sea-Going Hot Dog Vending Plan Nixed By Calif. Commish

LOS ANGELES, July 27.—The Atomic Age may be here, but California is not yet ready to license sea-going hot dog stands, which, the originator of the idea says, is the last word in vending technique.

It all came out when J. D. Pemberton, a Los Angeles veteran, applied to the State Lands Commission for a permit to sell hot dogs and soft drinks from a fleet of amphibious jeeps. It was planned by Pemberton to operate below the high water line at beach resorts from San Francisco to the Mexican border. They would cruise along the shore and vend food and drinks to bathers.

In turning down the application the Lands Commission ruled that such a plan "would not be in the public interest."

Sweden's Spots Return To Post-War Act Policy

STOCKHOLM, Sweden, July 27.—Amusement parks in Sweden have resumed their pre-war policies of free attractions. Stockholm has two parks, Grunelunds Tivoli and Nojesfaltet, both presenting open-air shows with standard circus and vaude acts. Liseberg, in Gotherberg, offers a 10-act variety show in its cabarethallen besides the usual free open-air circus-vaude performance. All three parks use U. S. acts when available.

Balliol and Merton, dance duo, and George Latour, juggler, are among the U. S. acts that have played Sweden this season.

Ind'pls Riverside Draws Record 4th; Kidland Open

INDIANAPOLIS, July 27.—Attendance records for the annual July 4 Celebration at Riverside Amusement Park were shattered when 50,000 persons, requiring 15 extra police, jammed the park to see the annual fireworks display. Food and refreshment supplies were exhausted by the unprecedented crowd.

Aladdin's Land, children's center, will be open Tuesday thru Saturday at 3 p.m. for the remainder of the season. Kiddie spot includes a Merry-Go-Round, Ferris Wheel, Whip, tanks, boats, autos and Aero Swing.

Banner Picnic Season Looms for Rolling Green

SUNBURY, Pa., July 27.—Rolling Green Park will enjoy a banner picnic season this year after getting off to a slow start because of weather. Owner-Manager R. M. Spangler announces more picnics have been booked this season that at any time in his 13 years at the park.

Week-ends and holidays find the park literally jammed.

Olympic Shrine Concert

IRVINGTON, N. J., July 27.—Added attraction at Olympic Park on Sunday (28) will be the annual concert of the 60-piece Salaam Temple (Shrine) Band, of Newark, under the leadership of Joe Basile, with Bibbles Ricardo handling the vocals.

New circus bill opening this afternoon (27) at the park has Palermo's Dogs; Bromley and Barrett, equilibrists; Don Ricardo and Marian, juggling novelty, and the Two Mirths, clowns.

Park is staging an amateur photographers' contest next Sunday (4), with prizes going to winners in five different classifications.

Inclemency Fails To Chill New England Ops' Frolic

(Continued from page 85)

rated considerable comment. Harry Storin's name was mentioned frequently by members here. Storin, however, made it clear he was fully satisfied in his present position.

An automobile give-away, scheduled for the night session at the park, had to be canceled because of weather. Riverside's management was anxious to demonstrate the drawing power of the promotion, the second this season, while those in attendance were equally interested in analyzing the results. Police estimates credited the last similar stunt with attracting a crowd of 25,000.

Christian New Clubroom

Carroll used the meeting to christen a new clubroom at the park. Unit, attractively furnished, contains a private bar and is on the second floor of building housing the cashier's offices. Large picture windows give the park biggies a fine view of part of the midway.

Lunch and dinner were served in Parkview Terrace, Riverside's restaurant. Delegates were served roast beef, spiced baked ham, turkey and assorted condiments for lunch. Dinner consisted of steamed clams, whole boiled lobsters, half a chicken, corn on the cob and other edibles.

Ride operators were present in force and talking vaguely of deliveries in terms of months or even years. Material and parts problems still have the manufacturers stymied as they continue in their struggle to catch up with back orders.

Dr. James J. McCormick, Florida Boxing Commission physician, Miami, traveled the farthest distance to attend the meeting as the guest of Dan Carroll, Ed's father. Registrants included:

W. H. Patton, A. W. Johnson and H. A. Theurer, Globe Ticket Company; Neal and E. Fitzpatrick, Ocean Beach, New London, Conn.; Mr. and Mrs. Fred L. Markey, Dodgem Corporation, Exeter, N. H.; Mr. and Mrs. Harry A. Ackley and Harold Bradley, Ackley, Bradley & Day, Pittsburgh; F. W. A. Moeller, Erie, Pa.; A. D. Fuller, Casino Arcade, Hampton Beach, N. H.; Parker N. Chick, Weather Advisors, Inc., Boston; Lena Keeney, Elliott Ticket Company, New York; Joseph L. Carrolo, Oakland Beach, R. I.; Clarence Gerhart, Philadelphia Toboggan Company; Robert L. Plarr, Dorney Park Coaster Company, Allentown, Pa.; Joseph Drambour, Agawam, Mass.; John L. Campbell, J. L. Campbell Insurance Company, Baltimore; Mr. and Mrs. Edward Tracy, Mountain Park, Holyoke, Mass.; Arthur W. Abbott, Riverside Park; Lewis B. Cullman, Weather Advisors, Inc.; Mr. and Mrs. Lawrence Tracy, Holyoke, Mass.; William J. Wendler, Allan Herschell Company, North Tonawanda, N. Y.; Jim McHugh, The Billboard.

William de L'horbe Jr., National Amusement Device Company, Dayton, O.; Raymond Lusse, Lusse Bros., Philadelphia; Sam Hamid and Emerson Rabb, White City Park, Worcester,

Salt Lake Spots Score

SALT LAKE CITY, July 27.—Utah's leading resorts, Black Rock, Sunset, Saltair and Lagoon scored heavily over the July 4 holiday and the week-end, particularly Saltair and Lagoon, the two dance and amusement spots which had been dark for four years. Attendance was up 15 to 20 per cent at Black Rock and Sunset, and more than normal for Saltair and Lagoon.

Picnic Features Westerns

FOGELSVILLE, Pa., July 27.—Western entertainment featured the annual Fogelsville Volunteer Fire Company's picnic here. Ko-Ka-Le-Ka Pioneers headlined the show Friday (19), with Uncle Jack and Mary Lou and Gang featured Saturday (20).

ter, Mass.; Henry C. Martinello, H. & C. Amusement Company, Agawam, Mass.; Charles Nasif, White City Park; Wallace St. C. Jones and Russell Jones, William Berry Company, Boston; Jerome Lels and Keller Jensen, Crescent Park, R. I.; F. F. Tische, George T. Hoyt Company, Boston; Henry G. Barthelme, The Bluffs, Ocean Grove, Mass.; Walter Goff, Fall River (Mass.) Vending Company; George Domino and Roland Savos, The Bluffs; Mr. and Mrs. Daniel E. Bauer, Elizabeth and Donald Moser and Sara and Ernest Crosley, Acushnet Park, New Bedford, Mass. Mr. and Mrs. E. R. Lenegren, E. R. Lenegren Jr., Richard Lenegren and L. Williams, Lake Pearl Park, Wrentham, Mass.; Andrew P. Stone and Charles Perl, Whalom Park, Fitchburg, Mass.; Mr. and Mrs. Charles E. Sanford, Mountain Park, Holyoke, Mass.; Mr. and Mrs. Myron Ryder, Springfield, Mass.; Harold K. Huebner, Orange Crush, Stoneham, Mass.; John T. Clare, John Harwood, Charles Kronson, Philip Gladue, Phil Palotto, Charles and Albert Lake and Charles Welgan, Crescent Park, Riverside, R. I.; Mr. and Mrs. Frank S. Terrell, Frank Wilcox Company, New Haven, Conn.; Elmer Mason, Mountain Park; John Dineen and James Botterbury, Hampton Beach, N. H.; Vincent De Felice, Swampscott, Mass.; John Comfort, Nohart, Mass.

John Simmons and Larry Stone, Oacogan Park; Milo Young and John Williams, George T. Hoyt Company; Francis J. Davis, Henry Bowen and Silvio Williams, Whalom Park; Mr. and Mrs. Arthur Eldred and Willard and Patricia Eldred, Clementon Lake Park, N. J.; Charles Worden, Frank Coyne and Joseph Satchell, Crescent Park; Roland Gamache, Paul Honey and Charles Purcell, Lincoln Park, New Bedford; Mr. and Mrs. Charles Nabhan, Salisbury Beach, Mass.; Romeo Labonte, John Collins, May and Pat Foley, Lincoln Park, New Bedford; Mrs. Belle Phillips, Agawam, and Al Martin, Boston.

Demolition of Venice Pier Under Way; Bathhouse First

VENICE, Calif., July 27.—Demolition of the 40-year-old Venice Pier and Amusement Zone is under way with a crew dismantling the old bathhouse adjacent to the pier. Work of tearing down the Bamboo Slide, Funhouse, Flying Circus and other buildings and permanent rides will follow. Finally the pier itself will be removed.

Venice Pier was condemned by the city several months ago.

Sammy Kaye Cracks Mark For Meyers Lake Hoofing

CANTON, O., July 27.—Sammy Kaye and his ork attracted about 4,000 paid customers to the Moonlight Gardens, outdoor dancery at Meyers Lake Park here Tuesday (23) to hang up an all-time record for the spot. Advance ticket sale was \$1.75 per person, with \$2 at the box office.

Band not only gave the dancery its biggest take, but jammed the midway with pay customers, and rides and games enjoyed a big night.

Savin Rock Ride, Restaurant Hit by 50G Fire July 4

HARTFORD, Conn., July 27.—Witnessed by a holiday crowd estimated at 75,000 persons, fire, believed to have started atop the Virginia Reel, swept the Reel and the adjoining La Siesta restaurant at near-by Savin Rock Park Thursday (4). Loss was estimated at \$50,000.

Cause of fire is not known, but it was thought it may have started when grease from the motor operating the Virginia Reel dropped on dry timbers of the ride's superstructure. Ride is about three stories high with revolving cars running on a sloping track.

Altho the fire spread rapidly, persons riding the Reel left the cars without panic and made their way to safety.



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Mich. Spot Bucks Trend With 35% Biz Gain Over '45

DETROIT, July 27.—Construction of a modern cinderblock rollery, Riverside Rink, has paid off at Plymouth, 20 miles west of Detroit. Business so far this season has shown a 35 per cent increase over 1945, in contrast to most suburban amusements which have reported grosses running below last year's.

New rink was opened by L. E. La-May, who started the original rink in a frame structure about five years ago. Original building, at one end of the new rink, will be used as a beginners' and practice rink, giving complete facilities to the operation. Frame structure will later be remodeled to match the new building.

Rink is using a public-address space, and interior is finished in mod- (Mich. Spot Chalks on opposite page)

Sale of Ohio Rollery Brings Court Action by Dick Dillon

EAST LIVERPOOL, O., July 27.—Dick Dillon is seeking acknowledgment of a lease by William J. Winland and Private Eddy, Post 66, Veterans of Foreign Wars here, in Common Pleas Court, Columbiana County, on the building in East Liverpool where he has operated a roller rink for several years.

Dillon claims he had a lease on the building from Winland at the time the latter sold it to the post about a year ago for \$75,000. He says that the lease never was acknowledged and is asking the court to force acknowledgment by Winland. Dillon also operates a roller rink at Geauga Lake Park, Geauga Lake, O.

Bell Goes to Walled Lake

DETROIT, July 27.—Jess Bell, old-time speed skater, has taken over management of Walled Lake Park Rink here on a year-around basis, severing his connection as assistant manager at Arena Gardens after some nine years. Rink has been redecorated. Spot draws from the Detroit metropolitan area and from near-by Pontiac and Ann Arbor. Bell reports that his three-year-old son, Tommie, is showing talent for speed skating, and he has high hopes for the youngster.

New Skateland Club, B'port

BRIDGEPORT, Conn., July 27.—Bill Holland's Skateland here has been chosen as headquarters for the Dance and Figure Skating Club of Bridgeport, organized here this week with 19 members signing the charter. Officers are Donald Decker, president; Alice Mason, vice-president; Hugh Mason, treasurer, and Vivian Decker, secretary. Eileen Iorillo is publicity chairman and Silvio Serre is sergeant at arms.

50G Fire in Kingston, Pa.

KINGSTON, Pa., July 27.—Killian Roller Rink here, owned by Dan B. Davis, Hopewell, N. J., was destroyed by fire July 9 after being struck by lightning. Loss was estimated at \$50,000.

Roller Rumbblings

Bert Fields, owner of Oasis Rink, Tempe, Ariz., has been appointed manager of the near-by Tempe Beach swim pool.

Harry Bonner has opened the Playhouse, Sunapee, N. H., with roller skating two nights weekly. Saturday dancing and movies on three nights are also offered.

Francis Cheever is operating a roller rink at Ware's Grove on Spofford Lake, Keene, N. H., with skating on Tuesdays, Thursdays and Sundays.

George Carbonell, reported in a recent issue as having been named manager of Conrose Roller Rink, Hartford, Conn., writes that he and his partner have leased the building for five years from the Conrose company and are operating it under the title of Friendly Roller Rink.

Vacation time at America-on-Wheels rinks; George Sticka, manager of Twin City Arena, Elizabeth, N. J., and Mrs. Sticka back from a two-week visit in Chicago at the home of the former's folks. Bill Mor- (Roller Rumbblings on opposite page)

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Conneaut Lake Park, Pa.

Mich. Spot Chalks Hike Over '45

(Continued from opposite page)
ernistic colored designs. Colored fluorescent lighting is used, controllable for various effects from a master switch. Neon lighting, when available, will be installed to complete the exterior.

Rink is using a public-address system, but an organ is to be installed soon. Stage facilities for an orchestra and special events are also provided.

Nearly 700 skaters attended the opening in May. Policy is to run six nights a week. At present, one skate dance class a week is conducted, but this will be increased to two as soon as enough skaters develop further proficiency. Rink has organized a USARSA club, but is not at present a member of any association.

Modern lunchroom is attached to the rink building, but entirely distinct from it. LaMay allows no refreshments to be served in the rink, believing this establishes a new standard of cleanliness. Lunchroom also serves the public by an entrance from the highway.

Riverside is located on Plymouth Road, three miles outside of Plymouth, and 10 miles from Detroit city limits, so that it draws about half its trade from the western city area, and the remainder from communities such as Garden City, Wayne and Northville, within a 15-mile radius. Admission is 60 cents. Theater-type chairs for spectators are provided.

Clayton H. LaMay, a brother, who was with the old rink, is returning as a professional. Other pros are Loutrell Craig and Harold Jarskey, formerly of *Skating Vanities*. Eugene DeMara and Ed Lynch are skate men.

ROLLER RUMBLINGS

(Continued from opposite page)
ris, manager, Boulevard Arena, Bayonne, N. J., and family took off July 22 for two weeks at the Jersey shore. Ditto for brother Frank, manager of St. Nicholas Arena, New York.

Ron and Mary Norman, skating act, missed out on their date at Lee 'n' Eddie's, Detroit night spot, when the club was closed by the sheriff a few hours before their scheduled opening.

Fred A. Martin, RSROA secretary, is redecorating his Arena Gardens, Detroit, while Robert Martin, who handles office operations at RSROA headquarters, is camping with his troupe of Boy Scouts.

Benjamin Gerber and Ben Edelson have closed Paradise Gardens Rink which they formerly operated in Detroit's East Side.

Thursday and Saturday matinees have been added to the schedule at Skateland, Buckeye Lake, O., according to A. M. Brown, manager of the resort.

Silver Slipper Roller Rink, Hookstown, Pa., is operating Wednesday, Thursday, Saturday and Sunday nights under management of M. K. Berger. Rink is drawing heavily from the Upper Ohio Valley, Berger reports.

Dexter, Me., Okay for King, First There in 8 Years

DEXTER, Me., July 27.—First circus here in eight years, King Bros. had a bang-up day Monday (22). Show came here from Waterville, Sunday, in a rain that kept up all day, but weather cleared off in plenty of time for Monday's performance. A lot more fresh towns remain on King's Maine route before show returns to New Hampshire.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Splinter, S. D.
July 27, 1946.

Dear Pat:

Occasionally we expect a billing war with another circus, but we had our first one with a local billposting plant at Panel, S. D. The show was well advertised there altho the circus didn't use a foot of space controlled by the local plant. Knowing in advance that we were to be hi-jacked when our advance crew arrived, Les Bouroughs, general agent, contracted many snipe stands and posted warnings: "All walls of this building, barn or toilet have been leased to the Won, Horse & Upp Circus. Trespassers will be prosecuted."

The local billers immediately went to work covering all warning signs with park and picture show paper claiming that the plant held such contracts long before the show leased the properties. Our billers kept covering such billing with circus paper, and the billing war soon reached the local press, which gave the show an unlimited amount of publicity.

To square the deal Les Bouroughs placed a warning sign on the side of the city hall's white marble wall and one on wall of a church. Seeing the warnings the local boys immediately covered both buildings with commercial and movie paper. That ended the fight. The church sued the company for desecration of religious property. The mayor was so burned up over having his marble walls covered with whisky 24-sheets that he immediately called a meeting of the townboard and revoked the local billers' permit. The circus received more and better billing space there than ever before and demonstrates that this show will not be imposed upon by people who imagine that they own the town.

Jess Shriillwhistle, equestrian director, gave birth to a new idea the other day. He suggested that the hippodrome track be covered with whitewash to give it the appearance of a tennis court. He further suggested that the property men wear white uniforms and tennis shoes. We tried out the idea at Spavin, S. D., after our equestrian director agreed to pay for the whitewash. Men with sprinkling cans spent the morning spreading the whitewash, and you may believe me when I say that it brightened up the top. Everything went along okay until the races started. Then the horses kicked up the dust mixed with whitewash covering our audience from head to foot. The riders, clowns and other performers also received their shares of the August snowfall ruining much wardrobe. A sudden rain started and came thru our top like water pouring thru a sieve. The crowd beat a hasty exit, wading thru the slushy whitewash to get outside and

8 Injured in Collapse Of J. M. Cole Seating

SARATOGA SPRINGS, N. Y., July 27.—Eight persons were treated for injuries after collapse of a reserved seat section in the James M. Cole Circus at near-by Greenfield Monday (15). A State police report indicated that the accident was caused by shifting sand beneath supporting jacks. Mishap came at the beginning of the night performance but the show continued without interruption. A similar accident occurred here a year ago involving a bleacher section in the Clyde Beatty Circus.

Following the Beatty accident the city council adopted an ordinance requiring circuses exhibiting here to carry a liability insurance policy covering one person for \$50,000 and more than one person to the extent of \$100,000.

where the water finished the job on their whitewashed clothes.

Our equestrian director left during the early morning hours at Sortie, S. D., claiming that he had received a wire advising him that his wife was ill. It was claimed by our trainmaster that the equestrian director was seen at the depot two hours before the telegraph office opened.

The parade route here, six miles long, covering several small hamlets close by, probably was the cause of the sudden sickness of several members of the band, who had to kick clods that distance.

Opposish and Polio Hurt 101 Ranch in Colo. Spots

CANON CITY, Colo., July 27.—The 101 Wild West blew its matinee and had only a fair crowd at night here Wednesday (24), in face of a polio scare and opposition from a name band and county assembly of the Democratic party, both of which drew big crowds.

Business was light the day before at Arvado with Cole Bros. only a few miles away in Denver, and story has been pretty much the same in other Colorado spots. Show entered the State Thursday (18) at Ft. Collins, where polio and opposition billing were attributed with holding down the attendance. Cole Bros. paper also marked the route across Southern Wyoming.

After another week of Colorado, the Jimmy Wood outfit heads across Kansas and is skedded for Joplin, Mo., August 11-12.

Grandsons of Sam Dock Have Raymond-Lee Show

WINDSOR, N. Y., July 27.—The Raymond-Lee Circus, touring the Catskill region of New York and up-State Pennsylvania, is owned by Ray and Lee Brison, grandsons of oldtimer Sam Dock, who is on with his stock.

Show moves on six trucks and trailers and carries 14 people. Big top is a 50-foot round top with two 25-foot middles and has blues and chairs. Performance is composed of Dock's trained monkeys, goats, ponies and mules; Clare Brison's contortion rings, numbers by three clowns, revolving ladder, and magic and ventriloquism by Fred Kealy. There is a small side show with four animals, Punch, magic and fire-eating. Agent Staber contracts bills.

Atterbury Turns Circus Into Unit To Play Fairs

SIOUX CITY, Ia., July 27.—Bob Atterbury announced here he has leased his Lee Bros.' Circus as a unit to play fairs for 12 weeks. This is the same procedure he followed in 1944 with profitable results.

After closing the circus Atterbury retained all his acts for the fair dates. He will use two semis to haul poles, ring curbs, calliope, dressing tents, stock, etc.

His tour this year included Wyoming, Idaho, Utah, Colorado, Nebraska and Kansas. As a whole, it was a winner, according to Atterbury, all the States clicking except Utah.

Bell Bros. Has a Red One

INTERNATIONAL FALLS, Minn., July 27.—Bell Bros.' Circus packed and jammed 'em in this border town Friday (19) night, despite a month-old strike in a local paper mill and day-and-date opposition from Arrowhead Shows. Show's arrival was delayed by a detour from Gilbert, Minn., where business the day before was only fair in the rain.

R-B Agents Set Details For Showing in Chicago

CHICAGO, July 27.—Using dabs of paint on the asphalt surface instead of pins, Leon Pickett, 24-hour man for Ringling Bros. and Barnum & Bailey Circus, laid out the 16th road parking lot south of Soldier Field Friday (26) in preparation for the Big One's 10-day run opening one week hence. Pickett returned this year after an absence of three and one-half seasons during which he served as a major in the army MP's. He was aided here by Floyd Morgan, Ed Kelly's assistant, who later returned to the show at Detroit.

Al Butler, who engineered the complex contract with the park board for the Chicago lot, returned this week, and so did his colleague, Bill Conway. Two more of the press department's emissaries moved in also, Frank Braden and Allen Lester coming from Detroit.

Show will be saved the long, hard haul thru traffic of former years. Unloading will be done within 500 feet of the lot, where a new crossing over I.C. trackage and a cinder ramp have been installed.

Some 1,600 cubic yards of dirt will be placed Monday (29) on area to be occupied by the big top. As in previous years, cookhouse will be under the seats of Soldier Field.

Wis. Okay for Mills

WISCONSIN RAPIDS, Wis., July 27.—Sponsored by the Catholic War Veterans, who sold 1,600 tickets in advance, Mills Bros.' Circus did all right here Monday (22), getting 2,000 at the matinee and 1,500 at night. Saturday (20) at Stevens Point, show, under American Legion auspices, drew a full matinee and a strong night crowd. Waupaca, Wis., gave with two fair houses Friday (19).

Montgomery Iowa-Bound

LISBON, N. D., July 27.—After playing to fair business here Saturday (20), the C. R. Montgomery Wild Animal Circus made a Sunday move to Barnesville, Minn., for a string of the smaller spots of that State. Show is headed for Iowa, being contracted for Burlington August 14.

Frank Miller, Ringling Circus concessionaire, in New York the past week.

For the Records!

Col. C. G. Sturtevant, San Antonio circus historian, takes exception to some material printed in Dr. B. J. Palmer's booklet on the famed Two Hemispheres bandwagon, which Palmer has on display atavenport, Ia.

Col. Sturtevant wrote T. Dwight Pepple, general agent of Polack Bros., as follows:

"This wagon was not used from 1897 on for 40-horse teams. The Barnum Show went to Europe in the fall of '97 and used the old Forepaugh bandwagon for 40 horses, as Jake Posey will verify. The Two Hemispheres was not delivered by Sebastian Wagon Company until 1902, on the return of the show from Europe. It was first used as a 40-horse wagon (or any other use) in the spring of 1903."

Col. Sturtevant concluded by writing that "I wish everything worn out in the circus business had as good care as this old wagon will get. Palmer has more sentiment than all the circus owners, past and present."

Michigan Pans Big For Slout Tenter

WHITE PIGEON, Mich., July 27.—Business for the Slout Tent Show, an annual feature in this territory, has been very good, reports Manager L. Verne Slout. In the cast are Bill Slout, Bobby Brown, leads; Ann Spaulding, Claire Burns, ingenues; Ralph and Layna Young, Bruce Whitaker and William G. Bale, general business; Ora and Verne Slout, comedy; Klink Lemon, piano; DeCleo the Magician, in the concert, and Frances Lemon, popcorn and ice cones. Thursday night is radio night, with the Knapp Family featured.

Recent visitors were Mr. and Mrs. Frank Ginnivan, who headed for their summer cottage; Ed Hiler, ahead of Ketrow's Renfro Valley show; Byron Gosh; Robert L. Sherman, Chicago manager and play broker; Mrs. Skippy LaMore, Emma May Cook; Martin Stevens (marionettes); Claire Burns's sister from Chicago; Bobby Brown's mother; Clyde Wixom, of the old Wixom Show; Don Obrecht, now operating a restaurant at Colon, Mich., and O. R. Meurk, of the Bob Hofeller Products Company. A party was held July 19 celebrating birthdays of Bobby Brown and Bill Slout. The annual hot dog roast was held at Eaton Rapids, Mich., after the show.

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Rep Ripples

ORLO H. WACH reports that Spar-ton Bros.' Tent Show had fair biz at Penwell, Tex. Run from there to Gordon, Tex., 297 miles, was made in 10 hours 30 minutes. Gordon gave the show a full house July 19. . . . Alfred Anderson, impersonator, formerly with the old Beach & Bowers Minstrels, is ill at 26 W. Ontario Street, Chicago. He wants to hear from some of the boys with whom he trouped. . . . C. L. Hanson writes from Kaycee, Wyo.: "Am having satisfactory business in this section despite the heat, using E. F. Hannan's *Henry Goes to Town* and 16mm. films. Three-people show will later move into Colodado." . . . A. M. Archambault will have 16mm. pix in the Sherbrooke, Que., area after middle of September. He is making Maine fairs with *Expose*, a three-people bill. . . . Mr. and Mrs. L. L. Gibson have their Fun Show playing around Greencreek, Idaho. Creel's Show, three people presenting flesh with small animals in Door County, Wisconsin., will soon jump to Northern Michigan.

MARSHALL BROTHERS are readying a drama-pic show for their second season in the Norristown, Pa., area. . . . Grace Players are in Washington County, Maine. . . . Albert K. Dennen, old-time rep performer, will take a one-man show into halls and schools after the middle of September. He now has a small trick around Magnolia, Ark. . . . Robb's Show is playing around Brownsville, Tex., with three people and a 16mm. outfit. . . . R. G. Bradley, who has had a small trick in Oklahoma and Texas in past years, writes: "I have not been out this summer, being located at Ardmore, Okla., but expect to be back with my hall show late in September. I have been working on advertising the past year but am itching to get going again." . . . Byron Gosh recently visited John Ellis, well known for his *Rip Van Winkle* character in colleges and schools. During the summer Ellis and his wife are employed at Ramona Park, Grand Rapids, Mich. Gosh also visited Oscar Marine, former rep actor, now with the Wade carnival, and Peter Rooker, former stock character man, with the World of Pleasure Shows.

Good Old Days

By Will H. Locke

THAT MEMORABLE, legendary and nebulous cycle of Time we call the good old days was truthfully pictured by my old friend, Ed Paul, in his recent treatise on the subject. I am sure that a lot of the old-timers enjoyed it as I did.

Paul, like many of us of the "old guard" whose mission in life was to amuse, entertain and drive dull care from the minds of the natives by our mummery and masquerings, has experienced every angle of it. And, altho many of us may still be poor in worldly goods, we are rich in memories.

The young, frivolous, immature actors of today know nothing of that age of commercial hotels, bowl-and-pitcher-slopjar bedrooms, "have-an-egg-or-have-you-had-one?" breakfasts, oranges-on-the-travelingman's table, and the many vicissitudes of that often harassing but glamorous past.

And yet, albeit, in spite of the many discomforts, there were extenuating conditions that were better than those of today. Every town had its opera house where road shows played, giving livelihood to hundreds of actors. We traveled by train. The railroads catered to our business; they gave us special rates; often carried our trunks, scenery, etc., without excess baggage charges. There was a certain glamour

Cole Benefits From Savvy Gleaned in War Period

(Continued from page 81)

accounted for the smooth and speedy way the show went up and the ease with which it came down that night.

One of the mainmost reasons, it was generally agreed, lies in the presence, personality and philosophy of a smiling, college-educated young man named Noyelles Burkhart. The term philosophy was suggested by Lucio Cristiana, who meant just that. Someone else explained Burkhart's philosophy by calling him "Our good humor man."

Burkhart Can Handle 'Em

Not that Zack Terrell's assistant manager can't be tough when occasion demands. He possesses, however, a happy faculty of tempering a vigorous manner with amiability. He demonstrates that it is easier to get things done with a rib than a rub. He has a sympathetic ear for legitimate beefs and an effective way of handling the professional gripers and agitators. And he's on the job from the time the first wagon hits the lot in the morning until the last one is off at night. Apparently Colonel Terrell has complete confidence in his brother-in-law. If Zack was on the lot in Kankakee that day, he wasn't there long enough for anyone to see much of him.

Even with a key man like Burkhart as co-ordinator, it takes a lot of doubling and close harmony to move the show now as during the war. The butchers put up the menagerie (it's a rare day when the animals are corralled), the grooms are

Betty Graf a Bride

CANTON, O., July 27.—Betty Kinsey Graf, daughter of Madge and Harry Graf, of the Kinsey Comedy Company, was married here July 18 to Jack Murdock, new male lead with the company. Present were the immediate family and members of the Kinsey Players cast. Following the ceremony the newlyweds were hoisted aboard the Kinsey truck which bore "Just Married" placards and hustled thru town to where the Kinsey tent is pitched and then to near-by Holgern Dairy plant, adjacent to the lot, where in a special banquet room a reception was held with more than 50 attending.

The groom's mother is Iris Murdock, Urbana, O., one of the original Kennedy Sisters.

The couple went on a three-day honeymoon.

about the theater, stage and actor-folks that attracted the public—a mysterious something in the exclusive realm back of the footlights and curtain line that fascinated them, intrigued them. Nearly every boy and girl was stage-struck (an unheard of malady today). The stage door of the theater was the mecca for them to gather and get a thrill in seeing the actors come out after the show.

All that is gone now, relegated into the dim shadows of the past, and lingers only in memory.

I am glad I experienced those ancient days and I feel like that beloved old actor, Frank Bacon, who, after his great success in *Lightnin'*, said he wouldn't trade it all for his experiences in the old barnstorming days.

After all, as is the way of life, there were some redeeming features. There was more joy than sorrow; more happiness than grief; more good than bad that befell the wandering children of make-believe-land, grease paint and wig during those sometimes hectic "good old days!"

charged with getting the padroom up and down, and the Side Show people know what it is to handle canvas. Part of the daily procedure is for George Davis's cookhouse to feed as soon as the big top is in the air, regardless of time, after which all energies are turned to seats and rigging. How much "charity pie" and other work the big show performers are called upon to do depends on how much local help has been rounded up in a town.

Recruiting Drive Production

This hiring of local help, of course, goes on each day with varying degrees of success. The "recruiting drive" is almost like an act in the big show at night. Toward the end of the performance, towners who want to work are seated on the curb of Ring No. 1 while one of the show's handy-men gets them signed up and assigned to their duties. Thus they miss nothing yet are ready to pitch in the moment it is all out and over.

As for the unending quest for permanent workingmen, want ads in the local dailies are augmented by signs on show wagons that occupy conspicuous spots on the lot and on the steam calliope for its noonday circuit uptown. These signs were revised a few weeks ago to read: "Help wanted. Going west to California."

Capable Supervision

The mixture of help that has to be relied upon—green with experienced—calls for close supervision, and here again Cole Bros. is fortunate. Always staffed by seasoned bosses, the show also has, for example, ticket sellers, such as Bob and Leo Parker and Ed Grady, who, well grounded in all phases of the circus, know how to get the most out of a young but willing bunch of town recruits.

Eugene (Arky) Scott and Bill Woodcock fit effectively into the picture by having their elephants on hand exactly when needed. Indeed, they have trained one bull, name of Blanche, to roll and unroll canvas with her foot and trunk. On a wet night, when the canvas is water-soaked, the boys say she can do the work of 20 men.

Curtis Almost Legendary

Then there's W. H. (Cap) Curtis, the general superintendent. He has been saved for the last, not because he's any the less important but because there's more to say about him.

Cap has been handling canvas for 56 years. He recalled on the lot at Kankakee that he first made that town in 1893 with the Harris Nickel Plate show. He's a great one to remember dates that way. It was in 1912, for instance, that he put the first tractor ever used on a circus on the old Floto show. From the way Cole Bros.' big yellow caterpillars were roaring around the lot, it was apparent the tractor is here to stay, much as the sentimental folk mourn the passing of draft horses. Two of the cats have booms at the rear for loading canvas. They can either load into a wagon trailing along or scamper back and forth to a wagon parked in one place, as is done when the menagerie is struck. A third and smaller tractor has a boom at the side and, in the hands of two operators, it pulls all the stakes on the lot. A bulldozer at the front not only serves as a counterweight for stake-pulling but is also useful

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on a rough lot, such as for leveling the center ring for the Cristianis.

But to get back to Cap Curtis and his part in moving a show on short help. He has always been an advocate of triple stakes around a big top, and the stakes are put down by a Curtis-designed three-way driver, its 200-pound hammer sending home a blow a second.

Cap's Spool Wagons

The name of Curtis will forever be associated with the canvas spool wagons he had in use on American Circus Corporation shows up until 1928. That year was one of the junctures at which Cap tried to retire. His spools on Sells-Floto show were rebuilt into stringer wagons and he designed a canvas-wagon boom to do the loading. But, Cap says, after John Ringling bought out the corporation, Ringling talked to him about building spools for all the shows. This project, however, was nullified by the depression. Cap also says that, had it not been for the shortage of materials, the Cole show would have installed spools

during the recent war.

Thus it's plain to be seen Curtis still is a firm believer in the spool wagon. In fact, he holds it was years ahead of its time and that its use is bound to be revived if the circus is to survive. The same goes for the folding seat wagons he had for six years on Hagenbeck-Wallace. One of these ingenious wagons could be spotted along the sidewall and, with little more than a twist of the wrist, be converted into a section of 240 star-back seats. He maintains the same principle could be applied to a chair grandstand, making for a decided saving in time and labor as well as greater safety. Safety in seats has always been a Curtis objective, and for the record it should be mentioned here that he is responsible for the safety chains widely used on seat jacks.

Plans Guying-Out Machine

Cap now has in mind still another mechanical device he hopes to develop if, as he has been saying for years, "I stay in the business." It's a guying-out machine. Not only will it do the work of a whole crew of

men, but it will do it better by doing it uniformly. Guying out a top by hand is done by guesswork. Cap says his machine will have a gauge that will register the stress and strain as each rope is tightened.

This all adds up to a confirmed belief on Curtis's part that, labor conditions being what they are, the shortage of circus help is here to stay and that the only way to compensate for the resultant loss of manpower is the development of more and better labor-saving methods.

DENVER BIG FOR COLE

(Continued from page 81)

were blamed by the local press for holding down attendance.

At Holdrege, Neb., the day before, show was the biggest thing that had hit town in years and played to a good night house after a fair matinee. Show was on time despite a muddy lot, caused by two and a half inches of rain the night before. Previous stands were Hastings and Grand Island. Cole Bros. has made the latter five years out of the last seven.

GARDEN TOUR WINNER

(Continued from page 81)

ty of more, beginning early in the spring and running until late fall.

Extension of the route means show will go into Western Canada, where it is anticipated many profitable dates can be counted on. Due to government regulations, Canada has been without American circuses for several years until the recent invasion by Clyde Beatty Circus. Plans are on foot to put the show under canvas for at least part of next season.

Most unusual part of the tour just closed was that dates expected to be poor turned out good, and those expected to be exceptional were just above average.

Proceeds from the Sarnia engagement, sponsored by the Lions Club on a 45 per cent split, will be used for a children's playground.

Previous engagement, at St. Thomas, Ont., July 15-16, also under Lions Club auspices, played to excellent business, with capacity or turnaway crowds at all of the six performances but the opener.

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Balloons, #7	5.50	
Balloons, #8	7.00	
Balloons, #9	8.00	
Balloons, #11	10.00	
Balloons, #13	15.00	
Balloons, #14	16.00	
Balloons, #16	20.00	
Balloons, #19	24.00	
Balloons, #312	3.25	
Balloons, #315	3.50	
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350 GAGS, JOKES, \$1.00. 8 MONOLOGES, \$1.00. 8 Talking Skits, \$1.00. Nite Club Collection, \$3.00. Witmark Minstrel Show, \$10.00. Denison Comedy Collection, \$5.00. E. L. Gamble, Playwright, East Liverpool, O. np

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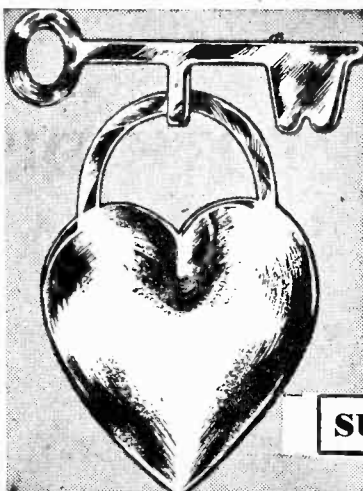
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AT ITS SPECTACULAR BEST

A new table model radio that gives console performance console beauty! A powerful superheterodyne set with 6 RCA-licensed tubes, including rectifier tube and built-in aerial giving tremendous volume, hairline selectivity, beautiful tone! Two-tone walnut finished cabinet with slide-rule illuminated dial. Only \$29.95 F. O. B. New York City. WE HAVE THESE IN STOCK . . . SHIPMENTS MADE DAILY.

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- 6 RCA-Licensed Tubes, Including Rectifier Tube
Superheterodyne
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Tremendous Power
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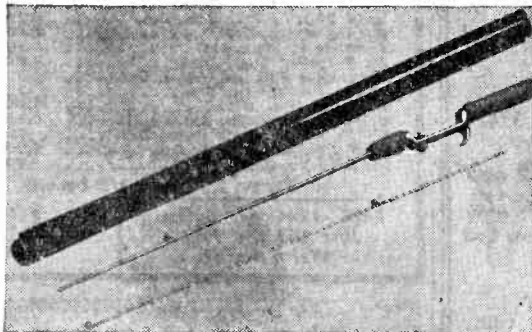
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TWO PIECE ROD—53 1/2" OVERALL LENGTH IMMEDIATE DELIVERY



- 1. High quality spring steel, bright finish, rust resistant.
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YOUR COST \$5.25 each
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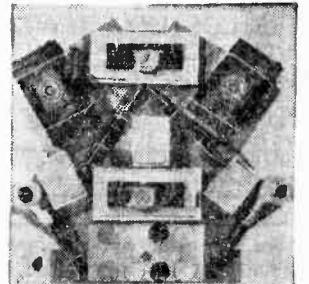
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Assortment consists of—

3 Chrome Windproof Lighters, 2 Candid Cameras, 2 Fountain Pens, 2 Men's Wrist Watches with sweep second hands, 1 Poker Chip Rack with Poker Chips and 2 High Quality Smoking Pipes. This deal is a SURE HIT. This deal is on a 2000-hole board at 5c per sale.

Takes in \$100.00
Pays Out 9.00
\$ 91.00
Your Cost 29.50
YOUR PROFIT \$ 61.50



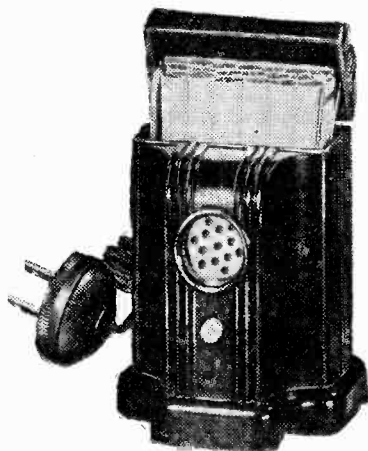
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TARCO PACK-LITE**

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**NO
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**\$27.00
DOZEN**

Individually packaged in attractive gift box. Walnut case of genuine Phenolic. Over all size: 4" x 2 3/4" x 2 1/2". Complete with 6 ft. Cord and Plug.

The perfect item for Premium Users, Operators or any deal! Modern design with plenty of flash. Holds full pack of cigarettes . . . lift lid and cigarettes rise for easy selection. Press the button . . . presto! . . . an instant light . . . no flame—no smudge! Just plug TARCO PACK-LITE into any socket. Operates on A.C. or D.C. current, 110-120 volts. FULLY AUTOMATIC. Ideal for home or office.

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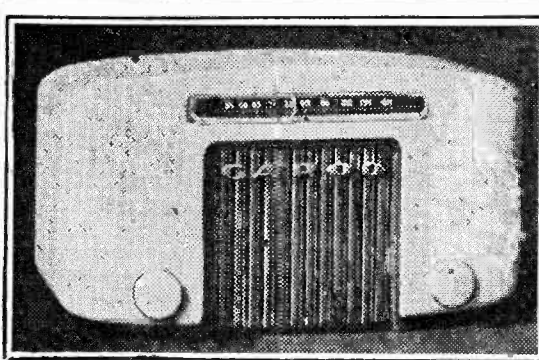
WILL TRADE A.B.T. BIG GAME HUNTERS for Ten Strikes, Skee Ball Alleys, Seeburg Ray Guns or any other legal games. Also in the market for Bally Alley or any Bally Scoring Units. Chicago Bowling Machine Co., 2512 Irving Pk. Rd., Chicago, Ill.

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5 TUBE AC-DC SUPERHETERODYNE RADIO
IN BEAUTIFUL PLASTIC CABINET**

\$28.00 NET F.O.B.

Ready now—new post-war genuine GAROD 5-tube superheterodyne. Complete with all tubes ready to plug in and operate. Self-contained aerial—no ground needed. Beautiful white plastic cabinet, 10 1/2 x 6 x 5 inches, with color contrasting grille. Finest tone, full broadcast range—volume to spare. Immediate delivery. Send 25% deposit on C. O. D. Shipped F. O. B. Chicago. Order now!

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WRITE WIRE OR PHONE YOUR ORDER NOW

Take The INITIAL Step . . . to Quick Profits!

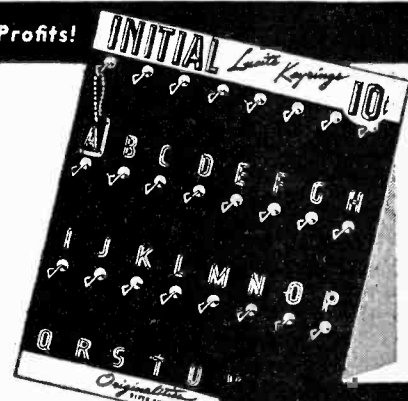
PERSONALIZED Initial LUCITE KEY CHAINS

The biggest little 10c item on your counter. Packs a powerful sales appeal with its handsomely cut initials on crystal clear lucite, gold color chain . . . AND, our FREE eye-catcher display card!

Take this INITIAL step . . . quick turnover and profits will surely follow.

Available in regular hand-kerchief assortment. Minimum order: 12 dozen

Can also be ordered by individual initials. Minimum order: 6 dozen



1 FREE DISPLAY to each store

Originalities
104 FIFTH AVE., NEW YORK

Easy to sell from display. Stands well on any counter. Glossy finish in two attractive colors. Metal hooks for keyrings from A to Z.

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GOING BIG WITH DEALERS—AGENTS—CONCESSIONAIRES
NEW LOW 1946 WHOLESALE PRICE

Equipped for 2 20W. Bulbs
\$4.25 each Less Bulbs
List Price—\$12.50 Each With Bulbs

EASY INSTALLATION
JUST PLUG INTO SOCKET USED IN

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- Channel Strips Chrome Brackets Bed Lamps

Write, Wire, Phone for Sample Order. Ask for Catalogue on Complete Line. 25% Deposit With Order, Balance C. O. D., F. O. B. Phila.

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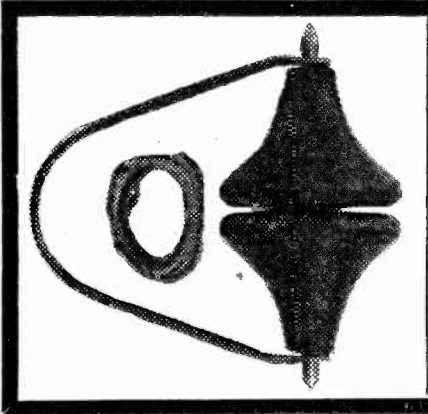
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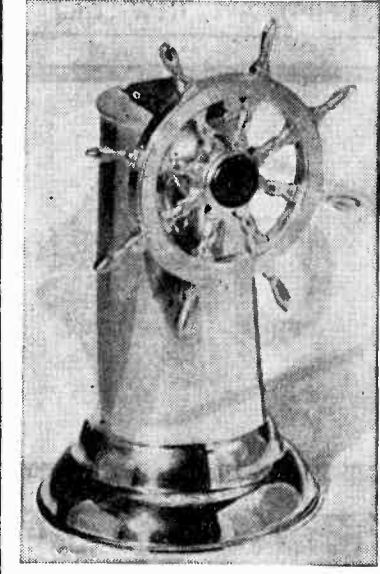
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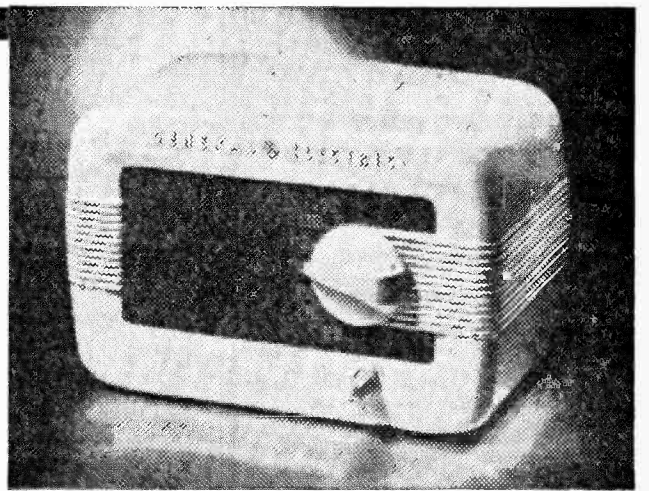
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"B" PLAYING CARDS. SPECIAL PRICE, \$5.25 Per Doz. Decks; \$60.00 Per Gross. BALLOON STICKS—18"—88¢ Gross; 12"—48¢ Per Gross. Minimum Order, 10 Gross or More.

IMMEDIATE DELIVERY. NET CASH OR 25% DEPOSIT, BALANCE C. O. D.

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LARGE PLASTER BATHING BEAUTIES

SENSATIONAL — ALLURING — ARTISTIC — SUPERB SHAPES

13" Height, Beautiful Colors, 32c. Easy to Carry—No Breakage. Sample Order, 3 for \$1.00. Deposit. Scalemen, Age, this is your answer. Carry large Stock in small space.

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SLUM—SMALL PLASTER—GLASS—BALLOONS—HAT BANDS—BOUDOIR DOLLS—BEARS, Etc., at Popular Prices. Large Stock.

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ALL METAL BED LAMP \$21.00 DOZ.
#500 ALL METAL 24" ASH STAND, 7" BASE 15.00 DOZ.
#734 ALL METAL 24" ASH STAND, 8" BASE 16.50 DOZ.
#520 ALL METAL 24" ASH STAND, 10" BASE 22.50 DOZ.
#100 ALL METAL 27" ASH STAND, 11" BASE 24.00 DOZ.

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Sample Assortment, \$10.00 For Carnies and Store Workers

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Jewelry Findings of All Kinds
FREE CATALOGUES — PLEASE STATE TYPE OF CATALOGUE DESIRED

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WATCHES**

MEN'S 7J P. L. Sweep second, water-proof, shock resistant, luminous dial, removable pins, thick unbreakable crystal, non-tarnishable case, stainless steel back, 10 1/2-ligne movement. \$13.90 Each

FREE — FREE — FREE

1/2 doz. Stainless Steel Expansion Bands with each 1/2 doz. Order.

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Asstd. Gents' Stickpins, Doz. \$4.00
Old Fashioned Wide Gold Shell WED. DING RINGS, Each 1.50
Ladies' and Gents' Asstd. RINGS, Sterling and G. F. Doz. 5.00

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\$10.00

B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each... **\$4.10**
 B. B. 101—3 Diamond Wedding Ring to match. Each... **4.50**
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Plaster Asst. Per gr. Lg. **\$24.00**. Md. **\$9.00** & **\$7.20**. Sm. **\$3.00** & **1.10**

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REMIT 25% WITH ORDER, BAL. C. O. D. SEND FOR PRICE LIST

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MEN'S O. J. ROSK **\$4.57 EA.**
 Men's 4J P.L. radium dial & hands, red sweep second hand **\$7.26 ea.**
 Men's 7J P.L. Sweep second, waterproof, shock resistant, luminous dial, stainless steel expansion band, removable pins, thick unbreakable crystal, non-tarnishable case, stainless steel back, 10 1/2 line movement. In 1/2 Doz. Lots to Dealers Only. **\$10.00 Ea.**

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 Men's! Ladies!
 Men's Stainless Steel. Doz. **\$4.50**
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 Ladies' exquisite tubular shape expansion band—fits all wrists. Yellow gold plated or Rose Gold Plated. **\$18.00 Doz.**
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1/2 DOZ. FOR **\$9.00**

Send \$2.00 for sample band. Retails for \$4.50.
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 2,000 sold first 8 hours at a Fourth of July spot close by!
DEMONSTRATE IT AND IT SELLS LIKE HOT CAKES!
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 Wholesale Price, \$21.60 Gross. Dozen, \$2.50. Retails at 35¢. Sample, 50¢. Stamps or Coin.
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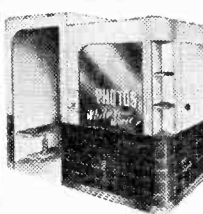
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 10-piece Miniature Cocktail Set, solid brass, lacquered finish. Beautiful gift item. Minimum order 1 doz. C. O. D. postpaid.

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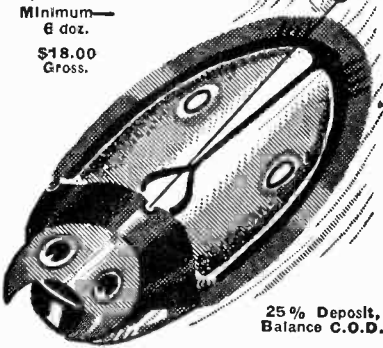
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\$1.75 Doz.

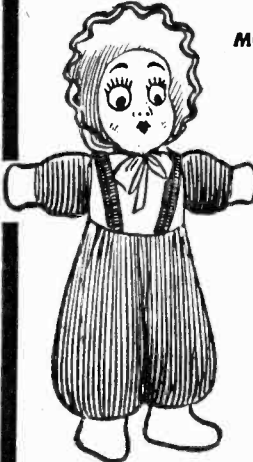
Minimum—
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\$18.00
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25% Deposit,
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WIGGLEFISH — Individually cellophane wrapped. A 29¢ seller. Dozen \$2.00 Gross \$22.50

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MEET "FLORENCE"

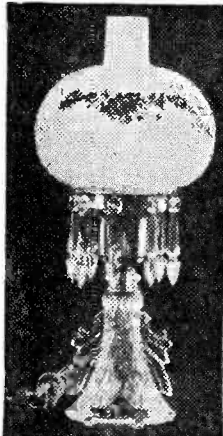
Our 26" Pantaloons Girl with googoo eyes — Buckram Bonnet — Made in corduroy and chenille. Big flash! Packed 36 to cart.

\$16.50 DOZ.

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AGAIN AVAILABLE
1¢—120 Count Boxes, and 4 for 1¢—480 Count Boxes. Good Ass't., 65¢ per box net, F.O.B. Chicago. No limit on quantities at present. 48 Boxes for \$31.20. Terms: Full net cash with order. No C.O.D.'s. Also Available—5¢ and 10¢ Candies and Specials. Write for Full Details CASTERLINE BROS. 2030 Sunnyside Ave., Dept. R, Chicago 25

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2 1/2x3 1/2 IN. CAMERA WITH F4.5 LENS IN Automatic Shutter, \$139.00. We manufacture all sizes single, double and triple camera Enlargers up to 8x10, \$79.00. One fourth with order, balance C.O.D. Biltbright Camera Mfg. Co., Factory, Greensboro, N. C. Sales Office, Atlanta, Ga. np

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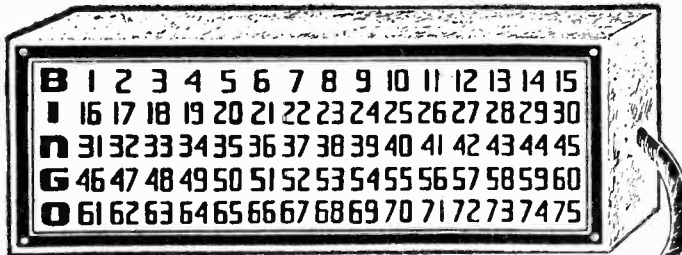
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Specials, 7 & 10 Colors
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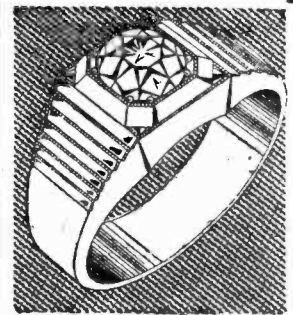
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The above tools are tools—not trinkets. All made of full bright, full tempered steel. Highly polished and packed in 1 gross lots. Here is slum with an appeal. I pay 1/2 exp. chgs. on orders of \$10.00 or more. Order by numbers, please. Terms: Cash or 25% down, balance C. O. D.

A. O. VAN DRAKE CO. (Small Tools Manufacturer) VALPARAISO, INDIANA

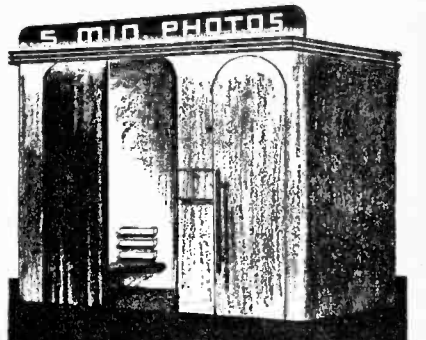


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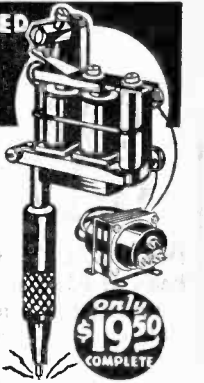
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Sterling Silver Cable 12c Ft.
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EXTRA HEAVY NECK CHAIN
Sterling Silver Curb 30c Ft.
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1/60 12K ROLLED GOLD PLATE
HEART CHARMS \$13.50 Gr.
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7mm. Size in 5 Gross Lots \$ 5.00 Gr.
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1/3 Dep., Bal. C.O.D., F.O.B. New York.
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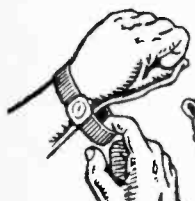
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#6—\$3.65 Gr. #312—\$3.15 Gr. #315—\$3.40 Gr. #11—\$8.75 Gr. #16—\$18.50 Gr. Army Target Balloons, 40" Diam., 17¢ Each. 1/3 Deposit With Order.
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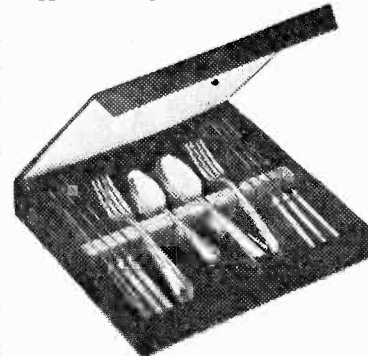
BASS MAN—WANTS TO JOIN TENOR BAND. Experienced, read fake. Musician, 306 W. Lorraine Ave., Baltimore, Md. au10

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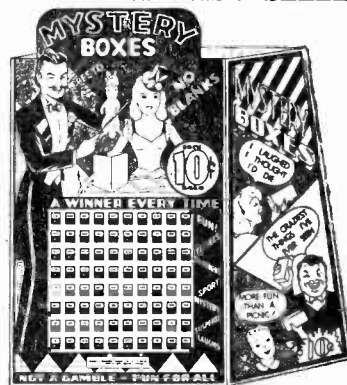
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PIANIST WITH SOLOVOX—ALL ESSENTIALS. State highest salary in first letter. Jimmie Shaddix, Box 94, Grantville, Ga. au10

PIANO MAN—AVAILABLE IMMEDIATELY for small commercial unit. Age 39, union, experienced, dependable. Give details. Jimmy Moore, 50 E. Beech Dr., Panama City, Fla.

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STRONG CORNET, DOUBLE BARTONE—Cut any show, circus experience, wish long job. Prefer tenor band, location. Sober, reliable. Ex-nary. Musician, 118 1/2 N. Phillips Ave., Sioux Falls, S. D.

TENOR SAX—GOOD COMMERCIAL TONE, can handle featured vocals. Available right away. Wire or write Tommy Stewart, Gen. Del., Buffalo, N. Y.

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TRUMPET — EXPERIENCED, HOTEL OR jump, fine section work, take off large band preferred, no habits. Box C-270, Billboard, Cincinnati 1, O.

TRUMPET—LEAD OR GO CHAIR FOR commercial, swing or tenor bands or combo. Location work only. State salary, bookings, etc. Address replies Snuffy Smith, 121 Grace Court, Mankato, Minn.

TRUMPETER—FINE SECTION MAN NOW desires change. Long locations preferred. Is also arranger; network radio, tenor and swing band experience. Box C-250, Billboard, Cincinnati 1, O. au10

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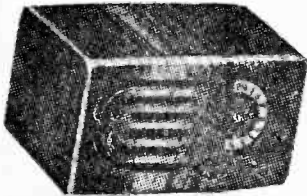
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Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

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Motor City Pans Big for Big One
 (Continued from page 54)

door show business in this section earlier in the season. The Big One last appeared here two years ago, playing in the open at the University of Detroit stadium after the Hartford fire. Last time it was here under canvas was in '43.

Across From Old Lot
 First four of the current nine days were played at Ford and Wyoming roads, just outside the city limits in the suburb of Dearborn. This is across from the old Michigan-Wyoming lot used in years past. Weather was in the 80's daily, a relief after the 100-degree heat day before show's arrival.

Saturday's performances each drew about three-quarters of a house. Attendance was capacity at Sunday's matinee, dropping to three-quarters at night. A heavy rain hit between shows, but was over early enough not to affect night crowd too seriously. Monday was a big surprise, drawing a three-quarter matinee and about a 95-per cent house at night

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SIGHTED AT . . . the Minneapolis Aquatennial was Chuck Foster, who blew into the Minnesota city from a highly successful tour of Wisconsin spots.

J. L. KIGHT . . . is reported to be working Webb City, Mo., with a neat flower layout to click turns.

Banard Breezing Along To Profit
 (Continued from page 54)

around. Prices are 75 cents for adults, 50 cents for children and 25 cents for reserves. No concert is given in the afternoon. In fact, no matinee is given if the farmers are busy or it's too hot for folks to turn out—and that frequently has been the case the last few weeks. Even so, the show is able to get by if any kind of a crowd at all shows up at night.

With heavy emphasis on the rodeo angle, big hats and cowboy boots are standard wardrobe among the back yard personnel. Performance is long on rope spinning, whip cracking, horse catches, trick riding and other forms of horsemanship, including a menage number with six riders. In

all, show has 34 head of horse, ponies and mules.

Features Faith King
 Lucas' daughter, Faith King, is featured on her horse, Poncho, and presents a troupe of 16 dogs that begins where most dog acts leave off. Smokey Duane is top cowboy and is abetted in the Wild West department by his wife, Bonnie; Don (Shorty) Gordon, Roy Moore, Loretta Kerns, Eloise (Cactus Kate) Rhodes, Jack Gunn and Miss King. Georgia Hijick and Haroldine Castle work stock and appear in the inevitable swinging ladder number. Maxine and Archie Silverlake between them do Roman rings, web and single traps, and Archie does the clowning, aided by a younster named Curly.

There's a chummy atmosphere about the performance. The cowboys aren't above turning a hand to props, and if Buck Lucas strays from the mike when an announcement is due, whoever is handiest takes over. At the performance caught Buck spelled Jack Gunn on the horse catches while Gunn announced his feats. Buck did all right for a sick man. Actually, he looks quite well, but he has recurrent ailment that has given him his idea about selling out and taking things easier.

Mrs. Lucas keeps busy in the office. Doc Heffner does the fixing and handles the front door. Bill Dimsdale has the Side Show in a square-end push-pole top, 40 by 60.

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 Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
 137 E. Spring St. (Dept. B) Columbus, Ohio
 There Is No Substitute for Quality.

Good pitches today are the best preparation for tomorrow's good takes.

SAM FREED . . . sheetie expert, continues to grab the gelt with trade papers in New York State.

T. GOLD . . . is still netting his share of the shekels working Chicago territory.

GEORGE HANEY . . . and wife left the Queen City last week for an engagement in Chicago with rad.

Tripod Opinions: "You'll never get more for your money. Ask anyone who has made this purchase."

JACKIE MORRELL JR. . . ace card worker, pipes from Cleveland that the recent Sesquicentennial

notwithstanding, few pitchmen have been hitting the Ohio city because there are so few spots that can be worked. Jackie says that Ruth Cooper is studying handwriting analysis and may go out with him for a tour of the fairs. He adds that he'd like to read pipes from Al Rice, Jimmy Wells, Ray Herbers, Mary and Madaline Ragan, Jerry Colby, Art Cox, Bill Westphal, J. B. Clark, Jim Lobaugh and Tom Kennedy.

PROOF THAT IT PAYS . . .
 to make contracts early was evidenced this week in Cincinnati when A. E. (Tony) Scheffer announced that the Food Show to be held at Cincinnati Zoological Gardens had fulfilled all concession commitments and that there is not an inch of space left. W. G. Barnard and sons got in under the wire and present indications point to one of the most successful food show undertakings at the local Zoo. The lads and lassies working the spot in the past are aware of the fact that it has always been a red one and paid off in plenty of long green.

If you've tasted the joys of the superb pitch, you'll never content yourself with a second-rate one.

SPEEDIE HASCAL . . .
 has been holding down the only open spot in downtown Cleveland with Svengali decks and paper tricks to good turns. Jackie Morrell Jr., thru the courtesy of Hascal, has made an occasional pitch on the spot to good returns.

JOHNNIE BARBER . . .
 and P. J. (Pistol Pete) Phelan gathered the geedus at Minneapolis Aquatennial, where they had the exclusive on novelties. Reports have it that a few more spots like that one and the boys will take it easy for several months. The lads would like to read pipes from Pete the Greek and Joe Marks.

Monarch Proudly Presents

"The greatest achievement in pen history"
THE NEW PACKET PEN—
 By REYNOLDS—Internationally Famous "Ball Pen" Manufacturers

AMAZING FEATURES!!!

- ★ Unconditionally guaranteed by Reynolds International Pen Co.
- ★ Writes for 2 to 5 years without refilling—on paper or textiles—wet or dry.
- ★ Pocket or desk combination—no leakage.

LIMITED QUANTITY ONLY—Write, Wire Quickly

AT THE OUTSTANDING PRICE OF . . . \$5.85
 Tax Paid
RETAIL \$3.51 EACH
 F. O. B. Chicago

THE NEW REYNOLDS "400" BALL PEN

RETAILS FOR	Dealers' Price
\$12.50	2-24 \$7.50
	25-49 7.00
Tax Paid	50 or More . . . 6.25

Write, wire or call at our Salesroom. "The Home of "Hard-To-Get Items."

MONARCH Appliance Distributors
 928 IRVING PARK ROAD CHICAGO 13, ILL.
 25% Cash or Check With Order—Balance C. O. D.

NYLONS and RADIO SALEBOARD

HERE'S A KNOCKOUT IN A PROFIT-MAKING ILLUSTRATED 2000 HOLE SALEBOARD!

- ✓ 6 TUBE RADIO! Beautiful Walnut Cabinet!
- ✓ 6 PR. NYLON HOSE! Luxuriously Sheer—All Nylon!



2000 HOLES AT 5c EACH!
TAKES IN \$100.00
YOUR COST—\$31.00
 (Plus \$10 in Free Plays)

YOUR PROFIT—\$58.50

YOU MAY ORDER THIS SALEBOARD IN 10c HOLES ALSO. NO EXTRA CHARGE.

ARISTA ASSOCIATES 446 DEAN STREET, BROOKLYN 17, N. Y.

E. N. WILLIAMS
 (Continued from page 82)

sponsoring org enthusiastically signed up for another year.

Performances were given at Laphier Baseball Park nightly and Saturday afternoon. Show had a strong advance ticket promotion, with prices at \$1.20 for general admission and 50 cents extra for reserves.

Program included the Canestrelli Troupe, unsupported ladders; La-Tosca on the bounding rope; the Walkmirs, perch act; the Rudy Rudynoff family and horses, Pickard's Seals, Haag's Elephant, Ruby Haag's Domestic Animals; the Anzacs, unicycle; Harry Froboes' swaying pole, Joe and Eva Mae Lewis, and Hubert Dyer. Springfield Municipal Band furnished music.

Williams is putting on a show next week at Decatur, Ill., under auspices of the Kiwanis Club.

OAK HYTEX BALLOONS

• FIRST in popularity—OAK BALLOONS are maintaining their 30-year record of leadership. Our production, however, is held down by the effects of strikes and secondary work stoppages which will continue to curtail our supply of synthetic rubber for some time to come. We are concentrating on production of several "best sellers" and distributing them equitably to jobbers in all sections.



New!
FLASHY RED, WHITE AND BLUE PLASTIC BALLOON STICKS
 See them at your jobbers

ALWAYS BUY BALLOONS IN THE BLUE BOX WITH YELLOW DIAMOND LABEL

The Oak Rubber Co.
 RAVENNA, OHIO

OAK-HYTEX TOY BALLOONS
 SELLING THRU JOBBERS ONLY

PAPER MEN
 Good publications for small towns and rural areas in Southern, Eastern and far Western States. Plenty of good maps in stock.

ED HUFF & SON
 5411 GURLEY DALLAS 10, TEXAS

With the Zoos

Pete, Bronx Zoo hippopotamus, celebrated his 43d birthday Saturday (13). He was the seventh offspring of "Mrs. Murphy," mother of most of the hippopotami in American zoos for many years.

Wilson Potter, Philadelphia big game hunter, bequeathed to the New York Zoological Society his animal trophies for its National Heads and Horns collection.

Regent Park Zoo, London, recently received three elephants, two leopards, including a rare snow leopard, and 150 birds in a shipment from India.

Zoo operation, particularly the way it is handled at New York's Bronx Zoo, was featured in *This Week*, Sunday newspaper supplement, July 21.

Philadelphia Zoo has a Patagonian baby cavy, the first offspring of a pair of cavies obtained in October, 1944.

S.M.S. Ranch Gets Two Top Crowds at Washington, N. J.

WASHINGTON, N. J., July 27.—S.M.S. Ranch Rodeo played to two capacity crowds here July 4, under sponsorship of the American Legion. Sixty-seven head of stock was used in the 20 events.

Outstanding were Harry Kiley, Kimball, Neb., calf roping; Earl May, Butte, Mont., bulldogging; Larry Wink, Tilden, Neb., Brahma bull riding, and "Shadow" Miller, Arcadia, S. D., wild cow milking. Staff was as follows: Frank Shields, Monticello, Utah, arena director; Roy Mickens, Clovis, N. M., producer and pick-up man, and "Col." Ed Noordzy, judge. Johnny Cassullo, Kissimmee, Fla., led the parade in town and also the ground entry.

Morley, Alta., Results

MORLEY, Alta., July 27.—The Morley rodeo, approved by the Cowboys' Protective Association, attracted 6,000 spectators. Winners were: Bucking Horse—Sykes Robinson, Joe Keeler, Ed Larsen, Jim Burton. Bareback—Ralph Thompson, Chet Baldwin, Henry Holloway, Jack Cook. Calf Roping—L. LaBelle, Donald Leaske, Paul Dixon, Doug Kootenay and Wallace Ear. Steer Riding—Gordon Atkins, Ralph Thompson, Chet Baldwin, Jack McKay. Wild Cow Milking—Charlie Simeon, Johnny Lefthand, Rodgers Bears-paw. Wild Horse Race—George Leaske, Lloyd Dolan, Ivor Clarke. Stake Race—Johnny Lefthand, Nelson Rabbit, Low Crawler.

IMPROVEMENT URGED

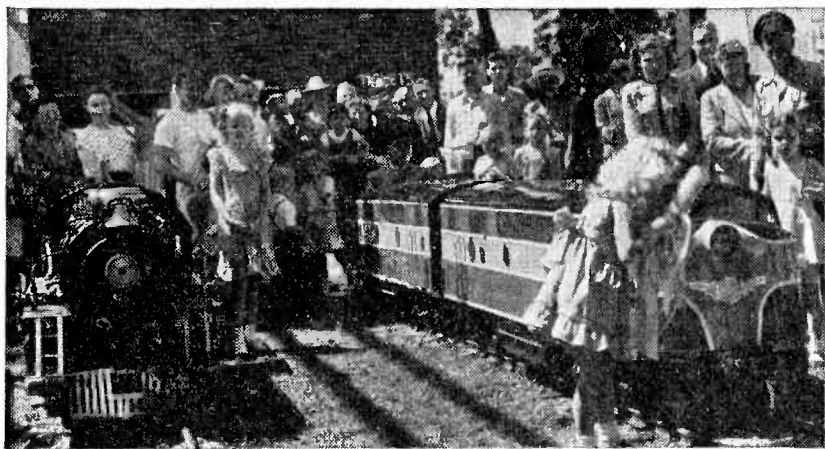
(Continued from page 53)

He already owned all improvements. Now that he has acquired all of the land an effort will be made to attain uniformity thruout the park area with additional emphasis placed on spectacular presentation.

Grossed \$1,500,000 in 1945

New improvements at Playland-at-the-Beach include a roller skating rink and dance hall with renovations costing \$90,000; a Racing Derby, \$50,000; a new Coaster costing a minimum \$100,000 and general building renovations running to several hundred thousand dollars. The park, one of the few to operate 52 weeks a year, grossed in excess of \$1,500,000 last year.

Both men plan to visit other parks thruout the country with the intention of securing first-hand knowledge of new ideas. They ended their two-day visit Friday to fly back to New Orleans. The Whitneys will fly from there to San Francisco.



CHRISTENING OF THE NEW one-fifth scale streamlined locomotive built by Miniature Train & Railroad Company, Addison, Ill., took place recently at Fairyland Park, Chicago. The old locomotive is shown beside it.

DRESSING ROOM GOSSIP

Ringling-Barnum

Our nine-day stand in Detroit, four days on one lot and five on another, gave everyone a chance to catch up with shopping, laundry and rest after our hectic run of one-day stands. Visitors: Pinky Hollis, Mr. and Mrs. Joe Short, Count DeKrimm, Mr. and Mrs. C. G. Campbell, Don Smith, Harry Lewiston, Ted Tabor and family, Bob and Betty Jean Martin and daughter, Mr. and Mrs. Johnny Muran, Ann Laurie, Keith Chapman, Mr. and Mrs. Prince, Mr. and Mrs. Roy Deisler; Sam DeLaney, of Hennies Bros.' Shows; Buddy Hall, Mr. and Mrs. Bill Betz and Jimmie Spanos, all of Sarasota, who visited at Battle Creek; George DaDeppo, CFA of Detroit; Mickey McDonald, Carl Ramsey, Tommy Crawford, Mrs. Jack LeClair and Mrs. Buddy Friel.

A large group of showfolks went to a burlesque show Saturday night, with Sylvia Watkins as chaperon. The July issue of *Reader's Scope* has a story about Paul Jung and his laugh factory. Flash! Saluto has purchased a new lead chain for his rabbit.

Back door scenes: Sparky, gilly wagon driver, showing the folks around the back yard in Battle Creek. . . . Never-ending chess game between Truzzi and Harry Rittley. . . . Jimmy Armstrong heralding Bubbles Lee's entrance in the harem gag which now has nine people. . . . Surprise birthday party for Elizabeth Clarke by her dressing room friends. . . . Milton Luck showing his daughter, Helen, and her friend, Mildred, behind the scenes. . . . Prince Paul looking mighty sharp with his crew haircut. . . . Big man from the South with the big cigar—Red Larkin.—DICK MILLER.

Wichita Notes

WICHITA, Kan., July 27.—En route to a pony sale at Carlisle Farms, Perry Okla., we stopped and saw Captain Swift, who had the zouaves on the old 101 Ranch. He has a thriving business on the square, but still talks of the open road. . . . Bill Thompson has returned to Wichita from Bell Bros.' Circus in Minnesota. The Ford company of six people has joined that show. Mrs. Pete Woods has recovered from a broken ankle suffered in a fall from a swinging ladder on Bell Bros. . . . Vi and Roy Bush, of Hunt Bros., had a wreck in which their trailer was demolished and their car badly damaged. . . . Frank and Edith Albright, former adagio dancers, have bought a suburban home at Troy, N. Y.

While Dr. and Mrs. E. N. Olzen-dam were East for the graduation

King Bros.

R. T. and Jean Jordon had a near-serious accident when their car was wrecked going over the road. Jean was cut about the face, but the baby was uninjured. Lefty Temple was slightly injured when his truck turned over on the lot a few days ago. Lynn Plummer, of the big show band, has had his wife on for several days. Fritz and George Wagran rejoined at Waterville, Me., after a few days off. Kay and Jack Burslem and Gladys Benjamin, of the Sparks show, visited at Skowhegan, Me. We admired the priceless old-time circus pictures of Lynn Plummer, CHS, when he visited at Brunswick, Me.

If we ever elect the greatest Lothario on the show, the honors without doubt will go to Daryl Davis of the Forrest Trio. Elmer Meyers really pushes the kids in the mornings. The Hall Family was subject of an interesting write-up and picture in *The Bangor Commercial*. A tent has been added to their entourage to accommodate all their relatives and friends.

Six babies are on the show. Naido Cristiani and David Forrest make the most noise when they get together. Little Betty Jordan and Bobbie Briggs are just beginning to notice things, and Chi Chi Pierce is the big deal in Marcie Mosher's life. Billy Hill Jr. seems to have grown every time we see him. Dottie has given up working in the show to care for him.—EDDIE HENDRICKS.

Ramsey County Posts 5G Premiums; 18C on Horses

WHITE BEAR LAKE, Minn., July 27. — Thirty-third annual Ramsey County Fair, August 15-18, will offer \$5,000 in premiums, while an additional \$1,800 in prizes, premiums and trophies has been set up for the 25th annual Horse Show.

Robert Freeman, secretary, said more than 3,000 entries are expected in the fair's 20 divisions, and he looked for "especially keen competition" in 4-H entries.

Lucky Lott Hell Drivers' and farmers' bangtail races are set.

of their daughter from Hartford law school, they caught the Ringling show at Albany, N. Y., and visited Bradley & Benson, King Bros. and Sparks. . . . Ted Meyer, Iola, Kan., is back from Germany and a civilian again. He was editor of *The Inventory*, an army paper. . . . Frank Ketrow presented Art (Doc) Miller with a dromedary when his animal oddities show played Ithaca, N. Y. . . . The 101 Ranch is billed for our town August 3-4.—BETTE LEONARD.

Corral Notes

Annual Alliance (Neb.) Rodeo, July 6-7, sent three participants to the hospital. Dick Pickard, Pueblo, Colo., trick rider and roper, suffered broken ribs and a punctured lung; George Jinkle, Alliance, received a broken collar bone in bronk riding, and Jack Hanna, Seneca, Neb., sustained injuries when gored by a steer. Pickard's condition was reported as serious. Approximately 5,000 saw opening-day events and about 9,000 turned out the second day.

Rodeo shows highlighted July 4 celebrations at many parks and ranches in Southern New Jersey and Eastern Pennsylvania. Sleepy Hollow Ranch near Quakertown, Pa., brought in a rodeo show featuring Jack Andrews and his high-school Brahma bull. A rodeo show held forth at Ole's Ranch near Berlin, N. J., while Buffalo Farm near Blackwood, N. J., July 7 brought in Black-mon's Diamond "B" Rodeo presenting 16 major events.

Jack Andrews and his trained Brahma bull, Henry, and Big Slim (the Lone Cowboy) and his high-school horses headlined the rodeo presented by E. F. Kindlan Saturday and Sunday (27-28) in the indoor arena of the Circle K Ranch, Center Point, Pa.

First annual Winslow, Ariz., championship rodeo is to be staged there September 6-8 under sponsorship of the Volunteer Fire Department. Bill Kelley is general chairman. Dick Robbins and W. R. Cluer will direct the show.

Fresno Rose, sharpshooter, who has been ill with neuritis at her home in Detroit, was slated to rejoin California Joe's Wild West at Toronto prior to jumping to Cornwall, Ont., for a centennial celebration.

RAYMOND RESULTS

(Continued from page 53)

ier, Elmo Still, Jim Simpson. Second day, Reg Kessler, Still, Cecil Whiteman.

Calf Roping—First day, Fred Gladstone, Eddie Heavy Shields, Eddie Soup, Jack Morton. Second day, Shields and Vance Allred split first and second; Fred Gladstone, Bill Monkus. Finals, Shields, Gladstone, Monkus, Allred.

Steer Decorating—First day, Pete Many-fingers, Frank Good Striker, Ken Thompson, Harold Manderville. Second day, Ersal Lund, Striker, Jimmy Wells; fourth split between Eddie Littlebear and Pat Wolf. Finals, Striker, Duffy Stewart, Art Lund, Wells.

Wild Cow Milking—First day, Elmo Still, Jimmy Ows Different Horses, Frank Many-fingers, Cecil Whiteman. Second day, Whiteman, Eddie Soup, Stephen Fox.

Boys' Steer Riding—First day, Ray Heggie; Dan Eagle Child and Devon Jensen, split second and third. Second day, Gordon Heggie; Jensen and Gordon Rice split second and third.

Chuckwagon Race—First day, John Across the Mountain, John Eagle Speaker, John Many Chief; second day, John Across the Mountain; Gordon Bird and John Eagle Speaker split second and third.

Herb Doenz, of Warner, Alta., won the gold watch for the best all-round cowboy.



BERTIE NORWALK (left), formerly a staffer at the Hotel Sherman, Chicago, and now office manager of Casino Park, Virginia Beach, Va., celebrated a birthday recently with Mr. and Mrs. Frank D. Shean and George Haley, Casino Park.

Play Steadied by OPA Revival

Candy Trade Waits Relief

Material makers granted 1940 base plus increased costs to boost production

CHICAGO, July 27.—Rebirth of price-control legislation can be counted upon to solve some of the problems of the coin machine industry and to create some new ones, too, according to trade sources which would venture to hazard a guess as to its effect.

Perhaps the broadest significance for the trade lies in the influence on general coin play resulting from the anti-inflation character of controlled prices.

During the July interim of decontrol, widespread fear on the part of the population of what might happen to the consumer's pocketbook under skyrocketing prices led to unsettled buying impulses which may explain spottiness in play reported thruout this period. While the President warned of inflationary forces which might be released under the revised OPA law, and economists predicted that the upward trend of prices is still inevitable, the new controls are expected to have a stabilizing effect on the nation's merchandising structure, of which coin machines are one element.

Component Prices

Manufacturers of coin machines, whose products had not been under price control even before expiration of the law, will be affected now only to the degree that controls govern prices of materials they need to build machines.

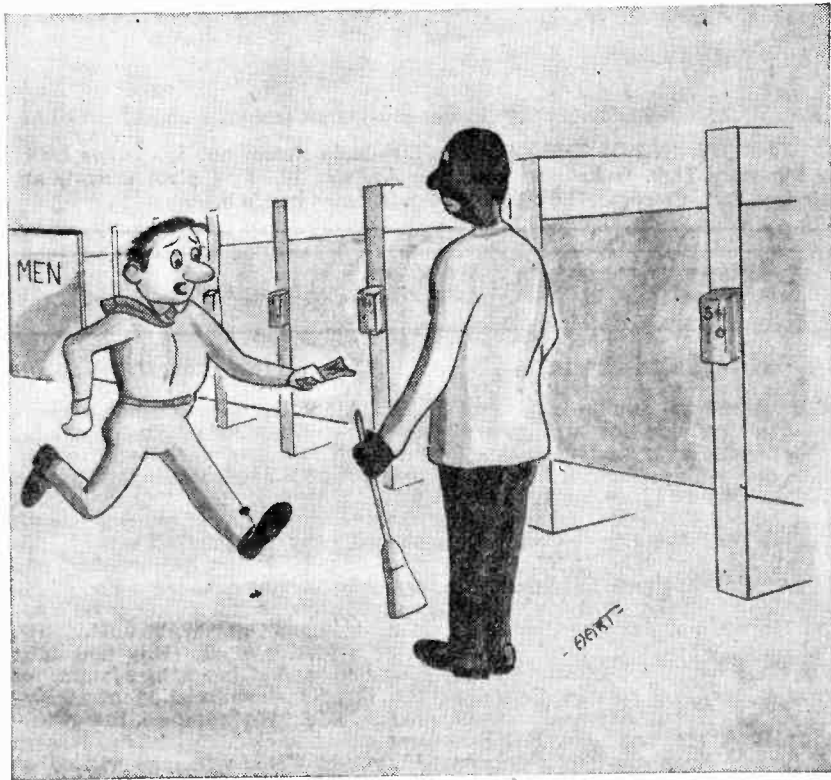
Under the terms of the bill signed by the President all producers, processors and manufacturers are granted their 1940 prices, plus increased costs, provided OPA finds higher prices will boost production. No authority would predict the exact effect of this provision on current materials' price levels, but thousands of upward adjustments are expected. Probability is that these will contribute toward further increasing production costs of coin machine manufacturers.

Venders Affected

The vending machine trade, because of its close tie-in with food and tobacco products, will be directly affected by certain special features of the new OPA set-up.

One amendment forbids restoration of controls on milk and its edible products—which would include ice cream—until after August 20. These products, which will become increasingly important to the vending trade as dairy drink and ice cream vending machines come on to the market, will return to control automatically after August 20 unless the new decontrol board decides otherwise.

Another amendment frees tobacco from controls after August 20 unless decontrol board specifically directs restoration of ceilings. This provision confronts cigarette vending machine operators with the prospect of new problems in making machine adjustments to possible price hikes. (See OPA's Revival on page 140)



"Hey! Got change for a C note—quick?"

See Hardwood Output Near Peak by '47

New Techniques Help

CHICAGO, July 27.—Forecast that hardwood producers may hit a high production rate of 10,000,000,000 board feet annually before the end of 1946 was made in a recent statement by J. W. McClure, secretary-manager of the National Hardwood Lumber Association.

Achievement of this goal, which would be welcomed by coin machine manufacturers sorely pressed for wood cabinets, will depend on weather and logging conditions, as well as on general economic conditions, according to McClure.

McClure referred to a Civilian Production Administration report showing hardwood production for March in excess of 686,000,000 board feet. Despite the fact that operating conditions were very unfavorable in March, he said, extension of the month's output over a 12-month period, would bring annual total to more than 8,000,000,000 feet. This would mean doubling of pre-war production of 1940, a 17 per cent increase over wartime output in 1942, and 15 per cent above the peak production of 1929.

May Break Record

Possibility of meeting the 10,000,000,000 feet level is based on the current upward trend, McClure said, and if it is met, the hardwood industry will have reached the highest production recorded since 1909.

Optimism over increasing imports of hardwood was also registered by the association secretary. He said that forest resources of Mexico, Central America and Brazil, as well as the West Indies and Africa are being exploited to a greater extent as a result of wartime stimulus. Philippine hardwoods are expected to hit the American market somewhat later.

One big factor in turning up increased stocks for hardwood users is the development of chemically-treated woods, giving inferior grades of lumber the same utility as more expensive products.

Tell New Process

This process is called transmuting, and involves impregnating wood with a water solution of an uncondensed urea-formaldehyde substance. After this preparation enters the wood cells, it turns into a hard and insoluble resin thru action with acids present in the wood. Process used is similar to that used for impregnation of wood with creosote and other preservative materials.

Transmuting of softwoods such as pine, soft maple and Southern elm has been tried successfully, with the result that these varieties assume wear resistance comparable to oak and hard maple, and dimensional stability superior to them.

Because transmuted wood has the same imperviousness to scratches, (See Hardwood Output on page 140)

News Digest

SOFT DRINKS—A survey recently completed by *The Milwaukee Journal* indicates that soft drink bottlers and sellers are now facing the same situation which cigarette tradesmen faced during the smokes famine. With demand far exceeding supply, the survey discovered that soft drink users will buy and drink brands other than the standard ones. Report doesn't indicate what will happen when the standard favorites are able to return in quantity.

OPA—When Congress passed and the President signed the bill reviving the Office of Price Administration, operators thruout the country were watching what would happen to coin machine play. Up to now, the public generally has had a cautious attitude toward spending, except in certain resort areas, and this cautious attitude reflects itself in coin machine returns. With price controls re-established, it is likely that the remainder of the summer will bring bigger-than-ever business.

LOCATIONS—With beer continuing short in areas removed from its producers, tavern locations have experienced a decline in business. Many are closing for a part of the week. On the other hand, restaurants in most territories are doing rush business, and coin machines in such locations are enjoying bigger play. Operators of music machines with dairy bar and ice cream locations also report favorable conditions.

VANDALS—Music machine trade leaders this week repeated an old warning about juke box vandalism. Scattered reports from various firms tells of losses from rifled coin boxes, and there have been instances when the entire box was removed from a location. Operators are again being

urged to repeat their warning to location owners about allowing strangers to examine or remove juke boxes from the location. For complete details on this problem, see the music machines section.

CANDY—Candy men are trying to solve the problem of meeting rising materials costs without increasing the cost of the candy itself. Among other suggestions proposed is a 7-cent candy bar. Another idea getting attention is a plan to sell nickel bars on a tie-in with dime bars and thus recover losses. What strikes most venders and a majority of candymakers as most likely, is a reduction in weight to keep bar candy at its present price and still enable dealers to make a fair return.

EXPORTS—Great Britain today could use immediately 5,000 new juke boxes if they were available, a report from an amusement man in London says. British coin machine manufacturers have now secured a less restrictive ruling on the quantity of their production which must be sold to foreign markets, the same source says. Up till now, British coin machine makers, like all other British industries, had to sell 85 per cent of their total production to foreign buyers. This was an attempt to stimulate the export-import trade and give Britain a chance to acquire money. That percentage has now been revised so manufacturers are only required to sell 66 per cent of their machines out of the island.

MATERIALS—Lumber, says the Civilian Production Administration, is going to be plentiful—next year. The metals industries are gradually building up a steady production flow, but not enough to adequately take care of everyone.

Harris Changer Finishes Test; In Production

CHICAGO, July 27.—Newest model of the Harris automatic coin changer is expected to be in full production within three months, it was announced recently by the Johnson Fare Box Company. According to Fred Burt, vice-president of the firm, boxes, which dispense merchandise and proper change when a coin is inserted, are now being produced at about 60 per cent of the plant's capacity.

Coin changer designed for interior installation is the result of 10 years' experimentation by the firm's research and development staff, headed by C. F. Harris, who invented the device.

Previously, models have been subjected to field tests over a period of six years, with models in operation in every part of the country. One machine has been successfully operated in England, Harris said.

Changer can be used on many types of machines and can be adapted to return proper change in many different combinations. Device may be used on cigarette venders, soft-drink dispensers, candy machines or any other coin-operated device.

According to H. E. Forester, sales engineer, feature of the device is that a sale is made every time coin is inserted. He pointed out that the coin changer is a time-saver in industrial locations as employees do not have to look elsewhere for change.

Harris, who has devoted years of research to the coin machine industry and its problems, has also developed a self-locking coin receptacle which locks mechanically when removed from the machine in which it is installed. When inserted in the machine the self-locking lid slides open to receive coins from the slot. Collector replaces locked box with an empty one upon removal. The self-locking box can be equipped with an automatic computer which registers amount contained in the box and a taped register which prints the total amount in the box and percentage sum due location owner.

Churvis Agency Plans Move to Larger Office

CHICAGO, July 27.—Mac Churvis advertising agency, which handles trade accounts, will celebrate its first anniversary August 7 by moving into larger quarters.

The agency, headed by Mac Churvis, who is well known to coin machine circles, is now located at 201 North Wells Street, Chicago. When the firm moves on or about August 7, the new quarters will be located at 63 West Schiller Street.

Prior to opening his agency a year ago Churvis spent five years in the coin machine industry gathering experience in the trade. Before he entered the trade Churvis worked in advertising for some 22 years.

At the agency Churvis has a staff made up of ex-servicemen, including Joseph Bonner, his assistant, who served three years overseas. Bonner attended DePaul University here prior to his service with the armed forces. George Hamby, bookkeeper for the firm, is another ex-serviceman. Since Churvis himself also wears the honorable discharge emblem, the firm's personnel is completely ex-G.I.

At a date in the near future the company will make announcement of open house for members of the trade.

Trade Directory

Following tabulation of trade reports received during the weeks of July 20 and July 27 is made for the convenience of the industry. Tho the listings may be incomplete because of omissions, they are offered as an aid in revising trade files.

New Machines

Buddy (counter game). Daval Products Corp., 1512 North Fremont Avenue, Chicago 22.

Bulk Vender (5-cent). Los Angeles Manufacturers, U. S. Bank Building, Johnstown, Pa.

Pla-Mor Phonograph (Hideaway Model No. 400). Packard Manufacturing Corp., Indianapolis 7.

Standard Chief (bell). O. D. Jennings & Co., 4307-30 West Lake Street, Chicago 24.

Superliner (pinball game). D. Gottlieb & Co., 1140 North Kostner Avenue, Chicago 51.

Telequiz (training quiz machine). Telequiz Sales Co., 1627 Mitchell Street, Milwaukee 4.

Vitalizer (foot-ease machine). Exhibit Supply Co., 4222-30 West Lake Street, Chicago 24.

Address Changes

Associated Amusements, Inc., 846 Commonwealth Avenue, Boston.

Redd Distributing Co., 881 Main Street, Buffalo.

Bush Distributing Co., 255-57-59 Plymouth Avenue North, Minneapolis.

C. M. McDaniel Distributing Co., 851-53 North Flores Street, San Antonio.

Personnel Notices

Harry Poole has been named to head the promotion campaign launched by Associated Amusements, Inc., 846 Commonwealth Avenue, Boston. Poole has also been named assistant to Harry Factoroff in the sales department.

Louis S. Berman has been elected president of the Wisconsin Tobacco Wholesalers' Association, Milwaukee.

Frank P. Merkle has been named head of the Kansas City and Omaha offices of Allen J. Stern's World Wide Distributors organization, and is now settled in his headquarters at Kansas City, Mo.

C. B. Coombs Jr. has been appointed to represent the refrigeration division of Lehigh Foundries, Inc., Easton, Pa.

A. M. Logan, Tri-State Amusement Co., Huntington, W. Va., has been elected president of the newly formed Coin Machine Machine Operators' Association of Huntington.

James H. Sachs has been appointed assistant to the president and business manager of Young America Films, Inc., New York.

Malcolm Fleischer has been named general counsel for the New York Retail Tobacco Council, Inc.

Francis N. Branson has been appointed executive assistant to Philip P. Gott, president of National Confectioners' Association, Chicago.

William Clark Bickers was fatally stricken with a heart attack in La Fayette, Ga., while on a collecting tour over his music box route.

Meade Brunet, vice-president of Radio Corporation of America, Victor Division, has been named managing director of the RCA International Division.

New Firms

Norland Sales Co., 4864 Whitfield Avenue, Detroit. (Will operate all types of coin machines).

Sun Coin Machine Co., 1312 North Clark Street, Chicago. (Will dis-

tribute coin-operated equipment with emphasis on amusement machines).

Cigarette Service Co., Wilson, N. C. (Will deal in cigarettes).

Interstate Coin Machine Co., 314 Locust Street, Springfield, Mass.

Launderettes, 1034 West Walnut Street, and 5611 West North Avenue, Milwaukee.

Joseph A. Newell and Sam McKelvie, 2050 Cornell Avenue, Dearborn, Mich. (Will operate music machines).

Northwest Challenger Co., Inc., 2373 University Avenue, St. Paul.

Belle Isle Amusement Center, 7217 E. Jefferson Avenue, Detroit (Arcade).

Standard Games, Inc., 673 Broadway, New York. (Will manufacture coin machines).

John Donnelly & Sons, Boston. (Will manufacture coin changers and a cigar vender).

Branch Offices

Taran Distributing Co., Miami, plans construction of new and larger quarters for their branch office in Havana.

Musicale, Inc., Washington, has opened a branch office at 12 East Lombard Street, Baltimore.

Purchases

Baker Novelty Co., 1700 West Washington, Chicago, has purchased all equipment used in manufacturing step-up units, relays and like for pin games and consoles, from the G. M. Laboratories, Inc., Chicago. Purchase includes manufacturing rights.

Harry Berger, of West Side Distributing Co., 612 10th Avenue, New York, is now sole owner of the business, having purchased all interests held by Sam Gassner.

West Coast Sales, Fort Myers, Fla., has purchased the Royal Palm Music Co., 1624 McGregor, Fort Myers.

Incorporations

Ohio Specialty Co., Louisville, has been incorporated by Charles Rosen, Myer and Milton Cohen.

David Rosen, 855 N. Broad Street, Philadelphia, has incorporated his company.

Legal Gambling Out in Arizona

PHOENIX, Ariz., July 27.—Because proponents of the measure failed to secure the required number of signatures on petitions, the general election in November will not include a referendum on legalized gambling.

Reform groups and a State beverage organization which waged a short but bitter fight against the measure were blamed by leaders of the campaign for licensed gambling for defeat of the proposition. Spokesmen have pledged to place the matter before the Legislature in January.

Pay Tax on 97 Pin Games

CORPUS CHRISTI, Tex., July 27.—City license fees were paid on 97 pinball machines and marble tables so far this year, Marvin Hunt, assistant tax collector, reported.

Name Lafferty Finance Chief Of Heller Co.

CHICAGO, July 27.—Appointment of Al Lafferty as director of the coin machine financing division of Walter E. Heller & Company was announced this week by Walter E. Heller, president.

Formerly vice-president of Coin Machine Acceptance Corporation, Lafferty resigned to join the com-



AL LAFFERTY

pany, which is widely known in the field of commercial finance.

Expressing satisfaction over Lafferty's affiliation with the firm, Heller said: "Lafferty's long experience and wide acquaintance in the industry makes him a most welcome addition to our company. We have financed millions of dollars worth of vending machines in the past, and I feel that we will now be able to better serve the industry by assisting the manufacturers and distributors with any problems they may have."

Heller recalled that the firm purchased its first contract on a coin machine in 1935, and said that it was among the first to recognize the possibilities of financing service to the coin machine trade.

Expansion plans for the Heller organization were disclosed recently with the filing of a registration statement with the Securities Exchange Commission.

Firm declared intention of selling 10,000 share of 4 per cent preferred stock, par value \$100 per share (with non-detachable common stock purchase warrants attached), and 80,000 shares of common stock, par value \$2 per share. Of the 80,000 common shares, 10,000 are being sold by two stockholders, the remainder by the company.

Net proceeds of the offering, in excess of \$2,000,000, will be used to increase general working funds of the company, it was said.

Coinman E. Backe Star With Racquet

NEW YORK, July 27.—Earle Backe, National Novelty Company, Merrick, L. I., made headlines in most papers this week when Leonard Clarke and himself defeated their opponents to make the finals of the 41st New Hampshire State and White Mountains tennis championship.

Backe is rated to be one of the country's finest tennis players, finding time to spend long hours with his hobby in spite of current business at his Long Island firm.

Cities Push U. S. World Trade Fairs

Blueprint N. Y. Plan

NEW YORK, July 27.—Plans to make this country the future home of great world trade fairs came a step nearer to fruition as Gov. Thomas E. Dewey announced appointment of a board of directors for World Trade Corporation.

Established several months ago by the Legislature in a move to build a \$100,000,000 trade center which would eclipse the renowned Leipzig International Exposition in its palmiest days, the corporation then aroused interest of coin machine firms which have reported big plans for exports of all types of coin-operated equipment.

Board appointments include a number of prominent business men, among whom are Winthrop E. Aldrich, Chase National Bank; David Sarnoff, RCA, and Charles E. Wilson, General Electric.

Ideal Market Place

Coinmen see the proposed center as an ideal marketplace for foreign sales, and greeted with enthusiasm Governor Dewey's statement of purpose, which said that the project would be "a world trade center where the fruits of manufacturing skill from every country in the world can be brought together in one place for display and exchange."

Brooklyn-born David Sholtz, who is a former governor of Florida, is seen as a moving spirit in the drive for establishment of such a center. Now appointed to the board, he is expected to be influential in decisions to be made.

Other cities also are making their own bids for winning fame as international trade headquarters. In New Orleans a group of business men have purchased a \$200,000 five-story building on which about \$700,000 will be spent to make it an imposing home for a hemispheric trade fair. Plan is for displays of all types of merchandise, and here, too, coin machine firms might find an advantageous market for their products.

Miami Exposition

Miami, under the leadership of William Liebow, local hotel man, has plans for a Pan American International Industrial Exposition. Still far from committed on actual building plans, Liebow and associates expect to set up a permanent fair feature. (See *Cities Rush Fair* on page 140)

Federal Revenue

WASHINGTON, July 27.—Taxes collected on coin-operated devices dropped from \$19,100,311 in the fiscal year ending June 30, 1945, to \$17,091,795 in the fiscal year which ended June 30, 1946.

Internal revenue officials explain at least part of the loss by guessing that many operators withdrew their machines during the last part of 1945 because of lack of repair parts. New machines may be available in time to show some appreciable effect on tax returns when final tabulations are made for the current fiscal year, tax officials suggested.

For the month of June, 1946, coin machine taxes were \$2,002,234 as compared with \$3,085,608 for June one year ago.

Calendar for Coinmen

July 31—National Automatic Merchandising Association, Region I (Maine, Vermont, New Hampshire, Connecticut, Massachusetts and Rhode Island), Copley-Plaza Hotel, Boston.

August 12-14—National Tobacco Tax Association, Hotel Utah, Salt Lake City.

October 1-4—Iron and Steel Exposition, Public Auditorium, Cleveland.

October 14-19—Electronics Industry Exposition, Grand Central Palace, New York.

October 16-18—National Automatic Merchandising Association, national convention, Congress Hotel, Chicago.

October 21-26—Dairy Industries Exposition, Atlantic City.

November 11-14—National Hotel Exposition, Grand Central Palace, New York.

November 25-26—Packaging Industry's Annual Convention (sponsored by Packaging Machinery Manufacturers' Institute), Stevens Hotel, Chicago.

Tweel Brothers Set Opening of Huntington Co.

HUNTINGTON, W. Va., July 27.—Mayflower Distributors, Inc., new local firm headed by Samuel J. Tweel, well known in regional coin machine circles, will open about September 1 in a two-story building at 1122 Third Avenue which the company has purchased and will remodel completely. Associated with Tweel, who recently returned from the armed forces, will be his two brothers, Nicholas J., also a veteran, and Charles T. Tweel.

The firm, which recently received a charter from the secretary of state, will deal in tobacco, smoking accessories, candy, drug sundries, novelties, notions, school supplies and soda fountain and restaurant supplies.

Firm will also offer store equipment and fixtures and interior and exterior store designing service. A large display room will be used for merchandising purposes.

Mayflower was incorporated under authorization to issue \$50,000 of capital stock. Samuel Tweel was named president, Nicholas Tweel is secretary-treasurer, and Charles Tweel is vice-president of the organization.

Remodeling of the building is expected to begin this week. Plans include installation of a glass and vitrolite front.

Russian Newsmen Tells Wonders of U. S. Coin Slots

NEW YORK, July 27.—Coin machines are one of the wonders of America about which correspondent Ilya Ehrenburg has been telling Russian newspaper readers in articles describing his recent tour of the U. S.

Recently published in the Moscow daily, *Izvestia*, the last installment of the Russian newspaperman's impressions points to the coin-operated lockers he saw in an Atlanta railway station as typical of the admirable side of American life.

According to his own statement, Ehrenburg looked for contrasts in our manners and customs. Thus, he couples his mention of the lockers with the following statement:

"I wanted to say to my American guide: 'You sure manage to make things easy for the existence of human beings here,' but the words froze on my lips when I saw Negroes and mulattos in the dark, smelly waiting rooms for colored persons."

Along with coin operation on his "to be admired" list were American refrigerators, washing machines, radio sets and inexpensive clothing.

Speaking of the United States complex civilization—of which he cited coin lockers as an example, Ehrenburg said: "It is impossible to understand the present age without understanding America."

Court Rules "Bank Ball" Legal in New York City

NEW YORK, July 27.—Justice Francis G. Hooley ruled in Brooklyn Supreme Court yesterday (26) that "Bank Ball," manufactured by Amusement Enterprises, Inc., was a game of skill and in "no sense" a pinball machine. Action enjoined License Commissioner Ben Fielding and Police Commissioner Arthur W. Wallander from interfering with operations of the machine in the city.

Last April a number of the machines were taken by the police in raids thruout the city and classed as pinball machines. Following the seizure, George Ponser and Irving Kaye obtained a temporary injunction to restrain the license and police departments from interfering with the operations of the machines. A "Bank Ball" machine was taken to court in attempt to prove before Justice Hooley that it was a game of skill and did not require the action of a plunger.

Declaring that the machines were "substantially different" than any

other machine involved in any reported case in the State, the court said that the machines, as presently constructed, were not gambling devices and that no proof had been offered that "any gambler, amateur or professional is interested in the game or its manufacture."

The decision means that no license is required under the administrative code of the city of New York for the operation of the machines, which were declared not readily convertible "to gambling machines" within the meaning of Section 982, of the Penal Code, under which action has been taken against pinball machines in the past.

Over 1,000 of the "Bank Ball" machines were declared to be on location thruout the United States, according to officials of Amusement Enterprises, and 700 more were declared to be now in the process of manufacture for future delivery outside of the city.

Solons Approve Michigan Bonus But Dodge Levy

LANSING, Mich., July 27.—Michigan State Legislature, in a special session, voted to put a proposal for a State bonus to veterans on the ballot in November, but it sidestepped the question of how the estimated \$270,000,000 needed to pay it would be raised.

No one knew just where the money will come from after the Legislature rejected all attempts to attach some sort of financing provision to the resolution placing the proposal on the ballot.

Before Governor Kelly summoned the special session, a legislative study committee had proposed that the bonus be paid thru a cigarette tax calculated to raise \$15,000,000 a year and a boost in the barrel tax on beer to bring in another \$5,000,000. But after the Governor told committeemen that veterans' groups insist the cost should be borne equally by all Michigan residents, the committee changed its mind and withdrew the proposal.

Proposed bonus would be paid on the basis of \$10 for each month of service in the U.S. and \$15 a month for each month overseas between September 16, 1940, and June 30, 1946. Maximum amount payable would be \$500 to any one veteran. This sum also would be paid to beneficiaries of any serviceman who died in service.

Short Silver May Be Eased As Fight Ends

WASHINGTON, July 27.—Settlement of the silver price dispute and passage by Congress of legislation permitting industrial users to buy government-owned silver at 90.5 cents an ounce apparently spelled the end of a silver shortage which has threatened the coin machine trade at several points.

Lack of silver, which has led in some cases to melting silver dollars in order to obtain the metal, threatened especially production of silver nitrate—essential material for photographic film used in photo machines as well as in coin-operated movie equipment.

Shortage also was pinching electrical manufacturers. One of the best conductors of electricity, silver is used widely for contact points and production of motor-controlling devices, and refrigerator freezing units were hampered because supplies were running out.

General Electric, for example, uses about 5,000,000 ounces of silver a year, and has not purchased any since December, 1945, when previous legislation authorizing sales of Treasury silver expired.

Vets Borrow \$872,000,000 For Homes, Business, Farms

WASHINGTON, July 27.—According to the Veterans' Administration, more than 188,000 returned soldiers have borrowed a total of \$872,276,000 under the G.I. bill of rights. The administration reported that 165,737 of the loans were made for homes, 16,215 for business purposes and 6,465 for farms.

Milwaukee's Soft Drink Likes

Candy Sales Down 6% for Five Months

Bars Still Leading

WASHINGTON, July 27.—Candy sales for the first five months of this year were 6 per cent under the figures for the comparable period of 1945, according to a recent survey of the candy industry by the Bureau of the Census, Department of Commerce. The survey showed also that on a month-to-month comparison of sales totals for the current year, May was about 21 per cent under the previous month.

The survey was based on reports from 281 manufacturers of confectionery and competitive chocolate products, including manufacturer retailers, chocolate manufacturers and wholesale manufacturers.

Bar Goods Up

Bar goods and general line merchandise, both accounting for a large proportion of vending machine sales, continued to lead all other types of confections both in poundage and sales value.

Altho the average value per pound of candy increased from 25 cents in April to 25.5 cents in May, the quantity based on pounds was 18 per cent under that reported for May, 1945, and sales value dropped 8 per cent.

Trade spokesman laid declines in sales from April to May this year to seasonal slump. Manufacturer-retailers reported a drop in sales of 21 per cent and wholesale manufacturers were down 12 per cent. Manufacturers of chocolate products showed an increase of 4 per cent during the period.

High Court Rules Ohio Milk Venders Not Sales Taxable

COLUMBUS, O., July 27.—Ohio Supreme Court, in a case decided July 3, handed down an opinion that milk-vending machines on industrial locations are considered making "sales of food for human consumption off premises" and are, therefore, not taxable under the State's 3 per cent sales tax.

Ohio sales tax does not apply to food which is purchased from any type of retail establishment to be consumed off the premises.

The complete report of the decision, which may have its effect in other States where similar laws apply, is not yet available. Printed below is a summary of the decision from the *State Tax Review*:

"Sales of packaged fluid milk by a dairy thru vending machines located in an industrial plant over which plant or any part thereof the vender has and exercises no right of control, but has only the right of ingress and egress to service the vending machines by placing therein milk in containers and removing therefrom the coins inserted by purchasers, are sales of food for human consumption off the premises where

New York Firm Announces Three New Drink Venders

NEW YORK, July 27.—A coin-operated bulk milk vender, a soft drink vender, and a non-carbonated beverage dispenser, all cup venders, were announced this week by Maurice Schack, president of the Milk-O-Mat Corporation, a new coin machine firm at 500 Fifth Avenue here. Manufactured in the United States and in Canada, quantity deliveries are expected by the end of the year of the new machines, Schack added.

"Milk dispensed from a 40-quart size can, contained within the machine, will provide 213 5-cent drinks of six ounces each—or with a slight alteration—10-cent drinks can be made," Schack adds. A patented automatic cup disposal system is built into the side of the machines.

Features Listed

Machine is adapted for milk and chocolate milk or buttermilk. A patented system of agitating, mixing and measuring mechanisms assure even distribution of butter fat and uniformity of drink in quantity and content. Size of the cabinet is 25 inches wide, 19 inches deep, 70 high, and weighs approximately 300 pounds.

The soft drink and non-carbonated machines will have the same style appearance on the outside, but will be totally different on the inside, Schack states. All three machines will stand on coasters, be equipped with a counter device that registers each drink dispensed, and be available for either AC or DC current. The milk dispenser has already been approved by the board of health of the city of New York and the U. S. Public Health Service, Schack says.

The soft drink vending machine will serve one to three drinks auto-

matically in one, two or three different flavors. Feature of the non-carbonated machine will be the serving of fruit juices of all types.

Samuel D. Polsen, owner of the Standard Pattern Works, Bridgeport, Conn., is the inventor of the machines and will, according to Schack, "be in charge of production of the dispensers." The machines were ready before the war, but with the halt of production on machines of this type during the war, it was decided to wait until the end of the war before introducing them to the trade.

Montreal Factory

In Canada a branch of the Milk-O-Mat Corporation, known as the Milk-O-Mat Company (Canada, Ltd.), will handle sales. Manufacturing in Canada will be undertaken by the Canadian Marconi Company of Montreal. Sale of the machines in Latin America is now being promoted, Schack adds.

Officers of the new organization beside Schack are: Samuel Werner, vice-president; Thayer D. Moss, secretary; Peter Schwoebel, treasurer; Dr. Charles B. Reed, board member; Irving Paul, of Canada, board member, and H. J. Rose, of Canada, board member.

Franchises thruout the United States and Canada will be awarded to operators of the bulk milk vending machines, but unrestricted sale of the other two coin machines will be made.

Jennings To Produce Pop Vender Mchs.

Production in 1947

CHICAGO, July 27.—O. D. Jennings Company here announced this week that it has completed work on two new soft-drink-bottle vending machines, and that working models are now on hand, altho production will not begin until early in 1947.

One of the models—the one which will go into production first—is designed especially for Grapette franchise holders. The machine will, however, be available to others.

This model has a rotor capacity of 121 six-ounce bottles with 110 in a pre-cooling unit at the top of the machine. The same machine can be converted to handle 97 seven-ounce bottles, with 51-pre-cooling; or 61 12-ounce bottles, with 50 bottles in the pre-cooling unit.

The machine stands 68 inches high, is 29 inches wide and 28½ inches in depth. Exterior finish on the completed model is white enamel, giving the vender the appearance of a modern streamlined refrigerator unit.

Both machines have dual coin chutes to handle nickels and dimes, and both are equipped with coin returns in the event the machine is empty. The second vender, on which details are not now available, will handle a much larger capacity of 10 and 12-ounce bottles.

Study Shows Public Taste

Pop sells no matter what brand name—Coke leading cola drinks—Pepsi second

MILWAUKEE, July 27.—Results of the annual soft drink survey conducted here by *The Milwaukee Journal* have been made public. The survey shows preferences and buying habits of a cross-section of this city's buyers.

For testing purposes, the newspaper selected some 7,000 families out of an estimated 228,927 residing in the area. Asked whether they bought carbonated beverages, 93.9 per cent of the families replied yes. If this is a true cross-section, it would mean that 214,962 Milwaukee families buy soft drinks, while only 13,065 families do not.

One of the most interesting results of the survey—which has its importance to the vending machine industry—is the fact that family income does not seem to affect soft drink purchases. There was only a slight variation between purchases made by those who pay more than \$50 per month rent and those who pay less than \$30. Soft drink men believe that this is an indication that their business can be expected to hold up during depression periods.

Cola Drink Lack

Milwaukee families, questioned in the survey, reported that white soda is the most widely consumed in the area. Some 70.4 per cent of the families purchase it. It would seem that the increase in sales for beverages of this type is directly traceable to a lack of the once more popular cola drinks.

Indication of just how low supplies of some kinds of soft drinks which use a heavy sirup content have fallen can be obtained from the survey of cola drinks. In the 1945 survey conducted by the same newspaper, 61.2 per cent of the Milwaukee families reported that they purchased cola drinks. The latest report, however, shows only 40.1 per cent of the families buying cola beverages.

For all the fact that cola beverages have declined because of production problems, they still rank (See *Milwaukee Holds on page 115*)

Juke Box Lunch, It's Called Here

CHICAGO, July 27.—Captioned "Juke Box Lunch," a photograph in the current issue of *Business Week* pictures the push-button menu selector for which inventors Frank Folis and Joe Cerrito, of Memphis, released details recently.

Various selections on the menu are numbered with buttons on a small cabinet resembling the ordinary wall-box music installations numbered correspondingly. Patron pushes appropriate button and mechanism registers his choice in the kitchen. A Memphis restaurant is now testing the apparatus, and inventors say manufacture will begin as soon as materials are available. No provision has been made to date for coin operation.

Wrigley Gum Firm Shows Profits Up In First 6 Months

CHICAGO, July 27.—Profits increased during the second quarter and the first half of 1946 compared with same periods last year, the William Wrigley Jr. Company announced this week. Net income for the three months ending June 30 was \$2,006,987, compared to \$1,606,003 during the same period in 1945.

Report issued by the firm shows consolidated earnings for the first half of 1946 amounted to \$3,555,409 as against \$3,163,726 in the first half of 1945. Gross profit on sales in the second quarter of this year rose to \$4,647,973 from \$3,822,625 last year.

Wrigley reported that the loss sustained on gum which was returned from sales in prior years to the armed services amounted to \$108,918. This item, after tax reduction, was charged to reserve for contingencies.

sold and are not taxable. The words 'premises where sold' mean the limited portion of a building, structure, enclosure or other area, where sales or purchases of foods for human consumption are made, which is in the actual possession or under the actual control of the vender."

Southeast Growers Will Retain Leaf Quota Three Years

WINSTON-SALEM, N. C., July 27.—Despite reports that growers of flue-cured tobaccos in Southeastern States are producing a record crop, tobacco-raisers in the region demonstrated an awareness of the future by voting overwhelmingly to retain federal marketing quotas for three more years.

Growers have voted for a modest acreage reduction in 1947 and gave the Department of Agriculture acre-

age controls for 1948 and 1949. The federal agency in return has assured growers that it would lock up any surpluses that might develop over the three-year period. A preliminary count showed proposals favoring federal control won a 97.1 per cent vote.

Southeastern growers of flue-cured tobacco, chief cigarette leaf, expect British buyers to be back in the market for the first time since 1939 as a result of passage of the British loan. Commodity Credit Corporation in recent years has purchased cigarette leaf for the United Kingdom.

With the ending of lend-lease, (See Three-Year Quota on page 115)

Held Three Hours By Cup Dispenser

NEW YORK, July 27.—Failing to receive a cup after depositing a penny in a drinking cup vender at a motion picture theater here, a nine-year-old boy from the Bronx was held prisoner by the machine for three hours after he thrust his hand into the dispenser to jiggle the cups.

It took the combined efforts of the police department, theater management, hammer, chisel, vise and file to free the boy, who was rewarded for his patience by two tickets for the next theater performance.

List Canteen Co. Stock on N. Y. 'Change

450,000 Shares Out

NEW YORK, July 27.—Application of Automatic Canteen Company of America for listing of its common stock on the New York Stock Exchange has been approved, company officials reported, and it probably will be actually admitted for trading on the floor in August.

Company has outstanding 450,000 shares with a par value of \$5. It is currently quoted in over-the-counter trading at \$26 per share.

Following story of the listing appeared in *The New York Herald-Tribune* recently:

"The varied roster of securities of corporations traded on the New York Stock Exchange became more diversified recently with the addition of 450,000 shares of \$5 par value common stock of Automatic Canteen Company of America.

Toothpicks to Venders

"Since its inception 156 years ago, the Exchange has extended trading privileges to equities of companies manufacturing items ranging from toothpicks to superfortresses, and operating anything from butter churners to ocean liners. Now an organization which has merchandised food products automatically since its formation in 1931, and which will soon place in operation an ingenious mechanism designed to vend hot sandwiches, has been added to the trading list.

"The Canteen Grill, as the device has been named, will dispense dust-proof, moisture-proof wrapped sandwiches, including hamburgers.

"A sandwich, as selected by the consumer, will drop onto a cooker, where it will be done to a turn by electronics while being automatically seasoned, after which it will be delivered with mustard or catsup or without.

"The company manufacturing this device for Automatic Canteen Company has run into numerous obstacles because of work stoppages, shortages of critical items and other causes beyond their control. Officials of the producing corporation, however, believe they will be able to deliver substantial amounts of the Canteen Grill during the latter part of the year.

Began in 1931

"Since its organization under the laws of Delaware in 1931, Automatic Canteen has engaged in automatic merchandising of food products. Beginning operations in and around Chicago, its original equipment was purchased from manufacturers regularly engaged in selling such equipment. Machines purchased originally included Standard Candy Canteens, which sold nickel candy bars; Standard Gum Canteens, which delivered sticks of chewing gum, and Standard Nut Canteens.

"The concern owns no manufacturing facilities. It has never produced any of its canteens and has no plans for doing so. An engineering department is maintained to study and improve the operating efficiency and appearance of existing types of machines and to develop new canteens suitable for vending other products."

Company's sandwich vender is being made by General Electric Company, under a contract originally calling for production of 5,000 machines.

Mr. Cigarette Operator:

STEP UP YOUR PROFITS
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STEPPED UP CAPACITY
of the new
U-NEED-A
"Monarch"



THIS EXCLUSIVE PATENTED U-NEED-A "2-IN-LINE" DUAL CONTAINER FEATURE gives to each column a true double capacity. This feature is not to be confused with the outmoded "shift" columns that jam repeatedly... and as every operator knows "shift" columns always have been troublesome. The "Monarch" is expressly designed to give a MAXIMUM OF PROFIT WITH A MINIMUM OF SERVICE CALLS PER LOCATION... thereby lowering your service costs. The U-Need-A exclusive patented "2-In-Line" dual container feature makes it possible for you to turn remote and distant spots into profitable locations.

COMPARE THESE PROFIT-PRODUCING CAPACITIES WITH THE CAPACITIES OF MACHINES OFFERED BY OTHER MANUFACTURERS AND YOU WILL CHOOSE THE NEW, STREAMLINED U-NEED-A "MONARCH".

6 Columns 380 Packs

8 Columns 510 Packs

10 Columns 640 Packs

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Count and wrap \$4 in nickels
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what we have.)



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IN ORIGINAL CARTONS
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65c DOZ., POSTPAID
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CANDY MEN TALK 7-CENT BAR

Must Find Way To Meet Costs

Chocolate, dextrose prices higher—other materials to increase by end of year

CHICAGO, July 27.—Seven-cent candy bars were up for discussion this week among candy manufacturers as a possible solution to the problem of mounting materials costs, but the majority of producers still insist that they will stick to the nickel price until a boost is absolutely inevitable.

Together with the 7-cent idea came others, ranging from straight mark-ups to tie-in sales schemes, none of which appeared to hold an answer for concurrent problems of the vending machine trade. Weight reduction of bars, said to be under consideration by OPA before its collapse, is seen as the best way out by vending operators and also by manufacturers who count on such action with reinstatement of price controls.

Tie-in plan would involve introduction by manufacturers of dime candy bars to be sold together with established nickel sellers. Profits on higher-priced items would offset losses on nickel bars, according to firms which espouse this method. Other makers think straight increases for nickel bars to 6, 7 or 8 cents, with 7 cents as the average, would be the better way.

Some candy producers already have raised prices per box during the lapse of OPA controls. While most bar goods continue to sell to wholesalers at 64 to 68 cents per box of 24, one firm is reported to have boosted the box price to 72 cents. Still other firms are waiting for final action on OPA legislation before making shipments to wholesalers.

Concerning dime bars, one trade source predicted that the number of these items on the market by next fall will be greater than at any time since World War I. This is in the face of a reported decrease in sales of the dime category from approximately 35,000,000 pounds in 1944 to 18,000,000 pounds in 1945.

Cost problems which have stirred up necessity for the price advance

Cleveland Vets Draw Ladies With Town's First Coin Laundry

CLEVELAND, July 27.—Cleveland housewives can now carry their weekly wash to the first coin machine laundry to put in an appearance here. These ladies will put their wash into sacks furnished by the laundry, and while the wash is coming out clean, they will take advantage of the establishment's Happy Monday Club. In 30 minutes the wash is damp-dry, ready to take home.

A girl weighs laundry parcels as they are brought in, escorts the housewife to a machine and instructs her how to deposit coin and clothes. The machine fills and empties itself, soap is provided without charge and a quarter operates the washer for half an hour. Each machine takes 10 pounds of laundry, but if the housewife has 50 pounds, she can use five machines and still be thru in a half an hour.

Two war veterans, Richard Sloss and Robert W. Strauss, are co-managers of the laundry.

New Cigar Vender

NEW YORK, July 27. — A cigar vender that is intended to be attached to the side of a cigarette vending machine is now in the final stages by a Connecticut manufacturer. Announcement is expected early in September.

are becoming tougher daily. With chocolate prices up 20 per cent over OPA ceilings and dextrose rising to 8.85 cents per pound, more material price increases are expected during coming months—with or without OPA.


What will happen to supplies of candy bars for vending machines, setting aside the question of price, is indicated in current forecasts for crops such as corn and sugar. Drop in candy sales volume noted during the first five months of this year is said to have been caused by a production slowdown following a critical corn sirup shortage rather than by any decrease in demand. Thus, manufacturers are hopeful about getting more candy into the hands of consumers as Department of Agriculture experts promise the biggest corn crop in history for this fall. Except for the ever-present headache of sugar supplies—for which candy men have little hope for more than continuing of the current ration this year—the industry can, therefore, count on adequate materials to boost output and sales above the level of early 1946.

During the normal summer slow-

down which has closed many candy plants throught the country during a part of the summer, or brought reduced operations, the candy industry is debating all of these issues, planning strategy moves and waiting for Congress to make up its mind on new controls. And until decisions are made, vending machine operators are likely to be left with no definite information on what to expect either concerning candy bar prices or supplies.

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KING OF THEM ALL

IF YOU ARE INTERESTED IN A BUSINESS OF YOUR OWN THAT WILL MAKE YOU FAR ABOVE THE AVERAGE EARNINGS, THEN CONTACT US FOR PARTICULARS



REGAL PRODUCTS CO.
GAYS MILLS, WISCONSIN

ONLY THE NEW
DUGRENIER Challenger
(AMERICA'S FOREMOST CIGARETTE MERCHANDISER)
CAN HANDLE—
today's constantly changing prices...
today's wide variations in tax rates!

DuGrenier foresaw the possibility of today's wide variations in cigarette prices and taxes. That is why, in perfecting the NEW DUGRENIER CHALLENGER, their engineers developed the most flexible coin mechanism ever offered in a cigarette merchandiser.

Only the CHALLENGER coin mechanism operates on nickels, dimes (AND QUARTERS—optional) and in all coin combinations—such as 3 nickels and 1 dime, or 2 dimes and 1 nickel, or 5 nickels, with separate slug-rejection for each coin (QUARTER—optional). You can operate different columns to vend at 10c and 15c or 15c and 20c or 20c and 25c in the same machine at the same time. Coins are automatically separated into proper channels from one coin insert plate.



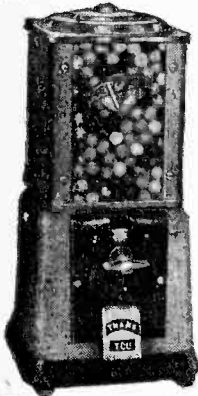
ARTHUR H. DUGRENIER, INC.
America's Foremost Manufacturer of Automatic Merchandisers
15 HALE STREET HAVERHILL, MASS.

BALL GUM

is still scarce and will be for the coming year; better order Marbles now, the best substitute!

CAN STILL SUPPLY

Glass, Agate, Assorted Color Marbles. Barrel of 50,000\$54.50
Keg of 21,000 23.80
Solid Color, Cherry Red for Prizes. Per Thousand\$4.00



BRAND NEW!

PROMPT DELIVERY!

Victor Model "V" 1¢ Vendors. Handle ALL KINDS of nuts, candies and ball gum with no extra attachments re-

Model "V" Standard quired, Finish (glass globe), Each \$11.75
Model "V" DeLuxo Cabinet (as pictured), Ea. \$13.75

YOU HAVE TRIED THE REST — NOW TRY THE BEST.

NEW "BELL" CHARMS

ASSORTED COLORS

10 Gross\$ 9.00
100 Gross 85.00
Samples — 25c
Parcel Post Paid

ROY TORR

LANSDOWNE PENNA.



VICTOR'S MODEL "V"

Famous Pre-War Vendor

GLOBE TYPE

Model V capacity: 5 to 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 3/4" and 3/8" ball-gum.

Model V Del. Cab. Type, \$13.75 Ea.
Model V Wall Bracket, 85c Ea.
Combination 1¢ and 5¢ Coin Counter, Plus Postage, \$1.25 Ea.

Orders Filled In Rotation
1/3 Dep.; Cert. Check or M. O.; Balance C. O. D.

Model V Globe Type, \$11.75 Ea.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y. 461 Sackman St. Brooklyn 12, N. Y.

CIGARETTE MACHINES

REAL BARGAINS

ALL SET FOR 20c

DuGrenier W's, 9 Col.\$55.00
DuGrenier 7 Col. Mod. S. Ea. 30.00
Rowe Aristocrats, 6 Col., with Stands, Takes All Comb. of 20c \$22.50 Ea. Repainted.
8 Col. Round U-Needa-Pack. Ea. ..\$10.00
Penny Pusher, new, \$47.50
20 Peanut Mach. For Lot\$100.00

What Have You to Sell?

Half Deposit. Phone: BA 9-0606

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

15 USED BOTTLE DRINK VENDERS

Suitable for dispensing popular bottle drinks. All in perfect condition. Must be sold at once.

JOSEPH GUTTERMAN

291 Broadway NEW YORK CITY 7
WOrth 2-4545

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 POINTER WHEN IN USE

Skilled Hand Workmanship Is Employed in Building This Scale To Assure 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.

\$18.50

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH

Distributor of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.



Coin-Operated Electrical Grocery Seen Possibility By Designer of Keedoozle

Says Electronic Devices Pave Way for Coin Food Sale

CHICAGO, July 27.—Coin-operated, electrically automatic grocery stores are a distinct possibility for the near future, according to E. S. Peterson, of the Automatic Electric Company here, designer of electrical circuits and maker of parts for many coin machine manufacturers.

Peterson, who was development engineer for Clarence Saunders's widely publicized Keedoozle (Key Does All) automatic grocery which has been successfully demonstrated here, said new electronic devices and a revolutionary system of relays would make conversion of Keedoozle to coin operation relatively simple.

Saunders, founder of Piggly-Wiggly, first successfully operated self-service grocery stores, invested \$600,000 and years of his time in attempting to perfect a grocery store which would be as automatic as possible.

Model Completed

Working from basic patents held by Saunders, engineers under Peterson, added improvements and designed special equipment to make this possible. Recently completed, was a working model, which for all practical purposes eliminates the annoyance of searching among hundreds of items for the desired purchase, cuts down overhead by conserving space and saves thousands of dollars in pilferage losses. Estimates by the retail grocery industry have placed the latter at 2 per cent of gross sales, or a loss to the nation's retail grocers amounting to \$300,000,000 annually.

Set up of the Keedoozle grocery stores as planned by Saunders will be designed to take away, as far as possible, much of the burden from the shopper. Upon entering the Keedoozle the shopper picks up a key equipped with a handle and containing a roll of paper similar to that used on an adding machine.

Samples of the store's merchandise are displayed in glazed-in cases along the walls and in convenient spots elsewhere in the store. On each item is a tag with quantity and price similar to that on the display item. When the shopper inserts the key, an automatic reaction perforates the tape. Placement of the perforations code the item, quantity and price.

Automatic Totaling

On completion of purchasing, the shopper takes the key to the cashier's desk, where the tape is removed and inserted into a translator. Pressure on a single button, sets up an electrical circuit thru the perfora-

tions which are transmitted thru the relay system to a series of chutes containing the merchandise which is released in the proper quantity.

Simultaneously, the number of items and price are registered on a smaller tape in an electrically operated automatic adding machine at the desk. The merchandise released carries to a high speed conveyor which runs from a separate section at the rear of the store to the cashier's desk where the merchandise is counted for comparison with the adding machine figures.

Saunders plans to have two complete systems in each store, so that while one cashier is wrapping the merchandise purchased, another can be serving another customer.

The system eliminates the necessity of having the food items in the front of the store, and will cut down on the number of employees required.

According to Saunders, a Keedoozle can be operated successfully with only seven employees. This would allow two cashiers, two wrappers, two stock boys and a floor man to answer questions and assist customers in making selections.

He said that two boys working at the stock room can keep the merchandise chutes filled at the rate of \$1,000 worth an hour.

Vending Glass Containers

Dispensing of food in glass containers has proved feasible, Peterson said. As a result of experiment it has been found possible to regulate flow of merchandise and to place the glass containers at the front of the line of chutes so that breakage is negligible.

Chutes are built to accommodate standard sizes of canned goods, and utility chutes have been developed in which odd-size packages can be used. On the working model only two types of chutes are used, but plans for developing dispensers for other types of containers are in the blueprint stage.

Saunders has not yet announced the date of his first opening, nor the location, but according to members of the industry, material shortages, especially in steel and copper wire, will prevent full-scale operation for a long time. It was pointed out that Saunders plans to open stores in every large city in the country.

Peterson said that many manufacturers are interested in the machine for industrial purposes and that members of the automotive industry were intrigued by its possible use as a tool and parts distributing agent. He said that the machine can be reduced in size to handle smaller items or increased to handle any size or weight.

Spokesmen for the coin machine industry said that an adaption of the Keedoozle, on a small scale, could be used successfully in apartment house lobbies and in small locations for dispensing canned and delicatessen food items.

Coin Play Dips in Miami

MIAMI, July 27.—A drop in coin machine play here has resulted from a 50 per cent decrease in tourist arrivals. The United States Employment Service announced recently that arrivals number between 4,000 and 5,000 daily in comparison with the normal number of 10,000 persons.

NEW! WORLD'S FIRST PRECISION BUILT

5 CENT BULK VENDOR



NOW!

IMMEDIATE DELIVERY

Write for Further Details.

Salesmen and Distributors wanted east of Iowa. Get in while there's no competition.

LOS ANGELES MANUFACTURERS

Contact F. J. McKERNAN, Dist. Mgr. U. S. Bank Bldg. Johnstown, Pa.
or VIRGIL E. EARL, Dist. Mgr. 808 No. 3rd St. Milwaukee, Wis.

Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk vendors have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—vendors built for operating in the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
3 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

10 CIGARETTE MACHINES STEWART-McGUIRE

7 Col. Model S

Original Paint, clean Mechanisms, Takes 2 Dimes, Dime and 2 Nickels or 4 Nickels. Perfect fitting cases and good locks and mirrors.

\$42.75 Each

Subject to Prior Sale

VEEDCO 2113 MARKET ST. PHILA. 3, PA.

CHARMS

CHARMS CHARMS

BRAND NEW ASSORTMENT OF BRIGHT SPARKLING ALL PLASTIC CHARMS

Just the Item to pep your Bulk Sales

1,000 \$ 4.00
10,000 35.00
25% Cash with Order

M. L. SALES CO.

903 Bailey Bldg. Philadelphia 7, Pa.

ADVANCE NO. 11
BULK VENDOR
Built for the Operator!



PRICES
1 to 9 \$10.31
10 to 24 9.35
25 to 49 8.66
50 to 99 8.25

The Finest Tasting **RED PISTACHIO NUTS** 70¢ Lb.

Salted Squash Seeds, 20¢ Lb.

Spanish Peanuts, 22¢ Lb.

Jumbo Peanuts, 27¢ Lb.

This machine is exceptionally strong in construction—the result of over 45 years of experience where no effort or expense has been spared to perfect it!

J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y.

Milwaukee Holds a Survey To Test Public's Pop Taste

(Continued from page 111)
third in Milwaukee family preference.

Coke Holds Lead

And of all the cola drinks, Coca-Cola holds the lead, as it has in prior surveys. Approximately 50.2 per cent of the families questioned reported Coke as their favorite cola drink. This is a drop from the 1945 survey, when Coca-Cola was the preferred cola drink for 63.6 per cent of the families.

Pepsi-Cola again took the second place in family preference, with 19 per cent of the families preferring Pepsi next best to Coke. Year before, 1945, 21.3 per cent of those families reporting said that they preferred Pepsi above all others. While this is a drop in preference, it is to be noted that the margin of difference between Coca-Cola and Pepsi-Cola has been narrowed.

The Milwaukee Journal discovered that there are approximately 30 "brand name" cola drinks selling in the metropolitan area.

Root beer, favorite in many a vending machine particularly where sugar supplies were cut low, took a nose dive as far as "brand" names are concerned. In 1942 Milwaukee had approximately 83 different brands of root beer. By 1945 this had dropped to 37, and the current survey shows only 28 root beer brands being sold in the area.

Root Beer Down

In 1945 root beer ran high on the family preference list, but the lack of supply forced a root beer decline during 1946.

One conclusion reached from the survey will be of interest to soft drink vending operators who during the past few years have often found their beverage supplies way short of demand. The survey points up a decline in the number of brands, but shows an increase in the amount sold. This is a situation somewhat similar to the one which developed during the cigarette shortage.

The same thing that happened to cigarettes has likewise happened in the soft drink field—new brands have come along to compete with the regular or standard brands. Just as the consuming public bought many off-brand smokes during the cigarette famine, so do they buy little known soft drinks when they cannot get the kind of drink to which they are accustomed.

What Happens When?

What will happen when sirups and other ingredients are plentiful is a matter of conjecture. When standard brand cigarettes returned in full supply after V-J Day, most of the

off-brands faded away. Today, some retailers are still trying to get rid of off-brand cigarettes with which they stocked during the shortage. Many of these are now selling at three packs for 25 cents and not selling fast.

Whether this situation will hold true for soft drinks, no one knows. Unlike the cigarette men, soft drink dealers are not so likely to be stuck with large quantities of beverages, since supplies are so scarce that most bottlers cannot accumulate large quantities of beverages—demand quickly exhausts their supply.

But the survey here bears out the experience of vending machine operators everywhere—that the buying

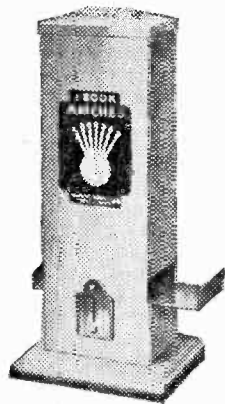
Rowe Adds New Plant in N. J.

NEW YORK, July 27.—Purchase of a new plant at Whippany, N. J., from Magna Manufacturing Company, Inc., by Rowe Manufacturing Company, makers of cigarette vending machines, was announced here today by J. I. Kislak, Inc., brokers. Over 125,000 square feet are in the new building, which is located on a 50-acre tract of land.

All activities of Rowe will be consolidated in the new Whippany location, officials state. Up to now Rowe has been operating departments in Belleville, Clifton and Newark, N. J.

public, when it is hot and thirsty, will purchase any cool, clean drink, whether they have heard of the brand name or not.

HAWKEYE MATCH VENDORS



again leading the field.
Built in 2 models.
2 Books for 1c
or
1 Box for 1c.

Retails for \$5.95

HAWKEYE NOVELTY CO.
1754 East Grand DES MOINES, IOWA

CIGARETTE VENDING MACHINES

- U-Need-a-Pak Model 500, 15 Col. \$125.00
- U-Need-a-Pak Model 500, 9 Col. 120.00
- National 9-30's, 9 Col. 72.50
- National 6-30's, 6 Col. 22.50
- DuGrenier W, 9 Col. 67.50
- DuGrenier S, 7 Col. 45.00

Advance Candy Machine, 4 Col., 64-Bar Capacity, \$37.50.

Our equipment reconditioned by New York's leading mechanics! Refinished like new. Ready for location!

Uneceda Vending Service
100-102 Scholes St. Brooklyn 6, N. Y.

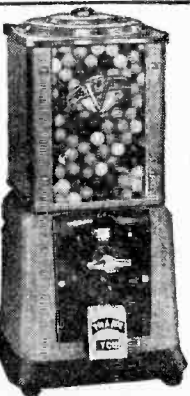


BRAND NEW! PROMPT DELIVERY!

Victor Model "V" 4c vendors. Handle ALL KINDS of nuts, candies and ball gum with no extra attachments required.

Model "V" Standard Finish (glass globe) each... \$11.75
Model "V" DeLuxe Cabinet (as pictured) each... \$13.75

Terms: 1/2 Cash With Order; Balance C.O.D.
R. H. ADAIR CO.
6924-6926 Roosevelt Rd., Oak Park, Ill.



THREE-YEAR QUOTA

(Continued from page 112)
members of the Leaf Tobacco Exporters' Association voted to work out a contract with the tobacco stabilization unit of Commodity Credit to try to assure an average price of at least 90 per cent of parity for all leaf tobacco.

According to the Tobacco Association of the United States, half of this year's record 1,274,000,000-pound flue-cured crop will have to go to foreign markets if prices are to come up to wartime levels.

Big Growers' Profit

The 1945 crop of 1,174,000 pounds sold at 43.7 cents a pound, yielding a handsome profit to growers, according to the association. Last year's market was strengthened by the world-wide shortage of cigarette leaf, it was pointed out. Allotment for 1946 was set at 1,257,000 acres, an increase of 137,000 acres over 1945.

NEW NORTHWESTERN

MODEL 33 \$9.95 **READY FOR DELIVERY** DELUXE \$19.75

RUSH YOUR ORDERS TODAY!

WE ARE AUTHORIZED DISTRIBUTORS FOR NORTHWESTERN

ALSO AVAILABLE—MODEL 39.....\$11.80

ALL ORDERS FILLED AS RECEIVED!

AMERICAN EAGLE

Reconditioned Like New

1c or 5c

Token or 25c Payout

\$29.50

- Superior Cig. Reels Vendor \$ 7.50
- Steeplechase, New. Ea. 19.50
- Sparks (Gold Award) 29.50
- Marvels, Cig. Reels 24.50
- A. E. T. Guns 29.50

COLUMBIA BELLS

Improved 1946 Models

\$145.00

Lots of 5 \$127.50 Ea.

Changeable to 1¢, 5¢, 10¢, 25¢ Play

Ready for Delivery!

New **GOTTLIEB 3-WAY GRIP SCALE**

\$39.50 Each

PACE

THE BIGGEST NAME IN BELLS

DELUXE CHROME BELLS

5c.....\$262.50
10c..... 282.50
25c..... 312.50

IMMEDIATE DELIVERY! ALL CHROME FINISH. SIDES ARE COVERED WITH STAINLESS STEEL DRILL PROOF PLATES.

NEW FIVE BALL, F.P.

Catalina...\$249.50 Bubbles...\$249.50
Surf Queen... 327.50 Stage Door... 274.50
Suspense... 324.50 Canteen... 279.50
Riviera...\$279.50

MILLS Brand New Vest Pockets \$74.50

- MUSIC**
- Rock-Ola Imperial \$275.00
 - Mills Throne 375.00
 - Wurlitzer 61 Counter Model 199.50
 - Seeburg Classic 450.00
 - Seeburg Symphonia, 12 Rec. 169.50
 - Rock-Ola Twelve 149.50
 - AMI Singing Tower 450.00

- CONSOLES**
- All in Perfect Condition
- Harvest Moon \$119.50
 - Big Game 109.50
 - Bob Tail 119.50
 - Zeta 50.00
 - Fast Time 119.50
 - Triple Entry 125.00
 - Jennings F.P. Silver Moon Counter Model 79.50
 - Hi-Hand 189.50
 - Mills Jumbo Parade 124.50
 - Big Top 119.50

- USED COUNTER GAMES**
- Arcade Grippers, Heavy Cast Iron, Floor Model \$49.50
 - Imps, Cubs 8.90

- USED**
- Gun Club \$ 72.50
 - Grand Canyon 179.50
 - Rotation 39.50
 - Hit the Jap (Gold Star) 49.50
 - Texas Mustang 59.50
 - Legionnaire 69.50
 - School Days \$ 49.50
 - Sport Parade 49.50
 - Cadillac 49.50
 - Sea Hawk 59.50
 - Sink the Ship (7-Up) 69.50
 - Metro 59.50
 - Mystic 59.50
 - All American \$60.00

BRAND NEW IMPS, ea. \$13.50

- USED VENDING MACHINES**
- Northwestern Tri-Selector \$22.50
 - New Shipman 3 Col. Stamp Machine 39.50
 - Variety Shops, 5 Col., Clean, With Stand 17.50
 - Snacks, 3 Col., New Finish, With Stand 17.50
 - Brand New Stamp Machine 17.50
 - Advance Stamp Machines, 5¢, 10¢ or 25¢ Slots, Brand New 15.00
 - Model V Standard, New 11.75
 - Model V DeLuxe, New 13.75
 - Silver Kings, Rebuilt, Like New 7.95
 - Waiting Guester Scale 150.00
 - New 5¢ Hot Peanut Machines 39.50
 - 1¢ Master Peanut Machines (Porcelain Finish), Sample, \$9.00. (Lots of 5) 8.50
 - Advance Model D, Ball Gum 7.95
 - Columbus Model M 8.50
 - Columbus Bi-More 14.50

DEPOSIT REQUIRED WITH ALL ORDERS—SEND FOR COMPLETE LIST

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN STREET PHILADELPHIA 23, PA.

Warn Ops Against Juke Vandals

Neat Hijack Artists Busy

Use phony serviceman gag to spirit jukes from New York, Chicago locations

CHICAGO, July 27.—Juke box operators thruout the country are on the alert for a wave of vandalism which may grow out of current unsettled conditions. Scattered reports of thefts from coin boxes and of juke hijacking have the operators on their toes to make sure that the thefts and hijacking do not grow more numerous.

New York and Chicago operators have reported the majority of instances where complete juke boxes were stolen from locations, but thefts of coin boxes have not been limited to the metropolitan areas.

Lately, New York juke distributors and operators have reported three cases where music machines were stolen from locations. Like music machine men everywhere, the New York trade is anxious to pass a warning on to other distributors and operators to keep these scattered instances from becoming numerous.

Few Have Insurance

Since wholesale theft of juke boxes has never been prevalent, few music machine operators carry insurance (See Ops Warned on page 145)

Work-to-Music Trend Growing In Milwaukee

MILWAUKEE, July 27.—Recognition of music as an aid in industrial production and business efficiency is rapidly gaining momentum as increasingly large numbers of plants and offices in this area have installed telephone music systems and music machines, according to local trade sources.

Kalmbach Publishing Company recently installed the first Milwaukee operating line from Milwaukee Wired Music Inc., outlet for Muzak Corporation of New York. Music is piped from firm's Wells Street studios to 12 speaker outlets in the 12-storied Kalmbach Building, where 50 persons are employed.

Joseph C. O'Hearn, personnel manager at the plant, said employees enjoyed the arrangement. Programs reach the plant over two separate wire systems. One, going to the shops, plays 20 minutes out of each hour and transmit mostly modern jazz and jive. The office wire transmits 10 to 15 minutes of each hour and plays mostly light classical numbers.

O'Hearn said that while the installation is aimed mainly at pleasing the workers, the musical interlude is expected to pay dividends to the firm in better work and less spoilage.

The Milwaukee Wired Music Company has orders for additional installations here, among which are the Milwaukee Athletic Club, the Plankinton Green Room and the Fried-Osterman Company. Others are being planned for more commercial and industrial locations, according to John Berryhill, vice-president of the firm.



FINE POINTS of phonograph needle production go on film as Gene Steffens (left), vice-president and general sales manager of Permo, Inc., supervises photographing of promotional movie to help tell juke ops how firm's product is made. With Steffens is Mike Ryan, pilot of the company's five-passenger plane.

Making of Phonograph Needles Shown in Movie at Trade Meet

CHICAGO, July 27.—Members of the National Association of Music Merchants were among guests of Permo, Inc., at a preview of its \$30,000 motion picture showing steps in the manufacture of phonograph needles which the firm supplies to juke operators, record shops and distributors.

The film, produced by Burton Holmes studios, takes approximately 25 minutes to show. First showings of the picture will be for record retailers and clerks from coast to coast and the firm has a program designed for distributors and dealers which will be in full swing by early fall.

Outstanding feature of the film is the graphic manner in which it depicts the intricate steps necessary to production of the modern long-life phonograph needle. Film also relates the problems which beset the early juke box industry as a result of short-lived needles which required an elaborate mechanism in order to change needles frequently.

Needle Life Jumped

Use of precious metal tips extended the life of the needle, and the modern needle is capable of playing as many as 5,000 records without damage to

Aireon Claims Refund of Tax

WICHITA, Kan., July 27.—Aireon Manufacturing Corporation has filed a claim with the office of the Bureau of Internal Revenue here for a tax refund of \$3,477,082.

Claim was made under provisions of the Federal Revenue Act allowing carry-back to cover losses, including write-offs suffered by the company during the year ending April 30.

record or needle.

Tips of the needles are welded to the body of the needle proper by especially developed welding equipment. Altho the firm has been operating successfully on a mass production basis, each needle is individually processed and inspected. Highly specialized testing apparatus and microscopic equipment are used in order to maintain standard output and eliminate faulty performance.

Tips have been developed from an alloy containing among other metals, osmium, which is related to the platinum. (See Needle Pic Shown, page 145)

Probe Tie-Ups; Dismiss County Liquor Officer

NEW YORK, July 27.—An executive of the Saratoga County Alcoholic Beverage Control Board has been dismissed from his post by the State Liquor Authority after a departmental trial on charges he had used his office to further installation of juke boxes in which he has an interest, it was announced Monday (22).

The former executive was convicted on 12 of 13 charges relating to his conduct in office. According to authorities, five of the charges related to his using his position to place music machines. It was alleged the ousted official had solicited licensees to remove competitive machines already installed.

Officials of the liquor authority said further investigation of liquor and juke box tie-ups of county liquor board members was being carried out "to insure that liquor officers have no benefitting outside interests that relate to their official positions."

Disk Sellers Court Phila. Juke Box Ops

Set Preview Hearings

PHILADELPHIA, July 27.—Increased competition among various record distributors has resulted in them seeking markets among juke box operators, which in recent years sometimes have been snubbed by the disk firms, according to music operators.

Harry Bortnick, who returned from the army to take over the advertising and publicity chore for Raymond Rosen Company, local Victor distrib, has arranged for juke box operators to have a preview hearing each week of newest Victor releases. Records are played in advance at regular weekly meetings of the Philadelphia Music Machine Operators' Association.

In addition, Bortnick has arranged for a number of tie-ins linking juke box records with the openings of new movies with musical scores. Thus, many operators were able to cash in heavily on fanfare attending the world premiere here of *Centennial Summer*. Bortnick said promotional emphasis will be placed on movie tie-ins whenever the opportunity occurs.

Emphasis on Promotion

Harry Rosen, who heads record department for David Rosen, machine and record distributor, also places emphasis on promotion, ops said. Tying in with a local dance date featuring Billy Eckstine, Rosen distributed 1,500 stickers for jukes directing attention to the artist's recordings on the machine and to his forthcoming personal appearance. Success of the stunt will find Rosen tying in heavily with dance dates next season.

Elliott Wexler, whose distributing firm handles Musicraft and Standard labels here, is also aiming promotional shafts at juke box operators in order to up record sales.

Many Ops Retailers

According to operators, record distributors' about-face is due to fact that so many juke operators are also record retailers. Record distributors are anxious to make up for occasional careless treatment accorded juke box men during the war years when there was an extreme shortage of platters, it is reported.

Now with the labels fighting to keep in the field, distributors and manufacturers are fast realizing the importance of music machines in bringing popularity to a record as well as stimulating across-counter sales.

Plexi-Grill Cloth Ready for Distribs

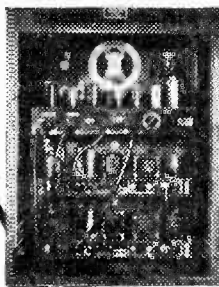
NEW YORK, July 27.—A new plexi-grill cloth called "Taking Gold" which, Al Bloom, Speedway Products, Inc., states, "can be wiped clean with a cloth," is now being handled by distributors thruout the country. A metallic surface reflects light and "gets attention," Bloom adds.

WHY PERSONAL MUSIC IS THE SMASH HIT MEASURED MUSIC SYSTEM *and Multi-Take Profit Maker!*

As pioneers and leaders in measured music, with the smallest coin box of its type in the industry, Personal Music sound technicians and engineers are vitally concerned with the system as a whole. From the studio amplifier to the Personal Music coin boxes in locations, merchandising music at multiple profits to the operator has been and will be their chief concern. Personal Music systems are designed right and made right to give years of high quality, efficient, trouble-free service. That's why operators who tie up with Personal Music will have continuous, permanent and profitable business in the best locations. Wire, telephone or write today for complete information.

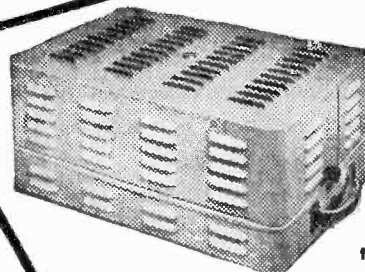


Studio Amplifier —
Front View. Developed to give operators of Personal Music systems simplified, automatic control and continuous assurance of perfect music out-put to locations.



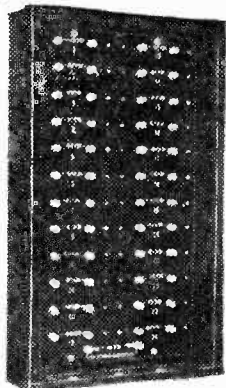
Rear view of Precision Engineered **Studio Amplifier**. Every part instantly and easily accessible. Metal information labels tell the operator what, where and how.

- 1—Operating amplifier receives music from the record changers, adjusts the tonal quality through automatic volume control and amplifies the music for transmission to the locations.
- 2—**Emergency Stand-by Amplifier**. Should the operating amplifier fail, the emergency stand-by flashes a signal and automatically continues music to the locations until repairs are made, assuring non-interrupted service.
- 3—**Monitor Amplifier**. Reproduces in the studio the exact volume and tonal quality of music transmitted to the locations.

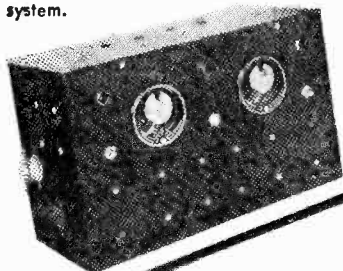


Master Power Supply Unit. A precision instrument which receives music signals and re-amplifies the music to the proper level desired at the location. Also eliminates distortion and provides the required local power supply for the Personal Music boxes.

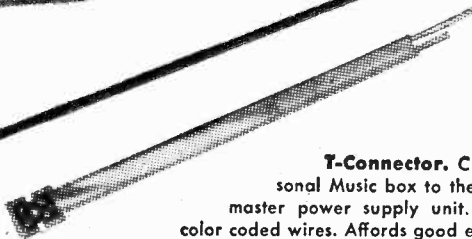
Studio Timing Control Unit—an almost human supervisor of record-changer operation. Allots the correct interval of time to each record changer. Instantly signals with red lights in the event of mechanical failure or grooved record, and automatically cuts in and confines operation to the other mechanisms, thus assuring continuous music for the system.



Studio Distribution Panel. Note the simplicity of design. For terminating telephone lines which distribute music from the studio amplifier to locations.



THE HOME OF PERSONAL MUSIC



T-Connector. Connects the Personal Music box to the cable from the master power supply unit. Equipped with color coded wires. Affords good electrical connection and is properly safe-guarded against physical or mechanical injury in public places.

Brackets are designed for securely mounting the Personal Music boxes on walls, tables or counters.



Personal Music Box. The smallest coin box, wonderful tonal quality, beautiful design and chrome metal finish. No knobs, corners or gadgets. Easy to keep clean. Soft light illuminated grill, attractive from front and rear and at any angle. Doesn't interfere with customer service . . . only 6 1/4" high.

PERSONAL MUSIC CORPORATION

P.O. Box 720, Highway No. 1, Newark, New Jersey

Telephone Bigelow-8-2200

ADVANCE RECORD RELEASES

(Continued from page 31)

- PRIVATE STOCK Jo Evans (Maxwell Davis Ork) (GIVE IT) Black & White 786
- RED BOOGIE Red Callender Trio (BY THE) Black & White 782
- ROGUE RIVER VALLEY Lawrence Welk Ork (Bob "Tex" Cromer) (GUITAR POLKA) Decca 18877
- ROMEOWAS IN LOVE WITH A GIRL Ovie Alston Ork (Thelma & Bobby Baker) (I'LL WAIT) Urab U-152
- SEEMS LIKE OLD TIMES Nick Lucas (GIVE MY) Diamond 2021
- SHE'S FUNNY THAT WAY Herb Jeffries (Buddy Baker Ork) (IT'S THE) Exclusive 227
- SO INVITING Ray Herbeck Ork (Roy Cordell) (LOVE FLIES) 4 Star 1134
- SOMETHING OLD, SOMETHING NEW Dick Haymes-Helen Forrest (Earle Hagen Ork) (WHY DOES) Decca 23611
- SOMEWHERE IN THE NIGHT Ray Herbeck Ork (Roy Cordell) (LIKE THEY) 4 Star 1133
- SONGS OF TRINIDAD ALBUM Wilmoth Houdini (Gerald Clark's Night Owls) Brunswick B-1023
 - Arima Tonight, Sangre Grande Tomorrow Night Brunswick 80086
 - Black But Sweet Brunswick 80088
 - Honey, I'm Bound To Go Brunswick 80087
 - I Need a Man Brunswick 80086
 - No Mo' Bench and Board Brunswick 80085
 - Stop Coming and Come Brunswick 80088
 - Sweet Papa Willie Brunswick 80087
 - The Cooks in Trinidad Brunswick 80085
- SOUTH The Plainsmen (THE WEST) Coast 235
- SOUTH AMERICA, TAKE IT AWAY. George Paxton Ork (JUST THE) Majestic 7202
- STARS Gaylord Carter (DIANE) Black & White 3007
- JOSEF STRAUSS: VILLAGE SWAL- Lows Waltzes, Parts 1 and 2 Boston "Pops" Ork; Arthur Fiedler, Dir. (12") Victor 11-9189
- SWEETHEART OF SIGMA CHI Nat Brandwynne Ork (Dean Martin) (I GOT) Diamond 2036
- TEA FOR TWO Gaylord Carter (HAWAIIAN WAR) Black & White 3004
- TEXAS TORNADO Buck Rogers and His Texans (THO' I) 4 Star 1137
- THAT LITTLE DREAM GOT NO- Phil Brito (Walter Gross Ork) (FIVE WHERE MINUTES) Musicraft 15086
- THAT LITTLE DREAM GOT NO- Ray McKinley Ork (HANGOVER SQUARE) WHERE Majestic 7201
- THE HAPPY PRINCE ALBUM Bing Crosby-Orson Welles (Victor Young Ork) Decca DA-420
 - The Happy Prince, Parts 1 and 4 Decca DA 40007
 - The Happy Prince, Parts 2 and 3 Decca DA 40008
- THE WAY I LOVE YOU Hawkshaw Hawkins (AFTER ALL) King 544
- THE WEST IS AS WILD AS EVER The Plainsmen (The Trio) (SOUTH) Coast 235
- THESE PRECIOUS LOVE LETTERS. Riley Shepard (I COULD) King 547
- *THIS IS ALWAYS Joan Edwards (Vogue Recordig Ork) (LOVE MEANS) Vogue R-767
- THIS IS THE END OF A DREAM Basin Street Boys (Eddie Beal's Foursheet) (I NEED) Exclusive 229
- THO I TRIED Jan Garber Ork (GOTTA GET) Black & White 788
- THO I TRIED Buck Rogers and His Texans (TEXAS TORNADO) 4 Star 1137
- THREE LITTLE WORDS Al "Stomp" Russell Trio ("Doc" Basso) (WHAT KIND) Excelsior OR-175
- TOO MANY IRONS IN THE FIRE Curt Massey (The Key Men-Jack Riley Ork) (GIVE ME) Cadet CR-205
- TU NOMBRE Rene Cabel (Rafael Munoz Ork) (AMIGO) Decca 50001
- UNDER THE WILLOW TREE Russ Morgan (Russ Morgan) (AND THEN) Decca 18876
- WALKIN' AWAY WITH MY HEART. Bill McCune Ork (Marshall Young) (LET'S PLAY) Apollo 1013
- WHAT KIND OF LOVE IS THAT? Al "Stomp" Russell Trio ("Doc" Basso) (THREE LITTLE) Excelsior OR-175
- WHICH WAY DID MY HEART GO? Nat Brandwynne Ork (Dean Martin) (ALL OF) Diamond 2035
- WHY DOES IT GET SO LATE SO EARLY? Dick Haymes-Helen Forrest (Earle Hagen Ork) (SOMETHING OLD) Decca 23611
- WHY DOES IT GET SO LATE SO EARLY? Jeannie McKeon (Al Sack Ork) (YOU SO) Black & White 789
- WITHOUT A SONG Joe Alexander and His Highlanders (Joe Alexander) (I WON'T) Excelsior OR 177
- YIP-I-ADDY NEVADY Riley Shepard-Thomas Sisters (Sonny Moore Quintet (MISSOURI) Musicraft 400
- YOU, SO IT'S YOU Jeannie McKeon (Al Sack Ork) (WHY DOES) Black & White 789

* Also released in album

Record Reviews

(Continued from page 33)

SARAH VAUGHN (Musicraft 380)
You're Not the Kind—FT; V.
If You Could See Me Now—FT; V.

It's like blending Dinah Shore's singing with Spike Jones's music in the injustice done here to Sarah Vaughn. Gal's ember-coated and sultry piping for both of the torch tunes would ordinarily make for real dishing excitement. But instead of giving the blues voice a jam-up band that can set off her masterful vocal phrasings, the label submerges the singer with a plush musical setting directed by Tad Dameron and the blend clashes to a degree of annoyance.

Label missed a bet with this songbird on these sides.

CHRIS CROSS (Coronet 10)
Blue Champagne—FT; VC.
In Apple Blossom Time—FT; VC.

Emphasis is on organ qualities attained by blend of saxes and trombones. But instead of a winning style for maestro Chris Cross, this spinning spells musical monotony. Both ballads are faves of an earlier year, with Bob Johnson's piping pleasant for *Blue Champagne*. But without a marked rhythmic beat in the music making, Margie Woods's word slinging for *Apple Blossom Time* spins thin.

Ops can mark their time on these sides as well.

LOUANNE HOGAN (Musicraft 382)
Somewhere in the Night—FT; V.
This Is Always—FT; V.

Two lush lullabies from the movie *Three Little Girls in Blue* for this platter. But there's no plush in the piping of Louanne Hogan, only soft murmuring, with the soft string setting laid down by Earle Hagen accenting lack of vocal body or style.

Spins too thin to attract the phono players.

HERB JEFFRIES (Decca 23592)
I Woke Up With a Tear in My Eye—FT; V.
All the World Is New—FT; V.

Here again is a bad blend of voice and instruments. Instead of a colorful and overflowing musical bank to match the rich baritone voice of Herb Jeffries, he is linked here with Dick Shannon and the Aleutian Five, ex-G.I. unit of sax and rhythm, who display no brightness or brittle in laying down meaningless riff figures for the voice. Both song selections are slow ballads, originals which never get a real chance.

The selling is short here for the music boxes.

GORDON MacRAE (Musicraft 15069-L)
You Go to My Head—FT; V.
I Have But One Heart—FT; V.

Gordon MacRae has a good enough set of bary pipes, but his spinning for both of these attractive ballads won't make any fem hearts beat any faster. And that's what counts for the chanters of the male genre in the groovings. In spite of lush fill-ins

by the orchestra, directed by Walter Gross, there is no warmth or expression for the sensuous lyrics of the oldie *You Go to My Head*. While the voice is good for *I Have But One Heart*, here again the selling is far below par for romantic piping.

Music ops can skip by this one.

BOB CHESTER (Sonora 3017)
Linger in My Arms a Little Longer, Baby—FT; V.
Short Talk—FT; V.

Ballad, *Linger in My Arms*, is taken at soft, dreamy pace by the Chester crew. Phrasing is a little weak, but an exciting unidentified trumpet solo right after Lou Gardner's vocal peps up the side. Dance beat picks up on the zippier *Short Talk*, a semi-jive ditty, with Peter Dean milking the lyrics. Background is all ensemble.

Top side will help fill juke demand for *Linger in My Arms a Little Longer, Baby*.

THE CAROLINA PLAYBOYS (Sonora 7017)
I'll Get You Back Somehow—FT; V.
So Long to My Little Old Homestead—FT; V.

A brace of novelties for the Western and ridge-runner trade is given a neat workout here by the Carolina Playboys. The trio harmonizes and backs itself with guitars. The *Homestead* is a little more solid in its wordage and probably will get the bulk of the play. Content of *I'll Get You Back Somehow* is torchier, but tempo is still fast.

Right up the alley for folk-music fans.

JERRY WALD (Sonora 3016)
Diga Diga Doo—FT.
Rumba Fantasy—Rumba.

That old apex of hot music, *Diga Diga Doo*, is given the heat treatment by the full Wald crew, and the swing fans and j-bug set should lap it up. In the second chorus Wald's clary leaps into some fantastic gyrations playing on top the tom-toms. For the third chorus Wald floods the disk with high notes, then the band takes over in ensemble, Wald riding high to the climax for an unusual display of the maestro's jazz versatility. It's the Wald Quintet on the flipover, with the clary moving rapidly from high to low register against the beat of the rhythm section.

Great Wald drive and musicianship makes this a natural for swing fans.

PETER URYGA (Rego 1001)
Luetta—FT; V.
The Bowery Polka—Polka.

The polka is a sprightly, lilting item thru which Uryga and His Melody Kings romp. Band is obviously at home with polka-czardas music, and this side should reap the spins from the beer and pretzel crowds. Arrangement on *Luetta* falls all apart, singer Erin Grandy turning in an undistinguished vocal in which he affects the grandiose Al Jolson type of song delivery.

Polka side here will pull in nickels from standard fans.

MOST-PLAYED JUKE BOX RECORDS

(Continued from page 29)

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
13	11	15	THE GYPSY—Hildegard-Guy Lombardo.....	Decca 23511
			(See No. 1)	
1	—	16	(GET YOUR KICKS ON) ROUTE 66—King Cole Trio....	Capitol 256
			(Georgie Auld, Musicraft 15072; Bing Crosby-Andrews Sisters, Decca 23569; Wingy Manone Ork, 4-Star 1126; Buddy Rich Ork, Mercury 3025)	
1	—	17	I DON'T KNOW WHY (I Just Do) (F)—Tommy Dorsey (Stuart Foster).....	Victor 20-1901
			(Andrews Sisters, Decca 18899; Georgie Auld, Musicraft 15078; Hoagy Carmichael, ARA-148; Larry Clinton Ork, Cosmo SS 704; Skinny Ennis Ork, Signature 15033; Eddie Heywood Ork, Decca 23590; Tony Martin, Mercury 3019; Art Mooney Ork, Vogue R 732; Claude Thornhill, Columbia 36858)	
4	15	18	BOOGIE BLUES—Gene Krupa (Anita O'Day).....	Columbia 36986

Coming Up

- I GOT THE SUN IN THE MORNING (M)—Les Brown (Doris Day)..... Columbia 36977
- FIVE MINUTES MORE—Frank Sinatra (Axel Stordahl Ork)..... Columbia 37048
- THE HOUSE OF BLUE LIGHTS—Freddie Slack-Ella Mae Morse..... Capitol 251

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 28)

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
7	6	5	DOIN' WHAT COMES NATUR'LLY Dinah Shore	Columbia 36976
			<i>I Got Lost in His Arms</i>	
5	5	6	DOIN' WHAT COMES NATUR'LLY Freddie Martin	Victor 20-1878
			<i>Blue Champagne</i>	
19	3	7	PRISONER OF LOVE Perry Como	Victor 20-1814
			<i>All Thru the Day (F)</i>	
1	—	8	HAWAIIAN WAR CHANT..... Spike Jones	Victor 20-1893
			<i>Glow Worm</i>	
1	—	9	SOUTH AMERICA TAKE IT AWAY Bing Crosby-Andrews Sisters..	Decca 23569
			<i>Route 66</i>	
2	9	10	STONE COLD DEAD IN THE MARKET Ella Fitzgerald-Louis Jordan..	Decca 23546
			<i>Petootie Pie</i>	

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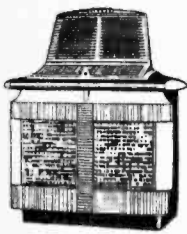


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Advance Music Co.
1606 Grand Ave. Kansas City, Mo.

Restaurant Spots Best, Detroit Music Op Reports

DETROIT, July 27. — Michael Boyd, who recently entered the music machine business with a route and headquarters in the north end suburb of Highland Park, at 388 Elmhurst Avenue, is steadily expanding his route, he reports. Now operating on a small scale, he is enlarging every week, and adding new locations and machines as occasion arises.

Boyd is operating mostly in restaurants, with very few machines in other types of locations. Contrary to the opinion of some operators who like to diversify their routes, he finds that specialization in a particular type is best for him. One reason, of course, is that most beer garden locations have long since had juke boxes in them, and there are no new locations springing up, with the number of liquor licenses being decreased rather than increased by the State Liquor Control Commission.

New Restaurants

On the other hand, there are new restaurants coming into existence, and they offer opportunities for placement of new machines. Some older restaurants, too, have not had juke boxes in them, and they are open invitation to the growing operators.

Boyd also finds that, with beer gardens frequently closing down today because of the shortage of beer, the machines in the restaurants may often gross just as well as the normally more popular tavern locations.

Also Rents Jukes

Boyd is specializing in another field of activity as well—rental of juke boxes for special parties of all types, including weddings and special celebrations. He advertises this department of his business in the local newspapers, using small classified advertisements, and gets excellent results.

He also finds that he is getting a lot of this kind of business through word-of-mouth advertising, that someone who is at a party where he has rented a machine likes the idea, and makes it their business to find

out where the machine came from. A suitable card or sign on the machine, of course, is a big help in spreading this particular kind of advertising.

Boyd, who was in war work for the past few years, used to be a clock man, and at one time operated his own dry cleaning business. He is studying the method of operation used by established operators in the trade, and is adapting good ideas, wherever he finds them, to his own operation.

Ops Hit Tune Idea Is Hit In Cleveland

Daily Aids Juke Group

CLEVELAND, July 27.—Promotion campaign launched here by the Cleveland Phonograph Owners' Association is bidding to be one of the association's biggest, most successful ideas of the year.

Reviving the "Hit Tune of the Month in Cleveland" campaign, originally started in 1941 and abandoned during the war, gave the association considerable favorable publicity in the local press.

Staged Contest

To select the tune which will be plugged during August, the operators' group conducted a contest with the help of Cleveland press columnist, Stanley Anderson. Winner of the contest was Mrs. D. S. Warner, 442 West 114th Street, Cleveland. Her selection, *Doin' What Comes Nat'ur'ly*.

On July 19, the association presented winner Warner with a record player as her prize for picking the hit (*See Hit Tune Idea Clicks, page 145*)



—World Wide Photo

IN WINNER'S CIRCLE is Mrs. D. S. Warner, who won the first award in revived "hit tune of the month" contest sponsored by Cleveland Automatic Phonograph Merchants' Association to popularize juke box entertainment in Cleveland. Presentation of phonograph prize was made by Sanford Levine, of CAPMA, and Stanley Anderson, Cleveland Press radio editor, who conducted the first contest.

FOR SALE

- 12 BRAND NEW Seeburg 5-10-25 Select-o-Matics, plastic covers, not a crack or mark on them, some in original cartons never opened. Ea. \$50.00
 - 20 Seeburg 5-10-25 Wall-o-Matics, PERFECT, no cracks, etc. Plastic covers, complete with tubes. Guaranteed 100% O.K. Each \$5.00
 - 40 Seeburg 5c Select-o-Matics (30 metal cov., 10 plastic covers). ALL boxes and covers in PERFECT CONDITION. Each 30.00
 - 2 SEEBURG DELUXE HI-TONES, RCES (1 walnut, 1 pearlite), 100% in perfect condition throughout, beautiful units. Each 650.00
- ALL THE ABOVE EQUIPMENT IS IN PERFECT CONDITION AND EXCEPTIONALLY CLEAN, 100% IN WORKING ORDER, READY TO OPERATE IMMEDIATELY. . . . FIRST COME—FIRST SERVED.

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MOHAWK TRAIL GREENFIELD, MASS.
Address all correspondence to MR. ARTHUR K. STRAHAN

Music Operators:

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Mail us a card and we will send you Complete Details and Free Shipping Containers at once. We know you will like the Quality and Economy of this service. Almost five years of serving hundreds of Music Operators. It has to be GOOD.

Re-Sharp Needle Service
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For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

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The valuable contents of the New 1946-'47 Billboard Encyclopedia of Music makes it "must reading" for every juke box operator in the country.

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1. Installed in the same location, *one* Solotone box takes the place of an automatic phonograph. The additional Solotone boxes that make up the system increase your take proportionately.
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4. Only Solotone has a genuine 6-inch electro-magnetic speaker. This means clear, TRUE TONE that makes customers come back for more.
5. Solotone is built right with a heavy die cast box. It will give you long, trouble-free service.

Cash in on Solotone. Phone or wire for the complete Solotone story today.

SOLOTONE CORPORATION

2313 W. Pico Blvd.

Los Angeles, Calif.

Banker Says Music Creates Good Will, Increases Earnings

PIKESVILLE, Ky., July 27.—Musical interludes at frequent periods of the day have had the effect of increasing employee efficiency, according to John M. Yost, vice-president and cashier of the First National Bank here, which has adopted unique methods of building good will among both employees and customers.

Methods instituted by the bank have brought good results in volume of business and profits too, Yost said. Among bank's promotional measures are distribution of a colored map of the State showing the location of Pikesville and the bank and bearing an invitation to visit it. Other measures adopted are flower displays on the bank premises, flowers coming from the bank gardens and serving of cake, soft drinks and wine to customers. Flowers are sent once each year to every family in town.

Jukes Sail Away On a Tidal Wave

HILO, Hawaiian I., July 27.—No respecter of coinmen, a tidal wave here recently swept away 20 juke boxes and a full stock of records, leaving music operator James K. Martin without even a shop to do business in.

Now Martin is hoping for another tidal wave—of new machines—to repair the loss. As a starter, he's received one new Wurlitzer, which is now on location in the Jungle Jim Club, which he owns.

Detroiters Bank to Music

DETROIT, July 27.—A feature of the new branch of the Industrial National Bank of Detroit, located in the Western section of the city, will be the playing of soft music in the bank lobby during business hours. This will be the first commercial bank in Detroit to employ music, according to bank officials.

Alpert Moves Headquarters In Expansion

MINNEAPOLIS, July 27.—Izzy Alpert has moved headquarters of his Twin Ports Sales Company from Duluth, Minn., to a two-story building at 2027-2029 Washington Avenue South, here in order to serve an enlarged music distributing territory.

Alpert placed Melvin Goldstein, who has been associated with the firm for five years, in charge of the new Minneapolis office. A grand opening is planned early in August, after remodeling and installation of modern furnishings are completed.

Move coincides with appointment of the firm as distributor of Packard Music equipment for Minnesota, North Dakota and Western Wisconsin. Alpert formerly distributed the line in Duluth.

According to Goldstein, a repair and reconditioning department will be one of the services offered. He has several servicemen already taking training, and they will man the department after completing their courses. Several salesmen will be added to the staff, working out of the Minneapolis office.

Bill Mossbarger, district manager for Packard, spent several days here recently with Alpert and Goldstein in preparation for the August opening.

Shellac Market in Calcutta Hits Top

CALCUTTA, India, July 27.—As dealers predicted a continued rise in prices of manufactured shellac, in this city, the only port in the world from which the product is exported, this week the market touched a new post-war high of \$61 per 82 and two-sevenths pounds.

Reasons for the upswing was given by a spokesman for one of India's largest shippers as the increased world demand since cessation of hostilities, speculation on the market by financial interests and stock hoarding.

Cape Cod Coinman Killed on Rounds

ONSET, Mass., July 27.—Among those killed in the recent restaurant blast here which took six lives and injured 40 persons was Raymond F. Brune, who was acting as substitute collector of the Cape Cod division of Pioneer Music Company. Brune was making a music machine collection at Christie's Spa when the explosion occurred.

Brune, 35, is survived by his widow and five-year-old son. New England coin machine men have started a move to raise a fund for Brune's family.

Capehart Elected Turn Table Knight

NEW YORK, July 27.—Knights of the Turn Table, organization of disk jockeys which is expanding to take in manufacturers, distributors and others in the record business, announced that Homer Capehart has accepted the position of honorary chairman of the organization.

Organization was founded by George Lewis and Dick Gilbert, who also are associated with the Gag-Writers' Protective Association. Lewis announced that his disk jockey outfit is seeking to sign up David Sarnoff, of RCA; Bing Crosby and other major figures in the platter trade.

Op Takes Air

FORT DODGE, Ia., July 27.—The Williams Music Company of Fort Dodge actually takes to the air to help promote its locations with a weekly show over Station KICD at Fort Dodge. The program is known as the Williams Juke Box Parade.

The half-hour radio show is devoted to juke box records with the commercials consisting of a short announcement that the next hit number can be heard at a certain location where there is a Williams juke box.

The show is a natural for the locations, since they get free air publicity while the operator is plugging his own merchandise.

ALBUM REVIEWS

(Continued from page 34)

flash smile with an explanatory booklet added, Cavallaro re-creates his original click. With assist from the rhythm instruments, he sheds his Steinway sparkle on the same 10 selections—*Dancing in the Dark, Lover, Alone Together, Night and Day, Smoke Gets in Your Eyes, If I Had You, Body and Soul, You're Mine You, Cocktails for Two and The Very Thought of You*, each an evergreen. While Cavallaro adds some frills and flourishes to his key-boarding for this repeat performance, he creates the same satisfying piano mood that makes this dishing an everlasting delight. For those who missed his original, this carbon copy is every bit as desirable.

KIDDIE ALBUM—AL TRACE (Coronet C-1)

Al Trace and his Silly Symphonists, brandishing a corn-bred brand of rhythm that is as toothsome as it is toe-tapping, have grouped together eight novelty ditties strong on juve appeal. While the package of platters does not include *Mairzy Doats*, which Trace and his tootlers created, the youngsters will never have to tax their ingenuity or resources to dig those ditties. With maestro Trace telling or singing the song story, with vocal and sound effect assist from the boys in the band, it's a highly entertaining spin—both vocally and instrumentally—for *Toy Town Jamboree, Toy Town Band, Deedle Deedle Dumpling, The Antelope and the Lion, The Story of Uncle Tom's Cabin, The Three Bears, I Wuv a Wabbit and I Got a Horse But He won't Giddy-Up*. An attractive cover with animal figures heightens the moppet appeal. When the Christmas shopping season rolls around, dealers stocked up with this set will unquestionably reap a harvest, it being by far one of the best down-to-earth kiddie sets in many a moon.

BROADWAY HITS OF YESTERDAY—

Russell Bennett (Sonora Album MS-475)

The tune's the thing here. Russell Bennett is one of New York's top-notch orchestrators and has been writing show scores for the past 20 years. In this new Sonora Album, which makes a valuable addition to the company's catalog, Bennett digs up the old original arrangements of various show hits and performs them with an orchestra. Fact Bennett's name is known thru his Ford Sunday Hour radio appearances will help spark sales. Arrangements aren't as lush as they could be, but they have the authenticity of genuine show music and should produce a certain amount of nostalgia for those who actually saw the shows. Tunes include *The Song Is You, Softly as in a Morning Sunrise, Of Thee I Sing, What Is This Thing Called Love?, With a Song in My Heart, Rose Marie Overture, Soft Lights and Sweet Music and Hoops*. Last two are rather monotonous, but *The Song Is You* and *With a Song in My Heart* make sweet listening.

Sirlicly for the home library.

Attention

OPERATORS

in

SOUTHERN ILLINOIS

and

EASTERN MISSOURI

WE PROUDLY ANNOUNCE OUR APPOINTMENT FOR THIS AREA AS THE EXCLUSIVE DISTRIBUTOR FOR

“PERSONAL MUSIC”

“The Quality Line in Low Level Music Systems”

This sensational system of vending music is showing tremendous increases in “takes” at old locations and offers operators the opportunity for many new locations. Write, phone or come in and see our demonstration of this equipment in operation.

V & P DISTRIBUTING COMPANY

2336 Olive Street Telephone Central 3892 St. Louis, Mo.

SAVE YOUR RECORDS!

Operators everywhere are modernizing old phonographs with Jewel Crystal Conversion Kits. Reduces record wear 50% — Improves tone — saves needles — reduces service calls. Complete instructions with each kit.

Kit No. 1—For SEEBURG Round Head Tone Arms.
Kit No. 2—For SEEBURG Flat Head Tone Arms.
Kit No. 3L—For WURLITZER Models 24, 24A, 312, 412, 416, 500, 600, 616, and 616A.
Kit No. 3S—For WURLITZER Models 700, 750, 780, 800, 950, 1015.

ANY KIT ABOVE—\$4.00 EA.

STOP SERVICE CALLS WITH ELECTRIC CANCEL KIT
Fits any Seeburg. Can be installed in 5 minutes by anyone. No drilling or soldering. **\$9.95 Ea.**

NATIONAL SALES AGENCY

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Westerns Big

Western entertainment provided the major attraction at most of the amusement parks and groves in Eastern Pennsylvania recently. Dreamland Park, near Reading, in its air-conditioned theater presented big shows headlining Bill Turner, of movieland's original Dead End Kids, and his troupe of Dead Enders; Deke Watson and his Brown Dots; Riley Shepard, cowboy philosopher star of WLS and National Barn Dance, and the Thomas Sisters; Lew Carter, of the WFIL-ABC Hayloft Hoedown radio show; Santa Fe Rangers, also from the WFIL show; Rip and Zip, the country cousins, and Shorty Long and his fiddle.

Valley View Park, New York, Pa., staged star-studded shows also. Pete Cassell came up from WWVA, Wheeling, W. Va., to head the show that included Blaine Smith, of the National Barn Dance; Uncle Willie Null and Little Willie, musical novelty act, and the Four Pals, Western singing troupe. Ernest Tubb and his entire WSM Grand Ole Opry gang also held forth.

Golden Valley Boys, featuring Ray Myers, the armless wonder boy, headlined show at Mount Gretna (Pa.) Park, together with Mickie McKay, Pop Melchor and Marie, and the Blue Ridge Boys and Coco. The Ozark Mountaineers held forth at Victory Park, Slatington, Pa. Rocky Springs Park featured Danny Sheaffer's Spartan Show in its open-air theater. Dopey Duncan was the Western comedy and song act featured in the vaudeville show presented at Hershey (Pa.) Park.

Red Foley shared the spotlight with the Down Homers for a recent show at Sleepy Hollow Ranch, near Quakertown, with the bill also including the Santa Fe Rangers and the Sleepy Hollow Ranch Gang.

Horse Show

Hillbilly and Western Music Enterprises presented a big horse show, rodeo and hillbilly jamboree recently at the Burton (O.) Fairgrounds.

Cowboy and rodeo stars were Nevada Steve and his horse, Chico; Has Hoover, with one of the world's greatest trick horses, and Doc Bud and Uncle Elmer, two comedians in the rodeo circuit. Trick riding, roping and bull whipping were orders of the day. Among the radio stars present were Woody Woodell and His Riding Rangers, from radio station WPIC, Sharon, Pa.; Marty Licklider and His Missouri Fox Hunters, of WICA, Ashtabula, O., and Pie Plant Pete and Bashful Harmonica Joe Troyan, of WJW, Cleveland. Dancing started in the hall at 8 p.m., and the Missouri Fox Hunters played for the dancers.

M. M. Cole's latest, just off the press, is a cowboy song, *Side Saddle Joe*, written by Jimmy DeKnight, Emma Forker and Bob King.

The team of Bobby and Harpo, "the Texas Saddle Pals," has been packing them in on their latest p.a.'s. Leaving Oklahoma City, they went to radio station KMA, Shenandoah, Ia., and did five shows a day there, also playing p.a.'s every night, taking in with them Jimmie Morgan, one of KMA's featured soloists. They played Iowa, Kansas, Nebraska and Missouri out of KMA. Then, on a short vacation, they booked shows around Ohio, West Virginia and Kentucky. They did p.a.'s in Ashland, Ky.; Parkersburg, Charleston and Huntington, W. Va., and in Marietta, O. Coming back to St. Joseph, Mo., they began filling the mail bags on their second day there. At present they have Winnie Mae, a little Cherokee Indian singer; Dusty Payton, the heart-throb of the gang, and Brainless Benny Boonfuzzle as comedian with the act. They have several fairs booked already, and recently played a good-will tour for the Chamber of Commerce which brought on such favorable comments that they are now booked to do three more tours thruout Missouri and Kansas. In September and October they will be working for the Griffith chain of theaters in that territory. On the air five times daily, the act is kept busy. On Sunday they have a hymn and poetry program. On their programs they quite often feature songs of Wiley Walker, Gene Sullivan and Ernest Tubb. Bobby has recently had another of his songs, *I Can't Teach My Heart To Forget*, accepted for publication by Chaw Mank, of Blue Ribbon Music Company, Staunton, Ill.

Jerry Leary is now on a theater tour with Curley Clements' Rodeo Rangers. At present she is on a six-month tour thru Texas and Mexico.

The Ozark Trio and the Miller Sisters, Alice and Helen, are two popular acts now on KFEG, St. Joseph, Mo.

Stork Interrupts

A daughter born June 20 to Bill and Mildred Boyd has been named Susan Rhea—"Sue" to her proud parents. The singing cowboy halted a tour of Long theaters for a flying visit to Dallas, where his arrival was preceded a few minutes by the stork.

Resuming Gulf Coast appearances, Boyd and His Cowboy Ramblers are reported to have broken box-office records in Long houses for 22 days despite much rainy weather. The unit is current in Port Arthur and Beaumont Jamborees, with cast including Bob Manning, John Rector, Bill and Joe Callahan and others.

Billy Caswell, Halifax, N. S., yodeling cowboy, reports that Shawnee, new Grace Valentine Western featured extensively on his radio stage shows, is catching on. Miss Valentine is general manager of Holmes Publications and secretary-treasurer of a new Salt Lake City disk firm operated by owners of the city's Embassy night spot. *I Got a Date With Margie*, by Harry Reynolds, is reported another favorite of Caswell listeners in the U. S. and Canada.

Jim Boyd and band are currently appearing with the Bill Elliott unit, Dallas (Tex.) Melba Theater, with additional Interstate Circuit dates skedded to round out the summer. Jean Selke, of Winona, Minn., new president of the Jim Boyd Fan Club, reports national interest in the *Texas Mocking Bird* spurred by nation-wide transcribed programs featuring his vocals and guitar.

Unique Music Company is publishing *What Was Her Name?* by Fred Dowle, Larry Gondringer and Tommy Foley. Dowle is the well-known composer of *So What* and many other

popular folk tunes. Gondringer, director of the Prairie Swingsters, continues activity on Hastings, Neb., radio and dance programs after a long-term record of popularity in the area.

At the End of the Lane, Western waltz by melody writer Pearl Clark and lyricist Jim Crim, is receiving attention of radio folk tunesters. Song is pubbed by Cole.

Dooley's Son, Irish folk ditty by Nita Kintin Roos, Max Terhune and Matt Hendrix, is skedded for early release by Fowler Pubs. Tune is included in publisher's Terhune Western Folk Song collection.

Andrea Constance is the name given the new daughter of Constance Keith and A. C. Waldron. Mrs. Waldron is Birmingham's popular Western folk music radio reporter, Connie Keith.

Moving from Texas to Pasadena, Calif., songwriter Kahl Ra-Faum is busy supplying tunes to several Southern California billie-buster units.

Circle S Ranch, near Bethlehem, Pa., featuring Western shows on Sunday afternoons and evenings, starting the season with the Boys from Pumpkin Hollow, Merv Shiner and his Mother, Cowboy Swingsters and the Circle "J" Range Riders.

Western stageshows complement the movie showings at the Outdoor Drive-In Theater at Berlinsville, Pa. The stageshows set for Saturday nights, the opening show included the Cowboy Swingsters, featuring the Sheriff of Pumpkin Hollow and the Cardinals, outstanding girl singers of Western songs.

Open Letter

The following is a letter from Fred Rose, of the Roy Acuff-Rose Publications. It makes a strong plea for American folk music:

To: Mr. Advertiser, Radio Agency and Program Director.

We humans are funny. When we run up against something that we do not understand, we slough it off as something bad and classify it as wrong. But are we right? Let's study the subject of "folklore" for a moment, and analyze it:

"Folklore" comes to us from "good American folks" who are highly sympathetic in nature. They realize the other fellow has troubles, too, and they sympathize with him, and we sophisticates might be a lot better off if we had a little more compassion for a fellow traveler.

"Folklore" is a type of entertainment that comes to us in a simple form, and, being the truest kind of simplicity, more people can understand it, even though we ourselves are too "educated into difficulty" to see the simple likes and dislikes of those who surround us. This truth remains a fact, regardless of whether we believe it or not.

We pride ourselves in being "a very intelligent people" and good Americans, but are we? We put on our best "bib and tucker" and make quite an affair of spending an enjoyable evening being entertained with Italian, Russian, French, etc., "folklore," (we call it "opera" and "music appreciation"). We read all kinds of books that will give us an understanding of foreign "folklore," but what do we say and do about our own good ol' American "folklore?" We call it "hillbilly" music, and sometimes we're ashamed to call it music. I think, if we took the time to check up on it, we would find that all the wrong and bad is in our conception of "folklore," not in "folklore" itself.

Remember, 75 per cent of all the people in the United States like and love simple things and simple music (folklore), and all of them are potential buyers of your product. Maybe it's time to think.

I am,
Gratefully yours,
FRED ROSE.

UNIVERSAL AMPLIFIERS

Model A - - - - - \$54.50
Model B - - - - - 74.50

TITLE SHEETS

Printed 2 Sides—Red Perforated
1,000 SHEETS (20,000 Strips), Price per 1,000 Sheets, \$5.00. Net Cost \$5.00.
5,000 SHEETS (100,000 Strips), Price per 1,000 Sheets, \$4.00. Net Cost \$20.00.
10,000 SHEETS (200,000 Strips), Price per 1,000 Sheets, \$3.50. Net Cost \$35.00.
25,000 SHEETS (500,000 Strips), Price per 1,000 Sheets, \$3.00. Net Cost \$75.00.

DISTRIBUTORS SPECIAL LOW-COST DEAL

We have a special low-cost deal on the above based on quantity purchases. WRITE TODAY!

TERMS: Immediate shipment F.O.B. New York. 1/3 Deposit. Balance C. O. D. Shipments made by Railway Express unless otherwise instructed by you.

JAFCO, INC.

John A. Fitzgibbons, Pres.
778 Tenth Avenue New York 19, N. Y.
(Phone: COLUMBUS 6-7998)

PHONOGRAPHS WANTED

We Will Pay Cash for WURLITZER

61 — 71 — 81 — 616 — 24
— 500 — 700 — 800 — 850.

SEEBURG

Rex — Gem — Regal —
Vogue — Classic — Colonel
— Envoy — 8800 — 9800.

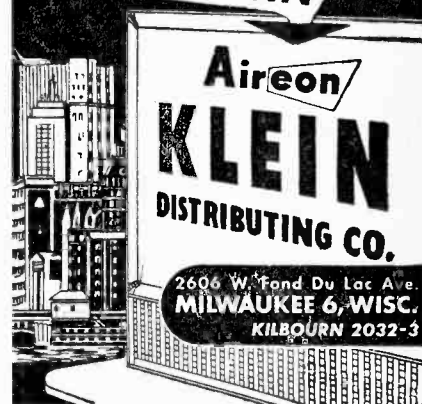
ROCK-OLA

Counter Models—Standard—
DeLuxe—Super—Masters.
5-Ball Free Play Games
Wanted. State Condition.
Write or Wire

BYRON NOVELTY CO.

2045 Irving Park Road, Chicago 18

IN WISCONSIN



Phonograph Route FOR SALE

51 Phonographs, mostly late models, with 50 Wall and Bar Boxes. 42 Phonographs on good Locations. Route well established. Lots of Tubes, Parts and Records, also 41 Truck. Located Central California.

Price \$40,000.00 Cash. Write
BOX D-265

The Billboard Cincinnati 1, Ohio

FOR SALE

WURLITZER 950, \$735; 850, \$750; 616, \$275; 412, \$195. ROCK-OLA Commando, \$600; '39, \$450; '40, \$425. MILLS Throne, \$300. All in excellent condition. 1/3 down, balance C. O. D.

SHAWNEE VENDING COMPANY
230 Kansas Avenue Topeka, Kansas

SPOT CASH PAID FOR ALL YOUR USED RECORDS

Even If They Are 10 Years Old!
Check With Us Immediately.
We Pay Freight Collect.

HERB'S MUSIC SHOP

45 Snyder Ave Brooklyn 26, N. Y.
Phone: BU. 4-2829

PHONOGRAPHS FOR SALE!

WURLITZER	
10 850. Each.....	\$800.00
10 800. Each.....	775.00
2 750-M. Each.....	700.00
2 750-E. Each.....	750.00
2 780-M. Each.....	675.00
2 780-E. Each.....	700.00
1 600. Each.....	475.00
SEEBURG	
4 9800 R. C. Each.....	\$645.00
4 8800 R. C. Each.....\$650.00	
4 8200 R. C. Each..... 695.00	
2 Classic R. C. Each..... 445.00	
1 Colonel R. C. Each..... 545.00	
1 Envoy R. C. Each..... 515.00	

ROCKOLA

8 '40 Super. Each.....	\$515.00
1 Commander. Each.....	600.00
2 '39 Stand. Each.....	475.00
1 '38 Deluxe. Each.....	415.00

MECHANISM RECONDITIONED

CABINETS REFINISHED

TERMS: 1/3 CERTIFIED DEPOSIT, BALANCE C. O. D.

GEORGIA MUSIC CO.

1048 6th AVE.

COLUMBUS, GEORGIA

PHONE 2-3331

FOR SALE

GOOD MUSIC ROUTE IN SOUTH GEORGIA

24 Machines, Wurlitzers and new Seeburgs. Can be divided into two grand routes. This operation is well founded and built up over a period of 15 years in tobacco section.

\$13,000.00 Cash, With Record Stock Also

E. D. BENSON P. O. Box 228, Swainsboro, Ga.



WE ARE OPERATORS

Wurlitzer 750E.....	\$695.00	Seeburg 9800, ESRC.....	\$600.00
Wurlitzer 850.....	725.00	Wurlitzer Colonial 780.....	600.00
Wurlitzer 800.....	695.00	Rock-Ola Commando.....	600.00
Seeburg 8800, ESRC.....	600.00	Mills Throne.....	300.00

All Guaranteed First-Class Condition.

KENTUCKY SERVICE CO.

210 E. 20TH STREET, COVINGTON, KY.

Tel.: Col. 1095

WE BUY USED PHONO RECORDS

New Aluminum Universal Bar Box Bracket. Each, \$4.00
Guaranteed — Will Not Break or Chip

MERVIS TRUCKING CO.

7026 Lexington Ave.

(Express 4777)

Cleveland 3, Ohio

MUSIC ROUTE FOR SALE

30 Phonos, 30 Station Wired Music Studio, 1 New Seeburg, 1 Chicken Sam, 1 Ray Gun, 2 Pin Tables, 20 Wall Boxes, 5 Bar Boxes, 20 Speakers, 6000 Records, 50% New Tubes, Wire, Parts, Work Bench, Lights, 5 Record Racks (hold 1200 Records). Income \$30,000.

For Information Write

HOFFMAN-McDUFF DISTRIBUTING CO., INC.

1123 COMMERCÉ BUILDING

ROCHESTER 4, NEW YORK

BEST BUYS IN MUSIC

We have the right prices on anything you want in Music Machines, Wall Boxes, Speakers and Cables. Special prices on Wurlitzer, Rock-Ola and Seeburg combinations of Music Machines or concealed units with Wall Boxes. All equipment ready for location. Will finance.

WANT TO EXPAND YOUR ROUTE? Write, Wire or Phone

HOPKINS MUSIC

120 HARDING WAY, WEST

PHONE 28881

GALION, OHIO

Large Crowd at First Challenge Showing in East

NEW YORK, July 27.—More than 2,000 operators attended the first Eastern showing of the new Challenger juke box at the Park Central Hotel, according to officials of the H. Rosenberg Company, which co-hosted the affair. Also demonstrated was the Challenge Company's new 1,000-cup soft-drink dispenser. Showing was under auspices of the Rosenberg firm and Active Amusement Company, of Newark, N. J.

Features of the new machine were explained in a recorded 15-minute sales talk to classes of 50 operators hourly during the three-day exhibition. Bert Davidson, general sales manager of the automatic equipment division of the U. S. Challenge Company, was present to furnish additional information about the new machines.

H. Rosenberg and Mac Pearlman, of the New York firm, and Irv Morris, Joe Ash, Irving Rosenthal and Bill Zuk, of Newark, were present for the distributing companies. Among the juke record artists present were Jo Stafford and Perry Como, who entertained visitors.

Three 30-record juke boxes were used at the showing. One was completely location-finished, and the other two were used to demonstrate construction and operation of the machines.

Arizona Juke Showing Held By M. S. Wolf

PHOENIX, Ariz., July 27.—First Arizona showing of the AMI model "A" juke box was held here at the Hotel Westward Ho recently when the M. S. Wolf Distributing Company of Los Angeles staged a two-day preview. Showing was conducted by Al Silberman, general manager of the Wolf Company, and H. D. McClure, district sales manager.

Among those attending the show were Buck Karns, Phoenix; Claude Sharpenstein, Yuma; Claude Sharpenstein Jr., Bisbee; Ray Onesto, Tucson; Eugene Ely, Safford; Gene Anderson, Phoenix; Mr. and Mrs. Ed Stroller, Flagstaff; John M. Aldridge, Tucson; Frank Manghan, Bisbee; Mr. and Mrs. Jack Klensin, Tucson, and Elmo Robinson, Phoenix.

V & P, of St. Louis, Is Named Music Distrib

NEWARK, N. J., July 27.—Appointment of V & P Distributing Company, St. Louis, as distributor for Personal Music Corporation was announced this week by H. F. Dennison, Personal Music president. Eastern Missouri and Southern Illinois will be handled by the firm, Dennison added.

Harry Price will handle sales in the Illinois territory and John L. Matson will be in charge of Missouri, Del Veatch, V & P head states. Extensive promotion is being planned by the firm.

Sale of all operating franchises held by Personal Music Corporation in all cities, but New York City was also announced by Dennison. New York City will be retained, he adds, as "a testing ground for firm products."

HARD TO GET PARTS

★ MAIN FIBRE GEARS

WURLITZER.....	\$4.00
STAR WHEELS.....	.30
SELECTOR PINS, 1 Doz.....	3.00
For SEEBURG & WURLITZER	
NEEDLE SCREWS, 1 Doz.....	\$2.00
VOLUME CONTROL KEYS, 100.....	5.00
SHOULDER SCREWS FOR CANCEL PAWL ON WURLITZER MAGAZINE SWITCH, 1 Doz.....	1.50
TRIP DOWN WIRE, 1 Doz.....	5.00
BRASS YOKE ROLLER, 1 Doz.....	2.00
MAIN CLOCK GEARS WITH HARDENED DOGS AND SPRINGS FOR MILLS AND JENNINGS	
SLOTS, Each.....	2.00

Plunger Rods or Ball Shooters for All Makes Pin Ball Mach., \$5.00 Per Doz.

Distributors and Jobbers, write for quantity price list.

James Clement Mfg. & Coin Machine Parts

948 W. Russell St. Phila. 40, Pa.

FOR SALE

Seeburg 9800, E.S.....	\$595.00
Seeburg Factory R.C. Special, Equipped with Electric Trip and Crystal Pickup.....	375.00
Seeburg 5/10/25¢ Wireless Wall Box.....	49.50
Seeburg WS2Z Walomatics.....	37.50
Seeburg Wireless Bar Box.....	45.00
Seeburg 30-Wire Box.....	14.50
Wurlitzer 616.....	239.50
Rock-Ola Counter Model.....	155.00
Wurlitzer 145 Stepper.....	35.00
Twin 16 Adaptor.....	25.00
37 Snack Machines, 14 Stands.....	350.00
Twin 12 Steel Cabinet.....	25.00
Used Juke Box Records, Per Thousand.....	90.00
10,000 Title Strips.....	3.75

All Tubes and Miniature Light Bulbs—40% Discount.

DAVIS DISTRIBUTING CORP.

738 Erie Blvd., East SYRACUSE, N. Y.

875 Main Street BUFFALO, N. Y.

★ FOR SALE ★

AMI SINGING TOWERS.....	\$275.00
AMI 40 RECORD HI BOY.....	325.00
AMI 8X.....	200.00

All machines just off locations and in good condition.

1/3 With Order, Balance C. O. D.

B & F Amusement Co.

114 E. Penn St. Long Beach, L. I., N. Y.

2 9800, Seeburg, E.S.R.C. Each.....	\$595.00
1 8800, Seeburg, E.S.R.C.....	615.00
1 8200, Seeburg, E.S.R.C.....	650.00
1 Major, Seeburg, E.S.R.C.....	515.00
1 Vogue, Seeburg.....	400.00
2 Gems, Seeburg, Each.....	360.00
1 71 Wurl. Coun. Model.....	225.00
2 Classic, Seeburg, Each.....	415.00
1 600 Wurl. R.....	435.00
13 Rock-Ola Wallboxes (5¢), Each.....	13.50
1 Seeburg WS12 Wallboxes.....	10.00
1 Seeburg Remote Adapter.....	90.00
1 616 Chassis, Less Motor & Pickup.....	25.00
Used Records Off Locations, Per 100.....	8.50

ALL MUSIC MACHINES ARE ON LOCATIONS, IF INTERESTED THERE WILL BE A SMALL CHARGE FOR EACH LOCATION.

AUTOMATIC MUSIC SERVICE

53 Gillman Street SPRINGFIELD 8, MASS.

FOR SALE

JUKE BOX ROUTE

IN NORTHERN MICHIGAN. 25 MACHINES.

\$15,000.00

500 AUTO. COIN MACHINE CO.

126 Ridge St.

Sault Ste. Marie, Mich.

FOR SALE

Rock-Ola Standards, Each.....	\$345
Rock-Ola Deluxes, Each.....	345
Rock-Ola Masters, Each.....	365

FROST MUSIC CO.

1415 Birchard Ave.

FREMONT, OHIO

Chicago:

Ralph Sheffield is giving other staffers at Empire Coin Machine Exchange the vacation green light, reserving a couple of weeks of good fall weather to do some hunting in South Dakota. Gil Kitt, Howie Freed and Phil Glaser have had their vacations, and Secretary Shirley Corush will go soon. . . . Jerome Jacomet, who has Red's Novelty Service in West Allis, Wis., was here to do some digging for equipment. . . . In from the Far West were F. Knudson, of Fresno, Calif., and D. B. Steward, head of Steward Novelty Company, Salt Lake City.

The Harry Jacobs (senior and junior) came down from Milwaukee to make a business call at U. S. Challenge Company offices. Their Coin Machine Company distributes firm's juke box. . . . Irwin Blumenfeld, from Baltimore's General Vending Sales Corporation, visited the Gottlieb plant during a brief stay here. . . . Up from Oklahoma was R. H. Eakins, of Town Taven, Inc., in Muskogee.

Lew Terry boasts his AMMCO Distributing Company staff functions so smoothly that he could be a perennial vacationer. Instead, he's working on new plans which he says will be announced to the trade shortly. . . . Morris Hankin, H and L Distributors, Atlanta, reported on trade (See CHICAGO on page 128)

Philadelphia:

David Rosen, machine and disk distributor, has added another platter to the locally produced 20th Century Records. His brother, Harry, who heads the firm's record department, is enthusiastic over the initial release, a recording by Billy Hays, local maestro.

Premier Music Company has launched an advertising program directing attention to its juke box rental service. Firm has scheduled a series of spot announcements on local radio station advising listeners they can rent a box for all occasions and select their own discs for a two-hour program.

Sam Lerner, of Wildwood, N. J., has opened a second arcade in the New Hunt's Block development. Sam reports excellent biz at both boardwalk spots. . . . Opening of the racetrack at Atlantic City has hyped coin machines, according to ops at the near-by resort. D. G. Keyler, of the Skeeball Stadium, has set up a special display welcoming the racing crowd. Other arcades are using the bangtail theme in advertising promotion.

Boston:

Bill Hamel, of Hamel Distributing Company, is in New York to visit the furniture show, hopes to place orders for his furniture and appliance store in Concord, N. H. . . . David Godfrey, of Lowell, Mass., was in for his weekly visit. . . . Albert Halberin has gotten his walking papers from the military and is now operating a route in Dorchester. . . . G. R. Sommer is adding machines to his pin game route in Roslindale.

Louis Winestein, head bookkeeper at Associated Amusements, Inc., is on vacation. . . . J. H. McIlhenney, formerly active in phonograph exporting activities, is taking a brief rest in Molone, N. Y. . . . Emil Carrier, of Nashua, operator of one of the Randy Foote Music Routes, visited friends in Boston. . . . A. Progin came in to buy pin games for his Fitchburg, Mass., business, then hurried over to Chinatown for some imported food.

Jack McNeil, who heads McNeil Music Company, of Lowell, Mass., reports expansion plans for his juke box operation. . . . George Desnoyes came in from White River Junction, Vt. . . . John Johnson did some buying for his Spenser routes. . . . Edwin A. Dresser, service manager for Hamel, is going to school at the Packard plant in Indianapolis.

COINMEN YOU KNOW

Buffalo:

Frank Bradley, local vending machine op, recently purchased a building for new headquarters at 133 Elk Street. Occupancy will be held up for about two months for remodeling to be completed. Bradley attended the convention of the National Confectioners' Association in Chicago and was also present at the meeting here of the National Association of Candy Manufacturers' Salesmen.

Harry Winfield, of J. H. Winfield & Company, accompanied by his wife, is attending the national Shrine convention in San Francisco. During his absence Mason Winfield is holding the fort. Mason Jr. is still honeymooning. . . . Current beer shortage has dropped coin machine play about 10 to 20 per cent locally, according to members of the trade.

Si Redd recently visited Buffalo to inspect new offices of the Redd Distributing Company, where a modern black glass front has just been completed. Anita Clark, secretary to Vincent McCabe at Redd, is on a vacation trip to Montreal and vicinity. Niagara Midland Corporation is getting ready to open a new store in August. Joe Molién, head of the firm, has returned from a disk-selling trip thru New York. Newcomer to the company is Texan Arolee Hoy, recent bride of James Hoy, who met and married her while in service in the Lone Star State.

Los Angeles:

E. C. McNeil, veteran distributor of National Vending Machine Company products, recently returned from St. Louis and reports that samples of their new electric cigarette machine are on the way, with a local showing scheduled for early August. McNeil also reveals that National is manufacturing a new electric combination candy machine which he claims is revolutionary and which will be on hand for exhibition locally around September 1.

Jack Leonard, manager of Badger Sales parts division, is expecting a second child in the fall. First child, daughter Terry, the only four years (See LOS ANGELES on page 132)

Cincinnati:

Charles Kanter, who operates the Ace Sales Company, is on a business and pleasure trip thru the South, going to Atlanta and Miami. He expects to be away about two weeks. The Atlas Music Company, also operated by Kanter, reports the purchase of six locations from Ohio Specialty Company.

Ray Bigner, Wesco Novelty Company, has a big smile on his face these days. His son, Bill, is back from service after spending four years in the European Theater with the Signal Corps. If every G.I. brought back as many souvenirs as Bill Bigner there would hardly be enough room at home to contain them. Bigner has another son, Bob, stationed at Scott Field, Ill., who will be discharged in December and rejoin the juke box business with his father.

Nate Bartfield, B. W. Novelty Company, is leaving with his family on a flying trip to New York and Atlantic City. They expect to be gone a month. Mrs. Ida Weiner, B. W. Novelty, announced the engagement of her daughter, Muriel, to Bernard Clayton, also of Cincinnati.

Charles McKenney, Ohio Specialty Company, says that due to unforeseen circumstances their new sales office on the Parkway will have their opening this week instead of last as originally announced. . . . All members of the Automatic Phonograph Owners' Association here report collections good.

Northern Indiana:

E. F. Ploner, well-known sales-board jobber of Michigan City, escapes the heat of his resort town by hitting Chicago every Monday to make the rounds of manufacturers, leaving the details of business to his young daughter in his absence. . . . The national music show in Chicago last week drew many of Indiana's veteran music men, including Melvin A. Christiansen, Michigan City juke operator, and Finley Medcalf, Huntington music shop owner and phonograph operator.

Ed Boxwell, owner of the Boxwell Merchandise Company in South Bend, a Hoosier operator with many years (NORTHERN INDIANA on page 126)

New York:

Hotel New Yorker is the place set for the August showing of three new amusement game machines by George Penser and Irving Kaye. . . . Stanley Gersh and Sam Garber, Perfect Games, will announce their new coin machine line within the next few weeks.

Samuel Leschin has completed final plans for his newspaper vender and will start getting them off the production line next month. Distributors are being appointed now for the machine. . . . A Connecticut manufacturer is expected to announce his entry into the coin vending field very shortly. . . . Irving Hahn reports things looking brighter at Rockaway Beach. . . . Jack Seidler reports letters from all over the country wanting details of the new national cigarette vending machine organization.

Leonard Kitcher, Miami operator, is due in New York next week to complete deals started last month. . . . The 10-cent per play juke ops in New Jersey have decided to return to the fold—with 5-cent play. "The time is not ripe now for 10-cent play," they explain. New machines may make 10-cent play possible for all.

J. W. Shillian, connected with the Jack Hylton juke box firm in England, arrived in town this week, but left almost at once for Milwaukee on biz. . . . Maurice Schack, Milk-O-Mat Corporation, left the end of the week for the Middle West and Canada. . . . Ben Smith, De Peri, has returned from a vacation spent in Canada on a 10-day cruise and then visited his youngsters who are spending their vacation in camp at Livingston Manor.

H. F. Dennison, Personal Music Corporation, Newark, reports upon return from the recent New Orleans showing that reception there was "very good." M. A. Laswell, of the same outfit, is now in Chicago. . . . Al Bergman, Alfred Sales, Buffalo, reports that Aireons are arriving now on a regular schedule. . . . Perry Wachtel, De Peri, is on his first vacation (See NEW YORK on page 130)

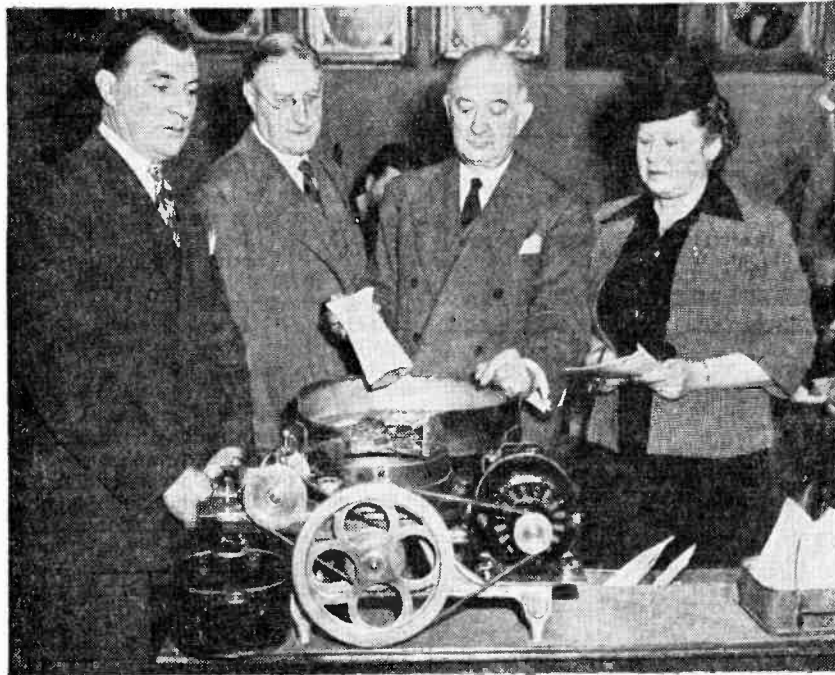
Twin Cities:

Minneapolis Aquatennial week and the Willie Pep-Jackie Graves fight at the Minneapolis Auditorium July 25 drew numerous coinmen into the Twin Cities the past week. Included were Stan Woznak and his wife, of Bowlus, Minn.; Martin Hagness and Tom Cady, of Grand Forks, N. D.; Floyd Fields and Charles Serson, of St. Cloud, Minn.; Leo Clavin, of Long Prairie, Minn., and S. P. Onstead, of MacIntosh, Minn.

Robert LaBeau, young son of Archie LaBeau, Rock-Ola distributor in the Twin Cities, made the newspapers last week with pictures for horsemanship. Next to coin machines, Papa LaBeau likes horses, and his offspring have taken to them, too. At the annual Children's Horse Show at Woodhill Club, Orono, Lake Minnetonka, outside Minneapolis, young Bob earned two firsts in the pony classes and second in the bareback horsemanship class. He rode Oak Hill Chief Jr.

Congratulations are in order for Amos Heilicher, Minneapolis operator, whose wife presented him with a son on July 23. The Heilichers have an older daughter. . . . Fritz Eichinger, St. Paul operator, has gone to the Mayo Clinic, Rochester, Minn., for a physical check-up. . . . Fred Mann, Aireon district manager, spent several days at Bush Distributing Company here. . . . Harold Harder, Bush salesman, left for Hackensack, Minn., to spend his vacation. . . . Ted Bush and Oscar Truppman, Bush executives, will go to Des Moines Saturday for the grand opening of the Sandler Distributing Company, headed by Irving Sandler.

Operators report that after the serious slump in trade, there has been a marked pick-up in the last two or three weeks and collections are better than they've been in a long time.



"WOODEN NICKEL" HUNTERS, appointed by President Truman, investigate mysteries of a coin-counting machine before getting to the job of making the 153d annual inspection of the U. S. Treasury's silver coin output. One out of every 2,000 coins minted is set aside for the test each year—held at the Philadelphia Mint—but chances are microscopic that any debased or underweight pieces will show up.

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COINMEN YOU KNOW

Northern Indiana:

(Continued from page 125)

in the cig vender and phonograph business, is beginning to take things easy, handing the reins of operation over to his son and son-in-law. Boxwell is devoting most of his time to his summer home in the Indiana lake region and to his new Florida home. His Southern residence, where he and his family will spend some five months of the year, is located in Stuart, Fla., 20 miles from Miami, and he is expecting many of his coinmen friends to drop in for a "hello" during the coming winter season.

Ted Gerring, pin and board operator of Elkhart, has delegated his game operations to his young brother, Harold and is devoting most of his own time to the manufacture of trailers, with an elder brother to fill the summer slump gap in business. . . . It seems that operators here have taken to other ventures removed from the coin machine business because of the beer shortage, some of them entering the trailer business, like Gerring and Ed Houtzer, also of Elkhart. Others are taking extensive fishing trips and long-awaited vacations until the amber brew shortage picks up. In South Bend, Elkhart, Logansport, Fort Wayne and Michigan City, operators claim music business has dropped at least 50 per cent with taverns closed two to three days per week.

G. O. Bryant, vending operator from Elkhart, is another of the veteran vending machine operators who is turning over much of his business to his son, spending a good part of his time hunting bass in the surrounding lakes. . . . Erwin Frauhiger, Goshen, who served overseas with the Eighth Air Force, speaks highly of the management job Mrs. Frauhiger did in servicing his pin and music route during his army service. She claims it was a cinch but for moving amusement games on and off location. "Froggie," as he's known to coinmen, still has trouble getting back into the coin service routine, and is spending Wednesday afternoons polishing that golf swing.

Frank Kolar, South Bend operator who distributes for O. D. Jennings, made a quick trip to Chicago this past week. . . . Cliff Hampton, Mishawauka, who formerly operated there, is now managing the municipal golf club, but expects to re-enter the coin biz when machines begin to roll in greater abundance. . . . Charlie Hess, who has a background of 20 years or more in the industry, moved into the electrical appliance and auto supply business and divides his time between this operation and fishing at his Lake Wauwasee headquarters. . . . Jack Hartman, music operator in Rome City, is an accomplished commercial artist and has several good size accounts which keep him busy when he isn't servicing his machines. Latest art effort was in the form of a scrolled summons directed at his friend Fred Young, of Kendallville, inviting Fred to be a guest at Hartman's home in Rome City over the week-end for a poker get-together or else his good friendship would be questioned.

Harvey Collins, juke operator and music shop owner in Huntington, took off on a three-week vacation last week.

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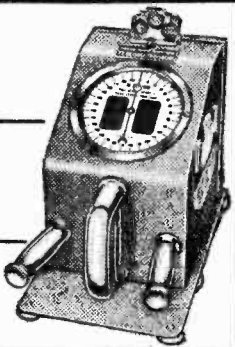
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Big Chief	69.50	Four-Ten-Twenty	162.50	Seven Up	52.50
Billy Surr	89.50	Gun Club	209.50	Showboat	85.00
Bombardier	327.50	Hollywood	129.50	Sky Line	135.00
Bosco	95.00	Knockout	99.50	Sky Raider	129.50
Captain Kidd	95.00	Jungle	85.00	Skip Tease	72.50
Crossline	65.00	Legionnaire	79.50	Strip Sluuger	90.00
Dixie Squadron	99.50	Marvel Baseball	152.50	Texas Mustang	79.50
Eagle Squadron	99.50	Midway	129.00	Bally Topio	84.50
				Venus	

COUNTER GAMES

Champion	\$32.50
Chrome Vest	54.50
Blue & Gold Vest	49.50
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Mills New Vest Pocket	74.50

1 BALL GAMES

Bally Victory Special (F.P.)	\$664.50
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Over 20	49c Ea.
Over 50	48c Ea.
Over 100	46c Ea.
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1 Wurlitzer 61 Counter Mod. with Stand	190.00	1 Seeburg Major, RC	475.00
3 Wurlitzer 600-R	465.00	1 Seeburg Vogue	450.00
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1 Wurlitzer 716	249.00	2 Seeburg 8800, ESRC	665.00
1 Wurlitzer 700	745.00	1 Seeburg Regal	375.00
2 Wurlitzer 616	269.00	2 Rock-Ola Spectravox with Playmaster	425.00
2 Wurlitzer 616, Remodeled	299.00	1 Rock-Ola Master	475.00
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1 Wurlitzer 500	495.00	1 Mills Throne	375.00

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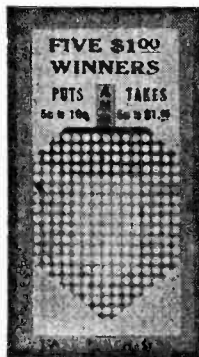
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5c	\$225.00
10c	250.00
25c	275.00
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Blue, 5c	\$ 75.00
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5 AMI Singing Towers	550.00	2 Wurlitzer 850	845.00
2 Wurlitzer Victory Model	495.00	1 Rock-Ola Imperial	295.00
2 Wurlitzer 412 or 312	225.00	1 Rock-Ola 16	225.00
1 Wurlitzer P12	200.00	1 Rock-Ola Standard	495.00
10 Wurlitzer 616	285.00	1 Rock-Ola Master	525.00
2 Wurlitzer 24	395.00	1 Rock-Ola Super	565.00
2 Wurlitzer 600R	495.00	1 Rock-Ola Commando	615.00
2 Wurlitzer 600K	545.00	2 Seeburg Hi Tones, ESRC	645.00
2 Wurlitzer 500K	545.00	2 Seeburg 8200, 1942, RCEs	695.00
5 Wurlitzer 750E	795.00	2 Seeburg 12 Record	745.00
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COINMEN YOU KNOW

Chicago:

(Continued from page 125)

activity in the Southeast when he visited manufacturers here recently. . . . Other coinmen who came in from Dixie included Dan Cohen, Crescent Cigarette Service, New Orleans; G. K. Anderson, Nashville; W. C. Edwards Jr., Fountain, N. C. . . . Meyer M. Marcus, Markepp Company, of Cleveland, called at several coin machine offices. . . . Also from Ohio was Ralph A. Wane, of Hamilton.

Milton Marmer, son of Bill Marmer, of Sicking, Inc., at Cincinnati, recently passed thru Chicago on his honeymoon. While here he visited friends at Bell-o-Matic. . . . H. G. Payne, Nashville distributor, was here last week on his first visit to the Windy City in five years. He reported little sign of a summer slump in Nashville, where he operates and distributes juke boxes and games.

Frank O'Brien, of Acme Distributing Company at Dallas, paid a visit to John Chrest at Exhibit Supply while here on a recent visit. . . . Bill Wrigney, of W and L Phonograph Service at Peoria, Ill., and Red Fleming of Burlington, Ia., were guests of James Johnson and Perk Perkins at Globe Distributing Company.

Art Haas, Waukegan, Ill., operator, was in town on a shopping tour. . . . Bernard Schutz and his partner, Aubrey Weinzbaum, of Coin Amusement Games, recently returned from a swing thru Illinois in the interest of their ray gun, "Jungle Fury," for which they report steadily increasing demand. The partners are leaving this week for a similar trip thru Michigan and Indiana. Schutz said weekly trips will be regularly scheduled until early fall.

On the guest register at Parker Brown's Central Coin Machine Company this week were Roland Floy and A. L. Kropp, Meridian, Miss., operators; Don MacFarland, of Galesburg, Ill., and J. Cooper, of the Collier Music Company, Seattle. Brown and his wife, Pat, also had as a guest recently R. K. Roth, of Automatic Machine Company, Oakland, Calif. Firm's Pat Finnegan has returned from a New York trip, where arrangement was made for Mike Munves to distribute Central's Black-Lite.

George Eisle, maintenance superintendent at Jennings, is off on a two-week vacation trip thru the West. . . . J. H. Peres visited manufacturers for which he is distributor in New Orleans. . . . W. G. Fortner was here rounding up equipment for his Carmi, Ill., business.

J. O. Bates, sales manager of Pace Manufacturing, reports that he is receiving frequent letters from his firm's pre-war distributors in France, South Africa and other countries but uncertainties about the currency values and foreign exchange are holding up resumption of export business. . . . Danny Jackson, of Automatic Games, Los Angeles, was in town to size up the production situation on amusement games.

R. B. (Mac) McLaughlin, general sales manager of O. D. Jennings, came back from his vacation this week beaming with the news of carding a 73 golf game, and W. F. Lipscomb, Western sales manager for Jennings, went off on his vacation next day determined to top Mac's near-professional score if possible. . . . Dan King, of Western States Distributors, San Francisco, has bought another airplane, according to word reaching here. This time it is a five-passenger Beechcraft, which he plans to use for longer hops. He says he will continue using his reconvered P-47 for the (See CHICAGO page 134)

GOOD BUYS FOR IMMEDIATE DELIVERY!

- 1 Seeburg Colonel ESRC \$495.00
- 2 Seeburg 8800 ESRC 595.00
- 2 Seeburg 9800 ESRC 625.00
- 1 Wurlitzer 616 L. Up 295.00
- 1 Wurlitzer 616 245.00
- 1 Wurlitzer 800 745.00
- 2 Wurlitzer 750E 695.00
- 3 Mills Thrones 285.00
- 1 Wurlitzer 24, Mechanism in Metal Cabinet 325.00
- Seeburg Wireless Boxes 37.50
- Seeburg 3-Wire Boxes. 37.50

- 2 Jennings 5c Club Console \$165.00
- 1 Pace 25c Console 195.00
- 1 Pace 5c & 25c Combination Console 249.50
- 6 Orig. Gold Chrome, 5c Q. T. 129.50
- 12 Blue 5c Q. T. 89.50
- 1 Blue 10c Q. T. 99.50
- 3 Mills 25c Brown Fronts 175.00
- 1 Gold Chrome, 25c 195.00
- 4 Blue Front, 25c 169.00
- 1 Blue Front, 10c 165.00
- 2 Brown Front, 10c 175.80
- 3 Brown Front, 5c 159.50
- 4 Blue Front, 5c 155.00

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Dixie Coin Machine Company

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Must have all Parts complete, also Spare Parts.

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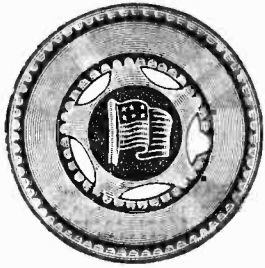
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Samples on request.

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1/3 Deposit With Order

MAX GLASS

DISTRIBUTING COMPANY

914 DIVERSEY • CHICAGO 14, ILL.

SELL RIGHT

TO

AMMCO

CHICKEN SAMS

- | | |
|----------------|----------------|
| ABC BOWLER ... | SEA HAWK |
| BELLE HOP | SPOT A CARD .. |
| CHAMP | SPOT POOL |
| FOUR ROSES ... | SOUTHPAW |
| HOROSCOPE | STAR ATTRAC- |
| METRO | TION |
| MIAMI BEACH .. | ZOMBIE |
| PARADISE | SKY BLAZER ... |
| SCHOOL DAYS .. | 5-10-20 |
| | TRIUMPH |

WRITE—PHONE—WIRE

For Our HIGHEST Prices

AMMCO

DISTRIBUTORS

2513 MILWAUKEE AVE.
CHICAGO 47, ILL.
PHONE CAPITOL 1111

Coin Machine Distributing Co.

500 N. Craig Street, Pittsburgh 13, Pa.

The authorized

BELL-O-MATIC distributor of Mills

Bell Products in Western Pennsylv-

ania suggests: MILLS BLACK

CHERRY BELL, the most copied

Bell in the world!

Bally Hi-Hand Machines\$150.00
Keeneys Super F.P. & P.O. Bells 5¢ .. 225.00
Paces Reels 5¢ F.P. & P.O. w/rails... 120.00

Four Roses\$ 55.00
Metres 45.00

All Machines A-1 Condition and
Ready for Location.

W. L. KRIEGER
709 Sherman St. Johnstown, Pa.
Phone 26-303

EVANS

Symbol of Superiority

in

CONSOLES

H. C. EVANS & CO.

1520-1530 W. ADAMS STREET • CHICAGO 7, ILLINOIS

NOW DELIVERING — IN IOWA

PACKARD

PLA-MOR
ACCESSORIES

PLA-MOR WALL BOX	\$ 38.95	NO. 700 DAHLIA, WALL SPEAKER.	\$21.95
NO. 1000 ROTATING SPEAKER...	159.50	BAR BRACKET	5.00
NO. 900 ROSE, WALL SPEAKER...	49.95	30 WIRE CABLE. Per Ft.22
NO. 800 DAISY, WALL SPEAKER..	36.95	ADAPTORS — WRITE FOR INFORMATION	

STEEL HIDEAWAY CABINETS — WRITE

IN STOCK
FOR
SHIPMENT!

CHI COIN'S GOALEE\$525.00

CHI COIN'S SPELLBOUND..... 325.00

MARVEL'S FRISCO 279.50

BALLY'S SURF QUEENS 327.50

BALLY'S VICTORY SPECIAL, FP .. 661.50

BALLY'S VICTORY DERBY, PO 646.50

Gilbert DISTRIBUTING COMPANY

In Iowa

3203 Forest Ave. • Phone 7-0569 • Des Moines

BOB CHARLES Offers

N. Y. STATE SPECIALS

10% DISCOUNT ON ORDERS OF \$1,000.00 ON USED P. B.

\$66.00 EACH 3 FOR \$195.00 Star Attraction Captain Kidd Defense (Victory) G. I. Joe (Jungle) Girls Ahoy (Sea Hawk) Jeeps Texas Mustang Venus Victory Spot Cha South Paw Monickers Gun Club Sky Rider	\$56.00 EACH 3 FOR \$165.00 A.B.C. Bowler Horoscope Legionnaire Majors, '41 Miami Beach School Days Seven Up Zig Zag Spot Pool Air Force Show Boat Bolaway Sport Parade Sky Ray	\$46.00 EACH 3 FOR \$135.00 Big Chief Band Wagon Dude Ranch Hi Stepper Paradise Trailways Four Roses Four Diamonds Anabel Peacherino Pan American Sparky Ten Spot Fox Hunt Lucky Sara Suzy Drum Major Broadcast
---	---	---

NEW GAMES

Keeneys Bonus Bells—Write
Super Liners

Surf Queens—Spellbounds
Big Hits—Goalees—Lite Leagues

ARCADE SPECIALS

Bowl-A-Bombs, Bowling Leagues, Bell-O-Balls, Bally Alleys\$39.00
\$89.00 EACH. Ready to Place. Tokio Guns 79.00
3 FOR \$250.00. Batting Practices 79.00

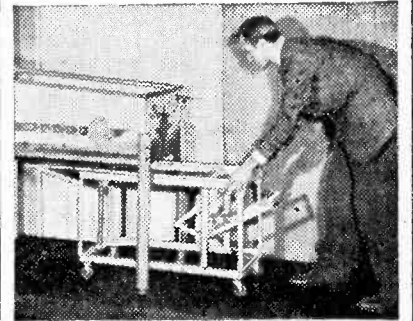
SET OF JENNINGS' CLUB CONSOLES

NICKEL \$125.00. DIME \$135.00. QUARTER \$150.00. \$400.00 FOR 3.

BINGHAMTON AMUSEMENT CO., INC.

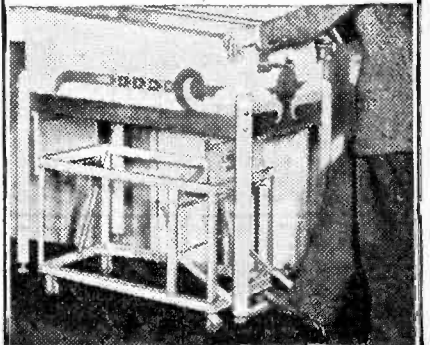
190 MAIN STREET 4-1700 BINGHAMTON, N. Y.
WRITE — WIRE — CALL

It's here again! HAN-DEE LIFT TRUCK FOR PIN GAMES



▲ Lift rolls smoothly into position under pin game

▼ Foot lever lifts machine from floor, locks it securely in raised position for moving.



Save wear and tear on your pin games—make more installations per day—safely, easily without back-breaking lifting and bending—with the Han-Dee Lift! It picks up practically any size pin game, completely assembled, holds securely while moving and sets it down again gently by means of an automatic hydraulic pump. One person, without lifting or bending, can make dozens of installations a day with complete safety to both operator and equipment. All-steel construction for long service with steel or Rockite Casters—priced at only

\$55.50

With Rubber Casters: \$59.50.

If your distributor cannot supply you, write direct to

L. BERMAN & CO.

MANUFACTURERS, Evansville 8, Indiana

Convert Your Mills Bells to EXTRABELLS!

Custom-Built \$99.00
Complete

"The Most Beautiful Money-Making Bell in the World!"

Will Rebuild Your Mills Bells Into
BLACK CHERRIES

Complete \$89.00

Bell Front Rebuilders

709 Griffith Court, Ottawa, Illinois
Phone 778

Leader Sales and Distributing Co.

4116 LIVE OAK STREET, DALLAS, TEXAS

The authorized

BELL-O-MATIC distributor of Mills

Bell Products in the State of Okla-

homa and the Northern half of the

State of Texas suggests: MILLS

BLACK CHERRY BELL the most

copied Bell in the world!

WATCH for "Central's" Brand New Game! Get on our mailing list today!

CENTRAL MANUFACTURING CO.

652 W. Walnut • Tel. DEArborn 2034 • Chicago 6, Ill.

CARL TRIPPE Price Plus Guaranteed Satisfaction

NEW COUNTER GAMES

8 American Flag	Each \$39.50	5 Lucky Smoke 1c	Each \$29.50
8 American Flag 1c	39.50	2 Lucky Strike	22.50
31 21 Black Jack 5c	22.50	5 Lucky Smoke 1c	22.50
2 Klux 1c	39.50	6 Wings	22.50
2 Lucky Strike Counter 1c	22.50	6 Wings Cigarette Reels 1c	39.50

ALL A-1 RECONDITIONED EQUIPMENT COUNTER GAMES

2 Alwin 3-Fruit Reels 5c	Each \$17.50	1 Mint Vender (Sales Corp) 5-col 1c	Each \$12.50
3 Bally Baby Cigarette Reels 1c	7.50	6 Pick a Pack 1c	7.50
1 Puritan Baby Vender 1c	7.50	2 Pok O Roll 1c	8.50
4 Cub 1c	7.50	1 Reel Spot 1c	8.50
1 Hold Draw 1c	8.50	1 Rol Let 5c	10.00
1 Kicker & Catcher	27.50	1 Select-Em 5c	8.50
1 Kill the Jap	17.50	1 Seven Grand Dice 5-10-25	39.50
1 Lucky Strike Cigarette Vender 1c	7.50	11 Target Practice 1c	12.50
1 Klux 1c	8.50	3 Tickette	5.00
1 Tally	8.50	3 Try Skill	8.50
2 Boop a Doop	5.50	2 Zephyr Cigarette	10.50
1 Barn Yard Golf	5.50	1 Whoopee Ball	5.50
1 Merry-Go-Round 1c	8.50	1 Blue Bonnet	7.50

ONE BALL FREE PLAYS

1 Mills Owl F.P.	Each \$69.50	2 Foreign Colors—new, rebuilt, F.P.	Each \$169.50
2 1939 Mills 1-2-3 P.O.	29.50	1 Big Three—new, rebuilt, F.P.	169.50
1 Mills 1940 1-2-3 F.P.	75.00	1 Foreign Colors—used, F.P.	120.00
4 Mills Five-in-One, F.P.	49.50	1 Victorious 43	139.50
1 Keeney Fortune	150.00		

CONSOLES

2 Bally Rool 'Em, P.O.	Each \$89.50	1 Keeney Super Bell—4-Way P.O. (4-5c and 25c)	Each \$549.50
8 Baker Paces, P.O.	189.50	3 Keeney 1938 Tracktimes, P.O.	95.00
4 Cigarolla	89.50	2 Keeney Kentucky Club, P.O.	89.50
1 Jennings 5c Good Luck, P.O.	39.50	2 Mills 5c Jumbo Parade, P.O.	149.50
1 Jennings Silver Moon, 5c P.O.	129.50	2 Mills 5c Jumbo Parade, F.P.	92.50
Escalator	109.50	1 Slant Liberty Bell, P.O.	39.50
1 Jennings Silver Moon, P.O. 25c	219.50	6 1937 Tracktimes, P.O.	39.50
3 Jumbo Automatics, P.O.	139.50		

Prices subject to change without notice. All games subject to prior sale.
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

IDEAL NOVELTY CO. Phone Franklin 5544
2823 Locust St. St. Louis 3 Mo.

INTERNATIONAL COIN MACHINE DIST.
Announces Their New Location at
2436 ST. CLAIR AVE., CLEVELAND 14, O.

Wurlitzer 780E Colonial	\$675.00	Rowe Stick Gum Venders	\$ 9.50
Wurlitzer 616 L.U.	275.00	Shoot Your Way to Tokyo	145.00
Wurlitzer 61 C.M.	175.00	Bally Rapid Fire	129.50
Seeburg 8200 Vic. Conv.	475.00	Chi Coin Hockey	200.00
Seeburg Colonel, ESRC	515.00	Seeburg Shoot the Chutes	89.50
Rock-Ola DeLuxe	445.00	Premier Skee Barrel Roll	275.00
6 Used Packard Wall Boxes, each	27.50	Evans Super Bomber	275.00
10 Used Seeburg WS2Z Wallomatics, used	39.50	Jennings Blue Skin	150.00
Light Up Auxiliary Speakers	24.50	5c Mills Blue Fronts	134.50
Mills Moderne Scales	55.00	Paces Reels	149.50
Used Columbus Peanut Mach.	5.50		
10 Used Smileys, each	26.50		
New Asco Stamp Machines, each	22.50		

USED PINS

Duplex	\$89.50	Barrage	\$59.50
Cadillac	39.50	Horoscope	69.50
Champ	59.50	Stratoliner	59.50
Bo-nardier	129.50	Jolly	39.50

Write for Price on New
NORTHWESTERN PEANUT MACHINES INTERNATIONAL COIN MACHINE DIST.
2436 ST. CLAIR AVENUE MA 5769 CLEVELAND, O.
PLEASE WRITE, WIRE OR CALL

PRICES SLASHED—WE NEED ROOM

16 LONG ACRES	\$325.00	SLOTS	
7 THOROBREDS	825.00	RECONDITIONED AND GUARANTEED	
14 KEENEY SUPER BELLS (5c F.P. & P.O. Comb.)	259.50	NEW EXTRABELLS	
11 JUMBO PARADES, F.P., late head	99.50	BROWN FRONTS, 5c	\$250.00
9 JUMBO PARADES, P.O., late head	99.50	BROWN FRONTS, 25c	185.00
2 JUMBO PARADES, F.P., early head	79.50	BLUE FRONTS, S.J. 5c	150.00
2 PACES RACES (B.C.)	79.50	BLUE FRONTS, S.J. 10c	175.00
2 BAKER'S PACES (over 8,000 ser. like new.)	225.00	(Like new, over 469,000 ser.)	180.00
		BLUE FRONTS, S.J. 25c	180.00
		JENNINGS 4 STAR CHIEFS, 5c, 10c, 25c	75.00
		NEW EXTRABELL CABINETS	77.50

WE ARE NOW DELIVERING KEENEY'S BONUS SUPER BELL THE TOP MONEY EARNER OF ALL TIMES
Exclusive Factory Distributor for Louisiana, Mississippi and Western Tennessee
1400 St. Charles New Orleans 13, La. **ROBINSON DISTRIBUTING CO.** Raymond 8649

FOR SALE PHOTOMATICS
Old established route of 20 machines in and around Long Beach, Calif. Clearing around \$1,500 monthly. A fine route for \$17,500.00.
DALEY & RALSTON, Realtors 328 EAST 3RD STREET LONG BEACH, CALIF.

COINMEN YOU KNOW

New York:
(Continued from page 125)
tion since starting the advertising agency. Perry is spending it in Upper New York.

Max Needleman and Irving Feinchel, Fenacac Enterprises, have moved two of their seven Pre-Flight Trainers from Herman Wolf's arcade, Coney Island, to Max Schaffer's Broadway Arcade near Times Square. Max and Irving report biz much better there for this type machine.

Rowe Manufacturing Company has just purchased a new plant at Whippany, N. J. . . . Arcade association members will hold special meetings at the CMI convention in February, according to Barnett Berkens. . . . Dave Lowy, of the firm of the same name, was the in the middle of some good-natured gags by music ops Charles Bernoff, Regal Music, and Frank Breahay.

Earle Backe, National Novelty Company, has been getting the spotlight in the tennis world of late. . . . Harry Berger, West Side Distributing, has completed plans for the purchase of a new building. . . . Jack Fitzgibbon, Jafco, is about ready to make an announcement of interest to all music machine operators.

Al Sebring, Bell Products, Chicago, spent a few days in town this week displaying his new coin changer to the trade at East Coast. In spite of almost a full week of rain, a hefty crowd showed up to see the new changer which Al states will be ready "within 60 days." . . . Hy Rosenberg, H. Rosenberg Company, Inc., returned from a short Chicago biz trip. . . . Bob Frankel, Keans Sales, is spending two weeks here.

Crowds have been large at Coney Island this season and officials state that a new attendance record is in view, but arcade owners state that in spite of good crowds, biz is off 25 per cent. . . . Arcade biz is off double that in other spots around the city.

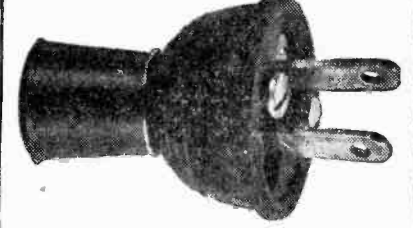
George Litot, Atlantic City Arcade owner, states biz wasn't good before the Fourth, but has improved since that time. . . . Dave Margolin and Leo Knebel, Manhattan Phono, report Aireons arriving okay. . . . Paul Botello has left his family vacationing in Maine to return to his coin machine route. . . . Thomas R. Klein has just started in the pinball operating biz in New Jersey again after three years' absence, which he spent, for the most part, in a German prison camp.

Joe Hirsch is said to be busy with a plan of action. . . Ben Golob is busy with the new Vendit machine these days. . . . Ken Junkins, Bill Watts and Sammy Weinberger are spending next week end with Paul Johnson at his new summer home in Upper New York. A hot golf foursome is in view, since all these coinmen are well known for their low scores.

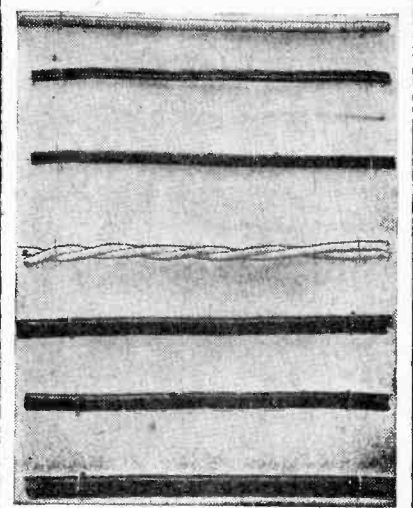
Myer Parkoff and Bert Lane, Atlantic New York Corporation, just returned from a Chi biz trip. Harry Rosen, same firm, has left for his summer home for a few days. . . . Morris Reed, Runyon Sales, reports record sales reaching new high now. . . . George Trad, Tradio Radios, is still running around the country. . . . Mike Munves, of the firm of the same name, will celebrate his 35th year as a distributor next year.

Victor Trad, Tradio Radios, just returned from a week in Georgia with the coin radio distributor there, announces that the distributor set-up for Tradio is now complete from Coast-to-Coast.

ATTENTION, OPERATORS REPLACEMENT RUBBER PLUGS



Packed 250 to Carton
Lots of 250, ea. . . . 12¢
Lots of 1,000, ea. . . . 11¢
Lots of 5,000 Write for Prices



- 18-2 Twisted POSJ Wire 250 ft. to coil, per ft. . . . 4¢
 - 1000 ft. . . . \$30.00
 - 18-2 Rubber POSJ Wire 250 ft. to coil, per ft. . . . 5¢
 - 1000 ft. . . . \$35.00
 - 18-2 Plastic POSJ Wire 500 ft. to coil, per ft. . . . 4¢
 - 1000 ft. . . . \$30.00
 - 18-2 Rubber POSJ Wire (Flexible Shield for additional protection against deterioration) 250 ft. to coil, per ft. . . . 8¢
 - 1000 ft. . . . \$75.00
 - 18-2 Rubber SJ Wire (cotton filler) 250 ft. to coil, per ft. . . . 8¢
 - 1000 ft. . . . \$65.00
 - 16-2 Rubber SJ Wire (cotton filler) 250 ft. to coil, per ft. . . . 10¢
 - 1000 ft. . . . \$80.00
 - 14-2 Rubber SJ Wire (cotton filler) 250 ft. to coil, per ft. . . . 17¢
 - 1000 ft. . . . 17¢
- Above wire frequently referred to as Lamp Cord, Rip Cord, Motor Drop Cord or Extension Cord.

Terms: Net. 25% with Order, Balance C. O. D. Express. (Except to Rated Firms)
ELECTRIC FAN PRODUCTS
102 N. Niles Ave. South Bend, Ind.

LOOK, MR. OPERATOR

- 2 8800 Seeburg ESRC . . . \$675.00
 - 1 Concert Master Seeburg ESRC . . . 525.00
 - 2 Seeburg Gem . . . 375.00
 - 1 Seeburg Gem Victory Cabinet . . . 475.00
 - 3 Rock-Ola DeLuxe . . . 450.00
 - 2 Wurlitzer 500K . . . 500.00
 - 1 Wurlitzer 600K Victory Cabinet . . . 525.00
 - 5 Wurlitzer 412 . . . 165.00
 - 3 Columbia Slots . . . 100.00
 - 5 Golden Wheels, 1-Ball Tables . . . 50.00
- All Machines are in Good Condition.

VICTOR MUSIC SERVICE
204 TELFAIR ST. AUGUSTA, GA.

For Immediate Shipment
.22 SHORTS
Write, Wire, Phone for Prices.
SIMON SALES, INC.
215 West 64th St., New York 23, N. Y.
Phone: Tr. 4-6900

MR. GEORGE BAIRD
Please Communicate with
HOWARD BARTON
at 400 Water St., Portsmouth, Va.—Important!
Anyone knowing the whereabouts of the above party will do me a great favor by advising me.

FOR SALE
2 Groetchen Metal Typers, late model used 1 year, Each . . . \$225.00
1 Metal Typewriter, older model, . . . 175.00
All Machines clean and ready for location, including about 4,000 Tokens.
Terms: 1/3 Down, Balance C. O. D.
TEXAS NOVELTY CO.
1724 S. Congress Ave. Austin, Texas

MILLS NEW POST-WAR MACHINES

**ORDER TODAY
IMMEDIATE
SHIPMENT**

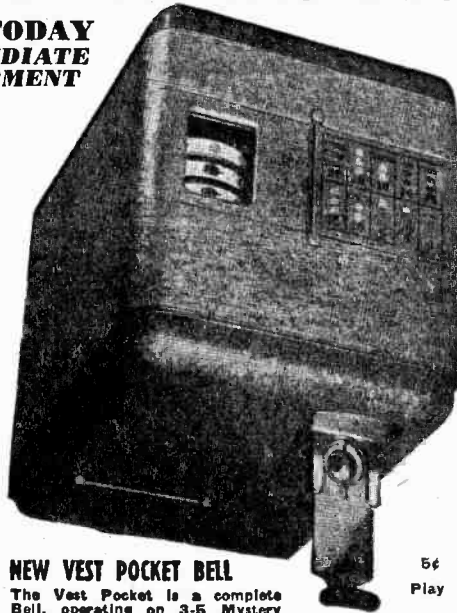


BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

Write For Prices

NEW SAFE STANDS \$27.50
Send 1/3 Deposit With Order.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight.

5¢ Play

\$74.50

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

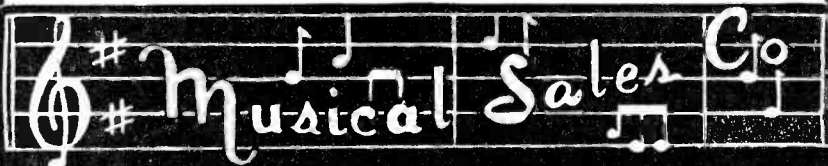
Here's the A, B, C, of

SEEBURG SCIENTIFIC SOUND DISTRIBUTION

Acoustically designed to deliver delightful music throughout each location. No harsh "blaring" near the machine or "fading" when away from it.

Beautiful phonograph cabinet as well as beautiful music.

Co-operation in every Servicing problem by Musical Sales' staff of trained experts.



EXCLUSIVE SEEBURG DISTRIBUTORS

FOR MARYLAND—WASHINGTON, D. C.—VIRGINIA

140 W. MT. ROYAL AVENUE
415 W. BROAD STREET

BALTIMORE 1, MARYLAND
RICHMOND 20, VIRGINIA

"Don't let this one get away!"



FISH STORY
1280 Holes at 5¢
... \$64.00
Pays Out 27.88
PROFIT Average \$36.12
Thick DIE-CUT Board

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO 7, ILL.

REMEMBER THIS

NON-INFLAMMABLE
NON-BRITTLE
SHRINK-PROOF
RIGID MATERIAL
EXPERTLY MOLDED
PERFECT FIT • GUARANTEED

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

Determine Right or Left as You Face Phonograph

ROCK-OLA MODELS Each

Standard, Master, DeLuxe or Super
Top Corners \$12.75
Lower Sides 12.75
Top Door Plastics 6.75
The Above Available in Solid Red, Yellow, Green.

COMMANDO Each
Top Corners \$ 3.00
Top Center 7.00
Long Sides 12.75
Combination Yellow & Red Color Scheme.

SEEBURG MODELS Each

"Hi Tone"—Model 9800, 8800, 8200, Lower Sides \$14.50
"Cadet"—"Major" Top Corners 6.00
"Classic"—"Colonel" Top Corners 2.50

SHEET PLASTIC

20"x50"—Non-Brittle Pliable. 60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet \$14.50.
IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!
ORDER FROM YOUR NEAREST DISTRIBUTOR!

Acme PLASTICS ARE UNCONDITIONALLY

GUARANTEED
AGAINST BREAKAGE
FOR 3 YEARS

WURLITZER MODELS Each

24 Top Corners \$ 1.20
24 Lower Sides 4.00
61-71-44-500-500 Top Corners 4.00
700 Top Corners 7.00
700 Lower Sides 9.50
700 Back Sides 8.50
800 Top Center, Right or Left Red 8.00
800 TOP CORNERS 16.50
800 Back Sides, Green 9.50
800 Lower Sides 13.50
750 Top Corners 8.75
750 Middle Size 2.00
850 Top Corners 9.50
750 Lower Sides 4.25
750 Top Center 8.75
850 Lower Sides 8.75
850 Top Center 11.00
850 Lower Sides 10.50

MILLS

Available in Red, Yellow or Green
Throne—Empress Each
Top Corners \$14.00
Throne—Empress
Lower Sides 14.00

ACME SALES CO.

505 W. 42nd ST.
New York 18, N. Y.
LO. 3-4138

FRISCO

THE FREE PLAY GAME YOU'VE WAITED FOR



**ORDER
TODAY!**

CONVERTED FROM
CHAMP
SEA HAWK
HOROSCOPE
SCHOOL DAYS
BELLE HOP
PARADISE
SPOT POOL
MIAMI BEACH
ABC BOWLER

Immediate
Delivery!

PRICE

\$279.50

ORDER FROM YOUR DISTRIBUTOR
OR WRITE TO US

MARVEL MANUFACTURING CO.

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HERE'S HOW TO BEAT INFLATION!



While They Last!

- 68 BALLY SPOTTEM
- 15 BALLY SCOOP
- 28 BALLY CHEVRON
- 19 BALLY PICKEM
- 12 BALLY VARIETY
- 28 STONER CHUBBY
- 22 BOOM TOWN

Just Off Location . . .
All Parts Intact!

\$35⁰⁰
Each

1/3 Deposit—Balance C. O. D.

NOW DELIVERING BRAND NEW

MILLS VEST POCKET BELL \$ 74.50	CHAMPION HOCKEY \$289.50
EXHIBIT BIG HIT 334.00	ABT CHALLENGER 65.00
MILLS BLACK CHERRY BELL WRITE	

Write for complete list of guaranteed Reconditioned Equipment of all kinds.

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

Affiliate Office: IOWA STATE SALES CO., 567 Seventh St., Des Moines 9, Iowa

FOR SALE

WURLITZER PHONOGRAPHS	4 350 WUR. SPEAKERS \$ 25.00
850's \$765.00	3 145 WUR. STEPPERS 45.00
800's 725.00	NEW AND REVAMPED GAMES
750's 750.00	CHICAGO COIN'S GOALEE \$525.50
700's 650.00	CHICAGO COIN'S NEW SPELLBOUND 325.00
780's 675.00	GENCO'S TOTAL ROLL 525.00
500's 450.00	GOTTLIEB'S STAGEDOOR CANTEN 274.50
600's ROTARY 400.00	UNITED'S TRADE WINDS 274.50
600's VICTORY ROTARY 435.00	UNITED'S BRAZIL 274.50
610's LIGHT UP 225.00	MARVEL'S FRISCO 279.50
24's 289.50	USED MACHINES, GOOD CONDITION
ROCK-OLAS	FOLLIES \$ 49.50
SUPERS \$450.00	SEVEN UP 69.50
MASTERS 450.00	SEA HAWK 79.50
DELUX 400.00	CLICK 79.50
STANDARDS 375.00	ARGENTINA 89.50
MONARCS 200.00	DEFENSE 89.50
TWELVE RECORD 100.00	VICTORY 89.50
COUNTER MODEL 150.00	GUN CLUB 69.50
SEEBURGS	BIG PARADE 129.50
8800, E.S.R.C. \$650.00	KNOCK OUT 129.50
ENVOYS 475.00	SKY CHIEF 149.50
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12-RECORD 100.00	BALLY KING PIN 175.00
MILLS	ARIZONA 235.00
EMPRESS \$350.00	BRAZIL 235.00
THRONES OF MUSIC 289.50	LAURA 235.00
20 MODEL 120 R.C. BOXES 17.50	GRAND CANYON 235.00
2 SEEBURG SPEAK ORGANS 25.00	SANTA FE 235.00

Wire, Write or Phone. 1/3 Deposit With Order for Immediate Shipment.
FRED BURKS, F. & W. AMUSEMENT CO.
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COIN MACHINES BOUGHT, SOLD OR EXCHANGED
Day Phone 152—Night Phone 352W COOKEVILLE, TENNESSEE

MILLS ORIGINAL OVAL REWARD BLUE FRONTS FOR SALE

I have 48 original Mills Blue Fronts with oval reward card, drill proof, club handle and knee action levers that I am closing out in sets of four at \$600.00 per set. Each set consists of four machines—two nickel, one dime and one quarter. Have original invoice showing that I purchased these machines new just before the war and this is no junk. 12 BALLY '41 DERBY'S FREE PLAY LIKE NEW, PERFECT WORKING CONDITION AND CLEAN, Price \$275.00 Each or Three for \$800.00.

PALMANTIER SALES CO.

MEYERS LAKE, COTTAGE 72, CANTON, OHIO

MUSIC AND AMUSEMENT MACHINE ROUTE FOR SALE

NORTHEASTERN CALIFORNIA.
Priced right. For information: Write

WILLIAMSON DISTRIBUTING COMPANY
1220 K Street, Sacramento 14, Calif.

COINMEN YOU KNOW

Los Angeles:

(Continued from page 125)
old, is fast becoming a real songstress, good enough for the studios. . . Helen Pennington, secretary to Cliff Blake at Blake Sales, reports they will have a showing of the new Vendit about August 1. . . . Paul Reiner, owner of Black & White Records, has returned East for a few weeks after spending a month here conferring with Ralph Bass, manager of his local headquarters.

J. M. Harvey, manager of Mint-horne Music Company, reports a good many out-of-town ops have been coming in lately, which probably ties in with the new factory service school being conducted there Wednesday nights jointly by Minthorne and the Seeburg Corporation. Over a hundred coinmen are attending the current 15-week course. . . Bill Happel, of Badger Sales, is finishing up his extended Northwest tour with a stay at Lake Tahoe. Happel has been working hard thruout the entire trip, according to nephew Billy Happel, who is running things at the office, and is finishing up with a well-earned rest.

Bill Leuenhagen, of William H. Leuenhagen & Company, is enlarging his quarters and taking over the adjoining building. Leuenhagen is tending routes for several ops who are away vacationing. . . Joe Ervin and Dean Watson are getting set up with their Silver Spur Records, new Western juke label featuring Don Weston. . . Ray Eberts has added his name to the group of local coinmen who now own homes in Beverly Hills. . . As previously expected, Rudy Pratt's husband walked in on her the other day at her desk in General Music Company offices after spending a year as an army sergeant in Tokyo. Needless to say, Manager Fred Gaunt gave her the rest of the day off.

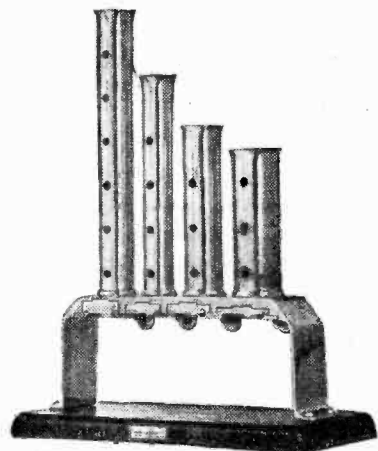
George Burke, of Coinmatic Distributors, is taking a two-week vacation up in the mother lode country with Mrs. Burke. Ken Brown, Burke's partner, just made another round-trip flight to Texas in his own plane on business. Preston Jarrell, Coinmatic manager, celebrated his birthday July 17. . . L. E. Kelley, of K & M Service, announces his company's new offices at 2821 McKinney Avenue, Dallas, are now open, with partner F. J. Myers going down to take charge temporarily.

Bud Parr, of Solotone and General Music, just returned from another trip arranging for the distribution set-up on Solotone to New York, Chicago, Mississippi, New Orleans and points between. . . Paul Johnson, veteran operator, was in visiting with Aubrey Stemler recently. Stemler's partner, actor Skeets Gallagher, is back in the office after a recent illness. . . Jerry Karpman has already outgrown his space on Pico and is taking offices in the Subway Terminal Building, with plans to also work out of Sammy Ricklin's California Music Company headquarters.

Bill Abel, general manager for Charley Washburn's Coast Record Manufacturing Company, announces that Al Middleman has been appointed distributor for Coast in 13 Eastern States at four distribution centers. Abel also reports that additional distribution for four States is now set up out of Memphis and distribution for four more out of St. Louis. Chet Wiser, Coast's traveling sales manager, is back in town after a recent tour of Western districts. Bob Tanner is in Dallas taking charge of Coast's new offices of their own there.

Jack Gutshall, of Jack Gutshall Distributing Company, is spending the (See LOS ANGELES page 136)

MASTER CHANGER



Nothing on the market to compare with it.

Attractive . Fast . Efficient

Highly polished chrome finish. Die cast and precision machined. Weighted non-slip base. Automatically dispenses 5 nickels, 5 dimes, 4 quarters or 2 halves with a flick of the finger.

Master Model (Illustrated) \$27.50
Junior Model (Two 5c Tubes) 17.50

F.O.B. Seattle.
(Distributor Discounts)

Northwest Sales Co.

Bill-o-Matic Distributor
3144 Elliott Ave., Seattle 1, Wash.



Vending Machine Company

207 FRANKLIN ST., FAYETTEVILLE, N. C.

The authorized

BELL-O-MATIC distributor of Mills

Bell Products in the States of North

Carolina, South Carolina, and

Virginia suggests: MILLS BLACK

CHERRY BELL, the most copied

Bell in the world!

WANTED!

NEW AND USED

STEPPING RELAYS

500 or More 70 Point Double Roll—24 Volts Stepping Relays.

500 or More 10 Point Double Roll—24 Volts Stepping Relays.

500 or More 5, 10, 20 or 40 Point Double Roll—24 Volts No Reset Stepping Relays.

5000 or More 4, 8, 8, 10 Point Jones Plugs, Male and Female.

500 or more Transformers, 110 Volts, 60 Cycle, 24-36 Volts Secondary with 6-8 Volt Tap.



Want used Chicago Coin Games, not necessarily in working condition. All parts must be there. Will pay \$25.00 each.

Firestone Games, Inc.

1604 Chestnut Ave. Brooklyn, N. Y.

United Amusement Company

3410 Mair St., Kansas City 2, Missouri

The authorized

BELL-O-MATIC distributor of Mills

Bell Products in the entire State

of Kansas and the Western part of

Missouri suggests: MILLS BLACK

CHERRY BELL, the most copied

Bell in the world!

➔ WISCONSIN & UPPER MICHIGAN OPERATORS
 ➔ WATCH FOR
 ➔ AUGUST
 ➔ SHOWING DATE
 ➔ CHALLENGER
 ➔ '47 PHONOGRAPH

UNITED Exclusive Distributors for Wisconsin and Peninsula of Michigan for —
CHALLENGER '47 PHONOGRAPH
EVANS TEN STRIKE AND CONSOLES

ALSO DELIVERING } CHICAGO COIN COALEE—GENCO TOTAL ROLL—
 ABT CHALLENGER—CHAMPION HOCKEY—
 BALLY SURF QUEEN AND OTHER GAMES.

8—QUALITY USED MACHINE BUYS OF THE WEEK—8

Sky Fighter Conversion	\$195.00	Santa Anita (1 Ball P.O.)	\$ 89.50
Lucky Strike Bowler, A-1	69.50	Evans Lucky Lucre, '41	89.50
Wurlitzer Counter Model '71, with Stand	259.50	Race King (1 Ball P.O.)	78.50
Wurlitzer Hideaway—Twin 12	245.00	Callie Enamel, 10¢ 3/5 P.O.	49.50
Bowling League, 9 ft.	149.50	4-Star Jennings Chief, 10¢	89.50

WRITE TODAY FOR OUR PRICE LIST — Terms: 1/3 Certified Deposit

Wisconsin's Leading Distributors

UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD AVE. PHONE, GR-6772 MILWAUKEE 14, WISCONSIN

WANTED TO BUY!

MILLS ESCALATOR SLOTS

MILLS 4 BELLS

MILLS 3 BELLS

MILLS JUMBO PARADES—Com-
 bination Free Play and Cash

KEENEY SUPER BELLS—Com-
 bination Free Play and Cash

BALLY CLUB BELLS

BALLY HIGH HAND

M. S. WOLF DISTRIBUTING CO.

1348 Venice Boulevard

Los Angeles, California

ATTENTION, OPERATORS!!!
COLUMBIA BELLS

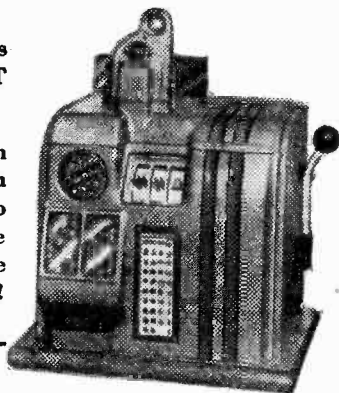
New-Improved-1946 Models

IMMEDIATE DELIVERY

Fresh off the production lines—comes the famous COLUMBIA TWIN JACKPOT BELL—A GREAT MONEY-MAKER!

These new improved 1946 models in dazzling, durable Hammerloid finish are changeable right on location to 1-5-10-25c play; hence, you get the service of four machines for the price of one—plus double slug protection!

COLUMBIA makes more money faster—costs less money to own.



Operator's Price—Single Lots\$132.50
 Lots of Five 127.00
 Lots of Ten 121.00

WRITE FOR PRICE ON QUANTITY LOTS

Roanoke Vending Machine Exchange, Inc.

13 SOUTH JEFFERSON STREET

ROANOKE, VIRGINIA

(TELEPHONE, 2-7418)

EAGLE PHONOGRAPH REPLACEMENT PLASTICS

available at RIGHT prices!

New CLEAR, TRANSPARENT PLASTIC WINDOWS
 For your Model 850 program holder \$5.00 per set

Thickest • Strongest
Toughest • Non-Inflammable • Perfect Fit!
 Almost 1/4 inch thick—COLORS TINTED THROUGH AND THROUGH SAME AS THE ORIGINAL. A Quality Product Worthy of Your Expensive Instrument

WURLITZER Each

800 Top Corners.....	\$16.50
800 Lower Sides.....	13.50
800 Middle Sides.....	3.00
800 Top Centers	
(Right or Left, Red).....	8.00
800 Back Sides (Green).....	9.50
800 Top centers (onyx).....	4.00
600, 500 Top Corners.....	4.50
700 Top Corners.....	7.50
700 Lower Sides.....	9.50
700 Back Sides.....	8.50
750 Top Corners.....	8.75
750 Lower Sides.....	8.75
750 Top Center.....	4.25
750 Middle Sides.....	2.00
850 Top Corners.....	9.50
850 Lower Sides.....	8.75
850 Top Center.....	11.00
850 Peacock Glasses.....	3.50
950 Lower Sides.....	10.50
24 Top Corners.....	1.00
24 Lower Sides.....	4.00
41-61-71 Top Corners.....	4.50

ROCK-OLA Each

Standard, Master, Deluxe or Supers:	
Top Corners (Solid Red, Yellow or Green).....	\$12.75
Lower Sides (Red or Yellow).....	12.75

SEEBURG

"Hi-Tone" Model 9800, 8800, 8200:	
Lower Sides (Solid Red, Yellow or Green).....	14.50
"Classic"—"Colonel"	
Top Corners (Solid Red, Yellow or Green).....	6.00

SHEET PLASTICS

20" x 50"—Pliable—Per Sheet, 50 Gauge, Red, Yellow, Green or Clear.....	\$12.50
---	---------



If You Don't See What You Want . . . Ask For It! We May Have It In Stock!

EAGLE COIN MACHINE CO.

1514 N. Fremont Ave. • Chicago 22, Illinois • Phone: Michigan 1247

SPECIAL SALE—ACT NOW!

PHONOGRAPHS

SEEBURG HI-TONE, ESRC.....\$585.00	SEEBURG HI-TONE, ES.....\$540.00
WURLITZER 750E..... 690.00	WURLITZER 41..... 155.00
WURLITZER 616, Life-Up Dome and Grille, like new..... 235.00	WURLITZER 61..... 165.00
WURLITZER 500..... 465.00	WURLITZER 800..... 635.00
ROCK-OLA MASTER With Remote 465.00	WURLITZER 500 VICTORY.... 465.00
MILLS THRONE..... 285.00	WURLITZER 500, Leather Sides, Red Plastic Dome, Completely Remodeled..... 565.00
WURLITZER 950..... 665.00	SEEBURG CLASSIC..... 415.00
WURLITZER 600K..... 440.00	SEEBURG VOGUE..... 415.00
WURLITZER 600R..... 415.00	WURLITZER 850..... 715.00
WURLITZER 700..... 585.00	

GRUEN PRECISION DIODE METERS for Lining Up Wireless Boxes..\$14.50

WALL BOXES

WURLITZER #100.....\$14.50	BUCKLEY CHROME, 32 Sel.....\$ 9.50
WURLITZER #120..... 19.50	BUCKLEY CHROME, 24 Sel..... 14.50
SEEBURG WIRELESS, 24 Sel. Perf. 25.00	WURLITZER #125, Perfect Cond.. 17.50
SEEBURG, 20 Sel. Wireless..... 15.00	ROCK-OLA, All Types..... Write

WRITE — GET ON OUR MAILING LIST!

All mdse. subject to prior sale! 1/2 dep., bal. C.O.D., F.O.B. Warehouse
All equipment guaranteed in perfect condition. We pride ourselves on
our clean reputation! **WRITE—WIRE!**

WEST SIDE DISTRIBUTING COMPANY

612 TENTH AVENUE PHONE: CIRCLE 6 7533 NEW YORK 18, N. Y.

JAR DEALS

RED—WHITE & BLUE

1940-2040-2160-2170-2180
LOWEST PRICES

BINGO

1000-1050-1200-1250
LOWEST PRICES

FURNISHED SINGLE OR STAPLED 5 SINGLE TICKETS PER PACK.
SPECIAL DEALS AND PAYOUT LABELS MADE TO SPECIFICATIONS.

TIPS—BASEBALL

120 Tickets
LOWEST PRICES

COMBINATION

1440 to 2520 Ticket Deals
LOWEST PRICES

Write for catalog and lowest prices to
OPERATORS — JOBBERS — DISTRIBUTORS

WORTHMORE Mfrs. of "FAIR PLAY" Tickets

1825 S. Michigan Ave., Dept. C, Chicago 16, Ill.

SALESBOARDS— All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT.....	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS.....	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS.....	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS.....	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT.....	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED.....	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES.....	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES.....	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES.....	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES.....	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES.....	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED.....	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

READY FOR LOCATION

GOALEES.....\$395.00 | LITE LEAGUE.....\$295.00

PHONOGRAPHS

5 9800 R. C. E. S. SEEBURG.....\$550.00	850 Wurlitzer.....\$675.00
5 8800 R. C. E. S. SEEBURG.... 535.00	750-E Wurlitzer..... 650.00
3 8200 R. C. E. S. SEEBURG..... 560.00	950-E Wurlitzer..... 650.00
1 COLONEL R. C. E. S..... 475.00	

CULP MUSIC CO.

1405 E. FIRST ST.

TULSA, OKLA.

COINMEN YOU KNOW

Chicago:

(Continued from page 128)

short, fast trips. Latter plane, incidentally, will haul 15 machines when King solos it.

DeWitt (Doc) Eaton, vice-president and general sales manager of AMI, recently made a flying visit to New York. Other AMI execs have also been on the go attending the AMI showings around the country. President John Haddock and Engineer Monte West attended the H. & L. Distributing Company showing in Atlanta. L. C. Force, assistant sales manager, attended Pioneer Distributing Company showing at Raleigh, N. C. and then journeyed to New Orleans, his native city, for the Louisiana Coin Machine Service Show, and Paul Bleck, service manager, was at Murphy Distributing Company show at St. Louis. West also attended the Southwest Amusement Company's AMI showing in Dallas, July 19-20.

Mr. and Mrs. Leo Weinberger are the parents of a daughter, Dolores, born July 5. Father is owner of Leo's Amusement Company and a son of Michael Weinberger, vet coin machine operator.

Vince Shay, president of Bell-O-Matic, his wife and their 5-year-old son, Vince Jr., are at Grand Rapids, Minn., giving the Gopher State's fish a run for their money. The Shays are spending a two-week vacation there after motoring up in Vince's new Buick. . . . Midge Ryan, Bell-O-Matic treasurer, is back home after an extensive tour of the West Coast where he met with operators thruout the territory.

Smitty Smith at Buckley Trading Post was host to Howard Peo, who heads Valley Specialty Company, Rochester, N. Y., and known to the trade as manufacturer of a variety of machines. One was the Patience Tester, an arcade piece. Vacations are under way at Buckley, with Secretary Margaret Murphy just returned from Michigan and G. F. Haley leaving with his family for a motor trip to Yellowstone.

Henry Fox, New Orleans distributor, was in to see Harry Brown at American Amusement Company, and was reported his cheerful old self by Secretary Helene Swyer, having neither gained nor lost a pound from his five-by-five stature. . . . Sollie Abrams, who was here for the NAMM convention, came out to see Perk Perkins at Globe Distributing. Abrams now manufactures Alert and Bell label records in New York. Another caller was Buster Williams, who flew up in his personal plane from Memphis with partner Newell.

Max Glass reported better-than-usual summer biz for his Sherman Hotel arcade. Said play normally rises during summer months when school children are on vacation. . . . L. R. Simpson, George A. Scott, and John H. Hanko—all newcomers to the trade—are operating coin radios distributed by Morris Nozette here. Simpson and Scott are partners in a South Side area. Hanko has locations on the Northwest Side.

Bill Martin, of the Central Atlantic Distributing Company at Pennsauken, N. J., was in town recently purchasing new equipment from manufacturers. . . . Vince Conners, of the Amusement Corporation, is on a vacation trip to Vermillion Lake, Minn. He is accompanied by Martin Bussert, shop foreman. Both report unusual success with the rod and reel.

Operator George Bloom, of Miami, was a recent visitor to coin machine distributors here in search of new equipment. He is getting ready for the winter season which he hopes will (See CHICAGO page 136)

SAM STERN SAYS . . .



ON ANY LOCATION IT'S DYNAMITE! NEW DAVAL

MARVELS AND AMERICAN EAGLE \$50.00

Ball Gum Models \$5 Extra



Gusher, Jack Pot or Bonus . . . \$54.00

ORDER TODAY!

SCOTT-CROSSE COMPANY

1423 Spring Garden St., Phila. 30, Pa.

Silent Sales Company

204 11th Avenue S, Minneapolis 15, Minn.

The authorized BELL-O-MATIC distributor of Mills Bell Products in the States of Minnesota, North Dakota, and South Dakota suggests: MILLS BLACK CHERRY BELL, the most copied Bell in the world!

REAL BUYS

3 '41 Derbles, Each	\$210.00
3 Pimlicos, Each	275.00
2 Sport Specials, Each	120.00
5 Sportsman, F.P. Each	125.00
2 Blue Grass, Each	150.00
3 Dark Horse, Each	150.00
1 Skylark, F.P., P.O.	135.00
1 Fortune, F.P., P.O.	185.00

Immediate Delivery. Order Now.
One-Half Deposit, Balance C. O. D.

ADVANCE AUTOMATIC SALES CO.

Ph.: Hemlock 1750
1350 Howard St. San Francisco 3, Calif.

Sicking, Inc.

1401 Central Parkway, Cincinnati 14, Ohio

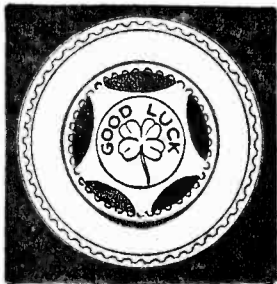
The authorized BELL-O-MATIC distributor of Mills Bell Products in the States of Kentucky, West Virginia, and Southern Ohio suggests: MILLS BLACK CHERRY BELL, the most copied Bell in the world!



IMMEDIATE DELIVERY ORDER NOW. WIRE OR WRITE FOR PRICES.

METAL TYPER DISCS

WRITE US FOR THE BEST



EXPERT REPAIR SERVICE ON GROETCHEN METAL TYPER

STANDARD SCALE CO.

715 N. KINGSHIGHWAY, ST. LOUIS 8, MO. Successors to the Groetchen Tool Co. in the manufacture of Metal Typer Name Plate Machines.

Slots and Consoles

- 1 Mills Blue Front, 25¢\$135.00
- 1 Mills Blue Front, 1¢ 75.00
- 1 Mills Bonus Bell, 5¢ 155.00
- 1 Pace Saratoga Rall 85.00
- 1 Jumbo Parade Comb. 175.00
- 2 Silver Moon Comb. 175.00
- 1 Big Prize, P.O. like new 49.50
- 2 Bally Hawthornes, P.O. 65.00
- 1 Bally Grandstand, P.O. 59.50
- 1 Jumbo Parade, P.O. 134.50
- 3 Jumbo Parade, F.P. 129.50
- 2 Silver Moon, F.P. 129.50
- 2 Galloping Dominos, Brown Cab. ... 117.00

One-Ball Multiple Free Play

- 2 Bally Longacres\$339.50
- 4 Bally Thorobreds 339.50
- 1 Bally Pimlico 275.00
- 1 Bally Dark Horse 159.50
- 1 Bally Sport Special 124.50

Music

- Wurlitzer 800\$700.00
- Wurlitzer 600R 425.00
- Wurlitzer 500 495.00
- Twin Twelve Buckley Adapter In Cab. . 195.00

KAW SPECIALTY CO.

1137 OSAGE AVE. KANSAS CITY 3, KANSAS

WANTED TO BUY FOR CASH

Chester Pollard Football Games\$75.00
 Chester Pollard Golf Machines 20.00
 Need not be in working condition, but must have all parts.

IDEAL NOVELTY COMPANY
 2823 Locust St. St. Louis 3, Mo.
 Phone, FRanklin 5544

FOR SALE

10 COLUMN ROWE ROYALS (As Is)
 With Stipped Housings\$50.00
 With Good Housings 65.00

AUTOMATIC CIGARETTE SALES CO.
 1918 Washington Ave. St. Louis 3, Mo.

BUY RIGHT FROM AMMCO

- Refinished—CONSOLES—Reconditioned**
- 5¢ Super Bell Com.\$274.50
 - Mills Jumbo, C.P., Late Model 109.50
 - Bally Club Bell Comb. 275.00
 - 5¢ Silver Moon, F.P.\$119.50
 - Galloping Dominos, 2 Tone, J.P. 249.50
- Refinished—ONE BALLS—Reconditioned**
- Blue Ribbon\$ 40.00
 - War Admiral 147.50
 - Thistledown 52.50
 - Grand National 57.50
 - Turf King\$325.00
 - Fair Grounds 49.50
 - '41 Derby 339.50
 - Kentucky 249.50
 - Sportsmen, F.P.\$195.50
 - Record Time, F.P. ... 174.50
 - Caron, Conv. to F.P. 49.50
 - Preakness, Conv. to FP 49.50

ELEGANT TEN STRIKES

Rebuilt—Refinished in TWO-TONE VENEER GRAIN CABINETS **\$149.50**

Supreme Shoot to Tokyo\$125.00
 Rapid Fire, Perfect 119.50

Chi Coin Hockey\$185.00
 Amusement Lite League 425.00

- REBUILT SLOTS**
- Mills Black Cherry\$225.00
 - Mills Silver Chrome 225.00
 - Mills Gold Chrome 225.00
 - 5¢ \$275.00
 - 10¢ 250.00
 - 25¢ 275.00
 - Mills Copper Chrome\$225.00
 - Mills Brown Fronts 150.00
 - Mills Blue Fronts 125.00
 - Waiting Rotatops, 5¢ Only\$85.00
 - 5¢ \$250.00
 - 10¢ \$275.00
 - 25¢ 200.00
 - 150.00
 - 175.00
 - 160.00
 - 175.00

NEW REDUCED PRICES ON "TRUE FIT" CASTINGS AND CASES BLACK CHERRY, SILVER AND COPPER CHROME NOW -- \$45.00

COMPLETE WITH ALL NECESSARY PARTS READY TO ASSEMBLE

- Refinished—5 BALL—FREE PLAYS—Reconditioned**
- ABC Bowler\$62.50
 - American Beauty 97.50
 - Beauty-Bally 35.00
 - Big Chief 42.50
 - Big Six 27.50
 - Boomtown 49.50
 - Box Score Daval 27.50
 - Belle Hop 79.50
 - Big Show 35.00
 - Brite Spot 42.50
 - Click 69.50
 - Cadillac 35.00
 - Fantasy 42.50
 - Fifth Inning, Plastic Bumpers 39.50
 - Flag Ship 32.50
 - Fleet, Plastic Bumpers\$59.50
 - Fox Hunt 50.00
 - Glamour 49.50
 - Glamour, Plastic Bumpers 32.50
 - Headline 27.50
 - Jumper 35.00
 - Lancer 35.00
 - Landslide 45.00
 - Lead Off, Plastic Bumpers 49.50
 - Limelight 35.00
 - Lone Star 35.00
 - Repeater 55.00
 - Rebounds 22.50
 - Score Line 42.50
 - Sea Hawk\$55.00
 - Seven Up 52.50
 - Snappy 75.00
 - Spot a Card 79.50
 - Spot Pool 75.00
 - Scoop 25.00
 - Sparky 49.50
 - Star Attraction 69.50
 - Summertime 30.00
 - Three Up 49.50
 - Towers 74.50
 - Topic 79.50
 - Vacations 35.00
 - Venus 89.50
 - Vogue 25.00

NEW REVAMPS

- Catalina\$249.50
- Hollywood 249.50
- Big Top 249.50
- Riviera 279.50
- Oklahoma\$249.50
- South Sea 279.50
- Foreign Colors 109.50

MARVEL'S NEW 5 BALL REVAMP FRISCO — \$279.50

1/3 Deposit With Order, Balance C. O. D.

AMMCO Distributors

2513 N. Milwaukee Ave. (Capitol 1111) Chicago 47, Ill.

CONSOLES

- Gallop'n' Dominos\$ 99.50
- Bob Tail, F.P. 125.00
- Jumbo Parade, F.P. 80.00
- Club Bells, F.P. 235.00
- Super Bells, F.P.\$275.00
- High Hand, Camb. F.P.-P.O. 195.00
- Kentucky Club, P.O. 80.00
- Paces Races, P.O. 80.00
- Bally Bells, P.O., 2-5c Chutes ...\$125.00

ONE BALLS

- One-Two-Three\$ 50.00
- Mills Owl 40.00
- Blue Grass 130.00
- Eureka 50.00
- Dark Horse\$150.00
- Record Time 140.00
- Sport Special 140.00
- Longacre 315.00
- Club Trophy\$275.00

ARCADE EQUIPMENT

- Bally Bulls\$ 40.00
- Bally Rapid Fire 125.00
- Air Raider 125.00
- Parachute 75.00
- Keeney Anti-Aircraft 40.00
- Seeburg Ray Guns (Conv.)\$ 75.00
- Skyfighter 200.00
- Drivemobile 225.00
- Bally Defender 190.00
- Target Skill 25.00
- Bally King Pins\$150.00

MACOMB

MUSIC SERVICE 16700 NINE MILE ROAD EAST DETROIT, MICH.

FRISCO .. \$279.50

WANT 500 PIN GAMES IMMEDIATELY

1/3 Deposit, Balance C. O. D.

Lewis COIN MACHINE SERVICE

3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

- Sea Hawk\$ 55.00
- Bandwagon 55.00
- Ten Spots 65.00
- Seven Up 65.00
- B&G Vest Pocket Bells 49.50
- 5¢ Liberty Bells 15.00
- Brand New Mills Vest Pocket Bells 74.50
- 25¢ Jumbo Parades 185.00
- 1¢ American Eagles 15.00
- Hollywood 159.50
- Keeney Texas Leaguer 45.00
- Catalina 249.50
- Glamour 50.00
- Longacre 359.50
- Spottem 40.00

IT'S HERE!! The Operator's Dream!

TEN \$5 WINNERS



NUMBERS 25-50-75
 100-125-150-175-200
 225-250-275-300-325
 350-375-400-425-450
 475-500 AND LAST SALE
 EACH RECEIVE ONE SEAL
 ON JACKPOT CARD

Why a Dream?

- CHEATPROOF!
- EXCLUSIVE!
- ATTRACTIVE!

Jackpot contains 60 seals, 10 @ \$5.00, 1 @ \$2.00, 1 @ \$1.00, 48 @ 50¢. Average payout per seal \$1.28. \$24.00 profit in 200 25¢ sales. ALL 21 WINNERS OPEN SEALS—TEN \$5.00 HITS ON EACH CARD.

GET-A-FIN

TAKES IN 200 Bundles of 5's\$50.00
 PAYS OUT (21 Seals Go) 26.00

AVERAGE PROFIT\$24.00

Refills consisting of 1,000 Tickets (200 bundles of 5) and 60-Seal Jackpot Card.

\$24 Per Dozen Refills

SAMPLE DEAL

Complete With Tickets, Jack-pot Card and Display Board **\$4.50**

Brilliantly Colored DISPLAY BOARDS

15"x22"
 One Needed for \$2.00 ea.
 Each Location
 USE THEM OVER AND OVER AGAIN.

Get-a-Fin Also Available in 1200 TICKET SIZE.

TAKES IN\$60.00
 PAYS OUT 26.00

Average Profit\$34.00
 \$30.00 PER DOZEN REFILLS.
 Tickets and Jackpot Card complete.

All Tickets FOLDED AND BANDED in bundles of 5's, punched ready to be hung on display boards.

PROMPT SHIPMENT

DISTRIBUTORS, Write for Quantity Prices
 The most complete ticket line. Write for catalog. Red, White, Blue—Bingo—Bingo Jackpot Cards—Combinations (101-102 Style)—Baseball Tips—Regular 120 Tips, etc.

CIRCLE PRODUCTS CO.

2421 Pratt Ave. CHICAGO 45, Ill.

ATTENTION, BUYERS FOR SALE

- 10 Buckley Track Odds Daily Double, Ea.\$850.00
 - 10 Buckley Long Shots, Each. 850.00
 - 10 Bang Tail 41 Model Light Cab, Ea. 275.00
 - 10 Galloping Dominos 41 Model, Each. 250.00
- All Machines Late Model & First Class Condition.

JEFFERSON MUSIC CO.

1401 Monroe St. Gretna, La.

THE NEW IMPROVED POKERENO TABLE

ALL NEW
MATERIAL
BRAND NEW
CABINETS

Excellent for Summer re-
sorts, parks and big money
earners on individual loca-
tions (built accordingly).

Also Penny Pitch
Tables ... \$95.00

DISTRIBUTORS!

Universal Standard Distributing Co.
Grand Rapids, Mich.
Cleveland Coin Machine Exchange
2021-2025 Prospect Ave.
Cleveland 15, Ohio
Central Ohio Coin Machine Exchange
185 East Town St.
Columbus, Ohio
Roanoke Vending Machine Exchange
13 S. Jefferson St.
Roanoke, Va.
Indiana Automatic Sales Co.
450 Massachusetts Ave.
Indianapolis 4, Ind.

Eastern Sales Co.
1824-26 Main St., East
Rochester 9, N. Y.
Eastside House of Music
5123 Avalon Blvd.
Los Angeles 11, Calif.
Alfred Sales, Inc.
1006 Main St.
Buffalo 2, N. Y.
L. M. Daniels
Southern Pines, N. C.

Advance Automatic Sales Co.
1350 Howard St.
San Francisco 3, Cal.

Direct Service Distributing Co.
531 Wilson St.
Chippewa Falls, Wis.
K. C. Abrams
Normandie Hotel
Miami Beach, Fla.
Aaron Crystal
Carlins Park, Baltimore, Md.
Hamel Distributing Co.
910 Beacon St.
Boston 15, Mass.

Twin Port Sales Co.
230 Lake Ave., South
Duluth 2, Minn.

OTHER TERRITORIES STILL AVAILABLE

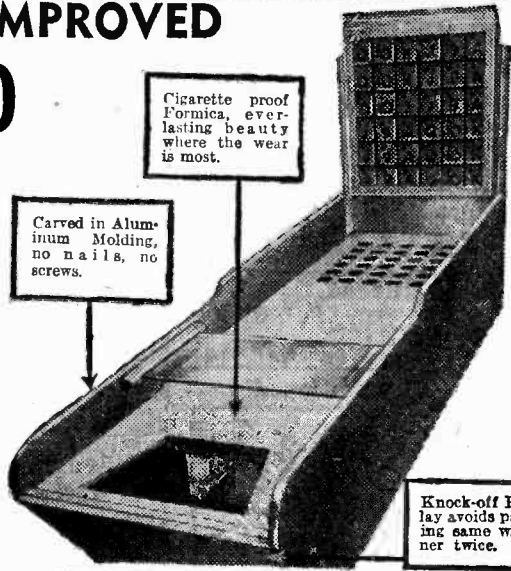
PERFECT GAMES COMPANY

2894-6 WEST 8TH STREET - - - - BROOKLYN 24, N. Y.

STANLEY GERSH

ESplanade 2-4383

SAM GARBER



\$175.00 COMPLETE
7' LONG - 25" WIDE
IMMEDIATE DELIVERY

COINMEN YOU KNOW

Chicago:

(Continued from page 134)

be as lucrative as last year's, when Florida ops hit the jackpot. . . . Bernard Schutz, of Coin Amusement Games, here reports firm is meeting demand and making delivery on conversion of ray guns to three-way target device.

John Biehl, of Batesville, Ind., has changed the name of firm to Club Distributing Company. . . . Sam Kogen, of Vendit Company, has returned from an extended business trip thruout the territories his firm serves. Kogen believes in maintaining personal contact with operators and distributors of his machines and frequently makes trips to check up on sales and discuss vending problems with dealers.

Jack Kelner, of Kelner Venders, accompanied by Ken Zeigle is still in Washington on a business trip. . . . Bob Gnarro, of ABC Music Corporation, is spending his vacation at French Lick Springs, Ind., where golfers gather for some of the sportiest courses in the country. . . . Customers and firends of Jimmy Martin, of James H. Martin Music Company, were his guests at Colosimo's restaurant here when Slapsie Maxie Rosenbloom and Max Baer, former motion picture actors, opened an engagement. Jimmy is planning a short rest after a strenuous week during the NAMM convention where his Musicraft exhibition featured personal appearances of Lionel Hampton, Orrin Tucker, Scotty Marsh and Harry (the Hipster) Gibson among other disk celebrities.

Los Angeles:

(Continued from page 132)

week ends at Big Bear. He recently installed a pier in front of his cabin there. . . . Phil Robinson, of Chicago Coin, is back from a trip to the Northwest which included stopovers in Vancouver, Spokane and Seattle. . . . Nels Nelson is showing the new Johnson bowling game, with interested operators crowding his salesrooms. . . . Mr. and Mrs. Walter Gaunt, of 29 Palms, are in the city to pick up the Fred Gaunt twins, Frederick and Richard, while Fred and Bennie are enjoying their week's vacation in La Jolla.

Some of the boys stopping in at Badger Sales showrooms during Bill Happel's absence include Lane Jasper and N. R. Voorhees from El Monte; Dwight Towne, San Bernardino; Cliff Jones, Long Beach; Scott Dreyer, Whittier; C. H. Robson, Santa Monica; Ted Johnstone, Ben Korte and Clem Korte, Glendale; John R. McCall, Oxnard, and local operators Louis Depello and H. Bettelman.

Detroit:

Max Marston, local distrib, visited the AMI factory at Grand Rapids, Mich., recently. . . . Joseph Marston reports additional locations for Personal Music here. . . . Modernaires, Columbia recording artists, recently gave a free performance for 1,200 teen-agers at the Bowery, night spot.

Opening of new record store by Andrew B. (Jack) Hamer, of the Sunny Jack Music Company, is still hanging fire. . . . Al Curtis, of the Curtis Coin Machine Company, has returned from a trip to New Orleans and reports that Ben Robinson, of Robinson Sales Company in the Crescent City, is getting acclimated to his home in the Deep South.

Victor De Schryver reports that Marquette Distributing Company has been appointed Aireon distrib for the entire lower peninsula, enlarging its territory from the former Detroit and Southeastern counties area. Firm will shortly open a new branch

NOW . . . DELIVERING

— NEW —

Bally Surf Queen	\$327.50
Gottlieb's Superliner	322.00
Exhibit's Big Hit	334.00
South Seas (United Rebuilt)	269.50
Brazil (United Rebuilt)	259.50
Gottlieb's Grip Scale	38.50
A.B.T. Challenger	65.00
Smiley	24.50
Berman's Han-Dee Pin Game	
Lift Truck	Special Price

— USED —

Skyline	\$ 35.00
Big Chief	40.00
Horseshoe	55.00
Spot A Card	60.00
New Champ	65.00
Marines At Play	95.00
Marvels Baseball	100.00
Four Aces	100.00
Big Three (One Ball)	90.00
Jeep	100.00
Sun Valley	145.00
Streamliner	185.00
Cover Girl	210.00

— ARCADE —

All Star Hockey	\$145.00
Under Seas Raider	280.00

— PARTS —

Free Play Coin Chutes	\$ 2.90
1489 Gun Lamps	.60
Live Rubber Rings, Doz.	.50
Also Silver Sleeves, Coils, Grip Parts, Rubber Zip Cord, Bulbs, Coin Wrappers, Star Title Strips, Rectifiers, Needles, Collection Books, Fuses, Time Clocks and many others.	

— REPAIR —

When in need of any repairs, send to our trained mechanics in our well-equipped shop.

"THE CENTER FOR COIN MACHINES"

W. B. MUSIC CO., INC.

1518 McGee Kansas City, Mo.
Terms: 1/3 Deposit, Balance C. O. D.

SMASH-HIT 25¢ BOARDS



\$1000.00 TOP

400 HOLES—
\$1.00 buys section; 5 hole sections with fast sale FREE each section.

\$43.90 PROFIT

Order as: No. 400 HIGH SEE

400 HOLES—
10 Sections pay \$2.00 LAST SALE each section.

\$43.06 PROFIT

Order as: No. 400 PULLMAN QUARTERS

GARDNER & CO. 2222 S. MICHIGAN CHICAGO 16

Boloway	\$75.00	Majors, '41	\$60.00	Seven Up	\$ 65.00
Four Roses	55.00	Play Ball, conv. from		Victory	90.00
Gold Star	45.00	Champ	60.00	Wild Fire	55.00
Horseshoe	60.00	Stratoliner	55.00	Undersea Raider	275.00

All Machines Ready for Location. 1/3 Deposit, Balance C. O. D.

S & W

COIN
MACHINE
EXCHANGE

2416 Grand River Ave.
DETROIT 1, MICH.
Phone: Randolph 0647

ACE "Featherlite" COIN COUNTER

See your Distributor for further details

ACE COIN COUNTING MACHINE CO. • 3715 N. Southport • Chicago 13

Keystone Panoram Co.

2538 W. Huntingdon St., Phila. 32, Pa.

The authorized

BELL-O-MATIC distributor of Mills Bell Products in the States of Delaware, Eastern Pennsylvania, and Southern New Jersey suggests: **MILLS BLACK CHERRY BELL**, the most copied Bell in the world!

★ FILMS ★

For All 16MM. Coin Operated Machines,
SOUND AND SILENT

Approved in the States of Michigan, Ohio, Indiana, Illinois, Wisconsin, West Virginia, Kentucky, Virginia and many other States.

★ SEND FOR CIRCULAR

COOPER ENTERPRISES
3157-61 W. Roosevelt Rd., Suite 208
Chicago 12, Ill.

W. L. Amusement Company

217 S. 7th Street, St. Louis 2, Missouri

The authorized

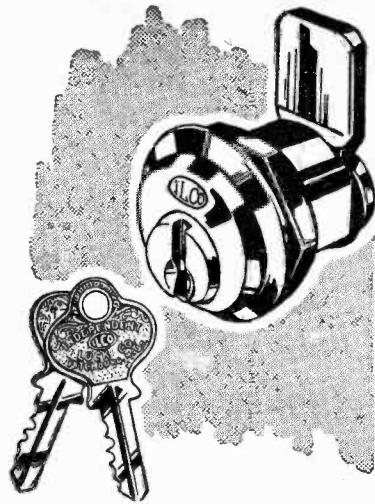
BELL-O-MATIC distributor of Mills Bell Products in the Eastern part of Missouri and Southern Illinois suggests: **MILLS BLACK CHERRY BELL**, the most copied Bell in the world

in Grand Rapids, Mich., to enable personnel to keep in closer touch with the Western part of the State.

What's Yours stays Yours

With dependable **ILCO** Coin Machine Locks on duty there's never a question about who'll bank the take from your vending machines. Carefully designed and engineered, pick-resisting, shock-resisting, **ILCO** locks offer plenty of trouble for the light finger boys—but no trouble for your collectors.

Installing **ILCO** Coin Machine Locks on all your equipment is the best kind of collection insurance you can have.



No. 4082S Coin Machine Lock, 5 Pin tumbler type. Solid Brass Cylinder. Cam movement 90 degrees. A high quality lock that insures safety and protection. An **ILCO** pick-resisting lock. Thousands of key changes.



INDEPENDENT LOCK COMPANY
Fitchburg, Massachusetts

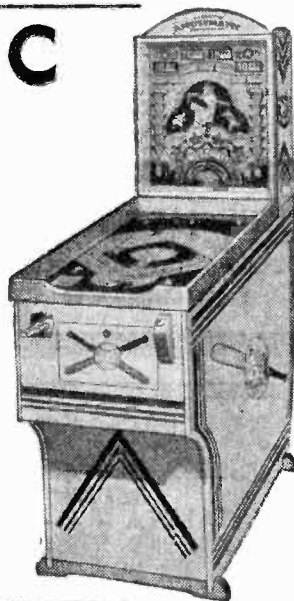
AMUSEMATIC Lite League

NOW IMMEDIATE DELIVERY

THE LEGAL ANIMATED GAME

\$ 425

AMUSEMATIC CORP.
4556 N. KENMORE AVENUE
CHICAGO 40, ILL.
Phone EDGwater 3500



EXCLUSIVE PACKARD DISTRIBUTORS, VA. AND N. C.

Packard Pla-Mor Wall Boxes . . . \$38.95	#700 Speakers . . . \$21.95
30-Wire Cable (Woven Cover). . .	#800 Speakers . . . 36.95
With Wall Boxes. Per Ft.22	#900 Speakers49.95
One Piece Bar Bracket5.00	#1000 Speakers (OUT OF THIS WORLD) . . . 159.50

New Packard Phonograph Announcement Soon

MILLS BLACK CHERRY BELL, 5-10-25¢ Play, 2/5 or 3/5 PAYOUT ON ONE CHERRY. \$74.50
MILLS VEST POCKET, F. O. B. FACTORY 65.00
ABT CHALLENGER TARGETS (SAMPLE) 60.00
ABT CHALLENGER TARGETS (LOTS OF 25) 60.00

WRITE FOR FURTHER INFORMATION AND PRICES ON OUR COMPLETE LINE

USED AND RECONDITIONED

FIVE BALL FREE PLAY	ARCADE EQUIPMENT
1 Big Parade \$129.50	2 Sky Fighter \$175.00
1 5-10-20 129.50	1 Supreme Rocket Buster 129.50
2 Knockout 119.50	1 Super Torpedo 129.50
	3 Liberators 129.50
	1 Supreme Boiascore, F.S. 250.00

CONSOLES \$ 79.50

USED PHONOGRAPHS

2 A.M.I. Singing Tower \$450.00	1 Mills De-Re-Mi \$ 77.50
2 A.M.I. Top Flights 275.00	1 Rock-Ola Commando 597.50
2 Rock-Ola Windsor 300.00	1 Wurlitzer 600R 450.00

FULL CASH MUST ACCOMPANY ORDER IN FORM OF POST OFFICE, EXPRESS, TELEGRAPH MONEY ORDER OR CERTIFIED CHECK.

MOSELEY VENDING MACHINE EXCHANGE, INC.
00 Broad Street, Richmond, Va.; Office Phones 3-4511, 3-4512, Residence Phone 5-5328

EXCLUSIVE DISTRIBUTOR OF THE NEW CHALLENGER '47 AUTOMATIC PHONOGRAPH
IN GREATER NEW YORK AND CONNECTICUT
H. ROSENBERG CO., INC.
625 Tenth Avenue Longacre 3-2479 New York 19, N. Y.

Don't Write... "VOICE-O-GRAPH"

\$3750 DOWN

STARTS YOU IN ONE OF THE MOST PROFITABLE OPERATIONS IN COIN MACHINE HISTORY WITH TEN (10)

***VOICE-O-GRAPH AUTOMATIC COIN-OPERATED RECORDING MACHINES**

---Investigate

MAIL THIS COUPON NOW!

No attendant necessary. Soundproof booth large enough for two people to record conversation or song. Records and Vends Record—and special mailing envelopes.

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 Eleventh St., Long Island City 1, New York

Send me at once complete details on VOICE-O-GRAPH.

NAME
FIRM
ADDRESS
CITY ZONE STATE 3-8-46

*Trade Mark

NEW GAMES

GOTTLIEB SUPERLINER . . . \$322.00	Bubbles \$210.00
EXHIBIT BIG HIT 334.00	Black Cherry Bells Write
Streamliner 289.50	Vest Pocket Bells 74.50
Idaho 289.50	Gottlieb Gripper 39.50
Catalina 225.00	Smiley 32.50
	Wind Mill 29.85

IMMEDIATE DELIVERY
PACKARD WALL BOXES — PACKARD SPEAKERS — PACKARD ADAPTERS

WRITE FOR OUR LATEST PRICE LIST

We Have a Choice Selection of Used Games—Guaranteed in Perfect Condition.

OLIVE NOVELTY CO.
2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)

FOR SALE 10 LATE MODEL PHOTOMATICS

Completely Rebuilt and Refinished, Inside Floodlights, 15¢ Play. Ready for shipment within 48 Hours.

WHAT'S YOUR BEST OFFER? ONE OR ALL??

I LIKE NEW REDBALL MACHINE

Still in Original Factory Crate. Will Sacrifice, \$325.00 plus \$25.00 Deposit for Crate, which is returnable to Factory for refund. Full amount must accompany order on Redball. Wire or Phone

HENRY C. LEMKE
135 W. VERNOR HIGHWAY Telephone PLaza 7647 DETROIT 1, MICH.



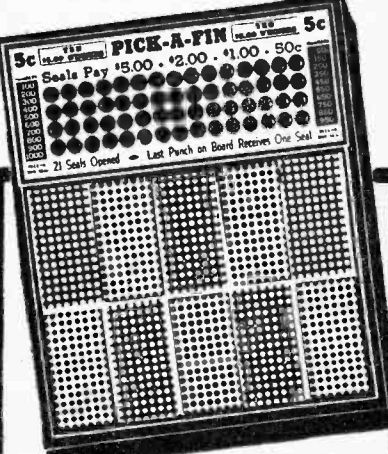
Distributors! Operators! Jobbers!
The whole "trade" is talking
about this gala big showing of...
Not one! Not Two! But THREE
brand new, grand new GAMES
by Amusement Enterprises.
Remember the dates. We'll be
expecting you.

ORDER NOW
For August Delivery



KEENEY'S THREE WAY BONUS SUPER BELL
Automatic Payout Only
Five Coin Multiple
Any Coin Combination

TRIMOUNT COIN MACHINE CO.
40 Waltham St. Boston, Mass.
LIBerty 9480



PICK-A-FIN 5c
Scale Pay \$5.00 • \$2.00 • \$1.00 • 50c
21 Seals Open - Last Punch on Board Receives One Seal

1200 Holes—Avr. Profit. \$33.05
60 Sewed Seals
Ten Spots 5c
1200 Holes—Avr. Profit. \$31.16
\$25 Special \$25
1200 Holes—Avr. Profit \$137.07
SUPER CHARLEY 25c
200 Holes—Avr. Profit. \$84.50

CROWN PRODUCTS
322 E. COLFAX AVE.
SOUTH BEND 24, INDIANA

AMUSEMENT ENTERPRISES, INC.
GEORGE PONSER IRVING KAYE
2 Columbus Circle, N.Y. 19, N.Y.
Phone: Circle 6-6651

OPERATOR GUARANTEED BUYS
PACKARD EXCLUSIVE DISTRIBUTORS
in Minnesota, North Dakota, North Wisconsin and North Michigan

NOW AVAILABLE FOR DELIVERY!

Packard Pla-Mor Phonograph Hideaway, Model No. 400	\$450.00
Packard Pla-Mor Wallbox	38.95
Packard Rotating Speaker	159.50
Packard Model 800 Wall Speaker	49.95
Packard Model 800 Wall Speaker	36.95
Packard Model 700 Wall Speaker	21.95
30-Wire Packard Pla-Mor Cable, Ft.	.22
Bar Brackets, Aluminum	5.00
Packard Hideaway Steel Cabinet	45.50

OTHER GUARANTEED BUYS!

Jockey Club, Ref.	\$375.00
Turf King	375.00
Kentucky, Ref. Like New	225.00
Paces Reels, Aut. P.O., Ref.	125.00
Silver Moon, Like New	125.00
Jumbo Parade, HI-Hd., Ref.	135.00
Big Game, Aut. P.O., Ref.	135.00
Jenn. Totalizer, Free Play	100.00
Big Game, Free Play	100.00
Paces Reels, Two-Way 5c-5c	275.00
Paces Reels, Two Way 5c-10c	300.00
Keeney Super Bells, Two-Way 5c-25c	
Comb. Cash Free Play	550.00
Dewey Single	75.00
Dewey or Callie Double	150.00
Wurl. 618 Hideaway	200.00

JENNINGS 4-STAR CHIEFS
5c, \$125.00; 10c, \$150.00; 25c, \$175.00.

WATLING ROLATOPS
5c, \$75.00; 10c, \$100.00; 25c, \$150.00.

WANTED—MILLS ESCALATOR TYPE SLOTS. WRITE FOR TOP PRICE!

TWIN PORTS SALES COMPANY
230 LAKE AVE., SO. DULUTH 2, MINN.
2027 WASHINGTON AVE., SO. MINNEAPOLIS 4, MINN.

FRISCO, \$279.50
LATEST MARVEL 5 BALL REVAMP

CATALINA - - - \$249.50
RECONDITIONED FREE PLAY GAMES
READY FOR IMMEDIATE OPERATION

Yankee Doodle	\$159.50	Spot Pool	\$ 72.50
Keep 'Em Flying	144.50	5-In-1	49.50
Hollywood	179.50	Shangri-La (P&S)	109.50
Shangri-La (Govt.)	149.50	Marvel Baseball	94.50
Big Top	150.00	Gun Club	79.50
Home Run, '42	92.50	Towers	68.50
TORPEDO PATROL	129.50	Victory	79.50
Chicago Coin Hockey (2 Players)	\$ 235.00	Ten Spot	59.50
Keeney 5c Super-Bell Comb.	275.00		

COUNTER GAMES

1c & 5c Liberty Bells, F.R.	\$19.50
1c Mercury Cig. Reels	13.50
1c to 25c Comb. Head or Tail	9.50
1c Daval Jiffy, Cig. Reels	12.50
1c Bally Baby, Cig. Reels	8.50
5c Bally Reserve, Cig. or F.R.	10.50

5c Mills Cherry Bell Chrome \$225.00
Shoot Your Way to Tokyo, Clean, Ready for Operation 125.00
'41 Derby 275.00
Longacre 375.00
Contest, 1 Ball 85.00

1/3 deposit with order, bal. C. O. D.
MID-STATE CO.
2848 Roosevelt Road CHICAGO 12, ILL.
Sacramento 2691

FREE! STEEL MECHANIC'S TOOL BOX with lift-out tray given with purchases of Coin Machine Parts, amounting to \$25.00 or more. This offer is good for a limited time only.

OUR NEW PRICE LIST NOW READY!

COIN MACHINE SERVICE CO.
PARTS FOR EVERY OPERATOR'S NEED
2307 N. WESTERN AVE. Phone HUMBoldt 3476 CHICAGO 47

FIVE DAYS' TRIAL

1 New Pre-War Crackle Slot Stand	\$29.50
1 Double Slot Safe Locks, Back and Front, Like New	89.50
1 Sparks Cig., 5c, Vends Check, New	29.50
1 Sparks Cig., 1c, Vends Check, New	29.50
2 Poko Reels, Last Model, Like New	10.00
New Columbia Bells & Gold Awards	145.00

WANTED—C. D. Jennings Dixie Bells.
NORMAN DEE
Phone 809 Cumberland, Md.

SLOTS-CLUB BELLS
Original—Serials Over 400,000

8 5c Blue Fronts, Excellent	\$125.00
3 5c Pace Club Bells, 3/5 P.O.	90.00
1 10c Pace Club Bell, 3/5 P.O.	110.00
5 5c Pace Club Bell Royal	245.00
8 10c Blue Front, Pace, 3/5 P.O.	65.00
1 10c Blue Front, Pace, Slug P.	65.00
1 10c Watling Roi-a-Top, 3/5 P.O.	75.00
1 10c Jennings Silver Chief	125.00
1 Evans Bang Tall Console, '39	90.00
1 Paces Races, Oak Cabinet	125.00

COUNTER GAMES

1 1c Mills Vest Pocket, B&G	\$35.00
2 1c Penny Pack	7.50
2 5c Champion Chip, P.O.	32.50
1 5c Grandstand Cig. Reels (Jennings)	25.00
1 1c Ex-Ray, Chip Payout Ball Gum	19.50
4 1c Tally Divider Model	14.50
1 5c Mills Counter King	39.50
30 1c or 5c Libertys (New)	22.50

1 BALL PAYOUT

15 Bally Belmonts	\$125.00
12 Bally Preakness, DeLuxe	22.50
11 Bally Fairgrounds	22.50
1 Bally Grand National (New)	125.00
2 Bally Pacemaker, Excellent	55.00
3 Gottlieb Track Records, Excellent (Crating Extra)	55.00
750 Thick Colored and Lulu Boards	1.50

NEW MACHINES

Pioneer's Smiley	\$ 25.00
Champion Hockey	289.50
Rocket Ball (Skee-ball), 8' 6"	325.00

1/3 Deposit with Order, Balance C. O. D.
UNION SALES CO.
409 N. Adams St. Green Bay, Wis.
All Phones: Howard 2995

Watch Tastes of Women: They Hold Nation's Purse

CHICAGO, July 27.—Coinmen had best take a sharp look into women's likes, dislikes and pocketbooks, according to such widely varied authorities on the state of the nation as life insurance researchers and the chief lady of a national "lonely hearts" club.

Women of America are responsible for "this juke box life," says Nelle B. Stull, national president and founder of the Widows and Widowers' Club. Known as a "love expert" who claims to have had more proposals of marriage than any woman in the world, Nelle apparently is "agin" juke boxes, along with smoking for women and sundry fashions which she nevertheless admits are highly popular.

More serious tip for the trade is seen in facts brought out in a recent life insurance study of spending habits. The report said: "It is generally accepted that women spend about 85 per cent of the family budget. This percentage rate of purchase varies considerably from one article to another. As far as household supplies and groceries are concerned, women do virtually all the buying."

Stressing the influence women—with their increasing control of the nation's purse-strings—will have on inflationary tendencies, the report indicated that women almost exclusively control food and grocery spending—classifications which might include products sold thru vending machines.

In the luxury and entertainment field, also, women are doing more and more of the spending. Thus another large element of the coin machine trade is advised to watch the tastes of the ladies in designing machines as well as in the business of operating them. Affected here would be many types of amusement machines and the whole field of coin-operated music services.

Muzak To Make Disks Rumored

CHICAGO, July 27.—Persistent rumor that Muzak, Inc., the telephone music firm, has a deal pending to make phonograph records for Sears, Roebuck & Company still remain unconfirmed.

According to this report, Muzak already has begun rounding up talent and setting up promotional plans, with the expectation of starting to make recordings in another month.

It is believed that the music firm would be in a favorable position to enter the disk-pressing business because of contracts already established with artists and manufacturing phases of the industry.

Writer Finds Jukes In Michigan Using 60,000 Disks Daily

DETROIT, July 27.—From Vera Brown's column, "Our Times," which appeared in *The Detroit Times* for July 5, comes the following item:

Whether or not you're the type that always drops a nickel into a juke box the moment you lay eyes on one, you may be interested to know there are some 12,000 mechanical boxes in Michigan, 5,000 in Detroit.

Yes, I know all 5,000 seems to start playing the moment you walk into a spot.

Joe Brilliant, head of the music box boys, says this means about 60,000 records are placed every day in Michigan.

As Joe put it, there's only one Bing Crosby. Any record of Bing's is the world's record. But Perry Como has come a long way in the last two years, and his *Prisoner of Love* is tops now with the music box crowd.

Joe says his organization has a huge supply, around 12,000 of Bing's *White Christmas* which comes out every holiday season like the family Christmas tree lights.

Lear, Inc., Plans Wire Recorder for Music on Railways

CHICAGO, July 27.—Lear, Inc., announced this week that it is now at work on a wire recorder designed for installation in railroad trains. Device, officials of the firm said, will carry reels which hold one hour of continuous music or entertainment.

Plans now call for installing the machine in club or observation cars where it may be heard without charge. Later on, if the first tests are successful, Lear expects the music and entertainment can be piped to all of the coaches and to bedrooms and compartments on the trains.

Commenting on the move, William Lear, president of the firm, declared, "entertainment by wire recorders is very feasible for train passengers because the recorders can withstand the rough conditions imposed on them, take a minimum of space and do not require the services of trainmen."

Lear had announced its intention of building a wire recorder for home use, but added that this second model for trains will be more sturdily constructed.

CAMDEN, N. J., July 27.—RCA announced this week that it has increased its production facilities for 16mm. film equipment by transferring all 16mm. activities from the firm's Indianapolis plant to the plant here.

New Music Firm in N. C.

CHARLOTTE, N. C., July 27.—Incorporation papers have been filed here for Capitol Music Company. Authorized capital stock is \$100,000, with \$400 subscribed by O. L. Crabtree and W. H. Richardson, both of Raleigh, and O. N. Crabtree, of Charlotte.

ECONOMY

SUPPLIES THE NATION!

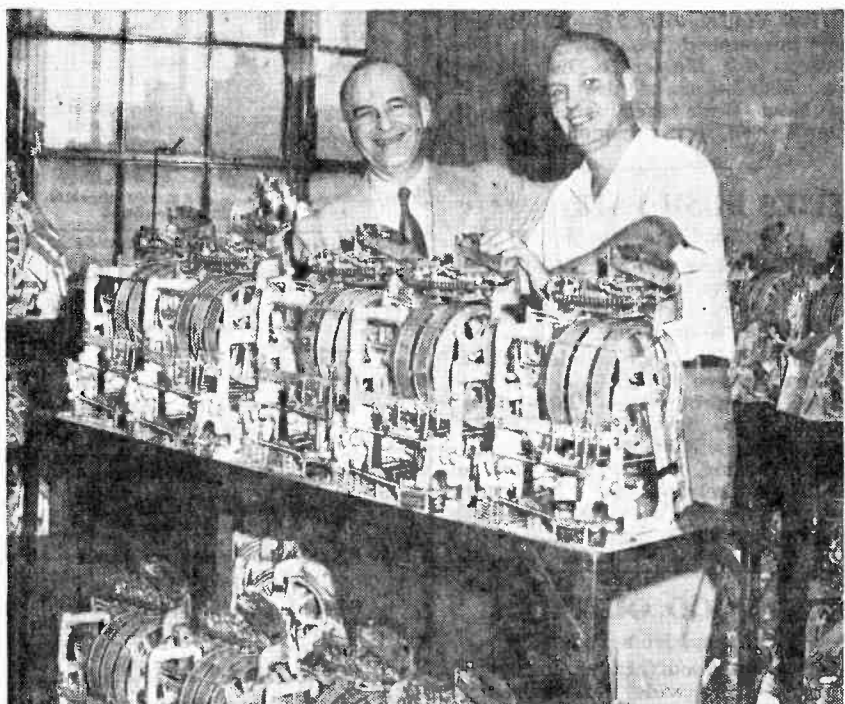
Original Gun Lamps. Ea.	\$.60
Zip Cord (2-wire, rubber covered) 500 ft.	7.50
Pigtail Wire (Stranded). Per ft.04
Shielded Wire. Per ft.04
5-Wire (Rock-Ola Cable). Per ft.15
Rubber Tips. Per 100	3.50
Rubber Plugs. Ea.10
A.B.T. Slug Rejector (V.S.)	6.00
28V Bulbs (Kenney Console) Per 10	2.00
Photo Electric Cells. Ea.	2.50
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**BULBS TUBES COILS
MUSIC PARTS**

"Economize With Economy"

ECONOMY SUPPLY CO.

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BELL MACHINE INNARDS awaiting final inspection in Chicago at Jennings plant get once-over from Dave Bond (left), of Trimount Coin Machine Company, Boston, and William F. Lipscomb, sales manager, Western division for the manufacturer.

COMPARE

**The PRICES!
The QUALITY!**

and BUY WITH CONFIDENCE from CALVERT

CALVERT'S prices are LOW—but never at the expense of QUALITY! Every machine we sell has been reconditioned in our own shops—and has passed our 8 POINT INSPECTION SERVICE. You can SAVE with CONFIDENCE by dealing with CALVERT. Check these!

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COMPLETELY RECONDITIONED—NOT JUST SCRAPED AND CLEANED

THOROBREDS. \$345

LONG ACRES. 345

PIMLICOS . . . 270

'41 DERBYS.. 245

▶ CONSOLES ◀

AS CLEAN AS YOU CAN BUY. ALL RECONDITIONED IN OUR OWN SHOPS.

HIGH HAND. . . . \$150.00

SILVER MOON. . . . 89.50

SUPER BELL. . . . 249.50

5c Convertible

CLUB BELLS. . . . 199.50

FAST TIME, P. O.. 89.50

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FRUIT REELS—HOLD AND DRAW FEATURES— CONVERTIBLE

★ 700 WURLITZER with Adapter. \$639.50 ★

▶ SLOTS!—IMMEDIATE DELIVERY ◀

PACE CHROME BELLS

ALL BRAND NEW—Perfect!

5c \$260

10c 285

25c 310

50c 510

Pair 5c and 10c
PACE CLUB BELLS \$249 for Both

Heavy Single SAFES, Sliding Back and Front Doors, Refinished **\$42.50**

SLOT STANDS, All New **\$22.50**

**Terms: 1/3 Down, Balance C. O. D., F. O. B. Baltimore, Md.
Write, Phone or Wire Today for Immediate Delivery**

The CALVERT NOVELTY CO.

COIN OPERATED EQUIPMENT

708 NORTH HOWARD STREET BALTIMORE 1, MD.
Telephone, VERNON 3034

400,000 Surplus Machine Tools To Be Released by Mid-1947, WAA Announces

33 Disposal Offices Now Unloading 118,000 Units

WASHINGTON, July 27.—Machine tools are coming into surplus categories fast. The coin machine industry, long hampered by war-time production restrictions, is now in a position to retool and produce on an assembly-line basis. About 400,000 tools will be available for civilian production by the middle of 1947, according to the War Assets Administration.

As part of a program to retool America, create a \$175,000,000,000 production output and furnish employment for more than 56,000,000 workers, 33 disposal offices and several hundred approved dealers have been set up to immediately redistribute 118,000 machine tools. Another 200,000 tools are expected to be added to the surplus list by the year's end.

During the war America had an annual national output of nearly \$200,000,000,000 and a national employment of about 52,000,000 workers. This production was made possible by 1,700,000 machine tools.

Outmoded Tools

At the war's beginning plants possessing machine tools went to work immediately on war production. Tools already outmoded were not replaced because new tools were going into new plants to make war products. Before the war 70 per cent of privately owned machine tools were over 10 years old.

A survey has shown that nearly 90 per cent of 2,358 plants polled in the summer of 1945 intended to buy machine tools, of which more than one-third expressed their desire to purchase government-owned surplus tools.

Nation's metal-working industry is beginning production of 10 billion dollars' worth of more steel, copper, aluminum and magnesium products in 1946 than in 1939. Such production requires wide use of machine tools with years of productive life ahead of them. WAA officials point out that

60 per cent of machine tools now in surplus were built after March, 1941. Less than 10 per cent were built before 1936.

Credit Plan Set

Plans call for small business to purchase surplus machine tools on the same terms as are offered large business. Small businesses (500 workers or less) may apply at Reconstruction Finance Corporation regional offices to have the RFC purchase surplus tools for them at regular prices and with the advantage of federal priority.

Of all surplus government-owned tools in stock, about 27 per cent are lathes, 21 per cent boring machines, 19 per cent milling machines and 13 per cent grinding machines. Gear cutters and finishers, drillers, planers and other types comprise the remainder.

Tools are priced according to a fixed formula, depending on government acquisition cost and the period of use. War Assets Administration Regulation No. 13 sets forth the fixed price schedule. In addition to 33 WAA regional sales offices, several hundred approved dealers have been set up to sell tools to applicants. There is no difference in price structure, inasmuch as the government pays the commission to the dealers.

WAA Offices

Location of the WAA regional sales offices are:

- Atlanta 3, Ga., 699 Ponce de Leon Avenue, N. E.
- Birmingham 6, Ala., 1955 Fiftieth Street, N.
- Boston 16, Mass., 600 Washington Street.
- Charlotte 1, N. C., 317 South Tryon Street.
- Chicago 4, Ill., 209 S. La Salle Street.
- Cincinnati 2, O., 704 Race Street.
- Cleveland 1, O., 1746 East 12th Street.
- Dallas 1, Tex., 2001 McKinney Avenue.
- Denver 2, Colo., 728 15th Street.
- Detroit 26, Mich., Buhl Bldg.
- Fort Worth 2, Tex., Texas and Pacific Office Bldg.
- Helena, Mont., Power Block.
- Houston 2, Tex., 900 Rusk Bldg.
- Jacksonville 2, Fla., St. John's Shipyard Administration Bldg.
- Kansas City 6, Mo., Troost and Bannister Road (95th Street).
- Los Angeles 14, Calif., Hill St. and Washington Blvd.
- Little Rock, Ark., Wallace Bldg.
- Louisville 2, Ky., 103 S. 5th Street.
- Minneapolis 1, Minn., 504 Metropolitan Life Bldg.
- Nashville 3, Tenn., Consolidated-Vultee Bldg.
- New Orleans 12, La., 7020 Franklin Avenue.
- New York 1, N. Y., 350 5th Avenue.
- Oklahoma City 2, Okla., 200 Cotton Exchange Bldg.
- Omaha 2, Neb., 601 WOW Bldg.
- Philadelphia 2, Pa., 1528 Walnut Street.
- Portland 5, Ore., 310 S. W. 6th Avenue.
- Richmond 19, Va., Richmond Trust Bldg.
- St. Louis 2, Mo., 505 North 7th Street.
- San Antonio 5, Tex., South St. Mary's and Villita Streets.
- Salt Lake City 1, Utah, 504 Dooly Bldg.
- San Francisco 2, Calif., 30 Var Ness Ave.
- Seattle 1, Wash., 2005 5th Avenue.
- Spokane 8, Wash., 500 Welch Bldg.

TUBES and NEW ACCESSORIES

Complete Line of Phonographs and Parts

SENSATIONAL! DO YOU NEED A NEW JUKE BOX?

We have newly remodeled and modernized Wurlitzer 616's in a complete Life-Up style—Machine is completely transformed into a beautiful brand new appearance—Chassis has been completely overhauled. Order Today!

A TERRIFIC BUY! IMMEDIATE DELIVERY! **\$335.00 EACH**

WE BELIEVE WE STILL HAVE THE LARGEST STOCK OF 12 RECORD PHONOS IN THE U. S. A.

5 ROCK-OLA 16 RECORD	\$175.00
10 TWELVE RECORD ROCK-OLA	115.00
5 WURLITZER 41 COUNTER MODEL	169.50
5 WURLITZER 71 COUNTER MODELS	235.00
10 WURLITZER 61 COUNTER MODELS	169.50

WURLITZER COUNTER MODEL STANDS FROM \$15.00 TO \$25.00 EACH.

WE MANUFACTURE MANY NEW NECESSARY WURLITZER PARTS AND HAVE A COMPLETE STOCK OF USED PARTS FOR ALL PHONOGRAPHS—SEND US YOUR ORDERS!!!

TUBES! TUBES! TUBES! SEND FOR COMPLETE CATALOG NO INCREASE IN PRICE!
Deposit Required With All Orders!

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Pre-flight Trainer

COIN-ARTS

★ INDUSTRIES ★

231 W. WIS. AVE., MILWAUKEE 3, WIS.
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Wanna Play?
5c coin machine
Takes in... \$25.15
Profit... \$5.50

WANNA PLAY?
960 Holes
R. M. Thin 5c Play
Takes in... \$48.00
Ave. P. O. . 21.50
PROFIT . . \$26.50
No. 9040

Immediate Delivery!

BLACK 'N' BLUE
840 Holes
G. L. Sp. Thick 5c Play
Takes in... \$42.00
Ave. P. O. 19.27
PROFIT... \$22.73
No. 18160

HARLICH MANUFACTURING CO.,
1413 West Jackson Boulevard
Chicago 7, Illinois
We'll be in our new home SOON!

TWO 'MISSES' that are POSITIVE HITS!



BLACK 'N' BLUE
5c coin machine
Takes in... \$10.00
Ave. P. O. \$5.00
PROFIT... \$5.00

DELIVERY RIGHT NOW

NEW BALLY GAMES

SURF QUEEN, 5 Ball \$327.50
VICTORY SPECIAL, 1 Ball, F.P. 661.50
VICTORY DERBY, 1 Ball, P.O. . 646.50

One-Third Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE.

Phone: Jefferson 1644
3147 Locust St. St. Louis 8, Mo. **CALL NOVELTY CO.**

Vote Beerless Days For Lansing, Mich.

LANSING, Mich., July 27.—At a recent meeting of 500 persons attending the opening of the Lansing Table Top Association offices here, it was voted to designate Monday as beerless day for the duration of the current shortage of that beverage.

Tavern licensees are being asked to co-operate by refusing to sell beer on Mondays, altho it will be permissible to sell wine.

IMMEDIATE DELIVERY!

Available in Gold, Silver or Black Chromes
AS GOOD AS NEW 2/5 OR 3/5 PAY

SILVER CHROME CABINETS
Brand New
Gold and Black Chrome Cabinets also available; all completely assembled, 5¢, 10¢ or 25¢ play; 2/5 or 3/5 pay.

\$39.50

American Amusement Co.

4047 W FULLERTON AVE. CHICAGO 39 ILLINOIS CAPITAL 5300
"IF YOU MISS US - YOU MISS MAKING MONEY"

America Finest
Rebuilt 50c SLOTS!

Here is your opportunity to get the finest rebuilt 50c Slots on the market today . . . All Machines sold on Money Back Guarantee . . . Rebuilt by factory trained mechanics . . . Available from stock for immediate delivery!

Write for Distributor's Prices

SCENIC CONVERSIONS

FOR SEEBURG AND BALLY RAY GUNS

<p>AFRICAN SPLASH</p> <p>SHOOT THE DEVIL SHOOT THE WOLF SHOOT THE BARTENDER</p> <p>MAID 'N' MONSTER</p>	<p>FOR BALLY RAPID FIRES</p> <p>For Chicken Sams and Convicts</p> <p>For Shoot the Chutes</p>
--	--

WITH BLACK LIGHT

\$59.50 F. O. B. Chicago

WITHOUT BLACK LIGHT

\$15.00 F. O. B. Chicago

SEND 1/3 DEPOSIT

Mercury

COIN MACHINE COMPANY

Installed on Location in 20 Minutes.

6651 N. CLARK ST. CHICAGO 26 ILL. TELEPHONE BRIARGATE 2516

SALESBOARDS

SPECIALS—IMMEDIATE DELIVERY

Holes	Name	Def.	Profit	Price
600	5¢ Diamond Dust	Def.	\$11.00	\$.65
1000	1¢ Cig. Bd. Girle, 26 or 28 Pl.			.78
1000	25¢ Charley Board	Def.	50.00	.89
1000	5¢ Nickel Charley	Def.	17.00	.96
1000	5¢ Double Finn.	Def.	24.00	.98
1000	25¢ J.P. Charley	Avr.	\$52.04	\$1.22
1000	25¢ J.P. Charley	Avr.	50.00	1.10
1000	10¢ J.P. Ready Money Seal		50.70	1.69
1000	5¢ J.P. Home Run Baseball		27.00	1.89
1200	5¢ J.P. Tex. Charley Seal		102.28	1.88
1200	25¢ J.P. Texas Charley	Avr.	102.28	2.29
1184	5¢ J.P. Win-a-Fin, Jumbo		\$34.40	\$2.49
1000	5¢ J.P. Beat This Card		33.30	2.59
1020	5¢ J.P. Hot Stuff, Girle		27.00	2.79
1020	5¢ J.P. Wanna Dough, Girle		27.00	2.89
2400	10¢ J.P. Barrel	Avr.	92.65	3.49
1664	5¢ J.P. Victory Bell	Avr.	46.32	3.74
2170	5¢ Tab. Rd. Wh. Blue Tickets		\$36.00	\$1.39
2170	5¢ Rd. Wh. Blue Single Bd.		36.00	1.59
2280	5¢ J.P. Ticket Deal	Avr.	44.00	2.89
120	Baseball Books, Singles, Am., Nat. Dz.		1.95	
120	Tip Tickets Books, Singles		1.95	
	Grand Prize Boards, Real McCoy Boards, Etc.			

SEND FOR NEW CATALOG.

PACE

THE BIGGEST NAME IN BELLS

Deluxe Bells } \$1.00
 } 50c
 } 25c
 } 10c
 } 5c

PACE

MFG. CO. INC.

2909 INDIANA AVE. CHICAGO ILL.

NEW LOW PRICES

on

CASE AND CASTING ASSEMBLIES

GREY HAMMERLOID FINISH, Black Cherry Model. \$40.00

CHROME PLATED, With Cherry or Diamond Ornaments. 50.00

Assemblies are complete with Drill Proof Sides, Award Plates, Club Handles, Coin Inserts, Etc. Black or Natural Oak Cases. Shipped in individual wood crates.

MILLS GENUINE ORIGINAL SILVER CHROMES
REBUILT LIKE NEW

5c \$200.00

10c or 25c 225.00

WE WILL NOW CONVERT YOUR OLD MILLS ESCALATOR MODEL SLOTS INTO NEW BLACK CHERRY MODEL FOR \$80 PLUS MILLS LIST PRICE ON NEW PARTS USED.

NEWLY REBUILT BLACK CHERRY BELLS, 2-5 or 3-5 Pay. 5c, 10c or 25c. In Exchange for YOUR OLD MILLS ESCALATOR MODEL MACHINES AND \$100.

WOLFE MUSIC CO.

1201 W. MAIN ST. OTTAWA, ILL. Shop Tel. 1312

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

WANTED

GENCO BANK ROLLS

WURLITZER SKEE BALLS

Highest Prices Paid.
Curtis Coin Machine Co.
3033 Hamilton Detroit 1, Mich.
Phone TEmple 2-4140

FOR SALE

.22 SHORTS

20 Cases \$90.00 Per Case.

Wire 1/4 Deposit
PEERLESS VENDING MACHINE CO.
220 W. 42nd St. New York 18, N. Y.
TEL.: Wlscnsln 7-8173.

ON HAND

- 2 25c Mills Gold Chromes, each . . \$245.00
- 1 25c Mills Silver Chrome 245.00
- 2 10c Mills Gold Chromes, each . . . 220.00
- 2 10c Mills Silver Chromes, each . . . 220.00
- 4 5c Mills Gold Chromes, each . . . 195.00
- 4 5c Mills Silver Chromes, each . . . 195.00
- 1 5c Mills Cherry Bell 145.00
- 1 10c Mills Blue Front 140.00
- 1 25c Mills War Eagle, fact. recon. . 175.00
- 1 25c Mills Roman Head, fact. recon. 175.00
- 1 5c Mills Roman Head 125.00
- 1 5c Pace, late model, red bake-lite finish, factory recon. 125.00
- 1 5c Pace, late model, green bake-lite finish, factory recon. 125.00
- 3 Chicago Metal Company Double, Revolver Cabinet, Slot Machine Safes, complete with all locks and keys, each 175.00

All machines in perfect condition.

1/2 Certified Deposit Required with all Orders.

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P. O. Box 1241 Hattiesburg, Miss.
Telephone 2236-R

DAVID ROSEN

Music and Automatic Equipment

855 NORTH BROAD STREET, PHILADELPHIA 23, PA.
PHONE: STEVENSON 2258-2259

DEAR MR. OPERATOR:

Here I am, fresh from **THE ONE AND ONLY MAIL ORDER AUCTION IN COIN MACHINE HISTORY.** And brother, what an auction! Poor Dave is working like mad. (And is it hot in Philly!)

The bids have Dave swamped. Fellows are sending in for everything—

MUSIC MACHINES, ARCADE EQUIPMENT, PIN GAMES.

I mean everything! Dave even has me reading bids. He wants to ship the equipment FAST.

Dave hit on this sensational Mail Order Auction to move out some of his tremendous stock of equipment. Here's how it works.

Just send Dave a list of everything you need. Tell him what you want to pay. The high man (with any reasonable price) takes all. (How's that for a streamlined operation?)

Now here's some "info" right from Dave's man Friday. A \$75.00 check came in for a Rock-Ola "Rockaball," the 14 ft. alley game! Dave shipped two machines at that price. Then there was a check for a Mills Throne . . . \$135.00. Dave sent it back. But he shipped a Throne to a chap who sent \$165. And a Bally "Draw Bell" went for \$50. And that's how it's been going. I've seen the checks and shipping stubs.

HURRY! HURRY! HURRY!

Get your own bids in fast.

Dave has loads of equipment left. So send along your order and check. You'll receive your machines PRONTO. Or, if you're way, way off base, you'll get your check back by return mail. Fair enough? Naturally every machine is guaranteed 100% no matter what price you pay! So send along that bid, I'm rootin' for you.

Ad Man

NOW DELIVERING

JACK NELSON'S NEW DOUBLE-POINT NEEDLE

(5,000 Plays Each Side)
75c EACH

EXHIBIT'S

VITALIZER

New Foot Ease Machine, \$225.00
F. O. B. Chicago
1/3 with Order, Balance C. O. D.

DAVE LOWY & CO.
594 10th Ave. New York 18, N. Y.
Phone: Bryant 9-0817

NOW DELIVERING!

THE BEST IN ONE BALLS

BALLY VICTORY SPECIAL
BALLY VICTORY DERBY
ALL THE NEW PIN GAMES

THE BEST IN SERVICE

PALISADE SPECIALTIES COMPANY
498 Anderson Ave., Cliffside Park, N. J.
Phone: Cliffside 6-2892-3

ON ANY LOCATION IT'S
DYNAMITE

WILLIAMS' NEW 5-BALL
Ready for Delivery

EXCLUSIVE DISTRIBUTOR
WASHINGTON—OREGON—NORTHERN CALIFORNIA

— ★ — ★ — ★ — ★ —
GUARANTEED USED EQUIPMENT
AT DRASTICALLY REDUCED PRICES!

★ One Balls

- 5 BLUE GRASS
- 6 CLUB TROPHY
- 6 '41 DERBY
- 5 FORTUNE

- 8 LONGACRE
- 2 LONG SHOT
- 4 PIMLICO
- 3 SPORT SPECIAL

★ Arcade

- 3 KING PIN
- 2 AIR RAIDER
- 3 SUB GUN
- 2 SKY FIGHTER

★ Consoles

- 2 BAKER'S PACER DD
- 1 BIG TOP, FP
- 1 BALLY CLUB BELL
- 2 HIGH HAND

★ ★ ★

All Equipment Guaranteed To Be In Excellent Shape

★ WRITE — WIRE — PHONE ★

BELL PRODUCTS CO.

2000 N. Oakley Ave.
Chicago 47, Ill.
HUMBOLDT 3027

1002 Buchanan St.
San Francisco, Calif.
FILLMORE 5273

Semi-Classics Beat Out Pops
On Canadian Jukes, Op Says

NEW YORK, July 27.—Belle Teledian music lovers have tastes somewhat different from those of their cousins in the United States, according to a recent story in *The Calgary Herald*, which indicated that the semi-classics have most adherents among juke fans in that locality. The story in its entirety is reprinted below:

"It's not *Pistol Packin' Mama* or *White Christmas* or *Deep in the Heart of Texas* that has chalked up the record for most times played on Calgary juke boxes. It's a Strauss number, *Life in the Finland Woods*.

"The songs that are top of the hit-parade list get played to death for a few weeks then pass into the unknown, but the Strauss waltzes and the time-honored semi-classics are always popular, according to Jack Diamond, who operates an automatic phonograph business in Calgary.

Op's Hard Time

"Mr. Diamond has a hard time of it trying to please the customers who patronize his juke boxes and counter phonograph machines, and the waitresses who have to listen to the tunes all day whether they like them or not.

"Occasionally there are requests to take a certain well-played song off the list because the customers or the employees say they are sick to death of it. More often a popular tune has to be replaced with new records when the disks are worn out and the song is still in demand.

"According to Mr. Diamond, new equipment with properly placed amplifiers is doing much to make juke box listening more pleasant, and there have been fewer complaints. The new machinery calms the tone so it doesn't wear on the nerves of even the most particular listener, and can still be heard over the clatter of the dishes.

"About 15 out of 20 records on the list are currently popular tunes, including the 10 tunes that are tops on the hit parade. The rest are novelty numbers, semi-classics and all-time favorites.

"In country cafes cowboy tunes and old-time tunes are popular and they predominate on the juke box

list. Mr. Diamond endeavors to cater to the class of trade patronizing the coffee counter and the phonograph machine.

Time Rules Favos

"The time of day has a lot to do with the records that are played. During meal times the customers like 'dinner music' and they will play something quiet. Late afternoon and during the evening the teen-age crowd wants the latest jive tunes.

"Bing Crosby is by far the most popular male singer and Dinah Shore and the Andrews Sisters share honors for the most popular female vocalists. Such favorites as *Stardust* and *Mart Kenney's The West, a Nest and You* always have a place on the list.

"Mr. Diamond believes it will be a long time before 'tele-phonograph' machines are introduced in Calgary. Under this arrangement a customer puts a nickel in the slot, picks up a telephone connected with a central record playing depot and requests one of several hundred records on the list.

"There's always a lot of trouble with those gadgets,' he said. 'You'll always find some card who wants to have a long talk with the operator and event tries to date her up. That jams up the works.'"

Elite Meet Defeat;
Wall Street Sheet
Repeats Eat Bleat

NEW YORK, July 27.—From *The Wall Street Journal's* humor column, *Pepper and Salt*:

"Of course it was bound to come. Ever since juke boxes became a vital and omnipresent part of the contemporary scene it was inevitable that someone would some day conceive the idea that some patrons would gladly part with a nickel for three minutes of blessed silence.

"A news item to that effect is one of the most cheering pieces of journalistic material we have read in a considerable number of days. In the midst of stalled international conferences, teetering strike situations, inadequate butter for one's Johnnycake, it gives one renewed faith in the ultimate common sense of human kind to know that high officials of our extra-curricula fare have conceded that some people may not want to listen all the time they are eating or having an ice cream soda to *My Wild Prairie Rose Broke My Bleeding Heart* or *The Moon Gives Me the Blue Mood*. Some of us would gladly pay for silence if we could get ahead of the young folks with our nickels. Perhaps we're getting along, but if we must have music, couldn't we have something like *Darling Clementine* or *Long, Long Ago*?"

Woven Metal Grills
To Dress Up Phonos

SYRACUSE, N. Y., July 27.—A new process to weave decorative metal grills for juke boxes and radio receivers was announced recently by E. A. Malling, sales manager of the General Electric Specialty Division here.

Same process, Malling states, can also be used to produce countless applications of the process are now and rubber. Other industrial applications of woven plastics, wood being investigated.



SPECIALS

- CHICAGO COIN GOALEE - - - \$349.50
- BALLY UNDER-SEA RAIDER - \$239.50

Equipment in A-1 Condition and Guaranteed.

V. P. DISTRIBUTING CO.

2336 OLIVE ST. — 2339 PINE ST.
Central 3892 ST. LOUIS 3, MO.

EXCLUSIVE DISTRIBUTION
AIREON MUSIC WILLIAMS' GAMES

- Goofy Golf \$ 15.00
- Anti-Aircraft Gun 40.00
- Billy Convoy, A-1 100.00
- Bally Defender 135.00
- Callie Scale, A-1 15.00
- Supreme Rocket Buster 100.00
- Periscopes, Ea. 75.00
- Liberators, Ea. 75.00
- Raise the Devil 35.00
- Keeney Baseball 25.00
- Roover's Name Plate 50.00
- Mills Punching Bag 10.00
- Drop Pictures 7.50
- Callie Squeezer 7.50

Will Accept Ten Strikes in Trade.
Machines may be seen on display in Penny Arcade, Pallsades Amusement Park.
B. & M., P. O. Box 312, Pallsade, N. J.

FOR SALE
MUSIC
2 Rock-Ola Master Rockalite . . . \$450.00
1 Rock-Ola Standard 375.00

PINS
Knockouts \$125.00; Genco Defense \$125.00
Hi Dive 89.50

ONE BALL
Bally 41 Derby \$275.00; Longacres \$375.00

CONSOLES
Hi Hand \$175.00; Club Bell \$225.00
All New Machines In Stock.

LEON TAKSEN COMPANY
2035 Germantown Ave. Philadelphia 22, Pa.
Phone: POplar 5-3638

IN WESTERN PENNSYLVANIA AND WEST VIRGINIA

The New
AMI
40 SELECTION PHONOGRAPH

Is distributed exclusively by

AMERICAN COIN-A-MATIC MACHINE CO.
1435 FIFTH AVE. PITTSBURGH 19, PA.
PHONE - ATLANTIC 0977

Schacht, L. Berman
Reorganize Capitol
Music Co., Detroit

DETROIT, July 27.—Capitol Music Company, pre-war operating organization, has been revived by Philip Schacht and Louis Berman, who were partners in the firm until Berman went into the army.

Berman founded the Champion Automatic Music Company here in the late 1930's.

New company is setting up headquarters at 500 West Ferry Avenue. Berman reported that they have bought the telephone music route of Modern Music Company, operated by his brother, Philip, and Al Schweitzer. They also have purchased a number of juke box locations.

Modern Music will specialize in retailing and distribution of appliances, becoming a complete household merchandising center rather than a music company, according to present plans.

Schacht has been in close touch with the coin machine trade thruout the war as a distributor of radio and electronic tubes which are used extensively in the industry. He said the new company plans to buy a number of other routes in the Detroit area.

ATTENTION, DISTRIBUTORS

We have been appointed national distributors for a manufacturer making a new amusement game. Write, phone or wire Murray Rosenthal at Graceland 0317 for details and territories open.

CIRCUS DAYS

RAY GUN

Converted from Seeburg Chicken Sam. Scenery hand-painted in gay colors depicting circus in full action. The target is a clown carved from wood, reverses when hit. Cabinets completely refinished and painted.

\$159.50 Free Play Unit
Optional.
\$10.00 Extra

G-MEN HUNT

Conversion for Bally Rapid Fire

- It's New.
- It's Tested.
- It Pays Off Quick.
- It's a Money Maker.

Never attempted before, this new and amazingly different Coinex Conversion will bring your take from Bally Rapid Fire Guns right up to that of a new machine. It's location-tested. It pays for itself in a few days. AND THE PRICE IS RIGHT DOWN TO EARTH.

\$10.50 EACH

SEEBURG RAY GUN PARTS AND ACCESSORIES

- Rifle Range Conversion\$14.75
- Shoot the Bear Conversion 14.75
- Circus Days Conversion, Hand-Painted 19.50
- Free Play Unit 11.75
- 1489 Gun Lamp, Pre-War, Each65
- Reconditioned Amplifiers Write
- Motors Write
- Complete Rifles Write

Send for Complete List.

COINEX RIFLE RANGE

Converted from Seeburg Chicken Sams and Jap. Cabinets are completely refinished and repainted. Entire mechanism rebuilt from top to bottom.

\$149.50

WANTED

EVANS TEN STRIKES

High Dial must be complete with all parts. Will Pay \$50.00 F. O. B. Your City.

WANTED AT ONCE

PIN GAMES, MUSIC, ARCADE MACHINES. SEND YOUR LIST.

WE HAVE THESE GAMES IN STOCK FOR IMMEDIATE DELIVERY

NEW MACHINES	PRICE	ARCADE	PRICE
Goatee	\$525.00	Completely reconditioned and sold on Money Back Guarantee.	
Amusement Lite League	425.00	Chicago Coin Hockey	\$209.50
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		Periscope	150.00
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Psychology Prof Finds Coin Machines Shaping Our Habits

CHICAGO, July 27.—Juke boxes and automatic venders have a psychological significance in shaping the behavior patterns of the people who come into contact with them, according to Dr. A. C. Van Dusen, expert in applied and industrial psychology and Northwestern University professor.

"People acquire their attitudes as a result of the particular kinds of experiences that influence them throughout their lives," he said. The music machine, he pointed out, affects the behavior of a great many people. When music has been associated with an experience or particular form of behavior, there is a tendency for that experience to be recalled when the same or similar music is heard.

The psychologist said he first observed the effect prior to the war when he sometimes lunched with college students to the accompaniment of a juke box. The faster the tempo of the music, the faster they dined. Even the eating habits seemed to be influenced by the juke rhythm.

True Everywhere

Now, said Dr. Van Dusen, you can make the same observation at any restaurant, industrial plant, store or tavern where juke boxes are located. The atmosphere, he observes, is generally the result of the tempo and rhythm reflected by the machines. From a management end, he stressed the importance of music installation.

When a location has music, an observer can see the patrons and employees executing a rhythmic pattern according to the type of music. Fast tempo speeds up the action, whereas if the management should so choose, it can create an environment favorable to poise, relaxation or romance. "It is an excellent conditioning factor," he said.

That a location can profit from its recognition of the psychological importance of automatic merchandising is made clear by Van Dusen's observation. It has been noted that people, given a choice, usually select the type of music which is associated with their pleasant experiences.

Teen Effect

Fact that younger people are more easily influenced than adults touches

Rice Brothers Form New Detroit Firm to Operate Juke Boxes

DETROIT, July 27.—A new music operating firm—Rice Music Box Company—has been incorporated here, with capitalization of \$30,000. Associated in the firm together are three brothers, Jack, Harold and Martin Rice.

Jack and Harold Rice, the two older brothers, are interested in other business enterprises and devote most of their time to other activities, leaving Martin Rice to actively manage the firm.

Martin, recently discharged from the army, is an experienced serviceman in both the juke box and amusement game field. He was associated with Angott Sales, Skinas Music Company, Max Moore and other Detroit operators for about 10 years prior to his army experience.

At the moment Rice is operating 35 music machines from headquarters at 2454 Gladstone Avenue. The brothers are now planning the expansion of their route, but do not intend going outside the city of Detroit. Taverns, restaurants and confectionery stores will be their main locations, they say.

off the possibility of educating the taste and affecting the probabilities of winning future fans in even greater numbers to stepped-up automatic merchandising.

Coin machine trade employs sound psychological principles, the professor stated. Design, color, action, repetition, interruption technique, lighting and bubbling devices are all factors which impel interest and get attention, making the machines expert up-to-date salesmen and merchandisers.

Bell Announces New Tube Will Amplify Up to 10,000 Times

NEW YORK, July 20.—Bell Telephone Laboratories announced that its engineers have devised what they described as "a basically new type vacuum tube" that will amplify voltages applied to it 10,000 times.

No details of its construction were available, but the company said the amplification factor of the tube represented an increase of nearly 1,000-fold over the standard tube now in use. It also will greatly increase the number of messages or other radio signals which can be handled simultaneously, the announcement said.

More than 10,000 conversations, 100,000,000 million words of telegraph copy a minute or several dozen television shows can be handled thru it at one time, it was said.

RCA Assigned Patent For New Plasticized Type Recording Wax

WASHINGTON, July 27.—Patent for a recording wax which is claimed to give greater fidelity of reproduction has been issued to Horace P. Billings, Haddonfield, N. J. It is Patent No. 2,401,800, assigned to Radio Corporation of America.

Billings's invention employs the same type of wax now in general use, but under his patented process, it is plasticized, according to information filed with the application for patent.

It was explained that the film is made of a mixture of Ceranova wax, white mineral oil and triple-pressed stearic acid. Records made of this material are said to be glossier than the standard types and to have less tendency to fog after cooling.

Juke Jiving May Be Help to Deaf Vets

WASHINGTON, July 27.—Juke boxes may find a new use as a result of an announcement by Red Cross recreation workers in service hospitals that music has become an aid to veterans with impaired hearing.

One of the best means of using music, according to report made public here, is as accompaniment to dancing. Even the deaf can become good dancers, and once this confidence is attained, dancing itself aids in restoring a sense of balance in all bodily activities.

Group singing is cited as a help to voice control and modulation. Lip reading has been developed into a game of skill with motion pictures being used as subjects in tests between competing groups.

Ops Warned On Juke Vandals; Clever Hijack Artists Busy

(Continued from page 116)

on their machines to protect them against theft. Operators have found far more protection in carefully instructing location owners to check the identity of any person who asks to remove the juke box.

Within the past few months, operators and distributors have reported the following methods currently being used to hijack machines. Two of the methods are fairly common and well known to the trade, but the other has not been used sufficiently to make the trade suspicious.

Trick used most often these days is that of the phony servicemen who arrive at a location with a story about removing the location's juke box to replace it with a brand new 1946 model. Some of these phony servicemen have been known to carry forged credentials to ward off location owners' suspicions. Once they have taken the old juke away and the new juke is not brought in, the location owner becomes suspicious and reports the matter to the operator.

Second "Check-Up"

A second, and similar, trick often used to hijack machines is the fake serviceman's story of "taking the old juke box in for a check-up." This con man promises to return the juke box in the afternoon after he installs some new repair parts to improve the machine's performance and give it a better tone. As in the first instance, the hijacker usually carries some phony credentials to prove his authority.

Both of these methods are fairly well known, not to operators but to location owners themselves. Actually, the number of thefts from tricks of this kind have diminished to nearly none in the past few years since location owners have been warned time and again about this practice.

Third and last method—which has been reported from New York—is the most clever of all and the one with which music men are apt to be least familiar. It is printed here, as it happened in New York, so that operators and distributors everywhere can pass the warning down the line, reminding location owners that they should always double-check anyone who is not known to them and who wishes to remove a juke from its location.

Third Is Newest

This third method is usually worked by three men. One of the men will appear in a juke location, order a drink and generally act much as any other customer would. Second step in his act is to step over to the juke, insert a nickel and then throw the juke out of commission by tilting it or using any one of several other methods. Having put the juke out of working order, he reports this fact to the location owner and sug-

gests that the location owner call the operator for a repairman—which most location owners are now used to doing promptly.

Within 15 minutes or so after the call has been put thru to the operator, the two other confidence men show up "in answer to the call for service." They look the box over hurriedly, tell the location owner that it has to be taken into the shop. By the time the regular repairman is able to answer the call, the juke is gone.

Operators everywhere are being urged to warn their locations of these tricks. Only precaution which can be taken is to ask for credentials, remembering that these papers can be faked. Second and most important precaution is to impress upon every location owner the need for calling the operator whenever a man whom he does not know personally appears who suggests that the juke box must be taken into the shop for repairs.

Needle Pic Shown At Trade Meeting

(Continued from page 116)

inum group and one of the rarest of metals. Osmium was first used by Permo in 1921. After the metals are properly compounded they are melted in an electrical furnace at a temperature of 4,400 degrees Fahrenheit. Process is said to guarantee uniformity of tipping material at all times.

After the alloyed metal is cooled it travels thru crushers and grinders where it is broken into small pellets which are screened to uniform size to become needle tips. The tip of the needle is ground out of these pellets.

A special machine cutting from both sides performs the cutting of the needle shafts from the wire rolls to the required length for needle shanks. The firm has built its own wire drawing and straightening plant, which permits uniformity not possible when purchasing from outside sources.

Ground Under Magnifier

Under a magnifier, each needle tip is separately ground to a sharp point and angle by operators. Grindings from the precious metal tip are reclaimed by an extensive vacuum system.

Because a phonograph needle will ride in the bottom of the record grooves, the point must be removed and the scientifically accepted radius of approximately .003 applied to the tip by a rounding process.

The needle shank is then fitted into a protective sheath or tube. The tube is drilled from both ends, but the middle of the tube has a hole of smaller diameter than that of either end so that the shank will be a forced fit when placed in the tube.

When the shank is fitted into the tube, an operator applies the V groove. This prevents loosening of the needle by vibration and causes the thumbscrew of the pickup to exert a spring action against the needle.

Polishing and burnishing the needle is the final step in processing.

HIT TUNE IDEA CLICKS

(Continued from page 120)

tune. Award was made in the Record Mart by Columnist Anderson and Sanford Levine, who represented the phonograph owners.

Ray Cohen, Ohio Advertising Agency, is requesting permission from Irving Berlin Music Company to use the lyrics from the tune on showcards to be placed on 3,000 music machines in Greater Cleveland.

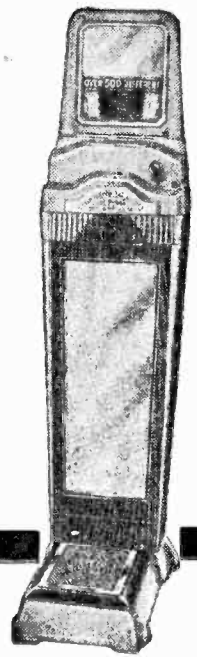
Penn Phono Groups To Join Federation

CLEVELAND, July 27.—Two more organizations have applied for membership in the newly formed National Federation of Phonograph Associations here, it was announced recently by William H. Rosenfeld, counsel for the federation.

They are the Western Pennsylvania Phonograph Owners' Association and Philadelphia Phonograph Owners' Association.



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Special	Chi Coin Spellbound . . . \$325.00	

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Bally Club Bell 5¢ comb. F.P. & P.O. . . \$189.50	CONSOLES — LIKE NEW
Paces Bells comb. F.P. & P.O. w/rails . . 134.50	Watling Big Game Hunter \$ 99.50
Galloping Dominos Brown Cabinet . . . 124.50	Bally Big Top, Like New 129.50

Mills Flasher, Like New, Like a Pin Game—Special \$ 74.50	Evans Galloping Dominos (Late) 267.50
Keeney Super Bell 5-25¢, comb. F.P. & P.O. 535.00	Keeney Super Bell 5¢ F.P. & P.O. comb. Like New 269.50
	Keeney Super Bell 5-5 comb. F.P. & P.O. 525.00

ARCADE EQUIPMENT

Evans Tommy Guns \$ 87.50	Chi Coin Hockey (Like New) \$184.50
Exhibit Post Card Vendors on Stand (Like New) 29.50	Mutoscope Sky Fighters 134.50
Advance Post Card Vendors 12.50	Mystic Pen 89.50
	Keeney Submarine 89.50
	Advance Gripper 35.00

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WRITE FOR OUR LIST OF COUNTER GAMES

Mills Q.T. Glitter Gold 5¢ Brand New Originals Write	SLOTS	Mills Q.T. Glitter Gold \$ 92.50
Mills Q.T. Glitter Gold 10¢, New Write	Jennings 5¢ Club Console (Like New) . . 175.00	Mills Blue Front 5¢ 132.50
Watling Rotatop 5¢ \$ 84.50	Set of Mills Brown Fronts, Like New, 5-10-25¢ Set 475.00	
Mills Vest Pockets (New) 74.50		

Write for our Complete List of Slots

WANTED—Pin Games—Arcade—Slots—Consoles and Phonographs. Terms: 1/2 Down, Bal. Send Us Your Lists. Highest Prices Paid. C.O.D. or S.D., F.O.B. Get on Our Mailing List.

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R20-275	Bally Exhibit & Gottlieb Ball Shooter Assemblies . 1.15
R20-375	Ball Lift Assembly55
R20-475	Bell Timer Clocks 1.49
	Genuine Chilco Bulbs (No. 1489)49
	Large Plastic Bumper Assbly. (Compl.)39
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	Mechanical Counters99
	Independent Locks (2 Keys)75

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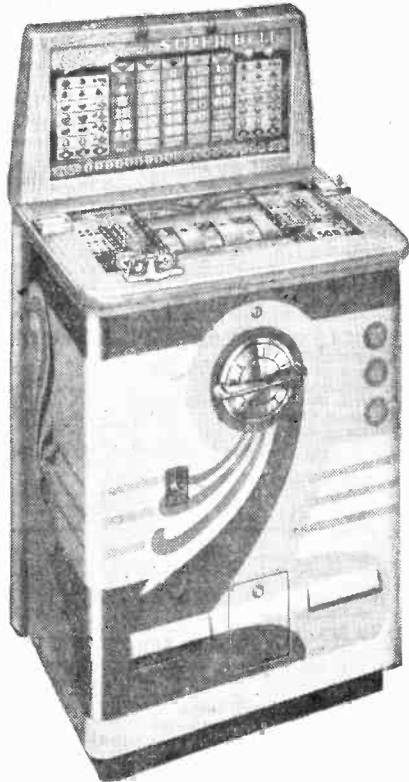
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Big Top . . . 149.50	Paradise . . . 29.50	Stream Limer . . . 179.50
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Bolaway . . . 59.50	Sea Raider . . . 69.50	Tall Gunner . . . 59.50
Defense (Genco) . . . 89.50	Shangl La P&S . . . 99.50	Ten Spot . . . 49.50
5-10-20 . . . 99.50	Short Stop . . . 49.50	Texas Mustang . . . 69.50
Fiat Top (Rev.) . . . 199.50	Silver Skates . . . 49.50	Venus . . . 79.50
Gun Club . . . 59.50	Sluggo . . . 59.50	Victory . . . 89.50
		Zig Zag . . . 69.50

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5¢ Jennings Chief \$ 79.50	5¢ Gold Chrome . . \$219.50	10¢ O.T. Green . . \$ 59.50
5¢ Columbia Fruit Reels . . . 69.50	25¢ Gold Chrome . . 239.50	5¢ Black Cherry Bell 209.50
5¢ Columbia Cig. Reels . . . 49.50	5¢ Blue Front . . . 129.50	10¢ Black Cherry Bell 229.50
	25¢ Blue Front . . . 159.50	5¢ Melon Bell . . . 119.50
	5¢ Cherry Bell . . . 159.50	5¢ Watling Rotatop . . 69.50

MULTIPLES AND CONSOLES

'41 Derby, F.P. . . \$189.50	Club Bells, comb. . . \$189.50	Paces Saratoga, comb. w/Rails . . . \$149.50
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1-2-3, '41 F.P. . . 99.50	Jumbo Parade, F.P. . . 99.50	Paces Reels, w/Rails . . . 99.50
Pimlico, F.P. . . 269.50	Jumbo Parade, P.O. . . 99.50	Silvermoon, comb. 5¢ . . . 159.50
Spinning Reels . . . 79.50	Mills 4 Bells, Ash Tray, 4/5¢ . . . 379.50	Silvermoon, P.O. 5¢ . . . 119.50
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Bally Sky Battle . . . 149.50	Gun . . . 99.50	Lite-League, slightly used, like new . . . 329.50
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Evans Play Ball . . . 129.50	Keep Punching . . . 89.50	
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Seeburg Colonel . . \$449.50	Windsor \$299.50	Wurlitzer 816 . . . \$229.50
Rock-Ola 16-Record . . 199.50	'41 Premier 589.50	Wurlitzer 816 (III. Cab.) . . . 269.50
Rock-Ola 16-Record Illum. Cab. . . . 239.50	Commando 599.50	Wurlitzer 42-24 (Rev.) (Vic. Cab.) 399.50
Rhythm King 18 . . . 189.50	Stands for Rock-Ola Counter M. 7.50	Seeburg Hi-Tone 8200 RC 669.50
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1 Chl Coin Goalee (like new)	\$424.50
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5¢ 2/5 Club	\$238.00
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5¢	\$210.00
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Bakers Rebuilt Chrome, 10¢ 2/5	210.00
New Columbia Clg. G.A.	128.50
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Victory Chief, 5¢ 3/5	115.00
Victory Chief, 10¢ 2/5	125.00
Silver Chief, 5¢ 3/5	140.00
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Used Libertys & Amer. Eagle	15.00
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Evans Rollets Jr. 7-coln	75.00
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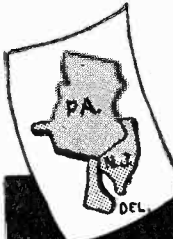
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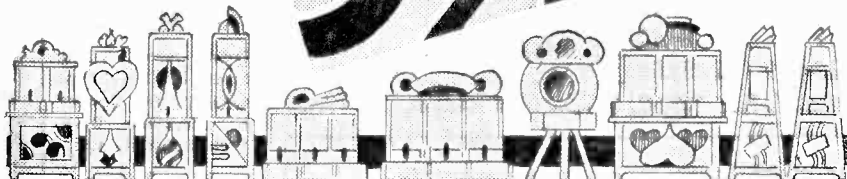
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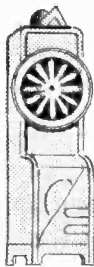
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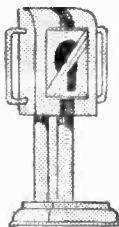
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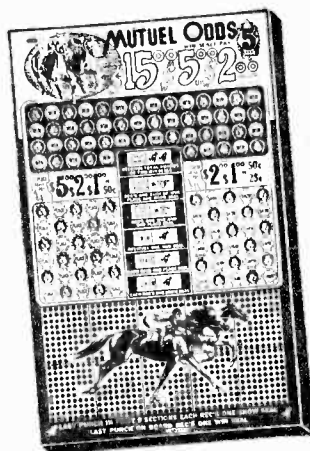
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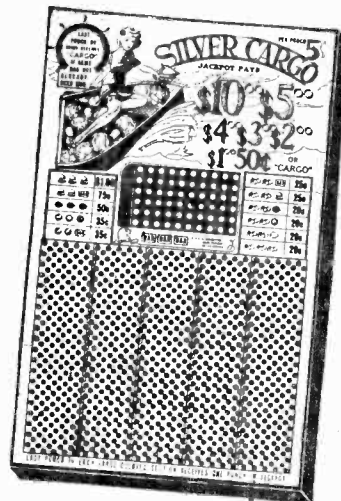
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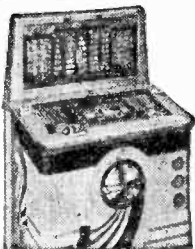
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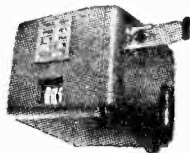
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- ✓ HEAVY BRASS CHROME PLATED ETCHED REWARD PLATES, 2/5 OR 3/5.
- ✓ 5c-10c-25c CHROME DENOMINATOR COIN INTAKE.
- ✓ PAYOUT CUPS WITH ANTI-SPOON CUP.
- ✓ DRILLPROOF PLATES.

AVAILABLE IN THE FOLLOWING FINISHES
SURF BLUE WRINKLE CHOCOLATE WRINKLE
TAN WRINKLE GREEN WRINKLE
GOLD WRINKLE COPPER WRINKLE

WRITE FOR NEW LOW PRICE LIST
BETTER BUILT BY BUCKLEY—YOUR GUARANTEE

WANTED
ANY QUANTITY
MILLS SLOTS
ESCALATOR MODELS
WILL PAY TOP CASH PRICE

BUCKLEY TRADING POST
4225 W. LAKE ST. CHICAGO 24, ILLS. Ph: Van Buren 6636

WIRE OR AIR MAIL FOR THESE BARGAINS!

WURLITZER	SEEBURG
Wurlitzer 81 Counter Model	Seeburg Rex
Wurlitzer 41 Counter Model	Seeburg Gem
Wurlitzer 616 Plain	Seeburg Regal
Wurlitzer 616 Ill. Bottom	Seeburg Vogue
Wurlitzer 616 Lite-Up Top and Bottom	Seeburg Crown
Wurlitzer 24	Seeburg Colinet ESRC
Wurlitzer 42/24 Victory Model	Seeburg Envoy ESRC
Wurlitzer 600 Rotary	Seeburg Hi-Tone ES
Wurlitzer 600 Keyboard	Seeburg Hi-Tone ESRC
Wurlitzer 500 Keyboard	ROCK-OLA
Wurlitzer 42/600 Victory Model	Rock-Ola 12 Record
Wurlitzer 800	Rock-Ola Standard
Wurlitzer 950	Rock-Ola DeLuxe
Wurlitzer 750E	Rock-Ola Super
Wurlitzer 850	MILLS
	Mills Throne
	Mills Empress

**WE CARRY FULL LINE OF EAGLE PLASTICS
FOR SEEBURG—WURLITZER—ROCK-OLA MACHINES**
State Type and Model of Machine

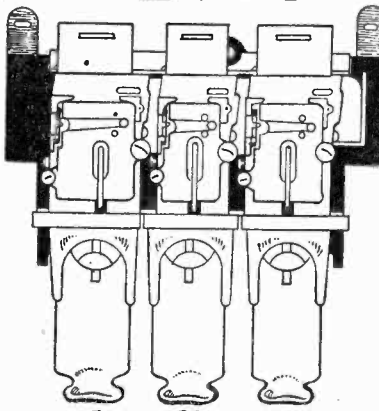
NEW UNIVERSAL AMPLIFIER, with Tubes . . \$42.50

1/3 With Order. Bal. C. O. D.

HUB DISTRIBUTING COMPANY

632 10th AVENUE NEW YORK 19, N. Y.
PHONE: CIRCLE 6-9570

BLUES BANISHER



Banish those service call blues—install Heath Coin Chute Adaptor Units on your phonographs. Replaces three chutes now on your 412, 616, 24, 600 and 500. Made of best material, completely nickel plated, brass slides. Fits perfectly, easily and quickly installed. Order today by number—

- #1 Unit Fits 412 and 616
- #2 Unit Fits 24 and 600
- #3 Unit Fits 500

\$22.50 EACH

5c 10c 25c
UNIT #2—TOP VIEW
MOUNTED FOR 600's AND 24's
DISTRIBUTORS, WRITE FOR SPECIAL DEAL

HEATH DISTRIBUTING COMPANY
217 Third Street (Phones 2681-2682) MACON, GEORGIA

Bally's DRAW BELLS



5c OR 25c PLAY
HAS
THAT OLD
FAVORITE
BELL APPEAL

PLUS

A
NEW
HOLD AND DRAW
FEATURE

BALLY'S NEW
POST-WAR CONSOLE

SOLD IN WEST VIRGINIA EXCLUSIVELY BY

SHAFFER MUSIC COMPANY

1619 West Washington St.,
Charleston, W. Va.
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ALSO AT ANY OF OUR THREE OFFICES

USED ARCADE EQUIPMENT AT PRICES YOU CAN'T BEAT ANYWHERE

CAREFULLY RECONDITIONED—READY FOR LOCATION

Bally "Defender"	\$149.50	Exhibit "Vitalizer"	\$109.50
Bally "Alley"	44.50	Bally "Rapid Fire"	129.50
Keeney Brown Cabinet Anti-Aircraft	49.50	Supreme "Rockef Buster"	124.50
Chicago Coin "Hockey"	174.50	Evans "Tommy Gun"	99.50
Chicago Coin "Goalee"	389.50	Western's "Major Leaguer"	99.50
Rockola "Ten Pins"	54.50	Keeney "Submarine"	109.50
Scientific "X-Ray Poker"	89.50	Genco (Like New) "Total Roll"	425.00
Seeburg "Sportsman"	89.50	Amusement "Life League"	324.50
		Keeney "Air Raider"	134.50

AND

Seeburg Rayolites and Rayolite Conversions Completely Checked and Newly Refinished in a Beautiful Marble Glow Finish.

"Shoot The Chutes"	\$ 74.50	"Shoot The Bartender" Conversion	\$ 99.50
"Chicken Sam"	74.50	"Shoot The Mother-In-Law" (Black Life)	124.50
"Rifle Range" Conversion	99.50	"Shoot The Wolf" (Black Life)	124.50
"Kilroy Was Here" (Black Life)	124.50		

SHAFFER MUSIC CO.

CHARLESTON,
W. VA.

606 S. HIGH ST.
COLUMBUS 15, OHIO

WHEELING,
W. VA.

PEACHES from GEORGIA

PRICES SLASHED

Every piece is rebuilt where necessary, all extra clean in appearance, lots of machines beautifully repainted. Every machine guaranteed ready for location. Always remember that HEATH, the house of integrity, unconditionally guarantees every item it sells.

"WE EAT THE LEMONS—YOU GET ONLY THE PEACHES"

MUSIC

All extra clean, no broken plastics. Perfect working order.

616 Wurlitzer	\$275.00	312 Wurlitzer, new marble glow finish	\$175.00
Wallomatic, 5c	20.00	P-12 Wurlitzer, new marble glow finish	140.00
P-12 Wurlitzer	150.00	Seeburg Colonel, R. C.	475.00
2 8200 Seeburg, R. C., walnut ..	575.00	2 Mills Empress, new marble glow finish	345.00
750-E Wurlitzer	675.00	Mills Throne, new marble glow finish	300.00
850 Wurlitzer	725.00	2 61 Wurlitzer	165.00
500 Wurlitzer	435.00	41 Wurlitzer	145.00
18 Record Gable	125.00		
Rock-Ola Imperial	295.00		
9800 Seeburg, R. C., clean	535.00		
412 Wurlitzer, new marble glow finish	175.00		

ARCADE

All rebuilt and extra clean. Most refinished like new.

Jennings Roll-in-Barrel	\$100.00	Drive Mobile, refinished	\$200.00
Goalee, floor sample	Write	Exhibit Muscle Builder	145.00
4 ABT Fire and Smokes	15.00	Undersea Raider, like new	310.00
2 Western Baseball, deluxe	100.00	2 Bally Rapid Fire, converted and refinished, G-Men Hunt	150.00
3 Chicago Coin Hockeys, refinished like new	195.00	Bally Defender, clean	150.00
2 Air Raiders, refinished like new ..	100.00	Brand New Stands for A. B. T. Challengers	12.50
Rock-Ola World Series	100.00	6 Munves Superrolls, brand new, @ \$275.00, or lot for	1,500.00
Ate Bomber	175.00		

ONE BALL TABLES

4 Mills Owls, perfect	\$50.00	Longacres, extra clean	\$295.00
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PIN BALLS

(Cleanest Pin Balls in the U. S. A. Every one thoroughly reconditioned, rails scraped and guaranteed ready for location.)

2 Flickers	\$ 75.00	Rotation	\$ 49.50	Big Six	\$ 49.50
Yankee Doodle	145.00	Super Charger	49.50	Zip	49.50
5-10-20	125.00	School Days	79.50	3 Landslide	59.50
Sea Hawk	75.00	3 Glamour	65.00	Airliner	49.50
American Beauty	125.00	Velvet	84.50	Merry-Go-Round	49.50
2 Marines at Play	125.00	Sluggo	84.50	Flagship	49.50
P. & S. Shangri La	125.00	Up & Up	49.50	Bang	59.50
4 Play Ball	75.00	Twinkle	49.50	Torpedo Patrol	120.00
Mystic	80.00	Football, '37	49.50	Flat Top	235.00
Horoscope	75.00	Bally Triumph	49.50	Seven Up	79.50
Pioneer Big Top, Like New	210.00	2 On Deck	59.50	Argentine	79.50
2 Arizonas	235.00	3 Score Card	59.50	Holly, Extra Clean	145.00
Gold Star	82.50	2 Red-White-Blue	64.50	ABC Bowler	99.50
Paradise	89.50	4 Chevron	49.50	Jungle	74.50
Bally Beauty	55.00	Skyline	72.50	2 Knockouts	149.50
Hit the Jap	59.50	Short Stop	64.50	Victory	94.50
Progress	59.50	5 Contact	49.50	Repeater	69.50
Fifth Inning	49.50	Super Six	64.50	Red Hot	59.50

CONSOLES

5c Paces Reels, Jr., rails, refinished like new	\$110.00	5c Red Arrow Paces Races, extra clean	\$140.00
10c-25c Pace Twin Comet, refinished like new, deluxe console ..	250.00	5c Bally Big Top, Animal Reels ..	90.00
3 5c Pace Saratoga, P. O., Skill Fields	80.00	5 5c Jennings Silver Moon, F. P.	110.00
5c Jumbo, P. O., Fruit Reels, late head	110.00	5 5c Jennings Bobtail, F. P.	105.00
5c Paces Reel Senior	100.00	10 5c Waffling Big Games, F. P., early head	95.00
		10 5c Waffling Big Games, F. P., late head	110.00
		2 Keeney Track Time, '39 model ..	95.00

SLOTS

1 10c Pace, latest model deluxe ..	\$100.00	2 5c Columbia, Gold Award	\$ 39.50
2 5c 1 Star Chief	80.00	3 Mills Vest Pockets	74.50
3 10c Waffling Rol-A-Top, 3-5	105.00	5c Pace Comet, 3-5	95.00
1 5c Columbia, J. P.	54.50	2 25c Roulettes, 6 Coin P. O. Slots, perfect	225.00

One-half certified deposit must accompany all orders. Take advantage of these bargains now—they will not last long.

Heath Distributing Company

217 THIRD STREET PHONES, 2681 & 2682 MACON, GA.

"THE HOUSE OF FRIENDLY PERSONAL SERVICE"

ATLAS Headquarters for NEW Equipment

YES! WE ARE MAKING DELIVERY ON THESE NEW GAMES—NOT NEXT WEEK—NOT NEXT MONTH... BUT NOW!

- CHICAGO COIN SPELLBOUND
EXHIBIT BIG HIT
BALLY SURF QUEEN
MARVEL FRISCO
BALLY VICTORY DERBY
BALLY VICTORY SPECIAL
GENCO TOTAL ROLL
CHICAGO COIN GOALEE
EVANS BANGTAILS, JP
BAKER'S PACERS
BANK BALL—9 FT. AND 12 FT.

NEW COUNTER GAMES

Table listing counter games like DAVAL NON-COIN MARVEL & AMERICAN EAGLE, EA. \$54.00, ABT CHALLENGER \$65.00, etc.

SLOTS

Table listing slot machines like Jennings Stand'd Chief, 5c \$249.50, Jennings Stand'd Chief, 10c 259.50, etc.

NEW!

Table listing new machines like 50c Pace Deluxe Bell \$500.00, \$1.00 Pace Deluxe Bell 600.00, etc.

Coming Soon...

Jenning 50c Silver Eagle Write

USED EQUIPMENT as you like it

GUARANTEED!

If unsatisfactory, return in 10 days for full refund of purchase price!

SLOTS

Table listing used slot machines like Jenn. Victory Chief, 5c \$125.00, Mills Gold Chrome 5c 175.00, etc.

PHONOGRAPHS

Table listing used phonographs like Seeburg 8800 RC \$595.00, Colonel RC 515.00, etc.

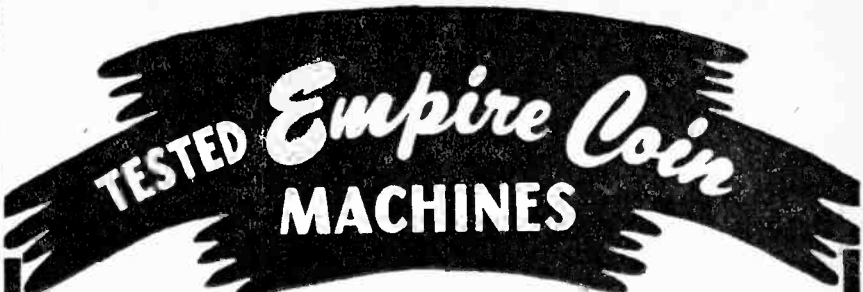
CONSOLES — ONE BALLS

Table listing used consoles like Sport King \$209.50, Kentucky 249.50, etc.

All equipment listed above completely rebuilt and entirely refinished.

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. · PHONE ARMitage 5005 · CHICAGO 47
ATLAS AUTOMATIC MUSIC CO., 4704 CASS AVE., DETROIT 1
ATLAS NOVELTY CO., 2219 FIFTH AVE., PITTSBURG 19
ATLAS MUSIC CO., 221 NINTH ST., DES-MOINES 9



NEW GAMES

Table listing new games like RED BALL—NEW LEGAL POOL TABLE TYPE ARCADE GAME \$395.00, EXHIBIT'S NEW 5-BALL—BIG HIT \$334.50, etc.

Table listing special games like Bally Victory Derby \$646.50, Surf Queen \$327.50, Victory Special \$661.50, etc.

Table listing music machines like Wurl. 800 \$695.00, Wurl. 616 Life Up \$295.00, etc.

CONSOLES

Table listing console machines like 5c COMB. SUPER BELLS \$279.50, BALLY SUN RAYS, F.P. 140.50, etc.

ARCADE

Table listing arcade machines like BROWN ANTI-AIRCRAFT \$49.50, WILLIAMS ZINGO 235.00, etc.

ONE BALLS

Table listing one ball machines like DARK HORSE, F.P. \$189.50, '41 DERBY 339.50, etc.

SLOTS

Table listing slot machines like \$1.00 JENNINGS \$895.00, 25c MILLS BONUS BELLS 295.00, etc.

WANTED!

HI DIVE @ \$45.00. LEADER, ZOMBIE, STARS, DO-RE-MI, DOUBLE PLAY, SUN BEAM, DUPLEX SKY, BAZER & WEST WIND @ \$50.00. ALSO ALL MUSIC AND OTHER EQUIPMENT. Send Your List. We Need F.P. Consoles!!

USED PIN GAMES

Table listing used pin games like '41 MAJORS \$79.50, NEW CHAMP 82.50, etc.

NEW REVAMPS

Table listing new revamped games like IDAHO \$279.50, OKLAHOMA 279.50, etc.

USED PIN GAMES

Table listing used pin games like TOWERS \$89.50, HI DIVE 94.50, etc.

ONE-HALF DEPOSIT WITH ORDERS, BALANCE O. O. D. OR SIGHT DRAFT.

Empire Coin

MACHINE EXCHANGE

2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6288 · CHICAGO 47, ILLINOIS

"TELEQUIZ"

NEW!!

DIFFERENT!!

SENSATIONAL!!

A LEGAL MACHINE!



DIMENSIONS: 28" Wide, 30" Deep, 54" High

DISTRIBUTORS' TERRITORIES AVAILABLE

Profitable, Non-Competitive Machine
WRITE - WIRE - PHONE

AVAILABLE FOR ALL TYPES OF TERRITORIES

As an Amusement Device, Free Play or Automatic Cash Award. Can Be Ordered With Straight 5c-10c-25c- Play or Combinations.

TESTED

On Locations in Milwaukee, Wisconsin (Closed Territory)

TELEQUIZ AVERAGED \$9.00 PER DAY

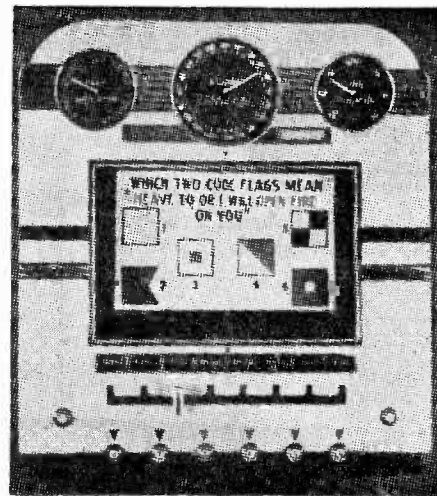
For Over 3 Weeks—With No Cash Awards, Prizes or Free Plays

HERE'S HOW IT WORKS

TELEQUIZ may be stocked with as high as 32,000 different questions (4,000 on each subject) or set to repeat questions at intervals. Each complete game of 5 questions take one minute and 15 seconds. Machine has a potential earning power of \$2.50 an hour at 5c play.

It allows the player choice of eight different subjects, such as Law, Comics, Baseball, Football, Cities, Celebrities, Music, War, etc. The questions are projected on a screen 9x12 inches. Has three dials (1) a Play Indicator showing which question is being answered; (2) a Timing Dial which transfers a constantly reducing number of points to totalizer according to time needed by player to answer, and (3) the Totalizer which gives player his score.

Telequiz is not a gambling machine, having no element of chance. It depends on the skill and knowledge of the player—is as legal as any cash award radio program on the airlines today. Contact TELEQUIZ SALES today for further information.



CHICAGO SHOWING

Beginning AUG. 1ST at 32 W. Randolph St.


Designed and Engineered by TRAINING DEVICES, INC., Lincoln Park, Mich.

TELEQUIZ SALES COMPANY

1627 W. MITCHELL ST. (TEL. Mitchell 3254-55) MILWAUKEE 4, WIS.

All for one... One for all

4 COLUMBIA BELLS



OPERATOR'S PRICE
\$145⁰⁰
 F.O.B. CHICAGO, ILLINOIS
 All orders must be accompanied by one-half deposit, postal money order or certified check, balance C. O. D.

You get the service of **4** machines for the price of **1**

When you buy Columbia Twin Jackpot Bells, you virtually get four machines for the price of one. Columbia (and only Columbia) is changeable right on location in a few moments time to 1-5-10-25c play.

Coins played last are paid out first after having passed through the visible escalator, thus you get double slug protection.

Columbia is precision built by experienced tool engineers.



GROETCHEN TOOL & MFG. CORP.
 126 NORTH UNION AVENUE,
 CHICAGO 6, ILL. • RANDolph 2807

YOUR MONEY BACK GUARANTEE Plus Freight Paid Both Ways

IF THIS EQUIPMENT DOES NOT MEET WITH YOUR COMPLETE SATISFACTION.



NO OTHER GUARANTEE LIKE IT IN THE ENTIRE COIN MACHINE INDUSTRY

SEEBURG		WURLITZER	
REX	\$325.00	412	\$160.00
REGAL	325.00	71 COUNTER MODEL	225.00
VOGUE	415.00	616	240.00
CLASSIC	415.00	24 CELLAR UNIT, Equipped for Seeburg Wireless Boxes	335.00
ENVOY, E.S.	450.00	24A	335.00
COLONEL, E.S.	450.00	500	495.00
8800, E.S.	550.00	600K	495.00
8800, R.C.	600.00	750E	725.00
8200 CONVERSIONS	425.00	800	675.00
WS2Z WIRELESS WALLOMATIC	35.00	850E	775.00
		#125 WALL BOX, 5-10-25	18.00

ROCK-OLA
 STANDARD\$375.00
 DELUXE 375.00
 MASTER 415.00

MILLS
 THRONE\$275.00
 EMPRESS 325.00

This is but a partial list of our phonographs. If you don't see what you want, write, wire, phone for information.
 1/3 DEPOSIT, BALANCE C. O. D. IMMEDIATE DELIVERY GUARANTEED.

Atlantic
 EXCLUSIVE Seeburg DISTRIBUTORS IN N. Y., N. J. AND CONN.

ATLANTIC NEW YORK CORP.
 460 TENTH AVENUE • NEW YORK 10, N. Y. • BRYANT 9-5770

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MR. OPERATOR: You cheered about the money you made with "STAGE DOOR CANTEN"

But You'll RAVE about the new record-breaking "sky-high" profits that come rolling in with . . .

The New GOTTLIEB SUPERLINER

FEATURING THE "MAGIC BUTTON"
 NEW SUPER-STREAM-LINED CABINET



Here's a sure-fire money-making game made by the people "who know how"!

We believe that the new Gottlieb SUPERLINER in "looks," "excitement," "play appeal" and all other profit-making features, is all set for a record-smashing "run"!

"Jet Propel" your own profits into the stratosphere! Order the New Gottlieb SUPERLINER today, from

B. D. LAZAR CO.
 1635 FIFTH AVE. PITTSBURGH 19, PA.
 Phone: Grant 781B

Genco's

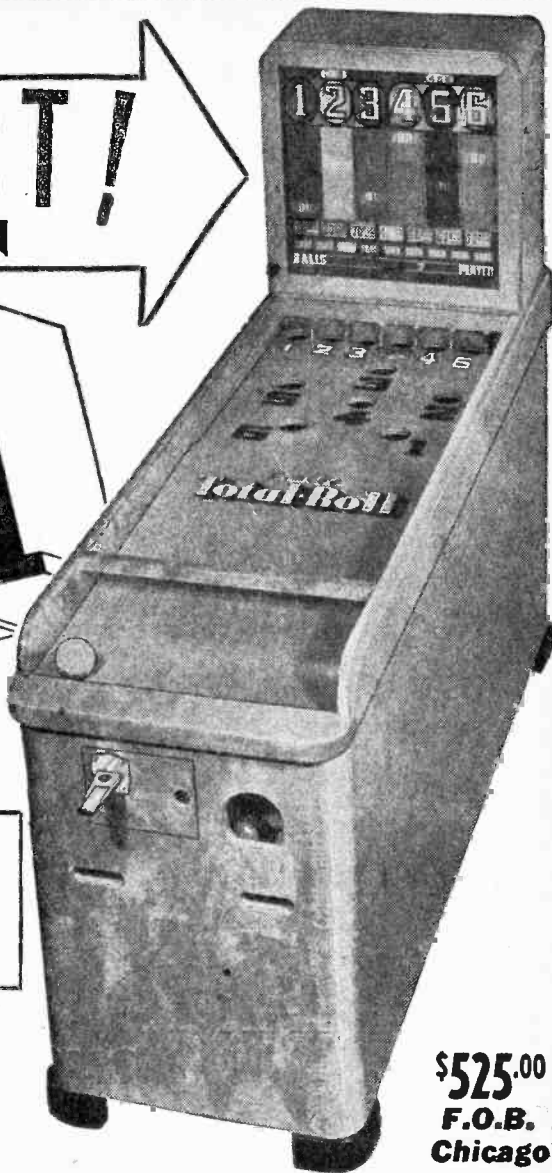
Total Roll

**FIRST!
AGAIN**

OPERATORS
REPORT
UNUSUALLY HIGH
EARNINGS WITH
**TOTAL
ROLL**

HIGH SCORE - ROLL DOWN - LEGAL GAME

Available
**FOR EARLY DELIVERY
WIRE, PHONE OR WRITE
YOUR DISTRIBUTOR TODAY!**



**\$525.00
F.O.B.
Chicago**

GENCO

2621 NORTH ASHLAND AVENUE,
CHICAGO 14, ILLINOIS

BADGER'S Bargains
"Often a few dollars less - Seldom a penny more"

LOS ANGELES see
Bill Happel
MILWAUKEE see
Carl Happel

KEENEY'S RECONDITIONED SUPER BELLS

KEENEY SUPER BELLS, 5¢, COMBINATION FREE PLAY AND PAY OUT, REBUILT AND RECONDITIONED \$295.00	KEENEY SUPER BELLS, TWIN 5¢-25¢, COMBINATION FREE PLAY AND PAY OUT, REBUILT AND RECONDITIONED \$595.00	KEENEY SUPER BELLS, 4-WAY, 3-5¢, 1-25¢, CASH PAY OUT, REBUILT AND RECONDITIONED \$595.00
KEENEY SUPER BELL, 25¢, COMBINATION FREE PLAY AND PAYOUT, REBUILT AND RECONDITIONED \$349.50	KEENEY SUPER BELLS, TWIN 5¢-25¢, CASH PAY OUT, RECONDITIONED & REBUILT \$450.00	KEENEY SUPER BELL TWIN, 5¢-5¢, CASH PAY OUT, RECONDITIONED & REBUILT \$395.00

RECONDITIONED CONSOLES

LARGEST STOCK OF DEPENDABLE CONSOLES ON THE WEST COAST	
MILLS THREE BELLS, 5¢-10¢-25¢ \$895.00	MILLS FOUR BELLS, LATE HEAD, 5¢-5¢-5¢-25¢ \$750.00
KEENEY 4-WAY, 25¢-25¢-25¢-25¢, P.O. 650.00	MILLS FOUR BELLS, ORIG. HEADS, 5¢-5¢-5¢-25¢ 495.00
KEENEY TWIN, 25¢-25¢, P.O. 450.00	PACE REELS, TWIN 10¢-25¢, P.O. 295.00
BALLY CLUB BELLS, F.P., P.O. 239.50	PACE SARATOGAS, TWIN 10¢-5¢, P.O. 295.00
BALLY HI HAND, F.P., P.O. 199.50	PACE REELS, 5¢ (Comb.), F.P., P.O. 169.50
BALLY ROLL 'EM, P.O. 139.50	PACE SARATOGAS, 10¢, P.O., LATE MODEL 169.50
BALLY SUN RAY, F.P. 139.50	PACE SARATOGAS, 25¢, P.O., LATE MODEL 195.00
JENNINGS BOBTAIL, F.P. 124.50	PACE REELS, 5¢, P.O., LATE MODEL 124.50
JENNINGS SILVER MOON, F.P. 124.50	PACE SARATOGAS, 5¢, P.O., LATE MODEL 124.50
WATLING BIG GAME, F.P. 124.50	PACE REELS, 10¢, P.O., LATE MODEL 169.50
WATLING BIG GAME, P.O. 124.50	JENNINGS FAST TIME, P.O. 89.50
JENNINGS SILVER MOON, P.O., 25¢ 225.00	JENNINGS DERBY DAY 49.50

RECONDITIONED SLOTS

MILLS REGULAR CHROME, 5¢ \$239.50
MILLS REGULAR CHROME, 10¢ 249.50
MILLS REGULAR CHROME, 25¢ 269.50
MILLS REGULAR CHROME, 50¢ 445.00
MILLS BLUE FRONTS, 5¢ 189.50
MILLS BLUE FRONTS, 10¢ 199.50
MILLS BLUE FRONTS, 25¢ 215.00
MILLS BROWN FRONTS, 50¢ 395.00
PACE DE LUXE COMET, SLUG PROOF, 10¢ 149.50
MILLS BROWN FRONTS, 25¢ 225.00
MILLS VEST POCKET, BLUE & GOLD 49.50
NEW MILLS VEST POCKET 74.50

ONE BALL MULTIPLE F. P. TABLES

BALLY LONGACRE \$349.50
BALLY THOROBRED 349.50
BALLY PIMLICO 250.00
BALLY CLUB TROPHY 189.50
BALLY '41 DERBY 189.50
KEENEY FORTUNE 189.50
KEENEY SKYLARK 139.50
BALLY BLUE GRASS 129.50
BALLY RECORD TIME 129.50
BALLY DARK HORSE 129.50
BALLY SPORT SPECIAL 119.50
MILLS '41 1-2-3 79.50

STANDARD BRANDS

COIN MACHINE PARTS, SUPPLIES AND ACCESSORIES

WURLITZER AND SEEBURG MAIN GEARS \$ 2.95	MAESTRO POINT PHONOGRAPH Needles, Lots 100 &25	CHANGE-MASTER, HOLDS \$10.00 IN NICKELS ... \$ 9.85
CRYSTAL PICK-UP, ALL MODELS 3.00	NELSON DOUBLE-POINT NEEDLES75	GUARDIAN DE LUXE ENGINEER'S POINT KIT... 17.50
WURLITZER STAR WHEEL AND PIN75	ELECTRIC SPEED SOLDERING GUN 12.85	GUARDIAN OPERATOR'S POINT KIT 9.50
MOTOR BELTS, ALL SIZES75	COIL WINDING MACHINE 7.95	GUARDIAN INTERCHANGEABLE RELAY KIT 10.50
SEEBURG OR ROCK-OLA TRAYS45	WIRE STRIPPER AND CUTTER PLIERS 4.95	COLLECTION BOOKS—Pin Game or Phono. Per Doz.90
ACE COIN COUNTER 48.00	WALSCO STAPLE DRIVER 3.70	STANDARD LOCKS, 1" BARREL—Special. Per Doz. ... 6.79
AMPLIFIERS, FITS ALL MODELS (UNIVERSAL) 139.50	ALL PURPOSE MACHINE TESTER 9.50	2-WIRE ZIP CORD (500' & 250' SPOOLS)... \$9.90, 4.95
TITLE STRIPS (BRISTOL), 1,000 4.75	SPITFIRE WELDER 19.95	UNIVERSAL BAR BOX BRACKETS, Per Pr. 7.95
TUBULAR COIN WRAPPERS, PER 1,00065	ALL-PURPOSE SOLDERING PENCIL, 4 TIPS 4.85	PENNY SCALE WITH CARRYING CASE 16.50
MILLS SLOT AND CONSOLE LOCKS, ALL MODELS 2.50	LIFETIME PRESSURE OILER 2.95	12" PM SPEAKER, 16 OZ. MAG. 9.75
RECORD CARRYING CASE 5.95	ALUMINUM NICKEL COIN COUNTER 1.95	CARBON RESISTOR KIT, 100 Asst. 2.25
BELL TIME CLOCKS 1.50	MILLS JUMBO SCAVENGERS 2.45	STYAMITE CABINET CLEANER, \$1.65 Gal.; Qt.80

BADGER SALES COMPANY

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BADGER NOVELTY COMPANY

2546 N. 30TH STREET All Phones: Kilbourn 3030 MILWAUKEE 10, WIS.

They will adorn Pioneer Boards
to bring you greater profits; order
NOW to assure prompt delivery

MEET RITA



MEET GRACE



MEET JEAN



MEET EVE



MEET FIFI



1000 HOLES... 5c PLAY
TAKES IN . . . \$50.00
PAYS OUT . . . \$21.45
PROFIT \$28.55

1008 HOLES... 5c PLAY
TAKES IN . . . \$50.40
PAYS OUT . . . \$19.80
PROFIT \$30.60

1000 HOLES... 5c PLAY
TAKES IN . . . \$50.00
PAYS OUT . . . \$21.45
PROFIT \$28.55

975 HOLES... 5c PLAY
TAKES IN . . . \$48.75
PAYS OUT . . . \$21.45
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960 HOLES... 5c PLAY
TAKES IN . . . \$48.00
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RED BALL is not a pin game and is not a pool table.
RED BALL is a combination of both. It has the appeal
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x 87" long. It has an electrical scoring device. It
takes one minute and 25 seconds to play one game.
Ask any operator about the \$95.00 weekly receipts
they get from RED BALL and they only have to pay 40%
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It will pay for itself in eight weeks.

RED BALL
GROSSES
\$95 WEEKLY
NOW THE
SENSATION
COAST
TO COAST
ASK ANY
OPERATOR!



Operator's
Price **\$395**

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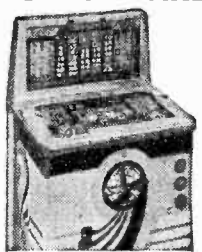
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UP TO 5 COINS EVERY PLAY

500 COIN BONUS IN
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SEND 1/3 DEPOSIT WITH ORDERS:

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***IS SWEEPING
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Veterans Administration Says "YES"...

... "We'll purchase 250 Red Ball Machines to be shipped to Veterans Administration hospitals throughout the country."

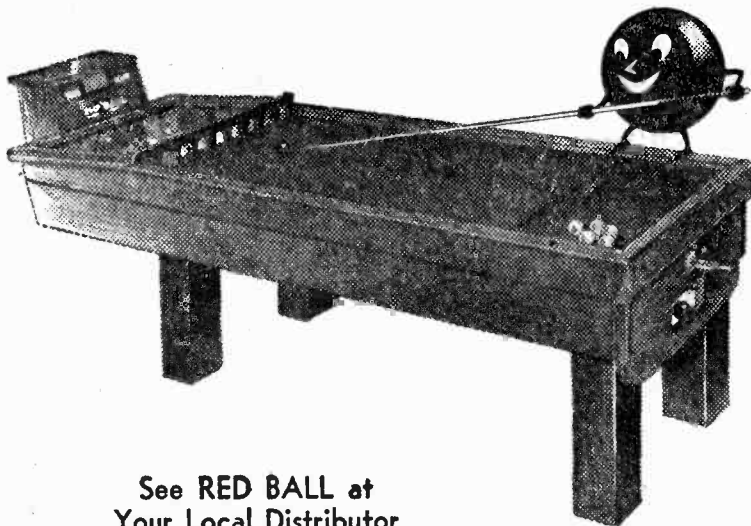
\$105,000 worth of the sensational Red Ball Machines will soon be operating in veterans hospitals throughout America!

This is America's BIGGEST ACCEPTANCE. Veterans who played Red Ball Machines "from the Halls of Montezuma to the Shores of Tripoli" during the war demand the same here at home NOW!

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Immediate Delivery! More than 150 Red Ball Machines are being delivered daily. We're on the ball with your Red Ball order.

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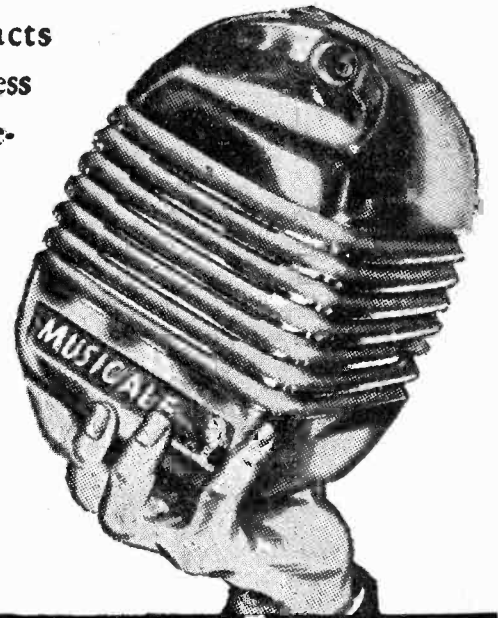
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EVERY **3** MINUTES
SHE INVITES YOU TO LISTEN



A nickel every 3 minutes is twice as much money as a nickel every 6 minutes! More people spend nickels for music when they *know* what they will hear...and are invited to hear it by the smoothest application of the power of suggestion that ever boosted an operator's profits.

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ESTERBROOK 4231

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Telephone Engineering

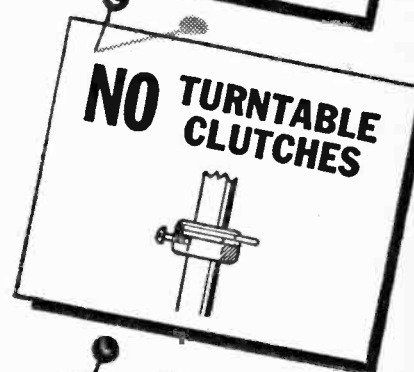
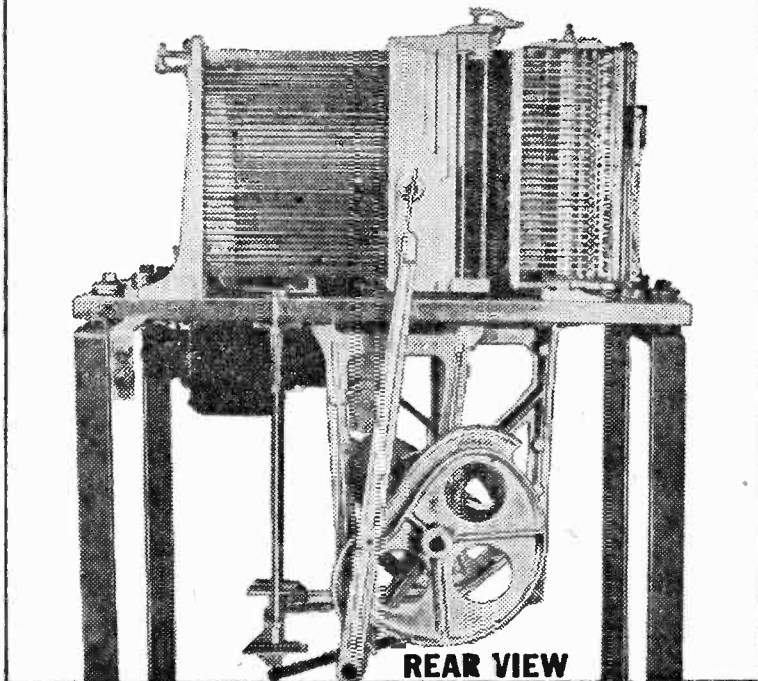
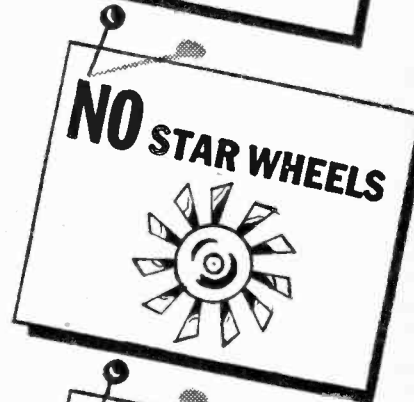
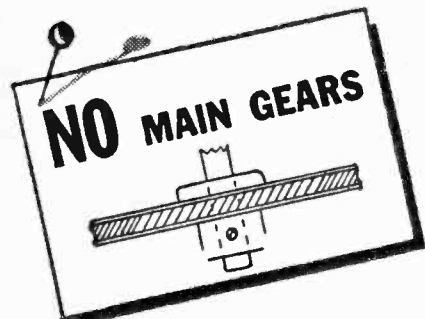
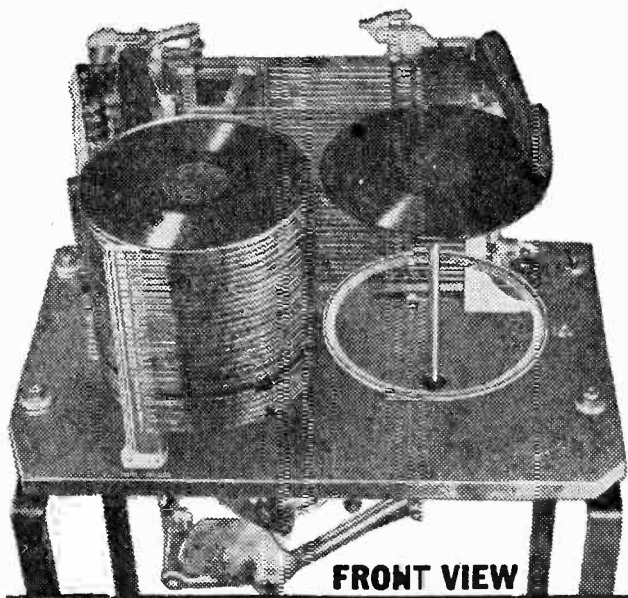
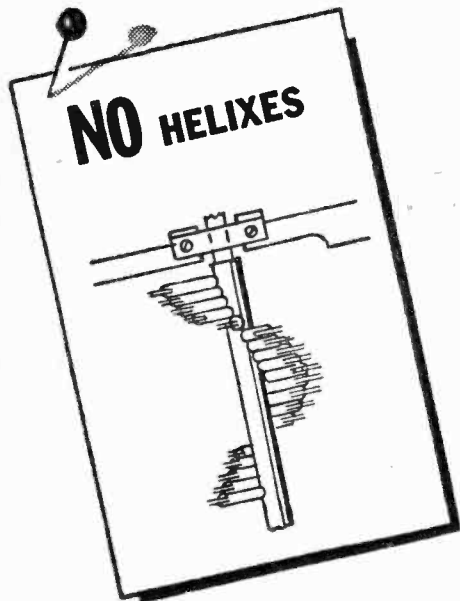
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Why there are 60% Less Moving Parts in the

Challenger '47

PHONOGRAPH



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Challenger Automatic Music & Challenger Drink Dispenser on Permanent Display Chicago Showrooms



U.S.-CHALLENGE CO.

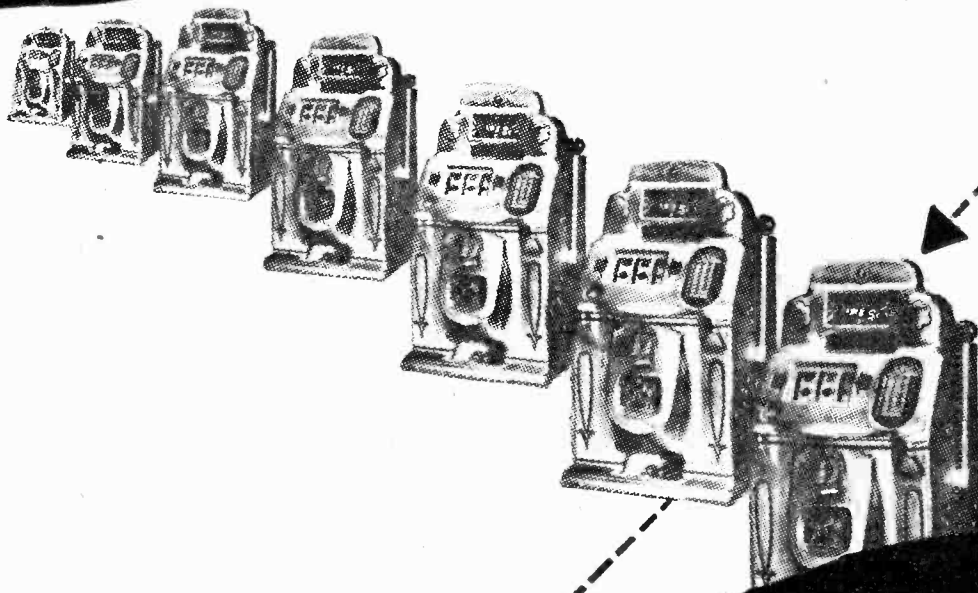
Automatic Equipment Division

EXCLUSIVE NATIONAL DISTRIBUTORS FOR FILBEN MANUFACTURING CO.

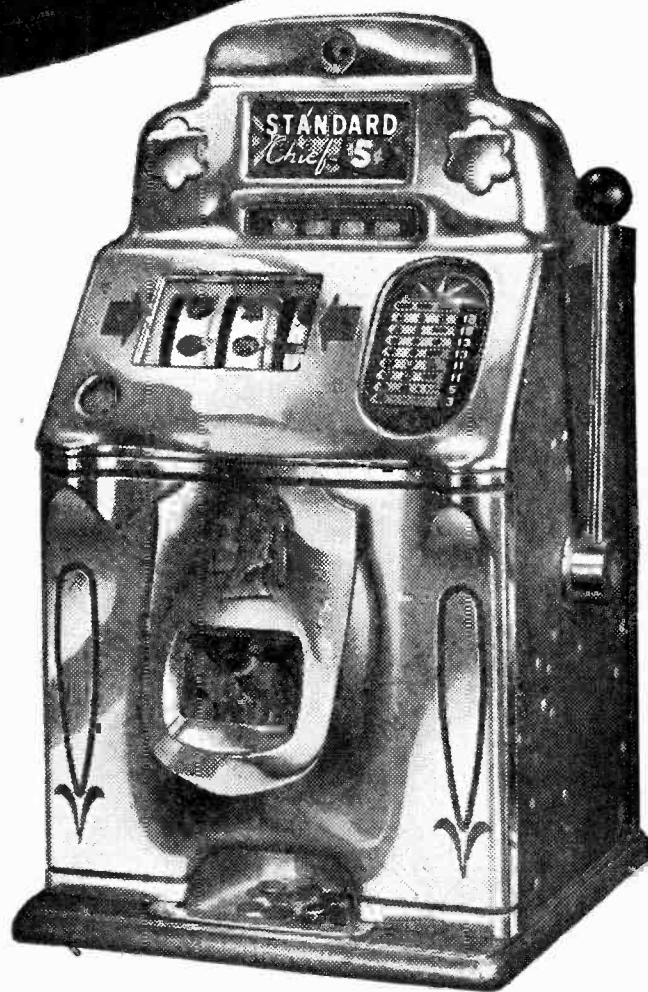
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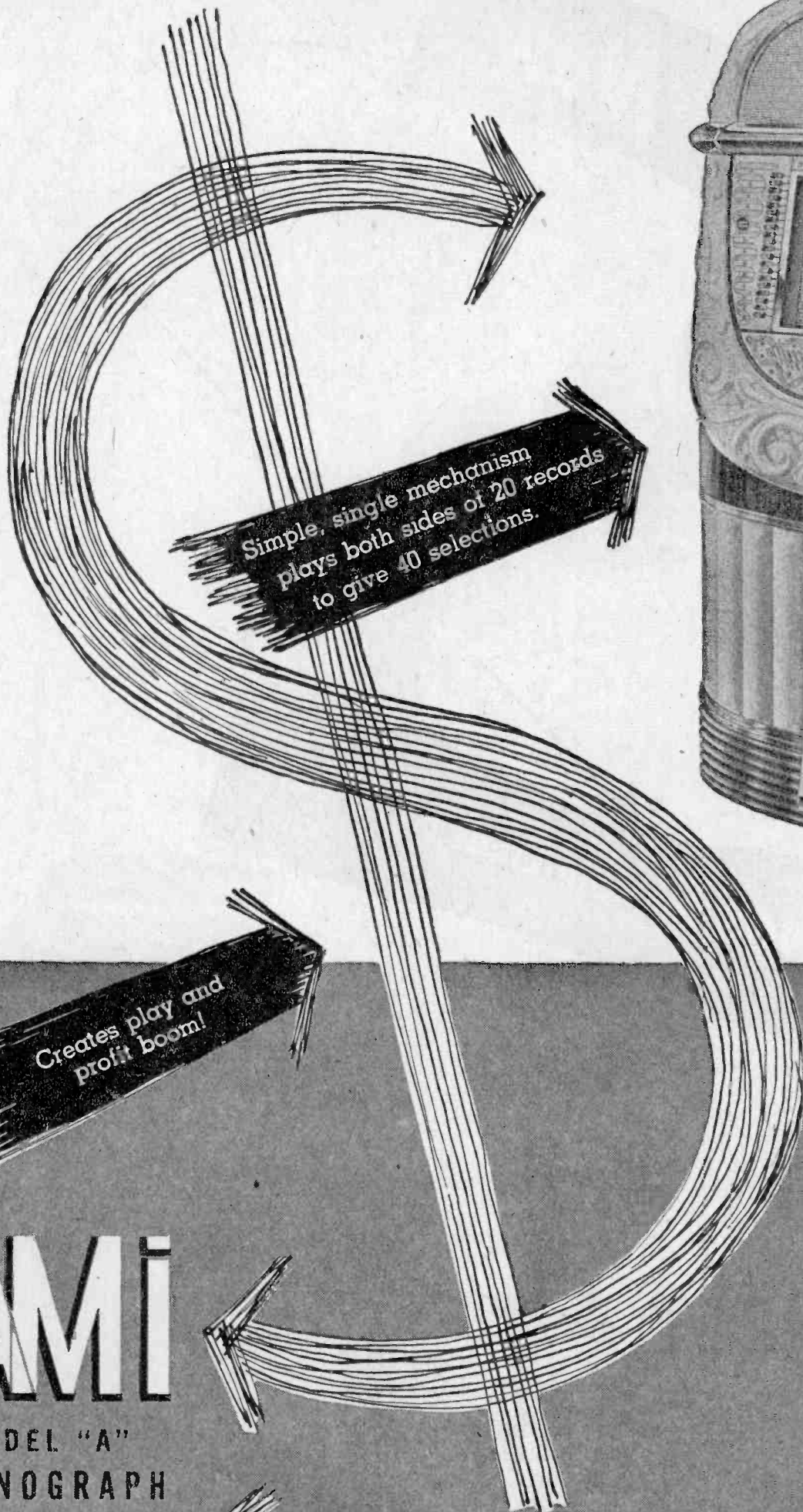
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It's **JENNINGS** for Your Lines of Players!



O. D. JENNINGS AND COMPANY
4307-39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS
.....The Leader in the Field for over 40 Years.....



Simple, single mechanism
plays both sides of 20 records
to give 40 selections.

Creates play and
profit boom!

Cuts record costs
drastically!

AMI

MODEL "A"
PHONOGRAPH

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DEPENDABLE MECHANISMS

America's Great Music Service



Proof of the Pudding

... IS IN THE EATING ... AND THE CUSTOMERS
ARE "EATING UP" **Seeburg**

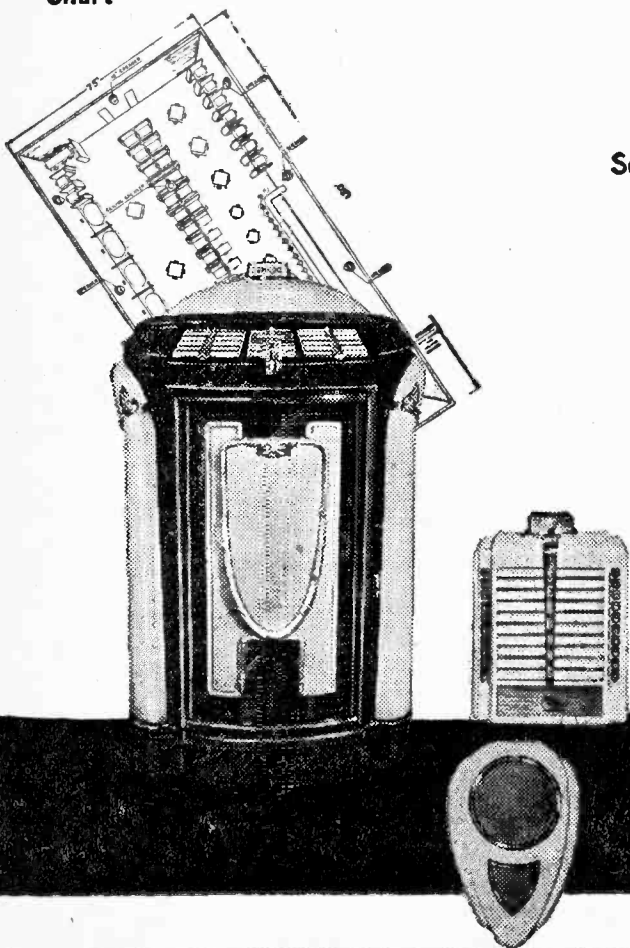
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Seeburg sets the pace in music . . . Seeburg Scientific Sound Distribution systems are being installed in top-ranking restaurants all over the Southwest . . . which is convincing "proof of the pudding!" This remarkable new music system brings recorded music to a new high in prestige and enjoyment. Never too loud or too soft . . . Seeburg is America's great new music service.

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★ Seeburg
Installation
Chart



S. H. LYNCH & CO.

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CONSOLES, ETC.

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\$5.00 EACH:

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NO TAX REQUIRED ON NON COIN OPERATED MACHINES

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WRITE FOR QUANTITY PRICE ON COUNTER GAMES

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SEEBURG PRODUCTS
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Only **Aireon** has this

Handy Record Selection

that even "kids" can play!



Organ Type **Push Button Control**

That Increases PLAY...and PROFIT!

Easier to see...easier to read...easier to play... that's Aireon's scientifically designed organ keyboard. With Aireon there's no hunting for buttons, no crowding of keys, no stooping to read—every big, finger-attracting red key is right by the record nameplate, handy to push when the player says "that's my number." Another big feature—players don't have to line up to play the Aireon—two and three can make selections at the same time in front of the wide Aireon keyboard—playing duets and concerts on the cashbox! Ease of service? Of course! A flip and the entire board is open for changing name cards and dusting. You can keep your keyboard looking just as attractive as the records sound on the Aireon Electronic Phonograph!

Aireon

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**OLD FAVORITE BELL APPEAL
PLUS NEW HOLD AND DRAW FEATURE**

Bally's
DRAW BELL

NICKEL OR QUARTER PLAY

All the flashy come-hither of the old familiar golden bells and bright red cherries! All the excitement and suspense of three spinning reels! *Plus* the new second-spin feature . . . designed to insure extra thrills to the player and extra profits to you! That's Bally's new post-war console . . . DRAW BELL!

Plenty of winners pop up on the first spin . . . insuring steady repeat play. And every miss comes so close to a winner that players can't resist a second spin . . . which results in an extra coin in the cash-box. For example, bars on the outside reels and a cherry in the middle . . . who wouldn't play a second coin to *hold the bars and spin the center reel again?* Practically every non-winner line-up has the "makings" of a winner, and players invariably try the second-coin-second-spin.

QUICKLY CONVERTIBLE . . . PAYOUT OR REPLAY

One unit serves all types of location, because DRAW BELL is quickly convertible from automatic payout to replay . . . and a sensational money-maker either way. Like all post-war Bally products, Bally's DRAW BELL features improved, simplified mechanism . . . easy access for adjustment and routine service . . . sturdy construction to live up to the long-life play appeal.

DRAW BELL consoles on test location are out-earning all other consoles and bells . . . boosting profits in lively locations and bringing slow spots back to life in a hurry. Because good news travels fast, the demand for DRAW BELL already far exceeds production . . . so order today . . . now . . . from your local Bally distributor. *Specify Nickel or Quarter play.*



Bally

MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Only SEEBURG

gives you all these

The Seeburg Music System represents the greatest innovation in modern music merchandising. Besides being freshly styled, this system brings you:

Scientific Sound Distribution—that assures music at conversational level throughout the location.



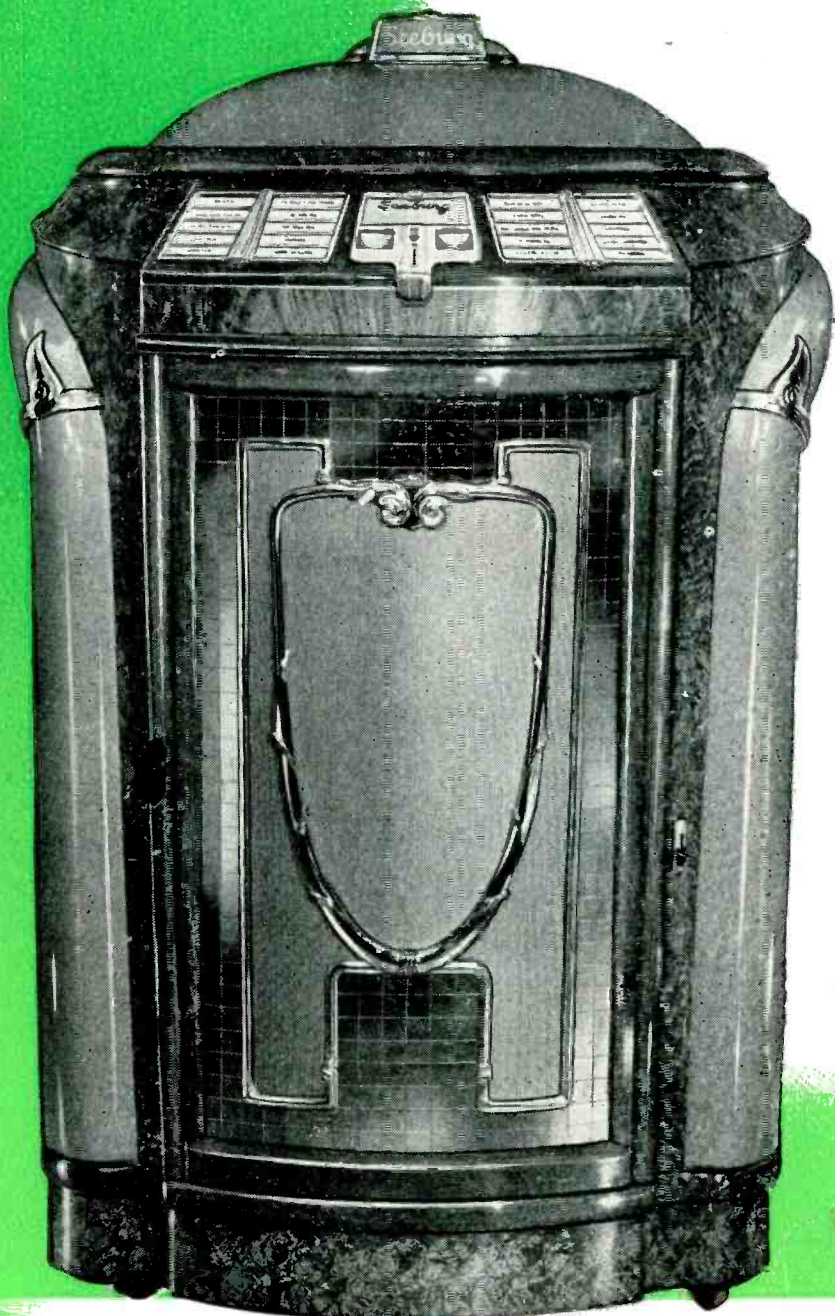
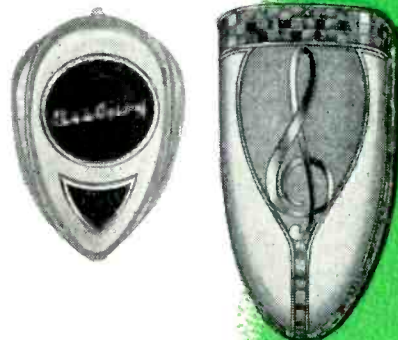
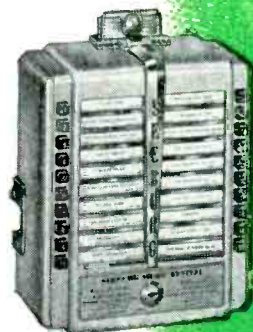
Wireless Wallomatics—that permit installation of wall boxes without running wires or cables from the phonograph.



New Impedance Matched Speakers—beautiful in design, assuring perfect music reproduction.



Dual Remote Control Units—that give positive control of the speaker in the Symphonola—positive control of all remote speakers—permit cancellation of records from a remote point.



"Be Sure — Buy Seeburg"

Seeburg

1902 · DEPENDABLE MUSIC SYSTEMS · 1946

J. P. SEEBURG CORPORATION
1500 W. Dayton Street, Chicago 22, Illinois

SEE YOUR SEEBURG DISTRIBUTOR FOR A DEMONSTRATION

Everybody Sees It!



That's Why Every Location Owner Wants A WURLITZER

North . . . East . . . South and West . . . they're all covered by Wurlitzer's powerful national advertising program promoting the enjoyment of Wurlitzer Phonograph Music as *America's Favorite Nickel's Worth of Fun*.

Everybody, everywhere is being told to look for Wurlitzer's *Sign of the Musical Note* to identify places where they can have fun enjoying Wurlitzer Music.

The campaign is clicking. Cash registers are ringing. Business is booming in Wurlitzer locations.

That's why every location owner will want a Wurlitzer and why every Wurlitzer Factory-Approved Music Merchant faces the greatest opportunity in the history of commercial music. The Rudolph Wurlitzer* Company, North Tonawanda, N. Y.

**The Name That Means Music To Millions*



Wurlitzer's "Triple Action" Advertising Campaign will reach Everybody...Everywhere



Watch **WURLITZER**
EXTEND ITS *Leadership*