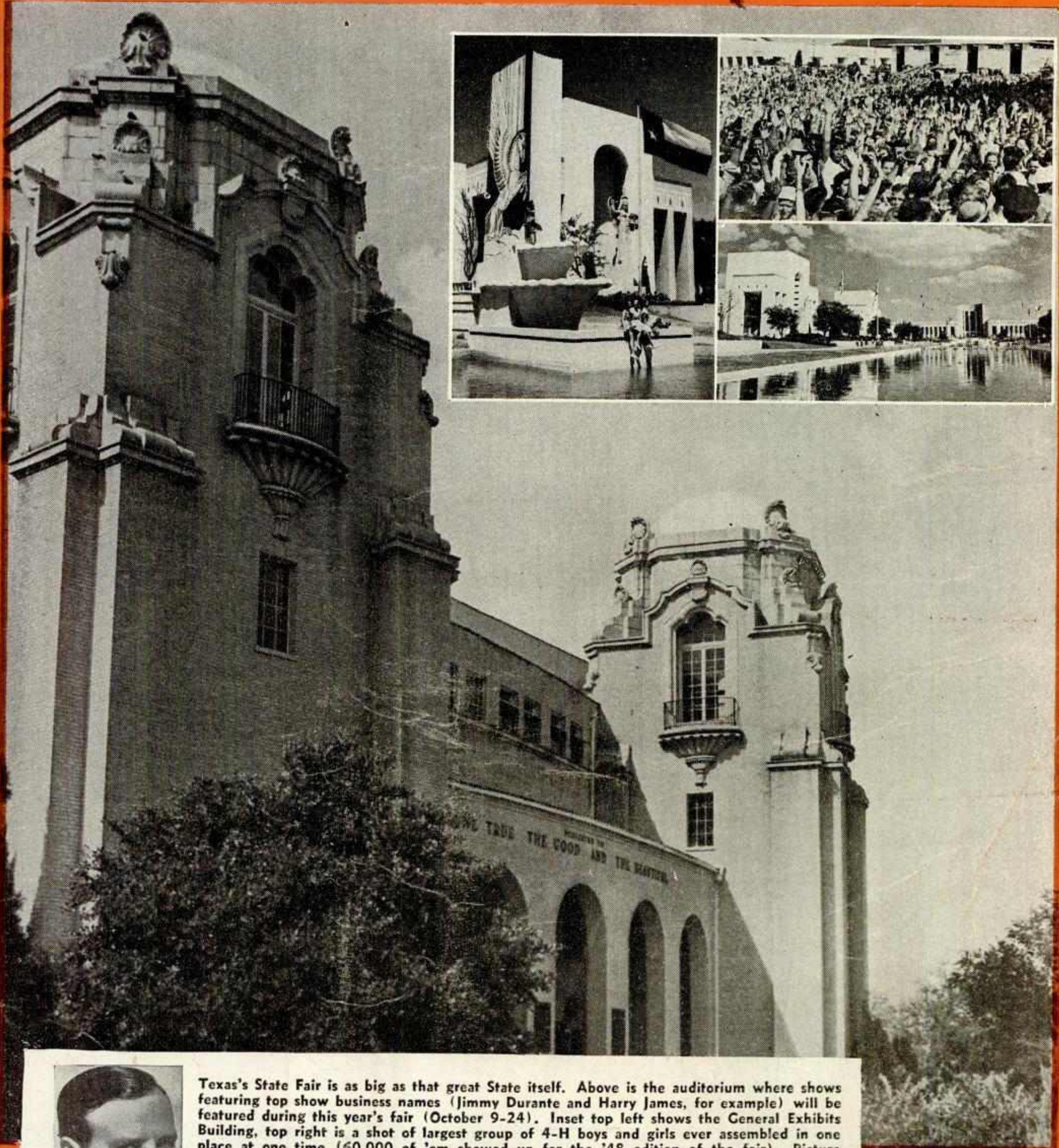


# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 9, 1948



Texas's State Fair is as big as that great State itself. Above is the auditorium where shows featuring top show business names (Jimmy Durante and Harry James, for example) will be featured during this year's fair (October 9-24). Inset top left shows the General Exhibits Building, top right is a shot of largest group of 4-H boys and girls ever assembled in one place at one time (60,000 of 'em showed up for the '48 edition of the fair). Picture immediately below is the Grand Esplanade, with the impressive \$1,000,000 Hall of State in the background, and exhibit halls fronting the two-block-long reflecting pool. Inset at left is W. H. Hitzelberger, executive vice-president and general manager of the fair, and largely responsible for its position as one of the greatest agricultural-industrial-entertainment fiestas in history. Independent shows will again be produced by Ray Marsh Brydon.

NEW ALL-TIME RECORD CROP  
IN HAMPTON FRISCO DATE  
AT BLANCO'S COTTON CLUB

HAMPTON HITS NEW RECORD  
HIGHS AT MANCUSO  
THEATRE, BATAVIA, N. Y.

LA'S MILLION \$ THEATRE  
BESTS ALL B. O. HIGHS WITH  
HAMPTON ORCHESTRA

CLEVELAND AUDITORIUM  
DRAWS RECORD CROWDS  
WITH HAMPTON ORCHESTRA

SRO CROWDS FEATURE  
LIONEL HAMPTON DATE  
AT OAKLAND AUDITORIUM

LIONEL HAMPTON BAND SETS  
NEW ATTENDANCE FIGURES  
AT LOUISVILLE'S ROLLER RINK

'POT OF GOLD'  
IN HAMPTON STAY  
AT DENVER'S  
RAINBOW BALLROOM

HAMPTON TROUPE  
SMASHES MARK AT  
BIG TEN BALLROOM,  
TULSA, OKLA.



**DECCA**  
RECORDS

"SOUVENIR ALBUM"  
DECCA 669

HAWK'S NEST  
AND  
GOLDWYN STOMP  
DECCA 24505

*Thanks, Disk Jockeys  
for Helping Us to  
Write These Wonderful  
Headlines...  
Lionel Hampton*

*In Radio...*

**THE LIONEL HAMPTON SHOW**  
Mutual Broadcasting System

*In Pictures...*

**"A SONG IS BORN"**  
A Samuel Goldwyn  
Production

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# TV CROWDING AM ON BALLY

## Ia. Clash Adds Fuel to AFM, AGVA Feud

### Fire May Spread

NEW YORK, Oct. 2.—A new ruling whereby musicians may be ordered to refuse to play for acts is threatening to spread from what started out as a local issue to one that will blanket the country.

The situation, an outgrowth of the current feud between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM), developed in Des Moines. Ralph Zarro, an emcee-musician associated with Irving Grossman's Entertainment Service of Des Moines, applied to AGVA for an associate agent's franchise. The AGVA branch sent the application to New York. It in turn ruled that a musician-emcee who worked as a performer couldn't get an agent's franchise. He must give all his time to agenting, said AGVA.

### AFM Steps In

Zarro notified the Des Moines AFM local, which then communicated with AFM national. A few days later, AGVA was notified that if it persisted in its refusal to give Zarro a franchise, AFM would order its members to refuse to play for AGVA acts in the Des Moines-Kansas City territory.

AGVA's position is that AFM can (See *NEW FUEL* on page 41)

## U. S. Accuses H. Bloomfield In 25G Tax Withholding Case

NEW YORK, Oct. 2.—Filing of a 12-count indictment of Harry Bloomfield, theatrical producer, by the federal grand jury was announced Thursday (29) by John F. X. McGohey, U. S. attorney for the Southern District of New York. The indictment charges Bloomfield with failure to pay over to the United States his employees' withheld income taxes and Social Security taxes to the amount of \$52,182.26. McGohey stated that the sum represented money withheld and deducted from salaries of actors and employees of the theatrical productions *Polonaise* and *Foxhole in the Parlor* from May, 1945, to August, 1946.

Florence P. Shientag, assistant U. S. attorney in charge of the case, stated that Bloomfield was the general partner and co-producer with W. Horace Schmidlapp, of the musical *Polonaise*, which opened at the Alvin Theater here October 6, 1945. Schmidlapp withdrew as general partner and co-producer shortly after opening night and hence no criminal liability is attached to him, according to the attorney. Bloomfield was also the producer and general partner of *Foxhole in the Parlor* which opened at the Booth Theater here May 23, 1945.

Among the actors from whose salaries Bloomfield deducted Social Security and withholding taxes which he failed to turn over to the government, according to Mrs. Shientag, were Jan Kiepura, Marta Eggert, Harry Bannister, Imogene Coca, Candy Jones, Rose Ingraham, Dorothy Love, Virginia Barnes, Montgomery

Clift, Russell Hardie, Flora Campbell, Reginald Beane and Raymond Greenleaf.

Bloomfield faces a possible penalty of 60 years and a 120G fine.

## AGVA Beef Keeps Circus Off Television

### Week's Pay for One Show

PHILADELPHIA, Oct. 2.—Planned video broadcasts of the Hamid-Morton Circus from the Arena here over WFIL-TV had to be abandoned this week when the American Guild of Variety Artists (AGVA) invoked a ruling requiring a full week's salary for each act telecast. Col. Robert H. Morton, circus managing director, said this was the first time that the edict, which he called a ban because, he said, the cost was prohibitive, had been used to nix circus telecasts.

Morton told *The Billboard* that he regarded the action as a "strong-arm measure to get performers to sign with AGVA." About 40 per cent of the Hamid-Morton acts are members of the union, Morton said.

Veto Malfi, local AGVA rep who (See *AGVA Keeps* on page 61)

## Radio Alarmed As Video Hogs Press Space

### New Medium Muscles In

NEW YORK, Oct. 2.—Radio flacks in cities with television outlets on the air, particularly New York, have been going quietly mad recently as it has become increasingly difficult to obtain space in the metropolitan dailies because of the inroads made by video publicity. Over the past year, the amount of space dedicated to tele has cut seriously into the allotment which used to be solely for radio.

The solution, some of the more imaginative press agents feel, is to emulate the movie flacks by stressing promotional and other exploitation tie-ins and rely less upon the simple, unadorned press release. The battle for space is therefore more likely to be won by brainwork rather than by sheer mimeographed output. This situation is particularly likely to unsettle the networks, which have tended to depend upon mass output of releases. Many indie stations, frozen out by inroads by the webs in the past decade, learned this lesson some time ago and have found it nec-

(See *TV's Inroads* on page 14)

## Japs Pattern Commersh AM After Aussies

NEW YORK, Oct. 2.—Commercial radio in Japan, until now unknown, will soon be launched under provisions of a new law, according to Bill Costello, Far Eastern bureau director for the Columbia Broadcasting System (CBS), here for a brief visit. The plan will follow the Australian system, with the semi-public corporation (Broadcasting Company of Japan) issuing licenses to individuals who will be allowed to solicit advertising revenue.

But hope of any quick change in the Jap radio picture is slim. Approximately 1,000,000 of Japan's 5,000,000 sets are out of order and must remain that way because of an acute parts shortage. Furthermore, most of the sets are of ancient vintage and employ the old Armstrong regenerative circuit requiring a rather,

(See *NIPS PLAN* on page 9)

### TV, r.f.

NEW YORK, Oct. 2.—Probably the only television manufacturer with a representative playing in the World Series is Royaltone Television Corporation here. Tommy Holmes, Boston Braves right fielder, is the firm's sales manager in the season's spare time and during off season. Royaltone is headed by Chick Kane, TV man facturing veteran.

# 'Wait Till Next Year' for TV, Too

## World Series All-Out Pitch Is Postponed

### Elaborate Plans Collapse

NEW YORK, Oct. 2.—The 1948 World Series, however it may turn out from an athletic viewpoint, probably will go down in history as the "might-have-been" series so far as television is concerned. Nevertheless, the deals that didn't go thru are an indication of what to expect in years to come.

Negotiations were under way this week to show the games on theater screens, to utilize the Westinghouse stratovision plane to bridge the gap between the Eastern and Midwestern tele networks, and to have a single video film outfit supply capsule versions of each game's highlights to stations not tied in with the cable. The first deals had flopped completely (See *Wait Till Next Year* on page 18)

## WWRL Airs VD Prevention Segs In Doz. Tongues

NEW YORK, Oct. 2.—Venereal disease will be discussed in 12 foreign languages over WWRL, 250-watter in Woodside, L. I., N. Y., in a 13-week campaign skedded to begin next month. The WWRL plan was set by program director Fred Barr, who felt that mere co-operation with the nationwide anti-VD campaign to kick off November 8 is not enough. While Columbia University and the U. S. Public Health Service (USPHS) will supply waxed dramatic shows in English on this topic, WWRL, with its heavy foreign-speaking audience, decided to improve upon it.

Two five-minute talks per day, one in the day and the other in the evening, have been set in Spanish by the outlet. In addition, one per day at various times have been arranged in Syrian, Swiss, Russian, Polish, Hungarian, Czech, Lithuanian, Ukrainian, French, German and Greek. The remarks will be prepared by USPHS and Columbia.

## Autry Rodeo Opens 26-Day Run at Garden

### Purses Cut From 155 to 84G

#### By Jim McHugh

NEW YORK, Oct. 2.—Madison Square Garden's 23d Annual World's Championship Rodeo, a facsimile of its predecessors, turned the arena into a melee of hoofs, horns and humans Wednesday night (29) as it began this year's shortened engagement, which will last for 26 days (43 performances) as against last year's 33 days (54 performances).

The 203 participants—14 more than last year—will be risking life and limb for a total of \$84,000 in prize money, plus entrance fees, considerably less than the \$155,000, including fees, offered last year. However, the smaller purses did not affect the cowboys' performances on opening night (See *AUTRY RODEO* on page 51)

# Radio-Screen Stars Cheer Vets

## Hospital Tour Launched by Camp Shows

### It's Semi-Annual Project

NEW YORK, Oct. 2.—A heavy exodus of major film and radio personalities from Hollywood got under way this week when Peter Lorre, Wayne Morris and William Demarest led a long list of stars that will fly out of Los Angeles during October and November in the Veterans' Hospital Camp Shows' project to "take Hollywood to the hospitals."

Quickly followed by Linda Darnell, Mary Hatcher and William Holden, they led a sortie which, before it ends in November, is expected to have every major film and radio star on the West Coast booked for a week or 10 days' hospital tour.

### Murphy Outlines Plans

The movement was initiated by the Hollywood co-ordinating committee and the Screen Actors' Guild. "Everyone on the Coast realizes that we have some very important unfinished business to do with regard to these men and women," George Murphy, president of the Hollywood co-ordinating committee, said in an interview at the Hotel Astor during a week-end visit here. "A meeting was called. Studio representatives, casting directors, talent agents, producers and radio network executives attended. They decided that we should create a program that would take major personalities from Hollywood to the hospitals every fall and spring.

"Marco Wolff, who was responsible for much USO-Camp Shows success in getting stars to go overseas during the war, was selected as chairman of a talent recruiting committee. To assist him he drafted William Meiklejohn, of Paramount, and John Beck, of Universal-International, representing film studios; Al Melnick, William Dover, John Bolton and Abe Lastfogel, representing talent agencies,

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## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**YOU CALL EVERYBODY DARLIN'**
- No. 1 Sheet Music Seller  
**A TREE IN THE MEADOW**
- No. 1 Most Played on Disk Jockey Shows  
**TWELFTH STREET RAG, Pee Wee Hunt, Capitol 15105**
- No. 1 Disk Via Dealer Sales  
**A TREE IN THE MEADOW, Margaret Whiting, Capitol 15122**
- No. 1 Disk in the Nation's Juke Boxes  
**TWELFTH STREET RAG, Pee Wee Hunt, Capitol 15105**
- No. 1 Most Played Juke Box Folk Record  
**JUST A LITTLE LOVIN', Eddy Arnold and His Tennessee Plowboys, Victor 20-3013**
- No. 1 Best Selling Retail Folk Record  
**JUST A LITTLE LOVIN', Eddy Arnold and His Tennessee Plowboys, Victor 20-3013**
- No. 1 Most Played Juke Box Race Record  
**AM I ASKING FOR MUCH?, Dinah Washington, Mercury 8095**
- No. 1 Best Selling Retail Race Record  
**MY HEART BELONGS TO YOU, Arbee Stidham, Victor 20-2572**
- No. 1 Sheet Music Seller in England  
**SO TIRED**

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 26 to 39 in Music Section.

and Kay Kyser and Sid Strotz, representing radio."

### Performers Volunteer

Several of those at the meeting volunteered to tour. They included Murphy, Ronald Reagan, William Holden, Jack Benny and Eddie Cantor. Other volunteers were Celeste Holm, Charles Starrett, Edgar Buchanan, Alan Young, Mark Stevens, Bruce Bennett, Akim Tamiroff, Leonid Kinskey, Virginia O'Brien, Charles Ruggles, John Hodiak and George O'Brien.

Camp Shows' headquarters has already started a dozen stars on their tours. Peter Lorre, touring from September 28 to October 7, launched the project with a visit to Letterman General Hospital, San Francisco. William Demarest followed him out of L. A., making his bow Thursday (30) at Phoenix. Wayne Morris flew into Memphis today (2) and began a tour.

Mary Hatcher, with accordionist Connie Asins as accompanist, also began her tour at Albuquerque today (2). Linda Darnell opened at Fort Logan, Colo., Monday (4).

Camp Shows' booking department is rapidly drafting other schedules.

### SHOWBIZ CHARTERS

DOVER, Del., Oct. 2.—The following new showbiz charters have been filed with the secretary of state: Carolina Theaters Corporation. Purpose, operate theaters. Capitol, \$25,000. Principal office, Corporation Guarantee & Trust Company.

Majestic Raceways, Inc. Purpose, deal in amusement enterprises. Capital, \$10,000. Principal office, Corporation Guarantee & Trust Company.

### STATEMENT OF THE OWNERSHIP, Management, Circulation, etc., required by the Act of Congress of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946, of The Billboard, published weekly at Cincinnati, Ohio, for October 1, 1948.

State of Ohio, County of Hamilton, ss.  
Before me, a notary in and for the State and County aforesaid, personally appeared E. W. Evans, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Billboard, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Section 537, Postal Laws and Regulations), to wit:  
1. That the names and addresses of the publisher, editor, managing editor and business managers are: Publisher, The Billboard Publishing Co., Cincinnati, Ohio. Editor, Joseph G. Csida, New York City. Managing Editor, H. S. Littleford Jr., Chicago, Ill. Business Managers, E. W. Evans, Cincinnati, Ohio, and W. D. Littleford, New York City.  
2. That the owners are: The Billboard Publishing Co., a corporation, 2160 Patterson St., Cincinnati, Ohio. Stockholders owning 1% or more stock: Mrs. Marjorie D. Littleford, Fort Thomas, Kentucky; H. S. Littleford Sr., Trustee, Fort Thomas, Kentucky; R. S. Littleford Jr., Chicago, Ill.; W. D. Littleford, New York City; Jane L. Stegeman, Fort Thomas, Ky.; Marianna W. Littleford, Manhasset, L. I., N. Y.; Marjorie S. Littleford, Fort Thomas, Ky.; L. M. McHenry, Fort Thomas, Ky.  
3. That the known bondholders, mortgagees and other security holders owning or holding 1% or more of the total amount of bonds, mortgages or other securities are: None.  
4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders, as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.  
5. That the average number of copies of each issue of this publication sold or distributed, thru the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above is 58,210.

## Jock To Help TV Boost Red Feather

HOLLYWOOD, Oct. 2.—Los Angeles's only night club using a tele remote to boost its biz, the Red Feather, will now add a disk jockey show originating on its premises as part of its drum-beating campaign.

KFWB disk jockey Bill Anson will originate a midnight-to-2 a.m. platter show seven nights weekly from the Feather in addition to serving as emcee of the spot's regular flesh fare. He will start his stint as soon as KFWB lines are installed at the spot.

### "Met" Kicks Off Nov. 29

NEW YORK, Oct. 2.—The 1948-'49 season of the Metropolitan Opera opens with the first subscription performance on Monday evening, November 29, and will continue for 16 weeks. The regular subscription performances will be as follows: 16 consecutive Monday, Wednesday, Thursday, Friday evenings, and Saturday matinees. The Saturday evening subscription series will begin on December 11, and will again consist of 14 performances.

### No Tax Relief for Aussies

SYDNEY, Oct. 2.—Altho the treasurer in presenting his budget to Parliament announced taxation cuts amounting to 60,000,000 pounds (\$193,000,000), showbiz is not to receive any direct benefit. No cut has been made in the steep tax on admissions despite pleas by producers. The tax ranges from 25 to 31 per cent.

## Bing Bongo

SPOKANE, Oct. 2.—A capacity crowd of 1,300 paid up to \$10 a seat at the Post Theater Tuesday night (28) to see Bing Crosby record his Philco radio show for October 20.

Bing and company also drew more than 4,000 persons to Natatorium Park Ballroom the same night, appearing as guest stars with Dutch Groshoff's band. The benefit shows netted more than \$6,000 for a Spokane civic stadium fund.

## Anti-Gamble Forces Win Prescott Vote

PRESCOTT, Ariz., Oct. 2.—Since the Arizona State primaries September 7 there has been considerable mourning along Prescott's famous Whiskey Row, where slot machines formerly clicked merrily until early morning and punchboards adorned every bar in great variety. Hugh Kingsbury, young Prescott lawyer who tried to unseat the incumbent, Dave Palmer, as Yavapai County Attorney, was defeated for the Democratic nomination by 317 votes.

When Palmer took office January 1, 1947, he issued an ultimatum that the gambling of all kinds—including back room poker—must go. As all taverns and many restaurants took in enough revenue from various gambling games, the edict created much grumbling. While Kingsbury did not campaign for an "open" town, it was understood he would be inclined to be more tolerant if elected.

Since Arizona is predominantly Democratic, a primary nomination is tantamount to election, so Palmer is in the saddle for at least two more years.

In a field of seven Democratic and two Republican candidates for governor, Acting Gov. Dan Garvey, Republican, who wants dog and horse racing in Arizona cleaned up, was nominated by a large margin. His expense account for the campaign filed a few days ago shows that \$35,000 was spent in his behalf. His principal Republican opponent, Bruce Brockett, spent \$10,300. The job of governor pays \$10,000 a year.

## The Billboard

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The Billboard also publishes Turnover and Vend

# RCA PROPOSES 8.5% FEE CUT

## Standard Yelps When Col Cuts LP's From Ordinary Disks Sans Double Rates

HOLLYWOOD, Oct. 2.—Standard Transcriptions has made a forceful appeal to the American Federation of Musicians (AFM) Prexy James C. Petrillo for an immediate ruling on the right of Columbia Records to produce long playing (LP) microgroove disks from ordinary masters without paying double recording rates. Petrillo has so far ignored both letters and wires sent by Standard topper Jerry King. Transcription exec told *The Billboard* he would fight the issue thru a ruling or take "defensive" measures against any commercial plattery invading the transcription field via LP disks.

Behind the simmering situation is King's contention that Columbia's LP platters are, in effect, transcriptions and hence a direct competitive threat to his business. King feels that once radio stations accept LP disks, they will use microgroove etchings in preference to more expensive library services, thus virtually forcing transcription firms out of the market. Moreover, King pointed out, Columbia is using masters recorded previously for 78 R. P. M. disks to launch its new LP catalog. Columbia scores further advantage in that tunes were recorded at the commercial session rate of \$41.25 for a three-hour date, whereas transcription firms must pay \$27 for a one-hour bash.

King's query to Petrillo asked the musicians' topper, in effect: "If Standard goes into the commercial record business, what will I owe your musicians for making commercial records out of masters originally recorded for transcription purposes?" Standard looks to one of two rulings: (1) Petrillo can charge Columbia both transcription and commercial rates on a retroactive basis, or (2) allow Standard unfettered rights to put its transcription masters into the commercial market. King estimated that should a double-scale tariff be put on Columbia, it would set the firm back about \$500,000 in retroactive fees for the 100 LP disks already earmarked for the market.

Standard, meanwhile, has begun experimental work on commercial LP disks for home use, King revealed. Test 10 and 12-inch LP's have been produced under a tentative name of multigroove disks, running 266 lines as compared to Columbia's range of from 220 to 300 lines. King said no difficulty has been encountered in converting regular masters to high fidelity LP disks. Platters were produced by the recorder's lab here, using vinylite and special pressing

## Welk Hangs Up Corn Fete Mark

HOLLYWOOD, Oct. 2.—Lawrence Welk last week reportedly broke all records at the annual Corn Festival in Mitchell, S. D., attracting 44,259 admissions in his six-day stand at the event. Former record was established last year by Tommy Dorsey. Welk is reported to have received \$10,000, including guarantee and percentage. This year's Corn bill included Victor Borge, the Four Evanses and Johnny O'Brien. Welk bows at the Hollywood Palladium October 19.

equipment, with results measuring up to all specifications. Tests were being done, King added, to enable Standard to invade the home market on short notice, should such a move become imperative.

## M. Ager Steps Into Leibell Film Decision

### Acts for Individual Cleffers

NEW YORK, Oct. 2.—Milton Ager, as a songwriter and member of the American Society of Composers, Authors and Publishers (ASCAP), this week filed papers applying for intervention in the Leibell film decision case, insofar as writers are individually affected by the decree.

Ager's application for intervention, it was learned, was made strictly on an individual basis; that is, Songwriters' Protective Association (SPA) does not figure in the application at all. Tradesters, however, were of the opinion that court action which could follow Ager's application might have a very important bearing on the disposition of the performing rights connected with the exhibition of films.

The Leibell decision, which hit at the principle of collecting a fee on both the production and exhibiting phases of the film industry, stated that the performing rights for the exhibition of films must be returned to the copyright owners—who are generally publishers.

The essence of the Ager application for intervention is that great conflict exists as to how these rights should be disposed as between the publisher and writer, and that, because of this conflict the court should not go into this problem, but in the event the court did go into it, it should first hear testimony.

Attorney John Shulman is handling Ager's application for intervention.

## Musart To Distribute New Foreign Lines

NEW YORK, Oct. 2.—Musart, local record distributor, this week acquired a new League of Nations look with the addition of four new lines. The firm, headed by Wesley Smith, has added Sofradi, Bongo, Eterna and Paraclete labels. Sofradi disks, imported from France, feature typical French pops and cafe specialties; Bongo waxings produced here are strictly Latin-American; Eterna line consists of operatic and vocal sides pressed here from masters recorded in Switzerland, while Paraclete is a classical line devoted almost entirely to the works of Scriabin, late Russian composer.

Musart continues to handle American sales for Cetra, principal Italian diskery, and Zimra, Palestinian label.

## Congress Library Markets 10 New Vinyl Folk Albums

WASHINGTON, Oct. 2.—The Library of Congress this week placed on sale 10 new albums of five vinylite records each in its series of folk songs available to the public for purchase. The latest release, together with those already issued, brings the total available to the public of 107 records in 22 different albums.

The music was recorded by the archive of American Folk Song in the music division of the Library of Congress which now has a total collection of more than 10,000 acetate recordings containing over 40,000 different songs from various regions of the nation. This music consists of blues, cowboy songs, ballads, spirituals, Indian dances and calls. In addition to material from the United States, the archive has also acquired folk music from many Latin-American countries and from Europe and the rest of the world.

The library sells its records at what is described as a nominal price of \$1.25 each for 10-inch records and \$1.50 for 12-inchers, with recordings on both sides. Six of the albums in the latest release contain various types of American folk music, while the rest are records of music from other lands. Among the American folk albums just released are *Seneca Songs From Coldspring Long House*, representative of dance, ritual and ceremony among Seneca Indians; a series of Pennsylvania anthracite miners' songs sung by miners in the Pottsville and Wilkes-Barre area, some of these recorded in the mine tunnels; English ballad survivals, and a series of children's songs such as *Fiddle-I-Fee* and *The Barnyard*, described as "unusual fiddle and banjo pieces."

## House Action On Scott Bill Looms Again

WASHINGTON, Oct. 2.—The staff of the House Judiciary Committee is dusting off the Scott bill permitting licensing of juke box records in anticipation of its early reintroduction when Congress convenes in January, it was learned this week.

Committee aids expect the bill to be sponsored again by Rep. Hugh D. Scott Jr. (R., Pa.) in its original format. As first introduced, the measure provided for the striking out of the exemption afforded juke boxes in the Copyright Act of 1909.

Chances for the bill's passage this session may depend on whether opponents of the bill in the committee force the holding of new hearings. Last session, the measure was approved by a 3-2 subcommittee vote but was never voted on by the full committee.

Altho the Scott bill was given an extensive airing in June, 1947, judiciary committee aids say that the various court battles involving the bill's chief benefactor, the American Society of Composers, Authors and Publishers (ASCAP), have prompted at least one committee member to ask that the bill be re-examined in the light of cartel charges that have been made against ASCAP.

In view of the heavy work schedule of the judiciary committee, a new

## Victor Asks Slice in Disk Sale Royalty

### Offer Alarms Pubs

NEW YORK, Oct. 2.—Publishers are getting increasingly apprehensive over royalties from mechanical rights. The latest move which has caused aggravation is a suggestion by RCA Victor that royalty returns to publishers accruing from the sale of disks be sliced by 8½ per cent to cover breakage and returns. Victor has attempted to lay down no definite policy on the matter and is not adopting a tough attitude. Rather, it is sounding out the publishers, according to a Victor spokesman, with a view toward establishing the point that royalties should be paid on net sales.

Victor's position is that payment on net sales is an established principle in many businesses, including music publishing, book publishing, et al., and could very aptly apply in the case of recordings. "In the gala days of the record business," one exec stated, "we didn't look at figures so carefully." He added, however, that production and labor costs have gone up.

At the end of this week, not all publishers had been approached, according to some key publishers, however, the alignment against Victor on the matter is very strong. Victor wants, stated one exec, "to take off an arbitrary 8½ per cent on records sold."

Years ago, diskers got a 10 per cent cut on the basis of breakage and returns. This was stopped in 1935 when Harry Fox, pubs' agent and trustee, eliminated such a clause from the contract.

The wrath of some pubs is directed not at any one company, but stems from what they consider an unjustifiable state of circumstances with respect to music royalties. Pubs claim their production and labor costs, too, have gone sky high, whereas royalty figures thru the years have remained the same with respect to recordings. Also, but in fields other than commercial records—such as transcriptions and televisions—the royalty picture is something of an unknown quantity.

With respect to royalties from commercial records, however, it is known that one segment of the trade regards the exploitation value of disks as worth more to a publisher than the money which he might lose via a royalty cut. That this philosophy may cause a break in publisher ranks is giving some pubs cause for concern.

## "SUBWAY" SUIT

NEW YORK, Oct. 2.—Harry Lewis, composer, filed an infringement suit yesterday in U. S. District Court against Nicola Paone and Columbia Records Corporation. The suit, which asks for an injunction, damages sustained, and an accounting of all profits from the alleged infringement, arises from Paone's Columbia disking of *The Subway Song*, which Lewis claims is copied from his copyrighted tune, *In New York, in New York*. The latter was written in 1945.

set of hearings could so delay the bill that it would again die in committee.

# Majestic Assets Go On Block

## Decca, Other Firms Bidding For Holdings

October 15 Set as Date

CHICAGO, Oct. 2.—Assets of Majestic Records, Inc., which were placed under the supervision of two trustees late in June when the court approved a switch from Chapter 11 to Chapter 10 of the Chandler Act (*The Billboard*, July 3) will be placed on the block for open bids October 15 in Federal Judge Phillip Sullivan's court here. Sullivan okayed the proposal Friday (1), following a 45-minute closed conference between parties interested in purchasing the label's holdings. Bidder must come up with 25 per cent of the bid in cash October 15, Sullivan ordered.

Earlier Sullivan heard several varied bids for Majestic assets, which resulted in his ordering the conference. Sam Yannam, New York attorney for Decca, bid only for the Majestic masters, which were reported at approximately 2,000. Decca, he said, would pay 1 cent royalty per record for 90 per cent of the records sold, which were made from former Majestic masters, and guaranteed a minimum of \$50,000 in payments, which would be made at the rate of \$10,000 per year for five years. Milton Rackmil, Decca v.-p., was also at the hearing.

### 100G Offered

C. H. Hyman, of Variable Condenser Company, New York, told the court he represented a syndicate of persons who had never been in the record business. His group offered \$100,000 for the entire Majestic holdings, including mortgaged real estate in Elgin, Ill.; Newark, N. J., and Los Angeles, but excepting the accounts receivable on Majestic books. Hyman later said one of his associates was Phil Regan, the nitery warbler, who waxed a series of masters for Majestic. Regan, present in court, told *The Billboard* that he intends to set up a diskery a la Capitol, where "I'll do the same as Johnny Mercer, be active as an artist and an executive in the firm."

Mayer Goldberg, legal counsel for Mercury Records, told the court he wished to make a bid on one parcel of the Majestic holdings (Eddy Howard masters). Sullivan deferred his bid until later. The judge suggested that bids for the entire lot be submitted first. Sullivan also said a wire had been received from Eli Oberstein, of Varsity, regarding his intention to bid.

During the bidding, Norman Nachman, representing orkster Eddy Howard, urged Sullivan to impress on any purchaser that, together with the Eddy Howard masters, the buyer was assuming a contractual obligation to not only pay the specified royalty as prescribed in the Majestic contract, but also to push and exploit these masters. Sullivan later told Nachman that any buyer would be informed of the obligation and that if the conditions of the Howard-Majestic pact were not fulfilled, a law suit could be instigated by Howard.

It was learned that during the conference, Biggie Levin, personal manager for Howard, explained that time is essential in getting the money out of the masters, last of which were pressed by Majestic eight months ago. Levin pointed out that another six Howard masters would be out-dated

## Pluggers Plugged

NEW YORK, Oct. 2.—Song pluggers may have to talk faster. This was indicated this week when it was learned that the Music Publishers' Protective Association was preparing briefs for submission to the National Labor Relations Board to support the contention that contact men are salesmen rather than employees who would come under the 40-hour-week regulation. It was learned that the song pluggers union also supported this point of view.

## British Fight Wax Competish For Tootlers

LONDON, Oct. 2.—Phonographic Performance, Ltd., which issues licenses for phonograph records to be played in public, is taking steps to stop inroads of recorded music in places of entertainment where live musicians could be employed.

This body acts as a copyright protection agency for all the big recording companies and also issues licenses to the British Broadcasting Corporation (BBC), theaters, music halls, flicker houses and ballrooms.

During the war recorded music replaced orks and individual performers because of the shortage of tootlers. The British Musicians' Union (BMU), with a membership of some 25,000, now feels its members should not be put out of work while recorded music is played.

The tightening up on licenses will be taken only at dance halls and places where BMU members would or could be employed.

## Seeco's 2 New Label Series

NEW YORK, Oct. 2.—Seeco, Latin-American diskery here, this month inaugurates two new label series aimed at special segments of the Latin music public.

The new green Universal label, retailing at \$1.05, is designed for fanciers of the smoother Spanish stylings. It will feature Seeco's "class" talent, including such vocalists as Eva Garza, Daniel Santos, and Bobby Capo.

The blue-label Specialty series, retailing at 79 cents, will be aimed primarily at the North American rumba buyers. The label, printed in English, will carry such popular names as Miguelito Valdes, Noro Morales, and Damiron.

Seeco's regular 79-cent black label will continue to release general Latin and pop sides for Latin localities.

Sidney Siegel, waxery prexy, heads for Cuba and Puerto Rico next month for extensive on-the-spot recording to supplement all three series.

unless some action were taken before November 1. Levin did not state the total number of Howard masters or how many had already become obsolete since Majestic quit its releases. Decca and Mercury, it was learned, argued that they will be able to put established promotion and distribution behind the Majestic masters, while the Hyman syndicate countered that creditors would profit more immediately from their larger bid.

## ASCAP Replies To Court on Pic Theaters

NEW YORK, Oct. 2.—The American Society of Composers, Authors and Publishers (ASCAP) this week filed in U. S. District Court notice of motion and affidavits in connection with the findings of Judge Vincent L. Leibell in the litigation of Alden-Rochelle, Inc., et al., against ASCAP, involving the society's licensing of movie theaters. Tentative date set for the hearing is October 6.

Judge Leibell in July ruled that methods of ASCAP with regard to licensing film theaters were at variance with anti-trust laws. The defendant states it does not acquiesce in the court's opinion and submits proposed amendments to the findings. ASCAP, reviewing its controversy with the government in 1941—which resulted in the society's signing a consent decree, maintains that some phases of its operations, which were condemned in the Leibell decision, were approved by the government at the time the decree was signed. ASCAP particularly refers to the non-exclusive administration of members' performing rights.

ASCAP also asks that the court's findings relative to distribution of royalties be amended. The court referred to this as "artificial distribution," but ASCAP claims that publishers and writers are on a sharing basis as to commercialization of musical works.

ASCAP also asks that the findings be confined to ASCAP's activities in the motion picture field solely, since its other licensing activities were not before the court. The society further suggests that the proposed injunctive relief to exhibitors should be limited to domestic motion pictures, and should not include films produced or exhibited outside the United States.

ASCAP's motion was filed by Judge Robert P. Patterson. Affidavits were signed by Louis D. Frohlich, of Schwartz & Frohlich, ASCAP general counsel.

## 3 Big Pubbers Balk at Pact

NEW YORK, Oct. 2.—Altho over 100 publishers have signed the revised basic agreement of the Songwriters' Protective Association (SPA), three important companies remained out of the fold at the end of this week—Famous, Chappell and Leeds. The Metro group, comprising Robbins, Feist and Miller, had been holding out, but okayed the pact this week.

A spokesman at Famous stated the company had not yet decided to ink the term because the publishing house felt that the picture was too confused, owing to the fact that "songwriters" were trying to intervene in the Leibell film decision case (see separate story in this issue). "We will sit by for a while," he added.

It was learned that some publisher objected to the SPA basic agreement on the ground that the pact gives SPA too much power, a situation which it was claimed, would not be to the advantage of the publishing business. Another objection was based on the ground that the agreement did not show a thoro knowledge of the daily workings of the music business. An example of the latter is the feeling of some pubs that SPA is trying to eliminate "open accounts." Another objection has to do with the clause in

## RCA Revamps Foreign Pops, Adds Tongues

NEW YORK, Oct. 2.—In line with a projected expansion of its international wax department, RCA Victor is redefining its pop-foreign departmental boundaries and reactivating foreign-tongue waxings that had been suspended during the war. Bi-weekly releases will hereafter feature a greater number of sides in Polish, Bohemian, Hungarian and German. These will supplement the already active Italian, Swedish, French and Greek listings.

Realignment of pop-foreign categories will find most instrumental dance numbers (such as polkas and rumbas) and European-style novelties with English lyrics appearing on the regular pop black label. The sides are to be billed as "pop specialties." The move is designed to assure wider distribution of such disks in areas where pops predominate and international lists get little dealer play. Among "international" groups affected will be those of Henri Rene, Lawrence Duchow, and the Six Fat Dutchmen.

Skedded for October 14 release is Victor International's first Portuguese disk since 1941. The two instrumental sides, "fisher-folk dances," are slanted mainly at New England fishing settlements. However, according to Alex Bard, Vic-International head, the issue is also an experiment to determine general American reaction to such material.

Likewise skedded for release during October are two new French-language sides cut recently by Maurice Chevalier in Paris. These will appear on the blue International label.

## Leeds, Duchess Talk Tune Pact With Republic

HOLLYWOOD, Oct. 2.—Papers are being drawn tying Republic Pictures to a pubbery deal with Leeds and Duchess Music whereby the latter firms will have exclusive pub rights to all songs and scores used in that studio's film product. Contracts will be for two years' duration.

Deal will work as a mutual set-up, allowing Leeds-Duchess their choice of Republic song properties, and will also permit the pubberies to plant their own tunes in Republic pix. Affiliation was set between Leeds' Happy Goday and Republic's music chief, Morton Scott.

## Dick Gilbert Now Exec at Columbia

NEW YORK, Oct. 2.—Dick Gilbert, formerly RCA Victor's Red Seal chief, has been appointed recording director for the masterworks division of Columbia Records. He reports to Goddard Lieberman, vice-president in charge of the masterworks division.

Gilbert had been recording director of Red Seal Records since 1938 and prior to entering the recording field was music editor of *Scribner's*.

The SPA agreement to the effect that all contracts made with SPA writers since January, 1947, are to be replaced within one month of the signing of the basic agreement by a contract called Exhibit A. It is felt the retroactive angle of this clause could hurt a publisher's vested rights.

# How a Ballroom Op and His Coin Are Parted; How He Gets Ulcers; Chinn Tells All, Panics NBOA

CHICAGO, Oct. 2.—Doc Chinn, operator of the Crystal Ballroom, Fargo, N. D., last week panicked the convention of the National Ballroom Operators' Association (NBOA) with a talk on the trials and tribulations endured by the hardy souls in the business. His pithy comments will be appreciated by many who were unable to attend the convention. The salty verbiage follows:

"I'd like very briefly to discuss two of the major headaches of a ballroom operator. Naturally you may think when I say two of the major headaches that I'm going to talk about licensing agencies and the union. No, we can discuss them later. What I'd like to do here today is to paint a word picture of my experience with bookers and band leaders.

"Picture with me, if you will, a ballroom operator in his office on the morning after a dance, following his usual practices—trying to find out what becomes of the money taken in. It's quite a problem, after you've paid the help, lights, heat, insurance, advertising, licenses, band, ASCAP, BMI, income tax, real estate tax, personal property tax, unemployment tax, excise tax, withholding tax, amusement tax, social security tax, sales tax, etc. Why is there no money left? You only gave the band 60 per cent, the federal government 20 per cent and the State 2 per cent. That's only 82 per cent. What did you do with the other 18 per cent?

"With this problem bothering you, one of these personality boys that books the name bands calls you on the phone with this kind of a greeting: 'Hi, there, Doc, old pal, old buddy, old chum! How's business? Wanna make a lotta money? Got a great attraction for you. Can let you have Sour Sam and his Hungry Herd on Monday, October 1. Doc, they're terrific. Just broke all records at Joe's Greasy Spoon.'

"He fails to tell you that the record the band broke was a phonograph record and that Sour Sam got mad because the patrons would rather listen to the juke box than to his band, so he broke up the records and Joe threw the Hungry Herd out—which is the reason they're on tour.

"Listen, Doc, Sour Sam has got St. Peter on the door, Gabriel on trumpet, Nero on fiddle, Joe Stalin holds the dove of peace, while John the Baptist rides in on a bicycle. Doc, you can't miss, and only \$1,500 with a 60 per cent privilege."

"In your weakened condition you say, 'Okay, send him in!' That afternoon or at the very latest the following morning, you get an air-mail special delivery insured letter with the contract, together with a letter stating: 'Please sign all four copies and return at once with your remittance.' It's amazing how quick they can get that contract to you to sign. Try to get your copy back. Three weeks later after all your advertising has run, you get another letter saying, 'This is to inform you that St. Peter, Gabriel, Nero, Stalin and John the Baptist are no longer with Sour Sam. The price remains the same.'

"The day arrives when Sour Sam is to work. The band gets all set up and about 30 minutes after the band was to have started playing, in walks Sour Sam and his new vocalist, Gravel Gertie. Gertie goes up on the stand, but Sam stops when he gets about half way across the floor to ask, 'Was there any mail?' You could, but perhaps don't tell him, 'No mail, but that blonde hashier from Milwaukee has called six times to find out why she hasn't received that contract from the motion picture firm, like he said he would fix it up for her when

she was with him last week.

"Because I have a weak heart, I will not discuss the job Sour Sam's boys play. Instead I'll describe an engagement with a territory band. A territory band is one of these bands that travel in a sleeper bus—you've seen them, you don't have to see them to know they are in, you can smell them. Have you ever stuck your head in one of those busses? They smell just like a Russian wrestler's bathrobe.

"This band gets in early, in fact, they are sitting outside your ballroom when you come down in the morning. They want to know if they can't run a drop cord into the ballroom and plug it in so the bus can have a little light. They bring in a cord—about the size of the rope a tugboat uses to pull a battleship. All they hook on is: Two hot water heaters, four 300-watt bulbs, five electric heaters, four radios and three electric razors. Then they come rushing in to tell you that something must be wrong, the fuse burned out.

"Did you ever watch a territory band rehearse? They carry in their horns as far as the door and then slide the cases across the polished surface up to the bandstand. Open the case, set the horn up on the stand and let the case lay on the floor. The piano player tries the trumpet and the trumpet man pounds the drums, while the rest of the band goes to your coke stand and helps themselves to a bottle. They carry their drinks back to the stand and set the empties on top of your piano. Then they turn on the p. a. system and every light in the ballroom, after which they go out for a cup of coffee, leaving all the doors open.

"That evening as you are getting into the bathtub, you get a call from the band. They want to get into the ballroom right away. Once more you go down and let them in, after which they make a bee-line for the ladies' rest room, pull all the towels out, throw them on the floor, then scatter razor blades, empty tooth-paste tubes and cigarettes all over the rugs, while the band leader calls the AFM's local secretary to see if he can get two saxmen for that night. So while you take out your car and pick up the sidemen for him, he puts in three long distance calls on your office phone and charges them to you. Then some of the boys in the band have cousins living in the neighborhood and the leader suggest that you let them in free. When the job is over, one of the bands playing another spot in the vicinity comes in and the two bands hold a jam session until 4 a.m.

"All bands are not that bad—they're worse. I may have exaggerated a wee bit in spots, but you see, I used to be a band leader. The reason I'm such a damn liar is because I used to be a booker."

## This Is Army, Inc., Sues Music Dealers

NEW YORK, Oct. 2.—This Is the Army, Inc., has filed suit in New York Supreme Court against Music Dealers Service, Inc., asking for \$13,000 damages and an accounting of profits derived by the defendant from the sale of musical publications.

The suit was revealed in a move to strike out the motion of Music Dealers Service for a bill of particulars. It was claimed that the move for a bill of particulars was made in order to harass and annoy the plaintiff in prosecuting the action.

The suit was filed by Zissu & Marcus, attorneys for Army.



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

# BIGGER AND BIGGER! "CUANTO LA GUSTA" COUPLED WITH "THE MATADOR"

CARMEN MIRANDA and ANDREWS SISTERS  
with VIC SCHOEN and his orchestra . . . Decca 24479

## BEST SELLERS

- 1 MAYBE YOU'LL BE THERE GORDON JENKINS  
Dark Eyes . . . . . Decca 24403
- 2 IT'S TOO SOON TO KNOW ELLA FITZGERALD  
I CAN'T GO ON (Without You) . . . . . Decca 24497
- 3 FOR YOU GORDON JENKINS  
On The Painted Desert (An Indian Legend) . . . . . Decca 24478
- 4 UNDERNEATH THE ARCHES ANDREWS SISTERS  
YOU CALL EVERYBODY DARLING . . . . . Decca 24490
- 5 IT'S MAGIC DICK HAYMES  
It's You Or No One . . . . . Decca 23826
- 6 CUANTO LA GUSTA CARMEN MIRANDA and ANDREWS SISTERS  
THE MATADOR . . . . . Decca 24479
- 7 MY HAPPINESS ELLA FITZGERALD  
TEA LEAVES . . . . . Decca 24446
- 8 AT THE FLYING "W" BING CROSBY and the ANDREWS SISTERS  
A HUNDRED AND SIXTY ACRES . . . . . Decca 24481
- 9 BELLA BELLA MARIE ANDREWS SISTERS  
The Money Song . . . . . Decca 24499
- 10 EVERY DAY I LOVE YOU DICK HAYMES  
Hankerin' . . . . . Decca 24457

## COUNTRY SERIES

- COOL WATER SONS OF THE PIONEERS  
TUMBLING TUMBLEWEEDS . . . . . Decca 46027
- BLUES IN MY HEART RED POLEY  
TENNESSEE SATURDAY NIGHT . . . . . Decca 46136
- THAT WILD AND WICKED LOOK IN YOUR EYE ERNEST TUBB  
FOREVER IS ENDING TODAY . . . . . Decca 46134
- I LOVE YOU SO MUCH IT HURTS SHORTY LONG  
SWEETER THAN THE FLOWERS . . . . . Decca 46139
- DEAR OKIE TEXAS JIM LEWIS  
YOU CALL EVERYBODY DARLING . . . . . Decca 46138

## SEPIA SERIES

- BEAMS OF HEAVEN SISTER ROSETTA THARPE and MARIE KNIGHT  
PRECIOUS MEMORIES . . . . . Decca 48070
- WHAT COULD I DO MARIE KNIGHT  
I MUST SEE JESUS . . . . . Decca 48072
- MY HEART BELONGS TO YOU CLYDE BERNARD  
PRETTY MAMA BLUES . . . . . Decca 48087
- WALKIN' WITH MY SHADOW FOUR KNIGHTS and BILLY KYLE TRIO  
FUNNY HOW YOU GET ALONG WITHOUT ME . . . . . Decca 48014
- DIDN'T IT RAIN SISTER ROSETTA THARPE and MARIE KNIGHT  
STRETCH OUT . . . . . Decca 48054

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

This One



RL52-5Y4-3SCE

# VOX JOX

A National Accounting of Disk Jockey Activities

**GOTHAM GAB** . . . Joe Franklin is devoting a half hour of his WMCA *Antique Record Shop* show to Nick and Charlie Kenny tunes Wednesday (6). Occasion is the 20th anniversary of the Kennys' teaming as tunesmiths. . . . Bill Williams is leaving WOV. . . . Bill Brandt, of KDKA, Pittsburgh, on a busman's holiday here visiting local jocks. . . . Bob Poole, new spinner at WOR, is attracting comment on the close resemblance between his voice and Arthur Godfrey's. . . . Morey Amsterdam is sounding out listeners to determine whether to make his WMGM afternoon program a studio audience affair. . . . Frank Thomascell is now programing for Bill Watson, newest WINS jock. . . . Jackie Robinson guested on Symphony Sid's WMCA mop-and-bop show last week. . . . Mr. & Mrs. Music, same station, transcribed a long distance phone conversation from the studio with Vaughn Monroe in his home outside of Boston for playback over the air. . . . Leon Rene, writer-pubber and Exclusive Records topper, guested on Jack Lacey's WINS *Pluggers Parade* September 30 where he introduced the Mills Brothers' Decca platter of his tune *Gloria* for its first air play.

**TUNE TOUTING** . . . Bill Herson, WRC, Washington, has been using Lang Thompson's platter of *You Darlin'* as the theme of his daily *Timekeeper* show for some years, and feels that his plugging has been

largely responsible for the item's resurgence. . . . Jack Lacey's current boost at WINS is the London *Ah Tra La La Your Kiss*, the Pearl Stevens-Johnny Klein tune recorded in England by Benny Lee.

**CONTEST CORNER** . . . Toronto jock Mike Wood is running a Miss Hair of Gold competition in connection with the Jack Emerson Metrotone platter of same name. Among the prizes to the winner is a phone call, while on the air, to Jack Emerson. . . . Zenas Sears, WATL, Atlanta, currently piloting the search to ascertain Miss Fine Brown Frame of Georgia. Tie-in is the Buddy Johnson waxing of the song. . . . Ted Hallock, KPOJ, Portland, Ore., is having his listeners write in telling "Why I would like to be a disk jockey," with Count Basie selecting the winner. Prizes are Victor albums by Basie. . . . John Slagle, WXYZ, Detroit, supervising a contest to pick the "sweetest tune of the year."

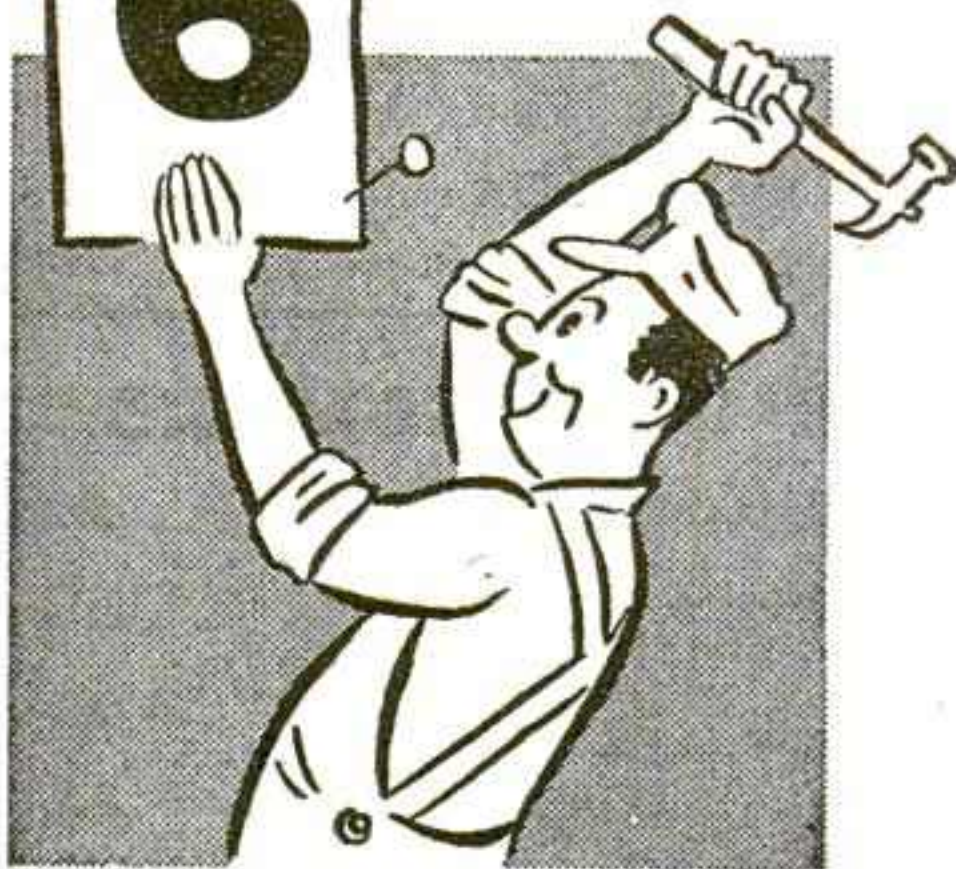
**NEW ENGLAND NOTES** . . . Mrs. Harry LeBrun, disk jock at WCCC, Hartford, and wife of the wattery's general manager, is expecting. . . . Ivor Hugh, British-born spinner at WCCC, does a *Cockney Cowboy* seg, over which he occasionally announces prices in the commercials in pounds and shillings instead of bucks. . . . Lee Ellis, WSPR, Springfield, Mass., conducted a popularity poll on his *Rhythm Society* daily show, with honors going to Vaughn Monroe for band, Frank Sinatra for male singer, and Doris Day for thrush spots. . . . Bill Sherman, WCRB, Waltham, Mass., reports more than 6,500 members for his *Music Makers Club* which he inaugurated September 1. . . . Richie Coleman has joined the jock staff at Boston's new station, WTAO. . . . Bob Harrington, WTHT, Hartford, has resumed sponsorship of weekly jazz sessions at Matarese Circle nitery in Newington, Conn.

**MIDWEST WAX WHIRL** . . . Bob Chester is debuting as a jock over WKMH, newest wattery in the Detroit area, with a nightly 9:30 to 11 slot. . . . Todd Purse, WJLB, Detroit, played host to Tony Martin for an interview Friday (24). . . . Lee (Old Doc) Lemon, former announcer and actor at KRLD and KTOK, bows as a spinner at WJR, Detroit, replacing Gordon Gray as mahout of the *Dawn Buster* 3 a.m. stint. Gray left to free-lance in Hollywood. . . . Ronald Sullivan switches from WFMI, Washington, Ind., to WIKY, Evansville, as jock and program director Monday (4).

**OCCUPATIONAL HAZARD DEPARTMENT** . . . Gil Lee, KOOL, Phoenix, Ariz., received a gold-lined coffee cup recently from a listener who admired Gil's *Coffee Cup Parade* stint. When the jock acknowledged the gift over the air he mentioned that he abstained from coffee and was strictly a milk drinker because of his ulcers. Another of the devout promptly furnished the capper that afternoon by bringing a full-grown cow into town and presenting it to Gil in the lobby of the Adams Hotel. "This all sounds like the work of a corny Hollywood publicity man," Gil writes, "but I assure you it was all a natural sequence of events, verified in the local press." . . . Ed Weston, of WCCC, Hartford, ran into a familiar bit of jock jeopardy last week when he asked a woman during an interview in a local department store where she bought the hat she was wearing. "Why, I buy everything I use next door at Fox's," she answered. Ed, anxious to erase that line from the audience's consciousness, turned quickly to a young lady standing next to the woman and asked, "And are you her granddaughter?" The elder lady turned a delicate magenta and rasped, "Young man, she's my daughter!"

**STRICTLY FROM DIXIE** . . . According to impeccable authority, the newest tallow turner at WRFC, Athens, Ga., is named Rhett Turnipseed. . . . Ted Weems guested on Mott Johnson's *Platter Party* over KWFT, Wichita Falls, Tex., last week. . . . Gene Nobles, WLAC, Nashville, was voted favorite jock by Mississippi U. students.

ONLY **6** WEEKS OLD



And Already

“UNTIL”

The Hottest  
TOMMY DORSEY  
VICTOR RECORD SINCE

“I'LL NEVER SMILE AGAIN”

• DEALERS • DISK JOCKEYS • JUKE BOX OPS

Watch It Climb to the Top in All of The  
Billboard's Best Selling and Most Played Charts

Last Week

6

. . . in the Billboard's  
MOST PLAYED BY DISK JOCKEYS Chart

Last Week

9

. . . in the Billboard's  
BEST SELLING RETAIL RECORDS Chart

Last Week

22

. . . in the Billboard's  
MOST PLAYED JUKE BOX RECORDS Chart

“UNTIL” was written by BOB CROSBY, JACK  
FULTON and HUNTER KAHLER

and is published by

DORSEY BROS.' MUSIC, Inc. 1619 BROADWAY, N. Y.

## Thanks, Elwood Stutz

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

**Thornton's Pin-Up Girls**

## Thanks, Ed Murphy

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

**Thornton's Pin-Up Girls**



## T'funken Stuff Under Cap's Eye

HOLLYWOOD, Oct. 2.—Capitol's folk music head, Lee Gillette, yesterday embarked for Europe for a close-up study of the Telefunken catalog. As exclusively reported by *The Billboard* some time ago, Capitol is concluding negotiations for the German diskery's platter line for distribution in this country. Cap's main interest in Telefunken's wares is the latter's vast longhair catalog, but it is also happy to acquire its folk music (i.e., foreign language tunes, polkas, etc.) disks for the American market. This represents a sizable segment of Telefunken's catalog and will be included in Cap's deal once the transaction is cleared by government authorities.

While the diskery remained mum on the purpose of Gillette's trip, *The Billboard* learned he will spend at least a month closely scrutinizing Telefunken's folk music masters and will pick the selections to be included in its first shipment to Capitol. The preparatory move would indicate that the Capitol-Telefunken deal is beyond the talking stage and the Coast major is practically certain it will soon be releasing Tele's items under the Cap label. This supposition also failed to bring comment from the diskery.

### ROGERS TO WORLD

NEW YORK, Oct. 2.—Ed Rogers, an exec under Jack Meyerson in the Musicraft diskery picture for the past year, this week left Musicraft to return to the World Broadcasting System, the transcription firm which he originally left to join Meyerson.

## Franklin, WMCA Deejay, Coins \$10 Weekly With Disks

NEW YORK, Oct. 2.—These rare old records can bounce you into the heavy money class. Joe Franklin, 22-year-old disk jockey on WMCA, local indie, has already become cognizant of this happy state of affairs. He's now earning, at his young age, more than \$1,000 a week, all of this moola accruing from the fact that he's been able to exploit his collection of 25,000 disks.

Franklin has two disk jockey programs over WMCA, one tabbed *Echoes of the Big Time*, 8-8:30 p.m., Monday thru Saturday, and a second, *The Antique Record Shop*, 8-9 a.m., Monday thru Friday. For these two stints he's earning \$10,000 annually on a five-year pact with the station. Some of his sponsors include Monarch silverware, Crawford clothes, Mission Bell wine, National Shoes, Kem hot water heater, Art Masterpieces, Easton cigarettes, Davega and Virginia Dare wine.

This WMCA pitch, however, is only one of Franklin's sources of income. He rents out records, acts as technical advisor on films and network radio shows, lectures at parties, schools and benevolent societies and has plans to go into vaudeville, all this lucrative activity stemming from his record collection. Here are some specific examples of how he has made it all pay:

He was technical advisor to Paul Whiteman on the latter's late disk jockey show over the American Broadcasting Company. He gave Whiteman exclusive network use of his disks, and for this he grabbed off \$250 weekly. Franklin was also technical advisor on records for *The Jolson Story* film, and Columbia Pictures has inked him for a similar

## Song Plug Sked Shows Biz Favors Standard Tunes

NEW YORK, Oct. 2.—The music biz's traditional penchant for the tried-and-tested product is being highlighted in the current tune mart by the appearance of an unusually high ratio of proved standards, according to a cursory inspection of song plug schedules. In many cases the selections are exigencies spawned by the platter ban; that is, the availability on wax of old familiar songs has made it economic and politic to exploit the already-recorded outfit, rather than to gamble on an untried

chore on the sequel, *Jolson Sings Again*.

### New Sources Near

In the radio field new potential sources of income are in the works. A transcribed show being built by Georgie Price will make use of Franklin's disks. Similarly another show cut by George Jessel and under consideration by the Mutual Broadcasting System uses the jock's platters. He also lends records to TV quiz shows—at a price, and only last week he began a series of lectures in public schools. On occasion he produces a concert—a bit of side activity not directly connected with his record collection. At a Town Hall clambake last winter, for instance, he cleared \$2,000.

Come Christmas time, Franklin plans some vaudeville dates based on one of his radio shows—the vaude act to be called *The Antique Record Shop Comes to Life*. This will no doubt give with a lot of nostalgia, corn and greenbacks.

And that old shellac collection is getting more valuable as the days go by.

tune and go thru the trouble of obtaining a record of same. In virtually all instances, however, the prime motivation for scheduling standards has been known, the obvious fact being that air plugs are easiest to get for this variety. And air plays, with attendant American Society of Composers, Authors & Publishers (ASCAP) credits (or plug payments in the case of Broadcast Music, Inc. (BMI) pubbers), are a sure form of emolument in this era of vacillating sheet sales and uncertain mechanical revenues. Here's how the pubber picture shapes up:

Irving Berlin: next No. 1 plug to be *Say It Isn't So*; Feist: currently on *If We Can't Be the Same Old Sweethearts*; Robins: scheduled for late November, *Hold Me*; Miller: working on *Down Among the Sheltering Palms*; Mills: now on *When You're Smiling*; Bregman-Vocco-Conn: pushing *I'd Love to Live in Loveland*; Leeds: on *Little Girl*; Marks: now finishing with *Your*; Campbell: on *Things I Love*; Cavalier: on *You Walk By*.

The listing is not intended to be comprehensive and represents only a fast rundown of a few pubbers.

### MILLINDER, RCA INK DEAL

NEW YORK, Oct. 2.—A deal between band leader Lucky Millinder and RCA Victor reported pending last week (*The Billboard*, October 2) was consummated yesterday (1). The pact brings Millinder to the diskery in the dual capacity of recording artist and artists and repertoire advisor in the blues and rhythm department. Millinder, whose band had been recording for Decca, has been connected with the King waxery in a similar advisory capacity.

## RECORD OF THE MONTH

Top Record for October is

**DAMON D-11130**

(VOTED BY DETROIT OPERATORS)

★★★★★

DISC JOCKEYS AND OPERATORS FROM COAST TO COAST SAY

IT'S THE GREATEST HIT IN RECORD HISTORY

**"I WANT TO BE THE ONLY ONE"**

**JON and SONDRAS STEELE'S SEQUEL TO THEIR SMASH HIT**

Original "MY HAPPINESS"

Do not be confused by inferior imitations

Demand DAMON D-11130—See your DAMON distributor now

IT'S OUTSELLING "HAPPINESS"

# Kearns Report in '48 on Disk Ban

## Will Sum Up Findings of House Probe

### Justice Dept. Alerted

WASHINGTON, Oct. 2.—A comprehensive report on the status of the disk ban and relations between diskeries and the American Federation of Musicians (AFM) is to be made to the full House Labor Committee late this year by the Kearns subcommittee, it was learned this week. Meanwhile, both the Justice Department and committee aides are keeping a watchful eye on developments (*The Billboard*, October 2) in the attempt to end the ban by setting up a neutrally administered trust fund.

The House subcommittee report will be one of a number to be submitted to Chairman Fred Hartley (R., N. J.) by subcommittees covering the various probes conducted in the past year. Present negotiations between diskeries and AFM chief James C. Petrillo are to be included in the report, which is slated to be made whether or not the ban is ended.

### Check on T-H Offenses

Should the long-anticipated disk peace occur before the report is made, the Kearns subcommittee is expected to recommend close examination of any agreement between record firms and Petrillo for possible violation of the Taft-Hartley Act. The question of whether setting up a fund under the supervision of a neutral trustee is legal under the Taft-Hartley Act is still very much in the air so far as the Kearns group is concerned.

The Justice Department, which has the Petrillo situation under an unofficial but close scrutiny, is likewise undecided about the proposal's legality. Officials say that since they have received no "formal" request for an opinion, the Department will have nothing to say until the House group, the AFM or the industry asks for a decision. At that time, the Department will be ready to throw the question to its legalists for an exhaustive examination.

A Justice Department spokesman told *The Billboard* this week: "Of course we know what is going on in the disk-ban situation and we are greatly interested in developments."

## Lecuona Boys Set In Chi's Riocabana

NEW YORK, Oct. 2.—The Lecuona Cuban Boys, who have just signed a three-year pact with the Leonard Green Agency here, will be the first headline rumba attraction at Chicago's Riocabana when it switches from a strip to a Latin band policy Thursday (14). Spelling the Lecuona group will be the La Playa Sextet, following the two rumba band format used in the Embassy, Havana-Madrid and China Doll here. Ralph Font and Jose Curbelo are set to be the next team after the Lecuona-La Playa combo.

Leonard Green stated that his agency is handling music and entertainment for the Riocabana on an exclusive basis by agreement with Chuck Jacobson, owner of the spot.

## Spin Reactivated With DeeJay Tie-In

NEW YORK, Oct. 2.—Spin Records, dormant some two years, is reactivating under the aegis of Fred Holly, music-minded ice cream manufacturer who purchased the Spin label and catalog from Jerry Tanner last year. The label, which had concentrated on novelty and folk material, is switching to pop fare, with special emphasis on tunes penned by disk jocks. The idea, of course, is to secure maximum air play, with spinners plugging not only their own sides, but those of other jocks whose stuff appears on Spin in a tit-for-tat interchange.

The first release, due this week, is *I Want To Cry*, backed by deeJay Tedd Lawrence's *Look, Look*, sung by Juanita Rios with the Snub Moseley ork. Other jocks with tunes set for Spin etching are Stan Shaw and Morey Amsterdam. Bill Bird, WMGM transcription and copyright clearance chief, is the firm's a. and r. head. Platters will retail at 75 cents plus tax, and are of the orthodox shellac variety.

## Abe Burrows Hits the Stem

NEW YORK, Oct. 2.—Abe Burrows will get his first Stem nitery job when he opens at La Directoire October 19. The plan is to use Burrows with Milton De Lugg, who is with Burrows on his air shows. A dance team may also be added. The deal is for two weeks and options calling for an estimated \$2,500 salary, tho it is known Burrows was offered \$2,000 two years ago to work in a village spot. Burrows turned it down on account of the location.

There has been some talk that Burrows would also double from the cafe to a theater. There was a deal in the talking stage at the Capitol, but it fell thru when Jean Sablon came on the bill. It is possible, however, that Burrows will play a street house before he returns to the West Coast.

## Capitol Boosts Hill To Top East Post

NEW YORK, Oct. 2.—William R. Hill, Eastern regional sales manager for Capitol Records, this week was designated as office topper for the diskery's Eastern headquarters. He will assume responsibilities for the maintenance of the office and personnel problems. This marks the initial designation of an Eastern office chief by the firm.

Also operating out of the office is Walter Rivers, who is the diskery's Eastern artist and rep boss. Rivers operates via direct contact with the firm's Hollywood home office and has no peer here.

## MGM Gets 8 More Art Mooney Masters

NEW YORK, Oct. 2.—MGM Records this week came up with eight Art Mooney masters to supplement the hot orkster's dwindling matrice backlog. The newly acquired Mooney masters were originally cut for the now defunct Vogue picture record firm about two years ago.

Mooney, who sputtered to disk fame shortly after the Petrillo ban hit with *Four Leaf Clover*, *Baby Face* and *Bluebird of Happiness*, had but two

## Disking Dicker Hits Climax in N. Y. Confabs

NEW YORK, Oct. 2.—The heaviest day yet in the diskers-American Federation of Musicians (AFM) negotiations for the lifting of James C. Petrillo's ban on waxing is skedded for Tuesday (5), when a bracket of meetings will be held. The day will be highlighted by the first wax execs' official session with the AFM prexy. Preceding the afternoon conclave with Petrillo will be a morning legal eagles' confab, during which disk attorneys will discuss and present suggested changes, additions and deletions to the AFM neutral trustee outline. It is believed that this meet will put some flesh on the AFM outline.

Disk execs continue to opine that "we're at least 10 meetings and a couple of months away from a settlement." It is pointed out that there has been no official contact made with the appropriate government agencies to determine the legality of the AFM outline. It also is pointed out that the question of tootler scales and trust fund royalties are yet to be deliberated.

Some tradespeople believe that there is an outside possibility for a return to waxing shortly. This possibility is based on a belief that the diskers and Petrillo may iron out the economic aspects of the settlement first and agree to deliberate the remainder of the contract afterward. And when the money problems are solved the AFM prexy may give the go-ahead signal for waxing while the remaining negotiations are continued.

Meanwhile, the Phonograph Record Manufacturers' Association (PRMA), the org of a group of independent diskeries which is topped by Attorney Jack Pearl, contacted independent non-PRMA waxers thruout the country asking for authorization to represent them at the Petrillo negotiation meetings. Wires to this effect were sent out late this week.

## Adams' Disko Co. Enters Kidisk Field

NEW YORK, Oct. 2.—The latest kidisk outfit to hit the market is George Adams's Disko Company, bowing with a 12-platter series on 10-inch unbreakable plastic. Distribbing will be done thru Bullet Records, with disks retailing at 98 cents.

The novel giveaway gimmick in the form of a numbered slip is inclosed in each disk sleeve. Buyers are to write name and address on the slip and mail it to Disko, who will hold a public drawing for prizes in a local department store.

Platters are in a sing-along format, and feature educational material. All singing and narration is done by Anita Mayfield, who also had a hand in preparation of script and music. Musical backgrounds are furnished by a five-piece Bo-Peep Symphonette group. Adams, who also owns the United Recording Laboratory here, says that he plans to follow up the single releases with albums in the near future.

sides left in the MGM vaults when the firm came up with the Vogue masters to insure both MGM and the orkster of a continuing flow of new releases in the event of snafus in the current Petrillo ban negotiations.

## Jocks Sponsor Super Jam Sesh

HOLLYWOOD, Oct. 2.—A jazz concert to end all jazz concerts will be staged here at Pan-Pacific Auditorium October 29 under joint sponsorship of disk jockeys Gene Norman and Frank Bull. Tagged *Dixieland Jubilee*, event will feature 50 tailgate greats, with seating facilities being prepared for an expected 8,500 persons.

Tootlers set for the bash include Red Nichols, Matty Matlock, Pete Daily, Eddie Miller, Wingy Manone, Zutty Singleton, Jesse Stacy, Louis Armstrong, Jack Teagarden, Barney Bigard, Eddie Condon, Earl Hines, Sid Catlett, Peewee Hunt and Ray Baduc. Possible conflicts in bookings may keep the latter two from joining the roster.

## Metrotone Sets Up Fran Lee Music Pub

NEW YORK, Oct. 2.—Carl Lebow, Metrotone records topper, has set up a pubbery to accommodate otherwise unpublished copyrights in the waxery's catalog. The firm will be called Fran Lee Music, and it has not yet been determined whether a Broadcast Music, Inc., or American Society of Composers, Authors and Publishers affiliation will be obtained.

One of the first tunes accepted by the new firm is *Thanks to You*, penned by disk jockey Bill Brandt, of KDKA, Pittsburgh. A recording of the song by Russ Gary, new Metrotone artist, is due out soon.

## Vox Releases New Beethoven Work

NEW YORK, Oct. 2.—Vox Records is releasing an album of a virtually unknown Beethoven piano concerto, rediscovered some years ago and published by a German pubbery. The work, reportedly composed when Beethoven was 13 or 14, is being titled *Concerto in E-Flat Major (1784)*, and properly would have been Opus No. 3 of the great composer's creations.

*Concerto* was recorded in Paris with the Italian pianist Trugoni, under the baton of Paul Paray. The Houston Symphony Ork is skedded to play the United States premiere of the concerto in the near future.

## GERMAN, AM. PUBS IN SUIT

NEW YORK, Oct. 2.—A suit between Carl Gehrman's Musikfortag, European pubbery, and Edward Schuberth & Company, American firm, involving rights to the tune *Intermezzo*, was dropped this week without costs to either side. The Gehrman's firm had sought to rescind Schuberth's publishing contract for the tune, charging that Schuberth had licensed film rights without authorization.

*Intermezzo*, penned by Heinz Provest, was the title song of a Leslie Howard pic several years back.

## Thompson-Kayser Flack

CHICAGO, Oct. 2.—Lang Thompson, ex-Frederick Bros. (FB) and Associated Booking Corporation location band booker, and Joe Kayser Jr., former FB and Eddy Howard road manager, last week announced opening of a promotion and publicity office, designed to do advance work for bands one-nighting in the Midwest territory.

The duo has set up a system of personal contacts with local newspapers, record distributors, juke ops, record retailers, d.j.'s and band promoters which will work ahead of the ork date. Thompson will make the territory via train and car, while Kayser, an ex-navy pilot, will fly his plane for longer jumps.

MUSIC-AS WRITTEN

New York:

The local band season more or less officially debuted last week with a quartet of sock openings. Monday (27) featured the 18th annual successive return of Guy Lombardo's ork to the Hotel Roosevelt Grill for a fall-winter stand. As usual the orkster (this time working with a cast on his fractured arm) drew a rep from almost every pubbery in town in addition to the swank set who make the Grill a habitat when Lombardo's there. Tommy Dorsey's band packed the redecorated Cafe Rouge of the Hotel Pennsylvania for its opening Wednesday (29). Pubbers, Hollywood and Broadway celebs, band bookers and disk jockeys rubbed shoulders with Gov. Earl Warren, Republican veepee nominee, and a section of the hotel association convention's membership in a real slam-bang unshuttering of the room's new decor and the return of T.D. to a top New York location after a couple of years' lapse. Friday (1) the trade, intermingled with the crust of society, turned out full blast for the return of its fair-haired pianist-orkster, Eddy Duchin, to the Waldorf-Astoria's Wedgwood Room. The night previous (30) for the final contrasting touch, the goatee-and-beret brigade crammed every nook and cranny of the Royal Roost for the opening night of the return engagement of be-bopper Dizzy Gillespie's crew.

Frank Yankovic, of *Just Because* fame, last week inked a writer's pact with Mills Music; he specializes in original polka material. . . . Drummer Shelly Manne is returning to the tubs post with the Stan Kenton ork next week, replacing Irv Kluger. . . . Bobby Mellin Music this week bought a tune tabbed *My Old Fashioned Gal*, which reportedly is causing a mild stir in the Boston area as the result of an Al Donahue waxing. . . . Dick Merrick, warbler with George Paxton's ork, and Cathy Allen Merrick, former chirp with Louis Prima's crew, are parents of a son, Richard 2d, born September 25 in Philadelphia.

Skitch Henderson set for the Capitol Theater sometime around the end of November. . . . Anne Holywell has been named Eastern representative for Four Star Records, handling exploitation and distrib arrangements from her office at 84 Livingston Street, Brooklyn. . . . Populaires quartet slated for a *Treasury Bandstand* go. . . . Wally Schuster back to contract work with the Henry Spitzer pubbery. . . . Thrush Phyllis Branch has signed an exclusive three-year contract with National Records.

Louis Jordan was forced to withdraw from the last three days of his two-week run at the Apollo Theater when he was stricken with a severe case of laryngitis. Singers Sarah Vaughan and Nellie Lutcher fronted his ork for the remainder of the engagement. . . . Circle Records releasing their first Solo Art piano albums November 15. Sides were purchased from Dan Qualey earlier this year.

Rose Hanken, formerly with Martin Music, is joining Tommy Valando's Laurel pubbery. . . . Fred Astaire dance studios have created a dance step called the "Playera," in connection with the E. B. Marks plug tune, *Play*

the *Playera*. . . Bernard Bierman, Opus Records prexy, invalidated at his Charlotte, N. C., home as the result of a heart attack. . . . Spotlighters, vocal and instrumental trio, due back at the Hickory House next month. . . . Mabel Kaye, wife of WMGM Producer Milton Kaye, has taken a secretarial job with Frank Kelton, of Fre-Mart Music.

Leo Reisman gets a weekly American Broadcasting Company (ABC) wire from the Plaza beginning October 13. . . . Gene Krupa won't be back on the Eddie Condon tele show till after his Capitol Theater stint. Gene has guested on the video show once, not realizing that his contract with the theater barred television shots during his stage run. After he telecast, the clause was quickly brought to his attention. . . . Don Reid follows Jan August into the Raleigh Room of the Warwick Hotel October 6. . . . Frankie Laine cracked the Friday-Saturday record at the Fairmount Hotel in San Francisco, September 24 and 25. . . . Previous high was set by Lena Horne.

Chicago:

Lang Thompson, whose pre-war ork is featured on the Regent and Rondo waxings of *You Darlin'*, is working his band week-ends in Midwest territory while he and Joe Kayser Jr. are setting up their flack office. . . . Eddy Vasek, old-time ork leader, has been signed by Vic Schroeder, Omaha territory booker. . . . Henry Elsnic, Vitak-Elsnic, is new prexy of Record Retailers' Association, local chapter of the National Association of Record Dealers. Other new officers are Jesse F. Gruder, Cottage Music, v.-p.; Max Tannenbaum, Kenwood Music, treasurer, and Elton Tiegreen, Tiegreen Radio, secretary.

Jimmy Hilliard, ex-Mercury repertoire chief, into New York to talk over a deal concerning new record firm. . . . Rondo Records has made a deal to distribute the masters which George Olsen got back from Majestic platters. First release will be *I'm Heading for a Shotgun Wedding*, backed by *Down Among the Sheltering Palms*, which Olsen previously peddled on his own Primrose label. Rondo has opened a branch in Milwaukee, headed by Ralph Heller. . . . Sherman Hotel's College Inn opening delayed to early November by construction troubles. . . . George (Tennessee) Morgan, who recently joined WSM, Nashville, has inked a five-year pact with Columbia Records.

The Bismarck Hotel will probably shutter its Walnut Room, where 11-piece semi-name orks have been the policy for years, when the new Swiss Chalet is opened. Policy in the new room, which will be in the site of the Tavern Room, will be six or seven-piece traveling society orks. . . . Decca's Abe Burrows into the Mayfair Room of the Blackstone Hotel October 8 for a month. . . . Officers of the American Music Conference were re-elected here this week with Louis G. LaMair, prexy; Lucien Wulsin and George Bundy, v.-p.'s; Jay Kraus, secretary, and Max Targ, set for another year. . . . Lang Thompson has signed Liberace to a personal management pact.

# 4 SMASH HITS!!!!

The NEW REGENT RELEASE  
by the KING OF DIXIELAND JAZZ

## PEE WEE HUNT

The Sensational Rendition of

### MUSKRAT RAMBLE Inst.

### BASIN ST. BLUES Vocal Inst.

BOTH SIDES A HIT  
on REGENT  
#133

By THE KING of CORN  
FREDDIE (Schnickelfritz) FISHER

The Original

### 12<sup>TH</sup> ST. RAG

### JOSEPHINE

(Instrumental)

ANOTHER DOUBLE SIDED  
FEATURE RECORD  
on REGENT

#125

The Operators Pick  
THE ORIGINAL  
LANG THOMPSON

### YOU DARLIN'

Vocal

### BILLY

Vocal  
on REGENT  
#122

FREE!  
FREE!  
FREE!

with the purchase of our original  
shuffle rhythm AL TRACE REC-  
ORD #117 of "YOU CALL  
EVERYBODY DARLIN'" we give  
you a free copy of the next  
sleeper hit

### "LINGER AWHILE"

simply turn the record over for  
double value merchandise.



## REGENT

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58 Market Street, Newark 1, N. J.  
(Dealers in Principal Cities—Coast to Coast)

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THERE'S OVER  
HALF A MILLION  
'BLUEBIRDS' NOW  
SWEEPING THE  
COUNTRY



Art  
Mooney's  
'BLUEBIRD  
OF  
HAPPINESS'

Vocal by Bud Brees and The Galli Sisters  
Poem Recitation by Art Mooney

backed by

SUNSET TO SUNRISE  
(ART MOONEY'S THEME)

ON

MGM 10207

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT



Thanks

OPS-RETAILERS and DISC-JOCKS

The  
Billboard  
MUSIC POPULARITY CHARTS

PART  
I

The Nation's Top Tunes

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

Week Ending  
October 1

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

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

Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 3023; A. Trace, Regent 117; A. Vincent, Mercury 5155; Tennessee (Slim) King, Apollo 161; Jack Smith-The Clark Sisters, Capitol 15155; J. Wayne, Columbia 38286; Frank and the Boys Ork, Varsity 103; Art Lund-Crew Chiefs & the Harmonica Gentlemen, MGM 10258; Jack Lathrop and the Drugstore Cowboys, Victor 20-3109; Andrews Sisters, Decca 24490; Texas Jim Lewis & His Lone Star Cowboys, Decca 46138; P. Garrett, Continental C-1243; B. Buchanan & His Rhythm Rogues, World 1501; J. Bacon, FM 287.  
Electrical transcription libraries: Al Trace, Lang-Worth; Jack White Ork, London; Monica Lewis, World.

2. A TREE IN THE MEADOW *By Bill Reid* 2  
*Published by Shapiro-Bernstein (ASCAP)*

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

3. IT'S MAGIC *By Sammy Cahn and Jule Styne* 3  
*Published by Witmark (ASCAP)*

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

4. MY HAPPINESS *By Betty Peterson and Berney Bergentine* 4  
*Published by Blasco (ASCAP)*

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

5. TWELFTH STREET RAG *By Al Bowman* 5  
*Published by Shapiro-Bernstein (ASCAP)*

Records available: M. Herth Trio, Decca 24450; Pee Wee Hunt Ork, Capitol 15105; N. Simons, Rego 1016; Jack Pina & Ork, MGM 10251; Eddie (Gin) Miller, Rainbow 70033; Sidney Bechet, Victor 20-3120; Varsity 106; F. (Schnickelfritz) Fisher, Regent 125; B. Bishop Ork, Bullet 1060; Liberace, Signature 15240; F. (Schnickelfritz) Fisher, FM 301.  
Electrical transcription libraries: Airiane Trio, Lang-Worth; Frankie Carle, Lang-Worth; the Four Polka Dots, Lang-Worth; Charles Magnante, Associated; Manhattan Nighthawks, NBC Thesaurus; Music Hall Varieties Ork, NBC Thesaurus; Pat Dodd-Cecil Norman, London; Jack Pina, Standard; Alvino Rey, Standard.

6. UNDERNEATH THE ARCHES *By Bud Flanagan and Joseph McCarthy* 7  
*Published by Robbins (ASCAP)*

Records available: Andrews Sisters, Decca 24490; C. Boswell, Columbia 38298; L. Chambers Accordion Aces, MGM 10264; B. Green-A. Paul String Band, Rainbow 70077; Al Hummer, Mercury 5173; G. Olsen Ork, Victor 20-3114; Andy Russell-The Pied Pipers, Capitol 15183; P. Scala's Banjo and Accordion Ork-The Keynotes, London 238; The Serenaders, Columbia 38274; the Singing Gondoliers, Continental C-1245; Larkin Sisters-The Swingsters, Spiro S-3001; Aqua String Band, Regent 126.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

7. HAIR OF GOLD, EYES OF BLUE *By Sunny Shylar* 6  
*Published by Mellin (BMI-ASCAP)*

Records available: L. Carson, Bandwagon 516; J. Emerson, Metrotone 2018; Jack Lathrop, Victor 20-3109; John Laurenz, Mercury 5172; Art Lund-Crew Chiefs, MGM 10258; Gordon MacRae, Capitol 15178; Smokey Rogers-The McCal Twins, Capitol 15217; C. Shane, Columbia 38315; B. Tyler, Continental C-1244; B. Eberly-Sunshine Serenaders, Decca 24491; Larkin Sisters-The Swingsters, Spiro S-3001; Harmonicats, Universal U-121; Red Gilliam & His Texas Pals, World 1502; Red Harper, Exclusive 59X.  
Electrical transcription libraries: Monica Lewis, World.

8. MAYBE YOU'LL BE THERE *By Sammy Gallop and Rube Bloom* 8  
*Published by Triangle (ASCAP)*

Records available: J. Fina Ork, Mercury 5160; G. Jenkins Ork, Decca 24403; Varsity Ork-Frank and Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; Betty Rhodes, Victor 20-2189; Billy Butterfield, Capitol 397.  
Electrical transcription libraries: Louise Carlyle, NBC Thesaurus; Minday Carson-Hank D'Amico, Associated; Ziggy Eiman, Lang-Worth.

9. LOVE SOMEBODY *By Kramer and Whitney* 9  
*Published by Kramer-Whitney (ASCAP)*

Records available: Doris Day-Buddy Clark, Columbia 38174; Barbara and Frank with Ork, Varsity 102.  
Electrical transcription libraries: Felix King Ork, London.

10. BLUEBIRD OF HAPPINESS *By Edward Heyman and Sandor Harmati* 10  
*Published by T. B. Harms (ASCAP)*

Records available: D. Groner Trio, Aristocrat AR-1803; Art Mooney, MGM 10207; Jam Peerce-RCA Victor Ork-S. Levin, Dir., Victor 10-1454; Varsity 108; Jo Stafford-Gordon MacRae, Capitol 15207.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

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

RCA VICTOR STARS

On The Billboard

"HONOR ROLL OF HITS"

- 1. YOU CALL EVERYBODY DARLIN' JACK LATHROP AND THE DRUGSTORE COWBOYS RCA Victor 20-3109
2. A TREE IN THE MEADOW J. LOSS ORCHESTRA RCA Victor 20-2965
3. IT'S MAGIC TONY MARTIN RCA Victor 20-2862
4. MY HAPPINESS DOROTHY MORROW ENSEMBLE RCA Victor 20-2965
5. TWELFTH STREET RAG SIDNEY BECHET AND HIS NEW ORLEANS FEETWARMERS RCA Victor 20-3120
6. UNDERNEATH THE ARCHES GEO. OLSEN ORCHESTRA RCA Victor 20-3114
7. HAIR OF GOLD JACK LATHROP AND THE DRUGSTORE COWBOYS RCA Victor 20-3109
8. MAYBE YOU'LL BE THERE BETTY RHODES RCA Victor 20-2189
10. BLUEBIRD OF HAPPINESS JAN PEECE RCA Victor 10-1454

This week's RCA VICTOR release!

POPULAR

- In My Dreams The Chocolate Choo-Choo VAUGHN MONROE RCA Victor 20-3133
I Go In When the Moon Comes Out Canadian Capers THE THREE SUNS RCA Victor 20-3134
Down the Stairs and Out the Door (Went My Baby) Just Once More BERYL DAVIS RCA Victor 20-3036
My Honey's Lovin' Arms Suddenly It Jumped DUKE ELLINGTON RCA Victor 20-3135

FOLK

- Fickle Woman Texas Steel Guitar SPADE COOLEY RCA Victor 20-3137
Spanish Polka I'd Rather Be a Cowgirl ROSALIE ALLEN RCA Victor 20-3138
Little Rock A-R-K Cornbread and Butter Beans JOHNNY TYLER RCA Victor 20-3139

BLUES

- That's Why I'm Lonesome Just Like a Spider ARTHUR "BIG BOY" CRUDUP RCA Victor 20-3140

POP SPECIALTIES

- Woodchopper's Song Cherry Pickers Polka SIX FAT DUTCHMEN RCA Victor 20-3136

NEW AL GOODMAN ALBUM

- THE NEW MOON With Earl Wrightson, Baritone; Frances Greer, Soprano; The Guild Choristers. Album K-16
Marianne and Try Her Out at Dances RCA Victor 45-0058
The Girl on the Prow and Lover, Come Back to Me RCA Victor 45-0059
Softly, As In a Morning Sunrise and Wanting You RCA Victor 45-0060
Stout-Hearted Men and One Kiss RCA Victor 45-0061

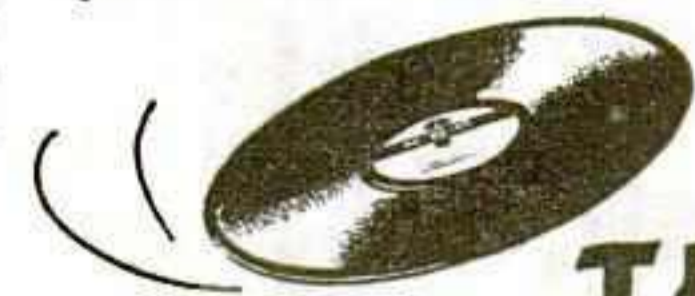
Riding High... Climbing Fast

- Lonesome SAMMY KAYE RCA Victor 20-3025
Melancholy Baby PERRY COMO RCA Victor 20-3066
Every Day I Love You VAUGHN MONROE RCA Victor 20-2957
New York to New Orleans PEE WEE KING RCA Victor 20-3106
When I Was Young and Handsome TEXAS JIM ROBERTSON RCA Victor 20-3039



Mail your order to your RCA Victor distributor! Name Street City State

**M-G-M**



**THE HIT MAKER**



**BLUE BARRON**  
and his Orchestra

**YOU WERE ONLY FOOLING**  
Vocal by the Glee Club

**IT'S EASY WHEN YOU KNOW HOW**  
Vocal by The Blue Notes  
M-G-M 10185



**ART MOONEY**  
and his Orchestra

**BLUE BIRD OF HAPPINESS**  
Vocal by Bud Brees and The Galli Sisters  
with the Ensemble

**SUNSET TO SUNRISE**  
M-G-M 10207



**NEV SIMONS**  
and his Ambassadors of Note

**CORN BELT SYMPHONY**  
**EVERY DAY IS JUST A HOLIDAY**  
M-G-M 10257



**BILLY ECKSTINE**  
Orchestra conducted by Sonny Burke

**I'LL BE FAITHFUL**  
**EVERYTHING I HAVE IS YOURS**  
M-G-M 10259



**CARSON ROBISON**  
with his Pleasant Valley Boys

**LIFE GITS TEE-JUS DON'T IT**  
**WIND IN THE MOUNTAINS**  
M-G-M 10224



**M-G-M RECORDS**

THE GREATEST NAME  IN ENTERTAINMENT

The **Billboard**

**MUSIC POPULARITY CHARTS**

PART II

**Sheet Music**

Week Ending  
October 1



**BEST-SELLING SHEET MUSIC**

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

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
13	1	1	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
23	2	2	MY HAPPINESS (R)	Blasco
14	3	3	YOU CALL EVERYBODY DARLIN' (R)	Mayfair
6	4	4	HAIR OF GOLD, EYES OF BLUE (R)	Mellin
7	6	5	UNDERNEATH THE ARCHES (R)	Robbins
17	5	6	IT'S MAGIC (R)	Witmark
4	9	7	EV'RY DAY I LOVE YOU (R)	Harms, Inc.
16	10	8	MAYBE YOU'LL BE THERE (R)	Triangle
7	11	9	RAMBLING ROSE (R)	Laurel
10	8	10	BLUEBIRD OF HAPPINESS (R)	T. B. Harms
13	13	11	LOVE SOMEBODY (R)	Kramer-Whitney
26	7	12	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
11	12	13	IT ONLY HAPPENS WHEN I DANCE WITH YOU (F) (R)	Berlin
1	—	14	BOUQUET OF ROSES (R)	Hill & Range Songs
2	14	15	BUTTONS AND BOWS (F) (R)	Famous

**ENGLAND'S TOP TWENTY**

Weeks to date	POSITION		Song	English	American
	Last Week	This Week			
4	2	1	SO TIRED	Campbell-Connelly	*
8	3	2	YOU CAN'T BE TRUE	Chappell	Biltmore Music
23	1	3	GALWAY BAY	Box and Cox	Leeds
10	4	4	WOODY WOODPECKER	Leeds	Leeds
4	6	5	MY HAPPINESS	Chappell	Blasco
9	8	6	RAMBLING ROSE	Irwin Dash	Laurel Music Co.
21	7	7	DREAM OF OLWEN	Lawrence Wright	Mills
17	5	8	BALLERINA	Peter Maurice	Jefferson
1	—	9	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
18	9	10	HEARTBREAKER	Leeds	Leeds
21	11	11	TIME MAY CHANGE	Campbell-Connelly	Shapiro-Bernstein
15	10	12	I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day	Remick
6	14	13	OCTOBER TWILIGHT	Irwin Dash	Shapiro-Bernstein and Carl Fischer
5	13	14	LITTLE WHITE LIES	Lawrence Wright	Bregman-Vocco-Conn, Inc.
11	12	15	I'D GIVE A MILLION TOMORROWS (For Just One Yesterday)	Campbell-Connelly	Oxford Music Corp.
2	15	16	ALL DRESSED UP WITH A BROKEN HEART	Cinephonic	E. B. Marks
1	—	17	LA VIE EN ROSE	Noel Gay	*
1	—	18	YOU CALL EVERYBODY DARLIN'	E. H. Morris	Mayfair
1	—	19	TIME ALONE WILL TELL	Francis Day	Harms, Inc.
2	19	20	PASSING CLOUDS	Kassner	*

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

**CANADA'S TOP TUNES**

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

Weeks to date	POSITION		Song
	Last Week	This Week	
17	1	1	MY HAPPINESS
12	2	2	A TREE IN THE MEADOW
10	3	3	YOU CALL EVERYBODY DARLIN'
12	4	4	IT'S MAGIC
6	6	5	UNDERNEATH THE ARCHES
21	5	6	YOU CAN'T BE TRUE, DEAR
3	8	7	HAIR OF GOLD, EYES OF BLUE
5	12	8	MAYBE YOU'LL BE THERE
11	9	9	LOVE SOMEBODY
4	10	10	TWELFTH STREET RAG
2	9	11	BLUEBIRD OF HAPPINESS
15	14	12	WOODY WOODPECKER
6	11	13	RAMBLING ROSE
8	13	14	IT ONLY HAPPENS WHEN I DANCE WITH YOU
22	7	15	NOW IS THE HOUR

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART III**  
**Radio Popularity**  
 Week Ending October 1

**RECORDS MOST PLAYED BY DISK JOCKEYS**

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

POSITION	Weeks to date	Last Week	This Week	Title	Artist	Label	Lic. By
11	2	1	1	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122	ASCAP
10	1	1	1	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105	ASCAP
13	3	2	3	YOU CALL EVERYBODY	Al Trace	Regent 117	ASCAP
10	4	4	4	IT'S MAGIC (F)	Doris Day	Columbia 38188	ASCAP
20	5	5	5	LOVE SOMEBODY	Doris Day-Buddy Clark	Columbia 38174	ASCAP
10	10	6	6	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403	ASCAP
22	7	7	7	MY HAPPINESS	J. & S. Steele	Damon D-11133	ASCAP
11	12	8	8	BLUEBIRD OF HAPPINESS	Art Mooney	MGM 10207	ASCAP
10	9	9	9	YOU CALL EVERYBODY	A. Vincent	Mercury 5155	ASCAP
18	8	10	10	MY HAPPINESS	Pied Pipers	Capitol 15094	ASCAP
5	6	11	11	UNTIL	Tommy Dorsey Ork	H. Prime	ASCAP
1	—	12	12	SERUTAN YOB	The Unnatural Seven-K. Tedder & Hawthorne	Capitol 15210	ASCAP
3	24	13	13	UNDERNEATH THE ARCHES	Andy Russell-The Pied Pipers	Capitol 15183	ASCAP
4	10	14	14	BUTTONS AND BOWS	Dinah Shore	Columbia 38284	ASCAP
6	11	14	14	IT'S MAGIC (F)	Gordon MacRae	Capitol 15178	ASCAP
5	15	16	16	HAIR OF GOLD	Gordon MacRae	Capitol 15178	ASCAP
9	17	17	17	IT'S MAGIC (F)	Tony Martin	Victor 20-2862	ASCAP

(Continued on page 113)

**SONGS WITH GREATEST RADIO AUDIENCES (ACD)**

(Beginning Friday, September 24, 8 a.m., and ending Friday, October 1, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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**The Top 30 Tunes (plus ties)**

Title	Publishers	Lic. By
A Tree in the Meadow (R)	Shapiro-Bernstein	ASCAP
Ah, But It Happens (R)	Bourne	ASCAP
Bluebird of Happiness (R)	T. B. Harms	ASCAP
Blue Shadows on the Trail (F) (R)	Santly-Joy	ASCAP
Confess (R)	Oxford	ASCAP
Cuanto Le Gusta (R)	Peer	BMI
Ev'ry Day I Love You (R)	Harms, Inc.	ASCAP
Hair of Gold, Eyes of Blue (R)	Mellin	BMI-ASCAP
Hankerin' (R)	Remick	ASCAP
I Still Get a Thrill (Thinking of You) (R)	Words & Music	ASCAP
I'd Love to Live in Loveland (With a Girl Like You) (R)	Bregman-Vocco-Conn	ASCAP
Isn't It Romantic (R)	Famous	ASCAP

(Continued on page 34)

**SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)**

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

**Week of September 24-30**

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif. Tot.				
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	Pts.
A Tree in the Meadow	Shapiro	1	0	0	12	5	11	3	12	3	9	0	12	214
Ah, But It Happens	Bourne	2	0	0	7	5	5	0	7	4	11	0	7	129
At the Flying W	E. H. Morris	0	4	0	4	0	1	0	5	0	0	1	4	65
Bluebird of Happiness	T. B. Harms	2	7	1	0	1	5	5	0	11	11	1	7	157
Buttons and Bows	Famous	0	4	0	4	1	1	1	4	0	0	0	3	58
Confess	Oxford	0	7	6	2	0	2	0	2	7	10	0	2	69
Cuanto Le Gusta (Date With Judy)	Peer	3	10	0	7	4	4	2	5	5	4	0	4	118

(Continued on page 113)



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

**POPULAR**

<b>ON A SLOW BOAT TO CHINA</b> By The Way	<b>ART LUND</b> M-G-M 10269
<b>BLUEBIRD OF HAPPINESS</b> Sunset to Sunrise	<b>ART MOONEY</b> and his Orchestra M-G-M 10207
<b>CARAVAN</b> Azure	<b>BOB MATTHEWS</b> M-G-M 10266
<b>THE MATADOR</b> Buttons And Bows	<b>BETTY GARRETT</b> M-G-M 10244
<b>RENDEZVOUS WITH A ROSE</b> I Don't Want To Meet Anymore People	<b>DON RODNEY</b> M-G-M 10272
<b>WHAT DID I DO</b> I Love You Much Too Much	<b>HELEN FORREST</b> M-G-M 10262
<b>GLISS IN THE DARK</b> Thirty Minutes From Times Square	<b>LEO GUARNIERI</b> and his Quintet M-G-M 10249
<b>YOU WERE ONLY FOOLING</b> It's Easy When You Know How	<b>BLUE BARRON</b> and his Orchestra M-G-M 10185
<b>THE CURSE OF AN ACHING HEART</b> Whisper A Word Of Love	<b>GEORGE PAXTON</b> and his Orchestra M-G-M 10263
<b>HEART AND SOUL</b> Let Me Love You As Long As I Want To	<b>JERRY SELLERS</b> M-G-M 10254
<b>CORN BELT SYMPHONY</b> Every Day Is Just A Holiday	<b>NEV SIMONS</b> M-G-M 10257
<b>PUERTA DE TIERRA</b> (Parts I & II)	<b>NORO MORALES</b> and his Orchestra M-G-M 10267

**FOLK and WESTERN**

<b>LIFE GITS TEE-JUS DON'T IT</b> Wind In The Mountains	<b>CARSON ROBISON</b> M-G-M 10224
<b>JUKE BOX GAL</b> I'm Living In Dreams	<b>CLAUDE CASEY</b> M-G-M 10279
<b>STILL WATER RUNS THE DEEPEST</b> Go Home With The Girls In The Mornin'	<b>BOB WILLS</b> M-G-M 10276
<b>RAINDROP POLKA</b> Cubanola Glide	<b>ARTHUR (Guitar Boogie) SMITH</b> M-G-M 10268


**EBONY SERIES**

<b>WAIT'LL I GET YOU</b> IN MY DREAMS TONIGHT Home	<b>THE BEALE STREET BOYS</b> M-G-M 10273
<b>MARDI GRAS BOOGIE</b> My Heart Belongs To You	<b>JOE TURNER</b> M-G-M 10274
<b>PUT SOME GLUE ON THAT MUM</b> Thinking 'Bout My Baby	<b>HATTIE NOEL</b> M-G-M 10275
<b>IF YOU BELIEVED IN ME</b> Scotty	<b>SY OLIVER</b> and his Orchestra M-G-M 10255

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

**INTRODUCING**



**THE WAYFARERS**

**SINGING 4 GREAT SONGS**

**YOU CAN DIE OF A BROKEN HEART  
IF WE CAN'T BE THE SAME OLD SWEETHEARTS**  
NO. 315 75¢ plus tax

**YOU'LL ALWAYS BE MY SWEETHEART  
I'D LOVE TO LIVE IN LOVELAND**  
NO. 321 75¢ plus tax

**LONDON RECORDS**  
IMPORTED  
JULIANG RECORDING

The London Gramophone Corp., 15 West 22nd St., New York 10, N. Y.

**The Billboard**

**MUSIC POPULARITY CHARTS**

**PART IV**

**Retail Record Sales**

Week Ending October 1

**TRADE SERVICE FEATURE**

**BEST-SELLING POPULAR RETAIL RECORDS**

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
11	2	1	1	A TREE IN THE MEADOW. Margaret Whiting.... <i>I'm Sorry But I'm Glad</i>	Capitol 15122
16	1	2	2	TWELFTH STREET RAG... Pee Wee Hunt... <i>Somebody Else, Not Me</i>	Capitol 15105
13	3	3	3	IT'S MAGIC ..... Doris Day..... <i>Put 'Em in a Box (F)</i>	Columbia 38188
16	4	4	4	YOU CALL EVERYBODY DARLIN' ..... Al Trace..... <i>Linger Awhile</i>	Regent 117
17	5	5	5	MAYBE YOU'LL BE THERE ..... Gordon Jenkins..... <i>Dark Eyes</i>	Decca 24403
19	7	6	6	MY HAPPINESS ..... Pied Pipers..... <i>Highway to Love</i>	Capitol 15094
8	6	7	7	UNDERNEATH THE ARCHES ..... P. Scala's Banjo and Accordion <i>Side by Side</i>	London 238
19	10	8	8	LOVE SOMEBODY ..... Doris Day-Buddy Clark..... <i>Confess</i>	Columbia 38174
9	11	9	9	COOL WATER ..... Vaughn Monroe-Sons of the Pioneers ..... <i>The Legend of Tiabi</i>	Victor 20-2923
5	9	10	10	UNTIL ..... Tommy Dorsey Ork-H. Prime Ork <i>After Hour Stuff</i>	Victor 20-3061
17	8	11	11	MY HAPPINESS ..... Ella Fitzgerald..... <i>Tea Leaves</i>	Decca 24446
5	13	12	12	UNDERNEATH THE ARCHES ..... Andrews Sisters..... <i>You Call Everybody Darlin'</i>	Decca 24490
22	15	13	13	MY HAPPINESS ..... J. & S. Steele..... <i>They All Recorded To Beat the Ban</i>	Damon D-11133
3	18	14	14	BUTTONS AND BOWS ..... Dinah Shore ..... <i>Daddy-O</i>	Columbia 38284
10	20	15	15	IT'S MAGIC (F) ..... Tony Martin..... <i>It's You or No One</i>	Victor 20-2863
12	17	16	16	IT'S MAGIC (F) ..... Dick Haymes-Gordon Jenkins.... <i>It's You or No One</i>	Decca 23826
8	14	17	17	YOU CAME A LONG WAY. Ray McKinley..... <i>For Heaven's Sake</i>	Victor 20-2913
6	21	18	18	HAIR OF GOLD ..... Gordon MacRae..... <i>Rambling Rose</i>	Capitol 15178
15	12	19	19	BLUEBIRD OF HAPPINESS. Art Mooney ..... <i>Sunset to Sunrise</i>	MGM 10207
6	16	20	20	YOU CALL EVERYBODY DARLIN' ..... Andrews Sisters ..... <i>Underneath the Arches</i>	Decca 24490
13	23	21	21	YOU CAN'T BE TRUE, DEAR ..... Ken Griffin..... <i>Cuckoo Waltz</i>	Rondo R-128
11	29	22	22	YOU CALL EVERYBODY DARLIN' ..... A. Vincent..... <i>Bluebird Polka</i>	Mercury 5155
4	19	23	23	THAT CERTAIN PARTY... B. Strong..... <i>By Best Girl</i>	Tower 1271
4	26	24	24	HAIR OF GOLD ..... J. Emerson..... <i>The Moonrise Song</i>	Metrotone 2018
8	22	25	25	YOU CALL EVERYBODY DARLIN' ..... Jack Smith..... <i>Cuckoo Waltz</i>	Capitol 15156
9	28	26	26	RAMBLING ROSE ..... Perry Como-The Satisfiers..... <i>There Must Be a Way</i>	Victor 20-2947
11	—	27	27	CONFESS ..... Doris Day-Buddy Clark..... <i>Louie Somebody</i>	Columbia 38072
8	23	28	28	HAIR OF GOLD ..... The Harmonicats .. <i>Harmonicat Blues</i>	Universal U-121
2	23	29	29	BLUEBIRD OF HAPPINESS. Jane Pearce..... <i>Because</i>	Victor 10-1454
2	29	29	29	LIFE GET TEE-JUS, DON'T IT? ..... C. Robison..... <i>The Wind and the Mountain</i>	Victor 11-9007
1	—	29	29	SERUTAN YOB ..... The Unnatural Seven-K. Tedder <i>(A Song for Backward and Hawthorne)</i>	MGM 10224
1	—	29	29	UNDERNEATH THE ARCHES ..... Andy Russell-The Pied Pipers... <i>Just for Me</i>	Capitol 15183



# Watch These Three!!!

## "THE MONEY SONG"

(From the Musical "That's the Ticket")

## "THAT CERTAIN PARTY"

DEAN MARTIN AND JERRY LEWIS  
With Orchestra

Capitol Record 15249

## "SERUTAN YOB"

(A Song for Backward Boys and Girls Under 40)  
(Based on "Nature Boy" by eden ahbez)

THE UNNATURAL SEVEN

Vocal by Karen Tedder and Enrohtwah

## "OH! NICK-O-DEEMO"

RED INGLE and THE NATURAL SEVEN

Vocal by Red Ingle and Betty Holland

Capitol Record 15210

## "SO DEAR TO MY HEART"

(From the Walt Disney Production "So Dear to My Heart")

PEGGY LEE

With Dave Barbour and His Orchestra

## "LOVE: YOUR SPELL IS EVERYWHERE"

(From the Motion Picture "The Trespasser")

PEGGY LEE

With Dave Barbour and His Orchestra

Capitol Record 15232

### "TWELFTH STREET RAG"

PEE WEE HUNT and His Orchestra

### "SOMEBODY ELSE, NOT ME"

PEE WEE HUNT and His Orchestra

Vocal by Pee Wee Hunt

Capitol Record 15105

### "A TREE IN THE MEADOW"

Margaret Whiting with Orchestra

### "I'M SORRY BUT I'M GLAD"

Margaret Whiting with Frank DeVol and His Orchestra

Capitol Record 15122

### "SAY SOMETHING SWEET TO YOUR SWEETHEART"

JO STAFFORD AND GORDON MAC RAE with The Starlighters

### "BLUE BIRD OF HAPPINESS"

JO STAFFORD AND GORDON MAC RAE

With Male Choir

Capitol Record 15207

### "HAIR OF GOLD, EYES OF BLUE"

(From the Columbia Picture "Singin' Spurs")

GORDON MAC RAE and The Starlighters

### "RAMBLING ROSE"

GORDON MAC RAE

and The Starlighters

Capitol Record 15178

### "BALL OF FIRE"

SMOKEY ROGERS

With Tex Williams' Western Caravan

Capitol Record 15217

### "LILLETTE"

### "A WOMAN ALWAYS UNDERSTANDS"

THE KING COLE TRIO

Vocal by King Cole

Capitol Record 15224

### "THIS IS THE MOMENT"

(From the Twentieth Century-Fox Picture "That Lady in Ermine")

### "EV'RY DAY I LOVE YOU (Just a Little Bit More)"

(From the Warner Bros. Picture "Two Guys From Texas")

JO STAFFORD with Paul Weston and His Orchestra

Capitol Record 15139



### POPULAR

- "IT'S MAGIC"  
"SPRING IN DECEMBER"  
Gordon MacRae Capitol 15072
- "JUST FOR ME"  
"UNDERNEATH THE ARCHES"  
Andy Russell Capitol 15183
- "MY HAPPINESS"  
"HIGHWAY TO LOVE"  
The Pied Pipers Capitol 15094
- "BUTTONS AND BOWS"  
"SAN ANTONIO ROSE"  
The Dinning Sisters Capitol 15184
- "YOU WERE ONLY FOOLING (While I Was  
Falling in Love)"  
"A FADED SUMMER LOVE"  
Kay Starr Capitol 15226
- "BONGO RIFF"  
"WILLOW, WEEP FOR ME"  
Stan Kenton Capitol 15179
- "YOU CALL EVERYBODY DARLIN'"  
"CUCKOO WALTZ"  
Jack Smith Capitol 15156
- "CLAIR de LUNE," Part I  
"CLAIR de LUNE," Part II  
Paul Weston Capitol 15153

### WESTERN

- "ONE HAS MY NAME (The Other Has My Heart)"  
"YOU'RE THE SWEETEST ROSE IN TEXAS"  
Jimmy Wakely Capitol 15162
- "JUST A PAIR OF BLUE EYES"  
"TALKING BOOGIE"  
Tex Williams Capitol 15175
- "DEAR OKIE"  
"A MILLION MEMORIES"  
Jack Rivers Capitol 15169
- "LEAVE MY HONEY BEE ALONE"  
"T FOR TEXAS (Blue Yodel No. 1)"  
Merle Travis Capitol 15212
- "I LOVE YOU SO MUCH IT HURTS"  
"I DON'T WANT YOUR SYMPATHY"  
Jimmy Wakely Capitol 15243
- "THERE'S A NEW MOON OVER MY SHOULDER"  
"JINGLE, JANGLE, JINGLE"  
Tex Ritter Capitol 15215

### SEPIA

- "TELL ME, DADDY"  
"(It Will Have To Do) UNTIL THE REAL THING  
COMES ALONG"  
Julia Lee Capitol 15144
- "COOL WATER"  
"LAKE CHARLES BOOGIE"  
Nellie Lutcher Capitol 15148
- "KING SIZE PAPA"  
"WHEN YOU'RE SMILING (The Whole World  
Smiles With You)"  
Julia Lee Capitol 40082
- "ALEXANDER'S RAGTIME BAND"  
"MY LITTLE BOY"  
Nellie Lutcher Capitol 15180

### RE-ISSUES

- "MOONLIGHT IN VERMONT"  
"MY IDEAL"  
Margaret Whiting Capitol 15222
- "GUITAR BOOGIE"  
"MAMA BLUES"  
Alvino Rey Capitol 15223



PHONE OR WIRE YOUR NEAREST DISTRIBUTOR TODAY!!!

# IT'S A NATURAL!!! 'IT'S TOO SOON TO KNOW'

by Deborah Chessler

ORIGINALLY INTRODUCED BY

## ★ THE ORIOLES on NATURAL RECORDS ★

And Now Recorded by

THE CHARIOTEERS  
COLUMBIA

ELLA FITZGERALD  
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MGM

SAVANNAH CHURCHILL  
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RONNIE DEAUVILLE  
MERCURY

DINAH WASHINGTON  
MERCURY

THE RAVENS  
NATIONAL

DEEP RIVER BOYS  
RCA VICTOR

JIMMIE VALENTINE  
Quintet and Orch.  
VARSITY

EDWIN H. MORRIS & CO., Inc.

1619 Broadway,

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A "Dream" Record

# VAUGHN MONROE

and THE MOON MAIDS sing

## "IN MY DREAMS"

A New Hit Exclusive!

IT'S DREAMY

RCA VICTOR RECORD 20-3133

# The Billboard MUSIC POPULARITY CHARTS

## Part IV

### Retail Record Sales

Week Ending October 1

#### BEST-SELLING CHILDREN'S RECORDS

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

Weeks to date	Last Week	This Week	Record	Label
17	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol DAS-80
17	2	2	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-34
17	4	3	BUGS BUNNY (Three Records) Mel Blanc	Capitol CC-64
2	6	4	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork	Capitol DBX-99
6	3	5	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May	Capitol DBX-93
7	5	6	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers	Victor Y-375
8	9	7	JOHNNY APPLESEED (Three Records) Dennis Day	Victor P-368
13	—	8	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-65
12	—	9	NURSERY RHYMES (Two Records) Frank Luther	Decca CS-5
8	12	10	MOTHER GOOSE (One Record) Frank Luther	Decca CUS-2
12	8	11	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol DBS-84
8	7	11	KING COLE FOR KIDS ALBUM (Three Records) King Cole Trio	Capitol DC-89
2	—	13	LITTLE TRIO-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians	Decca CUS-7
7	—	13	SPARKY'S MAGIC PIANO (Three Records) Billy May-Alan Livingston-Henry Blair	Capitol DC-78
5	—	15	MELODY TIME (Two Records) Roy Rogers-Sons of the Pioneers-Sammy Kaye-Freddy Martin	Victor Y-369

#### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	Record	Label
1	—	1	Pictures in Exhibition (Four Records) Vladimir Horowitz	Victor DM 1249
7	1	1	Chopin's Favorites (Three Records) First Piano Quartet	Victor MO-1227
1	—	1	Peter and the Wolf (Two Records) B. Rathbone	Columbia MM-477
1	—	4	Strauss Waltzes (Four Records) Philadelphia Ork; Eugene Ormandy, conductor	Victor DM-262
1	—	4	Khachaturian Concerto for Violin & Ork Russian State Symphony Ork	Mercury DM-10
1	—	4	Music From Carmen—Instrumental Tchaikovsky New York Symphony Ork	Victor DM-1002

#### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	Album	Label
154	1	1	Clair De Lune Jose Iturbi	Victor 11-8851
3	4	2	Lizst: Second Hungarian Rhapsody First Piano Quartet	Victor 12-0251
36	2	3	Bluebird of Happiness Jan Peerce, RCA Victor Ork; S. Levin, director	Victor 11-9007, Victor 10-1454, Victor 18-1074
1	—	4	Chopin's Polonaise First Piano Quartet	Victor 12-0249
151	3	5	Chopin's Polonaise Jose Iturbi	Victor 11-8848
114	—	5	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin pianist	Victor 11-8863

#### BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	Last Week	This Week	Album	Label
14	1	1	AL JOLSON VOLUME III ALBUM (Four Records) Al Jolson	Decca A-649
21	2	2	STAN KENTON: PRESENTATION TO PROGRESSIVE JAZZ (Four Records) Stan Kenton	Capitol CD-79
6	3	3	THEME SONGS (Four Records) T. Dorsey, S. Kaye, T. Beneke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns	Victor PT-17
13	5	4	EMPEROR'S WALTZ (Two Records) Bing Crosby	Decca A-620
1	—	5	CLAMBAKE SEVEN (Four Records) Tommy Dorsey	Victor P-220
21	4	6	SONGS OF OUR TIMES (1932) ALBUM (Four Records) Carmen Cavallaro	Decca 1932
92	6	7	GLENN MILLER (Four Records) Glenn Miller	Victor P-148
20	7	8	BUSY FINGERS (Four Records) Three Suns	Victor P-206
2	—	9	SONGS OF OUR TIMES (1921) ALBUM (Four Records) Carmen Cavallaro	Decca A-1921
1	—	10	SONGS OF OUR TIMES (1928) ALBUM (Four Records) B. Fomeen Ork	Decca A-1928
1	—	10	SONGS OF OUR TIMES (1929) ALBUM (Four Records) M. Fingerle-A. Schutt	Decca A-1929

**BIGGEST MUSIC CAMPAIGN OF THIS OR ANY YEAR!**

Backed with ten smash recordings by leading artists, "Down Among The Sheltering Palms" heads for an all-out, number one plug with disc jockeys, music machine operators and leading artists on the networks. It's the Fall's brightest new hit, backed with the Season's biggest promotional campaign!

**down  
among  
the  
sheltering  
palms**

Lyric by  
**JAMES BROCKMAN**

Music by  
**ABE OLMAN**

★ **BOSWELL SISTERS**  
COLUMBIA

★ **JACKIE BROWN QUARTETTE**  
M-G-M

★ **SAM BROWNE**  
with the Squadronaires  
LONDON

★ **EDDIE CONDON**  
DECCA

★ **SAMMY KAYE**  
VICTOR

★ **SNOOKY LANSON**  
MERCURY

★ **CURT MASSEY**  
COAST

★ **JOHNNY MERCER**  
and the Pied Pipers  
CAPITOL

★ **GEORGE OLSEN**  
RONDO

★ **ERIC WHITLEY**  
and the Green Sisters  
COLUMBIA

**Savoy** CONSISTENTLY HITS THE JACK-POTS IN RETAIL & JUKE-BOX SALES

**5551 MY FAULT** NO. 1 IN NEW ORLEANS NEW YORK, CHICAGO  
MARRIED WOMAN BLUES—By BROWNIE McGHEE  
The Blues Ballad Sensation of the Year.

**666 WE'RE GONNA ROCK**  
HARLEM ON PARADE—By BILL MOORE  
No. 3 in Chicago—No. 2 in New York

**668 LONDON DONNIE**  
ST. LOUIS BLUES—By DON BYAS  
A Sweet Sax Record on Its Way Up to No. 1

**669 JELLY ROLL JAN**  
JUMPIN' IN JACK'S HOUSE—By BEALE ST. GANG  
Piano—Sax Boogy Woogy—Sensation—Both Sides

**670 WAXIE MAXIE**  
SPIDER SENT, ME—By PAUL WILLIAMS  
No. 1, 2, 3—Coast to Coast

**671 CORN BREAD**  
PLUG FOR CLIFF—By HAL SINGER  
The Sleeper, Now No. 1—Coast to Coast

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The Original Irresistible Version Performed by the



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DANA 2013 "SCOLD ME NOT, MOTHER DEAR"

"FAMILY POLKA" DANA 2022

**FLASH!!!**

**"BUTTONS AND BOWS"** DANA 2023

Sung by Jeffrey Clay and the Dana Serenaders and Orch.



A terrific male rendition of this great hit from Bob Hope's new picture

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Wisconsin 7-9093

The Billboard MUSIC POPULARITY CHARTS PART V

Juke Box Record Plays

Week Ending October 1

**MOST-PLAYED JUKE BOX RECORDS**

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

Weeks to date	Last Week	This Week	Record	Label
13	1	1	TWELFTH STREET RAG..Pee Wee Hunt.....	Capitol 15108
17	2	2	YOU CALL EVERYBODY DARLIN'.....Al Trace.....	Regent 117
11	3	3	A TREE IN THE MEADOW..Margaret Whiting....	Capitol 15122
12	5	4	MY HAPPINESS.....J. & S. Steele.....	Damon D-11133
11	4	5	IT'S MAGIC (F).....Doris Day.....	Columbia 38188
8	7	6	UNDERNEATH THE ARCHES.....P. Scala's Accordion Ork-The Keynotes.....	London 238
16	6	7	MY HAPPINESS.....Ella Fitzgerald.....	Decca 24446
5	14	8	YOU CALL EVERYBODY DARLIN'.....Andrews Sisters.....	Decca 24490
18	8	9	MY HAPPINESS.....Pied Pipers.....	Capitol 15094
12	11	10	MAYBE YOU'LL BE THERE.....Gordon Jenkins.....	Decca 24403
11	11	11	IT'S MAGIC (F).....Dick Haymes-Gordon Jenkins....	Decca 23826
15	10	11	LOVE SOMEBODY.....Doris Day-Buddy Clark.....	Columbia 38174
14	9	13	YOU CAN'T BE TRUE, DEAR.....Ken Griffin.....	Rondo R-128
5	18	14	HAIR OF GOLD.....Gordon MacRae.....	Capitol 15178
5	13	15	JUST A LITTLE LOVIN'...Eddy Arnold and His Tennessee Flowboys.....	Victor 20-3013
6	15	16	UNDERNEATH THE ARCHES.....Andrews Sisters.....	Decca 24490
16	16	17	BOUQUET OF ROSES.....Eddy Arnold and His Tennessee Flowboys.....	Victor 20-2806
4	—	18	YOU CALL EVERYBODY DARLIN'.....Jerry Wayne.....	Columbia 38286
2	22	19	UNTIL.....Tommy Dorsey Ork-H. Prime... (The Charlotteers, Columbia 38329)	Victor 20-3061
2	25	20	BUTTONS AND BOWS.....Dinah Shore.....	Columbia 38284
8	28	20	HAIR OF GOLD.....J. Emerson.....	Metrotone 2018
8	21	22	IT'S MAGIC.....Gordon MacRae.....	Capitol 15072
4	26	23	THAT CERTAIN PARTY..Benny Strong.....	Tower 1271
8	24	24	RAMBLING ROSE.....Perry Como-The Satisfiers..... (P. Brito, Musicraft 560; B. Eberly-R. Morgan, Decca 24449; J. Frank & Ork, Varsity 105; G. MacRae-The Starlighters, Capitol 15178; Tony Pastor, Columbia 38207; G. Paxton Ork, MGM 10192)	Victor 20-2947
5	19	25	IT'S MAGIC (F).....Tony Martin.....	Victor 20-2862
10	—	25	YOU CALL EVERYBODY DARLIN'.....B. Hayes.....	De Luxe 1178
11	17	27	YOU CALL EVERYBODY DARLIN'.....A. Vincent.....	Mercury 5155
4	—	28	CUCKOO WALTZ.....Ken Griffin.....	Rondo R-128
1	—	28	YOU CALL EVERYBODY DARLIN'.....J. Lathrop and the Drugstore Cowboys.....	Victor 20-3100
9	23	30	COOL WATER.....Vaughn Monroe-Sons of the Pioneers.....	Victor 20-2923

**SONGS WITH GREATEST RADIO AUDIENCES**

(Continued from page 29)

It Only Happens When I Dance With You (F) (R).....	Berlin—ASCAP
It's a Most Unusual Day (R).....	Robbins—ASCAP
It's Magic (F) (R).....	Witmark—ASCAP
Just for Now (R).....	Advanced—ASCAP
Little Girl (R).....	Leeds—ASCAP
Love Somebody (R).....	Kramer-Whitney—ASCAP
Maybe You'll Be There (R).....	Triangle—ASCAP
My Happiness (R).....	Blasco—ASCAP
Put 'Em in a Box, Tie 'Em With a Ribbon (R).....	Remick—ASCAP
Rambling Rose (R).....	Laurel—ASCAP
Take It Away (R).....	Pemora—BMI
The Money Song (R).....	Crawford—ASCAP
The Night Has a Thousand Eyes (R).....	Paramount—ASCAP
This Is the Moment (F) (R).....	Miller—ASCAP
Underneath the Arches (R).....	Robbins—ASCAP
When the Red, Red Robbin Comes Bob, Bob Bobbin' Along (R)....	Bourne—ASCAP
You Call Everybody Darlin' (R).....	Mayfair—ASCAP
You Were Only Foolin' (R).....	Shapiro-Bernstein—ASCAP

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART VI**  
**Race Records**  
 Week Ending October 1



**BEST-SELLING RETAIL RACE RECORDS**

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

Weeks to date	Last Week	This Week	Record	Artist	Label
17	5	1	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572
21	7	2	LONG GONE	Sonny Thompson	Miracle M-126
18	1	3	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254
13	6	4	I CAN'T GO ON WITHOUT YOU	Bull Moose Jackson	King 4230
5	10	5	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 8095
21	8	6	MESSIN' AROUND	Memphis Slim	Miracle M-125
4	15	7	EVERYTHING I DO IS WRONG	Roy Milton and His Solid Senders	Specialty SP-314
1	—	8	WEST SIDE BABY	T. Bone Walker	Comet T-50
5	3	9	LATE FREIGHT	Sonny Thompson	Miracle M-128
2	15	10	HOP, SKIP AND JUMP	Roy Milton and His Solid Senders	Specialty SP-314
6	4	11	DON'T BURN THE CANDLE AT BOTH ENDS	Louis Jordan and His Tympany Five	Decca 24483
4	2	12	CORN BREAD	H. Singer Sextette	Savoy 671
1	—	12	IT'S TOO SOON TO KNOW	The Orioles	Natural 5000
18	—	14	TOMORROW NIGHT	Lonnie Johnson	King 4201
3	13	15	ELEVATOR BOOGIE	M. Scott	Exclusive 35X
1	—	15	MY FAULT	Brownie McGhee	Savoy 5551

**MOST-PLAYED JUKE BOX RACE RECORDS**

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

Weeks to date	Last Week	This Week	Record	Artist	Label
4	6	1	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 8095
18	3	2	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254
2	12	3	HOP, SKIP AND JUMP	Roy Milton and His Solid Senders	Specialty SP-314
12	6	4	I CAN'T GO ON WITHOUT YOU	Bull Moose Jackson	King 4230
14	—	5	RUN, JOE	Louis Jordan	Decca 24448
3	—	6	IT'S TOO SOON TO KNOW	The Orioles	Natural 5000
5	—	7	DON'T BURN THE CANDLE AT BOTH ENDS	Louis Jordan and His Tympany Five	Decca 24483
3	12	8	EVERYTHING I DO IS WRONG	Roy Milton and His Solid Senders	Specialty SP-314
7	1	8	LATE FREIGHT	Sonny Thompson	Miracle M-128
21	3	10	LONG GONE	Sonny Thompson	Miracle M-126
15	6	10	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572
1	—	12	OUT OF THE BLUE	H. Brooks Trio	Modern 20-600
6	1	13	CORN BREAD	Hal Singer Sextette	Savoy 671
23	—	13	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
1	—	13	MANTECA	D. Gillespie	Victor 20-3023
1	—	13	MY FAULT	Brownie McGhee	Savoy 5551
29	—	13	TOMORROW NIGHT	Lonnie Johnson	King 4201
1	—	13	WEST SIDE BABY	T. Bone Walker	Comet T-50
1	—	13	YOU SURE LOOK GOOD TO ME	Big Three Trio	Columbia 38093

**ADVANCE RACE RECORD RELEASES**

**Any Resemblance to Love**  
 N. Shepard (Old Fashioned) MGM 10281

**Baby Tell Me**  
 C. Bernhardt (Jail House) True Blue 120

**Backwater Blues**  
 L. Johnson (Happy New) King 4251

**Bite Again, Bite Again**  
 W. Harris (Blowin' to) King 4252

**Blowin' to California**  
 W. Harris (Bite Again) King 4253

**Blues After Hours**  
 Pee Wee Crayton (I'm Still) Modern 20-624

**Happy New Year, Darling**  
 L. Johnson (Backwater Blues) King 4251

**Hey, Mr. Landlord**  
 J. Witherspoon (How I) Supreme 1506

**How I Hate To See Xmas Come Around**  
 J. Witherspoon (Hey, Mr.) Supreme 1508

**I Can't Stand It**  
 M. Abernathy (Little John) King 4253

**I Don't Care Who Knows**  
 B. Johnson Ork (You Had Better) Decca 48088

**I Like the Way You Say Goodnight**  
 R. Wilson Quintet-G. Clark (Roy's Boogie) Lucky 7-11-2

**I'm Still in Love With You**  
 Pee Wee Crayton (Blues After) Modern 20-624

**Jail House Blues**  
 C. Bernhardt (Baby Tell) Tru Blue 120

**Little John Blues**  
 M. Abernathy (I Can't) King 4253

**Mardi Gras Boogie**  
 J. Turner (My Heart) MGM 10274

**Mistreated**  
 J. Price & His Blues Band (What's Happening) Capitol 15245

**My Heart Belongs to You**  
 J. Turner (Mardi Gras) MGM 10274

**Old Fashioned Love**  
 N. Shepard (Any Resemblance) MGM 10281

**Put Some Glue on That Mule**  
 H. Noel (Thinking 'Bout) MGM 10275

**Roy's Boogie**  
 R. Wilson Quintet-G. Clark (I Like) Lucky 7-11-2

**Thinking 'Bout My Baby**  
 H. Noel (Put Some) MGM 10275

**What's Happening**  
 J. Price & His Blues Band (Mistreated) Capitol 15245

**You Had Better Change Your Ways**  
 B. Johnson Ork (I Don't) Decca 48088

**You'll Always Be My Sweetheart**  
 Red Gilliam & His Texas Pals (Hair of) World 1502

**You'll Rue the Day**  
 Spade Cooley Ork-Tex Williams (Devil's Dream) Columbia 20490

**COLUMBIA'S TIP TOPPER**

**DINAH SHORE**

**BUTTONS AND BOWS**

(FROM "PALEFACE")

**DADDY-O**

Columbia 38284



**Your weekly report on the latest CURRENT TOP HITS**

<b>IT'S MAGIC</b>		
<b>PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON</b>	Doris Day	38188
<b>LOVE SOMEBODY</b>		
<b>CONFESS</b>	Doris Day & Buddy Clark	38174
<b>YOU CALL EVERYBODY DARLING</b>		
<b>Cuckoo Waltz</b>	Jerry Wayne	38286
<b>ON A SLOW BOAT TO CHINA</b>		
<b>In The Market Place of Old Monterey</b>	Kay Kyser	38301
<b>EVERYBODY LOVES SOMEBODY</b>		
<b>Just For Now</b>	Frank Sinatra	38225
<b>IT'S A MOST UNUSUAL DAY</b>		
<b>Judaline</b>	Ray Noble	38206
<b>JUST BECAUSE</b>		
<b>A Night In May</b>	F. Yankovic	12359 F
<b>WATCH THESE!</b>		
<b>THE MATADOR</b>		
<b>WHAT DID I DO?</b>	Dinah Shore	38293
<b>I'M IN LOVE</b>	Doris Day & Buddy Clark	
<b>It's You or No One</b>	Doris Day	38290
<b>OH MARIE</b>		
<b>On the Beach</b>	Frankie Yankovic	12376 F

THE GREAT ARTISTS AT THEIR BEST ARE ON

**COLUMBIA RECORDS**

Trade-marks "Columbia," and Reg. U. S. Pat. Off. Marcas Registradas

INTRODUCING... THE NEW NEEDLE SENSATION!  
**THE NYLON FIDELITONE NEEDLE OF MICROMETER PRECISION AND DESIGN**  
*with exclusive features...*



-IN THE BRILLIANT MAROON PACKAGE

*featuring*

- PERMIUM (Osmium Alloy) TIP
- Will Never Chip
- Mounted in Resilient Nylon
- Long Life
- RESILIENT NYLON
- Providing Vertical and Lateral Compliance
- Filters Record Scratch
- PROTECTIVE BUMPER
- Assures Constant Point Alignment
- PATENTED "V" GROOVE LOCKING FEATURE
- Prevents Loosening in the Pickup by Vibration

most features for less money

ONLY \$1.25



**THIS ARTISTIC "5 in 1" DISPLAY CASE FREE!**

By a mere turn of the knob, any one of FIVE FAMOUS FIDELITONE NEEDLES can be brought into display position. This case is only 6 x 8 x 9 inches — is richly done in blonde wood with plastic face. It will dignify and compliment any record counter.

**and 3 sensational introductory offers!**

Contact your Fidelitone distributor today for full information.

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 Chicago 26

**NOW!!!**

**NEW LOW PRESSING COSTS**  
 With Woods New Shellac Type Biscuits

- LOW SURFACE ••• GREATER FLEX •••
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HOP ABOARD THIS MONEY MAKER  
**"LATE FREIGHT"**

d/w  
**"SONNY'S RETURN"**  
 Sonny Thompson, with the Sharps and Flats and Eddie Chamblace, tenor—M-128

MIRACLE RECORD COMPANY • 500 E. 63RD ST. CHICAGO 37, ILL.

**The Billboard MUSIC POPULARITY CHARTS**  
**Folk Record Section**

PART VII

Week Ending October 1



**BEST-SELLING RETAIL FOLK RECORDS**

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

Weeks (to date)	Last Week	This Week	Record Title	Artist	Label
7	2	1	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys	Victor 20-3103
22	1	2	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
6	3	3	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162
22	4	4	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680
8	6	5	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224
22	11	6	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
14	4	7	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
2	—	7	COOL WATER	Sons of the Pioneers	Victor 20-1724, Decca 46027
9	10	9	FOREVER IS ENDING TODAY	Ernest Tubb	Decca 46134
7	7	9	MY DADDY IS ONLY A PICTURE	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
21	—	11	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
1	—	12	BUTTONS AND BOWS	Gene Autry	Columbia 20469
5	12	13	TALKING BOOGIE	Tex Williams and His Western Caravan	Capitol 15175
13	—	14	SEAMAN BLUES	Ernest Tubb	Decca 46119
1	—	15	I LOVE YOU SO MUCH IT HURTS	F. Tillman	Columbia 20430
7	—	15	WHO, ME?	Tex Williams and His Western Caravan	Capitol 15113

**ADVANCE FOLK RECORD RELEASES**

- Ain't Got No Time for Foolin' Around**  
S. Bradley Ork (Finger Prints) FM 285
- Any Old Time**  
B. Folger & the Barn Dance Boys (I'll Be) FM 326
- Any Time at All**  
A. Foster (Brush Those) Regent 134
- At the First Fall of Snow**  
M. O'Day & the Cumberland Mountain Folks (I Heard) Columbia 20494
- Back Where the West Begins**  
T. Eckols & His Tom Cats (I Guess) Texstar T-5
- Banks of the Wabash**  
S. Bradley Ork (Guitar Breakdown) FM 284
- Barn Dance Polka**  
Lulu Belle & Scotty & Their Farm Boys (Have I) FM 287
- Beer Barrel Polka**  
S. Bradley Ork (Swiss Boy) FM 264
- Blond Headed Girl**  
J. Smith (When It's) FM 317
- Brush Those Tears From Your Eyes**  
A. Foster (Any Time) Regent 134
- Building on the Sands**  
Balles Brothers (Has the) Columbia 20493
- Caravan**  
J. Bacon & Three Little Pigs (You Call) FM 387
- Clarinet Polka**  
S. Bradley Ork (St. Paul) FM 263
- Don't Monkey Around My Widder When I'm Gone**  
F. Holden (She's Some) King 741
- Drivin' Nails in My Coffin**  
J. Irby & His Texas Ranchers (Too Many) MGM 10284
- Finger Prints**  
S. Bradley Ork (Ain't Got) FM 285
- Frankfurter Sandwich**  
Lulu Belle & Scotty & Their Farm Boys (Too Fat) FM 286
- Go Home With the Girls in the Mornin'**  
B. Wills & His Texas Playboys (Still Water) MGM 10276
- Go On Your Way**  
B. Folger & the Barn Dance Boys (The One) FM 308
- Gosh, I Miss You All the Time**  
Maddox Brothers & Rose (Time Nor) 4-Star 1271
- Guitar Breakdown**  
S. Bradley Ork (Banks of) FM 284
- Has the Devil Got a Mortgage on You?**  
Balles Brothers (Building on) Columbia 20493
- Have I Told You Lately That I Love You?**  
Lulu Belle & Scotty & Their Farm Boys (Barn Dance) FM 287
- High Price for Love**  
A. Dexter & His Troopers (Just Take) Columbia 20492
- How Many Biscuits Can You Eat?**  
Grandpa Jones (My Old) King 740
- I Didn't Have the Heart To Say Goodbye**  
Hawkshaw Hawkins (Some of) King 742
- I Guess I've Lost You After All**  
T. Eckols & His Tom Cats (Back Where) Texstar T-5
- I Heard My Mother Weeping**  
M. O'Day & the Cumberland Mountain Folks (At the) Columbia 20494
- If I Could Be Alone With You**  
B. Case & His Melody Boys (When It's) Royal Tone 1002
- I'll Be True to the One I Love**  
B. Folger & the Barn Dance Boys (Any Old) FM 326
- I'm Living in Dreams**  
C. Casey (Juke Box) MGM 10279
- In Old Mexico**  
B. Gregory (Riding Along) MGM 10283
- Juke Box Gal**  
C. Casey (I'm Living) MGM 10279
- Just a Gigolo**  
D. Waltz (This Is) 4-Star 1274
- Just a Man and His Dog**  
Red Foley & the Cumberland Valley Boys (Tit for) Decca 46143
- Just Take a Little Time**  
A. Dexter & His Troopers (High Price) Columbia 20492
- My Old Red River Home**  
Grandpa Jones (How Many) King 740
- Riding Along Singing a Song**  
B. Gregory (In Old Mexico) MGM 10283
- Rye Whiskey**  
J. Smith-J. Lester & His Trail Blazers (The New) FM 262
- St. Paul Waltz**  
S. Bradley Ork (Clarinet Polka) FM 263
- She's Some Daisy for 19 Years Old**  
F. Holden (Don't Monkey) King 741
- Sing a Song of Boys Album**  
The Smoothies-B. Thomson (1-10") Karousel TC-5
- Sing-a-Song of Christmas Album**  
The Smoothies-Barry Thomson (1-10") Karousel TC-3
- Sing a Song of Girls Album**  
The Smoothies-Barry Thomson (1-10") Karousel TC-6
- Sing a Song of Mether Goose Album**  
The Smoothies-Barry Thomson (1-10") Karousel TC-1
- Some of These Nights**  
Hawkshaw Hawkins (I Didn't) King 742
- Still Water Runs the Deepest**  
B. Wills & His Texas Playboys (Go Home) MGM 10276
- Strife, Strife, Strife**  
K. McKenzie-C. Mulhern & His Western Band (The Prisoner's) FM 277
- Swiss Boy**  
S. Bradley Ork (Beer Barrel Polka) FM 264
- The Daughter of Jole Blon**  
J. Smith-J. Lester & His Trail Blazers (When My) FM 261
- The New San Antonio Rose**  
J. Smith-J. Lester & His Trail Blazers (Rye Whiskey) FM 262
- The One I Love Don't Care for Me**  
B. Folger & the Barn Dance Boys (Go on) FM 308
- The Prisoner's Song**  
C. Mulhern & His Western Band (Strife, Strife) FM 277
- The Sow Song**  
C. Mulhern & His Western Band (The Tavern) FM 276
- The Tavern Song**  
C. Mulhern & His Western Band (The Sow) FM 276
- This Is My Beloved**  
D. Waltz (Just a) 4-Star 1274
- Time Nor Tide**  
Maddox Brothers & Rose (Gosh, I) 4-Star 1271
- Tit for Tat**  
R. Foley & The Cumberland Valley Boys (Just a) Decca 46143

The Billboard MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Week Ending October 1



MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION			
Weeks to date	Last Week	This Week	
7	2	1	1. JUST A LITTLE LOVIN'...Eddy Arnold and His Tennessee Plowboys .....Victor 20-3013
20	1	2	2. BOUQUET OF ROSES.....Eddy Arnold and His Tennessee Plowboys .....Victor 20-2806
30	3	3	3. ANYTIME .....Eddy Arnold and His Tennessee Plowboys .....Victor 20-2700
4	—	3	3. LIFE GETS TEE-JUS, DON'T IT?.....C. Robison.....MGM 10224
6	4	5	5. ONE HAS MY NAME.....Jimmy Wakely .....Capitol 15162
22	10	6	6. TEXARKANA BABY .....Eddy Arnold and His Tennessee Plowboys .....Victor 20-2806
18	11	7	7. SWEETER THAN THE FLOWERS .....Moon Mullican.....King 673
8	14	8	8. FOREVER IS ENDING TODAY .....Ernest Tubb .....Decca 46134
24	6	8	8. TENNESSEE WALTZ .....Pee Wee King and His Golden West Cowboys.....Victor 20-2860
36	5	10	10. HUMPTY DUMPTY HEART .....Hank Thompson and His Brazos Valley Boys .....Capitol Americana 40065
3	—	11	11. CRAZY BOOGIE .....Merle Travis.....Capitol 15143
2	—	11	11. WHEN MY BLUE MOON TURNS TO GOLD .....Cliffie Stone.....Capitol 15108
2	—	13	13. BANJO BOOGIE .....A. (Guitar Boogie) Smith and His Cracker-Jacks.....MGM 10229
14	8	13	13. BANJO POLKA .....Tex Williams.....Capitol Americana 15101
3	—	13	13. I LOVE YOU SO MUCH IT HURTS .....Floyd Tillman.....Columbia 20430

FOLK TALENT AND TUNES

By Johnny Sippel

Gene Johnson, Wheeling, W. Va., folk music talent booker, reports that he played Capitol's Shug Fisher and Mercury's Ken Curtis on a tour thru Pennsylvania, New York and Ohio. . . . Cowboy Phil and the Golden West Girls, formerly at KQV, Pittsburgh, are doing five shows weekly over WWVA, Wheeling, W. Va. . . . Stoney Cooper's Clinch Mountain Boys, featuring Wilma Lee, nabbed a good e. t. deal sponsored by a medicine firm. . . . Harold Vieneault and His Sleepy Hollow Cowboys are airing from CKNB, CHNC and CKNX, Wingham, Ont. They are under contract to Decca's Canadian subsidiary. . . . Cecil Griffith, leader of the "Younguns," heard over WGAP, Maryville, Tenn., has added a disk jockey chore to his daily schedule. Members of the group are Ray Martin, Hawaiian guitar; Burkett Graves, bass; Ed Milligan, fiddle, and Doug Foster, rhythm guitar. . . . The Melody Rangers, Tubby Weeks, bass and guitar; Lyle Nall, accordion and guitar; Del Davenbaugh, guitar and mandolin, and Herb Anderson, violin and mandolin, are working on WFRD, Freeport, Ill. . . . Texas Ruby and Curley Fox, King recording artists, are being featured for six weeks at the Village Barn, New York.

Jimmy Wakely, Capitol artist and Western film actor, has joined Victor's Elton Britt as a new song-writing team. . . . Cotton Seed Clark and Fred Stryker, of Fairway Music, have reportedly settled their differences over *Texarkana Baby* with an out-of-court agreement. . . . Eddie Zack's Dude Ranchers started their own record label, utilizing pre-ban masters which they made. Heard over WHIM, Providence, R. I., the group includes Jack Menna, accordion; Tony Poccia, steel guitar; Harold Allen, bass; Frankie Moon, fiddle; Cousin Richie, vocal; Babe and Maril, vocal duets; and the leader's solo vocals and guitar. Their records are released on Ranch and Dude Ranch labels. . . . Lee Penny, of Edlee Music, Hollywood, is forming a new subsidiary music firm, Brennan Music. . . . Spade Cooley became the father of a son early in September. . . . The Prairie Ramblers, Jack Taylor, Rusty Gill, Wade Ray and Chick Hurt, who wax for Mercury, have completed their 16th year at WLS, Chicago. . . . Ramblin' Tommy Scott, Bullet and Four-Star record artist, has finished 22 weeks with the American United Shows. Scott is using Ray Aldridge, bass and comedy; Jimmy Vance, fiddle; Jenny Vance, rhythm guitar; Baby Sandra, six-year-old singer; and Clara Belle, comedy. . . . The Georgia Crackers, Victor artists, who finished a picture stint in Hollywood, were given a farewell party by Smiley Burnette before they returned to their Ohio radio work. . . . Chubby Lee and his Ramblin' Ridgerunners, featuring the leader's guitar; Slim King, guitar; Smokey Johnson, fiddle; Bill Trine, mandolin and bass, and Speedy Jones, steel guitar, are working on WKMO, Kokomo, Ind.

Capitol's Andy Parker and the Plainsmen landed an hour-long air show over KMPC, Los Angeles, which is heard five times weekly at 10 a.m. . . . Murray Nash, Mercury's folk music chief, is commuting between Dallas, where he is setting up a distributorship, and his Knoxville home. . . . Nelson King, WCKY, Cincinnati, folk music platter spinner, became the father of a daughter, Jeanette Lynn, September 25. . . . Fred Rose was featured on King's platter show recently when the Cincinnati d. j. played three hours of tunes, which the Acuff-Rose music chief wrote. . . . Mercury soon will release its first sides by Howdy and Joe Forrester, who work with Georgia Slim and his Texas Roundup, KRLD, Dallas. . . . Charley Lundy and the Virginia Valley Boys, other Mercury chattels, are airing over KWPT, Kingsport, Tenn. . . . Johnny Tyler, Victor singer, did capacity business during his recent stay at the Roundup Club, Dallas, where he closed September 28 and hopped to the West Coast. . . . The Ertman Sisters, Helen, mandolin; Elma, guitar, and Anna, guitar, the only teen-agers, have a long radio record, appearing on WBUX, Doylestown, Pa.

IMMEDIATE DELIVERY ON 2 RAINBOW SCOOP HITS

'BRUSH THOSE TEARS FROM YOUR EYES'

Featuring Shuffle—Rhythm—Large Orchestra With Orchestra Featuring Jump Vocal RAINBOW #10090

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# "EVERYTHING I DO IS WRONG"

BACKED BY

# "Hop, Skip and Jump"

SP 314



# ROY MILTON

and his SOLID SENDERS

Just released and both sides clicking

## Camille Howard

### "HAS YOUR LOVE GROWN COLD?"

backed by

### "BARCAROLLE BOOGIE"

SP 309

A Sure Seller!

ALL SPECIALTY RECORDS 79c



# The Billboard MUSIC POPULARITY CHARTS

## Record Reviews

PART VIII

Week Ending October 1

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

How Ratings Are Determined

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

The Categories

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

ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
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ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
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POPULAR		OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
JACK LATHROP & THE DRUGSTORE COWBOYS (Victor 20-3119)					
<i>Dainty Brenda Lee</i>	84	84	83	85	
<i>Corn Belt Symphony</i>	79	78	78	82	
EVE YOUNG AND THE DRUGSTORE COWBOY (Victor 20-3077)					
<i>Cuanto le Gusta</i>	72	72	70	74	
<i>Say Something Sweet to Your Sweetheart</i>	81	80	79	83	
GEORE OLSEN & ORK (Victor 20-3114)					
<i>Underneath the Arches</i>	72	72	70	75	
<i>In 11 More Months and 10 More Days</i>	68	67	66	70	
ANDREWS SISTERS (Vic Schoen Ork) (Decca 24499)					
<i>Bella Bella Marie</i>	73	73	72	74	
<i>The Money Song</i>	81	83	80	80	
THE RAVENS (National 9056)					
<i>It's Too Soon To Know</i>	82	82	80	85	
<i>Be On Your Merry Way</i>	69	69	68	70	

POPULAR		OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
BILLY ECKSTINE ORK (National 9052)					
<i>Cool Breeze</i>	74	78	74	69	
<i>You're My Everything</i>	76	76	72	80	
RUSS MORGAN (Decca 24503)					
<i>When You Left Me</i>	62	62	62	62	
<i>You're Nobody 'Til Somebody Loves You</i>	81	79	80	83	
LOUIS JORDAN (Decca 24502)					
<i>Daddy-O</i>	82	83	80	83	
<i>You're On the Right Track Baby</i>	74	74	72	77	
OWEN BRADLEY ORK (Bullet 1018)					
<i>I'd Love To Live in Loveland</i>	62	62	60	64	
<i>Baby Don't Be Mean, Be Mine</i>	56	56	56	56	
ERNIE FELICE QUARTET (Capitol 15228)					
<i>Love Me or Leave Me</i>	70	73	69	68	
<i>Oodles of Boodle and Batches of Scratch</i>	73	76	70	72	

(Continued on page 104)

# HITS

Coast to Coast on

## NATIONAL Records

9056—THE RAVENS' IT'S TOO SOON TO KNOW Be on Your Merry Way

9052—BILLY ECKSTINE'S YOU'RE MY EVERYTHING COOL BREEZE

9055—CHARLIE VENTURA'S EUPHORIA If I Had You

9051—GRACE SMITH'S WHAT'S ON THE RAIL FOR THE LIZARD Get Your Fat Man Now

5020—RAY SMITH'S MY DADDY IS ONLY A PICTURE I'm a Fool To Care

9054—DON ALFONSO'S PAPA SABE Dorotea

### STILL TOPS

9045—THE RAVENS—SEND FOR ME IF YOU NEED ME

9039—THE RAVENS—FOR YOU

9049—BILLY ECKSTINE—SOPHISTICATED LADY

9016—BILLY ECKSTINE—I'M IN THE MOOD FOR LOVE

25001—CHARLIE BARNET—CHEROKEE

9033—JACK CARROLL—MAYBE YOU'LL BE THERE

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• New Releases •

(Bop Vocals)

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featuring ALLEN EAGER & BENNIE GREEN

#508

### DEEDLE HOT HALAVAH

• Spirituals •

### THE ROYAL HARMONAIRES

#2000

### BUCKLE MY SHOE HE NEVER SAID A MUMBLIN' WORD

# A HIT!!!

#18000

### I BELIEVE I'LL GO BACK HOME

by LIL PALMORE

## CASTLE RECORDS, INC.

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New York 18, N. Y.



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CUSTOM-MADE  
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ATLANTA, GADSDEN, ANNISTON,  
DECATUR AND MONTGOMERY ARE  
BUYING BEN LIGHT BY THE  
THOUSANDS!

- TR 516 I CRIED FOR YOU  
GETTING SENTIMENTAL  
OVER YOU
- TR 556 SIBONEY  
MAMA INEZ
- TR 564 BEGIN THE BEGUINE  
I GOT RHYTHM
- TR 600 I'LL GET BY  
IT HAD TO BE YOU

AND MANY, MANY MORE  
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"A BREVEELE DER MAMME"  
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**Before You Know  
"IT'S DECEMBER AGAIN"**

Tower #1272      Miltone #237A

**Arthur Steven Music Publications**  
428 1/2 N. Norton Avenue      Hollywood 4, Calif.

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

Week Ending  
October 1



**THE BILLBOARD PICKS:**

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

- LOVE, YOUR MAGIC SPELL IS EVERYWHERE** .....Peggy Lee-Dave Barbour Ork. Capitol 15232  
Peggy Lee weaves the same subtle magic here as she did with "Golden Earrings," and her voice has a clarity and persuasion that equal anything she has done. The Barbour cleffing shows his usual taste, freshness, and talent for vocal backing. Tune, a long-familiar standard, has plenty of atmosphere potential, and Peggy really brings it out.
- BRUSH THOSE TEARS FROM YOUR EYES** .....Barry Green and Ork. ....Rainbow 10090  
Alan Foster and Ork. ....Regent 134  
Accent here is on the tune, a rhythm novelty cut from the same cloth as "You Call Everybody Darlin'"—actually a hillbilly ditty in pop guise. The Barry Green version is done with a persuasive country accent, the Foster job with a brash, sentimental exuberance. Both are in obvious but commercial shuffle rhythm.
- LILLETTE** .....King Cole Trio .....Capitol 15224  
Cole's tasty rhythm treatment of the appealing rhythm ballad looks like a good bet for the juke, the jocks, and over-the-counter sales. Standout among some half-dozen waxings of the tune, the impeccable Cole treatment brings out the best in the lyric and melody. Worthy of attention, too, is Vic Damone's Mercury platter of the ditty.

**THE DISK JOCKEYS PICK:**

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

1. STRAWBERRY MOON .....Benny Lee-Joy Nichols .....London 271
2. THE MATADOR .....Dinah Shore .....Columbia 38293
3. SAY SOMETHING SWEET TO YOUR SWEETHEART .....Vic Damone-Patti Page. Mercury 5192
4. YOU STARTED SOMETHING .....Tony Pastor .....Columbia 38297
5. CORN BELT SYMPHONY .....Nev Simons .....MGM 10257
6. I'LL WAIT AND PRAY .....Sarah Vaughan .....Musicraft 586
7. WHAT DID I DO? .....Helen Forrest .....MGM 10262
8. IT'S TOO SOON TO KNOW .....Ella Fitzgerald .....Decca 24497
9. WHAT DID I DO? .....Margaret Whiting .....Capitol 15209
10. PRETTY BABY .....Doris Day .....Columbia 38302

**THE RETAILERS PICK:**

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

1. SAY SOMETHING SWEET TO YOUR SWEETHEART .....Jo Stafford-Gordon MacRae .....Capitol 15207
2. ON A SLOW BOAT TO CHINA .....Kay Kyser .....Columbia 38301
3. CUANTO LE GUSTA .....Andrews Sisters-Carmen Miranda .....Decca 24479
4. LILLETTE .....King Cole Trio .....Capitol 15224
5. IT'S TOO SOON TO KNOW .....Ella Fitzgerald .....Decca 24497
6. WHISPER A WORD OF LOVE .....George Paxton .....MGM 10263
7. BUTTONS AND BOWS .....Dinning Sisters .....Columbia 15184
8. FOR YOU .....Gordon Jenkins .....Decca 24478
9. LILLETTE .....Vic Damone .....Mercury 5170

**THE OPERATORS PICK:**

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

1. SAY SOMETHING SWEET TO YOUR SWEETHEART .....Jo Stafford-Gordon MacRae .....Capitol 15207
2. CORN BELT SYMPHONY .....Jack Lathrop .....Victor 20-3119
3. BUTTONS AND BOWS .....Dinning Sisters .....Columbia 15184
4. I WANT SOME MONEY .....Primo Scala .....London 275
5. CORN BELT SYMPHONY .....Nev Simons .....Rego 1016
6. LILLETTE .....Vic Damone .....Mercury 5170
7. 160 ACRES .....Bing Crosby-Andrews Sisters .....Decca 24481
8. IT'S TOO SOON TO KNOW .....Ella Fitzgerald .....Decca 24497
9. RENDEZVOUS WITH A ROSE .....Pied Pipers .....Capitol 15216
10. ONE HAS MY NAME .....Red Perkins .....

**ATTENTION  
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LIVE IN  
MY HEART"**  
BOB STEWART  
and the  
"FOUR D'LOVELIES"

**"Smash Juke Box Hit"**  
"YOU'LL ALWAYS BE MY  
SWEETHEART"  
BOB STEWART— M-7465

**"CORNBELT SYMPHONY"**  
backed with  
"RENDEZVOUS WITH A ROSE"  
M-7469

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**Exclusively GOTHAM!**  
THE EXCITING-NEW-RHYTHM HIT!

**GO LONG**  
BY THE *Dincaires* WITH ORCH.  
G-163

EARL BOSTIC'S LATEST RELEASE!  
**JOY DUST**  
and "SLIGHTLY GROOVY"  
G-162

**GAINING MOMENTUM!**  
20TH CENTURY-TC-3  
SUNG BY *The Jesters*

THE MIGHTY "BABE" IS  
**SAFE AT HOME**  
TC-3

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Coming October 15  
Always Remember  
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Thanks  
Dave  
Garroway  
W-M-A-Q  
for



EXPERIMENT IN JAZZ



30 NORTH WACKER, CHICAGO

**STILL GOING STRONG!**  
**THE Original TOWER RECORDING**  
**OF**  
**BENNY STRONG**  
**"THAT CERTAIN PARTY"**  
**TOWER RECORD No. 1271**  
**ORDER NOW!**  
**FROM**  
**TOWER, 540 NO. MICHIGAN, CHICAGO**

## NOTICE OF SALE OF ASSETS OF NATIONALLY PROMINENT PHONOGRAPH RECORD MANUFACTURER

Notice is hereby given that on October 15, 1948, at the hour of 10:00 A.M. before the Honorable Philip L. Sullivan, U. S. District Judge, in Room 603 of the Federal Courts Building, Clark and Adams Streets, Chicago, Ill., bids will be received for the sale of all property and assets, except cash on hand and accounts receivable, of MAJESTIC RECORDS, INC., first in bulk and then by lots, subject to or free and clear of any liens.

Bidders must be prepared to deposit at the time of the making of their bids, twenty-five per cent (25%) thereof, in cash, cashier's or certified check, the balance to be paid upon confirmation of the sale by the court.

The physical assets of MAJESTIC RECORDS, INC., consist of a complete catalogue of recorded masters of outstanding artists and machinery and equipment, including complete studio recording, pressing, milling and plating equipment, leasehold interests in three plants and furniture and fixtures. An inventory of the assets and further information may be obtained by prospective bidders from the trustees at the address below listed. Arrangements may be made with the trustees to inspect the plants.

JOHN E. DWYER and DONALD J. WALSH, Trustees  
Room 1307, 105 West Adams Street, Chicago, Illinois  
Telephone Financial 6-2474

## ON THE STAND

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

### Tommy Dorsey

(Reviewed at the Cafe Rouge of the Hotel Pennsylvania, New York, September 30. Personal management, International Management Corporation-Arthur Michaud. Road manager, George Thompson. Booked by Music Corporation of America.)

TRUMPETS: Jack Dougherty, Charife Shavers, Verne Arslan, Chuck Peterson.

TROMBONES: Nick D'Maiso, Dick Noel, Marshal Hawk.

REEDS: Sid Cooper, Babe Fresh, Billy Alsworth, Marty Berman, Boomie Richman.

RHYTHM: Norm Seelig, bass; Louis Bellson, drums; Paul Smith, piano.

VOCALISTS: Gordon Polk, Lucy Ann Polk, Denny Dennis, the Sentimentalists (George Deane, Ronald Martin, Alice Masker, Barbara Babineau, Joe Duffy).

ARRANGERS: Sid Cooper, Paul Smith, Bill Finnegan, Sy Oliver.

TROMBONE AND LEADER: Tommy Dorsey.

Let's face it. The passing parade isn't going to pass a guy named Tommy Dorsey as long as he comes up with bands like the edition he aired at a glamour-laden and packed opening night in the freshly redecorated Cafe Rouge of the Hotel Pennsylvania. It seems that in Dorsey's case, Pop Time has lent even greater mellowness and perfection to his always superior dance band.

Playing as important an engagement as he has ever played in his history as a band leader, T. D. rose to the occasion with his finest. And his finest will be subjected to one of the most important box-office tests in the recent history of New York's dance location business. Many local traders opine that the success or failure of the six-week Dorsey engagement could very readily keynote the success or failure of the dance business hereabouts for the remainder of the

coming season. If the opening and second night business are to be the criteria, then T. D. is perhaps going to set the pace for the climb from the box-office doldrums which have infested local hotel and dance locations for the past couple of years.

Placing full emphasis on his familiar tram stylings and on his heavily stocked vocal department (it's eight strong!), Dorsey dispenses a happy mixture of dance tempi which—Cugat be praised—even included an occasional pleasing rumba. His library is liberally sprinkled with standards and T. D. disk hits. This, added to a representative cross-section of current pops, including his currently riding disk smash, *Until*, and some of the familiar Sy Oliver and Bill Finnegan originals and instrumental jumpers, makes for a near-perfect balance. Near perfect, too, is the band's execution of the book. It's that clean.

Tommy also boasts his strongest singing department since the glamorous days of his Sinatra-Haines-Stafford-Pied Pipers brigade. Headed by top English warbler, Denny Dennis, whose style is reminiscent of Crosby, it includes the warm chirping of Lucy Ann Polk and the rhythm salesmanship of her brother, Gordon. The newest addition, which T. D. found in Canada two weeks ago, is a three-boy-two-girl vocal group which so far has inherited the T. D. group name, *The Sentimentalists*. The standout in the instrumental department, aside from the Dorsey tram, are the flashy and modern piano stylings of 19-year-old Paul Smith and the showmanly trumpeting of veteran Charlie Shavers.

It's virtually a certainty that this T. A. band will prove a sure-fire box-office pleaser. There were those who felt that Dorsey had slipped somewhat, but with a hit disking (*Until* on (See TOMMY DORSEY on page 45))

### Del Courtney

(Reviewed at Coconut Grove, Hotel Ambassador, Los Angeles, September 7. Publicity, Barney McDevitt. Booked thru William Morris Agency.)

TRUMPETS: George Rank, Jim Falcon and John Whelock.

TROMBONES: Rick Meyer and John Strong.

SAXES: Doug Lowery, Bill Borenhoft, Ray Clarfield and Dick Saunders.

RHYTHM: Bob Moonan, piano; Gibby Gibson, bass; Bob Ladd, drums, and Mel Severson, guitar.

VOCALISTS: Betty Perry and Dick Baldwin.

ARRANGERS: George Rank and Bob Moonan.

Smooth terp-tempting blends of the Del Courtney crew won the hearty approval of Grove patrons on opening night. This reviewer caught the Courtney ork last winter at San Francisco's Palace Hotel (see *The Billboard*, February 7) and judging by what hit the lobes tonight, there's been little change in the band's product. The same qualities that soothed the ear at the Bay City location are in full evidence here. Keystone to its score structure is the Moonan piano. This is spotlighted via an amplifying mike that brings Moonan's articulate keyboarding to the fore. Steinway is worked against a rich backdrop of brass and reed blends with trumpets periodically coming up to highlight the instrumental combinations.

Only marked difference in the band since last caught are the changes in the vocal department. Last year, lyric chores were in the capable hands of Gloria Foster and Gil Vester. New pipers, Betty Perry and Dick Baldwin, have little to offer. Neither is convincing when it comes to selling a song, nor does either have a voice that is better than average.

Library is well balanced with current faves and former hits. Band's tempo adheres mostly to the easy, danceable beats but still retains sufficient spark to avoid drag.

Lee Zhitto.

### Dizzy Gillespie

(Reviewed at Billy Berg's, Hollywood, September 8. Road manager, Dick Carpenter. Publicity, Jerry Johnson. Booked by Willard Alexander.)

TRUMPETS: Dave Burns, Willie Cook, Elman Wright and Dizzy Gillespie (leader).

TROMBONES: Andy Duryea, William Shepherd and Jessie Tarrant.

SAXES: John Brown, Cecil Payne, Joe Gayes, James Moody and Ernest Henry.

RHYTHM: Teddy Stewart, drums; Nelson Boyd, bass; James Forman Jr., piano, and Channo Poso (Gonzales), Congo drums.

VOCALIST: Johnny Hartman.

ARRANGERS: Walter Fuller, Ted Dameron, John Lewis, Jimmy Mundy, Gerald Wilson, Jerry Valentine and Dizzie Gillespie.

Probably the most worth-while explanation of be-bop can be got from Billy Berg, who will get down to brass cash-register tacks and define the Dizzy Gillespie product as one of the top money-makers to ever hit his location. Dizzy has been packing 'em in despite an admission price which was introduced during his engagement. Judging by the throngs attracted here, be-bop has put the spot back in the chips following Berg's shuttering and ill-fated attempts to draw customers after it reopened.

Gillespie's brand of music making is nothing but the same old stuff cleverly wrapped in a crazy-quilt of showbiz-wise antics designed to give it a new look. For example, customers love a character—a role capably portrayed by Gillespie with his tuft of whiskers, his horn-rimmed spectacles, the beret and zany bandstand mannerisms. Controversy attracts attention, hence the flack created disputes over the merits of (See DIZZY GILLESPIE, page 45)

### Blue Barron

(Reviewed at Hotel Astor, New York, September 2.)

TRUMPETS: Bill Burkhardt, George Nolan, Jimmy McDonald (tram).

SAXES: Warren Palmatier, Stan Morris, Bill Hitz, Irv Roth (tenor-bary).

RHYTHM: Sonny Mann (drums), Walter Major (tuba-bass), Sal Belsalmo (piano).

TROMBONES: Al Esposito, Al Brown.

VOCALS: Bobby Beers, Betty Clark, Helen Lowe, Jimmy McDonald, George Nolan, Irv Roth.

LEADER: Blue Barron.

Traditionally this sweet, measured ickiness sticks in the craw of hip musicians but it makes a fine hotel band regardless. There's much more polish since Blue picked up the post-war baton. It's a big band in a big dance-band tradition, with elements of good taste and showmanlike selection that bode commercial success.

The Barron forte (well-arranged vocal obligatos) has been neatly advanced. *You Were Only Fooling*, moving right now on MGM records, exemplifies the melodic, simplified choral treatments that have never stopped selling. The band is cleaner, more precise and more confident in the attack than ever before. And the vocal ingredients have been refined immeasurably. Bobby Beers shows a pleasant, high-ranged song approach, (See BLUE BARRON on page 45)

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# 10% Vote Elects AGVA's Board

## Kearns Preps AGVA Report For House Org

WASHINGTON, Oct. 2.—A report by the Kearns subcommittee on its recent Philadelphia probe of the American Guild of Variety Artists (AGVA) and the Associated Actors and Artists of America (Four A's) is being readied for submission to the full House Labor Committee in late November of December, a committee official told *The Billboard* this week.

In view of counsel Irving McCann's strong statements at the August hearing (*The Billboard*, September 4), it is considered likely that the report will call upon the labor committee to make a recommendation to the National Labor Relations Board (NLRB) that the agency issue an injunction against AGVA for an alleged secondary boycott against AGVA Local 6 in Philadelphia.

The report will outline charges by Dick Jones, ousted executive secretary of AGVA Local 6, that AGVA and the Four A's have allegedly employed "dictatorial" tactics. The Jones asked for a law "to protect union members against unscrupulous union leaders," the report of the Kearns subcommittee is expected to say that sufficient remedy is available under the Taft-Hartley Act.

The report is to be drafted by McCann under the direction of subcommittee Chairman Carroll Kearns (R., Pa.), who also headed the subcommittee investigating the American Fed- (See 10% Kearns Preps on page 45)

## New AGVA Heads

NEW YORK, Oct. 2.—New officers of the American Guild of Variety Artists (AGVA), determined by nationwide ballot of members, are Gus Van, president; Bill Robinson, first vice-president; Gene Sheldon, second vice-president; Myron Cohen, third vice-president; Phil Foster, recording secretary, and Henry Dunn, treasurer. They take over November 11 and serve for a year.

## Abe Burrows Hits the Stem

NEW YORK, Oct. 2.—Abe Burrows will get his first Stem nitery job when he opens at La Directoire October 19. The plan is to use Burrows with Milton De Lugg, who is with Burrows on his air shows. A dance team may also be added. The deal is for two weeks and options calling for an estimated \$2,500 salary, tho it is known Burrows was offered \$2,000 two years ago to work in a village spot. Burrows turned it down on account of the location.

There has been some talk that Burrows would also double from the cafe to a theater. There was a deal in the talking stage at the Capitol, but it fell thru when Jean Sablon came on the bill. It is possible, however, that Burrows will play a street house before he returns to the West Coast.

## 2,000 of 20,000 Eligibles Cast Ballots; 1-3-Year Terms

NEW YORK, Oct. 2.—The new national board, which will rule the American Guild of Variety Artists (AGVA) for the next three years, has finally been elected by only about 2,000 members, tho 20,000 were eligible to vote.

Thru nominating petitions and by direct vote at meetings started shortly after AGVA's first convention last June in New York, about 200 candidates were electioneering for the various jobs open, with nominations coming in from all over the country. Voting closed last week, with the Honest Ballot Association doing the tallying.

### Three-Year Winners

Members were chosen for terms varying from one to three years. The three-year winners are Gus Van, Boston; Tom Auburn, Montreal; Don Francisco (representing outdoor), Newark, N. J.; Bill Robinson, New York; Phil Downing, Portland, Ore.; Earl Warner, New Orleans; Cal Emmett, Houston; Buddy Walker, Miami; Jackie Jiles, Philadelphia; Henry Youngman, New York; Bob Ellsworth, Cleveland; Betty Cox, Omaha; Jerry Lester, Los Angeles; Alan Gale, Philadelphia, and Lenny Paige, Buffalo.

National committeemen to serve for two years are Lois Donn, Pittsburgh; Georgie Price, New York; Harry Richman, Chicago; Bill Ogden, Columbus; Jean Arthur, Los Angeles; Unabelle Howard, Baltimore; Dewey

Barto, New York; Eddie Rio, Los Angeles; Willie Shore, Chicago; Frank Arena, Reading, Pa.; Ralph Morgan, Boston; Joe Page, Kansas City; Phil Foster, New York; Rex Weber, Los Angeles, and Will Aubrey, San Francisco.

Board members for one-year terms are Larry Kent, Detroit; Jerry Baker, New York; Billy Grant, San Francisco; Russell Swann, New York; Henry Dunn, New York; Al Tucker, Detroit; Allan Cross, New York; Myron Cohen, New York; Sherry Lynn (chorus), Dallas; June Jackson (chorus), Buffalo; Jack Gwynne, Chicago; Fran Ryan, San Francisco; Jimmy Lyons, New York; Harry Mendoza, Los Angeles; Tony Bredice, Kansas City, and Margie Coate, New York.

All officers and board members will be installed at formal proceedings at the Park Central Hotel between November 1 to November 5.

An interesting sidelight to the election is that the program committee managed to elect five of its candidates to officership out of six nominated for office. Out of 45 program committee candidates for the board, it managed to elect 23. Some of these were also part of other slates. Henry Dunn, for example, was unopposed as the treasurer.

A problem may result over the election of three chorus members to the board. According to the constitution, which, incidentally, was accepted overwhelmingly by the membership, only two chorus members may be members at any one time.

Unabelle Howard, Sherry Lynn and June Jackson are all chorus members. As Miss Jackson had the least votes cast for the three, her post will go to Margie Coates, the runner-up.

All elected officers and board members will have their round-trip fares, hotel and per diem expenses paid by AGVA after formal notification of their election has been sent to them and they have agreed to serve.

### "Best" for 45 One-Nighters

WILMINGTON, O., Oct. 2.—Hollywood Productions' *The Best Is Yet To Come* started out of here this week on a tour of 45 one-nighters thru Ohio, Indiana, Kentucky and West Virginia set by Kroger Babb, the firm's prexy. Unit has Skitch Henderson's ork, Little Walter, Crew and O'Connor, Glenn Gregory and Mickey O'Day, the Lamarrs, "Screwball" Happy Hall and Billie Cutler.

was packaged by W. Carl Snyder and Bob Weems. It utilizes a 500-square-foot rink and a cast of 13.

## Breaking the Jump

NEW YORK, Oct. 2.—Morey Amsterdam was on the way to Music Corporation of America (MCA) when he ran into Abe Lastfogel, Morris office topper, and another Morris rep. He stopped to chat and Lastfogel asked how it was the office didn't represent him. Amsterdam said he didn't know, it was one of those things — and the talk started to dwindle down.

"Gotta go now," said Amsterdam. "And, by the way, I'm going to see MCA now. Thanks for breaking my jump."

# NEW FUEL ON AGVA-AFM FEUD

## Can Tootlers Be Forbidden To Play Acts?

### Iowa Clash May Spread

(Continued from page 3)

do what it likes about running its own union but so far as Zarro is concerned he's a working musician and not entitled to a franchise. If AFM orders its members to refuse to play for AGVA members, "we will take steps we consider proper to protect our members," said AGVA. Union toppers refused to disclose what these steps would be.

### Petrillo's Hands Off

Spokesmen at AFM national admitted "a problem exists," but beyond that refused to comment. James C. Petrillo, head of AFM, was said to be too busy working on the record ban to discuss or weigh the merits of the nationwide AGVA-AFM battle.

Trade sources feared that any rule which forbade AFM people to play for AGVA acts in one area might be applied to other areas and saw in it a danger to all showbiz. It was admitted that other showbiz unions besides AGVA might be affected if this unilateral action wasn't checked immediately.

## Cairo Reopens

WASHINGTON, Oct. 2.—The Club Cairo reopened here last week but under new management. Last year's operator, Sam Schanker, is now running a fruit stand across the Potomac River in Virginia. The new Cairo pilots are Abe Wasser and Willie Biron.

Schanker's new enterprise reminded the after-dark set that when Herb Sachs peddled the old Duet Club a year ago he opened an ice cream stand in downtown Washington.

## NY St. Moritz Plans Chi-Chi Supper Club

NEW YORK, Oct. 2.—The old Club Continental of the Hotel St. Moritz is getting a face lifting and will reopen as a chi-chi supper club under the handle tentatively to be called Chat Noire (Black Cat), sometime before the end of October.

The policy will call for three or four acts, no dancing, with the show to start about 10 p.m. The room will be handled by George Evans, who will also do the talent buying in addition to drum thumping the spot.

Acts likely to go in, tho nothing is signed yet, will be Lucille and Eddie Roberts, and the Soft Winds (a trio). Two others will be bought in the next few days.

## Delfont Exits London Casino

LONDON, Oct. 2.—Bernard Delfont, who bows out of the London Casino on October 16, will return early in 1949 to again present star American acts at a London theater still to be selected. It is unlikely he will re-introduce vaude to the London Casino.

Delfont, who has been presenting vaudeville at the London Casino for the last 17 months, will just about break even when he gives up his lease. Competition from the London Palladium, where top names have been featured since January, has forced Delfont to readjust his policy. His temporary exit from vaudeville will be taken to set the wheels moving toward cutting in on the London Palladium success.

The first step in the new Delfont policy will come with the sending of Rosa Heppner, ace Delfont publicist, to the United States October 16 to make fresh Anglo-American contacts and scout the legit and vaude theaters for acts to appear on the Delfont circuit in 1949.

## St. Louis 400 Club Reopens

ST. LOUIS, Oct. 2.—The 400 Club, major local nitery, opened September 29, with owner George Graff again heading the operation. The 400 Club closed late last year when operators who were leasing from Graff, couldn't meet outstanding debts. The opening show, *Ice Scandals*, a blade revue,

## Blue Angel, New York

(Tuesday, September 28)

Capacity, 150. Price policy, \$3.50-\$4 minimum. Owner operator, Herbert Jacoby-Max Gordon. Booker, non-exclusive. Publicity, Dave Lipsky, Phil Bloom. Estimated budget this show, \$2,250.

Current presentation is solid, substantial fare. Two of the acts are tops, one is fair and the last needs plenty of improvement. The combo adds up to a good evening's entertainment.

The Delta Rhythm Boys (four singers and a pianist) had the joint rocking. The boys started slow with *How High the Moon* but got to them and never let go with *Dry Bones*, *The Power of a Woman* and *Juana*. The last two had sock lyrics, with *Juana's* double entendres good for plenty of laughs. In their choice of numbers and in their slick presentation and stage manners, the unit fits the room like a glove.

Louise Howard has shown a vast improvement since this reviewer caught her last and now comes close to the sock category as shown by the audience's favorable reaction. Her take-off on the types of actresses seeking jobs with musicals, the folk singer with the triangle and her *Miss Cutty Sark* of 1926 were grand bits of buffoonery. Only in her impression of a woman announcing a boxing match did she miss.

## Chuckle Stuff

John Buckmaster's satirizations are of the chuckle variety which fit the East Side groove, but while most of his stuff is clever, it isn't sharp or pointed enough. His best bit was a take-off on the way actors beat Shakespeare to death with enunciation. His ribbing of war pictures featuring German villains is good for a few laughs but gets confused. His retelling of a conversation between two English bores might conceivably go with an exclusively English audience.

Feeding Aileen Stanley Jr., to these customers is like feeding lox to people who want caviar. The girl is a young, fresh-looking singer, but when she does oldies apparently handed down to her by her mother, Aileen Stanley, she misses completely. Her style is also a copy of her mother's which went out years ago. The gal has a

## NIGHT CLUB REVIEWS

## Havana-Madrid, New York

(Tuesday, September 28)

Capacity, 320. Price policy, \$3.50-\$4.50 minimum. Shows at 9 and 2. Operator, Angel Lopez. Booking, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$3,000.

This spot has evidently got itself an attraction that should do business, judging from the full house the night caught. It has also added a dance act that gives Tito Guizar, the headliner, an assist and helps make for a stronger over-all presentation.

Playing his first West Side night club date, Guizar is at home in the room, and his work shows it. He is relaxed, ad libs with the customers and sings with his customary easy-to-take tenor. Most of his numbers were oldies, but his following seemed to appreciate them and gave out with big mits until he had to beg off. Among the best received were *Guadalajara*, *Mexican Hat Dance* and *Parolito*.

Teddy Rodriguez and Phyllis, one of the better dance teams around, do very well in two numbers with their customary assortment of whirls, lifts and spins. In the third, *Tico Tico*, their change into what might be called eccentric dancing is clever pace switching.

Trini Reyes, the flamenco dancer, has a good deal to offer with her expert heel clickings. However, she never registers the way she might, primarily because she is given very little production. She works with all the lights up and with a brassy band blaring behind her. The terper might sell stronger if the room was all dark except for a single spot and if she had a few stringed instruments backing her.

The Mildred Raye dancers (6) costumed in pink, handle the opener well. However, in their closer, a samba routine, they had difficulty dancing in unison.

Ralph Font and his ork back Guizar and Rodriguez capably.

Leon Morse.

voice—what she now needs is a routine. The Ellis Larkin Trio assists the acts with their music. Leon Morse.

## Persian Room, Hotel Plaza, New York

(Tuesday, September 28)

Capacity, 275. Price policy, \$1.50-\$2 cover. Owners, Hilton chain. Booking policy, Merriell Abbott, exclusive. Publicity, Dorothy King. Estimated budget this show, \$2,000.

The opening of the season, with Paul Draper and Rosalind Courtright teeing off, should give the Persian Room a fairly good bite of the available cafe trade. On the night caught, with the show already a few days old, the room was jammed with the carriage trade.

Draper, the gaunt red-headed dancer, just about tied everything up into a knot. His easy informal chatter (even his stutter has showmanship) demonstrating a subtle sense of humor and his sheer dance artistry added to an imaginative routine were delightful to watch. His formula is apparently based on the theory that dancing, to be commercial, has to have a wide appeal. That he succeeded was evidenced by the resounding applause he got for every number. Draper got skillful backing from his pianist, Johnny Coleman, and an able assist from Leo Reisman's full band. Draper's catholic choice of tunes to dance to covered practically every kind of beat, from opera to low-down jazz. When he finished he was bathed in sweat, but the customers loved him.

## Rosalind Courtright

Rosalind Courtright is a personable, pretty young lady with an educated set of contralto pipes who created quite a splash at the St. Regis last season. We understand she's the wife of Hernando Courtright, president of the Beverly Hills (Hollywood) Hotel, and so probably has some important connections. But the Miss Courtright has a pleasant voice and a workmanlike routine, she lacks the fire and the imagination to sell her act to a room full of strangers. She sings her songs, and they're good ones, too, as the following a blueprint. It's all head and little heart. The lady might also remember that brevity is a showbiz prerequisite, particularly when the audience isn't too interested.

Leo Reisman, hovering gnome-like over his stand, has acquired a few little selling bits that make him as interesting to watch as he is to listen to. His music, a salable combo of society swing and Latin beats, kept the dance floor filled.

Mark Monte's small combo played the interludes like a big band. Monte's pleasant grin and personable appearance make him a competent and good-looking fronter for a class spot.

Bill Smith.

## Follow-Up Review

RALEIGH ROOM, WARWICK HOTEL, NEW YORK: A few weeks ago when we caught Carol Ames at the Strand we thought she did an excellent job despite some handicaps. She's now at the Raleigh Room with a different style of singing—a throaty, sexy delivery, aimed at an intimate audience which sits practically in her lap. Miss Ames is a pleasant singer with a routine that showed a knowledge of showbiz salesmanship. Her stuff is a mixture of standards and novelties, most of them delivered with a semblance of authority. At the opening (29), the canary was in trouble. The mike did a Donald Duck on her, and tee-off piano backing was askew. The combo got her off to a bad start that took her a couple of numbers to get over. There were times when Miss Ames showed a styling akin to Evelyn Knight's. Other times it was pleasant without being distinguished. The audience,

## Silver Frolics, Chicago

(Thursday, September 23)

Capacity, 325. Price policy, \$1.50 minimum. Shows at 10, 12 and 2:30. Operators, Ben Orloff and Irv Singer. Booking policy, exclusive thru Sid Harris. Estimated budget this show: \$2,300. Estimated budget last show: \$1,850.

Spot is enjoying the payoff from the first name it built in its two-year history, with headliner Jackie Winston pulling them in even on mid-week nights. Winston established himself here a year ago when he stayed 10 weeks. A tumult comic, Winston knocks himself out for 40 minutes and then spends most of the intermission gagging with the customers. Tho plenty of his material had been seen previously, lad throws it so fast that somewhere along the line customers find one to their liking. Winston had to fight a rough audience at the beginning, but his good-natured ribs of their coldness broke them down. His best was a series of straight, new stories, most of them dialog bits, that jelled.

Marian Powers opened slowly with an over-used *It's a Good Day*. Picked up the tempo and attention with her sexy warbling of *I Want To Be a Bad Girl*. Best effort was her *I Should Worry, I Should Care*, which won her a call-back. Has a poor habit of going all out in volume at end of a tune, with the resultant mike crackling hurting her crescendo.

## Ruth Day Dances

Ruth Day, willowy cleater, picks them up and lays 'em down with such force and enthusiasm that she's a winner immediately. The gal knocks herself out all the way in both rhythm and Latin-American tempos. Kept eyes glued to her work and walked off to big hand.

Johnny and George, Negro song duo, were hampered by singer Johnny's cold, which cut down his volume and forced them to throw in solos by 88-er George, who normally does deep obbligato. Johnny showed terrific salesmanship. They ran thru standards, pops and one novelty to good response. Johnny Sippel.

however, liked her. Chances are that when the conked-out mike is fixed and she has her routine down pat, she'll do a standout job.

Bill Smith.

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**Embassy, New York**

(Wednesday, September 29)

Capacity, 325. Price policy, \$3-\$3.50 minimum. Operator, Martin Natale. Booking policy, non-exclusive. Estimated budget this show (including music) \$6,000. Estimated budget last show (without music) \$750.

The old room with a new nose job pulled in all the dance teams in town plus all the rumba tossers from the West Side. The new decor, a dream child of host Gerri Gerardo, former male half of ballroomologists, the Gerardos, and Poni Patton, is a combo of blue and dead white with flowered doodads in walled frames. The impression is one of smartness without ostentation.

But if the room looks good, the show was considerably less than that. For one thing, the many backers and note holders in the joint all had fingers in the pie. Light cues, if any, were countermanded, changed and switched, with some amusing results to onlookers who giggle at banana slip pratfalls. The show, however, suffered. For another thing, Gerardo, who split emcee chores with Pupi Campo, was up to his ears in "advice" on how to run things. Anxious to please everybody, he succeeded in botching things up generally. He introed everybody with an apology and by everybody we mean everybody. At one time it looked as if the waiters were going to take bows, too. Oh, yes, the mike also became temperamental and howled like a lost dog, while the air conditioning (?) turned the jammed room into a Turkish bath.

To overcome these opening night snafues is always a toughie. The crowd, however, was in gleeful spirits, so only a few minded it.

**Pupi's Intros Click**

The show opened with Gerri Gerardo doing a dance set with Poni Patton. Miss Patton, a very pretty brunette, is quite a dancer. Then came Pupi Campo, who is rapidly developing into a personality. His broken English introses and ad libs

got him some real yocks. Under different conditions, and let alone, he might become quite a lad fronting a Latin band.

The single paid act, *The Angels of the Inferno*, five boys, a singing musical act said to have come from Brazil, had a rough time. A blond lad in the group worked himself into a sweat yelling Latin jumpers; the rest were equally vociferous, if not as spirited. The main trouble with the act was its poor presentation. While on, the lights went up, then down; then came a white spot, a red spot, amber and other colors of the spectrum. As "directors" yelled for various colors, the light man tried to oblige to the point where he must have gone batty. When this was over, the customers had a whack at shaking their fannies as "guest stars." The males hoofed it with Danita, Campo's girl singer; females got a chance with Campo. Then came a flock of pro dance teams, and so it went way into the night.

Gerardo, a likable chap, may make something out of this room once he gets over the jitters. But right now he's got a man-sized job ahead of him.

Two bands, Pupi Campo's and Sacasas', were torrid enough for the mob. *Bill Smith.*

**U. S. Acts End 6 Mos. Jobs, Await Ships Without Work**

LONDON, Oct. 2.—Transportation problems are holding up the return to the United States of a number of American acts which have played the maximum six months' engagement permitted on their initial Ministry of Labor (MOL) permits.

Acts, most of whom will be returning to England in 1949, are not permitted, under the regulations, to take further engagements. They must remain idle while shipping accommodations are cleared up for their return home.

**Broadway Hofbrau, New York**

(Wednesday, September 29)

Capacity, 300. Price policy, \$1 to \$2 minimums. Shows at 7:30 and 11:45. Operators, Walter Kirsch-Felix Meyer. Booking policy, non-exclusive. Publicity, Frances Kaye. Estimated budget this show, \$1,000.

The operators here claim they have a "new faces" policy, with none of the acts seen on the Stem before. If so, they have come up with some promising performers, but a tighter presentation would strengthen the entertainment values.

For one thing, the stage carries the Hofbrau theme too far, looking like an Alpine house. A couple of black drapes and a spotlight or two might do the trick. For another, the acts are thrown together and there is no continuity or sense of climax to the proceedings; just one bit after another.

Among the entertainers, Thelma Baker rates as the one with the big potential. This gal hasn't a routine or a character but she has plenty of vitality and is in there selling all the while. Some of her gags are funny, tho she pushes the good impression too far by milking her comedy. Her singing is mostly in Dixieland style, but she also tries belting them out. The effect might be stronger if she stuck to one type of singing.

Larry Foster is a small lad with a big set of bary pipes. This kid is on his way but needs plenty of work. His arm movements are of the old pleading variety. At present he sticks mostly to straight interpretations, his best being *For Every Man There's a Woman*. Some more personality injected into his singing might bring results. Foster has a nice routine where he mimics Vaughn Monroe, Carmen Lombardo and Al Jolson. His Perry Como was weak. This turn, too, might be stronger if given a slant.

Toni Day is a good-looking gal tap dancer who needs a better knowledge of what to wear and what not to

wear. Her routines consist mostly of whirls, with insufficient variety. Additional material might make for better selling.

The Bob Tolly Trio gets some mild laughs with *Bell-Bottom Trousers*. The boys do mostly novelties, but they don't seem strong enough. Tolly's good comic falsetto would be more appreciated if he didn't try a bass at the same time.

Lenny Rogers and His Quintet cut the show nicely, and for their own part of the program gave out the danceable music. In their floorshow spot the unit blended voices to the delight of the customers. They have some unusual arrangements of standards. This combo has plenty to offer, not the least being Rogers' smooth vocals. *Leon Morse.*

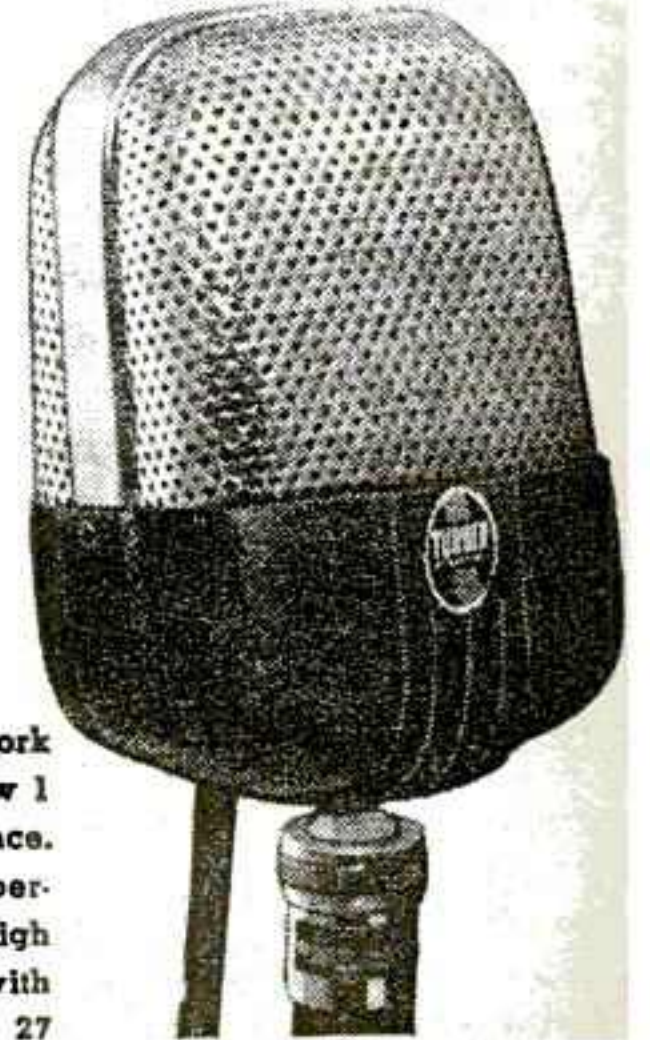
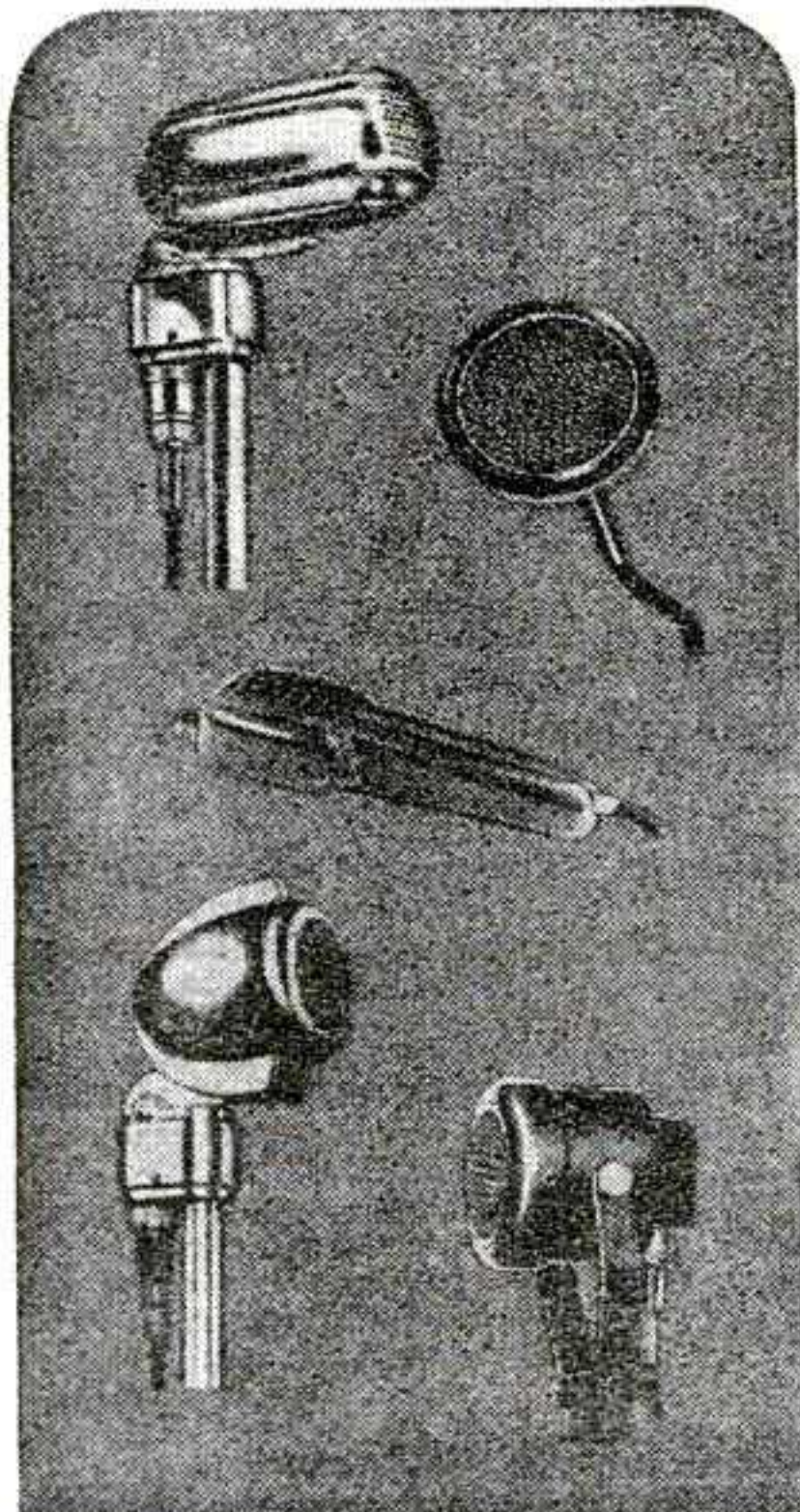
**Crackdown on Nudity Hits Vaude Grosses in Rome**

ROME, Oct. 2.—Attendance at the big vaude houses here has skidded since Commissioner Scelba's cops have cracked down on nudity.

A week ago the second phase of the government's putsch on immorality got under way against the local spots. Some of the smaller places have closed down and the big ones, such as the Colle Oppio and the Adriano, report half empty houses. The Adriano's feature draw the past week was Lilian Harvey, but she wasn't much help with an embarrassing act that drew only scattered applause.

The actors' unions are petitioning the government to ease up. Managers are predicting a complete fold-up if something isn't done about it. The press is helping. Some good acts would draw more biz, but talent is scarce and theaters have been booking some real amateurs.

Primrose Semon, seriously injured in an accident eight months ago, resumed work Monday (4) at the Hofbrau, Billerica, Mass., with Hal Gould, Philadelphia, again agenting.



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**VAUDEVILLE REVIEWS****Roxy, New York**

(Wednesday, September 29)

Capacity, 6,000. Price policy, 80 cents-\$1.50. Number of shows, four daily, five Saturdays. House booker, Sam Rauch. Show played by house band led by Paul Ash.

The new show has all the ingredients of a sock package. It has comedy, good sight values and clever productions that help tie up the various segments into a smooth-running stage presentation.

The headliner is Danny Thomas in his first Stem vaude date since his departure from La Martinique. For his vauder, Thomas has stretched some of his cafe material with emphasis on his radio experiences and his long bus ride. In the latter he managed to throw in a number of yarns for some healthy returns. Thomas is one of the few comics who can be both erudite and nonsensical at the same time, peddling both with gay abandon. The result is a conglomeration of material that appeals to different groups. His closer, a switcheroo on Jolson's *Mammy* was made to order for him. But if Thomas is good his flag waving speeches are better suited for the political platform than for an audience in search of amusement.

Marie McDonald straighted for Thomas with hilarious results. Part of this seemed to be due to some ad libs which broke them (and the audience) up. The couple did a serious thing from *Angel Street*. The soberness dissolved into a gale of yocks when Thomas threw in some of his really funny lines. Miss McDonald is still the Body. Her voice? well—it's acceptable. Her *Buttons and Bows* and *Tree in the Meadow* were adequate, tho the choral background in the latter was too loud. In any case, she was smart enough to pick two tunes high in audience favor.

**Stage and Ice**

The production blended both the Roxyettes and the Roxy Skating Belles in an expertly conceived spectacle. Both lines wore identical costumes, and went thru petal forming formations in iris spots of various colors for outstanding applause. The H. Leopold Spitalny mixed chorus were placed in stage-side boxes representing an audience watching *The Blue Danube*. As the regular line melted off the stage, the ice show segued smoothly to follow along without a hitch.

Joan Hyldoft came on to do her fancy spinning-top whirls and leaps, keeping up the pace set by the line. The gal looked good and did a very good job. The fact that she's a pretty blonde didn't hurt any either.

The Shyrettos, two boys—one girl, opened the regular stagershow in good style. The team's bicycle work was highlighted by their clean looking costumes and particularly by the gal's attractive chassis. Their routine got a lot of lift from their dance and minor acro bits while on the giraffe unicycles. Pic: *Cry of the City*.

Bill Smith.

**Gayety, Montreal**

(Monday, September 27)

Capacity, 1,600. Price policy, 30 cents to \$2. Number of shows, two daily; three Saturdays. House booker, Tom Conway thru A. & B. Dow in New York. Show played by Len Howard's house ork.

With Lili St. Cyr in the top spot, and a nicely packaged vaude show to back her up, this show couldn't miss and it doesn't. Miss St. Cyr's b.-o. potential is as strong as ever, and tho this is her second week here, it's still S.R.O. biz.

Miss St. Cyr is a stripper who probably does the most "artistic" take-off routine of anybody in the business. And her looks don't do her any harm either.

Currently, she has socked across a couple of new numbers like *Chrysis in Aphrodite* (that's the Greek word

**Capitol, New York**

(Thursday, September 30)

Capacity, 4,627. Prices, 70 cents-\$1.50. Five shows daily. House booker, Sidney Piermont. Show played by semi-name band on bill.

Sid Piermont has given the flicker, *Red River*, a pretty good assist. It has Tony and Sally DeMarco on top, Rose Marie as extra added, and Buck and Bubbles and Bobby May to pad out a smooth running stagershow that makes for pleasant eye and ear appeal. Backing the whole package is Nat Brandwynne's 20-piece ork, which did a fine job in playing for the acts as well as in its one spot with *Maleguena*.

Brandwynne, looking boyish, does a competent fronting job, waving the baton in a spirited manner.

Outstanding hit was Rose Marie with a new wardrobe that must have cost plenty. The gal, probably the best rhythm singer around, moved right in with her fast *Momma Says No* and kept it up until her inevitable *Chena Luna* with all the bits the audience loved unabashedly. In the middle she used a switcheroo on her standard Durante number, introing it with a long, cute verse that caught the audience by surprise, building up to terrific hands and laughs. She used the Durante *Lost Chord* in the latter, doing a couple of bars on the ivories. The over-all result drew yells of approval and a terrific mitt.

**Buck and Bubbles**

Buck and Bubbles looked a little different this time around. This was probably due in part to the fact that they worked to stage left instead of their usual stage right position. But in their standard routine of low comedy mixed with heckling, hoofing and keyboarding, the lads were still terrific. Their walk-off mitt was as good as any we have seen them get.

Tony and Sally DeMarco did their customary graceful ballroomology to some on-the-button Brandwynne backing. The team did a couple of numbers with its customary easy floating fashion, winding up to appreciative applause.

Bobby May, who hadn't been seen on the street in a number of years, is still a slick, fast juggler. His Indian club tossing and ball manipulation were effortless and eye catching. He wound up with a head stand on a trick lamp shade atop a table, from where he tossed several balls on a drum beneath them. The bit called for perfect timing to ork backing and made for a flashy finish.

Bill Smith.

for it) and a Chinese routine. As stated before, she's a fine dancer with a sense of production that could fit her in nicely in the better cafe spots thruout the country. Naturally, her present act would have to be revised.

The rest of the show got an exceptionally nice reception. Milt Ross registered with his well-paced em-seeing plus delivery of both standard and newer material. Ross has a good sense of timing.

Arabella caught the two-a-day atmosphere perfectly in her drum stint and clicked for a solid mitt. Ditto the Eldoros in the acro and hand balancing turn.

Rudy Vasco collected his share of applause with a well-paced musical novelty stint, registering with his mandolin, guitar, etc. Corri and Elsa supplied the slapstick comediantics and, as always, it's corny but good for guffaws.

Vocalist Emily Cambridge got across some effective warbling, nicely phrased and delivered, and Henry Hale clicked in his novelty balancing turn.

Beverly & Bob Dae contribbed some nice ballroom terping that was good for a solid palming.

Len Howard's ork cut the show in the usual clean-cut manner.

Charles J. Lazarus.

**RKO Albee, Cincinnati**

(Thursday, September 30)

Capacity, 3,200 seats. Prices, 50, 65 and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly. Show played by Deke Moffitt's house ork.

Whatever quality is lacking in the latest conglomeration of acts to hit this house under the Horace Heidt-Philip Morris air-show banner is more than accounted for in the enthusiasm with which each turn attacks its job. A gracious audience rewarded all with healthy returns.

Adhering closely to its air-seg format, show gets a pro touch from comic Don Rice, who works with a pacing vehemence that eliminates the laggard stigmatism usually associated with a vehicle of this type. His stock line of material, including the imaginary newspaper bits, gimmicked situations, a boudoir scene and his deliberate corn, payed off in yocks all the way.

Top mitt among prize-winning youngsters went to Harold Parr, who displayed the same ace barying of *My Happiness*, *Cool Water* and *Ave Maria* as exhibited in his last local appearance. John Mungall's Irish tenor pipings of *Tell Me a Story*, *Trees* and *Mother Machree* ran Parr a close second on the applause meter. Mungall's range is wide and phrasing good.

The Melodaires (three boys and a gal) pleased with a jived-up *Tiger Rag*, and their best, a juke-box roundelay. Jimmy Grosso, handsome youth, capably handles a number of vocal and instrumental impressions, including take-offs on names, going best with simulated trumpeting via the Henry Busse and Clyde McCoy methods.

Stanley Morse, an added starter, came thru with a sock trombone version of *Sabre Dance*, while Jack Green kept attention high with his musical bottle turn. Pat Theriault managed a furious banjo-strumming job on *Twelfth Street Rag* and *Chinatown*, and followed with even speedier string picking on *Liebestraum*. Phylis Lile got the show under way with an average acro turn.

Pic: *Smart Girls Don't Talk*.

Bob Doecker.

**Strand, New York**

(Friday, October 1)

Capacity, 2,700. Prices, 70 cents-\$1.50. Four shows daily. House booker, Harry Mayer. Show played by Freddie Martin and ork.

This show probably will be a smash to Freddy Martin fans, tho it hasn't enough meat to satisfy others.

Martin's 18-piece outfit carries the major portion of the entertainment chores and while it registers on several numbers, the over-all effect is not strong enough. The band's one big novelty, *Maharajah of Magador*, went over big and another could be included. Martin also unveils a competent whistler in Gene Conklin, who does a nice job on *Chardash*. His boy vocalist, Merve Griffin, has a good baritone in the lower register, but when he hunts for the high notes he misses. His best was *Pecos Bill*.

Martin played plenty of his popularized classical creations. He did a good job with *Clair De Lune*, *Warsaw Concerto* and *Fiddle Faddle*. The Martin band carried five fiddles, but they were overcome by the belting brass section. The lack of integration between brass and string hurt the general impression.

The Calgary Brothers did their usual standout slow-panto turn, to healthy yocks and big hands.

Blair and Dean, the boy and girl dance team, seemed to be having difficulties with the small stage space. Their first number, a South American number, had some interesting melody, but they didn't capitalize on the Latin kick in their terping. Their routines consist of shoulder carries while whirling and plenty of kicking that isn't blended to a purpose.

Pic: *Jonny Belinda*.

Leon Morse.

## United Det. Forms Amateur Circuit

DETROIT, Oct. 2.—Something like a circuit is being worked up on a small scale in the amateur field by United Detroit Theaters, largest local theater organization, as a result of nearly a year of amateur shows at two of their key houses, the Annex and the Regent. The climax will be Saturday (9), when the leading amateurs, who are admittedly close to professional status by now, appear at the Broadway-Capitol, first-run house which has been giving Detroit most of its occasional bigtime stagings for the past six months.

The shows at the new neighborhood house are given on Tuesday and Saturday nights, with the favorite amateurs appearing over and over again till they have built up quite a following. Top winners in these two houses have been built into an eight-act variety bill, with Chuck Stanley as emcee for the big downtown house.

## DIZZY GILLESPIE

(Continued from page 40)

this new school of jazz thought which has been fanned by press agency into further flame to an extent where bopism is almost in the cult class.

Actually this jazz style is not as mysterious and mystical as its drum beaters would have us believe, nor is it quite as foreign from conventional jazz as claimed by its converts. It's different only in that its purpose seems to be to create as uninhibited and unorthodox a product the human ear can tolerate. Melody as such is totally eliminated from the scheme of things, with full emphasis falling to awkward (and at times, painful) harmonic combinations, soloists favoring unconventional intervals in jumping from one note to the next which is worked against a background of untamed rhythmic torrents. Score and playing manner lean almost exclusively to staccato style similar to trumpet be-bops, from whence this music got its name. Bop-styled riffs are almost entirely used as the thematic basis. This tends to create a restless, nervous emotional undertow. Again shooting at the listener's basic emotions, Gillespie likes to wind up a selection with a four-bar cadence devoted to mercilessly punching away at a highly dissonant chord that brings his audience to seat's edge until he finally resolves into its natural end (or tonic) chord. This device is particularly effective.

It takes more than a beret and a beard to make a band, and Gillespie has more to offer than just the zany trimmings. From a musician's standpoint, his aggregation is one of the best disciplined in the biz today. Cut-offs are razor sharp, attacks pack a powerhouse punch, and the ensemble riding is as clean and true as one would want. This coupled with Gillespie's terrific trumpeting destined his aggregation to become the next big Negro band to sweep the country. More than honorable mention belongs to vocalist Johnny Hartman, whose smooth and effortless song-style makes his ballad selections (injected between ork's frenzied offerings) as ear worthy as his sugar-coated pipes.

Lee Zhito.

## BLUE BARRON

(Continued from page 40)

and the sidemen who double as chirps do what they do capably and always within tidy showbiz bounds.

Songbird Betty Clark was ill on the night the band was caught.

The Barron band spelled a happy booking for the Astor, what with the Three Suns alternating for terp fare. Customer traffic was heavy, as was the appreciation for the entertainment. Blue's got a future in hotels, sure.

Joe Carlton.

## IN SHORT

### Hartford, Conn.:

Walter Kane, of South Coventry, Conn., has bought the Hayloft Restaurant at Coventry, one of the largest restaurants and night clubs in the area, from Stephen Cubles.

### Here and There:

Carrollton Club, Columbia, S. C., has reopened under the name Latin Quarter. New org features an orchestra and floorshow nightly except Sunday. Mr. and Mrs. Charles F. Abbott, formerly of Charlotte, N. C., are new ops. . . . Val Setz, comedy juggler, opens at the Palladium, London, following a tour of the provinces. . . . Following a 10-week stint at the organ in the Roosevelt Hotel, Pittsburgh, Marjorie Slightam takes her music magic to the Mayflower Cafe, Cheyenne, Wyo.

Georges and Jo Ann move into the Neil House, Columbus, O., October 11 for a month's engagement following a two-weeker at the Jefferson Hotel, St. Louis. . . . Al Hirsch advises from the National Jewish Hospital, Denver, that he has severed all connections with the Empire Entertainment Agency, Denver, and that he plans to set up a booking office of his own when his health permits.

## ARA, AGVA Pick Feinberg for Fuss

NEW YORK, Oct. 2.—Artists Representative Association (ARA) and the American Guild of Variety Artists (AGVA) have finally agreed on arbitration procedure in the choice of William Feinberg, former topper of the American Federation of Musicians, Local 802.

Under the new plan, Feinberg, who has been declared acceptable to both ARA and AGVA will be the impartial third party in any proceedings involving ARA and AGVA members. For this service Feinberg will receive \$25, half to be paid by both orgs, for every case on which he sits.

## TOMMY DORSEY

(Continued from page 40)

Victor) riding high and with so great an aggregation of dance music dispensing talent there is no question in this reviewer's mind that Dorsey will remain right where he has been for these many years. And that's at the top. Hal Webman.

### New York:

## Stem B. O. Sags to 356G; MH 122, Cap 53, Roxy 78

NEW YORK, Oct. 2.—Stem vaude grosses slipped again last week to \$356,000, as against \$430,000 the previous stanza. Not only were three of the flesh-pic combos—Roxy, Strand and Capitol—in their last week, but with the weather suddenly turning warmish, the double factor carried enough weight to keep attendance down.

Radio City Music Hall (6,200 seats; average \$115,000) got a nice \$122,000 for the second week with the Lane Brothers, Jack Harwood and Good Sam. The first seven days were good for a strong 139G.

Roxy (6,000 seats; average \$89,000) dipped 30G to a \$78,000 gross for the last week with Joe Howard, Illinois Jacquet, Al Bernie, Ed Sullivan and His Harvest Moon Dancers, the Ice Show and Luck of the Irish. The previous week was good for a solid 108G. The new bill, reviewed this issue, consists of Danny Thomas, the Shyrettos, Marie McDonald, the Ice Show with Joan Hyldoft and Cry of the City.

Paramount (3,654 seats; average \$76,000) hit a \$75,000 gross the fourth week with Jack Leonard, the Martin Brothers, Carmen Cavallaro's ork and Sorry, Wrong Number. The third week's receipts were \$88,000.

Capitol (4,627 seats; average \$66,000) registered a weak \$53,000 in its last week with Gene Krupa and his

### '49 Icer for Atlantic City

ATLANTIC CITY, Oct. 2.—Arrangements have been made to bring the Ice Capades back to the Convention Hall for the next three summers. The ice shows have been a standard summer feature here for almost a decade. Opening date for next year was set for July 22. The show will run for six weeks and four days. Under terms of the agreement, the city, which owns the Convention Hall, will receive 10 per cent of the gross after deduction of taxes, including the city's 3 per cent luxury tax on all amusements.

## KEARNS PREPS

(Continued from page 41)

eration of Musicians (AFM) and James C. Petrillo.

The date of the report is still uncertain, but according to labor committee Chairman Fred Hartley (R., N. J.), he will call for reports from all labor subcommittees sometime between elections and the congressional session, starting January 3.



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# Theater Parties 5-Million Biz, But Not Everyone Loves 'Em

NEW YORK, Oct. 2.—The theater party business has grown to the status of an industry and now sells about \$5,000,000 in tickets to Broadway shows annually, according to the calculations of one of the Stem's more important party agents. The business has developed spectacularly in recent years to the point where an increasing number of agents are climbing aboard the party gravy train. However, at present the bulk of the biz is in the hands of some 10.

Business this year is about 25 per cent better than last. Raising funds via Broadway show benefits seems to have done the trick for many orgs, and many more are using the device. The party agents get between 5 and 10 per cent from producers for selling parties.

### Many Oppose Parties

This growth has not been without the opposition of several Broadway managements. Among the recalcitrant producing firms are Rodgers & Hammerstein and Bernie Hart. The latter points out that if you have a hit, parties are not needed. Furthermore, with a flop on your hands and parties sold, you're really in the soup, Hart says, because the wailing and gnashing of teeth by disgruntled ducat-holders begins in earnest. Hart told of his experiences with *Christopher Blake* when ticket holders for parties found they were stuck with a turkey. "They drove us nearly crazy

trying to exchange their seats at the b. o.," he said. "When they watched the play, it was even worse."

There have been numerous complaints from actors about party audiences, the latest blast coming from Tallulah Bankhead, who has influenced John C. Wilson not to sell parties to *Private Lives*. However, the party agents say that it is impossible to sell parties to *Lives* because it is a revival.

La Bankhead's dislike for parties stems from her experience with them a while back when she was in *The Eagle Has Two Heads*, which was touted a hit but wound up a dismal failure. She, no doubt, suffered similar heartburn to Hart's when her audiences found they were getting a show not to their taste.

Most of the other producers accept parties but limit them to two or three a week. Some don't limit them at all. While many managers want the quick money that parties make available, the screams of anguish from a public that can't buy seats to a hit and the bad public relations it causes have been enough to persuade producers to limit the number of wholesale buys.

The party agents claim that their clients now register a higher i. q. They say that many orgs are using the device to build scholarship funds. Now, they claim, it is not just a case of fund raising, but of fund raising plus theater interest. Their position is that they are building theater audiences where none existed before.

Theater parties are a local institution. Their nearest counterparts on the road are the first night clubs. The factor which militates against the procedure in the hinterlands is the element of time needed to sell the tickets; there is short notice on road booking. Furthermore, most road dates are of one week or shorter, and that doesn't help to make enough seats available.

## Actors Studio Maps Sunday Night Series

NEW YORK, Oct. 2.—Among the more important innovations of the second season in business for the Actors Studio (AS) will be an evening of one-acters to be held several Sunday nights during the year. The acting group will do the short plays with two objectives in mind: Giving a chance to gifted actors who haven't directed to see what they can do, and enabling directors who have, for example, clicked as comedy meggers, to do scripts in a serious vein. Among the newer talents to be utilized will be Karl Malden, David Wayne and Josh Logan. Wayne and Malden have never directed on the Stem and while Logan is among the top comedy staggers, he hasn't piloted a drama. The AS is also looking for new one-act scripts and anything good submitted to them will come to life on the board.

The actors laboratory group will not have Bobby Lewis' teaching services this year, but will carry on with Elia Kazan, Lee Strasberg, Martin Ritt, William Hanson and Sanford Meisner. Hanson is taking over many of Lewis' duties at the AS.

While the AS did not set any worlds afire in its first season, it did produce a fitfully interesting script—*Sundown Beach*—that flopped on the Stem. Now its one-act tele seg on WJZ-TV has won rave notices from video crits.

With much of the studio's foundation already secure, Broadway can look forward to more and better projects this season from it.

## BROADWAY OPENINGS

### EDWARD, MY SON (Opened Thursday, September 30) MARTIN BECK THEATER

A drama by Robert Morley and Noel Langley. Staged by Peter Ashmore. Sets and lighting supervised by Raymond Sovey. Company manager, Morton Gottlieb. Stage manager, Richard Bender. Press representatives, Richard Maney and Frank Goodman. Presented by Gilbert Miller and Henry Sherek.

Arnold Holt.....Robert Morley  
Evelyn Holt.....Peggy Ashcroft  
Larry Parker.....Ian Hunter  
Harry Soames.....Torin Thatcher  
Dr. Waxman.....Dayton Lummis  
Cunningham.....Waldo Sturrey  
Ellerby.....Godfrey Kenton  
Hanray.....D. A. Clarke-Smith  
Eileen Perry.....Leueen MacGrath  
Prothero.....Richard Newton  
Burton.....Godfrey Kenton  
Summers.....Waldo Sturrey  
Phyllis Maxwell.....Dorothy Beattie  
Betty Fowler.....Patricia Hicks

Once in a while—just to prove the rule's exception—a play arrives which has been a whopping success on London's West End and unveils here as practically flawless. *Edward, My Son* is it. It is a script of wit and depth, written by people who obviously know stage values and superlatively acted by a cast likewise knowing its trade. There is every indication that the importers, Gilbert Miller and Henry Sherek, have a solid hit on their hands at the Martin Beck for months to come.

Robert Morley and Noel Langley have accomplished a top-flight job of collaboration on a tragi-comic study of the amoral machinations of a British newspaper tycoon, who self-justifies all his heelishness by an almost insane devotion to a spoiled son. Less expertly written, it is an old theme which could bog down badly. But the authors never let matters go melodramatic or mawkish. Their tycoon is so forthrightly, honestly selfish in his roguery that he has an amusing charm even at his scoundrelly best. Who is responsible for the humor in the dialog, a reporter wouldn't know, but it packs plenty of quirks to spark audience mental nip-ups and chuckles. There is not a character—even down to the bits—who does not come real and alive. There are no types in *Edward*; they are real people who build for absorbing interest from prolog to final curtain. And, incidentally, Robert Morley and Noel Langley have scripted Robert Morley a part such as will not likely come his way again in years.

### Superb Portrait

Superb is the only description for Morley's portrait of a 30-year career of depravity—the amassing of a fortune founded on the results of a touch of arson, fostered on blackmail, brutality and bribery. Nothing is too much for Arnold Holt to risk for a son who steadily grows in stinker-esque stature, altho he never appears on the stage. And Holt gets away with it. The lad grows up a weak, thieving drunken brat—but the fact that his death in World War II is tabbed heroic by his commanding officer is accepted by the father as a complete justification of his indulgence. It isn't a pretty picture, but Morley makes it brilliantly engrossing—a great performance by a great actor.

The same adjective applies to Peggy Ashcroft as his wife and a mother who must pitifully stand by to witness the ruination of her son, drowning her frustration in alcohol after her one break for freedom ends in failure. Her brow-beaten progress from a fresh, middle-class housewife to an aging, sodden Lady Holt is a study in moral disintegration which will live in any pew-sitter's memory.

There are brilliant supporting performances all down the line. Leueen MacGrath makes a splendid Stem debut in one scene as a discarded mistress. Ian Hunter's family doctor and general counsellor is excellent. Ditto is D. A. Clarke-Smith's contribution of a deflated head-master and Torin

### TIME FOR ELIZABETH (Opened Monday, September 27) FULTON THEATER

A comedy by Norman Krasna and Groucho Marx. Staged by Norman Krasna. Sets by George Jenkins. Company manager, Emmett Callahan. Stage manager, Tom Turner. Press representative, Helen Hoerle. Presented by Russell Lewis and Howard Young.

Mr. Robinson.....Kenneth Paterson  
Walter P. Schaeffer.....Russell Hicks  
Miss Greene.....Eleanor Lawson  
Ed Davis.....Otto Kruger  
Harrison Ogiethorpe.....John Arthur  
Lily Schaeffer.....Leila Bliss  
Mr. McPherson.....Leonard Mudie  
Kay Davis.....Katherine Alexander  
Anne Davis.....Ottillie Kruger  
Richard Coburn.....Dick Hogan  
Mr. Jasper.....Harlan Briggs  
George Zwilling.....Edward Clark  
Amy Zwilling.....Theresa Lyon  
Vivian Morgan.....Sheila Bromley

When Norman Krasna and Groucho Marx huddle together over a type-writer, reasonably hilarious results should be expected—something in the way of belly laughs and situations to tattoo a funny bone. However, their joint effects with *Time for Elizabeth* unveil as more than a bit of a let-down. *Elizabeth* is a pleasant, often chucklesome little dish of homey—and rather obviously rounded-out—comedy. But it is far from what might be hoped for from two such craftsmen as Krasna and Marx and will add little fuel to the season's success beacon.

Basically, the Krasna-Marx notion is a good one—that there is considerable fun in the spectacle of middle-aged retirement from business turning to ennui. It all starts when the manager of a washing machine company decides to emulate one of the plant's machinists who is retiring to the delights of Elizabeth, New Jersey (hence the play's title). So Ed Davis bawls out the president, gets himself fired and departs with his wife for Florida fishing, golf and rest. Six weeks is about the limit. Fishing makes him seasick, golf is a bore and his neighbors are worse. He takes a fling at local business and loses practically all his money. Wind-up gives him his old job back with a substantial slice of washing machine stock to boot.

If the truth be told, it appears that both collaborators have realized the inherent weaknesses of their script and tried to juice it up via curtain lines and situations. Between them, they have missed the boat. A matter like *Elizabeth* needs the remembered Frank Cravenesque touch. Gags stick in its throat.

Despite *Elizabeth's* shortcomings, Otto Kruger again proves himself a beguiling comedy player. Kruger doesn't always sell the customers on his belief in what he is doing, but he manages to get the most out of his portrait of a gent in search of fiftyish relaxation. If he slips a bit occasionally, blame the script. Katherine Alexander does as well as may be with a somewhat dull assignment as his wife, and his own daughter, Ottillie Kruger, is well cast as his stage offspring in the piece. Dick Hogan makes an acceptable son-in-law, and there are good character contributions from Harlan Briggs as a Florida landlord and from Russell Hicks as a fatuous, facistic boss. Krasna's direction probably makes the over-all register better than it really is. George Jenkins' two sets are about run-of-the-mill.

*Elizabeth*, when all is said and done at the Fulton, adds up to a mildly enervating comedy exercise. It doesn't look too expensive to run, and likely will be hereabouts until the pic rights are established. But any sharp competition will blow it away.

Bob Francis.

Thatcher's of a beaten-down jailbird. But then, everything about *Edward* is expert—direction, production and acting down to the last bit. It just adds up to smash theater.

Bob Francis.

## BROADWAY SHOWLOG

Performances Thru  
October 2, 1948

### Dramas

	Opened	Perfs.
A Streetcar Named Desire.....	12-3, '47	249
(Barrymore)		
Born Yesterday.....	2-4, '46	1,120
(Lyceum)		
Harvey.....	11-1, '44	1,654
(48th Street)		
Mister Roberts.....	2-18, '48	261
(Alvin)		
Play's the Thing, The... 4-23, '48		161
(Booth)		
Respectful Prostitute, The: Happy Journey From Trenton to Camden, The.....	3-16, '48	231
(Cort)		

### Musicals

Annie, Get Your Gun... 5-16, '46	991
(Imperial)	
High Button Shoes..... 10-9, '47	412
(Century)	
Inside U.S.A..... 4-30, '48	179
(Century)	
Magdalena..... 9-20, '48	16
(Ziegfeld)	
Make Mine Manhattan... 1-15, '48	302
(Broadhurst)	
Small Wonder..... 9-15, '48	21
(Coronet)	

### ICE SHOWS

Howdy Mr. Ice..... 6-22, '48	231
(Center)	

### OPENED

Time for Elizabeth..... 9-27, '48	9
(Fulton)	
Edward, My Son..... 9-29, '48	4
(Martin Beck)	

### CLOSED

Finian's Rainbow..... 1-10, '47	741
(46th Street)	
Saturday (2)	
A Story for Strangers... 9-21, '48	7
(Royale)	
Saturday (25)	
Time for Elizabeth..... 9-27, '48	9
(Fulton)	
Saturday (2)	
Town House..... 9-23, '48	12
(National)	
Saturday (2)	

### COMING UP

(Week of October 4, 1948)	
Private Lives..... 10-4, '48	
(Plymouth)	
Summer and Smoak..... 10-6, '48	
(Music Box)	
Love Life..... 10-7, '48	
(46th Street)	



# OUT-OF-TOWN OPENINGS

## CHARLESTON, 1822

(Opened Thursday, September 30)

### SHUBERT THEATER, NEW HAVEN

A new play by Dorothy Heyward. Directed by Martin Ritt. Settings and lighting by Ralph Alswang. Costumes by Ernest Schrap. Production under the supervision of Lawrence Langner and Theresa Helburn. Associate producer, Allyn Rice. Company manager, Leon Spachner. Publicity, Joseph Heidt. Production stage manager, Buford Armitage. Presented by the Theater Guild.

George ..... John Marriott  
Rose ..... Mildred Joanne Smith  
Denmark ..... Juano Hernandez  
Capt. Wilson ..... Blaine Cordner  
Phyllis ..... Marion Scanlon  
Eliza ..... Gail Gladstone  
Gullah Jack ..... Leigh Whipper  
Trader Henri ..... Somer Alberg  
Morris Brown ..... Frank Wilson  
Patrolman ..... Tyler Carpenter  
The Mauma ..... Bertha T. Powell  
Pompey ..... Alonzo Bosan  
Tina ..... Edith Atuka-Reid  
Aneas ..... William Warfield  
Benbow ..... Wanza L. King  
Pharaoh ..... William McDaniel  
Rachel ..... Fredey Marshall  
Adam ..... Merritt Smith  
Cuppy ..... Theodore Hines  
Belleisle ..... Harry Bolden  
Lot ..... Louis Sharp  
Jemmy ..... George Doshier  
Sinah ..... Musa Williams  
Blanche ..... Urylee Leonardos  
Peter Pys ..... Earl Sydnor  
Jesse Blackwood ..... Thomas Anderson  
Ned Bennett ..... Earl Jones  
Rolla Bennett ..... William H. Marshall  
Monday Gell ..... Charles McRae  
Perault Perioleau ..... John Bouie  
Mingo Harth ..... Eric Burroughs  
Blind Philip ..... Harold Des Verney  
Frank Ferguson ..... Richard Silvera  
1st Drummer ..... Samuel Brown  
2d Drummer ..... Moses Mianns

The Theater Guild did right proud by Dorothy Heyward's 10-year-old play, *Let My People Go*, giving it a new title and top-drawer direction. However, despite its extremely capable cast and some extraordinary histrionics by Juano Hernandez, the general theme or mood of the opus isn't quite one that will panic a Stem audience. It is drama in its purest sense, all the way. The carriage trade will love it. But whether Mr. and Mrs. Second Balcony will go for it is another matter.

The theme of the play revolves around an abortive scheme to free all slaves in Charleston by a general uprising, which involves killing all the whites in the city. The leading character is a former slave who calls himself the "deliverer" and who rallies the slaves about him for the plan to free the entire country. His plan fails, as history has reported, and the Theater Guild has a story.

#### Hernandez Scores

Juano Hernandez, who plays the deliverer, does a remarkable job of acting in an extremely difficult role and his arduous stage chores keep him down center almost thruout the entire play. Altho he is a little at a loss at times as to what to do with his hands, his shading and delivery certainly leave nothing to be desired. It's his show and he capitalizes on every situation.

John Marriott, who stepped into the Rex Ingram role on short notice, was extremely handicapped by his unfamiliarity with the part and had to read most of his lines directly from the script. There is no doubt he will add a great deal of strength to the part as soon as he becomes familiar with it.

#### Others Okay

The rest of the large cast do extremely well, and the Guild did well in its casting. Despite the opportunities for over-acting, none of the cast takes advantage and for the most part the play was free from the scenery chewing usually manifest in plays of this nature.

Martin Ritt's direction is in keeping with the Guild's traditions, and he has handled the 33 performers and the eight scenes with great generalship for steady pace. His stage never lacks balance, and his motivation is acute. The Ralph Alswang sets are perfectly executed.

The Stem fate of this show is hard to predict. The play will definitely

## THE SILVER WHISTLE

(Opened Monday, September 27)

### PLYMOUTH THEATER, BOSTON

Comedy by Robert McEnroe. Directed by Paul Crabtree. Setting and lighting by Herbert Brodtkin. Costumes by Ernest Schrap. Production supervised by Teresa Helburn and Lawrence Langner. Company manager, Richard Skinner. Press representative, Peggy Phillips. Stage manager, Philip S. Barry. Presented by the Theater Guild.

Mr. Beebe ..... William Lynn  
Mrs. Gross ..... Jane Marbury  
Mr. Cherry ..... Burton Mallory  
Miss Tripp ..... Eleanor Wilson  
Reverend Watson ..... Robert Carroll  
Mrs. Sampler ..... Kathleen Comegys  
Mrs. Hanmer ..... Doro Merande  
Miss Hoadley ..... Frances Brandt  
Olliver Erwenter ..... Jose Ferrer  
Emmett ..... George Mathews  
Father Shay ..... Charles Hart  
Mr. Beach ..... Edward Platt  
Mr. Reddy ..... Charles Kuhn  
Policeman ..... Chase Soltez

Robert McEnroe is an airfield signal tower operator who has turned a baker's dozen of plays; the first to be produced is *The Silver Whistle*, which has the impressive auspices of the Theater Guild. Despite holding down a job which must have its tedious moment (or perhaps because of it), Mr. McEnroe has an imagination which takes some fancy flights.

His *Whistle* is a remarkable blend of farce, satire and pure comedy of the sort which winds up in a pleasant bath of sentiment. It offers actors some wonderful opportunities for displaying their best brand of Smithfield and it often is outrageously funny. At the same time it has its offensive moments.

#### All About a Tramp

*Whistle* is the improbable tale of a glib and garrulous tramp who lands in the backyard of an old folks' church home with a pet rooster, a pack of lies, a potion for restoring youth and a gift for getting away with murder.

Jose Ferrer plays the role with all the ham at his command. And it's not out of place. The old folks, led by an acid-tongued ancient played magnificently by Doro Merande, get their share of opportunities, too. The play is ribald, overstocked with broad profanity and sometimes shocking in the words it puts into the mouth of the old folks. There's some delightful pantomime by Frances Brandt, as a tipsy elder. A proper stuffed shirt job by Robert Carroll; some pleasantness from Eleanor Wilson as his fiancée; some sprightly comedy by William Lynn, and so on.

#### It's Ferrer's Show

Some of the antics required of the elders just step over the line of good taste. Yet, because of the fun involved they can be forgiven. The play's last act trails off into sentiment, after two segs of highly improbable but sometimes wonderfully funny comedy. It's obviously Ferrer's show, despite the chances for scene stealing by all the rest of the cast. And he makes a hell of an opportunity out of it.

But its future is something else again. *Whistle* is one of those things you hesitate to make prophecies on. It could be a smashing hit. It could get kicked off the stage. The former seems more likely. Bill Riley.

## Revue Starts Hobart Run

HOBART, Tasmania, Oct. 2.—The Dawe-Edgely Revue Company, which when it last visited Hobart ran a record season of 27 weeks, has returned for another visit and expects to do even better. The first program, which is running for 10 days, has sold out completely. After the first revue, programs will be changed weekly. Boom is still on and the Dawe-Edgely org will certainly cash in on it.

have boosters, and they can easily be legion. But it is certainly not a play that will have mass appeal. Sidney Golly.

## RAZE THE ROOF

(Opened Friday, September 17)

### TIVOLI THEATER, SAN FRANCISCO

A revue presented by Maurice Duke. Sketches and special material written by Snag Harris. Musical director, Bobby Sherwood. Press representative, Chris Lykke.

CAST: Jerry Lester, the Wiere Brothers, Chill Williams, Ray Malone, Mark Cook, Cecil Stewart's Royal Rogues, Hector and His Pals, Joe Pasco, Lita Terris.

This show is good by reason of Jerry Lester, but while he makes it something of a one-man exhibition, there are other top acts which prevent the whole thing from getting top-heavy. Lester is the berserk type of comic with no holds barred. The show is actually a night club revue (longer, of course), that has been transferred to the stage. It contains a little of everything. Lester is on and off the stage a dozen times, but even so he has enough to get the yocks all of the time from a packed house.

Chill Williams, the pin-up girl, has little to do, and turns out to be nothing more than something to put into a bra. The Wiere Brothers get screams. Probably three of the zaniest characters ever to hit town, they won a bumper crop of laughs by abetting Lester in a skit called *Poone in Persia*.

Other acts are all worthy and well balanced: Ray Malone's dancing, Joe Pasco's bag punching, Lita Terris's songs, Hector's dogs, and the vocalizing of Cecil Stewart's Royal Rogues. An attractive line backgrounds the sketches for eye-appeal. Bobby Sherwood's ork works the show in good style. Edward Murphy.

## Non-Profit Group Seeks D. C. House

WASHINGTON, Oct. 2.—Negotiations to open a small legit playhouse here, the first since the closing of the National July 31, are being made by a non-profit group called Productions, Inc., associated with the Institution of Contemporary Arts. Disclosure of the negotiations was made by Ed Kaufman, general manager of the drama group, which plans to produce and present its own shows. The group is considering several sites and hopes to make a selection in time to get under way this winter.

Kaufman emphasized that the chief aim of the enterprise was to present "good, artistic drama," and he added that the project would have a policy of non-segregation on the stage and in the audience. The National's closing followed a controversy between the theater management and Actors' Equity, which refused to conform to the National's Jim Crow policy. The National will open this fall as a flicker house.

Meanwhile, Productions, Inc., is scheduling a number of other presentations, the first major one being a concert by Libby Holman October 27 and 28 at Pierce Hall, 16th and Harvard streets, N. W. Miss Holman will sing traditional and modern folk songs.

## Equity Council Nixes Any Action on Hagen

NEW YORK, Oct. 2.—The Actors Equity council refused to take action, Tuesday (28), on a petition by 10 of its members that it protest to the press in Pittsburgh over its treatment of the Uta Hagen incident. Several theater crux in the Smoky City took the actress who is on tour in *A Streetcar Named Desire* to task in print for attending and speaking at a pro-Wallace rally sponsored by the United Electrical Workers unit there (*The Billboard*, September 25).

The union has received many telegrams from individuals concerning the occurrence but has refused to take a stand one way or the other. Its feeling, as expressed by several council members, is that Miss Hagen had

# Choreographer Royalty Yen Is Equity Snag

NEW YORK, Oct. 2.—A demand that producers pay choreographers a royalty on each company of the hit show on which the choreographers have done the dance direction may prove the stumbling block to the choreogs' entrance into Actors Equity. Choreographers feel that when they create the dances for a hit show they are entitled to a royalty for the road company and for foreign productions of the same production. A case in point is the Australian company of *Annie Get Your Gun*, where a dance director employed by the Australian producers stood in the wings for two weeks and copied Helen Tamiris' dance patterns without paying her for her creations.

The dance directors obviously feel that they need the strength of Actors Equity behind them to force the producers to pay this royalty. They want to enter Chorus Equity, the sister union of Actors Equity, as a semi-autonomous unit.

Many Broadway directors get an additional fee for their services on the road company of a hit. However, it is always a deal which the director makes for himself with the producer.

Some speculation along this line by actors leads to the thought that when thespians create roles in hits using bits of business which are exclusively theirs, these actors also might want a royalty for creating something which thespians in the road company generally utilize.

However, Equity is not sure it is in a position to demand from producers the royalty that the choreographers want and indeed may not be able to satisfy their request. What that may do to the dance directors' yen to join the union remains to be seen.

a right to make the speech, but she must also take the consequences.

They state that the actress has the right of any other individual under our constitution to express herself politically. However, the Equity position is, she must not look to Equity for backing.

The council's answer to the petition was that while "it deplored the exertion of pressure from any source on its members, inasmuch as she was acting in her capacity as a private citizen, not as a representative of Equity, the council took no action on the petition.

## ROUTES Dramatic and Musical

Annie Get Your Gun (Music Hall) Kansas City, Mo.  
Burlesque, with Bert Lahr (Mayfair) Portland, Ore., 5-7; (Criterion) Medford 9.  
Blackstone: LaCrosse, Wis., 6; (Auditorium) St. Paul, Minn., 7-9.  
Born Yesterday (Locust St.) Philadelphia.  
Blue Danube (Philharmonic Auditorium) Los Angeles.  
Brigadoon (Shubert) Chicago.  
Command Decision (Wilbur) Boston.  
Carousel (Curran) San Francisco.  
Desert Song: Stockton, Calif., 6; (White) Fresno 7-8; (Civic Auditorium) San Jose 9.  
For Love or Money (American) St. Louis.  
Finian's Rainbow (Forrest) Philadelphia.  
Heiress, The (Nixon) Pittsburgh.  
Harvey (Colonial) Boston.  
High Button Shoes (Great Northern) Chicago.  
John Loves Mary (Cass) Detroit.  
Life With Mother (Walnut) Philadelphia.  
Light Up the Sky (Shubert) New Haven, Conn., 6-9.  
Man and Superman, with Maurice Evans (Court Square) Springfield, Mass., 6; (Avon) Utica, N. Y., 7; (Empire) Syracuse 8-9.  
Mr. Roberts (Erianger) Chicago.  
Medea, with Judith Anderson (Biltmore) Los Angeles.  
My Romance (Shubert) Boston.  
Oklahoma (Ford) Baltimore.  
Oklahoma (Texas) San Antonio, Tex., 4-8; (Music Hall) Houston 7-9.  
Silver Whistle (Plymouth) Boston.  
Set My People Free (Majestic) Boston.  
Street Car Named Desire (Harris) Chicago.  
Show Boat (Metropolitan) Providence.  
That's the Ticket (Shubert) Philadelphia.  
Winslow Boy (Selwyn) Chicago.

## Burlesque

By UNO

EVELYN TAYLOR, featured strip, recovering from a deep scissor cut on finger that took four stitches to heal, switched from the George Murray unit to spot-booked berths in stock and circuit houses. . . . George DeWitt, straight man, returned to the Empress, Detroit, after several years' absence. Ditto Harry Savoy, old-time burlesker, to double as straight man and as comic, after working as a welder. Jack (Duck Nose) Pershing left to join a roadshow in Toronto. . . . Charles Wehn is back managing the concessions department at Charlie Fox's Empress, Milwaukee, after a tour with the Johnny J. Jones Exposition. . . . Herbert K. Minsky continues as manager of Veterans Hospital Camp Shows. . . . Marjorie Miller opened at the 19th Hole, Manhattan, October 8. . . . Vini Faye bows into the Empire, Newark, October 15 as house singer. Brother Joey is with *High Button Shoes* at the Shubert, New York. . . . Phyllis Gayle, new strip from the West, is featured on the Hirst Circuit with the Frank X. Silk unit. Other principals are Joe Cowan, Pat Galvin, Francine and Al Blanc. . . . Sam Price, Al LeRoy, Betty Jo Morgan and Dorothy Hart are at the Faust Club, Peoria, Ill., for two weeks.

INEZ CLAIRE, Midwest circuit feature, threw a party for the cast at the Alvin, Minneapolis, September 27 to celebrate a birthday anniversary. . . . Phil Seed, comic, returned to burly after 15 years in vaude and niteries. Opened October 1 at the Mayfair, Dayton, on the Kane circuit. . . . Jack Dillon, emcee; Jack McNulty, comic, and Bill Bennett, vocalist, all ex-burleskers, are skedded to help Erne Breuer launch the latter's Tin Pan Alley niterie in Hollywood, Fla., October 15. . . . Linda Scott, strip singer, is making her first appearance in burly on the Hirst wheel with the Dean-Taylor-Richards unit. She comes from the Wayside Inn, Springfield, Mass. . . . Sammy Smith and Sammy Birch have formed a new package combo called Nut Crackers of 1948 for vaude and niteries. Co-principals are Dolly Dawson, Tanglefoot and Dorothy Starr. . . . The Empress, Milwaukee, began its season with Harold Hanson, house manager; Duke Scheffler, ork leader; Jack Ross, house singer; Rose McNab, concessionaire; Clarence Barker, doorman, and Gerry Germaine, producer of a 10-girl line-up, including Carol and Kathleen Lucky, Rita Bishop, Dorothy Dean, Bonnie Roberts, Ruth Stasi, Flo Bernier, Rita Sneider and Excilda and Billie Steffes. Inez Claire headlined the second show in. . . . Janice Day quit the chorine ranks at the Hudson, Union City, to assist hubby Nick Lycos at his Roxy eatery in Boro Park, Brooklyn. . . . Herbie Faye, comic, signed a 30-week contract to tour in one of the Veterans Hospital Camp Shows starting out in Pasadena, Calif. . . . Buddy Bryant has replaced Herbert Leighton as house singer at the Casino, Pittsburgh.

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## Furni Saves the Day For St. Paul's Legit

ST. PAUL, Oct. 2.—Any attempts to side-step local top legit productions were nipped in the bud in New York, Ed Furni, manager of the St. Paul Auditorium, reported on his return here Friday (1).

Furni made a flying trip to New York after United Booking Office (UBO) put *Annie Get Your Gun* into the Lyceum Theater, Minneapolis, and set a November date for St. Paul. Local newspapers and business men became alarmed, believing the recent change in Lyceum management in Minneapolis might have caused a new UBO policy.

In New York, Furni met with Marcus Heiman, UBO prexy; Elias Weinstein, Gus Patou and others and won assurance there would be no discrimination against St. Paul and its more than 350,000 population in the matter of top-flight productions.

No answer was given for failure to book *Annie* into St. Paul directly after the Minneapolis run this week, but Furni was assured the production will play here this season. Both the St. Paul Auditorium and the Lyceum have UBO franchises.

## Der Bingle Maps N. W. Tele Chain

SPOKANE, Oct. 2.—Bing Crosby plans to build a chain of television broadcasting stations in the Pacific Northwest which will include Spokane, Tacoma and Yakima.

Here for a Philco broadcast waxing, Crosby said Wednesday (29) he had applied to the Federal Communications Commission (FCC) for a video channel and that an engineering survey indicated a nearby mountain peak would be suitable for a tower.

He said the Spokane station would cost approximately \$210,000 and have an annual operating cost of about \$125,000. From 18 months to two years will be required to get into operation, he estimated.

Asked by a newsman if video is economically practicable for cities the size of Spokane (160,000) and Tacoma and smaller, Crosby replied:

"It has to be. There's going to be television across the country. Relay stations and coaxial cables are being installed to join the larger cities, and it's only a matter of time until they reach all parts of the nation. The time is not far off when sponsored television programs are assured."

## Perth Has Genuine Boom

PERTH, West Australia, Oct. 2.—Legit boom started here with the Old Vic Company was no flash in the pan as most old showbiz people had predicted it would be. Fleshers are drawing good houses at the Repertory, the Garrick Club, the Patch Theater, the Capitol and the Tivoli.

Altho all shows are of adult appeal only, b.o. at all theaters is on a high level. Cecil Courtneidge is scheduled for a season at His Majesty's commencing October 25 and will be preceded by hypnotist Ceccarelli. Advance sales for both are encouraging. A quiz kid session at the 2,000-seater Ambassadors saw huge turn-away biz.

## Try-Out for "Greenbrier"

RICHMOND, Va., Oct. 2.—*Greenbrier*, an operetta by Elizabeth Maury and Emma Gray Trigg will get a try-out here Wednesday (6) at the WRVA Theater. The Richmond Opera Group, Inc., are its sponsors. Local approval would sked it for a Broadway chance during the winter. Arthur Norris, who batoned the *Oklahoma* ork for two years, is musical director.

## Magic

By Bill Sachs

MARDONI AND LOUISE, those high-flying trixsters, opened Friday (1) at Glenn Rendezvous, Newport, Ky., for a two-week stand. . . . Jack Herbert has been handed another holdover, making six weeks in all, at the Hotel Last Frontier, Las Vegas (Lost Wages), Nev. He winds up there Thursday (7). . . . Tung Pin Soo (Al Wheatley), aided and abetted by his charming wife, Charlene, is currently showing his wares in the Continental Room of the Jefferson Hotel, St. Louis. . . . Sid Edwards and Connie open November 8 at Beaufort, S. C., for the Jacksonville, Fla., branch of the International Harvester Company for a run of 32 shows. They will spend the holidays in Indianapolis and January 3 open for the Fort Wayne, Ind., branch of International Harvester for a string of 42 shows. This marks their third season for International, and they already are set for 38 shows for the same firm for next season. . . . Jay Marshall is with the new legit show, *Love Life*, which opened recently in Boston and moves into New York this week-end. . . . Chanda the Magician and Princess Zeella, after a summer in theaters and parks, are set for the next two weeks in Pennsylvania niteries and theaters, after which they head southward in their new combination sedan and delivery car. . . . Kajar is back in New York from a South American cruise. . . . Eddie and Lucille Roberts are playing club dates in and around New York. . . . Dai Vernon, the manipulator par excellence, sails soon from New York on a South American cruise. . . . Lenore Walton, brunet lovely, who recently gave up magic to concentrate exclusively on vent, is vacationing at her home in New York after winding up a niterie tour of the West. During a recent stopover in Cincinnati to visit her brother, Miss Walton made a trip to W. S. Berger's vent haven in Covington, Ky., where she was intrigued by Berger's vast magic and vent collection, considered one of the finest in the nation. During a recent engagement in Amarillo, Tex., Miss Walton and Zogi the Magician, of Hutchinson, Kan., were guests at a dinner tossed by the Knights of the Round Table there.

DUKE MONTAGUE and Company, who opened their fall tour at Bridgeport, O., September 20, are routed thru Ohio, West Virginia, Pennsylvania, New Jersey, New York, Delaware and Maryland until January, at which time they hop to the West Coast, where a string of Coast and Intermountain dates will keep them occupied until spring. The Montagues recently concluded their fourth summer swing of the Midwest and, except for brief vacations over the holidays, haven't closed their unit in seven years, with appearances in 43 States, Canada and Mexico. During the war years they appeared at army camps and hospitals and on numerous USO and Red Cross programs. They make the hops in a Mercury station wagon and a 26-foot Schulte trailer. . . . Henry B. Balleau, hypnotist, has quit the road temporarily to manage a string of five theaters out of Santa Fe, N. M. . . . Leroy the Magician (Leroy Armstrong) has been finding business good on a string of sound dates thru Northern Nebraska. . . . The last two months have seen no less than five midnight spook shows in theaters thru the Iowa-Nebraska sector. Reports are that business was spotty for some, good for others, but all reported the takes down from previous years. Many areas seem to be over-run with that type of show, with several of the spookers closing recently due to over-lapping routes. . . . George and Betty Johnstone opened September 24 at the National Theater, Louisville, as a feature attraction with Jimmy Davis, ex-governor of Louisiana, his band and revue,

## Films at 90% Off, Para's Video Boast

DETROIT, Oct. 2.—Paramount's New York video film studios will open within the next two weeks, offering sponsors, agencies and package producers opportunity to produce a film version of their shows at a cost which George Shupert, firm's director of commercial video operations, says is one-tenth that of making it in a flicker studio. In a speech here to the television round-table luncheon this week, Shupert said the cost of producing a 30-minute show would run from \$500 to \$1,000 for use of the studio and film recording, with a 35 or 16mm. negative or positive print available one minute after the show completed its camerawork, via Paramount's instantaneous off-the-tube recording system.

The first studio to be ready will be a small one, 46 by 15 feet, with plans going forward for an additional studio 72 by 36 feet to go into construction soon.

## Library Theater Calls

NEW YORK, Oct. 2.—Following appropriating by Equity council of a \$2,500 fund to springboard another season of Equity Library Theater productions, registration will be held at org's headquarters Monday (4) thru Wednesday (6) for aspirants in the acting, direction and producing brackets. Fund is to provide backing for 10 plays to be presented between now and January 1, on the basis of \$100 to \$125 per play. Remainder will be utilized for office expense. Therese Hayden is acting chairman of the committee in charge.

## Goodbye Montreal

MONTREAL, Oct. 2.—*Goodbye My Fancy*, legiter starring Madeleine Carroll which was skedded to have a pre-Broadway break-in in Montreal, will not show here after all. It will play Toronto and London, Ont., however, as previously planned. The reason for the change in plans, according to the production's press department, is that other bookings have been arranged in U. S. cities, such as Detroit, which are nearer Toronto and London than Montreal.

which will tour the major cities of the South as a package. . . . A guy claiming to be a magician and sporting a fancy Hindu monicker, is doing a good job of burning up the Illinois territory these days with a rag-bag org that is badly misrepresented by a good line of billing. Not only is the outfit a frowsy-looking mess and ill produced, but the lad who calls himself a magician takes it upon himself to sell his wares thru a line of filthy patter that would bring blushes to a hardened patron of the lowliest dive, altho the show is billed as just the thing for the kiddies. So hot is the layout that a number of Chicago magicians have lost bookings in the territory as a result of this magician's (?) operations.



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## Allen Players' Biz Continues Good in Dallas

DALLAS, Oct. 2.—Allen Players, who successfully opened their tent tour here in late August under management of Ethan Allen and Dick Darling, continue to play to good crowds and business. Results during mid-week have been fair, but weekend business continues to build and thus far the Allen-Darling combo is satisfied with grosses.

Local radio and vaude acts, plus amateurs on Friday nights, are being used. Wayne Babb is handling the comedy, with Darling doing characters in addition to his directing chores. Cast also includes Flo Darling, Bettie O'Conner, Minnie Fletcher, Trixie Maskew, Dave Sullivan and Cecil Hunt.

Bobby Jewell presents the show under the same top he used in East Texas earlier in the summer. His magic turn is a feature. Margot Jewell is on the front door.

## Central Texas Hall Biz Big for Trudell

LIBERTY, Tex., Oct. 2.—Frank Trudell last week closed a successful summer tour of halls in Central Texas with pix and vaude. Trudell and wife will take their winter show into Colorado where they have some established territory which they played last winter.

They plan to add religious pix later in the season, Trudell reported.

## Drive-In for Columbus, Miss.

COLUMBUS, Miss., Oct. 2.—Construction has begun on this city's first drive-in theater. Un-named as yet, theater will be located 2½ miles west of the city on Highway 82 and backers of the project are working out plans to serve not only patrons from this city but students from Mississippi State College and Mississippi State College for Women.

## Greenville Drive-In Bows

GREENVILLE, S. C., Oct. 2.—Skyland drive-in theater, located on a 10-acre tract on the New Buncombe Road, held its formal opening here last night. Ulmer S. Eaddy Jr., formerly with a Columbia, S. C., drive-in, will manage the new enterprise which accommodates 600 cars.

## Lake Fixes Tour Plans

WILKES-BARRE, Pa., Oct. 2.—Lake Players, three-people unit, are completing plans for a tour of this sector, which is expected to get under way soon. Unit played Central Pennsylvania territory last season and will repeat on many of these dates.

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## REP RIPPLES

G. M. LANSON is in Central Point, Ore., readying his religious pix show to play Central Oregon territory, his second season in that sector. He says he has almost all of his dates booked. . . . Arlo's Show, directed by M. M. Arlo, is headed for Nebraska where it will connect with a circle of towns for pix following a successful jaunt in Kansas. . . . Fred S. Murchie writes from Powder River, Wyo., that he has been doing flesh bills and pix with three people in that sector to fair returns. Murchie plans to add some schools to his hall dates soon. He expects to spend most of the winter in Eastern Washington where he played last season and where he has some established territory. . . . Northampton Players opened their season September 27 near Boston. . . . Florian Players opened their winter tour in Reading, Pa., September 27. Itinerary will include almost all of the winter sponsored dates that they have played in the last two years. Clifton Craggot will manage the group and this year's play will be E. F. Hannan's *The Constant Mourners*. . . . Gitt's Novelty Show has been playing around Ogden, Utah, for the past three weeks to fair business. . . . Frank and Arthur Godfrey will have 16mm. pix in the Laconia, N. H., area this winter. They have purchased the film of L. L. Drake, who has had pix in New England under sponsors for several years. The Godfrey brothers also will add religious pix. . . . Dave Costa's three-person show has been around Sherbrook, Quebec, the past few weeks, with business only fair.

FRANK TOWNE'S vaude-pix show is playing to fair business around Bonham, Tex. Unit will present short-cast bills later in the season. . . . Leland Stowe has a three-cast unit presenting E. F. Hannan's *Okie From Oklahoma* out of Raton, N. M., to fair results. Stowe says he plans to add 16mm. pix soon. . . . Cleary & Hines are showing 16mm. pix to sponsor groups around Newcastle, Pa. . . . Daley's Texas Show, presenting vaude and pix, is working to fair business in the El Paso sector. Unit plans to play a number of schools but will stick mainly to halls. Two new trailers have been added to the three-person unit. Daley recently purchased some pix from Ernest Buhler, El Paso, and he says the stuff

has a lot of good old-timers including some silents, which will be worked into the show. He also plans to use short-cast bills later. . . . Allen-Davies Family Show, which closes its current tour soon, will play sponsor dates with short-cast bills out of Baltimore this winter. Show made about 50 dates in Pennsylvania this summer to fair business. . . . Franklin Robertson is readying a pix outfit to play sponsor dates around East St. Louis, Ill. . . . Leland Players, a new group of four, will work out of Richmond, Va. Outfit presented E. F. Hannan's *Sunny Side of Town* at Pennsylvania resorts during the summer. . . . Charles McGill queries from Rochester, N. Y., as to whether John Lawrence, of Worthington, Ind., is still active. . . . A letter from George L. Forrest asks that someone send in the titles of songs that were sung by the minstrel balladist, Reese V. Prosser.

## Herter Sells Tent; Preps Magic Show For Winter Tour

ELY, Minn., Oct. 2.—Herter's Magic and Novelty Show, which closed its summer tour with a successful local stand recently, has sold its tent to Duluth, Minn., interests.

Owner Ral Herter is prepping a small magic show for a tour of halls in this area for the winter. Mrs. Herter will assist him.

## Georgian Players Set N. H. Journey

CINCINNATI, Oct. 2.—Georgian Players, who will operate in Southern New Hampshire this winter, have contracted over 30 sponsored stands to date, it was reported this week. George Knight is managing and booking the unit.

Cast includes Everett and Bonnie Clater and George and Mildred Knight.

## Freeman Preps Pix Jaunt

HURON, S. D., Oct. 2.—Charlie's Pix Show, under direction of Charles Freeman, is being readied here to play a circle of Central South Dakota spots.

## Rambling With Repsters

By Will H. Locke

Lulu (Lulu From Wahoo) Nethaway is making her home in Oakland, Calif., where she's in the radio and writing business. Fred and Ann Ewen, retired troupers, are in business in Long Beach, Calif., where they own their own home.

Earl Newton, for years comedian with the Fred Jennings' Tent Show on the Pacific Coast, is in his second successful season with his Toby's Tent Theater touring California. Elmer Whipple, pianist and magician, is with the Pinkerton Detective Agency, San Francisco.

Fred Flood, old-time trouper, has put his make-up and wigs into mothballs, and is residing in Kansas City, Mo. Cliff and Bunny Olsen and daughter are with Henry Brunk's Comedians, playing under canvas in Colorado.

Dorothy Ray, well-known trouper, is in San Francisco where she's employed in commercial lines. Emmett and Jossie Denis, vet troupers, have purchased a new trailer. They are making Houston their home.

Ernest Sharpsteen, well-known Midwest actor, deserted the calling several years ago and is settled at Newago, Mich., doing a successful job of lecturing and writing under the pseudonym of Newago Newt.

Whitland Locke recently recovered from an appendectomy at Veterans Hospital, Los Angeles, and who has been working in pictures, is licensed commercial pilot, instructor and plane dispatcher at Universal Flyers, Culver City Airport, Los Angeles.

## Slout's Biz Beats Other Yrs.' Marks

### Early 1949 Bow Planned

WATERLOO, Ill., Oct. 2.—Slout Players Show, under direction of Toby, Ora and Bill Slout, closed what was termed the best season in org's history here September 26 despite the fact that this year's jaunt was cut short six weeks in order to permit a number of cast members to take winter engagements. Original plans had the org slated to play into November with an invasion of the cotton country, but these plans had to be canceled when the management found it impossible to fill the vacated spots in its cast.

The season holds a number of records on the show, including the continual changing of ingenues for one reason or another. More visitors were on the show this year than ever before, and more attention was given the show by press, magazines and free-lance writers. The new multi-colored tent caused much favorable comment and resulted in added publicity.

Bill Slout left two weeks before the closing in order to enroll in time for his final year at Michigan State University. Guy O'Neal, a member of the cast, took over the parts left open by Bill's departure. Winter quarters have been obtained near St. Louis and an early spring bow is planned to pick up many of the old spots which could not be played this fall.

Cast at closing included Guy O'Neal, Bobby Brown, Andrew Leigh, L. Verne Slout, Barbara Browning, Connie Loren, Ken Seeley, Ora Slout, Deloris O'Neal, Winnie Seeley and Klink and Francis Lemmon.

Bobby Brown and Guy O'Neal left for night club jobs, while the Lemmons are eying Florida for the winter. Ken and Winnie Seeley will play schools, and the Slouts will visit their home in Michigan before announcing further plans.

## Drive-In for Jacksonville

JACKSONVILLE, Fla., Oct. 2.—County engineer's office has issued a permit for the construction of a new drive-in theater here to cost an estimated \$150,000. It will be operated by Tropical Drive-In Theater, Inc., of which Richard E. Beck is president.

## Crowley Pix Okay in Pennsy

WILKES-BARRE, Pa., Oct. 2.—A. J. Crowley has been showing religious pix in this area to fair business, his second consecutive season in the section.

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### In Memory of BARNEY FISHMAN

Laid to rest one year ago  
October 7, 1947



We all miss you so  
Your wife

**Birdie Fishman**

Brothers, sisters-in-law and employees of  
Sportland Arcade, Ocean Park, Calif.

### IN MEMORY OF



**CLAUDE J. BELTON**

Passed away October 6, 1946.

A real Husband, Father and Friend.

**MRS. REBA BELTON**

and Daughters

**JACK & NAN LAMPTON**

### A MONUMENT TO TEX



**JESSE E. (TEX) PUTEGNAT**

Died October 5, 1947

Just one year ago—you left us  
And we've really missed you too,  
But I've kept on making history  
Doing all you'd want me to.  
Gone but will never be forgotten  
by his Buddy

**BILLY LOGSDON**

## THE FINAL CURTAIN

**ANDERSON**—Frank T., 86, music publisher, September 26 in Chicago. He was president of the Anderson Bros. music firm. His widow and daughter survive.

**AUSTIN**—Grace J., 76, poetess and playwright, September 27 in Dallas. Her daughter survives.

**BARROLL**—Hope H. Jr., 53, executive veepee and general manager of Station WFBR, September 29 in Baltimore. He had been on the station's staff for the last 15 years.

**BRAUN**—Charles, Detroit musician, September 29 at Brownsville, Tex. He was a member of the Detroit Federation of Musicians, and of the Shrine Circus Band. Survived by two children. Body was returned to Detroit for interment.

**BROWNE**—Mrs. Maud, 70, former Broadway actress, September 29 in Los Angeles. She was once leading lady for Robert Mantell and Frank Keenan.

**CELLIER**—Frank, 64, actor and producer, September 27 in London. Following his stage debut in 1905 in *Sweet Lavender*, he toured with various repertory companies, specializing in Shakespeare and classic drama, assumed the management of the Prince's Theater and appeared in *Cheer, Boys! Cheer!*, his London bow, in 1914. He was also seen in *Quiet Week-End* and *The Winslow Boy*, his last engagement. His Broadway appearances included *Zaza* (1916) and *Mozart* (1926).

**CORNELL**—Dr. Peter C., 83, business man, physician, showman and father of actress Katharine Cornell, September 24 in Buffalo. As a showman he had been a producer and theater operator, and at one time managed the Academy of Music, the Teck and the Star theaters. His daughter survives.

**COX**—L. Raymond, actor and magician, September 26 in New York. He made his stage debut in *Kismet* as a child actor and subsequently appeared in numerous stock productions, several Theater Guild shows and toured with the USO Camp Shows for two years.

**FLOYD**—Walter, 84, former manager of the Strand Theater, Louisville, September 27 at the home of a sister, Mrs. Charles Currie, in that city. Floyd was manager of the Strand when it was operated by the Shuberts. He was at one time manager of the original *Merry Widow Company* and other productions of the Henry W. Savage Opera Company. Survived by a brother and sister.

**FRONDAIE**—Pierre, 64, novelist and playwright, September 27 in Paris. His plays included *Montmartre*, *L'Appassionata* and *L'Insoumise*.

**GOERNER**—Friederich A., 72, professor emeritus of violin-cello at the Oberlin (O.) Conservatory and formerly with the Cincinnati Symphony Orchestra, September 27 in Oberlin. He had also played with the Pittsburgh and Damrosch symphony orchestras.

**HARTLESS**—Nellie Briggs, widow of Frank Hartless, former president of the Circus Fans' Association, September 29 at her home in Chicago. Burial in Glen Oak Cemetery, Chicago, October 2.

**INGHAM**—Mrs. Leota L., 75, mother of Rex M. Ingham, September 24 in Arlington, Va. Burial in Ruffin, N. C.

**KACHALOFF**—Vassili, 73, leading male character actor of the Russian theater, September 30 in Moscow.

**KING**—Miriam, 31, actress and wife of Jack Holland, fan mag writer, September 24 in Hollywood of a heart attack. She collapsed and died on stage during a benefit show at the B'nai Zion Temple. Her mother, son and two brothers also survive.

**LE PAIGE**—Charles E., 82, pianist, composer and conductor, September 20 at his home in Jacksonville, Fla. A native of Pittsburgh, he went to

Jacksonville from New York in 1926 to direct the Little Symphony Orchestra, the first musical organization to play over Station WJAX. Survived by widow, a son and daughter.

**MacARTHUR**—Peter, 64, theatrical performer, singer and radio announcer, September 26 in Palm Beach, Fla. He once played a leading role in George M. Cohan's road show, *Fifty Miles From Boston*.

**MACK**—Elizabeth, 69, teacher of acting to professional stage and screen performers, September 25 in New York. Before beginning her work in this country, she taught in Paris for 15 years. Two brothers survive.

**McCARTHY**—James Norbet, 60, veteran stagehand, electrician and projectionist, September 20 in New York. He was associated with the legit production *Hot Bed*, among others, both on Broadway and on tour. His widow, two daughters and a sister survive. Burial in Mount Carmel Cemetery, Englewood, N. Y.

**McCREE**—Addie Delmar, comedienne and former member of the Old-Time Vaudeville and Dramatic Artists' Club of Oakland, Calif., the San Francisco Theatrical Club and the San Francisco Thespian Club, September 24 at her home in Berkeley, Calif.

**PETTY**—John J., 27, associated with Art Spencer's Wall of Death for the past 10 years, September 16 in Toronto of injuries sustained in a truck accident while showing with the Conklin Shows at the Western Fair in London, Ont. Petty had also trouped with the Frank West and Harrison Greater shows. Survived by his widow, Dolores, and a sister, Mrs. Alfred Bonneau, of North Dartmouth, Mass. Burial in New Bedford, Mass., September 20.

**PORTER**—C. A. (Pop), owner of the shows bearing his name, found dead at his ranch home near Freedom, Kan., September 21.

**POWELL**—Dick, 46, vet barnstorming pilot, September 26 near Milwaukee in a 200-foot plunge from an airplane. (For details see story in the General Outdoor Section.)

**SILBERMAN**—Al, 62, vaude agent for 30 years, September 27 in New York. He formerly held the Loew franchise. His widow, Lena, two sisters and a brother survive. Burial in Philadelphia.

**SMITH**—Bert (Doc), 55, former owner-operator of the New England Shows, later known as the Doc Smith Shows, September 21 in San Bernardino (Calif.) Hospital. Smith was first with the Con T. Kennedy and C. A. Wortham shows and had trouped with many other outdoor attractions. At the time of death he and his wife operated the pan game on the Silver State Shows. Survivors include his widow, Babe, and a half-brother. Burial in Mountain View Perpetual Cemetery, San Bernardino.

**TOLAND**—Gregg, 44, cinematographer, of a heart ailment at his Los Angeles home September 28. He had been under contract to Samuel Goldwyn since 1936. During the war he served as a lieutenant commander on navy documentary films.

**TOMLINSON**—Benjamin, 72, Detroit musician, in that city September 25. Survived by his widow and two children.

**UHLMANN**—Frederick C., 44, former musician, and in late years operator of the Co-Operative Auto Sales, Norwood, O., September 25 in Bethesda Hospital, Cincinnati. Uhlmann moved to Cincinnati from Buffalo some 15 years ago and joined the Les Ehrlenbach orchestra. Prior to that he had been with the Buffalo Symphony Orchestra. Survived by his widow, Mary; two daughters, Mrs. William Wagner, Buffalo, and Mary Ann, Cincinnati; a son, Frederick Jr., Cincinnati; a sister, Mrs. Blanche Myers, Lockport, N. Y., and a brother, Alvin, Buffalo.

**WEBER**—Peg (Joseph Kowalski),



In Memory of My Beloved Husband

**J. C. (Jimmie) SIMPSON**

Who passed away  
OCTOBER 6, 1943

**Marie Simpson**

### In Loving Memory

Of Our Dear Departed  
Wife and Sister

**EILEEN HOS DUNLAP**

Who Passed Away Oct. 7, 1945

**C. F. SLIM DUNLAP & BROTHER CHUCK**

### THIS IS TO THANK

Our many friends for the  
beautiful flowers and kind  
expressions of sympathy in  
the loss of my husband.

**MRS. C. C. (KIRT) TIDWELL**

In Loving Memory of Our Dearest Friend

**TEX PUTEGNAT**

OCTOBER 5TH, 1947

Tho it's been a year ago today,  
To us you're not gone, but just away.

**LINDA LOPEZ & JIMMIE FARMER**

In Loving Memory of

**MARGIE CETLIN**

Who passed away October 5, 1947.

**LEO & DOTY CARRELL**

IN LOVING MEMORY

Of My Darling Wife

**FLO MERIT COUGHLIN**

who passed away

OCTOBER 4TH, 1947

**Bill Talent Coughlin**

In Loving Memory of

**C. J. BELTON**

Who passed away October 6, 1946.

**UNIS & PAULINE**

concession agent with the Ross Manning Shows, September 24 at his home in Irvington, N. J. Survived by his mother, four sisters and three brothers. Burial in Irvington September 27.

# RIDES TO FUEL 1949 CHI FAIR

## Autry Rodeo Opens 26-Day Run at Garden

Purses Cut From 155 to 84G

(Continued from page 3) and the looked-for rodeo fare—spills, chills and near gorings—was of a quantity and caliber to satisfy the most exacting fans.

Gene Autry, motion-picture-radio star, is again headlined to provide top box-office appeal. As in the past he makes two appearances, including the spec, *Home on the Range*, which was used last year. The latter is okay for newcomers to the show, tho the staging of the long-horned cattle, chuck wagon and prop camp fire may well bore those who have seen it before, despite Autry's capable warbling.

### Autry Ring Act

New this year is Autry's presentation of his famed horse Champion, Champion Jr. and Little Champion, a colt, in a circus routine that left much to be desired. The colt was led by a bridle across a wide plank mounted on standards about two feet high, for an ineffectual beginning. All three horses were then cued to circle the ring and jump thru two wooden rings which were also about two feet off the ground. This part of the routine bogged down with the steeds working badly and narrowly missing a pile-up at the end. The props, including a lop-sided ring, added nothing to the routine. The horses, tho handsome, are not good ring stock.

New acts include Byron and Lee Hendricks in Roman riding and jumping. They rode well, altho their mounts were obviously nervous and the spotlights had to be killed for (See G. AUTRY on page 75)

## Sunbrock Thriller Plays to 60,000 in 3 Days in Antwerp

CINCINNATI, Oct. 2.—In a communication from Brussels, Belgium, Larry Sunbrock, rodeo and thrill show impresario, reports that in three days at Antwerp, Belgium, his show played to 60,000 people in three days for a gross of 1,300,000 francs, or about \$30,000 in American money. The combination rodeo-thriller held over there three extra days.

Clippings from one of the Antwerp dailies say that the Sunbrock attraction played to 60,000 in the three days, with more than half that number turned away. Sunbrock's heavy newspaper advertising and ambitious billing program is something unusual for the Europeans.

The Sunbrock show played the Sports Palace in Brussels September 25-30, where business was expected to exceed that done in Antwerp. Five days before the Brussels opening the advance sale had hit 1,000,000 francs, Sunbrock says.

Speaking of conditions in Belgium, Sunbrock said: "It's truly a gold mine here. Plenty of food and no trouble exchanging francs for dollars."

## Autry Rodeo Given Glamour Touch in Bid for Big Play

NEW YORK, Oct. 2.—Madison Square Garden is giving this year's rodeo a heavy treatment of glamour, including the election of a queen of the rodeo and bringing in that glorifier of the sawdust ring, Bev Kelley, to give a hand to the Garden's Lillian Jenkins in selling this year's rodeo to the public.

While the rodeo has not yet caught up with the circus in providing ballet and show girls, the he-men from the Western wilds will this year be presided over by an Eastern Queen of the Rodeo and Gene Autry will work with the usual array of eye-pleasing sponsor girls.

However, all the girls can really ride and certainly are considerably more photogenic than the majority of the cowboys. Queen of the Rodeo, Audrey Ashby of the Arrowhead Guest Ranch, Elizaville, N. Y., was selected from a group of 12 contestants sponsored by leading dude

## Repeat R. R. Event To Hold Tone, Step Up Attractions; Deadwood Central Gets Play

76-Day Attendance Mark Surpasses 2,500,000

CHICAGO, Oct. 2.—Greater emphasis on showmanship and attractions will mark the repeat run of the Chicago Railroad Fair here in 1949, Maj. Lennox R. Lohr, president, told *The Billboard* this week. Basically, however, the fair will retain its format and characteristics, with stress again placed upon a pageant, the exhibits of railroads and their suppliers and a marked absence of carnival atmosphere. Additional rides will be introduced, Lohr revealed. (This year only one operates.) Such additions, he pointed out, will not be of rides standard to amusement park or carnival operation, tho they will incorporate some of their principles.

ranches of the East and will appear with Gene Autry during the rodeo's run at the Garden.

Bev Kelley handled the promotion of the beauty contest which was held in the Garden arena Monday (27), (See Autry Rodeo Given on page 75)

Lohr said that a ride framed along the lines of a Laugh-in-the-Dark or a Pretzel ride is planned. The idea is to embrace typical dark-ride effects and at the same time present scenes which would sell rail travel.

### Funhouse Planned

Funhouse plans call for innovations to conform to the fair's objective of selling railroads to the public and Lohr insisted it also would prove educational because of the basic principles of physics which would be emphasized.

That the fair patrons here go for rides is demonstrated by the tremendous play given Deadwood Central, the narrow-gauge railroad, which runs almost the full length of the fair site. By the time the fair closes its run Sunday (3), the open-sided train will have carried 900,000 persons at 10 cents per.

Lohr's aim is to play to that ride potential and to step up the general appeal of the fair, attraction-wise, while maintaining its full selling force. He is playing with the idea of using distortion mirrors with an eye to injecting a note of gayety with some educational twist to the use of the mirrors.

### 20-Point Program

A 20-point program suggested by Lohr has been advanced to the sponsoring railroads. These suggestions embrace the recommendations that the fair present such features as a water show, an ice show, name bands and puppet shows.

It was Lohr who guided the *Century of Progress* here to its first successful year and it was he, who, by stepping up the attractions the following year, sent it on to still another success to make the two-year event one of the most successful world's fairs in history.

Current fair has proved a greater success than anticipated by the sponsoring railroads. Since it opened July 20, it has drawn more than 2,500,000 paid customers. Its featured spectacle, *Wheels A-Rollin'*, has played to more than 1,000,000 paid. Public and press response has been surprising in the strength and consistency of their favorable reaction.

### Gets Praise Aplenty

This response, probably more than anything else, has accounted for scheduling the 1949 repeat. The railroads conceded it to be more than the

(See Rides To Fuel on page 53)

### Close-Ups:

## Glad-Handing Aided Ed Scholl To Build 80G Allentown Profit

By Jim McHugh

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

"MEET THE PEOPLE and greet them with a smile. Ask them where they come from and invite them back next year." The foregoing adds up to the kind of basic public relations which have meant enviable success for the Great Allentown (Pa.) Fair, according to E. H. (Ed) Scholl, its president for the past 23 years.

Modestly, Ed takes little personal credit for the success of the annual. But, the fact remains that during his administration the profits have jumped from a sparse \$3,303 his first year to \$80,893 in 1947, the last complete tabulation available. This year's event was even more successful and final auditing is expected to show an even greater profit. If he had a lot stretcher so as to make room for the dozens of concessionaires and other interested parties who annually must be turned down, there is no telling where the profits would end.

Show business attracted Ed early in life. At 16 he was an usher in the old Music Hall theater. At 18 he had his own mandolin orchestra and picked up some paper money playing for dances and at weddings.

### Quit School Early

When his father caught him skipping school he was given the choice of continuing his education or becoming a railroad spike sharpener. Brashly he chose the latter. He later became a ribbon weaver and then a merchant, wholesaling glass, crockery, metalware and toys, a year-round business which he continues today with the able assistance of a war vet son, the latter's wife and in line, he hopes, a new grandson.

As president Ed is elected by 927 stockholders. The fact that most of them have expressed their confidence in him annually for the past 23 years is looked upon proudly around Allentown as something of a record. The board of directors numbers 53—many more than confront most fair presidents.

Ed is close to his patrons. He prowls the grounds while the fair is on and the person who looks ill at ease, lost or bored is sure to rate his personal attention.

(See GLAD-HANDING AIDED on page 54)



ED SCHOLL

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FEATURED AT TEXAS STATE FAIR

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# Chi Riverview Battles City On Ride Tax

## Lawyers File Complaint

CHICAGO, Oct. 2.—The right of the city of Chicago to collect a 3 per cent tax on ride tickets at Riverview Amusement Park, Chicago, after January 1, 1948, will be contested in the circuit court in the near future.

The action came to light this week with the filing of a complaint by Charles R. Holton, member of the Chicago law firm of Whitman, Holton and Tews, on behalf of the Chicago funspot, in the circuit court September 27.

"This complaint is a question of legal interpretation," Holton told *The Billboard*, "and questions whether the city has the right, as delegated to it by the State Legislature, to include entertainment where the public is a participant in the entertainment, rather than an observer."

### Complaint Points Cited

The complaint points out that "the city council of Chicago, on November 6, 1947, purported to adopt and pass certain ordinances amending Chapter 104 of the municipal code of the city and adding a new chapter thereto to be known as Chapter 104.1, relating to the subject of amusements, which as subsequently amended, defines amusements subject to the 3 per cent tax as follows:

"The word amusement means (1), any theatrical, dramatic, musical or spectacular performance, motion picture show, flower, poultry or animal show, animal act, circus, rodeo, ath-

# Beam Thrill Show Analyzed for 1949 (Not Psycho Kind)

NEW YORK, Oct. 2.—With an eye to enlarging his 1949 operations, B. Ward Beam has set an intensive improvement program in behalf of his Death Drivers thrill unit while the season of 1948 is in its closing phase. Beam winds up with his unit Thursday (9) at the Frederick (Md.) Fair.

To carry out the long-range planning scheme, Beam has retained Leonard Traube Associates, a New York company, to counsel with him on streamlining and general development with a view toward backing up the program with a complete national and trade public relations set-up.

Beginning at the recent York (Pa.) Interstate Fair, and ending at the Hagerstown (Md.) Fair last Saturday (25), a series of personal and photographic studies were made under the personal direction of Leonard Traube, head of the consulting company. This is believed to be the first time in the history of the thrillcade business that research and pin-point observation of performance and public relations have been done along such ambitious lines.

### 100 Pictures Taken

Eight photographers were assigned to shoot upward of 100 pictures at York. Traube observed the show and made a report based on the performance as it unfolded. An assistant took down every word of the announcer continuity, whether set or ad lib, and this was matched to a detail of the action as recorded by Traube.

At Hagerstown Traube had an action photographer working on the track at various vantage points which were plotted in advance on the basis

# St. Paul Rodeo Gross Off 5% From Year Ago

ST. PAUL, Oct. 2.—Second annual St. Paul World's Championship Rodeo here, September 16-26, wound up with a 5 per cent drop in attendance from the 97,000 paid admissions a year ago.

Sponsored by Saintpaulites, Inc., the rodeo, held in Municipal Auditorium, attracted 92,000 paid admissions for an estimated gross of \$112,000 for 15 performances.

Sponsors were happy over the outcome in view of the fact that they had stiff competition from the St. Paul baseball team which was in the American Association play-offs.

Saintpaulites, Inc., pointed out that heavy out-of-town attendance at the rodeo, which featured Gene Autry, helped keep up the gate. Final receipts and expense are being audited and it will be several weeks before sponsors know whether they made or lost money. Expenses this year were greater than in 1947. Auditorium rental alone jumped from \$9,700 last year to \$13,900 this year.

Ducats ranged from \$1 to \$3, with special prices for Saturday and matinees. Auditorium seated 7,828.

Friday (1) Saintpaulites started its annual home show in the Auditorium. It will run thru October 10.

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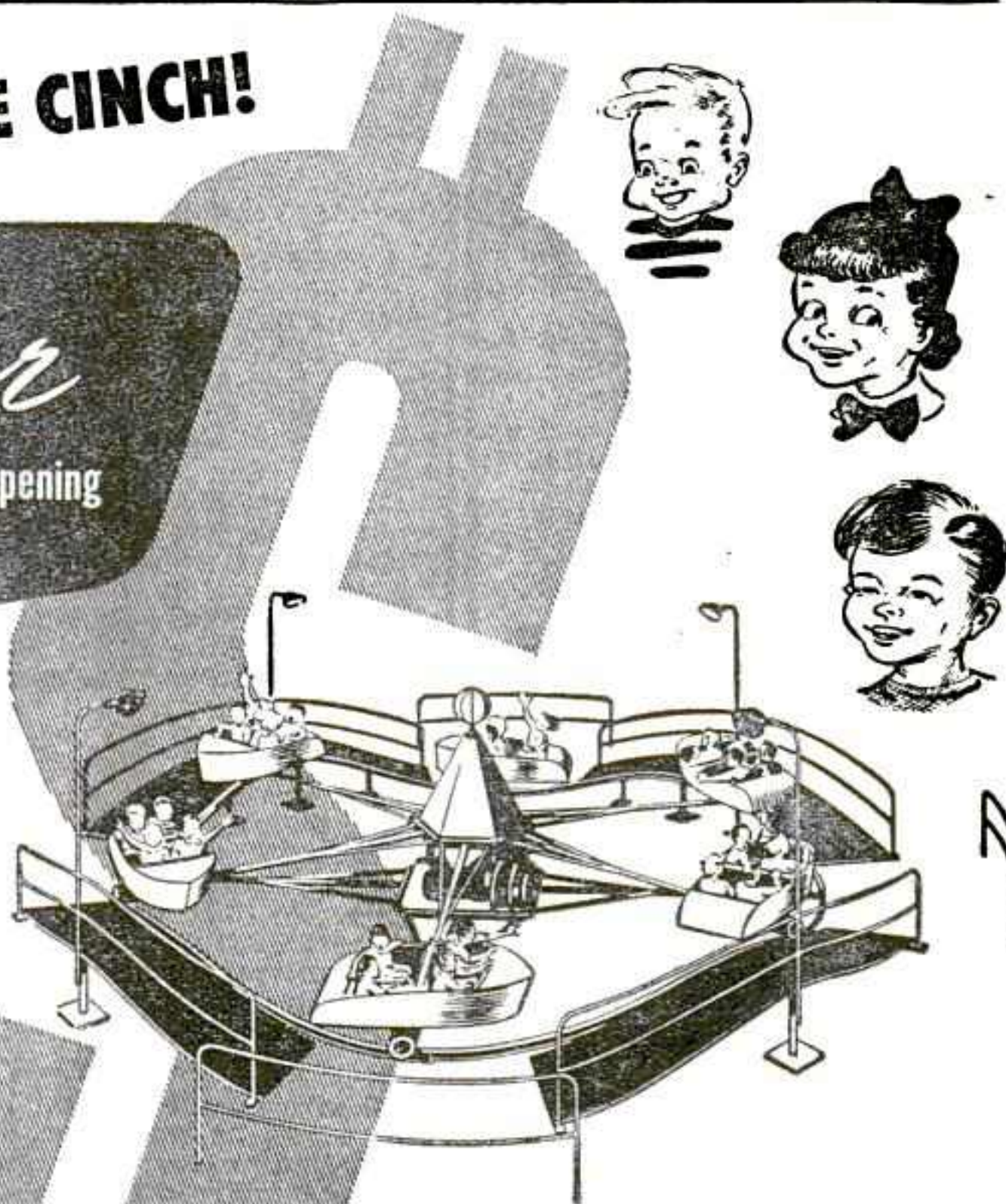
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\*1948 Oregon State Fair, Salem, Oregon

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## Rides To Fuel 1949 Chi Fair

(Continued from page 51)  
success they had bargained for. Press, civic and church leaders have been outspoken in hailing the fair as a tremendous selling force for free enterprise and the American way of life.

School officials have given staunch support. Since Labor Day huge turnouts of school kids, admitted at cut rates, has sent attendance to *Wheels A-Rollin'* to new highs. Biggest day's turnout was recorded September 25, when 19,976 paid.

Exhibitors in 1949 are expected to use more entertainment in their presentations. A greater representation of suppliers of railroad equipment is anticipated, and these suppliers will be urged to provide showings of an entertaining and instructive nature. Lohr indicated that General Electric's *House of Magic* would be sought.

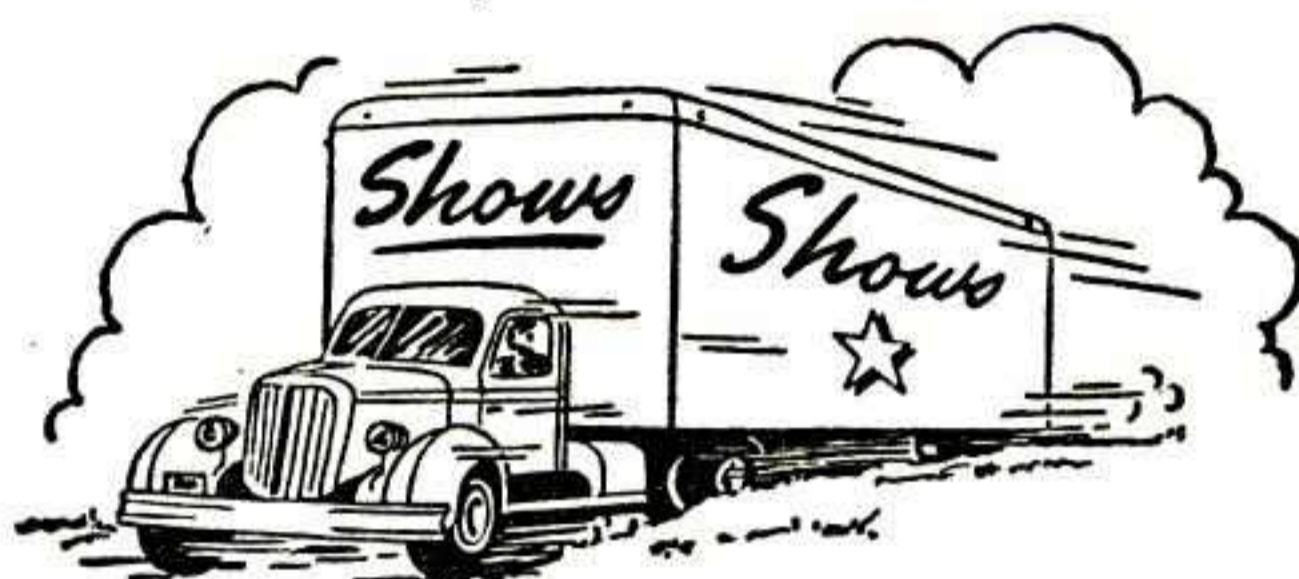
**Physical Changes Planned**  
Many physical changes will be made, and Lohr pointed out that the original plans were drawn with a view to smaller crowds. These shortcomings, which included insufficient parking space, will be overcome for the repeat run.

Lack of sufficient eating establishments and soft drink stands hurt the early part of the run. A thorn in the side of the fair is the concession set-up. The fair derives nothing from concessions, inasmuch as a concession company held a prior contract on the lakefront area, which is controlled by a park commission. From a revenue standpoint, this is a big loss to the fair and a tremendous boon to the concessionaire who stumbled into a 2,500,000 turnout.

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## Glad-Handing Aided Ed Scholl To Build 80G Allentown Profit

(Continued from page 51)

"The spirit that prevails here is, I think, most unusual among fairs," Ed says. "You can jostle folks on our midways and they just turn and smile. There are no fights; no arrests for drunkenness. And this year, for the first time in my memory, a pick-pocket was brought in."

Allentown has long been labeled a natural by way of dismissing its success. Actually, its success hinges on keen perception and management.

### Second To Show Revue

"We were the second fair in the United States to put on a grandstand revue," Ed says. "I went to Toronto, stopped at Syracuse on the way back and there saw the first show of its kind. The next year we had one."

"We never resort to a governor's day or politicians' day or similar promotion. The fair is for the people and they know it and support it. We make good if it rains all week. Civic pride and the stockholders won't let us down and we never rebate on tickets."

Ed says he never did have any doubts about the fair business, especially his own event. Nor should he since the present site—the fourth which has harbored the fair—because of its location, is valued in excess of a million dollars. Rentals from various year-round concessions bring \$34,000 annually apart from the operation of the fair.

When he first took over the fair as president, Ed recalls that he made a daring move for the times. He jumped the annual rent from \$1 to \$2 for the stabling of race horses on the grounds.

### Turnaway Biz

The present grounds, a mere 50 acres, are entirely inadequate for the present size of the annual. Concessionaires have to be turned away—at least 80 this year—and with upward of 30,000 folks on hand it takes a good hour to traverse any one of a half-dozen midways. No matter how colorful and well equipped a show is it takes on a hap-hazard and slapped together appearance here since all units literally have to be wrapped around trees and otherwise mangled if they are to be presented at all.

The fair owns a 212-acre site, also within the city limits, and already equipped with water and sewer lines, and as level as a table top. Altho it has been available for many years there is no indication that the board of directors will move the fair from its present site, which is regarded by many as a sort of charmed area. The unused acreage stands the fair \$237,000—first cost plus taxes—but it

is believed that it can be bought today for \$110,000.

One of the few documented examples of poor judgment by the Allentown fair group—and this dates back many years—was the passing up of acreage adjoining the present site which could have been purchased for \$3,000 and which would have eliminated the crowding problem for many years to come. It was turned into a cemetery.

### Profits Back to Plant

Ed points out that many permanent features of the plant have resulted from the reverting of profits back to the grounds. The profits have also made possible luxuries like the concrete wall which completely encircles the race track and which Ed believes is the only one of its kind in the country.

Earning profits at a fair largely hinges on quick thinking since there are only a few days in which to garner them. Last year on one occasion it became obvious early in the evening that two night grandstand performances could be given if the stands could be emptied and filled without too much lost time. Cutting the performances wasn't considered.

"We got right on the job," Ed remembers. "We had the second show sold out before the first one broke. With only two exits we cleared the 8,000 in the stands and 2,000 in the paddock and on folding chairs in the track in 42 minutes, and we put just as many people thru the gates for the second show in only 41 minutes without a mishap and without giving the customers the feeling that they were being pushed around."

### No Sunday Play

Ed doesn't believe in Sunday operation altho there is much activity on the grounds the Sunday prior to opening when a free gate attracts perhaps the largest crowd of the week, many of whom do not return when the 50-cent turnstiles go into operation. Also he believes in limiting the number of concessionaires operating the same type of stand so as to insure as well as possible that all will get in a good week's work if they get a break in the weather. Furthermore, Ed believes that a fair can get as much in five days as in six days of operation.

Ed figures the total attendance to run around 265,000, with about 150,000 paid. Included in the remainder are the 30,000 admission tickets distributed among the stockholders.

Ed is a former president of the State association of fairs.

The fair owns \$60,000 in government bonds and, Ed says, they hope to add to the total this year.

## 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 80 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS: No. 1 size, 5 1/2 x 14 1/4 10¢ each.

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3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 . . . . .1.25  
M. W. Cards, 5x7, White, Green, Red, Yellow, per 100 . . . . .2.00  
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5, M . . . . .1.50  
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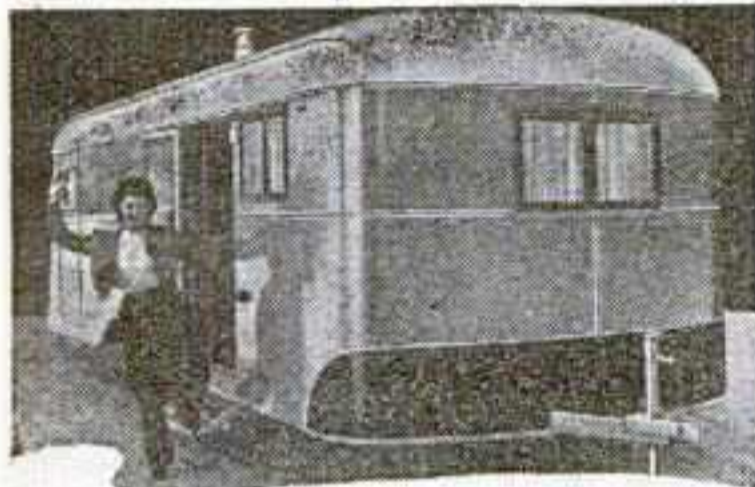
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## Fair Dates



A list of fairs, with dates one week in advance and arranged according to dates, States and cities, will appear in each issue. The complete List of Fair Dates was published in the issue dated July 31.

### October 10-16

#### ALABAMA

Luverne—Crenshaw Co. Fair Assn. Oct. 11-16. W. J. Bell.

#### ARIZONA

Duncan—Greenlee Co. Fair Oct. 15-16. Stanley W. Coon.

#### ARKANSAS

Danville—Yell Co. Free Fair Assn. Oct. 13-16. J. B. Briggs.

#### CALIFORNIA

Caruthers—Caruthers District Fair. Oct. 14-16. James L. Edmonson.  
Hanford—Kings Co. Fair. Oct. 13-16. Norman H. Holt.

#### CONNECTICUT

Riverton—Union Agrl. Soc. Oct. 12. Grace D. Seymour, R. D. 2, Winsted, Conn.

#### GEORGIA

Ashburn—Turner Co. Fair. Oct. 11-16. A. V. Akin Jr.  
Bainbridge—Decatur Co. Fair. Oct. 11-16. T. E. Rich.  
Cedartown—Northwest Ga. Fair Assn. Oct. 11-16. Thomas Adamson.  
Columbus—Chattahoochee Valley Expo. Oct. 11-16. F. L. Jenkins.  
Cordele—Central Georgia Fair. Oct. 11-16. J. D. Rainey.  
Hahira—Community Fair. Oct. 11-16. Allen V. Delbert.  
Jackson—Butts Co. Fair Assn. Oct. 7-13. W. M. Redman.  
Milledgeville—Middle Georgia Fair. Week of Oct. 11. F. Paisley Davis.  
Monroe—Walton Co. Legion Fair. Oct. 11-16. H. H. Shores.  
Sandersville—Washington Co. Fair. Oct. 11-16. D. E. McMaster.  
Swainsboro—Emanuel Co. Fair. Oct. 11-16. Earl M. Varner.  
Wrightsville—Johnson Co. Fair. Oct. 11-16. E. L. Brinson.

#### KANSAS

Inman—Inman Community Fair. Oct. 15-17. Wm. J. Braun.

#### LOUISIANA

Eunice—Tri-Parish Fair. Oct. 14-17. Mrs. R. S. Parrott Sr.  
Franklinton—Washington Parish Fair Assn. Oct. 13-16. Mrs. Letha Bateman.  
Minden—Webster Parish Fair Assn. Oct. 13-16. J. C. Salmon Jr.  
Olla—North Central La. Fair. Oct. 11-16. H. Vinyard.  
Ruston—North La. State Fair Assn. Oct. 12-16. F. W. Stewart.  
Winnboro—Franklin Parish Fair. Oct. 13-16. Louis Westerburg.

#### MAINE

Cornish—Cornish Agrl. Assn. Oct. 11-16. Leon M. Ayer.

#### MARYLAND

Prince Frederick—Calvert Co. Fair. Oct. 12-14. Robert M. Hall.

#### MISSISSIPPI

Aberdeen—Monroe Co. Fair. Oct. 12-16. George Howell Jr.  
Jackson—Mississippi State Fair. Oct. 11-16. J. M. Dean.  
Natchez—Natchez Fair. Oct. 11-16. C. L. Barry.

Charleston—Tallahatchie Co. Fair. Oct. 11-16. Virgil E. Tomlinson.

#### MISSOURI

Kansas City—American Royal Livestock Show. Oct. 16-23. A. M. Paterson.

#### NEW HAMPSHIRE

Sandwich—Sandwich Fair Assn. Oct. 12. Wm. P. Hasher, Center Sandwich, N. H.

#### NEW MEXICO

Deming—Luna Co. Fair Assn. Oct. 15-17. S. E. Baker.

#### NORTH CAROLINA

Ahoskie—Atlantic District Fair. Oct. 13-16. E. M. Weaver.  
Durham—Durham Co. Negro Fair. Oct. 11-16. Thompson & Rumley.  
Greensboro—Greensboro Fair. Oct. 11-16. Norman Y. Chambliss.  
Henderson—Vance Co. Colored Fair. Oct. 11-16. Robert Hawkins.  
Laurinburg—Scotland Co. Fair. Oct. 11-16. J. B. Hood.  
Louisburg—Franklin Co. Fair. Oct. 11-16. A. H. Fleming.  
Washington—Beaufort Co. Fair Assn. Oct. 11-16. H. P. Webster.  
Winston-Salem—Western Carolina Fair. (Colored). Oct. 12-16. W. Avery Jones.

#### OHIO

Lancaster—Fairfield Co. Agrl. Soc. Oct. 12-16. Russell W. Alt, R. R. 1, Baltimore, Ohio.

#### OKLAHOMA

Fairview—Major Co. Free Fair. Oct. 12-14. Harold Miller.

#### PENNSYLVANIA

East Greenville—Upper Perkiomen Community Fair. Oct. 13-15. V. S. Ensminger.  
Hollidaysburg—Hollidaysburg Farm Show Assn. Oct. 13-15. Norman K. Hoover.  
Mount Joy—Mt. Joy Community Exhibit. Oct. 14-16. Joseph G. Shaeffer.  
Myerstown—Myerstown Community Fair Assn. Oct. 13-15. John R. Schermea.  
Port Allegany—Port Allegany Community Fair. Oct. 14-16. Clyde C. Lynch.  
Washingtonville—Montour-DeLong Community Fair. Oct. 13-15. Emerson C. Heffner.

#### SOUTH CAROLINA

Camden—Kershaw Co. Fair Assn. Oct. 11-16. J. D. Crawford.  
Chester—Chester Co. Colored Fair Assn. Oct. 11-16. M. M. Sifton.  
Easley—Pickens Co. Fair Assn. Oct. 11-16. T. A. Bowen, Pickens, S. C.  
Manning—Clarendon Co. Agrl. Expo. Oct. 11-16. B. B. Odom, Gable, S. C.  
Newberry—Newberry Co. Legion Fair. Oct. 11-16. Frank Sutton.  
Rock Hill—York Co. Fair Assn. Oct. 11-15. H. D. Black.  
Seneca—Oconee Co. Fair. Oct. 11-16. J. Edgar Dillard.  
Spartanburg—Piedmont Interstate Fair. Oct. 11-16. Tom Moore Craig.  
York—York Co. Colored Fair. Oct. 11-16. L. A. Wright, Clover, S. C.

#### TEXAS

Angleton—Brazoria Co. Fair Assn. Oct. 12-16. L. E. Bumgarner, Freeport, Tex.  
Dallas—State Fair of Texas. Oct. 9-24. W. H. Hitzelberger.  
Eagle Pass—Eagle Pass Int'l Fair. Oct. 4-12. J. M. Mabe.  
Palestine—Anderson Co. Fair (Texas Fruit Palace). Oct. 11-16. C. O. Miller Jr.  
Pecos—Pecos Rodeo & Fair Assn. Oct. 14-16. Alton Hughes.  
Woodville—Tyler Co. Fair Assn. Oct. 12-16. E. M. Pitts.  
Yorktown—Yorktown Fair Assn. Oct. 13-15. Paul A. Schmidt.

#### VIRGINIA

Chase City—Mecklenburg Co. Fair Assn. Oct. 12-16. Carson W. Gregory Jr.  
South Boston—Halifax Co. Fair Assn. Oct. 12-16. W. W. Wilkins.

#### CANADA

Alvinston, Ont.—Alvinston Agrl. Soc. Oct. 12-13. W. J. Weed.

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Original series wired motor and spinnerhead—no burnt sugar.  
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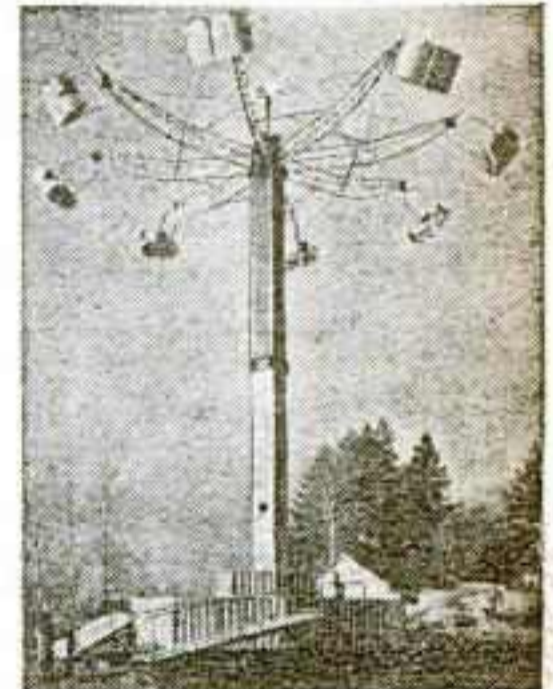
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# Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Admiration: Colbert, Okla.  
American Eagle: (Fair) Louisville, Miss.; (Fair) Lucedale 11-16.  
American Midway: (Fair) Clifton, Tex., 4-6; (Fair) McGregor 7-9.  
A.M.P., No. 2: Gaffney, J. C.  
Barney's Am. Co.: Judsonia, Ark., 6-9.  
Becht, Lee: Cincinnati, O.  
Bee's Old Reliable: (Fair) Winchester, Ky.  
B. & H.: St. George, S. C.  
Big Four Am. Co.: Lepanto, Ark.  
Big State Am. Co.: Stockdale, Tex.; North Pleasanton 11-16.  
Blue Grass: (Fair) Thomson, Ga.; (Fair) Cordele 11-16.  
Borup's United: Rosedale, Miss.; Benoit 11-16.  
Brownie's Am.: Broken Arrow, Okla.  
Buck, O. C.: (Fair) Danbury, Conn.  
Bullock Am. Co.: Mt. Holly, N. C.  
Burdick's Greater: (Fair) Carthage, Tex.; (Fair) Giddings 11-16.  
Burke, Harry: (Fair) Amite, La., 7-10.  
Burkhart: Joiner, Ark.  
B. & V.: Appomattox, Va.  
Caravella Am.: Camden, S. C.  
Cattlett Greater: Sunflower Village, Kan.  
Cavalcade of Amusements: Montgomery, Ala.  
Central Am. Co.: (Fair) Whitakers, N. C.; (Fair) Windsor 11-16.

To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

Central States: Kingman, Kan., 6-9; season ends.  
Cetlin & Wilson: (Fair) Richmond, Va.; (Fair) Spartanburg, S. C., 11-16.  
Coastal Plain: Rich Square, N. C.  
Coleman's State Side: Ethel, Miss.; De Kalb 11-16.  
Crafts Expo.: (Fair) Fresno, Calif., 4-10.  
Crystal Expo.: (Fair) Vienna, Ga.  
Cumberland Valley: (Fair) La Fayette, Ga.; (Fair) Summerville 11-16.  
Cunningham's Expo.: New Matamoras, O.; Middleport 11-16.  
Denton, Johnny J.: Jasper, Ala.  
Denton, Johnny J., No. 2: Dalton, Ga.  
Dickerson: Cheraw, S. C.; Siltott 11-16.  
Dickson United: Colbert, Okla.  
Down River Am. Co.: Rockwood, Mich.  
Dudley, D. S.: (Fair) Haskell, Tex.  
Dumont: (Fair) Durham, N. C.; (Colored) Durham 11-16.  
Dupree, Jimmie: LaMesa, N. M., 5-10.  
Dyer's Greater: Marianna, Ark.; Tunica, Miss., 11-16.

Endy Bros.: (Fair) Frederick, Md.; (Fair) Wilson, N. C., 11-16.  
Ferris: (Fair) Hughesville, Pa.  
Fleming, Mad Cody: (Fair) McDonough, Ga.; (Fair) Jesup 11-16.  
Florida Am. Co.: Madison, Fla.; Perry 11-16.  
Folk's Celebration: Hobbs, N. M.  
(See Carnival Routes on page 75)

# Circus Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Balley Bros.: Russellville, Ark., 5; Morrilton 6; Hot Springs 7.  
Beatty, Clyde: Terrell, Tex., 6; Weatherford 6; Cisco 7; Sweetwater 8; Clovis, N. M., 9.  
Clyde Bros.: LaSalle, Ill., 8-10; Manteno 11-13; Waukegan 15-16.  
Cole Bros.: Lake Charles, La., 5; Baton Rouge 6-7; Hammond 8; Brookhaven, Miss., 9; Hattiesburg 11.  
Dalley Bros.: Atchison, Kan., 5; Lawrence 6; Topeka 7; Emporia 8; Chanute 9.  
Gran Circo Americano: Caracas, Venezuela, thru Nov. 1.  
Hamid-Morton: (Maple Leaf Gardens) Toronto, Ont., Can., 4-9; (Boston Garden) Boston, Mass., 11-17.  
Kelly, Al G., & Miller Bros.: Seymour, Mo., 5; Mountain Grove 6; West Plains 7; Doniphan 8; Corning, Ark., 9.  
King Bros.: Clarksdale, Miss., 5; Sardis 6; Covington, Tenn., 7; Brownsville 8; Trenton 9; Dyersburg 11.  
Mills Bros.: Rockwood, Tenn., 5; Lenoir City 6; Athens 7; Cleveland 8; Chattanooga 9; Shelbyville 11; Pulaski 12; Columbia 13; Murfreesboro 14; Lebanon 15; Gallatin 16.  
Polack Bros. (Eastern): (Ball Park) Jacksonville, Fla., 4-9; Wilmington, N. C., 11-13; Raleigh 14-16.  
Polack Bros. (Western): (Auditorium) Denver, Colo., 4-9; (Auditorium) Great Bend, Kan., 14-16.  
Ringling Bros. and Barnum & Bailey: Tulsa, Okla., 5; Oklahoma City 6-7; Ardmore 8; Fort Worth, Tex., 9-10; Waco 11; Austin 12; San Antonio 13-14; Corpus Christi 15-16; Victoria 17.  
Rogers Bros.: Sattilo, Tenn., 5; Adamsville 6; Middletown 7; Luka, Miss., 8; Belmont 9; Fulton 11.  
Seal Bros.: Snyder, Tex., 8.  
Stevens Bros.: Medicine Lodge, Kan., 5; Kiowa 6; Wakita, Okla., 7; Belle Plaine, Kan., 9; Burden 10; Cedarvale 11; Sedan 12; Caney 13; Cherryvale 14; Chetopa 15; Welch, Okla., 16; Afton 17.

# Misc. Routes

Send to  
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Evans, Harry Ike, Show: Chadron, Neb.  
McClung's Pythons (Fair) Little Rock, Ark., 4-10; (State Fair) Dallas, Tex., 11-24.  
Pan-American Animal Exhibit: South Pittsburg, Tenn., 6-7; Dunlap 8-10; Pikeville 11-12.  
Raum's Cavalcade of Stars: Coshocton, O., 4-9.  
Skating Vanities of 1949 (Armory) Springfield, Ill., 5-10; (Auditorium) Milwaukee, Wis., 13-24.

# Wagner Stunters Pack Them In at Corning Centennial

CORNING, N. Y., Oct. 2.—Corning's Centennial, marking the founding of this town of 30,000 and the dedication of a new Memorial Stadium, proved a notable success the week beginning September 12. Over 25,000 visitors were attracted to the event, which opened with the dedication of the stadium by Gen. Dwight D. Eisenhower, now president of Columbia University.

The stadium was officially opened September 12, under lights by Buddy Wagner's Hell Drivers and was sold out an hour before show time, with the gate announced at 9,612. The stunters repeated the following night, again filling the stadium to capacity.

Also offered were vaude acts, including Paul Kohler, xylophonist; Al Florence, Billy Wells, the Lawrence Trio, and Barry Davis.

Other features of the week-long event included pro wrestling, a giant balloon parade thru the city streets, and the crowning of a queen. Sam Donahue's band was in for the Crystal Queen Ball September 18. An industrial exhibit was held in the Corning Armory as an added centennial feature.

# New Midway Planned For Elmira City Spot

ELMIRA, N. Y., Oct. 2.—Eldridge Park, municipally operated amusement park, will have its midway entirely rebuilt and streamlined in time for the 1949 season thru an agreement with two of the midway's concession operators, Robert A. Long and Oscar E. Bitter.

Long and Bitter have agreed to replace all structures on the midway with new buildings of modern design and to pay the city an annual rental of \$1,500. Work will be done under the supervision of the city engineering department. Present holders of concessions in the park will be given priority in the subletting of the new stands. City will receive additional income from rides and concessions located in other sections of the park.

Improvements on the midway will include raising the level of the entire area of the park to provide better drainage. Eldridge Park the past season hyped attendance thru bringing in good aerial and thrill acts as free attractions.

# Swedish Op in U. S. Looking For Ideas

NEW YORK, Oct. 2.—Maya Falk, of Stockholm, is here en route to Washington, Chicago and Minneapolis in search of amusement ideas for Skansen, Sweden's open-air museum, which gets most of its revenue from the amusement park and other commercial attractions which occupy part of the museum's grounds.

Skansen, while primarily a fine museum, derives most of its operating funds thru income from the amusement park, zoo, open-air theater, concert hall and dance pavilion which it operates.

# Rogers Finds Biz Off In Kentucky, Tennessee

SPRINGFIELD, Tenn., Oct. 2. — With the exception of a full house for the night show at Scottsville, Ky., biz has been off for Rogers Bros.

Fair houses saw both performances here September 27. Biz also was light in Gallatin, Tenn.

Bill de L'horbe, sales manager of the National Amusement Device Company, was in New York Wednesday (29) on business. He was en route from New England fun zones to his home base, Dayton, O.

# A Bet-Stopper!

ALBUQUERQUE, N. M., Oct. 2.—When pari-mutuel betting dropped sharply before the fourth race of the first day of the recent New Mexico State Fair here, fair execs didn't give it a thought. But when it sagged again before the same race the following day, they investigated.

Selden, the Stratosphere Man, they discovered, was just too thrilling in his aerial act. Spotted before the fourth race, he held the folks' undivided attention. They wouldn't budge less they miss his act, and thus didn't get to the betting windows in time. Fair execs solved the problem by shoving Selden's act up to 1:30 p.m.

# Dick Powell, Early Barnstorming Pilot, Killed in Plunge

MILWAUKEE Oct. 2.—Dick Powell, 46, one of the last of the early barnstorming pilots, plunged 200 feet to his death from the wings of a low-flying biplane at Wisconsin Skyways Airport at Hales Corners near here Sunday afternoon, September 26, before a crowd of 5,000. The accident occurred during the feature performance of Powell's Flying Aces, aerial circus.

Rough air had forced him to abandon his rope ladder transfer from one plane to another after three attempts before he began his fatal stunt. With his plane traveling 140 miles an hour, Powell hung by his feet, head down, as the pilot flew across the field. He slipped trying to pull himself up.

Powell's death cut short a comeback attempt. Teaming with Maurice Norman, Bismarck, N. D., and Sam Sharp, Indianapolis, Powell hoped to revive the old aviation stunt show business, which he entered as a youth of 18.

He is survived by his mother, Mrs. Grace Powell, White Bear Lake, Minn., and two sisters, one of them Mrs. Einar Carlson, Duluth who saw her brother fall. He also leaves his wife, Mrs. Dorothy Powell, Chicago. Services were held Tuesday, September 28, at Baraboo, Wis., with interment in Baraboo Cemetery.

# Fire Destroys Bayonne Units

BAYONNE, N. J., Oct. 2.—Two-alarm fire early Saturday morning (25) destroyed several amusement stands, a frozen custard store and a tavern at Bayonne's Little Coney Island, once popular Bergen Point park. All stands had been closed for the season.

No estimate of the damage was given. The Point Cafe, owned by John Bowers, was gutted by the flames, as were a restaurant and a stand owned by Mrs. Marion Zipkin, and several games and stands owned by the First Street Holding Corporation. Max Tenenbaum, a partner in the Holding Corporation, said the stands were not insured.

# Roy Rogers 17-Day Rodeo Set for Chi

CHICAGO, Oct. 2. — The Roy Rogers World's Championship Rodeo moves into the Chicago Stadium Friday (8) for a 17-day run. Col. Jim Eskew will be arena director. Five championship events are scheduled, including bareback and saddle bronk riding, calf roping, steer wrestling and bull riding.

Matinees will be given Saturdays and Sundays. Seat prices are \$1.25, \$1.90, \$2.50 and \$3.80.

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 Prize money, sponsors and salaries will be paid and not just promised. This show has the possibilities of being the best in recent years. Contact  
**BILL FORT**  
 OLD GLORY TOURIST COURT, BESSEMER, ALABAMA

# RECORD GATE FOR TRENTON

## Midget Auto Races Close Bloomsburg

BLOOMSBURG, Pa., Oct. 2. — Bloomsburg Fair winds up its six-day run today with midget auto races as the feature attraction.

Preview — gratis — Sunday (26) brought out thousands. Fair got off to a good start Monday (27) and hit a new attendance high Tuesday with an afternoon gate of 3,077 and a night turnout of 3,746.

Harness and stake racing and pulling contests were among daily events. George A. Hamid's *Grandstand Follies*, under the personal supervision of George A. Hamid Jr., was the feature attraction and played to big biz. Endy Bros.' Shows on the midway got good play.

## 145,614 Pay To Set Mark At Allentown

### Free Ones Boost Total

ALLENTOWN, Pa., Oct. 2.—A record 36,000 paid Saturday (25) to boost the five-day paid attendance at the Great Allentown Fair to 145,614, 8,744 more than last year for a comparable period. Altho admissions were charged this year for the first time on opening Monday (20), their number is not included in the above total, officials said. President E. H. Scholl estimated that free admissions, including some 30,000 tickets distributed in advance to the fair's 927 stockholders, would boost the total to about 250,000.

The big turnout on Saturday was aided by continuing good weather and the presentation of big car auto races promoted by Sam Nunis Speedways. The big cars seldom fail to draw capacity crowds either at the fair or the several still dates promoted each year on the fairgrounds. Attendance on the final day exceeded that of last year by more than 10,000. Auto admissions were 3,110 as compared with 2,162 last year. Uncounted were several thousand persons who took advantage of the free gate after 10 p.m. George A. Hamid's *Grandstand Follies* played to capacity.

Attendance dropped off slightly Friday (24) and it appeared unlikely that the fair, with one day to go, would equal last year's record 136,869 paid admissions. Total paid attendance for the day was 20,421, about 1,500 under last year. The smallest crowd of the week attended the afternoon grandstand show which featured Jack Kochman's Hell Drivers and George A. Hamid acts.

A city ordinance calling for the (See ALLENTOWN MARK, page 91)

## Thompson-Rumley Combo Report Biz Ahead of '47

OXFORD, N. C., Oct. 2.—Season's business for the Thompson & Rumley Enterprises thru the first three days of Granville County Fair here, which closes today, is well ahead of 1947, according to Mel J. Thompson and C. M. Rumley.

Despite the polio threat which has prevailed thruout the State since mid-summer, biz for the org was better than satisfactory at the Franklinton, Dunn and Smithfield fairs.

## Jack Reynolds New Wis. Boss

Named to post vacated by Ammon—latter hailed for Centennial work

MILWAUKEE, Oct. 2.—Jack Reynolds, 30, was named chief of the division of fairs of the Wisconsin Department of Agriculture September 28, succeeding Ralph E. Ammon. Appointment, made by Milton H. Button, department director, became effective yesterday (1).

As chief of the fairs division, Reynolds will also manage the State fair. He had been assistant State fair manager since 1946. Ammon will continue as manager of the Wisconsin Centennial Exposition until December 31, 1948, Button announced.

Reynolds, a native of Cobb, Wis., was graduated from the college of agriculture at University of Wisconsin in 1939. Following his graduation he was employed in the State fair publicity department for three years. During the war he served three years in the navy, including duty in the Pacific area.

"The Centennial Exposition has suggested many opportunities for a greater Wisconsin State Fair," Reynolds said shortly after his appointment. He predicted that the influence of the centennial will be felt upon the fair in many ways during the coming years.

In naming Reynolds, Button also



JACK REYNOLDS, 30, moved up October 1 to the post of manager of Wisconsin State Fair, Milwaukee, after serving as assistant manager since 1946.

praised the service of Ammon as fair manager since 1931. He pointed out that the fair has been on a self-sustaining basis for several years, receiving no direct appropriations from the State. "Ammon's long and successful experience in fair management is in a large measure responsible for making the centennial exposition a complete success, financially as well as artistically," Button declared.

## 319,000 Gate for Puyallup In Face of Three Obstacles

PUYALLUP, Wash., Oct. 2.—The 45th annual Western Washington Fair rode thru lowered public spending, a gasoline shortage and wet weather to check in attendance of more than 319,000 during its nine-day run which ended Sunday, September 26. The largest number of exhibits ever received on the 36-acre fairgrounds filled the buildings, with commercial exhibitors bringing out the most lavish displays since pre-war years. The grandstand show played to a full house of 12,000 during all but two performances. Acts included the Hanneford Family; Willie, West and McGinty; the Wallendas, Elly Ardely, the Dormonde Brothers, the Escalante Family, the Three Royal Rockets, the Jim Wong Troupe, the Black Brothers, the Baretis, Miss Rieta, Toto the clown, and the Ten Karrels. Cy Taillon, of Denver, emceed.

### Midway Set Up Early

This year's rodeo, with \$9,000 prize money and \$3,895 in entrance fees, hit Northwest sports pages regularly, with cowboys drawing the bulk of the bobby-soxer attention. George Prescott, Tacoma newspaper reporter and cowpoke, took over the mike for rodeo events. Douglas Greater Shows, Kent, Wash., moved into the fairgrounds three days before opening. E. O. Douglas reported more than 70 concessions running out of stock before the last day was over.

A new feature on the fairway was Kiddieland, with miniature rides for the small fry. The ticket office, built in the form of a large shoe, had parents lined up thruout the run, buying 9-cent tickets for the train ride, Ferris Wheel, Baby Dipper and auto and tub rides.

Improvements to the fair plant included new glass-brick stages, a new parking area at the main entrance, new lighting around the race track and from the roof of the main grandstand, a covered livestock judging ring, and water main and electric wiring replacements.

## Day Gate Mark Set at Plymouth, N. H.; Event's Biz Off 2%

PLYMOUTH, N. H., Oct. 2.—Afternoon attendance at Plymouth Fair here September 15-18 established a new high, despite rain on closing day. The night gate, however, was hit by unusually cold weather. Over-all attendance at the four-day event was off about 2 per cent from 1947.

Commercial exhibit and midway space was a sell-out, with revenue from rentals virtually 50 per cent above last year, thereby accounting for what fair execs termed the largest gross revenue in the event's history.

Jimmie Lynch's Death Dodgers were the grandstand attraction opening day and played to a strong house, as did harness races on Thursday and Friday.

A revue, booked thru Al Martin, Boston, felt the sting of the frigid temperatures each of the four nights. Acts included Dalton and Bailey, comedy trapeze; Frank Cook, high act; Cycling Kirks, Will Hill's Elephants and the Adrians, dance team.

## Official's Goal Is 400,000

Rain nixes big Thursday — covered stage saves night show

TRENTON, N. J., Oct. 2.—A record 65,000 turnout at the New Jersey State Fair here on opening Sunday (24) plus big crowds thruout the remainder of the week, led President George A. Hamid and Secretary-Manager Norman S. Marshall to hopefully predict that their longed-for 400,000 gate might be a reality by tomorrow night's closing. Crowds comparable with last Sunday's will have to pass thru the gates today and tomorrow if the mark is to be achieved.

Chief attraction for today is a State-wide Firemen's Muster with the firefighters counted on to swell the gate by several thousands. Tomorrow, big car auto races, a sure-fire crowd getter in this area, will be presented in front of the grandstand. The races will be staged by Sam Nunis Speedways.

A day-long rain Thursday (28) washed out the traditional gathering of politicians, including all gubernatorial candidates whose presence generally assures one of the biggest crowds of the engagement. Even so, Hamid said about 20,000 paid their way into the grounds. Hamid had as his guest Acting Governor and Mrs. John M. Summerill.

### Night Show Saved

Hamid said that the canopied stage constructed last year paid for itself Thursday when it saved the night show which was attended by 3,500. All trotting races were presented as scheduled and the afternoon crowd was big, considering the weather.

Particularly helpful in building the gate this year was the notable cooperation given by the local press as well as the airing of broadcasts from the grounds by WCAU and WFIL, Philadelphia; WBUD, Morrisville, N. J., and WTTM, Trenton. The air plugs in the New York area were numerous and liberally spotted in the top shows. Rounding out the publicity campaign was a good billing job, including painted boards in Times Square.

About 50,000 youngsters were estimated to be on the grounds Monday (25) to provide the biggest Kid's Day in fair history. The lure of prizes for early arrivals offered by Bernard (See Record at Trenton on page 91)

## Tillonsburg, Ont., Gets Good Attendance in 3-Day Run

TILLONSBURG, Ont., Oct. 2.—The 90th annual Tillonsburg and Dereham Fair, September 21-23, drew very good attendance during its three-day run, and exhibits in all departments were heavier than in recent years.

While the fair opened officially Tuesday (21), exhibits, midway and grandstand attractions were operating Monday (20). Big day was Tuesday (21), with 2,000 in the grandstand for the afternoon races and 5,000 out for the night show of Lucky Lott's Hell Drivers, with more than 500 turnaways. Lott's stunts appeared also Monday, while Wednesday's grandstand show was provided by the Duke of Paducah (Whitey Ford) and His Radio Gang.

The midway, with a big line-up of rides and concessions, played to good business.

# 1,250,000 GATE FOR POMONA

## Calif. Biggie Hits New High

War-suspended event back stronger than expected—polio cuts kid attendance

POMONA, Calif., Oct. 2.—Record-breaking attendance of 1,250,000 was indicated for the 17-day Los Angeles County Fair, which closes here tomorrow (3).

Thru Thursday, September 30, the turnstiles had clicked off 1,051,700; and, with three big days to go before the close tomorrow night (3), execs were confident the event will top by 250,000 their original goal of 1,000,000.

A huge second week-end business contributed approximately one-third of the total attendance for the first 14 days. On Saturday, September 25, the crowd totaled 161,261 and on the following day it swelled to 174,833. This compares with 87,897 and 113,877 for the corresponding days in '41, the last year the fair was held.

### Weather Holds Good

Weather, which threatened for two days, has been okay, with the last half of the run getting normal September heat. A polio scare has thinned attendance of youngsters, and the total attendance would run considerably higher if it were not for that scare. The polio menace has served to cut into the play given to the kiddie rides on the carnival midway, but not deeply enough to prevent those devices from winning money. (For details of midway business see story in the Carnival Section.)

Main evening attraction the first nine days was the horse show which packed the grandstand nightly. Horse races drew a capacity crowd every afternoon, and while pari-mutuel figures were not available, the handle is expected to run well over the '41 mark. Free acts, booked to work between the races the first nine days, were the Great Romero, aerialist; the Rudenkos, torch jugglers; Irene Vermillion and accordionist Kermit Dare, and the Three Dees, acro act.

### Grandstand Bill

A 13-act show booked by Barnes-Carruthers Theatrical Enterprises, Chicago, was the nightly grandstand attraction, beginning Sunday, September 26. The Zacchini double cannon act is featured. The bill also includes Lowe Hite and Stanley, comics; Jane Cousins and the Song Stylists; the Gallagher Family, teeterboard; Marcelle Lervone, prima (See 1,250,000 AT POMONA, page 91)

## New Tune Sung In Huntsville, Ala.

HUNTSVILLE, Ala., Oct. 2.—The Huntsville Times last year rapped the Madison County Fair and almost everything connected with it.

A different editorial tune was sung last week over the '48 fair and everything connected with it.

"The Madison County Fair this year assumes much of the excellence, the scope, the quality of exhibits that it had many years ago," The Huntsville Times editorialized.

"The customers are getting a better break and much more for their money."

"The free acts in front of the grandstand are highly creditable and enjoyable."

"The Imperial Shows are the best that have ever been here, thanks to a skip between two much larger fairs where they are booked. They are a lot better and cleaner than some of the carnival outfits in the past few years that have brought discredit to the fair."

"The public will support the fair and its management when emphasis is placed on county livestock and agricultural exhibits, on school and community displays, on entertaining exhibits before the grandstand, and on clean, decent midway shows and rides behind it."

"We are glad," The Huntsville Times concluded, "to see and hear the management is returning to those policies."

The fair and its attractions clicked solidly. The gross on the midway was reported 50 per cent higher than last year.

### John B. Clark Retiring

GOLCONDA, Ill., Oct. 2.—John B. Clark, president and director of the Pope County Fair here the last 15 years, announces his retirement effective January 1, 1949. Also retiring at the same time are Phillip Schoettle, secretary, and Earl Walter, treasurer. Successors have not been named.

## Salt Lake Event Hits Peak Paid Gate Despite Weather

SALT LAKE CITY, Oct. 2.—Utah State Fair, September 18-25, opened and closed with rain. Inasmuch as the opening and closing days were Saturdays, this resulted in loss of at least 15,000 patrons, according to Sheldon R. Brewster, secretary-manager. In spite of this, an all-time high of 92,750 paid admissions was reached, Brewster announced. This total, tho, was only a few hundred higher than the previous peak set in '46. Rain delayed the official opening celebration, a stunt concocted by publicity director Ed Lauber. But, eventually the stunt was staged, with Marilyn Rich, trapeze performer, suspended from rings beneath a helicopter, coming down from the sky to snatch up a ribbon and huge lock and key suspended between the main gates.

### 'Copter Act Big Hit

Marilyn Rich proved the hit of the expo. Working twice daily from a rigging beneath the 'copter which ranged to an altitude up to 300 feet, her performance was particularly outstanding at night under spotlights.

Main entertainment attraction was the State Fair Revue, which was staged in the Coliseum instead of before the grandstand to beat the cool nights. The switch, however, did not help and attendance was down.

The revue, booked thru the Joe Bren Agency, Hollywood, featured Eddie Dean, cowboy movie and recording artist, and the Broome Brothers' Band; the Libonati Trio, xylophonists; Learmon's chimps, elephant and pony; the Garri Dancers, (See Salt Lake Hits Peak on page 91)

## Memphis Belts '47 Records; Wide-Range Improvements Noted; Entries, Exhibits Up

Midway, Rodeo Register Strong Crowd Marks

By Herb Dotten

MEMPHIS, Oct. 2. — Eight-day Mid-South Fair will close here tomorrow (3) with attendance substantially over last year's total of 191,712.

But for rain three days, the event, in its first days, would have topped last year's gate by a good-sized margin. Even with rain which slashed attendance two days and trimmed it on a third, the fair's attendance thru Friday (1), the sixth day, was 185,433, only 6,299 below last year's total.

Weather today was ideal and folks came out in huge numbers. Forecasts for tomorrow indicated clear weather and another good crowd is expected.

### Entries, Exhibits Up

Current fair reflects marked improvement over 1947. Livestock entries, for instance, are almost triple those of last year. Commercial exhibit space was a sellout before the opening, constituting something of a record here. At least, fair execs were so pleased that they bought space in the local gazettes to tell the public about the sellout.

The layout of the grounds represents a vast change for the better. Unlike last year, the carnival area is reasonably compact. Starting where the permanently installed rides and concessions end is a succession of rides and shows, booked thru Floyd Gooding and Ray Marsh Brydon respectively.

Chief entertainment feature, apart from the midway, is a rodeo produced by Homer Todd, in for the second

year. The cow pokes have been doing an exceptionally strong business in an outdoor arena which provides seating for 6,000.

Rodeo attendance built as the fair progressed. Three performances instead of the customary two-a-day were staged Friday and the last of these, the night show, played to a turnaway crowd. Rodeo performances had been lost early in the run to weather, and the extra Friday showing, held in the forenoon, picked up part of that loss.

Some 250 head of stock were brought in by Todd for the rodeo, and it is peopled with a large number of able riders, ropers, etc. Two clowns, Ike Tacker and Charlie Schultz, work the show. Another highlight is the Moore Family, comedy act.

Not a few of the improvements to the fair are credited to L. B. Herring Jr., veteran fair exec, formerly with fairs in Beaumont and Amarillo, Tex., and president in 1940 of the International Association of Fairs and Expositions. Herring moved into the post in February by which time many contracts already had been awarded. He concentrated on building up the agricultural and livestock interest and in selling commercial exhibit space.

## Lower Spending Hits Knoxville Gate, Midway

KNOXVILLE, Oct. 2.—Higher cost of living here, which boomed during the war, had its effect upon the Tennessee Valley Fair this week. Attendance thru September 30 was down at least 10 per cent and midway spending showed an even greater drop.

Weather thru the first four days was ideal. The three-a-day grandstand show, booked by Ernie Young, Chicago, played to capacity at the two night performances and drew well in the daytime. Stand seats 2,000.

A horse show was also a nightly feature the first four nights in another stand, which seats 1,800. It drew well, building up to capacity on the final night.

Cavalcade of Amusements, the largest midway org ever booked into the fair, felt the effect of the pruned-spending.

### Petoskey, Mich., Event

#### Betters '47 Attendance

PETOSKEY, Mich., Oct. 2.—Attendance at the Emmett County Fair here September 14-18 was reported considerably above that of 1947, altho final figures were not yet available. This was despite cold weather the first two days.

Biz on the midway, where the W. G. Wade Shows No. 2 Unit held forth, equalled that of last year. Jack Raum's Circus and Revue played in front of the grandstand the first four days and his Thrill Show attracted a record crowd Saturday, the final day.

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# New High for Oklahoma City

## Pres. Truman, Weather Help

Final attendance count expected to beat previous 351,099 peak

OKLAHOMA CITY, Okla., Oct. 2.—Perfect weather and the appearance of President Truman marked the Oklahoma State Fair here this week as it set a record-breaking attendance pace.

Six-day event, which closed Friday night (1), was the first here since 1939 to get ideal weather for its full run. While final attendance figures had yet to be tabulated, execs were confident they would show the gate to be over the previous peak of 351,099.

### Two Single-Day Highs

Two single-day, all-time highs were recorded—Sunday's (26) turnout of 59,090 and Tuesday's throng of 52,442 constituting new peaks for those days. Appearance of President Truman accounted for the record-breaking Tuesday gate.

For about an hour late Tuesday afternoon, the gates were thrown open, and 12,000 persons were admitted free to see the President. He spoke following the close of the afternoon grandstand program, which consisted of Frank Winkley's Thrill Show and some free acts.

### Hemphill Resigns

Pete Baker, serving as acting manager of the fair, estimated between 18,000 and 20,000 filled the grandstand and lined the race track to hear the President. Baker, who had served 14 years as assistant fair manager, moved up to the manager's job two weeks before the fair, replacing Ralph Hemphill, who resigned because of ill health.

Oddly, the only night the grandstand show, a Barnes-Carruthers revue, which did not play to capacity was Tuesday. Opinions differed as to the reason. Consensus, however, was that the scheduled appearance of the President caused many chiefly interested in the fair attractions to refrain from attending that night, believing the grounds would be jammed. Most of those who turned out primarily to hear the President left early.

### Midget Driver Killed

Afternoon grandstand crowds were consistently good. Winkley's Thrill Show was in Sunday, as well as Tuesday. Big car auto races were presented by John Sloan on three afternoons, and on the other afternoon, midget racing was staged by Ray Lavelly on the half-mile track. The midget races resulted in the death of driver George Binnie, of Kansas City, Mo.

Royal American Shows' midway business was reported to be running about 15 per cent ahead of last year up to Thursday night (30).

One of the biggest draws was the Sally Rand Show, which was given good publicity by local papers.

### RCMP Ride for Portland

REGINA, Sask., Oct. 2.—Royal Canadian Mounted Police in Regina are reviving their famed musical ride for presentation at Pacific International Livestock Exposition in Portland, Ore., opening today and continuing thru Saturday (9). The ride has not been seen since 1939 when it was featured at Regina Exhibition. Thirty-eight Mounties will make the trip.

## Record 205,000 In Eight Days At Albuquerque

ALBUQUERQUE, N. M., Oct. 2.—New Mexico's 11th annual State Fair, held eight days and nights ending September 26, was the most successful in history. Total attendance was about 205,000, a hike of 30,000 over the previous peak. Paid attendance exceeded the previous record of 120,000.

Pari-mutuel betting accounted for a new high, the tote boards registering \$1,632,476, as against \$1,455,708 last year, the previous record. The pari-mutuels operated all eight days.

Midway business for Folk's Shows was up 5 per cent from last year. The grandstand played nightly to capacity, with Butler Bros.' Rodeo, of Elk City, Okla., as the attraction.

An addition to the grandstand was pressed into use for the first time. Also new this year was a youth building. Structure provides 56,000 square feet of floor space and features a Spanish-type porch. About 700 4-H and FFA youths were housed and fed in the youth building, which was erected at a cost of \$200,000.

Commercial exhibit space was a sell-out. Livestock and horse entries were up sharply from 1947.

### Dyersburg, Tenn., Annual Resumes After Long Lapse

DYERSBURG, Tenn., Oct. 2.—Dyer County Fair, which had not been held since 1941, resumed here last week and Joe Parker, secretary, and E. W. Moore, president, reported that final figures may show this year's attendance as the best in history.

Annual opened Wednesday (22) with 4-H Club and Future Farmers' Day. By noon the grounds were jammed. Thursday was Dyersburg and American Legion Day and again attendance was big. Cattle and horses were judged Friday. Premiums totaling \$5,000 were awarded.

Royal Crown Shows were on the midway and show officials reported business, like the weather, as excellent.

### Iowa Convention Dates Set for December 5-8

DES MOINES, Oct. 2.—Annual convention of the Fair Managers' Association of Iowa has been set for December 5-8 at the Hotel Fort Des Moines here.

Previously confined to two days, the convention this year will be marked by an innovation, a meeting and dinner Sunday night, December 5, at which fair men only will hold a general discussion on fair problems. Each board will be entitled to full representation at this meeting.

The annual banquet will be held Monday night, December 6, with a \$3 charge for tickets.

### RAS Boosting Space Tab

SYDNEY, Oct. 2.—Royal Agricultural Society of Australia announced that the price of space for industrial and commercial exhibits at the 1949 Easter show will be hiked for the first time in 28 years. Increases will range from 30 to 40 per cent, according to Barney Sommerville, general secretary, who says rises are due to increased wages, the 40-hour week and increased costs of materials. The show will be opened by the King of England.

## Crowds Drop To 352,152 At Springfield

### Weather Was Ideal

SPRINGFIELD, Mass., Oct. 2.—An over-all drop of more than 33,000 in attendance was reported by the Eastern States Exposition, which closed last Saturday (25) after a seven-day run at the West Springfield fairgrounds, with a total gate of 352,152.

Despite a week of crisp, clear weather, the exposition fell far short of its goal of 400,000 and slipped well below its 1947 all-time peak of 385,612. Only on two days—Wednesday (22) and Friday (24)—did the fair exceed last year's figures, setting record highs for those days. On all other days the attendance dipped noticeably from the 1947 figures.

Day-by-day break-down of 1947 and 1948 attendances:

	1947	1948
Sunday . . .	83,402	78,456
Monday . . .	62,397	52,721
Tuesday . . .	36,236	32,514
Wednesday . . .	51,076	53,906
Thursday . . .	48,912	44,078
Friday . . . .	35,079	36,678
Saturday . . .	68,510	53,799

\* Total . . . 385,612 352,152

Exposition officials offered no official explanation for the drop in attendance for the second edition of this fair since the war. Some guessed the high cost of living might have been responsible but general spending at the exposition and in surrounding towns seemed to belie this opinion.

On closing day, attendance was cut to some extent by congestion in the approaches to the fairgrounds caused by the record number of vehicles arriving early. Auto gates were closed at 3:30, with parking lots filled to capacity. The only record set Saturday was for vehicles, with paid attendance off nearly 15,000.

### Palmyra, N. Y., in Fast Finish to Almost Tie '47

PALMYRA, N. Y., Oct. 2.—Final figures reveal virtually 52,000 saw the Great Palmyra Fair here September 8-11, according to fair execs. This is just short of the all-time record, set in 1947. Rain Thursday, September 9, hurt, but a record turnout Friday and a near-record Saturday play made up the deficit.

The Circle W Rodeo played to capacity crowds in front of the grandstand nightly. The afternoon grandstand attractions, *Cinderella Goes to the Fair* and harness racing, reported satisfactory biz. George A. Hamid furnished the acts.

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## Excelsior, Minn., Gal's Victory Personal Triumph for Shogran

EXCELSIOR, Minn., Oct. 2.—Now that the shouting and tumult are over, Excelsior Amusement Park management here still is pinching itself collectively to make sure its entrant in the Miss America contest at Atlantic City actually won the coveted honor.

For Rudy Shogran the crowning of BeBe Shopp, Miss Minnesota, as Miss America is a personal triumph. This was his do-or-die effort and the Excelsior park publicity chief came thru with flying colors.

Shogran has had a contestant in the Miss America contest for eight years, each year getting a better placement. Five years ago Miss Minnesota placed ninth nationally, followed by seventh, fourth and second in successive years. Miss Shopp's selection as No. 1 brought him right to the top in 1948.

When plans for the contest were being discussed earlier this year Shogran had a tough time selling the

management on the idea. Joe Colihan and Frank Clapp, co-managers, were skeptical. But Rudy asked for one more crack at it and won.

He had his eye on BeBe Shopp who was in the Miss Minnesota contest in 1947 strictly for experience because she was only 17 at the time and therefore ineligible. This year he convinced BeBe and her parents in nearby Hopkins, Minn., on entering and BeBe got into the contest.

BeBe, in interviews with the press, has been lavish in her praise of Shogran and Excelsior Park, making it plain to newspapermen that it was Shogran's insistence which brought her into the contest.

She told of the endless hours of training which Shogran furnished after she became Miss Minnesota to help her win the top title. There were speech classes, modeling hints, make-up lessons, and constant practice on the vibraharp which were necessary to take her to victory.

Shogran is sold, all over again, on the value of a Miss America entrant from his park. He left Friday (1) for his annual winter vacation in California; but when he returns to Excelsior next spring for the 1949 opening of the park, he will put more energy into the Miss Minnesota feature than ever before. And next year, of course, he will have Miss America right in his own back yard to spur other gals from this part of the country.

## Chi Riverview Fights Ride Tax

(Continued from page 52)

letic contest, sport, game or similar exhibitions for public entertainment, including, without being limited to, boxing, wrestling, skating, dancing, swimming, racing or riding on animals or vehicles, baseball, basketball, softball, football, tennis, golf, hockey, track and field games, bowling, billiard and pool games; (2) any entertainment offered for public participation, including, without being limited to, dancing, carnival or amusement park rides and games, bowling, billiard and pool games."

Such an amendment, the complaint points out, oversteps the authority delegated the city by the State Legislature.

Holton maintains a serious burden is placed on the park under the amendment, "because the park operates only 117 days out of the year, while other forms of entertainment, such as theaters, operate on a year-round basis.

"We believe the amendment should be declared invalid because it fails to make any provision for seasonal business such as parks," Holton said.

"We are attacking the ordinance, too, because it taxes automatic machines (coin-operated machines, vending machines, etc.), \$24 per season at Riverview when the machines operate only 117 days out of the year. It makes no provision for those working only certain times. Another chapter of the ordinance permits an operator to get a license to operate places of amusement for terms of less than one year.

"For instance, one can get a license to operate a place of amusement for one month and pay 1/6 of the total license cost. Our complaint is we are paying for a year's operation and yet operate only 117 days," Holton said.

The Chicago attorney also pointed out that park management has to assume the 3 per cent tax. It can't be passed on to the public as in the case of the theater, he said. He recalled, for instance, that Riverview was a long-established practice of 3 and 5-cent days, and the public, he said, has come to expect that on those days those prices will be in effect.

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# H-M IN BOFF PHILLY PREEM

## Dailey Feels Chill at B. O. In Nebraska

### Colorado Stops Okay

KEARNEY, Neb., Oct. 2.—Dailey Bros., which has found fairly smooth sailing from the box-office standpoint in the current swing thru the Rocky Mountain region, felt a chill at the b.o. in two Nebraska towns this week.

Here, the org drew less than a half-house at the matinee and about a half-filled tent at night. The day before at North Platte, it was the same story.

At North Platte the show played on the fairgrounds lot, outside the city limits. It made for a five-mile haul from the runs to the lot. As a result, matinee was about two hours late in getting under way.

Story was different in Colorado, however. At Colorado Springs, the show had a strong matinee and a full one at night. The same was true at Boulder. At Fort Collins, it was near capacity at the matinee and an overflow at night. Dailey was the first circus to play Fort Collins in two years. Org also got straws at Fort Mogan and Greeley.

## Red Ones Galore For Kelly-Miller In Neb., Ia., Mo.

CAMERON, Mo., Oct. 2.—The Al G. Kelly-Miller Bros. org found circus fans of Missouri, Iowa and Nebraska in a highly receptive mood on its swing thru those three States.

Playing under ideal weather conditions, K-M hit a pair of full ones here September 28, following a capacity night turnout and near-capacity matinee at Rockport, Mo.

Pawnee City, Neb., produced a capacity matinee and a strong one at night. Nebraska City, Neb., gave with a straw at night and a three-quarter matinee.

Another straw was chalked up at the night performance in Clarinda, Ia., where matinee biz was heavy.

## Hamid-Morton Set For Boston Garden

BOSTON, Oct. 2.—Hamid-Morton Circus makes its eighth annual trek to Boston Garden for a one-week stand, October 11-17, under Aleppo Temple Shrine auspices. Matinees will be presented daily, with the exception of Monday and Thursday, and a special morning show is set for Saturday (16).

This year's show will offer several new acts, including the lions of Capt. Dick Clemens, and Frances Volente, aerialist. The Shrine circus generally plays to straw houses, and Robert Gardiner Wilson, chairman for this year's event, expects the usual capacity crowds. Garden seats 17,000.

### Two Full Ones for King

BILOXI, Miss., Oct. 2.—Capacity crowds were on hand for both performances of the King Bros. Circus here.



WHEN THE POLACK BROS.' SHRINE CIRCUS played Lexington, Ky., recently, Station WLAP, Lexington, carried an hour's broadcast at each matinee performance direct from the show, doing interviews with members of the circus. Left to right: Bob Wilson, publicity chairman for the Oleika Shrine; Charles Farmer, WLAP announcer; Nate Lewis, Polack emcee, and the Great Barton, one of the Polack features.

## AGVA Keeps Hamid-Morton Off of Television in Philly

(Continued from page 3)  
delivered the ruling, said that it was adopted shortly after Ringling Bros. and Barnum & Bailey Circus concluded its Madison Square Garden engagement in New York, which included the screening of several full-length performances. Malfi said the ruling applied to all telecasts from theaters, restaurants, arenas or similar show spots.

Morton said that he believed that 100 per cent AGVA membership on his show would result in a "fee service" amounting to only a fraction of the \$15,000 nut involved here.

Reaching shut-ins and hospitalized children who had never seen a circus was the primary purpose in wanting to televise, Morton said.

However, members of the Shrine's sponsoring Lu Lu Temple recalled that three tele shows last year resulted in turnaway biz for the last two nights. Even without the help of video the gross for the six-day engagement, ended last night, is ahead of last year. A hefty \$64,000 advance sale assured success from the start.

A request from Atlanta for tele rights where the show will appear later in the season, had to be turned down because of the ruling, Morton said. The show is also skedded for appearances in Milwaukee, Boston and Newark, N. J., all of which have TV facilities.

HOLLYWOOD, Oct. 2.—American Guild of Variety Artists (AGVA) and local tele ops appear headed for a showdown via the courts to settle AGVA's stand against "unauthorized" telecasting of AGVA members. Attempts to negotiate a settlement of beef with Paramount's KTLA (*The Billboard*, September 18) have borne no fruit, and AGVA's coast attorney, Sam Shayon, is awaiting okay of union's national office before filing suit. AGVA seeks to recover over \$5,000 from KTLA for television of a series of acts performing at a Labor Day American Federation of Labor (AFL) show.

AGVA, meanwhile, this week went after youngest tele outlet, KLAC-TV, on the same charges, accusing station

of telecasting performances of three professional swimmers at a benefit show without prior clearance. Station was notified of infraction and warned to pay performers double scale or face suit.

Union seems more inclined to establish a precedent which would govern all future tele appearances of AGVA members than to punish either KTLA or KLAC-TV. Stations, now cognizant of AGVA's hard-boiled attitude, have all offered to work out a clearance system with union on future tele events.

## Weather Hurts Beatty in Miss.; La. Spots Good

HATTIESBURG, Miss., Oct. 2.—Overcast skies, which looked like they might bring rain at any minute, hurt Clyde Beatty here. Matinee drew a half house, with the night crowd a shade stronger.

Two Louisiana spots gave the show good business. At New Iberia, with the weather perfect, the org drew two capacity houses. Lafayette proved a red one, both the matinee and night shows doing straw business.

## Stevens Greeted By Sunshine, Good Crowds in Kansas

SYRACUSE, Kan., Oct. 2.—Ideal weather and better-than-satisfactory biz welcomed Stevens Bros. at three spots in Kansas this week.

A full house saw the night show here Thursday, September 30, after a near-capacity matinee.

Tribune, Kan., gave with a capacity at night, but matinee was light, virtually a replica of business at Sharon Springs the previous day.

## Advance Sale Hits Big 64G

Top-flight talent makes for click show as season gets under way

By Jim McHugh

PHILADELPHIA, Oct. 2.—A hefty \$64,000 advance sale, several grand ahead of the high mark established here last year, clinched a banner start for the Hamid-Morton Circus which concluded the first of a new season's engagements last night (1) in the Arena under auspices of the Shrine's Lu Lu Temple.

The terrific take and the fact that it is credited with being the only show to appear in the Arena this year to out-gross its 1947 mark, dispelled slightly the usual pessimistic outlook of Col. Robert H. Morton, circus managing director. Program sales kept pace with the phone men, and Omer J. Kenyon, working this date for the first time in several years, corralled numerous industrial groups to swell the attendance and gross.

A well-rounded show, nicely balanced with thrill and variety features, many of them holdovers from the spring dates but new to the winter route, provides two hours of solid entertainment.

### New French Act

An import from France, Loof Rio, two-man aerial team, performed capably on an aerial bar in leading up to a sock finish in which one of them, suspended by a mouthpiece, does a wire slide which is interrupted midway to the Arena floor by an explosion which releases the mouthpiece and supporting wire to send the performer into a spectacular breakaway in which his head clears the floor by inches.

The Norbertys, another French import which just concluded a long string of fair dates, stood out in their aerial presentation in which the two men perform on one end of a horizontal ladder which is counter-balanced by a girl partner, supported by an aerial bar. The daring performance on the unique rigging wowed the audience.

In the same thrill category are Les Idalys, imported last year for a season with the Ringling circus. Their upside-down gymnastics on their suspended unicycle earn for them, and the aforementioned thrill acts, deserved solo spots.

### Watkins Chimps Smooth

Irah Watkins and his chimps, also in from a long string of park and fair dates, gave a smooth performance in which the simians wire-walked and rode bicycles and a motorcycle. Irah even had one trained to walk unassisted on stilts. Capt. Dick Clemens capably provided the wild animal flavor with his lions.

The Therons, a post-war bicycle import, are greatly enhanced by eye-appealing costuming. Their act, featuring seven members of the eight-person troupe on one bicycle, is first rate.

Buschbom's Liberty horses, eight spectacular black and white steeds, performed with choline precision. Dr. Mort Cooper, Wichita, Kan., owner of the act, flew in to catch the final performances.

Rounding out the aerial features are (See M-H Boff in Philly on page 92)

**Polack Bros.' Western**

Louis Stern undoubtedly has the weatherman working with his promotional staff for thruout the entire string of outdoor dates nary a drop of rain was seen. On 'he return to shelter, however, the rains came.

The Portland Armory is comparable in size to that of the well-known Dayton, O., building, and much difficulty was encountered by the Ward-Bells and Francisco in erecting their high riggings. The Berosini high wire and the writer's ground wire were practically the same height. The damp, dungeon-type dressing rooms proved too much for the male performers who finally ended up sharing the novelty concession room with Harry (Bing) Bernstein, Mike Nidas and Ulysses Beck.

Bernstein's only request was we refrain from handling Mrs. Murray's confection boxes. He was afraid we'd break the crystal on the Mickey Mouse wrist watch to be given away at the end of the season to some lucky customer.

Promoter Sam Ward was confined to his room several days with a bad cold while his "son," Bill Kay, carried on at the building.

A new joey, Hugh (Ain't) Lyon, has added his make-up and many props to clown alley for the remainder of the season. This local chap has some unusual walkarounds, Mrs. Watson and Viola have rejoined Bill Watson after a visit in San Francisco, and Viola returned with brother, Bill Jr., to school in Fort Lauderdale, Fla. Mrs. Charley Webb departed to fulfill fair contracts in the Midwest.

Nightly excursions were made to the Music Hall, a local nitery, with the Polack personnel taking over one evening. The floorshow was dedicated to Somay Huang, who celebrated her birthday. Also adding to the birthday festivities was the party given by the ladies of the ensemble in the LDR, with Chef Frieda Wiswell making with the homemade cake. Bill Watson also celebrated his birthday.

Reggie Reppert's expanding aviary consists of 10 love birds—one female and nine males. Her quest for additional females continues.

Billy Barton, who replaced the injured Don Dorsey, is doing an excellent job holding down this opening slot. Walter Majjeski is planning to use powdered sugar in the floss machines because the noise made by the granulated sugar is disturbing the artists. Francisco has converted his dressing room into a machine shop and has been appropriately dubbed the "automatic cable splicer."

Visiting the Puyallup, Wash., Fair were Chai and Somay Huang, Massimiliano Truzzi, Nino and Paula Sambiasi, the Berosinis, Dorita Konyot, and Mr. and Mrs. Pete Ivanov. The Jim Wong boys in reciprocation visited Chai and Somay our final day.

George Jackson, Bel Ali Shrine Temple recorder of Sacramento, flew in to visit Louie Stern and was immediately put to work on the reserved seat ticket box. Other visitors were Bob Seeley, known professionally as Johnny Roberts, trampoline performer, who is attending chiropractic school, and Merle Christman.

Portland is the final stand on the West Coast itinerary. This org has been in this section since the latter part of April. The first stop on our Eastern trek will be Denver. The next stop for Promoter Sam Ward and Mr. and Mrs. Bill Kay is Little Rock.

—HAROLD BARNES.

**Dressing Room Gossip****Ringling-Barnum**

The El Paso, Tex., stand was enjoyed by all because of Juarez, Mex., being nearby. Excursions were made both in the morning and evening and with pay day falling on the same day, plenty of money was spent for gifts and souvenirs.

Many friends from the Gainesville Circus visited us in Wichita Falls, Tex. The heat wave has vanished and once again we have ideal circus weather but the lots continue to be the dustiest of the season.

Correction: Last week I reported a new giraffe in the menagerie. It should have read camel.

Frenchie Wolthing, George Matusch and Joe Land celebrated birthdays.

Rosa Wong is on the sick list.

Margie and Linda Lawson, Curtis Genders and Emmerick Morowski closed and returned to Sarasota. Joan and Danny Gordon closed in Dallas. Mars Bennett is now called the Countess since announcing her engagement to Nick, the Count.

Visitors: Joe Ward, Mr. and Mrs. Jack Mitchell, Joe Lynch, Leo Moore, Mr. and Mrs. Bill Moore, Weaver Gray, Nickie and Roddy Bell; Dede, Kathy and Betty Ward; Debby Perez, Charles Clarke, Percy Clarke, Percyna and daughter, Donna; the Clarkes, who paid a surprise visit to Kay Burslem, and Myles Bennett, who renewed acquaintances with old friends, including his old boss, Al Tucker.

Backyard scenes: The band serenading Joe Land on his birthday in the band top. Frenchie Wolthing's birthday gave her the annual tree gift. Charley Bell and the oversized Remington gun getting plenty of laughs from the payees. Bill Meinhardt outdoing himself with his Meinhardt-Underhill spaghetti dinner on the long run. Joe Bainbridge swearing he never again will eat rattlesnake meat but Lawson loves it. Paul Jung showing Prince Paul the finer points of casting with his new rod. Everyone going Western with their new boots, jackets, etc., as we continue our tour thru the West.—MARY JANE MILLER.

**Dailey Bros.**

Nearly everyone on the show went into Colorado Springs to buy items of Western wardrobe. Our friends, Mr. and Mrs. Richard Frey and infant daughter and the Harry Chalfants, CFA and CMB, had a party to lunch and placed their car at the disposal of the personnel. Richard clowning both shows with our joeys. Dick (See DAILEY BROS. on page 92)

**Cole Bros.**

Despite hot weather and plenty of wait paper, biz has been good in Texas.

A grand party was given by Mr. and Mrs. Hubert Castle at their Castle Ranch near Dallas. The Cristiani family transported the guests to and from. Guests included Mr. and Mrs. Eugene Arkie Scott, George and Betty Voise, Jack and Alberta Voise, Mr. and Mrs. Oscar Cristiani, Mr. and Mrs. Lucio Cristiani, Mr. and Mrs. Daviso Cristiani, Ortans, Corky, Pete and Mogodore Cristiani, Otto Griebing, Henry Kyes, Jimmy Hurtt, Don Beall, Arizona Jack Campbell, Bobby Donovan, Joe Chirwka, Bongonghi, Billy Griffin, Barbara Beale, Ethel Freeman, George Forman, Tommie Junedes, Betty Richards, Jimmie Jeffries and the writer.

Hats off department: To Kenneth Waite, who can dig up more kids to get the men's trunk wagon unloaded quicker than it takes to read this. He certainly is a big help to Hammerhead.

Visitors: Mrs. Scott, mother of Arkie Scott; Frances Powell, Weaver and Juanita Gray, Bob McLaughlin; Frank Asher, old-time Ringling horse trainer; Mrs. Carl Preston and party, who drove from San Angelo to say hello to Mr. and Mrs. Freddie Freeman; R. C. Blocker, Eddie Reese, who did a great job entertaining Mr. and Mrs. H. J. McFarlan and Mr. and Mrs. Charles Luckey; Lee Myres, Pat and Earl Linsey, and the following CFA members: Mr. and Mrs. Tom Scaperlanda, Mr. and Mrs. Frank Pahlman, Mr. and Mrs. Spike Hansen and daughter, Helen; Mr. and Mrs. John Beard, Bill Osley, Col. C. G. Sturtevant, Jack Brosseau, Joe Heiser, Ted Bowman, Col. Edward Keyes, Colonel Coch and Brig. Gen. E. R. W. McCabe.—FREDDIE FREEMAN.

**Clyde Beatty**

The mosquitoes in the delta country are plentiful. Everyone looks as tho he had run thru a briar patch. The boys have been getting in a lot of fishing along the gulf. Johnny Cline, Shorty Sylvester and Russ Marty have been fishing between shows, but we have yet to eat any of the catch.

Marvin Smith and Rose (Lamont) Alexander celebrated birthdays. Oscar Lowande was on the sick list for a few days but is back in the performance again. The Mustache Club is gaining new members daily. They include Billy Powell, Fay Alexander, Russ Marty, Johnny Cline and Bill De Wayne.

Around the lot: Shorty Sylvester (See CLYDE BEATTY on page 92)

**WON, HORSE & UPP COMBINED CIRCUS**

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Three-Pocket, Ark.  
October 2, 1948.

Dear Editor:

This show hasn't missed an 11 a.m. parade call nor has it been late in opening at 2 p.m. for a matinee all season. You can do that with a five-car railroad show by making hitch-hike jumps. Often when an engine was late in arriving to pull our train, Trainmaster Smokey Torch thumbed down passing manifest freight trains and had them give our train a friendly lift to our destination. We don't deny that we have hitch-hiked our train halfway across the continent. Our trainmaster is a pastmaster at thumbing, skidding and coasting trains. He is so good at thumbing a rattler thru that we have ceased making railroad contracts and permit him to mooch it over by paying him 10 per cent of what the jump would cost the office.

General Agent Les Boroughs, an

arrow chaser from a truck show, knows more about arrowing telephone poles than he does about railroad contracting. So successful has our trainmaster been in thumbing the train that our agent stopped seeing freight agents. Not worrying about railroads, our agent booked this town by telephone not knowing it was an inland one. As our billing crew was in other territory fighting opposition on a route the show wouldn't make, Boroughs mailed the heralds and window stuff to the local postmaster for distribution.

While at Apple Knocker, Ark., yesterday the bosses discovered that there were no tracks over which to bring the show. Again our trainmaster saved the day by guaranteeing to put the train in town in time to parade at 11 a.m. and to matinee at 2 p.m. Being a conservative sort of a chap, Smokey had loaded the sid-

(See WON, HORSE & UPP, page 92)

**Bailey Bros.**

We're back in Oklahoma after coming out of Texas. The Lone Star State didn't net the receipts it did last year. At nearly every stand we had Cole Bros. and the Big Show paper up against us.

Delores King's swinging ladder broke during the matinee performance at Decatur. She received several minor bruises but was able to go in the web number. Did Ruthie Conley ever have a big smile on her face when she saw her dog, Punkie, at the express office in Denton?

New Side Show attractions joining in Seymour were Mike Sweeney, manager and outside openings; Roba Collins, inside lecturer, vent and magic; the Del Rio Trio, featuring Katherine, age 3; Nanette Welch, sword box, Mickey Mouse Circus; Brewster Williams and William Miller, colored musicians, and Frances Doran, annex.

C. C. Smith, general manager, has gone ahead on business. Al Dean's trailer is all polished and sporting new plastic curtains. Lew Kish, clown, left. He has been replaced by Billy Hudson.

Clair Ratley received an eye injury. He is hospitalized in Seymour, Tex.

Victor W. Seeley, chief electrician, missed his calling. He really has an operatic voice.

Making the jump from Duncan to Pauls Valley, the Side Show truck was sideswiped and damaged. One of the working men riding atop of the truck suffered a broken leg. Ruth Conley Ratley thanks the personnel for the kindness shown her husband.

Birthdays: Swede Johnson and Martha Meredith. Both served ice cream and cake in honor of the occasion.

Visitors: Jack Darling, rube clown, on his way to play the fair at Abilene, Tex.; Mr. and Mrs. Leo Moore and family; Mr. & Mrs. Pat Cushman and Mabel Kelly, of Seal Bros.—ALBERT WHITE.

**Stevens Bros.**

The weatherman still is on our side. The only disturbing feature has been the wind which blows a steady gale over these prairies and has been keeping Shorty Shearer and his crew busy keeping the big top in an upright position.

Juanita Hobson Thompson joined and is working in the red wagon. Rooney Rooks, age 4, is doing rope spinning turn in the concert. Kenneth Grub is out of the program nursing injuries he received when his trick mule kicked him.

Attention all members of the One Per Cent Club, especially Helen Billetti and Professor Keller and his crew. Lawrence Everhart finally has become a cowboy. Lillian Long is doing a good job as emcee.

Recent visitors: Mr. and Mrs. Harold Newton (she is the former June Russell), Jack Knight; Mr. Miller, of the Dailey advance; Mr. and Mrs. George (Red) Dubal, Bob Porter and Jack Harris, who are now doing a high act; Mr. and Mrs. Rueben Ray and Ruth Johnson and family.—DOLLY JACOBS.

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## Cole Hits It in McAllen, Tex.; Gets Hit on San Antonio Stand

McALLEN, Tex., Oct. 2. — Cole Bros., which has been playing to business ranging from spotty to poor, hit the jackpot here with a full matinee and a straw at night. Night crowd, veteran observers said, probably was the largest in McAllen's history.

The story was not so good on a two-day stand in San Antonio, how-

## Carl J. Folk Sports Circus On Midway

ROSWELL, N. M., Oct. 2.—Carl J. Folk, Southwestern carnival operator, is presenting a three-ring circus on his midway. It is a package similar to the Willenda-Terrell Jacobs set-up. An eye-catcher is the modernistic, stainless-steel marquee studded with neon lighting.

Admission is \$1 for adults and 50 cents for children. The circus made its debut at the New Mexico State Fair, Albuquerque, and business for the eight-day run was fair.

Buddy La Form is general manager, and in the capacity of announcer is assisted by Billy Pape.

The program: Earl Strong's band; Captain Petroff's Liberty horses; aerial number, Luis and Cherie, Charlotte Bell, La Form Sisters; clowns, La Pearl Trio and Fred Wenzel; perch, Billy Pape and Renee; Daniel and his wrestling lion; Kayletta, high act; juggling, Canestrelli Duo and the De Kohls; Australian whips and knife throwing, De Wayne and Dee; Petroff's menage horses; Loretta's canines; unsupported ladders, the Canestrellis; high ladders, the Parroffs; Flying La Forms.

Visitor was Selden, the Stratosphere Man, who along with the races and rodeo was the grandstand attraction. Selden celebrated his birthday here.

## Cole Bros. Performer Breaks Leg in Fall

AUSTIN, Tex., Oct. 2. — Barbara Beale, a member of the Wallabys Troupe from England, fell to the ring during a webbing number at the Sunday (26) matinee performance of the Cole Bros.' Circus here.

At the Brackenridge Hospital, where she is confined, it is reported that she suffered a compound fracture of the right leg.

## Dales Moves Into Florida; First Stand Nets Full One

CHATTAHOOCHEE, Fla., Oct. 2.—Dales Bros. moved into Florida from Alabama and was greeted by a capacity turnout. The matinee was given exclusively for patients of Florida State Hospital, who were guests of the show.

Atmore, Ala., gave with a three-quarter house at night and a light matinee. The org played to near-capacity in the afternoon at Brewton, Ala., but night biz was light.

Greenville proved one of the org's best stands in Alabama, with capacity crowds at both shows.

## Mills Registers Red One

ALTAVISTA, Va., Oct. 2.—Mills Bros. registered a red one here with a full house at the matinee and a straw at night.

ever, where the show played to light business, especially the second day. It was a case of too much competition in San Antonio. Opening day, a Saturday, the show bucked an important local football game, and on Sunday had President Truman for competition. Saturday the show drew two very small houses, with the matinee Sunday on the light side and night business a shade better.

At Austin, Tex., business was just fair, matinee being light but the night show drew a three-quarter house.

## Everett Shaw Wins Pendleton Roundup Before 20,000 Fans

PENDLETON, Ore., Oct. 2.—Everett Shaw, winner of the all-round cowboy title in the 1933 Pendleton Roundup, repeated in this year's championships, which closed here September 18 before almost 20,000 spectators.

The 40-year-old Stonewall, Okla., rider compiled over 16,000 points in all events, his stand-out performances being a first in steer roping and a second in calf roping. Shaw also had his hands on the title trophy momentarily last year, only to have the judges change their decision.

An exact tabulation of attendance and receipts was not available, but officials declared the event a huge success in both departments. The Happy Canyon Shows played to capacity crowds nightly.

Other leaders in the point scoring included Toots Mansfield, Bandera, Tex., who won the calf roping and placed fourth in steer roping; Gerald Roberts, Strong City, Kan., second in bareback riding and fourth in saddle bucking; Al Garrett, Smelterville, Idaho, first in bulldogging, and Jerry Ambler, Burbank, Calif., first in saddle bucking.

Johnny Walling, formerly with Ringling Bros., put his hand-carved replica of the Big One on display for personnel of Rogers Bros. when the org played Springfield, Tenn. Walling is a member of the Springfield police force.

Bozo Lamont, clown, reports he recently finished a week's engagement at the Gem Theater, Chicago.

May-come-in handy champions around circuses are the ones that keep wagons over-loaded with junk.

B. H. Davidson, who has been off the road four years, operates a tavern in Apopka, Fla.

Peggy Gearld, who recently closed with Rogers Bros.' Circus, has returned to Walgreen's Drugstore, New Orleans.

Circus trouping is a school of hard knocks, with the class in subtraction making the best grade.

Rosa Wong, 26, member of the Ringling-Barnum aerial ballet, was hospitalized for a day in El Paso, Tex., with ptomaine poisoning.

Faith King's circus unit, playing parks and fairs booked by Charles Zemater, closed the season at Milwaukee week of September 25.

Management of the Tableau & Chariot Circus have conceived a new brush-off for beefing canvases. It's "Put it in writing."

The Rev. Edward S. (Father Ed)

## R-B Chalks Up Red Ones In Two-Day Dallas Stand

DALLAS, Oct. 2.—With the weatherman co-operating all the way, Ringling Bros. and Barnum & Bailey chalked up big business on a two-day stand here. Org played a new lot this year, Haskell Avenue at Dolphin Road, one mile past the Texas State Fairgrounds and four miles from downtown Dallas.

Opening day found a near-capacity house at the matinee and a jammed one at night. Second day gave with two straws.

A three-show performance in a two-day stand at El Paso netted good business. First day, the night show attracted capacity, with matinee and night shows the second day being near capacity.

At Childress, Tex., business was

good, matinee being three-quarters with a full one at night.

From San Diego came word that the trial of Art Concello, manager of the Big One, charged with overcrowding the big top at San Diego, has been postponed until December 2. Announcement was made in San Diego by Sidney Roppe, San Diego fire marshal, who signed the complaint.

Concello was not present at the hearing but was represented by counsel who requested the right to enter a plea of not guilty and asked for a jury trial.

## Polack Equals '47 Gross at Portland

DENVER, Oct. 2.—After 22½ weeks on the Pacific Coast, Polack Bros.' Western made a 1,350-mile jump from Portland, Ore., to Denver for the opening Friday night (1). This is the org's seventh annual appearance for El Jebel Temple. The distance was second only to that between Indianapolis and Sacramento, traveled by the show last April.

Crowds were larger than the Armory would accommodate at most of the 13 performances played in Portland, even tho it rained most of the engagement. Sam Ward reported a 50 per cent increase in his promotion, and total gross equaled last year's with fewer performances. Ward went to Little Rock by way of Chicago, where Mrs. Ward rejoined him after a summer sojourn at Lake Geneva.

Between the record-breaking run at Vancouver's Pacific National Exhibition and Portland, the show had a 10-day stand in Seattle, where business sagged somewhat between the week-ends. Joe O'Donnell, who handled the Seattle date, is in Great Bend, Kan., where the show will play three days en route from Denver to Oklahoma City. That spot was played last year by the Polack Eastern Unit.

The promotion at Oklahoma City is in charge of E. H. (Dixie) Hebert, of Jimmy Rison's staff.

## UNDER THE MARQUEE

Sullivan, chaplain of the Circus Fans Association of America, is convalescing at the Gloucester, Mass., hospital, after an appendectomy.

When Lee Bros. showed New Holland, Pa., J. Rudolph Conway and Mr. and Mrs. Herbert A. Douglas visited with Sam Dock and Brison brothers.

If you promised to take the little woman to a show on Sunday night, the chances are 10 to 1 that the general agent found a town to play on that day.

Frenchie Moore recently spent three days on Rogers Bros.' Circus with Phyllis Darling and Ira Gaskell, en route to California to pick up a seeing-eye dog.

Years ago circus troupers liked to recall the story about a rustic who asked a concert ticket seller: "What's it gonner be—cranking pictures or opry?"

Ray Bickford, Greenfield, Mass., clowning at Bondville, Vt., and Wilmington, Vt., fairs. At the latter he was under the auspices of the Goodfellows Club.

Otto Griebing and Johnny Ryan, who trouped together 32 years ago. (See Under the Marquee on page 92)

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Would like to hear from Agents and Organizations who can book a first-class WILD WEST RODEO after Oct. 30. 35 head of stock, 15 performers—has appeared 20 consecutive weeks on World of Mirth Shows.  
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Want two high-type, well-educated men familiar with labor for political campaign. Must be sober and dependable. Top money. Thomas A. "Windv" O'Neil, contact me.  
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642 Hulbert Bldg. Cincinnati, Ohio

# CRAFTS BAGS BIG POMONA BIZ

## Record-Breaking Fair Gate Helps; Polio Hits Kid Area

Bill Mayer's Kiddieland is hurt by epidemic scare but will come out in black—145 concessions operate—midway is well lighted

POMONA, Calif., Oct. 2.—Crafts 20 Big Shows have been piling up huge business at Los Angeles County Fair, which opened September 17 and closes tomorrow. A record-breaking attendance at the revival of the nation's largest county fair has played a big part in the large ride and show grosses. The Crafts' unit is represented by 20 major rides, 8 shows and 145 concessions. The polio scare has kept down grosses of Bill Mayer's Kiddieland, but the layout for the small fry has been doing okay and will wind up in the black. An average of 17,000 kiddie rides were registered the first two Sundays, with an average of slightly over 10,000 for the Saturdays and between 3,700 and 3,900 on weekdays, according to Mayer.

Due to the polio scare, Mayer whittled down the number of kid rides, bringing in 12. These operate at 17 cents, plus 3 cents admission to the area, but the layout for the small fry has been doing okay. The Allan-Herschell portable Roller Coaster has been the top money-getter in this area. Other devices in operation include the Allan-Herschell Little Dipper, a large Merry-Go-Round, Kiddie Merry-Go-Round, two water rides, Ferris Wheel, Toonerville Trolley, a Mangles Kiddie Whip and a National Amusement Company Century Flyer.

The concession layout on the 12-acre midway is believed the largest in the history of the fair. Despite the large number of concessionaires operating, they are getting a good break, according to the fair management, who pointed out that the charge for the 17-day run to probable attendance of considerably over 1,000,000 persons is only \$20 a foot.

Only a third of the concessions here are carried regularly by the Crafts show.

Novelty concessionaires have been doing a big business, tho they were short on some items during the past week. Whitey Monette has the novelties on the midway, with Pat Treanor in charge of those on the fair midway, where he has 19 stands.

The carnival area is well lighted with 16 big light towers and 20 side towers. An asphalt midway contributes much to its neat appearance.

The polio scare dented patronage at Jack Joyce's kid circus, but his Wildlife Show was expected to finish better than okay.

## Down River Returns To Home Territory

DETROIT, Oct. 2.—Down River Amusement Company is back in home territory after a tour up-State. The org closes a two-week stand in River Rouge tonight, the third time this season it has played this lot, under Kiwanis Club auspices.

Additional rides brought in for the date included Elmer Cote's Ferris Wheel and Kiddie Auto Ride and Herb Simpkins' Octopus. Belgie Margold added a pan joint to his string of concessions.

The org moves to Ecorse, Mich., next week, playing the Jefferson Avenue lot for the second time this season. Ecorse stand will be under joint auspices of the Great Lakes Post, American Legion, drum and bugle corps and the Goodfellows.

Ecorse stand will be the finale of the season.

## Hartzell's Octopus Winner at Pomona; Treanor Eyes Eire

POMONA, Calif., Oct. 2.—Bones Hartzell's Octopus Show has been enjoying excellent business at Los Angeles County Fair, which closes its 17-day run here tomorrow. Hartzell's daughter, Glenna Hale, and her husband, Jimmy, came off the Siebrand Bros.' Shows to help out. From here Hartzell goes to Fresno County Fair, then to Phoenix, Ariz., and on to Texas where he winds up the season.

Patty Treanor, who has the novelties on the fair midway, is (See Hartzell's Octopus on page 73)

## Polio Hurts Strates in Shelby, N. C.

### Kids Banned From Lot

SHELBY, N. C., Oct. 2.—Despite the polio ban's remaining unlifted, children under the age of 16 being refused admittance to the grounds, and the canceling of children's days—always big ones—the James E. Strates Shows did okay at the Cleveland County Fair here, show officials said.

Operators of the shows' seven kiddie rides gave their help a week's vacation altho the rides had been erected. No attempt was made to open them at any time. The ban also dealt heavy blows to operators of juvenile shows, altho Fred Munn's Monkey Circus opened, but drew only fair tips. However, Nate Eagle's Hollywood Midget Movie Stars, rated a family attraction, kept up with the fast money-grossing pace set by other shows, sans the kiddies.

### Lot Laid in Horseshoe

General Manager James E. Strates was well pleased by the grosses here on his show's first appearance at this fair. Manager Dick O'Brien laid out the lot in a long horseshoe, which showed the midway at its best and eliminated the use of loads of railroad ties on the rolling grounds.

The day play was light because the family trade was missing but nights found the midway packed. Friday and Saturday nights gave the midway the highest single day grosses.

A long railroad move from Alexandria, Va., was made in record time and if it had been necessary the shows and rides could have opened Monday.

### Good Biz Chalked Up

George Murray's Lion Motordrome, Irvin C. Miller's Brown-Skin Models, Rita Cortes' Hawaiian Revue, Claude Bentley's two Side Shows, Monte Navarro's Artists and Models and Nat Rodgers' War Show all reported good business. Georgia Sothern's Night on Broadway Revue, with enlarged seating capacity, packed them in nightly.

Many visitors were on the lot, with fair managers from North Carolina and surrounding States and showmen coming in to give the midway the once-over. As the polio ban has been lifted in Charlotte and Raleigh, N. C., no restrictions are expected in those two towns.

## Polio Puts Damper On Bullock; Shows To Charlotte Barn

CINCINNATI, Oct. 2.—J. S. Bullock, owner of the shows bearing his name, in a wire to *The Billboard* this week from Montgomery, W. Va., advised that a new polio outbreak has caused the cancellation of the Madison County Fair, Marshall, N. C., where his org was to supply the midway.

He said that since the new epidemic would affect all of his bookings in the Carolinas he decided to close his season in Montgomery and move into winter quarters at Charlotte, N. C.

## Midway Line-Up at Memphis Packs Power; 28 Rides, 21 Shows Ahead of 1947 Marks

### Kiddie Attractions Garner Strong Play

MEMPHIS, Oct. 2.—There is midway power aplenty at the Mid-South Fair which closes its eight-day run here tomorrow (3). There are a total of 28 rides, 47 of them permanent installations operated by Memphis Amusement Park which gives a percentage to the fair during the run of the event. The remaining 11 were booked thru Floyd E. Gooding.

There is also a total of 21 shows. A block of 19 of these were booked by Ray Marsh Brydon. The other two units, a Funhouse and a Glass House, are permanent park installations.

### Compact Line-Up

A distinctive aspect of the array of rides and shows is that they are spotted close together. Last year the park permanent money-getters, all clustered immediately inside the main entrance, were separated by what amounted to a short-sleeper jump from a secondary midway, located in a more remote corner of the fairgrounds and occupied by a railroad show. Set-up then was a boon to the park's money-getters, a blow to the

railroad org, and a reflection upon the fair.

This year portable rides and shows start where the permanently installed devices end. The result is an unusually long array of rides and shows, plenty of color, and much light, as contrasted with a gaping area which marked the area last year and divorced the two midway zones.

### Rain Hits Three Days

Rain thru Friday (1), the sixth day of the event, hurt ride and show play. Monday and Tuesday (September 27-28) were hard hit by the elements, and Wednesday (29) also felt a cut for the same reason.

When the weather was okay rides and shows were given good patronage. Of the shows, *Beautiful Bagdad*, gal unit operated by Flash Williams and Ed Schooley and Riviro's *Globe of Death*, managed by Max Gertz, were running neck-and-neck for top money.

Other leading money-getters in the Brydon line-up were Charlie Tay- (See MIDWAY LINE-UP on page 73)



AFTER PINNING A BLUE RIBBON on James E. Strates's prize-winning Hereford bull, on display at the Steuben County Fair, Bath, N. Y., J. Victor Faucett, fair secretary, awards Farmerette Georgia Sothern a blue ribbon as the grand champion midway topper. Herefords and Brown Swiss from Strates's Birchland Farms were on display. Miss Sothern's Girl Revue is a feature of the Strates midway.

# Partial Loss of Big Days Cuts WOM Trenton Biz

TRENTON, N. J., Oct. 2.—Bad breaks held down the gross of Frank Bergen's World of Mirth Shows in their first appearance on the midway of the New Jersey State Fair which ends an eight-day run here tomorrow.

Only five cars of equipment, plus a few trucked in units, were on hand for the big turnout opening Sunday (24) with the result that much of the potential midway spending by the crowd of 65,000 was lost. An eight-hour delay in the Pennsylvania Railroad yards here resulted in many more units, particularly the heavy capacity rides, missing much of the play on Kid's Day, Monday (25) when an estimated 50,000 were on hand. Big Thursday was lost to rain.

The size of the shows made it necessary to create a bay near the front of the midway area in order to accommodate all units. Since it was improvised and in variance with any accepted layout, it became a dead area even tho it contained the spectacularly lighted Ferris Wheels, several of the more attractive shows, two flat rides and, fronting on what ordinarily would be the midway, the kiddie rides.

The space available for the shows this year was to be less than in the past due to the sale of additional independent concession space. Concession space sales are handled for the fair by Jack McCormick. The narrow area available in the back end made for an unattractive layout.

# Prell Forecasts 10% Dip Despite Big Fair Dates

ROCKY MOUNT, N. C., Oct. 2.—With six fair dates already bagged. Owner Sam Prell is convinced that the gross of his Prell's Broadway Shows will miss last year's take by at least 10 per cent, Allan A. Travers, general agent, reports. Inclement weather cut heavily into early season dates. The balance of the season is expected to be lucrative since money in the South appears to be plentiful.

The shows this week are garnering good business at the Rocky Mount Fair which was always regarded as a railroad show date until the Prell org inked it for this year.

At the Butler (Pa.) Fair, the first annual played, the Prell org established a new midway gross record. Attendance was extremely heavy thruout the week and all show units got money. The shows made the 400-mile jump from Norristown in good time and were ready for a Tuesday opening.

Three days of poor fair weather cut into the gross at the Carlisle (Pa.) Fair which was off about 25 per cent. The Indiana (Pa.) Fair, which the shows played this year for the first time, proved a red one.

The biggest single day's gross was chalked up at the Ebensburg (Pa.) Fair Labor Day, according to Joe Prell, assistant manager. The week's business smashed the record established in 1946 and added up to one of the most lucrative engagements of the season.

Covington (Va.) Fair was under last year. The 300-mile move over mountains from Ebensburg was made in time for a Tuesday opening. The move was supervised by Abe and Ben Prell, assisted by Stacey and Charlie Guttemoutt.

The org scored a winning week ending Saturday (25) at the revived Essex County Fair in Tappahannock, Va., which has a population of only 1,000. Nearly 5,000 paid admissions were registered Saturday.

The shows trained in here from the Allentown (Pa.) Fair where they chalked up a red one. The next move to Winston-Salem, N. C., for Tuesday (5) opening will be one of the lengthiest of the season. As at many of the overlapping dates played recently by this org several carloads of units will be left here for tomorrow, the closing day, while the bulk of the shows moves out tonight.

Youngsters got on the lot early Monday, Kid's Day, lured by about 300 prizes offered early arrivals by Bernard (Bucky) Allen, concession manager.

Numerous visitors here included Arthur Porter, manager of the Rutland (Vt.) State Fair; E. H. Scholl, president, and Reba Schall, secretary of the Allentown Fair and Lee I. Good, operator of the Fairgrounds Hotel, Allentown.

# Mighty Hoosier Tour a Winner; Barn in Indiana

LAWRENCEBURG, Ind., Oct. 2.—W. R. Geren's Mighty Hoosier State Shows were well on their way to chalking up one of the most successful seasons in their history at the conclusion of their local stand September 25. Following two more weeks in Indiana, shows will be shipped to winter quarters in Greensburg, where plans for all new show fronts and a streamlined midway for the 1949 edition will be worked over and completed. After a brief vacation, Geren's quarters crew will be assembled.

Officials said that with Capt. Hugo Zacchini as the free attraction shows' paid gate this year doubled any previous season. Zacchini closed a week before the local stand after 25 weeks with the org. Shows, which opened their jaunt in Vincennes, Ind., April 10, toured Indiana and Kentucky for the major portion of the season.

Staff and personnel remained practically the same thruout the season. Included were Mrs. W. R. Geren, treasurer; Mrs. Betty Mead, secretary and office assistant; M. G. Stokes, general agent; Gene Mead, concession manager; Kenneth Ritchey, ride superintendent; Tex Fetta, electrician; John Owens, mechanic; Mrs. Tex Fetta and Mrs. M. G. Stokes, front gate tickets; Ovie Johnson, towers and front gate; Rosie Barr, Merry-Go-Round foreman and assistant ride superintendent; James Dvorack, Roll-oplane foreman; Lester Anderson, second man; Leo Welsh, Ferris Wheel foreman; J. Francis Norton, second man; Walter White, Scooter foreman; William Reininger, Spitfire foreman; Woodrow Lewis, second man; Calvin James, assistant electrician, and Fred Haynes, sound car.

Concessionaires included Bingo Randolph, J. A. Lamont, Walter Brinkman, Hayden Richards and Roger Boyd. Geren recently purchased a train and auto ride from E. C. Weber, who has his photo gallery here. During the season five new tractors and trailers were added to the line-up. Work already is under way on a number of new stock stores.

# Obadol Unit Biz Okay At Arkansas Fair Dates

CAMDEN, Ark., Oct. 2.—Texas Exposition Shows, launched by A. (Booby) Obadol to play late fairs thru the South, enjoyed good business at fairs in Hot Springs and Rison, Ark.

Melvin Easley manages the unit, with Charles S. Noell as general agent.

# HARRISON GREATER SHOWS PRESENTING "THE SHOWS OF SHOWS"

**WANT**  
For Clinton, S. C., Community Fair, Oct. 11-16; then the three big ones: Orangeburg, S. C., Colored Fair; S. C. State Colored Fair, Columbia, S. C.; then Charleston, S. C., Colored Fair. Ask anyone who played these Fairs what they are.  
Booking Concessions of all kind, no exclusive. Those joining now will have preference at these Fairs. Will book Fly-o-Plane, Flying Scooter or Comet Ride for these dates. Motor Drome or any Grind Show, Wild Life, Animal, Monkey or any high-class attraction. Want Colored Musicians and Performers for these Fairs. Salary out of office. Wayman, Joe Brantly, Carl (trumpet player), get in touch with me. Will book Eating and Drinking of all kind. Good proposition to Cook House, must be up to standard of show. Grab, French Fries, Frozen Custard, Popcorn, Candy Apples, Ice-Cream, Jewelry, Age and Scales. A few choice Concessions open. Boys, get your winter bank roll here. This show positively out all winter. Going to Florida. All wires to  
**FRANK HARRISON, Owner and Mgr.; BUDDY BRADEN, Bus. Mgr., Newberry, S. C., this week.**  
P.S.: Pete Neece wants Count Store and Skillo Agents.

**DAN DONNINI**  
**WANTS CONCESSION HELP**  
**ART SNYDER WANTS RAZZLE AGENTS**  
Long season.  
Address care A. M. P. SHOWS #2, Gaffney, S. C., this week.

**BUFF HOTTLE SHOWS**  
LAST CALL FOR WASHINGTON PARISH FREE FAIR, OCT. 13-16, FRANKLINTON, LA.  
Want Concessions that work for Stock except Bingo. Diggers, Mitt Camp, Lead Gallery, Novelties and Jewelry open. Will sell exclusive. Do not need any Rides or Shows. Can use Photos this week and at Franklinton. Address:  
**BUFF HOTTLE, Manager**  
MANSFIELD, LA., THIS WEEK; THEN FRANKLINTON, LA.

**MAJESTIC**  
GREATER SHOWS  
Can Place for Pickens County White Fair, Easley, S. C., October 11-16  
Concessions of all kinds, Grind Shows with own equipment. Jig Show for three of South's outstanding Colored Fairs. Want Agents for office-owned Grind Stores. Address:  
**SAM GOLDSTEIN**  
Chester, S. C., Fair, this week; Easley, S. C., next week.

**WANTED—ANY KIND OF SHOWS**  
American Mitt Camp. Friends of Charlie Simmons, contact him  
October 4-9.  
**MULLEN-CONN SHOWS**  
Dunn, N. C.

**T. J. TIDWELL SHOWS**  
**WANT FOR FOLLOWING FAIRS:**  
Levelland, Oct. 4-9; Odessa, Oct. 11-16; Brownfield, 18-23; Big Springs, Oct. 25-30; all Texas. Hanky Panks. Shows that do not conflict. What have you? Foreman for Ridee-O. Photo, all Stock Concessions guaranteed to work. All answer:  
**T. J. TIDWELL, Manager, per route**

**PAGE BROS.' SHOWS**  
**FOR SALE—LOOP-THE-LOOP OR BIG APPLE**  
With or without transportation. Can be seen in operation this week, Springfield, Tenn., Fair. No reasonable offer refused. Come look it over. Must sell.

**DICKERSON SHOWS**  
**WANT**  
For Elliott, South Carolina, Free Fair, Oct. 11-16, and all Fairs to follow.  
One or two more Rides, Ferris Wheel, Chairplane or any Ride that doesn't conflict. Good opening for Girl Show, Snake Show, Motor Drome or any worth-while Show that wants to play good Fair. Place all Stock Concessions if join at once. Wire  
**CHERAW, SOUTH CAROLINA, FAIR, THIS WEEK**

**WHALEN & RILEY SHOWS**  
**WANTED**  
Wish Pond, Clothes Pin, Popcorn, Crab Joint, Candy Apples, Hoop-La, Hanky Panks of all kinds. Cotton country from now on. No gypsies. No racket. Hanky Panks, \$16.50, including cut-in and insurance. Will book Shows with own transportation.  
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1 4x4 Chevrolet Tractor ..... \$ 800  
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1 30-Ft. Fruehauf Frameless Van (1946) 1600  
1 8x16-Ft. Custard Trailer, complete with  
Mills Custard Machine and Cabinet ..... 1500  
1 20x30 Bingo, 72 Stools, Counters, etc. 500  
7 Concession Tents, various sizes ..... 525  
1 Eli made Ferris Wheel Power Unit,  
V Belt, used 6 weeks (25 H.P.) ..... 450  
1 Octopus Gasoline Motor (1947), Allis  
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**W. E. WEST, Owner**  
MORO, ARK., this week

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1 30-FT. PARKER MERRY-GO-ROUND  
1 NO. 5 FERRIS WHEEL  
1 8-TUB OCTOPUS  
1 8-PLANE KIDDIE RIDE

Best offer takes them. Address:

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(Can be seen here.)

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One Short Range Shooting Gallery, equipped with two .22 Winchester Pump Rifles, \$600.00; one new 3000 Watt AC 110 Single Phase Gas Generator, mounted on new custom-built 2-Wheel Trailer, powered by 2-Cylinder Walkaha Engine, \$550.00. The above equipment is in perfect condition. Don't write, come and see it.

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\$18.00 Iron Boot torture subject, Glass case.  
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\$65.00 Folding Organ, 3 1/2 Octaves. Good cond.  
Pennants on Streamers, all sizes. Send for list.

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Rates \$2.50 and up  
**L. E. PERKINS, Owner**

## MIDWAY CONFAB

Pinky Pepper joined Sailor Katsy's Side Show on the Buff Hottle Shows at Thibodaux, La., as annex attraction.

All showmen are forward-looking—at least to November.

Patricia Moore, daughter of Marie Moore, concessionaire on the Buff Hottle Shows, has returned to school at St. Charles Academy, Lake Charles, La.

Ted Brown, former Motordrome rider and owner, has joined the Johnny Tinsley Shows to take over a Wild Life Show.

If this is the much-touted season we've heard and read so much about—all shows are stuck with it.

Don (Lucky) Davis, who closed with the L. B. Lamb Shows, is handling the front of Doral Deshon's Follies de Paree on Rogers Greater Shows.

M. G. Stokes, general representative of the Mighty Hoosier State Shows, while passing thru Cincinnati September 27, called at *The Billboard* offices.

Ill-mannered manager is one who when buying a two-handed Merry-Go-Round demands that the horses undergo saliva tests.

Joe Prell, assistant manager of Prell's Broadway Shows, recently received delivery on a new Chrysler. His father, Sam, is expecting delivery soon on a similar model.

Charles S. Noell, who resigned as general agent and legal adjuster for Texas Exposition Shows September 23 at Camden, Ark., has accepted the general agent and assistant manager posts on H. V. Peterson's Tivoli Exposition Shows, which are playing Arkansas.

"Laugh and grow fat" was the advice of early day grinders on Fun Houses. But that was before Fun House tickets cost what they do today.

Joseph Lehr letters from Philadelphia that Max Gruberg's shows closed the first of a two-week stand at 58th and Market streets there to good crowds of spenders. Lehr says the shows go into the barn at the conclusion of the second week's stand.

Joe Hames cards from Berkeley Springs, W. Va., that during Pioneer Shows' stand in Hancock, Md., the org overcame the hot weather by installing a blowing system on the midway which sent the temperature down to 49 degrees.

Resourceful cookhouse operator is one who, having a few pounds of hamburger left over from Saturday, can think of nothing but the making of Salisbury steak.

Paul R. La Cross, owner-manager of La Cross Amusement Enterprises, reports the purchase of a new 36-foot Merry-Go-Round from Allan Herschell Company. Shows concluded their 1948 season September 11.

Jimmie Waldren, bingo caller on the Down River Company, took delivery on a new house trailer. He expects to go South for part of the winter. Bill Postelwaitte, general agent for the Down River org, bought a new motorboat to use on his off-season fishing expeditions.

Closing day is always a pitiful one for the guy who closes without dough or shoes and has to swing from one tree branch to the next one to get home.

Albert Lee (Butch) Nash celebrated his second birthday at a party held in his honor on the Cavalcade of Amusements during the shows' stand at the Tennessee State Fair, Knoxville. Enjoying cake and ice cream were Betty Fitzgerald, Sammie Fillingham, Arthur Lamkin, Judy Schneckel, Kenny and Sallie Kraft, Eddie Marconie Jr., Lorie Grant, Bobby McPeck, Jacqueline and Danny Dareagh.

Mr. and Mrs. C. Hilbert, the past season with Coleman Bros.' Shows with their *Hitler's Children* show, opine that their kiddies, four-year-old

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Kiddie Water Boat Ride and 3 Lions and Cage. Kiddie Water Boat Ride in perfect shape, 6 Boats, can be seen in operation at address below. Loads on 2-wheel trailer. Price, \$500.00. 3 large Lions, in good health, in all-steel Cage, 3 compartments shift from ends or sides, 8 air tires. Can be pulled behind passenger car; Cage alone cost over \$1,000.00 to build. Size of Cage: 7 ft. wide, 12 ft. long. Cage and Lions, \$600.00.

### ZEKE SHUMWAY

c/o IMPERIAL EXPOSITION  
Meridian, Miss., this week; Columbus, Ga., next week.

## SHOOTING GALLERY FOR SALE

Built on two-ton Dodge truck. Just like new, will sell at a sacrifice. Brand-new tires on truck, dual wheels, motor just overhauled. Everything in perfect condition, just like you read in this ad. Will be sold for cash only. Reason for selling, can't get type help I want. Have plenty of rifles and ammunition with it. Will sell for cost price with Shooting Gallery. If interested don't write, wire.

### EDDIE DAVIS

c/o Penn Premier Shows  
Goldsboro, N. C., Oct. 4-9

## LEWY DUCHENE WANTS

Girl for Girl Show; experience not necessary. Top salary. Wire

### LEWY DUCHENE

Care J. J. DENTON SHOWS NO. 2  
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## Rupe's Midway For Fun

Will book any Legitimate Concessions not conflicting. Eight weeks in cotton of West Texas. FOR SALE: Ferris Wheel in good condition, with transportation. Can be seen in operation at Rotan, Tex., week of Oct. 4, or as per route.

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Most complete and unique Pony Ride in Show business. Six well trained Ponies, Saddles, Western style Corral, Harness, small Covered Wagon, Stable; Chevrolet Truck, built up for transporting this ride. A two-in-one Ride and a consistent winner. Can be seen in operation at: Ridgely, Tenn., Oct. 4-9; Malden, Mo., Oct. 11-16. All mail or wires: c/o HETH EXPOSITION SHOWS, per route.

## ARIZONA BOUND

Can place a few Hanky Panks, also Photos, Ball Game, Fish Pond and Diggers. Winter rates. Useful Carnival People, contact us. We go south with 5 Rides, 3 Shows and 25 Concessions. Always a free gate and close-in locations. Wire **LARRY NOLAN, Fairgrounds, Fairview, Okla.** FOR SALE—16x32 Bingo Top, excellent condition, \$75.00 cash. 20x30 Army Tent, Poles and Wall, good as new. Cash \$60.00. Send deposit.

### WANT

Novelties or Novelty Jewelry, Basket Ball or any Hanky Pank Shows—Mechanical City, Fat Show; any legitimate Show except Snake, Monkey, Ride Men, if you are clean as a whistle and do stay sober, contact. "Out till wood chucks." Concession Agents can get placed.

## DYER'S GREATER SHOWS

Marianna, Ark., this week

## WANTED TO BUY

Wurlitzer Band Organ, Style 103.

### EARL INGALLS

20 Michigan Ave. Coldwater, Mich.

## OMAR'S PALACE SHOWS

Want for Comanche, Okla., Fall Festival, Oct. 4-9. Shows with or without equipment. Capable Agents for Roll Down, Razzle, Stock Stores, Book Mitt Camp, Bingo, Stock Stores, Capable Ride Help. Several Concession Tops to sell, \$50.00 each. Out all winter. Those booking now given preference. Contact **RUTH or KENNETH THOMPSON**

## COASTAL PLAIN SHOWS

Want for Winter Show

ALL HANKY PANK CONCESSIONS, \$15.00.

### C. V. (BILL) COX

Rich Square, N. C., this week; then as per route.

**FOR SALE**  
**7 CAR TILT-A-WHIRL**  
*In Good Shape*  
 Can be seen in operation from Oct. 2 to Oct. 12th. Write  
 BOX 210, c/o BILLBOARD  
 155 N. Clark, Chicago 1. Ill.  
 or Phone: ATLantic 5-1272

Gay and seven-year-old Charles, are the youngest concessionaires in the biz. Starting out with a novelty stand and a gaffed shooting gallery they pyramided their interests by adding a Snake Show, with a snake presented them by the owner of the Chase Wild Animal Farm and some cardboard boxes lifted from the bingo joint. Dick Coleman billed them 6 cents per foot at all fair dates but failed to collect.

Thru the aid of a publicity campaign, the IAFE Convention could have roads leading to Chicago cluttered with carloads of book-makers all racing to make bets on the tough fights that general agents tell their bosses they had to land contracts.

While Buff Hottle Shows were playing Thibodaux, La., Mrs. Hottle was honored at a birthday party tendered her by members of the shows. She was the recipient of numerous gifts, flowers and messages of congratulations. Guests included Police Chief O'Neil; Mrs. Mitch Wolf and daughter, Rose; L. A. Borne, president of the Thibodaux and Donaldsonville, La., fairs; Marjorie George and son, Paul; Mrs. Gus Wolf and daughters, Dolores and Julia; Buff Hottle, Romeo Dunn, Melberta Acker, Marie Moore, Beatrice Dunn, Frances Hooper, Mamie Rutter, Opal Serrano, Helen Longcor, Anna Russell, Mary Burke, Irene Henley, Eva Lee Reyes, Darlene Macaluso and Dorothy Williams.

First point to be remembered in cook-house etiquette is that the cellophane bag containing a half-spoon of sugar should be removed before sweetening your coffee.

**GIRLS**  
 FOR GIRL SHOW OR POSING SHOW.  
 Salary, \$50.00 per week.  
 Long season South. Address:  
**JAHALA MILLER**  
 c/o Western Union Jasper, Ala.

**FOR SALE OR TRADE**  
 3 Bingos, with or without transportation, 14x20, 18x30 and 18x36. Will trade for Kiddie Rides or on Major Rides. 18x30 can be seen in operation and booked on Sammy Lane Shows, Holcomb, Mo. (Fair), Oct. 5 to 9.  
**Contact FRANK WESTPHAL**  
 c/o Show or Box 92, Elizabeth, Ill.

**THE GREAT TIVOLI EXPOSITION SHOWS**  
**WANT WANT**  
**FOR THE BEST COTTON AND RICE SPOTS IN ARKANSAS**  
 A-1 Cook House (no Grabs or Grease outfits). One that can open Monday morning. Corkey Zimmerman or any other of that type contact us, a wonderful proposition.  
 Also want Frozen Custard, Long and Short Range Galleries, and Concessions of all kinds that work for stock. No "ex" except on Bingo and Cook House.  
 Want Shows of merit (Whitey Noltey, wire, and come on). Want Side Show, Monkey Show or Speedway. (Harry Harris, wire.) Also Want Fun House, Glass House and Motordrome.  
 We have six major Rides—will be out until Christmas.  
 Do not write. Wire, phone or come on. Hoxie, Ark., this week; Paragould, Ark. (Cotton Festival) in City Park to follow. Route given to show people interested in joining.  
**CONTACT H. V. PETERSEN, Mgr. OR CHARLES S. NOELL, General Agent**

**WANT**  
 Veterans of Foreign Wars Street Fair, week Oct. 11, Wellston, Ohio Ball Games, Dart, Blankets, Pan Games, any legitimate Games. Small Shows. Bingo, Novelties and Popcorn booked.  
**HOWARD BROS.' RIDES**  
 Cardington, Ohio

**CONCESSIONS WANTED**  
**SIDNEY, OHIO, FALL FESTIVAL**  
 MAIN STREETS, OCTOBER 26-30  
 Sponsorship—Junior Chamber of Commerce.  
 EVERYTHING OPEN EXCEPT POPCORN, APPLES AND FLOSS.  
 Address inquiries:  
**GOODING AMUSEMENT COMPANY**  
 1300 NORTON AVE. COLUMBUS 12, OHIO

**FOR SALE**  
**8 CAR OCTOPUS**  
 Perfect condition, new International motor, complete with Fence and Ticket Box. Well lighted. Ride as good as new. Price, \$4,500.00. With transportation, 24 ft. Fruehauf Trailer and 1940 Ford tractor, with new motor, price \$5,750.00. Can be bought with or without transportation.  
**MAX GRUBERG**  
 P. O. Box 101 Philadelphia 5, Pa.

**LAND CRUISER BARGAIN**



G.M.C. chassis, perfect condition, new rubber, Hicks body, large observation room with lounge and chairs. Can sell tickets from three front windows. Own independent light plant. Two upper and two lower berths. Hot and cold running water, 60 gal. supply. Butane full-size 4-burner stove, broiler and oven. 4-foot butane refrigerator, all equipment new. Radio and bus heater. All ready to cook, eat and sleep wherever you stop. Will furnish details. Price, \$3450.00. Also 31 K.V.A. A.C. G.M.C. Gas Driven Electric Plant on 4-wheel trailer, spring mounted. Price, \$1275.00.  
**WINSOR-HALL CO. Phone 13 GREENVILLE, GA.**

**PIEDMONT INTERSTATE FAIR**  
 October 11th to 16th Inclusive, Spartanburg, S. C.  
**ATHENS FAIR**  
 October 18th to 23d Inclusive, Athens, Ga.  
 Will place Eating and Drinking Stands. No Apples. Will place all legitimate Merchandise Games. Can place experienced Carnival Workingmen in all departments.  
 Red Jennings, contact Pete Thompson immediately.  
 Winter quarters at Petersburg, Va., Fairgrounds. Show will close middle of November. We are booking attractions for 1949 season. What have you to offer?  
 All address  
**GETLIN and WILSON**  
 WORLD ON PARADE SHOWS  
 Richmond, Va., Fair now

**GEORGE CLYDE SMITH**  
**Shows**  
 Want for Henderson, N. C., Colored Fair, Week of October 11; Suffolk, Va., Colored Fair, Week of October 18.  
 WANTED—Ball Games, Penny Pitch, Hoop-La, Cigarette Shooting Gallery, Pitch-Til-U-Win, Buckets, Six Cats, Grab, Skillo, Wheels. All Concessions open except Bingo and percentage. WANTED—Colored Girl Show, Side Show, Mechanical City, Wild Life. WANTED—Motor Drome, General Ride Help and Ticket Sellers. All replies to  
**GEORGE CLYDE SMITH, General Manager or VAL IRELAND, Business Manager**  
 Blackstone, Va., this week; Henderson, N. C., next week.

**W. C. KAUS SHOWS**  
 NOW BOOKING FOR AMERICAN LEGION FAIR, DECATUR, ALABAMA, OCT. 11 TO 16  
 CONCESSIONS: Cookhouse for balance of season; any Hanky Panks working strictly stocks.  
 RIDES: Any flat Ride, particularly Caterpillar or Tilt.  
 HELP: Fred Zschille, can use two Count Store Agents, one Wheel man.  
 FOR SALE: One Carvel Custard King, mounted on trailer, complete, ready to go; will book balance of season.  
**RUSSELL OWENS, Manager**  
 Cleveland, Tenn., October 4-9

**JOHNNY T. TINSLEY SHOWS***"America's Most Modern Midway"***BIG HOME WEEK CELEBRATION****WANT WANT****FOR WEST GREENVILLE, PENDELTON STREET LOT,  
DOWN TOWN MAIN STREET**And following fairs, Toccoa, Ga.; Winder, Ga.; Monticello, Ga.;  
Zepulon, Ga., Nov. 11, Armistice Celebration.**SHOWS**—Side Show, Monkey, Illusion, Grind Show. What  
have you?**CONCESSIONS**—Hanky Panks of all kind.

All replies

**JOHN T. TINSLEY SHOWS**

Newnan, Ga., this week

**JAMES M. RAFTERY SHOWS****BEAUFORD COUNTY FAIR**

Washington, N. C., October 11-16

JACKSONVILLE, N. C., IN TOWN, AUSPICES LADIES' AUXILIARY, COUNTY  
HOSPITAL, OCT. 18-23. NO FAIR, BUT A VERY GOOD DATE.

Want Talkers, Grinders, Ticket Sellers and Canvasmen.

Can place Grind Shows not conflicting. Want man to take over Fun House and  
Monkey Show.Will book for balance of season, Caterpillar, Fly-o-Plane or any Ride not conflicting.  
**WANT CONCESSIONS, HANKY PANKS, BALL GAMES, CUSTARD AND P.C.**Can place Musicians for Colored Minstrel Show. Also one more good Comedian.  
Walter Nealand, wire if you can handle Wilmington for me.

Address:

**JAMES M. RAFTERY**

LITTLETON, N. C., this week.

**PRELL'S  
BROADWAY SHOWS**

OCTOBER 11 TO OCTOBER 16

**HALIFAX COUNTY FAIR**

South Boston, Va.

**5—MORE BIG ONES—5**Can place Eat and Drink Stands, Novelties, Age and Scales, all kinds of Hanky  
Panky, Penny Arcade.. Greenville, South Carolina, to follow. All answer**SAM PRELL**

HENDERSON, N. C., then per route.

**MARKS SHOWS****MILE LONG PLEASURE TRAIL**

YORK COUNTY FAIR, OCTOBER 11-16, Rock Hill, S. C.

UNION COUNTY FAIR, OCTOBER 18-23, Monroe, N. C.

PITT COUNTY FAIR, OCTOBER 25-30, Greenville, N. C.

Can place legitimate Merchandise Concessions of all kinds. Address:

BENNETTSVILLE, S. C., this week, then as per route.

**O. C. BUCK SHOWS****NOW BOOKING SHOWS AND ATTRACTIONS  
FOR SEASON OF 1949**

WILL BUILD AND FINANCE ANY OUTSTANDING SHOW.

A FEW SLUM CONCESSIONS OPEN, AND PHOTO.

**FOR SALE:** Silver Streak, Hi-Ball and Fly-o-Plane. Can be seen in operation: all  
rides in first class condition. Also 2 Courtney built circular telescopic type light towers.

Address:

DANBURY, CONN., this week, or WINTER QUARTERS, TROY, N. Y.

**FROM THE LOTS****Harry Lottridge**CAMILLA, Ga., Oct. 2.—During the  
jump from last week's stand at  
Blakely, Ga., to Camilla, Al O'Dear's  
trailer cookhouse was destroyed by  
fire. It was insured and a new cook-  
house is already in the making.Week ended September 25 in  
Blakely, while not as big as the pre-  
ceding week in Colquitt, Ga., proved  
very satisfactory. Bubble gum matinee  
again proved very successful. Com-  
mittee and police department very  
co-operative.D. D. Hale joined with four con-  
cessions and reports biz satisfactory,  
as did John Feland, who joined with  
three. Mr. McDonald, manager of the  
office bingo, doing a good job. Bill  
McLaughlin and Jack Allen left to  
play independent spots. John Moore,  
of Melrose, Fla., a visitor.Owner Lottridge has purchased a  
new top and banners to be used in the  
Illusion Show, which goes up next  
week. Much new canvas is in evi-  
dence. Rolling stock and rides in tip  
top shape, thanks to good mechanics.  
Harry Lottridge made several busi-  
ness trips during the week.The writer received word that Ed-  
die LeMay, president of the Tampa  
Showmen's Association, is very ill  
in St. Joseph's Hospital, Tampa.—  
HARRY E. WILSON.**Young's Amusement**MILAN, Ill., Oct. 2.—Shows com-  
pleted a successful, if somewhat  
abbreviated, season here. Organized  
by Earl Young the week before the  
Fourth of July shows had a good  
route of fairs and celebrations.Personnel remained unchanged for  
the larger portion of the route and  
included Young, manager; Rose  
Young, secretary-treasurer; Chalmers  
Quigley, lot foreman; Cecil Picht, ride  
foreman, assisted by Bill Jones and  
Bill Newman; Pop and Mom Howell,  
popcorn and novelties; Ruby Picht,  
penny pitch; Larry Mitchell, palmis-  
try booth; Johnny Mitchell, scales;  
Mr. and Mrs. Chalmers Quigley, ball  
game and photo gallery.The writer was *The Billboard* sales  
agent and handled shows' bookings  
and Merlin Kuhn and Vernon Dusen-  
berry handled his bingo stand. At  
closing they joined the Sammy Lane  
Shows. Rides included Ferris Wheel,  
Chairplane, Kiddie Autos, and Kiddie  
Airplane.—FRANK WESTPHAL.**M. A. Srader**GUYMON, Okla., Oct. 2.—Ideal  
weather prevailed thruout the West-  
ern Kansas and Oklahoma fairs, and  
according to official reports, midway  
receipts showed an increase over  
last year. At most fairs the demand  
for concession space exceeded supply.Bright spots at the back end of the  
midway were Hetty Jo Starr's Side  
Show and Jack Nasworthy's Athletic  
Show. Paul and Ruby Nelson joined  
at the Dodge City, Kan., fair with  
their Posing Show; also Pete Callan-  
dar's Wild Life Exhibit; Pete Frear's  
midway cafe joined at the Beaver,  
Okla., fair.Jack Nasworthy, Howard Jones  
and Bob Morgan took delivery on  
new Sparton trailers. Ralph Jones  
closed with his bingo on the Silver  
States Shows and is assisting his  
parents, Mr. and Mrs. Orin Jones,  
with their bingo here for the rest of  
the season. Many of the concessions  
and shows plan on booking Southern  
fairs.—PATSY SRADER.**RIDES FOR SALE****MOON ROCKET****9 CAR TILT-A-WHIRL****ALSO 4 CAR TUMBLE BUG**Bug motors completely overhauled. Track  
one year old. Already knocked down. Must  
leave premises. No reasonable offer re-  
fused. Would consider as trade-in a 16-car  
Octopus.**H. BAKERMAN**4504 Kings Highway Brooklyn 10, N. Y.  
Esplanade 7-1218**FOR SALE**One Jitter Bug Glass House, one set of 5 Distortion  
Mirrors with or without top, one Electric Kiddie  
Train, one Donald Duck Kiddie Ride. Can be seen in  
operation at Atmore, Ala., week Oct. 4th; Quincy,  
Fla., week Oct. 11; Tallahassee, Fla., week Oct. 18.  
LEE AMUSEMENT CO., N. L. ORESON, Owner.**MEDIUM WANTED**Man or Woman that can give seances. Have living  
quarters and room. Will assist and split 50-50.**J. H. BRYAN**1128 Smith St. Charleston, West Va.  
Phone 37047**WANT TO BOOK**For balance of season, Lunch Stand Concession,  
Snake Show, Ride Help and Concession Help.**BURKHART SHOWS & AMUSEMENTS**Joiner, Ark., this week; then seven more weeks in  
Mississippi.**SOUTHERN STATES Shows**  
AMERICA'S CLEANEST CARNIVAL**WANT**For balance of Georgia dates and the Suwannee County Fair, Live Oak, Florida, and other  
choice Florida dates.A few more Stock Concessions. Good opening for Photo Gallery, Age, Scales, Fish Pond,  
Bumper. Will buy, book or lease small Merry-Go-Round with or without transportation.  
No junk. Can use useful Ride Help that can and will work and stay sober. Will book good  
money-getting Shows with own transportation. One more high-class Free Act for Live Oak  
Fair, Nov. 1 to 6. All answers to**JOHN B. DAVIS**

Donaldsonville, Ga., this week; Colquitt, Ga., next.

**JIM McCALL SHOWS**Want 10-in-1, Monkey, Snake, Wild Life Shows. Merry-Go-Round, Octopus, Roll-o-Plane,  
any Rides, wire. Concessions—String Game, Shooting Gallery, Cork Gallery, Bumper, Pitch  
Till You Win. Any Stock Stores except Pop Corn and Bingo. 6 more bona fide Fairs, all  
in Georgia; Turner Co., Bryan Co., Effingham Co.; Southern Georgia Colored Fair, Hazelhurst,  
Wilcox Co. Closing Nov. 13, High Springs, Florida. Wire this week:**JIM McCALL, Owner-Mgr., or BILL REESE, Ass't Mgr.**  
ADEL, GA.**FOR SALE**A well-equipped small Show. All equipment in A-1 shape. Plenty of flash.  
Parker Merry-Go-Round, good top and sidewall, metal fence; Chairplane, nice front, metal  
fence; Miniature Train, Addison streamliner, five coaches, plenty of track. Attractive  
Kiddie Rides, Ferris Wheel, eight-car Auto Ride, two factory-built Light Plants, Cable; Office  
Trailer, well equipped; good Trucks, overhauled in shop this season, sturdy and good looking;  
Concessions, lots of extras. Midway insurance paid for one year. PRICED TO SELL  
FOR CASH, \$8000.00.**MARIE K. SMUCKLER**

THIS WEEK, CITRONELLE, ALABAMA

**CUNNINGHAM'S SHOWS**

**WANT WANT WANT**  
**MIDDLEPORT, OHIO, ST. FAIR,**  
**OCT 11-OCT. 16**  
 Fish Pond, Clothes Pin, Darts, Floss, Apples, Popcorn, Bingo, Mitt Camp, Shooting Gallery, Glass Pitch, High Striker, any Hanky Panks that work for stock. No Grab and no Percentage. Write or wire  
**CUNNINGHAM'S SHOWS**  
 New Matamoras, Ohio, this week

**FOR SALE**

Streamlined Edison Train, late model; no repairs needed. Price, \$2,100. Also Allan Herschell Auto Ride, large sized cars. Good condition. Price, \$1,800.  
**EARL INGALLS**  
 20 Michigan Avenue  
 Coldwater, Mich.

**STEBLAR GREATER SHOWS**  
**WANT**

For Fountain Inn, S. C., Oct. 4 to 9; then Owings, S. C., Colored Fair, 11 to 16. Can place Merry-Go-Round for balance of season. CONCESSIONS—Photos, Mitt Camp, Pitch Till You Win, Darts, Lead Galleries, Bowling Alley, Duck Pond; also P.C. Dealers. Any Show with own outfit. Have for Sale—House Trailer, 7x16, complete; Bumper, 8x10; complete Cook House Top and Frame, 12x12, with 6-foot Kitchen. Address all mail:  
**J. G. STEBLAR**  
 Fountain Inn, S. C.

**WANTED**  
**FOR VANITIES OF BURLESQUE**

Girls for Line and Specialty. Advance Agent that can get spots for this type Show, M.C. that does Comedy. "Billy Capen," wire me collect. Need Acts that get laughs and can stand good treatment. All winter's work. Theaters and under canvas.  
**BOB ANDERSON**  
 c/o Joseph J. Kirkwood Shows, Cherokee, N. C., this week; then per route. Show opens under canvas. Rehearsals start Lexington, Ky., Nov. 1.

**Wish To Know Whereabouts**  
 of one  
**MR. BURTO**  
 Operates several concessions. Contact:  
**ANTHONY LYNCH**  
 1522 Clifton Ave., Rockford, Ill.

**MID-WESTERN EXPOSITION**

"America's Sho' Beautiful"

**WANT WANT WANT**  
 For the red one, Conway County Colored Fair, Morrilton, Ark., Oct. 11 to 16, with Fairs and Celebrations thru Louisiana and Texas to follow.  
 Rides—Tilt, Octopus, Caterpillar, Spitfire, Kiddie Autos and Pony Track. Shows—Posing, Animal, Snake, Five-in-One, Minstrel or any with own equipment. Concessions—Palmistry, Grab, String, Gallery, Novelties, Fish Pond, Cat Rack, Photos, Custard, Place Agents, Percentage and Slum Stores. Want Bingo Stock Man, Truck Drivers. Write or wire  
**TED WOODWARD, Owner, Cabot, Ark., now; then Morrilton, Ark., Colored Fair, or per route.**

**BIG STATE AMUSEMENT CO.**

Wants for two Big Fairs, same week, Oct. 18-23; Unit 1, George West Unit 2, Jourdan, Tex. Book Ferris Wheel or any Ride that does not conflict. Book all Concessions working for stock. Book Pop Corn, Candy Floss, Grab, Mug Outfits, Penny Arcade. Make your winter bank roll. Out all winter. Mae O'Leary, wire me.  
**ANN MOORE**  
 Stockdale, Texas, Oct. 4 to 9; North Pleasanton, 11 to 16; Fairs, 18 to 23.

**CONCESSIONS WANTED**  
**PERSIMMON FESTIVAL, MITCHELL, INDIANA**

MAIN STREET, OCTOBER 12 TO 16, INCLUSIVE.  
 Address inquiries:

**GOODING AMUSEMENT CO., INC.**

1300 NORTON AVE. COLUMBUS, OHIO

**PINTO BROTHERS**

Now accepting orders for 1949 season

Kiddie Fire Engine Rides, Kiddie Pony Cart Rides, Kiddie Sail Boat Rides, Travelling Merry-Go-Round for Trucks and Trailers.  
 2940 West Eighth Street Brooklyn 24, N. Y.

**SPRING GROVE & COLERAIN AVE.**  
**2 SAT.—OCT. 4 THRU 17—2 SUN.**

Can use a few more Stock Concessions; must be legitimate. Coke, Darts, Cork Gallery, Box Ball, High Striker, Huckley Buck, etc. This is our closing spot and it is good. Positively no gypsies.

**LEE BECHT SHOWS**

SPRING GROVE and COLERAIN AVE. CINCINNATI, OHIO

**Crafts Exposition**

RICHMOND, Calif., Oct. 2.—Shows opened September 21 for their 11th celebration of the year, following a big wee'-end at the Lodi, Calif., Wine and Grape Festival. Shows were spotted on the Lodi ball park grounds.

Girl Show rejoined here after being on another unit for two weeks. Clarence Bickner joined in Lodi with his novelty concession. Palmistry booth left to join the No. 3 Show for a week, after which it will rejoin this org.

Weekly awards for the clubs have been held up for the past two weeks because of lack of tickets. Louis Cecchini is contacting the clubs for new ones.

Rides are being repainted for the Fresno, Calif., Fair, which opens October 4.

—VINCENT KUROPATWA.

**Page Bros.**

LEXINGTON, Tenn., Oct. 2.—Spot proved a red one. Electrician Ellis Roberts is rebuilding all junction boxes and installing new ground cable.

Mr. and Mrs. Fin (Blackie) Ogelby joined with diggers. Buck Smith came on with concessions.

Bill Collier's Motordrome is topping shows. Many members of the Wallace Bros.' Shows, playing Jackson, Tenn., and the Blue Grass Shows, playing Decaturville, visited. Org has four fairs on its slate, closing Saturday (23) at Alamo, Tex., and then moving to winter quarters at Springfield, Tenn.

**Texas**

BALMORHEA, Tex., Oct. 2.—Shows lost Friday night, September 24, here to rain.

Merry-Go-Round was repainted and has a new canvas top and sidewalk. Mr. and Mrs. Charles Ford set up a new balloon dart game.

Jimmy Rhodes lost his specs while repairing the light plant. Roy Henderson is awaiting stock for his bottle game.—DREW K. HOLLIDAY.

**ATTENTION**  
**FAIR SECRETARIES AND CARNIVAL MANAGERS**  
**EMANUEL ZACCHINI**

**Super Human Cannon Ball**

At Liberty After October 9th for Southern Dates  
**BOOKING NOW FOR 1949 SEASON**

Just finished (2) successful seasons with Gem City Shows.

Thanks, Mr. Jack Downs.

This Is the Act That Draws and Holds the Crowds.

MONROE, LA., FAIR, OCTOBER 4 TO 9

Permanent Address:

2715 FOUNTAIN BLVD.

TAMPA, FLA.

Or Will Be at Chicago Meeting.



Want for Bertie County Agricultural Fair, Windsor, N. C., Oct. 11-16  
 Can place Cook House that caters to show people; privilege in meal tickets if so desired. Want Kiddie Rides. Want Ride Help. Want any worth-while Shows; we have some outfits. Want Motordrome, Penny Arcade, etc. Our best fairs to follow. All contact

**SHERMAN HUSTED**

Manager, Whitaker, N. C., Fair this week; then Windsor, N. C., Oct. 11-16; then as per route.

P. S.: Due to recent fire disaster can place 10-in-1 or any worth-while Show with own equipment; low percentage.



NOW PLAYING PUTNAM COUNTY FAIR, EATONTON, GA.; NEXT WEEK MIDDLE GEORGIA FAIR, MILLEDGEVILLE, GA. ALL FAIRS TO NOVEMBER 13TH.

BOOKING LEGITIMATE CONCESSIONS.

Want Tilt and Octopus, Fun House, Penny Arcade, Glass House and Grind Shows of merit. Address as per route.

**AMERICAN EAGLE SHOWS**

**WANT WANT**  
 PENNY ARCADE, COKE BOTTLES, HEART PITCH, MILK BOTTLES AND ICE CREAM BARS. ALSO MECHANICAL SHOW, ANIMAL SHOWS OR GIRL SHOW.

HAVE FOR SALE—SUPER ROLL-O-PLANE, SMITH & SMITH CHAIRPLANE, 8-TUB OCTOPUS; ALL IN PERFECT CONDITION.

CAN PLACE RIDE HELP THAT DRIVE. ADDRESS:

**DANNY ARNETT, Mgr.**

Louisville, Miss. (Fair), this week; then the Big One, Lucedale, Miss.

**Here It Is—INDEPENDENT MIDWAY—Here It Is**

WINSTON-SALEM COLORED FAIR, OCT. 11-16

Everything open — Just wire footage — No deposit necessary.  
 SPINDLES, SKILLO, ROLL DOWN — ALL FLAT STORES. COME ON.  
 You know what this Fair is. Get your winter bankroll here.

Also have few choice locations for Grab Outfits.

**R. G. McHENDREX**

WESTERN UNION

WINSTON-SALEM, N. C.

**Want — SIDE SHOW PEOPLE — Want**

WORKING ACTS AND FREAKS

FOR DALLAS, TEX., OCT. 9-24, AND ALL WINTER IN MUSEUM.

ALSO WANT INSIDE LECTURER WHO CAN PRESENT AND SELL A SHOW.

No time to write — Wire or come on.

**JACK KORIE**

c/o TEXAS STATE FAIR GROUNDS, DALLAS, TEXAS

**Canada—THOS. A. JONES SHOWS—Canada**

1949 NOW BOOKING FOR 1949

CONCESSIONS—Any Legitimate Concession, Scales, Age, Ball Games, Striker. All Concessions open except Bingo. Will book for Season, Shows with own outfit, Monkeys, Snake, Wild Life, Midget, Illusion or Wax Show, or any worth while Grind Shows. Can place on 25 per cent. Merry-Go-Round, Ferris Wheel, Kiddie Rides, Chair-o-Plane, Live Pony or other good Rides. Address mail to  
**THOS. A. JONES, 914 Ossington Ave., TORONTO, CANADA**

C. C. (SPECKS) GROSCURTH PRESENTS  
**BLUE GRASS SHOWS**  
FEATURING THOROUGHbred ENTERTAINMENT

**CENTRAL GEORGIA FAIR**

CORDELE, GA.

WEEK OF OCTOBER 11TH

Followed by

**SWAINSBORO** AND CONTINUOUS ROUTE OF  
BONA FIDE GEORGIA FAIRS**CONCESSIONS** Can place Stock, Slum, Hanky Panks and Direct  
Sales of All Kinds.**SHOWS** Will book Monkey, Posing, Snake, Fat Girl, Midgets, Side  
Show, Girl Show, Minstrel, Fun House, or any first-class  
attraction with own equipment and transportation.**RIDES** Will book any ride not conflicting with the (8) we own.**FREE ACT** Will place good act for this engagement and balance  
of season; salary must be in keeping with the times.**NOTICE TO ALL INDEPENDENT SHOWMEN AND CONCESSIONERS PLAYING ATLANTA FAIR—CORDELE WILL  
MAKE A GOOD SPOT FOR YOU TO FOLLOW ATLANTA.**

ALL WIRE

**C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS**  
All this week THOMSON, GA.; all next week, CORDELE, GA.

NORTH EAST **FLORIDA**  
**STATE FAIR**  
**JACKSONVILLE**

NOV. 10 TO NOV. 20

11 BIG DAYS AND 11 BIG NIGHTS

CAN PLACE CONCESSIONS OF ALL KINDS

Want Eating and Drinking Stands, Novelties, Fish Ponds, Ball  
Games, Hoop-La, Short Range Gallery, Jewelry and Direct  
Sales.

CAN PLACE HIGH, SENSATIONAL FREE ACTS

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Jacksonville, Fla.

**OPEN — SPACE — OPEN**  
**TWO TOP ARKANSAS CELEBRATIONS**

**DANVILLE FAIR**  
WEEK OCT. 11**ENGLAND CELEBRATION**  
WEEK OCT. 18LEGITIMATE CONCESSIONS OF ALL KINDS OPEN. NO EXCLUSIVE. WILL PLACE  
TWO MORE SHOWS WITH OWN OUTFITS. THESE SPOTS ARE PROVEN WINNERS.  
WIRE—DON'T PHONE.**20TH CENTURY SHOWS, Bartlesville, Okla.****GIVE TO THE DAMON RUNYON CANCER FUND****FROM THE LOTS****Johnny T. Tinsley**

CONYERS, Ga., Oct. 2.—The stand in Griffin, Ga., was one of the best of the season. Under auspices of the Kiwanis Club, the org played on the new fairgrounds there, about one mile from the city limits.

The previous stand in Marietta, Ga., proved okay, too, with plenty of cuffo space both in the newspapers and on the radio. Visitors at Marietta included Bill Sterling, Mr. Apple and Mr. Collier, all of the Capital City Shows, Mr. and Mrs. Al Williams and Bernie Shapiro.

Danny Dorso joined with his bingo and custard. Mrs. Dorso left for West Virginia to place their two children in school. Dolly Dimples joined with her Fat Show. Bud Turner, of the Motordrome, left. Mr. and Mrs. Speedy Wilson and three riders took over. Other recent additions have included Eddie Hackett, mouse game; Mr. and Mrs. Peterson, ball game; John Fulgona, ice cream bars; Mr. McCaslin, three concessions; Mr. Ferguson, long-range gallery, and Slim Maxwell, two concessions.

Other line-up includes Mr. Hewitt, four concessions; Mr. and Mrs. Tuller, popcorn; Mr. Spain, glass pitch; Mr. and Mrs. Young, candy floss and cigarette pitch; Mrs. Mayo Tinsley, three p.c. concessions; Mr. Gilreath, hi-striker; Mr. and Mrs. Griffin, hoop-la, cigarette gallery and slum spindle; Chief White Cloud, short-range, and George O'Neill, Bob Parker's Diggers.

Curley Crandell does a fine job getting the show up and down. Top rides at Griffin were the Caterpillar and Merry-Go-Round, followed by the kiddie rides. The Motordrome and Dolly Dimples led the shows.—E. H. SMITH.

**Pacific Coast**

JOHN DAY, Ore., Oct. 2.—Snow and rain trimmed receipts for the org at Grant County Fair. Despite the weather and a prevailing gas shortage, concessionaires and ride ops reported fair biz.

Outside concessionaires here included Mr. and Mrs. J. V. Wheeler. Mr. and Mrs. Pete Zinke, Mr. and Mrs. J. J. Wymer and Mr. and Mrs. J. Bryce.

Loren Roberts, Stockton, Calif., will replace Melvin LaLonde as manager at Lakeview, Ore. Everything happened during the local engagement including an unsuccessful attempt to hold up the office wagon.

Candy floss and popcorn, operated by Mr. and Mrs. Les Bernstein and Flo Birkshire, chalked up good biz here, as did Ed Freeman's cookhouse. Other concessionaires reporting fair returns included Jim Davisson, Blanch Pickard, Ellen Barber, Pauline Lansdowne, Charles Martin, Bill Grimm, Grover Wright and the writer. Mrs. Flo Birkshire purchased the Mickey Mouse Show from James Barber as a gift for her husband. Stand in Lakeview closes show's tour of Oregon.—WALTON DE PELLATON.

**World of Pleasure**

BOURBON, Ind., Oct. 2.—Rain and cold hurt biz the first part of week here, but clear weather produced record turnouts the final three days. Midway receipts, however, were about 25 per cent off from the previous high for the org here.

Receipts also were off in Auburn, Ind., altho attendance was exceptionally good. Sailor Katzy left with his Side Show to play Southern fairs. Sayre's Motordrome also closed to play Ohio fairs.

Marian Sayres and Jack Davey were married during stand in Auburn. Fat Norton and Obie Bauer also were recent benedicts. Oak Harbor closes the season and current plans call for shows to again winter in Jackson, Mich.—EVERITT PAUL.

**Heart of Texas**

HOLLIS, Okla., Oct. 2.—Weather was good here and biz in general has been a bit below 1947. High spots were Anadarko and Stillwater, Okla.

Slim Lewis joined with his Ape and Snake shows, and expects to add several animals soon. Mr. and Mrs. C. W. Johns are getting good play with their miniature train and glass pitch.

Tilt-a-Whirl and Spitfire are sharing ride honors. Lane and Marshall's Bronze Revue is pacing shows, with Eddie Parquette's Athletic Show second.

Capt. Billie Geyer's free act is popular. Mrs. Harry Craig, wife of the owner, left for Brownwood, Tex., to place their son, Bucky, in school.

The org returns to Texas for fairs Monday (11) at Pecos.—GLENN L. HYDER.

**FOR SALE**

**EIGHT CAR MANGELS WHIP**  
with new cable.

Can be seen operating at

**KNOEBEL'S GROVE**

Elysburg, Pa.

anytime before October 15.

Also one complete Shooting Gallery,  
now operating.**H. H. KNOEBEL & SONS****WANT**

**Experienced Zoo Razzle Agent  
and Outside Help With Car.**  
Join on wire. All winter's  
work on Highway 11.

Answer

**MGR. ZOO**

Room 2, Park Lane Hotel,

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Hattiesburg, Miss.

**WANTED**

**WOODEN  
CAROUSEL HORSES**

ANY QUANTITY

**KAUFFMAN**

141 EAST 24TH ST.

NEW YORK, N. Y.

**TENT FOR SALE**

30x60, 14-oz. 3-pole khaki top, 9-foot sidewall, khaki and blue half widths, made in four pieces to snap at corners; double wind bands, one yellow, one green; inside top elaborately trimmed stars five colors at pole openings, colored patches all corners and rope outlets. New this spring and in best condition. Can be seen up and working Hillside this week, Hartford next week; both Michigan Fairs. Price \$350. No poles.

**E. A. HOWARD**

Penny Arcade, c/o Gooding Shows

**FOR SALE AT ONCE**

Jones 24 Seat Chairplane, Ford  
Tractor and Semi.....\$1,500.00

10 Car Kiddie Auto Ride.... 300.00

**ALVA MERRIAM**

Ogden, Iowa

**FOR SALE**

Smith & Smith Kiddie Airplane Ride, used less than one season with excellent care. Cost \$2,400.00 F. O. B. Must sell at once. No reasonable offer refused. Wire or write or can be seen in operation with Orange Blossom Shows, South Pittsburg, Tenn., this week; then Gen. Del., South Pittsburg.

**ELIZABETH WEAVER**



# HURRY! HURRY! HURRY!

**EVERY body!  
EVERY where!!  
EVERY day!!!**

Is looking forward to the next BIG Special issue of The Billboard:

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Happy Days Are Here Again! Old-time BIG SPECIAL Issues . . . bigger than ever before . . . with MORE Special Articles . . . MORE Ads . . . MORE News . . . MORE Opportunities . . . MORE Valuable Ideas . . .

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Here is the deal . . . TEN big issues of The Billboard, including TWO SPECIAL NUMBERS, plus either of the "How To Establish" books you select, for not the five or ten dollars you would expect to pay for this valuable information, but ONLY \$2 if you mail your coupon NOW. Offer expires MIDNIGHT ten days from today.

**HURRY! HURRY!! HURRY!!!**



**10 BIG ISSUES INCLUDING  
2 BIG SPECIAL ISSUES**



**PLUS  
ONE OF THESE GREAT  
FREE BOOKS  
"HOW TO ESTABLISH & OPERATE"**



**FILL IN SPECIAL SAVING CERTIFICATE  
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ONE OF THESE TWO  
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THE BILLBOARD  
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Yes, I want to save 20%. Send the 10 big issues of THE BILLBOARD, for which I agree to pay only \$2.00.

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CITY \_\_\_\_\_ STATE \_\_\_\_\_

OCCUPATION \_\_\_\_\_

### Pacific Coast Showmen's Association

1235 S. Hope Street, Los Angeles 16

LOS ANGELES, Calif., Oct. 2.—No meeting was held this week because many members were visiting the Los Angeles County Fair at Pomona. But committees were set up for the banquet and ball to be held December 14 in the Gold Room of the Biltmore Hotel. Committee chairmen are: Executive committee, C. H. Alton; ticket sales, Harry Seber; reception, Bob Downie; publicity, Sam Abbott; decorations, Joe Krug; program, S. L. Cronin, and entertainment, Ray Rosard and Lou Manly. Joe Olgardt will be emcee.

Ben Beno is to resume his duties as club custodian.

A homecoming party is planned for November 15. The Ladies' Auxiliary also will participate.

Past Prexy Harry Hargrave and C. H. Alton report they won nine of 10 races at Pomona. Al Flint is trying to borrow their system. Past Prexy Bill Hobday was so busy with his mental act at the fair that none of his well-wishers could get within 40 feet of him. Vice-President Joe Krug reports a good biz in his cookhouse at the fair. Harry Taylor kept busy with his frozen custard. Pat Treanor worked overtime with his 19 novelty stands. John Backman and his glass joint got a good play.

#### Ladies' Auxiliary

Meeting of September 27 was called to order by First Vice-President Charlotte Cohen. New members are Yvette Renee Masseth and Margaret Nettie Porter.

Letters were read from Doris Douglas, Lucille Gilligan, Gladys Patrick and Cora Miller.

Mother Welsh is seriously ill.

Called on for short talks were Ann Stuart, Emily Bailey, Dot Cronin, Donna Day, Inez and Bernice Alton and Ethel Ebell.

Bank award was won by Charlotte Cohen. The door prizes, donated by Ida Delno and Mary Bachilupe, were won by Maree Rhodes and Emily Bailey. Mabelle Bennet offered to make the baby comforter that Doris Douglas sent in. Ruth Korte and Emily Friedheim sent in dues. Bazaar donations were received from Doris Douglas, Pearl Jones, Maree Rhodes and Ethel Ebell. Donating to the new coffee urn were Unice Masseth, Wanda Wells, Lucille Gilligan and Maree Rhodes.

### COLE BROS.' SHOWS

#### WANT

For Deauville, N. C., Oct. 4 thru 9; Shawboro, N. C.; Jacksonville, N. C., and all winter's work in the South.

Fish Pond, Duck Pond and any Siam Joint. Popcorn, Candy Apples, Snowball, Candy Floss. Some P.O. open with other Concessions. Any Ride not conflicting. Grind Shows with own equipment. Working Men in all departments. Need Agents for Hunky Punks, also Six Cat Agents. Write Darby, answer. Carly Darnell, Tex Harvin, Chuck Levine, Max White, come on.

**JAMES W. COLE, Mgr.**

Deauville, N. C.

### MOONLIGHT SHOWS

Crawfordsville, Ark., Home Coming, week Oct. 11, and all winter south.

Book or lease Tilt, Train, other Rides that don't conflict. Place Foreman Kiddie Auto, Chairplane; Electrician. Opening for Pit, Fun House, Animal. Showmen with own outfits, come on. Concession Agents. Sober, reliable Percentage Dealers. Legitimate Concessions all kinds open. Sell exclusive Palmistry, Popcorn, Grab, Pan, Block Joint, Hit-Miss, Pea, Ball, Candy Floss. Mill Sapp, Jack Oliver, wire. Address: MOONLIGHT SHOWS, Crawfordsville, Arkansas

### D. D. HALE WANTS AGENTS

For Buckets, Count Store and Skill, and Man for outside of Skillo. Kell, get in touch; Jimmy Clark, answer. All replies to

**D. D. HALE**

Care Orange State and Ted Lewis Shows  
Savannah, Georgia

## CLUB ACTIVITIES

### National Showmen's Association

154 Broadway, New York

NEW YORK, Oct. 2.—In *The Billboard* (2), in this column, it was announced that the date of the building fund awards would be October 22. This was an error and should have read November 22, which will be Open House Night in the clubrooms.

Executive Secretary Walter K. Sibley visited the World of Mirth Shows at the Trenton (N. J.) Fair Wednesday (29). He was received by George A. Hamid, Mrs. Hamid and Norman Marshall, of the fair organization, and by Frank Bergen, owner of the World of Mirth Shows; Bucky Allen, concession manager, and Ralph Smith, secretary of the shows. Also met Arthur Porter, manager of the Rutland (Vt.) Fair; David Basinger, Edward Daly, Albert Gerand, John McCormick, Carl Barlow, Ralph Goldstone, Mr. and Mrs. Jules Lasures, Mr. and Mrs. Pat Martino, Al Shriner, Morris Vivona, Bill Powell, Frank Schillizi and Leonard Ross.

Bergen advises that the show's annual benefit for the club will be held during the show's engagement at the Columbia (S. C.) Fair. Bucky Allen's division of concessions has a new television set in the office wagon.

Mrs. George A. Hamid told the writer that contributions for the club's building fund, which have been obtained by the Ladies' Auxiliary under her direction, have exceeded expectations. Donations from all sources are coming in rapidly for this fund. Max Goodman has sent in for another 1,000 fund receipts from Little Rock.

#### Member Applications

Applications for membership received from R. Ralph Miller, sponsored by Joe Prell; Lewis Riffe, by David Brown; Herman A. Gratz, by Morris Brown, and Sol Kleine, by Phil Isser.

The meeting of the general committee of the banquet was held Thursday afternoon (30) in the clubrooms, presided over by Chairman Sam Rothstein. Table reservations are being made and reservations for rooms for the banquet are being accepted by the office.

David and Manny Kline are likely to prove ace solicitors for the banquet year book judging by the number of advertisements they have already brought in. Irving Sherman, Philadelphia, avers that he will secure double the amount of advertising he brought in last year. The deadline for the book will be November 15. Alan Corelli has been appointed chairman of the dais committee.

Recent visitors were Max Cohen, of Rochester; Calvin Berry, Carlin's Park, Baltimore; Art Lewis, past-president NSA; Frank Miller, Jack Lichter, Herman Robinson, Murray Zand, Ben Merson, Dan Thaler, Joe Trosey, Irving Reichenthaler, Sidney Herbert, Morris Black, George Rector and Barney Walker. Letters were received from Bernie Mendelson, Myron Colegrove, John Wilson, Marshall Green, Leon Nowitzky, Louis G. King, Irving Sherman, Curtis Bockus and Grover Kortonic.

On the sick list are Mack Harris, 206 Second Avenue, Asbury Park, N. J.; William Hornfeld, Sacred Hospital, Allentown, Pa.; Nathan Weinberg, Veterans' Administration Hospital, Saratoga Springs, N. Y.; L. (Dada) King, Lenox Hill Hospital, New York; John O'Rear, Fred Forner, James Cox, True Perkins and Irving Udowitz. Our sympathy is extended to Tom Quincy, whose mother died recently.

The first meeting of the season is Wednesday (13). Please make every effort to attend. Dues are due.

### Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Oct. 2.—First fall meeting was held September 28 in the clubrooms at 400 S. State Street, with President Lucille Hawthorne presiding. Also on the rostrum were Jeanette Wall, first vice-president pro tem; Billie Lou Foreman, second vice-president; Mae Oakes, third vice-president; Marianna Pope, financial secretary, and Claire Sopenar, treasurer. Invocation was delivered by Bessie Mossman, chaplain pro tem.

Irene Coffey read correspondence from Mabel Tigh, Edna C. Wright, Rose Fitzgerald, Minnie Simmons and Myrtle Hutt Beard, who included a donation of handkerchiefs; Emily Bailey, Ann Roth and Dolly Young, who sent in cash donations. Cards of thanks were received from the Patsy Portenza family and Claire Sopenar.

Billie Lou Foreman reported on the funeral services for Bessie Monde. Betty Becker is in Mt. Sinai Hospital. A cut hand, requiring 29 stitches, was sustained by Ann Sleyster in a fall. Mom Wasserman will be confined to bed for eight weeks. Emma Atzel is at home with a shoulder ailment. Joicey Williams Gray, former clubhouse mother, is seriously ill. Pat Seery has suffered a nervous breakdown. Esther Meyers is recuperating from a heat stroke.

Mrs. Sheridan attended her first meeting. Members present after absences included Bea Tennyson, Marie Broughton, Agnes Barnes, Mollie Raymond and Helen Wettour.

Applications for membership have been received from Wilma Padgett, Mrs. Maud Atwood, Antoinette Shaw and Mrs. Alice Collins.

Isabelle Brantman was appointed chairman of the fall rummage sale. Prizes, donated by Lucille Hawthorne and Bessie Mossman, were won by Agnes Barnes and Marianna Pope.

### Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Oct. 2.—A Halloween party Saturday night, October 30, in the ballroom of the club's home will be the first event of the season. Max Kahn, chairman of the entertainment committee, is in charge.

First meeting of the season is slated for November 1. The Ladies' Auxiliary will hold its first meeting on the same date.

Secretary Bernhard Robbins recently was the guest of Lewanee County Fair Secretary H. Hungerford at Adrian, Mich.

Morris Blumberg has been admitted to membership.

Recent visitors included Lou Meyers, Harry Levine, Irving Borker, David Shepro, Nate Sobol and Nate Smith.

### Miami Showmen's Association

236 W. Flager St., Miami

MIAMI, Oct. 2. — First regular meeting will be held late this month. Harry Meyers visited, as did Mac McFarland, who arrived from Philadelphia.

The body of Seymour Rosen, 19-year-old son of Maurice Rosen, concessionaire, who was killed in action in Italy, was returned to Miami for burial. Funeral services were held September 23.

All members who received portfolios before leaving for the road, together with those who received theirs directly from John (Red) Young, are asked to send in for more supplies and membership applications.

Your 1949 dues are due.

### Showmen's League of America

400 So. State St., Chicago

CHICAGO, Oct. 2.—Membership applications on hand, which will be voted on at first regular fall meeting Thursday (7) include those of James E. Miller, Isaac Stern, Ed C. Dionne, George R. Fox, S. A. Holzman, J. L. Machamer, J. N. Schmidgall, Charles R. Lamkin, Michael Manglaridi, Casey Sens, Bob Keathley, Bob Dutton, Henry Hern, John H. Beeger, Edward Moyer, Marion E. Johnston, Charles E. Drobryk, Chester A. Taylor, Fred W. Scrites, Lake G. Boseley, Lawrence Stone, Arthur R. Toepfer, W. A. Mooneyhan, James R. Young and W. D. McGimpsey. These bring the total for the year to 104.

Interment for Lloyd H. (Fat) Bell, who died September 23 at the St. Regis Hotel here, was held September 27 in Showmen's Rest.

George King confined to Hines Hospital, Hines, Ill., expresses appreciation for correspondence received. Bob Parker is off on a swing thru the South. Jack Hawthorne, Lou Leonard and Oliver Barnes left for Alabama State Fair, Birmingham.

Advance reservations for this year's banquet and ball, December 1 in the Hotel Sherman, are ahead of 1947. Convention dates are November 29-December 1.

Silent O'Brien has returned to Chi for the winter. The Bob Parkers and Ned Tortis closed their Lake Delavan, Wis., cottages for the season. Bill Stephens advises he will winter at the lake. Rudy Singer is up and around following his illness. Ed Wall won the top prize, a set of golf clubs, at the drawing held annually at the close of Lake Lawn.

#### Ladies' Auxiliary

First fall meeting will be held Thursday (7), in Hotel Sherman. Mrs. Sam Gluskin, president, urges all members to be on hand.

Mrs. Ora Miller is in Ravenswood Hospital, Chicago, with a broken hip. Billie Wasserman is ill at her home. Pat Seery is on the sick list. Mae Sopenar journeyed to Montreal to attend the funeral of her father-in-law. Grace Goss, third vice-president, is recuperating at home.

Dues for 1949 have been reduced to \$5 and are payable December 1. Initiation fee is \$2, making a total of \$7 which should accompany all membership applications. Dues and applications should be sent Elsie Miller, secretary, 4215 West Fifth Avenue, Chicago 24, Ill.

Mrs. Ralph Glick, bazaar chairman, expects to be back in town soon. Mrs. Henry Belden will assist her on the bazaar.

### Arizona Showmen's Association, Inc.

317 W. Washington, Phoenix

PHOENIX, Ariz., Oct. 2.—Remodeling of the clubrooms has been completed for the first meeting, October 18. The response to our ad in last week's issue of *The Billboard* has been fine, and the 1949 dues are coming in daily. John J. Brassil, advertising manager for the Ringling show, and Jack Riley, both members, visited the clubrooms. Lloyd Wilson, owner of Wilson Greater Shows, arrived and has stored his equipment for the winter.

Ed Smithson, who has been ill the past five months, is greatly improved. Doc and Clara Zeiger passed thru Phoenix on a vacation trip. Louis Block is back in town after a 90-day trip to Detroit. Paul Pisuka, first vice-president, dropped in at the club en route to Tucson, Ariz. Recent visitors were Bill Fulmer, Jim Crum, P. W. Siebrand, Hiko Siebrand, Johnnie Webber, Bob Uselton and Norman Prather. Clubrooms are open daily. Thanks to Cora and Lee Ritter for the use of their bingo concession when the benefits for the club were held.

## Benefit at Puyallup Nets PCSA \$1,150, Avalanche of Publicity

PUYALLUP, Wash., Oct. 2.—A Pacific Coast Showmen's Association benefit held on the fairway two days before the opening of the recent Western Washington Fair here hit a twin jackpot, bringing home publicity as well as \$1,150 in cold cash.

E. O. Douglas, of Douglas Greater Shows, Kent, Wash., planned the event and threw in a surprise wedding which hit all Northwest papers.

Sword-swallower James McFarland, Bell Gardens, Calif., and Marjorie Griswold, Seattle, ticket seller, were married on the platform in front of the Side Show, where McFarland worked thruout the nine-day fair.

Association members who attended the benefit, which also featured a Kangaroo Court, witnessed the wedding before they learned it was the McCoy and not a mock ceremony.

E. O. Douglas, first vice-president of the PCSA, gave the bride away and gifted her with a bouquet of white gladioli. Al Garthe Jr., best man from Edmonds, Wash., presented McFarland with a nickel-plated bay-

onet following the ceremony.

Guest of honor at the benefit was Mrs. Madge Buckley, Seattle, president of the Ladies' Auxiliary of the PCSA. Mrs. Buckley, hailed into the Kangaroo Court to make her contribution to the benefit, said the money-raising scheme was "one of the best I've seen on any midway."

Mrs. E. O. Douglas presided over the refreshment stand. Jimmy Oakman, Seaside, Ore., was prosecutor for the mock court and A. Johanns, Seaside, was judge.

## Midway Line-Up At Midsouth Fair Packs Power

(Continued from page 64)

lor's Ebony Club, featuring Stepin Fetchit; Sam Howard's Aqua Follies, Archie MacAskill's Illusion Show and Jack Korrie's No. 1 Side Show.

Other units under the Brydon banner here are Korrie's Spidora, Bob Edwards's Fantasy, Cash Miller's Wild Life, Don Greco's Iron Lung, C. C. McClung's Big Snake and Glass House, Art Spencer's Motordrome, a Dope Show operated by Mr. and Mrs. Rod Rodriguez, Rosier's Life Show and two units operated by Bill Duchin, little horse-big dog and midget cattle.

Gooding has five major rides, a Hurricane, Octopus, Tilt-a-Whirl, Looper and Rolloplane and six kiddie rides. These last have been getting an exceptionally strong play, due no doubt to the fact that the park's permanent installation has only three kiddie devices. Those operated by Gooding for the small fry are a Train, Airplane, Auto, Boat, Whip and a pony ride.

Park's battery of rides and shows are running considerably ahead of their grosses during last year's fair. This does not come as a surprise to J. L. Pennick and C. O. Herald, park manager and assistant manager, respectively, who point out that business for the funspot this year up to the fair had run 17½ per cent higher than last year to that point.

A big crowd turned out today, and another large turnout was expected tomorrow. As a result the fair was expected to prove profitable to Gooding and Brydon.

## Virginia Greater Does Okay At West Point, Va., Fair

WEST POINT, Va., Oct. 2.—Rocco Masucci's Virginia Greater Shows scored good biz at the new West Point Fair here for the week ended Saturday (25).

The fair was staged on the airport grounds outside the city limits. Officers are W. G. Brookes, president; P. G. Maulsby, manager, and R. G. Graves, secretary. Mr. and Mrs. L. F. Altaffer, of the Warsaw (Va.) Fair, assisted. The exhibits were housed in tents. William C. (Bill) Murray, general agent, handled details for the shows.

## Norfolk Business Group Plans Street Carnival

NORFOLK, Oct. 2.—The 21st Street Business Association plans a White Way Carnival for October 23. A parade and street dancing, with 10 musical organizations and one or two name bands, are among the features planned.

Flags—17,265 lineal feet of them—will be strung along both sides of the street for the event, which is planned primarily to celebrate the first use of new street lights on 21st Street.

## Hartzell's Octopus Winner at Pomona; Treanor Eyes Eire

(Continued from page 64)

anxiously awaiting the end of the season and a trip to his homeland, Ireland. Patty had five novelty stands at the Sacramento fair. His daughter-in-law, Mrs. Raymond Treanor, ran three stands at the Tulare County Fair.

Harry Schwartz, of West Coast Novelties, will head for Fresno after the fair's close here. He reports his business has been tops, but that the shipping strike has tied up merchandise.

Red Crawford plans to close his Monkeydrome after the event here. He will, however, keep his unit at Long Beach, Calif., in operation all winter. His road days are over, Red insists. He points out that the only other fair he played this year was Sacramento. Charles Prosser, who served as talker for the Crawford monkey unit here, had the Motordrome at Sacramento.

Hap Young again has his cafe here. He reports biz good. Sacramento was off for him, he said. Young plans to return to his regular job as electrician at the Los Angeles Biltmore Theater after closing here.

Martha and Jack Joyce this year played 28 fairs and expositions, coming here from the Pacific National Exposition, Vancouver, B. C. Joyce uses an old Hagenbeck - Wallace stringer wagon and a two-ton GMC truck to haul his Wildlife Show.

Even tho Joe Archer had a poor midway location for his taffy machine, he reported good week-end business. From here Archer goes to Dallas. Joe Steinberg worked his horse race game here. Buddy O'Neile, former "Radio Vagabond," is working here with Harry Flax, pitching hum-antones.

## ACA Membership Hits 233

ROCHESTER, N. Y., Oct. 2.—Membership in the American Carnival Association has hit 233, Max Cohen, secretary-treasurer, announces. Since December of last year, 13 new shows have affiliated with the ACA. Cohen said the org now has 957 personnel memberships.

# H AND H SHOWS

WANT

FOR THOMASVILLE, N. C.—MAMMOTH EVERYBODY'S DAY  
CELEBRATION, OCTOBER 11 THROUGH 16

Downtown on the street. 100,000 people attended last year. Complete support of merchants and civic clubs. Mammoth parade and ten other feature events.

Place Legitimate Concessions of all kinds, no exhibit. Will not overload midway. Can place Pan Game with other Concessions. Want Novelties, Photo, Grab, etc. Any good clean Shows with own outfits and transportation. All Rides office owned. Long season. Don't call, wire. This week, Statesville, N. C.; next week, Thomasville, N. C., 11th through 16th; Yadkinville, N. C., Tobacco Festival, October 18th through 23d; Guilford Co. Colored Fair, High Point, N. C., 25th through 30th, and two more to follow. Ed Dibert wants Counter Help on Bingo. Wire

W. E. HORNE, Statesville, N. C.



CAN PLACE

CAN PLACE

For Four More BIG Fairs

WALKER COUNTY FAIR, Jasper, Ala., this week; followed by Cedartown, Ga.; Albertsville, Ala., and Troy, Ala.

CONCESSIONS

Good opening for Mug Gallery, Ice Cream, Jewelry, High Striker, French Fries, Candy Apples and all other Stock Concessions. Wire

JOHNNY J. DENTON

Jasper, Ala., this week

## MAGIC EMPIRE SHOWS

OUT UNTIL CHRISTMAS

Five Fairs, three Celebrations yet to play, including four big Alabama Dates.

Want Hanky Panks all kinds, Scales, Age, etc. Want large Bingo; Ride Help for all Rides, including Twin Wheels. Foreman for Fly-o-Plane, Caterpillar, Tilt. Want Shows all kind with own equipment and transportation. Have complete outfit for organized Minstrel. Pocket Book Harris, Cynthia Speight, wire. All address

A. SPHEERIS, Mgr.

Greenwood, Miss., this week; Brownsville, Tenn., Colored Fair next; then as per route.

## ROGERS GREATER SHOWS

WANT RIDES

Help for Tilt and Help for other Rides. Want Girl Show, have complete outfit. Want Cook House and Concessions of all kinds. Want Carnival Help of all kinds and Truck Drivers. Address

Lexington, Tenn., this week; Paris, Tenn., next week.

## FLORIDA AMUSEMENT COMPANY

WANTS—JOIN AT ONCE

Slum Concessions only, Fish Pond, Balloon Darts, Photo, etc. No racket. Place Camp now. Want Monkey. Murdock, answer. Animal, Side Show. Short jumps. Florida spots only.

Madison, Fla., this week; Perry, Fla., follows.

## WANTED!—CARNIVAL RIDES—WANTED!

FERRIS WHEEL, HAMMER, MERRY-GO-ROUND, KIDDIE RIDES, ETC., FOR

LIONS' CLUB CARNIVAL

BROWNSVILLE, TEXAS, OCTOBER 28-29-30-31 OR NOVEMBER 4-5-6-7

RIDES ONLY  
Write or Wire EUGENE S. HURT, 414 S. E. 14TH ST., BROWNSVILLE, TEXAS

# STOP! IT'S HERE MIAMI, FLORIDA

THE TWO BIGGEST DATES ON THE EASTERN SEABOARD. SEABOARD LOT, 7TH AVENUE, OCTOBER 19-31, AND DOUGLAS AVENUE, AT CORAL WAY, NOVEMBER 1-14, COUPLED WITH NATIONAL AMERICAN LEGION CONVENTION PLUS THREE OTHER CONVENTIONS DURING THESE DATES.

## ATTENTION, RIDE OWNERS

WHAT HAVE YOU?

**SHOWS CONCESSIONS FREE ACTS**

These dates need no explanation. First in. Followed by the best Fairs and Still Dates in Florida. Everybody contact

**JACK PERRY, Mgr.**

Charles Hotel, Shelby, N. C., this week; Laurinburg, N. C., next week.

## CHARLES TAYLOR

Under the Personal Direction of

## RAY MARSH BRYDON

PRESENTS THE LOVABLE HOLLYWOOD STAR

# "STEPIN FETCHIT"

AND THE CLUB EBONY COLORED MUSICAL REVUE  
NOW PLAYING ARKANSAS LIVE STOCK SHOW, LITTLE ROCK, ARK.

TO BE FOLLOWED BY

## THE GREAT STATE FAIR OF TEXAS

DALLAS, TEXAS, OCTOBER 9-24

CAN PLACE GIRLS FOR CHORUS (THOSE DOING SPECIALTIES PREFERRED), MUSICIANS ON ALL INSTRUMENTS, REAL COMICS, NOVELTY COLORED ACTS, COLORED EXOTIC DANCERS, CLEVER MASTER OF CEREMONIES, BLUES SINGERS, MUSICIANS THAT DOUBLE IN MALE QUARTETTE, BOSS CANVASMEN AND HELPERS, SOBER SEMI DRIVERS.

IMMEDIATELY AFTER DALLAS WE OPEN TO PLAY THE  
3 2-DAY STANDS A WEEK

FINEST COLORED SHOW EVER FRAMED UNDER CANVAS. EVERYTHING NEW! INTO THE DELTA AND THEN ALABAMA AND GEORGIA, WITH FLORIDA FOR ALL WINTER. State all in replying and join in Little Rock, Ark., now, or Dallas, Texas, October 9. Reply to CHARLES TAYLOR, c/o Arkansas Live Stock Show, Little Rock, Ark., this week.

P.S.: Want sober Contracting Agent who can set this Show in the right locations, also Combination Biller with car. (Elmer Yancey, wire.)

Ray Marsh Brydon, c/o Jefferson Hotel, Dallas, Tex., Now

## PENN PREMIER SHOWS

*worlds • cleanest • midway*

Next Week—Chase City, Virginia, Fair—Next Week

Can place all Legitimate Concessions.

SHOWS—Arcade or any Shows not conflicting. Can place Wheel Man and Second Men on other Rides who drive semis. Address all mail

**LLOYD D. SERFASS, Gen. Mgr.**

Penn Premier Shows, Goldsboro, N. C., this week.  
Six more fairs to follow.

## McBRIDE BROS.' SHOWS

**WANT WANT WANT**

Ball Game, Dart, Swinger, Six Cat, Jewelry, Pitch-Till-U-Win. Will book one P.C. with three Stock Stores, Side Show, Monkey Show or any Grind Show.

Bassett, Va., this week; Yadkin County Fair, East Bend, N. C., next week.

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Oct. 2. — A visit was made September 16 to the James E. Strates Shows at Alexandria, Va. It marked the last visitation on the season's schedule. Sam Prell, owner Prell's Broadway Shows, visited shows the same day.

A contribution of \$50 has been made by Ted Woodward, owner of the Midwestern Exposition Shows, to the public relations fund. Standings in the members'ip race remain unchanged. A total of 957 cards have been issued.

The War Assets Administration has furnished the association with a catalog of miscellaneous industrial, electrical and metal-working equipment available for resale.

In connection with personnel memberships to be issued for 1949, consideration is being given to making available to members a registered key-ring service, provided there is sufficient demand for it. Individuals interested in such type of service are asked to write the association. Consensus of these replies will be considered by the association's board of directors at its annual meeting.

### Additions at Brookfield

CHICAGO, Oct. 2.—A moose, a prong-horned antelope and a bay lynx have been added to Brookfield Zoo here, Ralph Graham, assistant zoo director, announced. The moose was purchased from the zoo at Calgary, Alta., for \$500 and is the first at Brookfield. Also purchased from the Calgary Zoo was the antelope, for \$125. The bay lynx, was brought here from Northern Minnesota.

## Committee Named For NSA Banquet

NEW YORK, Oct. 2.—Sam Rothstein general chairman, this week announced the general committee for the 11th annual banquet of the National Showmen's Association which will be held Thanksgiving Eve, November 24, in the Grand Ballroom of the Commodore Hotel here. Dick O'Brien and Roy Jones, both executives on the James E. Strates Shows, are vice-chairmen.

On the general committee are Harry Agne, Bucky Allen, Frank Bergen, Dave Brown, Frank Caravella, John Carlin, John Carney, Arthur Campfield, Tommy Carson, I. Cetlin, James M. Cole, Richard Coleman, Alan Corelli, William Cowan, Joe Csida, Ralph Decker, David Endy, Ralph Endy, Jack Gilbert, Richard Gilsdorf, William Glick, Murray Goldberg, Floyd Gooding, Sidney Goodwalt, Jack Greenspoon, George A. Hamid, Harold Hoffman, Max Hoffman, Phil Isser, H. William Jones, Johnny J. Kline, Jack Lichter, Morris Lipsky, Roger Littleford, William Littleford.

Also Eli Lagasse, Sam Levy, Art Lewis, William Lynch, Ross Manning, John McCormick, Jim McHugh, Joe McKee, Frank Miller, Paul Miller, William Muldoon, Fred C. Murray, Robert Parker, Jack Perry, Joseph Prell, Sam Prell, Harry Prince, James Quinn, Louis A. Rice, Irving Rosenthal, Jack Rosenthal, Max Schaffer, Clemens Schmitz, D. D. Simmons, Gerald Snellens, James E. Strates, Leonard Traube, Justin Van Vliet, Al Wagner, Ben Weiss, Joseph Weissman, Jack Wilson and Harry Witt.

## MONTANA EARL BRUMBO

or anyone knowing his whereabouts, notify him that his mother is low. Call sister at Gainesville, Texas, immediately, or come at once.

## UNITED STATES SHOWS WANT

Few more legitimate Concessions. One or two Shows. Florida all winter. Mr. Venner, wire where we can call you.

Hamilton, W. Va., this week. All wires and mail

**L. P. BRADY, Mgr.**  
Charleston, W. Va.

## MARION GREATER SHOWS

EIGHT BONA FIDE FAIRS TO GO

York County Colored Fair, York, S. C., Oct. 11-16; Chester County Colored Fair, Chester, S. C., Oct. 18-23; Lancaster County Fair, Lancaster, S. C., Oct. 25-30; Williamsburg County Fair, Kingstree, S. C., Nov. 1-6.

Booking legitimate Concessions of all kinds. Want Minstrel Show Performers and Musicians. Join at once. Address:

**M. H. SPILLER, Owner; F. E. SPAIN, Bus. Mgr.**  
Moncks Corner, S. C., this week

## CONCESSIONS WANTED

FOR FOUR OHIO STREET FAIRS, ALL IN OCTOBER

Bingo, Ball Games, Grind Stores of all kinds and P. C. No "X". Come on. Lockbourne, Ohio, October 6-9; Philo, 13-17; Reynoldsburg, 20-23; Sunbury, 27-31. Moxahala Park Rides booked. Contact

**TIM NOLAN**

Moxahala Park, So. Zanesville, Ohio. Phone 7937.

# G. Autry Rodeo Begins Run at Mad. Sq. Garden

(Continued from page 51)

them to complete their jumps over an automobile and hurdle.

John Lindsay presented his trained Bull, Iron Ore, a nondescript beast requiring the second look to make sure it isn't a phony and remarkably well trained in lethargy. The pace of the routine opening night was deathly slow but the act has definite possibilities. Lindsay was assisted by George Mills and Jasbo Fulkerson, both back as featured clowns.

Bud Carrell and Rose worked a solo spot for their boomerang and Australian whip cracking presentation. Carrell's hard work and showmanship got this stage act by in the vast arena. The spangled circus costuming worn by Ann Hendricks while putting her well trained high school horse, King Richard, thru his paces struck the only incongruous style note in the otherwise Western show.

Fay Blessing and Nancy Bragg, holdovers from last year, are standouts in the cowgirl's trick and fancy riding. Other participants are Jeanne Godshell, Mary Iler, and Edith Happy. Eliminated this year was the presentation of trick riding by cowboys.

The horseback quadrille this year was cued to barn dance tunes and the colorfully garbed cowboys and girls executed their routines precisely. Couples participating were Pete Kerscher and Fay Blessing, Tater and Jo Decker, Wag Blessing and Nancy Bragg, Bill Iler and Jeanne Godshell, Jonas DeArman and Fay Kirkwood, and Don Happy and Mary Iler. Featured riders were Harry and Leon Sultenfuss and Ann Hendricks.

### Contests Provide Action

Contest events, all assuring action, were bareback bronk riding, calf roping, saddle bronk riding, steer wrestling, wild Brahma bull riding and the wild horse race.

Music was by James Cimmeron's Cowboy Band. Autry was assisted by the Cass County Boys and Melody Ranch Boys, with Ray Whitley.

Abe Lefton handled the difficult announcing chores in his usual capable manner. Pete Logan called the quadrille changes.

Officials of the rodeo are John Reed Kilpatrick, president; Bernard F. Gimbel, chairman; Ned Irish, executive vice-president; Everett E. Colborn, managing director, and Frank Moore, manager.

Arena officials are Fred Alvord, secretary; Charles M. Ertz, Cappy Lane and C. L. Crovat, timers; Pete Kerscher, saddle horse foreman; Robert Barnes, cattle foreman; Carl Dossy, Everett Bowman and Eddie Curtis, judges, and Charlie Ben Bradberry, bucking horse foreman.

## BEAM THRILLER

(Continued from page 52)

of previous experience and with the photo file from York as a key factor. Twenty-four action shots were made and 12 head shots of personnel. An incisive report was then made of all performances caught.

A separate discussion was held covering radio and television possibilities of the show, since Traube's office is affiliated with Roger White Productions in the commercial packaging of programs for those media.

# Autry Rodeo Given Glamour Touch in Bid for Big Play

(Continued from page 51)

with Gene Autry, Jacqueline Cochran and John Robert Powers as judges. Second prize went to Emily Mayberry, a New York City girl, sponsored by the Roundup Ranch, of Downsville, N. Y., while third spot was copped by Peggy Ann Miller, another New Yorker, sponsored by the Walter Ranch, of Garrison, N. Y.

Following the selection of the rodeo queen the Garden management threw a really swell cocktail party in the lobby of the Garden, with a well-loaded buffet counter dishing out substantial grub provided by Gene Leone's swanky food emporium. Ray Whitley's combo provided Western music for the party. Garden and rodeo officials were out in full force to greet the news and camera men—among them being Brigadier General Kilpatrick, Ned Irish, Franke Moore, Everett E. Colborn, Walter Stebbins, Lillian Jenkins, Bev Kelley, Miss Malloy, Gene Autry, Fred Alvord and the rodeo's sponsor girls.

### Annual Parade

Annual parade of rodeo officials and contestants, from the Garden to the City Hall, was favored by ideal weather Wednesday (29). Parade, headed by Everett Colborn and Gene Autry, got under way promptly at 10:30 and was a very colorful affair, with the rodeo queen, sponsor girls and cowgirls getting more attention than the cowboy contestants in line. James Cimmeron's Cowboy Band and Joe Basile's band occupied trucks in the parade which was en route three hours.

## CARNIVAL ROUTES

(Continued from page 56)

- Franklin, Don: (Fair) Rosenberg, Tex.; (Fair) Angleton 12-16.
- Ganote: Turrell, Ark.
- Gem City: Monroe, La.
- Gentsch, J. A.: Waynesboro, Miss.
- Georgia Am. Co.: Toombsboro, Ga.; White Plains 11-16.
- Gooding Am. Co., No. 1: (Fair) Georgetown, O., 6-8.
- Gooding Am. Co., No. 2: (Fair) Little Rock, Ark.
- Gooding Am. Co., No. 3: Keokuk, Ia.
- Gooding Am. Co., No. 4: West Liberty, O.
- Gooding American Expo.: (Fair) Hartford, Mich.
- Gooding Park Attrs.: (Fair) Loudonville, O.
- Great Sutton: Eupora, Miss.
- Greater United: (Fair) Caldwell, Tex.; (Fair) Yorktown 11-16.
- Groves Greater: (Fair) Marksville, La.; (Fair) Ruston 11-16.
- Hames, Bill: Amarillo, Tex.; Palestine 11-16.
- Hannum, Morris: (Fair) Reidsville, N. C.; (Fair) Louisville 11-16.
- Happy Attrs.: (Fair) Coshocton, O.
- Harrison Greater: Newberry, S. C.; (Fair) Clinton 11-16.
- Heart of Texas: Colorado City, Tex.
- Hennies Bros.: (Fair) Tupelo, Miss.
- Henson, J. L.: Bernice, La.
- Heth Expo.: Ridgely, Tenn.; Malden, Mo., 11-16.
- Heth, L. J.: (Fair) Covington, Ga.
- H. & H.: Statesville, N. C.; Thomasville 11-16.
- Hill's Greater: San Angelo, Tex.
- Home State: (Fair) Pawnee City, Neb.
- Hottle, Buff: Mansfield, La.; Franklinton 11-16.
- Howard Bros.: (Fair) Otway, O.; (Pumpkin Show) Bradford 11-16.
- Howard Bros. Attrs.: Wheeling, W. Va.; Bellaire, O., 11-16.
- Howard Bros. Rides: Cardington, O.; Wellston 11-16.
- Imperial Expo.: (Fair) Meridian, Miss.; (Fair) Columbus, Ga., 11-16.
- International: Sallisaw, Okla.
- J. & B.: Amelia, Va.
- Jamboree Am. Co.: Somerville, Tenn.
- Johnny's United: St. Joseph, Tenn.
- Jones, Johnny J., Expo.: (Fair) Atlanta, Ga.
- Kaus, W. C.: Cleveland, Tenn.
- Kille, Floyd O.: (Fair) New Verda, La.
- Kirkwood, Joseph J.: (Fair) Cherokee, N. C.; (Fair) Newberry, S. C., 11-16.
- Lamb, L. B.: (Fair) Hartselle, Ala.; Luverne 11-16.
- Lane, Sammy: Holcomb, Mo.
- Lawrence Greater: (Fair) Union, S. C.; (Fair) Winston-Salem, N. C., 1-16.
- Leeright, J. R.: (Fair) Shattuck, Okla.
- Lottridge, Harry: Cairo, Ga.; Pelham 11-16.
- Magic Empire: Greenwood, Miss.; Brownsville, Tenn., 11-16.
- Majestic Greater: (Fair) Chester, S. C.; (Fair) Easley, S. C.
- Manning, Ross: (Fair) Danbury, Conn.
- Marion Greater: (Fair) Joncks Corner, S. C.; (Fair) York 11-16.
- Marks, John H.: (Fair) Bennettsville, S. C.; (Fair) Rock Hill 11-16.
- McBride Bros.: Bassett, Va.; East Bend, N. C., 11-16.
- McCall, Jim: (Fair) Adel, Ga.; (Fair) Ashburn 11-16.

- McKee, John: Manlia, Ark.; Steele, Mo., 11-16.
- Midway of Mirth: Monette, Ark.
- Midwestern Expo.: Cabot, Ark.; (Colored Fair) Morrilton 11-16.
- Mighty Hoosier State: Jeffersonville, O., season ends.
- Mighty Page: (Fair) Spring Hope, N. C.; (Fair) Ahsokle 11-16.
- Model: Eureka Springs, Ark.
- Modernistic: Arlington, Ga.
- Moore's Modern: (Fair) Marked Tree, Ark.; (Fair) Searcy 11-16.
- Mound City, No. 2: Hornersville, Mo.; Cardwell 11-16.
- Mullen-Conn: Dunn, N. C.
- Nelson, George W.: Swifton, Ark.; (Fair) Batesville 11-16.
- Nessler: Lake City, Ark.
- New Dixie: (Fair) Roseboro, N. C.
- Nolan, Larry: (Fair) Fairview, Okla.
- Omar's Palace: Comanche, Okla.
- Orange Blossom: South Pittsburg, Tenn.
- Orange State & Ted Lewis: Savannah, Ga., 4-16.
- Page Bros.: Springfield, Tenn.
- Page, J. J.: Dillon, S. C.
- Palmetto Expo.: Norway, S. C.; Olar 11-16.
- Paul's Am. Co.: Dardanelle, Ark.
- Peerless Celebration Am.: Durbin, W. Va.
- Penn Premier: (Fair) Goldsboro, N. C.; (Fair) Chase City, Va., 11-16.
- Peppers All-State: Bastrup, La.; Alexandria 11-16.
- Perry, Jack J.: (Fair) Shelby, N. C.; (Fair) Laurinburg 11-16.
- Pike Am.: Augusta, Ark.; Holly Grove 11-16.
- Pine State: Savannah, Ga.
- Pleasureland: Brownsville, Tenn.
- Prell's Broadway: (Fair) Henderson, N. C.; (Fair) South Boston, Va., 11-16.
- Purvis: (Fair) Powhatan, Va.
- Queen City: Hebron, O., 7-9; season ends.
- Raftery, James M.: (Fair) Littleton, N. C.; (Fair) Washington 11-16.
- Rogers Greater: Lexington, Tenn.; Paris 11-16.
- Rogers & Powell: (Fair) Louisville, Miss.; (Fair) Lucedale 11-16.
- Rosen, W. B.: (Fair) Bolivar, Tenn.
- Royal American: (State Fair) Birmingham, Ala.
- Royal Crown: Roanoke, Ala.
- Royal Expo.: (Fair) Eatonton, Ga.; (Fair) Milledgeville 11-16.
- Rupe's Midway: Rotan, Tex.
- Shan Bros.: (Fair) Canton, Ga.; (Fair) Sandersville 11-16.
- Siebrand Bros.: Yuma, Ariz.
- Smith Am. Co.: (Fair) McKinney, Tex.
- Smith, Casey: Wynnewood, Okla.
- Smith, George Clyde: Blackstone, Va.; (Fair) Henderson, N. C., 11-16.
- Snapp Greater: Haynesville, La.
- Southern States: Donalsonville, Ga.; Colquitt 11-16.
- Southern Valley: (Fair) Olla, La.; (Fair) Wimbomboro 11-16.
- Sparks, J. A.: Dalton, Ga.
- Stafford's United: Indianapolis, Ind.
- Standard: Turkey, Tex.
- Stebiar Greater: Fountain Inn, S. C.; Owings 11-16.
- Stephens, C. A.: Mayodan, N. C.; Marshville 11-16.
- Strates, James E.: (Fair) Charlotte, N. C.
- Sunset Am. Co.: Excelsior Springs, Mo.; season ends.
- Sutton, Frank: Truman, Ark.
- Sweeney's United: Wheeling, W. Va.; Bellaire, O., 11-16.
- Tassel, Barney: Keysville, Va.; Yanceyville, N. C., 11-16.
- Texas Expo.: Spring Hill, La.; Daingerfield, Tex., 11-16.
- Tidwell, T. J.: Levelland, Tex.; Odessa 11-16.
- Tinsley, Johnny T.: Newnan, Ga.
- Tivoli Expo.: Hoxie, Ariz.; Paragould 11-16.
- Tri-State: Spokane, La., 4-10.
- Turner Bros.: Charleston, Miss.
- 20th Century: Bartlesville, Okla.; Danville, Ark., 11-16.
- Twin City: Aurora, Mo.
- United Expo.: (Fair) Leesville, La.
- United States: Hamilton, W. Va.
- Utah Expo.: Bayard, N. M.
- Victory Expo.: Iowa Park, Tex.
- Vogt's Southern Am.: Hempstead, Tex.
- Wade, W. G.: LaGrange, Ind.
- Wallace Bros.: Yazoo City, Miss.
- Wallace Bros. of Canada: (Fair) Simcoe, Ont., Can., 4-7.
- Wallace, I. K.: Biscoe, N. C.
- Wallace & Murray: Vidalia, Ga.; (Fair) Wrightsville 11-16.
- W. E. Attrs.: Moro, Ark.
- West Coast: Pittsburg, Calif., 5-10.
- Whalen & Riley: Wilson, Okla.
- Wolfe Am. Co.: (Fair) Lavonia, Ga.; (Fair) McCormick, S. C., 11-16.
- World of Mirth: (Fair) Winston-Salem, N. C.
- World of Pleasure: Oak Harbor, O.

# JACK J. PERRY SHOWS

WANT FOR THESE TWO BIG DATES

SCOTLAND COUNTY FAIR, LAURINBURG, N. C., OCTOBER 11-16, AND LANCASTER COUNTY FAIR (WHITE FAIR), LANCASTER, H. C., OCTOBER 18-23; THEN FLORIDA

WANT Shows, Motordrome, Side Show, Girl Show, Fun House.

CONCESSIONS—Book legitimate Concessions only. Opening for Rat Game.

Ride Men, Foreman and Second Man for #5 Ferris Wheel. All general Carnival Help apply.

**JACK PERRY, Gen. Mgr.**

Shelby, N. C., now; Laurinburg, N. C., next.

# BARNEY TASSELL UNIT SHOW

WANT FOR WEEK OF OCTOBER 11

YANCEYVILLE, N. C., TOBACCO FESTIVAL & FAIR

Rides not conflicting. Shows that are worth while. Strictly legitimate Concessions. Don't let size of town fool you.

Due to disappointment beyond our control, can place Merry-Go-Round. Can place Spitfire Foreman and Help in all departments. Must drive semi-trailer.

Write, wire this week, Keysville, Va.

P.S.: Also now booking for my Florida dates as in the past 17 years.

# GREATER MOBILE FAIR

MOBILE, ALA., OCTOBER 19-31

THIS IS A BONA FIDE FAIR—PLENTY OF EXHIBITS AND CATTLE. FIRST REAL FAIR HERE SINCE THE WAR.

CAN PLACE ICE CREAM, AMERICAN PALMISTRY, LONG RANGE GALLERY, PHOTOS, HANKY PANKS OF ALL KINDS, DEMONSTRATORS AND PITCHMEN. All Address:

**AL WAGNER, Mgr., CAVALCADE OF AMUSEMENTS**  
MONTGOMERY, ALA., until Oct. 16.

# WALLACE & MURRAY SHOWS

WANT FOR JOHNSON COUNTY FAIR, WRIGHTSVILLE, GA., OCT. 11-16, AND THEN ALL FAIRS UNTIL THE MIDDLE OF NOVEMBER.

CONCESSIONS OF ALL KINDS (Reid McDonald, Business Manager). SHOWS THAT DO NOT CONFLICT WITH THOSE WE HAVE NOW. WILL BOOK FREE ACT AND SOUND TRUCK, WITH CONCESSIONS. All Address:

**AL WALLACE, Mgr.**

VIDALIA, GA. (Fair), this week; then WRIGHTSVILLE, GA.

## FOR SALE FLY-O-PLANE

In good condition, with safety device. Can be bought with or without transportation. PRICED TO SELL.

Also CATERPILLAR With or without transportation.

**JOHN FRANCIS**

4570 North 2nd St. St. Louis, Mo. (Phone: Central 6818)

# Denver's Skateland Rings Gong With School Skating Clubs; Educators Indorse

Plan Builds Rollery Box Office, Publicity, Prestige

DENVER, Oct. 2.—Organization of Denver high school roller skating clubs which meet at Carl C. Johnson's Skateland here is not only a direct stimulant to Skateland's box office, but is proving to be a public service project that is receiving wholehearted indorsement and co-operation from educators in the public school system. Moreover, the promotion is paying off in a degree of advertising, good will and prestige for the rink that could be duplicated only with a sizable public relations budget.

That is the success story of Skateland's promotion, as outlined in the September issue of the rink's house organ, *Skateland News Letter*. In it are given the reactions of educators to the plan under which the school system's department of health education appoints faculty sponsors at each high school to direct activities and supervise the school and rink meetings of the clubs.

According to Jack Evans, who recently resigned as department recreational supervisor, the school system welcomes the effort Skateland has expended in organizing school clubs and providing instruction and skating facilities to students at a moderate cost. "We are expressing this welcome in a tangible way by providing and paying faculty sponsors to all club activities," he said. "These faculty sponsors are instructed by this department to extend and carry thru the professional coaching provided by the rink."

In a recent interview on the skating club subject, Claude Pendelton, assistant superintendent of Denver public schools, in charge of the elementary system, said: "I am aware of the recently developed program undertaken by the department of health education in sponsoring and encouraging high school roller skating clubs. I heartily approve this program, for I have long been a roller skating booster. It is one of the very few sports which is engaged in by both boys and girls, thereby creating a healthful, wholesome sport interest

between the sexes.

"Roller skating combines grace with the speed of mechanical action. When timed to good music, it supplies a variety of entertainment inducements not offered by any other sport. It has been my observation that when the basic principles of smooth rink skating are taught at an early age, a certain grace is acquired by the child, which to a large extent overcomes the so-called ungainly period of youth development."

Robert Blair, faculty sponsor of the West High Roller Club, is enthusiastic about the project. In a statement on the subject, he said, "Frankly, rink skating is a new experience for me. It has been a revealing experience, too—as it must be for anyone who was raised strictly in the sidewalk-skating tradition and then suddenly found himself in a large, modern rink. The fine floor, the music, the supervision, and, of course, the instruction which is available are all in complete contrast to the back-alley and street-corner type of leisure activities to which so many young people in large cities are condemned.

"Where else can a young person who likes sport but who lacks the size and strength or speed for the conventional types of competitive athletics find the opportunity for an equal amount of participation and individual development? Where else can he find an equivalent chance for companionship with close friends—and for the addition of new acquaintances with similar interests and skills? And all the above within an environment that is controlled and kept consistently on a high level.

So Much for So Little

"The immediate conclusion is that there are few other sports in which a young person can achieve so much satisfaction for so little expense. This seems to me a compelling argument in favor of membership in a high school roller club."

Charles Burton, faculty sponsor of the South High Roller Club, calls the (See *Skateland Rings* on opp. page)

## Let's End Useless Fighting, Work for Harmony in Ranks

By Victor J. Brown

Operator of New Dreamland Arena, Newark, N. J.

THE TIME has arrived when all cross-firing and heavy bombardment in the roller skating industry must end under a "Cease-Fire" edict.

The time is at hand for unity in the ranks from top to bottom—and I raise my voice in this cause.

There has been too much talk!

Let's get down to the business of making the Roller Skating Institute of America a monument to our wisdom.

To my friends, especially C. V. (Cap) Sefferino, of Cincinnati, who feel that I have been shunned, I say it isn't true.

I say now, as I have said on numerous occasions, my business is roller skating and anything which will prove beneficial to the rink business has my support. The institute has my support 100 per cent.

The institute will be run by an operating committee, with a representative of the United Rink Operators, the Roller Skating Rink Operators' Association of the United States, and three manufacturers—namely Joe Shevelson, Chicago Roller Skate Company; Max Hyde, Hyde Athletic Shoe Company, and Grant Fuller, Roll-Away Skate Company.

Remember this: I brought Irwin Rosee into the rink business. He has shown the enterprise and has the world of contacts to do this job. He will do it.

For this reason he has my support. Let's stop this petty bickering and get down to the business of putting the rink industry on a solid basis.

We can do it!

## Cecil Milam Injured In Arena Accident

WASHINGTON, Pa., Oct. 2.—Cecil Milan, co-owner and general manager of Arena Recreation Center here, will be incapacitated for several months as a result of an 18-foot fall thru the rink's ceiling September 15, reports Raymond Smith, his partner in the Arena.

Milam was doing some carpentry repair work above the ceiling when he fell. In his plunge to the floor he landed on his left heel, crushing the bones. He also twisted his right knee, sprained both wrists and sustained a cut on his left arm that required 15 stitches to close. Milam spent a week in Washington Hospital and is now recuperating at his home.

## "Secrets" Booklet Offered Operators

CINCINNATI, Oct. 2. — Chicago Roller Skate Company announces publication of a new booklet, *Secrets of Rink Skating*, that is designed to help both the beginner and advanced rink skater. It retails for 10 cents and is offered rink operators at 5 cents a copy.

The attractive 24-page booklet, printed in color, is devoted to plain skating, skate dancing, and the proper care of skates. The plain skating division is devoted to walking versus skating, balance and posture, forward skating, edges-curves, stopping with four wheels, and backward skating. In addition to six dance patterns and dance definitions, the publication's chapter on dancing contains hints that should help the novice. The chapter on care of skates plugs the rink as the best place to have skates overhauled.

## Call Chi Confab Of RSIA Heads

NEW YORK, Oct. 2.—A meeting of the steering committee of the roller industry's newly formed public relations body, the Roller Skating Institute of America, has been called for 12:30 p.m., Thursday, October 7, at the Palmer House, Chicago, it was announced today by Irwin Rosee, of New Alliance, Inc., here.

Expected to attend, in addition to Rosee, are Joe Shevelson, Chicago Roller Skate Company, who will preside; Grant Fuller, Roll-Away Company; Max Hyde, Hyde Athletic Shoe Company; Perry Giles, president of the United Rink Operators, and Fred Martin, secretary of the Roller Skating Rink Operators' Association of the United States.

Policies of the institute will be discussed.

## Art Forcier Buys Out Partners in Hartford Rollery

HARTFORD, Conn., Oct. 2.—Friendly Roller Rink here is now under new management, Arthur Forcier having bought out the interests of his two partners, George Carbonell and Walter Bickmeyer. Forcier intends to change the name of the rink to Dreamland in a few weeks.

The three acquired the rink in November, 1947. Financial terms of the purchase were not revealed by Forcier.

Forcier is a former skate dancer, having won the New England dance skating championship in 1947. Before the war he won the national championship of the United States Amateur Roller Skating Association.

Roger Johnson will be organist at the rink.

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The Billboard Cincinnati 22, O.

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## Skateland Rings Bell With Hi School Clubs

(Continued from opp. page)

experiment a wholesome outlet for youthful energy and expression. "In this era of overcrowded cities with its attendant shortage of spacious homes and back yards, the problem of providing play space and recreation centers has hifted from the family to the community," he said. "Even our schools are crowded, and the recreational facilities our buildings provide are not nearly ample for all who need or desire a place to play. Yet it is even more important today than ever before that young people have a generous selection of clean, wholesome recreational activities.

"Since a natural concomitant of a good out-of-school recreational program is a good supply of facilities for such activity, the youth of the community are taking an ever-increasing advantage of those now operating. In my position as a teacher and counselor of boys and girls it often is my responsibility to sponsor and sanction their evening recreational group activities. This was the case recently, when well over 100 high school students asked me to sponsor their roller skating club which meets at Skateland. Even tho roller skating was no new experience to me, I was pleasantly surprised at the intense pride and interest these boys and girls have in their ability to learn and improve and the real fun they have at every session."

## Hyped Biz Theme At Gotham RSROA Chapter Meeting

NEW YORK, Oct. 2.—The metropolitan New York chapter of the Roller Skating Rink Operators' Association of the United States held its first luncheon-meeting of the 1948-'49 season, Tuesday (28) at the Park Central Hotel. Purpose of the get-together was to discuss methods of improving present business conditions.

Chairman Joseph Seifert, Bay Ridge Rollerodrome, Brooklyn, spoke briefly on biz builders like newspaper skating features and the new Roller Skating Institute of America (RSIA).

Irwin Rosee of the Institute was present and, after an explanation of the publicity-getting body, answered questions from members about it.

A proposal by Jack Adams, veteran rink man and local rink supply distributor, that roller racing and hockey be promoted was voted down, with Vic Brown, New Dreamland Arena, Newark, N. J., the only operator not entirely opposed.

Among other speakers was Nat Steinberg, Queens Rink, Elmhurst, who proposed that steps be taken to interest older patrons and that elementary dances be stressed at rinks to attract new skaters to the dance.

Present were Joseph Seifert and Carl Carlson, Bay Ridge Rink, Brooklyn; Vic Brown, New Dreamland; Ben Glass and Nat Steinberg, Queens, Elmhurst; Ainley Marsh, Sunnyside, Long Island City; Emil Lence, Eastern Parkway, Brooklyn; Tony Bannon, Palace, Staten Island; Bill Kasper, Wal-Cliffe, Elmont; Jack Adams; Adam Metz, George Negri, John McCloskey, Arthur Bussell and Elizabeth McCloskey, Hillside, Richmond Hill; Irwin Rosee and Jerry Nagler, RSIA, and Bill Love, New York Journal-American skating columnist, who represented *The Billboard*.

## Insurance Plan Set for RSROA; Limited to Org

DETROIT, Oct. 2.—Provision of acceptable property damage coverage and public liability insurance for skating rinks has been achieved as the result of lengthy arrangements concluded thru the Roller Skating Rink Operators' Association of the United States, according to Fred A. Martin, secretary-treasurer. A blanket policy is now being made available upon application to RSROA members.

The insurance will be handled by Eastern Underwriters of Paterson, N. J. Arrangements were worked out by Victor J. Brown, past president, with Messrs. Berliner and Ontell of the company, and tried out during the past spring in an experimental pilot operation in the New York metropolitan area.

According to Martin, the plan is set up essentially like nearly all group insurance plans, with participation optional, and with rates substantially lower than regular insurance rates. Coverage becomes effective immediately upon receipt of notice by the RSROA headquarters in Detroit, where records will be centered. Coverage is contingent upon retention of membership in the association.

The policy provides much higher indemnity than standard policies and a number of other special privileges, because of the group participation feature.

## New Rawson Bulletin Offered Ops Gratis

ASBURY PARK, N. J., Oct. 2.—Rawson Associates announce publication of their Bulletin No. 74, containing reprints of articles from *The Billboard* on Perry B. Rawson's proposed mass drive for 20,000,000 new skaters. This 11 by 17-inch reprint is offered free to rink men by the Associates, a nonprofit group of skating enthusiasts organized to foster the roller sport.

RA also announces there are some copies left of their Bulletin No. 70 containing reprints of articles that appeared in *The Billboard* a year ago. This bulletin is also offered free to rink men who have not yet sent for it.

## Cowell Retiring to Florida

LAKE MILTON, O., Oct. 2.—Carl Cowell, who has operated Milton Gardens Roller Rink here for years, is planning his early retirement in Florida. An aviation enthusiast and owner of a plane, he has been making winter trips to the Peninsular State in recent years, leaving his brother in charge of the rink.

Evelyn and Patrick Foley are establishing the Mayflower Roller Rink at Romulus, Mich., about 25 miles southwest of Detroit.

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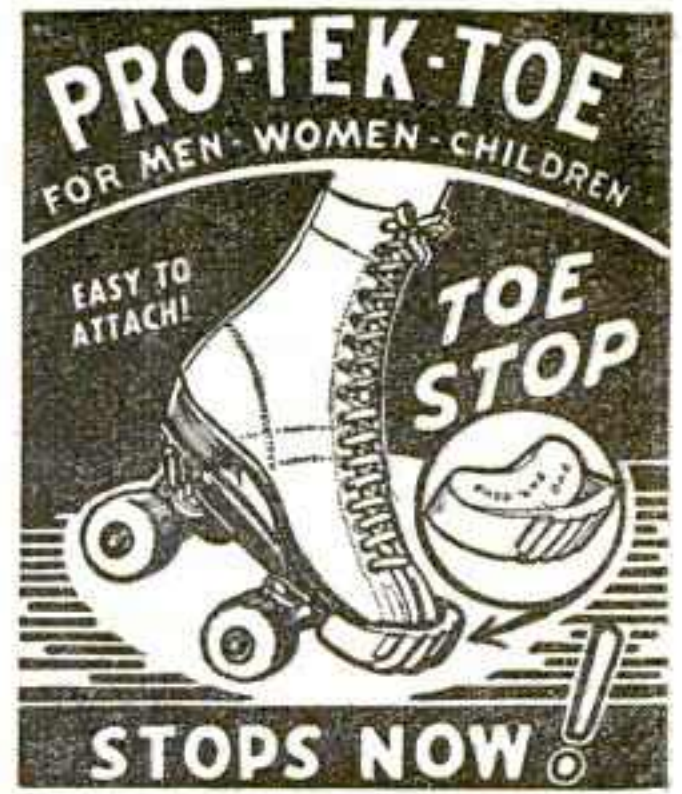
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## Lead Grabbed By Hackensack In AOW Racing

HACKENSACK, N. J., Oct. 2. — Hackensack Racing Club of the America on Wheels chain of rinks jumped into a 25-point lead in the AOW inter-rink racing league which opened its 1948-'49 season at Hackensack Arena here September 25. Hackensack registered 50 points in the inaugural events, followed by the clubs of Mount Vernon (N. Y.) Arena (25) and Twin City Arena, Elizabeth, N. J. (5). The remaining four entries were goose-egged. The next race meet takes place October 9 at Paterson (N. J.) Arena.

Results: Half-mile novice, Frank Baeil, Jack Schaefer, Hugh Greenwood, Hackensack. Half-mile senior men, Herb Plump, Phil Grecco, Hackensack; Fred McCarthy, Mt. Vernon. Half-mile ladies open, Ginger Mann, Geraldine Abbatello, Mt. Vernon; Doris Dahl, Twin City. Quarter-mile intermediate men, Burton Speed, Hackensack; Albert Mayer, Mt. Vernon; Bill Wilson, Hackensack, and Mike Frederick, Capitol Arena, Trenton, N. J., tied. Half-mile senior men, Marvin Schwartz, Twin City; Norman Thomas, Capitol; Jim Murray, Hackensack. Half-mile ladies open, Marion Eckwerth, Mt. Vernon; Catherine Paterson, Twin City; Dorothy Laboucky, Twin City. Half-mile midjet, Albert Eckwerth, Lewis Gregory, Mt. Vernon; Louie Meyers, Capitol. Half-mile senior men, Joe Marinaro, Hackensack; Larry Bissinger, Mt. Vernon; Frank Geroganna. Half-mile ladies open, Mille Bruno, Hackensack; Ceal Dobowolski, Twin City; Frances Olsen, Hackensack. Quarter-mile intermediate men, Ray Plump, Hackensack; Harold Hand, Mt. Vernon; Gene Callahan, Twin City, and Paul Perillo, Mt. Vernon, tied. Quarter-mile boys open, Billie Butler, Fred Arnold, Don Phillips, Hackensack. One-mile men open, Burton Speed, Ray Plump, Hackensack; Paul Perillo, Mt. Vernon. One-mile ladies open, Ginger Mann, Mt. Vernon; Dorris Dahl, Twin City; Marion Eckwerth, Mt. Vernon. One-mile senior men, Herb Plump, Joe Marinaro, Hackensack; Marvin Schwartz, Twin City.



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The Billboard Cincinnati 22, O.



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(Continued on page 80)

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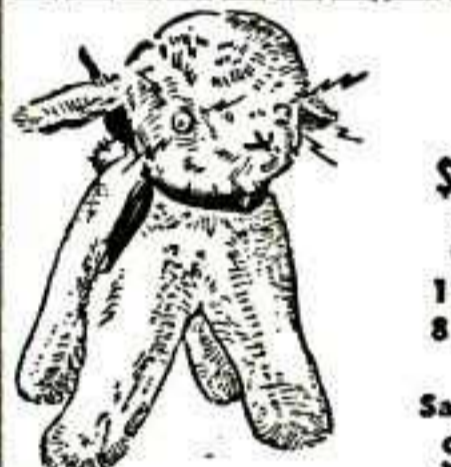
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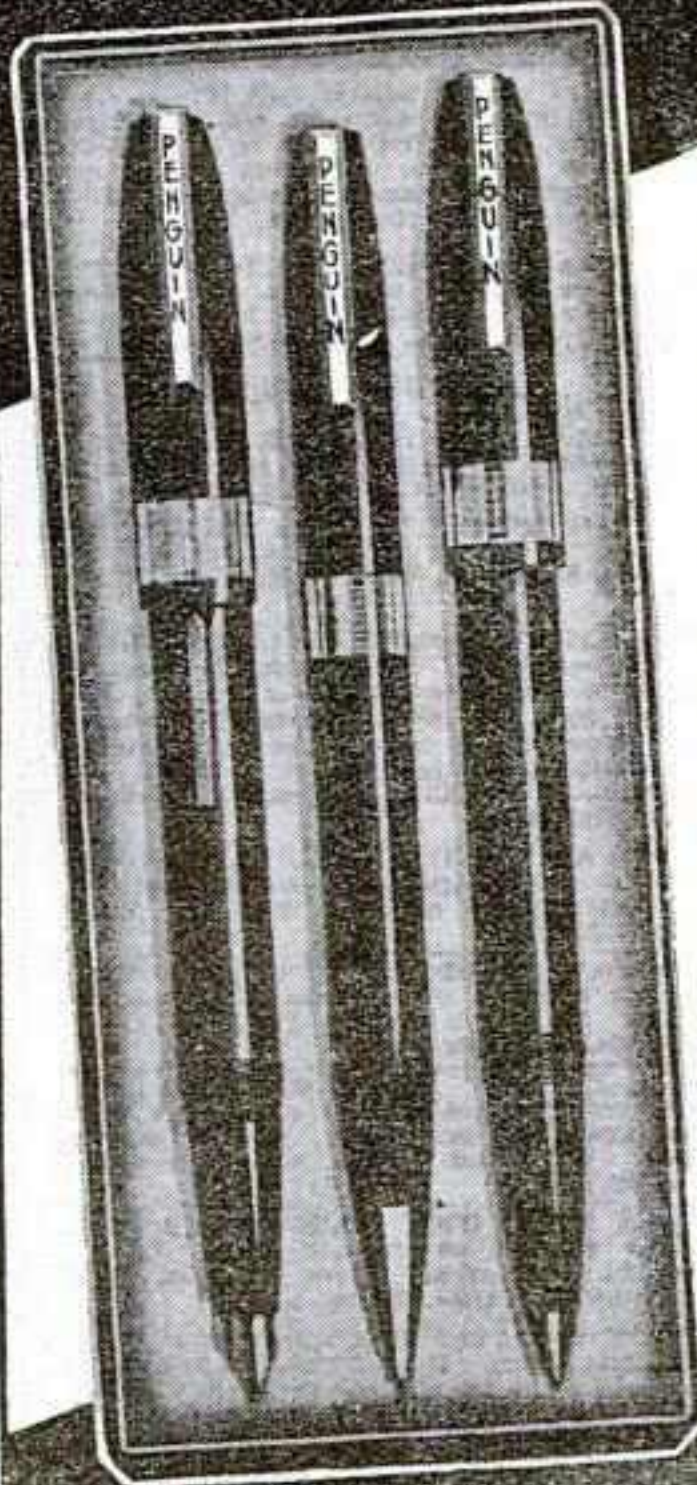
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Terms: 25% deposit with order.

\$1.25



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**High ON EYE-APPEAL LOW IN PRICE!**

Beautiful simulated leather traveling bag that means added sales for salesboard operators, premium users, concessionaires and dealers.

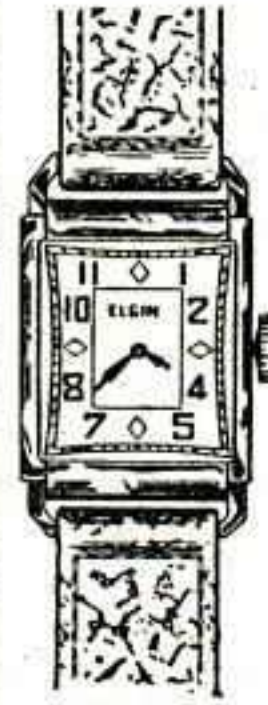
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Minimum packing—8 to a carton  
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Sample—\$6.00 postpaid

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MEN'S WRIST WATCHES  
7 JEWELS....\$11.95  
15 JEWELS.... 14.95  
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RHINESTONE DIALS, \$2.00 EXTRA

Modern 10K r.g.p. case. Steel back. Genuine Leather Band. Hands some dial. Reconditioned like new. FULLY GUARANTEED!

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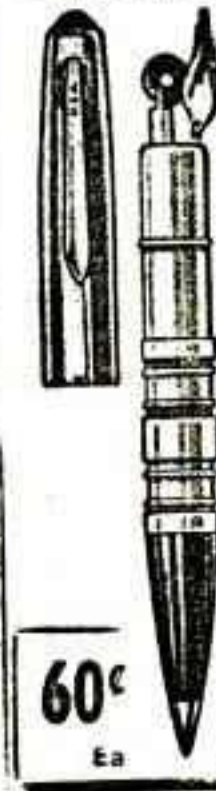
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60¢ Ea.



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We have a brand new 1948 Ball Pen with a Lighter and Two-Color Ball Pen. Writes Blue and Red. All Gold Finish, will not tarnish. All pens guaranteed. 25% Deposit with order. Send \$1.25 for Samples.

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\$22.00 DOZEN

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9 In. Orange and Blk. Horn, Doz.	.50
12 In. Orange and Blk. Horn, Doz.	.65
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Adults' Paper Hats, Gross	3.00
12 In. Fringed Horns, Gross	10.50
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Assorted Balloons, Gross	1.90
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Ladies' Single Stone Ring, R.F. or  
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Fawns, jumbo size. Ret. \$7.00 ..... 4.00

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Boudoir Dolls. Ret. \$6.50 ..... 3.50

Masks, Rubber. Ret. \$3.50.  
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Ret. \$3.00 ..... 1.75

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Ret. \$3.00 ..... 1.75

Norman Ball Pen-Pencil Set, Gold,  
2 piece ..... 1.50

Roll Caps, 5 Gr. to Case. Per Case  
Imported Chromatic Harmonicas.  
Ret. \$10.00 ..... 6.00

Cadet Bugler. Ret. 75¢ ea. .... .35

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Coin Changers, 3-Barrel. Ret. \$5.00  
Barber's El. Hair Clippers. Ret. \$27 .. 16.00

Barber's Hair Dryers, El. Ret. \$18 .. 12.00  
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Ret. \$2.98 ..... 1.50

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Brass, our own make. Ret. \$2.50 ea.  
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Electric Razor, Double Head ..... 2.50

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Boxed ..... 2.50

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Charley McCarthy Dolls ..... 60.00

Norman Retractable Pens ..... 7.20

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Case ..... 18.00

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Hollywood Photos, Real Prints  
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Harmonicas, Double Reed.  
Ret. \$3.00, Closeout, Dz. .... 9.00

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Ret. \$3.00, Closeout, Dz. .... 8.00

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All Prices F. O. B. Detroit, Mich. Deposit  
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Merchandise Sold for Resale Only.  
No orders filled for less than \$20.00  
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**AGOUTIS, \$25 EACH; BABY ANTEATERS, \$50**  
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Cats, Lions, Jaguars, Pumas, etc., 50¢ per day.  
Small Cats, 25¢ per day. Large Hoofed Animals,  
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Tigers, Lions, Leopards, Orang-Utans, Chim-  
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Cape Buffalo, lowest prices. Birds, Animals and  
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combination; Mother and Baby Java Monkeys, \$75  
combination. Trefflich, 228 Fulton St., New York  
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very tame, collar and chain broken, can be  
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specimens, good feeders. Shipped immediately, \$5  
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Only, Salado, Tex.

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cus wagons and many other tricks. Fancy colors.  
One pair multiplies to about 20,000 in a year.  
The performers are a perfect ballyhoo and the  
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price in dozen lots. General Mercantile Co., Laredo,  
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YOU ASKED FOR THEM!!



Flexible Mesh, \$8.00 doz.; \$7.50 in gr. lots.  
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Add 50¢ per doz. if individual boxes wanted.  
**STUNNING STYLES! LOTS OF FLASH! High**  
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SEND TODAY for free illustrations. Sample  
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1890. 1500 varieties for stores, taverns, etc. \$4  
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restaurant, lease, established 12 yrs. Best loca-  
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resort. Write Box C-135, c/o Billboard, Cincin-  
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Will pay for self in short time. Will stand rigid  
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**MACHINES, SECONDHAND**

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Bargains will be found on page 93 of this issue.

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**ALL-BRAIDED CELLOPHANE WAISTRAND**  
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new, size 22 1/2, make offer. Helen Losey, 4962  
Ralph, Cincinnati 5, O.

(Continued on page 82)



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the first time anywhere this ALL  
CHROME SHIP LAMP. Light  
shines upon the chrome sails from  
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A Quality Product.

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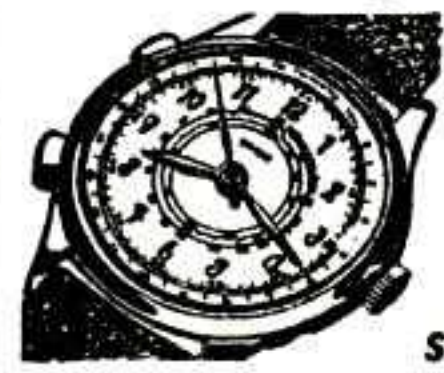
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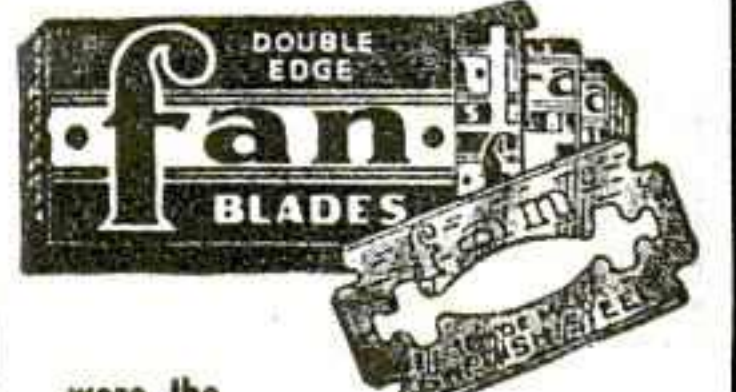
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We Carry full lines of Sporting Goods.  
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(Continued on page 84)

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**CHRISTMAS MERCHANDISE SPECIAL**

**Free!**  
 Write-up for Advertisers using 1/4 page or more Featuring  
**POPULAR CHRISTMAS ITEMS and HOT CARDED MERCHANDISE.**

DATED . . . . . **NOVEMBER 6th**  
 ADVERTISING DEADLINE **OCTOBER 27th**  
 DISTRIBUTED . . . . . **NOVEMBER 2nd**

Your Advertising in The Christmas Special Will Reach a Multi-Million Dollar Buying Market for

**LOOK AT THIS LINE-UP OF CUSTOMERS**

- 10,000** Variety-Gift, Novelty and Toy Stores
- 7,000** Retail Jewelry Stores in Towns of 50,000 or less
- 6,000** Independent Drug Stores in Towns of 50,000 or less
- 1,619** Wholesale Tobacco Jobbers
- 481** Commissary Stores Operated by Mining Companies

- **NOVELTY**
- **TOY**
- **JEWELRY**
- **and GIFT MERCHANDISE**

**PLUS 60,000 REGULAR BILLBOARD CIRCULATION**

**DON'T WAIT . . ACT NOW!**  
 If you need help planning your ad, we can help you. Each Billboard office maintains a staff of experienced ad writers and layout men—call on us, there is no charge for this service.

**Figure It Out Yourself**

It would cost \$870.00 to mail just a penny post card measuring 3 1/4"x5 1/2" to each of these 87,000 ready-to-buy prospects who will read your ad in The Billboard's Annual Christmas Merchandise Special—yet a full page ad in the Special will cost you only \$490 . . . and you can jam it with your best items.

**CONTACT YOUR NEAREST BILLBOARD OFFICE FOR FURTHER DETAILS**

<b>NEW YORK 19</b> 1564 Broadway Plaza 7-2800	<b>HOLLYWOOD 28</b> 6000 Sunset Blvd. Hollywood 5831	<b>CHICAGO 1</b> 155 N. Clark St. Central 6-8761	<b>CINCINNATI 22</b> 2160 Patterson St. Dunbar 6450	<b>ST. LOUIS 1</b> 390 Arcade Bldg. Chestnut 0443	<b>DETROIT 1</b> 1009 Fox Theatre Bldg. Woodward 2-1100
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**BARGAINS**  
Must Be Sold Immediately!  
Our Loss, Your Gain!  
Buy Now From Ad. No Catalog!



**SLUM**  
(Give-Aways)  
Novelties, Toys, Brooches, Pins, Necklaces, Jewelry, Plus Many Other Items.

**1000 LBS.**  
(To a Customer)  
**\$500**  
10 Lb. Sample  
Shipment—\$10.00

- 50 Gen. White Zircons, 1/2 to 1 1/2 Kts., lot \$25.00
- Gold Birthstone Rings with Side Chip Diamonds, Doz. 24.00
- Flats, Brass, All Branches of Service, All Sizes, With or Without Stones, Gross 4.50
- Locketts, 24-Kt. G.P., 18-in. Chain, Doz. 4.50
- Crosses, 24-Kt. G.P., 18-in. Chain, Doz. 4.50
- G. F. Watch Chains, Doz. 12.00
- Brass Watch Chains, Doz. 4.00
- Earrings, Asst., Plastic Backs, Gr. Pr. 2.25
- Earrings, Asst., Metal Backs, Gr. Pr. 7.20
- Pins, Asst. Styles, \$1.99 Retailer, Doz. 3.00
- Findings: Jewelry Parts, All Kinds: Stones, Clasps, Chains, Etc., Lb. 1.50
- Religious Medallions on Chains, Doz. 3.00
- Pearl Necklaces, Doz. 12.00
- Necklaces and Beads, Asst., Doz. 2.00
- Costume Jewelry Needing Repair, 3 Lbs. 5.00
- Glass Beads (Bulk), Lb. 1.50
- Snap Cuff Links, Doz. Pair 1.00
- Cuff Buttons, Gr. 7.00
- High Grade G.F. Cuff Buttons, Doz. 3.00
- Yellow Gold Collar Buttons, Gr. 2.00
- Gold Filled Collar Buttons, Gr. 10.00
- High Grade Stick Pins, Doz. 2.50
- High Grade Sterling Birthstone Rings, Doz. 3.50
- 2-in-1 Sterling Rings, Doz. 2.50
- Gold Filled Wedding Bands, Doz. 18.00
- G. P. Lavalieres and Chains, Doz. 3.00
- Ladies' and Gents' Diamond Rings from \$2.50 Ea. and Up. \$ 1.00
- Rhinestone Bar Pins, Doz. 1.00
- G. F. Bar Pins, Doz. 1.00
- Large Novelty Stones Set in Pins, Doz. 3.00
- Ladies' 10-Kt. & 14-Kt. Gold Wedding Bands, Ea. \$2.00 & 3.00
- Men's 10-Kt. Gold Wedding Bands, Each 5.00
- 10 Asst. Wrist Watches, Needing Repairs, Lot 12.00
- Stainless Steel Stretch Bands, Doz. 3.00
- Ladies' New Cord Bands, Doz. 1.50
- 10-Kt. Birthstone Rings, Ea. 2.00
- Safety Clutches for Tie Pins, Etc., 1/2 Doz. 2.00

**B. LOWE**  
HOLLAND BLDG. ST. LOUIS, MO.



Never a breakdown with guaranteed Amco Quick cameras. Patented features means more profits. Quick shipment. New. Used. Low Prices.  
Beautiful, Durable, Portable.  
American Stamp & Novelty Mfg. Co., 4301 Rossmoynne, Houston 6, Tex. (formerly of Okla. City)

**POCKET NOVELTIES FAST SELLERS**  
If It's Good, We Have It! Doz. Gro.

**RUBBER GLOVE FOLDERS** now ready, 4 brand-new Laff & Money Getters \$ .80 \$ 9.00

**POLLY PEEL** Hollywood Stripper 1.50 17.50

Hot Dog Frankfurter Matchbook .70 7.80

Rubber Shimmie Dancers, 6 Diff. .70 7.20

Nature Boy Ash Tray 7.20

Kilroy Girl Statuette 1.50 17.00

Mr. Kilroy 1.20 13.50

Standard Sellers Doz. Sight Sellers Gro.

Squirt Ring \$1.60 Snake on Stick \$7.20

Squirt Chocolate .90 #7 Balloons 1.50

Squirt Turtle .90 Itch Powder 3.00

Squirt Flower 1.75 Sneeze Powder 2.50

Hot Pepper Gum .65 Cigarette Load 3.00

Comic Mirrors .65 Bang Matches 2.75

Scarem Spiders 1.10 Rub. Razors 6.50

New Tickler Folder .35 Coin Ring Trick 6.50

Key Chain Pens 2.25 Hindu Vanisher 7.00

80 Samples of Fast Sellers, Prepaid 5.00

**JACK DAVIS** 514 Collins Ave. Miami Beach, Fla.

**PERSONALS**

LET YOUR MAIL COME TO ME AND I WILL remail it to you. \$25 a year. Shaw, 319 N. 22, Saginaw, Mich.

SLICK BICKETT—OR ANYONE KNOWING HIS present whereabouts, please phone his wife collect at 9391 Meridian, Miss. Slick was last heard of with Wonder City Carnival about Sept. 10. Worried about him very much.

**PHOTO SUPPLIES DEVELOPING-PRINTING**

ATTENTION—DIRECT POSITIVE OPERATORS. Authorized Eastman distributors. Write for 1948 catalog announcing medium-priced metal and glass frames. Folders, chemicals, hand-painted backgrounds, comic foregrounds, paper and double unit photo machine. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. oc9

COMIC FOREGROUNDS AND BACKGROUNDS in stock. Photo Rings, Mounts, Photo Novelties. Free literature. Miller Supplies, 1535 Franklin, St. Louis, Mo. oc16

COMPLETE LINE OF DIRECT POSITIVE SUPPLIES. Write for price list. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. oc30

DIME PHOTO OUTFITS, CHEAP—ALL SIZES. Drop in and see them; latest improvements. Real bargains. F. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. noc

DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need. Reasonable prices. Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds, Cameras for indoors or outdoors, complete Photo Booths, etc. Free information and prices. We are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill.

FOR SALE—ONE PHOTO-WHILE-U-WAIT Outfit, complete with booth, lighting fixtures, enlarger, two cameras. No reasonable offer refused. Victor Sickler, Stamps, Ark.

SACRIFICING—ONE PAIR HOLMES Sprocket 16mm. Sound Projectors, \$395. One Victor 40-B, like new, \$295. 8-reel feature with Herman Britz, like new, \$60. Like new sound Life of Christ Feature, \$75. Caesar Entertainments, Atlanta, Ind.

THE NEW 1949 STREAMLINED, LIFETIME, all-weather, acid proof plastic Street Camera now available. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

**PRINTING**

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. oc23

QUALITY PRINTING OF ALL KINDS AVAILABLE at surprisingly low prices. Give us that one trial guaranteed to convince you. C. P. Shop, 4223 Bates, St. Louis 16, Mo.

**BINGO**

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.  
Write for bulletin  
AMUSEMENT INDUSTRIES, Box 7, Dayton 1, Ohio

**TWILL CREW HATS**  
For Sewing Machine Operators

NEW LOW PRICE **\$60.00** Per Gross

Immediate Delivery



FOOTBALL NOVELTY BAR PIN, ALL COLORS, STILL AVAILABLE.  
NEW LOW PRICE, \$9.00 Gr.

**CAMPAIGN SPECIALS**

- 50L Dewey-Warren Comb. Button \$2.00 C; \$17.50 M
- 50L Truman-Barkley Comb. Button 2.00 C; 17.50 M
- 50L Plain Wallace, Dewey, Truman 2.00 C; 17.50 M
- 70L Campaign Buttons, same as above 3.50 C
- 2 1/2 L Campaign Buttons, same as above 8.00 C
- 3 1/2 L Campaign Buttons, same as above 11.00 C
- CAMPAIGN PENNANTS, 9"x12" 11.00 C
- CAMPAIGN PENNANTS, 5"x12" 6.00 C
- Gold Plastic Donkey and Elephant Pins 12.00 Gr.
- Donkey and Elephant Charms 1.25 Gr.
- #5 R.W.B. Ribbon, 50 Yd. Bolt 2.50
- #9 R.W.B. Ribbon, 100 Yd. Bolt 7.50

Complete Sample List will be shipped upon receipt of \$1.00 to cover cost of Samples.  
SEND FOR FREE ILLUSTRATED FOOTBALL OR NOVELTY CATALOG  
25% deposit with all orders. We take orders for special Buttons and Pennants.

**KIM & CIOFFI**  
912 ARCH STREET MA-7-2283 PHILADELPHIA 7, PA.

SHOW PRINTING—ALL KINDS, 2-COLOR Tent Cards, Heralds; stock cuts for circus, rep. pictures, etc. Curtiss, The Old Reliable Show-print, Continental, O., Since 1905. oc23

1000 NAME AND ADDRESS STICKERS, \$1. Advertising Stickers, Parcel Post Labels, Imprint, Box 361, Emporia, Kan. oc16

SHOWY EMBOSSO LETTERHEADS—SPARKLING! Dynamic! Distinctive illustrations midways, shows, circus, orchestras, magicians. Unusual layouts, outstanding designs. Samples, dime, 14x22" 2-color Cards. Solldays Colorprint, Knox, Ind.

**SALESMEN WANTED**

BIG MONEY—QUICKLY AND EASILY, TAKING orders for complete line Personalized Initialed Buckles, Belts, Cap Badges; 2,000 emblems. Fast repeats. Write today. Hook-Fast Co., Box 480-BB, Roanoke, Va. npoc30

ENCHANTING FRENCH PERFUMES HAVE everything! Beautiful display cards, 10c vials, 25c flacons, distributors' prices. \$1 brings postpaid dozen 25c size. Confidential price list other fast sellers. Willingmyre, Merchantville 5, N. J. oc30

'HOW TO WIN PRIZE CONTESTS'—INTERESTING \$1 Booklet! \$4.50 dozen, sample 50c. Hurry! Bryden Publishers, Columbus 16, Ohio.

MAKE \$2,000 NEXT 60 DAYS—NEW INVENTION cleans clogged drains in jiffy. No chemicals. Nothing like it! Prospects everywhere. Commissions advanced. We deliver. Free sample offer. Campbell Co., Rochelle 9, Ill.

SELL PLASTIC IMPRINTED COCKTAIL Spoons. Big commission. Decastex Co., New Orleans. oc16

**SCENERY AND BANNERS**

BEST CARNIVAL AND CIRCUS BANNERS—Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. CA. 6-2544. oc16

**TATTOOING SUPPLIES**

COMPLETE TATTOOING OUTFIT—TRUNK, Machines, Transformer, designs, plenty Stencils. Ready for making money. \$100. M. Zeis, 728 Lenley Ave., Rockford, Ill. oc9

NO. 11 ENGLISH NEEDLES, \$8 1,000. NO. 12, \$10. Machines, \$6. Ilheostats, \$3. Marshall Steele, 676 Lucas, Los Angeles 14, Calif. oc30

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits. Free catalog. Fast service. Owen Jensen, 120 W. 83d St., Los Angeles 3. oc30

VERMILION BEDS (MERCURIC) AND COLORS specially processed for tattooers. General Color Co., 24 Ave. B, Newark 5, N. J. noc

**WANTED TO BUY**

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. Mac Postel, 6416 N Newgard Ave., Chicago. oc23

PAIR YOUNG BLACK BEAR CUBS. PAIR young Panthers. Pair young White-Tailed Deer. L. E. Thompson, Clewiston, Fla.

STAMP COLLECTIONS WANTED—UNITED States, foreign, accumulations, covers. Pay top prices. Charles Rose, Box 390, Maywood, Ill.

WANTED—SIDESHOW FREAKS, ILLUSIONS, Pickle and Stuffed Museum Animals, Reptiles, Sea Life, Rarities and Curiosities. Lewchuk's Midway Attraction, Canora, Sask., Can.

"Polly Peel"  
Queen of the Strippers

LATEST Fastest Selling Novelty Number in YEARS!

SELLS ON SIGHT TO BARS, TAVERNS, SERVICE STATIONS, NOVELTY SHOPS, GIFT SHOPS

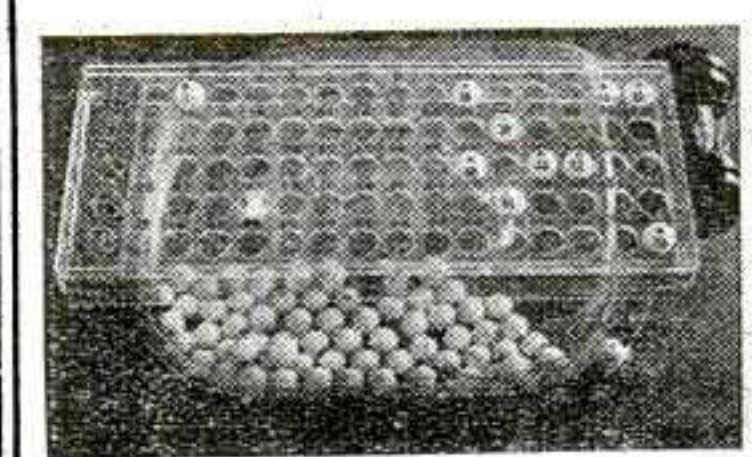
Sample 25¢ \$1.60 Doz. \$18.00 Gr.

jobbers—Write for Prices. 25% Deposit, Balance C. O. D.

**ARTHUR FRAIDIN**  
428 E. Baltimore St. Baltimore 2, Md.

**THE NEW LOOK**

No other BINGO BLOWER can compare. It's New—Fast—Convenient—Efficient—Plastic—Fingertip Ball Release. Mounted on 24" by 36" Base.



**BINGO SUPPLIES AND EQUIPMENT**  
Bingo Markers  
Vesco-Plastic, 5/8" round; Rubber, 1/4" and 5/8" round; 10 lbs. to 10 ton.

Write Now for Complete Particulars  
**V. E. SUPPLY CO.**  
282 W. MARKET ST. AKRON 3, OHIO

The World's Only  
AMAZING PROFITS SELLING NYLONS GUARANTEED AGAINST RUNS—SNAGS!

Sensational guarantee gives FREE nylons if hose runs or snags within guarantee period! Nothing like it anywhere. Not sold in stores. Sheer, service, outside; choice of lengths. Also rayons. No money or experience needed to earn steady income writing orders. Spare or full time. We deliver and collect. Just say "Guaranteed Against Everything" and the sale is made. Advance cash plus huge bonus. Rush name and address for complete money-making outfit sent free and prepaid. No obligation. Write today.

FREE OUTFIT **KENDEX COMPANY**  
Dept. 142 BABYLON, N. Y.

FULLY GUARANTEED  
**BULOVA**  
Gents, reconditioned mov., new 10 Kt. RGP case, gift figure dial strap, hored.  
15 JEWELS .. \$14.50  
17 JEWELS .. 17.50  
with rhinestone dia. \$2.00 extra. Minimum 3 watches, 25% dep. bal. C. O. D. 1949 Catalog on rec. Elgins & Walthams ready. Sample watch, \$3 extra.

**IRVING BERLIN**  
145 W. 45th St. New York City

NOVELTY STORES—TOY STORES  
Only \$7.20 brings Big Trial Assortment of Novelties for Jokers, Toys, Curios and Unique Items worth \$18.00 retail. Big discounts in gross lots. Dime brings sample and wholesale price lists.

**BLUE MOON SPECIALTY CO.**  
Dept. 11, Ravenswood, W. Va.

# AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

## AGENTS AND MANAGERS

**MANAGER—25, RADIOS, RECORDS AND APPLIANCE BUSINESS,** desires position as manager-salesman in New York. Classics a speciality. Walter Snyder, 4739 Tacony St., Philadelphia 37 Pa. oc9

## BANDS AND ORCHESTRAS

**ATTRACTIVE ALL-GIRL BAND—PIANO,** tenor sax, trumpet and bass. Sweet, swing and Latin. Dance music, vocals and entertaining. Available October 1. For smart clubs, cocktail lounges and resorts. Will travel. Mgr. R. W. Seikel, 2616 Marvin Ave., Cleveland 9, O. Phone Florida 7618.

**SMALL ORCHESTRA—GO ANYWHERE IN** world. 4 men, sweet, commercial, entertaining. Information: "Jens" Jensen, Shelbyville, Mich. oc9

## CIRCUS AND CARNIVAL

**YOUNG, ENERGETIC BARKER—ALL-AROUND** Pitchman, etc. Wishes permanent connection with congenial circus or carnival year round, no objection to leaving U. S. A. Write B. B. I. Hawk, Apt. 4, 1111 Westchester Ave., Bronx 59, N. Y. oc23

## MISCELLANEOUS

**SOUND TRUCK (35 WATTS) AT LIBERTY—** Fully equipped with Loudspeakers, Microphones, Wire and Discrecorder Phonograph. State best offer. Box 353, Billboard, NYC.

**VERNON HOFF—FEMALE IMPERSONATOR.** 1948's Sweetheart of Detroit! AGVA. Booking currently, Vernon Hoff, Sweetheart Bar, Third and Selden, Detroit, Mich. oc9

## MUSICIANS

**AT LIBERTY—TROMBONIST, UNION, READ,** fake, would like road work. J. Hemming, 203 Giffords Lane, Staten Island 8, N. Y. oc9

**AVAILABLE IMMEDIATELY—A-1 COLORED** organ stylist desires position in A-1 theater, lounge, bar or night club. Just finished second successful engagement at large downtown theater in New York City. Member Local 802, N.Y.C. Doesn't own organ, doesn't vocal, experienced in all electronic organs and pipe organs. Plays special arrangements of pop, standards, classics, swing and bebop. Go anywhere but South. Reginald Smith, 105-14 32nd Ave., Corona, Queens, L. I., N. Y. Phone Illinois 7-3218. oc9

**AVAILABLE NOW—TOP-FLIGHT ELECTRIC** Steel Guitar Man. Regular Joe. Union, 8 years experience in radio, stage with Western groups. Go anywhere for right deal. Do comedy, sing 3rd in trio, play hoodown fiddle, some bass. Age 24. Contact Ken Massengill, 621 N. 11th St., St. Joseph, Mo.

**DRUMMER AT LIBERTY—LATIN, FLOOR-** show, one beat or four, prefer S.W. or South. Reliable, good personality. 38 years old. W. G. Scott, Gen. Del., Miami, Fla.

**DRUMMER—24, MARRIED, RELIABLE, WELL** experienced, will travel, solid beat. Write or wire Jack Elwin McCoy, 454 Jefferson St., Pascagoula, Miss.

**DRUMMER—23, PLENTY EXPERIENCE,** Micky jump or Latin. Cut good shows. Steady beat. Reliable, join immediately. Write, wire, phone Stan Geiger, Green Springs, O.

**FIRST-CLASS RINK ORGANIST—HAMMOND** to Four Manual Wurlitzer. Fifteen years' experience. Married, no drinker. Fond of young people. State kind of organ and salary. Box C-149, Billboard, Cincinnati 22, O.

**HARPIST—SMOOTH, AVAILABLE FOR COCK-** tail lounge or hotel dining room after Oct. 15, exp. Write or wire Miss Ruth Moore, 373 Garden Rd., Columbus, O.

**PIANO-SOLOVOX—BAR, LOUNGE, WHERE** experience, carefully prepared programs more essential than youth. Requests featured. Dick Tope, Newnan, Ga.

**RINK ORGANIST—FOR A-1 LOCATION, EX-** perience. Metronomed music. Skate-dances. Ted Klaproth, 197 Division Street, Pittston, Pennsylvania. Tel. Pittston, 1912-IL. oc16

**STRING BASS—AVAILABLE IMMEDIATELY.** Experienced, combo preferred. Musician, 1002 Prospect Rd., Peoria, Ill.

**STRING BASS—COMMERCIAL MINDED,** age 29, appearance, ability, references upon request. Available immediately. Monk Moninger, Jefferson Ave., Defiance, O.

**STRING BASS—FREE TO TRAVEL, SINGLE,** read, take. Write Box 256, Billboard, 1564 Broadway, New York City 19.

**STRONG LEAD CORNET—INDOOR CIRCUS,** shows, dance. Prefer old time. Experienced. Union, sober, no faking. Prefer South. H. C. Meller, Box 191, Butte, N. D.

**TENOR AND CLARINET AVAILABLE IMMEDIATELY.** Wire or write Eddie Kish, 1038 S. Illinois St., Indianapolis, Ind.

**TENOR, CLARINET, TROMBONE DOUBLES—** Prefer commercial, experienced, locations only. Age 27, married, sober, neat, own car. Wire or phone 2949-J. Ed. Bolick, N. Lake Rd., Ironwood, Mich.

**TRUMPET—SPLIT LEAD AND JAZZ, SEMI-** commercial or jump. Age 21. No one-nighters. David Joel, 4727 Attleboro, Jacksonville, Fla.

**VIBIST—SWEET AND GONE, HAVE CONCERT** Deagon vibes. Prefer small combo. Young, sober, reliable. Member Local 47. Musician, 815 W. California St., Oklahoma City.

**VOCALIST—FOR WESTERN AND HILLBILLY** band, reliable, no drinking, plays rhythm guitar. Radio work preferred. Bill Walker, 609 Ave. D, Ft. Madison, Iowa. Phone 2509-W. oc16

## PARKS AND FAIRS

**AERIAL ACT—BREATH-TAKING, CROWD-** thrilling high-pole act. Features many death-defying feats that assure success for any grandstand show or free attraction. Fair secretaries and committeemen, wire or write, several late weeks open. Box C-119, c/o The Billboard, 2160 Patterson St., Cincinnati 22, O. oc16

**BALLOON ASCENSIONS—PARACHUTE JUMP-** ing. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. oc23

**BINK'S CIRCUS ATTRACTIONS—SLACK WIRE** Act, Comedy Clown Juggling, Novelty Trapeze and Comedy Acrobatic. Four acts. R. I. Cudahy, Wisconsin. oc23

**FAIR MANAGERS: CONTACT BOB TOMLIN-** son, professional versatile entertainer. Juggles clubs, ball. Twirls seven ropes simultaneously. Ventriloquism, Punch-Judy. Plays electrified accordion. Illustrated circular available. 162 N. State, Chicago, Ill. Telephone: Dearborn 6263.

**OUTSTANDING PLATFORM TRAPEZE ACT—** Available for celebrations, fairs, etc. Flashy act. For literature, particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana. oc30

**SENSATIONAL HIGH FIRE DIVE INTO FLAM-** ing tank of shallow water. An old established standard attraction. Never fails to please. Capt. Earl MacDonald, 456 Lamphier Pl., Warren, O. oc9

**THE LEHMBECKS—4 PEOPLE, 3 GIRLS, 1** man. Family act. Beautiful display of acrobats and balancers. Gorgeous paraplumalia. Literature, bond. 2015 Oliver St., Fort Wayne 5, Ind.

**YOUNG MAN—WOULD LIKE TO JOIN AND** learn act. High act as cradle man, or flying act as catcher. I will go anywhere. Bob Post, 6233 Pasteur Blvd., New Orleans, La. oc16

## VAUDEVILLE ARTISTS

**EDUCATED AND TRICK PONY—GOOD LOOK-** ing, wonderful performer, work anywhere without harness. For particulars, Geo. E. Roberts, Manager Pamahasika's Studio, 3504 N. 8th St., Philadelphia, Pa. Telephone SAGmore 5536. oc30

**FEMALE IMPERSONATOR—OPEN FOR NITE** club booking. Sing and strip too. Fringe. Can send photos. Salary, \$125 net. Transportation one way. Wesley Davis, 620 S. State St., Chicago, Ill. Webster 9-2449. oc30

**GENERAL BUSINESS TEAM AS CAST—SPE-** cialties, Vent, Whistling Imitations, Vocal, Dancing, good wardrobe. Car trailer. Ralph Lanya Young, Box 822, Pismo Beach, Calif. oc9

**DUE TO DISAPPOINTMENT—BOY AND GIRL** team for Western unit. Experienced radio, stage, dance work. Girl doubles on bass, guitar, vocalist. Boy, hot fiddle and champion trick fiddler. Union, beautiful wardrobe, young, reliable. Travel anywhere. State salary, full details. Wire, write Bonnie Lee, c/o Gen. Del., Aberdeen, S. D. oc16

# HELP WANTED—ADVERTISEMENTS

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

**ALTO, DOUBLING CLARINET, VIOLIN—MUST** be thorough on all, read well, play in tune. Location work, hotel band. Send all details. Box C-143, Billboard, Cincinnati. oc9

**DANCE MUSICIANS, ALL INSTRUMENTS—** Making changes October 23. Full particulars, salary expected (don't lose your head) to Band Leader, 700 N. 3rd, Harrisburg, Pa. oc16

**FOR WESTERN BAND—ACCORDIONIST,** steel guitarist, fiddler. Salary. Send all in first letter, age, experience. Box C-150, Billboard, Cincinnati, Ohio.

**GOOD COWBOY SINGER AND GOOD COW-** girl Singer wanted for Western and hillbilly band, radio program and personal appearances. State salary expected, send pictures and transcription. Write or wire Bud Bailey, KXGI, Ft. Madison, Iowa. oc16

**HAVE OPENINGS—WELL ORGANIZED ROAD** and location band, salaries from \$60 minimum. Box C-147, Billboard, Cincinnati 22, O.

**IMMEDIATELY—PIANO MAN, READ, FAKE,** jazz and commercial. Must be sober, congenial, reliable. Locations, steady work. Kerry King, 841 N. 2nd, Eunice, La.

**LEAD TENOR SAX AND PIANO WANTED** for jobbing band. Day work opportunities excellent. Jimmy Barnett Orchestras, Sioux Falls, S. D. oc16

**MUSICIANS—ALL INSTRUMENTS; 12 DANCE** orchestras, work steady, give full particulars. VSA, 848 Insurance Bldg., Omaha, Neb. oc30

**MUSICIANS WANTED—DRUMS, PIANO,** Trumpet and Reed Men for established Midwest-ern band. Salary, no layoffs, reliable. Write Box C-141, care The Billboard, Cincinnati, O. oc9

**NEED DRUMMER—BASS MAN, OTHERS** write. Guaranteed weekly salary, no drunkard, territory band. Wen Schub Orchestra, Grand Forks, N. D. oc9

**NEED LEAD TRUMPET AND ALTO MAN—** Also others write. Ralph Rech, Glencoe, Minn.

**PHONE MEN—EXPERIENCED. HAVE TWO** experienced pick-up girls, two automobiles to travel in. 25% commission. W. J. Hall, Gen. Del., Waterloo, Iowa. oc16

**PIANIST, ALTO SAX DOUBLING BARITONE** and clarinet. Others write. Modern band. Guaranteed weekly salary. Box 593, Sioux Falls, S. D. Phone 7388W. oc16

**STRING BASS DOUBLING ON VIOLIN—MUST** be good reader on both, sober and dependable. Location work, hotel band. Send details. Box C-142, Billboard, Cincinnati. oc9

**TENOR MAN WANTED IMMEDIATELY—** Others write for future opening, stating all. Carl Colby, Alexandria, Minn.

**WANT DANCE MUSICIANS—FOR COMMER-** cial territory band. Send photo, all details, salary needed to Mickey Bride, 1611 City National Bank Bldg., Omaha 2, Neb. no27

**WANT ACCORDION PLAYER—FOR HILL-** billy and Western type band. Radio work. Station pay plus personal. Wire or call Tex Ferguson, KFEG, St. Joseph, Mo.

**WANT DANCE MUSICIANS FOR TERRITORY** bands. Salary guaranteed. No drunks or characters. Collins Booking Service, Grand Island, Neb. oc16

**WANTED—AERIALIST FOR 1949 SEASON.** Boy or girl. For sway-pole act. Must be able to do rings and traps, etc. Lee Slade, 2646 Park Ave., Detroit 1, Mich.

**WANTED—GIRL MUSICIANS, ACCORDIONIST,** Trumpet, Tenor Sax doubling Clarinet. Must read, also be able to fake standards, those doubling vocals preferred. Combo under contract with Music Corp. America. Box C-148, Billboard, Cincinnati, O.

**WANTED—TENOR, ACCORDION, DRUMMER,** Trumpet for small commercial band, \$70 weekly. Pay your own tax. Care Tri State Attractions, P. O. Box 1668, Phone 379357, Memphis, Tenn.

**IDENTIFICATION BRACELETS!**

...FOR FAST PROFITS

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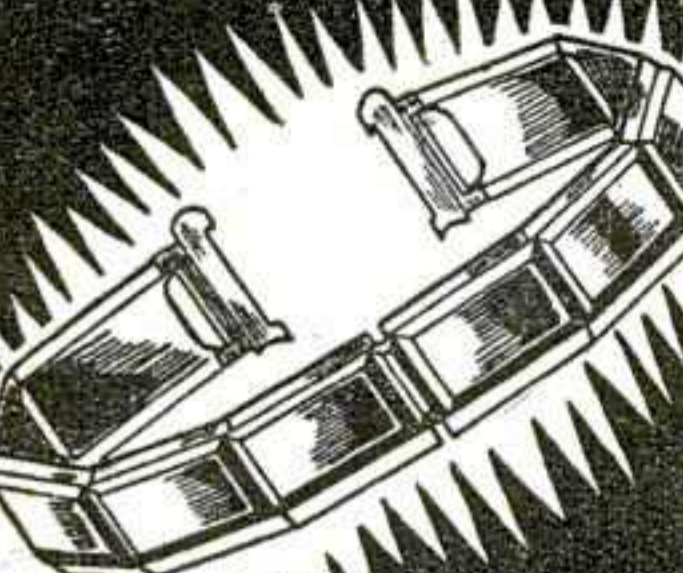
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Chicago 1, Ill.

Albright, Louella Anderson, Mary Bailey, R. E. Bauer, Joseph Bennet, Rose Bishop, Lou Blaine, LeRoy Blair, Pepe Zora Blandford, Ralph Boeck, Al Rags Boyle, Charles F. Broome, E. H. Calthard, Tommy Carey, Paul T. Carr, Thomas B. Cattelle, Howard Chaffee, Mrs. Marjorie Chance, Jimmie Clark, Roy Clark, Billie & Florence	Colston, George Norman Coriell, Vernell Crawford, Mr. & Mrs. Arthur Curtis, Mr. C. F. Daly, Jo Anne Damer, Mr. & Mrs. Art Davis, James S. Delaney, John D. De Lano, Louis Dorey, Eddie DeVault, Donald Downe, William Eaton, Walter Edwards, R. Elverude, Walter Erans, James C. Fennell, F. E. Flannagan, D. Fleming, Marjorie	Boylston, A. L. Bradburn, Robert E. Brown, H. A. Brummitt, Lucky Bryer, Ollie Jr. Bullock, R. J. Burns, Robert B. Burns, W. C. Burto, Leon H. Butcher, Vernon Roy Carter, Bill Carter, W. M. Coley, Mr. & Mrs. J. J. Cooper, Ray Donald Cotter, E. L. Crawley, Rolla Cutler, Louis & Rose Dalley, Katie
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### MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.,  
St. Louis 1, Mo.

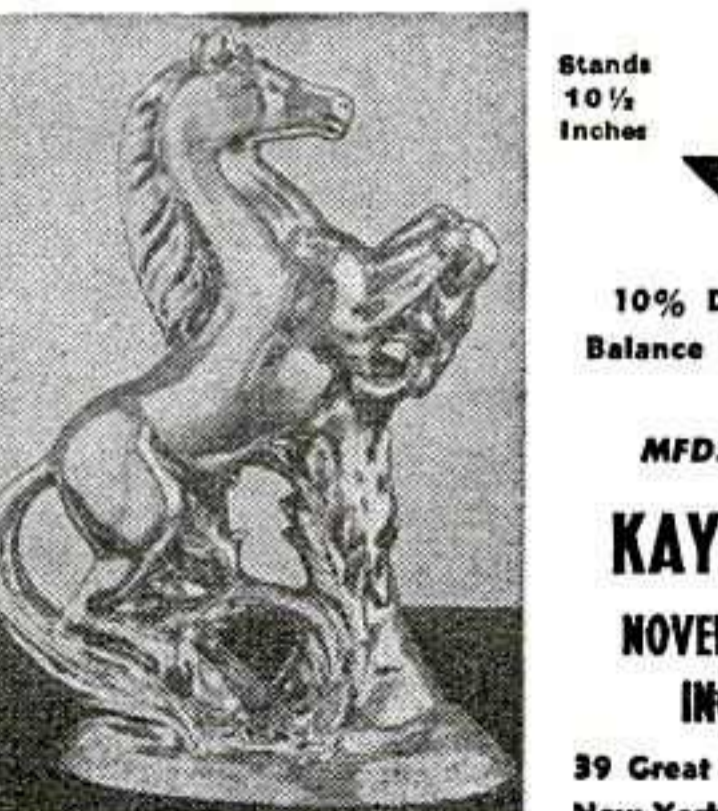
Adair, Miss Gladys Adams, Alex H. Albert, E. J. Arnold, Anecda Daily Atkins, Paul Bacon, Earl W. Bacon, W. W. Bales, Pete Beach, Harry M. Beach, Mildred Bell, Albert Bell, Argie E. Bell, Vernon M. Boeck, Al Rags Boudreau, A. A. Bourbon, George Rudolph Boyd, Bill (Boots) Jr. Boylston, A. L. Bradburn, Robert E. Brown, H. A. Brummitt, Lucky Bryer, Ollie Jr. Bullock, R. J. Burns, Robert B. Burns, W. C. Burto, Leon H. Butcher, Vernon Roy Carter, Bill Carter, W. M. Coley, Mr. & Mrs. J. J. Cooper, Ray Donald Cotter, E. L. Crawley, Rolla Cutler, Louis & Rose Dalley, Katie	Davis, Gene and Jackie Davis, Lonnie L. Davis, Tommie Delaney, Johnny A. Dennis, Donald Dopson, Charles Duffy, R. T. Dunlap, Pete Eagle, Carl White Eagle, Chief Ed. Eichorst, Carl W. Engle, Phillip R. Engle, Phillip R. Etzel, Kenneth Evans, Joe Freecer, Jerome Finch, Spitfire Marion Finley, Homer Fortner, Mrs. Ruth Foss, John Frazier, E. W. Frenzel, Mrs. Thelma Ganote, Mr. & Mrs. Kent Gardo, Gerhardt George, Robert Gorman, Bernice Greene, Jack Haley, H. D. Hall, Albert Jack Hall, Mrs. Vernon R. Hampton, Mr. & Mrs. Nell Hankins, Sam Harvey, Henry F. Hayslett, John A.
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## INTRODUCING SOMETHING NEW

# GENUINE, SILVER-PLATED HORSES

Everyone wants horses today . . . This is our original GENUINE SILVER-PLATED horse. (Plated on ceramic.) An absolutely new item, excellent repeats, popularly priced. Individually boxed, immediate delivery. We guarantee that this silverplate will not tarnish and insert guarantee slip so stating in each box. Also can be had in gold finish. Ideal for Premiums and Prizes.

Price Per Dozen	\$24.00
Sample	\$2.25



Stands 10 1/2 Inches

2600 Stands Over 8" High

10% Deposit,  
Balance C. O. D.

MFD. BY  
**KAYGEE NOVELTIES, INC.**  
39 Great Jones St.  
New York 12, N. Y.

We also manufacture 12 styles of miniature (3 in. high) in Silver or Gold, 4.80 per doz. Our new RELIGIOUS LINE in antique silver is a sure seller at popular prices. WRITE FOR OUR FALL CATALOGUE FOR OUR COMPLETE LINE. Special prices for dealers and distributors. Terms: 2% 10 Net 30 days (N. rated).

## ..and another "LUSTER-PLATE" Success

# GENUINE, SILVER-PLATED DANCING LADY

A masterpiece of form and grace, this item is perfect as prizes for FAIRS, bridge parties, bingo, and for the home. Ideal as a gift for the fall and holiday season. Can be had in gleaming SILVER-PLATE, or in lustrous GOLD finish. Guaranteed never to tarnish.

Price Per Dozen	\$21.00
Sample	\$2.00



MFD. BY  
**KAYGEE NOVELTIES, INC.**  
39 Great Jones St.  
New York 12, N. Y.

## EXTRA VALUES



Nickel Plated, Exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold.

No. 775BB ..... \$1.70 Each

Same as above, but has luminous hands and numerals.

No. 776BB ..... \$2.35 Each

Plated in beautiful color of natural gold. Exclusive New Haven compensating hair-spring makes it keep better time under extremes of hot and cold.

No. 777BB ..... \$2.96 Each

## ROHDE-SPENCER CO.

223-225 W. MADISON STREET  
CHICAGO 6, ILLINOIS

## NEW IMPORTED SWISS WRIST WATCHES



- ★ Precision Built
- ★ Stainless Steel Back
- ★ Genuine Leather Band
- ★ Styled for Beauty
- ★ Built for Accuracy
- ★ Radium Dials
- ★ Sweep Second Hand
- ★ Immediate Delivery

**\$3.50** Each

In Lots of 6 or More. Sample orders, \$1.00 extra.

25% deposit with order, balance C. O. D.

## ALLIED SERVICE CO.

929 Fifth Ave.  
Pittsburgh 19, Pa.

## MEET BUBBLES, The STRIP TEASE GIRL

The sensation of Hollywood

One Gross \$15.00 Gr.  
Five Gross \$14.40 Gr.  
Three Samples, \$1.00.

Twenty-five per cent deposit on all orders. Shipments made in rotation. Write

## SCOTT GOULD NOV. CO.

Manufacturers  
4851 N. 8th St., Philadelphia 20, Pa.  
Manufacturers—Posner Bldg.

## NEW 1948 BINGO BLOWERS

IMMEDIATE DELIVERY



HEAVY DUTY MOUNTED BINGO CARDS



3,000 to Set  
And other BINGO SUPPLIES.  
SEND FOR CATALOG.  
SPECIAL DISCOUNTS TO JOBBERS.

## MORRIS MANDELL, INC., Dept. B

26 East 13th St. New York 3, N. Y.  
Phone: Oregon 3-5812

## NEW, VERY POPULAR COIN BANK!



Heavy Glass and Metal Coin Bank. "See What You Save." Holds \$50 in assorted coins. Has Nickel Plated Pad Lock, two keys. Packed 12 banks to a case, 3 of each color, red, green, blue and yellow. Very attractive and practical. 100% Public Acceptance. You cannot shake a single coin out of this bank. It's more than a toy, it's a Budget Bank. Grown-ups like it. Practical for children.

**SEND \$1.00 FOR SAMPLE, Postage Prepaid**

Here's our Wholesale Prices, F. O. B. Factory at Goshen, Ind. \$7.20 per doz. in doz. lots, \$6.00 per doz. in gross lots. Full remittance to accompany all orders. No C. O. D. Prompt shipments.

## THE BOWER MFG. CO.

GOSHEN, IND.

## ATTENTION!

# GOLD WIRE ARTISTS

- Square and round rolled gold plate wire, all gauges and qualities
- Stone-set and plain bangles as follows: ● hearts ● stars ● clovers ● crescents ● beaded hearts ● wagon wheels ● crosses, etc.
- Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls
- 3-stone ring top or beaded stock ● Beaded hand wire ● Plain findings such as crosses ● anchors ● bowknot pins ● springings ● jumprings ● swivels ● chains ● plain and twisted hoops ● earwires ● earcraws, etc.
- Hoop earrings ● earrings for pierced and unpierced ears ● Hand-made adjustable bangle bracelets ● Wire knot rings of rolled gold plate ● Pearl plates of snail shell ● Cameos, etc.

Write for \$5 sample order with price list. Deposit \$2, bal. C. O. D.

## EMROW JEWELRY CO.

Box 93, North Station, Providence 8, R. I.  
Buy Direct From Manufacturer and Save

## NEW TRICK CAMPAIGN BUTTON

### FOOL YOUR FRIENDS

Red, White and Blue. Interchangeable by fingertip control from DEWEY to TRUMAN. Send 10¢ for sample and price list.

## JONES SPECIALTY MFG. CO.

388 W. Pico Blvd., Los Angeles 15, Calif.

# OAK-HYTEX FOOTBALL SQUAWKY DOLL



**YEA TEAM!**

CASH in at the football games with this new novelty noise-maker. Available with initials or 2-line imprint on chest. Head and body in contrasting colors. See your jobber at once.

Sold by  
Leading Jobbers



**The OAK RUBBER CO**  
RAVENNA, OHIO.

CASH in at the football games with this new novelty noise-maker. Available with initials or 2-line imprint on chest. Head and body in contrasting colors. See your jobber at once.

Sold by  
Leading Jobbers



**The OAK RUBBER CO**  
RAVENNA, OHIO.



## FIREWORKS and NOVELTIES!

- Housewares • Cutlery
- Kitchenware • Toys
- Wheel goods • Novelties

Send for Catalog  
Order Now • Lowest Prices

**ACME SALES CO.**  
P. O. Box No. 1141, Atlanta, Ga.

## WRITE FOR NEW FREE CATALOG

over 2,000 items for  
JOBBER-SALESMEN-SPECIALTY WORKERS

Listing Our Entire Holiday Line

**GEM SALES CO.**  
533 Woodward Avenue  
Detroit 26, Mich.

**WHOLESALE**

## FIREWORKS

Write nearest warehouse for complete price list.

**SAXL ENTERPRISES**  
P. O. Box 508 Hapeville, Ga.  
P. O. Box 1928 Meridian, Miss.  
Rt. Box 185B Montgomery, Ala.

# Pipes for Pitchmen

By Bill Baker

**DOC ROBERT HALLIE . . .** is reported to have garnered plenty of folding stuff with his ace scope pitch at the recent Los Angeles County Fair at Pomona, Calif.

Many a pitcher has finally learned that the lush days are over.

**TOM KENNEDY . . .** is still working plants in a lucrative location in Des Moines.

**EDDIE PROKOP . . .** is making the Dakotas with his Caltrop Miracle plants to successful returns.

**WHAT'S THE WORD . . .** with the sheet workers? How did the fairs treat you? Good, bad or indifferent?

**PIPES HITTING . . .** the desk recently indicate that peeler workers are well pleased with the returns they received for their efforts at fairs this year.

**THEY TELL US . . .** that taxes are tackling takes this season.

**WHAT HAS BECOME . . .** of all the horn nut workers of yore? Drop this pillar a line on your activities.

*A customer is part and parcel of your crowd. Don't look upon him as a rank outsider.*

**BOB ROACH . . .** and T. Ward continue to grab good geedus scores with the Svengali decks and in the Dakotas.

**THIS PILLAR . . .** is still waiting for pipes from Jerry Ricketts, Doc Hale, Robert (Jimmy) Walker, J. E. Brown, Men Morehouse, J. F. Nieuwenhuys, Eddie Gillespie, Eddie Jamesen, Jack Anthony, J. Clark, Ed Bennett, Jerry Fox, Jerry Birns, Dave Kline, Mrs. Robert Noell, Phil Rieger, Mary and Madaline Ragan, John Nebel, Joe Morris, Ed Williams, Joe Garfield, Russell Weith, Al Weston, Red McCool, Charley Cour-

teoux, Art Nelson, George Haney, Fred J. Lorch and Sam Jones.

**STILL DOING . . .** office work in Milwaukee are Doreen Dragan and Marion Norgren, well known in pitch circles.

*The size of your takes the remainder of the year only will be as large as you elect to make them.*

**BILLY NEWCOMB . . .** and Charlie Halligan continue to purvey their gadgets in Iowa locations to good lucre counts.

**BEA LOUIS . . .** has moved to Chicago to work there with her husband, Si, after closing a highly successful run in the F. W. Grand store, Milwaukee, with her foot layout.

**STANLEY NALDRETT . . .** is vacationing in Chicago and laying plans for the reopening of his gadget bar in a Birmingham department store.

*Some wisecracs who look upon a customer as an interruption to their work realize, but too late, that the customer actually is the purpose for their work.*

**B. N. NATHANSON . . .** is still playing Michigan towns and hamlets with his new plastic milk bottle cap to reported sound business.

**HARRY BROWN . . .** writes from Trenton, N. J., that during a visit to the New Jersey State Fair there he saw Ruben Bluestein selling musical trombones on Children's Day at the annual and stopping the midway with his slick act. "What a week Ruben had," says Harry. "The whole midway was walking with trombones. Ruben incorporates a victrola to help him make his pitch."

**BIG AL WILSON . . .** chalked up good counts with combs and white mice at the recent fair in Childress, Tex., and left for the Lubbock, Tex., annual where he will work the same items. Al plans to make Mexico City for the winter with a leather saddle line in the Sears store there.

*His fair campaign starts with good bookings and ends up with cash in the poke.*

**I. W. HIGHTOWER . . .** genial gentleman from Georgia, who got on the ball when it was rolling and gathered up enough shekels to go into retirement in East Point, Ga., pipes that conditions in the South are better than at any time since the days

## SENSATIONAL DISCOVERY

1 Qt. Homogenized Milk can be churned into approx. 2 lbs. Country-Style Butter following our formula. Takes just a few minutes with egg-beater. It's amazing. Formula sells like hot-cakes. Independent operators wanted. Particulars free. Sample formula \$1.00.

**BUTTERFORM COMPANY**  
1404-B Mitchell St. Oakland 1, Calif.

## WANTED

### EXPERIENCED PITCHMEN AND DEMONSTRATORS TO FEATURE FLYING TOY

In New York, Newark, Philadelphia, Cleveland, Brooklyn, Cincinnati, Detroit, Akron, Toledo, Rochester, Syracuse, Chicago, Washington, Baltimore and others.

Start Nov. 15th in leading department stores. Locations are furnished.

Salary and Commission. Give experience and references.

**BOX 355, The Billboard, 1564 Broadway, New York 19**

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

**IMPORTANT** To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.



**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

# Demonstrators

Are getting big money in the Kresge and Department Stores and Fairs with

## SAV-TYME RUG MAKERS AND BRAIDER

Set of Four Sells for \$1.00. Price, \$22.50 Gross Sets.

25% Deposit With Orders, Balance C. O. D.

Sample Set, \$1.00.

**FAST SERVICE**

# AL POWERS

P. O. Box 315  
Salem, Ohio

## "Polly Peel"

### Queen of the Strippers

LATEST Fastest Selling Novelty Number in YEARS!

SELLS ON SIGHT TO BARS, TAVERNS, SERVICE STATIONS, NOVELTY SHOPS, GIFT SHOPS

Sample 25¢

\$1.25 doz.  
\$13.50 gross

Jobbers—Write for Prices. 25% Deposit, Balance C. O. D.

**PICO NOVELTY CO.**  
424 SO. LOS ANGELES ST.  
LOS ANGELES 13, CALIF.

## BIG PROFITS

Own your own business stamping key checks, name plates, social security tags. Sample with name and address 25¢

**HART MFG. CO.**  
311 Degraw St.  
Brooklyn, New York

## CHAIRS

Folding, Non-Folding Many Styles Steel, Wood, Bridge.

State requirements. Minimum order—two dozen

**ADIRONDACK CHAIR CO.**  
Dept. 5, 1140 Bway., New York 1, N. Y.

## MEDICINE MEN!

THERE IS NO SUBSTITUTE FOR QUALITY. WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.

**GENERAL PRODUCTS LABORATORIES, INC.**  
127 E. SPRING ST. Dept. X, COLUMBUS 10, OHIO


**SURPRISE PACKAGE**  
**10 Rich-Looking JEWELRY**  
**and quality COSMETIC items**  
 Here's what you get:  
 ● Bracelet ● Toilet Water  
 ● Necklace ● Cologne  
 ● Earrings ● Face Powder  
 ● Pin ● Lipstick  
 ● Perfume ● Compact  
**\$1.25** Per Set Sample Set \$1.75  
 in Doz. Original retail  
 Lots. value up to \$10.00

**SLUM (GIVE-AWAYS)**  
**3000 Pieces Asst. \$25.00**  
 Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention.  
 Wallets (Genuine Leather, Asst.) Reg. \$1 Retailers, Doz. \$3.00  
 Flats, Brass, All Branches of Service, All Sizes, With or Without Stones, Gross 4.50  
 Lockets, 24-Kt. G.P., 18-in. Chain Doz. 4.50  
 Crosses, 24-Kt. G.P., 18-in. Chain, Doz. 4.50  
 Identification Bracelets, Doz. 2.00  
 Earrings, Asst., Plastic Backs, Gr. Pr. 2.25  
 Earrings, Asst., Metal Backs, Gr. Pr. 7.20  
 Pins Asst. Styles, \$1.98 Retailer, Doz. 3.00  
 Findings: Jewelry Parts, All Kinds; Stones, Clasps, Chains, Etc. Lb. 1.50  
 Religious Medallions on Chains, Doz. 3.00  
 Key Chains, Boxed, Doz. 4.00  
 Necklaces and Beads, Asst. Doz. 2.00  
 Stones From Jewelry, 1000 Asst. 4.50  
 Indian Beads (Bulk), Lb. 1.50

**PRIZE BOXES**  
 Assorted Novelties of All Kinds  
**\$4.50 Gr. Boxes**

**JEWELRY (Mostly Boxed)**  
**PINS ● NECKLACES ● BRACELETS**  
**EARRINGS ● IDENTS ● ETC.**  
 Retail Value up to \$5.00 Ea.  
 1,000 Pc. Asst. 15¢ Ea.  
 500 Pc. Asst. 20¢ Ea.  
 100 Pc. Asst. 25¢ Ea.  
 Something New Under the Sun Imported **PERFUMED NUTS** from Haiti (Stamped & Marked), 25¢ Sellers (Stamped & Marked), \$4.50 Gr. Pkgs.  
 10 Gr. Lots, \$3.50 Gr. Pkgs.  
 Wonderful Seller! Don't hesitate. Send order for your requirements at once. Goes great with your colored trade. Highly perfumed.  
 25% Deposit, Balance C. O. D.  
**Mdse. Distributing Co.**  
 19 E. 16th St. New York, N. Y.

**PRICES REDUCED**  
**ON OUR FAMOUS CIGARETTE LIGHTERS and BALL POINT PENS**  
 Lavishly filigreed and glamorously encrusted with simulated gems. Sensational seller — colossal — amazing — an order will "hit the jack pot" for you.  
**NEW PRICE**  
 Each **\$6.40**  
 Per Dozen  
 F.O.B. Cleveland Samples, \$1.00 each prepaid. When remittance accompanies order we ship prepaid.  
**CLEVELAND WHOLESALE JEWELRY CO.**  
 431 SCHOFIELD BUILDING CLEVELAND 15, OHIO

ANSWER TO A MERCHANT'S PRAYER!  
**MISS Cutie**  
**TABLE LIGHTER**  
**FASCINATING**  
**Easy To Look At**  
**Easy To Use**  
  
 No. 17  
 Pat. pending  
 Just twice size shown . . . 4 3/4" of dynamite in lifelike white plastic, with a black plastic hat that does a neat trick (REMOVE THE HAT—AND THERE'S YOUR LIGHT!). Jobbers, retailers, concessioners, give her a chance to strut her stuff! Price, \$7.20 per dozen, individually boxed — but SMARTLY! Powerful sales appeal — fast and furious ACTION on sight!  
 If unable to obtain from your jobber, write to us.  
**H. NEGBAUR & CO.**  
 Manufacturers of Sure-Fire Lighter Novelties  
 230 Fifth Ave. New York 1, N. Y.

**SPARKS—The profit line of '49**  
**SPARKS WESTERN RIDER ELEC. (SESSIONS) MANTEL CLOCK**  
 Finest sculptured of the Westerns. Rider in full detail—in antique bronze highlighted in Sunray. Sessions UL approved 4" dial clock—dial—metal framed with Sunray edging. Stands 13 1/4 inches high, 10 1/2 inches long. Value galore, only  
**\$11.89**  
 Send 1/3 deposit, balance C. O. D.  
**WESTERN BOOT TABLE LIGHTER**  
 Authentic in style—studded with simulated rubies. Beautifully finished in antique bronze with Sunray highlighting. Genuine Evans lighter. Flash, eye appeal and value all in one. Send for sample today. Each **\$6.25**  
 ALL F. O. B. FACTORY  
**Abco NOVELTY Co.**  
 2009 W. IOWA ST. Phone: HUmboldt 8-9473 CHICAGO, ILLINOIS

**NEW!!! NOVEL!!! BEAUTIFUL!!!**  
**#6144K THREE PIECE SILVER PLATED FILIGREE SALT & PEPPER SET**  
 Non-tarnishable. Shakers 1 3/4 inches high, on mirrored silverplated filigree tray, 6x4 inches. Each set packed in individual GIFT BOX.  
**\$13.50 PER DOZ.**  
 1/2 doz. sets in masterbox.  
**LEO KAUL** IMPORTING AGENCY, Inc.  
 333 & 335 K SOUTH MARKET ST. CHICAGO 6, ILL.

**GENUINE SWISS 2 PUSH-BUTTON CHRONOGRAPH WRIST WATCH**  
**IT HAS EVERYTHING NOTE THESE FEATURES**  
 ★ It's a Timekeeper ★ It's a Stop Watch  
 ★ It Measures Distance  
 ★ It Measures Speed of Airplanes, Cars, Race Horses, Etc.  
 ★ Luminous Dial and Hands  
 ★ It Has Sweep Second Hand, Chrome Case, Precision Workmanship  
**Only \$5.95**  
 Metal Expansion Band is included With Each Chronograph.  
**NATIONAL DISTRIBUTING CO., Dept. B, 416 Calumet Building, Miami, Fla.**

**The Original Two-Color 'SALLY' of Hollywood and Vine**  
**"QUEEN OF THE STRIPPERS"**  
 Outsells them all. Everyone is wild about "Sally." Sells on sight. Wire your orders now!  
 Dozen **\$1.50**  
 Sample 25c  
 GROSS **\$16.50**  
**Bengor Products Co.**  
 119 5th Ave. New York 3, N. Y.

Genuine Imported Oriental Design  
**RUGS**  
**\$29.50 EACH**  
 Be in business for yourself! Glowing Oriental design, heavy 9x12 room size rugs! Perfect quality! Woven through to back! Greatest money-maker today!  
 If not satisfied, money refunded within 3 days. Wire or write today for free price list. Agents wanted!  
 25% dep. with order, bal. C.O.D.  
**LO-US TRADING CO.**  
 Dept. P-5  
 20 W. 27th St. New York 1

**ENGRAVERS**  
 Massive All-Alum. Ident.  
**\$3.00** Doz. **\$36.00** Gross  
 Direct From Manufacturer and Originator  
 Alum. Tag Ident. With Silverplated Curb Chain  
**\$3.00** Doz. **\$36.00** Gross  
 Other Attractive Ident. Numbers  
 No. Ench.—No. Spooks—No. Jarnes (W.R.D. since 1907)  
 Send for Price List  
**MILLER CREATIONS MFR.**  
 6628 Kenwood Ave. Chicago 37, Ill.  
 3 Phones: BUTterfield 8-7811

**CAMPAIGN & FOOTBALL SPECIALS**  
 Gold Plated Plastic Footballs . . . 4.00 Gr.  
 Gold Plated Metal Footballs . . . 4.00 Gr.  
 Complete Football Badges, Per 100 8.00  
 Jumbo Rabbit's Foot Key Chain Feathers—Printed Names . . . 7.20 Gr. .75 Dz.  
 2 1/2" Dewey or Truman Buttons, Per 100 7.50  
 3 1/2" Dewey or Truman Buttons, Per 100 11.00  
 1 3/4" Dewey, Truman or Wallace Buttons, Per 100 9.75  
 Ribbon, All Colors, 50 Yds. Roll 1.65  
 6 1/2" Jap Fur Monkey . . . 14.40 Gr.  
 4" Feather Doll . . . 1.25 Dz.  
 7" Feather Doll . . . 2.25 Dz.  
 10" Feather Doll . . . 3.50 Dz.  
 Deposit Required With All Orders.  
**CHARLES SHEAR**  
 150 Park Row New York 7, N. Y.

Grant took Richmond. Hightower says that Atlanta is taking on a new face with its new super-white way and resembles Chicago's Michigan Boulevard or Washington Boulevard, Detroit. "Any pitchman who isn't getting the hay now had better take my advice and get out of the business," Hightower concludes.

**THE CARL KNOWLESSES . . .** are managing to grab off a good share of the lucre via their sales abilities in Childress, Tex., where Carl is in the leather business. Latest reports from that sector indicate that he's selling scads of saddles to the ranchmen and cowboys. Mrs. Knowles has proved an ace with white mice and combs.

**ALTHO STILL . . .** in the University of Michigan Hospital at Ann Arbor, Val Renne letters

that she plans to return to the pitch field again soon. "I've undergone several operations and the bone infection, which resulted from my accident in Tampa last January, seems to be improving," Val writes. "I've been in and out of the hospital so much in the last year that I'm about ready to be graduated magna cum laude from this one, minus braces. I will walk with a limp for awhile, however. I'd like to read letters from friends in Pitchdom."

*"My stand is the hub around which all good things revolve."— Jerry the Jammer.*

**OF INTEREST . . .** to the clean merchandiser is the following effusion from Henry H. Varner from his Akron headquarters: "Have been up to my neck in hard work lately. There's a salesman in

our building who has been loading his car with merchandise and selling door-to-door and placing numerous orders. He has a smooth, direct sales approach without angles and does well. His policy is shooting on the square and he's making the gravy. I have a method of my own, technical and scientific, which I have developed by intense study and I know that the whole pitch and sales entourage could greatly improve its lot by getting rid of the termites, who sell from overage crates and leave a trail of tobacco juice on their locations, and the penny-snatchers, who hit and run and leave the scene hot. Our police captain here has asked the racket boys to get into a legitimate business. This cleans our town and directs cash into good channels. Akron long has been a lucrative field for chiselers and fly-by-nights. Under the new set-up the town becomes solid for the honest and clean merchandiser. Receipts this year so far have been about 17 per cent under last year's business, but I've made enough to live on. Let's have more pipes from Sid Sidenberg and others interested in their profession."

*You've got the answers to whether your business will be good or bad.*

**Billboard TRADE SERVICE FEATURE**

## Dog Shows

- CALIFORNIA**  
 Los Angeles—Oct. 17.  
 Pasadena—Oct. 10. Mrs. John Bradshaw, 2131 Second Ave., Los Angeles.  
 Sacramento—Oct. 10. Mrs. Rita P. Wilson, 6225 Broadway.  
 Sacramento—Oct. 24. Mary E. Asbury, 3500 13th St.  
 San Diego—Oct. 24. Mrs. O. P. Romero, Chula Vista, Calif.
- CONNECTICUT**  
 Hartford—Oct. 24. Barbara Hochbery, Williamantic, Conn.
- INDIANA**  
 Evansville—Oct. 17. Gilbert L. Kahn, 3017 W. Michigan St.  
 Indianapolis—Oct. 10. Albert G. Meyer, 2645 Madison Ave.  
 Richmond—Oct. 24. Harriet Carmack, New Castle, Ind.
- KENTUCKY**  
 Louisville—Oct. 31. W. S. Hart, 1051 S. 32d St.
- LOUISIANA**  
 Shreveport—Oct. 29. W. R. Hirsch, Box 1100.
- MASSACHUSETTS**  
 Boston—Oct. 23-24. Mrs. Mason B. Cook, Pembroke, Mass.
- MICHIGAN**  
 Detroit—Oct. 9. A. C. Kuehl, 7737 Hendrie St.  
 Grand Rapids—Oct. '0. Mrs. C. H. Evans, 3850 Clyde Park Ave.
- MISSOURI**  
 Maplewood—Oct. 17. Mrs. Robt. J. Ready, Kirkwood, Mo.  
 St. Louis—Oct. 10. Mrs. Clifford Burian, 2037 Alameda Ave., Maplewood, Mo.  
 St. Louis—Oct. 17. Mrs. Ruth B. Stetson, Normandy, Mo.
- NEW YORK**  
 Auburn—Oct. 16. Foley, 2009 Ranstead St., Philadelphia.  
 Bronx, N. Y.—Oct. 31. Foley, 2009 Ranstead St., Philadelphia.  
 Brooklyn—Oct. 17 and 23. Foley, 2009 Ranstead St., Philadelphia.  
 Ithaca—Oct. 30. Adelia Thorsland, Jamaica, L. I.—Oct. 24. Foley, 2009 Ranstead St., Philadelphia.  
 Rochester—Oct. 17. Foley, 2009 Ranstead St., Philadelphia.
- PENNSYLVANIA**  
 Sunbury—Oct. 9. Foley, 2009 Ranstead St., Philadelphia.  
 Williamsport—Oct. 10. Foley, 2009 Ranstead St., Philadelphia.
- TEXAS**  
 Houston—Oct. 24. Mrs. G. F. McReynolds, 3106 Plumb St.  
 San Antonio—Oct. 17. Mrs. Wylie Brown, 1718 W. Grammercy St.

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(With Sweep Second Hand, 35¢ Additional)

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## For the Girls! HEAD KERCHIEFS

**Beautiful • Practical • An Eye Catcher**  
 28" Sq., Genuine Spun Rayon, Self-fringed edges, two-color silk screen printing.

Any college, any team, any town, any club, anything that you desire! We reproduce any lettering and insignia that you send us. State two colors for printing and color of scarfs desired.

**\$10.50 Doz.** (Special prices to quantity buyers)  
 Sample \$1.00 Postpaid

Delivery one week after confirmation of order. Minimum order, 6 dozen.

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 Ask for our Florida scenes! Ask for our bucking bronchos, etc.  
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**LUCKY PENNY**  
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 FAST 25¢ Souvenir Seller and Give-Away Premium. A Quick Money Maker.  
 Only \$10.80 Gr.



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 Guaranteed 1,000 laughs. Looks like the Real McCoy. Greatest Fun-Making Novelty. Opportunities Galore for Fast Profit Deals.  
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With 6 propellers, attractive colors, \$33.00 a gross. Sample Doz. \$3.25. Bronze Western Saddle Horses, the large 10 1/4 in. size, \$3.50 each in dozen lots. Sample \$4.25. Boy Squirting Ash Trays, \$6.00 Doz.; Sample \$1.00. Doctor's Orders, \$12.00 Gross; Sample Doz. \$1.50. P. P. Men Squirters, \$15.00 Gross; Sample Doz. \$1.50. Deposit With Order—F.O.B. Philadelphia, Pa.

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 4851 N. Eighth St. Philadelphia 20, Pa.

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Here's real flash for Salesboards, Premiums, Stores and Concessions. Toasts, makes sandwiches, grills, fries, bakes waffles, etc. Modern design, looks and performs like an item that should sell for double this sensational low price. No. B-1412

Send for **\$15.95** Lots of **\$12.95**  
 Sample Ea. 3 or More Ea.

25% With Order—Balance C. O. D.

**AMERICAN SALES**  
 1526 W. 79th St. Chicago 20, Illinois

SALESBOARD SIDELIGHTS

Werts Novelty Company, Inc., Muncie, Ind., is enthusing about its new baseball score machine, an all-electric board that enables the player to obtain scores in actual numbers. Werts officials tagged the new number the Model E and predict some big things, sales-wise, for the board. . . . Empire Press (Chicago) top-kicks Joseph Zimmerman and Dave Rice are two other boys who are climbing out on the "good fall business" limb, and from reports from the board field looks like they and the other prognosticators of good tidings are up the right alley. Empire is currently plugging away at its full fall line of "quick profit" numbers.

Harlich Manufacturing Company (Chicago) staffers Sam Feldman, Manny Gutterman and Jerry Scanlan are a trio of laughing lads this week, too. They are climbing on the "silver lining" fall outlook bandwagon, which is growing week by week from reports from manufacturers and distributors.

Ruth Liebman, Rake Coin Machine Exchange secretary for the past five years, left her job with the Philadelphia firm to marry Stan Harris, local operator. The ceremony took place September 14 at the Gerard Plaza. In attendance were Ruth's former bosses, Joseph, Nat and Manny Rake.

ALLENTOWN MARK

(Continued from page 57)

collection of 8 per cent of the fixed price of admission to any form of entertainment is expected to net more than \$10,000 from the fair. Operators of the seven bingo (called Skillo here) stands paid \$100 per unit. The city tax is in addition to the 20 per cent levied by the federal government.

SALT LAKE HITS PEAK

(Continued from page 58)

and the Jones Twins. Jimmie Alexander, who had starred in Oklahoma, emceed. Fireworks were presented nightly by Thearle-Duffield Fireworks Company, Chicago.

Augmented by Monte Young's Shows the midway had a good play and remained open one day after the fair closed.

The Tiny Town Circus area for the small fry proved a hit with its playground equipment. Murals of comic animals and a puppet show were featured.

The outdoor machinery exhibit was the largest ever, with 150,000 square feet of space devoted to it. Livestock entries were the largest since the war. The industrial building exhibits were a special project of the Junior Chamber of Commerce which was enlivened by a daily prize drawing and the selection of Miss Utah Industry, with a novel costume representing the State's industries and resources.

RECORD AT TRENTON

(Continued from page 57)

(Bucky) Allen, World of Mirth Shows, had hundreds of youngsters on the grounds by 8 a.m., Hamid said.

Despite the addition of two new buildings this year, it was necessary to erect tents to care for the overflow of livestock exhibits.

Attractive decorative lighting units have been added to the grounds to supplement the permanent fixtures in use for the past several years.

Hamid's top revue was featured in front of the grandstand nightly, along with a large bill of acts. Hamid said that the night show attendance has been building steadily altho still off from what he expected.

NO!!

Our new boards do not hit the player over the head and take away his money. Our new boards do give him twice as much for his money—more than he ever received in the history of punch-board business.

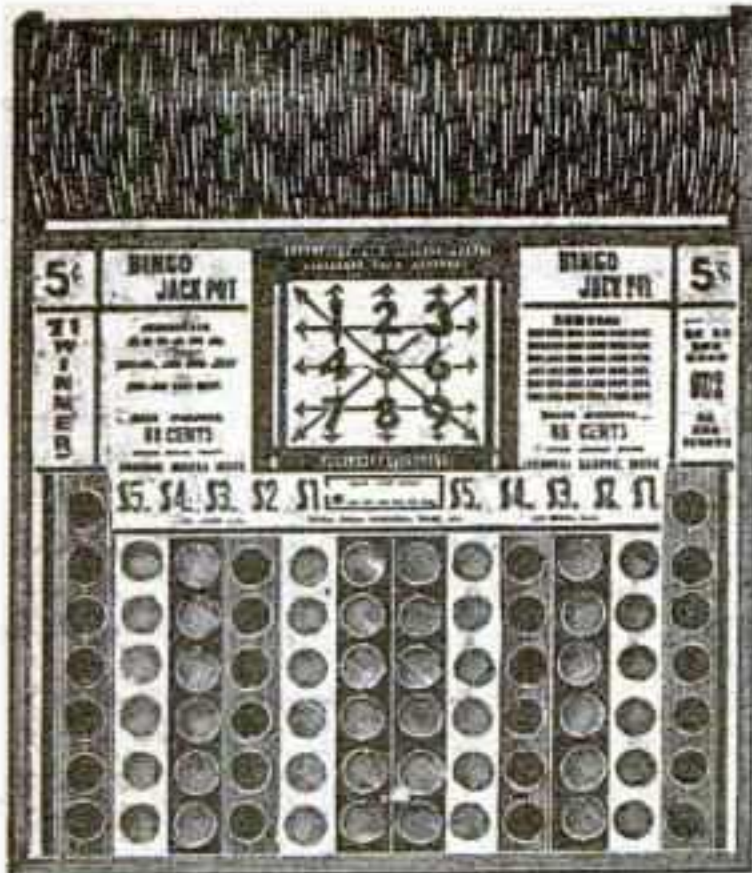
Yet our new boards will make more money for you than any type of old-fashioned boards.

WRITE, WIRE OR CALL TO SEE THE NEW BOARDS

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MANUFACTURING CO.

6201 15th Ave.  
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COMPLETE BINGO, SPINDLE DEALS!

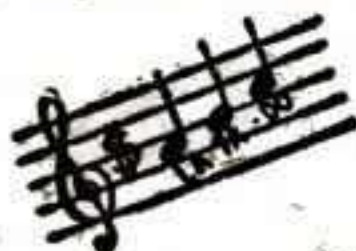


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BUY COMPLETE DEALS AT SAME COST!

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A Winner . . .



"TROPICS" 142 WINNERS IN THIS GLAMOROUS HULA GIRL BOARD!

2280 R.M. HOLES 5c PLAY—SP. THICK FORM NO. 2284

TAKES IN . . . \$114.00 AVE. PAYOUT . 57.24

PROFIT . . . \$ 56.76

**HARLICH**  
MFG. CO.

1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$ .85
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.60
960	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
960	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 26.60	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.65
300	25¢	Pin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwick Pin, Giant Holes, 8 for 25¢	Avg. 28.75	2.50

JAR TICKETS  
RED, WHITE AND BLUE  
LUCKY SEVEN  
BINGO TICKETS  
on Sticks—Size 1000-1200-1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST  
Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

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SALESMEN WANTED

For New Jersey, Maryland, Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island. Here's a golden opportunity for you to carry two profitable lines, the two leading lines of salesboards and ticket games in addition to what you carry now.

If you contact tobacco, candy, drug, wagon men, or similar operators or jobbers—write us a letter, including photograph and complete details.

UNIVERSAL MANUFACTURING CO., INC.

405-411 E. 8th St.

Kansas City, Missouri

Walter McNamara, The McNamara Company, Chicago, chimes in with his own optimistic outlook: the pellet-type, insert board featured by his firm is continuing to catch on with operators on a nation-wide scale, he reports. A continuous new line of inserts is coming off the production lines for refills for the illuminated aluminum stands. . . . Al Decker, general manager of Missouri Novelty Manufacturing Company, St. Louis, is adding new representatives to carry its line of tickets coast to coast. Al is confident of the fall and winter outlook for the business, with a fistful of good news (which he is still carrying over from last winter's big Sheraton Hotel board showing) especially for his spindle, pad and combination ticket deals.

The Thomas A. Walsh Manufacturing Company, Omaha, pegged as one of the country's three largest makers of salesboards and novelties, has hit a production potential twice its present rate with the purchase of a new building, also in Omaha, which will add 25,750 square feet of space to its present 10,000 feet. Firm will occupy the new quarters in May, 1949. Meanwhile the firm founded by Thomas A. Walsh Sr. has already expanded from its original 2,000 square feet of production space, and now has branches in six States.

Howard Machine Products Company, Chicago, has a new line of premium boards out and consisting of 14 separate items. Officials (and brothers) Al and Fred Schechter also have rigged up a new catalog to carry the news of the new numbers to the trade. Available on request. . . .

1,250,000 AT POMONA

(Continued from page 58)

donna; Oranto Trio, perch, pole and ladder; Barton and Brady, knock-about comedy; Lebrac and Bernic, unicycle; Martells and Mignon, adagio; Saul Grauman and His Stairway of Melody, Preston Lambert and the Dorothy Hild Dancers.

To help facilitate the handling of crowds, C. B. (Jack) Afflerbaugh, fair president, prevailed upon the Pacific Electric Railway Company to run cars over the Pomona line which it had abandoned at the beginning of the war. Several daily specials were run from the Sixth and Main Street stations in downtown Los Angeles. Bus service to the grounds also was maintained.

More than \$2,000,000 has been spent on the fair plant since the grounds were turned back to the Los Angeles County Fair Corporation following its wartime occupancy. Chief outlay was for rebuilding of the 800-foot Palace of Agriculture which was destroyed by fire shortly after the '41 fair.

Other improvements include two new livestock pavilions, construction of a tunnel beneath the race track to give access to the infield, a new tote board, 20 metal refreshment stands, 50 flag poles and the reconversion of a steel and concrete building into a theater with a 2,000-seat capacity. Over 1,000,000 feet of underground cables were laid in three and a half miles of trenches.

## SALESBOARDS at FACTORY PRICES

Immediate Delivery  
COMPLETE LINE OF UNIVERSAL  
TICKET AND JAR DEALS

	Not Price
Jar-o-Do Bingo Tickets, 1000 Size	\$.90
Jar-o-Do Bingo Tickets, 1200 Size	\$.95
Jar-o-Do Bingo Tickets, 1260 Size	1.10
Jar-o-Do Bingo Tickets, 1380 Size	1.20
Jar-o-Do Bingo Tickets, 1600 Size	1.35
Jar-o-Do RWB 1380 Singles	.75
Jar-o-Do RWB 2170 Singles	1.65
Jar-o-Do RWB 5/1 2170 Size	1.90
Jar-o-Do Lucky Seven, 2220 Singles	1.90
Grab a Fin Pad, 1000 Size, 5/25¢	1.85
Grab a Fin Pad, 1200 Size, 5/25¢	2.40
Grab a Fin Pad, 1200 Size, 6/25¢	2.40
Grab a Fin Pad, 1200 Size, 5/50¢	2.40
Grab a 20 Pad, 1200 Size, 5/51.00	2.40
Grab a Seal Pad, 1000 Size, 5/25¢	2.24
Football Bingo, 1600 Tickets, 5/25¢	3.15

### SPECIAL CLOSEOUT DEALS

Combination Tickets, 1836 Size	\$1.00
Combination Tickets, 2052 Size	1.15
Combination Tickets, 2280 Size	1.30
Combination Tickets, 2520 Size	1.45
Numeral Tickets, 1000 Size	.55
Numeral Tickets, 1020 Size	.60
Numeral Tickets, 1080 Size	.65
Numeral Tickets, 1200 Size	.70
Numeral Tickets, 1260 Size	.75

Large Quantity Buyers. Write for Prices.  
Complete Stock on Hand. Call or Drop in  
To See Us.  
1/3 Deposit, Balance C. O. D.

### RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA. 23. PA.  
Lombard 3-2676

## SALESBOARDS

WHOLESALE "NET" PRICES—25% DEPOSIT

Holes	Name	Prof.	Price
1000 25¢	J.P. Charley XX Th. Avr.	\$52	\$1.49
1800 5¢	Lulu Board XX Thk. Def.	18	1.49
1200 25¢	J.P. Tex. Chas., Tk. Avr.	102	2.25
100 5¢	J.P. Siesta, Tk., Fr. Avr.	25	2.25

### NEW! 6 TICKETS PER HOLE BOARDS

200 25¢	They All Go	Def. \$24	\$3.35
200 25¢	Dixie	Max. 33	3.39
200 25¢	The Comet	Max. 32	3.48

1200 25¢	J.P. Cheerful Chas. Avr.	\$77	\$2.62
1300 5¢	Bubbles, Thick, Jum. Def.	30	2.75
965 5¢	J.P. Rosebud, Glie Avr.	28	2.95
1027 5¢	J.P. Hollywood, Jum. Avr.	27	3.54
1000 10¢	J.P. Jumbo Hole, Th. Avr.	45	3.98

Write for "New Wholesale" Bulletin. 10th year giving immediate delivery on finest boards.  
**LEGALSHARE SALES**  
P. O. Box 86-B Huntington Beach, Calif.  
(Phone 2842)

## UNDER THE MARQUEE

(Continued from page 63)  
enjoyed a visit when Cole Bros. played Wichita Falls, Tex. Ryan is manager of the Tower and Texas theaters in Wichita Falls.

Harry, Irene and Dolly Rutter, former circus troupers and now tent movie operators in South Carolina, recently visited Mr. and Mrs. Herbert A. Douglas at their West Chester, Pa., home.

When Dailey Bros. played North Platte, Neb., Joseph and Thelma Fleming, Trenton, Neb., visited the show. They reported their car recently was rifled. Stolen, they said, was a camera and some clothes.

Now that ticket sellers get so much money, one notes, with pride and pleasure, that the reward for honesty is at least big enough to cause envy among the seat butchers.

Jack Hughes, well known in rodeo and Wild West circles, who had been in Oklahoma for a while on business, was in Cincinnati last Wednesday (29) and called at *The Billboard* offices. He has returned to his home in Pahokee, Fla., where he will hunt and fish the remainder of the year.

Mr. and Mrs. Gardner Wilson were victims of robbers when Ringling-Barnum played El Paso, Tex. Wilson, in the press department, reported to police that his hotel room had been entered and that the intruders got away with some costume jewelry and a pair of nylons.

Happy Jack Darling (Uncle Hiram, the rube clown), after finishing 26 celebration and fair dates, will start on his winter bookings next month, playing dates for John L. Andrew for the Shrine circuses in Houston and Fort Worth. He also is booked for Lakeland, Fla., Fair and other fair dates in that State next winter.

Tex and Grace Orton and their two children, Robert and Alice, visited in Cincinnati recently with Tex's brother, Charles Floyd. Tex has since joined Jack Hoxie's unit playing drive-in theaters in the Ohio territory for Kroger Babb, of Hollywood Productions, with headquarters in Wilmington, Ohio.

With most circuses heading for the Deep South, this is the time of the year when a billing car manager has to be fast on his feet to keep some sly opposition brigade

from ramming share-alike propositions down his throat.

The Wallenda unit, having completed its engagement at the Western Washington Fair, Puyallup, Wash., has been signed by the Artists Corporation of America to appear at the annual circus in the Sportsdrome in Las Vegas, Nev., October 8-10. Show is produced by Roy Mack, Hollywood, and Dick Russell, Las Vegas promoter.

Jack Sweetman, drummer with the band on the Mills Bros.' Circus, was the guest of Don and Maude Montgomery at a chicken dinner in the latter's home in Norfolk when the show played that city recently. Jack says that Don is chief clerk at the Fairfax Hotel there, having moved over from the Monticello Hotel when it changed hands after Colonel Consolvo's death. Jack and the Montgomerys cut up many a jackpot before Sweetman left with the show.

Visitors on hand to catch the closing of Hunt Bros. at Smyrna, Del., included Mr. Johnson, Havre de Grace, Md.; Joseph Conway, Philadelphia, and Mr. and Mrs. Herbert A. Douglas, West Chester, Pa. The performance also marked the final appearance of Harry and Charlotte (Hunt) Levine. The veteran perch pole duo decided to retire as active performers. Mrs. Levine was presented with a basket of flowers at the final performance, and her father, Charles T. Hunt Sr., addressed the audience over the show's p.-a. system.

Showmen's children are taught the horror of trouping when dad returns home with a "I'm glad it's all over" look, and are taught the glory of it in the spring when dad's feet get itchy.

E. W. Adams, who recently returned to Atlanta from San Antonio and Fort Worth, says that the Cole and Ringling shows are battling in Texas. Cole was first in the following cities: Wichita Falls, Amarillo, Lubbock, Fort Worth, Waco, Austin and San Antonio. Ringling had wait ads in the dailies the day before Cole was to exhibit. In San Antonio, the Big One had a half-page wait ad day before Cole was to play and on the first exhibition day had a full column wait advertisement. Cole San Antonio dates were September 25-26 and Ringling will be there October 13-14.

### WON, HORSE & UP

(Continued from page 62)  
ings, on which we stored the train last winter, under wagons on the flatcars. After loading last night the additional track was added to the siding we were on and with the aid of our tractors we moved out. It was a bit slow because as soon as the train moved over what trackage we had it had to be torn up and moved ahead. At 6 a.m. today we had covered eight of the 10-mile move when we were suddenly confronted by a high hill. With picks and shovels our train and canvas crews dug a tunnel 40 feet long and, by laying more tracks, we started again. The stock car passed thru, but a crash caused by a wagon on a flatcar stopped us again. We had to back out and give the tunnel a rebore, which held up the train two more hours. Believing that the battle of rail and mountain was over, all retired to their berths except the crews. However, when the train arrived at the outskirts of the town we were confronted by a small bridgeless creek. Two more hours were lost while our crews unloaded and set up the seat stringers and jacks to bridge the gap. The train arrived here too late to parade at 11 a.m. and the matinee was 30 minutes late in starting, which automatically canceled the trainmaster's \$25 payoff. In all fairness to our general agent let me state that the highway to here was well-arranged, for two long passes by

### DAILEY BROS.

(Continued from page 62)

Hamilton, trumpet player in a Colorado Springs orchestra, sat in with Joe Rossi's band for the matinee.

Little Eva, the Republican elephant, made a trip to Denver to see Thomas Dewey. She was accompanied by Mel Miller, Jack Knight and Tom Hofdal. She registered at the Brown Palace Hotel and had her picture taken many times, along with the many political big-wigs gathered there.

The outdoor theater in North Platte, Neb., was far enough away to keep our folks guessing on the theme of the picture. A host of fans, including Mr. and Mrs. Joe Fleming, who snapped backyard pictures, turned up in North Platte, Neb.

Corky Plunkett's birthday was celebrated by a visit from her sister, Toots Garrett, who brought the cake. Little Munci O'Brien presented Corky with a gift just before the trampoline act. Jimmy Garrett kept busy riding the elephants until show time.

Our old friend, Betty Miller, one-time menage rider on the Al G. Barnes and Sells-Floto shows, spent an afternoon cutting up jackpots with Bert Rickman and the writer. Mamie Strand, ex-rodeo rider, spent an evening on the show in Boulder, Colo. Other visitors included P. B. Sudder, Carl Olsen, George H. Salter, Leonard Woodruff and Justus Edwards.

Jean-Francis joined the Side Show in Cheyenne, Wyo., as annex attraction.

Joe B. Webb, who closed the season with James M. Cole, joined this opera in North Platte and is assisting Mickey O'Brien in the legal department.—HAZEL KING.

### CLYDE BEATTY

(Continued from page 62)

doing tramp for the come-in. Clara Lavine making false eyelashes for the girls. Otis Leslie (boss props) using his belt for a strap on the steel arena. Harriet Beatty looking chic with a head-piece of orchids. Dorothy Herbert still making new wardrobe.

While we Sundayed in Gulfport, Miss., Charles Cox, Marvin and Letha Smith, Joyce Sans, Barbara Barry and Rose and Fay Alexander spent the day in near-by New Orleans seeing the sights. Mrs. John Staley and daughter, Sue, departed for their home in Sarasota, Fla.

Colonel Blake purchased a new motorcycle. Bill Snyder sprained a wrist and missed the flying act for a few days.

Recent visitors were Charles Berry and Thomas Bryden, of the Cole show.—LAURENCE CROSS.

### M-H BOFF IN PHILLY

(Continued from page 61)

Peaches O'Neil's girls in two appealing ballets, one of which is performed on star-shape rigging outlined in fluorescent tubing; also the Four Valentines in their comedy aerial bar act and the Flying Romas, a smooth-working act.

### Miniature Car Gag

Hip Raymond scored solidly with his miniature auto gag by unloading from its suitcase-like body a dinette set, a full-grown female assistant and sundry props. Monroe and Grant are spotlighted for their comedy trampoline number as is Capt. Walter Hoagan working Roland Tiebor's seals. The Hamid-Morton elephants are used for the finale.

Clown alley is well peopled and provides plenty of comedy thruout the performance. Featured were Saso, Roy Milken, Roy Barrett, Cosmo, George Hilton and Al Anderson & Company.

Len Humphries, business manager, accompanied by his parents, visited from Toronto where he is handling arrangements for the run which opens in Maple Leaf Gardens there Monday (4).

a grain dealer who wanted our business. The two runaway houses were worth the effort.

**PUSH CARDS**

AR sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write  
**W. H. BRADY CO., MFRS.**  
CHIPPEWA FALLS, WISC.

**GRIDIRON**

FOOTBALL SYMBOL TICKETS  
THICK DIE-CUT BOARD

You'll Get Quick Money Action on This Football Season Natural. Beautiful Array of Colors. Single Jack Pot.

1260 Holes @ 5¢  
Takes In .....\$63.00  
Average Payout .. 30.00

Avg. Profit **\$32.80**

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Send for Illustrated Catalog of Our Full Line.

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1200 Holes, 5¢—Avr. Profit . . .	\$33.05
1200 Holes, 5¢—Avr. Profit . . .	\$31.18
1200 Holes, 5¢—Avr. Profit . . .	\$32.84
1200 Holes, 5¢—Avr. Profit . . .	\$33.96
1200 Holes, 10¢—Avr. Profit . . .	\$59.40
1200 Holes, 25¢—Avr. Profit . . .	\$127.07
1200 Holes, 25¢—Avr. Profit . . .	\$84.50

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**RATE—12c a Word . . . Minimum \$2**

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No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

**A-1 BARGAINS—CIGARETTE AND CANDY**  
Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. oc23

**A-1 CONDITION—TWO 72-BAR U-SELECT-IT**  
Candy Machines with Stands, \$35 each. H. B. McCord, Route No. 2, Union City, Tenn.

**A FEW REBUILT LIKE NEW COIN OPERATED**  
10c and 5c Popcorn Vendors for sale. Dispensing capacity, 100 bags, \$57.50 each. Write Cecco, Dept. ESA, Peoria, Ill.

**AAAAA-1 RECORDING DISKS FOR AUTO-**  
matic and semi-automatic machines. Thousands of coin machine parts. Vending machines designed, developed, built. Joe Munves, 615 10th Ave., New York City.

**ARCADES AND OPERATORS—OWNER GO-**  
ing in army, sell Route Photomachines, \$295 each. Johnson, 4809 Harding, Dearborn, Mich.

**CIGARETTE MACHINE EQUIPMENT BOUGHT,**  
Sold and Repaired. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. Evergreen 6-4244.

**CIGARETTE VENDORS—ROWE, NATIONAL**  
and DuGrenier, reconditioned and guaranteed. Quarter Coin Chutes, too. Kerner Kendors, 3730 W. Division St., Chicago 51. oc23

**COIN COUNTING MACHINE—DOWNEY**  
Johnson, portable, counts, wraps pennies to halves. Latest model, like new. H. C. Slinis, 862 Jefferson, Muskegon, Mich.

**EXHIBIT IRON CLAW DIGGERS, MUTO-**  
scopes, Merchantmen; Erie Diggers, hand operated; Exhibit Rotary Merchandisers. National 4243 Sanson, Philadelphia, Pa.

**FOR SALE—FIVE (MINUTE POP) POP CORN**  
Machines. Fully automatic. Used three months. \$400 each. Wooster Music Co., 15 Center St., Sebewaing, Mich. oc16

**FOR SALE—4 RCA COIN RADIOS, 2-HR.**  
play, good condition, \$40 each. C. E. Fall, R. R. 5, Lebanon, Ind.

**FOR SALE—TWO MINT VENDERS, ONE**  
Mills Check Boy, Amplifiers, Speakers, Tubes. W. H. Feffley, Duncannon, Pa.

**FOR SALE—ONE AMERICAN CUSHION SHUF-**  
fleboard, 8'x12', condition like new, \$275, crating extra. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. oc16

**FOR SALE—STRIKES 'N' SPARES, LATEST**  
designed head, \$175 each. Curtis Coin Machine Co., 3033 Hamilton, Detroit 1, Mich. oc30

**KIRK HOROSCOPE TICKET SCALES—FOUR-**  
teen at \$100 each, excellent mechanical condition, may need refinishing. We've never seen better ticket scales than these. Austin Scale Co., 4120 Austin, Houston, Tex.

**MUSIC-PINBALL ROUTE FOR SALE—SOUTH**  
east Iowa. Total 50 machines, 14 months' take equals purchase price. Box C-145, Billboard, Cincinnati 22, O.

**POST-WAR PHOTOMATIC—USED VERY LIT-**  
tle, make offer. 25c Black Gold; 25c Melon Bell; 25c Jewel Bell; 10c Bonus Bell, these machines used less than one week, \$850 takes the lot or \$225 each individually. Blackhawk Enterprises, Box 444, Lake View, Iowa.

**REBUILT POPCORN MACHINES FOR SALE—**  
Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. oc30

**ROLL DOWN SALE—HAWAII, SINGAPORE,**  
Gold Mine, Big City, Bubbles, \$35. Cover Girl, Tropicanna, \$50. Melody, \$79. American Vending Co., 2359 Coney Island Ave., Brooklyn, N. Y.

**SHOESHINE MACHINES (15) (SIROS)—AL-**  
most half price, can't be told from new, \$99.50. Berry Amusements, 576 Almaden Ave., San Jose, Calif.

**SLIGHTLY USED 1947 MODEL MASTER ALL-**  
purpose Penny Vender. Will sacrifice. Write Box 108, Old Ocean, Tex. oc23

**USED, DAMAGED, OBSOLETE, CLOSEOUTS**  
wanted of any kind. Vassar, Box 1734, Cleveland 5, O. oc23

**USED POP CORN SEZ VENDORS—GOOD**  
condition, single machines, \$120; lots of ten or more, \$105. E. O. E. Fox Popcorn Co., 511 1/2 E. Walnut, Des Moines, Iowa. oc16

**WANTED—WURLITZER SERVICE MANUALS**  
covering all phonographs from 412's to 950's. Atlas Music Co., 2200 N. Western Ave., Chicago 47, Ill.

**WILL PAY TOP PRICE FOR BUCKLEY DIG-**  
gers. J. A. Blash, 1101 1/4 College Ave., Elmira, N. Y. oc23

**WILL TRADE ABOUT \$2,000 WORTH OF PIN**  
Games and Music for Candy or Cigarette Machines. Lloyd Green, 1501 Third Ave., Huntington, W. Va.

**X-RAY POKER (POKERINO) EQUIPMENT—**  
20 tables and complete equipment for store, including juke box, money changers, money counter, booth, 24" floor fan, leather covered bar stools, 18" Hollywood awning, neon sign, lighting fixtures (six fluorescent). Write or call Ed. Bowley, 339 W. 15th St., Chester, Pa. Phone 28557. oc9

**2 VICTOR MODEL V ALL PURPOSE VENDERS**  
and 3,500 Balls Bubble Gum, \$22. Becker Vending, Brillion, Wis. oc30

## QUALITY BOARDS

### AT BARGAIN PRICES

Name	Play	Holes	Profit	Net Price
Texas Charley . . . 25¢	1200	\$102.28	\$1.65	
Texas Charley . . . 5¢	1200	23.10	1.65	
Jackpot Charley . . . 25¢	1000	50.00	.95	
Reg. Charley . . . 25¢	1000	50.00	.90	
Jar of Jack . . . 10¢	2000	56.00	2.75	
Barrel of Jack . . . 10¢	2000	56.00	2.75	
Dollar Game . . . 5¢	400	7.00	.59	
Fin & Sawbuck 5/25¢	300	33.15	2.75	
Kwik Fin . . . 6/25¢	220	28.75	2.50	
Pick a Cherry . . . 5¢	1200	30.04	2.50	
E-Z Pickin' . . . 5¢	2400	45.68	2.95	
E-Z Pickin' . . . 10¢	2400	91.36	2.95	
Baby E-Z Pickin' 25¢	140	17.08	1.25	
Nickel Charley . . . 5¢	1000	17.00	.95	

**All brand new, guaranteed boards.**  
**No seconds or rejects. 20% deposit.**

**Balance C.O.D., F.O.B. Chicago.**

**Send for New Coin Board Catalog.**

**HOWARD MACHINE PRODUCTS CO.**

Dept. PB  
2754 Diversey Blvd. Chicago 47, Ill.

**BEST LINE — BEST LINE**

## OPERATORS

Switch to the **"BEST"**  
Everywhere You Look

**"BEST LINE"**  
TICKET DEALS ARE IN DEMAND

We manufacture a Complete Line of Tickets — Spindle, Pad, Combination and R.W.B.

**DISTRIBUTOR TERRITORY OPEN**  
**SALESMEN WANTED**

Phone, Wire, Write:  
**AL DECKER, Gen. Mg.**  
**MISSOURI NOVELTY MFG. CO.**  
506 Market St. St. Louis 1, Mo.  
(Phone: Main 4264)

**BEST LINE — BEST LINE**

## SALESBOARDS

**IMMEDIATE DELIVERIES—20% DEPOSIT**

Holes	Name	Def.	Profit	Price
400	5¢ Dollar Bd. X.Tx.	Def.	\$ 7.00	\$ .59
1000	25¢ Charley . . . . .	Def.	50.00	.79
1440	5¢ Cigarette Barrel . . .	Def.	22.00	.99
1440	5¢ Barrel . . . . .	Def.	18.00	1.15
1440	10¢ Barrel, X. Tx. . . . .	Def.	36.00	1.39
1800	5¢ Lulu Bd., X. Th. . . . .	Def.	18.00	1.49
1000	25¢ J.P. Charley, Tx. . . . .	Avr.	\$52.08	\$ .94
1200	25¢ Tex. Charley, Seal . . . .	Avr.	102.28	1.49
600	25¢ Jumbo Q.T., X.Tx. . . . .	Avr.	65.30	1.59
1000	5¢ J.P. Asst. Bds. . . . .	Avr.	27.00	2.34
1050	5¢ J.P. Asst. Bds. . . . .	Avr.	31.00	2.49

**NEW! 6 Tickets Per Hole Boards**

300	25¢ 6-in-1 . . . . .	Max. Avr.	73.50	2.39
200	25¢ Kwik Fin. . . . .	Max. Avr.	39.50	2.45

2170 5¢ Red-Wh.-Bl. Tkts. Def. \$36.50 \$1.29  
2170 R.W.B. 5 Fold . . . . . 1.39  
120 Tip Ticket Bks., gross, \$18.75; doz. 1.89

**WORLD'S BEST BOARDS, TICKETS, CARDS**  
**DELUXE MFG. CO.**  
DeLuxe Building Blue Earth, Minn.

## BIG PROFITS

**"HOT" NEW**  
**TICKET DEAL**

Salesmen wanted in every town and community. Sell to clubs, cigar stores, pool halls, taverns, etc., or start a route. Free pocket sales kit. No investment. No experience necessary. Big advance commission. Write today.

**WORTHMORE SALES**  
1825 S. Michigan Av., Dept. B-109, Chicago, Ill.

**NO OTHER BOARD CAN**  
**MAKE THIS STATEMENT**

MORE OPERATORS  
and JOBBERS USE

## PROFIT BOARDS

THAN ALL OTHERS COMBINED  
**IT'S A FACT!**

PROFIT MFG. CO. 64 Pg. CATALOG FREE  
50-11 40th St. L.I.C. 4, N.Y.

**YES—It is Gay Games, Inc., in**  
**Muncie, Indiana, who manufactures**  
**the**

## CLUB NEVADA

**WE ARE MANUFACTURERS**  
**All kinds—PULL TICKET GAMES**  
**• TIP BOOKS •**

Buy Direct From Manufacturer at Very, Very Reasonable Prices.

**—Columbia Sales Co.—**  
302 MAIN ST. WHEELING, W. VA.

## Seal Prize CHARLEY BOARDS

**1 PRIZE 2 PRIZE 3 PRIZE**  
**25¢ PLAY — 10¢ PLAY — 5¢ PLAY**  
**CASH PAYOUT OR**  
**CIGARETTE PLAY**

**ALL AVAILABLE IN THIN OR THICK**  
**1000 TO 2000 HOLES**

*New-profit Makers!*  
**WRITE FOR CIRCULAR**

**18 DIFFERENT STYLES IN ALL SIZES**

**GARDNER & CO.** 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

## SPECIAL OFFER

To introduce our FAIR PLAY line of ticket games, we offer the following introductory assortment of boards and ticket games:

**5 Different Punchboards—25c J.P. Charley, 6/25c Big Bargain, 6/\$1.00 Tempting, 5c Girlie Board.**

**4 Different Pad Deals: 25c Kutor Kolor, 5/25c Win-A-Fin, 3/25c Big Winner, 5/25c Card-O-Gold.**

**\$286.50 PROFIT FOR ONLY \$13.75**

*Order as Billboard Special — Immediate shipment.*  
Write for complete price list on over 300 different ticket games and 200 different punchboards.

**WE MAKE DEALS TO MAKE YOU MORE MONEY!**  
**MUNCIE NOVELTY COMPANY**  
P. O. Box 823 Muncie, Ind.

## ATTENTION—NEW GUN SALE—ATTENTION

**ORDER NOW—THEY WON'T LAST LONG**  
**First Orders Received — First Filled.**

3 Marlin 81-DL-22 Target Rifles . . . Each	\$24.70	1 Stevens 22 Target Rifle, Model 416-2 . . . . .	\$ 43.55
1 Harrington-Richardson 12 Gauge Single . . . . .	17.00	8 Belgium Brownings 16 Gauge Automatic . . . . .	116.40
1 Harrington-Richardson 16 Gauge Single . . . . .	17.00	7 Savage 16 Gauge Single . . . . .	19.10
5 Stevens 12 Gauge Single . . . . .	17.00	5 Savage 12 Gauge Automatic, Model 745 . . . . .	73.20
1 Stevens 12 Gauge Double Barrel . . . . .	41.33		

**All Guns Guaranteed First Class Condition**  
25% With Order—Balance C. O. D., F. O. B. Omaha.

## TIC-TOC MANUFACTURING COMPANY

BOX 504, OMAHA, NEBRASKA

# EYE DETROIT SHUFFLEBOARD

## Begin Ironing Out Problems Caused by Introducing Game As Extra Location Service

### Board Makers Producing at Full Capacity

DETROIT, Oct. 2.—Altho leading shuffleboard concerns in the area have had a more difficult time winning over the backing of both location owners and coinmen here than they have experienced in other parts of the country, it is the general consensus now that the business here is in for a slow but steady expansion in the immediate future. Reliable estimates show there are now between 500 and 700 boards in the Detroit area, comparing favorably with the upwards of 5,000 music machines also on location.

For a good part of the past year local operators had the feeling that shuffleboards to complement their music and permissible games would not prove a highly profitable investment because shuffleboards have been here for as long as 10 years as a free entertainment in tavern-type locations. They reasoned that since the product was introduced as a free item it would be hard to convert public opinion to accepting the game on a fee basis. However, with the recent introduction of better equipment by both old and new

manufacturers in the field and also coin-operated automatic scoreboards, which have a tendency to speed up play, many coinmen who planned to by-pass shuffleboards have shown renewed interest.

James Curtis, American Shuffleboard Sales local manager and Harry Walderhesel, manager of National Shuffleboard, claim that the potential in the area is for at least four times as many boards on location as there are at present. They base this on statistics which indicate that the immediate demand for their products is more than they can satisfy.

### Rumor Scotched

There has been word-of-mouth rumor spreading thru the Detroit and up-State areas that several locations which purchased boards several months ago wish they had not, and were willing to sell them at half what they paid to salvage part of the investment. Curtis, who points out that his firm is now turning out 24 boards a month for the Michigan territory, made a thoro survey of the area's potential recently to track down some supposed instances where board owners were trying to unload boards. He tried to buy a few used ones to satisfy some customers who need boards immediately. However, he claims that in no instance was he able to buy back a board and now scoffs at the rumors that the business was slowing down. Curtis also reported that his firm has done no soliciting of new business in recent months because direct inquiries coming into his office have accounted for all the business which the firm could handle.

The idea of charging for service on shuffleboards, as tried in Los Angeles (*The Billboard*, September 25), has not been put into use here. Operators in general have indicated little interest in the plan thus far, but the inherent possibilities of the idea has made quite an impression on Walderhesel. The National Shuffleboard manager has shown enough interest in this plan to contemplate trying it in the near future.

### Opinions Differ

However, all opinions on the shuffleboard situation in the Detroit area are not completely favorable. One reason why some operators have shown little interest is that in some sections practically all boards are lo-

(See *Eye Detroit* on page 110)

## Plenty Juke Boxes, Venders Scarce in Canada, King Says

CHICAGO, Oct. 2.—“Plenty of juke boxes but an almost complete absence of vending machines,” Tom King, of King & Company here, reported this week after a 7,000-mile auto tour thru Canada. King, who originally set out for Alaska to survey the venter picture there, altered plans and instead visited the more populous sections of the Dominion, including British Columbia, Lake Louise, Alberta and Saskatchewan.

All confectionery, including bar type, sold over the Canadian counters were of domestic origin, none being imported from the U. S. or carrying trade names similar to the American bars. However, King said, a number of the filled bars were identical to several top American lines, such as Oh Henry, Old Nick. Chocolate coatings were much thicker than in the U. S. product, and chocolate generally was used more lavishly than in the States.

## Bally Promotes Becker; Appoints 2 New Distribs

CHICAGO, Oct. 2.—Bally Manufacturing Company here this week announced the creation of a new field post and the appointment of two new Eastern distributors. George W. Jenkins, vice-president and general sales manager for Bally, said this week that Ben Becker, of Brooklyn, has been named special field representative for the company. He added that the Reliable Coin Machine Company and Runyon Sales Company have been added to the Bally distributing organization.

Becker, who has been in the coin machine industry for the past 25 years, was formerly Bally's regional distributor in New York, New Jersey and New England. Working directly from the factory in Chicago, Becker's services will now be extended to the entire country. He will continue to maintain his residence in New York.

The Reliable Coin Machine Company, 192 Windsor Street, Hartford, was named Bally distributor for Connecticut. Reliable is headed by Abe Rechtschaffer.

Runyon Sales, 123 West Runyon Street, Newark, headed by Abe Green, will handle the Bally line thruout New Jersey, in metropolitan New York and territory north to and including the counties of Rensselaer, Albany, Schoharie, Delaware and Broome.

## NYC Ops Date License Boss; Games Confab

### Seek Cut in License Fee

NEW YORK, Oct. 2.—A committee of local coinmen, representing operators, distributors and manufacturers, will meet with New York License Commissioner John M. Cannella Wednesday (6) in an effort to obtain more equitable license fees on city-approved games, it was learned here yesterday. Up to the present time two games have been approved for licensing by the bureau (*The Billboard*, Oct. 2), with others currently being considered.

The approved games are Scientific Machine Corporation's Ski-Bowl and mechanically operated Skee Balls. The latter are presently being manufactured only by the Philadelphia Toboggan Company, which now has sole rights to use of the registered Skee Ball trade name.

### Fee Held Unfair

Under present arrangements the approved games are licenseable according to the “common show” provisions of the city's administrative code. As such, they are subject to a \$50 annual license fee levied on the location, regardless of the number of units installed. Coinmen feel that the fee, while it may be equitable for multiple-game locations such as arcades and bowling alleys, is excessive for an operator who places a single unit in a tavern location.

In addition, the administrative code stipulates that common show license fees, regardless of when they are paid, are privileged only until March 15 of each year. Thus, an operator who places an approved game this month would have to pay \$50 for a license, and would have to renew it for another \$50 on March 15.

### Periodic Payments

The committee will suggest that payments be made periodically during the year, say, every three months. The names of the coinmen comprising the committee are listed on page 103.

## Larger Quarters Taken by Munves

NEW YORK, Oct. 2.—The Mike Munves Corporation, suppliers of coin-operated equipment to arcades, amusement parks and operators, has acquired larger quarters here and will complete its move to the new location by October 20, it was disclosed this week. Two floors of the building at 575 11th Avenue, comprising approximately 20,000 square feet of floor space, will house the Munves establishment.

Renovations to the new headquarters are now being completed and, according to Mike Munves, will provide full service to the coin machine trade. One floor will house cabinet and mechanical shops, while the other is being set aside for office and showroom facilities.

The Munves Corporation has occupied its present building, at 510 West 34th Street, for six years.

## Chicago Coin Names Wis. Rep

CHICAGO, Oct. 2.—Chicago Coin Machine Company has appointed Empire Coin Machine Exchange as distributor of its products in Wisconsin, Sam Gensburg and Sam Wolberg, Chicago Coin heads, announced September 28.

Empire Coin is headed by Gil Kitt and Ralph Sheffield, has offices on Milwaukee Avenue, Chicago. Firm also handles games in the Chicago area for Chicago Coin and the D. Gottlieb Company and ABT products in the same territory.

Chicago Coin's latest game is Thrill, a five-ball featuring a changing value scoring target.

## New Shuffleboard Surface Is Eyed By L. A. Operators

LOS ANGELES, Oct. 2.—Sustained interest in the shuffleboard field as a whole continues to hold the spotlight in typical amusement locations here, with at least one new type of play-field material, Fiber-Loid, coming into competitive prominence with the conventional hardwood surfaces.

Made by Olympic, the Fiber-Loid surfaced boards are handled here by System Amusement Exchange, whose officials claim that the plastic material speeds up shuffleboard. Three large-scale operators in the area, Ed Sharkey, J. M. Holmes and A. J. Benjamin are among those who recently started installing Olympic boards in their locations.

## Federal Coin Receipts Up

WASHINGTON, Oct. 2. — Collections from the federal coin machine tax in August, 1948, topped those for the same month in 1947 by a little over \$1,000,000, the Internal Revenue Bureau reports. Collections from cigarette and cigar levies also surpassed totals for the previous August.

The coin tax brought in \$6,536,555, as compared with \$5,518,877 in August of last year. Cigarette returns were \$119,233,807, while August, 1947, brought in \$101,709,986. Cigar collections amounted to \$4,125,486, as compared with \$3,805,321 in the previous August.



# DIME DRINKS STILL UP IN AIR

## NAMA Confab To Hear Exec Of Sears Firm

Chi Meet Dec. 12-15

CHICAGO, Oct. 2.—National Automatic Merchandising Association (NAMA) officials announced this week that E. J. Condon, assistant to the president of Sears, Roebuck & Company, will address the annual meeting of the association's 1948 convention (Hotel Sherman here, December 12-15) on public relations and its importance in automatic merchandising.

Condon's talk will be made at NAMA's general session December 13, convention Chairman George M. Seedman stated. Other speakers at the meeting will include NAMA President E. F. Pierson, who will discuss NAMA in 1948; L. D. Chambers, Peerless Weighing & Vending Machine Corporation, Long Island City, N. Y., talking on *The Balance Sheet*, and Executive Director C. S. Darling, whose topic will be *NAMA at Work for You*. In addition, leaders in the field of accounting, insurance and legislation will discuss operator problems.

Also at the general session, the report of the newly appointed nominating committee will be presented and directors elected. The committee consists of T. A. Vaughn, New Orleans Cigarette Service Company, New Orleans, chairman; E. F. Hinkle, Automatic Canteen Company of America, Chicago, and Alex Izzard, the Vendo Company, Kansas City, Mo.

Directors whose terms will expire at the annual meeting (five of the 15 NAMA directors are elected each year for three-year terms) are W. C. Fitzgerald, International Ticket Scale Corporation, New York; F. S. Mason, Ford Gum & Machine Company, Inc., Lockport, N. Y.; R. A. Parina, Messrs. Parina & Company, San Francisco; I. H. Houston, Spacarb, Inc., New York, and Pierson.

Stressing the 1948 convention and exhibit theme, Seedman said, "With increased efficiency for more profitable operation as its theme, this year's convention will show operators how to improve stock control, service, sales and maintenance and repairs." Sessions December 14 and 15 have been designed to cover every phase of operation for candy, gum, nuts, cigarettes, bottle and cup beverages, cigar and penny machines, he stated.

Grand opening of the exhibit hall will be at 2 p.m. Sunday, December 12.

## Mills Producing 65-Bottle Vender

CHICAGO, Oct. 2.—Mills Industries, Inc. announced a new 65-bottle capacity soft drink vender this week, featuring a Mills coin changer and a pre-cool compartment accommodating 17 bottles. Price of the new unit was not yet set, officials stated.

First production run of the machine, called the "65," will be delivered to Coca-Cola bottlers, but subsequent production will be available to bottlers of all soft drink brands. The vender is approximately 5 feet high, is 21½ inches wide and 21 inches deep.

## Milk Exempt From S. C. Soft Drink Tax

COLUMBIA, S. C., Oct. 2.—Milk, even tho it is put in a soft drink bottle, is not subject to the South Carolina 1-cent soft drink tax, according to a ruling handed down Tuesday (28) by the State tax commission.

The 1947 Legislature had exempted chocolate milk, produced by farmers or dairies and sold in milk bottles, from the soft drink tax. But bottlers, many of whom make a chocolate drink from powdered milk and bottle it in a soft drink-type bottle, protested that their product should likewise be exempt from the tax.

Tax commission spokesmen said that a milk bottle is a bottle of milk regardless of its shape and that, therefore, the chocolate milk drink produced by the bottlers is exempt from the tax.

## Keeney Co. Announces New Finance Plan; Penny Changer

CHICAGO, Oct. 2.—J. H. Keeney & Company, in turning the production spotlight on its electric cigarette vender, announced the successful introduction of the operator-aimed finance plan and development of a penny coin changer this week. President W. J. (Bill) Ryan and John Conroe, in charge of the cigarette division, also stated that the present nine-column deluxe Model A vender will be continued without change, from all present indications, into another year.

Since its introduction at the National Automatic Merchandising Association convention here last December (actual production line output began in March), Keeney has manufactured approximately 2,000 cigarette venders. Ryan revealed that daily output averages 30 to 35 units, with an early hike to 50 machines per day contemplated. Supply of aluminum for cabinets, which are

## Clarence Bayne Resigns Post At U. S. Vending

CHICAGO, Oct. 2.—Clarence J. Bayne, vice-president in charge of sales for United States Vending Corporation (USVC), submitted his resignation effective October 1, according to E. P. Garvan, president. Bayne will leave for an assignment with the army.

Garvan, reached at his New York office, said a successor had not been appointed to replace Bayne. R. A. Peterson will supervise the activities of USVC's Chicago office and E. E. Rosenfeld will continue to head the candy merchandising division. Company removed its facilities from the Board of Trade Building to the Alcodere factory on Chicago's Northwest side in August when Henry Roberts, then vice-president in charge of sales, and Allen Messick, board chairman, announced their resignations (*The Billboard*, August 14).

Garvan said that Bayne's resignation did not change USVC's plans to produce its refrigerated candy machine. Company is making mechanical improvements in the machine before resuming production.

## 10-Cent Price Restricted To Theaters, Biz Areas

Ops try alternate profit-boosting plans—use 5-oz. cups, large capacity venders — discover dime price means operation at two price levels.

By Fred Amann

CHICAGO, Oct. 2.—Dime venders of soft drinks, initiated in West Coast movie houses over a year and a half ago, and which subsequently spread to operations here, in Detroit and other Midwest cities and eventually to New York, did not become as universal in these areas this summer as was at first anticipated, a survey by *The Billboard* revealed this week.

Altho operators of cup machines

are still having to fight cost increases in almost all phases of their business—from cup price to labor (vender price has been reduced by several manufacturers recently on both cup and bottle equipment)—they hesitate to go all-out for the dime drink. Some have tried vending a five-ounce drink for a nickel, as in Pennsylvania, because this gives them a wider profit margin. Lily-Tulip and Dixie Cup Company are providing special five-ounce cups for these operators.

Those operators who are using the 10-cent price have come to some definite conclusions as to what can and cannot be accomplished with this increase. First, it has been discovered that the more expensive drink goes well only in highly transient trade areas and locations, such as are found in Chicago's Loop, New York's Times Square area and the Los Angeles downtown section. Some stops, even in these dime-drink areas, have been noticeably cool to dime drinks. These are generally the dime stores, food marts and other neighborhood type retail establishments. However, in theaters, bowling alleys and like

(See Dime Drinks on page 100)

## Kalva Vendors Purchased by Searles Co.

Larrimore in Set-Up

CHICAGO, Oct. 2.—Kalva Vendors, organized in 1937 by H. T. Larrimore, was sold this week to Searles Welding & Manufacturing Company for an undisclosed amount. The firm had suspended production on its automatic bottle drink venders early this summer (*The Billboard*, August 7), and at that time Larrimore announced the company was looking for production facilities.

Searles is in the process of readying production on the Kalva three-flavor machine, but thus far no plans have been announced for the Kalva Quad four-flavor vender shown this past winter but never placed in production.

The Searles company, a 35-year-old contract manufacturing firm, is headed by Jack Horlock, president. Walter Ashton is secretary and general manager. Larrimore, only member of the Kalva organization to move into the new set-up, will be Searles's plant engineer.

The Searles firm has previously done contract work for vending machine companies. Recently, the company has been concentrating on hardware items.

Within 45 days Searles expects to be producing five of the Kalva three-flavor units daily. No price has been announced for the machine, which will undergo minor exterior and interior changes, but the firm is working to price the equipment under \$400.

## Rudd - Melikian All Set on First National Promotion Campaign

PHILADELPHIA, Oct. 2.—Rudd-Melikian, Inc., manufacturers of hot coffee vending machines, will launch its first national advertising campaign this month. Details of the advertising program were released this week by K. C. Melikian, vice-president, who said the program would be designed primarily to help operators secure more locations.

Actual amount of money to be expended in the program was not disclosed, but Melikian said the campaign will first concentrate on business papers, altho future plans call for supplementing this part of the program with advertising in the general magazines.

The firm's current annual income, Melikian reported, is upwards of \$3,000,000. The company expects that its expanded promotional program will increase that income to \$5,000,000 by the end of the 1949 fiscal year.

**BUY NOW AND SAVE**  
**PRICES GOING UP!**



**VICTOR UNIVERSAL**  
**\$13.95 EA.**  
In Lots of 24  
\$13.50 EA.

**VICTOR MODEL V**  
**\$12.50 EA.**  
In Lots of 24  
\$11.75 EA.

**VICTOR MODEL VK**  
**\$12.95 EA.**  
In Lots of 24  
\$12.25 EA.

PLASTIC CHARMS ..... \$3.25 Per M

**1/4 140 Count**  
**BUBBLE BALL GUM**  
Regular or Colored  
25 Lb. Ctns. .... 28¢ Lb.  
100 Lb. Ctns. .... 27¢ Lb.  
**FULL CASH WITH ORDER**

1/3 Deposit, F. O. B. Brooklyn, N. Y.,  
Balance C. O. D.  
Orders Under \$10.00, Money In Full.  
**ALL PRICES SUBJECT TO CHANGE**  
**WITHOUT NOTICE.**

**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
461 SAOKMAN ST., BROOKLYN 12, N. Y.  
Phone: Dickens 2-7992

# Chi Area Cig Ops Say 20c Price Okay; Change Slowly

CHICAGO, Oct. 2.—The cigarette vending picture in the Chicago metropolitan area has not changed due to the manufacturers' price hike in July. Most operators report leisurely conversion to quarter coin mechanisms to effect odd-cent pack price and "back to normal" sales on those machines that had been converted. Where increases had been made, they were mainly to 22 cents, operators told *The Billboard* this week. High sales resistance to the 2-cent hike was not general, altho units so re-priced returned lower grosses during the first week or two following the conversion. As the public became used to the new price, and to receiving 3 cents under cellophane, sales climbed back to the pre-increase level.

In a few instances, operators increased prices to 23 and 25 cents per pack, but this was restricted to such spots as class cocktail lounges. On the opposite side of the price scale, other operators declared their intent to remain at the 20-cent peg; their locations, however, were all industrial plants. A 1/4-cent per pack reduction in location commission, plus elimination of free matches, accounting for a saving of another 1/4-cent per pack, enables these operators to maintain profitable operation at the 20-cent price.

### Price Hike Necessary

Location percentage reduction was agreed to by plant management when operators stressed fact that they were trying to maintain the old 20-cent price for the benefit of their employees and that it was an anti-inflationary move. However, due to workers' reluctance to part with free matches, operators foresaw the possibility that they would eventually have to vend free books with each pack again. This would mean that they could no longer operate on the 20-cent level and would have to increase prices to 22 cents. The 22-cent figure was cited, instead of 21 cents, because experience has proved that pennyng 4 cents with a pack causes the cellophane to burst and so was not practical. Also addition of pennyng equipment and

help made the 21-cent price unprofitable.

Jack Kelnor, Kelnor Vendors, reported that most of his operation has been converted to the 22-cent price. After an initial sales dip of 20 per cent, present grosses are equal to pre-price-hike levels, he said. Perry Rose, Robot Sales, Maywood, Ill., declared that the larger portion of his vendors had not yet been converted to the higher price. Those that were boosted to 22 cents returned lowered receipts at first, then slowly rose to normal, or just below normal, levels.

Telling a different price story, Earl Keys, Apex Cigarette Service manager, declared that his firm had increased factory and retail-type locations to the 22-cent price, but that deluxe taverns, cocktail lounges and like stops were upped to 23 and 25 cents. Price was left up to location, with proportionate increases in commission. Higher price in such installations appears to result in little or no fall-off in sales volume, Keys said.

Bearing out the "no business loss" story as a result of the 2-cent pack price hike, one operator in Blue Island declared that immediate result of the increase was a 25 per cent drop in sales, but subsequent weeks showed that volume had moved back to normal. Capping the vendor operators' reports on good sales volume, in spite of the upped price, was cigarette manufacturers' record purchase of federal tax stamps. Showing their confidence in continued high sales, these tax stamp purchases for the month of August reached a record high for 34,000,000,000 cigarettes, a figure 17 per cent ahead of stamp purchases for August last year.

## Bastian-Blessing Out With New Coke Mch.

CHICAGO, Oct. 2.—Bastian-Blessing Company announced a new self-contained Coca-Cola dispenser this week, designed for use in both indoor and outdoor locations. S. D. Levings, general manager of the firm's automatic merchandising equipment division, stated that the new unit, called Perfix, is mechanically cooled and utilizes a Dole dispenser. Features include a lift-out refrigeration assembly, and consistent dispensing of 40 degree "first drinks."

Steel cabinet is 26 1/2 inches wide, 28 1/2 inches deep and 42 inches high, to the serving counter. A special tilt-out compartment is provided for storage of chipped ice, which is in demand regardless of drink temperature, in some localities.

### Veeder-Root Net Down

HARTFORD, Conn., Oct. 2.—For the 32-week period ended August 15, Veeder-Root, Inc., reported consolidated net income of \$746,263 (\$1.80 per share), as compared with \$1,360,439 (\$3.06 per share) during the same period last year. Net current assets were listed at \$5,019,419, compared to \$5,007,030 last year. Earned surplus amounted to \$3,821,571.

**The New REGAL Vender Is a HONEY!**  
1¢ Bulk — Vends Nuts, Candies.  
1¢ Ball Gum — Vends 140-170-210 Count, PLASTIC GLOBE  
Wonderful clear, seamless "Lucite" is Big Sensational Improvement every operator welcomes. Won't Break! Won't Chip! Safer than glass! Protects contents! A Super-Salesman and Big Money Maker. Write for special prices and get FREE CONFIDENTIAL CHART which helps you increase your PROFITS.  
**REGAL MFG. CO.**  
Whitewater, Wis.

**MASTER #2 PENNY-NICKEL VENDOR**  
Time-Tested and Proved  
**\$17.50**  
Vends All Products Also MASTER Straight 5¢ and 1¢ VENDORS.  
1/3 Dep., Balance C. O. D., F. O. B. N. Y. C.  
**FACTORY DISTRIBUTOR. TRI-STATE VENDING CO.**  
561 10th Avenue New York, N. Y.

**5¢ GUM AND 5¢ HARD CANDY AND MINT VENDORS**  
for Charms, Lifesavers, Gum and similar sized products.  
**WRITE FOR CATALOG!**  
**ALKUNO & CO.**  
408 Concord Ave., New York 54, N. Y.  
MElrose 5-7757  
Mechanical Manufacturing Laboratories

**VICTOR'S MODEL V**  
The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanut, Candy and Ball Gum. No additional parts necessary.  
Write us NOW for detailed information and prices.  
A Product of  
**VICTOR VENDING CORP.**  
5701-13 Grand Ave. Chicago 39

Manufacturer of  
**HIGHEST QUALITY CHEWING GUM**  
**BALL GUM**  
**BUBBLE GUM**  
**BUBBLE BASE**  
SOLICITS INQUIRIES FROM QUANTITY BUYERS ONLY  
**BARKER BRANDS, Inc.**  
SEA BRIGHT, N. J.

**CASH Rolls in-DAY AND NIGHT**  
**SILVER KING**  
The operators' choice for ball gum bulk goods. \$12.50 in lots of ten. Sample, \$13.95. Let us send our DOLLARS FROM PENNIES FREE.  
Address Mail to Dept. B.  
**T. O. THOMAS CO.**  
Phone 2131  
1572 Jefferson Paducah, Ky.

**VICTOR'S CUSTOM-BUILT UNIVERSAL**  
24 or more \$13.50  
1 to 23 13.95  
**EMPIRE COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave. Chicago 22, Ill.

**VEEDCO SPECIALS!** **WRITE FOR OUR CATALOG**

**BRAND NEW HOT NUT MACHINES**  
Dispenses all types of bulk merchandise for 5¢, including Cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.  
**\$10.00** Lots of 10 or More  
**\$11.50** Lots of 5  
**\$12.50** Sample

**ADAMS Model N GUM VENDOR**  
Like New Chrome Front—**UNCONDITIONALLY GUARANTEED 1 YEAR**  
**\$10.50** Lots of 10  
**\$12.50** Lots of 5  
**\$13.50** Sample

**BRAND NEW WATLING SCALES**  
200 Fortune  
**\$160.00** In Original Crates

**SPECIAL Colored BALL BUBBLE GUM**  
West Point Brand. 6 color centers. Guaranteed Best Quality In Country. 25 lb. cartons.  
**26¢ lb.**

**SPECIAL LICORICE LOZENGES**  
West Point Brand. Best Quality in the Country. High Count.  
**23 1/2¢ lb.**

**SPECIAL ASCO HOT NUT GLOBES**  
\$1.00 Ea. Lots of 50. \$1.35 Ea. Under 50. Also All Other Globes At Net Prices.

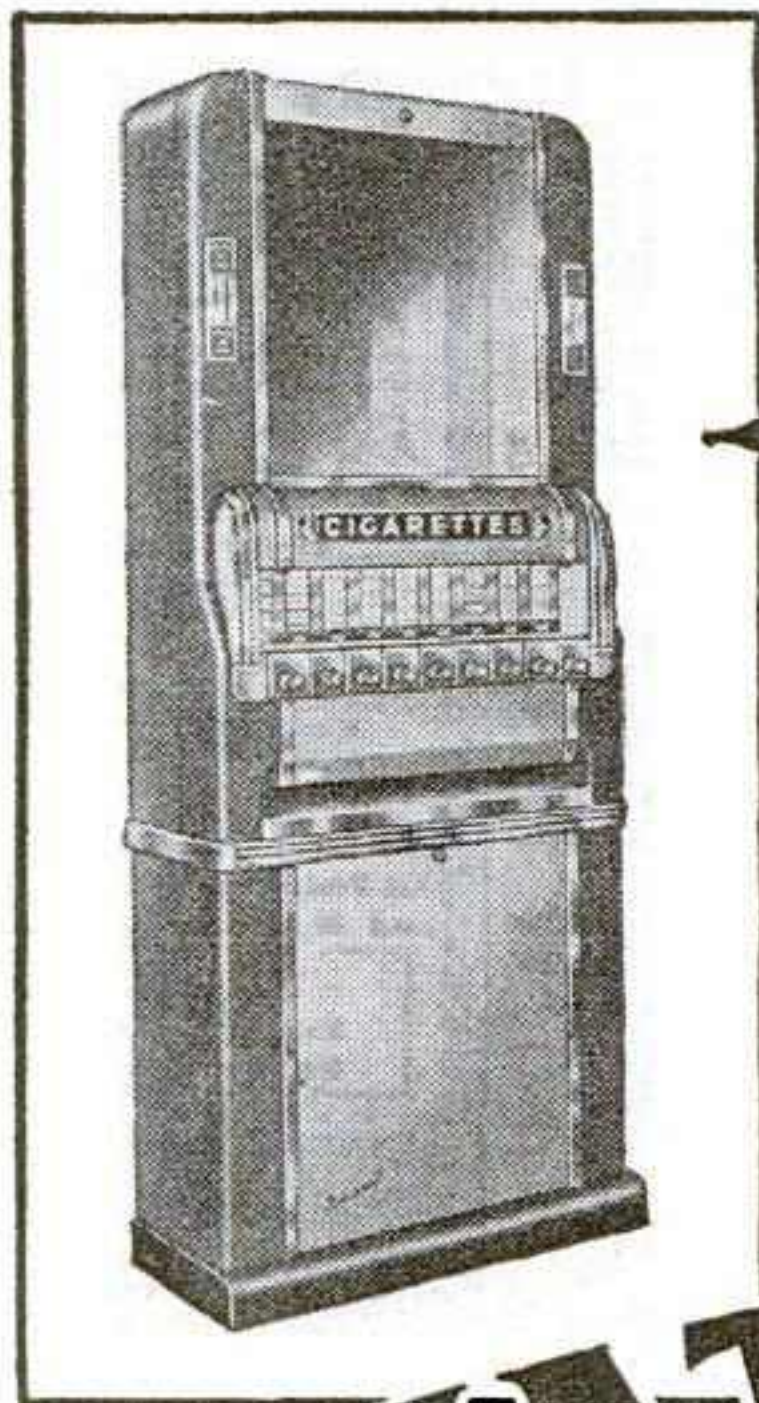
**BRAND NEW CASH TRAYS**  
In Original Cartons  
**\$4.75** Lots of 6. **\$5.50** Sample.

**BINGO — 4 Games in 1**  
\$14.00 Lots of 5. \$15.50 Sample.  
STAMP FOLDERS, For Any Model. 50¢ Per M  
35 lb. Solid Steel STANDS ..... \$3.95 Ea.  
CIGARETTE and CANDY MACHINES, All Models, LOWEST PRICES

**FREE** With any purchase of \$50.00 or more we will print 100 Labels with your name, address and telephone number at NO COST TO YOU! 1/2 With Order, Balance C. O. D.

**VEEDCO SALES COMPANY**  
2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

*America's* **ONE and ONLY**  
 MANUALLY-OPERATED CIGARETTE MERCHANDISER



with   

**MULTIPLE-COIN OPERATION!**  
*...with NICKEL CHANGE-MAKER available!*

with ADJUSTMENTS FOR  
**PRICE CHANGES**  
**AT NO COST TO YOU!**  
*and requiring*  
**NO NEW PARTS!**

*The* **NATIONAL 9M**

*Now Available!*  
**25¢ COIN MECHANISMS**  
 Silver Quarter Operation for 7 and 9-Column Pre-War National Merchandiser (Complete with Slug Rejector)  
**Only \$12.00**  
 Genuine NATIONAL Parts to meet the Operator's changing needs.

It costs you nothing... requires no investment in parts... to adjust the NATIONAL 9M to price changes. It's done in a jiffy! ALL NATIONAL Merchandisers built since the war operate on nickels, dimes, quarters... are designed for profitable operation today and tomorrow. NATIONAL also leads the field in Electrically-operated Conventional-Type Cigarette Merchandisers... in Electrically-Operated Console-Type Merchandisers for Cigarettes, Candy and other merchandise. For quality, performance and adaptability to changing conditions... there is no match for NATIONAL.

**NATIONAL VENDORS INC.**  
 5055 NATURAL BRIDGE • ST. LOUIS 15, MO.



**ATLAS ACE**  
SPECIAL OFFER

10 Atlas Ace.  
34,000 balls of gum.  
500 Winner Balls.  
All for only \$174.50

Jobbers, Salesmen,  
Write for special deal.

**Danco Coin Machine Co.**  
1304 E. Baltimore St., Baltimore 31, Md.

## American Bankers Shown Value Of Stamp Venders by Schermack

DETROIT, Oct. 2.—Delegates to the national convention of the American Bankers' Association, who convened here last week, were told how they could use stamp vending machines in their banks. Promotion was aimed at the bankers' convention by Schermack Products Corporation, Detroit, which manufactures a standard line of postage stamp machines.

Schermack used 14-inch, illustrated advertisements in Detroit's daily

newspapers to invite bankers visiting the city to view displays of the stamp vender.

A large photograph of the three-unit Schermack machine, as well as a brief message, pointed up this theme: "Detroit bankers have introduced another business machine to the banking world."

The invitation to visiting bankers went on to say that stamp machines are "a proved, much needed service in all banks. Wins customers' good will and pays worthwhile earnings. While in Detroit investigate the experience of Detroit banks using these machines."

At least four major local banks are currently using the stamp venders, according to Schermack. They include the National Bank of Detroit, the Detroit Bank, Commonwealth Bank and Industrial National.

## Nelson Co. Reports Appointment of Two New Region Distribs

CHICAGO, Oct. 2.—Jack Nelson Company, national distributors for the Hume, Hagenson Manufacturing Corporation's Pop-n-Hot popcorn vender, announced the appointment of two new regional distributors this week.

New distributors are Great Lakes Phonograph Company, Detroit, headed by Sam Tocco, covering Detroit and vicinity, and Dave Rosen Company, Baltimore, for that city and vicinity.

Nelson reports that the Pop-n-Hot distributor for Akron and vicinity, Akron Popcorn Company, appointed William DeV Vaughn head of their popcorn vender division this week. Firm is one of the largest popcorn manufacturers in the area.

## Dr. Reid Elected Board Chairman at Standard Products

DETROIT, Oct. 2.—Dr. J. S. Reid, one of the co-founders of the Standard Products Company, manufacturers of the Sneed Cup Vending Machine, has been elected chairman of the board, in a series of executive changes in the organization. Harry D. Meyers, formerly executive vice-president, was promoted to president and general manager.

R. E. McIntyre is treasurer, and a local attorney, Raymond H. Berry, was named to the board of directors.

## Price Buys Chicago Popcorn Supply Co.

NEW YORK, Oct. 2.—Farmer Boy Corn & Equipment Company, Inc., has acquired the Poppers' Boy Products Company, of Chicago, with its facilities to be operated under the name of the new owner, Jacob Price, president, announced here this week. Louis Price, formerly of Poppers', will manage the Chicago branch.

Meanwhile Jacob Price stated that Farmer Boy has made arrangements with "one of the largest warehouses" to cold storage corn. The firm carries an extensive stock of supplies and equipment for the popcorn trade.

## Hurwich Appointed Conn. Keeney Distrib

BOSTON, Oct. 2.—Trimount Automatic Sales Corporation, of this city, exclusive distributors for Keeney in New England, has appointed George Hurwich distributor for the Keeney electric cigarette vender in Connecticut.

Hurwich has opened an office and showroom at 354 Trumbull Street, Hartford, where he has the machine on display.

## Jacobs Declares Dividend

DETROIT, Oct. 2.—Directors of the F. L. Jacobs Company, manufacturers of bottle vending machines and the Launderall automatic washer, have declared the regular quarterly dividend of 62½ cents per share on the company's 5 per cent \$50 par value cumulative preferred stock. The dividend is payable October 29, to stockholders of record October 15, 1948.



**BUY VICTOR'S**  
Custom Built  
**UNIVERSAL**

Truly a creation. Beautifully designed of finest materials. Strong, clean and trouble-free through and through.  
24 or More...\$13.50  
1 to 23 .... 13.95

**INTRODUCTORY OFFER!**  
1 Universal, 11 lbs. of Licorice Lozenges and 1000 Plastic Charms.  
All for—  
**\$19.50**




**BRAND IMPS**  
NEW  
EITHER 1¢ OR 5¢ PLAY  
Cig. or Fruit Reels  
**\$12.95**

Lots of 12  
\$13.75—Lots of 6 or More  
Sample \$14.50



**TARGET KING**  
BALL GUM VENDER

A Combination Skill Game and Merchandise Vender. Has Eye Appeal and is of Sturdy Construction. Large capacity.  
Size: 10"x15"x18".  
**\$45.00** Each



**MILLS**  
VEST POCKET  
**BELL**

Pays Out Automatically  
**\$65.00 Ea.**

USED .....\$49.50

Send for New 1948 Catalog Listing All Vending Machines, Counter Models and Merchandise.

**WANT TO BUY**  
Vending Machines, Counter Games, etc. **SEND LIST**

Certified Deposit Required on All Orders.

**RAKE COIN MACHINE EXCHANGE**  
609 SPRING GARDEN ST. PHILA. 23, PA.  
LOmbard 3-2676



**VICTOR'S**  
NEW  
**MODEL V-K**

It's Outstanding!  
Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.

A Product of  
**VICTOR**  
**VENDING CORP.**  
5701-13 Grand Ave.  
Chicago 38



**MASTER**  
PENNY-NICKEL  
Ball Gum or Bulk  
MERCHANDISE  
**\$15.00**  
TO  
**\$17.50**

OUR BOOKLET, "DOLLARS FROM PENNIES," FREE

Address mail to Dept. B.  
**T. O. THOMAS CO.**  
Phone 2131  
1572 Jefferson Paducah, Ky.

The little guy with the BIG punch and the BIGGER PROFITS the **Acme Shocker**

1 or 5¢ play (specify)  
Sample, \$22.50.  
2 thru 11, \$18.75.  
Write for larger quantity prices.  
½ deposit, C. O. D. for balance.  
Address Mail to Dept. B.

**T. O. THOMAS CO.**  
Phone 2131  
1572 Jefferson Paducah, Ky.

**THE "CHALLENGER"**  
THREE MACHINES IN ONE  
**\$10.00 to \$50.00** Weekly on Location!

**TROPICAL TRADING CO.**  
716 W. Madison St. Chicago 6, Illinois

**A-T-T-E-N-T-I-O-N**

QUARTER NATIONAL-TYPE SLUG REJECTOR for U-NEED-A PAK MODELS E, A, 500 AND MONARCHS

PENNY LOADERS NOW ON HAND

**\$15.00** IMMEDIATE DELIVERY

**U-NEED-A SERVICE & PARTS CO.**  
Manufacturers of U-NEED-A Pak & Monarch Parts  
2715 SUMMIT AVE. Phone: Union 3-2211 UNION CITY, N. J.  
Under personal supervision of Joseph Kalishman

**SHUFFLEBOARDS**

Nationals and Americans, 14 to 28 feet, excellent condition, complete with new set of precision steel weights. **\$249.50**

½ deposit with order, balance C.O.D., F.O.B. N.Y.C.

Our fine steel weights are the best in the U. S. A. Discounts in quantity. Set of 8 **\$23.00** Post Paid

**U. S. SHUFFLEBOARD EXCHANGE**  
60 E. 42ND ST., NEW YORK CITY 17 VAnderbilt 6-4972

**"WARNER" Coin Operated VOICE RECORDERS**

Pioneer of the Automatic Recorder Now Offers 1948 Models. Attractive All-Metal Cabinets—Trouble-Free Mechanisms—200 Record Magazine—Fully Automatic—High Fidelity Recording.

32"x42"x8' 6" Cabinet Model .....\$750.00  
14"x18"x22" Counter Model ..... 550.00

**WARNER & SONS, 300 No. Lake St., Pasadena 4, Calif.**

**FOR SALE**  
**VENDING MACHINE BUSINESS IN NORTHWESTERN PENNSYLVANIA**

INCLUDES Nine (9) latest type Cold Drink Cup Dispensers, all in perfect condition all theatre locations; one hundred fifty (150) Victor Ball Gum, Bulk Candy and Nut Venders, all in perfect condition, all on location. Also distributing agency for potato chips and allied products all in this same territory. Also 1947 Chevrolet Truck with special body to handle all phases of business. Large merchandise stock for all machines. \$25,000.00 cash required.

BOX D-70  
The Billboard, Cincinnati 22, O.

## THE ACME ELECTRIC SHOCKER



Price of Machine .....\$22.50  
 2 to 11 Machines ..... 18.75  
 Bracket (if desired) ..... .50  
 Floorstand (if desired) ..... 4.50

**ORDER TODAY**  
 1/2 Dep., Bal. C.O.D., F.O.B. N. Y.  
**J. SCHOENBACH**  
 Distributor of Advance Vending Machines  
 1647 Bedford Ave. Brooklyn 25, N. Y.

## 25 BRAND NEW AUTOMATIC JUICE (CANS) MACHINES

10-cent coin operation. Dimensions: 75" height, 36" width, 26" depth. Holds 300 cans. 110 volt A.C. Refrigeration, dry cooled. 1/3 h.p. sealed-in unit. Best operating beverage dispenser made. A worthwhile and profitable investment.

**P. K. SALES CO.**  
 Cambridge, Ohio



**Victor's Sensational New Custom-Built UNIVERSAL**  
 Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices. Manufactured by **VICTOR VENDING CORP.**  
 5701-13 W. Grand Ave. Chicago 39, Ill.

FOR LOWEST PRICES ON NEW AND USED NUT AND BALL GUM VENDORS AND SUPPLIES  
**PISTACHIOS OUR SPECIALTY**  
 WRITE TO **SUNFLOWER DIST. CO., INC.**  
 2125 AMSTERDAM AVE. NEW YORK 32, N. Y.  
 PHONE: WADSWORTH 8-6287

## Western Vending Ops Re-Elect M. I. Slater to Presidency

LOS ANGELES, Oct. 2.—Members of the Western Vending Machine Operators' Association (WVMOA) voted M. I. Slater into the presidency for another term Tuesday (28). When he has completed the new term, Slater will have served as the organization's head for the past eight years. Other officers elected were J. B. Goodman, secretary; Marvin Drenkow, treasurer, and J. C. Pruner, vice president.

The meeting got under way with consideration of local legislative problems, and Slater read the group a number of bulletins from the National Automatic Merchandising Association. He especially called attention to the fact that in some outlying territories, present law requires that cigarette machines be placed behind a counter or a bar where minors cannot get to them unobserved.

### Poor Public Relations

Commenting on legal activities as they affect the industry, Slater pointed out that unfair ordinances or legislation actually result from poor public relations. He said such unfair and discriminatory laws arise when the uninformed condemn the industry without knowing what it actually stands for.

Another item brought up at the meeting was the fact that many patrons of vending machines still do not know how to operate the equipment properly. Many times, Slater said, a customer will fail to wait until the coin clears the chute before he starts hammering on the machine to see why the merchandise has not appeared.

To stop this practice, or at least lessen it considerably, the association has recommended that operating instructions be clearly indicated on all equipment. Plainly marking each machine "will gain good will for the industry," Slater said.

### Equipment Sanitary

The group reviewed recent relationship with the local health department. At an earlier meeting, officials of the association warned the membership that it would not countenance improperly kept machines, pointing out that failure to keep equipment clean and sanitary was actually courting trouble. The membership heard at this meeting that an inspection of machines recently disclosed equipment was being kept in a sanitary fashion.

Operators present said that they have experienced some difficulties with ants on their bulk venter routes. Ways and means of keeping the pests away from the machines were discussed. Consensus was that the best procedure is to mix DDT with vaseline and daub this mixture around the threads where the machine is fastened to the stand. The mixture keeps pests away without endanger-

## Lymo Industries Producing 125 Cup Machines Weekly

CHICAGO, Oct. 2.—With approximately 2,000 of its machines already in the field, Lymo Industries, Inc., this week announced that current production of its single-flavor cup-type soft drink dispenser is currently running 125 units per week. Lymo is exclusive national sales agent for the Lion Manufacturing Company.

Stuart Lyon, president of Lymo, reported that approximately 95 per cent of the machines now being shipped are equipped with coin changers. Coin changer equipment is optional and adds \$50 to the \$895 list price.

ing the quality or taste of the product.

Generally, operators reported keener competition for stops during recent months. Good servicing and attention to details, members agreed, are the best answers to holding stops.

One new member, Walter Glasner, was voted into the association at the conclusion of the meeting.

## Frantz Building Ice Pick Mch.

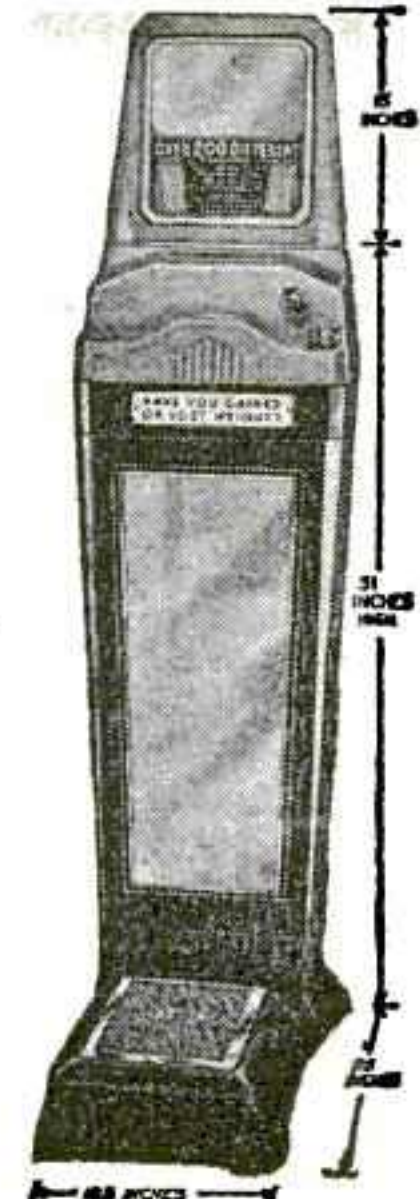
CHICAGO, Oct. 2.—John F. Frantz, J. F. Frantz Manufacturing Company, announced an ice pick venter this week, machine suggested and ordered by one of the city's largest ice companies, H. Lang & Son. With a hand-built model set up, and production-line facilities in readiness, Frantz stated that the unit would retail for \$49.50.

Machine, standing 18 inches high, 9 1/2 inches wide and 7 inches deep, employs a push-pull, slide coin chute, effecting manual delivery of an ice pick for a quarter. Vender holds 25 picks per chute, and may contain from one to three chutes. Suggested locations for the vender are ice houses, adjacent to automatic ice venders in the wall, or attached to an outdoor ice vender such as is common on the West Coast.

## Predicts Drop In Corn Prices

NASHVILLE, Oct. 2.—Because of the 50 per cent increase in this year's popcorn acreage over the 1947 total, popcorn vender operators and the industry in general may expect a sharp drop in corn prices, according to Jim Blevins, Blevins Popcorn Company here. He states that such price cuts would be between 10 and 20 per cent below present levels.

In addition to increased popcorn acreage this year, growing conditions were ideal and a full crop of superior quality is assured. Too, the 1947 crop was the shortest in seven years, Blevins said.



**\$25 BRINGS THIS SCALE TO YOU BALANCE MONTHLY 200 FORTUNE TELLING NO SPRINGS SCALE**

Height, 51 in. Width, 13 in. without sign  
 Depth, 25 in. Sign, 15 in.  
 Net Weight . . . . .185 Lbs.  
 Shipping Weight . . 245 Lbs.

**LARGE CASH BOX HOLDS \$85.00 IN PENNIES**

Invented and Made Only by

## WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889—Telephone: Columbus 1-2772  
 Cable Address: WATLINGITE, Chicago.

### ATTENTION — 25c & 30c CONVERSIONS

Either Silver Quarter or combination Nickel, dime conversions available within 24 hours. Guaranteed. Expert Workmanship. All models only \$8.50 for silver quarter (30g) conversions.

### CIGARETTE MACHINES

Lehigh PX, 10 Col. ....	\$160.00
NEW National Electric, 9E .....	275.00
NEW ROWE Crusader, 8 and 10 Col. ....	195.00
NEW Uneeda, 8 Cols., 510 Pack Cap. ....	159.50
NEW Uneeda, 6 Cols., 380 Pack Cap. ....	149.50
Uneeda Model 500, 9 Cols., 500 Pack Cap. ...	115.00
Rowe Royal, 10 Col. ....	100.00
Rowe Imperial, 8 Col. ....	70.00
Uneeda Model E, 9 Cols., 270 Pack Cap. ....	59.50
DuGrenier, 9 Cols., Model W, 270 Pack Cap. ..	62.50
DuGrenier, 6 Cols., 150 Pack Cap. ....	32.50
DuGrenier, 4 Cols., 100 Pack Cap. ....	25.00
8 Columns .....	35.00

### 7 COLUMN CIGAR MACHINE \$32.50

Holds seven different brands

### CANDY MACHINES

Rowe, 8 Cols. ....	\$ 90.00
U-Select-It .....	35.00
Advance Candy Machine .....	27.50

### TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.

Parts and Mirrors available for all makes and models.

SEND US YOUR COIN MECHANISMS FOR CONVERSION IN ANY QUANTITY

## UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK



**SPECIAL, \$70.00**  
 DuGrenier Champion, 9 Cols., 420 Pack Cap. Also special: 7 Cols., 325 Pack Cap., \$65.00.

### TIME PAYMENTS ON "SILVER KINGS"

24 or More

1/4 DOWN—20 WEEKS TO PAY  
WRITE FOR DETAILS



Bigger Profits from locations are a natural with the all new Silver-King Hot Nut Vendor. Completely redesigned for sales compelling eye appeal. Flashing ruby red jeweled top vendor.

**\$29.95**

OTHERS LOW AS \$10.55

Nut and Ball Gum Vendors. 1c-5c. U. S. and Foreign Coins. At All the Best Dealers—or Write **SILVER-KING CORP.** 822 Diversey Parkway Chicago, Ill.

## Dime Drinks in Air; 10-Cent Price Restricted to Biz Area

(Continued from page 95)

pleasure spots, the 10-cent drink has met with a good level of acceptance. Industrial locations, the survey shows, are thus for strictly nickel operations.

In those few neighborhood areas where the dime drink has been introduced, as in Chicago and New York, operators feel that the winter months will tell the story of whether the higher price can be maintained in such non-transient locations.

#### One Price Level

When first instituting the new price, most operators were of the opinion that they would eventually operate on one price level or the other—nickel or dime. A two-price operation was not considered good business, since it was liable to create dissatisfaction among customers who found they had to pay a dime in one spot for the same drink they obtained in another for a nickel.

This thinking changed because of the drastic drop-off in most neighborhood areas where dime drinks were tried. In downtown areas, dime drink units were kept. Over-all volume dropped, but dollar grosses were slightly higher than under nickel operation. Operators were thus forced, if they wanted to use the dime price at all, to adopt a two-price level.

Of the four major market areas where the dime drink has been introduced (Los Angeles, Chicago, Detroit, New York), it is in the two Midwestern cities that the dime price has been most widely accepted. Chicago's Loop theaters are now almost 100 per cent dime drink stops (as against 66 per cent in May of this year). In New York, dime operation has remained static, not expanding from its position last spring. Locations having the increased price are all theaters, bowling alleys and exclusive schools. Even 75 per cent of the machines in these locations are still operated at a nickel, which means that about 90 per cent of the approximately 1,200 cup vendors in the city are on the 5-cent price. A new firm, Good and Cold Drink Vending Machine Corporation, has just placed cup vendors in five New York cafeterias which operate at a dime. But drinks are double portion, comparable to the dime-size served over the fountain counter.

#### New York Dime Pattern

The Los Angeles area is following the New York dime price pattern. Most operators show no inclination to abandon the nickel price, or to cut down the size of their drinks. Most feel that the profit answer is in obtaining a volume business and holding it at all costs, even if that means operating at the nickel level on reduced net profits.

One of the largest operators in Los Angeles, Automatic Beverage Company, which uses Mills machines exclusively, will let their locations continue on the present basis, with no changes contemplated. They have dime machines in theaters and similar spots where the trade will go for the additional price. Nickel machines are in industrial and food market locations. Thirst-Aid, Inc., also a large operator of cup vendors, plans to keep their nickel level, depending, of course, upon the location. But no general over-all change is anticipated.

Conditions in Central California are similar, it was pointed out by George W. McElroy, who operates the Colamatic Company. This firm, which has been in business a year, is actively engaged in operating cup vendors in the Fresno area. At present they are using single-flavor machines. Their 5-cent locations include fruit packing houses, hospitals and schools. Theater locations are all being sold on a 10-cent basis, however.

Concensus here seems to be that despite slim profits, this is not the time to try to re-educate the public to a shorter drink or a higher price.

#### Chicago Picture

It is in the Chicago Loop section, and isolated areas in three or four outlying business districts in the city, that the dime drink has taken hardest hold. Two of the largest cup operators in the city, United Beverage and Drink-o-Matic Company, have all of the Loop movie house locations, and report blanket dime operation in such spots.

Max Rosenbaum, of United Beverage, states that while 10-cent operation may help the profit picture for that part of the operation lying in heavy traffic areas, non-Loop stops for the most part will not tolerate the 10-penny price. Exceptions are on the city's north side and in the suburb of Berwyn. South side stops turned thumbs down on the price hike. This winter will decide whether the dime level will be maintained on the north side and in Berwyn, Rosenbaum said. When cold weather strikes, the dime price may skid sales totals down to sub-zero levels, too.

While Loop dime sales continue good, the increased price is still not considered the final solution to getting operating and profit margins into closer harmony, Rosenbaum feels. Alternatives are wide-spread use of large-capacity units which will reduce service trips and therefore costs, and the vending of a five-ounce drink instead of the standard six-ounce cup. In the latter instance, Rosenbaum revealed that his subsidiary companies operating in Pennsylvania have been using the five-ounce cup since October, 1947. People would rather get a drink of one-ounce less for a nickel than pay a dime for a regular six-ounce measure, it was discovered. Philadelphia, Pittsburgh and other Pennsylvania cities have raised no objection to the smaller cup.

An operator can vend the five-ounce drink at a nickel and still stay on the safe side of the profit picture, Rosenbaum stated. This is possible due to lowered sirup, gas and cup costs, which he figures average out to 15 per cent per drink. The Pennsylvania State tax of 1/2 cent on each ounce of sirup is absorbed by Rosenbaum.

The smaller measure, Rosenbaum thinks, may be the answer to high cost, rather than the dime drink.

If non-Loop (Chicago) dime locations level off to a maximum 30 per cent drop this winter, compared to summer sales, then United Beverage will continue to operate them at a 10-cent price. If they dip lower, the price will go back to a nickel next summer, and five-ounce cups may be used.

One of the major drawbacks to dime drinks is the tendency of the location to demand a higher percentage when the price is raised. Increased commissions usually amount to 50 per cent of the increase, or 2 1/2 cents more per drink. So the operator does not gain a 100 per cent increase in gross returns.

Seymour Gale, Drink-o-Matic Company, converted his Chicago non-Loop locations to dime operation as a test last January. He has since abandoned the higher price in such locations but held the higher price in Loop theater stops. The drop in sales in outlying stops, due to the 10-cent price, "was terrific," he said. "Dime operation has definitely evolved into a split operation, with such spots as retail stores, trade schools and non-Loop theaters on the nickel side of the operation," Gale stated.

The 20 per cent decline in movie

attendance over last year has had opposite effects on neighborhood and Loop houses. Neighborhood houses frown upon any price raise of confections and drinks, figuring it would further reduce their patronage, while Loop houses want to get on the profit train which the dime drink affords and which they maintain their customers will pay.

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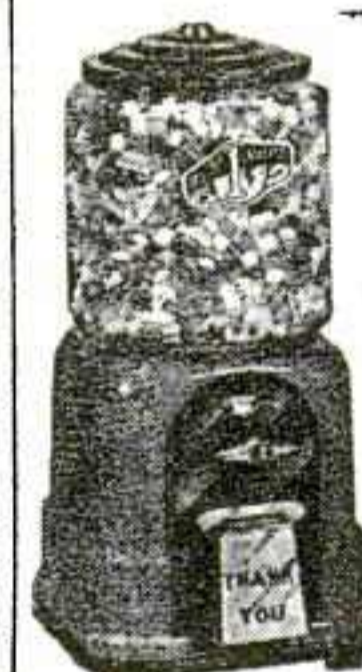
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## DUX BRAND PAN CANDIES — are the FINEST QUALITY in AMERICA! — Dark Brown Beans, Light Brown Beans, Rainbow Beans.

30 lb. CASE \$6.60 F.O.B. — San Francisco  
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In bright gold and silver finish

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Pay for same in 16 weekly payments  
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Packed 25 Lb. to Carton

Less than 100 lbs.	30c	170c
100 lbs. and over	28c	29c
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Freight paid on 100 lbs. or over

Pistachios, Large White, 60 Lb. Ctn.	72c Lb.
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Virginia Peanuts, 30 Lb. Ctn.	29c Lb.
Spanish Peanuts, 30 Lb. Ctn.	23c Lb.
Licorice Gums, 775 Ct., 37 Lb. Ctn.	26c Lb.
Jawbreakers, 575 Ct., 36 Lb. Ctn.	22c Lb.
Chocolate Confetti, 450 Ct., 34 Lb. Ctn.	36c Lb.
Pee Wee Rainbow Peanuts, 33 Lb. Ctn.	25c Lb.
Pee Wee Boston Baked Beans, 33 Lb. Ctn.	24 1/2c Lb.

FULL CASH WITH ORDER.

**ROY TORR** LANSDOWNE, PENNA.



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Write for prices on Models 40, 29, 33 and Deluxe Vendors.

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**PERFECT!**

No outer skin, no blemishes. The Finest and Fastest Selling Grade of Pistachios.  
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**"WHITE BUDS"** — with the pure, thin, white salt coating.

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## "SILVER KINGS"



Bigger Profits from locations are a natural with the all new Silver King Hot Nut Vendor.

Completely redesigned for sales-compelling eye appeal. Flashing ruby red jeweled top vendor.

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OTHERS LOW AS \$10.55

Nut and Ball Gum Vendors, 1¢-5¢. U. S. and Foreign Coins. Address mail to Dept. B.

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## 15 MINITPOPS

**DEMONSTRATORS**

To close out estate, 1/2 (8) like new, the others on one location 30 days. Cost \$650.00 each; make offer for entire lot. Will accept trade for part.

P. O. Box 330, Cambridge, Ohio

## Pa. Tobacco Meet Features Vender Talks

PHILADELPHIA, Oct. 2.—A round table discussion on "Facing Our Problems in the Automatic Vending of Merchandise" will be featured at the third annual Statewide meeting of the Pennsylvania Association of Tobacco Distributors. The two-day meet convenes at the Benjamin Franklin Hotel here Friday (8).

Scheduled for the first day of the get-together, the discussion will be led by three leading figures in the vending machine industry. George M. Seedman, of the Rowe Corporation and recently appointed chairman of the National Automatic Merchandising Association's 1948 convention, will present the manufacturers' point of view, while William Chrisman, of the Unit Vending Company, will examine the topic from the distributors' angle.

The cigarette machine as an adjunct to over-the-counter sales will be discussed by Harry Rosen, of Allegheny Cigarette Service. James W. Vipond, of Scranton, will be moderator.

Seedman replaces Robert Z. Greene, also of Rowe, who was formerly announced as a speaker. Greene said that previous commitments make it impossible for him to attend the meeting.

## Seacoast Appointed National Distributor For New Auto Shiner

NEWARK, N. J., Oct. 2.—Seacoast Distributors has been appointed national distributor for a new coin-operated shoeshine machine, manufactured in this city by the Metalcraft Manufacturing Company, it was announced here by Dave Stern, Seacoast president.

The new machine operates with a neutral polish applicator and a buffing brush, both rotated by a common shaft. Its list price to operators is \$199.50, said Stern. Seacoast will market the machine thru regional sub-distributors and is presently forming its sales network. Several areas are still unassigned, he said.

Seacoast also handles the Watling Scale and Exhibit Supply's new game, Contact.

## Keeney Announces New Finance Plan

(Continued from page 95)

to necessity of carrying large quantities of pennies to charge the changer, the unit is seen as more of an aid to the smaller operator (with 50 or less units) than the multiple-route operation, Conroe stated. In latter case, pennyng would be more convenient.

### Penny Changers

The penny changer, consisting of four separate coin tubes and actuated by a wiper arm which moves forward and takes off the bottom coin in each of the tubes (when a 21-cent pack price is charged) will add approximately \$10 to \$15 to the vender price. (The nickel changer adds \$15 to the price tag.) The penny coin tubes may be of varying height, depending upon the quantity of coins the operator wishes to keep in the machine. In the case of 22, 23 or 24-cent pack price, only three, two or one tube is kept charged, so the wiper arm delivers correct change. (As this arm advances, it wipes all four tubes, so those not charged will not deliver pennies.) However, addition of the penny changer will not permit patron to use pennies in purchasing cigarettes; tubes are not self-replenishing.

WRITE FOR CATALOG ON BULK VENDORS, GAMES, ETC.

## WEEKLY SPECIALS

1/3 DEPOSIT ON ALL ORDERS. CERTIFIED PAYMENT IN FULL FOR BULK MERCHANDISE.



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Truly a creation. Beautifully designed of finest materials. Strong, clean and trouble-free through and through. 24 or More... \$13.50 1 to 23 .... 13.95

INTRODUCTORY OFFER!

1 Universal, 15 lbs. of Licorice Lozenges and 1000 Plastic Charms. All for—

**\$19.50**

- Combination Coin Counters, 1-5-10¢ \$ .75
- Cash Trays—Brand New ..... 5.50
- 6 Col. 1c Gum Vendors—Rebuilt.. 14.50
- 5c Asco Hot Nut Vendors—Rebuilt. 8.95
- 5c Candyette Bar Machines—New. 12.50
- Advance Postage Vendors (Rebuilt) 9.95
- A. B. T. Gun Games (Rebuilt)... 22.50
- 3 Col. Machines and Stands..... 17.50
- Stamp Machine Folders, 10,000, \$5.75; 25,000.. 13.95

**RAINBOW BUBBLE GUM** 24c lb. 140 or 170 count. Finest quality. 25 lbs. or more.

**SALTED VIRGINIA PEANUTS** 27c lb. 30 lb. case .....

**COPPER PLATED CHARMS** \$4.95 1,000 .....

Licorice Lozenges { Minimum 23c lb.  
 Rainbow Peanuts { 40 22c lb.  
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Compact and Foolproof. This famous model is in production once more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.

**\$29.50**

DISTRIBUTORS, JOBBERS, SALESMEN WRITE AT ONCE FOR DEAL DISTRIBUTING THESE VENDORS.

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The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes.

with only a small investment!

It is more profitable to operate dispensers without a coin chute. Write for free literature and profit table compiled by a popcorn man for popcorn operators.

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Business includes good will—present Operator-Customer List consists of 2,500 active names . . . Store, 25x125; Fixtures, including Strip Tank and Spray Booth with large supply of Strip Chemicals and assorted Lacquers; Key Cutton Machine and Blanks; Drill Press; Power Grinder and Wheels; Buffer; large assortment of Tools; two Desks, Chairs and Filing Cabinet; stocks of Coin Machine Equipment as well as Parts and Supplies and a substantial quantity of Mirrors.

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LEON "HI-HO" SILVER'S SELECT CALIFORNIA VENDSIZE **ALMONDS**

Packed in 5-lb. vacuum tins, 6 tins to shipping case. Packed under his direction at the "Almond Bowl of America." Lowest prices. Write **ROLAND SEE, Sales Mgr., LEON "HI-HO" SILVER, INC.** 760 HAYES ST., SAN FRANCISCO 2, CALIF.



# AMOA Mulls Tele Problems; Studies Methods for Ops To Combine Both Fields

Plans Set for 11th Annual Dinner Dance, October 23

NEW YORK, Oct. 2.—Methods by which juke box operators can profit thru coin-operated commercial television received preliminary discussion at a meeting of the Automatic Music Operators' Association (AMOA) here this week. Altho no decision was reached on the most suitable method for operating television units, operators were asked to sound out their locations for opinions on customer and storekeeper reactions to paid television in spots now offering such entertainment gratis.

Al Denver, president, and Sid Levine, general counsel, were featured speakers at the meeting held at the Park Central Hotel Tuesday (28). Approximately 100 operators attended. It was the first general membership meeting called by AMOA since spring.

Members seemed most interested in devices which could be incorporated into juke box mechanisms and which could control the operation of standard commercial television sets thru the phonograph coin chute, stated Denver. As an alternative to such a self-contained unit, several operators are known to be considering coin-timer mechanisms for television which, tho separate from the juke box, are connected to it and may be adjusted to activate the phonograph when video demand slackens. In any case, there seemed general agreement that it would be undesirable to have the juke box lose its identity thru complete separation of television and phonograph controls.

## Intensified Study

Denver declared that the AMOA board of directors would intensify its study of the problem and report to the membership at an early date.

The need for the periodic replacement of old equipment as a factor aiding the healthy development of the juke box industry was stressed by both Denver and Levine. They pointed out that operators, as well as distributors and manufacturers, stand

to gain by such a policy. Lack of support to the suppliers of the juke box business could only work to the detriment of the entire industry, it was said.

Of interest to the members was a report on the status of AMOA's forthcoming 11th annual dinner-dance, scheduled for October 23 at the Waldorf-Astoria Hotel. Both sales of tickets and space in the souvenir journal were going well, said Denver, and the affair should be one of the most successful in the history of the organization. He stated that Myron Cohen, popular entertainer, will act as master of ceremonies.

# Chattanooga Ops Fight Juke Fee

CHATTANOOGA, Oct. 2. — Pin game and music machine operators appeared in a delegation here Monday morning (27) to request that the City Commission reconsider its plan to impose a \$15 inspection fee on each pin game and a \$5 fee on each juke box.

Altho operators protested both proposals, pinball representatives showed more opposition than the juke box representatives. The inspection fee, if passed, would bring total licenses on the city's pin games to \$72.50 per year. This includes, federal, State, county and city taxes.

Hearing the operators' protests, the City Commission said it would agree to consider their requests before pushing thru the ordinance which would impose the additional fees. The commission's decision will be announced after further conferences, spokesmen said.

The city estimates that there are between 800 and 1,000 pin games on location here and approximately 400 automatic phonographs.

# CPMA Picks 2d Oct. Hit Tune Disk

CLEVELAND, Oct. 2.—Departing from its customary single selection idea, the Cleveland Phonograph Merchants' Association (CPMA) has selected *I'm So Cuckoo Over You* as a running mate for its October Hit Tune of the Month, *You, You, You Are the One*, Sanford Levine, CPMA vice-president and chairman of advertising, announced this week.

Second tune will be plugged by the association's more than 3,000 juke boxes for October, occupying the No. 2 spot on selection bands.

# S. D. Phono Assn. Adds 7 Members

Includes 90% State Ops

SIoux FALLS, S. D., Oct. 2. — Seven new members were added to the South Dakota Phonograph Owners' Association when that group met here last Sunday and Monday (26-27) at the Cataract Hotel. Mike Imig, president of the association, said that the group now represents 90 per cent of the State's music operators.

At the meeting Imig said that he had been in contact with Jack Cohen, president of the Ohio State Phonograph Owners' Association, in order to secure details on the Hit-Tune-of-the-Month promotion which the Ohio group successfully inaugurated. Imig did not enlarge on whether or not his association will go ahead with a similar disk promotion.

In addition to trade members from South Dakota, distributors from Minneapolis, St. Paul and Omaha were represented. Band leader Woody Herman attended the sessions and the banquet held at the Cottage, Sioux Falls club. Host for the two-day meeting was the association's secretary, Norman Geffe. The association plans its next meeting for December 1 at Mobridge, S. D.

# New York Ct. Bans Pickets At Juke Spots

Writ Follows Long Fight

NEW YORK, Oct. 2.—A temporary injunction to prevent members of Local 786, International Brotherhood of Electrical Workers, an affiliate of the American Federation of Labor (AFL), from picketing locations in which tele-juke boxes are installed, was granted by the New York State Supreme Court Wednesday (22). It was expected that the order putting the injunction into effect would be signed by the court early next week.

The decision to grant injunctive relief, handed down by Supreme Court Justice Denis Cohalan, followed extensive litigation initiated last July by Speedway Products, Inc., manufacturer and operator of the combination television-juke box. At that time, the union, whose members service most juke boxes in the city, picketed the Tivoli Bar and Grill, a midtown tavern, in which Speedway was operating a combination set. Speedway, whose employees are members of Local 254, United Coin Machine Employees' Union, an affiliate of the Congress of Industrial Organizations (CIO), alleged the picketing was an unwarranted interference with its business.

The temporary injunction is to remain in effect pending a trial, as yet unscheduled, to adjudicate the controversy. Altho Justice Cohalan promised the AFL union an early trial, Jack Perlman, attorney for the union, declared that no decision had yet been made to carry the case to trial.

Herbert Lasky, of the Sidney O. Raphael law firm, argued the case for Speedway. Lasky is the Republican candidate for the House of Representatives from the 19th congressional district here.

# Binghamton Amuse. Named Sub-Distrib By Runyon Sales

NEW YORK, Oct. 2. — Barney Sugarman, of the Runyon Sales Company, holder of the local AMI phonograph franchise, has announced the appointment of the Binghamton Amusement Company as sub-distributor for that up-State area. The Binghamton outlet, located at 221 Main Street, is headed by Robert Charles.

To introduce operators there to AMI's model "B," Charles held a two-day showing at his store last week. Irving Kempner, Runyon's district manager, and Jack Prigoff, service manager, attended.

# APOA Board Okays 2 New Memberships

CINCINNATI, Oct. 2.—The Automatic Phonograph Owners' Association (APOA) of Cincinnati approved the membership applications of two well-known music men at its regular board of directors' meeting held September 28 in the association headquarters here. Sam E. Chester, APOA president, handled the meeting.

New members are Leo Weingartner, Dot Sales Company, and Sidney Hillman, operator of Hillman Music Company. Two other applications were received by APOA September 29 and will be acted upon at the next board meeting in October. Prospective members are Norton Robinson and John Howl.

# New Juke Disk Exempt Bill In Balance

Hinges on New Hearing

WASHINGTON, Oct. 2.—Chances for passage in 1948 of a new bill to end the juke disk exemption may hinge on whether opponents of the measure force new hearings, House judiciary committee aids told *The Billboard* this week.

Court wranglings involving licensing policies and alleged cartel practices of American Society of Composers, Authors and Publishers (ASCAP) are reported to have caused one of the members of the House group to ask that further hearings be held on any bill designed to benefit ASCAP.

With the House facing a crammed schedule in the next session, decision to hold new hearings on the bill when it is reintroduced might delay the legislation for the entire session.

Bill's sponsor is again expected to be Hugh D. Scott Jr. (R., Pa.).

# "Toscanini for 10c a Day"; New Rent Plan of Minn. Op

MINNEAPOLIS, Oct. 2.—"Toscanini for 10 cents a day" is the latest wrinkle introduced by Don Leary, one of the most important coin machine-retail record radio and television operators in the city.

Leary, who operates his retail record, radio and television store in connection with his music and pin game route, long has thought there is a field for rental of longhair records in this area. With what is perhaps the most complete classical stock in the country, he now has launched his plan.

The project was started three weeks ago and for 10 cents a day any music lover can take home a full classical album of his own choice.

"We're just getting started with this plan," Leary said, "but already we have noticed considerable interest in it on the part of those who love good music but can't afford to buy the albums of their choice."

## Cards Rental Patrons

To kick it off, Leary sent out 2,000 circulars by mail. Each renter is issued a card similar to those used by public libraries.

"While we don't expect to make a lot of money with the rental system,"

Leary explained, "we will get more customers into our store and there will be singles and albums which they will want to buy. All we're asking is for the customers to come in. Once they're here, they will be buying without any great sales pressure on our part."

The longhair rental plan is the latest in a series of ideas which Leary has initiated. Recently he installed mobile telephones in his coin machine service cars. The phones have been in operation several months and already he has found them extremely worth while.

He said the old problem of trying to locate a serviceman en route from one location to another to take an emergency run now is over. Thru the mobile phone service he can contact his service operators instantly and without any loss of time get them to certain locations in a hurry.

Locations have told him that the service has been much improved in recent months because of the phone system. Servicemen are happy about it, too, because it enables them to take care of their routes better and the kudos make Leary happy because it keeps everyone else happy.



### Tip From Juke Box Hypo Disk Sales Thru Self-Service

CHICAGO, Oct. 2.—Ray Cunliffe, Brown Music Company, has taken a tip from his juke box operation to hypo disk sales in his retail record store, with the introduction this week of a self-service, automatic record selection hit tune service. Cunliffe believes that the idea may be used by any music operator who has a retail diskery in conjunction with his route.

Called the Automatic Record Seller, Cunliffe's unit consists of a special counter display featuring the 20 leading records of the week, complete with standard juke box selection panel and changer mechanism. Latter is installed below the record counter. To facilitate a quick turnover, prevent loitering by the display-and-play unit and keep sales going, the juke mechanism is set to play only half, or a minute and a half, of each record. Also, multiple selections cannot be made; while one record is being played another cannot be selected as in coin juke units.

The record display and selection unit is of wood, measures 54 inches wide, and is 24 inches deep at its center. It is in the shape of a half-circle, with the rounded side facing the customer. Ten vertical record compartments on either side of the unit will accommodate up to 15 disks each (of the same tune) while the center of the unit contains the 20-selection panel with title strips featuring the songs in the side compartments. Strips are in numbered positions which correspond with the compartment, also numbered, which contains copies of that particular record. A plastic panel over each compartment carries the number, and lights up when that record is being played. Selection panel, panel immediately over it, carrying the words "Automatic Record Selector and Twenty Top Tunes of the Week" are also lighted. Entire unit is painted to harmonize with color scheme of the store, and finished with chrome stripping.

### Juke Box Industry Lauded for Folk Music Promotion

WASHINGTON, Oct. 2.—Library of Congress this week gave the juke box industry a pat on the back for helping popularize and perpetuate American folk music. In a public statement announcing the release of 10 new albums of vinylite records for public sale by its music division, the library explained that the collection of American folk music for its archive of American folk song has been made considerably easier because of the spread of this type of music on the radio and juke box.

"Scholars and folklorists," stated the library in an official press release, "have searched the by-ways of the land for the traditional songs and music of the people, songs which, in their traditional and uncorrupted versions, were in danger of being lost before the impact of the radio and juke box."

The archive of American folk song, established as part of the music division of the library in 1928, has become a storehouse of American folk music, with more than 10,000 acetate recordings in the collection now containing 40,000 different songs from various regions of the United States. The music includes all types of blues, ballads, cowboy tunes, Indian dances, spirituals, work songs, play songs and calls. The latest issuance of 10 new albums for sale brings the total available for public purchase to 22 different albums, including 107 records.

### Hudson Falls, N. Y., Licenses Juke Boxes; Sets \$10 Annual Fee

HUDSON FALLS, N. Y., Oct. 2.—At a special meeting of the village board of trustees held in the municipal building here last week, an ordinance to license and regulate juke boxes and fix an annual fee of \$10 per machine was approved. Modified from the measure introduced at a board meeting two weeks previously, approved ordinance also governs other coin-operated amusement equipment.

Altho the ordinance was put thru over the voiced opposition of operators in the area (which also includes Glens Falls and Fort Edward) one clause, which read "no person, firm, corporation or association shall permit the playing of juke boxes or mechanical amusement devices within 600 feet of any church or school or playground," was removed from the ordinance before passage. This clause has been vigorously opposed by affected coinmen.

One of the major points in the approved coin ordinance prohibits youths under 18 from playing amusement games as defined in Section 1 of the ordinance.

The new ordinance permits juke operators to operate from midnight to 9 a.m. by remote control providing the noise cannot be heard from outside the location. It also provides that from 9 a.m. to midnight the music machines may be operated without remote control.

Altho the ordinance itself is effective at once, licenses will be issued until November 1. If operators stick to a decision previously agreed upon, when it appeared the measure would pass some weeks ago, location owners will probably pay the \$10 license per machine fees. At a special meeting led by Henry C. Knoblauch, Sarto Smaldone and Clifford Witham, Glens Falls; Heinz Thiele and operators Butterfield and Young, Hudson Falls, and officials of the Del-signore Sales Company, Fort Edward, it was decided that operators in the area were burdened with enough operating taxes already and could no longer afford to be burdened with additional levies.

### Jon, Sondra Steele For MAPOA Party

DETROIT, Oct. 2.—Headliners for the monthly Hit Tune Party, sponsored by Michigan Automatic Phonograph Owners' Association (MAPOA) will be Jon and Sondra Steele, who will be on hand for the MAPOA concert Sunday (17), at Music Hall.

Event was confirmed this week by Roy Clason, business manager of the association. The Steeles will be flown here and also will make a number of personal appearances with various disk jockeys on local radio stations.

### Washington Again Bidding For 2-Cent City Sales Tax

WASHINGTON, Oct. 2.—Faced with a heavy deficit, local officials are again campaigning for a 2 per cent sales tax in an effort to at least come close to balancing the budget.

The move faces the same Senate opposition, headed by Sen. Olin Johnston (D., S. C.), which blocked a House-approved sales tax in the closing days of the last session. However, defeat of the tax was based on the solon's threatened filibuster, which would have delayed adjournment. This time the city's need for new revenue is so desperate that the Senate majority is likely to ride over a filibuster and pass the tax.

Balance of the library's collection is kept in the archive for use of scholars, researchers and any other interested persons.

## Intro Adapter for Alternating Juke, Tele Play Thru Coinbox

NEW YORK, Oct. 2.—A video-adapter box, specially designed to permit the alternate operation of a juke box and a commercial television set, thru the juke box coin mechanism, was introduced this week by Videograph, Inc., manufacturer of the Videograph combination television-juke box. Lou Forman, Videograph president, said the unit is ready for immediate delivery. It lists at \$55.

The new unit, which is fitted on a 7 by 12-inch chassis, may be placed either in a juke box or hideaway mechanism. A special cable is provided with each adapter by which it may be connected to the television set. The wiring changes to the juke box needed to effect the alternate

play feature are described in a wiring diagram and manual, furnished by Videograph. It was pointed out that the device may also be used in conjunction with wall boxes.

Supplied with the adapter is a three-way switch to be placed within reach of the bartender, by which he may set the mechanism for records, television or in the off position. As set up, the device will offer three minutes of entertainment for a nickel.

Ernest Hufnagel, Videograph chief engineer, who developed the adapter, said that its two sets of control points permit a variety of adjustments to suit the needs of individual locations. It can be used with any electrical coin mechanism, he stated. Up to 22 coin credits may be accepted.

### New York Operators Date License Boss

(Continued from page 94)

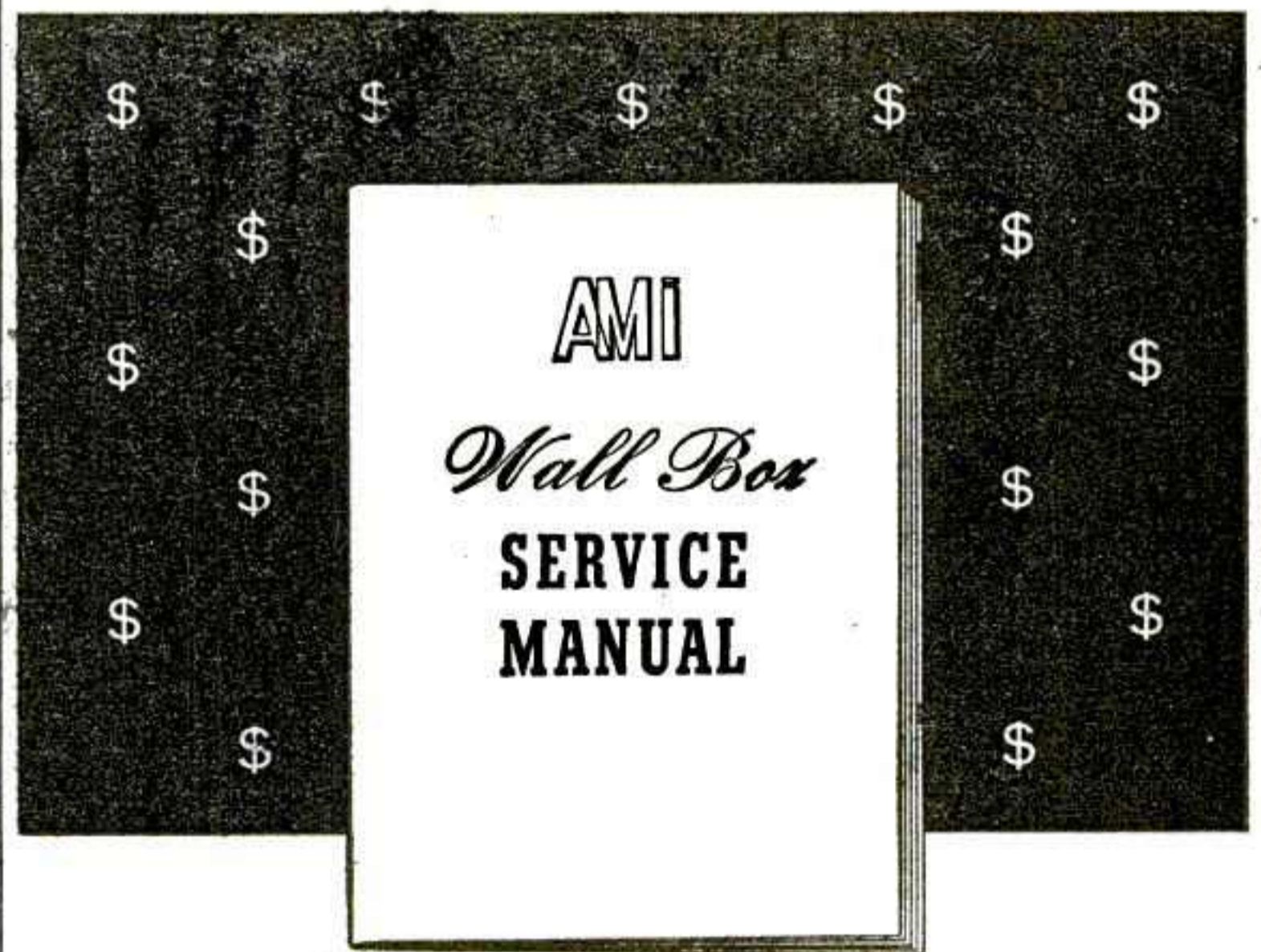
ing the committee have not yet been announced.

As for additional coin games submitted to the license bureau for approval, a bureau spokesman told *The Billboard* this week that the factors of skill, type of ball release and overall size are of top importance. No games are currently being considered which use an electrical ball release and are smaller than nine feet in length, he said. Also the devices must not be what the bureau considers "games of chance." The legal and engineering staffs of the police department are co-operating with license officials in checking games submitted.

### Debut Junior Juke For Rumpus Rooms

CHICAGO, Oct. 2.—Budding operators and servicemen can get some on-the-job experience right in the comfort of their own recreation rooms at home on the Bing Crosby Junior Juke now on sale in Wieboldt stores in Chicago and suburban Oak Park and Evanston.

Toy music machines measure 16 by 13 by 14 inches, contain two tubes and are electrically amplified. They are wired to work on alternating current only. Cabinets have plastic fronts, highlighted by changing color patterns. They play up to 12-inch platters, have a four-inch concealed speaker and volume control.



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**AMI** Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

Record Reviews

(Continued from page 38)

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

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

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

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

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

**POPULAR**

<b>DICK HAYMES-THE ANDREWS SISTERS-VIC SHOEN ORK</b> (Decca 24504) <i>What Did I Do?</i> Haymes and the Andrews gals combine in a sock mood treatment of the smart quality ballad from "When My Baby Smiles at Me" flick.	84	85	83	84
<i>I'd Love To Call You My Sweetheart</i> Jive treatment of simple schmaltz ballad too loaded with conscious "effects" in attempt to duplicate the successful Crosby - Andrews syndrome.	74	76	73	75
<b>INK SPOTS</b> (Decca 24507) <i>Say Something Sweet to Your Sweetheart</i> Strong production job by Spots and nine-voice choir on the soft-shoe vaude throwback should have top impact.	90	90	90	90
<i>You Were Only Fooling (While I Was Falling In Love)</i> Same treatment of tune the Blue Barron platter has skyrocketed figures to make platter a two-sided sock.	88	88	87	89
<b>ARTIE WAYNE</b> (Andy Phillips Ork) (Capitol 15219) <i>Sleepy Baby</i> Hushed, soft-voice warbling of unpretentiously pleasant ballad makes easy listening.	74	76	72	74
<i>Little Mister Future</i> President Wayne whispers the smart lullaby most appealingly.	78	78	78	78

**POPULAR**

<b>JACK SMITH-THE CLARK SISTERS</b> (Earl Sheldon Ork) (Capitol 15225) <i>Lavender Blue</i> Ditty, adapted from old nursery jingle for "So Dear To My Heart" flick makes ideal vehicle for the light and lifting Smith tonsils.	81	82	80	80
<i>The Matador</i> Smith and Clark gals do a gay, zestful job with the light-hearted bullring gag ditty.	78	78	77	78
<b>BENNY BELL AND HIS POLKA DOTS</b> (Bell 565) <i>Valentine Polka</i> Gay "ollicking polka with a ridiculous but infectious lyric that could well be the next popular non-sense jingle.	80	80	80	80
<i>One-Two-Three</i> (Accordion Specialty) Rhythmic accordion instrumental maintains interest all the way.	75	73	75	77
<b>LIBERACE</b> (Signature 15240) <i>Twelfth Street Rag</i> Piano pyrotechnics by a young virtuoso who has built up quite a following on the cafe circuits. An obvious effort to latch on to the current corn kick, could catch coins where piano is preferred.	74	72	72	76
<i>Malaguena</i> The Lecuona standard shows the Liberace technique to better advantage. Every pianist has to try this one, and Liberace's clean-cut capers are top calibre.	72	72	72	72

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

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

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

**POPULAR**

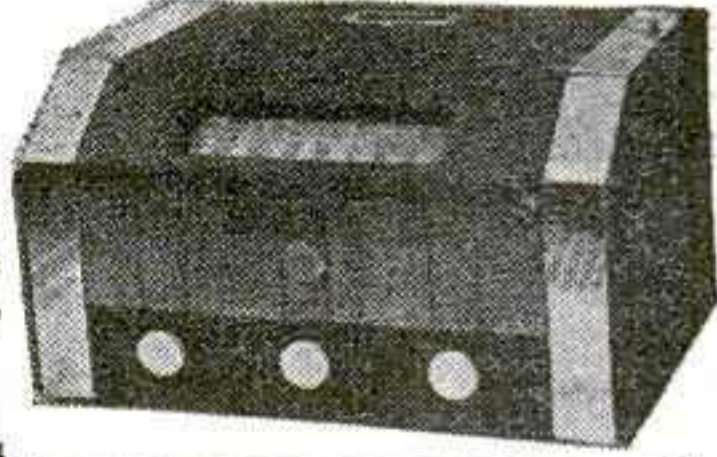
<b>BOB TROUP TRIO</b> (Ballet 1055) <i>Baby, Baby All the Time</i> Formula piano-bass-guitar job complete with whispered vocal, but lacks the polish of other similar groups.	51	50	52	52
<i>I Found a Million Dollar Baby</i> More of the same, but with less finesse.	50	50	50	50
<b>PERRY COMO AND THE SATISFIERS-R. CASE ORK</b> (Victor 20-3066) <i>When You're Smiling</i> Never better Como for relaxation, lightness, and tasty phrasing. Reminiscent of topnotch Crosby rhythm warbling.	90	90	90	90
<i>My Melancholy Baby</i> Another sock job here, as Como gets a deeper timbre and more sentiment into his work.	87	87	87	87
<b>RONNIE DEAUVILLE</b> (Mercury 5193) <i>It's Too Soon To Know</i> Auspicious Deauville debut for Mercury as he does a sensitive, caressing job of the click ballad started via left field by the Orioles quintet.	79	79	78	80
<i>Gloria</i> Deauville repeats the sock vocal that made the Ray Anthony Signature platter a fave. Solo job should catch plenty "Gloria" coin.	82	84	81	81
<b>PEE WEE CRAYTON</b> (Modern 20-624) <i>Blues After Hours</i> Persuasive after-hours indigo mood stuff, done as a guitar solo with rhythm backing. Lack of vocal actually enhances this soulful atmosphere job, sustained from first note to last. Should be a large item in the juke boxes.	85	84	83	87
<i>I'm Still in Love With You</i> Orthodox race ballad vocal shows some of feeling of flip, but the luster isn't there.	70	70	68	72
<b>ANN CORNELL AND THE RHYTHM MASTERS</b> (Bandwagon 517) <i>Always Mine</i> Thrush shows fine feeling and excellently controlled voice and phrasing here, but male vocal group backing is only ordinary.	71	71	70	74
<i>I've Been Through the Mill With Bill</i> Cornell gal's talent all but obscured in an unimaginatively conceived pop clefting.	64	63	62	66
<b>WALTER SOLEK ORK</b> (Harmonia H-1702) <i>That's Where My Money Goes</i> Old-timer appears in new polka garb. Performance is rough with bad balance obscuring the vocal.	61	58	60	64
<i>Week-End Polka</i> Routine instrumental polka job.	57	56	58	58
<b>DON Q. ORK</b> (World 2501) <i>Tom, Tom the Piper's Son</i> Nothing special in this jump instrumental. Very poor recording and pressing.	46	40	48	50
<i>I Ain't Lookin'</i> Fair race-warbling of Jimmy Brown is almost lost in poor orking, amateurish engineering and noisy surface.	49	42	54	54

**POPULAR**

<b>FREDDY MARTIN</b> (Glenn Hughes-The Martin Men) (Victor 20-3048) <i>Love Me Not</i> Sounds like a nursery rhyme put to Martin rhythm and polish. Clever arrangement, engaging, danceable novelty.	85	85	84	87
<i>In the Market Place of Old Monterey</i> (Stuart Wade-The Martin Men) Martin dance music is good dance music but here it is thrown away on a lightweight song.	70	70	68	72
<b>THE THREE SUNS</b> (The Sun Maids-Artie Dunn) (Victor 20-3035) <i>That Element of Doubt</i> Instrumental chorus leads into the dispensing of some clever Howard Dietz lyrics but the zip and sparkle of the Suns is missed here.	69	69	68	70
<i>When the Moonlight Fell On the Waterfall</i> Late issue on a plug tune is an adequate interpretation.	67	66	66	70
<b>THELMA CARPENTER-M. AYERS ORK</b> (Columbia 30141) <i>Just You, Just Me</i> Issued as a race item, this is more suitable as a pop. Done well enough but hardly stirring.	63	66	62	62
<i>I'm a Fool About Someone</i> Ditto.	62	65	60	60

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(100 Point Maximum)

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40-69 SATISFACTORY • 0-39 POOR

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
<b>POPULAR</b>				
<b>BOBBY BLAKE ORK</b> (Holmes Royal 100) <i>Although I Know You Love Another</i> Completely unprofessional. <i>It's Too Late Now To Say You're Thru</i> Never should have started.	24	20	26	26
<b>IRVING FIELDS</b> (Campos Trio) (Victor 26-9039) <i>Paul Jones Rumba</i> Novelty rumba item. The ancient Paul Jones put to 'he Latin tempo in a clever arrangement with good beat. <i>Linda Mujer</i> Latin standard is well done by the Fields' crew with the leader's keyboard dominating.	80	80	80	80
<b>LOUIS ARMSTRONG AND HIS ALL STARS</b> (Victor 26-3064) <i>A Song Was Born</i> Louis and Jack Teagarden sing, play and fool thru the picture. Jazzsters will like and may draw some pop diskophiles as well. <i>Before Long</i> Louis loses character in trying to make something out of the nothingness of the ballad.	82	84	82	80
<b>THE MODERNAIRES</b> (Mannie Klein, Dir.) (Columbia 38305) <i>Dummy Song</i> Group tries hard to make the oldie sound interesting but just misses out. <i>La Cucaracha</i> Hardly a world shaking dinking tho it's good. Selection of material here deserves one demerit.	66	65	64	70
<b>WOODY HERMAN</b> (Columbia 38304) <i>No Time</i> Big beat, Woody in fine vocal fettle as well as in good shape on his alto lend much appeal to this tune in which actress Judy Holliday had a hand. <i>Four Brothers</i> Herman Herd's reeds ride in 'his bop opus. Not as stirring as some of the past efforts but certainly above the instrumental levels of most other orks on wax.	82	86	80	80
<b>ERIC WHITLEY-THE GREEN SISTERS</b> (Columbia 38323) <i>Down Among the Sheltering Palms</i> Tune's now being pub-berived. Straightforward rendition made in England. <i>You Were Only Fooling</i> Adequate coverage for a rising tune—but only adequate.	66	66	64	67
<b>ERSKINE HAWKINS</b> (Jimmy Mitchell) (Victor 26-3068) <i>Big Fat Sam</i> Forced rhythm in a rhythm novelty item with hand-claps and hollered vocal ensemble showing the way to a mediocre instrumental interval. <i>Lazy Blues</i> One of the best Hawkins sides in a long time; sounds like an effort to follow up his "After Hours" hit. A slow and moody blues instrumental.	73	70	70	78

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
<b>POPULAR</b>				
<b>PAGE CAVANAUGH TRIO</b> (Victor 26-3065) <i>Daddy-O</i> Almost a sound track version of this song from "A Song Is Born" flick. Clean, clever but unexciting. <i>That's the Way He Does It</i> Trio cuts neat rhythmic novelty caper with this cute tune.	78	78	78	78
<b>FOLK</b>				
<b>BOB WILLS AND HIS TEXAS PLAYBOYS</b> (Columbia 20487) <i>Honeymoon Trail</i> Twangy trio warbling here on a langorous tempo Western torcher. <i>Hometown Stomp</i> Lively instrumental stomper, played with strong beat and getoff string passages looks like one of Bob's best in months.	74	73	72	75
<b>TURNER BROTHERS</b> (Mercury 6134) <i>Something's Wrong</i> Duo warbles the weeper with persuasive appeal. String backing well done. <i>You Ask Me Why I'm Crying</i> Close harmony in the authentic hill style, with a simple moralizing sermon the theme. Orking fine here too.	72	72	70	74
<b>DAISY MAE AND OLE BROTHER CHARLIE</b> (Mercury 6138) <i>Our Baby's Gone to Jesus</i> Title gives a fair idea of theme and treatment. Rendition is in current bad-taste groove, but interest doesn't stand up as it does on flip. <i>Sweeter Than the Flowers No. 2</i> Loaded with mortuary details, ditty figures to score in the maudlin stakes. Daisy Mae in top form with her catarrh.	60	60	60	60
<b>REDD HARPER</b> (Exclusive 60X) <i>Doo Wah Ditty</i> Comic corn piece starts out lively enough, but drags after a chorus. <i>My Silent Tears</i> No punch in this dreary weeper.	51	50	50	53
<b>REDD HARPER</b> (Exclusive 59X) <i>Hair of Gold, Eyes of Blue</i> So-so country warbling of the pop. <i>A Lie Can't Mend a Broken Heart</i> Redd's chanting here smooth and easy but in pop rather than folk vein.	62	62	60	64
<b>DICK DYSON AND HIS MUSICAL TEXANS</b> (Tri-State 116) <i>One Has My Name</i> Topnotch Western rendition of the clever folk tune, with good beat and simple harmonizing carrying strong appeal. <i>Bred of Me</i> Op-tempo rhythm torcher has same authentic range feeling as flip, with warbling and orking fresh and enthusiastic.	81	81	80	82
	77	77	76	78

(Continued on page 112)

# Okay Telequiz For Location In New York

## Law Calls for \$50 Fee

CHICAGO, Oct. 2.—Another major city, New York, has notified the Telequiz Corporation here that after examination by its department of licenses it has approved the Telequiz machine for licensing. (Last week Chicago's corporation counsel issued a favorable opinion on the same product (The Billboard, October 2.)

The approval for licensing came in the form of an acknowledgement of a request for an opinion as to whether Telequiz games could be licensed in New York.

The reply, in part, addressed to Joseph Beck, Telequiz president, and signed by Commissioner Cannella, of the New York City Department of Licenses, reads: "... This is to advise you that after examination of the same this department is prepared to license the Telequiz game under provisions of Article 5, Chapter 32, of the administrative code of the city of New York, entitled 'Common Shows' for Amusement and Educational Purposes Only, after submission of a formal application for such license and the payment of \$50 fee for each location, which is the license provided in the law.

"Application, however, will be received subject to all departmental rules and regulations for operation in places generally open to the public where the patrons are adults, but in no case where the business caters to children or where children have access to the machines."

The fee established for Chicago locations was \$25.

# Reports Big Pick-Up In August Coin Mch. Business in East

WASHINGTON, Oct. 2.—August business of various types of coin machine locations showed a general pick-up from July in New York, Philadelphia and Pittsburgh, the Commerce Department reported this week. Drugstores and filling stations, however, showed a decline in receipts.

Commerce reported the gain was 15 per cent in Philly and 3 per cent in New York. Receipts from eating and drinking places were up 3 per cent in Pittsburgh, 2 per cent in Philly and 1 per cent in New York.

Drugstores, however, reported declines from July business of 9 per cent in Philly, 6 per cent in New York and 3 per cent in Pittsburgh, while filling station receipts dropped 8 per cent in New York and 4 per cent in Philadelphia. No report was available on Pittsburgh gas stations.

For all retail establishments, Pittsburgh business was up 19 per cent, while Philly receipts increased 6 per cent. New York business was approximately equal to July.

# REA Power Expansion Clip Offers New Coin Outlets

WASHINGTON, Oct. 2.—Electrification of rural areas thru Rural Electrification Administration (REA) loans is continuing at a fast clip, with some 10,000 miles of power lines having been authorized in the past month. New lines are expected to aid indirectly the coin machine industry by offering electrical connections in filling stations, stores and taverns that formerly could use only manual equipment.



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**THE "Manhattan" BY PACKARD**  
**PACKARD MANUFACTURING CORP.**  
Indianapolis 7, Indiana

# COINMEN YOU KNOW

## Chicago:

Lindy Force, AMI's general sales manager, found the music business steady on his trip to Denver, Omaha and Kansas City, Mo. While in those cities he interviewed several likely coinmen who had applied for distributorships. . . . Bert Davidson, Como Industries, is back from Hollycrane showings at Walbox Sales, Dallas, and the New Orleans Novelty Company, New Orleans, with the conviction that his firm's new diggers are in for steady play thru the fall and winter.

O. D. Jennings officials, after driving themselves extra hard for the firm's three debut showings of the 1949 Monte Carlo line during the past three weeks at Lake Tahoe, Nev., Edgewater Park, Miss., and Asbury Park, N. J., are extending themselves even further to handle the heavy business that resulted from the showings. Bob Nesvig and Frank Acvis, both of Butte, Mont., were in for a look at the Jennings efficient production line. Nesvig and Acvis have high hopes for the Jennings line in their territory. Other Jennings visitors last week included Fred Anderson and Fritz Burgeson.

Exhibit Supply's Joe Batten reports that firm's new five-ball has received an extra fine reception with the trade. Game, called Contact, features a new type bumper which can score and serve as a kicker, but most of all is something new for players to contemplate. Frank Mencuri, Exhibit's arcade representative, is back from vacation. . . . A. L. Neyens, new Baker Novelty Company sales manager, is expected to do a fine job in his new capacity. He was formerly a district sales representative for O. D. Jennings.

Five local distributors are now members of the National Coin Machine Distributors' Association (NCMDA). First to sign up was Empire Coin. Others to join the fold lately are Coven Distributing, Automatic Coin Machines and Supply Company, National Coin Machine Exchange and World Wide Distributing, Dudley Sales, of nearby Rockford, is the sole other Illinois concern in NCMDA. Group now includes distributors from 21 States. . . . R. E. Smith, Buckley Manufacturing, reports that traveling arcade ops who plan to make the winter tour thru the South are dropping in getting set for replacement parts and new equipment.

Ray Cunliffe, Brown Music Company, is in the midst of a store-wide remodeling program, with his juke box operation being conducted on a tuneful level despite the uprooted appearance of the establishment. Grand opening will be held when the last of the deluxe interior and exterior finishes are in place. Outside, a maroon porcelain tile front will catch the record and appliance customer's eye, leading him into a blond panelled store where a new method of hit disk presentation will be featured. Latter will employ a standard juke record changer, and called a self-service automatic record seller. . . . Jacob Spiegel, Ace Cigarette Service, is busy keeping his machines tip-top to handle the flow of sales, in spite of the recent hike in the per-pack price.

Mike Spagnola, Automatic Distributing Company, is still worrying about how to keep a supply of AMI machines and wall and counter selectors on hand for display purposes. Seems the units he sets up for exhibit are commandeered by customers several times a month. . . . Al and Fred Schechter, Howard Machine Products Company, continue to feature their line of dime and quarter portable coin typewriters. . . . Jimmy Johnson, Globe Distributing, keeps callers hopping these days; he is in and out of his  
(See CHICAGO on page 108)

## Twin Cities:

Matt Engel, in charge of sales at Mayflower Distributing Company, is chipper than ever these days—and with good reason. His 19-year-old son, Dick, seriously injured by a hit-run driver six weeks ago, is recovering. . . . Music operators in Southwestern Minnesota met September 29 at Blue Earth, Minn., to discuss problems of operation and outline policies for their area. . . . Add Charles (Chuck) Potter, Fairmont, Minn., to the list of hard-luck operators. This past year he has been hard hit by fire, theft, illness and other troubles, yet has managed to keep his head above water. . . . Ted Heil, Gaylord, Minn., coinman, has been tabbed the Will Rogers of the local coin machine industry. . . . Jonas Bessler, of Lieberman Music Company, Wurlitzer distributor, made a quick jaunt into Southwestern Minnesota last week and reported lining up some sizable business. . . . Oscar Schaffer, in charge of sales at Midwest Coin Machines, Filben jobbers, is passing out cigars over a new son, Michael Carter Schaffer, born September 24. The Schaffers have two daughters, Terri and Robin. . . . Herman Paster, of Mayflower Novelty Company, St. Paul, was in Chicago and Milwaukee last week and will be home Monday and Tuesday for the Jewish holidays.

Hy Greenstein, head of Hy-G Music Company, Seeburg jobbers, will do a survey on percentages received by music operators in Minnesota and North and South Dakota. He plans to visit all sections of the three States to determine what the situation is, what top money should be and what proper percentage should be recommended to operators. . . . Hy Sandler has been added to the sales staff of Lieberman Music Company, Wurlitzer distributors, and will cover Minnesota. Another addition is Les Rokstad, who covers North and South Dakota and Southern Minnesota. Les formerly worked for Lieberman at Acme Music Company, operating firm.

Matt Engel, of Mayflower Novelty Company, reports that business has been holding up well in five-balls and Hollycrane units. Firm has a large stock of novelty merchandise for the Hollycranes and shipments are going out in large numbers. . . . Al Lieberman, of Hy-G Music, celebrates his first wedding anniversary October 19. His wife, Elaine, is the daughter of Hy Greenstein. . . . Chappie Chapman, Minnesota operator, is expanding his music route and reports good business. Recent cool spell found operators enjoying increased receipts with the result that they invested more heavily in newer merchandise.

Joe Goldberg and Bob Waters, of Berkeley Amusement Company, St.  
(See TWIN CITIES on opposite page)

## Hollywood:

Fred Gaunt is back at General Music Company following a two-week vacash south of the border in Ensenada. He reports the fishing was so good that he wore out his right arm reeling them in. Paul Spears, Sacramento operator, dropped in to say hello at General Music last week. Ditto for Gus Fox, of San Diego.

Seen on West Pico Street last week were Maurice Maltby, of Santa Monica, and C. Hathway, San Luis Obispo coinman. . . . C. A. Robinson, of the C. A. Robinson Company, has headed Las Vegas, Nev., way to get things set for the winter season. His assistant, Al Bettelman, is keeping the customers happy at home base. . . . Herb Brasch, San Jose cigarette vender, had an exclusive for his machines at the Santa Clara Fair. He reports that biz is holding up well in his bailiwick.

Bill Abel, of Coast Records, returned to the record counter last week after a vacation. . . . Ed Wilkes, manager of the Paul A. Laymon Company, beating his brother, Dick, at shuffleboard. Dick, a former cigarette vender in Long Beach, just returned from a summer at the old home in Galesburg, Ill. . . . Ed Wilkes, by the way, is waiting for his first shipment of Bally's new one ball. . . . A recent visitor at the Laymon office was S. L. Griffin, of the Valley Coin Machine Company, Pomona, who just returned from a biz trip to Northern California.

John Ketchersid stepped out of his Long Beach coin machine headquarters long enough to make the rounds on Pico Street last week. . . . Nat Smith also came to town, probably to escape some of that desert heat at Barstow. . . . Clyde Denlinger looking fit after his bout with the ulcers. . . . Roy Garrison, of Garrison Sales, Phoenix, Ariz., just back from an Idaho vacash. . . . Lawrence Raye left his Colton route to renew acquaintances on coin machine row. . . . Roy C. Jones Jr. drove down from his headquarters at the big U. S. naval testing station at Inyokern.

Sheridan and William Thompson were visitors on West Pico Street last week, forsaking the Long Beach sea breeze for Los Angeles heat. . . . Stanley Johnson, Oceanside coinman, and Les Jordan, of Coronado, teamed up for a Pico Street tour last week. . . . Tod Faulkner, known as Kid Mexico during his prize-ring days, was on the street recently buying machines for his new bowling alley. . . . William Bradley, Covina operator, was in town last week. Also Henry Van Stelten, of Whittier.

Bobby Worth and his manager, Ellis Allan, dropped in to see the gang at the W. A. Leuenhagen Company. Allan just returned from a cross-  
(See HOLLYWOOD on page 108)

## New York:

'Capitol Projectors' president, Ralph Hotkins, reports that his firm's seasonal promotion switch aimed at department store installations of midget movies, is now gathering steam. With the arcade season almost at an end, Capitol will place more and more of the coin movie machines in children's departments of large retail stores. This phase of the company's activities will hit its peak just before Christmas. Meanwhile, Hotkins's staff is busy getting those crated shipments out.

Dr. G. A. Lowenstein, head of Good and Cold Drink Vending Machine Corporation, has recently placed some of his cup venders in cafeteria locations, and, says the doctor, they are doing well. The venders, located in the Chase Cafeteria and several eateries in the Stewart chain, dispense jumbo-size drinks at a dime each. Actively managing the route during the past summer has been Dr. Bert Lowenstein, the owner's son. But he expects to return to his medical practice soon.

Mr. and Mrs. Modestino Ezzo, of Automatic Amusement Company, Meriden, Conn., have announced the marriage of their daughter, Dolores Concetta, to Anthony Joseph Di Giovanni. The ceremony took place September 27 at St. Joseph's Church, in Meriden. Anthony now has joined the staff of Automatic Amusement. . . . Dave Lowy, of Dave Lowy & Company, in Chicago last week on biz.

Bill and Murray Wiener, of the newly formed Vendors, Inc., busy demonstrating the U-Need-A all-electric cigarette vender to interested ops at their 10th Avenue showroom. Vendors is exclusive national distributor for the new machine. Most ops who stop by to look at the vender are intrigued by its interchangeability features. These permit the replacement of electrical assemblies on location, in the event of trouble, with a minimum loss of operating time.

The 42d Street Pokerino Arcade, managed by Nat Choderker, has installed a battery of Philadelphia Toboggan Skee Balls. Play on the games compares favorably with the volume common on the Pokerino tables along the opposite wall. . . . Hamilton Hoge, United States Television prexy, has announced production of the firm's new combination tele-phono-radio set. Altho a home set, it features a 15-inch tube.

Mac Pollay, of United Phonograph Service, narrowly escaped serious injury last week-end when the saddle strap of a horse he was riding snapped. As it was, he suffered a broken left wrist in the fall. The accident happened at the Warwick Dude Ranch where Pollay was week-ending along with Charlie Bernoff, of Regal Music, and Nat Goros, Commercial Music chief.

Gene Krupa was a guest at last week's general membership meeting of the Automatic Music Operators' Association. Al Denver, president, and Sid Levine, general counsel, spoke at the confab, attended by some 100 operators. . . . George Hurwich, who no longer is associated with the Atlantic and Seaboard Connecticut corporations, says he will soon announce his new connection in the coin machine business.

Murray Fishman, local music op, is convalescing after an appendectomy. He was operated on at the Huntspoint Hospital Monday (27). . . . George Thiers, of the Automatic Beverage Corporation, and executive of the Automatic Cup Dispensers' Association, say the org will resume its monthly meetings in October. The  
(See NEW YORK on page 108)

## Calendar for Coinmen

- October 12-13—Packaging Machinery Manufacturers' Institute (PMMI), annual meeting, Hotel Roosevelt, New York.
- October 21-23—Retail Ice Cream Manufacturers' (RICM) convention, Commodore Hotel, New York.
- October 23-30—Dairy Industries Exposition (DIE), convention and exhibits (ice cream, Traymore Hotel), (milk, Shelton-Haddon Hall), Atlantic City.
- November 15-19—American Bottlers of Carbonated Beverages (ABCB), annual convention and exhibit, Atlantic City Auditorium, Atlantic City.
- November 19-22—Refrigeration Service Engineers, convention, Hotel Sherman, Chicago.
- December 12-15—National Automatic Merchandising Association (NAMA), annual convention and exhibition, Palmer House, Chicago.
- December 13-15—National Association of Popcorn Manufacturers (NAPM), meeting and exposition, Hotel Sherman, Chicago.
- January 17-19—Coin Machine Industries, Inc. (CMI), annual convention and exposition, Hotel Sherman, Chicago.

### Hurricane or Not

MIAMI, Oct. 2.—When hurricane warnings were hoisted here a week ago, coinmen sent their servicemen and trucks out to pick up equipment which might be damaged in the blow. But Willie (Little Napoleon) Blatt, of Supreme Distributors, Inc., almost lost a perfectly good game—because of a stubborn pinball fan and 11 free plays.

One of Blatt's trucks pulled up to an open-air, drive-in location on Biscayne Boulevard. There was a 60-mile gale blowing, but a lone customer stood in front of one of the machines, completing a game. The routeman stood by patiently until the customer finished the game, then started to load the machine on his truck. But the customer registered a strong protest; he had 11 free plays coming, and hurricane or no hurricane he was going to play them off.

The driver finally succeeded in straightening the matter out by giving the man a receipt for 11 free plays. This week the man showed up at the same spot, receipt in hand, played his free games and went his way.

### Cincinnati:

Members of the Automatic Phonograph Owners' Association (APOA) of Cincinnati attended a dinner party and evening of entertainment at the Cincinnati Club Monday evening (27) at the invitation of the Hit Record Company on Plum Street. The association's board of directors has asked record distributors to send one platter monthly of the tune which they believe will be worthy of competition in the APOA's hit-tune program. Under this plan the members will hear the top selections at regular meetings and then vote for their favorite tune. Title strips for the October hit tune, *I Still Get a Thrill*, are available at Hit Record Company headquarters.

Complete stock of new and used equipment at lowest prices. Phone or write.

Triple Bells	\$499.00
Draw Bells, R.B.	199.50
Big Inning, New	325.00
Drivemobile	139.00
Pimlico	79.50
Rock-Ola '39 DeLuxe	99.50
Seeburg Hideaway	119.50
Heavy Hitter, New	79.00
DeLuxe Draw Bells	265.00

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Carnival	Reserve Bell
Gold Cup (1 Ball)	Trophy (1 Ball)
Double Up	Wild Lemon
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We have all Mills latest Bells in stock.

**DIXIE COIN MACHINE CO.**  
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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

### Cleveland:

Flying high is a natural for Gilbert Francis, of the Central Amusement Company, Chillicothe. Pilot of his own twin engine plane, Francis is able to give his customers speedy service. On a recent visit to Cleveland he picked up a Bally reserve bell which was needed to fill an immediate order. Joseph Abraham, of the Lake City firm, was down to the airport to help supervise the loading of the Bally machine.

Jack Cohen, recently re-elected head of the Cleveland Phonograph Merchants' Association (CPMA) expects the association to have a banner year. His fellow officers, Sanford Levine, vice-president, and Harry Lief, secretary-treasurer, are also veteran association men. For October, CPMA is plugging two hit tunes in its promotion. Cohen says the group has several clever ideas for hit tune parties which it plans to release in the near future.

### Detroit:

Unusual tribute to the late Fred Richardson, of Richardson Novelty Company, who died suddenly September 20, was paid by Al Curtis, president of the Michigan Miniature Bowling Association, of which the deceased was an active member. One of the pioneer amusement game operators of the Motor City, Richardson was well known to the trade thruout the State. "This loss deprives the trade of one of the truly great operators of the city," Curtis said. "His willingness to help operators in the solution of any of their problems was in itself one of his most cherished traits. Fred will always be remembered as one swell fellow."

William Kus, formerly with the Iris Theater, is doing maintenance work for Confection Cabinet Corporation, working out of Detroit. . . . Carl and Lila Wetzbar operate a laundrette in Albion, Mich., with their sons, Howard and Eugene.

### Twin Cities:

(Continued from opposite page) Paul, are trading their old flipper games for modern models. . . . Harry Harrison, former operator, has enrolled at the University of Minnesota to study business preparatory to going into the real estate field. . . . George Wagner, former Fergus Falls operator, is in the retail business after 20 years in the coin machine field. . . . Crew at Hy-G Music Company has signed memberships for Beth El Synagogue presented to them by Hy Greenstein. They include Sid Levin, Manny Karon, Sam Sigel and Al Lieberman.

Al Platnick is sporting a new car and enlarging his Minneapolis music route. . . . Ken Ferguson, Stillwater, Minn., operator, was in the Twin Cities last week getting some of his equipment repaired. . . . Harold Lieberman, of Lieberman Music Company, reports that he can't get enough Genco Screwballs to meet the demand of operators. . . . Distributors report a sharp improvement in record business during September when volume was at its highest level in some time. . . . L. B. Keller, Aberdeen, S. D., was in the Twin Cities last week shopping for new equipment. . . . Also making the rounds of distributors was H. S. McMahon, Eau Claire, Wis. . . . John Sersen, St. Cloud, Minn., was in buying five-balls. . . . Art Olson was seeking used phonographs. Harry Partridge, Mora, Minn., and Dan and Larry Sieg, August, Wis., were looking for used flipper games. . . . Mike Illies, Long Prairie, Minn., was in the market for new phonos and pins.

A three-generation family in the coin machine business are the Onstedts, MacIntosh, Minn. First to enter was P. K. Onstedt, retired and residing at Fergus Falls, Minn. Before long, his son, S. P. Onstedt, became interested, and now Bill is in the business, working with his father. Bill was in the Twin Cities last week picking up equipment for the family music and pin game route.

## Look To The GENERAL For LEADERSHIP

**Immediate Delivery!**  
**2 Top Location Tested**  
**5 BALLS**  
★ **Gottlieb BARNACLE BILL**  
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### RECONDITIONED PHONOGRAPHS

Seeburg 8800, RCES	\$225.00
ENVOY, RCES	225.00
CASINO	139.50
CADET	139.50
CROWN	99.50
GEM	99.50
MAYFAIR	99.50
HIDEAWAY, RC in Converted metal cabinet	175.00
WS-2Z, 5c wireless wall-o-matic	29.50
Wurlitzer 800	209.50
780 COLONIAL	239.50

Terms: 1/3 cash with order, balance C. O. D.  
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### RECONDITIONED 5 BALLS

ALI-BABA	\$179.50
ALICE IN WONDERLAND	189.50
AMBER	39.50
BAFFLE CARD	39.50
BALLYHOO	45.00
BIG HIT	29.50
BOWLING LEAGUE	59.50
CATALINA	99.50
CINDERELLA	149.50
CYCLONE	39.50
FLAMINGO	79.50
FLYING TRAPEZE	69.50
HAWAII	69.50
HONEY	39.50
KILROY	39.50
LADY ROBIN HOOD	139.50
LUCKY STAR	49.50
MARJORIE (Flippers)	85.00
MEXICO	59.50
MIDGET RACER	29.50
NEVADA	79.50
PLAYBOY	39.50
ROCKET	49.50
SMARTY	39.50
SPINBALL	189.50
STATE FAIR	39.50
SUPERLINER	29.50
SUPER SCORE	29.50
TORNADO	49.50
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**SPECIAL CLOSE-OUT CHAMPION HOCKEY**  
Brand New—Original Crates  
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We have been pioneers in manufacturing Shuffleboards since 1937. We have the know-how and can give you a quality-built Shuffleboard which will guarantee maximum sales in your territory.

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### BRAND NEW 5-BALL GAMES—WRITE FOR PRICES—IMMEDIATE DELIVERY!

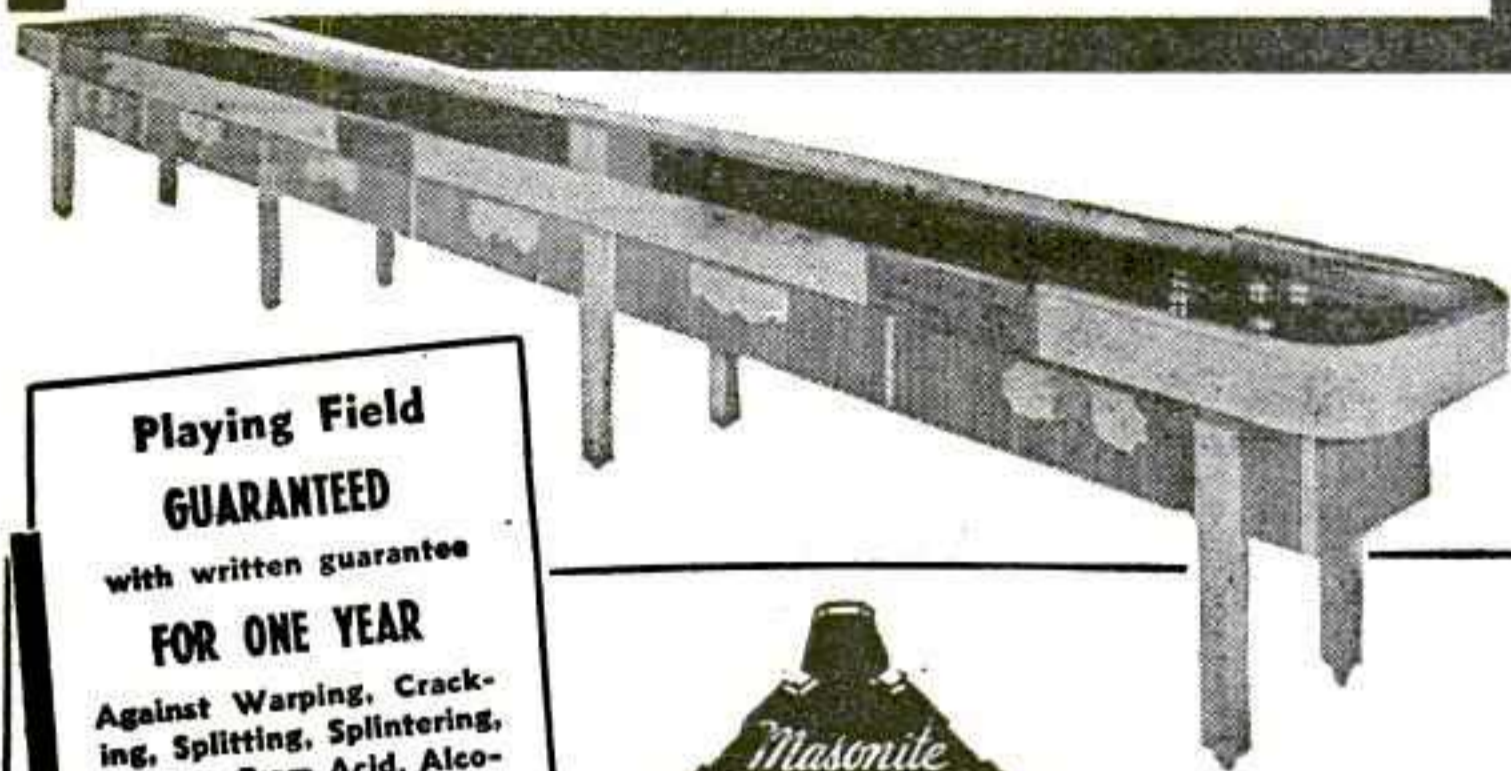
Bally Hi-Hand	\$ 89.50	Jenn. Silvermoon,	Super Bell Twin	\$135.00
Bally Club Bell	89.50	F.P., 5c	Super Bell 4-Way	179.50
Evans '40 Pacer	275.00	10c, \$89.50; 25c, 79.50	Mills 4 Bells	89.50

**SPECIAL: 5c Keeney Bonus Super Bell—Bally DeLuxe Draw Bell . . . \$275.00 Each**  
WRITE FOR COMPLETE LIST: 1-Balls, 5-Balls, Arcade, Phonographs, Slots, Etc.  
**FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information.**

Terms 1/3 Deposit, Balance C. O. D. or Sight Draft. **MONARCH COIN MACHINE CO.**  
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**FOR ONE YEAR**  
Against Warping, Crack-  
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Damage From Acid, Alco-  
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**IMMEDIATE DELIVERY**

**DISTRIBUTORS**—We can offer you a sensa-  
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prices to you will enable you to beat all com-  
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# COINMEN YOU KNOW

## Hollywood:

(Continued from page 106)

country jaunt promoting Worth's new Castle recording of *Galway Bay* and *The Gal Who's Got My Heart*. Next Worth release will be *Rosemary*, backed up with *Monterey*. Incidentally, Worth's *Galway Bay* was selected as the record of the month by the Ohio State Coin Operators' Association. It was reported.

Jimmie Dodds, another Castle regular, is appearing in the new Frank Borzage pic at Republic. His latest release is *Silver Dollar*. . . Al Sherman, of King Records, is back in town after a visit at the Cincinnati home office. He reports that a re-issue of Bull Moose Jackson's *I Know Who Threw the Whiskey in the Well* is due out on the King label.

Marie Solle, of Leuenhagen's Record Bar, says the second edition of her new two-page combination order blank and gossip sheet is going out to 1,000 operators. The firm has been getting orders from Arizona, Oregon and Northern California with the new system, she said. Sheet lists the 10 top tunes as picked by local operators in the four classifications, Western Latin, pop and race. All the operator has to do is check off the tunes he wants and mail the sheet back.

Moon Mullican's *What My Eyes See My Heart Believes* platter is getting interest along Pico Street. . . E. E. Peterson, San Diego music operator, in town to stock up his shelves. . . Larry Jackson, local record man, is trying to promote interest in Iggy Ennis, San Bernardino band leader who clefted a tune called *A Dollar Haircut for a 10-Cent Head*. . . L. G. Wagner and Art Guy, both of San Bernardino, were in town last week. . . Thomas Boddy, Lomita coinman, dropped in on the Pico Street gang last week. Ditto for E. W. Reagan and W. W. Wade of Long Beach. . . Perry Irwin came down from Ventura to make the rounds. . . Coinman E. Gaffko was seen on the street recently.

Jack Mallett, of the Mission Novelty Company, Claremont, in town to look over new equipment. . . Charlie Cahoone came up from Long Beach to pick up a *Bing-a-Roll* game. . . William Happel Jr., of Badger Sales, headed out Catalina way last weekend with his finance man, Ed Harrison, on the latter's converted P.T. boat, which can do 55 knots. Harold A. Preshler, San Diego operator, was also along. . . Monterey Park shuffleboard man, A. Marotta, looking over the latest thing in boards last week.

## New York:

(Continued from page 106)

pressure of business during the summer has prevented the periodic get-togethers.

Bill Doherty, president of William J. Doherty, Inc., is marketing an electric floor polisher to operators of self-service laundries. He claims they can provide stores with an additional source of income thru rental of the polishers to housewives at a recommended rate of \$2 a day, or \$1 an evening. Doherty is a distributor of parts and accessories to the automatic washer industry.

Bill Rabkin, president of International Mutoscope; Herb Klein, sales manager, and 10 other Mutoscope staffers chartered a boat Saturday (25) and spent the day fishing off Babylon, L. I. Even discounting the tall stories, usual after such a trip, reliable reports tell of a sizable catch. . . Dan Kipnis, of Young Distributing, the local Wurlitzer outlet, was out of town a few days this week on biz.

## Chicago:

(Continued from page 106)

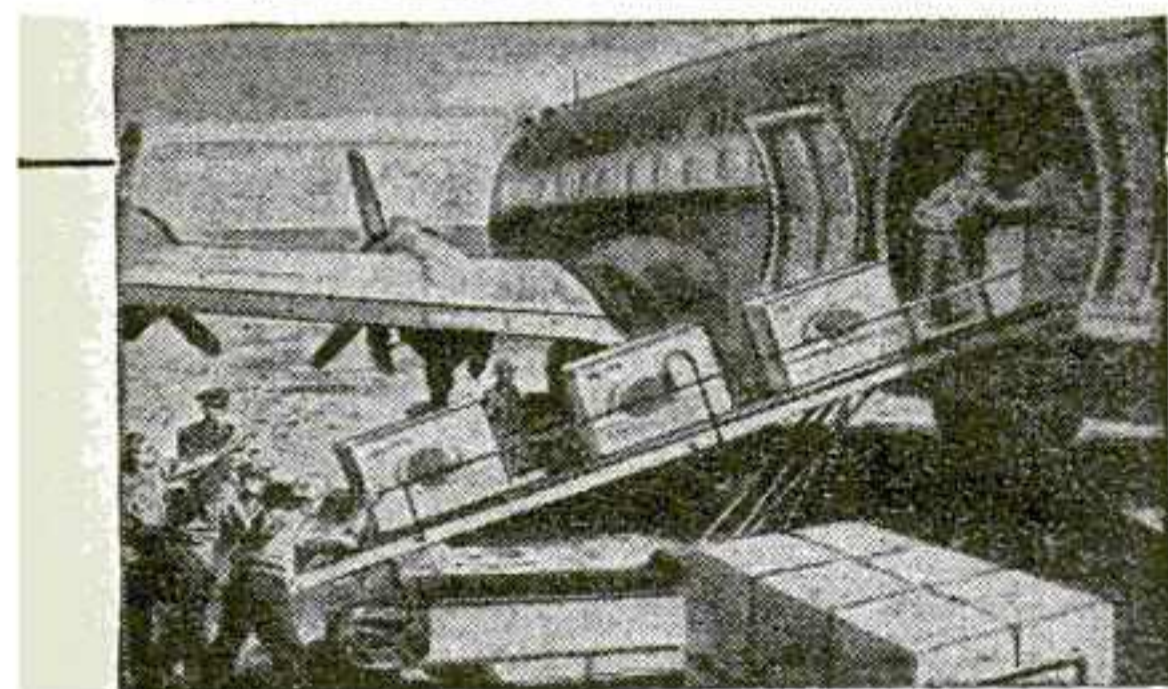
office so much that coinmen have to catch him on the run.

Ray Raymond, A & M Music Company, looks for big things to happen to his *Juke Box Jamboree* disk now that its publisher, Encore Music, Inc., has placed the tune on its list of plug preferences. . . Marshall Beymer, formerly heading A-C Devices Company, manufacturer of a carton type milk vender, has given up production on the machine and is now concentrating on other equipment.

Tom King, co-head of King & Company with Paul Crisman, has just returned from what was to be a trip to Alaska. Tom didn't quite make it to the land of the midnight sun, however, and wound up with a car jaunt thru Canada. . . L. S. Young, vice-president of Associated Vending Service, Inc., has expansion as his operating theme. Firm set up shop back in January, this year, and placed its first Snead cup machines on location in March. Industrial stops are the sole locations and offer the best type of year-round sales, officials feel. . . Another soft drink operation doing a good level of business is Chicago Automatic Beverage Company. A. Stoloff, manager, keeps the servicemen location-conscious and the Vendorlater bottle venders in top trim, thus assuring favorable management and customer reaction to automatic selling of beverages.

John Conroe, in charge of the J. H. Keeney & Company cigarette division, left for a four-day trip to Denver September 27 and returned to the plant October 1. Lining up some new sales talent for the Keeney Deluxe Cigarette Vender, John said. Custom of crowning a Keeney production-line employee Superbell Queen continues, as it has for the past three years, John states. Each spring, or early summer, a fetchin' gal is chosen during a plant party and presented with a special crown set with bell symbols. Interesting sidelight on the friendly customs prevailing at the Keeney plant are the daily "coffee - sandwich - and - cake"

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thousands of communities—and American's cargo-carrying capacity is the world's largest. You'll get quick action with American, and individualized handling for your shipment. For details call the nearest American Airlines office or write to American Airlines, Inc., Cargo Division, 100 East 42nd Street, New York 17, N. Y.

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TYPE OF BUSINESS \_\_\_\_\_

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Size: Height  
24", width  
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15" weight  
58 lbs.



Plays any foreign coin, size U. S. quarter to half dollar.

Convertible "instantly" from 25c to 50c on location. Jackpot hand loaded . . . 20 stop reels.

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get-togethers by the front-office crew in a side room off the office proper. Boys gather food for a snack and cook it in a B-29 kitchen set up for the purpose. President W. J. (Bill) Ryan, Conroe and others are constant hosts here.

Visitor at the Keeney plant last week was serviceman Melvin Mergard, from Cincinnati Vending Company, that city. He spent several days observing the production phases of the cigarette vender. . . . Keeney-ite Noreen Rocko, pert production girl on the cigarette line, returned to her work September 27 after a honeymoon in Wisconsin.

Thomas Andre, former operator of Revco ice cream venders, is now back at work spotting and servicing the cup-type machines in industrial and transient locations. . . . Frank Padula, Melody Music, is an on-the-spot juke op when it comes to modern service and record placement practices on his routes. In his two-store headquarters, facing each other on opposite sides of the street, Frank has spotted a deluxe office and record-filing system in one and a thoro service clinic in the other.

Bally visitors last week included Chief of Police Tom Lorenz, of Caguas, Puerto Rico, who dropped in to see his old friend, Tom Callaghan, Chief Lorenz, former detective head at San Juan, was in Chicago to enroll his 19-year-old son in medical school at Loyola University. Other Bally callers were Herman Paster, Mayflower Distributing, St. Paul, and Ralph Langdon, also from the Twin Cities' area. Mike Hammergren was in town for a few days checking on personal business. . . . A new amusement game is being readied for the production by Speedway Amusement Company here.

Mid-State Company, headed by Phil Ruby and Bruno Kosek, is handling an electric coin-operated scoreboard designed for shuffleboards. Partners say the inquiries about the scoreboard indicate that shuffleboards have just begun to hit their stride as play attractions and the next few months will see the game grow in popularity.

Al Tigerman and Bill LaMaskin, partners at the Milbert Company, say they will have to increase their production facilities if orders keep coming in on Pistol Practice like they have been the past couple of weeks. A

Chicken Sam conversion, new amusement piece uses a ray pistol. Tigerman and LaMaskin claim that main appeal of new item is the fact that people like to shoot a pistol better than any other firearm but seldom have the chance.

Nate, Sol and Manny Gottlieb were guests of B. D. and J. D. Lazar, Pittsburgh, last week-end. While in the Smoky City, the Gottliebs attended the SMU-Pittsburgh football game. Newest Gottlieb game, Barnacle Bill, remains a hot item with firm's distribs, Nate reports. . . . Altho the event is three months away, several local firms are setting up preliminary plans for their exhibits at the 1949 Coin Machine Industries (CMI) convention and show which will take place in the Sherman Hotel here January 17-19.

Williams Manufacturing visitors last week included Herman Paster, Mayflower Distributing, St. Paul, and Sam London, of the S. L. London Music Co., Milwaukee. Williams' ace road man, Paul Federman, is in Louisville after contacting the trade in the interest of Speed Way in Kansas City, Mo., Milwaukee and the Twin Cities over the past 10 days. Sam Stern, Williams vice-president, says Federman's work as liaison man between distribs and the factory has already started to pay dividends in the form of improved co-operation right down the line. . . . Local manufacturers claim the recent freight rate hike has little effect on coin shipments, since most are now made by truck since the over-all rate is cheaper than rail.

Max Glass is now handling metal typer disks for Groetchen typers at \$9.50 per 1,000. . . . Marvin Bland, of the Indiana Music Company, Terre Haute, was a coin row caller. Bland, well known for his aid in fund drives, won an award from CMI for public relations activity. . . . Richard Groetchen, head of Groetchen Tool & Manufacturing Company, prides himself on his accurate astrology forecasts. Firm's new viewer machine, called Look, is now ready at nickel play. New viewer shows three-dimensional pictures, is available in battery or electric models. . . . Ben Rodin, Marlin Distributing, Washington, made a quick trip to Chicago last week.

Atlas Novelty Company is keeping on top of the pin game parade with its monthly Hit Parade bulletins, in blotter form, which carry the first four or five leading demand games each four-week period. The September parade was replaced with the October listing last week, Harold Schwartz reports. . . . Jack Nelson Sr., Jack Nelson Company, celebrated a birthday September 28 and was the center of toasting friends in his Milwaukee Avenue showrooms and offices. A visitor during the week was Duane Price, of Allite Company, Los Angeles. Price stopped in to chat with Jack on his way back to the Coast after a sales trip thru the East.

Boys at Monarch Coin Machine Company are hitting the pay-off pattern in business these days. Clayton Nemeroff, Roy Bazelon and Carl Huppert are in there kicking up the sales totals, and looking forward to a good winter. . . . E. J. Novak, president of Crown Implement Company, returned from a two-week business trip last week-end. October production on firm's Big Four bottle vender is still on the books, and should get into stride latter part of this month.

Bob Gnarro, ABC Music Service, and Mrs. H. Gillette, Gillette Distributing Company, remain firm advocates of servicemen-purchase of disks for individual routes. Keeps record costs down and play up, they maintain. . . . Tom Viviano, Forest Music Company, Forest Park, is still on the highroad when it comes to efficient operation of a retail record store in conjunction with his juke route. The compact wax emporium is in top tidy condition and always in the know on the hits.

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BALLYHOOD	SEA BREEZE	SPELLBOUND	SUPERLINER	STEP UP
KILROY	RIO	AMBER	SMARTY	FAST BALL
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9800 ESRC	} \$210.00 EA.	COMMANDER	179.50
8800 ESRC			
<b>ROCK-OLA</b>		<b>WURL.</b>	
SUPER MASTERS	} \$99.50 EA.	500 K	} \$99.50 EA.
		600 K	
<b>ARCADE</b>		<b>ALL STARS</b>	
GOALEES	\$99.50	\$199.50	
ALL-STAR HOCKEY	} \$49.50 EA.	BLACK CHERRY CABINETS	
SCIENT. BATTING PRACTICE		\$24.50	
DRIVEMOBILE		\$99.50	Complete
TUMBLER	79.50		
BOOMERANG	64.50		
		<b>ROCK-OLA</b>	
		STANDARD	} \$89.50 EA.
		DELUXE	
		<b>ROLL DOWNS</b>	
		TALLY ROLL	} \$49.50 EA.
		DOUBLE UP	
		PINCH HITTER	
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2 ROCK-OLA 12 RECORD	39.50	1 SEEBURG PLAZA	75.00
2 ROCK-OLA COUNTER MODEL (Repainted)	99.50	4 WURLITZER 61 COUNTER MODEL (As Is)	20.00
1 ROCK-OLA IMPERIAL	49.50	2 WURLITZER 71 COUNTER MODEL	65.00
3 ROCK-OLA MASTER	85.00	7 WURLITZER 500	75.00
3 ROCK-OLA RHYTHM KING	39.50	3 WURLITZER VICTORY (16)	39.50
2 ROCK-OLA 18 RECORD	49.50	2 WURLITZER VICTORY (24)	40.00
10 ROCK-OLA 1422, with CHROME FRONT	450.00	4 WURLITZER VICTORY 600K	69.50
1 SEEBURG 12 (As Is)	35.00	5 WURLITZER 618	49.50
1 SEEBURG COLONEL REMOTE	125.00	1 WURLITZER PACKARD CABINET (Hide-A-Way Twin 12)	59.50

1 LOT OF 200 WALL BOXES—Rock-Ola, Wurlitzer, Seeburg, Buckley and Keeney, at \$2.50 EACH FOR THE LOT.

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# Eye Detroit Shuffleboard; Start Ironing Out Problem

(Continued from page 94)

location owned. In many instances the location-owned boards have warped due to neglect. Operators having other types of equipment on locations in spots where boards are location-owned have been asked to care for the boards, particularly the waxing and leveling. Some operators claim that excessive dampness in parts of the State results in an unusual amount of board warping. However, this belief is tempered by reports of other operators that most locations do not give the boards the necessary servicing.

One point of view expressed by those opposed to boards originates from Roy Clason, business manager of the Michigan Automatic Phonograph Owners' Association. He claims that shuffleboards are not doing the anticipated trade because some locations have felt that the boards take up space which can better be used for table patrons. "When they first were placed on location in quantity they did very well, but our experience is that not enough patrons play on them, and when they do are not buying. Most people who come in to play shuffleboard do not do much spending in taverns."

While Clason's point of view appears sound, there are tavern owners in the area who are just as definite in their answers that shuffleboards have brought in a lot of additional business which might not have been realized without the boards. They point out that many types of games which typical patrons enjoy in other cities are not allowed here and customers wishing to satisfy their game appetites can do so with a few games of shuffleboard. This location, owners say, has helped pep up their spots and attract more customers. They also claim that in many instances tavern patrons spend more money than usual because their interest in their own games or others keeps them in the spot for a little longer period, therefore leading to more business.

### Detroit Picture

It should be noted again that Detroit shuffleboards are operated in most cases on a free basis. Charging for games is rare, and is done by payment to the location owner or one of

his staff. Thus far coin-operated boards have not made any dent on the market, according to Harry Stanton of the Robinson Sales Company, who distributes the Valley boards here and has a well-established reputation in the coin machine field. He says the free-play idea apparently got its impetus from one of the firms which has sold about 80 per cent of the boards on location in the city. This concern now feels that the free-play idea was a mistake because it has retarded efforts to change public opinion over to the pay-as-you-play theory. Up-State operations, however, were opened on a straight fee basis, 10 cents per game, three games for a quarter. While all the results on this plan have not been reported there is a strong sentiment that wherever all boards in a given community are on a fee basis, the game will show a steady profit for all concerned. As one coin machine and shuffleboard operator put it: "I did not think much of shuffleboards when I saw them in spots where no charge was being made for play because human nature is such that people never fully appreciate anything if it is given to them free. When people play the boards without a charge they just keep on playing and never give some other potential players a chance to try a few games. All my boards are in places where the players began playing right from the start on a fee basis and play has been increasing right along."

### Other Comment

Another comment on shuffleboards is that of Frank Silver, of the Maury and Frank Skee Ball operating firm. He says that "the over 20-foot length of shuffleboards means that many taverns cannot put them in unless the spot has an extra room." He claims he has replaced some boards with his own product. Silver also says that his firm refuses to put a rolldown game on location in a place which also has a shuffleboard. He says in places where people have free shuffleboard, customers have been known to neglect his coin-operated games.

Al Curtis, president of the Michigan Miniature Bowling Association (MMBA), claims that his organiza-



DISTRIBUTORS' LUNCHEON at the Berkeley Carteret, Asbury Park, N. J., brings many leading coinmen to view the Eastern premiere of the O. D. Jennings 1949 line. Included in the picture are Tom S. Reed and E. E. Shaffer, of Shaffer Music Co., Columbus, O.; Art Puetz, Walter Puetz and Hugh Burras, Garfield Novelty, Columbus; Walter Heist and Raymond Lucas, Reading, Pa.; H. Linderman and Max Roth, Roth Novelty, Wilkes-Barre, Pa.; Harry Hoffman and S. A. Weisman, General Vending & Sales, Baltimore; Frank King and I. J. Rodeabiser, King Distributing, Boston; E. O. Baker, Automatic Coin Machine Co., Springfield, Mass.; Doris Sylvester, Ace Automatic Novelty, Belmar, N. J., and Walter F. Young, Philadelphia.

tion has not suffered much from the competition of shuffleboards. "From an operator's standpoint," he says, "it is evident that the shuffleboard idea has not made much progress here because few operators have been willing to try it. A lot of location owners with boards have made attempts to sell them. We as operators have not been affected very much thus far and we are not making any plans to meet the situation. After all, a lot of bars do not have space for shuffleboards."

In areas where fees are charged the price averages about a dime a game, which breaks down to a nickel per person. Social and veterans' clubs, always on the alert to bolster their incomes to meet their overheads, have been successful in charging a fee, even in areas where boards have been traditionally on a free basis. One ex-servicemen's club which opens at 5 p.m. reports that the boards have averaged between \$35 and \$40 weekly over a period of several months. In other similar clubs in Toledo and in Flint and Bay City, boards have had similar records, which gives the impression that once the boards are set on a fee basis and kept that way the enterprise usually is a profitable one.

### Fee Areas Different

Fees apparently go according to immediate areas. At Toledo, some 60 miles from Detroit, the average play price is a nickel while in an area 12 miles from Toledo the price is a dime. One of the situations which was bound to occur in Detroit, where few places charge for play, evolved when a location installed a board on free play across from a tavern which was operating on a play-for-pay basis. It developed that some old-time customers were going to the spot with the new board and getting their play for nothing. After appraising the situation the other location decided to set its board for free play and got its customers back.

In Flint and other cities where game fees are the rule, the usual proposition is to install the shuffleboard on a trial 30 per cent commission basis. The location is then given the opportunity to purchase the equipment after the trial period. If the location is not interested in buying the board, there is more often than not a commission split of 50-50 with the board remaining. Flint operators fear that someone will flirt with the free-play idea and will put the fee-basis games on the spot which thus far has made the locations and operators satisfied for the present.

There have been scattered reports about shuffleboards not making much

headway in some areas, particularly in Port Huron. But despite dull spots here and there the shuffleboard firms claim in unison that if their sales continue at the present pace the over-all market for play is bound to pick up as the trend spreads. They even report that some of the smaller spots on side streets in Detroit are doing better with shuffleboards than some of the main street locations.

Development of regular shuffleboard leagues, which has had more than a little success in Chicago, has been encouraged by all manufacturers and handlers of shuffleboards. Currently there are five leagues of eight teams each in operation in Detroit. Each team consists of 12 players, with



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Mills Orig. Gold Chrome, 5¢-10¢-25¢ . . . \$ 79.50	Jennings Bronze Chief, 5¢ . . . . . \$ 119.50
	Mills Black Cherry, Reb., 5¢-10¢ . . . . \$ 89.50

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Mills 3 Bells, 1947 . . . . . \$350.00	Bally Triple Bell . . . . . \$545.00
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**ARCADE**

Mills Panoram . . . . . \$195.00	Genco Total Roll . . . . . \$ 40.00
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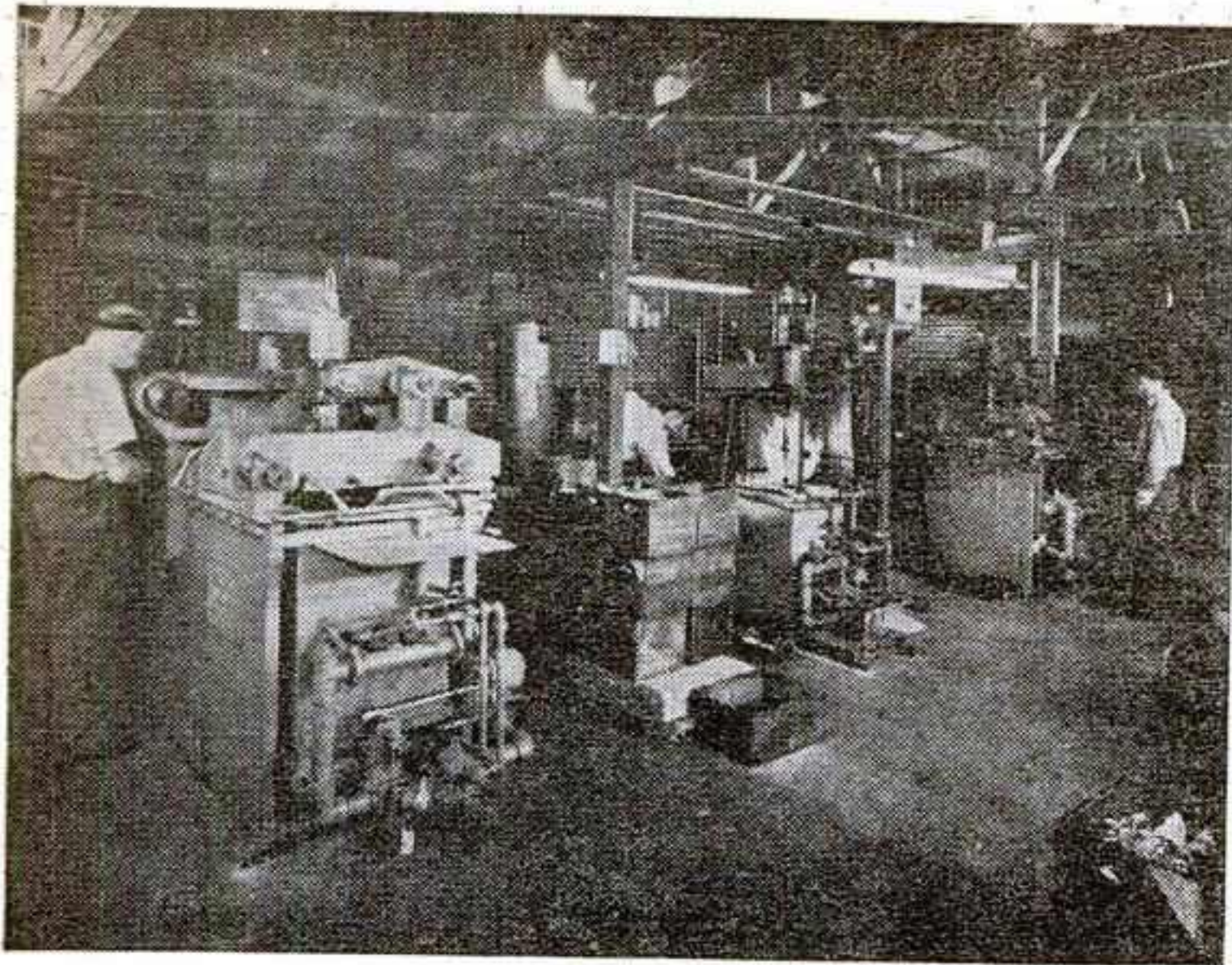
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EXPANSION PLANS go full speed ahead for National Rejectors, Inc., St. Louis. Photo shows new diecasting department of the maker of slug rejectors and other coin control devices. Firm officials say that the continued growth of the vending machine industry has necessitated the enlargement of its production facilities which includes expansion of factory buildings.

three alternates. Teams represent a given location and in several instances are also co-sponsored jointly by an industrial firm in the immediate vicinity, such as in one case, the U. S. Rubber Company here.

Games are played weekly, alternating each week so that a team plays one week at home in its own tavern, the next week in another league spot. This brings the players and their followers to a new spot and helps business. Games are usually played on Monday, Tuesday or Wednesday nights when business is normally poor, and, with the development of a spectator sport interest, has resulted in Saturday night business. An average of at least three personal spectators traveling with each of the 30 players has been noted. The American Shuffleboard Company furnishes a trophy for the winner in each league.

Plans for interstate competition are

being worked out, to include Michigan, Ohio, Indiana and other States. It was pointed out by James Curtis that it takes a lot of time and much playing to develop the right caliber of players for this big-time competition.

Suggestion that a national shuffleboard organization be the ultimate objective, to place the sport on a sound competitive amateur basis, was made by Walderhesel, who pointed to the well-known American Bowling Congress as a model.

Most boards operated in this State appear to be the 22-foot size, with about two dozen 20-foot American boards operated up-State, mostly in private clubs. The small 12-foot model has not yet been introduced in this State. Some Pennsylvania and New Art boards are also being operated here.

Men on the inside of shuffleboard sales here appear agreed that the local market has only been partially tapped, and that a marked expansion for their product lies ahead in both Detroit and Michigan. In view of the apparent indications of an expanding trend, Michigan amusement operators will be almost forced to work out some compromise arrangement, such as the servicing arrangement or face renewed competition.

### Name Walt Solomon Mape L. A. Manager

LOS ANGELES, Oct. 2.—Walter (Solly) Solomon, well-known coin machine man, has been named manager of the local branch of the E. T. Mape Distributing Company. Solomon, who was with Western Distributors in Seattle over six years, succeeds Ray Powers, who resigned recently to go in business for himself.

Since leaving the Seattle firm two years ago, Solomon has more recently been handling the Sterling shuffleboard as a national sales representative. He will continue to handle this line but it will be thru the Mape outlet.

The managerial post here has not been filled for over a month, with Leonard Baskfield, general manager of the Mape branches, commuting here from San Francisco to direct the operation.

Other recent additions to the Mape organization include William Smith, who returned to the Mape group after several years with the M. S. Wolf Distributing Company, and Frank Butterfield, service man, who joined after being with the Wolf company for several years. Smith is head-quartering in San Francisco, where he is an auditor.

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  - MONTEREY . . . 150
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  - CINDERELLA . . . 125
  - TREASURE CHEST . . . 95
  - CLICK . . . 75
  - LUCKY STAR (with flippers) . . . 70
  - RIO . . . 60
  - DYNAMITE . . . 60
  - HONEY . . . 60
  - SMOKY . . . 55
  - STEP-UP . . . 50
  - STATE FAIR . . . 50
  - AMBER . . . 50
  - FIESTA . . . 50
  - VANITIES . . . 50
  - FAST BALL . . . 40
  - SUSPENSE . . . 40

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**TEN STRIKE** . . . \$200

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### New Keeney TWIN BONUS SUPER BELL

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5-5¢ 5-10, 5-25

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Model 600 . . . 100

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\$200 R.C. . . . \$215  
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9800 LO-TONE . . . 185  
Model 8800 . . . 125

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TWIN GOLD NUGGET, 5-25, F.P. and P.O. . . . 525  
WILD BELL, 5-25, F.P. and P.O. . . . 650  
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#### BALLY

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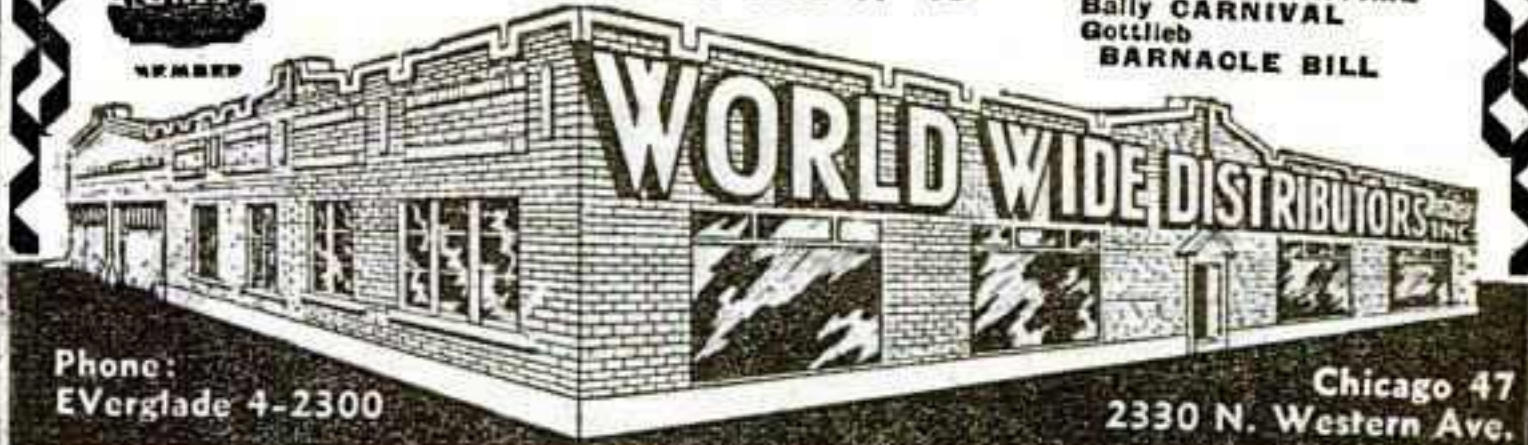
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  - \*Lady Robin Hood . . . 129.00
  - \*Bermuda . . . 125.00
  - \*Triple Action . . . 119.00
  - \*Ballerina . . . 119.00
  - \*Stormy . . . 119.00
  - \*Humpty Dumpty . . . 119.00
  - \*Catalina . . . 109.00
  - \*Manhattan . . . 89.50
  - \*Tropicana . . . 89.50
  - \*Singapore . . . 74.50
  - \*Nevada . . . 74.50
  - \*Ginger . . . 74.50
  - \*Bonanza . . . 69.50
  - \*Mexico . . . 69.00
  - \*Hawaii . . . 69.00
  - \*Bowling League . . . 49.00
  - \*Honey . . . 49.00
  - \*Lucky Star . . . 49.00
  - \*Havana (with motor) . . . 49.00
- (\*indicates Flippers)

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"The House that Confidence Built"



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**WURLITZER 1015. \$449.00**  
**WURLITZER 1080. 489.00**  
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EACH MACHINE THOROUGHLY CLEANED  
CHECKED . . . REFINISHED,  
Operates like new . . . looks like new!

30 UNIT AMI HOSTESS . . . excellent  
condition, with complete Hostess record  
library . . . write.

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ing order. For rebuilt unconditionally guaranteed  
phonographs, add \$35 each.



WURLITZER  
1015

WURLITZER	SEEBURG	ROCK-OLA
750 . . . . . \$219	LOTONE . . . . . Write	SUPER . . . . . \$89
950-950 . . . . . 189	MAJOR . . . . . \$139	MASTER . . . . . 89
800 . . . . . 189	COLONEL . . . . . 139	DELUXE . . . . . 89
900R . . . . . 89	COMMANDER . . . . . 134	STANDARD . . . . . 89
24 . . . . . 89	CLASSIC . . . . . 109	PRESIDENT . . . . . 89
500 VICTORY . . . . . 89	VOGUE . . . . . 109	CELLAR JOB . . . . . 59
71 . . . . . 79	1941 FACTORY	TWIN 12, METAL
61 . . . . . 59	R.O. SPEC. . . . . 189	CABINET . . . . . 49
MODEL 412 . . . . . 49		

**WALL BOXES:**

Seeburg S-20-12, \$3.95; WS-2Z, Wireless, \$15.00;  
Post-War, Write; Wurlitzer 120, \$5.00; Wurlitzer  
3020, S-10-254, 3-wire wall box, \$55.00; Rock-Ola  
Dial-a-Tune, \$3.50; Seeburg WB-1Z, \$32.50; Seeburg DSB-1Z, \$22.50.

Our rebuilt phonographs are professionally  
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**GUARANTEED  
REBUILT  
PHONOGRAPHS**

Seeburg  
Factory  
Distributors

**Record Reviews**

(Continued from page 105)

RATINGS  
(100 Point  
Maximum)

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

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

FOLK

<b>SONS OF THE PIONEERS</b> (Victor 20-3082) <i>My Feet Takes Me Away</i> Class Western harmony group perform rhythm novelty with exuberance, zestfully backed by string group.	75	75	73	77
<i>The Missouri Is a Devil of a Woman</i> Sons weave an effective dirge - like melancholy with this authentic-ringing folk tune, but treatment is overly arty for sales.	70	72	68	70
<b>ERNIE LEE AND HIS MIDWESTERNERS</b> (Victor 20-3084) <i>My Mother's Smile</i> Nothing special in this specimen of super-sentimentality.	62	62	60	63
<i>Love Me Now or Never</i> Jazzy backing of country warbling makes for a hybrid performance.	60	60	60	60
<b>SLIM DUNCAN</b> (Columbia 20491) <i>One Has My Heart</i> Duncan's version of the much-waxed ditty is sung and played with nice feeling, but treatment is too pop.	62	62	60	64
<i>Dear Oahie</i> Somewhat pedestrian job of the comic ditty.	59	59	58	60

RELIGIOUS

<b>SONS OF HARMONY</b> (Signature 32003) <i>Dry Bones</i> Standard spiritual receives relatively rhythmless quarteting.	50	50	48	52
<i>Just a Closer Walk With Thee</i> The bass solos while other voices chant monotonously in the background. This side fails to build.	49	50	50	50
<b>GEORGIA PEACH AND HER GOSPEL SINGERS</b> (Signature 32002) <i>Give Me Strength Lord and I'll Carry On</i> Husky - voiced Georgia shouts this one with plenty fervor.	70	70	72	68
<i>Daniel Prayed In the Lions Den</i> Followers of this popular artist will like the revival meetin' spirit of this rhythmic side. Complete with group chanting and hand-clapping.	73	74	76	70
<b>FAMOUS JUBILEE SINGERS</b> (Bullet 294) <i>Sweet Little Jesus Boy</i> Sweet hymn singing somewhat over-arranged for the down-home folks.	55	52	58	NS
<i>Go Tell It on the Mountain</i> The male harmony group packs conviction into every groove for a stronger side.	66	64	68	NS
<b>WINGS OVER JORDAN</b> (Victor 20-3128) <i>Until I Found the Lord</i> Class choir gets off a rhythmic, rousing job of the spiritual.	71	70	72	NS
<i>He'll Understand and Say Well Done</i> Slow spiritual with tenor leading and chorus murmuring well under achieves hauntingly persuasive effect.	75	74	76	NS

RACE

<b>DUKE HENDERSON</b> (Lucky Thompson All Stars) (Apollo 400) <i>H. D. Blues</i> Blatantly suggestive lyric well-shouted and smartly backed is earmarked for strong coinbox play.	79	NS	78	80
<i>S. H. Blues</i> Conventional blues here, with orking up too much, muffling most of the vocal.	66	66	64	68
<b>GRACE SMITH</b> (Snub Mosely Ork) (National 9051) <i>Get Your Fat Man Now</i> Gal shows big blues voice promise, but careless ork backing keeps her from delivering.	68	68	66	70
<i>What's On the Rail for the Lizard</i> Novelty jingle framed on an "uptown" catchphrase doesn't come thru. Side shows same slipshod instrumental work and clogging as flip.	60	60	60	60
<b>SCAT MAN CROTHERS</b> (Riff Charles and Friends) (Capitol 15220) <i>Mabel the Lush</i> Crothers warbles happily of the varieties of alcohol indulged in by dipso Mabel. Rhythmic backing, featuring Vic Dickenson's fine tromboning.	76	NS	75	77
<i>Riff's Blues</i> Blues in jive tempo with Crothers and Dickenson sharing spotlight - but performance loses to a tasteless chauvinistic lyric.	62	62	60	65

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**TRIPLE TEST**  
for . . . ✓ Good Appearance  
✓ Mechanical Perfection  
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2538 W. Huntingdon St., Philadelphia  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)**

(Continued from page 29)

Songs	Publisher	S1—Sustaining Instrumental		S2—Sustaining Vocal		C1—Commercial Instrumental		C2—Commercial Vocal		H1—Heard in N.Y.		H2—Heard in Chi.		H3—Heard in Calif.		Tot. Pls.
		SV	CI	SV	CI	SV	CI	SV	CI	SV	CI	SV	CI	SV	CI	
Ev'ry Day I Love You (Two Guys From Texas)	Harms, Inc.	2	12	3	7	4	4	6	5	12	7	1	4	156		
Hair of Gold, Eyes of Blue	Mellin	1	11	0	13	1	14	3	14	3	13	0	13	250		
Hankerin' (Two Guys From Texas)	Remick	6	9	1	2	13	9	2	6	42	18	2	4	196		
Here I'll Stay (Love Life)	Chappell	5	4	0	3	3	4	0	4	10	1	0	1	68		
I Don't Care If It Rains All Night (Two Guys From Texas)	Witmark	1	5	0	2	1	5	0	1	4	8	0	1	58		
I Still Get a Thrill	Words-Music	1	6	0	3	3	3	0	4	1	6	0	3	75		
I'd Love To Live in Loveland	B. V. C.	6	3	0	5	2	0	1	5	20	24	0	6	149		
Isn't It Romantic	Famous	8	6	1	4	4	3	2	4	25	7	0	4	126		
It Only Happens When I Dance With You (Easter Parade)	Berlin	3	3	0	6	3	6	2	6	6	6	0	5	116		
It's a Most Unusual Day (Date With Judy)	Robbins	1	2	0	5	1	1	3	4	0	3	0	4	69		
It's Magic (Romance on the High Seas)	Witmark	1	7	0	9	4	7	3	9	2	12	0	9	176		
Just for Now	Advanced	5	4	0	4	1	4	1	4	5	4	1	3	85		
Little Girl	Leeds	1	6	1	4	3	5	2	5	3	6	1	4	105		
Love Somebody	Whitney	0	8	1	3	1	1	0	3	1	9	0	3	77		
Maybe You'll Be There	Triangle	3	7	0	6	4	4	1	5	6	10	0	4	118		
My Happiness	Blasco	2	0	0	5	1	0	0	5	2	10	0	4	81		
P.S. I Love You	LaSalle	0	4	1	3	3	6	1	3	2	3	0	2	69		
Put 'Em in a Box	Remick	0	5	0	3	0	3	1	3	1	4	0	3	64		
Rambling Rose	Laurel	2	15	1	10	0	3	1	10	4	10	1	7	179		
Take It Away	Pemora	7	6	0	5	8	0	0	5	17	3	0	5	110		
The Money Song	Crawford	1	11	0	6	0	2	2	5	0	1	0	4	95		
The Night Has a Thousand Eyes	Paramount	14	22	1	5	10	11	3	7	26	17	0	6	234		
The Things I Love	Campbell	4	8	0	0	6	11	2	1	7	1	0	0	67		
This Is the Moment (Lady in Ermine)	Miller	2	13	0	6	2	10	0	5	8	7	0	5	131		
Underneath the Arches	Robbins	7	11	0	7	13	11	3	11	22	17	0	5	221		
You Call Everybody Darlin'	Mayfair	2	7	2	10	1	3	2	10	0	13	2	10	187		
You Were Only Foolin'	Shapiro	6	13	0	6	3	8	1	7	11	11	0	5	159		

**RECORDS MOST PLAYED BY DISK JOCKEYS**

(Continued from page 29)

Weeks to date	Position	Last Week	This Week	Record	By
6	13	18	18	UNDERNEATH THE ARCHES	P. Scala's Banjo and Accordion Ork-The Keynotes
5	14	19	19	YOU CALL EVERYBODY DARLIN' YOU WERE ONLY FOOLIN'	Jerry Wayne Columbia 38286-ASCAP
6	18	21	21	HAIR OF GOLD	Blue Barron MGM 10185-ASCAP (E. Whitley & The Green Sisters, Columbia 38323)
3	16	22	22	UNDERNEATH THE ARCHES	Andrews Sisters Decca 24490-ASCAP
1	—	23	23	A TREE IN THE MEADOW	M. Lewis-Ames Brothers Decca 24411-ASCAP
3	20	23	23	HAIR OF GOLD	Art Lund-Crew Chiefs and The Harmonica Gentlemen MGM 10258-ASCAP
2	27	25	25	A TREE IN THE MEADOW	S. Browne London 123-ASCAP
3	27	26	26	YOU CALL EVERYBODY DARLIN'	Andrews Sisters Decca 24490-ASCAP
6	21	26	26	YOU CALL EVERYBODY DARLIN'	Jack Smith Capitol 15156-ASCAP
4	—	28	28	COOL WATER	Vaughn Monroe-Sons of the Pioneers Victor 20-2923-BMI (The Eastman Trio, Trilon 189; Derry Failligant, MGM 10256; Nellie Lutcher, Capitol 15148; Tex Ritter-Dinning Sisters, Capitol 48026; Sons of the Pioneers, Decca 46027, Victor 20-1724; Western Aces, Lamb 10-195)
1	—	28	28	CUANTA LA GUSTA	C. Miranda-The Andrews Sisters Decca 24479-BMI (Eve Young & The Drugstore Cowboys, Victor 20-3077; X. Cugat, Columbia 38339)
1	—	28	28	YOU CAME A LONG WAY	R. McKinley Victor 20-2913-ASCAP

**See Music Dept. for This Info**

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

**CONGRESS MAY PROBE AFM BAN.** Kearns subcommittee to make full report to House Labor Committee on investigation and progress of Petrillo's action.

**HOUSE JUDICIARY COMMITTEE DUSTS OFF SCOTT BILL.** The committee is preparing the bill permitting the licensing of juke box records and may re-introduce it when Congress convenes.

**RCA DEMANDS 8.5% FEE CUT.** Diskery suggests to pubbers that an allowance be made for breakage and returns; aims at levy on net sales.

**MAJESTIC PUT ON BLOCK.** The entire assets of Majestic Records will be placed on the block for open bids October 15.

**SEECO INAUGURATES NEW LABELS.** Latin-American diskery will retail native and North American rumba platters.

**LEWIS SUES COLUMBIA ON INFRINGEMENT.** Composer Harry Lewis claims Nicola Paone's Columbia dinking of the *Subway Song* infringes on his *In New York, In New York* tune.

And other informative news stories as well as the *Honor Roll of Hits* and pop charts.

**Vend-Rite New Bottle Vender Makes Debut**

First Trade Showing Nov. 15

MADISON, Wis., Oct. 2.—A manually operated, gravity feed bottle vending machine was introduced here this week by the recently formed Vend-Rite Company, of Madison. The vender, which will handle both six and seven-ounce bottles, will be sold directly to bottlers. Altho the price has not been definitely set, officials of Vend-Rite expect the machine will market for approximately \$350.

Principals in the Vend-Rite Company are G. F. Albricht, president; Floyd McBurney, vice-president, and A. Kelley, treasurer.

First trade showing of the bottle vender is scheduled for November 15 during the American Bottlers of Carbonated Beverages Exposition in Atlantic City. McBurney said this week that a number of test models are currently being built, and that his company expects to be in position to deliver the machine next spring.

The vender uses no feeding motor, since delivery is accomplished by pushing a handle on the face of the unit. Operation of the handle automatically locks the conveyor so that only one bottle can be delivered for each coin inserted. Vender is equipped with a slug ejector.

The vender's refrigeration unit is hermetically sealed to protect it and to insure quiet operation. Fiberglass insulation is used thruout. The entire refrigeration assembly, coin mechanism, shelves and conveyor system can be removed and replaced since they are built as self-contained units.

Vender is 18 inches deep, 32 inches wide and 70 inches high with a cabinet finished in Duco baked enamel. Standard models will handle any round six or seven-ounce bottle, but machines capable of handling large bottles will be made available on special order.

After tests of the vender are under way, McBurney said, Vend-Rite will negotiate with a contract manufacturer to produce the machine. Bids from several manufacturers are currently being considered he said.

LOS ANGELES, Oct. 2.—An expanded advertising program, calling for the expenditure of \$100,000 in the next 12 months, has been announced by American Vendors, Inc., manufacturers of a bottled drink machine.

**Immediate Delivery!**

FROM STOCK!

**RUNZEL Pushback Wire**

**18 or 20 Strand 68 Color Combinations**

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

Send us your specifications for INTER-COM CABLE

**RUNZEL Cord and Wire Co.**  
1723 W. MONTROSE AVE. CHICAGO 41, ILL.

**FOR SALE OR TRADE**  
**OLD WELL ESTABLISHED JUKE BOX AND PINBALL ROUTE**

Consisting of all late and post-war equipment. Located in the heart of the richest farming community in the Middle West. Showing nice profit. Selling to dissolve partnership. \$20,000 will handle.

Write  
BOX D-71, THE BILLBOARD  
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**LOOK-A LOOK-A LOOK-A SPECIAL SALE!**

Reconditioned—Ready for Location

STEEL BALL ROLL DOWNS	CONSOLE TYPE	Wurlitzers 1015	\$449.50
Singapore	\$45.00	Wurlitzers 850	149.50
Hawaii	40.00	Wurlitzers 700	185.00
Cover Girl	50.00	Wurlitzers 600	65.00
Cold Mine	50.00	Wurlitzers 61	49.50
Tropicana	60.00	Wurlitzers 24	55.00
Melody	85.00	Wurlitzers 616	39.50
Mimi	35.00	Rock-Ola Master	65.00
Bubbles	35.00		

Write for complete Parts Catalogue. 1/3 Deposit—Balance C. O. D.

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**SHOOT THE BEAR RAY GUN**  
Completely reconditioned and repainted. Money-back guarantee. Terms: 1/3 Deposit with order.  
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Good Condition  
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Amplifiers, Motors, Rifles Repaired. Complete Stock of Seeburg Ray Gun Parts. Write for List.

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ORDERS NOW TAKEN FOR PREFERRED DELIVERY IN OHIO, KENTUCKY, WEST VIRGINIA

**NEW PIN BALLS**

- EXHIBIT CIRCUS
- UNITED SUMMERTIME
- UNITED MAJOR LEAGUE
- UNITED MANHATTAN
- GENCO SCREWBALL
- CHI COIN THRILL
- BALLY CARNIVAL
- WILLIAMS GIZMO
- CHI COIN CRAZY BALL

**CONSOLES**

**NEW**

- 5¢-25¢ Bonus Super Bells ..... \$800.00
- 5¢-25¢ Gold Nuggets 800.00
- 5¢ Bally Wild Lemons 542.50
- 5¢ Bally Double Ups 542.50

**CONSOLES**

**USED**

- Draw Bells, Regular \$229.50
- Draw Bells, Red Buttons ..... 259.50
- 5¢ Bonus Super Bells 295.00
- 5¢-25¢ Twin Bonus Supers ..... 595.00
- 5¢-5¢ Twin Bonus Supers ..... 575.00
- 5¢-10¢-25¢ Keeney Triples ..... 795.00
- 5¢-5¢-25¢ Bally Triple 545.00
- 5¢ Bally Club Bell .. 89.50
- 5¢ Paces Reels, Comb. 49.50
- 5¢ Paces Reels, C.P. 49.50
- 5¢ Bally Big Tops, C.P. .... 79.50
- 5¢ Evans Gal. Dominos, '47 ..... 415.00

**ARCADE EQUIPMENT**

- Batting Practice .. \$ 79.50
- Sky Fighter ..... 119.50
- Air Raider ..... 79.50
- Tommy Gun, Late .. 79.50
- Panorama ..... 259.50
- Undersea Raiders .. 149.50
- Lite Leagues ..... 149.50
- Voice Recorder .. 69.50
- 9-Ft. Skee Roll .. 79.50
- Scientific Baseball .. 69.50
- Jack Rabbit, New .. 300.00
- Buckley Diggers .. 99.50
- 2 Exhibit Rotary Diggers ..... 195.00
- Champ Basketball, New 49.50
- Pokeino, Scientific .. 199.50
- Goalie, New ..... 225.00
- Wurl. Skee Rolls, 14-Ft. .... 165.00
- 10 1/2-Ft. Premier Skee Rolls ..... WRITE

**LATE PIN BALLS**

TROPICANA .....	\$119.50	BIG LEAGUE ....	\$ 29.50
ROCKET .....	59.50	BAFFLE CARD ..	49.50
AMBER .....	59.50	SEA BREEZE ....	32.50
PLAYBOY .....	59.50	RIO .....	32.50
TORNADO .....	59.50	MANHATTAN ....	119.50
HONEY .....	59.50	VANITIES .....	69.50
GOLD BALL .....	69.50	CROSSFIRE .....	64.50
MYSTERY .....	69.50	HUMPTY DUMPTY	139.50
MEXICO .....	89.50	COVER GIRL ....	139.50
NEVADA .....	89.50	BERMUDA .....	139.50
HAWAII .....	89.50	CARIBBEAN .....	159.50
CYCLONE .....	69.50		
DYNAMITE .....	59.50		
FIESTA .....	69.50		
TALLY-HO .....	79.50		
HAVANA .....	49.50		
CAROUSEL .....	69.50		
SURF QUEEN .....	29.50		
MIDGET RACES .....	39.50		
BIG HIT .....	39.50		
MARJORIE .....	69.50		
FAST BALL .....	39.50		
CANTEEN .....	29.50		
KILROY .....	49.50		
TORCHY .....	79.50		

**ONE BALLS**

- VICTORY SPECIALS ..... \$189.50
- BIG PARLAYS ..... 149.50
- BIG PARLAYS (New) ..... 249.50
- DAILY RACES ..... 215.00
- SPECIAL ENTRY ..... 349.50

**NEW SLOTS**

	5¢	10¢	25¢	50¢
Mills Black Cherry ..	\$248.50	\$253.00	\$258.00	\$338.00
Mills Jewel Bells ..	248.00	253.00	258.00	350.00
Mills Golden Falls ..	248.50	253.50	258.50	350.00
Mills Vest Pockets ..	74.50			
Jennings Std. Chief ..	289.50	279.50	289.50	399.00
Jennings Club Chief ..	324.00	334.00	344.00	454.00
Groetchen Columbia ..				145.00
Watling Rolarop ..	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome ..	245.00	255.00	265.00	375.00
\$1.00 Pace DeLuxe ..				550.00

**USED AND FACTORY REBUILT SLOTS**

5¢ Blue Fronts ..	\$ 79.50	REBUILTS LIKE BRAND NEW	
10¢ Blue Fronts ..	89.50	5¢ COPPER, GOLD AND BLUE, Hammeroid Finish ..	\$119.50
25¢ Blue Fronts ..	99.50	10¢ COPPER, GOLD AND BLUE, Hammeroid Finish ..	129.50
5¢ Brown Fronts ..	99.50	25¢ COPPER, GOLD AND BLUE, Hammeroid Finish ..	139.50
10¢ Brown Fronts ..	109.50	(Drill Proof and Knee Action)	
50¢ Chiefs .....	249.50		
50¢ Blue Fronts ..	249.50		
\$1.00 Chief .....	475.00		

**COUNTER GAMES**

- 1¢ Sparks Check, P.O. \$12.50
- 1¢ Daval Marvels .. 19.50
- 5¢ Gushers, New .. 29.50
- 5¢ Davals, Free Play 39.50
- 1¢ Marvel Pop Up, New 25.00
- 1¢ Target Skills .. 22.50
- 1¢ Gottlieb Grip Scales 32.50
- 1¢ Daval Buddy .. 27.50
- 5¢ Jennings Cigarette Grandstands .. 12.50

**SAFES AND STANDS**

- Single ..... \$ 79.50
- Single DeLuxe ..... 119.50
- Double ..... 116.50
- Double DeLuxe ..... 162.50
- Triple DeLuxe ..... 262.50
- Heavy Double ..... 265.00
- Box Stands ..... 25.00

1/3 DEPOSIT WITH ORDER

**CENTRAL OHIO COIN MACHINE EXCHANGE**

525 S. HIGH ST., COLUMBUS, OHIO

PHONE: ADAMS 7254

**NCWA Reveals 12-Pt. Program On '48-'49 Action**

WASHINGTON, Oct. 2.—The National Candy Wholesalers' Association (NCWA) in announcing its 12-point program of activities for 1948-'49, disclosed that it will continue a study of the effects of the U. S. Supreme Court's recent cement case decision, which upheld an FTC order outlawing the use of a multiple pricing point system in the cement industry.

NCWA President John F. Poetker Jr. pointed out that the association is following up on the celebrated cement case verdict in conformance with a pledge made by NCWA's board of directors at a meeting in Washington last week. Major concern was shown over the possible results from the high court's decision in the cement case that all manufacturers be required to sell their products f.o.b. point of shipment. While not taking any definite stand on the f.o.b. shipment issue, the board explained that if it were applied to the candy industry, the f.o.b. shipment plan might weaken the position of candy wholesalers.

**Program Provisions**

Because of the anxiety of the board on the f.o.b. subject, Poetker included in the program of activities the following provision:

"To protect the interests of the jobber against any threat arising from unworkable interpretation of the act in connection with the cement case and related decisions, such as interpretations requiring all sellers to sell f.o.b. point of shipment."

Poetker stated that, altho the new program coincides in several points with ones adopted for the 1947-'48 program of activities, several important changes have been made. For one thing, field work will not only be expanded but also intensified. Actually, this will mean the building of a stronger association framework on the local level. Local associations will be encouraged by the NCWA, and to insure their individual success the co-operative services of board members, State councils and traveling representatives will be sought. In addition to this local aid, NCWA will continue its present overall work and regional meetings will be held thruout the 1948-'49 year.

**Expediting Unit**

Another important point stressed by NCWA is that the board has agreed to maintain and expand its member service and information bureau, a unit which has as its objective the expediting of information exchanges on approved methods of operation. Under this system, members are invited to contact the NCWA Washington headquarters for information which is supplied from accepted information culled from other members.

Of the remaining points in the 1948-'49 program, probably the most significant is NCWA's decision "to continue its efforts to bring about decisions of the FTC in cases alleging illegal discrimination against jobbers in purchase prices on confectionery

**Supplies In Brief**

**Candy Dollar Sales Up**

WASHINGTON, Oct. 2.—Despite a summer poundage slump in all types of candy, confectionery manufacturers' dollar sales for the first seven months of this year were 3 per cent above those of the corresponding period in 1947, according to the Census Bureau report recently. Information was submitted to the bureau by 331 candy firms.

July candy dollar sales dropped 6 per cent over July of last year and 23 per cent compared to those of June, 1947. Following dollar sales pattern, poundage sales reported by 120 manufacturers showed a 13 per cent decrease over those of July last year, with actual dollar sales down 1 per cent.

In spite of the fact that all candy dropped in terms of poundage sales this July from July last year, dollar sales of bar goods increased from \$15,837,000 last July to \$17,353,000 this year, the bureau reported.

Analyzing the candy picture in different areas of the country, manufacturer-supplied data showed that between June and July, this year, sales dropped in every State except Florida and Georgia. In those two States, sales increased 3 per cent. Sales went down between July 1947, and July, 1948, in most regions with the exception of the West South Central area, where they picked up 28 per cent and in New York and New Jersey, where they increased by 3 per cent.

**Perma Top Hits Full Production On Shuffleboard**

CHICAGO, Oct. 2.—Perma Top Company here is now in full production on a new shuffleboard game, Irving Beck, firm head, announced this week.

Playfield of the new board is made of die-cast masonite and, according to Beck, is acid proof, resists alcohol and cigarette burns. It is finished in jet black. He stressed the point that the Perma Top boards are guaranteed for a year. Game uses conventional disks and its playfield is of regulation size. It uses regulation score sheets to keep account of patrons' score.

Commenting on the new boards Beck said: "We believe Perma Top shuffleboards will prove a worthy addition to the fast growing new field because of their sturdy construction and attractive appearance, especially in tavern locations."

Beck also disclosed that his firm is now appointing distributors to handle the new shuffleboards in territories still available.

and to use all other lawful means to protect the jobber against further discriminations. To oppose any changes in the Robinson-Patman Act which would weaken its provisions against discriminatory prices.

IT'S NEW

**KEENEY DELUXE ELECTRIC CIGARETTE VENDOR**

Instantaneous price adjustment on each individual column.

**RECONDITIONED PIN GAMES READY FOR LOCATION**

Click .....	\$ 42.50	Rocket .....	\$ 22.50
Dynamite .....	15.00	Shanghai .....	125.00
Honey .....	28.50	Show Girl .....	20.00
Ginger .....	32.50	Spinball .....	147.50
Hi Ride .....	39.00	Step Up .....	17.50
Major League Baseball .....	140.00	Suspense .....	14.50
Miss America .....	17.50	Sky Ray .....	12.50
Play Boy .....	30.00	Tropicana .....	80.00
Ranger .....	36.00	Yanks .....	132.50
Robin Hood .....	127.50		

NOW DELIVERING: Thrill, Summertime, Circus & Screw Ball



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Wide Awake Distributor To Handle Nationally Advertised, Self-Service Stand Type Coin Changer.

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WE HAVE A LARGE SUPPLY OF

**GOLD CUPS, JOCKEY SPECIALS, SPECIAL ENTRIES**

All beautifully refinished and mechanically perfect. If interested phone, write or wire

**New Orleans Novelty Company**

115 Magazine Street

New Orleans, La.

Phone CAnal 5306

# CONSOLES

COMPLETELY RECONDITIONED AND REFINISHED. THOROUGHLY CHECKED, READY FOR LOCATION.

- BALLY DRAW BELL, Metal Button .....\$159.50
- BALLY DRAW BELL, Red Button 179.50
- BALLY DE LUXE DRAW BELL ... 269.50
- BALLY TRIPLE BELL ..... 439.50
- KEENEY BONUS BELL, Single .. 279.50
- KEENEY BONUS BELL, Twin, 5¢-5¢ and 5¢-25¢ ..... 429.50
- KEENEY 3-WAY BONUS BELL, 5¢-10¢-25¢, Like New ..... 595.00

## SPECIAL FLIPPER PIN GAME VALUES

- MAJOR LEAGUE .....\$129.50
- YANKS ..... 129.50
- SINGAPORE ..... 79.50
- NEVADA ..... 59.50
- HAWAII ..... 49.50
- MEXICO ..... 44.50

RECONDITIONED—REBUILT

## ALL STARS \$229.50

1/2 Deposit, Balance C. O. D.

**Scott-Crosse Co.**

1423 Spring Garden Street  
Philadelphia, Pennsylvania  
Rittenhouse 6-7712

## GOOD USED EQUIPMENT ONE BALL PIN TABLES

- One Bally Sportsman, P.O. .... Each \$ 50.00
- One Bally Kentucky Derby, P.O. .... 50.00
- One Bally Santa Anita, P.O. .... 50.00
- One Keeneey Fortune, F.P. .... 50.00
- Six Bally Victory Derby, P.O. .... 175.00

### CONSOLES

- One Bally Club Bell Combination .. \$ 50.00
- One Bally High Hand Combination .. 75.00
- Two Bally Big Top, F.P. .... 50.00
- Two May Bells ..... 100.00
- Two Mills Four Bells ..... 100.00
- One Mills Jumbo ..... 50.00
- Three Evans Paces ..... 75.00
- Five Evans Lucky Lucre, P. O., 5¢ Model ..... 75.00
- Three Evans Lucky Lucre, P.O., 25¢ Model ..... 75.00
- Ten Evans Bang Tails, P.O. .... 85.00
- Two Evans Galloping Domino, P.O. .... 85.00
- Two Jennings Fast Time, F.P. .... 50.00
- One Jennings Silver Moon, F.P. .... 50.00
- One 5¢ Super Bell Combination ... 75.00

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## BARGAIN TIPS

Your Choice for \$69.50

- Wurlitzer 500
- Wurlitzer 24
- Seeburg Regal
- Rock-Ola Master
- Rock-Ola Deluxe

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- THRILL CIRCUS
- GIZMO SCREW BALL
- BARNACLE BILL

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GIVE TO THE RUNYON CANCER FUND

# PIN GAME CLOSE-OUT SALE

ALL GAMES RECONDITIONED—READY FOR LOCATION

- |                         |         |                    |         |
|-------------------------|---------|--------------------|---------|
| FLAMINGO .....          | \$44.50 | DYNAMITE .....     | \$17.50 |
| HONEY .....             | 39.50   | BAFFLE CARD .....  | 17.50   |
| FIESTA .....            | 34.50   | KILROY .....       | 17.50   |
| BOWLING LEAGUE .....    | 34.50   | SURF QUEEN .....   | 15.00   |
| VANITY .....            | 34.50   | BIG HIT .....      | 15.00   |
| LIGHTNING .....         | 27.50   | SUPERLINER .....   | 15.00   |
| SMARTY .....            | 25.00   | SPELLBOUND .....   | 15.00   |
| HAVANA .....            | 25.00   | SUSPENSE .....     | 15.00   |
| FAST BALL .....         | 22.50   | SUPER SCORE .....  | 15.00   |
| ROCKET .....            | 22.50   | SEA BREEZE .....   | 15.00   |
| SHOW GIRL .....         | 22.50   | STEP UP .....      | 15.00   |
| OPPORTUNITY .....       | 19.50   | BIG LEAGUE .....   | 15.00   |
| FRISCO .....            | 19.50   | CATALINA .....     | 15.00   |
| CAROUSEL .....          | 19.50   | OKLAHOMA .....     | 15.00   |
| STAGEDOOR CANTEEN ..... | 17.50   | MIDGET RACER ..... | 15.00   |

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We will furnish you with brand new and late used games.

Why suffer fast depreciation on games? We furnish you the equipment, you operate.

Our proposition especially good for music operators, who need to hold down their locations and make spots more profitable.

We prefer men in these sections—Central, Middle West, South and Southwest.

If you are the right man write, giving information: How many spots do you now operate? Are games permitted? Do free plays operate? Furnish character reference.

BOX D-69

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**FREE!** A PENNY POSTCARD WILL BRING YOU OUR NEW 4-COLOR Monte Carlo

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## NOW \$150.00

BRAND NEW MACHINES... NOTE: NO EXTRA CHARGE FOR NEW CLUB HANDLE.

## 5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are F. O. B. Chicago

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Return privilege within 10 days if not satisfied with our reconditioned equipment.

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We have all Mills latest Bells in stock.

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## STOP! LOOK! READ!

- 12 Ft. Premier Barrel Roll .... \$110.00
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- 8 Ft. Premier Barrel Roll .... 85.00
- 10 Ft. Roll-a-Ball Alley ..... 50.00
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- Total Rolls (12) ..... 65.00 Ea.
- 8 Vest Pocket Bells ..... 250.00 All
- 2 Mills Rebuilt Blue Fronts .... 90.00 Ea.
- 1 Undersea Raider ..... 49.50
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- 1 Chicken Sam Gun ..... 55.00
- 1 Goalees ..... 75.00 Ea.

### PIN GAMES

CARNIVAL, \$160.00; HONEY, RIO, SEA BREEZE, VANITIES, NUDGY, \$150.00 ALL

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- Seeburg Vogues ..... \$ 95.00
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- Victory Model Wurlitzers ..... 65.00

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**DESTINATION CLEVELAND COIN!!!!**

Sooner or later you, too, will be one of our satisfied accounts. Why not now? If it's coin operated, new or used, we have it or can get it for you. Always on the square, near the square.

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- 3 2-Way Keeney Super Bonus Bells \$550.00
- 10 3-Way Keeney Super Bonus Bells 675.00
- 5 Bally Triple Bells 540.00
- 8 Mills '47 Three Bells 250.00
- 5 Bakers Pacers, D.D. 175.00
- 1940 Bangtails 195.00
- 5¢ Super Bonus Bells 275.00
- Bally Draw Bells 250.00

**MILLS COFFEE VENDORS**

- 1 Brand New ..... \$725.00
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**SPECIAL-NEW**

- Packard Wall Boxes .. \$32.50
- Buckley Wall Boxes .. 29.00
- Coded 30-Wire Cable, Per ft. .... .22
- Packard Brackets ... 3.50

**SLOTS AND BELLS**

- 2 Mills 50¢ Black Cherries ..... \$225.00
- 2 Mills Black Cherries, 5¢ ..... 135.00
- 2 Mills Black Cherries, 10¢ ..... 145.00
- 2 Mills Black Cherries, 25¢ ..... 155.00
- 4 Mills 25¢ Club Bells ..... 175.00
- 1 Mills 25¢ Golf Ball Vendor ..... 225.00
- 3 Watling 25¢ Rotatops ..... 95.00
- 1 Jennings 50¢ 4 Star Chief ..... 140.00
- 4 Jennings 5¢ 4 Star Chief ..... 85.00
- 3 Mills 25¢ Bonus Bells ..... 150.00
- 5 5¢ Cherry Bells ..... 85.00

**ARCADE EQUIPMENT**

- 30 Exhibit Merchantmen Diggers ..... \$ 85.00
- 1 Mountain Climber ..... 85.00
- 1 Torpedo Gun ..... 85.00
- PANORAMS ..... 195.00
- 2 STRIKES & SPARES ..... 275.00
- 10 Photomats, Inside Lites ..... 325.00
- 3 Bally Heavy Hitters ..... 75.00
- 2 Clay Type Rotaries ..... 225.00
- Rotary Pusher Type Williams All Stars ..... 250.00
- 2 Rapid Fires ..... 110.00
- 1 Pitchem & Katchem Scientific Baseball ..... 75.00
- Jafco 9-Ft. Barrel Roll ..... 75.00
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- 2 Batting Practices ..... 75.00
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- 3 New Bowl-A-Scores Keeney Submarine ..... 95.00
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- 8 Boomerangs ..... 95.00
- Jack Rabbit ..... 150.00
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- 1 Under Sea Raider ..... 135.00
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- 2 Bat-A-Ball Srs. .... 39.50
- 1947 Photomats ..... 750.00
- Voice-O-Graph, latest Drive Mobile ..... 550.00
- 175.00



**WHIRL-A-BALLS**

BRAND NEW — WHILE THEY LAST. ORIGINAL PRICE \$49.50. SPECIAL PRICE, \$19.00. Lots of 10 or More, \$17.50.

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- Chi Coin Baseball ..... 49.50
- Big Hit ..... 29.50
- Crossfire ..... 49.50
- Cyclone ..... 55.00
- Double Barrel ..... 34.50
- Dynamite ..... 49.50
- Fiesta ..... 49.50
- Gold Ball ..... 59.50
- Havana ..... 49.50
- Hi Ride ..... 59.50
- Honey ..... 59.50
- Vanities ..... 64.50
- Kilroy ..... 49.50
- Lightning (Flip) ..... 49.50
- Mystery ..... 49.50
- Ranger ..... 49.50
- Rio ..... 39.50
- Rocket ..... 39.50
- Shooting Stars ..... 34.50

**USED VENDORS**

- 25 N.W. 1¢ #33 Ball Gum Vendors with Plastic Globes ..... \$ 8.50
- 25 Silver King 1¢ Ball Gum Vendors ..... 8.50
- 25 5¢ Silver King 5¢ Nut Vendors ..... 8.50
- 5 1948 Du Grenier Challengers, 7 Col. 135.00
- 10 1948 U-Need-A-Pak Monarchs ..... 135.00
- 4 10 Col. Rowe Cigarette Machines ..... 95.00
- 8 National 930's Cigarette Machines ..... 75.00
- 8 U-Need-A Pak U-500 15 Col. Cigarette Machines ..... 110.00
- 5 DuGrenier W's 8 Col. Cigarette Machines ..... 60.00
- 15 Brand New MUN-ROE MATLACK STAMP VENDORS 17.50

**ADVANCE MODEL 21F**

Machines, 25¢ Operated. Write

**SHOE SHINE MACHINE**

\$175.00 EACH

TERMS: 1/2 DEPOSIT, BALANCE C. O. D.

**CLEVELAND COIN MACHINE EXCHANGE, INC.**

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M. B. GISSER, Sales Mgr.

**Speedway Plant In Production On Bowl-a-Ray**

CHICAGO, Oct. 2.—Bowl-a-Ray, a new arcade bowling game, is now in production by Speedway Amusements here. Firm is headed by Ted Kruse and Vince Connors, veteran coinmen who are well known as arcade operators.

Compact in size, new game is approximately 40 inches long by 56 inches high, features pistol ray action and has a sturdily constructed wooden cabinet in blond finish. Based on activities of a regulation bowling alley, Bowl-a-Ray gives player five frames for a nickel. Since 10 frames complete one game, player must insert an additional nickel if he wishes to complete a game. Game's animated scoreboard shows a girl in the act of bowling a game, and is lit only when game is not being played.

After inserting nickel in game's coin chute, player depresses button at cabinet's front which automatically shows reflection of red bowling ball. Player then aims simulated pistol which is also on the cabinet's front at the 10 miniature bowling pins which are about three feet from pistol aim. After taking careful aim at the pins, player then depresses another push-button which releases red ray bowling ball, hurling it towards the pins. As ray crosses the miniature pins, number of pins actually contacted by ray is automatically registered on scoreboard.

In all player can score to 300 points by making all strikes just as in a perfect game of bowling. However, since player gets five frames for a nickel, it would require two nickels to complete all 10 frames. Scoring in game is identical to regulation bowling.

**West, South Step-Up In Coin Machine Biz**

WASHINGTON, Oct. 2.—Indications that the steady progress made by the coin machine business in both the West and South will continue at a stepped-up ratio was brought out in a report released this week by the Commerce Department that these two regions now receive a much higher proportion of the nation's income to individuals, compared with 1929 figures, while the Central region's income has remained approximately the same and the East's has lost ground.

During the almost 20-year span, the West and the South advanced from 29 to 37 per cent while the Central States slipped from 29 to 28 per cent and the East slipped from 42 to 35 per cent.

Significant in the report is the fact that all areas have greatly increased their dollar income volumes with the nation as a whole jumping from \$83,000,000,000 to \$190,000,000,000, a gain of almost 140 per cent.

**SALESMEN WANTED**  
Complete Line Coin Machine Parts.  
Interesting Proposition.  
**JOE MUNVES**  
THE FASTEST GROWING PARTS HOUSE IN THE COUNTRY  
615 10th AVE., NEW YORK 19, N. Y.

**OUR MONEY BACK GUARANTEE IS YOUR ASSURANCE OF SATISFACTION**

**MILLS AND JENNINGS SLOTS IN ALL MODELS JEWEL BELLS BLACK CHERRY BELLS BLACK GOLD BELLS MELON BELLS TRY THE NEW CRISS CROSS BELL**

THE MOST POPULAR PAYOUT SINCE THE BONUS BELL!

HEADQUARTERS FOR THE BEST IN CLUB EQUIPMENT

**BAKER NOVELTY CO.**  
1700 Washington Blvd. Chicago 12, Illinois

**SCALES**

- Kirk Astrology, low model or high model, with blue mirror ..... \$ 95.00
- Watling and Others, large or small dials ..... 45.00
- Watling Astrology ..... 100.00
- Mills or Royal, low models ..... 45.00
- Watling Tom Thumb (New) ..... Write
- Watling 200 Fortune (New) ..... Write
- Marion (New) ..... 79.50
- Arist-O (New) ..... 95.00
- Watling & Others Porcelain Guess Your Weight, large or small dials 60.00
- Watling Standard, long full mirror. 65.00
- Watling, low model ..... 60.00
- Kirk Guess Your Weight ..... 145.00

**MUNVES' FACTORY REBUILT MACHINES LOOK AND WORK LIKE NEW.**  
**FREE! 8 Page, 52 Illustrations, Catalog**

New or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies & Cards—Munves Has Them All.

**MIKE MUNVES**  
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**WOODEN BALLS**  
For Skee Balls, Roll Downs and All Other Games.

- Perfect Workmanship
- Finest Kiln-Dried Maple
- Lowest Price
- Prompt Delivery

We also refinish old balls like new. Write for prices—Specify size ball and quantity desired.

**NEW YORK BILLIARD TABLE CO.**  
Established 1912  
334-336 BOWERY, NEW YORK 12, N. Y.  
Phone: 8Spring 7-8276

**IMMEDIATE DELIVERY OF BALLY'S GOLD CUP EVANS' WINTER BOOK MILLS BONUS BELL**

Jockey Specials, Victory Specials, Special Entries, Victory Derbies and Deluxe Draw Bells. Evans Free Races, Bangtails and Dominoes. Pre-war One-Balls and Steel Ball Roll Downs. In perfect condition at low prices. 10 Supreme Skee Balls @ \$90.00 Each.

COMPLETE LIST NEW AND USED POST-WAR 5-BALL PIN GAMES, MILLS 5¢, 10¢ and 25¢ SLOTS. WANT POST-WAR BALLY ONE BALL FREE PLAYS.

CALL OR WIRE IMMEDIATELY  
**PALISADES SPECIALTIES COMPANY**  
498 Anderson Avenue Cliffside Park, N. J.  
Cliffside 6-2892  
Only One Mile South of George Washington Bridge on 9W, Jersey Side.

**COLUMBIA DOUBLE JACKPOT BELL**

Factory reconditioned like new.

**SPECIAL \$75.00 EA.**

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance.  
Size: 18 1/2" high, 14 1/2" wide, 12" deep, 50 lb. wt.

**FOR NEW COLUMBIAS WRITE FOR PRICES**  
1/2 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO.  
**WRITE FOR FREE NEW CATALOG!**  
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

**LIKE NEW Rebuilt CHALLENGERS \$22.50 Ea.**

**COIN-OPERATED 1c or 5c AMERICAN EAGLES OR MARVELS**

Free Play Token Payout ..... \$20.50 (Coin) Ea.

Government Tax-Free Non-Coin American Eagles or Marvels. No coin chute, no cash box. Attendant permits play by unlocking handle with special key. Total plays easily seen on visible register.

**\$27.50 Ea. NON-COIN**

**NEW 1948 IMPS**

Specify 1¢ or 5¢ Write Play, Cigarette or Fruit Reels. For Prices

**Abco Novelty Co.**  
2009 W. IOWA ST. PHONE HUMBOLDT 6-9473 CHICAGO, ILLINOIS

# ALL ELECTRIC BASEBALL SCORE MACHINE

USING TAPES AND GIVING SCORES  
IN ACTUAL NUMBERS



Play baseball both summer and winter with the new improved Model "E" all-electric Baseball Score Machine.

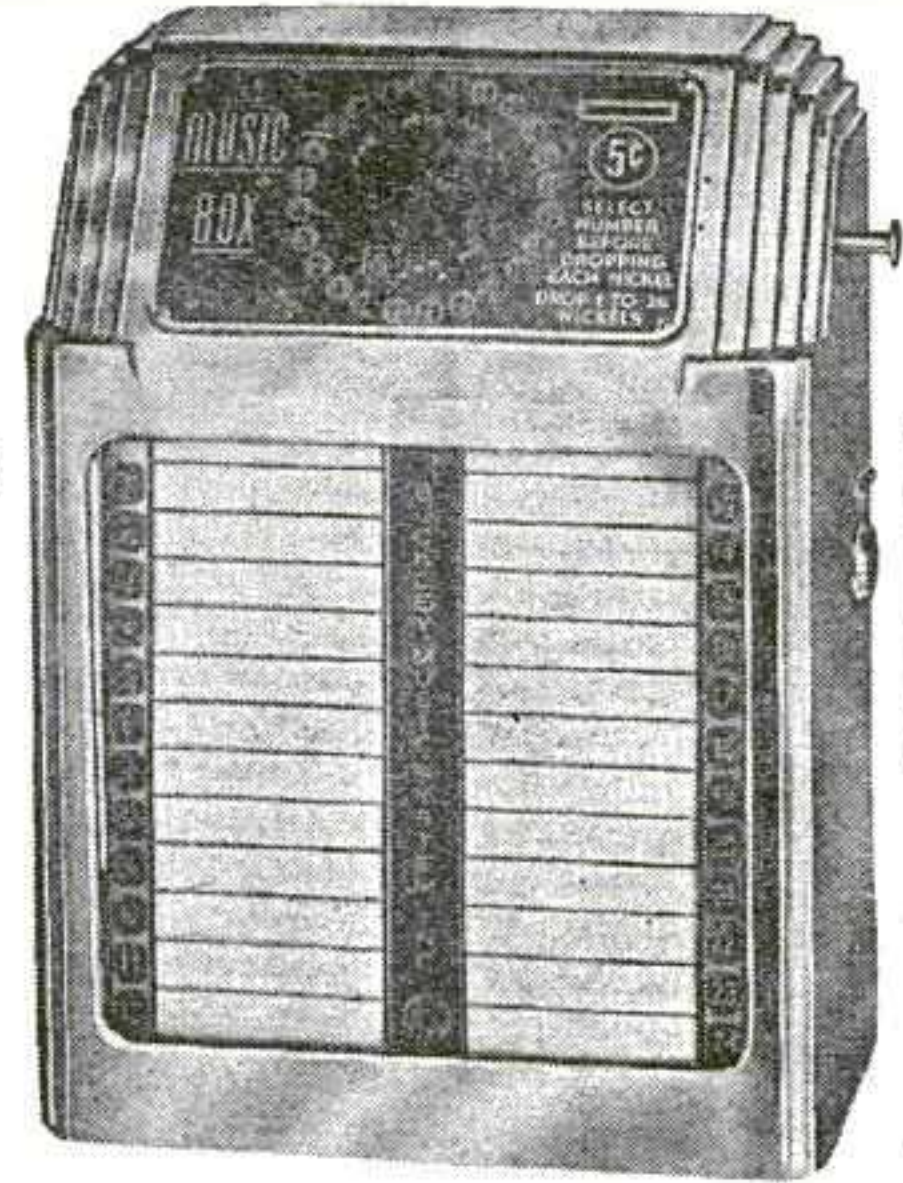
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**WERTS NOVELTY COMPANY, INC.**

920 S. PERSHING DR.

MUNCIE, INDIANA

# Buckley MUSIC BOX



Available for  
20, 24, 32  
Record  
Selection

PRICE  
**\$29.00**  
F. O. B.  
Chicago

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

**BUCKLEY MUSIC SYSTEM, INC.**

4223 W. Lake Street

Chicago 24, Ill.

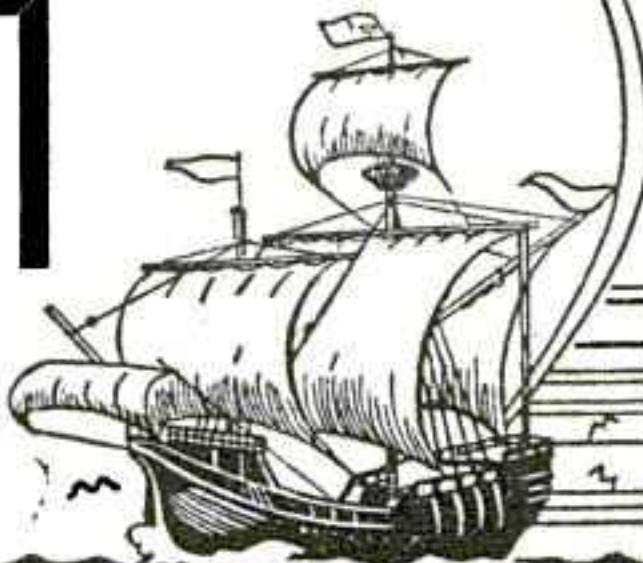
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MUSIC		ARCADE	
Wurl. Mod. 1015	\$495.00	New Heavy Hitter	\$ 75.00
Wurl. Mod. 1080	495.00	Bally Bowler	475.00
Wurl. Mod. 500	100.00	Big Inning, New	Write
Wurl. Mod. 600	100.00	Strikes & Spares	200.00
Wurl. Mod. 61	55.00	Premier Barrel Roll, New	175.00
Wurl. Mod. 850	200.00	Box Score, New	155.00
Wurl. Mod. 618	85.00	Line-a-Basket	50.00
Vic. Mod. 24	75.00	Whiz, with Stand	40.00
Seeburg Mod. 147M	495.00	Mutoscope Sky Fighter	60.00
Seeburg Mod. 9800 Hi Tone	190.00		
Seeburg Concert Master	185.00	CONSOLES	
Seeburg Commander	150.00	Triple Bell	Write
Seeburg Maestro, E.S.	150.00	Double Up	Write
Rock-Ola Commando	100.00	Reserve Bell	Write
Mills Throne	85.00	Gal. Dominoes	Write
Empress	100.00	Bangtails	Write
AMI Hi Boy, 40 Rec.	75.00	Used 1947 Gal. Dominoes	\$250.00
PINS		Fast Time, P.O.	25.00
Double Barrel	\$ 25.00	Bob Tail, P.O.	30.00
Midget Racer	20.00	Silver Moon, P.O.	30.00
Big League	20.00	Saratoga Rails	25.00
Stage Door Canteen	20.00	Four Bells, Hi Head	75.00
Rocket	35.00	Four Bells, Lo Head	60.00
Kilroy	30.00	Three Bells	150.00
Surf Queen	20.00		
Big Hit	25.00		
Havana	40.00		
COUNTER GAMES			
New Davel Gusher	\$ 19.50		
New Non-Coin Am. Eagle	24.50		
New Skill Thrill	22.50		
New Oomph	17.50		
New Mexican Baseball	17.50		
Daval, F.P., NEW	22.50		

Light Weight Tone Arm  
With Pre-amp Unit  
Fits All Wurl. and Seeburg  
Specify Model  
Nothing to Change  
Just Plug In

**\$14.00**



TERMS: ONE-THIRD DEPOSIT WITH ORDER, BALANCE C.O.D.

**Mayflower Distributing Co.**

2218 UNIVERSITY AVENUE

PHONE: NESTOR 7901

ST. PAUL 4, MINN.

## AUTOMATIC COIN America's Bell Machine Center

Exclusive Authorized Distributor for Mills Bell Products

**NOW DELIVERING BRAND NEW  
MILLS** JEWEL BELL • MELON BELL  
BLACK GOLD HAND LOAD  
AND BONUS BELLS



**GUARANTEED SLOTS**

Reconditioned—Refinished—Repainted  
MILLS GOLD CHROME, HAND LOAD,  
JP, 2/5 or 3/5, 5¢, 10¢ or 25¢ . . . \$129.50  
MILLS GOLD CHROME,  
2/5 or 3/5, 5¢, 10¢ or 25¢ . . . 119.50  
MILLS BONUS, 5¢ or 10¢ . . . 119.50  
MILLS BROWN FRONT, 5¢, 10¢  
or 25¢ . . . 104.50  
MILLS GOLDEN FALLS, HAND LOAD,  
Post-War, 5¢, 10¢ or 25¢ . . . 164.50  
JENNINGS 4-STAR CHIEF, 5¢ or 10¢ 69.50  
JENNINGS DE LUXE LITE-UP,  
Post-War, 5¢, 10¢ or 25¢ . . . 149.50

**BRAND NEW MILLS  
VEST POCKET \$65.00**

**BRAND NEW MILLS  
5c Q. T., Including  
METAL BOX STAND  
ONLY \$125.00**

STANDS & SAFES Double Universal Revolv-a-Round . . . \$128.50  
Double DeLuxe Revolv-a-Round . . . 192.00  
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NEW METAL BOX STANDS  
FOR SLOTS . . . \$22.50

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT  
11 Col. Du Grenier Cig. Machine . . . \$119.50 A. B. T. Challengers . . . \$ 24.50  
Uneda Pak. Cig. Vendors, like new. 129.50 Wurlitzer 500 Phonograph . . . 149.50  
Evans Bat-a-Score, like new . . . 225.00 Seeburg Casino . . . 139.50  
Evans Bangtails, J.P. Model . . . 149.50 Seeburg Mayfair . . . 149.50

Terms: 1/3  
Dep., Bal.  
C. O. D.

WRITE FOR COMPLETE LIST: GAMES,  
PHONOGRAPHS, PARTS, ETC.

**AUTOMATIC COIN  
MACHINES & SUPPLY CO.**  
TELEPHONE: CApitol 7-8244  
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

**METAL TYPER MACHINES**

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**FINEST ALUMINUM DISCS**

Plain or Colored

BUY DIRECT

FROM THE MANUFACTURER

**STANDARD SCALE CO.**

4333 DUNCAN AVE., ST. LOUIS 10, MO.

★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★

## FOR VALUE—FOR SERVICE

*In New England It's Trimount*

- Trimount is largest distributor of quality "name" coin machines in the East.
- All games are location tested before being offered for sale.
- Trimount has New England's largest Parts Department.
- Every mail and telephone order is carefully and promptly filled.
- A well trained, experienced staff plus a complete line of parts is always available.

**TRIMOUNT**

COIN MACHINE CO.

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# RUNYON SPECIALS

USED MUSIC MACHINES

**A.M.I., Model A \$650.00**

WURLITZER	
1015	\$475.00
450	295.00
780	245.00
500K	65.00
600R	60.00
VICTORY MODELS	40.00
SEEBURG	
146M	\$420.00
HI TONES	120.00
MAJORS	90.00
CADETS	80.00
VOGUES	80.00
CLASSICS	80.00

ROCK-OLA	
1422	\$325.00
STANDARDS	90.00
MASTERS	90.00

MILLS	
THRONES	\$ 55.00

SOLOTONE BOXES, Brand New	\$12.50
PERSONAL BOXES	7.50
SOLOTONE AMPLIFIER	37.50
PERSONAL AMPLIFIER	37.50

PARTS FOR MUSIC MACHINES

WURLITZER PARTS

MOTORS	\$17.50
TONE ARMS	9.50
24W AMPLIFIER	17.50
24W SPEAKERS	12.50

Also all parts for SEEBURG, ROCK-OLA and MILLS Machines.

## PLASTICS

FOR ALL MAKE MACHINES AT

**25% OFF LIST PRICE**

Send 1/3 Deposit With All Orders, Bal. C. O. D.

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WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

**NEW PIN GAMES**

- CHICOIN THRILL
- GOTT. BARNACLE BILL
- GENCO SCREWBALL
- EXH. CONTACT
- UN. SUMMERTIME
- UN. MAJOR LEAGUE
- BALLY CARNIVAL
- EXH. MIMI. Steel Roll-down, Special Closeout

WRITE

**NEW COUNTER GAMES**

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- KICKER & CATCHER 34.50
- GOTT. GRIP SCALE 29.50
- NON-COIN MARVEL 34.50
- DAVAL'S ACE OR OUB 14.50
- BAT-A-BALL JR. & STAND, Originally \$79.50. Now \$21.50
- TARGET KING 45.00
- ACME SHOCKER 24.50
- SKILL THRILL 24.50
- DAVAL BUDDY, FS. 14.50
- 1¢ AMER. EAGLE 37.50
- GROET. CAMERA OH 19.95
- IMP. 1¢ or 5¢ 14.50
- DAVAL'S MARVEL, 1¢ 27.50
- HEAVY HITTER, Std. 99.50

**NEW CONSOLES**

- MILLS 3-BELLS
- KEEN. GOLD NUG. \$800.00
- EVANS RACES 931.00
- BAL. TRIPLE BELL 895.00
- EV. WINTERBELL 826.00
- EVANS BANGTAILS 671.50
- EV. CASINO BELL 637.50
- JENN. CHALLENGER 595.00
- BAL. WILD LEMON 542.50
- BAL. DOUBLE UP 542.50
- BAL. RESERVE BELL 549.50

**NEW ONE BALLS**

- BALLY GOLD CUP, F.P. \$645
- BALLY TROPHY, P.O. 645

**NEW COIN COUNTERS**

- Downey-Johnson \$198.50
- Coin Sorter, Electric 290.00
- Hand Operated 27.95
- Master Changer 17.95
- Junior Changer

**NEW SKILL GAMES**

- BAT-A-BALL SR. \$ 49.50
- EV. BAT-A-SCORE 355.00
- SCIENTIFIC PITCH 'EM & BAT 'EM 450.00

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- MILLS BLACK GOLD, H.L. R. STANDARD OR SDX
- MILLS MELON BELL I. CHIEFS
- MILLS BONUS BELL T. JENN. STANDARD CHIEF
- COLUMBIA, JP \$139.50 DE L. COLUMBIA \$169.50
- VEST POCKETS 65.00 MILLS Q.T. 115.00

**SLOT SAFES, STANDS, ETC.**

- CHICAGO METAL REVOLVING SAFES — DE LUXE
- Single—\$132.00 Double—\$192.00 Triple—\$238.00
- UNIVERSAL—Single Safe—\$87.50 Double Safe—128.50
- FLIPPER BUMPER KIT \$5.95 NICKEL NUDGER 3.95
- BOX STANDS \$27.50 EXH. ROLL TILT 2.75
- WICO'S WHIRLWIND SPINNER 11.95

**NEW VENDORS**

- POP CORN WARMER \$ 69.50
- SHIPMAN SELEC-A-BAR, 3-COL. 69.50
- ARISTOCRAT POP CORN VENDORS 225.00
- MARION SCALE 79.50
- SILVER KING 13.95
- S.K. HOT NUT VEND. 22.50
- 5¢ 4-WAY MINT 17.50
- ADVANCE 25¢ MODEL 21¢ VENDOR 29.50
- N-W STAMP VEND. 69.00
- FLIPPER BUMP KIT 27.00
- N.W. MODEL 33 12.60
- N.W. MODEL 38 14.40
- N.W. MODEL 40 11.00
- N.W. 33 BALL GUM 11.55
- ATLAS DE LUXE 14.50
- ATLAS 5¢ BANTAM 14.50

**VICTOR VENDORS**

- C. B. UNIVERSAL, S.F. \$14.45
- MODEL V-K, S.F. 12.75
- MODEL V, S.F. 13.25
- DE LUXE UNIVERSAL 14.95

**WANT TO BUY**

FLIPPER TYPE 5 BALLS. EUREKAS, DRAWBELLS, SLOTS

**COIN OPERATED**

ELECTRIC SCOREBOARD FOR SHUFFLEBOARD ... \$175.00

## SAVE 3 WAYS!

- No. 1 Spend Less for Reconditioned, Refinished, Guaranteed 5-Balls.
- No. 2 With Flipper Kit Installed\*
- No. 3 With Spinner-Bumper Installed\*

	No. 1	No. 2	No. 3
CROSSFIRE	69.50	74.50	84.50
HAVANA	69.50	74.50	84.50
HONEY	69.50	74.50	84.50
MYSTERY	69.50	74.50	84.50
ROCKET	69.50	84.50	74.50
VANITIES	69.50	84.50	74.50
BALLYHOO	69.50	84.50	74.50
PLAY BOY	69.50	84.50	74.50
KILROY	69.50	84.50	74.50
SUPER SCORE	54.50	59.50	69.50
SPELLBOUND	49.50	54.50	64.50
MISS AMERICA	39.50	44.50	54.50
STEP UP	39.50	44.50	54.50
STATE FAIR	39.50	44.50	54.50
SUPERLINER	39.50	44.50	54.50
FAST GALL	39.50	44.50	54.50
SEA BREEZE	39.50	44.50	54.50
SUSPENSE	39.50	44.50	54.50
MIDGET RACER	39.50	44.50	54.50
LIGHTNING	39.50	44.50	54.50
CANTEEN	39.50	44.50	54.50
SURF QUEENS	39.50	44.50	54.50
BIG LEAGUE	39.50	44.50	54.50
BIG HIT	39.50	44.50	54.50

**ANY PRE-WAR PIN GAME** 24.50 29.50 39.50  
\*Please give 2nd and 3rd choice because flippers and spinners are not practical to install on

**LATE FLIPPER TYPE 5 BALLS**  
Rondeevoo \$169.50 Robin Hood \$149.50  
Monterrey 159.50 Virginia 134.50  
Mardi Gras 169.50 Yanks 139.50  
some games.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

### SLOTS

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- 5¢ MILLS BLUE FRONT, ORIG. 89.50
- 5¢ MILLS BONUS BELL 119.50
- 5¢ MILLS ORIG. CHROME, 2-5 109.50
- 10¢ BROWN FRONTS 108.50
- GROET, COLUMBIA, J.P. or G.A. 79.50
- 5¢ MILLS VEST POCKET 44.50
- WATL. ROL-A-TOP, 10¢ 79.50
- BAKER BLACK BEAUTY, Club Reels, Set of 5-10-25¢, Ea. 135.00

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- WMS. ALL-STAR 259.50
- DR. VEMOBILE 159.50
- FOOTBALL, IDEAL 159.50
- CHI. COIN GOALEE 149.50
- ROLL-A-BARREL, 10 FL. 149.50
- SUPER BOMBER 129.50
- UNDERSEA RAIDER 119.50
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- XIRK ASTROL SCALE 99.50
- SCI. POKERINO 99.50
- EXH. MERCHANTMAN DIGGER 99.50
- BATTING PRACTICE 79.50
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- HOCKEY, CHICOIN 89.50
- LIBERATOR OR PERISCOPE 79.50
- ROCKET BUSTER 79.50
- TEN STRIKE 69.50
- BALLY HEAVY HITTER 79.50
- BUCKLEY TREAS. IS. DIGGER 119.50
- GENCO LINE-A-BASKET, F.P., F.S. 69.50
- MUTO, 3 CQL. CARD VEN., 2 for 5¢ 29.50

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- SPECIAL ENTRY, F.P. \$329.50
- VICTORY SPECIAL, F.P. 189.50
- VICTORY DERBY, P.O. 179.50
- LONGACRE, F.P. 89.50
- TURF KING, P.O. 79.50
- PIMLICO, F.P. 79.50
- '41 DERBY 79.50
- CLUB TROPHY F.P. 74.50
- JOCKEY CLUB, P.O. 69.50
- KENTUCKY P.O. 62.50
- BLUE GRASS, F.P. 59.50
- RECORD TIME, F.P. 59.50
- LONGSHOT, P.O. 59.50
- SPORT KING, P.O. 59.50

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- 5-25 TWO-WAY BONUS SUPER \$495.00
- BALLY TRIPLE BELL, 5-10-25¢ 495.00
- 5¢ KEEN. BONUS SUPER BELL 295.00
- MILLS 3-BELLS 159.50
- 2-WAY SUPER BELL, 5-5¢ 125.00
- HI HAND, COMB. 99.50
- MILLS 4-BELLS, 5-5-5-5 99.50
- BALLY CLUB BELL 89.50
- MILLS JUMBO COMB. 89.50
- KEENEY 5¢ SUPER BELL COMB. 78.50
- WATLING BIG GAME, P.O. or F.P. 69.50
- 5¢ PACE SARATOGA SR., P.O. 69.50
- BALLY BIG TOP, P.O. or F.P. 69.50
- MILLS JUMBO, LATE HEAD 69.50
- PAGE REELS—CHR. RAIL 69.50
- JENN. FAST TIME, P.O. 69.50

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Experienced in contacting music, game and vending machine operators and distributors.

Write BOX D-54

The Billboard, Cincinnati, O.



## MILLS BELLS!

We have all Mills latest Bells in stock.

**AUTOMATIC COIN MACHINE & SUPPLY CO.**

4135 W. Armitage Ave., Chicago, Ill.  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

# Empire Coin

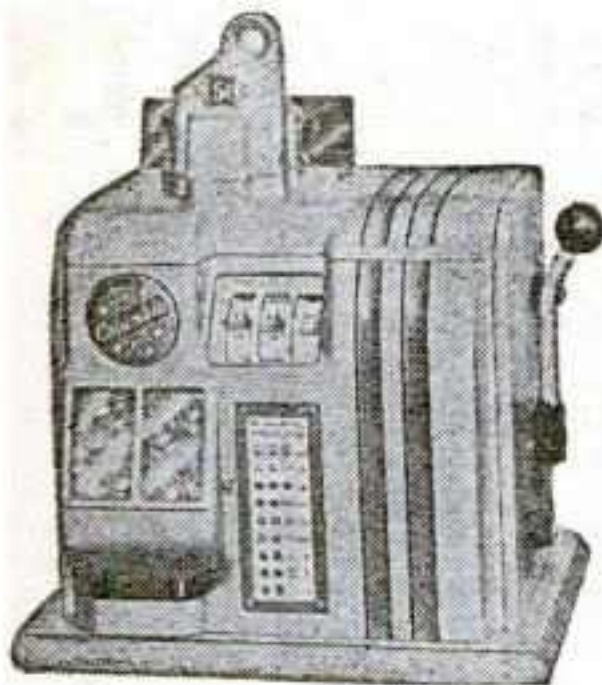
MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. Phone EVERGLADE 4-2600 CHICAGO 22, ILL

Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770



### COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine. Gold Award or Jackpot Model. Size: Height, 18 3/4"; Width, 12 1/2"; Depth, 12"; Weight, 43 lbs. Plays pennies, nickels, dimes and quarters. 10 OR 20 stop reel.

WRITE FOR PRICES

#### FOREIGN TRADE

This machine takes any foreign coin as big as U. S. 25¢ piece or as small as U. S. 10¢ piece.

**GROETCHEN TOOL & MFG. CORP.**  
126 N. Union Ave. Chicago 6, Ill.

### FOR SALE

- VICTORY SPECIALS, clean, closeout.
- Singles, Ea. . . . . \$85.00
- 5 or more, ea. . . . . 75.00
- Keeney's FAVORITE, original cases, One Ball, Combination Free Play and Payout . . . . . 224.50
- Gottlieb DAILY RACES . . . . . 99.50
- HOT TIP . . . . . 99.50
- STRIKES 'N' SPARES . . . . . 169.50
- SPECIAL ENTRY . . . . . 249.50
- CHALLENGERS . . . . . 349.50

1/3 Deposit

**WESTERN DISTRIBUTORS**  
1226 S.W. 16th Ave. Portland 5, Ore.



Coin Operated 3 1/2 x 7 Ft.

#### Pool Season Is Here—

Operators, cash in now! Large receipts from small investment that will be worth half its cost 10 years from now. Order one today, you will buy more.

**G. F. PERRY, Johnston, S. C.**  
From Factory to You



### MILLS BELLS!

We have all Mills latest Bells in stock.

**SOUTHERN VENDING MACHINE CO.**

528 Craghead Street, Danville, Virginia  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

### Keeney Super Bells Comb.

FOR SALE

\$75.00 Ea. Four for \$250.00

**Palmanier Sales Co.**

4025 Harrison Ave., N. W., Canton, Ohio  
Phone 41628

### Bell-O-Matic Mails Latest

#### Issue of Spinning Reels

CHICAGO, Oct. 2.—Bell-O-Matic Corporation has just released the September-October issue of its house organ, *Spinning Reels*, Grant Shay, firm vice-president and editor of the publication, announced this week.

Current mailing features numerous pictures of bell machine line production as well as articles by both Grant and Vince Shay, firm president. Also included in the issue is a reprint from the Mills Novelty catalog of 1906 dealing with the famed Doctor Vibrator machine. Penny operated, the vibrator contained an upright rod connected with a pulley which could be applied to the face or any part of the body for an energizing treatment.

### J. S. Wiggins, Dallas Op, Dies in Auto Accident

NEW ROADS, La., Oct. 2.—Joy S. Wiggins, in the coin machine business for many years, was killed in an auto accident here recently while en route to his home in Dallas.

At the time of death Wiggins was employed by the General Distributing Company, Dallas. Survived by his widow, Evelyn, Dallas.

# LOOK! LOOK! LOOK!

## BUY NOW!

SPECIAL ENTRY . . . \$239.50

JOCKEY SPECIAL . . 349.50

### NEW GOLD CUP - - WRITE

1/2 DEPOSIT WITH ORDER

**OHIO SPECIALTY CO.**

29 W. COURT STREET

CINCINNATI 2, OHIO

# TELEQUIZ

## STEADY PROFITS MONTH AFTER MONTH!

**CHICAGO TAVERN**

1st Week.. \$ 91.20	TOTAL \$429.50
2nd Week.. 119.90	
3rd Week.. 117.50	
4th Week.. 100.50	

**MILWAUKEE COCKTAIL LOUNGE**

1st Week.. \$119.00	TOTAL \$474.00
2nd Week.. 132.00	
3rd Week.. 108.00	
4th Week.. 115.00	

**MILWAUKEE RESTAURANT**

1st Week.. \$124.80	TOTAL \$423.30
2nd Week.. 78.00	
3rd Week.. 125.00	
4th Week.. 95.50	

\* These figures can be verified upon request.



The Game Millions of Quiz Fans Will Play... PLAY... PLAY

- LEGAL IN ANY TERRITORY
- OPENS NEW LOCATIONS
- HOLDS PLAYER INTEREST
- WEEK AFTER WEEK

Hundreds of locations report large profits

... WHY NOT YOU!

Now Delivering

Be the first to cover the top locations in your territory. CONTACT YOUR DISTRIBUTOR OR ...

**Telequiz Corporation** 4350 NORTH PULASKI ROAD • CHICAGO 41

# Chicago Coin's THRILL



Featuring  
THE *new* CHANGING VALUE  
**LITE-UP SCORING TARGET**

- ✓ NEW LITE-UP POST BUMPERS
- ✓ ALL LIGHTS OUT—500,000 SCORED
- ✓ EASY FLIPPER ACTION

**ORDER FROM YOUR  
DISTRIBUTOR TODAY!**

OUR FIRST  
GAME WITH  
THE *new*  
FEATHER-TOUCH  
BALL LIFT

**CHICAGO COIN MACHINE COMPANY**  
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS



## Slot Tool Kit

For years Central Service vending machine repairmen have appreciated the need for specially designed tools that would simplify machine maintenance. To meet this necessity we have developed 13 essential tools so practical that it is now possible for operators and club managers to keep their vending machines working efficiently. It's the play that counts and these 13 tools will soon liquidate their small initial cost—\$24.95 f.o.b. Kokomo, Ind. Jobber's prices quoted on request.



WRITE FOR ILLUSTRATED LITERATURE AND COMPLETE INFORMATION.  
*Central Service* SALES COMPANY  
219 WEST JACKSON  
KOKOMO, INDIANA



WURLITZER MODEL 1015.....	\$495.00
WURLITZER MODEL 850.....	175.00
WURLITZER MODEL 950.....	125.00
WURLITZER MODEL 780.....	175.00
WURLITZER MODEL 700.....	165.00
SEEBURG MODEL 146S.....	395.00

WE WILL TRADE ALL MAKES AND MODELS PHONOGRAPHS FOR LATE AND NEW GAMES  
RECORDS—NEW ENGLAND OPERATORS BUY THEIR RECORDS FROM REDD—ALL POPULAR RECORDS—SPECIAL DEAL THAT MAKES OPERATORS MAKE MONEY.  
EXPORT ORDERS OUR SPECIALTY  
PHONE ST 2-3320



**REDD DISTRIBUTING CO., INC.**  
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## ELECTRIC SCOREBOARD FOR SHUFFLEBOARD

Write For Price  
**MID-STATE CO.** 2369 Milwaukee Ave. Chicago 47, Ill.  
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### — TELEVISION —

Act now—Special Distributors' deal in television. Big picture, direct view television sets designed for commercial use. Available for immediate shipment.  
**ATLANTIC TELEVISION & SERVICE CORP.**  
130 LINCOLN STREET ALLSTON 34, MASS.

## NOW!

NEW 1949 IMPROVED MODEL  
CHAIN DRIVE CHUTE  
FOR ALL MODELS OF  
MILLS MACHINES



Write for Quantity Prices and Full Information  
**VALLEY SPECIALTY CO., INC.**  
550 N. CLINTON ROCHESTER 5, N. Y.

**NEW GAMES**

CONTACT THRILL	
SCREWBALL	
SUMMERTIME	
BARNACLE BILL	
CARNIVAL	
GUSHER	\$ 19.95
MILLS 5¢ Q. T.	115.00
MILLS 5¢ VEST POCKET	65.00

**CONSOLE BARGAINS**

5¢ Pace Reels Jr.	\$ 49.50
Bang Tails (Floor Sample)	425.00
Mills 3 Bells (Fact. Rebuilt)	245.00
25¢ Mills Club Console	145.00
Victory Derby	149.50
5¢ Super Bell	89.50
Sport King	59.50
Turf King, P. O.	79.50
5¢-25¢ Jenn. Challenger (Floor Sample)	395.00

**MILLS SLOTS—Rebuilt and Refinished (All With Club Handles)**

5c BLUE FRONTS	\$ 85.00
10c BLUE FRONTS	90.00
25c BLUE FRONTS	95.00
5c BROWN FRONTS	95.00
10c BROWN FRONTS	100.00
25c BROWN FRONTS	105.00
5c GOLD CHROMES	105.00
10c GOLD CHROMES	110.00
25c GOLD CHROMES	115.00

THESE SLOTS GUARANTEED TO BE 100% PERFECT!

**PHONOGRAPHS**

Rock-Ola 1422	\$349.50
Wurlitzer 1015	450.00
Seeburg 1-48	450.00
Glassic	175.00
Lotone	249.50
9800, R.O.	225.00
Colonel	199.50
Concert Grand	150.00
K-20	89.50
Casino	149.50
Wurlitzer 24	149.50
Rock-Ola Windsor	89.50



Terms:  
1/2 Dep.,  
Balance  
C. O. D.

5c WIRELESS WALL-O-MATICS (WS-2Z) \$22.50

5c-10c-25c WIRELESS BAR-O-MATICS (WB-1Z) \$32.50

Completely reconditioned. All worn parts replaced. **GUARANTEED PERFECT!**

All used equipment completely reconditioned and refinished **GUARANTEED TO BE PERFECT!**

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**Atlas NOVELTY COMPANY**

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ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19  
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9



*Capture the Crowds*  
WITH KEENEY CONSOLES



Operate Keeney's 2-Way BONUS SUPER BELL  
It GETS and HOLDS Everlasting Play! Order Now!

- ★ 2-WAY BONUS SUPER BELL, famous 5 multiple, up to 5 coins each chute.
- ★ GOLD NUGGET, sensational Twin Multiple, 4-coin play console.
- ★ WILD BELL, new "wild" symbol, single coin, 2 chute console.

Any combination of 5c-10c-25c chutes available for each machine. Order from your Keeney Distributor NOW!

J. H. *Keeney* & CO., INC.

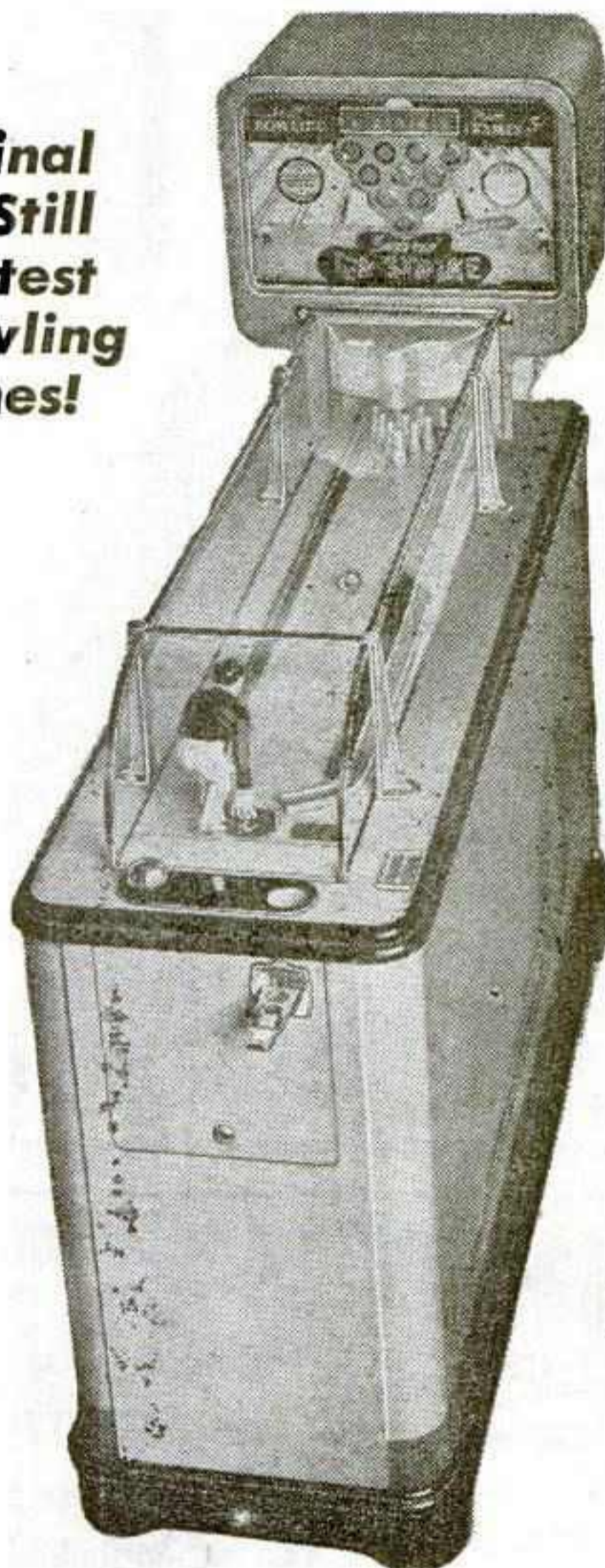
"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 28, ILLINOIS

EVANS' 1949

**TEN STRIKE**

Original and Still Greatest of Bowling Games!



**REAL BOWLING!  
ALL SKILL!**

**BETTER THAN EVER — EVERY WAY:**

**NEW!** High Dial Projector Scoring up to 150!  
**IMPROVED!** Pin Setting Device eliminates wooden pulleys. Many other improvements for faster play!  
**PERFECTED!** When pins are knocked over, perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Perfected Manikin Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!  
**REALISTIC!** Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Five frames, 5c, with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!  
For equipment that pays profits sooner—faster—longer, buy Evans' 1949 improved TEN STRIKE! Thousands of original pre-war TEN STRIKES are still in operation and still producing profitable earnings . . . proof positive of top appeal and quality! 1949 TEN STRIKE, the finest game of skill for amusement only, is gilt-edge! If you are tired of "90-Day Wonders" on which you have to write off your investment, get started with the game that pays dividends, not weeks or months, but for years!

AVAILABLE IN NOVELTY OR REPLAY MODELS

ORDER FROM YOUR DISTRIBUTOR OR DIRECT

**H. C. EVANS & CO.**

1628 WEST ADAMS STREET CHICAGO 7, ILLINOIS



# THE BALL GOES 'ROUND AND 'ROUND!

*Williams*

# SPEEDWAY

AT YOUR DISTRIBUTOR

*Williams*

MANUFACTURING COMPANY

161 W. Huron Street

Chicago 10, Ill.



## ACTIVE COMPLETELY RECONDITIONED GAMES READY FOR LOCATION 'NUFF SAID

YOUR CHOICE **\$17.50 Ea.** 3 FOR \$47.50

BIG HIT  
BIG LEAGUE  
DYNAMITE  
MISS AMERICA  
SPELLBOUND

STAGE DOOR CANTEN  
STEP UP  
SUPERLINER  
SUPER SCORE  
SURF QUEEN

BAFFLE CARD	..... \$19.50	KILROY	..... \$29.50
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**WILL PAY** \$20.00 EACH FOR 10 #219 WURLITZER STEPPERS

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## COIN OPERATED ELECTRIC SCOREBOARD FOR SHUFFLEBOARDS—ANY MAKE

Don't depend on "sheets," "pegs" or "players' memories."

The "Coin-Operated Electric Scoreboard" keeps tabs on every shuffleboard game with "actual cash in the box!"—at 10¢ per person per game.

20¢ must be inserted in order for two players to use scoreboard. 40¢ for four players. Score goes to 15 with 20¢ and 21 with 40¢.

Players will like this coin-operated scoreboard because the score of all players is there for all to see without mistakes.

"COIN-OPERATED ELECTRIC SCOREBOARD" can be placed on a base or attached to a wall. Two sets of scoring numbers—red and blue—on mirror-finished scoreboard field make this unit a most practical and beautiful addition to your shuffleboard game.



Scores can be registered direct from Shuffleboard if desired.

**ORDER TODAY**

**IMMEDIATE DELIVERY**

Price **\$175.00**

1/2 DEPOSIT WITH ORDER - BALANCE C. O. D. OR. S. D.

*Empire Coin*

MACHINE EXCHANGE

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# OPERATORS PLEASE NOTE:

**2** *Coronets* for \$990 means

**2** LOCATIONS for the USUAL PRICE of 1..

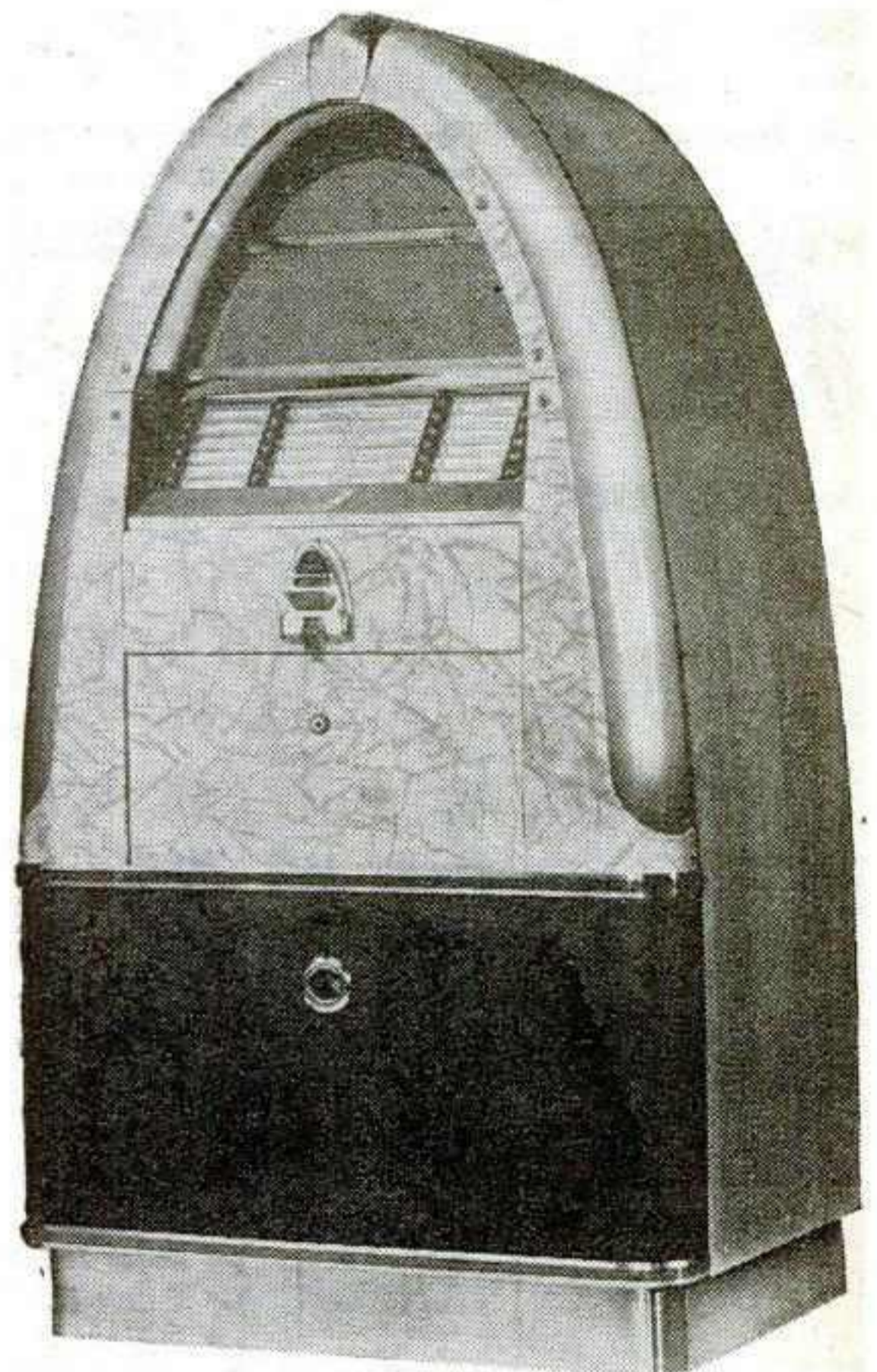
**2** TIMES the NUMBER OF PLAYERS...

**2** PROFIT-OPPORTUNITIES instead of 1

Get two full cash-boxes instead of one . . . double your locations with CORONET . . . the phonograph you can afford now!

If you're serious about making more money, here is your opportunity to expand at a low cost. Bring in extra profits . . . with two play-packed CORONETS for the usual price of one phonograph.

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**The World's Finest Phonograph Equipment  
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This fine line will enable us to render service to operators with top ranking, money-making 5-ball games.

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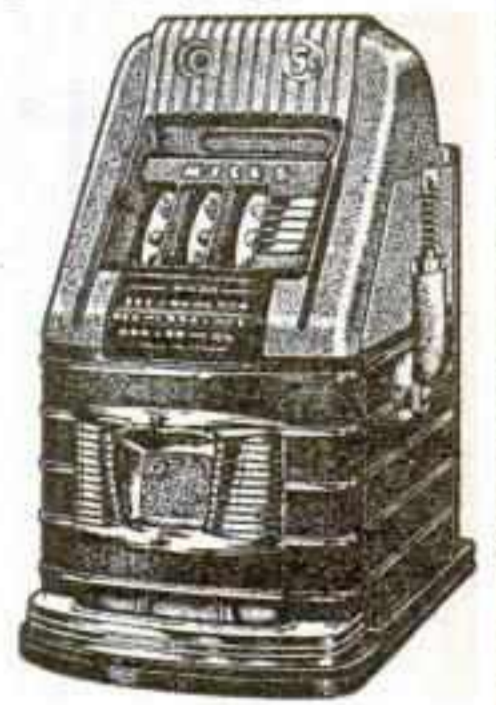
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**MILLS LATEST MACHINES**



**BLACK GOLD BELL**

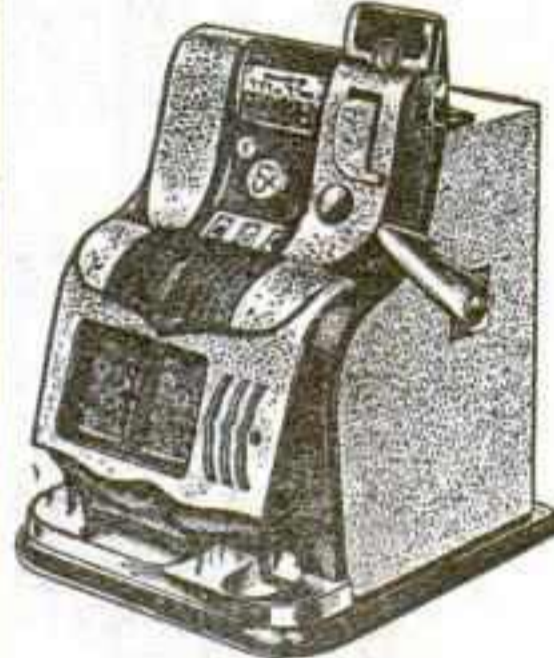
You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**



**JEWEL BELL**

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**

**IMMEDIATE  
DELIVERY**



**MILLS QT**

A "Pony-Size" Bell. Weighs only 35 lbs. The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

**\$115.00** 1/3 Deposit

New Box Stands, Single,  
Double and Triple Safes



**New Vest Pocket Bell**

5¢ Play  
**\$65.00**

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payroll cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

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MILWAUKEE see  
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BALLY BOWLERS	WRITE	BALLY HI ROLLS	WRITE
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TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

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Absolutely tops on One-Balls, Five-Balls and Consoles. Some experience on Music, Slots and Amplifiers. Family man. No boozier.

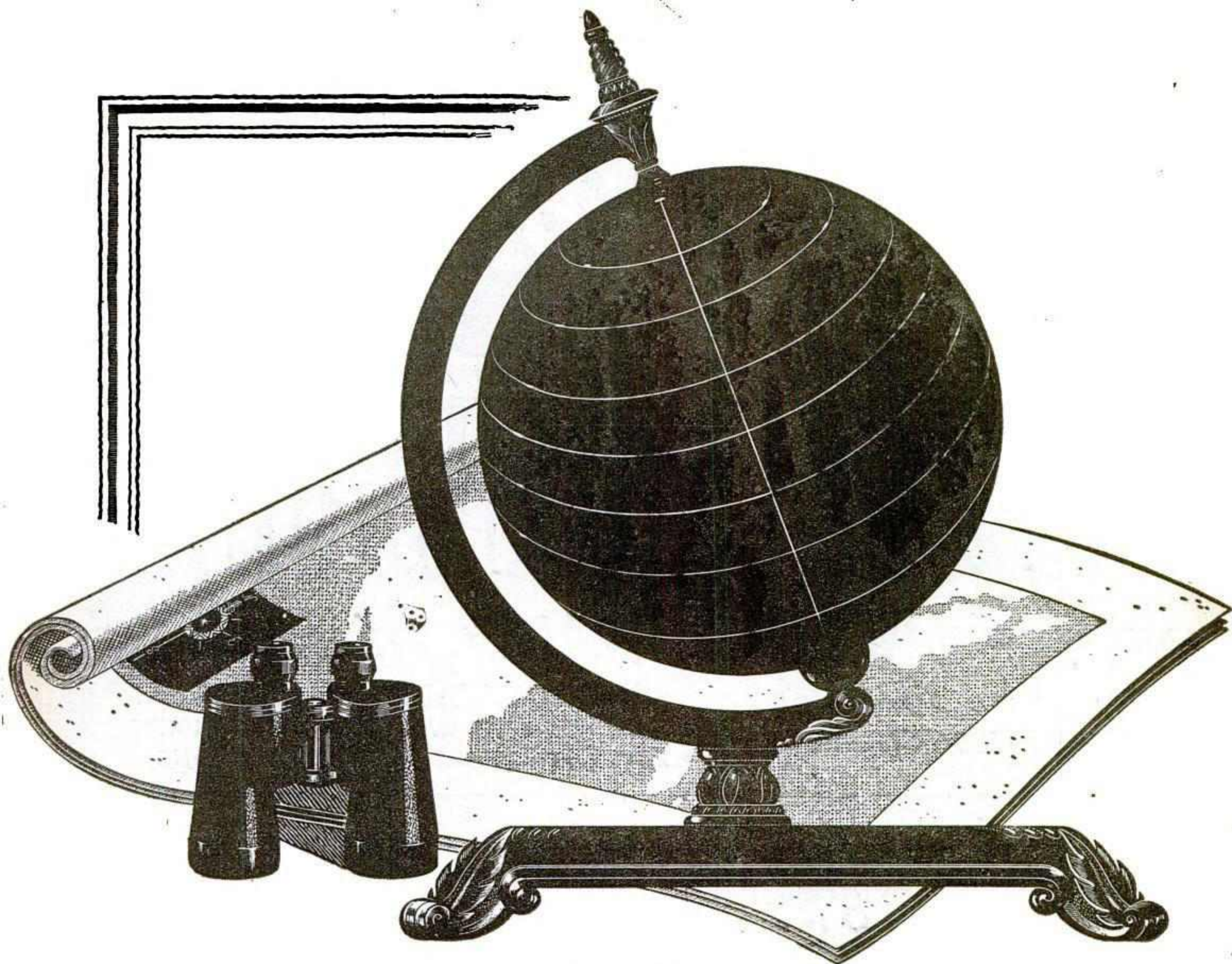
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**PENNY ARCADE**

60 Machines, in storage for 2 years, \$3,000.00 cash F.O.B. Grand Rapids, Mich. Value's around \$4,000.00 at today's prices. It will make some lucky fellow with a little spare time to clean and go over this equipment double his money, or go in the business for himself. Write for list or come look at machines. Call at main office.

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*then Compare!*

Fortunately for you the search is over. Mills Bells have proven (for fifty-nine years) to be the absolute apex in coin machines. People not in the coin machine business are amazed at the craftsmanship and perfect performance of Mills Bells.

This Bell performance was not achieved by sheer luck, but by research and actual location tests. You, too, can make that comparison by adding one or all of our four modern models, Bonus—Black Gold—Melon and Jewel to your equipment.

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# ONLY Olympic SHUFFLEBOARDS

TRUE SURFACE

HAVE THE AMAZING "FIBER-LOID" PLAYING FIELD

NO OTHER BOARD CAN MAKE THESE CLAIMS . . .

- WILL NOT WARP
- WILL NOT DENT BY DROPPING OF WEIGHTS
- DOES NOT REQUIRE COSTLY RESURFACING

IT'S AN ACTUAL FACT: All over the country cafe and tavern owners are building a business they never dreamed possible with shuffleboards. They have prevented the slump in patronage that has affected many businesses, and actually have increased profits far beyond their average earnings. Normally dull daytime and off evening trade now show profits. WHEN YOU INSTALL SHUFFLEBOARDS it is of great importance to have a shuffleboard that is consistently accurate.

PROTECT YOUR LOCATIONS BY INSTALLING OLYMPIC BOARDS. It's more fun to play on the True Surface "Fiber-Loid" field and is preferred 2 to 1 over any other board. It's faster, truer and slicker than any wooden board. Shuffleboard is fast becoming America's most popular sport for both men and women. Not only does this popularity bring entertainment to establishments but develops greater bar business . . . more consistent attendance . . . soon turns locations into a beehive of activity. Olympic Shuffleboards sell themselves by making locations outstandingly popular.



**GUARANTEED**

SHUFFLEBOARD SIZES 14' • 18' • 20' • 22'



UNLIKE WOOD, "FIBER-LOID" PLAYING FIELDS WILL NOT WARP—"Fiber-Loid" has withstood all required tests in aviation, shipbuilding, and other industries. It is a fibrous material and plastic, formed under terrific pressure. "Fiber-Loid" is far superior than wood in strength and its ability to retain a smooth true surface. It's the ideal shuffleboard playing field. Olympic shuffleboards are the only boards that have a "Fiber-Loid" field and carry a one year written guarantee.

IMMEDIATE DELIVERY

WRITE, WIRE OR PHONE FOR COMPLETE INFORMATION DISTRIBUTORSHIPS AVAILABLE

*Creator of the World's Finest Shuffleboards*

**SYSTEM AMUSEMENT EXCHANGE, INC.**

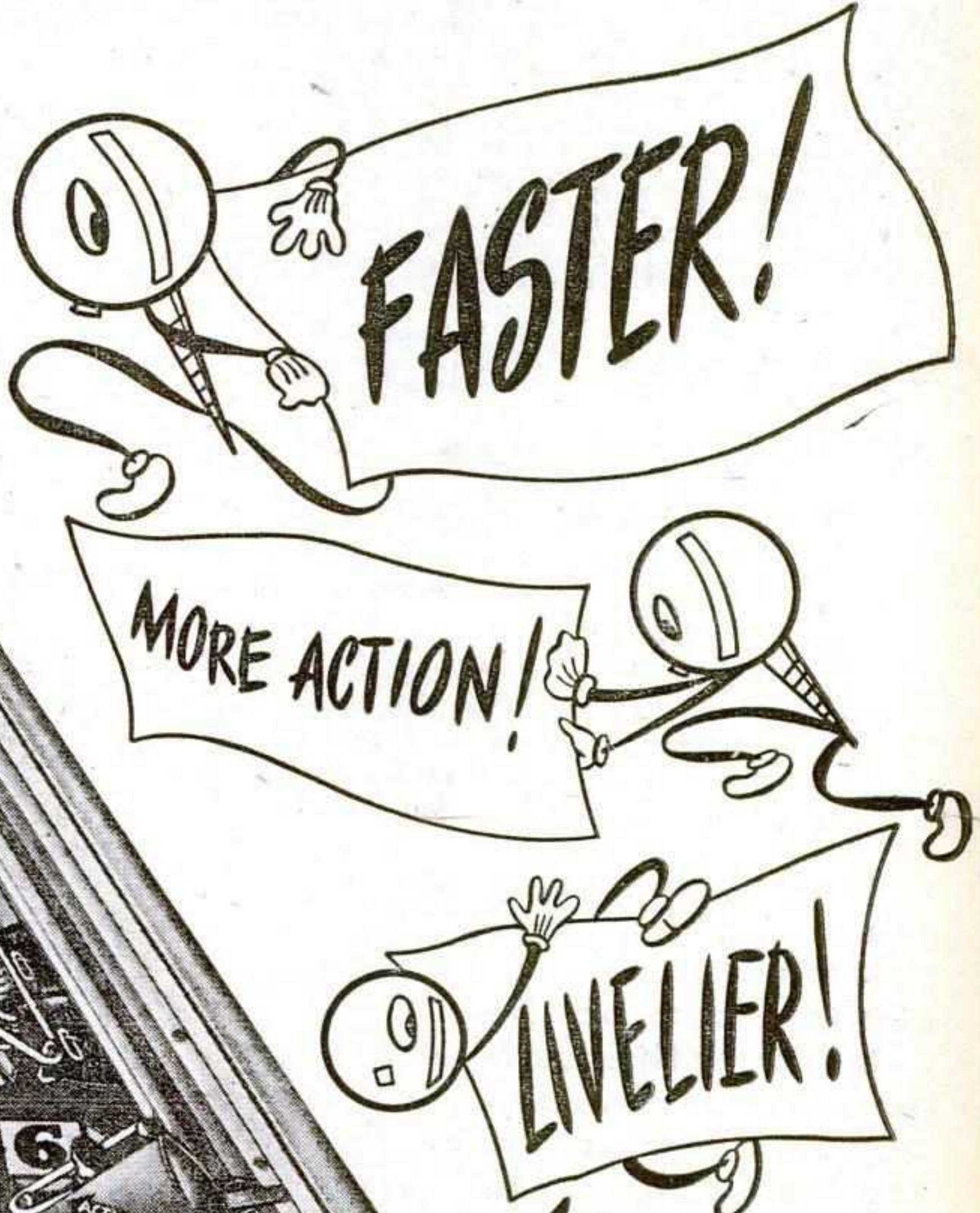
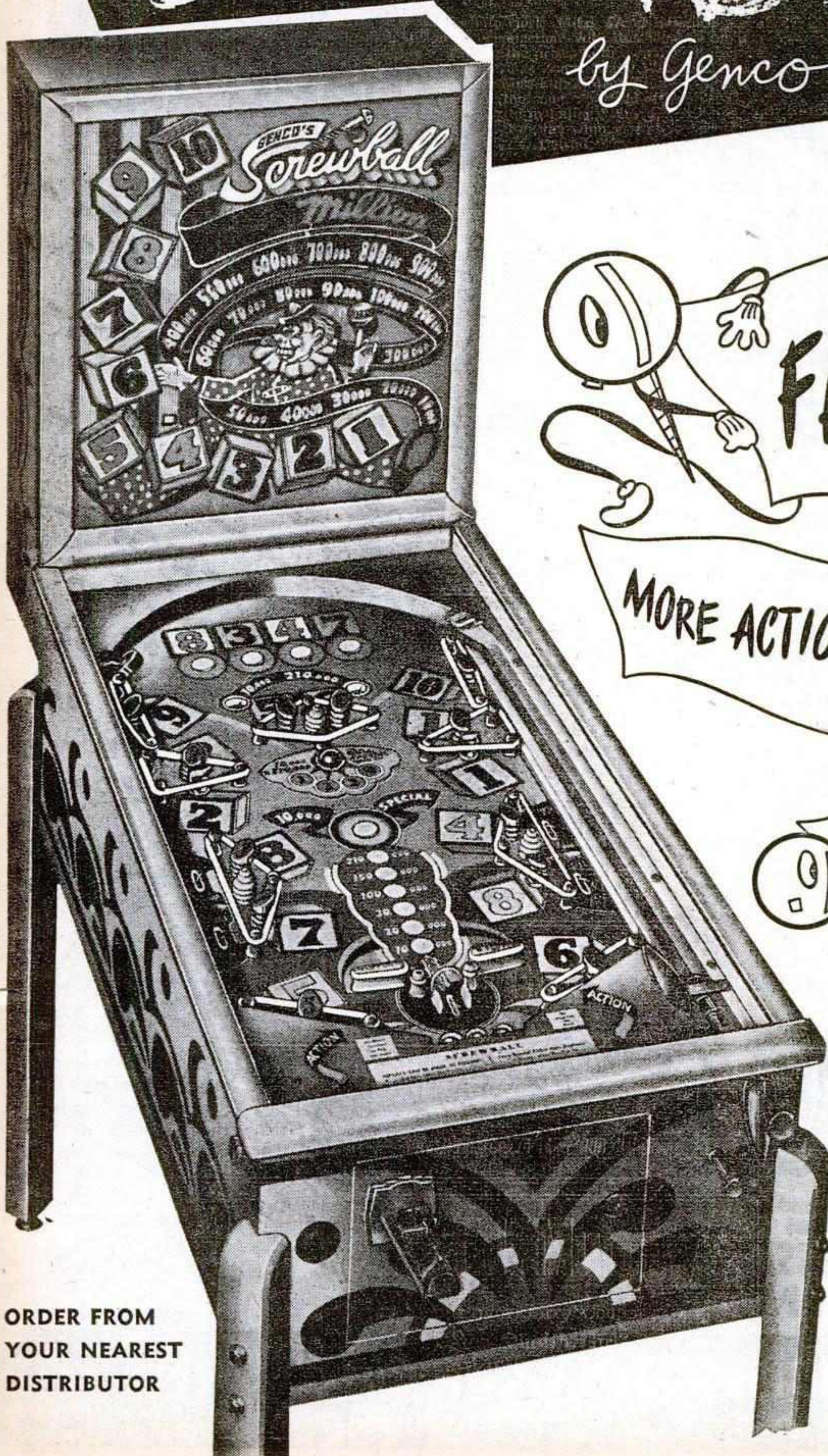
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by Genco



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## has happened

### FOR PIN BALL OPERATORS



**IT KICKS**  
**IT SCORES**  
 10,000  
 50,000 5000

50,000  
 10,000  
**UP and DOWN**  
**LEFT and RIGHT**  
 1000  
**SIX**  
 OF 'EM  
 ON THE  
 BOARD  
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Nothing like it in many years...for 'new game performance.' Words cannot describe the new player thrills offered in this phenomenal EXHIBIT creation. You must actually see it...to believe it!

SEE 'EXHIBIT'S' NEW

# 'CONTACT'

(PATENT PENDING)

**AT YOUR 'EXHIBIT' DISTRIBUTOR NOW!! NOW!! NOW!!**

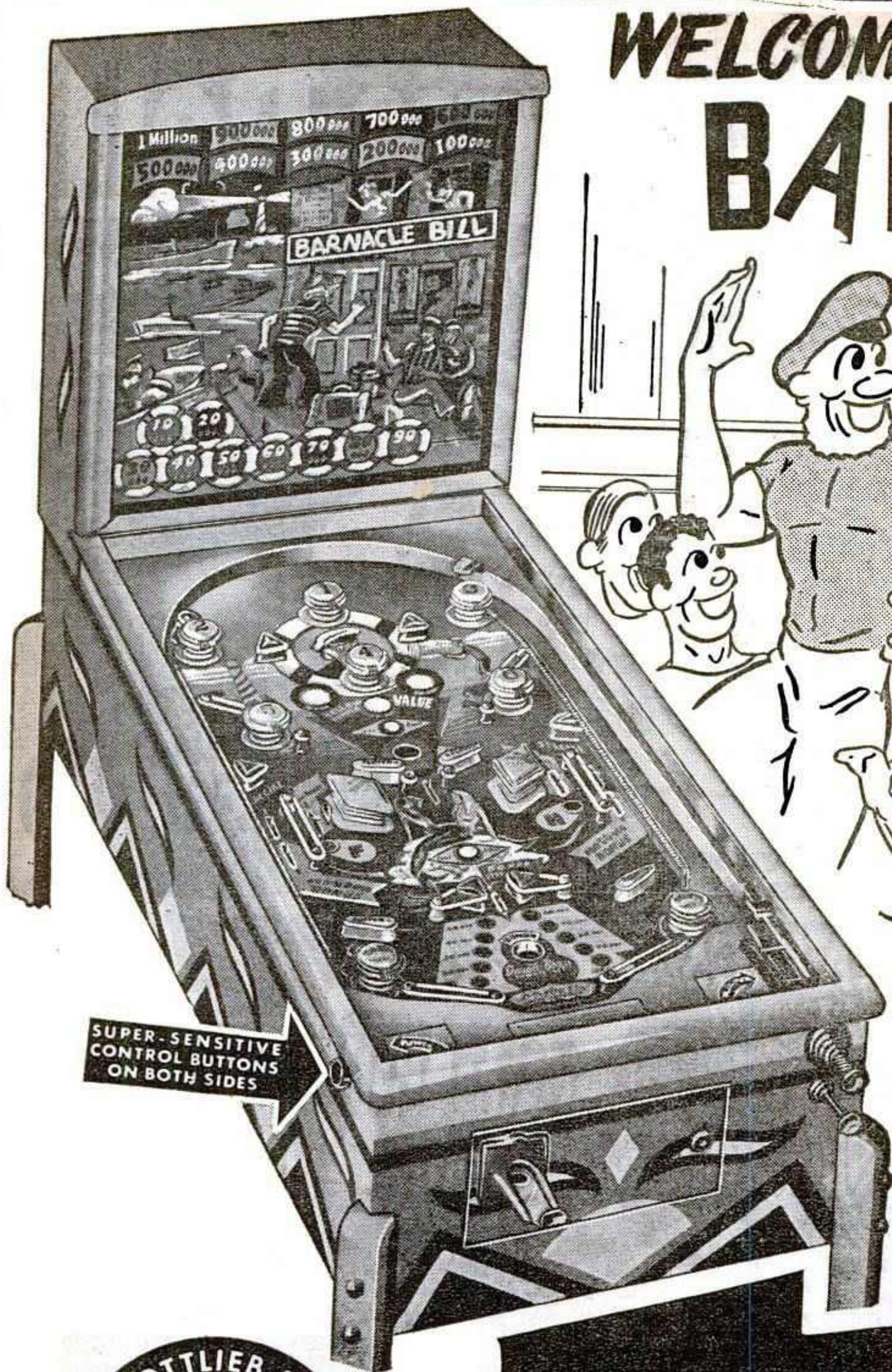
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**EXHIBIT SUPPLY COMPANY** (ESTABLISHED 1901)

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SUPER-SENSITIVE CONTROL BUTTONS ON BOTH SIDES

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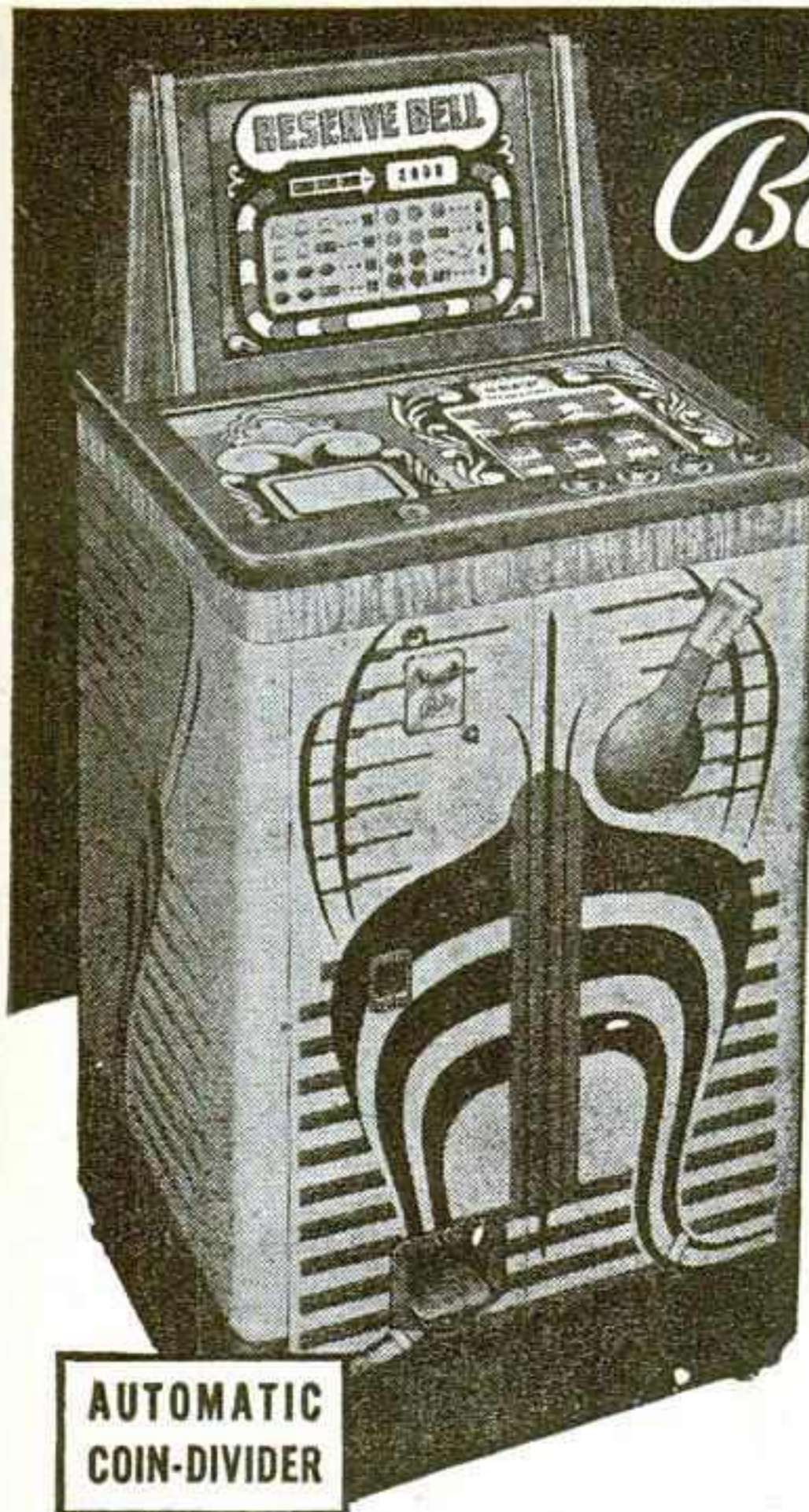
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AUTOMATIC COIN-DIVIDER

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## NEW HOLD AND DRAW BELL-CONSOLE WITH NEW BUILD-UP BONUS

**BALLY BALLY BALLY**  
 3-BAR WINNER RECEIVES BONUS  
 BONUS "GROWS" FROM 100 TO  
**2000 TOP**

PLUS PLENTY OF  
**BELL-FRUIT**  
 WINNERS

CAN BE OPERATED AUTOMATIC OR REPLAY NICKEL OR QUARTER PLAY

### DOUBLE YOUR EARNINGS IN EVERY 5-BALL LOCATION IN YOUR TERRITORY



WITH *Bally*  
**CARNIVAL**  
 FAMOUS BUILD-UP BONUS AND "ALL-12" SKILL FEATURE PLUS HIGH-SCORE COMPETITIVE PLAY APPEAL

A BALLY GAME FOR EVERY SPOT

- BIG INNING
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- WILD LEMON
- DOUBLE UP
- HI-BOY
- HY-ROLL
- DELUXE BOWLER

★

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**GOLD CUP**  
 FREE PLAY

**TROPHY**  
 AUTOMATIC



PROFIT PROVED HORSESHOE FLASH with NEW "FAN" FLASH

PLAYERS PLAY UP TO 6, 8, OR 10 COINS PER GAME



*Bally* MANUFACTURING COMPANY

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**3 GREAT WAYS  
TO SCORE REPLAYS**



**HIGH SCORE**



**NEW "LIGHTS ON" SEQUENCE**



**SUPER SPECIAL  
("When Lit" Pocket)**



MICKER  
CONTROL  
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EACH SIDE

REPLAY BUTTON

**FIVE-BALL  
NOVELTY  
REPLAY**

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America's foremost phonograph—the heart of a modern music system. Multiple amplifiers provide for Scientific Sound Distribution and Remote Control. All-aluminum cabinet. Animated door and dome. Push-a-tune selection. 5-10-25 cent coin chute.



**Remote Control Special** For locations where space restrictions will not permit the installation of a Symphonola. Mechanism is identical to that of Symphonola—may be used with all other components of a complete Seeburg Music System.

Every location—whatever its size or layout—can be equipped with a "tailored" music system. The Seeburg Symphonola is engineered to provide Scientific Sound Distribution and Remote Control without adapters or converters.

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