

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 2, 1948



They satisfy certainly goes for both Perry Como and that cigarette somewhat unobtrusively worked into this shot. Como returns to his spot as the cigarette company's top songsalesman September 27 for his fourth year on the Supper Club. Show airs via NBC net Monday, Wednesday and Friday, 7 to 7:15 p.m. "Rambling Rose" and "Melancholy Baby" are two of Como's latest clicks on RCA Victor records. His upcoming MGM film, "Words and Music," promises to be one of the better cinemattractions of the new season. Como is handled exclusively by General Artists Corporation.

Standard

...in the Western Field!



Jimmy Wakely

PERSONAL APPEARANCES

Appearing **FLYING L. RANCH RODEO**
TEXAS STATE FAIR
DALLAS
OCTOBER 9-24 INCLUSIVE

Terrific on CAPITOL:

"ONE HAS MY NAME"
No. 15162

RECORDS

Just Released:

"I LOVE YOU SO MUCH IT HURTS"
No. 15243

Just Out on DECCA:

"A BROKEN HEART"
"GO YOUR WAY AND I'LL GO MINE"

MONOGRAM PICTURES

8 a Year—Just Released: "OUTLAW BRAND"

RADIO

"JIMMY WAKELY SHOW" Transcribed Coast to Coast



TV WELDS RIVAL UNIONS

Huge Pic Lot In NY Mapped For Television

Would Lease to Outlets

NEW YORK, Sept. 25.—A plan for a giant new film lot in New York, dedicated primarily to leasing of facilities to broadcasters for the making of motion pictures for television, is taking form and is sketched to be announced some time next month. Called Video City, the project is a development of Video City, Inc., which is headed by Norman Rankow, a 25-year veteran of the film business. Rankow was associated with the recent Telecity plan, which called for a joint sharing of studios and facilities by all video broadcasters in a community project to have been constructed on Long Island.

The new group currently is completing its board of directors, with two places yet to be filled on the 11-man board. Altho names of board members are not available yet, it is understood they are mainly officials of top ad agencies and advertisers.

Queens Site Suspected

Location of the proposed Video City plant is being kept very much under cover, but it is believed to be in the Long Island City vicinity. The corporation is known to possess an option on a large tract of land "in the metro- (See Video City on page 16)

Hollywood Sends Vaude, Radio And Pic Stars to Vet Hospitals

HOLLYWOOD, Sept. 25.—All show business has united in launching a program to take Hollywood to war veterans in hospitals. Thru the next two months, the flicker studios, radio, talent guilds and talent agents will join with the Hollywood Co-Ordinating Committee in a concerted drive to send top personalities to the 107 Veterans Administration institutions on the lists of Veterans Hospital Camp Shows. Tours will be set up thru Veterans Hospital Camp Shows, the agency of show business which succeeded the wartime USO-Camp Shows and which now sends a professional troupe to each hospital once in three weeks.

The star program will be in addition to and separate from the paid hospital units and will include both entertainers and dramatic stars who will make ward and bedside visits.

50 Leaders Huddle

Announcement of the intensified Hollywood program followed a week-end meeting of 50 entertainment industry leaders, studio and network talent representatives, leaders of the Screen Actors Guild (SAG) and American Federation of Radio Artists (AFRA) and talent agents. The meeting was called by George Murphy, Hollywood Co-Ordinating Committee president. Abe Lastfogel, sparkplug of Camp Shows, explained the hospitals' needs.

A special committee was named to launch the plan, previously approved by the Co-Ordinating Committee and SAG, to provide two star entertain-

ment programs of two months each a year.

Over-all committee chairman is Marco Wolff, of Franchon and Marco, who served as executive administrator of the Hollywood Victory Committee thruout the war. William Meiklejohn and John Beck were (See Vets Entertained on page 18)

Rank and File Musicians Back AGVA in Feud

NEW YORK, Sept. 25.—The raiding charges made against the American Federation of Musicians (AFM) by the American Guild of Variety Artists (AGVA) will call in the full forces of the Associated Actors and Artistes of America (Four A's) when the latter's board meets Monday (27) for its first full session since the battle started.

Oddly enough, the fight has the rank and file AFM'er siding with AGVA for two reasons. Performers working under an AGVA contract have their salary guaranteed thru cash bonds and AGVA performers are not required to pay a traveling tax. By the same token, agents prefer to book acts under AGVA pacts because the bond which protects the perform- (See 4-A'S STEP on page 25)

Equity, AFRA To Join With Screen Actors

All Over But the Shouting

By Leon Morse

NEW YORK, Sept. 25.—Merger in the Associated Actors and Artistes of America (Four A's), tho not an actual fact, becomes a practical reality, according to a plan devised here by execs of Actors' Equity—American Federation of Radio Artists (AFRA) combo and reps of the Screen Actors' Guild (SAG). Jurisdiction and administration of tele are to be an equal partnership between the orgs if the scheme is successful.

The reason for this partnership, instead of delegating video film rights to SAG and jurisdiction of live tele to the Equity-AFRA combo, is that union feeling anticipated that prac- (See Video Welds on page 18)

Middle - Bracket Thesps Walloped With 30% Slash

NEW YORK, Sept. 25.—Salaries of middle-bracket actors—those getting \$200 to \$750 a week—have been slashed about 30 per cent this season, according to several top legit agents. Producers, saddled with increasing minimum labor costs and higher theater rental fees, have decided their only way to keep weekly operating budgets lower is cutting the wages of these thesps.

This doesn't mean that big names are getting less dough. When a manager decides he needs a star to bring customers to the b. o. he'll pay his price. When there is competition among producers for the services of an actor, the thesp stands a good chance of getting his price. Other- (See \$750 ACTORS on page 30)

Diskers Find There's Gold in Them Jap Hills

NEW YORK, Sept. 25.—Major Record companies are beginning to open up the Japanese market. An important step in this direction is being taken by Columbia Records, now negotiating two contracts with its Japanese affiliate, Columbia Nippon. Liaison in the deal is Bill Costello, Tokyo correspondent of the Columbia Broadcasting System (CBS), who is now in New York for a brief visit.

The pacts, which are likely to be signed in a day or two, would provide for shipment of Columbia masters to Nippon and shipment of Nippon disks to this country. It's expected that Columbia will contract to ship 50 masters a month to Nippon under (See DISKERS FIND on page 20)

FCC Draws Giveaway Blasts

Nets Challenge Right To Fix Lottery Laws

WITH Supports Commish

WASHINGTON, Sept. 25.—Battle lines for radio's civil war over the giveaway craze are clearly drawn in the wake of a last-minute flood of briefs filed late yesterday (24) with the Federal Communications Commission (FCC). While the National Association of Broadcasters (NAB) and three major networks, as well as some independent broadcasters, went on record as challenging FCC's jurisdiction over lottery laws in respect of giveaway programs, WITH, Baltimore, emerged in the forefront of broadcasters upholding the FCC's proposed crackdown on giveaways.

Broadcast foes of FCC's anti-giveaway stand will outnumber FCC's defenders in oral argument slated for October 19, on the basis of briefs on (See GIVEAWAY BATTLE, page 10)

A Jules Verne - Type Ripley: Taverns 10 to 1 Over Theaters In TV Non-Home Audience Count

By Don Gillette

NEW YORK, Sept. 25.—When television broadcasting becomes national in scope, the video audience potential outside the home, by conservative estimates, may be more than double that of movies.

Compared to the country's 18,500 flicker houses, with aggregate seating capacity of 11,350,000, there are nearly 200,000 taverns, beer gardens, cafes, cocktail bars and other TV outlet possibilities, with total accommodations for about 20,000,000.

In number of establishments, taking the country as a whole, taverns exceed pic theaters by more than 10 to 1. Thousands of small towns and villages, tho without a theater, have from one to a dozen guzzling spots. Along the highways, outside residential sections, are additional thousands of taverns. And the building of new and finer bases is going on in much greater volume than theater construction.

Within the cities some typical ex-

amples of the preponderance of taverns over theaters are Springfield, Ill., with 12 theaters and 276 taverns (not including about 100 restaurants); Iron Mountain, Mich., three theaters, 30 taverns; Canton O., 12 theaters, 170 taverns; Jacksonville, Fla., 24 theaters, over 150 taverns; Pueblo, Colo., nine theaters, 71 taverns; Davenport, Ia., nine theaters, 146 taverns; Jeffersonville, Ind., seven theaters, 45 taverns; Salem, Ore., nine theaters, 33 taverns; Tampa, 22 theaters, 171 taverns; Binghamton, N. Y., 14 theaters, 89 taverns, and the champagne saloon town of the country, Hurley, Wis., one theater, 60 taverns.

The entire State of Nevada, with 43 theaters, has some 300 beer parlors and cocktail lounges. The ratio of taverns to movies is highest in the Midwest, except for a few dry-law States, and is comparatively low in New England.

Soft drink parlors are not included.

Coast Firm Backs 3-Way Seg

"Test" To Go AM, FM, TV; 50G Drive

13-Weeker Tries Talent

HOLLYWOOD, Sept. 25.—Packard Bell becomes the first to locally sponsor a show simultaneously aired via tele, AM and FM when it kicks its *Television Talent Test* seg October 30 over the three-way facilities of KFI. PB reportedly is splurging \$50,000 on its 13-week TV-AM-FM campaign, plus black-and-white ad spreads and publicity in local sheets to beat the drum in behalf of the tele contest show. Advertising agency handling the triple-pronged air drive is Abbott Kimball, with the press relations phase to be conducted by PR, Inc.

Instrument manufacturer hopes to hypo interest in tele via the contest, contributing to video's program contents as well as plugging its own sets. *Television Talent Test* will spotlight talent only within the Los Angeles area. Each week will be devoted to a different community within L. A.'s farflung vicinity. Contest will start off with Long Beach, with Hollywood, Pasadena and downtown Los Angeles to follow. Prior to focusing TTT attention on an area, Packard Bell will whip up interest in the contest via widespread advertising and publicity in that community. PB dealers will feature the talent test and will make available the necessary entry blanks, etc. Contracted promotion will move from one community to the next.

Each week's TTT winner will receive a Packard Bell phonocord (combination radio, record player and recorder). Weekly winners will then compete against each other for the top prize, a combination TV-AM-FM phonograph and recording machine. Talent search will be insured

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Shades of Cain's

NEW YORK, Sept. 25.—Zany ork maestro Spike Jones gets out a newsletter every once in a while to a selected list of music-disk-newspaper business characters. Approach is same as that Jones takes toward his music. Like this: "... Regarding our stagershow: After having traveled 26,000 miles, visiting 125 cities and playing to over 1,000,000 people in the last 11 months, we feel that we deserve a rest. So anyone wishing to see our *Musical Depreciation Review* during the next three months will have to go to the All American Van & Storage."

Admish Taxes Up in August

WASHINGTON, Sept. 25.—While several amusement excise taxes showed increased receipts for August this year compared with a year ago, an almost equal number of others showed declines, according to the Treasury Department's latest report on tax receipts. Admissions tax collections in August totaled \$38,320,739.72 as compared with \$33,511,582.29 in August, 1947.

Receipts from others were as follows: Phonograph records, \$272,931 for August, 1948, a decline of \$203,869 below the collection in August, 1947; musical instruments, \$819,188 for August, 1948, a gain of \$292,089 over the receipts for August, 1947; radio sets and component parts \$3,927,009, a decline of \$1,157,008 below the receipts for August, 1947; coin-operated devices, \$6,536,555, a gain of \$1,017,677 over the August, 1947, receipts; club dues and initiation fees, \$2,730,625, a gain of \$513,175 over the August, 1947, yield.

by Cliff Arquette, with appearances on show to be left open to professionals and amateurs. Agency expects contestants to come mostly from pro ranks since the winning of the contest would serve to spotlight the individual in the film, thereby possibly leading to a break.

Broadway Opening

TOWN HOUSE

(Opened Thursday, September 23)
NATIONAL THEATER

A comedy by Gertrude Tonkonogy, based on stories by John Cheever. Staged by George S. Kaufman. Set by Donald Oenslager. Costumes by John Derro. Company manager, Clifford Hayman. Stage manager, William McFadden. Press representatives, Nat Dorfman and Mary Ward. Presented by Max Gordon.

Lucille Tremaine	June Duprez
Jack Tremaine	James Monks
Pete Murray	Hiram Sherman
Esther Murray	Mary Wickes
Romana Murray	Roberta Field
Carol Hylar	Peggy French
Larry Hylar	Red Brown Jr.
Mrs. Osgood	Margaret Dale
Katherine Levy	Elizabeth Dewing
Vince Barber	Henry Jones
Putnam Phelps	Edwin Jerome
A Man	Klock Ryder
A Woman	Vera Fuller Mellish

Whatever may be said of *Town House*, there is no question as to its hallmark of slick professionalism. Max Gordon has endowed it with a double-decker set by Donald Oenslager (the lower section represents the library of an old New York mansion with two bedrooms above), which is tops in scenic design so far this season. If the set dominates the action which goes on in it, it affords a brilliant background for putting thru their paces a group of actors who know their trade by a hand which evidently has not lost its skill.

Play-wise, it can be argued that Gertrude Tonkonogy has made a comedy out of John Cheever's *New Yorker* yarns. Her script has a beginning, something of a middle—and an obvious end. Its dialog has flashes of wit and an over-all aroma of superficial cleverness. But as a comedy it is brittle where it might be warm, with post-first-act situations so contrived as to leave no doubt as to the final wind-up. Sans a top-notch production and George Kaufman's fingers on the staging throttle, *Town House* would rate no better than a fair-to-middling farce comedy. As is, it may pack enough entertainment punch for a moderate play—or until competition becomes too keen.

House, in sum, is an amiable bit of fun-poking at a trio of couples who tenant an old mansion on a co-operative basis. The combo of a pair of always-have-hads, plus a duo of never-hads and a third pair of more or less sensible out-to-get-its lead; to intramural complications on a grand scale. So the Murrays scrap

Skating Vanities of 1949

(Reviewed at the Chicago Stadium, September 23)

Producer, Gae Foster; costumes, Nat Karson; musical director, Ben Schwartz; general representative, Pat Purcell; choreographer, Flo Kelly; skating director, Betty Hand. Principals: Gloria Nord, Norman Latin, Tony Mirelli, George Swift, Elleen McDonnell, Peggy Wallace, Boy Foy, Billy Lee, Ted Shuffelberger, Three Craddocks, Rose Piccola, Frank Foster, Doug Breniser, Count LeRoy, Billy Martin and Ernie Wettler. Line: Shirley Kimbell, Rosanne Caputo, Jeannine Kenyon, Mary McFadden, Mary Jane Tadevich, Phyllis Clayton, Barbara Woods, Anna McLellan, Alice Moranan, Eleanor Keenan, Joan McGann, Peggy Lambert, Eleanor Foss, Jim Rush, Bob Grimes, Frank Foster, George Petro, George Swift, Lon Halls, Jean O'Leary, Carole Spola, Karen Larsen, Phyllis Jackson, Anne Halls, Anna McLellan, Anne DeMajo, Jill Hunter, Louise Treemonte, Cora Switt, Dolores Lambert, Marge Cola, Marie Demencia and Mildred Byrnes.

Seventh edition of this roller skate extravaganza tops all others, especially in lavish and well-planned production numbers and expensive costuming. Gotham producer Gae Foster has welded the heavy girl and boy lines into a series of sequence numbers that build to sock crescendo. Theme of the four production specs are: A County Fair, Memory Lane, Gypsy Jamboree and A Winter Carnival. The show has had only a 16-day break-in, the line co-ordinates smoothly with each production going off without hitch. Miss Foster even takes the hackneyed Strobelite gimmick and, thru use of heavy movement by the pony skaters, makes it interesting.

(See Wallace, Latin on page 65)

with the Tremaines, the Tremaines row with the Hylers. In fact, the families make it a round robin of mutual distaste—only, of course, to get together again at the final curtain.

All of this is carried off expertly by a fine cast. Red Brown Jr. and Peggy French are excellent as the couple who try to keep the menage together. Hiram Sherman and Mary Wickes get a lot of homely comedy into a stuffy pair of intellectuals. They deserve a better offspring than Ramona of Roberta Field. But even the brat turns out to have a bit of loving kindness. James Monks and June Duprez contribute first class portraits of blue-blood snobbery, and Margaret Dale another with a satire of a Baltimore matron. But without Kaufman's stagecraft and Oenslager's set, *House* would rate a "to let" sign.

Bob Francis.

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The Billboard also publishes Turnover and Vend

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 by Pee Wee Hunt, Capitol 15105
- No. 1 Disk Via Dealer Sales
TWELFTH STREET RAG by Pee Wee Hunt, Capitol 15105
- No. 1 Disk in the Nation's Juke Boxes
TWELFTH STREET RAG by Pee Wee Hunt, Capitol 15105
- No. 1 Most Played Juke Box Folk Record
BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 Best Selling Retail Folk Record
BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 Most Played Juke Box Race Record
CORN BREAD by Hal Singer Sextette, Savoy 671
- No. 1 Best Selling Retail Race Record
PRETTY MAMA BLUES by Ivory Joe Hunter, 4 Star 1254
- No. 1 Sheet Music Seller in England
GALWAY BAY

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 52 to 73 of the Disk Jockey Supplement.



NBC GANDERS THE FUTURE

Hiatus Policy, TV Chain Breaks, Rate Boost, Top Issues Facing NBC's SPAC

SUN VALLEY, Idaho, Sept. 25.—Demands by NBC-affiliated stations for revision of network policies concerning summer hiatuses and television chain demand for a rate increase for sound broadcasting were presented to the network's management during its second annual convention here this week. In each instance, NBC and affiliates agreed to refer the problems to the incoming Stations Planning and Advisory Committee (SPAC), to be elected in November and take office in January. All three issues were discussed at length during the final session of the convention Friday (24).

The hiatus question stemmed from the position taken by some of NBC's strongest affiliates that either they be allowed to share in hiatus income or that the network revise its discount policy so as to increase station revenue. NBC now charges sponsors 28 per cent of their weekly billings during a hiatus. The stations' positions, as outlined by one manager, is that this represents compensation on affiliates' time, but that the stations do not participate in the revenue.

One proposal made was that NBC change its policy so as to follow the Columbia Broadcasting System (CBS) pattern, whereby advertisers lose out on discounts and thus pay a 5 per cent penalty when they vacate their time slots in the summer. Niles Trammell, NBC president, in discussing the situation at Friday's meeting, pointed out that NBC actually does not get 28 per cent but that discounts bring the take down to around 5 per cent. Even if stations shared, he said, the income would be negligible. The payment to the NBC affiliate with the highest rate, he said, would be but \$1,000 for a 13-week period.

Trammell also said, according to one report, that if a hiatus-sharing deal were put into effect, it might be equitable to ask stations to share in the costs of airing such special events as the recent political conventions which set NBC back \$500,000, with \$300,000 in talent rebates alone.

There appears to be little doubt that some change in the hiatus operation may be forthcoming next year. Even tho the problem was discussed amicably—the note of amity was evident thruout the convention—managers of half a dozen stations feel particularly grim about it, one even going so far as to say he might consider legal action if nothing else proved fruitful. He added that he felt a change was more a matter of private negotiation than one to be aired generally at a convention.

The question of a rate boost is linked closely with the hiatus problem, since stations are faced with the general business squeeze of mounting operation costs. Trammell's attitude is that the present, in view of television and business uncertainty, might be an inopportune moment to increase time costs. The NBC chief went to great lengths to explain the adverse

(See NBC's SPAC on page 17)

Next Year

SUN VALLEY, Idaho, Sept. 25.—The 1949 NBC convention will be held at the Greenbrier Hotel, White Sulphur Springs, W. Va. it was decided here today. Same spot is the site of NBC's upcoming management meeting, to be held the latter part of next week.

NBC Affiliates Vote Tele Reps Into SPAC Fold

SUN VALLEY, Idaho, Sept. 25.—Another indication of the growing importance of video in the NBC scheme of things was manifested here yesterday when, at the final meeting of the NBC convention, the web's affiliates voted to expand the Stations Planning and Advisory Committee (SPAC) to include television affiliation representatives. Two TV representatives will be chosen, one to represent connected network stations and the other nonconnected stations.

However, the vote for video reps will extend beyond those stations on

Co-Operation

SUN VALLEY, Idaho, Sept. 25.—Niles Trammell, NBC president, in reviewing the network's three-day convention declared: "I am naturally delighted with the results of the second annual convention of the National Broadcasting Company and its affiliated stations which has just been concluded at Sun Valley. The results were most gratifying and demonstrate again the cordial relations which exist between the network and its stations and their ability to find together solutions for their mutual problems. Our affiliates demonstrated a great awareness of the problems which the future of television will bring and the necessity for keeping sound radio a healthy competitive advertising medium while the growing television industry is being financed. Our discussions also pointed up the necessity for keeping a steady stream of new young talent flowing into both radio and television and in this search we and our stations will work together."

the air. NBC affiliates with TV construction permits (cp's) will also vote.

The new SPAC will be elected in November and will take office in January. The outgoing chairman of the committee, Paul Morency, WTIC, Hartford, Conn., is winding up his second term in that position.

NBC, Affiliates at Odds Over Tele Spots; Argument to SPAC

SUN VALLEY, Idaho, Sept. 25.—The NBC television network's policy concerning station break announcements will be explored by the web's 1949 Stations Planning and Advisory Committee (SPAC), the problem having been referred to SPAC by the NBC convention here this week.

NBC and its affiliates have divergent views on video chain break spots. The stations' position, essentially, is that they sorely need the revenue the spots will bring in. This will be especially true, they argue, in the first years of a station's operation. In addition, they argue, spots have proven helpful in building accounts for bigger program expenditures and thus will help in bringing new money into TV.

It is reported that several proposals were made by affiliates, with the one most favored calling for one-minute spots, to be aired either at quarter, half and hour breaks, or between programs, irrespective of length. NBC's position is that the spots should be limited to 30 seconds and that a ceiling should be placed on the number aired within a given period. NBC says it is conceivable, for example, that six 10-minute programs might be telecast within an hour. The resulting commercialization with spots in between, plus program commercials, would be exceedingly distasteful, NBC feels.

Niles Trammell in outlining NBC's approach pointed out that tele would be making a serious mistake to over-commercialize at any time, but especially when it was just getting started. The greater impact of TV, as compared to other media, makes this possibility especially hazardous, he said,

and would only bring about a resurgence of the sort of anti-radio talk which beleaguered the industry within the past few years. Telecasters, he said, would be showing considerable wisdom were they to begin operations on a basis of good taste rather than thinking of revenue only.

Uncertain Biz Pic Keynotes Annual Meet

Attention Focused on Beefs

By Jerry Franken

SUN VALLEY, Idaho, Sept. 25.—The second annual convention of the National Broadcasting Company wound up its three-day session here with affiliates and executives forewarned against serious problems confronting the industry in the next few years. The convention, a highly successful conference, was characterized by the themes that sound broadcasting cannot afford to let down its guard for one moment, that television daily poses new problems, and that the intermingled economic problems of AM and TV will require the best thinking and the most prudent operation broadcasters can summon.

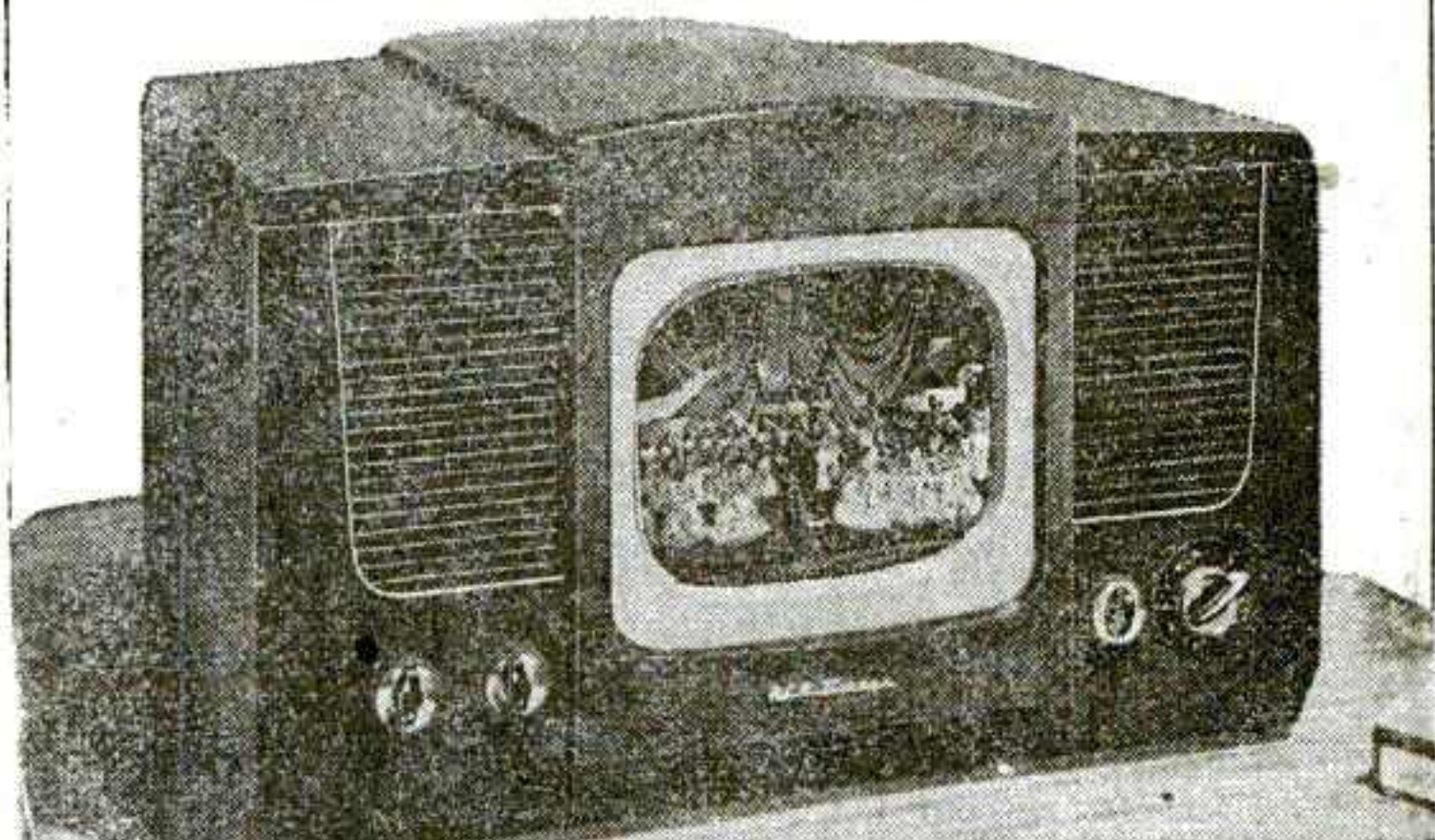
The keynote was sounded by speakers from the first to the final day of the convention. It was started by Niles Trammell, NBC president, and its relation to various phases of sight and sound broadcasting alike were sounded variously by Charles Denny, exec veepee; Harry Kopf, sales veepee; Syd Eiges, press veepee, and James Nelson, director of advertising and promotion. In addition, speakers representing affiliated stations followed the same theme in discussing their own broadcast operations, and particularly in the red-splashed headache that is television.

Confab Valuable

The convention also showed, however, that the very concept of this sort of annual huddle by a web and its stations is one of the most farsighted moves NBC or any other network has undertaken. Its worth as a public relations and stations relations operation cannot be overestimated. The convention serves as an escape valve for affiliates in both airing and easing their gripes, and it also

(See Uncertain Biz on page 17)

AS Beautiful TO See AS TO Hear...



HOUR OF CHARM

ALL-GIRL ORCHESTRA and CHOIR

under the direction of PHIL SPITALNY

The Perfect Television Program

PHONE CO 5-1393

This One



YRNW-K2Y-XQ4Q Copyrighted material

NBC TV AFFILIATION BAIT

Pro and Con Reaction to New Proposal

Denny Outlines Contract

SUN VALLEY, Idaho, Sept. 25.—A mixed reaction greeted the proposed new affiliation contract NBC offered its television affiliates here on the first day (22) of the network's second annual convention. Reactions to the new deal, outlined by Charles R. Denny, NBC exec veepee, and reported exclusively in *The Billboard* last week, ranged from such expressions as "a good deal" to "completely impossible and impractical."

However, even those station managers who were critical confessed that the deal was better than the existing arrangement and that they figured NBC's proposal was the opening gambit in negotiations to follow. Those in favor of the new NBC affiliation contract complimented the web for a "realistic" approach, and added that it introduced several features lacking in the past. These, essentially, were the guaranteed weekly service, 28 hours to start with, and a promising layout of sustaining shows.

Thumb Down Compensation

Criticism centered, as to be expected, on NBC's proposed compensation arrangement (for fuller details of the new contract see box on this page). NBC is asking stations, in lieu of sharing connection costs, to waive the first 30 hours of commercial time. Thereafter, stations would be paid 33 1/3 per cent of their gross rate—about 50 per cent of the net in actuality—instead of the present 30 per cent paid the stations. This in-

(See NBC Affiliates on page 17)

Small Affiliates Get Brush - Off, Claims Butcher

SUN VALLEY, Sept. 25.—Criticism that high-powered NBC stations operate without regard for the problems of smaller affiliates in the same area was voiced by Harry Butcher, one-time aid to General Eisenhower and now owner of KIST, Santa Barbara, Calif. Butcher also said, it is reported, that both NBC and its SPAC (Stations Planning and Advisory Committee) should give further consideration to small station problems and make some effort to increase their business.

Specific issue involved centered around a refusal by KFI, NBC's 50,000 watt Los Angeles affiliate, to take a replacement news show for the *Ridgefield Reporter* which shifted to ABC. KFI's attitude was that news shows should be handled by local stations. However, without the Los Angeles market, the sponsor would not buy the West Coast regional network, and the smaller outlets lost business. Butcher charged. Butcher declared here that following his protest, NBC and KFI execs got together, with the result that KFI now will probably take the program. It is also understood that the supplementary stations have been assured of consideration by the incoming SPAC.



KLZ's Sports Editor

GLEN MARTIN

Martin handles KLZ's sports features, edits the Saturday night "Sports Extra" and assists Lowell Watts with his daily "Farm Reporter" program.

KLZ, Denver

Retailer Ad Plunge in Tele Looms as NBC Preps for It

SUN VALLEY, Idaho, Sept. 25.—Department store advertising will be so important in the television sales picture that NBC is planning to set up a special department to handle TV-store problems, Harry Kopf, vice-president in charge of sales for the network, reported to the NBC convention here Friday (24). Kopf's disclosure came during an analysis of the general outlook for sales in sound and TV broadcasting.

The new department will have the responsibilities of building salable retail store shows, prepare sales presentations for potential accounts, develop commercial techniques, work with manufacturers to set up plans whereby they will contribute to store TV budgets as they now do for newspapers and to help affiliates in making store sales.

Radio, Kopf noted, has not had much success in the department store

field, but television is a natural for such merchandising. This, he said, is typical of the fact that tele will bring new accounts into the fold rather than stealing them from other media.

The sales picture in television, Kopf said, does not parallel that in radio where network facilities have an enormous bearing on buying practices of advertisers. In television, he pointed out, station facilities are virtually equal, so that the ultimate pay-off will be in programs. This is a point that NBC is stressing daily to its tele accounts, Kopf said.

Noting that there are now 12 hours weekly of commercial time in tele on NBC, Kopf predicted a 50 per cent gain in '49. The important fact, however, in Kopf's opinion, is that 60 per cent of this network time has been bought by accounts which now are not using NBC AM facilities. Forty per cent stems from NBC radio sponsors, without any cuts being made in their sound broadcasting budgets. This means that the pattern of new advertisers is being established, as is additionally highlighted by the fact that of all current TV expenditures, 30 per cent comes from accounts which heretofore have not used radio to any extent, Kopf reported.

Network progress, insofar as non-interconnected stations are concerned, involves one serious problem, Kopf reported. This is the difficulty in kinescoping shows using union talent, live music and virtually any sort of material, either original or adapted. To kinescope such shows means clearing literary, music, synchronization and performing rights, as well as approval of the talent unions represented. If only one right is refused, the entire kinescope proposal is stymied.

Notwithstanding these and the many sales problems confronting video, Kopf expressed complete faith in the future of the new medium. Interest on the part of advertisers is growing steadily, he said. There is terrific opportunity both for national and local business, and broadcasters should eventually be able to hurdle the problem. He answered, tho, that it would mean aggressive sales policies for AM.

Because Kopf was injured in a fall during the convention, his report to the affiliates was made by Jim Gaines, his assistant and director of NBC-owned-and-operated stations.

Another Hiatus

SUN VALLEY, Idaho, Sept. 25.—Altho they had praise for the entertainment value of the banquet show staged during the NBC convention here, some of the web's affiliates sounded off with beefs over the lack of NBC talent in the line-up. Only two performers were NBC acts—Ralph Edwards and Dennis Day. Abe Burrows, who scored one of the biggest hits of the night, recently concluded a CBS commercial and got his build-up on that network. None of the other performers hailed from radio with the possible exception of Corina Mura—and she used to work over Mutual.

As one station manager put it, "We promote talent all year round and we ought to see some of it at our convention."

NBC Convention Notes

Fanciest skeet shooter among NBC affiliates was Buddy Sugg, WKY, Oklahoma City, who fractured the clay pigeons. . . . Credit for the Sun Valley locale is due Johnny Gillin, WOW, Omaha, who pitched the site at NBC some years ago. . . . Sterling Fisher, NBC's educational man, stomped off the train at Pocatello, Idaho, went into a gin mill, dropped a silver buck in a slot machine, and whammo, collected \$18. He had the

savvy to leave right then. . . . Charlie Hammond and Nick Kersta alternated in dropping coins in the half-dollar machine in Sun Valley Lodge. Hammond came within a bell of the jackpot and almost blew a gasket when Kersta's next deposit hit the big one. He won about 50 smashers.

Harry Bannister, WJL, Detroit, and Nor Cash, of the NBC stations rela-

(See NBC CONVENTION on page 17)

New NBC Affiliation Pact for TV

SUN VALLEY, Idaho, Sept. 25.—One highlight of the NBC convention ending here today was the presentation by Charles R. Denny, NBC exec veepee, of details of the new proposed affiliation contract for television. Differences between the existing agreements and those proposed to be put into effect by the network are summarized below

Old Contract

No provision for stipulated number of weekly program hours. Coaxial cable costs shared by NBC and its owned stations assuming half the bill, and affiliates equally sharing the other half. Stations were paid 30 per cent of their gross rates for the time period involved. No regular sustaining service. Sustaining shows were offered on a take it or leave it basis.

New Contract

Schedule of four hours daily, seven days a week, regular service, plus special events. Network opening time 5 p.m. Eastern time, with 6 to 7:30 p.m. local station time, and 7:30 to 10:30 p.m. network time. NBC to pay full costs of connections, with stations giving the web 30 hours commercial time at each station's individual rate. In other words, stations would not be paid for the first 30 hours of commercial time.

Stations will be paid 33 1/3 per cent of their gross rates after the first 30 hours of network commercial time have been used by NBC. Thus stations would not be paid until the 31st hour.

Regular sustaining service, stations to pay one times their index number per hour. Index numbers are based on population, and range, for example, from 224 in New York to 31 for Richmond, Va. All payments for sustaining shows to be ploughed back into additional production.

Stations not yet interconnected directly with New York, primarily those in the Midwest, will get shows via kinescope, costs of which will be paid by NBC in view of the 30-hour waiver.

Noninterconnected stations will get commercials via kinescopes, to run two weeks after original telecast. Stations will pay print costs on a proportionate scale, starting at \$125 per hour.

NBC and affiliate will divide equally the balance of the station rate after deducting film costs, discounts and agency commissions. Sustaining shows for noninterconnected stations will also come via kinescope, one print to three stations.

Sustaining costs to be \$80 per hour for those stations with indexes of 80 or less, one times the index number per hour if the index number is more than 80.

4 Nets To Feed TV to WTMJ if DuMont's Inked

SUN VALLEY, Idaho, Sept. 25.—Walter J. Damm, manager of WTMJ, Milwaukee, stated this week that he will shortly sign a television affiliation contract with the DuMont network. This will mean that WTMJ-TV, the only station now operating in Milwaukee, will be signed with all four video networks.

WTMJ is an AM affiliate of NBC, but in addition to signing for TV with NBC, Damm has signed with ABC and CBS. The DuMont deal will make the station the first to be aligned with each of the big four.

Damm also declared that this policy of multi-affiliation will be in effect at his operation for a considerable period of time. Unlike the web situation in radio, said Damm, television finds the station, rather than the network, in the driver's seat. They're going to have to come to me, he said. He intimated that his AM affiliation would not be a factor in signing the best deal he could make in tele.

In addition, Damm was caustically critical of the proposed new NBC contract for tele affiliation. Insofar as he was concerned, Damm declared, the entire proposal was unacceptable. This applied, he said, both to station compensation and sustaining charges which as outlined by NBC, would make any profit for WTMJ-TV completely impossible.

Damm also pointed out that his situation is unusual because he controls the video connections between Milwaukee and Chicago.

TV Idea Exchange Set for Outlets At NBC Meeting

SUN VALLEY, Idaho, Sept. 25.—Plans for establishing an exchange system on television program ideas and techniques were set here this week during the NBC convention by a group of the network's affiliated stations. Altho the operation will be conducted independently of NBC, it will be limited to NBC stations. Principal mentors of the plan are P. A. (Buddy) Sugg, WKY, Oklahoma City, and Bob Dunville, of WLW, Cincinnati.

Basis for the exchange procedure is the fact that stations can gain highly valuable program ideas and savvy via the procedure. As an example, Sugg plans to advise other stations how he arranged with University of Oklahoma for television rights to the school's athletic and cultural activities and how he plans to program them when his TV adjunct takes to the air.

Invites to participate will be sent to NBC video stations and those holding construction permits. For the first six months or so, Dunville will handle the problem of clearing information so as to avoid duplication.

No Joke

SUN VALLEY, Idaho, Sept. 25.—One of the biggest laughs at the NBC convention was grabbed off by Harry Bannister, WWJ, Detroit, during a panel on television. He began his comments by saying, "My fellow lambs and pigeons . . ." Think he was kidding?

Affiliates' Theme Song

SUN VALLEY, Idaho, Sept. 25.—At the instigation of Stan Hubbard, KSTP, St. Paul, and Milt Greenebaum, WSAM, Saginaw, Mich., Abe Burrows wrote a new theme song voicing the sentiments of the NBC affiliates regarding television. The opus had its world premiere tonight when at dinner the affiliates serenaded Niles Trammell, to whom it was dedicated, in a strictly a cappella arrangement. Burrows, who was the hit of the convention on the entertainment side, wrote the number to the tune of *Time on My Hands*. It goes like this:

*Time on our hands,
Flat on our back;
Nothing for jolks to view.
Where is that cable—it is a fable;
All of our dough we've blew.
Please send us some shows,
Give us some attention;
We're going nuts
From this blank blank invention.
Just misery,
Got no TV:
And it's all because of you.*

(Editor's note: The above version has been carefully edited from the Burrows original so as not to violate any postal regulations.)

Boff Reception Given NBC Short To Sell Radio and Web

SUN VALLEY, Idaho, Sept. 25.—A high-powered public relations job, in the form of a movie short, was shown for the first time by NBC during its four-day convention here. The reception by NBC affiliates was terrifically enthusiastic, with a spontaneous rave greeting the short.

The picture, titled *Behind Your Radio Dial*, sells radio in general and NBC in particular, and in its 25-minute running time gives the public a quick view of what goes on behind the scenes in the web's New York headquarters. With the exception of shots of Toscanini, Fred Waring and Fred Allen, few personalities are shown, altho there are brief appearances by some of the network's Hollywood star galaxy. Difficulties in clearing rights prevented showing more scenes of actual programs, but this omission does not detract from the film's entertainment values. The opening shots, showing Toscanini on sound radio, and the closing shots, showing him on video, are particularly effective.

Included in the short are shots of the NBC news room, with a typical pitch made by H. V. Kaltenborn,

master control and engineering, the complexities of music clearance, how NBC pretests programs via Schwerin reaction checks, and a brief talk by Niles Trammell, NBC president, on NBC's plans for television. Trammell told the convention he was going to have himself cut out of the film, with Ben Grauer, as narrator, offering it for him instead. One of the best spots in the pic, incidentally, is a shot of Grauer, dressed a la 1928, even to the high stiff collar, and doing a newscast over an old-fashioned carbon mike. So far, NBC has spent \$70,000 on the picture, and a like amount is to be spent on distribution. The network is giving 16mm. prints to affiliates at \$48 a crack, and indications are it will find wide acceptance.

Picture was conceived by Charlie Hammond, now an NBC veepee and assistant to Trammell while he was the network's director of promotion. His successor, Jim Nelson, has since handled it, with his aide, Roy Porteous, serving as NBC director. Script was by Jack Snow, of the NBC advertising staff, and Ed Montagne, director for RKO.

Thurston, Hawaiian 'Magician,' Is Serial Hit of NBC Confab

SUN VALLEY, Idaho, Sept. 25.—The second annual NBC convention, which wound up here today, not only served to deal out a mass of information to affiliates, but was also one of the most successful social events radio has seen for years. Topping the social side, was a terrific pitch made by Lorrin P. Thurston, president of KGU, Honolulu; publisher of *The Honolulu Advertiser* and chairman of the Hawaii Visitors' Bureau, for the NBC convention in 1950.

Thurston staged a high-pressure drive, culminating at the banquet Thursday night when he presented the wives of all those attending with long orchid leis, flown in especially for the occasion. All told, Thurston flew in some 150 garlands, and immediately gained the support of all NBC wives for his 1950 pitch. But before and after his Thursday night coup, Thurston flooded Sun Valley joints with multicolored literature extolling the beauty of the islands, and even went so far as hanging a large pennant, reading, "Hawaii, 1950," in the lobby of Sun Valley Lodge. Notwithstanding his campaign, NBC

President Niles Trammell was exceedingly dubious of taking the huddle over the drink.

Meanwhile, delegates had a full round of activities to keep them on the go. The Thursday banquet, an excellent repast, was followed by a long—overlong in fact—show with some boff talent. Line-up included Ralph Edwards as emcee, Abe Burrows, Dennis Day, Bud Dante and his orchestra, Doctor Giovanni; Harry Mendoza, magician; Morina Koshetz, concert singer, and Corina Mura, Latin-American thrush. Edwards did a good job as emcee and offered a typical roughhouse bit of *Truth or Consequences* but the real smashes were Day, Burrows and Giovanni, each of whom did boffo.

In addition to the banquet, there was an outdoor barbecue cocktail party daily and the round of sports Sun Valley offers. The convention got a rough break on the weather, cold the first day, snow the second and a cold drizzle the third, but even this inclemency failed to dampen activities.

Entire operation, from the special

Casters Must Maintain AM Yet Prep TV

Trammell Urges No Let-Up

SUN VALLEY, Idaho, Sept. 25.—The two-headed problem confronting broadcasters today, that of maintaining AM's position and yet preparing for television, was highlighted by Niles Trammell, president of NBC, in opening the network's second annual convention here Wednesday (22). Above all, Trammell warned, broadcasters must be wary in taking every measure possible to keep AM as healthy as it is today.

Sound broadcasting today, Trammell said, is healthier than ever before, with sets at an all-time high of 73,000,000, a 62 per cent gain over 1940, the last pre-war year. Listening hours reflect this increase as well, with 1948 marking a record high, 24 per cent over 1943. Broadcast revenue is showing similar gains, he noted, with an estimated revenue for all forms of broadcasting of \$560,900,000 for 1948. This is a gain of \$30,000,000 over 1947.

In turn, NBC's No. 1 man said, the web is reflecting the industry's position. This year will chalk up a new high gross revenue, Trammell said (the web's gross 1947 take was around \$67,500,000), and the program structure has been strengthened nearly every night of the week.

NBC, said Trammell, is convinced that television will develop new sources of revenue, rather than cut into those of presently established media. This, he said, is in line with the development of radio. He forecast that video operators could expect a "period of plenty" in about six years, a shorter period than was required by radio to get into the black. In five years a total of 11,500,000 video receivers is likely, he said, representing an enormous advertising circulation.

Nevertheless, Trammell warned, broadcasters must face the fact that they cannot stand still. Even tho the industry's revenue was up this year, its share of the advertising dollar was down by about 4 per cent. This means that licensees must fight to maintain radio's position, while at the same time develop television and new tele income sources.

NBC Dabbles in TV Mex Pic Production

SUN VALLEY, Idaho, Sept. 25.—NBC has been experimenting with film production in Mexico as a possible source of video programing fare, it was revealed during the net's second convention here this week.

Affiliates were shown a Mexican-produced film short at yesterday's session. Picture was a Latin-American musical. Further production plans, if any, were not revealed, altho it is believed NBC is cold toward tele film production because of the high cost involved. The Mexican experiment was undertaken to establish whether suitable fare could be turned out there more economically.

trains from the East to the social festivities at Sun Valley, was smoothly arranged and executed. Clay Morgan, Easton Woolley and Sheldon Hickox, who handled details, rate a bow.

Television Strides Forward

with the Premiere of the

PHILCO 

TELEVISION

PLAYHOUSE

SUNDAY, OCT. 3RD * 9 TO 10 P.M.

NBC TELEVISION NETWORK

bringing to television receivers the all-time dramatic and musical hits of Broadway, with the leading stars and featured players of the Broadway stage



With the "Philco Television Playhouse", television comes of age . . . fulfilling the promise of this new and vital medium of entertainment.

Every Sunday evening from 9 to 10 P.M., over the NBC Television Network, the PHILCO TELEVISION PLAYHOUSE will present a full hour

of theatrical entertainment on the highest professional plane. It will bring to the television screen the all-time smash hits of the Broadway stage, plays and musical productions which have entered the classic repertoire of the legitimate theater. Each week the cast will include the foremost stars and featured players of Broadway . . . whenever possible, those who were identified with the original success of the play.

PREMIERE PRESENTATION

Sunday, Oct. 3rd**The George S. Kaufman
and Edna Ferber Success****"DINNER AT EIGHT"***starring*

Peggy Wood ★ Dennis King ★ Mary Boland ★ Vicki Cummings

Philip Loeb ★ Matt Briggs

featuring

Royal Beal ★ Jane Seymour ★ Judson Laire ★ Joyce Van Patten

Sunday, Oct. 10th**Daphne Du Maurier's****"REBECCA"***starring*

Florence Reed ★ Bramwell Fletcher ★ Mary Anderson

*and a brilliant supporting cast*ON SUCCEEDING SUNDAYS arrangements are in progress to present such plays as *Street Scene*, *Cyrano De Bergerac*, *Counselor at Law*, *Anna Karenina* and others of the all-time hits of Broadway. As these arrangements are completed, announcements will be made of dates, plays and players.

To achieve this milestone in the progress of television entertainment, Philco has enlisted the services of the Actors' Equity Association, under whose auspices each play will be produced and directed. Bert Lytell, Honorary Life President of Equity and Shepherd of the Lambs Club, will be Philco's host each week, narrating the action and giving intimate anecdotes of the plays and players. From this rich source of talent and material, the PHILCO TELEVISION PLAYHOUSE will bring mature theatrical entertainment to television.

In this Sunday Evening Hour of Television, Philco takes a major step to widen the scope of television entertainment and to bring worthwhile programs to television screens all over America. For it is Philco's purpose to bring the PHILCO TELEVISION PLAYHOUSE to every city where a television station has

been established. Thus, for the first time in history, the foremost plays and players of the legitimate theater will expand their audience from Broadway to the far-flung homes of the nation, from coast to coast.

Finally, no small part of the satisfaction which Philco derives from this enterprise is the knowledge that a substantial part of the proceeds will go to the Actors' Fund, the charitable organization through which the theatrical profession takes care of its own.

So here's the promise of television entertainment fulfilled! Tune in every Sunday to

PHILCO TELEVISION PLAYHOUSE
The Sunday Evening Hour of Television

PHILCO *Famous for Quality the World Over*

GIVEAWAY BATTLE ALL SET

Oct. 19 to Find Industry Lined Against FCC

Ban Wins Backing, Tho

(Continued from page 3)

hand at FCC by deadline last night. Two main lines of attack against the proposed FCC rules will be carried into the hearing by the commission's foes. It will be argued that the commission lacks jurisdiction over lottery laws and that even if such jurisdiction can be established by the FCC, the commission's proposed restrictions go far beyond the intent of Congress in framing radio lottery legislation.

22-Page NAB Brief

A 22-page brief by NAB using both lines of attack was bulwarked by briefs from a number of other biggies in the broadcast world, including the American Broadcasting Company (ABC), Columbia Broadcasting System (CBS), and National Broadcasting Company (NBC). Sole major network which declined to file was the Mutual Broadcasting System (MBS) whose president, Edgar Kobak, earlier in the week had publicly declared he was strongly opposed to giveaways and that MBS was not accepting them. Radio Features, Inc., originator of *Tello-Quiz*, was among spokesmen against FCC's proposed anti-giveaway rules.

NAB, in outlining its stand against the commission's rule, explained that it was not taking a position on the merits of giveaways but was challenging FCC's authority to say what broadcasting violates criminal law. Radio programs called lotteries by the FCC are "not in fact illegal," the NAB declared thru its chief counsel, Don Petty. The association argued that the authority to interpret the criminal code was vested in the U. S. attorney general. The NAB went further to declare that since programs proposed by the FCC to be prohibited were not illegal, their proscription would constitute censorship and an interference with the right of free speech, "contrary to Section 326 of the Communications Act."

Columbia's View

CBS declared that "by promulgating the proposed rules, the commission would be asserting the power to prohibit in advance the broadcasting of a particular class of programs, the broadcasting of which is not otherwise unlawful, a power which the commission has not claimed to possess before."

Radio Features, Inc., said that the rules went much further than the commission's authority and suggested that the matter of giveaways more properly belonged "in the province of Congress."

Supporting the FCC's position, WITH, Baltimore indie, made the strongest attack on giveaways. WITH commented that "public revulsion" against giveaways might lead to even more stringent administrative or legal remedies. "The evil of lottery programs," WITH declared, "lies neither in the winning a prize nor in a participation as chance taker. It lies in the operation of the enterprise, itself." According to WITH, the FCC has complete authority to deal with the subject of giveaways.

A strong attack against the FCC proposals came from ABC, which

Crime Pays

DENVER, Sept. 25.—Looks as if "Crime DOES Pay," after all. At least for the K & B Packing Company here it does, for the National Broadcasting Company (NBC) ban on airing mystery shows before 9:30 p.m. created a hole in the 8-8:30 p.m. slot on KOA, NBC outlet. Thru Hal Niemann Associates, the sponsor has signed or 26-week airing of *The Smiths of Hollywood*, thereby grabbing cream audience, with Bob Hope and Fibber McGee preceding it and *People Are Funny* following.

D-F-S Chi Shop Remains; Radio Staff to N. Y.

CHICAGO, Sept. 25.—"The Chicago office of Dancer-Fitzgerald-Sample will not be closed. We still consider the Chicago area one of our major markets and will always have an important office here." With these words, Fred Leighty, secretary and general manager of the agency, this week dispelled rumors that D-F-S would close shop here subsequent to moving about 20 per cent of its account-handling staff to New York after January 1.

About half the personnel going to New York are involved in radio work, Leighty said. He explained that the shift is being made in the belief that accounts could be better handled in Manhattan. Substantiating his opinions, he pointed out that Procter & Gamble has five agencies in New York handling its advertising, while it uses only one agency, Kastor, here. He also said General Mills business is regularly handled from New York, even tho Mills is a Minneapolis concern.

Primary reason for that, he said, is the predominance of talent in New York. Further commenting about talent, he added that the greatest amount of television talent is and will be in New York, and that the agency felt it could best service its video accounts by having account execs near talent.

Leighty said there is no dissatisfaction with local network sales offices or talent representatives. Leighty said some accounts would continue to be served by the local office and that it also will handle some new accounts.

characterized the commission's action as "arbitrary, capricious and beyond the jurisdiction of the commission." ABC remarked that its *Stop the Music* show came under the prohibitions of the proposed restriction, but that the show in no way violated federal lottery laws.

The positions of both MBS and NBC had been pretty well indicated earlier. While having taken no strong position on the matter itself, NBC has announced that it would accept no more giveaways until the rules were settled one way or another. However, NBC's comics, badly hurt by giveaways competition, have been among the most violent foes of the craze.

Comments filed by independent stations varied, usually according to whether they ran giveaways. Those with such shows generally opposed the commission's restrictions; the others supported them.

What Gives on KMPC Case? Well, It Seems That the FCC Ain't Persecutin' Richards

Six Months' Lapse Laid to Sense of Fair Play

WASHINGTON, Sept. 25.—Breaking a long silence on its investigation of three radio stations owned by G. A. Richards, the Federal Communications Commission (FCC) this week declared that its delay in a public announcement on the outcome of its inquiry into the Richards stations "has been caused only by the nature of the investigation in order to insure that the commission has all the relevant facts and that the persons involved have an opportunity to present such facts."

The commission made this assertion today (25) in a letter replying to an inquiry from Rep. Arthur G. Klein (D., N. Y.), who demanded to know the status of the investigation which the FCC undertook several weeks after a story appeared exclusively in the March 6 issue of *The Billboard* reporting complaints by some staffers of Richards' Los Angeles station KMPC that Richards had ordered them to slant opinions in news. The commission broadened its inquiry to cover Richards' other two stations—WJR, Detroit, and WGAR, Cleveland.

No Clue on Findings

The FCC's reply to Klein gave no indication of the nature of the commission's findings in the Richards case and it offered no clue as to whether, if ever, FCC intends to make a public announcement. The commission letter was signed by Thomas J. Slowie, FCC secretary, to whom Klein had addressed his inquiry. The

text of the FCC letter to Klein follows:

"I have your letter of September 17 in which you inquire as to the status of the investigation of stations KMPC, WJR and WGAR, instituted by the commission May 19, 1948. Since that time the commission has not made any public announcement on the matter. May I assure you, however, that this delay has been caused only by the nature of the investigation in order to insure that the commission has all the relevant facts and that the persons involved have an opportunity to present such facts.

"I will be happy to mail you a copy of any public announcement that may be made in connection with this matter."

Time Lapse Cited

Klein's letter to the FCC cited the time which has elapsed since the inquiry was begun and recalled that Richards subsequently "announced with considerable fanfare" the appointment of Frank Mullen as general manager of the Richards stations. "The American people," the congressman declared in his letter, "are likely to regard this long and unexplained delay with suspicion. They are likely to suspect that the personal influence of the new general manager has not been without effect. They are even more likely to suspect that the commission is failing to carry out its duties to the public in order to avoid condemnation from a special committee of Congress..."

Klein's office explained that this reference was to the House committee investigating the FCC. The House committee is headed by Rep. Forest Harness (R., Ind.).

Frank T. Bow, chief counsel of the Harness committee, told *The Billboard* that the Harness committee is "taking no action at this time" in the KMPC case, and Bow declined further comment on Klein's letter. Bow did say, however, that the Harness committee "might very well include in its agenda at a later date any further study of the matter after the FCC makes its report in the Richards case." He added that Chairman Harness was empowered to instruct the committee to act "even earlier" if he should decide such action was necessary.

Bergen Show Reshuffle Adds Don Ameche

NEW YORK, Sept. 25.—Don Ameche was signed yesterday (24) for a weekly spot on the Edgar Bergen show, which is undergoing extensive revisions in a move by Standard Brands to trim down the weekly \$25,000 nut while Bergen seeks a new sponsor.

Ameche will revive the comic Bickerson routine which he and Frances Langford did on their own show for Old Golds last season on Columbia Broadcasting System (CBS). Miss Langford was sought to rejoin Ameche for the Bergen spot, but was unavailable because of prior booking commitments. With chirper Anita Gordon dropped from last season's format, a new male quartet will be added instead. The other personnel remains virtually intact.

Addition of the Ameche skit, penned as before by Phil Rapp, will mean ending of the show's old guest policy, except for exchange appearances with other comics. Altho Standard Brands is anxious to get out from under, it will definitely bankroll the show thru the first 13 weeks, starting October 3, while Bergen hunts a new sponsor. His personal contract with Standard Brands has two years to run, but he would release them should another bankroller be available.

Radio Busses Plug Flickers

CINCINNATI, Sept. 25.—First use of radio-equipped busses to plug motion pictures took place here when Columbia Pictures Corporation signed with WCTS, local licensee of Transit Radio, Inc., for eight spots daily on 400 busses in this city and in Northern Kentucky.

The FM Transit Broadcasting biz took another step forward this week with the announcement by Transit Radio, originators, that KPRC-FM, Houston Post outlet, has begun installation of receivers in 600 busses of the Houston Transit Company.

TERPERIES GIRL FOR ACTION

Midwest Unit Okays Switch To Nat'l Body

20% Tax Fight on Agenda

By Johnny Sippel

CHICAGO, Sept. 25.—In an expansion move to get ballroom operators thruout the country to join the 10-year-old nucleus of chiefly Midwest terperies ops for a series of important moves that may require national co-operation, the Midwest Ballroom Operators' Association (MBOA) this week, during its annual convention here, approved the switch to the National Ballroom Operators' Association (NBOA). The motion was backed by attending independent reps from all over the country and Arnold E. Kahn, executive secretary of the Ballroom Operators' Association of New England (BOANE), second largest (50 members) terpalace group in the U. S.

Move to go national was stimulated by Kahn, who suggested that "we (BOANE) carry the ball on all these problems with you." Kahn added that primary problems on the BOANE agenda were dealings with ASCAP and BMI. Tom Roberts, MBOA counsel, told the meeting that directors, who had been appointed as a committee to head the expansion drive, will discuss at their next meeting changes in the MBOA articles which will make it possible to affiliate certain other groups like BOANE into the NBOA fold. Roberts again emphasized the need for a national movement in dealing with Washington officials and the licensing orgs.

MBOA Girds Nationally

Previous to the authorization that MBOA gird nationally, Roberts disclosed to the membership that it was facing its second biggest battle in the 10-year history of the operators' group in an impending campaign by the Treasury Department to place ballrooms into the same classification as cabarets and niteries when it comes to paying the 20 per cent cabaret tax. Roberts disclosed that the MBOA had been following the situation closely ever since September, 1947, when the Seventh Circuit Court of Appeals handed down a decision upholding a previous district court decision in the case of Avalon Amusement Company (AAC) vs. U. S., in which the AAC, which operates Avalon Ballroom, La Crosse, Wis., was classified as a cabaret and subject to the 20 per cent tax which includes all its services, check room, drinks, etc., tho it excludes the admission charge. Roberts said that talks with brass of the Treasury Department revealed that ballroom operators will soon be contacted for classification under the cabaret tax on the basis of the court ruling. Several ops, Roberts said, have already told him of visits by Treasury reps. Ted Jankowski, who heads AAC, is an NBOA member.

Outline Three Plans

Roberts said that three alternatives are open for NBOA action: (1) Get a positive ruling from the Treasury Department. (2) Negotiation and conference with government execs. (3) A court fight. Roberts has already prepared a brief which is being sent to Washington, outlining why NBOA does not feel that ballrooms should fall into the cabaret (See *Midwest Unit on page 47*)

NBOA Discusses Promotions To Hypo Slumping Receipts; Dance Week Gets Spotlight

CHICAGO, Sept. 25.—Ballroom promotions designed to perk lagging box-office grosses were given the spotlight here this week at the 10th annual convention of the National Ballroom Operators' Association (NBOA). Primary move in the campaign to stimulate dance interest was acceptance by NBOA of the National Dance Week idea, which has been promulgated for about a year by Howard Sinnott, General Artists' Corporation's New York one-night skedder.

Sinnott said he was proposing the idea first to NBOA because he felt it is the best organized of several segs of the music biz which will have to co-operate in putting across the promotion. He emphasized that the project could be successful only if booking offices, music pubbers, location spots (other than ballrooms), record firms, dance studios and others joined the effort. The meeting voted to back the idea, with Prexy Larry Geer to appoint a committee to huddle further with Sinnott on the idea.

Co-operation between terperies ops and people in the record business in their vicinity was urged by Art Talmadge, v.-p. in charge of promotion with Mercury platters. Talmadge stated that approximately 30 labels today are geared to help in a promotional job on ballroom attractions. Promoters, he said, should contact their d. j.'s not only for radio plugs on one-nighters, but also to check with local platter spinners as to what orks are getting the most requests. Distributors will probably give free platters if notified that one of their label bands is playing a ballroom,

Urges Pooling Of Problems by Showbiz Orgs

CHICAGO, Sept. 25.—A central music and entertainment committee, made up of reps of the National Ballroom Operators' Association (NBOA), the National Association of Amusement Parks, Pools and Beaches, the American Hotel Association, the International Association of Fairs and Expositions and other interested parties was suggested this week during the NBOA annual convention by Freddy Williamson, who heads the Associated Booking Corporation office here.

Williamson said he has been attending national conventions of the above groups for 15 years and has heard mutual problems, such as licensing agencies, fed and state taxation and unions, discussed at each of the confabs with little real action taken by any org because of the comparatively small size of the group when compared to the magnitude of the problems. Williamson pointed out that associations which deal heavily within the amusement biz could profit if their legal counsels, as well as music committee chairmen, could meet and pool resources to combat evils that menace each of their industries.

Williamson's talk came as the last speech on the NBOA agenda, with Prexy Larry Geer unable to take any action on the matter because of the time schedule.

he said. Talmadge pointed out that valuable assistance, such as putting stickers on juke boxes and filling boxes with the platters of incoming bands, can be obtained from juke ops. Ballroom ops were urged to reciprocate by putting up signs in their ballrooms, plugging incoming band records and disk jockeys. Talmadge pointed out that terperies ops must reason with other segs of the music business in their community to show them that each is dependent on the other for success.

Charles Casanave, v.-p. of the Fred Astaire Dance Studios, pointed out the close correlation between the dance instruction business and ballroom operation, for "we produce the product that eventually wants to display his artistry on a dance floor." Casanave said that Arthur Murray and Fred Astaire Studios do an estimated \$35,000,000 in revenue yearly. He pointed out the need for instruction (See *NBOA Discusses on page 47*)

NBOA Chi Meet Takes Up Group Insurance Idea

CHICAGO, Sept. 25.—Possibility that the National Ballroom Operators' Association (NBOA) will seriously study a group insurance plan, such as the one followed by the National Association of Amusement Parks, Pools and Beaches (NAAPPB) for the past 15 years, was hinted following an insurance clinic presented during the NBOA annual convention here this week. Hint of NBOA adopting such action resulted from a talk by NAAPPB Executive Secretary Paul Huedepohl, who told NBOA that since its inception in 1935, the insurance program had saved park men approximately \$450,000 in premiums.

In addition, Huedepohl explained that group insurance buying makes it possible to set up special committees of experts from the insurance and park fields who meet each year to go over industry problems. Chief advantages of joint buying in insurance, Huedepohl said, are: (1) Security for each policyholder, because even the smallest member is able to get backing from an A-plus (top insurance rating) company, where previously smaller members couldn't get top firm consideration; (2) research done not only by the insurance company, but also by specialists who are hired to oversee the block of insurance purchased by a group, with special yearly studies of what factors created the most accidents in that industry, and (3) rate reductions, which are worked out by the industry with the insuring firm.

Walter Hanau, assistant supervisor of engineering, Fidelity & Casualty Company, Chicago, urged ops to spend more time in going over safety measures with employees. Hanau referred ops to a recently compiled booklet, *Your Guide to Safety as a Theater Employee*, which he called a "fine manual of instruction for ballroom employees because of parallel situations." The booklet may be obtained free by writing him, care Fidelity & Casualty Company, 135 South LaSalle, R. 3500, Chicago.

NBOA Studies Confabs With License Orgs

Archer To Meet BMI Reps

CHICAGO, Sept. 25.—The National Ballroom Operators' Association (NBOA), in its annual convention here this week, mapped the strongest campaign of its 10-year history in negotiating with the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI), music licensing orgs. Membership agreed that Tom Archer, Des Moines ballroom-chain op, will chairmen that section of activity for the second year, with Herb Martinka, Kato Ballroom, Mankato, Minn., and Ben Lejcar, Melody Mill, Chicago, again assisting.

Archer, Tom Roberts, NBOA legal counsel, and other ops emphasized the need for action in negotiating with BMI, which at the 1947 convention, thru Harold Orenstein, of BMI's New York office, had pledged that NBOA would be given a year's time to study BMI's offer and come to some agreement on negotiating with the firm.

Archer explained that his committee had completed a survey among 37 major ballrooms thruout the country which disclosed that in 62 dance engagements 3,019 songs were played. Of this number, 2,586, or 85.6 per cent, were ASCAP, 279, or 9.2 per cent, were BMI, while the remainder was divided between original, unpublished, public domain and SESAC tunes. Archer pointed out that this compilation differed from the report submitted to BMI by the National Hotel Association, which found in logging its dance music programs that 73 per cent were ASCAP, while 27 per cent were BMI.

Archer was appointed to meet with BMI execs some time next year to negotiate a contract which will cover BMI's relations with NBOA members. Approximately 50 NBOA members agreed to back Archer and agree to any contract that would be set up by him. Archer urged ops to contact him if they had individual music licensing problems which did not fit the general pattern. It was further agreed that before an agreement which Archer worked out with BMI becomes binding to NBOA membership, it would have to be okayed by the NBOA board.

While the convention several times went into short discussion regarding ASCAP, no definite action was outlined, but hints of negotiation plans popped up several times. Reports cautioned members not to be "overanxious" (See *NBOA Studies on page 47*)

The Charts & Ads

The somewhat naked appearance of the Music Department this issue (no music popularity charts, very few ads) is due to the fact that the charts and the great majority of advertisers moved into the disk jockey supplement (a special section published in conjunction with this issue). Next week, the charts (and we hope all the ads) will be right back here in the music section.

Ban Lift Raises Biz, Law Posers

Justice Dept. Probes Legal Angle of Offer

Senate Groups Interested

WASHINGTON, Sept. 25.—The Justice Department is already exploring the legality of the proposal of James C. Petrillo, American Federation of Musicians' (AFM) prexy, to lift the wax music ban, it was reliably learned this week. The Department was approached informally, and its opinion, it is understood, would be in the nature of a guidance and would not necessarily connote finality. It was also learned that a more direct approach for Justice Department guidance would probably follow the feeler that has already been put out.

In addition to the awareness of the Justice Department on the matter, two congressional committees are deeply interested. These are the Senate Labor and Public Welfare Committee, headed by Sen. Robert A. Taft, and the House Education and Labor Committee, headed by Rep. Fred A. Hartley Jr.

Speculation is already going on in Washington as to possible revision of the Taft-Hartley (T-H) Law, to cover not only the Petrillo-record situation but also labor crises in other industries.

With respect to revision of the T-H Law, an important consideration is the man who will succeed Hartley as chairman of the committee. Representative Landis, of Indiana, is in line for the chairmanship and seems likely to get it. He has already indicated he is in favor of legislation modifying T-H.

On the other hand, Rep. Clare E. Hoffman, of Michigan, may challenge Landis for the chairmanship. Hoffman is hostile to any compromise with the AFM prexy and would not, it is believed, support legislation amending T-H in favor of the AFM.

Senator Taft, too, who heads the Labor and Welfare Committee, has already indicated his belief that sections of the T-H Law need revamping, but whether such revamping would apply to the music royalty situation is a moot point.

In any event, should the Petrillo proposal be considered illegal, such an alternative as revising T-H would be considered costly and hard to take, inasmuch as revision would be a slow process. Congress opens in January and months would be consumed before the revisions were drafted, heard in committee and debated.

802 Wins Pay Hike For Sat. Club Dates

NEW YORK, Sept. 25.—A hike in Saturday club date rates for Local 802 musicians goes into effect beginning next week-end (2). The boost entails a \$4-an-hour increase per man for both Class A and B locations. Under the new rate Class A Saturday work brings \$20 an hour and Class B pays \$16 an hour. Weekday rates remain unchanged at \$16 and \$12. Overtime becomes effective after four hours, as before, and pays \$5 an hour extra.

In view of the 60 to 70 per cent of total income catering work brings to Local 802 members, the raise figures to be a highly significant hypo for tootler cash intake here.

Columbia Leads in Opening Jap Market to Yank Disks

(Continued from page 3)

one contract. Pressings will be made at the Nip plant. Under the second contract, Columbia Nippon will ship masters here. These disks will be cut by Nippon talent and will be intended for the Japanese trade in California and the Hawaiian Islands.

Victor's Man on Scene

It's reliably reported that RCA Victor has already sent a man out to survey the Jap music scene. RCA Victor has a Nip affiliate, but the plant burned down during the war, whereas the plant of Columbia Nippon remained intact.

There are a number of interesting developments in the Jap market. Currently the Nips are hungry for American music—a hunger which has grown since the Nip girls discovered dancing. There are now 30-odd danceries in Tokyo alone, with many more scattered thruout the islands—and there's a dearth of music—so much so, according to CBS's Costello, that Nip musicians are in the habit of listening to old American recordings in order to memorize the arrangements. Nippon musical literature in itself, according to Costello, is rather slim. Too, there has always been in Japan a demand for Western classical music, particularly among the educated classes. Finally, prior to and during the war dancing was

verboten, but the lid is off now and has resulted in a dance boom. In fact, business firms in the past year have been setting up an increasing number of recreation halls for women employees—a practice which has proven almost too successful inasmuch as many of the gals quit to join taxi danceries.

Import Ban Relaxed

For the past 18 months the American military government has had a ban on shipment of transcribed music into Nippon. This was caused by the ramifications of the Geneva Convention, and the feeling on the part of American military execs is that not enough copyright protection could be guaranteed on foreign music performed in Nippon.

But conditions now are sufficiently relaxed to permit the Columbia-Nip deal. Costello was first approached on the matter by Columbia Nippon 16 months ago. Just one month ago his efforts bore their first fruit—shipment to Nippon of a batch of Columbia masters, 38 sides in all, including such talent as Frank Sinatra and Al Goodman. The latter did three Strauss waltzes, and 7,000 sets of these waltzes are now on the Nip market. According to Costello, these disks are the first examples of Western music to come into Japan in a long time.

Four Pubbers Accuse BMI Of Everything But Murder

NEW YORK, Sept. 25.—In 21 pages of affidavits charging Broadcast Music, Inc. (BMI) with monopoly, making "deals" and "secret pay-offs" with recording companies, selling for junk sheet music intended to be distributed to radio stations, paying off "in the dark and in pennies" and hinting that the BMI logging system is not only inaccurate but rigged for the advantage of a few "privileged" pubbers, Perry Alexander and the three other publishers suing the performing rights organization (*The Billboard*, September 25) for licensing fees collected from hotels, cafes, and other sources other than radio, answered BMI's motion for dismissal last week. David P. Siegel, counsel for the plaintiffs, denied (1) that the State Supreme Court lacks jurisdiction; (2) that the plaintiffs do not represent a class of small publishers suffering similar grievances and (3) that there is not cause for complaint—the three grounds advanced by BMI last week for dismissal of the suit.

BMI spokesmen ridiculed the charges in the four suing publishers' affidavits as a "smoke screen." "What they're really suing about," one BMI representative said, "is that their music isn't popular. Even tho none of those charges have relevance to the suit, we'll disprove every one of them in court."

BMI's Position

BMI's attitude to the Alexander-McCord-Nuccio-Reynolds suit is that those suing are trying to make by litigation what they couldn't earn by music publishing. As to the core of the complaint, that BMI's pubber agreement allows the organization to license radio performances only, and that revenues from other sources are being illegally withheld from pubber

members, BMI's position is that their contracts do give them rights to license any public performances, and that the payment of 2 cents per radio performance per station constitutes the full measure of payments.

The plaintiff's affidavits, in addition to accusing BMI of the above-mentioned "deals" and "pay-offs," make such charges as: "It (BMI) has virtually cornered the music business. . . . Has made deals with band leaders and put them into the publishing business. . . . Has become an octopus whose tentacles have entangled and are destroying the very 1,000 music publishers who placed their trust and confidence in this organization." Alexander and his co-plaintiffs also complained of having spent thousands of dollars to promote their songs and of having received from BMI such sums as \$11.42 in toto.

One affidavit promised a bombshell in the form of testimony for the plaintiffs by men inside BMI. "Upon the trial of this case we shall call officials of Broadcast Music, Inc., who will corroborate the statements made in this affidavit," it said. "We dare not now give the name and identity of our witnesses, lest by way of reprisal their lips are silenced and they would not be able to make a living in the music industry."

This promise, along with the rest of the charges, was laughed off by BMI toppers as far more wishful than factual.

"The tip-off on this whole situation," one BMI official said, "is that these people have circularized almost every BMI affiliate publisher asking them to join in the suit. All they got was four or five, whereas literally hundreds of the publishers forwarded the circular letters right here to our office."

Diskers Mull Biz Aspects Of Proposal

E. T.'s State Demands

NEW YORK, Sept. 25.—Tho the question of whether the Petrillo proposal for lifting the record ban meets the requirements of the Tart-Hartley Law is still unsettled (see Washington story), recording and transcription execs are already thinking of the business aspects of the proposed deal with the AFM and are firm in their belief that their position is a strong one. The majority of the record and e.t. execs, it was ascertained, will naturally strive for the best possible deal with regard to royalties, scales and working conditions. The philosophy of the record companies on the matter is twofold, namely, that business conditions during the last eight months warrant a break for the union, and that recent contracts between AFM and other show business branches, notably AM networks, films and television, indicate that the AFM for whatever reasons, has adopted a more generous approach in recent negotiations.

E. T. Demands

Transcription firms, many of which are admittedly not as anxious as major record companies to accomplish an anchluss with Petrillo, have been considerably more outspoken than commercial diskeries regarding what they want in the Petrillo package. It's considerable. One major company exec yesterday (24) stated he, and many others in the industry, would seek as much as a 50 or 60 per cent slash in the AFM transcription scale. The last scale for e.t. work was \$27 per man per hour, as against the recording scale of \$41.75 per man per three-hour session. E.t. outfits feel they have taken a slugging thru the years, their belief being that the AFM, in an attempt to increase employment on stations thruout the country, has jacked the e.t. price to "fabulous" heights. E.t. companies, too, not pressed as are record companies with the necessity for names and new material, feel they can dub music indefinitely and get by under present circumstances. Some e.t. firms have never even seen the Petrillo proposal.

With respect to commercial record companies, however, major execs, tho believing they are in a strong (See BAN LIFT RAISES on page 24)

Ban Settlem't Plan Mull'd by PRMA

NEW YORK, Sept. 25.—The Phonograph Record Manufacturers' Association (PRMA), a group topped by King Records' veepee and attorney, Jack Pearl, met last night (24) to go over and discuss the terms of the trustee ban settlement plan. The turnout of at least 18 independent disk manufacturers adopted a resolution which calls for the local PRMA group to consult with West Coast and Midwest manufacturer groups regarding their reactions to the proposed trustee plan.

Tradesmen opined that adoption of this resolution probably indicates that the PRMA membership believe that the proposed plan may prove to be a suitable foundation for negotiating the settling of the ban.

MUSIC—AS WRITTEN

New York:

Ed Burton, of Diamond Records, is now business manager for the Leo Reisman band which opened at the Plaza's Persian Room September 24. . . . *Our World* mag is doing a spread on the Four Tunes, vocal quartet. . . . Dana Records has opened a pick-up depot for the convenience of juke box ops. . . . Jim Bray, of London Records, is touring the South on a sales promotion junket.

Rumba orks of Emilio Reyes and Freddy D'Alonso opened in Chicago last week at the Sherry Hotel and Riocabana, respectively. . . . Cincinnati's Automatic Phonograph Owners' Association has selected Jack Emerson's *Metrotone Hair of Gold* as record of the month for September.

It is reported that over 2,000 people were turned away from a Lionel Hampton one-nighter at the Avodon Ballroom in Los Angeles Thursday (23): Hamp grossed \$5,800, playing before 3,900 customers. . . . Eddy Duchin, working a break-in engagement with his new ork at the Hotel Syracuse, Syracuse, last week, established a new record at the spot, pulling in over \$14,000 for five days. . . . Louis Bellson, drummer with Tommy Dorsey's ork, will remain with the band despite rumors to the contrary.

Illinois Jacquet's jazz combo and chirp Sarah Vaughan tee off on two months of jazz concerts and dances, beginning October 1. . . . Jimmy Dorsey's ork set for the Deschler-Wallick Hotel, Columbus, O., for four weeks beginning January 3. . . . Jerry Wald's ork set to follow Hal McIntyre into the newly opened Broadway terperery, the Avalon Ballroom, October 8 for two weeks. . . . Carl Fischer, Inc., will open a new concert hall in the second floor of its building at 165 West 57th Street here.

The Wings Over Jordan choir, a top Negro group in the spiritual and religious field, inked a new RCA Victor pact last week. . . . Signature Records' shift to its new Shelton, Conn., location moving slower than expected and will take at least two more months. Diskery now has 12 presses operating in Shelton and 24 still going here, with local equipment being shipped out piecemeal. . . . Count Basie's ork will be the first Negro band to play the King Phillip Ballroom in Wrentham, Mass., when the unit does a four-day stint there, beginning September 29.

Vaughn Monroe's ork will play its only New York appearance during the fall and winter seasons at the Strand Theater for three weeks plus options beginning October 29. . . . Mercury Records signed Machito's Latin-American ork to a waxing pact effective when the Petrillo ban is lifted. . . . Frank Dailey, of the Meadowbrook nitery, acclaiming his reopening biz, with Elliot Lawrence's ork his attraction. . . . Alert Records, a blues and spiritual diskery, is the latest to join the competition in the kidisk field with a *Kiddie Time* series.

Tony Pastor drew 1,789 persons for a gross of \$2,683 at the Ritz Ballroom, Bridgeport, Conn., Sunday (19). This figure exceeded by 800 people his last gate at the spot May 16. . . . Del Delbridge Jr. joined the Delbridge & Gorrell Agency in Detroit last week, making the second generation in the office which is headed by his father.

In London the Sydney Lipton and George Melachrino orks have been signed for a series of recorded radio shows by Electrical Music Industries (EMI). . . . Dinah Shore appeared on *The Band Parade* over the British Broadcasting Corporation (BBC) web Tuesday (21). . . . Steve Gibson's Red Caps, vocal-instrumental group move into Larry Potter's Supper Club, Hollywood, starting October 8.

Orioles (*It's Too Soon To Know*) Quartet renewed at the Apollo Cafe. . . . Bob Maurice, ex-USO booker, joined the staff of Robbins Bros. . . . Apollo Records house-warming party moved ahead to Saturday (2). . . . Phoenix Disk, New York distributor for Disk, Holiday and Continental waxeries, last week added Lenox, new race label. . . . M. Matt Moller is the new veepee of Colossal Records. Moller, former West Coast disk jockey, will open a New York office for the Green Bay, Wis., wax works.

Legit music circles were shocked last week by the death of violinist Jacques Gordon. Gordon, first violinist and leader of the string quartet that bore his name, was for several years head of the string department at the Eastman School of Music and had been concert master of the Chicago Symphony. . . . Trumpeter Cootie Williams and his band at the Savoy Ballroom. . . . Mimic Judy McGee into the Bagatelle September 25. . . . Clarinetist Tony Scott sailed Friday (24) on 38-day jaunt to South America. . . . Babs Gonzales, bop vocalist, dissolved his group, Three Bips and a Bop, to take feature spot with Louis Jordan group leaving this week for 30-week cross-country tour.

Chirp Marcy Lutes will not be with Ray McKinley ork when it returns from its four-week vacation shortly. . . . Be-bop trumpeter Howard McGhee is rehearsing a 17-piece crew; he makes its first appearance here at the Apollo Theater shortly. . . . Milt Shaw and Judd Bernard are co-managing the Joe Morris group which features tenor Johnny Griffin, which made its first public dent with some Atlantic Records. The group opened at the Three Deuces nitery here Sunday (19).

Reciprocal distrib deal was worked out last week between Apollo and Bullet diskeries; Apollo will distrib Bullet wax in New York, New Jersey and Georgia while Bullet will job Apollo, Embassy and Gem platters in Tennessee and Arkansas. . . . King Guion reportedly is going to reorganize his 17-piece double rhythm ork. . . . Stop the Music singer Dick Brown last week inked a General Artists Corporation (GAC) management pact.

Chicago:

Negotiations between Eddy Howard and Mercury Records for his Majestic masters are stymied until next week. . . . Felix and Vern Byers have sold Rainbo Ballroom, Denver, to James Norton. . . . Bob Christ is rebuilding his Casino, Quincy, Ill., hoping to reopen in April, 1949. . . . King Records has purchased the Galli Sisters' recording of *Just for Me*, backed by *Hey, John*. Sides will be released on King's new Top series, a division of the King blue label line, which will carry pop material.

Johnny Apt, op of the Prom Terrace, Fort Wayne, Ind., turns concert promoter October 24 with an auditorium date on Paul Whiteman. . . . Ken

Moore, exec with the Karzas ballroom org. was taken ill during the NBOA convention here this week and is hospitalized. . . . Tom Archer opened his New Marivan, Ia., dancery September 28 with Harry James's ork. Norm Harvey is the ballroom manager. . . . During the NBOA confab Bern Herron showed off some of his 400 autographed ties received from band leaders who played his Danceland Ballroom, Cedar Rapids, Ia.

George Devine, Million Dollar Ballroom, Milwaukee, intends to experiment with Sunday afternoon teen-age dances. . . . McConkey Music sold its first band into the Martinique, which offers Buddy DeVito October 21 for an indefinite period. . . . Tom Archer Jr., son of the Des Moines ballroom chain op, attended his first NBOA convention this year. The convention drew 140 delegates, largest total in the 10-year history of the group. . . . Carl Snyder and Bob Weems have moved into new quarters at 333 North Michigan. . . . Jack Russell, Mutual Entertainment exec, became a grandpa last week.

Hartford, Conn.:

Al Gentile's ork has concluded its fourth dance session at Colt Park Shell, Hartford. The entire summer drew capacity crowds. . . . Bobbie Halprin's ork is again doing club dates and college dances in the New England area following a number of months of bookings in Connecticut resorts.

Bill LaDuke, vocalist with the Otto Neubauer ork, has resigned and will make his home in Long Beach, Calif. . . . Sam Kaplan's house band is back in the pit at Hartford's State Theater following summer layoff. House has been renovated.

"Nature Boy" Suit Held Up for New Amended Complaint

NEW YORK, Sept. 25.—Ira B. Arnstein's omnibus suit involving sundry alleged infringements involving *Nature Boy* received a second juridical setback Wednesday (22) when New York Supreme Court Justice James B. M. McNally dismissed his amended complaint. In an order headed *Arnstein v. Crestview Music Corporation* (so titled because Crestview has the lead-off spot in the lengthy catalog of the defendants), Judge McNally granted Arnstein leave to serve another amended complaint within 30 days.

Characterizing the amended complaint as "defective as the original," the judge stated that it "adds defendants and allegations in what appears to be an attempt to fire a broadside at a large part of the music publishing industry." Judge McNally suggested that the second amended complaint should be "definite and certain with respect to each cause of action and should allege facts and not conclusions so that each defendant can properly plead thereto."

Arnstein, who prepares his own papers, drew up his original complaint in handwriting, which was one reason for the original request for an amended complaint.

Decca Moves Ahead On a Cappella Waxing

NEW YORK, Sept. 25.—Decca Records this week continued to cut new wax in a cappella fashion, mainly to keep up with the blossoming hits. The diskery held at least three waxing sessions within the past 10 days.

The latest session was with the Mills Brothers. The date, which produced etchings of *Gloria* and *I Want To Be the Only One*, the new Jon and Sandra Steele tune, was done by the vocal group in its usual style, with a uke replacing guitar as the rhythm instrument.

Other dates had the Ink Spots turning out *Say Something Sweet to your Sweetheart* and *You Were Only Fooling*, with assistance from a nine-voice mixed chorus, while Dick Haymes on the Coast, produced a cappella slicings of *Anytime* and *Bouquet of Roses*, the Eddy Arnold Western ballads.

MCA Continues Expansion Plan

NEW YORK, Sept. 25.—The Music Corporation of America (MCA) this week revealed that the agency was continuing its current expansion scheme. MCA shortly will open a new office in Minneapolis, which will serve the MCA ork and act department much in the same fashion as the agency's recently unveiled Boston branch. The new office will be topped by Charles Richter from MCA's Chicago branch and will be supervised by Leighton Bailey, out of the Chi office's band department.

Also included in the MCA expansion plan is the addition of new wings to the agency's Beverly Hills branch. This is mainly to bring the agency's band department back under one roof with the rest of the MCA sales force. The ork salesmen were moved into the Leland Hayward office when the agency bought out Hayward's biz, but MCA execs have since found that the move is impractical for the agency's operation. Now that building supplies are more readily available, MCA's toppers intend to build the new wings primarily for the housing of the Coast band department.

Trace, Sterling Suit Near Settlement

NEW YORK, Sept. 25.—Al Trace's suit against Sterling Records for allegedly manufacturing and selling copies of *You Call Everybody Darlin'* under orkster's name without his authorization is on the verge of a settlement out of court.

Under terms of the projected settlement, Sterling will agree not to put any more copies of the platter on the market, and Trace will withdraw all claims for damages.

The Charts & Ads

The somewhat naked appearance of the Music Department this issue (no music popularity charts, very few ads) is due to the fact that the charts and the great majority of advertisers moved into the disk jockey supplement (a special section published in conjunction with this issue). Next week, the charts (and we hope all the ads) will be right back here in the music section.

Long-Run Renaissance In Offing

Name Bands May Find They Prosper Anew

Post-War Adjustment

NEW YORK, Sept. 25.—Altho the band business has been moving along at little better than a walk, major agencies are now taking cognizance of a number of promising developments auguring a rebirth of prosperity for orksters. The mad, hysterical days of fabulous salaries and payrolls, it is conceded, are not likely to come back. But what can and probably will come back, according to top-line execs, is a stable name band business, drawing its strength from commercial rather than cultist maestros, and based on long-run rather than short-time engagements.

The reasoning of the agency men is down to earth. Normal times, and without the impetus of the war years, the industry cannot economically go along on the basis of short-term engagements for top name orks, they believe. This type of operation was predicted on the belief that as soon as grosses showed a tendency to decline they could be boosted to record-breaking proportions by bringing in a new crew.

Not Enough Names

Current thinking takes the line that there are simply not enough names in the business for this type of operation, and that operators will have to be satisfied with reasonable profit accruing from long-term band dates. The alternative—the desire to hypo grosses by offering a new crew every week or two—is figured as a policy leading to ultimate disaster. This would seem to be borne out in recent experience of key locations, both on the East and West coasts, which heretofore pursued the switch-often policy. Hollywood's Palladium and the Philadelphia Click are but two notable examples.

While thinking along the aforementioned lines, agencies are taking stock of a few notable and hopeful facets of the business. Chief among these are the facts that a number of full-fledged bands are now clicking solidly via recordings, and secondly, an increasing number of name maestros are reorganizing their crews and getting back into the business on a serious rather than sporadic basis.

TD an Example

Tommy Dorsey, for instance, goes into the Hotel Pennsylvania—the biggest name the hotel has had in a long time. Tex Beneke is slated to move into the Sherman Hotel, Chicago, around Thanksgiving, and just this week Benny Goodman signed a pact with MCA (see separate story) and will probably be ready for bookings in early November. Others due for comebacks are Eddie Duchin and Claude Thornhill. The Horace Heidt troupe has been doing a solid business. The imminent influx of these commercial names, coupled with the fact that such perennials as Guy Lombardo at the Roosevelt and Freddy Martin at the Coconut Grove continue to do excellent business, has created an aura of optimism.

On the record end, it is interesting to note such disk successes as Tommy Dorsey's *Until*, Ray Anthony's waxing of *Gloria*, Blue Barron's cutting of *You Wre Only Fooling*, Pee Wee Hunt's *Twelfth Street Rag*, Benny

Lecuona Skeds L-A Fall Variety Tour

NEW YORK, Sept. 25.—Ernesto Lecuona, Cuban composer-pianist-conductor, will preview his proposed spring coast-to-coast variety concert tour with three November appearances in Eastern cities. Billed as "An Evening of Music and Entertainment" to avoid a strictly long-hair identification, Lecuona's presentation will introduce new singers, dancers, pianists and vaudevillians from Spain and Latin America.

The tee-off booking is skedded for November 20 in Carnegie Hall, followed by Washington's Constitution Hall (22) and Philly's Academy of Music (23). Beside plenty of old and new Lecuona, programs will list works by the most representative composer of each Latin-American country.

Berenice Kazounoff, independent agent, is booking.

Six Bashes Get Kenton Big 32G

NEW YORK, Sept. 25.—Stan Kenton, teeing off on a series of 52 jazz concert dates, grossed a total of \$32,569.90 for his first six bashes. The six concerts, which were divided into two concerts each in Philadelphia's Academy of Music (15-16), New York's Carnegie Hall (17-18) and Boston's Symphony Hall (19-20), drew a total of 14,783 paid admissions.

Top grosser was the Saturday (18) evening at Carnegie where the orkster's progressive jazz program grabbed \$7,421. Boston's Monday (20) gross of \$2,944.50 was the low figure.

It is understood Kenton is asking \$1,500 to \$1,750 guarantee per night against taking out 60 per cent of the gross after taxes.

Victor Bait's Hook For Millinder as Advisor on Music

NEW YORK, Sept. 25.—A deal whereby Lucky Millinder will serve in an advisory capacity to the RCA Victor artists and repertoire committee on blues and rhythm artists and tunes is on the verge of being signed. Millinder has for some time worked for King Records in a somewhat similar capacity; if the RCA arrangement works out, Millinder will no longer handle the King job. Steve Sholes, RCA artist and rep committee supervising blues and rhythm talent and material, under committee head Jack Hallstrom, would, of course, supervise Millinder's activities. Millinder band would also sign an RCA Victor recording pact as another part of the same deal.

Situation is second of two which the RCA artist and rep committee has worked out to bolster its activities with assists from people right in the field. First case was that of Bob Ross, who roams the Southwest (hill-billy) territory as an RCA artist, and rep advisor on folk stuff.

Strong's *That Certain Party*, Kay Kyser's *On a Slow Boat to China* and others. The significant point in all of these disks, of course, is that they represent a departure from the vocals which have been—and, for that matter, continue to be—so popular.

Brunswick Plan Discarded for New Decca Label

NEW YORK, Sept. 25.—Decca Records shortly will announce the issuance of a new label series which will displace the firm's originally projected Brunswick revival plans. The new line will serve as a promotional and sales outlets for some of Decca's lesser-known and new talents as well as for a series of reissues to be taken from the healthy Decca and Brunswick catalogs. The new label name is set but was not revealed, since formal registration proceedings with the copyright office have not been completed. The new line will retail at 79 cents and will be forthcoming in about two months, Decca execs revealed.

Original Decca plans to issue this series on a revival of the Brunswick label snafued when it was discovered that the Brunswick tag does not belong to Decca thruout the world. Rather than risk the loss of world rights to the diskings, firm execs decided to give the line a new name.

MCA Inks B. G.; Ends Guessing

NEW YORK, Sept. 25.—Benny Goodman this week signed with the Music Corporation of America (MCA), thus killing a lot of trade speculation about the returning maestro's management plans. B. G. will return to the active fronting field with a 16-piece-plus-two-vocalists crew and will play a full slate of one-night, theater and location dates for the first time in approximately three years.

It is believed that the maestro will resume with his clary and baton around November 1 by embarking on a break-in one-nighter tour thru the New England territory.

It also is believed that B. G.'s deal with MCA is for a short term, with options dependent upon the agency's ability to fulfill Goodman's demands.

The return of Goodman to the MCA fold, from where originally he went to operate his recently demised self-booking deal with Mark Hanna, marks another in the group of top name orksters who recently have returned to the agency's management. Other returnees include Horace Heidt, Eddy Duchin and Tommy Dorsey.

RCA Ties In Disk-Red Feather Bally

NEW YORK, Sept. 25.—Promotion-minded RCA Victor diskery is tying in with the national Community Chest drive to plug the Victor Perry Como waxing of *Because* to 300 cities via special plane. Platters will be delivered to mayors or heads of local Community Chest organizations, who will co-operate with local disk jockeys in sponsoring contests designed to get teen-agers interested in the Community Chest drive. The contest will be angled on the theme: "We should all sponsor the Community Chest because . . ."

Winner in each locality will receive an autographed Como recording of *Because*.

Victor promotion crew is giving the stunt all the necessary ballyhoo trimmings. The plane, for instance, will be tabbed *The Red Feather Crew*, and extensive photog and press layouts are being planned.

BMU Prepares Note to French To Honor Ban

LONDON, Sept. 25.—As an aftermath of the Dinah Shore recordings, which were completed here when the chirp dubbed in her voice against French-made musical backgrounds, the British Musicians' Union (BMU), which August 26 placed a ban on recording of American artists in England, is reliably reported to be preparing a note which will ask the French Musicians' Union to support the BMU anti-recording stand. However, it is understood here that the French union has implied that it is not interested in the American Federation of Musicians (AFM) or the BMU bans and that it will sanction recording sessions for and by American artists.

Trade circles here believe that lack of interest in the AFM and BMU ban by the French tootler group may lead to an eventual adjustment of the current BMU ban policy. It is believed that French disinterest may lead to easing of the BMU ban edict, but it is not expected that the ban will be lifted in its entirety. This, because some English tootlers feel that if American diskeries can get their stuff waxed in France then the French would be depriving Britishers of potential American dollars, which still would be flowing in England were there no ban imposition.

Chirp Shore fitted her tonsils to the French musical backgrounds in a London recording studio. She was skedded to complete eight sides—*Bluebird of Happiness*, *It Can Happen to You*, *Walking Backward*, *The Lonely Shepherd*, *If It Weren't for the Irish*, *Star of Bethlehem*, *Far Away Places* and *Say It Every Day*.

LONDON, Sept. 25.—The election of Hardie Ratcliffe as general secretary of the British Musicians' Union (BMU) last week brought about a reaffirmation of the union's recently proclaimed policy to ban all American artists from recording in England as long as they are unable to record in the United States.

But the BMU ban has flared into a controversy over an interpretation of which could be constituted as scab recordings. Some circles believe that the English Decca-owned London line, whose product is being sent to the United States as legitimate exports and are bringing American dollars into England, cannot be construed as scab wax. Others feel that export tallow must also be construed as scab since these British-made disks are cutting in on the American market, both biz-wise and talent-wise.

Royal Roost Gets Woody Herman, Who Cancels Chicago Date

NEW YORK, Sept. 25.—To continue its recently invoked name jazz band policy, the Royal Roost, Broadway be-bop bistro, this week inked the Woody Herman Herd for a four-week engagement beginning October 28. Herman will follow Dizzy Gillespie's band into the nitery. Gillespie opens there Thursday (30) to follow the current bandstand tenant, Count Basie, who successfully kicked off the spot's big name ork policy.

To make way for the Roost engagement, General Artists Corporation (GAC), Herman's agents, this week succeeded in canceling out the orkster's skedded appearance at the Panther Room of the Hotel Sherman in Chicago. The Herd was due to unshutter the room, which had been closed to name orks for over a year. But the Sherman's opening date was pushed back a month from the original October 1. No replacement has been set as yet for Herman's canceled opening slot.

VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GAB . . . Signature Prexy Bob Thiele guested on Jack Lacey's WINS *Plugging Parade* last week. . . . Ted Lawrence leaving WMGM to free-lance. . . . Paul Brenner has added the lit'ry touch to his WAAT *Requestfully Yours* show, with poetry readings a regular feature now. . . . Ted Steele and his 22-piece ork set to open at the McAlpin Thursday—which marks Ted as a very busy operator, because he still does two platter stints daily at WMCA. . . . Bea Wain and Andre Baruch of WHN will explain the inside workings of the deejay business to the New York Pharmaceutical Convention here Tuesday (28). . . . Ray Eberly skedded to guest on Gene Rayburn's *Jukebox Jury* Saturday (25). . . . TD cut interviews with Jack Fina, Sarah Vaughan, Allan Dale, Jan August, Sam Donohue, Larry Clinton, Percy Faith and Nellie Lutcher for his transcribed jockey show. . . . Fred Sales taking over for Hal Tunis at WAAT, Newark, with Hal moving over to that city's new WVNJ to do his *Band Review* show. . . . Fred Bair, WWRL, Woodside, doing a *Musical Memories* contest series. . . . Sam Elfert, program director at WLIB, is an expectant papa. . . . Beginning Friday (24) Jack Eigen's WINS show from the Copa becomes sponsored by Strauss Stores. . . . Brad Phillips of WINS won a \$1,400 N. Y. State War Veteran scholarship with which he will aim for a Ph.D. in communications at Columbia University. . . . Six local spinners have accepted the invitation of the six-day bike race promoters to engage in a special opening day race at Kingsbridge Armory October 17. Contestants include Ted Lawrence, Jack Barry, Dave Miller, Paul Brenner, Jack Eigen, and Jack Lacey. The winner will get a de luxe model hospital cot—and a pair of tweezers. . . . Eddie Jarl, Scandinavian music house pubber, is doing a half-hour platter stint over WQXR Saturdays. A unique twist is that Eddie is his own sponsor. . . . Rainbow Records here sends jocks a box of lemon drops along with vinyl pressings of Chubby Jackson's be-bopper, *Lemon Drop*. . . . Dave Hill, WMCA staffer, is adding a WBNX stint, *Record Review of the Air*, Saturdays at 8:15, beginning October 2. . . . Fran Parran, ex-WGHF-FM jockette, is switching to WFMO-FM, Jersey City, N. J., to do a platter-cum-fashion show.

TUNE TOUTING . . . Jerry Saxon, WIND, Chicago, has been getting a strong audience response to an old Ted Weems platter of *Sissy*, with Perry Como on the vocal. . . . Symphony Sid, of WMCA, informs that Mabel Scott's *Elevator Boogie* on Exclusive has been getting a slew of requests. "I think it's a great rhythm novelty," Sid says.

STRICTLY FROM DIXIE . . . Tom Brooks, WHAS, Louisville, Ky., does a little comedy chatter a la Popeye on his *Babbling Brooks* show, removing his upper plate to get the toothless effect. Last week he forgot that he had put the denture in his back pocket—and when he sat down to spin a platter he incurred an unusual injury. . . . Bob Watson, WSB, Atlanta, has inaugurated a *Campus Salute* seg on his late show, honoring a different Southern college each night. . . . Bob Van Camp, same station, did his first video stint last week when he did commentary on an experimental telecast of a wrestling show in Atlanta last week. . . . Luther Masingill will have orkster Buddy Johnson as a guest on his new *Loafin' With Luther* show over WDEF, Chattanooga, Tenn. . . . Jack McKee now handling WMNC's *1490 Club* in Morganton, N. C. . . . Stan Warren, WSAP, Portsmouth, Va., has ditched from an a.m. to a late-hour show: the telephone request *Midnight Mail Bag*.

CANADIAN CAPER . . . Mickey Lester, CKEY, Toronto, casually wondered out loud on the air the other night what the original name of Bob Crosby's *Boogie Woogie Maxixe* was. A deluge of phone calls resulted, tying up one Toronto exchange for an hour and jamming the studio phones for the same period. Mickey got his answer: tune comes from a thing called *Dengozo*, *That Wonderful Strain*—but he doesn't want to hear it any more.

EASTERN HEAT . . . Bernie Roberts, WNDR, Syracuse, doing a new show called *The File Keeper* from 4-5 p.m. . . . Johnny Andrews and George Carroll emseeing the new Saturday *Disk Jockey Tryouts* show for teen-age jock aspirants at WEEU, Reading, Pa. . . . Allan Carter, WPTR, Albany, has started a Saturday night show titled *Baby-Sitters' Ball*, with pop music aimed at teen-agers. . . . Bob Snyder of that station has interviewed a slew of show biz luminaries in recent weeks, including Dorothy Claire, Monica Lewis, John Reed King, Morey Amsterdam, Ted Weems, Ted Shawn, Henry Tobias and Sully Mason.

MIDWEST MELANGE . . . Herb Leach, WBAT, Marion, Ind., doing a hillbilly stint called *Si Perkins on the Party Line*. . . . Shel Singer, KTRL, Sioux City, Iowa, now on a 13-week stint called *S. S. Teeners*, with Admiral Radio Company picking up the tab. Show has a contest format, with local high school kids spilling about favorite platters in professional jock style. Winners get cash, and the grand prize copper also is awarded an Admiral radio phono for his high school. . . . Bob Earle, WKOW, Madison, Wis., doing a new *Club Midnight* in addition to his afternoon segs. . . . Van Douglas, WJBK, Detroit, subject of the new Alben disk, *Stampede With Van*, by Andy Johnson and His Peppermint Sticks.

CONNECTICUTTINGS . . . Bob Murphy, who wound up his deejay chores at WNAB, Bridgeport, has joined a new wattery in Geneva, N. Y. . . . Jack Dahlby, program director of WNAB, received a certificate of merit for outstanding work on behalf of disabled vets from the Charles K. Merritt Chapter, D. A. V., of Bridgeport. . . . As a gag for *Rhythm Rambler*, heard daily at noon over WCCC, Hartford, Joe Girard offered to raffle off the housecleaning services of staff announcer Ed Weston to the winning fem program participant on a particular day. Stunt was picked up by local dailies and got added plugging thru daily spot announcements over the air. Weston cleaned house for a lucky lady listener. . . . Lee Ellis, WSPR, Springfield, Mass., has launched a new set-up on his *Rhythm Society* show. He now divides it into three departments—jazz, new platters, and record-of-the-week. . . . Betty Craig Miller, WCCC, fem deejay back from Massachusetts vacation.

PHILLY PHADDLE . . . Jesse Rogers, cowboy singer with Radio and Sonora records background, joins the jockey parade at WJMJ for a nightly spinning session, using Western platters exclusively. . . . Fred Bennett, coming up from Texas, takes over the early morning spinning chores on WPEN for a two-hour session starting at 7:05 a.m. . . . Stu Wayne, KYW, *Musical Clocker* in the early morning hours, gets Vick Chemical Company sponsorship for his 7:45-8 a.m. seg, for a 26-week run. . . . Frank Ford, WPEN, takes his first week's salary in trade for his new sponsor—the U. S. Home Improvement Company, which will renovate his Oak Lane home. . . . Randy Dixon disking a nightly *Ebony Hall of Fame* on WDAS. . . . Roberts' *Scrapple* and Frankfurters join the list of sponsors participating in the early morning plattering of LeRoy Miller on WFIL. . . . Stu Wayne, of KYW, and Joe Grady and Ed Hurst, of WPEN, will handle the plattering for the resumption of the *Click Tune of the Month* parties staged by Frank Palumbo's *Click* nitery in co-operation with the local juke box operators' association. . . . All the town's disk jockeys went to town September 27 week to help celebrate the 20th anniversary of Frank Capano's activity as a song writer-publisher. It meant constant spinning of *Tea Leaves*, *Heartbreaker*, *Va-Za-Pa*, *Rocking Horse Cowboy*, *Alibi Baby*, *Dreamy Old New England Moon*, *Tears* and a host of other Frank Capano hits on records over the years. . . . George DeWitt handling the waxes from a turntable installed in Atlantic City's Hotel Chelsea cocktail lounge from midnight to 4 each morning via WMID. . . . Hamel handles the disk-spinning chores from the Lambs Club every night from 11:30 p.m. until 2 a.m. over WFFG, Atlantic City. . . . Stu Wayne, KYW's *Musical Clocker*, recently had the brilliant thought of decorating his station wagon with real records—more or less as the badge of his disk jockeying profession. But it wasn't such a good idea after all. He has to spend too much money buying new records to replace the ones that get stolen every time he parks his wax-coated car. . . . Ed Hurst, WPEN, has added a solo six-day show, 7:30 to 8:45, to the 950 Club spot he co-pilots with Joe Grady.

HOLLYWOOD HIGHLIGHTS . . . Capitol Records will toss full promotional weight—with special attention to disk jockeys—behind the initial Dean Martin-Jerry Lewis release slated to hit turntables October 11. Platter couples *That Certain Party* and *The Money Song*. . . . Bill Anson (KFWB) returned to the nitery biz last week as emsee of the show at Hollywood's latest club entry, *The Song Book*. Night work (in addition to his daytime air platter chores) is nothing new to Anson, who got his showbiz start entertaining ringsiders.

Fisherman's Luck?

HOLLYWOOD, Sept. 25.—Capitol recording exec, Lee Gillette, last week went on a fishing trip to Mexico and returned with (besides fish) recorded backgrounds plus cuttings for Cap's transcription library. When asked for verification, Cap spokesmen lifted an unknowing eyebrow to the report and were willing only to discuss Gillette's luck as a fisherman. However, *The Billboard* learned that Gillette found time to cut four sides of background music for regular disk release, plus an unknown quantity of transcription material.

Among the four sides sliced is background music for a Dean Martin-Jerry Lewis coupling soon to be released, *The Money Song* backed by *That Certain Party*. This is the song-and-comedy team's initial issue for Cap and is being rushed into release by the diskery to cash in on *Party's* current strength. However, the plattery looks to the *Money* side as its next hit.

It's understood the Gillette fishing trip was done on a trail basis. If Cap is satisfied with the Mexican recordings, the diskery may use more of them.

NOT SO QUICK, MERCURY!

NEW YORK, Sept. 25.—Last week's reports that Mercury Records had completed a deal for the English Decca company to handle the American firm's full pop line in England were partly dispelled this week in a cablegram to *The Billboard* from E. R. (Ted) Lewis, topper of the English Decca firm. Lewis explains that his diskery has made an arrangement with Mercury for only seven of the Chicago waxery's disks to be handled in England by Decca. In the longhair field, English Decca is handling Mercury's domestically produced waxes for Great Britain.

Cap Buys 12 Lucas Disks, Inks Singer

HOLLYWOOD, Sept. 25.—Capitol Records bought 12 Nick Lucas masters and inked the troubadour to a term recording contract. Deal also gives Cap option on approximately 20 other masters which were cut prior to the disking ban. First Lucas release will be pairing of *Tiptoe Thru the Tulips*, a yesteryear fave made famous by Lucas, and *Side by Side*. Disk will be issued October 11. For the *Side by Side* face, Cap engaged in a bit of disking trickery by making Lucas sing a duet with himself. With current taste trends favoring the simple and melodic yesteryear tune types, Cap believes it has copped a catch in the Lucas platters by bringing back to wax the noted other-era troubadour.

Cap Songs Issue "Jacquet"

HOLLYWOOD, Sept. 25.—Mickey Goldsen's Capitol Songs pubbery is continuing its activities in the modern jazz field with publication of an Illinois Jacquet Tenor Sax Solos folio and a series of be-bop orchestrations. Five bop numbers arranged for small orchestras make up Capitol's new Wee-Bop series.

Reaction to the *New Hot Discography*, published by Capitol's Criterion Music subsidiary, has been especially favorable. Book is in its second printing.

The Charts & Ads

The somewhat naked appearance of the Music Department this issue (no music popularity charts, very few ads) is due to the fact that the charts and the great majority of advertisers moved into the disk jockey supplement (a special section published in conjunction with this issue). Next week, the charts (and we hope all the ads) will be right back here in the music section.

N. Y. Music Pub Biz Takes Spurt

NEW YORK, Sept. 25.—The last few weeks have seen a spurt of activity in the music publishing business, with the result that several unemployed song pluggers have gone back to work. According to Bob Miller, chief exec of Music Publishers' Contact Employees, the union's unemployment list within a brief time has shrunk from 53 to 24.

Some recent personnel moves in the song pluggers ranks are as follows:

Bobby Kornheiser, formerly with Bregman, Vocco & Conn, has replaced Sylvan Spiro at E. B. Marks. At Bourne Music, Dave Bernstein, formerly with General Music, has replaced Mac Clark. Another switch concerns Bill Savitt. Formerly with the Warners music interests, Savitt this week arranged to represent Cavalier Music, a Broadcast Music, Inc. (BMI) house, on the Coast. The move is tied in with Cavalier's push on *You Walk By*.

In Hollywood Billy Walter has rejoined Oxford Music.

Leon Rene's American Society of Composers, Authors and Publishers (ASCAP) house is also putting on a contact man in connection with the drive on *Gloria*.

Tower Expanding Distrib Set-Up

CHICAGO, Sept. 25.—The bedded by an appendectomy last week, Dick Bradley, Tower Records prexy, announced a major distributor shake-up and expansion.

New U. S. reps for Tower include: Mangold, Charlotte, N. C.; Staff, Dallas; Tower, Los Angeles; United, San Francisco; Burns, Oklahoma City; R. G. Rowell, Birmingham; Roberts Sales, St. Louis; Sunland Supply, El Paso; Pan-American, Pensacola, Fla.; Northwestern, Seattle; B & G, Portland, Ore.; Northwest Music, Pierre, S. D.; Major, Buffalo, and Massachusetts Music, Boston. Canada will be serviced by Musicana, London, Ont.; while Music, Ltd., Honolulu, will cover the Pacific region.

Here-We-Go-Again Note: Kid Tootlers Okay for Parade?

PHILADELPHIA, Sept. 25.—School authorities in suburban Delaware County were involved this week in another dispute with officials of the American Federation of Musicians (AFM) over the use of a school band at a public function. Last fall the Ridley Township High School was placed on the union's unfair list. This week it's the Chester High School, which has offered its band to march in a firemen's parade, as did the Ridley Township tootlers last year.

School officials met this week with Louis Rosenberg, secretary-treasurer of the musicians' union, Local 484, but no decision was reached regarding Rosenberg's request that the Chester band be withdrawn from a firemen's parade at Reading, Pa., October 7. The school band has been asked to march with the Moyamensing Hook and Ladder Company, and as the school board's president, Norman W. McKeever, put it: "We agreed because the Chester Elks Band, the only professional band in the city, has already been contracted by the Goodwill Fire Company."

Benjamin Berry, of the Moyamensing firemen, said he had approached Rosenberg about a month ago regarding the hiring of professionals, but the 35-piece Wilmington, Del., band which the union official proposed would have cost \$600, which the firemen did not have. Furthermore, he added, the Wilmington musicians had no uniforms.

Philbin Ankles GAC; Maybe for P. M. Biz

NEW YORK, Sept. 25.—Jack Philbin, who has been with the General Artists Corporation (GAC) over a year in a veepee post, left the agency this week. It is believed that Philbin will return to the personal management biz, from whence he went with GAC.

Philbin's last assignments with the agency were mainly in the radio and television field, tho he formerly handled orks and music biz personalities.

Ban Lift Raises Biz, Law Posers

(Continued from page 20)

bargaining position to negotiate when and if the Petrillo proposal is considered legal, are nevertheless aware of one fly in the ointment. This, briefly, is the possibility that one of the major companies will accede to Petrillo's bargaining demands too easily. There is a precedent for such an occurrence, and should it happen again, it is believed the move would bring all the companies into the Petrillo camp.

It is also pointed out that should one of the major record companies with an e.t. affiliation accede easily, such a move would also bring all the transcription firms into the Petrillo fold pronto.

Longevity Deals

Another point of interest in the projected anschluss is longevity. Should a deal be possible, record companies will insist on a long-term deal to obviate trouble in the near future.

Also of interest is whether the AFM, in the event a deal is possible, will press for limitation of recording abroad. Several wax companies are under the impression Petrillo could not legally include such a restriction in a contract. Be that as it may, it's interesting to note the difference in scales between European and American countries. As compared with U. S. scale of \$41.75, Britain's is \$13 and prices vary between \$3 and \$4 per man. French musicians are often paid off with a CARE package, obtainable for \$10.

Recording company execs get together for another bull and brain session Tuesday (28).

Fogel on European Hunt for Longhair

HOLLYWOOD, Sept. 25.—Irving Fogel, Tempo Records prexy, left this week on a three-month European junket to survey disking conditions abroad. He will visit major European capitals, devoting particular attention to England, France, Germany, Switzerland and Italy. While Fogel will undoubtedly look into possibilities of overseas recording to skirt the Petrillo ban, his major interest is in lining up a European longhair catalog for American distribution.

On previous occasions, Fogel had declared his wish to secure a strong European classical catalog which Tempo could peddle in the States. However, spokesmen for Tempo remained mum as to the purpose of his voyage, denying the longhair venture as a factor involved in the trip.

GALE SIGNS ORIOLES

NEW YORK, Sept. 25.—The Orioles, vocal group whose disking of *It's Too Soon to Know* on the Natural label, brought both the tune and the group into the spotlight, this week inked a management contract with the Gale Agency. The group will not be personally managed by Gabbe. Lutz & Heller as originally reported. Instead it is understood that Cosnat distrib topper Jerry Blaine and the song's writer, Deborah Chessler, will handle the group's affairs.

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Got a Match?

CHICAGO, Sept. 25.—Side-man versatility reached a new high this week when drummer Merle Mahone, who doubles as road manager with Barclay Allen's ork and also keeps accounts and audits the Capitol recording maestro's books, added school teaching as a side line. He received permission from the Los Angeles school board to tutor three second-grade youngsters, whose dads toot with the Allen ork. Mahone was formerly a junior high school teacher in Denver.

Delbridge To Plug Olds

DETROIT, Sept. 25.—Del Delbridge and his ork have been booked for a cross-country tour in connection with the previews of the new Oldsmobile, opening in November. The booking, placed thru the Delbridge & Gorrill Agency, will include a complete floorshow. Delbridge is now on a coast-to-coast tour with a similar unit for the previews of the new Nash, as reported in *The Billboard* three week ago.

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Bad Timing

MILWAUKEE, Sept. 25.—When is an act immoral—at the beginning or at the end of a performer's contract? was the question posed here Monday (20) by Civil Judge Ted E. Wedemeyer in the case of Gale Parker, dancer, charged with an indecent performance.

Miss Parker, booked as Vivian Talmadge, was arrested September 14 at the Club Milwaukee, where she had been working until the last few days under a three week contract.

Defense lawyer John A. Decker said her act had been approved by local police, that she had worked here on numerous other occasions in the last 10 years and the police had never objected. "In fact," said Decker, "there was no objection until almost the end of her engagement."

Judge Wedemeyer observed: "It is strange that the arrest was made near the close of her contract. Testimony indicates she has performed here for several years. Now all of a sudden her act is adjudged immoral. What is an entertainer to do—ask every policeman for approval? We have a movie censorship board. It would be a good idea if we had a similar board to approve night club acts."

The judge continued the case to March 23, 1949, and advised Miss Parker to stay out of cafe shows here during the adjournment.

4-A's Step Into AGVA-AFM Feud

No New Spots In N. Y., Oct. 1 Until March 1

Liquor Board's Moratorium

NEW YORK, Sept. 25.—There'll be no new night clubs opening in any part of the city or the rest of the State between October 1 and March 1, 1949, according to a decision made this week by the New York Liquor Board.

The State liquor authority ruled a moratorium would go into effect on a Statewide basis October 1 and that if any cafe, or any other spot selling liquor, hadn't got its application in before that date, it would have to wait until February, 1949, before it could file again. All local boards thruout the State have been told to lay off.

The official reason for this action is to give the authority a chance to make a survey of all club licenses in existence and to check up on whether the holders are living up to rules.

The decision will hit various operators now in the process of getting moo to open new clubs. Usually new ops wait for the money and then apply for the permit. Clubs which have recently been sold and whose new owners haven't made applications to the authority will also be affected by the ruling.

Kelly Denies Complaint By Nan Blakstone

NEW YORK, Sept. 25.—Billy Kelly denies charges leveled at him by Nan Blakstone and her husband-manager, Ronald Gerard, that he was responsible for the poor biz the Blakstone show did. Kelly attributes the charge to Gerard's refusal to pay him and his subsequent appeal to the American Guild of Variety Artists (AGVA) to collect his salary for him.

In a letter signed by Gerard and sent to Kelly May 20, Gerard wrote "... you were outstandingly brilliant as a direct featured support during our recent tour... as Nan's husband and manager I give you credit for turning in the performances nightly which kept the wheels turning and the audiences in a state of greatest desire to return to add up to the outstanding repeat business we have enjoyed..."

Toronto Prince Edward Starts Show Policy

NEW YORK, Sept. 25.—Prince Edward Hotel, Toronto, will start shows October 29, with a budget for opening show that will run to about \$1,500 to \$2,000.

Putting entertainment into the room will be a departure for the spot, which never had a show policy before, and will give the Barclay Hotel, a small-budget operation, its first real competition, which may result in a minor talent war between the two spots.

The ironical part of the picture is that Dick Henry, of the William Morris office, is the booker for both spots. He began booking the Barclay after the spot bought acts from everybody. According to the trade, the Barclay op was always trying to get acts for little dough and in some cases was able to make deals because his was the only place in town.

Prince Edward ops, Harry and Ben Smith, will use Morris acts of semi-name caliber.

Det. Fox Close To Vaude Sked

DETROIT, Sept. 25.—The possibility of additional stage shows for the Fox, the largest Detroit theater, is fairly close, following an experiment with a stage show headed by Tony Martin this week, billed as the house's 20th anniversary celebration. The stage show experiment is being continued next week with a one-day personal appearance by George Jessel, William Holden, Edmund Gwenn and Colleen Townsend on Thursday (30).

The latter date, in connection with the world premiere of *Apartment for Peggy*, in which Holden and Gwenn are starred, indicates the line of thought at the big house. Negotiations for other stage attractions are known to be under consideration.

Wessons Pinch-Hitting

NEW YORK, Sept. 25.—The Wesson Brothers, instead of Max Baer and Bert Wheeler, will come into the Capitol. Baer's picture retakes make the change necessary. This will be the Wessons' first job together since they broke up on the Coast a year or so ago.

Rank and File Of Musicians Back 'Enemy'

Cites Cash Bond Guarantee

(Continued from page 3)

ers also assures them of collecting commissions.

Last week Dave Fox, assistant national director of AGVA, was called to address a meeting of agents in Toronto who wanted AGVA franchises. Immediately after his departure for New York, all agents in the Toronto area were unofficially notified by the local AFM that if they took out AGVA franchises, they would forfeit their AFM papers.

The most immediate cause celebre of the AFM edict that none of its members hold an AGVA card without permission was the Harmonicats, who left AGVA and joined AFM under a blaze of publicity. But since the Harmonicats are paid up with AGVA until 1949, action is contemplated by AGVA.

A similar case occurring in the past few days involved an entertaining band working at Kavaca's, Baltimore, members of which held AGVA cards and were told to give them up in favor of AFM credentials.

AFM's Reasoning

It is known that at least part of AFM's drive was inspired by fear that AGVA would ask every performer who did an act with voice or via panto, in addition to music, to become an AGVA member. If AGVA's drive should succeed, it would bring within its jurisdiction practically every cocktail unit which entertains in addition to playing instruments. It is also known that many such units would prefer to have AGVA bond protection.

The Four A's come into the picture thru fear that if AFM's stand applying to AGVA were to remain unchallenged the same rule might be applied to other showbiz unions.

Nazarro, WM In Legal Tangle

NEW YORK, Sept. 25.—Another legal battle with Nat Nazarro in one corner is due to start in the next couple of weeks over the status of Buck and Bubbles. Nazarro's opponent this time will be the William Morris Agency, who Nazarro accuses of alleged "conspiracy to reach a contract."

The suit filed in the New York Supreme Court, has Nazarro asking the Morris office for an accounting of all money received for and from Buck and Bubbles, who, Nazarro alleges, were booked by the Morris office without authorization from him.

An earlier injunction sought by Nazarro against Buck and Bubbles was denied a few weeks ago. Current action is based on the former's claim that the Morris office used the act on its Texaco TV show and is submitting them for other jobs without authorization.

Loew's and its booker, Sidney Piermont, may also be involved in the legal fracas. Piermont pencilled in Buck and Bubbles for the Capitol, planning to use the act at the same time the new Danny Kaye flicker, in which they appeared, opens at the Astor. Nazarro said he would try to stop Loew's from using the act.

Vaude Revival At Hwd. Para?

HOLLYWOOD, Sept. 25.—An attempt to revive vaude in the Paramount Downtown Theater here is in the making sparked by theater ops Fanchon & Marco with co-operation of the American Guild of Variety Artists (AGVA) and Local 47, American Federation of Musicians (AFM). House has been a film theater since December 3, 1941, when ops pulled live offerings as a result of a squabble with the AFM over standby orks.

Current plan, proposed by AGVA's Coast director, Florine Bale, calls for establishment of Monday celeb nights. Professional acts would get the minimum AGVA scale while theater owners would dish out a stipulated fee for AGVA's welfare fund. Theater would guarantee AGVA a flat fee, graduating to a percentage of the gross take if it's larger than previously agreed upon. Show would serve a dual purpose for AGVA in that it would give performers a much needed local showcase and provide funds for the union's welfare fund.

Idea has been tentatively okayed by theater head Marco Wolf pending AFM reaction. AFM officials met informally with Miss Bale this week and agreed to waive minimum requirements to allow the series to start with a scale ork of four or five men or with a two-piano team. Local 47 board will consider the proposal further at a meeting to be held Tuesday (28).

Ballots for AGVA Board To Be Talled

NEW YORK, Sept. 25.—The counting of the ballots for the election of the American Guild of Variety Artists' (AGVA) new national board and officers will be started early this week by the Honest Ballot Association.

While there is considerable belief in AGVA quarters that the constitution voted upon by AGVA delegates in the recent convention will be accepted, there is disappointment in the

Ciro's Pacts Downey To Buck B-W Outlay

HOLLYWOOD, Sept. 25.—Ciro's op. H. D. Hover, is bringing up the heavy talent artillery to meet the invasion of the Beverly-Wilshire's Florentine Room and Kay Thompson by inking Morton Downey at a reported \$6,000 per week tab. Downey moves into the Strip spot November 12 for a two-and-a-half-week run while Thompson and the Four Williams Brothers will light up the Beverly-Wilshire's swankery November 19. Downey will come here after a two-week engagement at Las Vegas's newly opened Thunderbird Hotel where he bows October 26.

Insiders say there's more to the Downey engagement than meets the eye. It is no secret that Hover's collar warmed when he learned the Thompson troupe would open the Beverly-Wilshire room. Hover had felt reasonably certain the act would return to his spot, if for no other reason than the fact that it was at Ciro's that Thompson and the brothers skyrocketed to prominence and the high-money brackets.

Thompson troupe was willing to return to Ciro's, but when Hover was told what the act wanted he lost his appetite. Thompson troupe found a nitery willing to pay its price in the Beverly - Wilshire (\$1,000,000 for three years, 30 weeks per year).

Boreo Revue for Times Hall

NEW YORK, Sept. 25.—Emil Boreo will run a concert in New York Times Hall in mid-November, using a continental revue formula calling for dramatic sketches and the use of five or six additional acts. The hall will cost about \$500 rent. It has a capacity of 503.

response from members who were eligible to vote. The union mailed out over 20,000 ballots, but up to press time received only about 2,000, or 10 per cent, back from its members.

Toddle House, Culver City, California

(Saturday, September 4)

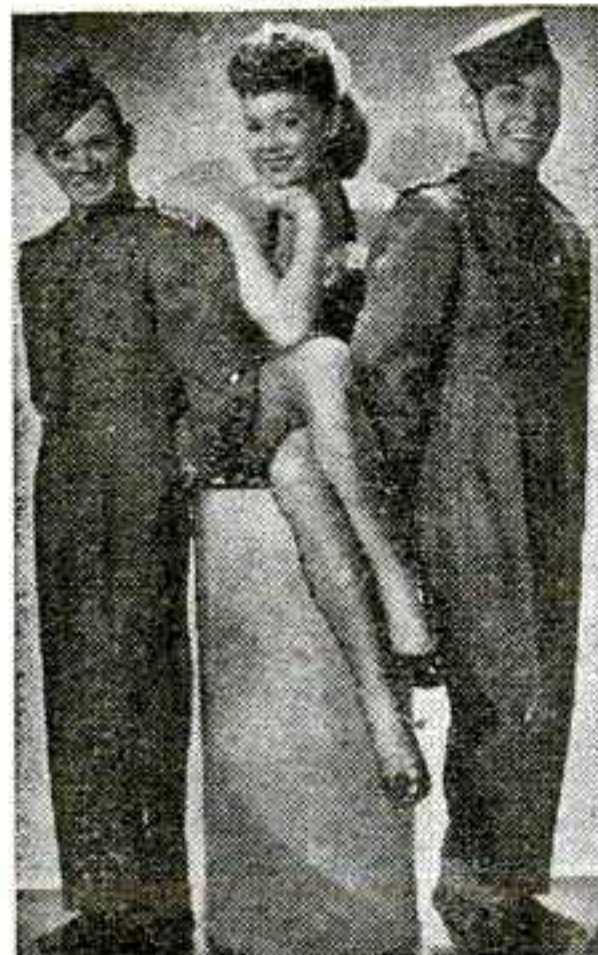
Capacity, 100; no cover or minimum. Owner-manager, Johnny Toscano. Booking policy, non-exclusive. Shows at 9, 10:30 p.m. and 1 a.m. Estimated budget this show, \$1,200. Estimated budget last show \$1,100.

Topping the bill is a new comedy team that promises to hold a high rung on the laugh ladder if they can continue to click as they have here. Danny Rodgers and Jackie Hilliard, hard-working twosome, keep the ringsiders in yocks with their rapid-fire gags and zany routines. To add to the pair's entertainment value, Jackie Hilliard takes over the spotlight for a series of song offerings that spurs the audience into calls for more of the same. Lad possesses a strong set of tenor pipes and a dramatic song style that permits him to take *Donkey Serenade* and equally demanding items in easy vocal stride.

Jacquiline Fontaine, lovely lass, wins from the start with her zestful song and dance routines. Customers particularly favor her version of *Mammy*. Gal has plenty on the ball, both talent-wise and from the standpoint of looks, and with proper handling should go far. Rounding out an enjoyable bill, songstress Virginia Fate takes over to vocally cuddle the lobes with her honey-coated lyric stylings. As easy on the eyes as she is on the ears, singing lady is best in ballad selections. Her *September Song* is an ear-winner. Gene Castilagno and combo back the show and supply the dance tempi. *Lee Zhito*.

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NIGHT CLUB REVIEWS

Versailles, New York

(Wednesday, September 22)

Capacity, 300. Price policy, \$5 minimum. Shows at 9:15 and 12:15. Operators, Nick Prounis and Arnold Rossfield. Booking, non-exclusive. Publicity, John O'Malley. Estimated budget this show, \$3,000. Estimated budget last show, \$1,000.

A room filled to overflowing greeted the return of Edith Piaf, giving testimony to her draw. But while she was magnificent, she began with two strikes against her because of production handicaps and the consequent noise in front. Much of this was caused by the poor handling occasioned by the telecast of the show by WPIX. Because this was a *Daily News* promotion, the rag had its Danton Walker on hand to emcee and a flock of cameramen to grab pix.

A promotion from a tab with a 4,000,000 circulation is a prize almost any spot would welcome, tho it is doubtful *The Daily News* readers can afford the Versailles. But the major obstacle to customers' present was the fact that the telecast, tho it could be seen by the audience, couldn't be heard. Walker used a mike from center floor aimed at the WPIX audience. It wasn't connected with the club's p.-a. system. Since the audience couldn't hear a thing, it became noisier and noisier with the resentment of the regular Versailles customers. To add to the difficulties, Miss Piaf's first 15 minutes or so were done under TV lights, full and bright. The intimacy which is a necessary part of her presentation was completely lost and she suffered thereby.

La Piaf Conquers

It wasn't until the telecast was over and the lights were dimmed that she could work in a spot without outside distraction. It was then that she became the same wonderful Piaf who always holds an audience enthralled.

The French singer has added some English to her routine, introing various numbers, even singing a chorus in English. But her sales ability, her expressive gestures and deliberate underselling need no interpretation. Whether it be French or Esperanto, the girl would still register.

Miss Piaf had a mixed vocal chorus behind her. And as in her previous appearance, both the chorus and the music were hidden from view behind a curtain.

Miss Piaf did about 30 minutes or so, and when she finished, the crowd was still unsatisfied.

Bill Smith.

Beverly Country Club, New Orleans

(Wednesday, September 15)

Capacity, 400. Price policy, no minimum. Operator, Beverly Country Club, Inc., Joe D. Brown, manager. Booking policy, non-exclusive. Publicity, Bauerlein Advertising Agency. Estimated budget this show, \$4,000.

A star-studded season equalled by few night spots in the country has opened at the Beverly Country Club with the name of Ilona Massey in the lights. But for the patrons who jammed the spot when it opened the names of Emil Coleman and his ork as well as the competent dance team of Mary Raye and Naldi might well have received the top billing.

Miss Massey's performance was a prize illustration of what Hollywood can do for a singer whose chief asset is a pretty face and figure. In real life Miss Massey lacks the volume and the tonal range which have marked her appearances on the screen. Here she cut her high notes, displayed a rather harsh tone and caressed the mike with all the amour of a torch singer.

The audience gave her two polite calls, but the only outstanding point of her show was the singing of *Besame Mucho* in Hungarian. Gilberto Isais, her accompanist, a Mexican boy,

The Savannah Club, New York

(Thursday, September 16, 1948)

Capacity, 200. Price policy, \$2.50 minimum Monday to Thursday; \$3.50, Friday and Saturday. Operator, Robert Frans. Publicity, Sy Presten-Peggy Strohl. Estimated budget this show, \$3,500.

Allowing for the difficulties of an opening night, this spot still has a show which is on the weak side. There is too little balance in the package; the comedy is only fair and the supporting acts of dancers and singers are just so-so.

The opener was a routine by the six-girl, flashily costumed line, which was unimpressive. For one thing, the limited stage area makes working tough and for another, the routine was run-of-the-mill.

The first fem singer, Phyllis Branch, has a throaty voice but her tone is too vibrato to do her *Babalu* any good. The Hotshots, the first dancing act, is a fast cleating duo that unveiled some slick stepping in several of its turns. The act also went in for comedy which was strictly hoke and didn't sell too well.

Natya and Raja

Best part of the show was Natya and Natya Raja in a Bedojo dance. The Balinese dance was performed so expertly, especially by Raja, that the customers gave them a big hand. Raja also has a solo stint in which he does some spectacular neck revolving.

Tops and Wilda, whirlwind jitterbug dancers, were handicapped by the small stage. Since the novelty of jitterbugging had worn off, the only thing the terpers had to offer was the incredible pace at which they did the number.

A cute looker, Ida James, gifted with a good style, didn't quite get across. At times, the singer seemed afraid to let out; she also has a stiffness of delivery which indicates a fear of the audience. Her *What Is This Thing Called Love?* was fair, but in *I Told You I Loved You, Now Get Out* she failed because the lyrics call for greater vitality than she has to give.

Howell and Bowser, Comics

Howell and Bowser, the comedians, didn't do much to lighten things. Most of their gags were stock oldies which didn't register. Over-all effect wasn't too funny. Bowser could help things by projecting into the back of the room.

Lucille Dixon's ork cut the show and did only a fair job, its trumpet being off. However, the drummer did fine work in backing the Balinese dancers. *Leon Morse*.

showed complete control thru all the Massey numbers.

Raye and Naldi Tops

The dance teams have been seen in prodigious numbers in recent months, Mary Raye and Naldi can be ranked with the best in the business. Dancers from the audience had come in with wet shoes and dampened the floor before the team appeared, but despite the squeaks of their shoes they held on thruout.

Mary Raye is a graceful artist and with her partner turned *Beguine* and a Mexican two-step into two of the best dances to appear in New Orleans.

Emil Coleman came here from Lake Tahoe, Nev., where he opened a new hotel after a long stay at the Waldorf-Astoria. His brand of music combined Latin American airs with pop stuff.

Coleman played the first piano thruout the evening, leading the band from that spot, while capable Willie Lanin served at the second piano. Coleman's brother, Adolph, turned in a good job as first violinist.

Hal R. Yockey.

Empire Room, Palmer House, Chicago

(Thursday, September 16)

Capacity, 550. Price policy, \$1.50 cover Saturday, \$1 other nights with a \$2 minimum. Publicity, Fred Townsend; booker, Merriell Abbott; producer, Eadie Barstow. Estimated budget this show, \$4,300. Estimated budget last show, \$5,500.

Booker Merriell Abbott introed two promising newcomers in this session, with producer Eadie Barstow contributing two production numbers that are a vast improvement over last show, which saw the return of the Abbott dancers. In the previous start, the nine Abbott gals looked clumsy in two hackneyed bits. Final production, a can-can bit that gains attention with each girl doing outstanding solo acrobatics, got the heftiest return. Gals still need a bit more rehearsal to straighten out their precision work.

Robert Lamouret and his web-footed dummy, Dudule, stopped the show in the anchor spot. The Parisian import has achieved the peak in animating the duck hand-dummy. Aurally and visually, the novelty never wore off because he put the duck thru such paces as a ballroom dance and a barber shop stint, with duck handling the shaving brush and razor on Lamouret's beard. The animator has a continental charm in the little English talk he uses and shows promise as a warbler, handling both ballads and classic opera with ease.

Stan Fisher fares better here than in his previous stop with Milton Berle at a Loop vauder. Fisher is a serious student of the harmonica and the more sedate crowd gave him full attention. Went thru a series of toughies, such as *Malaguena*, *Roumanian Rhapsody* and Ravel's *Bolero* to top applause. He could use a lighter number to spice this heavy fare. He should cut his use of superlative adjectives in intros.

D'Angelo, of D'Angelo and Vanya, has taken more of the spotlight in the team's work since caught last. An extremely graceful dancer, he's now self-assured almost to the point of haughtiness, especially in his talk between numbers, and made a big impress. He struts in everything he does and has the talent to back it up, winning top hands all the way and some sizable chuckles for remarks between dances.

Griff Williams is back in his stronghold and his batoning still rates top hands. Band had an extremely difficult book for this show, but handled the backing creditably, altho the brass tended to overblow, especially on Stan Fisher. *Johnny Sippel*.

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Le Directoire, New York

(Monday, September 20)

Capacity, 375. Price policy, \$5 minimum. Operators, Herbert Jacoby-Max Gordon. Booking policy, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$4,000.

Fall preem of this chi-chi East Side room brought out all the names in town, many dressed in their best bib and tucker. A lot of the customers came from the opening of *Magdalena* heatedly discussing the musical's merits and arguing whether it would go or not.

The new show here brought together the diverse talents of Les Compagnons, Pearl Bailey and the Szonys, each of whom contributed to make this a well rounded cafe bill and one that should make money.

Pearl Bailey's work is a far cry from her nervous offerings at the old Zanzibar. She has a polish and a slickness today which, superimposed on her lazy casual delivery, make her an outstanding performer. Along with that, she has acquired a delicious sense of humor that got healthy responses from the showbiz-wise crowd. Miss Bailey's material is a combo of her trade-marked specials, like *Good Enough for Me*, and oldies like *Row, Row, Row*, which she sells to double entendre implications via vocal takes. The audience found her completely satisfactory.

Les Compagnons

Les Compagnons (10 lads), who made quite a splash last season, did an elongated act here which could stand some pruning. The troupe works entirely in French, a fact which is calculated to attract the city's large colony of Frenchmen. But tho the act is in a foreign language its meaning is universal. One of the lads usually explains in broken English what the song will be about and the boys go to work. The commercial value lies in their mugging, which makes the meaning unmistakable. As they go thru their numbers they also do formations with the precision of Rockettes. Their numbers range from the frankly ridiculous to the sombre balladeering of dirges. Best reception was given to *Clare de Lune* by an American jazz outfit as seen by a Frenchman.

The Szonys, brother and sister dance act, had some minor troubles adjusting their routines to the smooth floor and comparatively limited working space. But they managed to do an excellent job just as well. The lad, medium height, well formed, dark haired and graceful, looking somewhat like a younger edition of John (Raye and) Naldi, made a fine foil for his pretty blond partner. Together the kids opened fast and kept the pace all the way. Their routines were a strange combo of adagio, acro and ballroom bits interspersed with lifts and spins. A corkscrew twirl by the girl was a curiously effective bit. The boy has a pleasant speaking voice, without accent. For a ballroom act with a novel twist, the Szonys are a refreshing departure from the conventional team.

Ted Straeter played the show right on the button. His piano vocals were pleasant. Gringo and his Brazilians did a nice job with the Latin tempos. *Bill Smith.*

Yeggs Aid Flack

MONTREAL, Sept. 25.—The Samovar, a nitery in the heart of the city, was robbed of its week-end receipts of \$3,000 to \$4,000 early Sunday (19) when three yeggs tied up the watchman and cracked the safe. The club's flack department exploited the setback by revising its ads in the Monday a.m. papers to read: "They took our money, but they couldn't rob us of our wonderful show," "We Must Be Making More Money Than Any Other Club," etc., etc.

Club Ebony, New York

(Wednesday, September 22)

Capacity, 300. Price policy, \$3.50 minimum. Three shows nightly, 10:15, 12:15 and 2:30. Publicity, Hall, Stillman & O'Rourke. Estimated budget this show, \$2,500. Estimated budget last show, \$1,500.

Except for the absence of comedy the new show offers a solid 45 minutes of entertainment. It is a brashy, fast and furious package that should be good for plenty of business.

Hampered by a hoarse throat, Billie Holiday was not her usual self but still had enough to sock across several of her standouts. Her *Strange Fruit* brought vivid pictures and her *You're Driving Me Crazy*, replete with inimitable Holiday arm and body motions, gave fresh meaning to the old tune. The gal's strongest asset is the emotional feeling she puts behind each interpretation. However, she might forget *I Wonder Where Our Love Has Gone*. Neither the lyrics nor the melody rings the bell.

Cook and Brown

Cook and Brown, a pair of eccentric dancers, were sold for big hands. Brown, a small guy, wears a wide infectious grin and his solo novelty knockabout dancing, which is slightly on the wacky side, got appreciative returns. Cook, who does the standard cleating and one-legged jumps, makes an excellent partner. Act is made to order for the spot.

Janet Sayer has a fine acro-tap routine. The gal, nicely costumed in metal with a lace arm fringe, is eye-pleasing, and tho her cleating isn't unusual it is competent. Her *Tabu* registered big with some strong head-stand splits and one-arm stands.

The good looking five-girl chorus has a few simple routines which were apparently well rehearsed. One number especially, in which phosphorescent costumes were used, was good for a big hand.

Ziggy Johnson, the show's producer, is an asset as an emcee, but he's not a singer. He proved it with a couple of numbers.

Buster Harding's ork cut the show in competent fashion, keeping its tempo hot and fast. *Leon Morse.*

Cafe-Lounge, New York

(Tuesday, September 21)

Capacity, 150. Price policy, \$1.50-\$2 minimum: \$1-\$1.50 cover. Operators, The Savoy Plaza. Booking, non-exclusive. Publicity, Newkirk Crockett. Estimated budget this show, \$500. Estimated budget last show, \$700.

Asking any one act to hold the stage successfully for 35 minutes is demanding a great deal, and if the singing duo of Cass Franklin and Monica Moore don't quite measure up, it is no reflection on them. The team has a fair singing act with potentialities and coupled with other attractions on a diverse presentation might go over nicely.

On the asset side, Franklin and Moore have improved on appearance, voice and delivery since last caught. Franklin socked over one number—*Miserlou*—in top fashion, winning himself some deserved applause. As a team, their best number was *Anything You Can Do* in which they vocally battle each other for winning results.

But as a long act, they are required to sing too many numbers throwing too many of them away. Their singing also needs a change of pace, perhaps some comedy to give diversity to their overlong act.

They had the right idea in their *Calypso Never Trust a Man*, tho lyrics are strained and far from clever; so their effort is wasted. The conception is correct, and more experimentation along this line might help them.

Irving Conn and his ork did a fine job of backing the act. *Leon Morse.*

Le Ruban Bleu, New York

(Tuesday, September 21)

Capacity, 150. Price policy, \$3 minimum. Continuous entertainment. Owner, Anthony Mele. Booking policy, non-exclusive. Publicity, Charles Dreyfus-Alan Delynn. Estimated budget this show, \$1,500. Estimated budget last show, \$1,400.

Catching shows like this makes a reviewer's job easy. All he has to do is think of nice things to say, when four good acts are put together and packaged for the customers' delight. As evidenced by the full house, the good word has already gotten around.

The sock act of the show is Connie Sawyer. This fem comic seems ready to go places; she has the delivery, the material and the kind of spontaneity that spells click. Her *It's Smart to Be Thrifty* and twin burlesques on the *Man of Distinction* and *Love For Sale* had the customers crying for more.

Paul Villard is another who holds an audience. Singing his sea chanteys in what seems an authentic style, he registered thruout. His best was an original *Bessie From Boise*.

Fletcher and Sheidy, comedy act, fit the room perfectly. Sparked by Jack Fletcher's facial contortions, which were good for plenty of yocks, the turn satirized night spots, Bette Davis, animals, etc., but at times strained just a bit too much for laughs.

Gigi Durston, a small-voice pop singer, really sells. Simply gowned and employing a sincere, unaffected style, she won her audience immediately. Her best was *When You're Alone*; nearly as strong was *I Understand*.

The Normann Paris Trio cut the show in fine style. In their solo stint they did a clean job on standard tunes. At times, tho, they had a tendency to overarrange, to the detriment of the melody, as in *I Got Plenty of Nothing*. *Leon Morse.*

Tic Toc, Montreal

(Friday, September 17)

Capacity, 200. Price policy, \$2 minimum. Three shows nightly. Booking policy, May Johnson Associates. Manager, Jerry Taylor. Estimated budget this show, \$750. Estimated budget last show, \$800.

The current Slate Brothers stint is a showcasing of their "new" act, which is new insofar as personnel is concerned but well-known otherwise. Syd, Jack and Sandra now compose the act, with Henry seeking other fields following the Slaters' breakup after the Bill Miller Riviera stint.

The turn moves much better than it did before, tho the format is basically the same—crazy pieces of business with a *Hellzapoppin'* approach. Maybe it moves better because now there are only two guys punching instead of three, but whatever the reason, the streamlining has helped.

The boys garnered hefty yocks from the time they walked on. Sandra, a statuesque blonde, provided a neat foil with her warbling (not one of the major things in the act) and her straightening. The Slaters now have the makings of a good, commercial act. They've clicked solidly in Montreal and should do likewise in other spots around. But a lot of their standard stuff will have to be revised or dropped completely before they'll be ready for New York. It's just a question of material now—they've got the delivery and showmanship down pat.

Judy Manners, young warbler, is the only other act on the bill. Miss Manners showed a pleasant, slightly nasal voice and a fine selling ability. However, her comedy (thrown into a serious song-selling routine) didn't get anywhere on the night the show was caught. Also, her costuming could stand revising; that Stella Dallas gown with the big feather doesn't go at all with her personality.

Nick Martin's small combo cut the show effectively. *Charles J. Lazarus.*

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VAUDEVILLE REVIEWS

Casino, London

(Monday, September 20)

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

For the first time in weeks the London Casino played to a full house, with one of the best bills seen here in some time. The apparent reason for this is hypnotist Ralph Slater, who was greeted by the most spontaneous mitt ever accorded an act at the Casino. Two dozen customers went on the stage when he called for volunteers. Five were selected to participate and his demonstration ran 30 minutes overtime and 15 minutes into the second show. When Slater finished he had the audience standing and applauding.

Vivianne and Tassi, jugglers, opened the bill. Their act was smooth and their routine above average. Frakson, the magician, held over another two weeks, took over the No. 2 spot with his sock act. Walter (Dare) Wahl scored again with his tumbling routine.

Leo Fuld Sings

Leo Fuld, boy singer from Holland, hit a high spot with vocals that had the audience calling for more. Norman Wisdom, comedian, had two spots on the bill. His first appearances drew a few laughs, but his act is too drawn out to be a hit and lacks punch. His second spot with David Nixon showed some improvement.

One of the cleverest acts to appear here, Gene Detroy and Marquis the Chimpanzee, brought a howl from the audience. The chimp was far better in the acrobatic part of the act than most such turns are. His performance on a bicycle as he rode about the stage was outstanding.

Kenneth H. Waggoner.

Oriental, Chicago

(Thursday, September 23)

Capacity, 3,200. Prices, 50 to 95 cents. Five shows week days; six week-ends. House booker, Charley Hogan. Show played by Carl Sands' house band.

It's quality over quantity this week, with a three-act package that generates more response than the bulk of the longer variety bills that have shown lately. Every act pulled response, ranging from good hands to cheers for the jazz jamboree closer.

The Dolinoffs and the Raya Sisters have something unusual in the opener. Working against a black velvet backdrop, a black-garbed male "invisibly" tosses the fern threesome thru antics that pulled plenty of laughs. The illusion is helped by a pair of huge, brilliantly lighted question marks that dull the vision. Act opens as a toy doll routine, with the painted foursome going thru a series of topnotch, original acro specialties, after which house lights are dimmed and the illusion work starts. The male's handling of the gals is flawless.

Masters and Rollins, local favorites, came up with plenty of new stuff wrapped around the curvaceous blonde's double-jointed antics and mugging. Her parody on her family background was a good pacer to an otherwise visual performance. The man's eccentric impreshees, tho seen before, got good mitting.

Louis Armstrong, making his first vaude start here since the days of his big band, plays lots of horn and has surrounded himself with a star-studded jazz cast. In addition, Satchmo has worked out some cute comedy bits, such as his dueting with Velma Middleton, combo chirp, that mixes well with the straight musical diet. Earl Hines, piano; Jack Teagarden, tram; Sid Cattlett, drums; Arvell Shaw, bass, and Barney Bigard, clary, contributed fine solo and combo work on a variety of tunes from up-tempo modern to a pop like *That's My Desire*.

Pic: *Date With Judy*.

Johnny Sippel.

Chicago, Chicago

(Friday, September 24)

Capacity, 4,200. Prices 59 to 98 cents. Five shows weekdays, six on week-ends. House booker, Harry Levine. Show played by Jack Fulton's house band.

House has a competent four-act unit this week, but lacks the spark that would take it into the upper brackets. Jack Fulton does nothing to get it off to a good start, trying a community sing plus his own vocal to put over a routine interpretation of *You Call Everybody Darlin'*.

Helene and Howard had to work hard to break the cold audience caused by the poor Fulton start, but Helene's judo handling of the husky male broke down the resistance. The tiny gal is a surprise with her brute handling of Howard and several boys in the band and got good response all the way. Only hitch was some dull dialog before their J-bug closer, which sent them off to solid mitting.

Gil Maison has worked vent Warren Whitney nicely into the opening of his animal act. Whitney causes plenty of consternation when it's discovered that one of the dummies is Maison's pet monkey. Remainder of the act, with Maison putting the monk, a St. Bernard and two Chiahuas thru their comedy paces, is pretty much standard. Got plenty of yocks, especially with the gargantuan St. Bernard.

Titian-tressed Nancy Donovan is heavy on looks and voice, but in need of some special material to make her stand out. She has a classical-type voice but finds it hard to get the pitch on pops. When she went into her two closing Irish numbers, she found herself, winning a call-back. Liberace shows to better advantage

Capacity, 1,600. Prices, 30 cents to \$2. Two shows daily, 2:30 and 8; three Saturday, 2:30, 7:30 and 9:45; midnight show Monday, 1:15. Manager, Tom Conway. House booker, Tom Conway thru A. B. Dow in New York. Show played by Len Howard's house ork.

This strictly two-a-day house looks as tho it's in for another boff season. Face-lifting has added class to the house. New back-drops have been added and other changes all work to the advantage of the acts.

The opening parlay of the season is well-balanced. There's plenty of everything—dancing, singing, comedy and novelty. Tayton Dancers (five gals, two guys) hit the jackpot and get a big mitt. The group showed slick production qualities and fine terping in four spots thru the show. The bolero was particularly effective.

Another show-stopper was Carlton Emmy's canine stint. The pooches are well trained and the stunts were executed with plenty showmanship. Frank Benham did nicely enough in his ballet-tap stint, tho the lad needs a little more polish to hit 'em where it counts.

Geraldine and Joe

Geraldine and Joe show up nicely in a tumbling, terping and acro stint. The biggest part of the act is the guy's acromaniacs. The gal's terping still needs plenty of practice.

Candy Stevens' strictly straight gab comedy clicked well. She uses special material to good effect, tho it would go even better if she would develop an individual style without carboning the Berles and Youngmans.

Jack Bruno's warbling stint is really something to hear. The guy tied up the show with a warm set of pipes that hit on all cylinders. Bruno has a soft, easy-going personality and knows how to sell a song. He should go places.

Lou Brown emceed the show in capable fashion and rated a steady stream of laughs with standard gags. Brown's style is in the knock 'em dead tradition and he almost succeeded the night the show was caught.

Arabella Andre is the strip on the bill and it can be safely said that Lili St. Cyr, following her on the next show, hasn't a thing to worry about. Len Howard's ork cut the show well.

Charles J. Lazarus.

Lookout House Gets Big Labor Day Biz

CINCINNATI, Sept. 25.—Lookout House, Covington, Ky., featuring Ina Ray Hutton ork (12) and comic Sammy Walsh registered one of the best Labor Day week-ends in its history September 3-6. Sam D. Alex, general manager, said this week. Total attendance for the last two days was over 5,000.

On Sunday (5) and Monday (6), house chalked up a dinner patronage of 1,982, while 3,112 paid covers to eye the show. Alex said that per capita spending over the two days was up an average of 60 cents over any previous year, with the dinner business topping an estimated \$15,000.

Also on the spot's bill were Val Setz, juggler, and Selma Marlowe Dancers.

in a theater than in a nitery, for stage affords the audience a better sight of his work, especially stuff like his machine-gun keyboarding of *12th Street Rag*. Ran the gamut from heavy material like the *14th Hungarian Rhapsody* to his light discourse on boogie. The ex-Milwaukee 88-er's ingratiating talk sewed up pew-sitters before he ever started to play. His one vocal, *I Don't Care*, was well received and should prompt him to work more such chirping in to balance his program.

Pic: *Beyond Glory*.

Johnny Sippel.

Follow-Up Review

LOOKOUT HOUSE, COVINGTON, KY.: Ina Ray Hutton and ork (12) hold over for another two-weeker, and new in support are a trio of acts and a new line. Scissored to compactness, new layout should command the attention garnered by its predecessor.

Jimmie Leeds, sharp-appearing funster, grabs eye-and-ear attention with staccato projection and good patter done while constantly manipulating yoyos. Some of the stuff leans to an inoffensive blue, while other bits are strictly corn, but the youth had no difficulty selling it here. Also incorporates musical ballooning and harmonica work to sound touches.

Larry and Lynn hit the applause meter time and again with their varied tricks on bikes that range in size from a one-footer expertly wheeled by Lynn to an 18-foot unicycle on which Larry offers neck-risking stunts. A ride around tables by Larry on a 10-foot affair makes for a solid blow-off. Lynn lends ample support in Larry's rope-skipping stunt while astride the single wheel.

Three Honey Brothers combine neat slapstickery, cute comedy situations and tap-acro shenanigans to score solidly. Action is speedy and intricate, and their breath-taking falls, lifts, dives and catches stem from the top of the barrel.

Winnie Hoveler Dancers (6) live up to standards set by previous paraders here, but their attempts at tonsiling would be better left untried. Smartly turned-out gals go well with la Hutton in a *Rhythm Is My Business* hip swisher, but their pipings marred an otherwise neatly presented operatic bit in which they manipulate vari-colored capes expertly to foreador music piped by band's Danny Ricardo.

Bob Doepker.

DIAMOND HORESHOE, NEW YORK: The addition of Henny Youngman to Billy Rose's *Fiddles Over Broadway* is a happy one. Youngman's fiddle bit dovetails smoothly with the rest of the violins from which the show gets its name. The tall comic's material had to be combed to come up with enough stuff the customers here would understand. Result is that practically all of Youngman's act leans toward the oldies.

But if they're oldies for the hep mob, which incidentally doesn't patronize the Horseshoe, they're pretty hot stuff for the tourists. Youngman throws the corn at them, and they vock it up like mad. Sum total is that the customers are happy, Youngman has a long stay here and Rose has a show that the customers from Dubuque and Little Rock talk about when they get back home.

Bill Smith.

Hildegarde Helps Hometown Church Get Out of Hock

MILWAUKEE, Sept. 25.—Hildegarde returned to her home town Sunday (19) for an Auditorium concert designed to help pay off the mortgage on St. Alexander's Catholic Church. The benefit netted the South Side parish \$1,500, according to the Rev. Leonard Drewek, assistant pastor who promoted it. Hot weather and a polio ban on kids under 12 kept the gross down to \$6,000.

Father Drewek had planned to up the take by selling choice seats at \$25 the copy. These were to have been arranged in cabaret table style. There were no takers, however, so the plan was abandoned in favor of a straight \$3.60 top. The concert was Hildegarde's first pro appearance in Milwaukee since 1937.



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N. Y. Spots Mull Policy Of Bills Minus Dancing

NEW YORK, Sept. 25.—A trend toward an entertainment-without-dancing policy, a la Blue Angel and Reuban Bleu, is growing in night spots. The latest recruit to the clubs following that pattern will be the St. Moritz, when it opens about the middle of October.

Reasons for this switch in policy are two: First, it is tough getting talent, and second, the absence of dancing means the elimination of an ork with no salaries to pay musicians. The last, naturally makes these clubs cheaper to run.

However, the ops following this trend are liable to find that appearances are deceptive and that getting customers is not as easy as it seems. For one thing, one good act doesn't fill a room and, for another the type of act that is right for one club may

not be right for another. That was proved when a certain act booked into the Tic-Toc, Montreal, during July after scoring heavily at One Fifth Avenue, New York, was glad to be canceled after one night because it didn't fit the room.

The two things that spell success to these East Side spots is talent and longevity. Talent selection is the ability to pick the right act for the room, and few ops have manifested the ability that Herbert Jacoby, Blue Angel, and Tony Mele, Reuban Bleu, have shown in that direction. Plenty of work and careful hiring goes into getting acts for their clubs.

Longevity means that an owner cannot try out the policy for a few weeks and then give up. He has to stay with it perhaps for several months until a following is developed and results are forthcoming. This also means an op has to have a bankroll and not be afraid to take the strings off same until the policy starts paying.

Several clubs have tried to emulate the Reuban Bleu and Blue Angel this year and most have failed. The encore opened with a splurge last spring, but the timing was bad and the biz wasn't around at that time of the year.

Bradley's also took a fling at the

Receivership For Radisson?

MINNEAPOLIS, Sept. 25.—A threat to throw Radisson Hotel, this city's second largest hostelry, into receivership over a contract dispute has been delayed until Monday (27).

The dispute is the result of the claim of Byron Calhoun, former hotel manager, that his 40 per cent share of the owning corporation should be boosted to 60 per cent. The case is now being tried before Federal District Judge Matthew M. Joyce.

Calhoun said that in January, 1943, he and Tom Moore, operator of the Coca-Cola Bottling Company here, took over the Radisson for \$37,500 cash, a \$25,000 promissory note and assumption of \$710,000 in mortgages.

According to Calhoun, a written agreement was made with Moore in which it was specified that when the mortgage was reduced to \$300,000 a new operating company would be organized in which Calhoun would hold 60 per cent of the stock and Moore 40 per cent.

Last July the mortgage was reduced to \$299,781.28, Calhoun contends, and permanent improvements were made on the property from income which should have been used to reduce the debt. Moore claims the improvements were necessary to increase the hotel's efficiency and in line with a 10-year modernization program.

Altho a director of the hotel, Calhoun was discharged by Moore May 16, 1947, as manager and has no active participation in its affairs. Moore asks inclusion of a clause into the contract giving Calhoun his 60 per cent cut only if employed by the hotel. At Thursday's (23) court session, Moore asked until Monday (27) to produce evidence justifying capital improvement expenditures and Judge Joyce agreed to the delay.

The Radisson's Flame Room, one of the area's better night spots, uses such names as Victor Borge and Carl Brisson.

SHAY IN THE CLOVER

NEW YORK, Sept. 25.—Dorothy Shay will get \$6,000 from the Clover Club, Miami, when she opens there next January. The singer is also set for the Blackstone, Chicago, and the Beverly Wilshire, Hollywood, for a reported \$5,000.

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Grain of Salt

LONDON, Sept. 25.—Top salary paid American stars playing at the London Palladium is \$12,000, and only a few ever got that, says *The London Evening Standard*.

"Some U. S. stars booked to appear in West End music halls tend to talk grandiloquently in New York about their London salaries," *The Standard* says.

Out of the \$12,000 the star must pay his (or her) personal assistants—accompanist, musical arranger, secretary and sometimes stage stooges. He must also pay fares, tax and living expenses.

The Standard says American stars in the \$12,000 bracket are lucky to take home \$2,000.

Jack Benny was reported to have received \$20,000 a week at the London Palladium and Dinah Shore \$16,000—but *The Standard* wouldn't lead you to believe it.

East Side type of operation and failed. However, the Penthouse Club was a spot where the idea went over with a bang. Maxine Sullivan was the attraction that started this spot rolling. After a tough summer, the Penthouse is still riding with its new policy.

Gordon Sees Conn. Booking Slump, Describes the Cause

HARTFORD Conn., Sept. 25.—So far the fall booking picture for Connecticut territory night clubs doesn't look too good, according to Jack W. Gordon, of Gordon's Entertainment Bureau here. Gordon places the blame for drops in night club grosses in the Connecticut territory on a variety of factors. The 20 per cent tax, "cheap" acts and lack of club management to stick to "truthful advertising are among the headaches in the trade bringing down the nightly grosses," he says.

By "cheap" acts, Gordon means the deliberate attempt by some night club operators to feature what the ops call "Broadway shows," but which are, in reality, merely local talent backed up by untruthful advertising. Gordon realizes that some local talent may be better than some of the Broadway stock, but he also

points out that a nitery op presenting "Broadway shows" consisting of home talent is not only misleading the public but also creating a general impression that the advertised entertainment "ain't what it should be."

The veteran Hartford booker charges that newspapers ought to exercise an absolute censorship over advertising which pretends to offer "Broadway shows" in the place of "home town talent."

MONTREAL, Sept. 25.—Vaudeville may be dead as far as other cities are concerned, but in Montreal it's very much alive. Proof of this is the fact Gayety Theater, about the only house in North America still playing two-a-day without flickers, this year has invested some \$65,000 in remodeling and rebuilding.

New York:

Stem Tips 394G; Cap 59, Strand 36, Roxy 108

NEW YORK, Sept. 25.—Vaude grosses surged up last week, making a comeback from the previous seven-day take. The five-house total for the flesh-pic combo was a healthy \$430,000 against a \$394,130 gross the previous stanza. The increase in biz was the result of cooler weather, the return of vacationists and new shows in three of the houses.

Radio City Music Hall (6,200 seats; average \$115,000) collected plenty with a lusty 139G take the first week with Lane Brothers, Jack Harwood and *Good News*. Week before the gross was \$115,000.

Roxy (6,000 seats; average \$89,000) showed an impressive improvement over its previous week's gross of 68G by racking up \$108,000 in seven days. The bill is Joe Howard, Illinois Jacquet and His Little Band, Al Bernie, Ed Sullivan and His Harvest Moon Dancers, the Ice Show and

Luck of the Irish.

Paramount (3,654 seats; average \$76,000) continues doing good biz as indicated by a strong \$88,000. In the third week, with Jack Leonard, the Martin Brothers, Carmen Cavallaro and his ork and *Sorry, Wrong Number*. The second week's gross was 100G.

Capitol (4,627 seats; average \$66,000) slumped to \$59,000 last week. The previous stanza was good for \$81,130. The presentation includes Renald and Rudy, Georgie Price, Betty Reilly, Gene Krupa and his ork and *Luxury Liner*.

Strand (2,700 seats; average \$40,000) came thru with a weak first week's \$36,000 gross. The new show consists of Johnny Morgan, Johnny Long and his ork and *Life With Father*. The last week of the old bill was good for 30G.



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Middle-Bracket Thesps' Famine

\$750 Actors Lucky To Get \$500 a Week

Producers Cutting 30%

(Continued from page 3)

wise, there is an over-supply of the middle-bracket people.

For example, one \$750-a-week actor was offered \$500; another \$500-a-week thesp \$300, and still another actor who wanted \$300 a week didn't even get a counter-offer.

This means that unless an actor has radio or screen work to fall back on, he will have to take the lower salaries to work. With the heavy production activity current, there are many acting jobs available for talent, but at the \$200-to-\$300-weekly range.

Where a producer casts one or two names whose price he is forced to pay, he takes it out on his lower-salaried actors by cutting their pay because they're in no position to fight him. Since there is a great surplus of acting talent in the \$200-to-\$750 range, the thesps must make peace with producers if they want to work in legit.

Brownstein Crisis Delayed for Month

NEW YORK, Sept. 25.—Rebecca Brownstein has agreed to remain as Actors' Equity associate counsel until October 18. The one-month delay in her resignation will be used in an attempt to find some permanent agreement that will satisfy her and the union.

Among other things, Miss Brownstein wants a \$1,000 hike in salary to about 14G yearly and inclusion in the union's pension fund. Granting of the latter demand is made difficult by the fact she is an employee, not of Actors' Equity but of its counsel, Paul Turner.

Hartford's Bushnell Gets New Stage Floor

HARTFORD, Conn., Sept. 25.—The Bushnell Memorial, local legit house, has installed a new stage floor. The stage has a 20-foot deep maple strip in front of the footlights for tap dancing, where the old strip was only seven feet deep. William Mortensen is managing director.

Bushnell skeds the town's first ice show in six years starting November 9.

Heretofore, blade specs have played only New Haven and Springfield in the Connecticut territory.

Set for November 9 is *Ice Vogues*, a three-hour show with 20 acts and a girl line of 14, produced under supervision of George D. Tyson.

ELT SITCH IS STATIC

NEW YORK, Sept. 25.—Action on the Equity Library Theater (ELT) awaits the return of John Golden, who is now in England. Actors' Equity has asked the old ELT committee to work with Golden and do some of the preliminary work before his return in two weeks. When he is back, the union will consult with him to devise a financial agreement. However, if there is no meeting of the minds, plans are under foot to raise production money elsewhere.



BROADWAY SHOWLOG

Performances Thru September 25, 1948

Dramas

Streetcar Named Desire	Opened	Perfs
(Barrymore)	12-3-'47	341
Born Yesterday	2-4-'48	1,112
(Lyceum)		
Harvey	11-1-'44	1,616
(8th Street)		
Mister Roberts	7-18-'48	253
(Alvin)		
Play's the Thing, The	4-23-'48	153
(Booth)		
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The	8-16-'48	223
(Cort)		

Musicals

Annie, Get Your Gun	5-16-'46	988
(Imperial)		
Finian's Rainbow	1-10-'47	733
(8th Street Theater)		
High Button Shoes	10-9-'47	404
(Century)		
Inside U.S.A.	4-20-'48	171
(Center)		
Make Mine Soubhatten	1-15-'48	291
(Broadhurst)		
Small Wonder	9-15-'48	12
(Coronet)		

ICE SHOWS

Howdy Mr. Ice	6-22-'48	122
(Center)		

OPENED

A Story for Strangers	9-21-'48	7
(Royale)		
Grandma's Diary	9-22-'48	5
(Henry Miller)		
Magdalena	9-20-'48	8
(Zi Field)		
Town House	9-23-'48	4
(National)		

CLOSED

Grandma's Diary	9-22-'48	Saturday (25)
(Henry Miller)		
Heaven on Earth	9-16-'48	Saturday (25)
(Century)		
Bilarities of 1948	9-9-'48	Saturday (18)
(Adelphi)		

COMING UP

(Week of September 27, 1948)		
Time for Elizabeth	9-27-'48	
(Fulton)		
Edward, My Son	9-29-'48	
(Martin Beck)		

Arnold's Ice Show Opening in London

LONDON, Sept. 25.—Tom Arnold will present his third annual ice show, *Ice Cascades*, at the Stoll Theater starting Wednesday (29). Ice ballerina Carol Lynne will star. Featured will be Joe Jackson, comedian; Romaine and Brent, American pair; Heinie Brock, blade comic; Red McCarthy, Canada's acro skater; Ron Priestly, of Australia, and Baddy and Buddy, Swiss comedy pair.

British artists to be featured include Beryl Rayden, Basil Cudlipp-Green, and the Jive Trio. A company of 75 will be presented in this first European aqua-ice revue, including a corps de ballet and skating chorus. The spec will feature aqua novelties such as liquid draperies, waterfalls, water wheels, fountains and decorative backgrounds.

Ice Cascades has been devised and produced by Gerald Palmer.

Westport's Summer Boffo

WESTPORT, Conn., Sept. 25.—During the 11-week season at the Westport Country Playhouse, 43,340 persons paid admission to see 10 productions. Financially it was one of the best seasons in the strawhatter's history. The directors are considering a proposal to extend the subscription period thruout the summer instead of running only thru the first

Subscriptions Dropped by 'X'

NEW YORK, Sept. 25.—Indications are that the subscription series of the Experimental Theater (ET) will not function this season. Execs at the American National Theater and Academy (ANTA) feel that functioning under conditions that resulted in a deficit of \$56,000 last year is not sensible.

Instead, the invitational series will be substituted and scripts done on a budget of several hundred dollars each at neighborhood playhouses in New York. This will mean that from 10 to 20 plays can be presented and more actors, directors and dramatists will get a chance to show their wares. Two of the plays being considered are Abe Goldfein's *The Fifth Horseman* and Roger Flood's *King of the Mountain*.

Actors Equity at one of its recent council meetings made a determined and successful stand to retain the concessions that the subscription series of the Experimental received from the legit unions. However, now the Experimental has decided that the series is nothing but a big headache and is bowing out, at least until some sort of arrangement can be devised to produce the series cheaper.

New Stages Expands Board, Appeals Org

NEW YORK, Sept. 25.—The board of directors of New Stages has been broadened to seven, two members being added, and control of the org has shifted even more firmly into the hands of the membership. Earlier this year much dissension was occasioned in New Stages because the membership complained that Norman Rose and David Heilweil, the managing directors, were running the org without its consent.

This new move will give the shareholders even more to say about affairs. New board of directors elected for one-year terms consists of Robert Gundlach, David Heilweil, Norman Rose, Florida Freiburg, Kermit Murdoch, Barrie Stavis and Boris Tamarin. New Stages goes into production next week with Thornton Wilder's translation of Jean Paul Sartre's *The Victors*.

ROUTES Dramatic and Musical

- Angel in the Wings (Blackstone) Chicago.
- Annie Get Your Gun (Lyceum) Minneapolis.
- Blackstone (Davidson) Milwaukee.
- Blue Danube (Philharmonic) Los Angeles.
- Born Yesterday (Ford) Baltimore.
- Brigadoon (Nixon) Pittsburgh.
- Burlesque (Metropolitan) Seattle.
- Carousel (Curran) San Francisco.
- Command Decision (Wilbur) Boston.
- Evans, Maurice (McCart) Princeton, N. J., 29-30; (Playhouse) Wilmington, Del., Oct. 1-2.
- Harvey (Colonial) Boston.
- Helress, The (Walnut St.) Philadelphia.
- High Button Shoes (Great Northern) Chicago.
- John Loves Mary (Cass) Detroit.
- Leading Lady (Selwyn) Chicago.
- Love Life (Shubert) Boston.
- Medea (Biltmore) Los Angeles.
- Mr. Roberts (Erlanger) Chicago.
- Oklahoma (Royal Alexandra) Toronto.
- Oklahoma: Dallas, Tex.
- Private Lives (Locust) Philadelphia.
- Set My People Free (Shubert) New Haven, Conn.
- Show Boat (Boston O. H.) Boston.
- Silver Whistle (Plymouth) Boston.
- Summer and Smoke (Hanna) Cleveland.
- That's the Ticket (Shubert) Philadelphia.
- Trial of Mary Dugan (Majestic) Boston.
- Where's Charlie (Forrest) Philadelphia.
- Winslow Boy (American) St. Louis.

six weeks. Also under discussion again is enlargement of the playhouse.

'Blackbirds' Again

NEW YORK, Sept. 25.—Lew Leslie, whose *Blackbirds* revues in the 1920's were great successes, is on the verge of sending a new edition of *Blackbirds* to London. He's waiting word from an English production outfit before undertaking the venture. No plans are being mulled for a Stem production of the revue.

Industry Plays Open New Field For Thespians

CINCINNATI, Sept. 25.—A new outlet for the talents of legit actors was seen here in the presentation of a three-act play and a one-act fantasy by Equity casts in connection with sales, advertising and public relations meetings of the Seagram-Distillers Corporation in the Netherland Plaza Hotel, September 19-22.

Keyed to stimulate sales and public relations spirit of company personnel, firm officials claim the full-length presentation, *A Sure Thing*, and the playlet are forerunners of industrial dramas that may be to legit what commercial films are to the pic business. This year's offerings are an outgrowth of the success which greeted a short comedy presented at company meetings in 1947.

Produced by John Malone, of the Roy S. Durstine ad agency, New York, the cast included such Broadway thesps as Billy M. Greene, who also functioned as stage manager; Leila Ernst, Frank Rollinger, Karen Collier, Jane Keyes, Kent Tagge, Bob Duffy and Gladys Klark. The play was directed by Harold Young. Technical ends of the show, including stage settings, are handled by Gardner Displays, Inc. The show is to be introduced by Seagram sales managers, each before his own territorial representatives.

The audience here, numbering almost 2,300 people from 23 States, represented Seagram distributors and salesmen, field representatives and firm executives and a large number of guests representing important business companies.

The drama is the result of a company belief that "today big business operations and modern competition require the highest degree of showmanship and use of scientifically applied merchandising skills. A play, because of its use of live actors, has a unique, personal and intimate appeal that is lacking in movies, speeches and printed messages. It gets inside the man who has to contact the trade. Psychologically, it compels members of the audience to identify themselves with their counterparts on the stage."

Early Curtains for London

LONDON, Sept. 25.—West End theatergoers are refusing to be wooed back to late openings. The only theaters drawing late crowds are those with twice-nightly performances. Legit shows, which began at 8 or 8:30 in pre-war days, have now reverted to earlier openings, with b.-o. take showing an immediate jump. Latest to start earlier is the Haymarket Theater, with *The Glass Menagerie* ringing up at 7:15 instead of 8:15.

For review of *Town House*, which opened Thursday (23) at the National Theater in New York, see page 4 of this issue.

BROADWAY OPENINGS

STORY FOR STRANGERS

(Opened Tuesday, September 21)

ROYALE THEATER

A parable by Marc Connelly. Directed by the author. Settings by Ralph Alswang. Costumes by Millie Sutherland. General manager, Forrest C. Haring. Stage manager, Carl Judd. Press representative, Tom Weatherly. Presented by Dwight Deere Winman.

Newt Fender, a Barber.....Joseph Sweeney
Audrey, a Manicurist.....Joann Dolan
George Hubinder, a Dairyman.....Paul Huber
Vincent Gatling, a Lawyer.....Joseph L. Graham
A. J. Kissle, a Banker.....Frank Tweddell
Mr. Mercer, a Traveling Salesman.....
.....Edward Nannary
Sophie Whiting, a Dressmaker.....Jane Hoffmann
Hector Whiting, Chief of Police.....George Colton
Norman Hunt.....James Dobson
Bessie.....Joan Gray
Policemen.....Richard McMurray
.....Victor Parber
St. Elmo Ottley, a Counterman.....John McGovern
Mrs. Patoon, Bessie's Mother.....
.....Grace Valentine
Mayor Orrin Sully.....Tom Holter
Dunbar Slote.....Lauren Gilbert
Townsperson who crowd doorways

The reformation of small-town baddies via the influence of a talking horse is the theme of Marc Connelly's current excursion into fantasy. It is a long-winded and burdensome trip. Just why the equine eloquence (which, by the way, the audience never hears) should instantly turn a mess of stinkers from their evil ways and fill them with sweetness and light, is something that *A Story for Strangers* never explains. Anyway, by the time Mr. Connelly gets down to his reformation scene it doesn't seem to matter much.

Strangers uses the flash-back device to unfold a tale of scurviness in a little Michigan town. It is told by the town barber and his ex-tart manicurist to a traveling salesman in explanation of the populace's sudden turn to the right. A miracle has happened—a horse has talked. So by means of Ralph Alswang's cleverly devised turntables, the audience is whisked back a couple of months to show how the town meanies—right out of the skullduggery stock barrel—ganged up on a nice but not-too-bright farmer lad and almost prevented him from marrying the nice gal. They would have, except for Irving, the ancient horse that the boy bought for \$1.80.

Of course, the boy has his backers, too—the nice gal who is afraid of her domineering ma; the town tramp, with the heart of gold; a waiter with a taste for mythology, and naturally, Irving.

The girl is reputedly rich, via a deceased spouse. The boy is poor. There is the matter of a will and some sort of investment in a patent. The banker, the lawyer, the police chief, the gal's mother, a fake minister are all of a mind—boy mustn't get girl. The simple lad gets into a jam. His milk route customers don't pay. He's apt to go to jail. Irving is about to cash in his checks with pneumonia.

And then the mythological twist really gets going. The lad appeals to some goddess of horseflesh to lend a hand with the old plug, and bang, Irving is a handsome two-year-old and he can talk. But he can only talk to the boy. If he sounds off to anyone else he's set for the boneyard. But when the critical moment arrives and his young owner is about to be taken to the cleaners, Irving pays off by speaking right up to everybody, and drops dead. His remarks appear to have been to the fact that everyman is born a Ulysses with his own potential Odyssey—a philosophic gem that sets everybody to loving everyone else and the gal into the lad's arms.

Into these loquacious and sometimes obscurely fanciful proceedings some good players inject performances of varying merit. Obviously their efforts are limited by the stock characters which they portray. Joseph Sweeney is drily genial as the barber who tells the yarn. James Dobson does well by the somewhat incredibly

GRANDMA'S DIARY

(Opened Wednesday, September 22)

HENRY MILLER'S THEATER

A comedy by Albert Wineman Barker. Directed by the author. Sets by Raymond Sovey. Company manager, Irving Becker. Stage manager, William Atlee. Press representative, Anne Wolf. Presented by the American Theater Group.

Harrison.....Augustus Smith
Peter.....Herbert Evers
Alice.....Eileen Prince
Linda.....Gertrude Rozan
Cary.....George Neise
Boris.....Leonard Elliott
Gaines.....Robert E. Griffin

Grandma's Diary is the initial misstep of the American Theater Group. This is an understatement. With *Diary*, the new production outfit trips for a full-dress pratfall. This is just one of those over-acted, ineptly scripted, purported comedy items which arrive to louse-up Stem matters theatrical. Each season unveils its quota. It is well for 1948 to get something like *Diary* out of the way this early.

For the record, Albert Wineman Barker has put together a rapidly grim hour or two of nonsense about a returned G. I. officer who has been having fun with an army nurse on the side, and his wife who has been indulging in a sexy interlude with a crooner next door. The lady has grabbed herself a radio serial slot supposedly on the basis of spicy material included in the diary of her late Viennese grandmother. Both parties are set for a divorce, but fall in love with each other all over again. The rest of the momentous didoes are concerned with getting rid of their extra-marital encumbrances. Just what grandma's diary has to do with it is hard to say, since nothing the old lady ever recorded either resolves any problems or is used in the much-discussed radio scripts. It is just an excuse—and a poor one—for the title of a very sad play.

According to the program, *Diary's* time span covers "17 hours of spring in the penthouse of Linda Perdue." Fifteen minutes would be ample, with the play going rapidly from bad to worse in the matter of feeble comic dialog and manufactured situations. Barker has staged his own script to a tempo proportionate to its content.

Gertrude Rozan is Linda, the wife with the diary. She plays her and overplays her in varying degrees of Viennese cuteness. It isn't all her fault, for she is given some very dreadful lines to read. Herbert Evers makes a personable returned husband, altho a trifle youthfully exuberant for an ex-professor of Oriental languages. He also comes in for some bad script moments. Leonard Elliott, a knowing comic, mugs and clowns his way thru the role of a soap opera ghost-writer for better effect than his material warrants, and George Neise registers the fact that he has a nice voice and an amusing way with him as a namby-pamby crooner. Newcomer Eileen Prince shows a talent for better things.

Productionwise, the group has had Raymond Sovey design a nice penthouse set, but as far as a Broadway bow-in is concerned, Linda might better never have dug up her grandmother's journal—and maybe her husband should have stayed in Japan.
Bob Francis.

naive farmer boy, and Joan Gray shows debut promise as his sweetheart. There is a brisk contribution from Joann Dolan as the local fern black sheep and John McGovern's counterman is a persuasive philosopher.
Bob Francis.

NEW YORK, Sept. 25.—*Things To Remember*, a new musical comedy fantasy is shopping around for a producer. The script is by Clyde North, with music and lyrics by the same writer. *Remember* is the story of the life of Hans Christian Anderson.

MAGDALENA

(Opened Monday, September 20, 1948)

ZIEGFELD THEATER

A "musical adventure." Book by Frederick Hazlitt Brennan and Homer Curran. Score by Heitor Villa-Lobos. Pattern and lyrics by Robert Wright and George Forrest. Directed by Jules Dassin. Sets and lighting by Howard Bay. Costumes by Sharaff. Dances by Jack Cole. Musical direction by Arthur Kay. Choral direction by Robert Zeller. General manager, R. Victor Leighton. Stage manager, Dan Brennan. Press representative, Anthony Buttitta. Presented by Homer Curran.

Padre Josef.....Gerhard Pechner
Manuel.....Peter Fields
Solis.....Melva Niles
Ramon.....Henry Reese
Maria.....Dorothy Sarnoff
Pedro.....John Raitt
Major Blanco.....Ferdinand Hilt
Doctor Lopez.....Carl Milettaire
General Carabana.....Hugo Haas
Chanteuse.....Betty Huff
Cigarette Girl.....Christine Mavrios
Zogge.....John Schickling
Danseuse.....Lorraine Miller
Teresa.....Ira Petina
The Old One.....Gene Curtsinger
Chico.....Patrick Kirk
Juan.....Leonard Morganthaler
Conchita.....Betty Brusher
Major Domo.....Roy Raymond
Balladora.....Marie Groscup
Ballador.....Matt Mattox

SONGS: Women Weaving; Petecat; The Seed of God; The Onen Bird; My Bus and I; The Emerald; Food for Thought; Come to Columbia; Plan It by the Planets; Bon Soir, Paris; Travel, Travel, Travel; Magdalena; The Broken Pianolita; Greeting; River Song; Chivor Dance; The Forbidden Orchid; The Singing Tree; Lost; Freedom; Vals de Espana; Piece de Resistance; The Broken Bus.

Homer Curran presents *Magdalena* as a "musical adventure," according to the program. Mr. Webster's Standard Dictionary defines "adventure" as that "which happens without design," "a chance, hazard, hap or danger of loss," also as a "bold undertaking." A reporter cannot subscribe to Mr. Curran's tag, on the whole. Certainly, there is nothing about *Magdalena* which hasn't been damned well patterned from beginning to end—as to book, score, song and dance—not to mention the most colorfully superb settings and costumings to be seen in a Stem production in years. However, Messrs. Brennan and Curran, authors, have essayed a chancy, dangerous and even a "bold undertaking" in scripting a rag-tag, flotsam-and-jetsam book and relied on the musical genius of Villa-Lobos to turn it into stirring South American folk-opera. Perhaps they have been successful.

In one sense, the term "musical adventure" hits the target, since *Magdalena's* likely commercial success quotient is debatable. It is beautiful to look at and ditto to listen to—provided the customer has a musical ear. It boasts some of Broadway's best voices and Jack Cole's dance patterns come close to perfection in interpreting mood and rhythm. But the average pew-buyer in search of regulation Broadway musical entertainment may be likely to feel that he has been had with something in the way of modern metopera in English plus a soufflé of operetta libretto. The combo bids for ennui.

Musical Hodgepodge

This reviewer's reaction to *Magdalena* is probably average. He recognizes the impressive quality of its score and its vocal marksmanship. It is notably musically important. But it is also a hodgepodge of pagentry, musical comedy, operetta, folk opera—which is pretentious on the one hand and boresome on the other. The Brennan-Curran book combines primitive symbolism with overtones of opera bouffe and the wit is as scant as the plot is plodding. It has somewhat to do with Christianity and paganism among back-block Colombian natives, a playboy emerald-mine owner and his Parisian cook-mistress. The lady truffles the general to death and the young lovers are united.

As to performances—John Raitt has never sung better as the bus driver whose jealousy is his god. Dorothy Sarnoff is likewise vocally excellent as the tempestuous heroine. Ira Petina's cook-on-the-make is delightful—particularly since she has been given what few pert lines the script affords. Hugo Haas makes an ade-

Out-of-Town Opening

EDWARD, MY SON

(Opened Wednesday, September 22)

SHUBERT THEATER, NEW HAVEN, CONN.

A new play by Robert Morley and Noel Langley. Directed by Peter Ashmore. Settings by Anthony Holland. Lighting by Raymond Sovey. Company manager, Morton Gottlieb. Press representatives, Richard Maney and Frank Goodman. Stage manager, Richard Bender. Presented by Gilbert Miller and Henry Sherek.

Cast (in order of appearance):
Arnold Holt.....Robert Morley
Evelyn Holt.....Peggy Ashcroft
Larry Parker.....Len Hunter
Harry Soames.....Torin Thatcher
Mr. Wadman.....Dayton Lummls
Cunningham.....Waldo Sturley
Ellerby.....Godfrey Kenton
Manray.....D. A. Clarke-Smith
Eileen Perry.....Leueen MacGrath
Prothero.....Harry Sothern
Burton.....Godfrey Kenton
Summers.....Waldo Sturley
Phyllis Maxwell.....Dorothy Beattie
Betty Fowler.....Patricia Hicks

Judging by the reception given to *Edward, My Son* at its initial American appearance, any outstanding English debts should be canceled. This completely gripping play unfolds as one of the most absorbing dramas of the season. It is beautifully written, and most superbly acted from principals to bit players. The general "every-word-must-count" drabness of the usual British drama is completely absent, and the audience finds itself moving right along with the characters over the 29 years that are covered in the action. That this opus will jump into the hit class on its Broadway opening is a foregone conclusion—it has everything that goes to make up the perfect drama. Plot, dialog, action, comedy, and acting are so combined that a customer is completely sold from the opening curtain.

Robert Morley, who also collaborated on the writing, does an acting chore in this show that can only be classified as superb. His characterization of Lord Holt is perfect theater.

He is ably assisted by Peggy Ashcroft, as his wife who, while following closely the English theory of underplaying, is such an excellent foil for Morley that the pair seem a unit, both as characters and performers. Her drunk scene in the last act is just about the ultimate in fine shading and characterization.

Top acting honors, next to the principals, fall to Leueen MacGrath. Miss MacGrath has only one scene in the play, but in that single sequence she leaves an indelible mark on the memories of the audience. Here is a young actress who will make herself a definite niche in the theater.

It seems like faint praise to call the rest of the cast adequate, and it might be better said that they were all extremely capable—and that everyone was definitely in the type-cast position.

Direction and settings leave nothing to be desired, and the pace and flow of the entire drama is steady and smooth.

While it might be difficult to imagine that the life of this show in America will duplicate its London run, it's more than an even bet that Broadway will be seeing and enjoying *Edward, My Son* for a long, long time.
Sid Golly.

quate operetta, stomach-patting general.

Primarily, however, *Magdalena's* draw will be for trained music lovers who will flock to hear the Villa-Lobos score. Perhaps there are enough of them to keep the Ziegfeld filled. But a terrific lot of cash has gone into *Magdalena's* making, the weekly nut is reported in the high 30G bracket—and in spite of its lush magnificence, Mr. and Mrs. Average Customer are likely to find Mr. Curran's "adventure" impressive—but dull.
Bob Francis.

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Magic

By Bill Sachs

PAUL ROSINI is dead! With his passing magicdom has lost one of its most colorful personalities and ablest manipulators. He was one of our favorite performers. Paul Rosini loved and lived magic. He was a showman both on and off the nitery floor, but his greatest delight came with entertaining magical confreers or intimate friends before a bar or over a night club table with his gems of wizardry that could well be termed miracles. In our books Paul Rosini was a good Joe. He was good to everybody but himself, and it was this fault that contributed to his death. Paul Rosini is gone but his memory will linger long in the hearts of his many friends in and out of the magic profession. We will always remember him as one of the best in the business. Paul Rosini recently resumed nitery work after a period of idleness caused by ill health. Death came to him suddenly September 19 at the Lawrence Hotel, Chicago, where he had resided in recent months. Funeral services were held at the Tohle Funeral Home, Chicago, September 22, with Werner C. (Dorny) Dornfield conducting the traditional breaking-of-the-wand ceremony preceding the religious rites. Approximately 75 magicians attended the service, among them Okito, Paul Stadelman, John Platt, Matt Schulien and Waldo Logan. Pallbearers were Dorny, Eugene Bernstein, Herman Homar, Chic Schoke, Tommy Martin and Bert Allerton. Rosini was born Paul Vucic in Trieste, Austria, September 29, 1902. He came to this country as a youth and became associated with a number of magical personalities, among them the Zanzigs, mentalists, and Carl Rosini, world-traveled magician, whose name he later adopted for his own professional tag. Rosini told us at one time that he patterned his style after that of the late Max Malini. One of Paul Rosini's first metropolitan appearances was at the College Inn of the Hotel Sherman, Chicago, about 25 years ago, where he worked with the late Ted Healy in a comedy mental turn. He resided for many years in Philadelphia. During his long magical career he played most of the leading hotels and night spots in the country, and on one occasion he played a 24-week engagement at the Palmer House, Chicago.

BOB ECKLUND, magical emsee of Erie, Pa., tells of catching the per-

Jury Hears 19G Suit Of Ice Show Vs. U. S.

CAMDEN, N. J., Sept. 25.—A five-year-old suit filed by an ice show against the federal government finally reached trial this week when a jury of 11 men and a woman in U. S. District Court here heard opening arguments of an action involving Ice Capades, Inc., Pittsburgh; the Arena Managers' Association, Inc., New York, and the government.

The two promoters of the ice show seek unstated damages for alleged loss of \$19,000 resulting from army occupation of the Convention Hall in Atlantic City during the war. The U. S. took possession of the municipally owned hall July 16, 1942, and released it after it was no longer needed for troop training. The ice show promoters had rented the hall four months before the government moved in.

The suit contends that government occupation of the hall forced removal of equipment which had been shipped to the hall June 20 of that year. The show was shifted to Hershey, Pa., at a cost of \$19,000. The government had filed a petition to dismiss the suit five years ago. But the courts rejected the petition.

"Menagerie" Slated For Campus Tour

NEW YORK, Sept. 25. — Leonard Field is sending *Glass Menagerie* to schools and universities thruout the country for the American National Theater and Academy (ANTA). The Tennessee Williams script has been toured extensively but never in colleges. *Menagerie* will star Carroll McComas.

Quilty Opens 55th Year

BRIDGEPORT, Sept. 25.—Probably holding the long distance record for operating a dancing school, Daniel (Dan) C. Quilty is starting his 55th year with his Quilty College at Colonial Hall here. Several of the country's outstanding terpers, including Eleanor Powell, have been his pupils. Quilty is 75 years old.

formance of Willard the Magician during the latter's engagement in that city recently. "While I don't think he is a threat to Blackstone," writes Ecklund, "he does have a good show and I was very much impressed with his apparatus. All good stuff; no junk. While his shooting a girl into a trunk is good, there is too much loss of time in putting the trunk up over the heads of the audience. His flower effect is very good. The use of a clown is cute, and the clown is good, too. Willard's English needs a bit of polish but he gives 'em a good show for the money. Advertising and publicity is well handled." . . . Loring Campbell wants it known that he is not associated in any way with the Percy Abbott magic store in Hollywood. Never have been and never intend to be, he adds. Campbell is off the road this season, due to his wife's health, but he is filling occasional dates alone in the Los Angeles area. . . . Roy Benson is at the Casa Seville in Long Island, N. Y. . . . Dr. Jaks continues with his close-up tricks at New York's Savoy Plaza. . . . J. C. Admire and John Darrell, of Indianapolis, are framing a six-people magic unit to crack the season near the Hoosier capital October 23. Show will make high schools during the day and auditoriums at night, featuring a midnight spooker on Saturdays. Admire will handle the advance, with Darrell contributing the miracles. . . . Milbourne Christopher typewrites that his recent opening at New York's Belmont Plaza went off beautifully, and last week found him skedded for half a dozen guest shots, including Luncheon at Sardi's last Friday (24). A recent sorcery session at Bruce (Phoenix) Elliott's in New York found Christopher, Bill Simon and Dr. Jaks among those present.

Burlesque

By UNO

MARYLAND, Baltimore, new burly stock (not Midwest circuit) house, operated by Herb Molter, managed by Max Cohn and booked by Eddie Kaplan and Dave Cohn, opens October 8 with Margie Kelly, Red Marshall and Dusty Fletcher featured and Al Murray, Harry Kane and Sherry Everette as other principals. Ben Bernard is being negotiated for as producer. . . . Harry Ryan is manager, talker and lecturer of Sally Rand's *Pin-Up Revue* on Royal American Shows. . . . Sammy Price, Al LeRoy, Betty Jo Morgan and Dorothy Hart left the Kane circuit to form a package combo for Ohio niteries. . . . Winnie Garrett returned to the Ha-Ha Club, New York, October 1. . . . Harry Lander and Morris Lloyd have teamed up again, this time for vaude and niteries. . . . Buddy Green, ensee, features his trumpet act at Club 26, Milwaukee. . . . Rudy Kahn is new manager of the Casino, Pittsburgh. He succeeded Max Cohn, who moved to the Maryland, Baltimore. . . . Marty Knoff resumed his post as treasurer of the Hudson, Union City, N. J., after managing the last few weeks at the Globe, Atlantic City, where he relieved Bernie Ferber, who returned to the managerial desk at the Gayety, Washington. . . . Stanley Montfort, straight, has closed at the Burbank, Los Angeles, to take over the house man and stage manager duties at the Folly, Kansas City, Mo. Donna Davenport heads the 12-girl line at the house, and Warren B. Irons is manager. . . . Billy (Zoot) Reed, winding up his second summer with the Raynelle show on the Cetlin & Wilson Shows, will return to Chicago niteries in the late fall to remain thru the winter.

JAI-LETA started a tour of the Hirst circuit as featured attraction with the Hagan unit at the Howard, Boston, September 20. . . . Marsha Adington and Darlane Graves ended a year's stay in the showgirl line at the Burbank, Los Angeles, to come East for the first time. They are new Lynchettes at the Hudson, Union City, N. J. . . . Hank Henry, comic, exited from burly to join Shubert's *Desert Song*, starring Jack Goode and due to open October 6 in Southern California. . . . Abe Gore finished a summer in the Catskills and opened October 1 at the Roxy, Cleveland, on the Kane circuit. . . . George Tuttle, singer, and Murray Friedman, org. leader, closed a summer's engagement at the Metropolitan Hotel, Asbury Park, N. J., to return October 1 to Boris Levin's remodeled Yacht Club, Lakewood, N. J. . . . Los Angeles has Marlo headlining at the Burbank, with Billy Ainslee, Joan Carr and Helen Lovett held over as principals; Virginia Valentine, Ginger O'Dave and Lee Lane, at the El Rancho; Russell Treat and Zedra Zane, at the Century, and Betty Rowland and Gus Schilling continuing at Zucca's Opera House, Culver City, Calif. . . . Vernon Hoff is held over at the Sweetheart Bar, Detroit. . . . Irene Franklin, former burly principal, is checkroom supervisor at the Hotel Brevoort, Manhattan. . . . Ernie Peters was promoted to the spotlight post at the Hudson, Union City, upon the recent death of Louis Colombo. . . . Arline and Dowling, acro duo, and LaVerne and Jon, ballroom dance team, were spot-booked extra attractions at the Hudson, Union City, the week of September 12. The acres moved to the Empire, Newark, N. J., the next week.

Harrisburg Tax Lags

HARRISBURG, Pa., Sept. 25.—An 8 per cent municipal amusement tax put into effect March 15 is running far behind estimated returns, city officials report. For the first six months, the revenue was slightly more than \$68,000, against an expected \$85,000.

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New Auto Park For Lanesboro

HARTFORD, Conn., Sept. 25.—New Sunset Park Auto Theater has been opened in Lanesboro, Mass., under direction of W. Wendell Budrow, Fred P. Cloutier and Fred Meyers.

Budrow, who also is president of the 40-acre Sunset recreational park in Lanesboro, has announced that the theater is the beginning of a large development, with plans including a swim pool, public pavilion, picnic area and playgrounds.

Tentative plans are to bring in vaudeville and name bands.

Earl Sweeney, Pittsfield, Mass., has filed a petition for permission to construct an outdoor picture theater there. Natick, Mass., will hold a special meeting October 5 on an application for a zoning change to permit the erection of an outdoor theater there.

McDonald's Solo Unit Frames Tour

CINCINNATI, Sept. 25.—W. J. McDonald, who successfully opened his solo show season in Maine locations September 20, will make a coast-to-coast tour with a one-man version of E. F. Hannan's *Memories*.

About 70 sponsor dates that have been played in the last six years already have been contracted and McDonald expects to work in about 30 more. Fourteen stands will be played in Canada, all in Ontario.

Havey Okay in Tex.; Moves to Oklahoma

CINCINNATI, Sept. 25.—Elmer Havey's school and hall show, featuring magic by Havey and specialties by Mrs. Havey, has been playing Anderson County, Tex., to reported good results. Unit also is presenting 16mm. pix.

Havey reports that he plans to move into Oklahoma soon where he has an established 16mm. pix circuit.

Raleigh Drive-In Owners' Association Gets Charter

RALEIGH, N. C., Sept. 25.—Secretary of state has issued a charter to Drive-In Theater Owners' Association, Inc., with principal offices here.

It is a non-stock corporation. Incorporators are Francis White, L. L. Theimer and Robert Jeffress, all of Charlotte.

Gitt Adds Animals, Pix

CINCINNATI, Sept. 25.—Gitt's Show, which recently added a small animal act, has lined up a number of locations in Texas and will play that territory for the next few weeks, it was announced this week. Unit also has purchased new film, including religious pix and will play a number of church and school engagements.

CINCINNATI, Sept. 25.—Prof. G. Harry Wright, head of the speech department at Kent State University, who directed the Majestic Showboat on a successful tour of the Ohio and Kanawha rivers this summer, will act as technical program adviser on the history-of-the-show boat to be aired over Station WLW here. Broadcast is to be heard sometime in October.

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For Stock, Rep. Feature Toby, Light Character Comedy, General Business, Director, r. J. J. duc: Concerts, Wife-Bits, Tickets, Week of September 27 closing October 3rd, Wooster, Ohio—Care of Madge Kinsey Players; after that 511 North Poplar Street, Fostoria, Ohio.

Rep Ripples

ED LAWLOR, who has been operating a vaude-pic show in New York resort towns, closed September 4 in Varysburg, and will take his Gogtha religious film show thru the same territory he toured during the summer, which includes spots along the Eastern coast. Lawlor says his summer business was below average. . . . Rambo Players, a new four-people flesh group, will work out of Fort Wayne, Ind., this winter. . . . Jones's Colored Vaude and Pix Show has been working around Winona, Miss., to fair results. . . . Leon Chisholm recently closed his pic and museum attraction with which he toured Maine this summer. . . . Arthur and Herman Onstead will have 16mm. pix in the Ripon, Wis., sector this winter, their second in that territory. They plan to play established territory and have enough film to present three changes nightly. . . . Nichol's Novelty Show, which closed at Boise City, Okla., recently, will take to halls soon, with a vaudepic show and store tent set for the opener at Guymon, Okla. Nichol credits transportation costs for much of his non-profitable summer jaunt. . . . Fredonia Players, a new group, will play sponsored dates in Buffalo this fall and winter. . . . Leland Players again will be active around Philadelphia, with 20 engagements already booked. Show will continue with a four-people cast. . . . Maffee Players will make their bow soon in Nashville and, after a few weeks in Tennessee, will move to Central Wisconsin, where they have some established territory. Attraction will work out of Madison, Wis. . . . Charles and Otto Lang have set up a pic circuit around Jackman, Me., for the winter. . . . Gregory Players, a new four-person group, will play sponsored dates in the Oil City, Pa., district. . . . Arlie Mahan is readying a small colored trick to play out of Tampa this winter. Group, which will present small-cast bills, has several sponsored dates booked.

WILL HORAN, who was with the Benett & Moulton 10-20-30 shows and who is living in retirement in Boston, would like to read ripples here about the casts of some of the shows that played New England in the real rep days. He'd like to know if any of the cast of the old B&M are still active. . . . Eugene Doyle is readying a flesh and pic outfit to play a circuit out of Manhattan, Kan., late this year when he plans to add some short-cast bills. . . . Old State Players, a new rep group, has a circuit of sponsored dates lined up with Louisville as their base. . . . Nick Hyam is in Boston prepping a three-people unit to play E. F. Hannan's *Straight Place and Show* on one-day stands, with a number of sponsored dates interspersed. . . . Foster Gray is mulling plans for opening his four-people flesh show, which will play out of Baltimore. Gray has been presenting his religious pix for the past

B. Elliford Company, Nugent Family Topflight Coast Shows

By Will H. Locke

DURING THE 1890's the most popular repertoire company on the Pacific Coast, California especially, was the Billy Elliford Company. In all the towns, from San Diego to San Francisco, Billy was beloved and his coming was eagerly looked forward to. That was before the advent of the automobile and much of the traveling had to be done by horse and buggy overland. Baggage went by wagon. As a rule the jumps were pleasant and enjoyable, for in those days California was as noted for good roads as it is now known for fine, paved

E. Lawson Says School Shows Get Lift From Hillbilly Orks

CHATTANOOGA, Sept. 25.—Radio's string and hillbilly bands have done much to increase the popularity of school shows, Everett Lawson, Knoxville, said here this week. He added that schools which formerly ignored this type of entertainment are now overstepping the custom because of the popularity of hillbilly performers and have booked these attractions over and over again, thus opening territory for other type shows. This, Lawson says, includes both the sponsored date at night and the assembly show.

"They have made it possible in recent years," continued Lawson, "for the established school show to take a larger percentage of the receipts than ever before. Where formerly the show regularly playing school assemblies had to give 40 and 50 per cent to the school now it hands over only 25 per cent and can book on the same terms of the radio show regardless of the size of the cast.

All Profit

"This is fair to the school when consideration is given to the terrific costs of living on the road and transportation. The school is out nothing but an hour's time from its daily schedule. The 25 per cent made for them is all profit.

"We have been criticized at times by various contemporaries for not charging more than 20 cents for assemblies, when we could easily get more. The reason we charge 20 cents is that we feel that we get just as much money—not any more—than we would if we charged more. It is for the same reason that we never condemn those who still charge a dime. They have a right to feel like they too show to more people at the same money than others who charge more and likewise play to less people for about the same money. Not many

year in that sector. . . . Graham's Novelty Show and Museum, which has been playing Western Kansas to good business the past month, is working its way toward Tampa. . . . Altho business hasn't been up to last year, Alf Barlow has been working to fair returns with his pic and novelty show out of Tahoka, Tex. He says he has been looking over the sector around Fredericks, Okla., and may go there for the winter with a circle pic show. Barlow didn't take his tent out of storage this summer. He has himself and wife for vaude, while his pix include some religious prints which he will show later this winter. Barlow wants to know if Billy (Toby) Young is still in harness. . . . Darrell Players are a new group that will play Salt Lake City this season. Wilbur Theason is managing the four-people set-up. . . . Hovey Players will be active again this season in Middlesex County, Mass.

students have 30 or 40 cents to spend for a paid assembly program. So when less is charged one shows to more people and, as a result of a good house, the show is better received. And there is little or no difference in the gross take."

Twin Theaters Set For Jacksonville

JACKSONVILLE, Fla., Sept. 25.—Ground will be broken here this week on a 35-acre plot for the erection of the new \$250,000 Normandy Outdoor Twin Theater. Contract for clearing, grading and drainage has been awarded to Duval Engineering & Contracting Company. A 70-foot high concrete tower will house a double screen. Architect is F. Earl DeLoe, Orlando, Fla.

Capacity will be 1,700 automobiles, 900 on one side of the screen, 800 on the other, and there will be enclosed seating facilities for an additional 1,000 patrons. Early box-office results will determine whether the theater will present two pictures nightly, one on each side of the twin screen, or present the same picture on both screens.

Behind the project is Tropical Drive-In Theaters, Inc., a corporation headed by Richard Beck, of St. Cloud, Fla. E. D. (Jack) Miller, Chicago, is secretary.

R. H. Robie Preps Central Texas Tour

TEXARKANA, Tex., Sept. 25.—R. H. Robie is readying plans for an October opening of a pic circuit which he has lined up for Central Texas.

Robie reports that his small trick, which has been playing Southern Oklahoma since last spring, has been playing to only fair business.

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SIMPSON FILMS

185 HIGH DAYTON, OHIO

ALDEN—Charles J., 63, manager of the Fox-Alden Theater, Globe, Ariz., September 5 in that city of a heart attack. Survived by a daughter, Jean. Interment in the Elks plot in Globe Cemetery, Globe, September 9.

BEILIN—Asher, 67, Hebrew and Yiddish playwright, September 12 in Tel Aviv, Palestine. He was also a newspaperman.

BIRO—Lajos, Hungarian dramatist, September 10 in London.

BRAITHWAITE—Danie Lillian, leading British actress for 51 years, September 17 in London. She made her debut as Jessica in *A Merchant of Venice* in 1897 in the William Haviland and Gerald Lawrence company. Further appearances were in such plays as *As You Like It*, *Pericles*, *The Vortex*, *Symphony in Two Flats* and, from 1942 to 1946, in *Arsenic and Old Lace*. She was given the rank of Dame Grand Cross of the British Empire by the King in 1943.

BRENNEN—Hugh J., 69, president and general manager of Station WJAS, September 20 in Pittsburgh. He was formerly majority stockholder of Station KQV, Pittsburgh, and owner of Station WHJB, Greenburg, Pa.

IN LOVING MEMORY

OF MY
DEAR
DEPARTED
WIFE

MARGIE

Passed Away

October 5, 1947

ISSY CETLIN

COLUMBO—Louis, 61, lighting expert, September 13 in Jersey City, N. J., of complications. Had been spotlight man at the Hudson, burlesque house, Union City, N. J., for a long time and was a member of Local 59, International Alliance of Theatrical Stage Employees (IATSE), of Hudson County, New Jersey. His widow and brother survive.

COOKE—Stephen Beach, 50, former stage and pic actor, September 16 in Cooperstown, N. Y. His widow and brother survive.

In Loving Memory of

MARGIE CETLIN

Who passed away October 5, 1947

EMMETT SYKES

COWLES—Eugene C., 88, composer and noted basso of the American concert and light opera stage, September 22 in Boston. He joined the famous Bostonians Opera Company in 1888, and made his debut with them in *The Bohemian Girl*. After remaining with them 10 years, he appeared with the Alice Neilson Opera Company in London in 1901. His New York bow in 1891 as Will Scarlett in *Robin Hood* was followed by roles in the *Fortune Teller* and *The Singing Girl*. His last appearance was in 1922 in the New York production of *Chu Chin Chow*. Aside from his singing, he composed over 40

THE FINAL CURTAIN

songs, among them *Forgotten and Crossing the Bar*. His widow, Louise, survives.

CRAVIS—Israel S., 54, pianist and songwriter, September 15 at his home in Philadelphia. During the last war he appeared with many USO units and at the Stage Door Canteen in Philadelphia. His widow, Stella; two daughters, two sisters and four brothers survive. Interment in Roosevelt Cemetery, Philadelphia, September 17.

DONOVAN—Terence, 3, son of Hobart Donovan, radio announcer, drowned in the family swim pool at Northridge, Calif., September 22. He also leaves his mother, Marie.

DREVER—Constance, former British operetta star, September 20 in Edmonton, Alta., Can. After making her stage debut in *A Princess of Kensington*, she created the role of Nadina, in the *Chocolate Soldier*, and won notable success in Lehar's *The Merry Widow* in 1908. Her husband and son survive.

FERRARI—Gustav, 76, Swiss composer, conductor and diseur, recently in Geneva. He conducted at the Century Theater, New York, during the long run of *Chu Chin Chow*. He also published and arranged folk songs.

GALLAGHER—Jim, 78, former canvas man with Barnum & Bailey and Al G. Barnes circuses, at his Los Angeles home September 19. Services conducted by the Pacific Coast Showmen's Association. Interment at Showmen's Rest, Los Angeles.

GIANNINI—Feruccio, 79, pioneer singing-recording artist and father of Dusolina Giannini, Metopera diva, September 17 in Upper Darby, Pa. He is credited with being the first person to cut vocal records in this country. Giannini was also a founder of the Mapleson Opera Company, predecessor of the Metropolitan.

GISH—Mrs. Mary Robinson, former stage actress and mother of Lillian and Dorothy Gish, September 17 in New York. She formerly appeared at Proctor's Theater, playing stock, and later gave up her career to manage her daughters.

GRIGGS—Dallas E., 56, concessionaire with the Pike Amusement Shows, recently in Salem (Mo.) Hospital. Survived by two brothers, Clyde, with the Cherokee Amusement Company, and Tom, of Kansas City, Mo. Burial in Mt. Hope Cemetery, Pittsburg, Kan.

HERSLEB—Mrs. Elizabeth J., 75, wife of Anton Hersleb, editor of the Danish amusement monthly, *Echo*, September 5 in Copenhagen.

HICOK—Frank, 52, assistant head keeper at the Detroit Zoo since its establishment in 1927, September 17 in that city of a heart attack. Survived by his widow. Interment in Oakview Cemetery, Royal Oak, Mich.

HOLTZ—William, 76, former president of Local 400, American Federation of Musicians, Hartford, Conn., September 15 in that city. Burial in Hartford, September 17.

CARD OF THANKS

To our many friends for their kind expressions of sympathy and flowers from the Indiana State Fair, Imperial Shows (Bill Guilette), Saginaw (Mich.) Fair Board, John Wulder and Joseph Paquette we wish to extend in this way our heartfelt thanks and appreciation in the loss of our beloved father.

JOSEPH J. JESSOP

(Children)
Charles, Harold, Charlotte,
Ruth and Martha

KIRKHUFF—John, 53, former film cowboy, recently at Ketchikan, Alaska. Survived by his widow, four daughters and four sons.

KLAMAN—Robert R., 34, ork leader, recently associated with Music Corporation of America as an agent, September 16 in Pittsburgh of burns received in his home. His widow, Ruby, daughter of Dave Rubinoff, and former vocalist, his parents, one brother and two sisters survive.

LaBERTA—Lillian, known in carnival and comedy circles, September 15 at Hermann Hospital, Houston. Survivors include her father and two sisters, Dolly and...

MARCUS—Jack, 52, former vaude comedian, September 14 in St. Anthony's Hospital, Woodhaven, L. I., N. Y. A brother survives. Services and burial in Mount Sharon Cemetery, Philadelphia, September 16.

McCLINTOCK—Mary E., 82, mother of P. M. McClintock, collector and writer on the theater and circuses, recently in Franklin, Pa.

IN MEMORY
Of Our Brother and Uncle
MICHAEL McKEONE
(MIKE BYRON)
Who Died October 4, 1947
MARY & SYD MURGATROYD & Children

MORRIS—William E., 70, character actor and vaudevillian, September 21 in East Islep, L. I., N. Y. Debuting with the Castle Square Theater Company in Boston, he later appeared with Barney Bernard in the original production of *Partners Again*. In more recent years he appeared in *Dodsworth* and *Ethan Frome*. His widow and sister survive.

PARKER—Caroline, 74, former actress, September 20 at her home in Detroit. She was with the Sam Hume Theater in Detroit and on the West Coast, and appeared in one Broadway production during the 1920s. No immediate survivors. Interment in Elmwood Cemetery, Detroit.

PAYNE—Tom, 62, porter with Ringling Bros. and Barnum & Bailey Circus, at Long Beach, Calif., September 13 of pneumonia.

RAMOSKA—Andrew, 62, father of Biruta Ramoska, Broadway musical comedy actress and Metropolitan Opera singer, September 19 in Hartford, Conn.

REYNOLDS—Noah, a juve lead in several stage companies for over 40 years, September 19 at his home in Philadelphia. Formerly connected with the Forepaugh and Girard stock companies, he left the legitimate stage about 1907 to enter the movie industry. He was connected first with the Lubin Studios and later with the McCurdy Film Company. The past several years he had been employed by the Universal Film Exchange in Philadelphia. Survived by his widow, Lillian; a daughter and two sisters. Interment in Philadelphia.

RHODES—Harry R. (Shorty), 78, cornet player with the former Mighty Haag Circus, September 16 in Marianna, Fla. Rhodes joined the circus in 1895 and was with it until it closed in 1938.

RICHTER—Ignatz, 102, associated with the Leblang Ticket Agency on Broadway for 30 years, September 20 in New York. He was a well-known figure in the theatrical district even after his retirement 20 years ago. His daughter and six sons survive.

ROSINI—Paul (Paul Vucic), 46, one of the country's outstanding exponents of table and close-up magic, suddenly September 19 at the Lawrence Hotel, Chicago, after a six-month illness. He was for many years featured in many of the nation's leading hotels and niteries. Surviving are his widow and two sons in Gary, Ind. Further details in the Magic column in this issue.

RUCKER—Mrs. Flora, 80, mother of Galen Drake, who is known for his two radio shows, *Housewives' Protective League* and *Starlight Salute*, September 13 in Long Beach, Calif.

SHIVE—Harold E., 69, Quakertown, Pa., band director and composer, September 21 in that city. Survived by a son, daughter and brother.

SILBON—Eddie, for 33 years a member of the Siegrist-Silbon aerial act with the Ringling circus, September 22 in Albany, Calif. Sur-

vived by his widow. Burial in Albany September 24.

SMITH—Lawrence, 70, for many years editor of *The Dyersville* (Ia.) *Commercial*, and well known in circus, carnival and old stock company circles, in Dyersville August 30. Survived by his widow, Lillian, a brother and two sisters.

POPPERDORDO—Sam T., 42, assistant property man for Ringling Bros. and Barnum & Bailey Circus, recently on a train while en route from El Centro, Calif., to Phoenix, Ariz. Popperdordo had been with Ringling since 1939.

THOMPSON—Andrew, formerly with the old Frank Cooley Dramatic Company for many years and past-president of the Old-Time Vaudeville and Dramatic Artists' Club of Oakland, Calif., September 12 in Los Angeles.

In Fond Memory

D. W. "WHITEY" TAIT

Departed September 30, 1947

May He Rest in Peace

Jo and John Quinn

World of Pleasure Shows

WARDELL—Harry, 60, film writer and former vaude and stage producer, September 17 in Hollywood. He produced Victor Herbert's *Golden Girls* on Broadway in 1920.

WERTHNER—Mrs. Philip, 69, president of the Matinee Musicale Club, Cincinnati, and former soprano soloist, September 17 in Bethesda Hospital, Cincinnati. She sang on tour with the Cincinnati Symphony Orchestra for two years and frequently appeared with Mme. Schumann-Heink and Giuseppe Campanini at festivals thruout the country. Survived by a sister, Mrs. Ada Vandenberg Gilbert Rhodes, Bradenton Beach, Fla., and an aunt, Marie B. Martin, with whom she resided.

WHITE—Leo, 68, vet character actor, at Behrens Memorial Hospital, Glendale, Calif., September 20 of a heart attack. White started his career in English music halls and came to the U. S. under the sponsorship of Daniel Frohman. Starting picture work with the old Essanay Company in 1909, he appeared in over 2,000 films. For the past 13 years he has been under contract to Warner Bros. as a stock player. Survived by his widow, a daughter and two sons.

WILLIAMS—Richard, 41, Negro stage manager of the *Dream Hour Revue* on the O. C. Buck Shows, recently in the shows' bus while en route from Dunkirk, N. Y., to Peekskill, N. Y. Burial September 17 in Peekskill.

WOLFE—Chief Black, rope expert and trick rifle shot, September 19 in Marshall, Tex., of a heart attack.

WOOLFENDEN—William, 60, talent agent and former vaude producer, September 7 in Hollywood. He was a former booker for the Keith-Albee houses and was associated in producing acts with Jesse L. Lasky. Woolfenden also served as a department head with the Frederick Bros. Agency before going to the West Coast. His widow, Sherrie, survives.

Marriages

ANDERSON-HUDSONPILLAR—Raymond L. Anderson, Indianapolis, and Juanita E. Hudsonpillar, San Antonio, both with Norman Wolfe's Satan's Children show on the John R. Ward Shows, September 17 in Louisville.

ANGEROLLA-SIMMS—Richard Angerolla and Hilda Simms, both in the London company of *Anna Lucasta*, September 20 in Scotland.

CHAPMAN-BERSCHE—Henry R. Chapman and Joan Bersche, both Ringling circus performers, September 10 in Los Angeles.

the members of
Cetlin and Wilson Shows

join in paying tribute to a beloved friend

Mrs. Margie Cetlin

who passed away October 5, 1947

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 May Hawkins
 Pearl Norman
 Speedy & Hazel Merrill
 Claude & Irene Sechrest
 Tony Lewis
 Walters Family
 Tommy & Ruby Wilson
 Harry & Jean Errigo
 Mr. & Mrs. George H. Harms
 Lem Gibson
 Fred Utter
 F. B. Martine
 Russell C. Harms
 Michael Dorso
 Helen & Pete Thompson
 Mr. & Mrs. John King
 Mr. and Mrs. J. A. Soret
 Mr. and Mrs. B. A. McDonell
 Mr. and Mrs. J. A. Logan
 C. Linebach
 W. R. Harris
 G. F. Carter



Geo. (Whitey) Jackson
 Eddie Lane
 Mr. & Mrs. H. Benjamin
 A Friend
 Singer's Midgets
 Geo. and Raynell Golden
 Annie Mae Miller
 Mr. & Mrs. L. B. Campbell
 Mr. & Mrs. Burt Miller
 Mr. & Mrs. Pete Manos
 Mr. & Mrs. Thomas Keating
 Mr. & Mrs. Jimmie McNish

John W. Wilson
 Ray Hawkins, Jr.
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 Thomas J. Fox
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EASTERN STATES GATE DOWN

First 6 Days' Tab 298,353

Ideal weather prevails — crowd handling speeded — attractions draw big

SPRINGFIELD, Mass., Sept. 25.—Altho excellent fair weather has prevailed, beginning with opening day Sunday (19), the Eastern States Exposition, largest of the New England annuals, went into today's final performances about 20,000 behind the gate mark of 385,612 set last year and with little chance of eclipsing the 400,000 goal set by officials. Daily attendance was off during the first three days, but picked up Wednesday (22) when 53,906 attended to set a new mark for that day. The gate dropped again Thursday (23), only to climb yesterday, Friday (24).

Comparative daily figures:

	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	

385,612 298,353

The fair got under way with a record number of exhibitors and concessionaires on hand. The attendance of New England governors, as well as several from adjoining States, accounted, as in the past, for the peak attendance opening day. Howard W. Selby, exposition president, read a message of congratulations from President Truman. Missing this year was Gov. Thomas E. Dewey, of New York, whose presence last year earned the exposition reams of publicity.

Traffic Aided

The principal improvement this year was the flow of traffic in and out of the grounds, which was considerably speeded thru the addition of several gates. The bottlenecks which have stalled traffic in the past apparently have all been eliminated.

Coliseum and grandstand attractions (See Eastern States Down on page 63)

260,000 Paid At London, Ont., Fair Revival

LONDON, Ont., Sept. 25.—Paid attendance of 260,000 was registered by the Western Fair, which closed its six-day run here Saturday (18), final tabulation showed. This represents a gain of 80,000 over the 180,000 total in 1939, when the last fair was held, prior to this town's occupancy by the Canadian army.

Perfect weather prevailed thruout the run. Grandstand attendance hit new highs, with capacity and overflow crowds the general rule. The stand seats 7,000. Harness horse races were offered in the afternoon and a revue and circus acts, booked thru George A. Hamid, New York, were presented at night.

On the midway, the gross of the Conklin Shows was reported approximately double that of 1939.

331,346 Attend Reading in 8 Days

READING, Pa., Sept. 25.—The Reading Fair drew 331,346 paid admissions during its eight-day run ended Saturday (18) to top last year's total by 157, it was announced by officials. Biggest single day was Friday (24) when 55,124 attended.

Muhlenberg Township received \$15,182 in taxes from the fair association and \$5,000 from the Cetlin & Wilson Shows, which held the midway contract.

Jimmy Jamison, High Diver, Appearing at Danish Park

COPENHAGEN, Sept. 25.—Jimmy Jamison, American high diver, is playing a return engagement at Copenhagen's Tivoli Park, his second

"Wheels A-Rollin'" Surpasses Million Paid Attendance as R. R. Fair Gate Hits 2,270,771

Repeat in '49 of Chi Lakefront Event Seen as Certain

CHICAGO, Sept. 25.—Wheels A-Rollin', spec at the Chicago Railroad Fair, this week passed the million mark in attendance. The pageant had played to 1,005,523 paid customers thru Thursday night (23), execs announced. As the spec neared the million attendance figure, the executive board of the fair met and empowered Maj. Lennox R. Lohr, president, to make a decision as to whether the fair will be repeated next year. That action virtually assured a repeat in '49, with the fair to follow the general format of this year, plus some innovations. Attendance at the fair itself

reached 2,270,771 Thursday, the 66th day of its run. Original estimates of fair officials were that it would play to 2,000,000 persons. Originally, the fair was scheduled to close Labor Day but the run was extended and this week the official closing day was set for October 3.

appearance here this season.

Jamison recently played five weeks at Nofesfaltet Park, Stockholm. Prior to his current date he appeared with Rander's Tivoli, Danish carnival.

Close-Ups:

Paul T. (Trader?) Strieder Pa to All, Father to Fairs

By Herb Dotten

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

PAUL T. STRIEDER long has been known as Pa Strieder. Three daughters and his long association with the fair business pinned that on him. The 72-year-old Tampa fair manager declines to say what his middle initial stands for, but there are many in outdoor business who insist it means "Trader." Pa chuckles at that. He concedes, with obvious satisfaction, that he has been called a good trader. Further, he allows there might be ample grounds for that title.

Certainly, a look at the record shows, Pa has been a keen bargainer with an acute sense of values; a strong inclination to spend as little as possible and an easy come-to-me attitude which has enabled him and his ventures in the fair business to thrive.

Pa, for instance, makes full use of the dates of the Tampa Fair, which runs at a time when everything else in outdoor show business is idle. Moreover, he capitalizes on the location of Tampa, tossing out the winter lure of Florida as an offset for price cuts by acts and other attractions during the winter.

Too, he has built up what amounts to the best display cast of acts in the country. The winter climate makes Tampa just as inviting to fair execs thruout the U. S. as it does to acts.

Each year more fair execs go to Tampa. The fact that acts can showcase themselves to these business-pleasure combining fair execs is not lost to Pa. He uses it in his trading—and with compelling effect.

Apart from his buying skill, Pa has a vast, detailed knowledge of what makes a fair tick. He's been in the business a long time, having started back in 1904 as superintendent of speed at the Great Allen County Fair at Fort Wayne, Ind., where he was born January 22, 1876.

After four years as speed superintendent he moved up to the post of manager, a job he held until 1916, when the fair's property was sold for a building site. In the intervening years, Pa, in addition to running the fair, arranged for still-date events and "almost any kind of a thing that would operate on a percentage," he recalls.

Wife Becomes Ill

His wife, the former Ann Ryan, also of Fort Wayne, became ill at about the time the fairgrounds was sold and the Strieders moved to the warmer climate of Florida. Shortly after arriving Pa noted a fair was being advertised for Jacksonville. He hid himself there, talked himself into a job as entry clerk, and the following year, 1918, moved up as manager. (See Paul T. Strieder on page 38)



PAUL T. STRIEDER

Huge turnouts of school kids, thronging out in groups to avail themselves of reduced prices put in effect after Labor Day, this week swelled attendance. The night attendance has fallen off due to the cool evening weather, but in the afternoon, largely due to the heavy kid attendance, Wheels A-Rollin' this week played to capacity or near-capacity afternoon grandstands.

The big patronage of school children has held high the play given to Deadwood Central, the narrow gauge railroad, running the length of the lakefront fair site. Thru Thursday, a total of 848,756 had paid to ride the train since the fair's opening July 20.

1 - Night Cele In Milwaukee Pulls 300,000

20G Outlay for Attractions

MILWAUKEE, Sept. 25.—Lured by a huge and strong array of high and ground acts, an estimated 300,000 persons packed Upper Third Street for 10 blocks here Thursday night (23) to celebrate the completion of the modernization of that street.

The celebration, which focused attention on the removal of trolley tracks, the paving of the street and the inauguration of bus service, was sponsored by the Upper Third Street Business Men's Association. That org put up \$20,000 for acts and music and the response, crowd-wise, far surpassed expectations.

High Acts On Together

High acts were spotted down the 10-block stretch, with ground acts interspersed, clown bands playing at intersections and clowns working both sides of the streets. All of the high acts were presented simultaneously.

The program was arranged by Cliff Burmek, promoter-producer of this city, with all acts booked thru Charlie Zemater Sr., Chicago. High acts were the Great Franco, Silver Condors, (See Milwaukee Cele. on page 63)

Tulsa's Annual Sets New Marks All Way Around

TULSA, Okla., Sept. 25.—Records in all departments fell at Tulsa State Fair which closed here tonight.

According to Mrs. Letitia Dabney, in her first year as secretary of the fair, attendance was estimated at between 175,000 and 200,000 for a new mark.

Rube Liebman, in charge of the Barnes-Carruthers show in front of the grandstand, reported his show set an all-time night grandstand record. Altho the fair opened Sunday (19) the grandstand show did not open until Monday night. Sunday's grandstand program featured Jimmie Lynch's Death Dodgers.

Monday thru Thursday (20-23) Wonder Bros.' Circus was the afternoon grandstand feature. This is a unit of the Boyle Woolfolk agency, Chicago. Frank Shortridge was in charge.

Fireworks, supplied by Thearle-Duffield Fireworks Company, Chicago, were featured nightly.

World of Today Shows furnished the midway and Curley Reynolds, co-owner of the shows, reported the stand here the biggest of the season.

Mike Krekos Choice Of SFA Nominators

SAN FRANCISCO, Sept. 25.—Nomination committees, one headed by William Coles and the other by Glenn Artz, named Mike Krekos as the choice for the next president of Show Folks of America, San Francisco Chapter.

Nomination of Krekos, whom it was said may decline, came after a second try by both committees. On the first report of both groups, Fred Weidmann was the choice. Weidmann, however, declined the honor, giving poor health as his reason.

Recess Called

A 15-minute recess was called to give both committees a chance to revise their lists. On resumption of the meeting, the committee headed by Coles nominated Krekos as president; Nathan Cohn, first vice-president; Adam McBride, treasurer; Albert Roche, corresponding secretary, and Edna Raiford, recording secretary. The group headed by Artz named practically the same slate, only difference being the second group favored William Coles as third vice-president instead of Rosenthal. Otherwise, the two slates were identical.

List Directors

Nominations for the board of directors included Eddie Burke, Dan Meggs, Bill Coles, Council Raiford, Mike Krekos, Charles Albright, Oscar Walker, Andy Hynes, Dr. E. P. Mannheim, Polish Fisher, Bill Kindel, Teddy Texeira, Tony Soares, Teddy Levitt, Pete Camp, Earl Douglas, Joe Alterman, Brownie Rosenthal, Lloyd Monette, Nellie Baker, Jim McCaffery, Harry Friedman, Helen Artz, Bob Schonover, Tony Masseth, Elisha Pickard, Joe Borell, Sam Miller, Milt Williams, Jack Christiansen, Orrie Bloom, Oscar Mattley, Estelle Rosenthal, George Sackson, George Simmons, Tony DeFabros, Gene Rosencrantz, Mickey Hogan, Abe Ettin, Relley Burglon, Ralph Deering, Art Craner, Lee Brandon, Al Rodin, Margaret McCloskey, Shorty Wrightsman and Fred Ramsey.

In event Krekos declines the nomination, members will be nominated from the floor at the next meeting.

Talent presented by Al Martin at the Plymouth (N. H.) Fair included a line of girls, Will's dogs and ponies, Dalton and Bailey, Bill Cronin, the Adrians, Cycling Kirks, Frank Cook, and Will Hill's elephants.

Autry Bidding For Dude Trade In Sponsor Deal

NEW YORK, Sept. 25.—Gene Autry, star attraction of the 23d annual World's Championship Rodeo, which opens at Madison Square Garden Wednesday (29), will have a group of cowgirls from New York, New Jersey and Pennsylvania assisting him in the arena.

The girls will compete for the title of Eastern Queen of the Rodeo Monday (27) in the Garden before a jury including Jacqueline Cochran, John Robert Powers and Gene Autry.

The idea should prove a good attendance bait as all of the competing cowgirls are residents or patrons of well-known Eastern dude ranches, and each girl is sponsored by one of the ranches.

Contestants Listed

Contestants include Dolly Dale, of Jersey City, N. J., sponsored by Timberland Hotel Guest Ranch, East Jewett, N. Y.; Irene Wolstad, Eltingville (S. I.), N. Y., by Cimarron Ranch, Peekskill, N. Y.; Virginia Wildey, Butler, N. J., by Tumbleweed Guest Ranch, Westkill, N. Y.; Roxanna Rhinehart, Carbondale, Pa.; Malibu Ranch, Milford, Pa.; Edith Elizabeth Lisle, Glendale (L. I.), N. Y.; Twin Pine Ranch, Stroudsburg, Pa.; Hycy Campbell, Circle E Ranch, Peekskill, N. Y.; Emily Mayberry, New York, Roundup Ranch, Downville, N. Y.; Audrey Asby, Arrowhead Guest Ranch, Elizaville, N. Y.; Peggy Ann Miller, New York, Walter Ranch, Garrison, N. Y., and Cynthia Berg, Fireside Lodge Dude Ranch, Middletown, N. Y.

Frank Moore, Rodeo manager of Madison Square Garden, has registered the usual big line-up of top-ranking contestants for the Garden rodeo, which will run thru October 24, with 43 performances. Rodeo stock is being brought in from his Lightning C Ranches at Dublin, Tex., and Florence, Ariz., by Everett E. Colborn, managing director of the Garden rodeo, and everything is set for Wednesday's opener.

Odle and Herridge Share Rodeo Honors at Kingman

KINGMAN, Ariz., Sept. 25.—The largest crowd in the history of the Kingman Rodeo here, saw John Odle and Martin Herridge share honors over the Labor Day week-end. Odle won top money and Herridge won the best all-around cowboy title. Winners follow:

Calf Roping—John Odle, first, Kingman; Jack Wilson, Kingman, second; Jimmy Miller, Seligman, third. Time, 58 4/5 seconds.

Team Roping—John Odle and Milo Lines, Chandler, tied for first and second; Chuck Merritt and Ed Davis, tied for third and fourth; Chic Hamilton, Kingman, and Harley Wells, tied for fifth and sixth. Time—70.6 seconds.

Cow Milking—H. H. Adams, first; Emilio Soto, Kingman, second; Joe Cornwall, third. Time—47 4/5 seconds.

Bulldozing—Leo Patten, first; Dale Smith, second; Ross Hefner, third. Time—57 1/3 seconds.

Saddle Bronk Riding—Irwin Herridge, first; Russ Duquette, second; Bob Downes, third. Bull Riding—Russ Duquette, first; Martin Herridge, Kingman, second; Leo Patten, third.

S. C. Negro State Fair Opens Oct. 25 in Columbia

COLUMBIA, S. C., Sept. 25.—The 44th annual Negro State Fair will be held here October 25-30, according to Dr. A. J. Collins, president of the fair association.

Thursday (28) has been designated as College Day, with Benedict College, of Columbia, meeting Claffin, Orangeburg, in football. High school contests will be on a larger scale this season, Collins said.

Harrison Greater Shows will be on the midway at the fair.

Midget Racing Attendance Off At N. E. Tracks

BOSTON, Sept. 25.—Attendance at midget auto racing in New England has fallen off slightly this season, track owners report. However, they report gross receipts big enough for them to go ahead with ambitious plans formulated for 1949. The drop in business was regarded as in keeping with a general slump in most outdoor showbiz fields.

During the last complete racing season in 1947 midget tracks took in more than \$1,250,000. There are 14 midget tracks in New England and promoters are planning to build more. Plans also call for more promotion of stock car racing, which scored this year on Rhode Island tracks.

Bay State Midget Racing Association (BSMRA) operates six tracks, each one night a week, in Medford, Dracut and Agawam, Mass.; Dover and Hudson, N. H., and Thompson, Conn. BSMRA first ruled midget racing in New England, but this year a number of car owners broke away and organized the United Car Owners' Association (UCO) to run races in Norwood, Westboro, Peabody, Groveland and Seekonk, Mass.; Manchester, N. H., and Lonsdale, R. I.

The two groups operate the tracks for the owners. They stage the races and take 40 per cent of the gate, which is split into purses. The track owners get the remaining 60 per cent.

The New England Stock Car Association (NESCA) runs meets in the Lonsdale, R. I., sports arena on Sunday nights; the Kingston, R. I., fairgrounds, Wednesday nights, and at Dover, N. H. Tracks are licensed by the various municipalities at fees ranging from \$250 to \$1,500 a year.

Roy Rogers Draws 90,000 for First 9 Shows at Detroit

DETROIT, Sept. 25.—The Roy Rogers Rodeo, which opened a 12-day stand a week ago at Olympia Stadium, played to an estimated 90,000 people in nine performances thru Wednesday (22). This is about equal to last year for the same period, according to Fred A. Haner, treasurer of Olympia.

The Monday night (20) show was lost when pickets appeared in connection with a jurisdictional dispute over the building employees, most of whom are said to belong to the United Mine Workers, District 50. Lines were put up by the Service Employees' Union, and were honored by musicians, stagehands and other craft unions.

The dispute was settled in time for the Tuesday show.

No - Gambling Edict Hurts Chattanooga

Crowds Off; Biz Okay

CHATTANOOGA, Sept. 25.—No games concessions are operating at the Chattanooga-Hamilton County Fair, which closes its six-day run here tonight. The city commission, now in the throes of an anti-gambling drive, voted to bar all games.

This was a blow both to the Johnny J. Jones Exposition, holder of the midway contract, and to the fair. The Jones show did not even set up its concessions.

In an effort to fill in the gap, kiddie rides were moved into the former concession area. Rides and show business for the Jones org was good. On Tuesday (21) the take on rides and shows topped that for the corresponding day last year.

Attendance at the fair for the first four days was down approximately 3,000 from last year. The gate for the full run of the fair was 125,000.

A polio scare hurt the gate. The scare was given much publicity and health authorities first banned attendance of children on one of the kiddie days, then rescinded its ban, and the fair took to the radio to publicize that fact.

Weather was ideal the first four days.

Grandstand show, booked thru George A. Hamid, New York booker, played to good crowds daily. The grandstand show here carries no admission charge.

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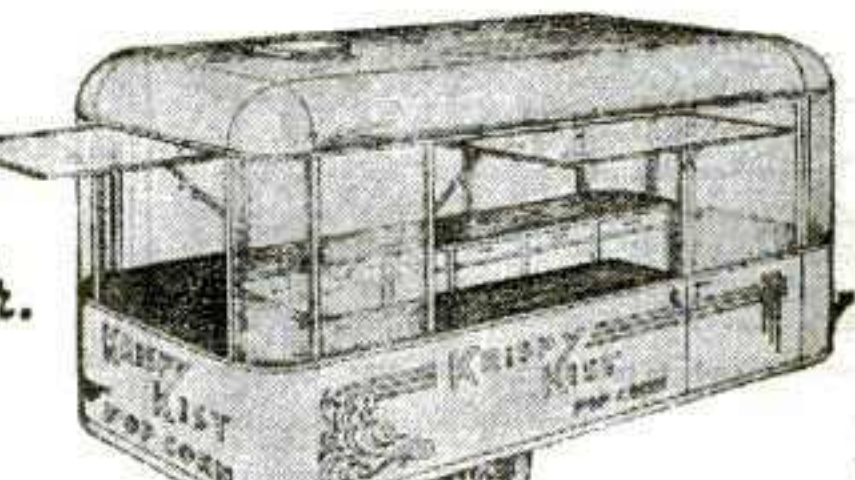
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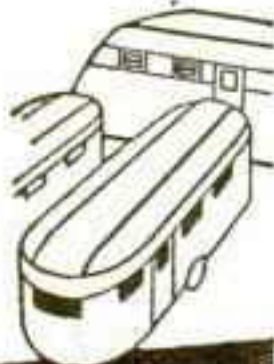
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Paul T. (Trader?) Strieder Pa to All, Father to Fairs

(Continued from page 36)

The dates at Jacksonville enabled him to take on a job as entry clerk at Tampa in 1919. By the time the next fair rolled around at Tampa he was installed as manager. He has held the Tampa post ever since.

When he took over at Tampa, the plant was in a sorry state. Buildings and grandstand were of frame construction and badly in need of repair. It wasn't long before changes were made. Beginning in 1921 the wooden buildings were razed. Now all buildings—26 of them—are of reinforced concrete. So, too, are two structures now going up. The grandstand, also of reinforced concrete, and bleachers, seat 9,000.

No State Aid

All of this development was done without State aid. "We could probably get State aid, but the moment we did, chances are we'd be in politics," Pa points out.

Much of the Tampa Fair's development is credited to Pa. Showmen took cognizance of his ability early. In 1934 Carl Sedlmayr, now owner of the Royal American Shows; Charlie Duffield, of the Fireworks Duffields; the late Alec Sloan, auto race promoter, and the late Ed Carruthers, all of whom had supplied attractions at Tampa, conceived the idea of staging a fair at Birmingham, which had been without one for four years. They induced Pa to go to Birmingham and survey the situation.

His report paved the way for a revival which proved far more successful than their fondest expectations. Each of the showmen had projected the plan chiefly as an outlet for his attractions. Each, with Pa, put up \$2,000 at the beginning. When the first fair was over, each not only was returned that sum, but also expenses and the sum of \$18,000 was left in the kitty. What's more, buildings, which had been on the verge of collapse when they took over, had been put in usable condition.

That was especially good going then, in the midst of the depression. Each year for the next four, Birmingham built. Then the five-year contract with the fairgrounds, which had been arranged by Pa, lapsed and the combination was out.

The owner took the property back and tried to run the fair himself, but his efforts failed. The fair then passed thru a succession of hands.

Down thru the years Pa has handled other fairs and events besides Tampa and Birmingham. In 1924 the late John Ringling propositioned Pa to help stage fairs in New York City's old Madison Square Garden. Ring-

ling, who wintered his circus in Sarasota, Fla., was a frequent visitor to the near-by Tampa Fair and was sold on Pa's ability.

Pa told Ringling he wasn't free to handle the entire New York venture, but that he could and would aid in arranging agricultural exhibits. Thus it was that the old Garden blossomed with all manner of citrus fruits.

Promoted Real Estate

It was quite a show—by far the biggest of its kind in New York—and did much to promote the sale of real estate, in which Ringling was interested.

The late Barron Collier, outdoor advertising tycoon, prevailed upon Pa to stage a fair at Everglades City, Fla., to mark the opening in the late '20's of the Tamiami Trail connecting Fort Meyers and Miami. Pa came up with a big show that surprised himself. He planned to bring 100 Indians out of the Everglades. Instead, 400 responded and they brought with them all their trappings, even their dogs. Strictly to center attention on the trail carved thru the Everglades, the fair garnered much publicity.

This summer Pa was brought to Chicago to lay the groundwork for the agricultural, horticultural and women's department of a revived Cook County Fair, staged in Soldier Field. In this his efforts again proved successful. The exhibits he played a part in obtaining were among the most outstanding.

Can't Stand Still

Pa operates on the premise that "if you stand still in the fair business you're going back. You've got to make improvements," is his conclusion.

At Tampa he continues to make changes. Two years ago an electrical show was introduced. Then it had 28,000 square feet devoted to it. Last year it was expanded to 41,000 feet. And at the next fair it will embrace 48,000 feet. Its growth reflects Pa's ability to pace new developments.

Besides managing the Tampa Fair, Pa now serves as a dollar-a-year manager of Plant Field, site of the fair, and oversees the usage and maintenance of the city-owned property at times other than the fair as well as during the fair. This is a good deal all the way around and typical of the kind Pa gets himself into. The first year Pa assumed year-round control of the grounds the city received \$15,000 for the plant's rental for auto races and such, and the plant was kept in better repair, which saved the city and also the fair. Pa's chief interest, plenty of money.

The Strieders' three daughters, Mrs. Genevieve Martin, M., Frank Williams and Ann Strieder, the latter serving as Pa's secretary, all reside in Tampa, a fact which delights him. His interest, besides fair operations and his family, is harness horse racing, an enthusiasm which led him early into the job of a fair's speed secretary and then up into the top rank of fair managers.

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- Alamo Expo.: Bonham, Tex.
- Admiration: Marietta, Okla.
- American Beauty: (Fair) Paris, Ark.
- American Eagle: (Fair) Houston, Miss.; (Fair) Louisville 4-9.
- American Midway: Hillsboro, Tex.; (Fair) Clifton 4-6; (Fair) McGregor 7-9.
- A.M.P., No. 2: Abbeville, S. C.
- Badger State: Red Granite, Wis.
- Barlow's Big City: Illinois, Mo.
- B. & H. Am. Co.: Ellmore, S. C.
- Big Bend: (Fair) Needville, Tex.
- Big Four Am. Co.: Manila, Ark.; Lepanto 4-9.
- Big State Am. Co.: Luling, Tex.
- Blue Grass: (Fair) Lawrenceville, Ga.; (Fair) Thomson 4-9.
- Bohn & Sons United: Parma, Mo.
- Borup's United: (Fair) Louisville, Miss.; (Fair) Eupora 4-9.
- Brownie Am.: Chelsea, Okla.
- Buck, O. C.: Fairfield, Conn., 27-29; (Fair) Danbury Oct. 2-10.
- Bullock Am. Co.: (Fair) Marshall, N. C.; Mt. Holly 4-9.
- Burkhart: Luxora, Ark.
- Burdick's Greater: Groveton, Tex.
- Burke, Harry: New Iberia, La.; (Fair) Amite 4-10.
- B. & V.: Montross, Va.; Appomattox 4-9.
- Capell Bros.: Nashville, Ark.
- Capital City: (Fair) Manchester, Ga.
- Caravella Am.: (Fair) Kingstree, S. C.; (Fair) Manning 4-9.
- Catlett Greater: Pleasant Hill, Mo.; Sunflower, Kan., 4-9.
- Cavalcade of Amusements: (Fair) Knoxville, Tenn.
- Central Am. Co.: Seaboard, N. C.; (Fair) Whitakers 4-9.
- Central States: (Fair) Hillsboro, Kan.
- Cetlin & Wilson: (Fair) Petersburg, Va.; (Fair) Richmond 4-9.
- Coleman Bros.: Stafford Springs, Conn.
- Conklin: (Fair) Leamington, Ont., Can.
- Crafts Expo.: Dinuoa, Calif.
- Craig's, Harry, Heart of Texas: Spur, Tex.
- Crafts 20 Big: (Fair) Pomona, Calif.

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.

- Crystal Expo.: Fort Valley, Ga.
- Cumberland Valley: (Fair) Athens, Tenn.; (Fair) Lafayette, Ga., 4-9.
- Cunningham's: Franklin, O.
- Curl, W. S.: New Holland, Ohio.
- Denton, Johnny J.: Gainesville, Ga.; Jasper, Ala., 4-9.
- Denton, Johnny J., No. 2: Murphy, N. C.
- Dickerson: Rich Square, N. C.
- Dudley, D. S.: Vernon, Tex.; (Fair) Haskell 4-9.
- Dumont: (Fair) Oxford, N. C.; (Fair) Durham 4-9.
- Dyer's Greater: Oxford, Miss.; Marianna, Ark., 4-9.
- Endy Bros.: Bloomsburg, Pa.; Frederick, Md., 4-9.
- Fidler's United: Jonesboro, Ark.
- Fleming, Mad Cody, No. 1: (Fair) Crawford, Ga.; (Fair) McDonough 4-9.
- Fleming, Mad Cody, No. 2: (Fair) Dahlonga, Ga.; (Fair) McDonough 4-9.
- Folk's Celebration: (Fair) Roswell, N. M.; Hobbs 5-10.
- Franklin, Don: (Fair) LaGrange, Tex.; (Fair) Rosenberg 7-10.
- Funland: Baxter Springs, Kan.
- Ganote: Kaiser, Ark.
- Gem City: El Dorado, Ark.; Monroe, La., 4-9.
- Gentsch, J. A.: Winona, Miss.
- Georgia Am. Co.: Danville, Ga.
- Gifford's: (Fair) Norwich, Kan.
- Golden West: Watsonville, Calif., 28-Oct. 3.
- Gooding Greater: Hillsdale, Mich.
- Gra-Loy: Lagro, Ind.
- Great Sutton: (Fair) Booneville, Miss.
- Greater United: (Fair) New Braunfels, Tex.; (Fair) Caldwell 5-9.

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Kelly & Morris Circus

- Groves Greater: (Fair) Jonesboro, La.; Marks-ville 4-10.
- Hames, Bill: Abilene, Tex.; Amarillo 4-9.
- Hannum, Morris: (Fair) Enfield, N. C.; (Fair) Reidsville 4-9.
- Happy Attrs.: Columbus, O.; (Fair) Cochocton 5-9.
- Happyland: Salfine, Mich.
- Harris United: Marvell, Ark.
- Harrison Greater: Thomasville, N. C.; Newberry, S. C., 4-9.
- Hartsack Bros.: Versailles, Ill., 29-30; Mt. Sterling Oct. 5-6.
- Haywood: Floydada, Tex.
- Hennies Bros.: (Fair) Laurel, Miss.; (Fair) Tupelo 4-9.
- Henson, J. L.: (Fair) Hermitage, Ark.
- Heth Expo.: Dexter, Mo.; Ridgely, Tenn., 4-9.
- Heth, L. J.: (Fair) Carrollton, Ga.; Covington 4-9.
- Hill's Greater: Midland, Tex.
- Home State: Nebraska City, Neb.
- Hottle, Buff: Donaldsonville, La.
- Howard Bros.: Canal Winchester, O.
- Howard Bros. Attrs.: (Fair) Old Washington, O.
- Imperial Expo.: (Fair) Kosciusko, Miss.; (Fair) Meridian 4-9.
- International: Ada, Okla.
- Jamboree Am. Co.: Moscow, Tenn.
- Jayhawk Am. Co.: Cherokee, Kan.
- Johnny's United: Waynesboro, Tenn.
- Jones Greater: (Fair) West Liberty, Ky.; season ends.
- Jones, Johnny J. Expo.: (Fair) Atlanta, Ga., 1-9.
- Kaus, W. C.: Fayetteville, Tenn.; Cleveland, Tenn., Oct 4-9.
- Kille, Floyd O.: (Fair) Pitkin, La.; (Fair) New Verda, La., 6-9.
- Kilgore: (Fair) Centerville, Tex.
- Kirkwood: Waynesville, N. C.; (Fair) Cherokee 4-9.
- Lamb, L. B.: Moulton, Ala.; (Fair) Hartselle 4-9.
- Lane, Sammy: Morehouse, Mo.; Holcomb 6-9. (See Carnival Routes on page 63)

Circus Routes

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- Bailey Bros.: Okmulgee, Okla., 30.
- Dale Bros.: Panama City, Fla., 27; Marianna 28; Chattahoochee 29; Tallahassee 30; Thomasville, Ga., Oct. 1; Bainbridge Oct. 2.
- Barton's Society Circus: (Rodeo) Lynchburg, Va., 27-Oct. 2.
- Beatty, Clyde: Hattiesburg, Miss., 28; Brookhaven 29; Greenwood 30; Greenville Oct. 1; Vicksburg 2; Rayville, La., 3.
- Clyde Bros.: LaSalle, Ill., 8-10.
- Cole Bros.: McAllen, Tex., 28; Brownsville 29; Harlingen 30; Corpus Christi Oct. 1; Victoria 2; Galveston 4; Goose Creek 5; Lake Charles, La., 6; Lafayette 7; New Orleans 8-10.
- Dalley Bros.: North Platte, Neb., 28; Kearney 29; Grand Island 30; Hastings Oct. 1; Concordia, Kan., 2; Hiawatha 4; Atchison 5; Lawrence 6; Topeka 7; Emporia 8; Chantute 9.
- Flamante: Calexico, Calif., 28; Phoenix, Ariz., 29-30; Superior Oct. 1; Tucson 2-3.
- Gran Circo Americano: Caracas, Venezuela, thru Nov. 1.
- Gould, Jay: Alexis, Ill., 27-28; Ottawa 29-30.
- Hamid-Morton: (Arena) Philadelphia, Pa., 25-Oct. 1; (Maple Leaf Gardens) Toronto, Ont., Can., 4-9.
- Kelly, Al G. & Miller Bros.: Cameron, Mo., 28; Lexington 29; Windsor 30; Osceola Oct. 1; Eldorado Springs 2.
- King Bros.: Brookhaven, Miss., 28; Columbia 29; McComb 30; Crystal Springs Oct. 1; Lexington 2; Cleveland 4.
- Mills Bros.: Elizabethton, Tenn., 28; Rogersville 29; Morrison 30; Greeneville Oct. 1; Newport 2; Knoxville 4; Rockwood 5; Lenoir City 6; Athens 7; Cleveland 8; Chattanooga 9.
- Polack Bros. (Eastern): Savannah, Ga., 27-Oct. 2.
- Ringling Bros. and Barnum & Bailey: Childress, Tex., 28; Lubbock 29; Amarillo 30; Clinton, Okla., Oct. 1; Enid 2; Ponca City 3; Tulsa 4-5; Oklahoma City 6-7; Ardmore 8; Fort Worth, Tex., 9-10.
- Rogers Bros.: Dickson, Tenn., 28; Centerville 29; Hohenwald 30; Linden Oct. 1; Parsons 2; Henderson 4.
- Seal Bros.: Temple, Okla., Oct. 1.
- Stevens Bros.: Tribune, Kan., 28; Syracuse 29; Ulysses 30; Satanta Oct. 1; Meade 2; Protection 3; Sun City 4; Medicine Lodge 5; Kiowa 6; Wakita, Okla., 7.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Evans, Harry Ike, Show: Chadron, Neb.
- McClung's Pythons: (Fair) Memphis, Tenn., 27-Oct. 2; (Fair) Little Rock, Ark., 4-10.
- Pan-American Animal Exhibit: Fayetteville, Tenn., 29-30; Lewisburg Oct. 1-3.
- Plunkett's Stageshow: Ava, Mo., 30-Oct. 2; Mountain Home, Ark., 4-6.
- Raum's Cavalcade of Stars: Carrollton, O., 27-Oct. 2.
- Skating Vanities of 1949: (Armory) Rockford, Ill., 28-Oct. 3; (Armory) Springfield 5-10.

Premiums at Sacramento Annual Total \$168,652

SACRAMENTO, Calif., Sept. 25.—Premium payments totaled \$168,652 at the 1948 State fair, E. P. Green, secretary-manager, announces. This represents an increase of \$56,176 over 1947.

These figures do not include money paid out to owners of race horses. This total amounted to \$112,500, with added money for stake races and handicaps.

Merced, Calif., Tops 1947, Report Officials

MERCED, Calif., Sept. 25.—Altho no figures were available, management of the Merced County Fair, September 14-19, stated attendance was well over last year.

Vaude show, booked by Joe Bren Entertainment Service, included Earl and Michelle, pedestal; Jack Shafton's puppets, Helen Sue Goldy, balancing, and the Rainbow Four, comic quartet.

Frank Miller, concession chief on the Big Show, is in New York for a visit.

300G Pavilion Set For Myrtle Beach

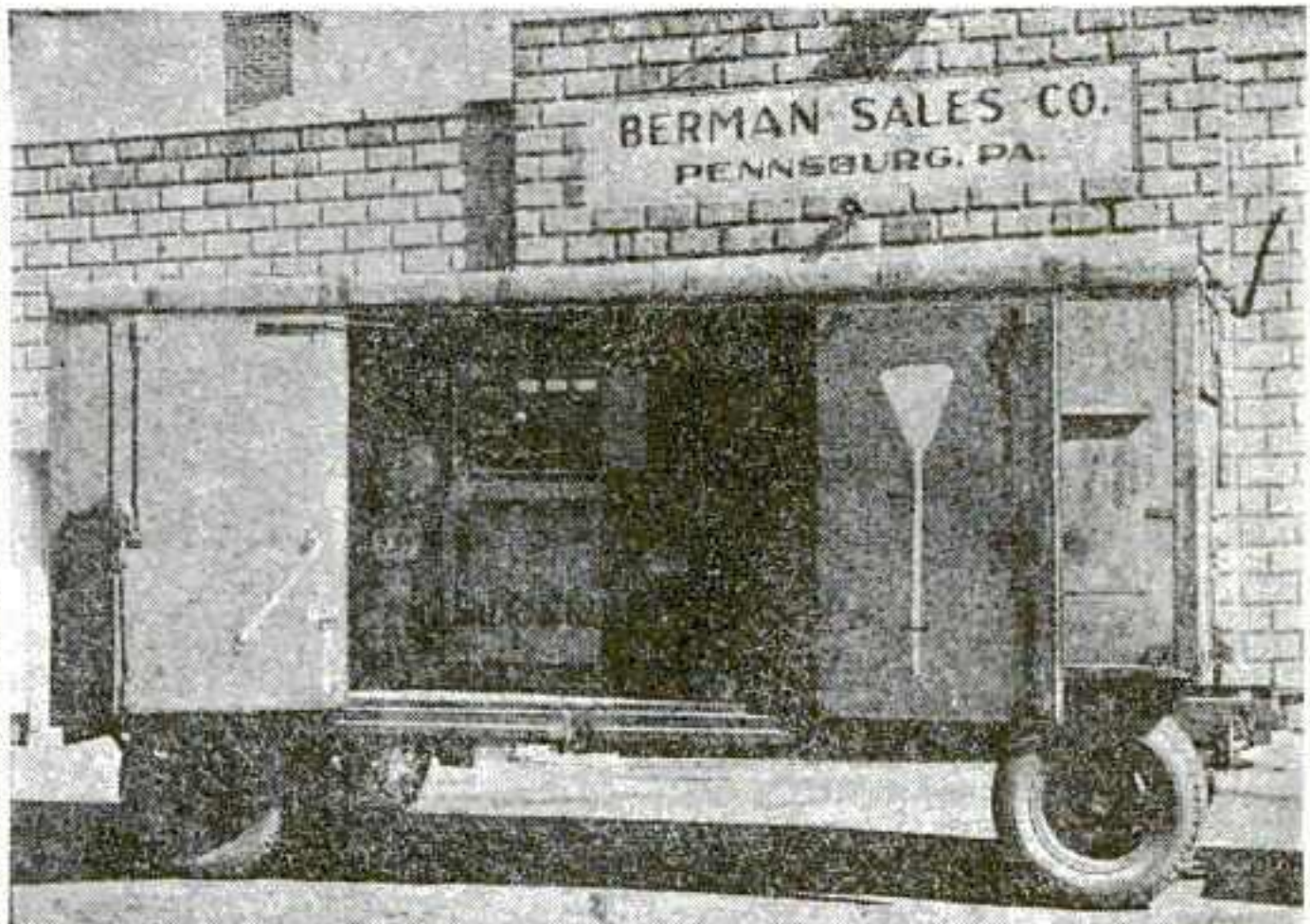
MYRTLE BEACH, S. C., Sept. 25.—Construction is to get under way soon on a \$300,000 reinforced concrete pavilion, with glazed tile panel walls, at this coastal resort.

A bowling alley, concession space, and lunch and soda bars will occupy the lower floor. A dance hall will be installed on the upper deck.

Wis. Rodeo Incorporates

MADISON, Wis., Sept. 25.—Barr, Wuethrich & Beach Bros.' Rodeo, Inc., a new firm of Rice Lake, Wis., filed application for incorporation August 19 with the secretary of state here. The firm is to conduct a rodeo exhibition business with capital stock of 50 shares, no par value. Incorporators were listed as Francis R. Parks, legal counsel; Fred Wuethrich, and Connors & Parks, all of Rice Lake, and Tom Barr, Cameron, Wis.

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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 3-9

ALABAMA
Atmore—Escambia Co. Fair. Oct. 8-9.
Birmingham—Alabama State Fair. Oct. 4-9.
R. H. McIntosh.
Lexington—Lexington Fair Assn. Oct. 7-9.
C. P. McMeans.

ARKANSAS
Little Rock—Arkansas Livestock Show. Oct. 4-10.
Clyde E. Byrd.

CALIFORNIA
Fresno—Fresno District Fair. Oct. 5-10. Tom A. Dodge.
Hemet—46th District Agri. Assn. Oct. 6-10. Fred M. Bruderlin.
Hollister—33rd District Agri. Assn. Oct. 8-10. Jacob M. Leonard.
Ventura—Ventura Co. Fair. Oct. 6-10. Robert E. Stuart.

CONNECTICUT
Danbury—Danbury Fair. Oct. 2-10. John W. Leahy.

GEORGIA
Adel—Cook Co. Fair. Oct. 4-9. J. T. Dampier.
Atlanta—Southeastern Fair Assn. Oct. 1-10. Mike Benton.
Canton—Cherokee Co. Fair Assn. Oct. 4-9. O. E. Morgan Jr.
Eatonton—Putnam Co. Fair. Oct. 4-9. George Lawrence.
Jackson—Butts Co. Fair Assn. Oct. 7-13. W. M. Redman.
La Fayette—Walker Co. Fair Assn. Week of Oct. 4. W. E. McKeown.
Newnan—Coweta Co. Fair. Oct. 4-9. B. T. Brown.

IOWA
Waterloo—Dairy Cattle Congress. Oct. 4-10. E. S. Estel.

KANSAS
Kingman—Kingman Co. Fair. Oct. 6-9. Bruce L. Behymer.
Wakefield—Wakefield Free Fair. Oct. 6-8. Mrs. Mildred Eye.
Wichita—Kansas Natl. Livestock Show. Oct. 5-9. Conlee Smith.

KENTUCKY
Burkesville—Cumberland Co. Fair. Oct. 8-9.
Carrollton—Carroll Co. Fair. Oct. 6-9. P. H. Williams.
Morehead—Rowan Co. Fair. Oct. 8-9. Wm. K. Rouse.

LOUISIANA
Amite—Tangipahos Parish Fair. Oct. 7-10. J. H. Goldsby.
Bastrop—Morehouse Parish Fair. Oct. 6-8. C. V. Shear.
Haynesville—Claiborne Parish Fair Assn. Oct. 7-9. C. L. Cook.
Houma—Terrebonne Fair Assn. Oct. 9-10. Andrew Bernard.
Leesville—Vernon Parish Fair. Oct. 6-9. Floyd Jackson, Simpson, La.
Livingston—Livingston Parish Fair Assn. Oct. 8-10. Alexander J. Bercy, Albany, La.
Mansfield—DeSoto Parish Fair Assn. Oct. 6-9. May Huson.
Marksville—Avoyelles Parish Fair Assn. Oct. 8-10. Marc Dupuy.
Oberlin—Allen Parish Fair Assn. Oct. 7-9. G. C. Meaux.
Opelousas—Louisiana Yambilee Assn. Oct. 6-7. A. M. Landry.
Ringgold—Bienville Parish Fair Assn. Oct. 7-9. John Thomas.
Verda—Grant Parish Fair Assn. Oct. 7-9. Odella Purvis, New Verda, La.
West Monroe—Ouachita Valley Fair Assn. Oct. 4-10. John Birdsong.

MAINE
Fryeburg—Fryeburg Fair. Oct. 4-9. G. Myron Kimball.
Leeds—Leeds Agri. Assn. Oct. 7. J. J. Murphy, North Leeds.
Litchfield—Litchfield Farmers' Club. Oct. 5-6. Charles H. Harvey, Gardiner, Maine.

MARYLAND
Frederick—Frederick Fair. Oct. 5-9. Guy K. Motter.

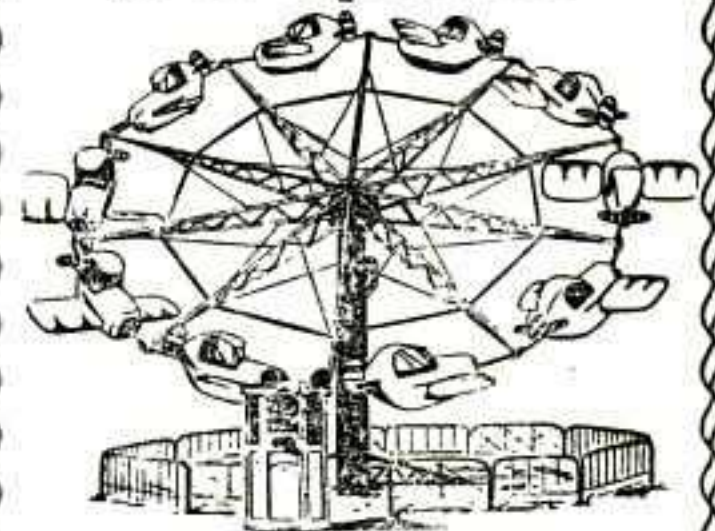
MICHIGAN
Addison—Addison Community Fair. Oct. 7-8. Linton Smith.
Hartford—Van Buren Co. Fair. Oct. 5-9. Paul F. Richter Jr.
Manchester—Manchester Community Fair. Oct. 4-5. Donald C. Weed.

MISSISSIPPI
Meridian—Mississippi Fair & Dairy Show. Oct. 4-9. W. R. Cannady.
Tupelo—Miss.-Ala. Fair & Dairy Show. Oct. 4-9. James M. Savery.
Waynesboro—Wayne Co. Free Fair. Oct. 4-9. H. S. Cassell.
Yazoo City—Yazoo Co. Fair Assn. Oct. 4-9. J. N. Ballard.

MISSOURI
Aurora—Tri-County Fair. Oct. 6-9. O. R. Tripp.
Caruthersville—American Legion Fair. Oct. 6-10. Harry E. Malloure.

NEBRASKA
Omaha—Ak-Sar-Ben Livestock Show & Rodeo. Oct. 1-10. J. J. Isaacson.
Pawnee City—Pawnee Co. Fair Assn. Oct. 5-8. W. F. Colwell.

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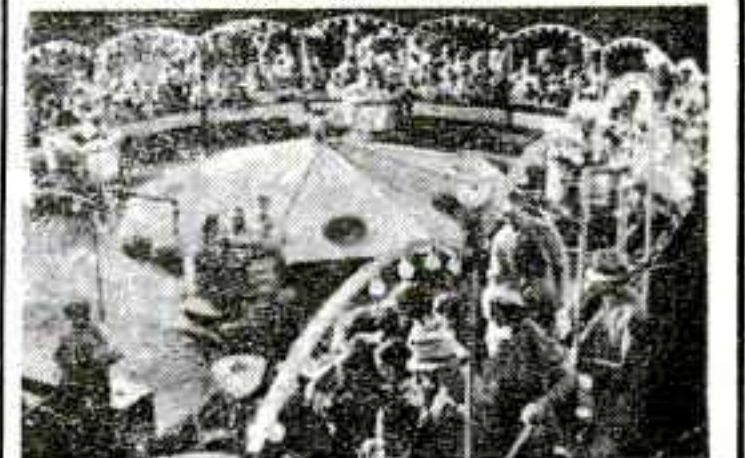
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Charlotte—Southern States Expo. Oct. 4-9
Mrs. Helen S. Spencer.
Cherokee—Cherokee Indian Fair. Oct. 5-9.
Wm. E. Ensor Jr.
Durham—Durham Co. Fair. Oct. 4-9. Thompson & Rumley.
East Bend—Yadkin Co. Fair. Oct. 5-9. Hovey Norman.
Goldsboro—Wayne Co. Fair. Oct. 4-9. W. C. Denmark.
Henderson—Golden Belt Fair. Oct. 4-9. C. M. Hight.
Elizabeth City—Eastern Fair Assn. Oct. 4-9. J. H. Webster.
Littleton—Littleton Fair. Oct. 4-9. T. R. Walker.
Reidsville—Reidsville Fair Assn. Oct. 4-9. Wm. M. Oliver.
Shelby—Cleveland Co. Negro Fair. Oct. 6-9. Rev. A. W. Foster.
Spring Hope—Nash Co. Fair. Week of Oct. 4. Hobart Brantley.
Winston-Salem—Winston-Salem & Forsyth Co. Fair (White). Oct. 5-9. Thos. Blum.

OHIO

Coshocton—Coshocton Co. Agri. Soc. Oct. 5-9. C. V. Croy, R. F. D. 1, Dresden, Ohio.
Georgetown—Brown Co. Agri. Soc. Oct. 6-8. Luther Kestel.
Loudonville—Loudonville Street Fair. Oct. 5-7. Charles Bernhard Jr.
Ottawa—Putnam Co. Agri. Soc. Oct. 6-9. Joseph L. Brickner.

OKLAHOMA

Muskogee—Oklahoma Free State Fair. Oct. 2-10. M. E. Twedell.
Shattuck—Ellis Co. Free Fair. Oct. 6-8. M. M. Karn.

OREGON

Portland—Pacific Int'l Livestock Expo. Oct. 1-9. Walter A. Holt.

PENNSYLVANIA

Hughesville—Lycoming Co. Fair. Oct. 4-9. Elton B. Edkin.
Lebanon—S. Lebanon Community Fair. Oct. 6-8. A. L. Lamm.
New Holland—Farmers Day Assn. Oct. 7-9. S. O. Zimmerman.
Turbotville—Turbotville Community Fair. Oct. 6-9. Carl Z. Stevens.

SOUTH CAROLINA

Bennettsville—Marlboro Co. Fair. Week of Oct. 4. Murray Jackson.
Chester—Chester Co. Legion Fair. Oct. 4-9. Jake S. Colvin.
Cheraw—Colored Fair. Oct. 4-9. C. A. Bloomfield.
Union—Union Co. Fair Assn. Oct. 4-9. H. L. Kirby.

TENNESSEE

Bolivar—Hardeman Co. Fair. Oct. 4-9. Shackelford.
Clarksville—Montgomery Co. Fair Assn. Oct. 7-9. Mrs. Louise B. Booth.
Huntingdon—Carroll Co. Colored Fair Assn. Oct. 6-9. W. A. Cox.
Springfield—Robertson Co. Fair. Oct. 7-9. John R. Long.

TEXAS

Amarillo—Tri-State Fair. Oct. 4-9. Rex B. Baxter.
Caldwell—Burlison Co. Fair. Oct. 5-9.
Center—Shelby Co. Fair Assn. Oct. 4-9. Bubba Cowser.
Carthage—Panola Co. Fair. Oct. 5-9. F. E. Roberts.
Eagle Pass—Eagle Pass Int'l Fair. Oct. 4-12. J. M. Mabe.
Dallas—State Fair of Texas. Oct. 9-24. W. H. Hitzelberger.
Haskell—Central West Texas Fair. Oct. 4-9. Ralph L. Duncan.
Hempstead—Waller Co. Fair Assn. Oct. 7-9. S. E. Mayo, Waller, Tex.
Huntsville—Walker Co. Fair. Oct. 5-9. Maurice Turner.
Iowa Park—Texas-Oklahoma Fair. Oct. 4-9. Jack Austin.
Livingston—Livingston Fair. Oct. 5-9. Mrs. Woodrow Herring.
McKinney—Collin Co. Fair. Oct. 5-8. Paul Hardin.
Richmond—Rosenberg—Fort Bend Co. Fair. Oct. 7-10. Noel Yarling, Rosenberg.
Waller—Waller Co. Fair. Oct. 7-9. S. E. Mayo.

VIRGINIA

Richmond—Atlantic Rural Expo. Oct. 4-9. J. A. Mitchell.

CANADA

Ingersoll, Ont.—Ingersoll Agri. Soc. Oct. 8-9. Bruce Dickout, Salford.
Beamsville, Ont.—Clinton Agri. Soc. Oct. 8-9. Keith Comfort.
Bobcaygeon, Ont.—Verulem Agri. Soc. Oct. 5-6. R. E. Thurston.
Brampton, Ont.—Peel Co. Agri. Soc. Oct. 7-9. H. J. Laidlaw.
Erin, Ont.—Erin Agri. Soc. Oct. 9-11. George C. Burt, Hillsburg.
Grand Valley, Ont.—East Luther Agri. Soc. Oct. 5-6. Walter Richardson.
Highgate, Ont.—Orford Agri. Soc. Oct. 8-9. Albert Clark.
Madoc, Ont.—Madoc Agri. Soc. Oct. 5-6. Robert A. Woods.
Norwood, Ont.—East Peterboro Agri. Soc. Oct. 9-11. John Marks.
Rocklyn, Ont.—Rocklyn Agri. Soc. Oct. 5-6. Edward Lanktree.
Rockton, Ont.—Rockton Agri. Soc. Oct. 9-11. A. S. Lee.
Roseneath, Ont.—Roseneath Agri. Soc. Oct. 7-8. C. W. Varcoe.
Saint Marys, Ont.—South Perth Agri. Soc. Oct. 6-7. G. W. Kelly.
Schomberg, Ont.—Schomberg Agri. Soc. Oct. 8-9. George L. Walker.
Simcoe, Ont.—Norfolk Co. Fair. Oct. 4-7. Harold I. Pond.
Woodbridge, Ont.—Woodbridge Agri. Soc. Oct. 9-11. Stan R. R. McNeil.

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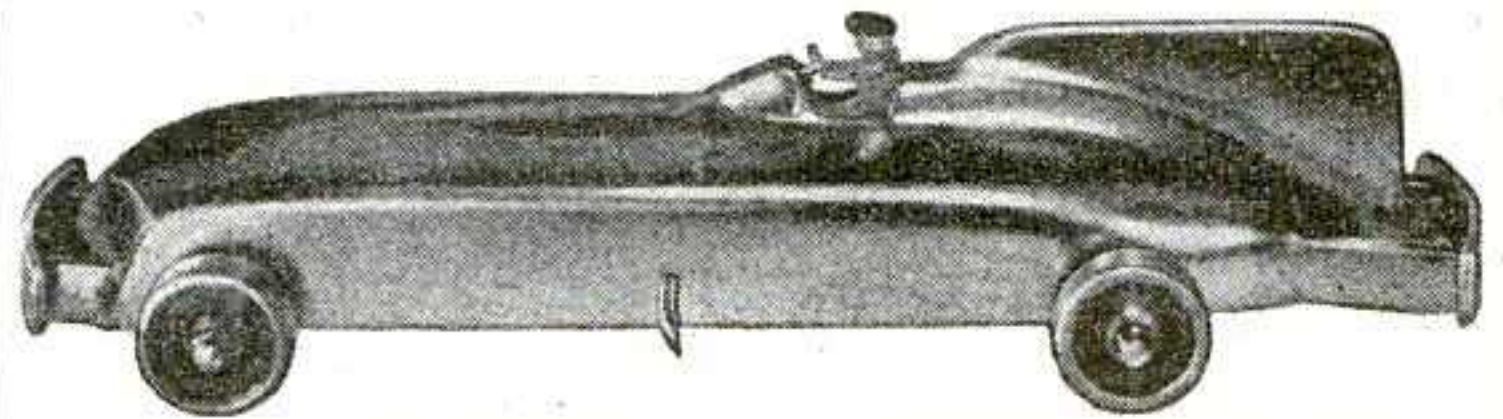
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STRAWS AT PHOENIX FOR R-B

Gate Tumbles At El Centro

Concello posts \$500 bond in San Diego for alleged violation of safety code

PHOENIX, Ariz., Sept. 25.—The two-day three-show stand here of Ringling Bros. and Barnum & Bailey proved a red one, with the other Arizona stop, Tucson, chalked up as just fair.

The org pulled in here about 2 p.m. and the crowd on hand to watch it unload was so big police were called to handle traffic and clear lanes to permit the circus trucks to move. It was the first time in many years that Ringling had played Phoenix and the first time in the history of the show, according to old-timers, that the show played a two-day stand here.

Three Straws

Only a night show was given opening day and it registered a straw. Second day found straw crowds at both performances.

In Tucson, the matinee was light but it was a full one at night. The R-B show was the first circus to play Tucson since 1941. Newspapers described the night crowd as "the largest to see a circus here in years."

The final stand in California, at El Centro, was a disappointment. Matinee drew only a half-house, with a three-quarters crowd on hand at night.

Concello Case Set

From San Diego the report came that the case of Art Concello, manager of the Big One, arrested there Wednesday (15) for alleged violation of the State Safety Code, has been set Wednesday (29).

The State fire marshal's office claimed Concello, as the representative of the show, sold the big top beyond its seating capacity. Following his arrest, Concello posted \$500 bond and accompanied the show on its route.

According to Fire Marshal Sydney Roppe, who signed the complaint, there were 1,000 to 1,500 persons "sitting in the aisles in front of the grandstand and in the exit passageways."

Concello claimed the show had played all season without experiencing any conflict with safety regulations.

A possible fine of \$200 or 180 days in jail, or both, faced Concello. In addition, fire officials said, there is an additional charge for each day the violations were allowed to continue. It was claimed the fire marshal's office took pictures during the two-day stand which showed five or six rows of patrons sitting on the straw in front of the blues, around the quarter poles and in the aisles.

Charge against Concello is that there was a violation of the California Administrative Code, Title 19, which provides for space between tents, distance between stake lines, treatment to render canvas fire resistant, and overcrowding.

Concello's arrest came on the latter day of the two-day stand, but patrons were allowed to keep their seats and no attempt was made to clear the aisles.

Bailey Bros. Scores

DECATUR, Tex., Sept. 25.—Bailey Bros. scored a red one here, getting a capacity at the matinee and a straw at night.

Mr. Truman Tough Competition in Ia., Kelly-Miller Finds

JEFFERSON, Ia., Sept. 25.—Al G. Kelly-Miller Bros. found President Truman, not to mention the National Plowing Match, tough competition and as a result the show had only sparse gatherings at both shows here.

The chief executive spoke at Dexter, only 50 miles from here, and drew people from all over this area.

Mapleton, Ia., gave the show a strong matinee and a full night house.

James M. Cole Ends Tour With Click Fair Date

MINEOLA, N. Y., Sept. 25.—James M. Cole Circus wound up its season Saturday (18) night after a five-day run as grandstand attraction at the Mineola (Long Island) Fair. Show left for Penn Yan, N. Y., winter quarters.

For the second time Cole's idea of setting up one half of his big top on the track in front of the fair's grandstand clicked solidly, with the show drawing well the first part of the week and playing to over-flow crowds the final days.

On Friday (17) and Saturday (18), matinee and night, overflow from the grandstand filled seats set up in front of the stands as well as blues and reserves in the big top.

Spectators at the night performances also were able to view the display of fireworks under supervision of Fred Murray, which were presented following the circus finale.

The Cole Side Show was set up on the midway, making a good flash and rounding out the layout of rides, shows and concessions of Phil Isser's and I. Trebish's I. T. Shows, Inc., and

Cole Finds Rural Area Biz Good; Not So Hot in Cities

WACO, Tex., Sept. 25.—Cole Bros. did okay business here at night, getting a full house, but matinee business was light. Show officials reported average business over the country in rural areas, but poor business in metropolitan sectors. They attributed this difference to the fact that "farmers have money but city dwellers don't, or are hanging on to it tighter than the season's attendance is down from last year and said this was due to the polio scare. A two-day stand in Fort Worth proved okay. Matinees both night shows drawing full ones. Hot weather probably was the best reason why the matinees weren't up to par.

Org was scheduled for only a matinee in Eastland, Tex., and business was light. Show officials, evidently expecting only a fair crowd, did not bother to set up all the seats.

At Midland, Tex., the show ran into stiff competition in the form of baseball playoffs and the Harley Sadler-McKennon Tent Theater, which was playing a week's engagement. As a result, the matinee drew only a fair crowd, with the night house being near capacity.

Lubbock, Tex., gave with a light matinee but a strong house at night.

Show has adopted the 3 p.m. matinee policy to accommodate school children.

Dailey Finds Night Biz Big In Wyoming

Matinees on Light Side

CHEYENNE, Wyo., Sept. 25.—The hope that the tour of Dailey Bros. thru Wyoming would be as big as that thru Idaho faded a bit after the first two stops in this State. But show officials said matinee attendance, which was light in Rock Springs and Cheyenne, no doubt would pick up. Night business in both of those spots was very good. At Rock Springs the matinee drew only a half-house, but night show registered capacity. Here the matinee was three-quarters, followed by a full one at night.

The wind-up spot in Idaho, Montpelier, proved only fair. Org scheduled only one show and attendance was only fair. It was different, however, the day before at Idaho Falls, where an overflow crowd caught the matinee and a full one attended at night.

Mills Continues To Score in Va.

LAWRENCEVILLE, Va., Sept. 25.—Mills Bros. continues to chalk up good business on its Virginia trek. Org registered full ones at night, both here and at Portsmouth.

Matinee here was on the light side, but it was a strong one at Portsmouth, where the show was under auspices of the Optimists' Club.

Carnivals, Inc. Side Show played to fair business.

James M. Cole is lining up fair and indoor dates for his elephants, Liberty and high-school horses, pony and monkey acts.

Stevens Org Finds Biz in Four Colo. Spots a Bit Light

FREDERICK, Colo., Sept. 25.—Business in four Colorado towns proved light for Stevens Bros. Only in Johnstown did the show register a full house, that at night after a light matinee.

The stories in Frederick, Longmont and Brush were ones of small houses at all shows. Org played only the matinee here and registered a three-quarter house. At Longmont, it was two light houses and the same was true at Brush.

Out of Hospital

ROCHESTER, Minn., Sept. 25.—Ben Davenport, owner of Dailey Bros.' Circus, was discharged from Colonial Hospital and the Mayo Clinic here Wednesday (22).

Davenport went from here to Sheboygan, Wis., where he will reside at 2733 South Eighth Street until October 2. He then will head for his home in Gonzales, Tex.

Beatty Scores In Texas Spot

Port Arthur gives two overflows—pair of sellouts at Lake Charles, La.

PORT ARTHUR, Tex., Sept. 25.—Clyde Beatty chalked up a red one here with two overflows. Weather was ideal.

Beaumont, Tex., proved okay, org getting a strong matinee house and capacity at night. Late morning showers hurt the matinee draw, but it cleared in plenty of time for the night show.

Despite cloudy weather at Lake Charles, La., the Beatty show scored twice, getting capacity at both matinee and night performances.

H-M Features Top Talent in Philly Preem

PHILADELPHIA, Sept. 25.—The Hamid-Morton Circus began another indoor season in the Arena here today with a strong bill of acts presented under Shrine auspices. The show is under the personal direction of Col. Robert H. Morton. Len Humphries is business manager.

Talent included the Four Valentines, comedy aerial bars; Capt. Dick Clemens, trained lions; Loof Grio, European importation; Roberta's Dog and Pony Circus; Mason and Jones, aerial ballet; Capt. Walter Joagan, educated seals; the Norbertys, aerialists; Monroe and Grant, comedy trampoline; Irah Watkins and company, chimpanzees; Hip Raymond, comedy midget auto; the Therons, bicyclists; Les Idalys, aerial unicyclists; Buschboms, Liberty horses; Hamid-Morton elephants, the Flying Romas, Flying Wards, and Francine Volante, aerialist. In clown alley are Gergetto brothers, Sa So, Roy Milken, Roy Barrett, Ray Cosmo, George Hilton, Al Anderson and Company and Mason and Jones. The band is led by Joe Basile.

The advance sale in Toronto, where the show will appear October 4-9 at Maple Leaf Gardens, is reported good despite the drain on amusement dollars resulting from the recently concluded Canadian National Exhibition. The price scale is 75 cents for general admission and \$1.50 and \$2 for reserved seats.

A big gate is expected in view of the fact that schools will be out for the week while teachers hold their annual convention.

North Inks Foreign Acts for Big Show

FRANKFURT, Germany, Sept. 25.—John Ringling North, who has been in Europe since mid-August in search of fresh talent for the Ringling-Barnum circus, has apparently found salary demands of European acts a bit high, since so far he has signed up only a few numbers.

At Stuttgart, Germany, North engaged the Three Margas, little-known trapeze act, and, from the Circus Althoff, he has lined up two acts, neither of which is very widely known.

Recruits from the Althoff circ are Charles Peterson and His Canine Jockeys and a novelty act, the Gutis. Gutis' number has a man, a midget and two gorillas, doing an act along the lines of that of Natal, the clever ape imitator currently with the Big Show, proffering monkey business in the ring and among the spectators.

North is negotiating with other acts and will visit principal cities and amusement spots in Europe before his return to America.

22,000 Turnout Registered At Lewiston Round-Up

LEWISTON, Idaho, Sept. 25.—Gene Rambo, Shandon, Calif., took top money as best all-round cowboy at the 14th annual Lewiston Round-Up September 10-12. Total attendance was about 22,000.

Rambo's cumulative scores for the three days were good for second place in calf roping, third in bareback riding and fourth in bull-dogging.

Final results:
Saddle Bronk Riding—Bill Ward, Angels Camp, Calif., first; Gene Pruett, Yakima; Ross Dollarhide, Lakeview, Ore., and Chuck Sheppard, Phoenix, Ariz.

Bareback Riding—Gerald Roberts, Strong City, Okla., first; Bud Spealman, Fort Worth, Rambo and Ken Madiand, Portland, Ore.

Calf Roping—Homer Pettigrew, Chandler, Ariz., first; Rambo; James Keeney, Carlsbad, N. M., and Chuck Sheppard, Phoenix.

Bulldogging—Barney Willis, White Salmon, Wash., first; Buff Douthitt, Pecos, Tex.; Vern Castro, Richmond, Calif., and Rambo.

Brahma Bull Riding—Harry Tompkins, Phoenix; Bob Pickrel, Ellensburg, Wash.; Harold Scott, Joseph, Ore., and Sonny Lavender, Holday, Tex.

Circus Historical Society

John J. Crowley, CHS secretary, is on the road to recovery after undergoing surgery recently. He has added two old pictures of Sparks and Christy Bros. tunnel cars for parade wagons to his collection.

Dr. Powers, director of Division No. 1, is working on a division paper, *Gilly Wagon*. Harry Simpson, editor of *Bandwagon*, enjoyed a visit from Mr. and Mrs. Joe Tracy, of Buffalo. Joe presented Simpson with a hand-carved riding horse. The Simpsons recently helped Bob King, who underwent a delicate eye operation, celebrate his birthday in the hospital. King received a Krone circus elephant picture.

Bill Green, Washington, Kan., reports catching Ringling-Barnum this season enjoying visits from John Sullivan, Herb Douglas, Mr. and Mrs. Joe Fleming; Art Miller, advance agent for Al G. Kelly-Miller Bros., and LeRoy the Wizard.

Walter Pietschmann, CHS treasurer, enjoyed a vacation in Timmins, Ont., and Ludington, Mich. Mr. and Mrs. Fay Reed spent a day at Minnesota State Fair in St. Paul and visited with the Zaccinis, Lynn and Lynda and Sally Rand.

A new member of CHS is Sidney Baker, of Australia. J. A. Havirland, Chicago, is recuperating from a recent illness, and reports an interesting visit with Burt Wilson, Chicago circus fan.

The writer hit the jackpot at the Cheney County Fair recently, winning a new 1948 Chevrolet sedan.—**BETTE LEONARD.**

Tuscaloosa, Ala., Gives King Big One

TUSCALOOSA, Ala., Sept. 25.—Located on a lot only 12 blocks from the heart of the downtown section, King Bros. registered an overflow at the night show after a strong matinee. Show hung out the s. r. o. sign 15 minutes before night starting time. Starkville, Miss., while not as big as Tuscaloosa, proved okay. The show registered to three-quarter houses.

Circo Americano

(Editor's Note: The following letter, written to *The Billboard* by Mrs. (Janis) Jerome O. Wilson, while on vacation in New Orleans, gives some news about *Circo Americano*. Mrs. Wilson was to rejoin the circus, Friday, September 24, in Caracas, Venezuela.)

"I just flew home to New Orleans from Port-au-Prince, Haiti, and will stay here for a short while before rejoining the *Circo Americano* in Caracas, Venezuela.

"The stand in Port-au-Prince has proven satisfactory but not up to the business recorded in the Dominican Republic. Our seven-week stand in that Republic was received enthusiastically at every stop.

"Haiti, tho not proving as profitable for the org as might be expected, is a tourist's delight. There are many beautiful tortoise shells, hand-worked silks and natural scenery on display there.

"Practically everybody in Haiti speaks French, which made it rather difficult for our Spanish-speaking clowns and announcer. But a French interpreter worked everything out satisfactorily.

"Original plans called for us to proceed from Haiti to Jamaica, but a ruling there prohibiting the landing of dogs or ponies, nixed that plan. So, now, we are laying plans for a hop into Venezuela.

"Puerto Rico might well be called the 'Isle of Romance' for our troupe. There were two weddings during the stand there. Floyd Crouch wedded Gladys Rosario and Guillermo Echazabal married Auda Mendez. Both brides are native Puerto Ricans.

"Most of the troupe will make the hop to Venezuela via chartered plane. Two new acts, Olympic Rollings and the Three Wells, joined in Haiti.

"Lilia Sarmiento was guest of honor at a birthday party, at which all members of the show were present.

"The circus has purchased a new big top and another bear cub.
Sincerely,
Janis Wilson."

Con Colleano, Wire Walker, Set for London Appearance

LONDON, Sept. 25.—Con Colleano, the ace tight-wire performer, has been signed up for Tom Arnold's Christmas Circus at the Harringay Arena, which last year gave the Bertram Mills Circus, at Olympia, stiff competition.

Con Colleano has been touring the Stoll Circuit of vaude houses in the British Isle and has played two dates at London's Palladium. Last week Colleano shared honors at the Empire, in Glasgow, with his brother's act, Maurice Colleano and Family, made up of members of the Colleano family.

Annual Detroit Shrine Show Set Jan. 31-Feb. 13

DETROIT, Sept. 25.—Annual Detroit Shrine Circus will be held January 31-February 13, Tunis (Eddie) Stinson, general manager, announced.

Following the precedent set last year the Detroit show will precede the one in Cleveland. Orrin Davenport again will assist Stinson with production.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Rough Rock, Mont.
September 25, 1948.

Dear Editor:

While passing thru this burg two weeks ago, General Agent Les Burroughs looked out of his Pullman window and saw a sprawling Western cow-town along both sides of the depot. What impressed him the most was the number of saloons and gambling houses, which to him was ample proof that money here was plentiful. Seeing the depot agent at his window, Burroughs yelled: "Is this a corporated town?" which in his language meant "no license." The agent answered: "It's not corporated." "Who owns the lot behind the depot and would the owner rent it to a circus?" was Burroughs next question. When he learned that it belonged to the railroad company and that the agent would accept two passes for its use, the town was booked and heralds and one-sheet window hangers were mailed to the depot agent for distribution.

On the show's arrival here there wasn't a town in sight. Believing that a cyclone had carried it away, the boss rushed to the depot to get the details. There he learned that there had never been a permanent town there, and that the one Burroughs saw when he booked it from his Pullman window was a movie setting for a horse opera, which since had been torn down and hauled away.

The only thing left to do was set the show up and try to draw people from ranches located 30 miles away by broadcasting our arrival and wonders over a party-line telephone. To our press agent's surprise he learned that the closest telephone was 16 miles away, but the depot agent agreed to telegraph the script to the telephone operator at Big Pebble, Mont., if the show paid for the wire. That cost \$4 and the promise of four long passes to the guy who owned the phone. The agent said that he thought he could run an excursion train or vehicle from Big Pebble if the boss would agree to guarantee the sale of 30 railroad fares. "Anything for a crowd." is this show's motto, so the deal was made.

To bolster the night attendance, the boss decided to give a parade at 7 p.m., which sent the press staff back to the depot agent, who wired the news to the guy with the telephone in Big Pebble. The parade at 7 p.m. was witnessed by only the depot agent, but it didn't matter as only a horseback parade was sent out. Manager Upp was ready to order the show loaded when the depot agent arrived on the lot with the news that the railroad excursion vehicle was en route and should arrive at any minute. Ten minutes later a handcar pulled onto a siding loaded with the guy who owned the telephone in Big Pebble, a section foreman and two gandy dancers who pumped the excursion railroad vehicle to the show. That should have ended the day.

Rain Hurts Rogers Bros. At Hartsville, Tenn., Date

HARTSVILLE, Tenn., Sept. 25.—Rogers Bros. played to two light houses here, rain, especially at night, hurting the draw. Carthage, Tenn., proved a winner, org getting two full ones. At Livingston, Tenn., the org day and dated the Silver Slipper Shows, but drew two strong houses.

Manager Si Rubens, of the Rogers org, said so far the season has not been up to last year.

Bozo Lamont, clown, is back in Chicago after finishing a string of fair dates for the Ernie Young Agency, Chicago.

Manager Upp refused to show, so the agent demanded \$100 for the lot as he valued his long passes at more than that. It was the shortest show we ever gave, started at 8:30 p.m. and was out and over at 8:35, including the concert, and when the train was pulling out of the burg, the agent was yelling wildly for the 30 guaranteed excursion fares.

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MOTHER AND DAD**

Cole Bros.

Since the show arrived in Texas most of the personnel have gone Western. Jackson Kyes, bass drummer, looks like a big cattle man with that 10-gallon hat. It looks like Henry Kyes will break out any day with a Western costume. Speaking of Jackson Kyes reminds he has a new bass drum with more gadgets, including a fan, than I've ever seen before. Maybe the fan is to cool things off when Henry and his band start playing that hot music.

Marion Partello and Ethel Freeman were dinner guests of Johnnie and Rose Schenk in Clovis, N. M. L. C. McConnell came all the way from Long Island to spend a week in clown alley. He liked it so well he stayed three weeks.

We day and dated the Harley Sadler Dramatic Company in Midland, Tex., and the entire cast of the dramatic org caught our show as guests of Owner Zack Terrell, Joe McKennon, owner of the Harley Sadler company, had a big day visiting his many friends on this opera.

Jack Kennedy and Huffy Hoffman, both members of clown alley, left for their homes because of illness.

New members of the Liars' Club are Dutch Wise, Gus Schwab and Billy Griffin.

Hubert Castle bought a new quarter horse to go with the string of horses he has housed at his ranch outside of Dallas.

Recent visitors have included Jack Dempsey, Harley Sadler; Jimmie Jefferies, radio announcer from Dallas; Johnnie and Rose Schenk and Harry Smith, brother of Capt. John Smith.—**FREDDIE FREEMAN.**

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Dressing Room Gossip

Ringling-Barnum

After a delightful summer, the heat finally caught up with us. For a solid week, we have had nothing but heat and dust. Most of the personnel took advantage of near-by swim pools. We just made the pool in El Centro, Calif. It closed for the winter season the day after we left town. Georgia Boy took a bus load of swimmers to the pool of Mr. and Mrs. Bob Jones in Phoenix.

A sightseeing trip to Tia Juana, Mex., rang the bell with the folks. In San Diego, Mr. and Mrs. Dean Gender entertained at their Mission Valley home.

Jack Bray joined and is doing the catching in the Flying Artony act. Dan Dix celebrated his birthday. Emil Gotesche is the father of a son. His wife and baby in Sarasota are reported doing well.

Everyone was saddened at the passing of Pee-Wee, veteran prop man and rigger.

Visitors: Florence Gradis, Mr. and Mrs. Bob Jones, Mr. and Mrs. Harold (Mooney) Prottiero and son and Willie Krause's relatives.

Backyard scenes: Paul Wenzel getting plenty of compliments on his new snowman used in spec. Frenchie Wolthing getting plenty of ribbing about her cheese sandwiches. Ernie Burch very proud of having his picture taken with Carmen Miranda. Ernie wore his new Carmen headpiece in the pic. Jean Carson and the wardrobe ladies threatening never again to wash the plastic spec dresses. Vince, menagerie superintendent, having quite a time taking the two Australian wild dogs for a walk. The new giraffe in the menagerie getting plenty of lookers. The Buick clown car, with a midget climbing out from under the hood at the finish of the gag, has the customers rolling in the aisles. Martha Henderson happy once again, now that she has nursed her pet leopard back to health. Bandmen resting up after a regular Old Home Week, which included entertaining many visitors and being entertained by Mr. and Mrs. Gabe Russ and Mr. and Mrs. Garrett De Kay. Pat Valdo showing Charley Grapewin, the actor, around the lot.—**MARY JANE MILLER.**

Dailey Bros.

A good rain welcomed us at Laramie, Wyo. This was okay with us because it settled the dust, of which we have seen plenty lately.

At Laramie, Game Warden C. W. Sheffner and his wife treated Tommy O'Brien, Jimmy Van and Walter Schuyler to a trout dinner. As if that wasn't enough, Sheffner gave them a few to bring to the lot for Marguerite O'Brien and the writer.

It's nice to have Beulah Tollman in the dressing room during her spare time from the ticket department. She is a big help in aiding the girls to fix their hair.

Alicia Munoz, who has been in Mexico City with her baby, joined her husband on the show for the remainder of the season. Eva Davenport and daughter left for Rochester, Minn., to visit Ben Davenport. Ben, incidentally, made a remarkable comeback from his illness and expects to be discharged from Colonial Hospital, Rochester, shortly. Mrs. Davenport's sister, Ethel Stock, has taken over Mrs. Davenport's duties on the show, and Rosemary Stock is pinching for Norma Davenport in the big top.

Francisco Reynoso injured several front teeth during his slide for life recently. Mildred Pyle is back after escorting her daughter, Donna, to Gonzales, Tex., for school. May Stevens and her chauffeur drove Mildred back to the show. May plans to remain for a visit with her husband, Johnnie Stevens.

Spike Forrester is the new ring

Bailey Bros.

Mrs. Christie Boykin and Shirley Ann Stevens returned home to Los Angeles after spending three weeks on the show. Col. Bob Stevens visited in his hometown of Bonham, Tex. Mrs. Della Conley, mother of Jimmy, visited.

Arthur Williams joined as Side Show boss canvasser. Another new Side Show addition is Ann Williams, Oriental dancer. The new Side Show top went up for the first time in Sherman, Tex.

Phil and Bonnie Bonta rejoined after several weeks of fairs. Buck Leahy, Ernie Stewart, Jane King, Charley Clarke and Albert White have been entertaining nightly in the Side Show. Jane King, aerialist, is doing a good job working the bulls.

Latest addition to the midway is a pet skunk owned by Jimmy Barrickman.

On the jump from McKinney to Denton, Tex., the horse truck turned over. Luckily the driver, horses and ponies escaped injury.

Jack Morris, CFA, Oklahoma City, sent in the snapshots taken at Norman, Okla. Our thanks to Jack.

Since taking over boss props, Charles Henry Blank and his crew are doing a good job.

Since visiting the Cole show at Denison, Ida White talks as tho she'd like to be back in harness next season.

Sylvester Moore gets plenty of banners. Otis Jones, trumpeter in Skinny Goe's band, is an experienced carpenter as well as musician. The boxes he has made for the band instruments are really something.

Donna Clarke, on the sick list for several days, is okay again.

George Barnaby celebrated his 38th birthday and entertained with a chicken dinner.

Visitors: Mr. and Mrs. Henry L. Backers and family, Mr. and Mrs. C. O. Woods and Jimmy Hamiter from Dallas; J. D. Cook, concessionaire; Mr. Conroy, of the billing crew, and Dora Lee Stevenson.—**ALBERT WHITE.**

Clyde Beatty

Charles Sparks was a recent visitor. He and Oscar Lowande were kids together.

Frank Walters is sufficiently recovered from his recent accident to spend some time on the show. Sue Staley is thoroly convinced accidents don't happen singly. She suffered rope burns on her hand one day. The next day she sprained her ankle while getting off the train.

Whitey Haven's transportation crew did a swell job of getting us off a very muddy lot in Baton Rouge, La.

Billie Powell, who was on the sick list, is back in the program. Oscar Lowande is on the sick list.

Pearly Houser may be seen daily with needle, doing repair job for someone. Gentry Ballard's wife joined to assist him in the midway diner. Marvin Smith had a 17-foot python shipped by air from India.

Recent birthdays were celebrated by Cliff DeWayne, Charlie Cox, Ted DeWayne, Bill Snyder and Johnny Cline. Charlie Cox was host at a celebration in the Edson Hotel, Beaumont, Tex., on his birthday.

Recent visitors were Tommy and Lucy Arenz, Everett and Alma James, Hank and Billie Ellis, Dick and Frances Lauter and Blondie and Fay Ward.—**LAURENCE CROSS.**

stock boss. Whitey Haley and Vernon Thomas closed for the season.

Visitors: Maurice Marmalejo and party of four, who are playing fairs; Tom Smallwood, owner of the Sierra Bar in Idaho Falls, who spent a short vacation on the show; Francis Benner's parents from Worland, Wyo., Tom Cox and Tex Haynes and son.—**HAZEL KING.**

Circo Americano

Playing in Port-au-Prince, Haiti, org enjoyed very good business. Since last hearing from us, we have toured Puerto Rico, where business was really big, and the Dominican Republic, where we enjoyed equal success. It has been more than 18 years since the people of these countries have seen a show.

Our representatives, Jimmy Harrington, Julio Hernandez, and Pedro Branley, are in mission thru all South America, gathering information for Jerome Wilson.

The tragedy of the Circo Razzore was quite a blow to our personnel as we were all acquainted with them, most of us having, at some time, worked with them. Our head canvasser, Cristian, was the hardest hit as his sister, the wife of Senor Razzore, and his nieces and nephews went down in the boat. The management and personnel of the Circo Americano had a solemn high mass at the cathedral here recently, dedicated to the memory of the victims of the naufrage.

Last week Jorge Sarmiento gave a birthday party for his wife, Lillia, after the close of the evening show. The festivities took place in the ring. Janis Wilson left for the States to visit her family for a week. This is her first vacation to the States in two years tour with the show. Pluto, one of the Great Dane dogs in the wild animal act, died two days ago.

We, Dorothy and Willy Storey, are returning to States at the end of the engagement here to open an import business in Sarasota, Fla.

The circus closed in Port-au-Prince, September 19, and went by boat to Venezuela.

The most recent addition to the show are the Wells brothers. We are expecting the Juggling Jewels back with us soon.—**DOROTHY STOREY.**

Stevens Bros.

Colorado has been good, that is with the exception of Brush, which gave us the brushoff. At Stratton it was necessary to give three shows.

Weather continues hot, windy and dusty in the daytime but cool at night. Almost everyone has gotten out his winter wardrobe.

Mrs. Rue Enos and son, Phillip, joined. Laura Stevens's house trailer caught fire but the flames were extinguished before much damage was done. Claude Garner made a trip to Denver to visit his mother.

Sudden thought: If Harry Miller doesn't stop putting on weight, folks soon will mistake him for Uncle Willy Moore.

Recent visitors have included Roy Headley and Johnny Latoska, Ken Carver and family, and Walter Lawrence, of the Dailey advance. Les Garner, this opera's advance agent, spent a few days on the show.—**DOLLY JACOBS.**

PHONEMEN

Book, U. P. C. Tickets, Banners, Veterans Tri-County Deal, Council of Veterans Organizations. Following this deal Southern cities with outstanding Committees. If you can cut it, wire or telephone Chairman, 14 S. E. Riverside, Tel. 41140, Evansville, Ind.

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Wants Phone Men and General Agent that can book auspices. Have all winter's work. All acts formerly having worked for me, send me your address. MERLE FAIRFIELD is no longer connected with this show.

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HOLLY, MICHIGAN

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Dog Act, 7 Dogs. Work for anyone. All Props, Shipping Boxes, \$450.00. Ship 1/2 deposit, balance C. O. D.

MICKEY MANSION

c/o GEM CITY SHOWS, El Dorado, Ark., week Sept. 27th; Monroe, La., following.

Polack Bros.' Western

Seattle's 10-dayer, tho off to a slow start, garnered heavy takes over the week-ends. The empty pews the early part of the engagement were attributed to the opening of schools, a major strike and lack of publicity. (All publicity was handled by the local Shrine; Justus Edwards, Polack flacker, going to Portland.)

The Flying Warbels, not to be confused with the Ward-Bell Flyers, having completed their preliminary rehearsing, have departed for Mid-west fall fairs. This new act organized by Bob Porter, catcher; Jack Harris, principal leaper, and Walter Long Jr., and backed by Harold Ward and Gus Bell, has been practicing with the Ward-Bells since this org's stand in L.A.

Also leaving for a week's outside booking at the Puyallup, Wash., Fair was Dwight Moore and his dogs. The act returns to the fold in Denver.

Roland Tieber Jr. broke this season's ice by working his dad's seals several matinees. The laughs were on Roland Sr., who, assisting the act at the time, became so engrossed in his son's efforts he forgot the routine and had to be prompted by junior several times. Junior is quoted as saying, "If I had a better assistant the act would be pretty good."

Josephine Berosini's illness kept the Berosini act out of action for two shows. The Great Franzisco, formerly a member of the Gretona high-wire troupe, brushed up on his former training to lend a helping hand, but Josephine recovered in time to return to the act the next performance. Charley (Squeeze Box) Raimer, clown, also missed a few performances because of illness.

Everybody knew everybody when the following performers visited from the Puyallup Fair: The Carl Wallenda Troupe, with Carl, Mr. and Mrs. Gunther, Phillip, Madeline and Yettie Wallenda; Don Edwards, Rose Behee, Bea Konyot and June Martin; the new George Hanneford riding act with Mr. and Mrs. George Hanneford, George Jr., Tommy and Kay Frances; the Jim Wong Boys, with Sang, Lum, Geejay and Joe; the Skating Rockets, with Paul and Dorothy Smidt, John Carson and Mr. and Mrs. J. M. Carson. Carl Wallenda was surprised to find two members of his troupe working in our aerial ballet. They are Rose Behee on webs and Don Edwards, web sitter.

If Bobo Barnett weighed one more pound he never would be able to climb in and out of his new miniature auto. In fact, Morris Gebhart ran to his rescue twice with a can opener. It was a gay clown alley when several of the joeys appeared with cupie doll make-ups. Dennis Stevens is now wearing a spangled skull daily. George Paige has converted his concession room into a miniature motion picture theater, complete with chairs, for the spectators. Jack Klein has beaten a path to the microphone, running to make each announcement on time.—HAROLD BARNES.

UNDER THE MARQUEE

Don Francis, Isaac Marcks and Don Marcks, CFA of San Francisco, caught Mark Smith's *Horsecapades* at the El Cerrito Fiesta September 14.

One of a manager's greatest problems is how to win friends who owe him their shirts.

Charles Sparks, retired circus owner, is back home in the Dempsey Hotel, Macon, Ga., after visiting the East and Hot Springs.

Mrs. Floyd King is visiting her husband on King Bros.' Circus. Vicki Kernan has taken a rest from her duties on the show.

According to a boss canvasman, the Tableau & Chariot Circus has 12 clowns and you tip your hat to eight of them.

Roger Skinner, bull rider, was injured in the Bob McKinley Rodeo at the Michigan State Fair, Detroit, requiring hospitalization.

Recent visitors on Mills Bros. have been Rex, Fannie and Milton Ingham; Mr. and Mrs. Herbert A. Douglas, J. Rudolph Conway, Jacob B. Jones and Sam Brown.

Opposition is one of those dreaded things that scares the daylight out of managers and agents—even when they have the best go.

Joe Beach writes that Phil Marcus

has returned to the Court Square Theater, Springfield, Mass., after closing with Cole Bros.' Circus Car No. 1.

Charles Robinson again is booked for a series of character poses at the Academy of Fine Arts, Philadelphia, opening October 11 for his eighth season there.

Somehow, nobody follows circus fashions as closely as does the homeguard who thinks he'd be a sensation if he only owned a clown suit.

L. E. (Roba) Collins, after spending two weeks at his home in Patterson, Mo., joined Bailey Bros.' Circus at Seymour, Tex. He was with Mills Bros. as Side Show manager until August 26.

H. M. (Cockey) Kilpatrick, veteran billposter, cards he still is a patient in the Western State Sanitarium, Black Mountain, N. C. He has been hospitalized for more than three years.

Another daily pest at the marquee, who after getting your name, gives you, "I used to know a fellow that traveled with a circus by that name. Could it have been your father?"

Walter Nealand and Mal Fleming, of the King Bros.' press staff, visited Paul M. Conaway, Macon, Ga., attorney, at Jackson, Miss., while Con-

Roundabout With the Chipmans

(Editor's note: Harry and Marge Chipman, owners of Circus Inn, Yakima, Wash., and well known by outdoor showfolk, write the following account of various visits to circuses, carnivals and fairs.)

YAKIMA, Wash., Sept. 25.—The Chipmans' 1948 circus season drew to a close as the 25-car Dailey Bros.' train wended its way thru here en route to Kennewick from Cle Elum, Wash. Season's box score showed only five hits. It wasn't enough; we'd like to have seen more.

First show we visited was Bailey Bros. at Renton, Wash., and thence to the Clyde Beatty train as it passed thru to Seattle from Portland. Later we spent a day with the show at Ellensburg and two days at Yakima.

See Big One

Ringling Bros. and Barnum & Bailey passed thru Yakima en route to Seattle August 22 and, after seeing the first section, we took off for Seattle, where we visited the Big Show for two days. Justus Edwards, press agent for Polack Bros.' Western Unit, went along and that night caught a plane for Vancouver, B. C. We saw many old friends including Frank Braden, Theo Forstall, Capt. William H. Curtis, Arthur Springer, Bill and Edna Antes, Dan Dix, Art Concello, Fred Smythe, the Harry Dolls and Prof. Arthur Wright. We also visited the Centralia Fair, Douglas Greater Shows, Earl O. and Doris Douglas and Ben Beno, who spent over 50 years around the white tops and who is shows' lot superintendent.

Go to Portland

Later we visited Multnomah County Fair, Gresham, Ore., and with West Coast Shows' personnel, Everett George W. and Betty Coe, Harry Meyers, Hunter and Margaret Farmer, Sammy Dolman and Dutch and Lillian Schue.

Dalles, Ore., our next stop, was having its annual street fair with Meekers Shows on the midway and we saw Art and Helen Anderson and Sammy Shaffer.

Because we were on the Yakima Shrine Circus committee and because it was Wednesday night and Polack

Bros. (Western) was to open at a Thursday matinee for a three-day session in front of the State fairgrounds grandstand, it was necessary to start for home. During the several weeks at home we spent many enjoyable visits with A. E. (Buck) and Josephine Waltrip, who handled the promotion here; Louis Stern, George and Opal Paige, Jack L. Klein and Soldier Longsdorf.

Oliver, Lester Visit

While we were away from the Circus Inn we missed a couple of visitors in Bill Oliver and Allen Lester, of Dailey Bros. By those visits we knew another show was in the offing and headed for Ephrata, Wash., for a day with the Dailey org. Friends there included Butch Cohn, Mr. and Mrs. Frank (Mitt) Carl, Jean Allen, Slayman Ali, Corky Plunkett, Jack Turner, Mr. and Mrs. Milt Robbins, Kid Cummings, Norma Davenport; Mickey O'Brien, who had just taken over as legal adjuster; E. J. (Red) Rumbell, Streamline Fizzle, Rose and Chuck Gammon and George W. Smith.

The following Saturday night several of the Dailey folks went overland thru Yakima and visited Circus Inn.

away was a guest on the Clyde Beatty show.

Mayor Lewis B. Wilson, Macon, Ga., favors granting King Bros. permission to again use the city-owned Central Park for winter quarters. Final action will come at a meeting of the city's public property committee in October.

An old-fashioned town is one where at this time of the year the natives are still beefing about the number of animals posted on a blacksmith shop.

Mike Doyle, calliope player with the Ringling show, entertained Earl and May Peck, of Tacoma, Wash., recently when the show played Seattle. The Pecks and other Tacoma fans also caught Dailey Bros.' Circus, September 2, at Auburn, Wash.

Ringling Bros. and Barnum & Bailey Circus, Nat Green and The Billboard received considerable men- (See Under the Marquee on page 76)

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CONEY, ROCKAWAY BIZ SKIDS

Bum Weather Cuts Crowds

Playland, Rye, chalk up best season — New York City units click

By Ted Wolfram

NEW YORK, Sept. 25.—While Chamber of Commerce officials of both Coney Island and Rockaway Beach report a falling off in attendance and business at those resorts during the summer, practically all of the State, county and municipally operated beach and outdoor resorts in this area report higher attendance and better biz this year than last.

New York City Park Department, which operates a large number of swimming pools and such popular beach spots as Jacob Riis Park at Rockaway Beach and Orchard Beach on Long Island Sound, reports a record use of park facilities this summer and increased revenue from concessionaires and other facilities. From January 1 to September 15 the income from such sources hit a new high of \$1,519,944, an increase of \$139,326 over that of the same period in 1947.

The Long Island State Park Commission, which operates a string of beach resorts on Long Island, also reports a banner season at all its spots, with its top shore resort, Jones Beach, registering a season (ending Labor Day) attendance record of 5,018,000, which topped last year's mark by 855,000.

Playland (amusement park), at Rye, N. Y., owned and operated by Westchester County, had its best season in years, according to Col. Allan



THIS IS THE FLOAT that represented George A. Hamid's Atlantic City Steel Pier in the recent Miss America Pageant Parade, eliciting much praise from those along the line of march. Hamid reports that his pier is winding up a record-breaking season, despite a general business drop of 25 per cent in Atlantic City.

Special Events For Carroll's Spot

AGAWAM, Mass., Sept. 25.—Ed Carroll's Riverside Park is continuing its post-season schedule with the entire park operating Thursday, Saturday and Sunday evenings and Sunday afternoon, plus dancing in Riverside Gardens Saturday nights.

The final midget auto race card of the season was run off at the park's new Riverside Stadium Thursday night (23), but the pro football season got under way in the stadium's oval the past week, with Carroll bringing in a team to play under the Springfield banner in the New England professional football conference.

E. MacNicol, park director. Season ended Sunday (19) night. While final figures are not yet available, MacNicol expects they will show both attendance and income records broken. Sharp rise in operating costs, including materials and labor, will offset the gain in revenue.

Weather Forecasts

George Wolpert, executive secretary of the Chamber of Commerce of the Rockaways, and Monroe J. Ehrman, press agent of the Coney Island Chamber of Commerce, both come up with the same alibi for the slump in attendance at their resorts—wrong guesses by the weather bureau, which several times predicted rainy weekends which actually came up clear and sunny. Resort officials contend this cut attendance. Many of the stay-at-homes, however, hit the road for near-by Coney Island or the Rockaways when they awoke to find a sunny day.

In any case, Coney's Secretary Ehrman sadly reports that only 40,000,000 heat-dodgers invaded the Island this summer, a drop of about 4,000,000 from last year's total, while Secretary Wolpert reports total attendance at the Rockaways this summer was 132,000 less than last season's record high of 37,557,700.

Coney Island's wind-up Mardi Gras week, which ended Sunday (19), drew average crowds of around 400,000 nightly, with about double that number on the Sunday (12) ushering in the finale, and 400,000 on the closing Sunday (19), a grand total of around 3,500,000 for the eight days.

The season at the outlying beach spots is ended, but Jones Beach reported a good post-season turnout of 30,000 Sunday (19), thanks to mild and sunny weather.

Idyllwild, Calif., Spot Hit by Fire

IDYLLWILD, Calif., Sept. 25.—Fire of undetermined origin swept thru this mountain resort town destroying \$60,000 worth of Sportland concessions. Razed by the fire were four bowling alleys, a snack bar, a 60-foot amusement arcade, the bicycle concession and the bath house.

Water had to be pumped from the swimming pool to fight the fire. Lack of wind was credited with saving the entire resort from destruction.

Start Work Soon on New Myrtle Beach, S. C., Bldg.

MYRTLE BEACH, S. C., Sept. 25.—Construction will begin next week on the new ocean-side recreational building and pavilion at Myrtle Beach amusement park here. Hope is the building will be completed in time for the opening of the summer season next year.

The building will be of reinforced concrete with glazed tile panel walls. A colonnaded promenade will connect the new building with the recently completed bathhouse unit. First floor of the recreation building will house a bowling alley, rest rooms, concession space and luncheon and soda bars. The upper floor will be used as a dance hall, skating rink and public gathering place.

J. Mazza, Concessionaire, Leaves 13G Estate to Widow

BRIDGEPORT, Conn., Sept. 25.—The estate of the late Joseph Mazza, who had a one-half interest in the Penny Arcade and Dodgem concessions at Pleasure Beach Park, was appraised by the State transfer tax department of New York at \$13,514 this week.

Mazza, who died October 15, 1945, left the estate to his widow, Mrs. Eufrasia Mazza, of New York.

Permit Issued To Build Funspot at Roanoke, Va.

ROANOKE, Va., Sept. 25.—A permit has been issued to the Starkey Speedway & Amusement Company for construction of an amusement park here. Cost is estimated at \$50,000. An auto race track will be one of the spot's features.

List 70 Firms For Trade Show

All exhibit space sold, Paul Huedepohl reports—hours same as year ago

CHICAGO, Sept. 25.—All available space for the annual Trade Show, sponsored by the National Association of Amusement Parks, Pools and Beaches (NAAPPB) (which is held in conjunction with the outdoor convention November 28-December 1) in Hotel Sherman, has been sold, Paul H. Huedepohl, executive secretary of the NAAPPB, announced this week.

All told, 70 firms will exhibit their ware, 19 new this year. The number of exhibitors is larger by two than last year, Huedepohl said. The 70 firms will occupy a total of 128 booths as against 125 booths a year ago.

More space could have been sold, according to Huedepohl, had it been available. "As it is," he said, "we have utilized every bit of room allotted to us."

Hours for the Trade Show, the same as last year, will be:

Sunday, November 28—10 a.m. to 7 p.m.

Monday, November 29—9 a.m. to noon and 4 to 8 p.m.

Tuesday, November 30—9 a.m. to noon and 4 to 7 p.m.

Wednesday, December 1—9 a.m. to noon and 4 to 7 p.m.

Before the show is open to the public opening day, the committee on the award exhibits will do its judging. Hours for this have been set as 9 a.m. to 10 a.m.

Huedepohl calls attention to the fact the show will not be open between 1 p.m. and 4 p.m., Monday, Tuesday and Wednesday. These are the meeting hours of the NAAPPB.

New firms exhibiting this year are Anchor Supply Co., Inc., Evansville, Ind.; Barnett Canvas Goods & Bag Co., Philadelphia; Blendow & Meyers, Inc., New York; Chicago Roller Skate Co., Chicago; Chunk-E-Nut Products Co., Philadelphia; Concession Supply Co., Toledo; Downey Supply Co., St. Louis; Electronic Games, Inc., Greensburg, Pa.; David Keefe & Co., Lynn, Mass.; Krispy Kist Korn Machine Co., Chicago; Metro-Electronic Co., Indianapolis; Harry Nelson, Brooklyn; Ray S. Oakes & Sons, Cleveland; Pacific Electro Products Co., Los Angeles; C. F. Simonin's Sons, Philadelphia; Sparkler Manufacturing Co., Mundelein, Ill.; Steel City Co., Youngstown, O.; Supercar Co. (Coventry), Ltd., Leamington Spa, England, and Switzer Bros., Inc., Cleveland.

Complete list of exhibitors follows:

Advertising Plates Co., Toledo; Allan Herschell Co., Inc., North Tonawanda, N. Y.; Anchor Supply Co., Inc., Evansville, Ind.; Barnett Canvas Goods & Bag Co., Inc., Philadelphia; William B. Berry Co., Boston; The Billboard Publishing Co., Cincinnati; Bischoff Amusement Co., Chicago; Blendow & Meyers, Inc., New York; Blevins Popcorn Co., Inc., Nashville; C-Cruise Corporation, West Salem, Ore.; Calumet Coach Co., Chicago; R. E. Chambers Co., Beaver Falls, Pa.; Chicago Roller Skate Co., Chicago; Chunk-E-Nut Products Co., Philadelphia; Coinometer Corporation, Chicago; Concession Supply Co., Toledo. The Custer Specialty Co., Inc., Dayton; Dale Engineering Co., Long Beach, Calif.; Dodgem Corporation, Exeter, N. H.; Downey Supply Co., St. Louis; Electronic Games, Inc., Greensburg, Pa.; H. C. Evans & Co., Chicago; Exhibit Supply Co., Chicago; Eyerly Aircraft Co., Salem, Ore.; and John Fabick Tractor Co., St. Louis.

General Equipment Sales, Inc., Indianapolis; General Register Corporation, New York; Greyhound Amusement Device Co., Inc., New York; George A. Hamid, Inc., New York; Frank (See 70 Firms to Show, opp. page)

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TERPERIES GIRD FOR ACTION

Midwest Unit Okays Switch To Nat'l Org

20% Tax Fight on Agenda

(Continued from page 19)
category. Roberts's brief sets forth that people do not attend a ballroom to drink or eat, but that these are merely supplementary services and that the admission charge is paid by a patron for the privilege of dancing. He further points out that similar conditions exist at sporting events, fairs, circuses and carnivals, where people pay money to see an attraction and where drinks and foodstuffs are available. NBOA is fighting the decision on the basis that Congress, when it voted the cabaret tax shortly after World War I, intended that it should apply only to cabarets. Roberts said that every effort will be made to confer with Washington brass to get an adjustment of the Avalon decision, but that if this effort fails, NBOA must prepare for a court fight similar to the one which preceded the reversal they obtained in the Form B contract fight.

Members Unanimous

NBOA membership agreed unanimously with the suggestion of the nominating committee, Gerald Carpenter, Lincoln, chairman; Tony Cavalier, Youngstown, O., and Walter Lawrence, Storm Lake, Ia., that the terperery op org retain its slate of officers because of the strenuous schedule facing the membership during the coming year. Mrs. Fred Luther, of Carrolltown, Pa., was elected to fill the vacancy created by director Verle Sissle, who sold his Oelwein, Ia., holdings during the past year, while the board of directors was appointed to name a member to fill the vacancy of Carl Fox, who sold his ballrooms in Minnesota and Iowa. Fox, who served as early MBOA prexy, was made a life-long member of NBOA. Members retaining their offices include Larry Geer, Fort Dodge, Ia., prexy; Kenneth Moore, Chicago, v.-p.; Alice McMahon, Indianapolis, treasurer; Bill Wittig, Kansas City, executive secretary;

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BOX D-68, The Billboard, Cincinnati 22, Ohio

NBOA Discusses Promotions To Lift Slumping Receipts

(Continued from page 19)

tors in every terperery, for competitive industries like bowling, golf and swimming all have pro tutors. Men, he added, are the wallflower problem today and they're the boys who pay the admission.

Rich Hill, manager of the Trianon, Chicago, elaborated on Casanave's theme, explaining the 400 Club, which has popularized dance instruction in local Karzas terpereries. Utilizing a professional instructor who works with trained assistants, who are members of the club, Hill said that the dance instructions are extra successful because of the "class scampers" which follow the teaching period. During the scamper, novices dance with a number of partners, acclimating them to various types of dancing. Hill added that two men are necessary during the scamper, one to see that customers switch partners (many avoid dancing with the poorer dancers) and another to segregate dancers according to size. Hill said novices are encouraged to attend by a system of trial passes to the ballroom while they are learning.

Otto Weber, Des Moines, managing secretary, and Tom Archer, Des Moines; Doc Chinn, Fargo, N. D.; Jerry Jones, Salt Lake City; Harold Burian, St. Louis; Robert Soderholm, Detroit, and Rudy Verderbar, Willow Springs, Ill., directors.

Geer emphasized the need for new members, pointing out that the NBOA should double its approximately 110 members in 18 States by year. Ken Kerker, Davenport, was appointed to head the drive with Harold Brumden, Glenwood, and Sylvester Esler, Appleton, Wis., assisting. Ken Moore, Chicago, who was hospitalized during the meeting, was chosen to head the legislative committee, to which Moore will later add two members.

70 FIRMS TO SHOW

(Continued from opposite page)

Hrubetz & Co., Salem, Ore.; International Harvester Co., Chicago; International Telescope Corporation, New York; Jordan Enterprises, Inc., Lapeer, Mich.; David Keefe & Co., Lynn, Mass.; King Amusement Co., Mt. Clemens, Mich.; Krispy Kist Korn Machine Co., Chicago, and Lenco Corporation, Rochester, N. Y.

J. L. Lucas Manufacturing Co., Los Angeles; Lusse Bros., Inc., Philadelphia; Manley, Inc., Kansas City, Mo.; Messmore & Demon, Inc., New York; Metro-Electronic Co., Indianapolis; Miniature Train & Railroad Co., Rensselaer, Ind.; Mission Dry Corporation, Los Angeles; Mike Munves Corp., New York; Music Corporation of America, Cleveland; National Amusement Device Co., Dayton, O.; NAAPPB Insurance Committee; Harry Nelson, Brooklyn; Ray S. Oakes & Sons, Brookfield, Ill.; Orange-Crush Co., Chicago; Ottaway Amusement Co., Wichita, Kan., and Pacific Electro Products Co., Los Angeles.

Percy Manufacturing Co., Inc., New York; Philadelphia Toboggan Co., Philadelphia; Plasto Manufacturing Co., Chicago; Port Morris Machine & Tool Works, New York; Pretzel Amusement Ride Co., Bridgeton, N. J.; Saunders Manufacturing & Novelty Co., Cleveland; B. A. Schiff, Miami; Sellner Manufacturing Co., Faribault, Minn.; C. F. Simoin's Sons, Inc., Philadelphia; Spangler Manufacturing Co., Mundelein, Ill.; Spuds, Inc., Cincinnati; Steel City Co., Youngstown, O.; Supercar Co. (Coventry), Ltd., Leamington Spa, England; Switzer Bros., Inc., Cleveland; Thrift Novelty Co., Denver; Traver Enterprises, Inc., Painesville, O., and Verd-a-Ray Corp., Toledo.

NBOA Studies Confabs With License Orgs

Archer To Meet BMI Reps

(Continued from page 19)

ious because of the Judge Liebell decision in New York and the Judge Nordbe decision in Minneapolis (see other story in issue). Roberts pointed out that these are District Court decisions and will probably have to be reaffirmed in higher courts before they become strong precedents on which to base legal action. Roberts urged that negotiations be continued with both licensing firms, pointing out that the only alternative would be to seek a revision of the 1909 copyright law—a matter which would require "long preparation and more power than NBOA can currently muster."

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ALLENTOWN GATE MARKS UP

80G Profit Seen Likely

80 concessionaires turned down for lack of space — overflow at night show

By Jim McHugh

ALLENTOWN, Pa., Sept. 25.—Paid attendance at the Great Allentown Fair zoomed past the 100,000 mark early yesterday and officials expressed the hope that a new all-time mark would be set before tonight's closing. Perfect weather has prevailed thruout the showing, which got under way Tuesday morning (21) on the cramped 50-acre site near the geographical center of the city.

Altho the turnstile count Thursday (23), traditionally the biggest day of the engagement, was 341 short of last year's record 39,213, the over-all figures were ahead. Wednesday (22) attendance jumped to 28,946, 2,000 more than last year. Tuesday (21) 21,370 adults attended as against 19,761 last year. Tuesday was Children's Day, with all youngsters admitted free. They attended in droves and certainly outnumbered the adults. Turnstiles with 50-cent slots are used on the gates.

All Space Sold Out

President E. H. Scholl, with a sell-out assured for today's big car auto racing program presented by Sam Nunis Speedways, was hopefully predicting a net profit at least equal to the \$80,893 garnered last year. Every available foot of space on the grounds was sold long in advance and Scholl said that at least 80 applicants had to be turned down. The fair limits the number of each type of concession accepted so as to insure everyone a satisfactory week's work if good weather prevails, Scholl said.

The small grounds are inadequate in many ways, especially in caring (See 80G Profit Seen on page 77)

Nashville Down 10% From 1947 In First 4 Days

NASHVILLE, Sept. 25.—Attendance at the Tennessee State Fair here thru Thursday (23), the fourth day of the six-day event, was down 10 per cent from 1947. The weather was ideal, but the gate, according to the fair execs, was hurt by an unfounded polio scare and by competition from the nightly baseball playoffs in the Southern Association.

Al Wagner's Cavalcade of Amusements on the midway reported good business. The grandstand business was excellent, with the night show playing to capacity. A new 500-capacity grandstand for Negroes was used for the first time.

The night grandstand bill consists of Ernie Young's State Fair Revue and circus act, plus fireworks, the latter presented by the Interstate Fireworks Company, Twinsburg, O. The afternoon program offered harness horse races for the first five days, with big car auto races to be presented by National Speedways (Al Sweeney-Gaylord White) slated today.

Louis E. Griffin is acting fair secretary. He replaced the late Phil Travis, long-time secretary here.

Hutchinson Neck 'n' Neck With '47 Pace; Revue Clicks

By Herb Dotten

HUTCHINSON, Kan., Sept. 25.—Half-way thru its six-day run, the Kansas State Fair here Tuesday night (21) was running neck-and-neck in attendance with the 170,000 total compiled to the corresponding date in '47.

Except for a rain which hit the Monday afternoon (20) and sent folks to shelter for an hour and a quarter before it abated, the weather was perfect the first three days. Definitely on the warm side from the outset, the mercury hit the 90's Tuesday.

Grandstand business was excellent. Even the late rain Monday failed to dent more than slightly the night grandstand patronage. The stand that night was filled to 80 per cent of capacity. On the following night, the 12,000-capacity stand was filled and an overflow of some 3,000 was seated in front of the stand. The night program for the full run of the event was Barnes-Carruthers' No. 1 revue, plus circus acts.

Hot Rod Drivers Strike

Big car races, staged by Frank Winkley, were presented each of the first three afternoons to good crowds. A thrill show (Winkley's) was slated for Wednesday, with big car races to follow Thursday and Friday. Originally, hot rod races had been scheduled for Tuesday, but a last-minute strike by hot rod drivers after they had signed for the advertised purses caused a change-over to another day of big car racing.

Fair execs, at the end of the first three days, reported the grosses for midway shows and rides to be higher than for the same days in '47. (For details, see stories in the Carnival Section.)

Band participation set a new high, with 71 school units competing, as compared to 56 last year. Bands ranged in size from 31 to 140 pieces. The cost of this event to the fair is small. Co-sponsored by the Chamber of Commerce, the feature costs the fair 25 cents per band member.

Construction of several new cattle barns was among the physical improvements to the fair's plant. New, too, was the use of a 96 by 130-foot canvas airplane hangar, purchased

Gas Shortage Talk Causes Puyallup Dip

PUYALLUP, Wash., Sept. 25.—Threat of a gasoline shortage is cutting attendance at the nine-day Western Washington State Fair here.

The gate was off 10 per cent from last year during the first three days of the event, which opened Saturday (18). Rain and cold the following three days dropped attendance still further, the gate those days being 15 per cent under the corresponding days in '47.

Talk about a gasoline shortage has done more harm than any actual shortage, according to J. H. McMurray, fair secretary, and Bob Sconce, publicity director.

Thru the first six days, grandstand attendance was rated "just fair." Rodeo events are dovetailed in with circus acts. These last include the Wallendas, Black Brothers and Jim Wong.

from the War Assets Administration, for the judging of dairy cattle.

Seek New Cattle Building

Sam Mitchell, fair secretary, said the board will ask the State Legislature for an appropriation of approximately \$200,000 for construction of a 200 by 450-foot arena to be used for cattle judging and horse shows. The building, which would have a seating capacity of approximately 5,000, is being planned for the 1949 fair.

A legislative appropriation also will be sought for erection of an administration building to house all departmental offices, now scattered thruout the grounds. Plans call for this building to be a 60 by 140-foot one-story structure, with a full basement.

Paso Robles Up 5,000 Over '47

Admissions net gross of \$11,500—midway biz off slightly—talk new bldgs.

PASO ROBLES, Calif., Sept. 25.—The 16th Agricultural District Fair (16-19) here, in its third year, brought 31,000 patrons thru the gates, according to Secretary-Manager Larry Lewin, which is a boost of 5,000 over '47. With a 50-cent top for adults and 25 cents for kids, the fair grossed approximately \$11,500 from paid admissions. One reason for the hypo in biz was the fact that this year the tax was included in the admission price, Lewin said.

Fair management said roughly \$11,000 was paid out in premiums, which is quite a bit more than the amount for '47.

According to Lewin, plans are being formulated for construction of a new combination armory and exhibit building. It is hoped it will be completed in time for next year's fair.

While there was plenty of activity on the midway, Lewin said the carnival gross was off slightly. Ferris moved to Santa Paula (21-26). The org next plays Garden Grove (30), then moves to the Farmers' Fair and Festival at Hemet, October 6-10.

Vaude show booked by Joe Bren Entertainment Service included Penny Parker, high bar; Jack Cavanaugh, comedy roper; Six Lamarettes, trampoline; Billy Woods, dancing xylophonist, and the Oxford Trio, comedy basketball on bikes.

Monsour Resigns His Louisiana Fair Post

SHREVEPORT, La., Sept. 25.—Joe T. Monsour has resigned his post as secretary-manager of Louisiana State Fair here, effective January 1, 1949, fair directors have announced.

Monsour will be succeeded by Norris C. McGowen Jr. A graduate of Texas A. & M., where he majored in animal husbandry, McGowen, who is employed by the fair, formerly was employed in the livestock department of a local bank.

Monsour, who said he needed more time to devote to his plumbing supply business, has been associated with the fair 22 years.

Crowds Drop To 174,726 At Brockton

Storm Hurts Big Day

BROCKTON, Mass., Sept. 25.—An electrical storm late closing Saturday afternoon (18) marred otherwise perfect weather and nixed any possibility of the Brockton Fair's catching up with last year's attendance figure.

The announced day-by-day attendance figures follow:

	1948	1947
Saturday (11)...	14,266	16,823
Sunday (12)...	33,741	34,612
Monday (13)...	32,016	33,822
Tuesday (14)...	13,703	17,148
Wednesday (15)...	19,483	20,201
Thursday (16)...	16,161	18,999
Friday (17)....	17,849	18,229
Saturday (18)...	27,507	35,312

174,726 195,146

Frank Kingman, secretary, said that the final auditing probably would boost the total, since the compilation was a hasty one. The fair parking lots were jammed early Saturday afternoon and the attendance and gross on that day showed promise of being the biggest of the week before the storm hit.

Grandstand Planned

Steel for the proposed reinforced concrete, 3,500-seat grandstand arrived here this week. Plans call for the completion of the stand prior to the 1949 showing. It will be so designed that additional units can be added to provide greater capacity. The lack of an adequate stand has made it virtually impossible for the fair to garner the necessary gross for its track and stage events, even the policy calls for the presentation of top attractions.

The radical innovation of the fair's taking over all food stands and restaurants posed several problems, most of which officials believe can be worked out to result eventually in clean, efficient and profitable food purveying with benefits for both the public and the fair.

The permanent grab stands and cafeterias, all containing modern, stainless equipment, are operated for the fair by Bush-Laube Concessions. The exclusion of all local operators, including church groups, earned considerable resentment, but with a year to go before another fair is staged this is not expected to carry over.

Water Ballet Pulls 7,000

At Lodi, Calif., Annual

LODI, Calif., Sept. 25.—Top draw at the 11th annual Grape Festival and National Wine Show was the Aqua Capers water ballet, which played to 7,000 persons. High dives were made into a wine vat, but the rest of the show was held in a 40 by 60 ballet tank.

Officials estimated attendance in the neighborhood of 80,000 for the three-day event (17-19).

Tucson Dates Changed

TUCSON, Ariz., Sept. 25.—The Pima County Fair, scheduled here October 28-November 1, has been postponed until March 3-6, John Dayton, chairman, announced. The Arizona Racing Commission will use the grounds during original dates, it was said.

New Grounds Seen for 1950 At Louisville

Matlick Resigns October 30

LOUISVILLE, Sept. 25. — A new Kentucky State fairgrounds looms for 1950 and a new fair manager is a certainty for 1949, it was disclosed following the conclusion of last week's fair, which drew a paid attendance of 467,000, according to officials. The gate, they said, represented an increase of 100,000 over last year.

J. O. (Jack) Matlick's resignation as fair manager is effective October 30. He plans to devote his full time to farming and to editing a farm journal. Matlick has held the fair manager's post for three years. He served his first year in 1945, when the fair netted \$45,000.

Year Big Winner

Following discord with the fair board he resigned, and that year the fair dropped \$93,000, according to the board members. Matlick was called back in '47, and the event yielded a profit of \$52,000 that year. This year's event was a big financial winner but exact figures were unavailable.

Matlick, in announcing his resignation date, revealed plans of the fair board and Gov. Earle Clements for a new fair site in 1950. Tentative plan is to first build a large arena, which would house the horse show, some exhibits and several restaurants.

1949 Fair at Old Site

The 1949 fair will be held at the old site. Recently, the board closed a lease for the use of the fairgrounds track for trotting races. The Grand Circuit Trotting Association, headed by Gen. Fred Miles, holders of a four-year lease with an option to renew for an additional 11 years, plan to hold spring and fall 30-day meetings starting in '49.

According to figures given out by the fair auditor's office, the John R. Ward Shows, holders of the ride and show contract, grossed \$69,404 after taxes at the recent fair here. The Ward show was in on a 40 per cent contract but did not operate any concessions.

Record 85,000 See Allegan, Mich., Run; Grandstand Scores

ALLEGAN, Mich., Sept. 25.—The Allegan County Fair drew a record front gate of over 85,000 for its six-day run here (13-18) and packed the grandstand nightly.

Fair execs estimated that more than 20,000 were on the grounds Saturday (18) and that over 5,000 saw the Ernie Young State Fair Revue and a bill of 10 acts that night.

Two night shows, instead of afternoon and night performances, with Jimmie Lynch's Death Dodgers were tried Monday (13), opening day, and cracked the previous thrill show attendance record. Children's Day, Tuesday, also proved a record breaker, with perfect weather prevailing. Early-morning rains, both Wednesday and Thursday, slowed up racing starts, but both days went off on schedule.

Five hundred new chairs to care for the grandstand overflow were used every night and 400 more were seated on planks for the revue finale Saturday night.

State sales tax officials said income from midway, Industrial Hall and Agricultural Hall was 20 per cent over last year's record gross.

Dan Thurber Exits N. Mont. Fair Post

GREAT FALLS, Mont., Sept. 25.—Dan Thurber, long-time secretary of the North Montana State Fair here, has resigned that post due to demands of his business interests. He will be replaced by Leo Dailey, one-time secretary of the Clay County Fair, Spencer, Ia.

Pomona Guns To Top Million In Attendance

Hits 406,457 First 6 Days

POMONA, Calif., Sept. 25.—A possibility of shattering the pre-opening estimate of a million attendance was seen for Los Angeles County Fair when 406,457 passed thru the turnstiles the first six days of the event which opened Friday (17) and will run thru October 3. So far, attendance is 167,000 ahead of 1941, the last year the fair was held.

High spot was reached Sunday when 134,000 were on the grounds, as against the top mark of 113,000 in '41. According to the fair management, peak attendance usually is reached on the middle Sunday, which in this case will be tomorrow.

The only thing that can possibly keep ticket buyers away will be a bad break in the weather, but the forecast is for continued warmth.

A horse show was featured this week, but a regular vaude show opens tomorrow for the remainder of the fair.

Hefty Receipts, Big Gate Make Akron Annual Winner

AKRON, Ind., Sept. 25.—With attendance double that of 1947, Akron Agricultural Fair, September 14-18, was termed the most successful, financially, in history by Vice-President Robert Tombaugh.

W. R. Geren, whose Mighty Hoosier State Shows were on the midway, reported a highly satisfactory gross. A popular midway attraction was Hugo Zacchini's free cannon act. Tuesday night's opening feature was a horse pulling contest which attracted an overflow crowd. The Barnes-Carruthers grandstand show featured the Noble Trio, Gleason Sanborn Trio, and Donahue and LaSalle.

Manchester, Ia., Shows Net Profit of \$5,396

MANCHESTER, Ia., Sept. 25.—The Delaware County Fair reported a profit of \$5,396 on this year's exposition, according to E. W. Williams, secretary. The gain was made despite a 50-cent car at the gate which admitted all occupants.

Total receipts amounted to \$14,537 while disbursements were \$9,141. Receipts included \$1,819 from the outside gate, \$1,010 from day grandstand and \$2,165 from the night grandstand. The disbursements included \$1,339 for permanent improvements.

Placerville, Calif., Event Attracts Record 10,000

PLACERVILLE, Calif., Sept. 25.—A new attendance figure for the El Dorado County Fair was established this year when an estimated 10,000 passed thru the gates. The fair, which closed Sunday (12), drew 2,000 for the horse show.

Biggest event was the Bible Pageant, which attracted 2,500 customers. Church and civic groups plan to make it an annual feature of the fair.

San Jose Shatters 1947 Attendance Mark by 26,395

SAN JOSE, Calif., Sept. 25.—All attendance records for the Santa Clara County Fair (13-19) were broken when 152,767 patrons witnessed the seven-day event. This is 26,395 more than the 126,372 who saw the event last year. High mark was reached Saturday (18) when 33,429 filed thru the gates. In other years Sunday has shown a sharp decline in attendance, but this year it was only slightly under the Saturday figure, with 29,195 paid admissions. In addition to other factors, good weather helped keep the attendance in the upper brackets. But it was a close call, as adjoining communities received rain during the week.

Advance Bally Help

Advance bally instituted by Fair Manager Russell E. Pettit was credited with helping ring up the new record. As an example, he had the full co-operation of most San Jose stores which turned over their windows for displays and used fair tie-ins with all newspaper ads. One store took a 14-page Sunday supplement, plugging the event along with their own merchandise.

County-wide stunts to hypo interest in the fair also were used by Pettit. A week before the fair opening a local Western ork was sent to neighboring towns. Another stunt which garnered plenty of news space was the tour of the county by an 1,100-pound hog dubbed Handsome Harry.

Improvements were made on the fairgrounds, including colored sidewalks for the esplanade. A new 50-stall horse barn, together with a shower and locker building for livestock men, also was added. Pettit long has felt that fairs spend money to take care of livestock but offer no facilities for the men who handled them.

Five new rest rooms, each with an attendant, were located strategically thruout the grounds.

Tent Footage Hiked

Main exhibits were housed in three blue canvas tents, the largest being 100 by 500. This gave a total of 130,000 square feet of canvas against 86,000 square feet last year.

A 75-cent gate, including tax, was the only charge made by the fair management. However, next year Pettit hopes to have a 5,200-seat grandstand built and tickets will be sold for shows to help defray cost of the new structure.

In order to keep the crowd equally divided on the esplanade, Pettit had what he called the "Foolies," a series of free acts. Upon passing thru the (See San Jose Shatters on page 50)

Carthage Hits New Crowd Peak

CINCINNATI, Sept. 25.—With Saturday (18), the final day, attracting an all-time record of 35,000 patrons, the 94th annual Greater Cincinnati Carthage Fair broke all previous attendance marks for the four-day event, officials said this week. Total gate of 98,500 exceeded by a wide margin the previous records set up here.

Perfect weather prevailed thruout the run and this year's final day attendance exceeded by 15,000 the record 20,000 figure chalked up in 1947 for the final day.

Joseph H. Hughes, field representative of the George A. Hamid office, reports that *Showtime Revue*, which he has been presenting at New York, New England and Canadian stands, has been playing to good attendance everywhere. Joe adds that the season has been the best ever for grandstand attractions.

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Storm Hurts Mineola Gate

Announced 310,000 only 10,000 under mark set last year

MINEOLA, N. Y., Sept. 25. — A freak wind and thunderstorm, which hit this area at 7 p.m. Saturday (18), kayoed chances of the Mineola (Long Island) Fair for chalking up an all-time attendance record.

Grounds were jammed and the take at the gates was \$800 in excess of last year's mark when the sudden gale, with thunder and heavy rain, sent the afternoon crowd scurrying for home or temporary shelter on the fairgrounds. Storm was of brief duration but cut the evening attendance to some extent, altho the turnout was good, with crowds still passing thru the gates, in cars and on foot, until well after 10 o'clock.

Showmen Escape Damage

Personnel of the James M. Cole Circus by fast work succeeded in dropping the canvas and getting all props under cover before the gale hit the grounds. Midway showmen and concessionaires also closed up tents and stand fronts before damage was done.

Storm was of short duration and exhibits, circus and midway resumed activities as the rain-dodgers emerged from under shelter and the evening crowd began arriving. Fireworks display was shifted to early evening spot as a smart bit of ballyhoo to indicate that the fair activities were continuing despite the rain.

According to Charles Bochert, active manager of the fair, attendance during the first four days of the fair was slightly below that of last year but big turnout on closing day, Saturday (18), just missed bringing the grand total up to the record 320,000 chalked up by the fair last year. Daily attendances were approximately: Tuesday (14), 36,000 (40,000, in 1947); Wednesday (15), 50,000 (55,000); Thursday (16), 56,000 (60,000); Friday (17), 78,000 (85,000); Saturday (18), 100,000 (80,000)—a grand total of 310,000 (320,000).

San Jose Shatters 1947 Attendance Mark by 26,395

(Continued from page 49)

main gate the fans naturally drifted to the right side of the esplanade, and in past year concessionaires on the opposite side suffered. However, the "Foolies" helped sway the crowd to the left side of the esplanade and thus gave concessionaires there a much-needed break.

More Parking Space

Parking tickets grossed \$3,809 last year and, altho final figures were not available, it was estimated the take would be proportionately higher for '48. Single price of 25 cents was charged for all parking areas. Eight additional acres were made available for parking this year.

Another gag which helped promote good will was the folk dancing contest. Anyone appearing at the main gate in costume was given free admission. This not only helped whip up interest in the dance but acted as a natural bally, for the costumed participants had to pass thru town to get to the fairgrounds.

A total of 14 remote-control stations were placed thruout the grounds so that acts could be picked up and piped to any given point. Twelve tele-talk stations also were used by Pettit so he could be in constant touch with his crew.

It was decided at the beginning of the season to paint the concessions in four colors instead of the single color employed in previous years, thereby helping eye-appeal considerably.

Institute Giveaway Daily

A three-page giveaway daily paper was an added gimmick which helped keep patrons in touch with fair personalities. The sheet was filled with gags and gossip about exhibitors and oddities which had happened the day before on the grounds.

Heretofore the fair had steered clear of commercial programs. This year, however, the management went for the idea, putting out a 25-center that had enough of a sale to warrant its continuation.

Schools were dismissed Friday (17) to permit all students in the county to participate in kid-day events which consisted of peanut races, bubble gum blowing, etc. Highlight was the prune pie eating contest, which tied in with Chamber of Commerce publicity for valley prune growers.

Pettit keeps a year-round crew of 10 men, under the direction of Russell Hill, at the grounds. Just before

Weather Cuts Attendance At Orland, Calif., Event

ORLAND, Calif., Sept. 25.—The five-day Glenn County Fair (16-20) closed here with 2,500 attendance reported for the rodeo and approximately 1,500 attending the horse show Saturday night (18). While fair officials would give no total attendance figures, best guess it was down from last year.

Harrison Cutler, Napa, Calif., was the horse show director, with S. T. Brown, Stockton, judge. L. H. Cummins, a fair director, was emcee.

Officials Term Mena, Ark., Annual Best Since 1940

MENA, Ark., Sept. 25.—Polk County Fair, which closed here Saturday (18), was termed by fair officials and judges as the best since 1940.

Cash prizes totaled \$2,000, and there were 988 exhibits, exclusive of livestock and poultry. There were 38 pens of livestock and 35 poultry exhibits.

the fair opened they spread 60,000 gallons of dust layer.

Girls plugged concessions and exhibits over the p.-a. system, prefacing each announcement with the fair slogan, Hi Neighbor.

Acts included the Three Bee Puppeteers, Bill and Bette Gerard; Pinky Jackson, clown; Art La Rue, clown; James L. Washburn and Company, thrill act, and Harry Richards, monkey man.

The vaude show, booked by the Bert Levey Office, featured Vernon and Draper, Hank Bussey, Nita's Pets; Dick and Dinah, comedy acro team; the Four Barons, and Chappelles, thrill act.

Fireworks display went on at 10:30 each night to hold the crowd as late as possible. As a result, Mike Krekos, of the West Coast Shows, said the carnival midway was forced to stay open until 1:30 a.m. Friday and Saturday.

Top 500,000 1st Time at Topeka

Night grandstand, midway hit new highs—all biz betters record by 15%

TOPEKA, Kan., Sept. 25.—The 1948 Kansas Free Fair, which closed a seven-day run here Friday (17), attracted more than a half million spectators for the first time in history, according to Manager Maurice Jencks.

Jencks said a check of various receipts revealed the event had "come within a few persons of drawing 506,000 spectators." At the same time, Jencks said business in all departments was more than 15 per cent above that registered at any of the previous 67 fairs here.

Business along the midway, where the Royal American Shows held forth, and in the grandstand at night, where the Barnes-Carruthers revue and acts were featured, was well ahead of 1947, a record year in both instances.

Afternoon grandstand biz was about on par with 1947. Big car auto shows were presented four matinees by John Sloan, and Jimmie Lynch's Death Dodgers were in for two. Motorcycle races, staged by Jerry Marrott, rounded out the afternoon slate.

Buoyed by the success of this year's event, Jencks announced a four-point construction program for the 1949 fair. It includes:

1. Installation of a complete new sewage system thruout the grounds.
2. Piping of gas facilities thruout the grounds.
3. Improvements of the west wing of the grandstand, similar to those carried out this year in the east wing.
4. Reroofing of many buildings on the grounds.

It also is possible, depending upon building costs, that expansion of the newly constructed Hall of Mechanical Wonders may be undertaken before next year's event. The building was constructed, Jencks said, so that expansion would be practical.

Otsego Annual Draws Well; Kockman Pulls Big Crowd

MORRIS, N. Y., Sept. 25.—Otsego County Fair ended its six-day run Saturday (18) with no attendance records broken but a near-record crowd opening day, Monday (13), to witness Jack Kockman and His Hell

Polio Nixes Shelby, N. C.

Ban all persons under 16 —James E. Strates Shows take licking on midway

SHELBY, N. C., Sept. 25.—An infantile paralysis epidemic, which resulted in the exclusion of all persons under 16 years of age from the Cleveland County Fair, played havoc with the annual which ends a week's run here tonight. The loss of kid patronage, a big factor in the success of any fair, also nixed the staging of many planned events celebrating the silver anniversary of the fair, Manager Dr. J. S. Dorton said.

Bearing the brunt of the loss was the James E. Strates Shows on the midway. The absence of the children eliminated the profitable kids' days and was expected to result in anything but a representative gross.

Dorton expressed the opinion that the fair would have had its most successful year except for polio. The weather has been perfect and the cotton crop one of the biggest, with the result that money is plentiful.

The night grandstand show, featuring George A. Hamid's *Showtime Revue*, plus a strong bill of acts, has been playing to capacity crowds, indicating that spending on the midway would also have been heavy if the attendance was up to par.

Dorton, who also manages the Southern States Exposition at Charlotte and the North Carolina State Fair at Raleigh, predicted that both events would reach record-breaking proportions. The ban on children attending public events has been lifted in these areas, and it is believed that children unable to attend the fair here will make it a point to be present at one of the others.

Drivers perform, and good attendance remainder of the week.

George A. Hamid's *Show Time*, featuring the Roxyettes, the dance team of Renard and Arden and Rudy Caffey as guest soloist and emcee, was the grandstand attraction. King Reid Shows occupied the midway.

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ALLENTOWN OK FOR WOM

Strates' Take Squares Tax In Alexandria

\$2,500 Fee Overcome

ALEXANDRIA, Va., Sept. 25.—Despite exceedingly high licenses—\$500 per day, \$2,500 for the five days—this date proved good for the James E. Strates Shows. The stand was booked to break the jump between the Bath, N. Y., and Shelby, N. C., fairs and allow ample time for the show train to clear the Potomac yards and the usually rigid inspection undergone there.

The long jump from Bath over three railroads was made in good time. The lot, within walking distance of the heart of the city, is on city property. Sponsoring group was the Old Dominion Boat Club.

Business for shows was exceptionally heavy, with rides doing well, altho not as big as expected. On opening night, Tuesday (14), over 5,000 paid. Attendance grew thruout the week until Friday and Saturday, when both matinee and night crowds topped 10,000. Except for the high license this would have been one of the top still dates of the season.

Shows Score Big

Nate Eagle's *Hollywood Midget Movie Stars*, Irvin C. Miller's *Brown Skin Models*, Rita Cortes's *Hawaiian Nights*, Claude Bentley's *Side Show*, Nat Rodgers's *War Show*, George Murray's *Lion Motordrome* and Doc Hartwick's *Wild Life and Snake Show* reported good business for three days, with near-capacity on the last two.

Georgia Sothern, whose theater and club dates have made her well known in this area, again demonstrated her strength in getting money and drawing people to the lot. Local papers gave her plenty of publicity.

Visitors included Director and Mrs. William Mann, of the Washington Zoo; Mr. and Mrs. Jennier, Mr. and Mrs. Jimmy Lake Jr., and Grant S. Ray, former auditor of the Hagenbeck-Wallace Circus.

James E. Strates donated a lioness, Princess, to the Washington Zoo.

Buck Chalks Fair Biz in Peekskill

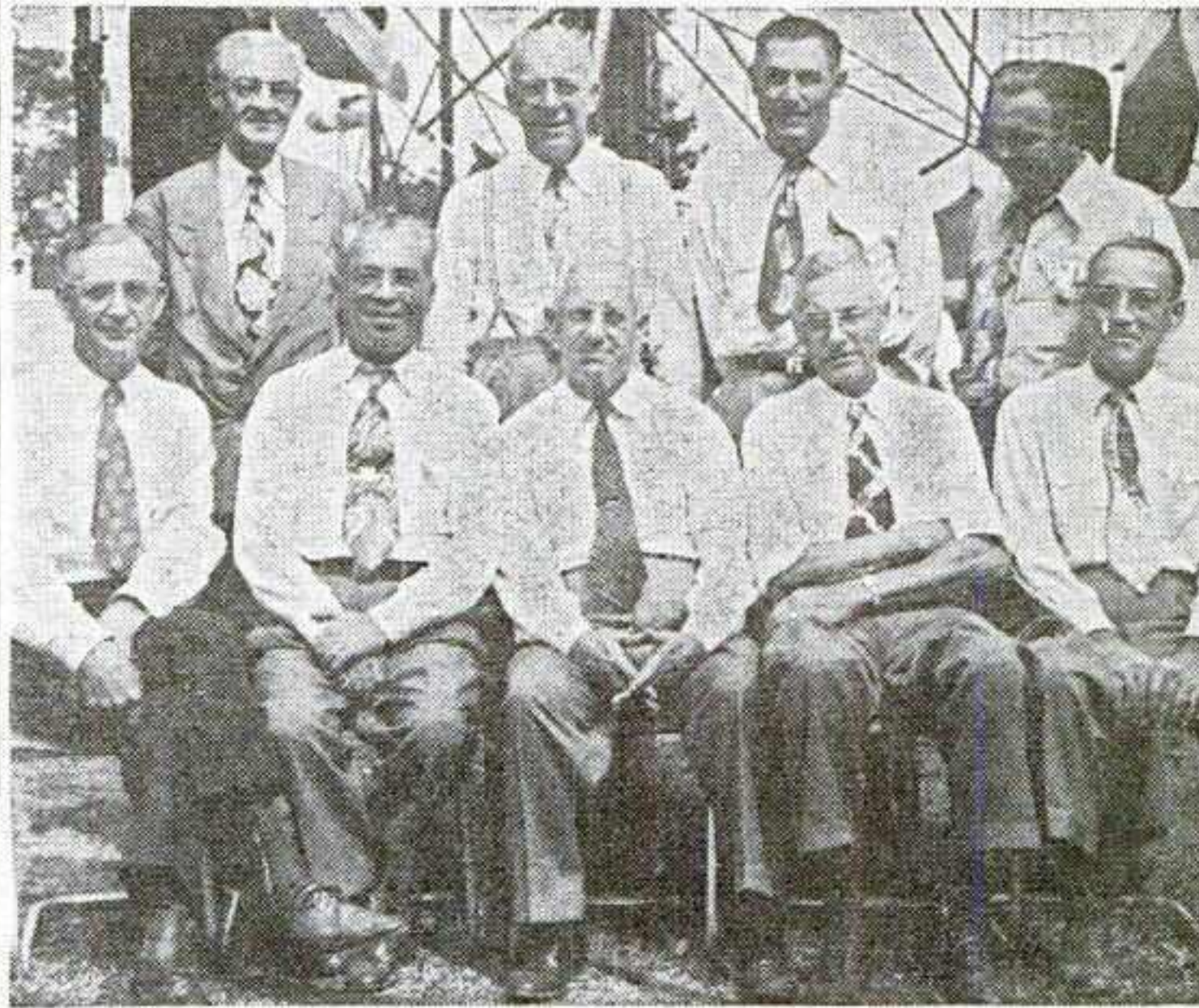
PEEKSKILL, N. Y., Sept. 25.—O. C. Buck Shows last week battled odds to score okay biz here.

The long jump from Dunkirk, N. Y., necessitating a Tuesday (21) opening, involved several minor mishaps. The lot was located alongside the local baseball stadium where play-offs were in progress. Staged the week before was a three-day fireman's centennial celebration which had the natives limp and broke.

Even so, Saturday (18), closing day, was reported good, with many folks on hand. Org's earning power was somewhat lessened here as several of its units were in use at the York (Pa.) Fair by Endy Bros.' Shows.

Owner Oscar Buck commuted between here and his Troy, N. Y., home. Roy Peugh handled the advance.

The Buck org was the third in Ross Manning this spring pried the town open for the first time in a number of years. He scored good biz on the same lot, despite considerable rain. Vivona Bros. showed a mid-town location in July to exceptionally good takes.



THIS GROUP OF WIDELY KNOWN outdoor show business personalities were photographed on the Cetlin & Wilson Shows' midway at the recent Indiana State Fair, Indianapolis. Seated, left to right, are R. M. Penland, president, Georgia State Fair, Macon; I. Cetlin, co-owner of the shows; E. Walter Evans, president of The Billboard; J. H. Warren, midway manager, Saskatoon, Sask., Exhibition; and J. W. (Jack) Wilson, co-owner of the shows. Standing: Ross Jordan, secretary-manager, Georgia State Fair; George Golden, CGW business manager; I. V. Hulme, secretary-manager Anderson, S. C., Fair, and R. C. McCarter, general agent of the shows.

Royal American Shrine Club Only One of Its Kind on Road

FORT SMITH, Ark., Sept. 25.—The slightly more than one year old, the Royal American Shrine Club, the only organization of its kind in outdoor show business, has piled up a notable record. The organization was established officially June 9, 1947, in Davenport, Ia.

A check of the RAS roster early in 1947 revealed there were no less than 24 Shriners present, and several of the more enthusiastic members, notably Alton Pierson and John Meyers, decided it might be a good idea to form their own group, if permission were forthcoming from the Imperial Council.

Permission was granted and the organization was formed at a meeting June 9, 1947, in Davenport. The No. 1 aim of the club is to aid fellow Shriners in their work for hospitals for crippled children.

The club first went into action toward this end during the Royal American's stand at Winnipeg with a program which, included gifts to each of the children along with the presentation of entertainment contributed by various RAS acts.

Since then, the organization has given performances for crippled children's hospitals providing treatment for children of all races, color and creeds in Minneapolis, Muskogee, Okla.; Beaumont, Tex.; Shreveport, La.; St. Louis, and Tampa. A prized possession of the club is a letter, in braille, expressing thanks from the children at the hospital in Muskogee.

In Beaumont, the club raised \$1,800 for crippled children, and in St. Louis the Annie Malone Hospital for Colored Children was presented with a \$950 radio and television set by Leon Claxton, owner of the *Harlem in Havana Revue*.

Petition for membership in the Shrine was brought thru the Kaaba

Temple of Davenport, and officers of that lodge presided at the first meeting and election of officers.

The club's present officers are John S. Meyers, president; Cortez Lorow, vice-president, and Alton Pierson, secretary-treasurer. The executive committee includes Nat Rodgers, chairman, C. J. Sedlmayr, E. Erikson, and Al Kaufman.

N. C. Polio Epidemic Closes Bright Lights

ROCKY MOUNT, Va., Sept. 25.—John Gecoma and L. C. Heck folded their Bright Lights Exposition Shows following the conclusion of the fair here last Saturday (18). Gecoma said the season was cut short because of the infantile paralysis epidemic in North Carolina where all of the shows' remaining stands were scheduled.

Gecoma has returned to Pittsburgh where he has a booking office.

Heck and Harry Schriber, business manager, are en route to Florida. Mr. and Mrs. Richard Lucas and their son returned to Warren, O. Mr. and Mrs. Joe Rea will winter in Johnstown, Pa. F. A. Norton will remain here in charge of winter quarters.

Mr. and Mrs. Frank Chessier, Monkey Show operators, are remaining in winter quarters. Arthur J. White is en route to California. Mr. and Mrs. Kirkland and their daughter and Dixie Davis with her Girl Show plan to join units in North Carolina. Elmer Jackson has returned to Statesville, N. C. Corda Smith will continue with her free act in Georgia. Leonard Marshall will work his Snake Show in North Carolina. Mr. and Mrs. Tom Shingledecker will visit with their son before heading for Florida. Mr. and Mrs. Paul Bot-

Take Misses '47 Figure

More people, less spending —flesh shows do okay— many show folks visit

ALLENTOWN, Pa., Sept. 25.—Clear skies which drew record breaking crowds to the Great Allentown Fair thruout the five days ending tonight added up to bountiful business for Frank Bergen's World of Mirth Shows on the midway but not, however, to the top gross garnered here last year.

Altho readily admitting that the take was down, the drop apparently was not worrisome to Bergen, who feels that any slight decline can justifiably be charged off to the general slump in midway spending.

The peculiarities of this date are numerous. Because of the inadequate space available for midway units, five carloads of equipment, mostly rides, had to be left down. It was necessary to trim show fronts with—[\(See Allentown a Red One, page 62\)](#)

Elisha Pickard Sole Owner of Pacific Shows

WALLA WALLA, Wash., Sept. 25.—Elisha Pickard became sole owner of the Pacific Coast Shows by purchasing the half interest of James Barber at the close of the org's stand here.

Melvin LaLonde was named general manager by Pickard, and Barber has booked his Merry-Go-Round and kiddie ride for the remainder of the season.

A heavy windstorm, which turned into a gale of 60-m.p.h. velocity, hurt biz at the Harney County Fair in Burns, Ore. The trip here from Burns took considerably longer than anticipated because of motor trouble and road conditions.

Mr. and Mrs. Bill Allman, Mr. and Mrs. Marshall Brown and Mr. and Mrs. William Chatfield joined here. Jim Davisson, Roy Franchina, Ed Trotman and Walter Howard left to play the Los Angeles County Fair at Pomona. They will rejoin the org at the completion of the fair.

Terry Neil left to visit her family in Portland. Grover and Evelyn Wright returned from a jaunt to Seattle. Charles and Mona Martin visited Portland.

During the stay in Burns Mr. and Mrs. Herbert Peterson were hosts to personnel at a cocktail party and steak dinner. Professor and Mrs. Milton Hale were hosts to 10 members of the show at a Chinese dinner.

Tiny Parker was hospitalized for several days due to a fall from one of the rides. Mr. and Mrs. Chick Lansdowne visited their son in Pendleton. Mrs. Ed Freeman and daughter, Joyce, returned to their home in Spokane. Mr. and Mrs. Kenneth Taylor joined from the American United Shows.

win will work their bingo in South Carolina.

Gecoma also announced that Frank Z. Hyde will be back next year as show secretary. He will winter, as usual, in Buchanan, Va.

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Supplies, also
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In Various Colors

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As the natives of the
jungle prepare them.
White native and others.
Female heads with long
hair, prepaid \$8.00;
Male heads, prepaid
\$6.00. Many other manu-
factured attractions:
Wolf Boy, Fish Girl, Ape
Boy, Cannibal Heads and
Bodies, Shrunk Bodies,
life size Mummies and
Bodies. Attractions made
to order. Write for Prices
and Photos.
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Open all year round
Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

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Everything You Need.
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WANTED**
FOR FLY-O-PLANE AND PRETZEL DARK
RIDE. No drunks, can't use you. No col-
lect wires.
CHAS. T. GOSS
c/o HENNIES BROS.' SHOWS
Laurel, Miss., Sept. 27-Oct. 2; Tupelo, Miss.,
Oct. 4-9.

STANDARD AMUSEMENTS
Want for week of Sept. 27th, Marigold, Miss.,
Am. Legion Cotton Carnival. Hanky Panks of
all kinds. Will book Cook House or Grab,
Bingo, Diggers, Girl Show with own equip-
ment. Can use Swinger, Roll Down, Nail Joint.
P.O. Dealers of all kinds, come on. "Carolina"
Simmons wants Count Store and Skill Agents.
This Show never closes, out all winter. P.S.:
Mitt Camps open. Wire, write, phone.

WANTED
High class outside Aerial Attraction for
week November 8. Oldest and Biggest
Armistice Day Celebration in West Florida.
F. A. McDONALD
Post Adjutant, American Legion
De Funiak Springs, Fla.

CLOTHES PIN AGENT
For head of store—one who is
sober and can work as told.
EARL TAUBER
Care Sunset Amusement Co.,
Clarinda, Iowa, Sept. 28-Oct. 2;
Excelsior Springs, Mo., Oct. 5-9;
then South.

MIDWAY CONFAB

Leo Carrillo, screen star, was a frequent visitor on the midway at Michigan State Fair, Detroit.

When a showman dies and leaves nothing, the cry is, "It's his own fault for not carrying it."

Johnnie Riddick has his Minstrel Show on the Central Amusement Company.

Hayden L. Mitchell, dart balloon op, writes that he is a patient in the U. S. Veterans' Hospital, Des Moines.

Sammy Smith, trainmaster of the Royal American Shows, reports he hasn't missed an opening this year.

Act of stealing another show's people isn't of the yesteryear variety when the loser had people worth stealing.

Minnie Simmonds writes that biz was good for her mitt camp at the Canadian National Exhibition in Toronto.

M. E. Frenzel, until recently with the Johnny J. Denton Shows, is chief electrician for the Associated Independent Midway Operators, Inc.

When the Matthew J. Riley Shows close, Mr. Hagelman will go to Jensen Beach, Fla., instead of Branton Beach, that State, as previously mentioned.

Copy press agents dislike: "Local residents gathered at the depot last night to see the fair train unload."

Harry Julius, Penny Arcade op, was host to many friends when the Royal American Shows played the Kansas Free Fair in Topeka.

Don Greco did a big business with his neatly framed Iron Lung at the Kansas State Fair in Hutchison. He was assisted by Otto Tucker.

Mr. and Mrs. Bernie Stone visited the Topeka, Kan., and Tulsa, Okla., fairs. In Topeka, Stone assisted Mike Barnes in handling the grandstand crowds.

Mr. and Mrs. Chan Laube, of the B. & L. Concessions, were in Topeka for the Kansas Free Fair and report their concessions broke all previous 1948 records.

Concessionaire advised a manager on privilege day that the rainy spring and summer had eaten up what he had saved for a rainy fall day.

Doc Waddell reports Walter Byers closed the season with his carnival unit September 26 at Shadesville, O., and moved equipment into the new winter quarters at Worthington, O.

James H. Drew Jr., who had seven concessions at Michigan State Fair, Detroit, is readying for Alabama State Fair, which he has played the last 10 years.

Homer R. Sharar will operate a cafe in Starke, Fla., at the close of the Prell Broadway Shows' season. He is on the front of the Big Bertha Fat Show.

Jimmy Montello's wife, Jerry, has left the Rita Raye Side Show with the United States Shows. Skippy Kirk has taken over the front and Frankie Lind is on the inside. Rose May joined for Southern fairs.

Individuals' reports that every week of the season has been a good one will be either verified or denied in Fisher's camp this winter.

Willie J. Bernard, Hancock, N. H., informs that he has presented his aunt, Mrs. Blanche Guyotte, with a Pontiac car and soon will join a carnival in the South.

Jack Rodgers, who has been with circuses and carnivals during the last 20 years, writes from Washington that he is back in indoor show business, being featured at the piano in Bob White's sea food restaurant.

E. S. (Ted) Webb reports good business with his frozen custard units at Topeka and Hutchinson. He had two units in Topeka and three in Hutchinson. He plans to operate four frozen custard stands at the State Fair of Texas in Dallas.

Charley and Margaret Pierce, concessionaires, took delivery on a new house trailer while playing Concordia, Mo., with Catlett Greater Shows. They plan to spend the winter in Arizona.

Some day an author will write a book on what a manager and an agent, who aren't speaking to each other, should do when a visiting fair secretary arrives.

Billy Stevens, a long-time member of various concession row colonies, has gone "legitimate," as Andy Markham puts it, and is wadding up a bale of kale selling an Esquire service plan to leading clothiers.

D. A. Brady, employed by Jack Gilbert, concession manager of Endy Bros.' Shows, escaped injury Saturday morning (18) when the tent he was sleeping in on the midway at the York (Pa.) Interstate Fair caught fire.

Ross Manning Shows will close the season October 2-10 at the Danbury, Conn., Fair. Pat Hanlon, general agent, and wife left for their home in Bangor, Me. L. G. King, special agent and biller, left for New York City and then will go west on promotions.

When the Matthew J. Riley Shows closed in Philadelphia, William (Bill) Hagelman and Tony Tumolo left with six stores to play fairs in the South. Their first one was with the George Clyde Smith Shows at Farmville, Va., September 20-25. Hagelman reports

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**Annual Affair
OCT. 7-8**

CAN PLACE—Any Type of Legitimate MERCHANDISING, EATING and OUTRIGHT SALES CONCESSIONS.

(No Percentage.)

W. G. WADE Jr.

Fair Grounds, Kalamazoo, Mich.,
this week

**WANT FOR
Following Georgia Fairs**

Carrollton, Covington, Monroe, Thomaston, Hawkinsville, Ga. Organized Side Show with or without outfit. Organized Minstrel Show, Colored Musicians, Chorus Girls. Good opening for Hanky Pank Concessions. All replies

L. J. HETH SHOWS

CARROLLTON, GA., now.
COVINGTON, GA., next week.

WANTED

Ball Game Girls take head of outfit, Side Show Workers, Girl Show Workers, Hanky Panks for Magnolia, Ark., Fair now; Leesville, La., Free Fair; Abbeville Street Celebration; then the big one, Jennings. What have you? Independent Show, wire.

MANAGER

United Exposition Shows

Agents Wanted

Nail Game, Spindle, Skillo, Swinger, Pin Store.

BILL PORTER

Care Raftery Shows

Plymouth, N. C., this week. All Tobacco Fairs following. Florida all winter. Yes, we work every week.

WHITIE BURKE

ANDY MARKHAM

Please contact me where I can phone you.

JIMMY ANNIN

c/o Western Union, Atlanta, Ga.

J. O. (JACK) HOPPER

or Anyone Knowing His Whereabouts

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BLOOMINGTON, ILL.
Phone Collect: 5-9030

FOR SALE

16-Seat Gruner Chairplane, perfect condition, complete with ticket box and fence, \$1,000.00. Single Loop-o-Plane, late model, with new motor and complete with ticket box and fence, \$500.00.

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Wants Agents for Mississippi, Bowling Alley, Bumper, Grocery, Wheel and Six Cat. Good proposition to right people.

Oxford, Miss., Fair this week.

POPCORN HEADQUARTERS

- TOP-POP Hybrid Popcorn is backed by a money-back guarantee if you are not completely satisfied in every respect. Send your order in today.
- Finest quality roasted peanuts—attractive circus bags.
- 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.
- Immediate delivery Star Poppers, Midway Marvel Candy Floss
- Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity, 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

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MIGHTY PAGE SHOWS

Booking for 5 More Bona Fide Fairs

WANT SHOWS—Wild Life, Fat, Mechanical City, Life, Motor Drome, Fun or Glass House. Want some one with People to take over Side Show. Rosa Lee and Eddie Woods, answer immediately. Frank Zarda no longer here. Will also book Side Show with own equipment.

CONCESSIONS—Booking a limited amount of all Concessions. Good proposition to Penny Arcade.

RIDES—Will book Spit Fire or any Ride not conflicting. Need Octopus and Chairplane Foreman to join on wire. You get your pay here. Can also use Working People in all Departments. Stock Store, P.C., Country Store and Skillo Agents. Come on. We can place you. All replies to:

BILL PAGE
WARRENTON, N. C.

6 MORE BIG ONES—6 GOLDEN BELT FAIR, week Oct. 4-9, Henderson, N. C.



HALIFAX COUNTY FAIR, Oct. 11-16, South Boston, Va.

Can place for balance of our fairs—Novelties, Penny Arcade, Wild Life, Concessions of all types.

RIDE HELP—Those drive Semis preferred. Highest salaries. This show out all winter. Wire, write or phone

SAM E. PRELL

Rocky Mount, N. C., this week; then per route.

PEPPERS ALL STATES SHOWS

WANT FOREMAN FOR OCTOPUS AND CHAIRPLANE
Also Second Men on all Rides. MUST have DRIVER'S LICENSE. Wives, sell Tickets or work Concessions.

WANTED—CONCESSIONS—WANTED

Balloon Darts, Jewelry, Buckets, Swinger, Hi-Striker, String Game, Six Cat, Lead Gallery, Cork Gallery, Hoop-La, Candy Apples. Will sell "X" on PHOTOS. CONCESSIONAIRES, WHAT HAVE YOU????

SHOWS

WANT any Grind Show with own transportation, Mechanical, Fat, Snake, Illusion. **WANT** Girl Show Manager—must have own sound system and not less than three girls. Good proposition.

WANT BILLPOSTER

To finish season. Percentage Dealers for Pan Game and Beat the Dealer.

OUT UNTIL NOV. 20, BUT WANT FOR WINTER SHOW

SLUM CONCESSIONS, Beat the Dealer, etc. **ELECTRICIAN** wanted. All contact now for WINTER SHOW. Write or wire

F. W. PEPPERS, Peppers All States Shows

WINNFIELD, LA., Fair now; BASTROP, LA., Fair next; then ALEXANDRIA, LA., Fair.

LA GRANGE, IND., ANNUAL CORN SCHOOL AND STREET FAIR, OCT. 5-9

Space still available for Stock Concessions, Novelties, Pitchmen, Food and Drinks, or what have you? (No racket.)

W.G. WADE

Shows



Kalamazoo, Mich. (Fair), this week; Bronson, Mich., Street Homecoming, Oct. 12-16, follows La Grange.

ROYAL

Now playing HANCOCK COUNTY FAIR, SPARTA, GA.
NEXT WEEK—PUTNAM COUNTY FAIR, EATONTON, GA.

All Fairs till November 13th. Booking legitimate Concessions. Want Tilt and Octopus, Funhouse, Penny Arcade, Glass House and Grind Shows of merit. Address as per route.

ROGERS GREATER SHOW

WANTS

Ferris Wheel Operator, Ride Help and Truck Driver. Need Girls for Girl Show immediately. Lewis Bright with Roy Gray, contact me per route. Huntingdon, Tenn., this week, and Lexington following week.

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These Carbons are for 60" searchlights and are manufactured by the National Carbon Co. They are type 1, which is a high intensity, white flame.

Each set consists of one Positive 16mm. x 22" and one Negative 11mm. x 12". There are 25 sets to a metal container; factory packed 20 containers to a wood case. In excellent condition. \$17.50 Value . . . Now

\$4 Per container when purchased in case lots. **\$2.50** Per container when purchased in 10 case lots.

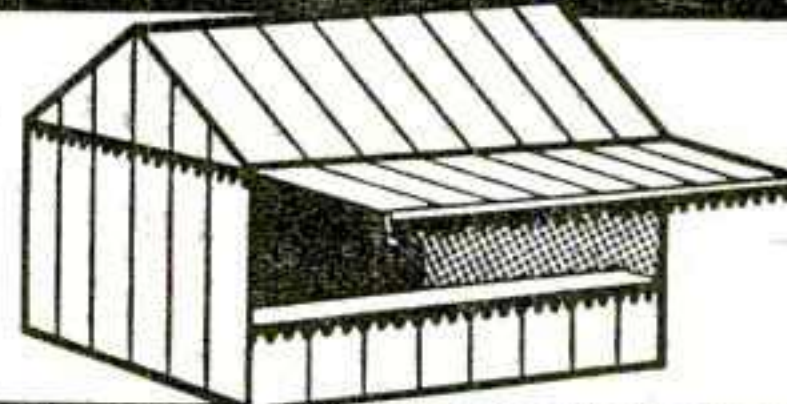
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FEATURING THOROUGHbred ENTERTAINMENT

Thomson, Georgia, McDuffie County Fair, week of October 4, followed by Cordele, Ga., and a continuous route of bona fide Georgia Fairs.

Can place Stock and Slum Concessions of all kinds. Scale and Age, Hi Striker, Long and Short Lead Gallery, Jewelry, American Palmistry (no gypsies) or any legitimate Stock and Direct Sales Concessions. Shows—Monkey, Midget, Snake, Unborn, Side Show or any good show with own transportation and equipment. Help—Can place first-class Tilt-a-Whirl Foreman and Second Man for brand-new Tilt to be uncrated in Thomson, Georgia—must be sober and be semi drivers—and other good Ride Help. All wire:

C. C. GROSCURTH, Gen. Mgr. Blue Grass Shows

All this week, Lawrenceville, Ga.; all next week, Thomson, Ga.

P.S.: Sammy Cragan wants Bucket and Ball Game Agents; must be experienced.

RIDES FOR SALE

Waltzer, Fly-O-Plane, Silver Streak, Octopus, Hey Dey, Dark Ride. All Rides are in operation and can be seen at the New Jersey State Fair, Trenton, this week, or as per route listed in The Billboard.

FRANK BERGEN, General Manager

WORLD OF MIRTH SHOWS

MARION GREATER SHOWS

Not the biggest, but we have the best route of Fairs in South Carolina. Nine in all. This week Kingtree S. C., Fair; then Berkeley County Agricultural Expo., Monks Corner, S. C., Oct. 4-9; York County Fair, York, S. C., Oct. 11-16; Chester County Fair, Chester, S. C., Oct. 18-23; Lancaster Col. Fair, Lancaster, S. C., Oct. 25-30. We will book Concessions of all kinds.

Attention, Ride Owners: Blackman Bros., Buster Gordon, Thompson Bros., we can use Rides for these outstanding dates. Attention, Showmen: Can use clean Attractions at all times. Want Minstrel Show Performers and Musicians. Following people join at once: Hot Papa Turner and Family, Lightning Johnson, Daybreak Nelson, Jesse and Mary, and all other Performers who have worked for us before. Can use useful Ride Help on our six Rides.

MARION GREATER SHOWS

M. H. SPILLER, Owner; F. E. SPAIN, Bus. Mgr. All replies this week Kingtree, S. C., Fair.

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Highest Quality — Reasonable Prices

Quality plaster for fall fairs and winter shows. No order too small or too large. Write for price and descriptive list.

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VICTORY EXPOSITION SHOWS

Can place for the

Texas-Oklahoma Fair, Iowa Park, Texas,

Oct. 4-9

and for the balance of the season

CONCESSIONS: Frozen Custard, Long Range Gallery and any Stock Concessions.

SHOWS: Any worthwhile Shows capable of getting money.

Address: **ALTUS, OKLA.,** this week;
then **IOWA PARK, TEXAS**

CENTRAL Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANT FOR FIREMEN'S ANNUAL FAIR, WHITAKER, N. C., WEEK OF OCT. 4-9, AND BALANCE OF SEASON

Stock and P. C. Concessions. Can place Cookhouse that caters to show people; privilege in meal tickets.

Want Kiddie Rides. Want Ride Help.

Want any worthwhile Shows. We have some outfits. Want Motordrome, Penny Arcade, Custard, etc. Our best fairs to follow.

Frank Stroud, contact Thad Work. All others contact

SHERMAN HUSTED, Mgr.

Seaboard, N. C., Fair this week; then Whitaker, N. C., Fair week of October 4-11; then as per route.

PENN PREMIER SHOWS

GOLDSBORO, N. C., FAIR, OCT. 4-9; CHASE CITY, VA., FAIR, OCT. 11-16

CAN PLACE

All Legitimate Concessions, also Novelties and Jewelry. Five more Fairs follow these. Can place good Minstrel with own equipment; also Arcade or other Shows not conflicting. Can place good Ride Men who drive semis. Address all wires to

LLOYD D. SERFASS

Penn Premier Shows, Sanford, N. C., this week.

FOR SALE

Most beautiful Shooting Gallery in America, mounted on 1946 Fruehauf trailer and 1946 Chevy tractor. Stainless Steel sides. Gallery built by Mangel. Also included are 10 guns.

Will be in operation at Danbury Fair, Danbury, Conn., Oct. 2d to 10th. Priced to sell. Can also book on show for next season if buyer want to.

SID GOODWALT

c/o O. C. Buck Shows, Danbury, Conn.

GEORGIA AMUSEMENT CO.

WANTS

WANTS

WANTS

To book Concessions of all kind that work for stock, such as Duck Pond, String Game, Hoop-La, High Striker, Bingo, or what have you? Will sell X on Mitt Camp. Shows—Will book Big Snake, Fat, Five-in-One. Rides—Will book Jenny, Train, Tilt. Ride owners going south, pay me a visit, as I am always in the market for booking or buying Rides. Yes, I hold contracts for the following and they were real good last year: Danville, Ga., Sept. 27-Oct. 2; Union Point, 4-9; White Plains, 11-16; Gibson, 18-23; Jeffersonville, 25-30; Leary, Nor., 8-13; all Georgia Fairs, Closing Xmas.

All Replies: **H. H. SCOTT, DANVILLE, GA.** No Phone Calls Answered.

P.S.: Snow, Cotton Candy, Popcorn and Apples are open after this week.

LONE STAR SHOWS

Want 60 Ft. Round Top with Middle, 9 Ft. Side Wall. Want Blues and Reserved Seats. Must be in A-1 shape, no junk. Want to book an organized Minstrel Show. Must be first-class people that can double, or Hillbilly Show for one-nighter under canvas. For Sale—1942 Octopus with transportation, \$6000. Address all wires and mail to

J. R. McSPADDEN

Milan, Ind., until October 2nd; then per route.

WANTED

October 7, 8, 9, for Mt. Vernon, Ind., Fall Festival, on Streets. Annual Event. Want Stock Concessions, Long Range Gallery, Mug Outfit, etc. For Sale—Allan Herschell Auto Ride 20 cars, and other Rides.

Aurora, Indiana, this week.

RUMBLE AMUSEMENT COMPANY

P. M. RUMBLE, Owner, and D. P. RUMBLE, Mgr.

excellent business during his 22-week stand with the Riley shows.

George King, who has been in the Hines Hospital, Ward G 101, Hines, Ill., for a month, will be there for at least another month.

Charley and Anna Gerard and their Gerard Greater Shows were the subject of an illustrated story in *The New York Herald Tribune*, Sunday, September 19. The Gerard unit is a well-known annual tenant of the few remaining lots in Manhattan.

Beginners who aspire to become press agents should always remember to write long and often about themselves, who nobody pays to see, instead of the shows.

David Fineman writes that while visiting with Dolly and Eddie Young on their Royal Crown Shows at Union City, Tenn., he closed contracts to finish the season with the Side Show on the org. Featured in the annex will be E. G. Hart.

Edward Sweeney, who handles matinee tickets and advertising for the Barney Tassel Shows, letters that business in Virginia has been good and that their last stand in that State will be in Keysville the week of October 4.

Tommy Ringgens, cookhouse operator, had several tendons in one hand severed when a bottle of beer he was handling exploded at the Eastern States Exposition, Springfield, Mass., where he operated several units.

Mrs. Matthew J. Riley, wife of Owner Riley, of the Matthew J. Riley Shows, has been taking care of the shows' business in Philadelphia, as her husband has been ill. The Rileys are leaving for their winter home in Florida as soon as they wind up their business in Philly.

Mrs. Mary Reynolds, mother of the Lone Star Show Women's Club, and Mrs. Eddie Honey Vaughan, mother of the Missouri Show Women's Club, were guests of honor at a party in the home of Mr. and Mrs. Bert Welchman, Dallas, recently. Mrs. Reynolds, who has attained her 90th birthday, is Mrs. Welchman's mother.

Robert K. (Bob) Parker and G. L. (Mike) Wright are installing alarm systems at the cottages at Delavan Lake, Wis., since Ray Oakes and Whitey Lehrter crashed the "Peepin' Tom" department. Ed Wall and Joe Streibich are passing up this protection, claiming they are not afraid in the dark.

Ned E. Torti, who they say resembles a barrel on toothpicks when attired for golf, recently won a prize as the best dressed golfer at Lake Lawn, Wis., Country Club, which prompted Ed Kornrumpf, the sheetie, to order a new outfit for the 1949 season from the O. Henry Tent & Awning Company.

Ray Johnson, who has the bingo on the Pike Amusement Company Shows, writes his sons, Ray Jr. and Jimmy, have left the show for Mena, Ark., where they will attend St. Joseph's Academy. Wayne Pike, son of Mr. and Mrs. W. M. Pike, owners of the org, also will attend St. Joseph's.

When a local girl returned to her hometown as a stripper with a gal show, a reporter exclaimed, "J-e-e-e-zel! I didn't know this when she was serving coffee in a restaurant last winter."

Zora Blaire, owner and operator of the Garden of Allah on the Silver Slipper Shows, was married to Fred Lewis while playing Livingston, Tenn. Bridesmaids for the wedding were Linda Lopez, Louise Logsdon, Sondra Lee and Vicki LaPage. Ushers were Jimmie Farmer, Bobby Fransee, Harold Shinn, Bob Tuttle, David Brian and Billy Sheets. Guests were

Mr. and Mrs. Paul White, Phyllis Darling, Iris Gaskel, Margie Flynn, Minnie Meyers, Cleo Renee, Jack Korie, Mr. and Mrs. Fred Cockrell and Mei Ling.

Don Easdale, legless rider in the Motordrome on the James E. Strates Shows, recently made *The Washington Daily News* picture page with an action shot. Georgia Sothorn, featured on the Strates Girl Show, also made the same paper. Miss Sothorn posed with a champion Hereford bull at the Strates Estate, Birchland Farms, in New York State.

Ray Minton, manager of A. J. Budd's Circus Side Show at the Los Angeles County Fair, Pomona, Calif., states that the first bally was made Sunday (19) at 11:50 a.m. and that 4,475 tickets were sold. At 7:15 that night the second bally was made—only two on the day. Nearly 7,000 people saw the show that day, adds Minton.

Curly and Minnie McBrian, former carnival owners and now concessionaires on Catlett Greater Shows, announce that they will play several weeks in the cotton belt of West Texas, then plan to do photo work in Arizona, Southern California, and the Rio Grande Valley. McBrian recently bought a Shetland mule and a Shetland pony.

LeOla has taken over the management of the Circus Side Show on the Morris Hannum Shows. Biz has been good at fairs. Roster: LeOla, owner, manager and talker; Francis Conti, grinder and ticket box; Duckie Hicks, second openings; Prince Ali, fire and Buddha; Joe Hicks, boa constrictor and snakes; Luckie Staggs, electric act; Princess Pat, sword box; Jerry Lipko, torture board and glass dancer; Bay, iron tongue, and LeOla, annex.

Lou Keller, Mel Harris, Harry Simonds, Oliver Barnes and Joe Streibich were visitors recently to Mickey Starks's Gold Bond Shows at DeKalb, Ill. Starks told them the season had been satisfactory and that he planned to close within a few weeks, putting the show into quarters at Mount Sterling, Ill. The first-mentioned quintet took the occasion to renew acquaintances with Mickey and Ray Balzer and Mrs. R. W. Rocco.

Mr. and Mrs. Fred Lewis, the former Zora Blaire, have returned to the Silver Slipper Shows after spending their honeymoon visiting Linda Lopez and Louise Logsdon on the L. B. Lamb Shows. Guests at a buffet luncheon given by Miss Logsdon for her guests included Mr. and Mrs. James Farmer, Mr. and Mrs. Bob Fravsee, Cleo Renee, Iris Gaskel, Phyllis Darling, Billy Sheets, Margaret Flynn, Sondra Lee and Paula LaPage.

HOUSE TRAILER BARGAIN

For Sale—Twenty-seven-foot three-room Schultz Luxury Liner House Trailer, butane gas, Venetian blinds, late 1946 model and same as new. Can be seen any time at Hicks car lot, 2234 Stewart Ave., Atlanta, Ga. Can be bought direct from me for \$1,695 or from Mr. Hicks slightly higher. Sells new for \$2,895. Also sixteen-foot three-man Slum Skillo Outfit, same as new, with plenty center and self flash, nice background and ceiling, \$450. Don't buy till you see these bargains.

MRS. HARRY HARTZOG

Route #2 Buchanan, Georgia

NOW BOOKING

Want Stock Concessions, Grab, Photos, small Bingo, Agents, Help that drive trucks. No racket or P.C. wanted. Free gate. We open every Monday nite. Have three Rides, will book more.

MARIETTA, OKLA.

ADMIRATION SHOWS

WANTED BINGO CALLER

Must be able to drive
Peppers All States Shows
Winnfield, Louisiana

DUMONT SHOWS

THE GREAT DURHAM FAIR, OCT. 4 TO 9

Want Legitimate Concessions of all kinds. No exclusive. Want Rides—Ferris Wheel to work Dual, No. 12, also Spitfire, Kiddie Rides or any Ride not conflicting. Will book Shows with own equipment—Flea, Fat Show, Glass House, Wild Life or any Grind Show.

FOR SALE: Pony Ride, 4 Ponies With Trailer

ADDRESS:

LOU RILEY, Mgr.

Oxford, N. C. (Fair), Sept. 27 to Oct. 2

WINTER, NOWHERE TO GO!—THE LUCKY IRISHMAN DOES IT AGAIN!

LARRY NOLAN SHOWS

CLOSING NEAR PHOENIX, DECEMBER 18 OPENING MIDDLE OF FEBRUARY, 1949

Need Now . . . Now . . . Hurry . . . Two Fast Counter-men for Bingo. Flat Salary, Madlin Nolan, Mgr.

Man and Wife for office Side Show, Man for Tickets and Up and Down, Wife for Illusions. Salary out of office.

Will book a few well flashed Hanky Panks.

Want Photos, Fish or Duck Pond, Age and Weight.

Need one Girl for ONLY Ball Game. Fifty-fifty deal.

Want Second Men on Rides, must drive and stay sober.

Can not use any Shows, Rides or Camps. Have plenty of P.C. and Flat Store Agents.

OUR THIRD YEAR AND NEVER MISSED A PAY DAY WIRE, DON'T PHONE OR WRITE:

LARRY NOLAN, SOLE OWNER AND MGR.

Cottonwood Falls, Kans. (Fair), Sept. 27-Oct. 2; Fairview, Okla., (Fair), Oct. 4-8.

Note: John Duggan still has all the Concessions and will have in 1949. Good Agents contact him as per route.

ORANGE STATE SHOWS & TED LEWIS SHOWS COMBINED WANT FOR MIAMI, FLORIDA

FEATURING HUGO ZACCHINI SHOT OVER 2 FERRIS WHEELS

Great 5th Annual Veteran Fair on the Seaboard Circus Lot, Nov. 1st to Nov. 14th, and the rest of the winter spots already booked.

Can use Octopus, Rolloplane, Rocket, or any other Major Ride, Pony Ride, Kiddie Ferris Wheel and Kiddie Auto.

SHOWS with their own outfits, all winter's work. Side Show, Hilton, wire me. Girl Show, Snake Show, Wild Life and Fun House.

CONCESSIONS—Everything is open except Bingo and Cook House. Can use all kinds of Legitimate Concessions, Scales, Diggers, Shooting Galleries.

This Show has twenty weeks already booked in the best spots in Florida. Can use Ride Help and would like to hear from a Clown or somebody to promote school days and matinees.

Week of Sept. 27, Benson, N. C.; two weeks commencing Oct. 4, Savannah, Ga.; week of Oct. 18, the Great Gainesville, Fla., Fair. Write or wire.

LEO M. BISTANY, Gen. Mgr. TED LEWIS, Mgr.

HARRISON GREATER SHOWS

HARRISON GREATER SHOWS

Wants for Newberry, S. C., V. F. W. Fair, Oct. 4-9; Clinton, S. C., Community Fair, Oct. 11-16; Orangeburg, S. C., Colored Fair, Oct. 18-23; S. C. State Colored Fair, Columbia, S. C., Oct. 25-30; then Charleston, S. C., Colored Fair and all winter's work in Florida. Good opening for Cook House that caters to Show People. Want Bingo, must be up to standard of Show. Want Popcorn, Candy Apples, Cotton Candy, Fish Pond, Age and Scales, Ball Games, Pitch-Till-You-Win, Shooting Gallery, Penny Pitch. A few choice Concessions open. Also some percentage open. Want Foreman and Second Men on following Rides: Ferris Wheel, Merry-Go-Round, Octopus, Caterpillar, Chairplane. Can place Musicians and Performers, salary out of office, for Colored Minstrel Show. All mail and wires to FRANK HARRISON, Owner and Manager; BUDDY BRADEN, Business Manager, Thomasville, N. C., this week; then as per route. P.S.: Want two Skilled Agents for office owned Joint.

FOR SALE

1948 CATERPILLAR RIDE

Two new 1948 Two-Ton Chevrolet Tractors Two 1948 Hobbs 31-Ft. Semi Trailers. All in perfect condition. Will sell with or without transportation.

ORVILLE VANFLEET

c/o World of Today Shows, Muskogee, Okla., Oct. 1st to 10th.

TIVOLI EXPOSITION SHOWS

WANT

CONCESSIONS AND SHOWS FOR 8 COTTON AND RICE FESTIVALS—8

WANT

If you want to get your winter's bank roll join now. Can place Shows that do not conflict and all kinds of legitimate Concessions. These are all proven spots, cotton and rice are the best in years. Contact

H. V. PETERSEN, Earl, Arkansas, Sept. 27-Oct. 2

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

WRITE OR WIRE

CURTIS L. BOCKUS, Sec.

Suite 423, Hotel Mayflower

Jacksonville, Fla.

Endy Bros. Shows

FREDERICK, MARYLAND, FAIR ALL NEXT WEEK

WILSON COUNTY FAIR, WILSON, NORTH CAROLINA, WEEK OCTOBER 11

WANT

Dart, Ball Games, Hanky Panks. Place Concessions, Eats and Drinks. Come on. All answer Bloomsburg, Penn., this week.

SHOWMAN, ATTENTION

FOR SALE—AT A BARGAIN—FOR CASH

Wild Life Exhibits, '37 Chev. Truck, '41 Dodge Truck; 40 Cages of Wild Animals, including 15 Monkeys and Baboons. You flatties, if you want a real exhibit, come look it over. Atlanta State Fair, October 1st to 10th, inclusive; at Tallahassee, Florida, Fair, October 23rd to 28th, inclusive.

WALTER STOFFEL

FOR SALE

1 LITTLE BEAUTY MERRY-GO-ROUND	\$5,500.00
1 #5 ELI FERRIS WHEEL	5,200.00
1 #12 ELI FERRIS WHEEL	5,500.00
1 1938 TILT-A-WHIRL, 7 CAR	6,800.00
1 SMITH & SMITH CHAIRPLANE	1,800.00
1 SMITH & SMITH CHAIRPLANE	1,500.00
1 1939 MOON ROCKET	7,200.00
1 1940 MOON ROCKET	7,500.00
1 8-CAR AUTO RIDE	950.00

Also some Trailers and Tractors available. All Rides are in operation and have operated all of 1948 season at various locations.

MILLER AMUSEMENT ENTERPRISES

55TH ST. & LA GRANGE ROAD

LA GRANGE, ILLINOIS

McBRIDE BROTHERS' SHOWS

WANTS QUICK FOR SOUTHERN ROUTE

KING, STOKES COUNTY, N. C., FAIR, SEPT. 27; ROCKINGHAM COUNTY FAIR, LEAKSVILLE, N. C., OCT. 4TH; YADKIN COUNTY FAIR, EAST BEND, N. C., OCT. 11; BASSETT, VA., OCT. 18; THEN GOING SOUTH.

CONCESSIONS—Custard, Floss, Popcorn, Ball Games, Long Range Lead Gallery, Photos, Novelties, Pan Game, Stock Stores, Hoop-La, Fish Pond, American Palmists, Jewelry, Hit-Striker or any other Legitimate Stores, SHOWS—Mechanical, Fun House Ten-In-One, Minstrel or any good Grind Shows. RIDE HELP—Ferris Wheel, Ride-O, Chairplane etc., that drive trucks. AGENTS—Can place good, sober Agents, Mickey Meeker wants Scale Agent. No lusers, chasers or agitators wanted, we've had enough. Don't take time to correspond, just come on.

WOODY McBRIDE, Manager; BILLY BURTON, General Representative

PALMETTO EXPOSITION SHOWS

WANT

WANT

WANT

RIDES — SHOWS — CONCESSIONS

For following dates: Ellenton, S. C., Sept. 27-Oct. 2; Norway, S. C., Oct. 4-9; Olar, S. C., Oct. 11-16; Colleton County Colored Fair, Smoaks, S. C., Oct. 18-23; Dunbarton, S. C., Oct. 25-30; other Colored Fairs to follow and all winter's work. RIDES—Can place Ferris Wheel and Tilt. SHOWS—Big Snake or Small Animal Show, Minstrel Show for our Colored Fairs, Girl Show, Ten In One, Geek, Percentage. CONCESSIONS: Can place one Mitt Camp, Lead Gallery, Photo, Coke Bottle, Age and Scale, Duck Pond, Glass Pitch, Ball Game. Richie Keefe wants Agents for Skillo, Razzle, one Man for Clothes Pin, Agents for Hanky Panks, preferably Man and Wife. This Show never closes. Positively all winter's work. ELLENTON, S. C., this week; then per route. All answer to MILTON McNEACE.

WOLFE amusement co.

HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

PICKENS, S. C., ALL THIS WEEK

THEN THE BIG 5

LAVONIA, GA., Franklin County FAIR, Oct. 4-9

McCORMICK, S. C., County FAIR, Oct. 11-16

GREENVILLE, S. C., 40th Annual FAIR, Oct. 18-23

GREENSBORO, GA., 50th Annual FAIR, Oct. 25-30

WASHINGTON, GA., County FAIR, Nov. 1-6

—STOP—READ THEM OVER AGAIN—

ALL OF THEM FAIRS—NOT PROMOTIONS

—WILL PLACE FOLLOWING FOR ALL OF THEM—

SHOWS—Any Walk Thru with own transportation, 25%. Girl Show with flashy wardrobe, with 3 Girls. We have outfit.
CONCESSIONS—Floss, Snow, Custard, Grabs, French Fries, Novelties X, Jewelry, Long and Short Range Lead Galleries, High Striker, Hoop-La, Class Pitch, Photos, Razzle, Swinger, Blower, Clothes Pins.
Will place Mitt Camps. Want Agents for Stores. Wires to Sam Housner and John Lewallen. 2 Milk Bottle Agents, wire Irene Halstead.

COME ON—OPEN MIDWAY—WIRE TODAY

RESERVATIONS FOR ABOVE FAIRS MUST BE IN BEFORE SATURDAY, OCT. 2ND.

BEN WOLFE

SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY

ELBERTON, GA., FAIR, this week; CANTON, week Oct. 4; SANDERSVILLE, week Oct. 11; EASTMAN, week Oct. 18, and three more fairs to follow.

Want Thrill Show or Portable Dog Race Outfit to work on track for South Georgia Six-County Fair, week Nov. 8, Valdosta. We do not need anything on show, but will make room for real show people. Wire.

STAFFORD'S UNITED SHOW

INDIANAPOLIS, IND., Sept. 28 to Oct. 10

in the heart of the city.

Can use Cook House, Cotton Candy, Candy Apples, Snow Cone, Balloon Dart, Coca Cola, Ball Game, Duck Pond, Pitch-Till-U-Win, Hoop-La, Jewelry, Short Range, Novelties, Basketball, Cigarette Gallery, Six Cat, Bucket, High Striker, Popcorn and Crackerjack, Mitt Camp.
FOR SALE—14x28 Bingo complete with Stock, three complete Amplifier Sets, one complete Monkey Show, complete Snake Show and several Concession Stands; one Trailblaze House Trailer, all aluminum, 22 ft., used six months, cost \$2,400.00—\$1,800.00 cash takes it; '41 Oldsmobile, '37 Indiana Bus A-1, two wheel Trailer, four wheel trailer with two flush toilets, cost \$1,000.00 to build—\$500.00; Animal Cage, 8x20 ft. on four wheel Trailer, cost \$800.00—\$400.00 cash. All replies to

STAFFORD'S UNITED SHOW

339 S. LaCleda St.

Belmont 1161-M

Indianapolis, Ind.

BINGO CALLERS AND COUNTERMEN

WANTED FOR SOUTHEASTERN WORLD'S FAIR
ATLANTA, GEORGIA — OCTOBER 1 THROUGH 10

Report Immediately.

LIPSKY & PADDOCK CONCESSIONS
FAIRGROUNDS, ATLANTA, GEORGIA

WANTED

Girl Show to join at once. Hanky Panks or any kind of Show with worthwhile Attractions. John Pinfeld, contact Charlie Simons. Can use all your Concessions. Join at Saint Pauls, N. Car., Sept. 27 to Oct. 2.

MULLEN-CONN SHOWS

PAGE BROS.' SHOWS

Want for Cheatham County Fair, Ashland City, Tenn., this week, and Robertson County Fair, Springfield, Tenn., next week, and 2 more to follow.

Cook House and Grab, Pop Corn, Jewelry, Hit and Miss, Scales, Cotton Candy, Snow Ball, Fish Pond, Pitch To Win or any legitimate Concessions. Come on, will place you. Paul Pittman wants Agents. Want Tilt Foreman.

FROM THE LOTS

West Coast

SAN JOSE, Calif., Sept. 25.—The show will wind up its season in the black, despite one of the worst spring seasons in its 22 years of operation, Mike Krekos, general manager, said here. The org was hard hit by bad weather thru the July 4 week-end, after which the weather straightened out and business spurted.

Commenting on plans for '49, Krekos said a new Ferris Wheel, another new ride and some additional light towers will be added. The show will winter at the fairgrounds in Merced, Calif.

The new power plant has worked out well, Krekos observed, but the org still retains the hot wagon so that it will be covered in any power situation. The power plant was installed when a drought caused a power shortage in California this season.

Pete De Cenzie, Girl Show and Posing Show operator, recently rejoined after an absence of several months, during which time his wife, Helene, operated the units.

Harry Meyers, the org's manager, is planning a European jaunt which will take him to Switzerland, Turkey and his homeland, Greece. It will be his first trip to Greece in 25 years.

Visitors here included Charles Bagby, San Francisco attorney; Lester Hart, insurance rep, and Mrs. Hart; John Strong, secretary of the Alameda Chamber of Commerce, and Mrs. Strong; Fred S. Carger, secretary-manager of the Monterey County Fair; Eugene S. Kenefick, secretary-manager of the Sacramento County Fair; Mr. and Mrs. Ted and Ming Toy Wright, all formerly connected with the org; Carl L. Garrison, of the Grand National Livestock Exposition, San Francisco; Charles Walpert, formerly of the West Coast Shows, now with the McCluskey Centennial Shows; Mrs. Eleanor Pettit and daughter, Patty; Joe Franks, vice-president and field man of the Show Folks of America; Eddie Burke, of the Eddie Burke Attractions, San Francisco, and Tim Sullivan, director of the Santa Clara Fair.

Lou Merrill, general manager of the Western Fairs' Association, visited for two days, also Charlie Camp, general agent for the Pacific United Shows. Mrs. Mike Krekos was a daily visitor, commuting from her San Francisco home. Mrs. Louis Leos and daughters, La Verne and Sophie, also were visitors.

Mary Texeira left the show here to take the Texeira heir to school.

Harry Lottridge

BLAKELY, Ga., Sept. 25.—The showing last week in Colquitt, Ga., on Powell's Field, three blocks from the courthouse, with free gate, shows, rides and concessions, knocked in one of the biggest weeks of the season, despite the fact that Tuesday (14) was lost due to rain. Sponsored by the mayor's committee, in a drive to raise funds for a new swim pool for children, the midway was jammed each night, and the Saturday bubble gum matinee proved another winner.

Mayor Merritt, Sheriff Tabb, Chief of Police Tabb and other officials gave the shows a fine welcome and co-operated in every way. At the shows' departure, Mayor Merritt presented Owner Harry Lottridge with a fine letter of recommendation. Lottridge, on his return from a hurried business trip, reported he got the fair contract he went after.

At Colquitt, Al O'Dear's cookhouse ran out of food and drinks three consecutive nights, since he couldn't keep enough stock on hand to feed the hungry public. For the second week in succession the Funhouse out-grossed the Monkey Show. Bill McLaughlin said it was the biggest week he had ever had with his photo shop. Leo Hirsch joined with razzle and had a nice week, as did all concessions.—HARRY E. WILSON.

Mighty Hoosier State

AKRON, Ind., Sept. 25. — Shows were late loading after a big week in Bremen, Ind., but org arrived in plenty of time for Tuesday's opening. Tuesday night was set aside for the annual horse pulling contest here which attracted a great crowd and rides and shows drew capacity. Wednesday and Thursday held up remarkably well and on Friday the biggest school day crowd in event's history turned out. Midway enjoyed a red one until midnight.

At closing time Saturday night fair officials said that attendance doubled any previous year here.

The Zacchini cannon act mishap in Bremen garnered much publicity. Capt. Hugo Zacchini and personnel closed here after completing their 25-week contract. Owner Geren announced that he had re-engaged Zacchini for 1949.—M. G. STOKES.

GIRLS

Want Girls for Girl Show or Posing Show. Wire, don't write.

JAHALA MILLER

Care Western Union, Gainesville, Georgia.

FOR SALE

Penny Arcade—60 machines. 24x40 top, 40 ft. front, and truck.

GEO. HURNEY

156 Olympia St. Pittsburgh, Pa.

ALL CARNIVAL AND CONCESSION FOLKS WELCOME

at PARADISE PARK

Trailers and Cabins, on Little Manatee River
Ruskin, Florida.

Rates, \$2.50 and up. L. E. PERKINS, Owner

FOR SALE

Popcorn Machine, Super Star Cabinet Model. Used less than month. Popping capacity about \$20.00 per hour. Cash list price, \$589.00, F. O. B. St. Louis; asking only \$500.00.

RAY SETTLE

Crab Orchard, Ky. Phone 3421

WANTED

Authentic Popcorn Wagon. Good condition. What's your price?

BOX D-61

THE BILLBOARD CINCINNATI 22, O.

RUPE'S MIDWAY FOR FUN

Will book Pop Corn, Snow, Mug, Fish Pond, Dart, Hoop-La, Long and Short Range Lead, Need Agents for office Concessions.

MRS. W. R. RUPE

Elmore City, Okla., thru Sept. 30; then south to cotton, Rotan, Texas.

SECOND-HAND SHOW PROPERTY FOR SALE

\$15.00 New Side Wall, 6x29 ft. Grommet top.
\$75.00 Skates, Plates, Fibre Wheels. Sell cheap.
\$75.00 Bingo Top, 20x20 ft., with awning.
\$18.00 Large size Bass Drum. Good heads.
\$20.00 Mounted Moose Head. Fine condition.

WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

WILL BOOK

Stock Concessions, Photos, small Cook House that will cater to Show People. Can use Snake Show or any outstanding Attraction. Can use Help in all departments. Will buy, book or lease Flat Ride and Chairplane. Eight more weeks in the cotton.

BURKHART SHOWS & AMUSEMENTS

Luxora, Ark., Cotton Festival this week.

VOGT'S SOUTHERN AMUSEMENTS

Robertson Co. Fair, Franklin, Texas, Sept. 29-30, Oct. 1-2; Waller Co. Fair, Hempstead, Texas, Oct. 5-9.

All Merchandise Concessions open—come on. Can use Help on Wheel and Merry-Go-Round. Agents for office Concessions.

AL. VOGT, Mgr.

Virginia Greater

WEST POINT, Va., Sept. 25.—Shows played Hampton, Va., week ended September 18, under the auspices of the National Seafood Committee. Business early part of the week was fair, but the latter part was satisfactory. Shows moved in from Warsaw, Va., to play the National Seafood Festival which was given Statewide publicity thru papers and radio.

Monday night (13) was lost due to trucks arriving late because of motor trouble. Shows opened Tuesday night (14) to fair business. A parade Friday (17) brought large crowds to town but did not help much since the lot was not near the wind-up of the parade. Business at night, however, was satisfactory.

Visitors at Hampton included Jack Pinner, secretary-manager of the seafood festival; Lt. Fobbs, of the State Highway Patrol; Harry P. Taylor, and Capt. Johnson, of the Salvation Army, Suffolk, Va.

Harry Wright Jr. left for his Philadelphia home. Earl Swicegood and Scolnick's concessions closed here. New concessionaires with the show are Sam Serlin, Taylor Trout and F. G. Featherington, Mr. and Mrs. Oliver Jones, novelty concession, are living in their new trailer purchased recently.

L. B. Lamb

MARTIN, Tenn., Sept. 25.—Org opened here Wednesday night (22), but business was off because of cold weather. The run from Carrollton, Mo., where the show played a celebration, was made on time despite some truck trouble.

Ross Sinderson left to play the Cattle Congress at Waterloo, Ia., and the American Royal at Kansas City. He left his kiddie rides in charge of Mr. and Mrs. Bob Hill. The Hills, incidentally, celebrated their sixth wedding anniversary Wednesday (22).

Among those recently joining were the Olsons, with cane rack and pea pool; the Lundeens, string game and ball game, and Sandra Lee, annex attraction in Twisto McCormack's Side Show.

Bernice Jackson was left in the hospital at Carrollton. Twisto McCormack left to enter the hospital in Birmingham.

Next week we start the Southern fairs. The season closes November 13 at Apalachicola, Fla.—**ERNIE MURRAY.**

Golden West

RED BLUFF, Calif., Sept. 25.—Org moved in here from the Orland, Calif., Fair, where business proved very good. Crowds were large, with exhibits, horse show, rodeo and free acts booked by Eddie Burke's Attractions as the draw.

Alvin Wilson, night watchman, and Mary Malarge, daughter of Mr. and Mrs. Fred Weideman, surprised shows' personnel by eloping to Reno, Nev., where they were married.

Orland visitors included Don Hayden, formerly with the Clyde Beatty Circus, Cortrilla (trained dogs), and La Zella Troupe.

Pot of Gold was won by Earl Straughn.—**PRINCE OMWAH.**

CARNIVAL WANTED
For **SOUTHWEST, GA., COLORED FAIR**
AMERICUS, GA.
School Day on Tuesday and Armistice Celebration Thursday. Five counties to be represented. No gift. Contact at once. Week of November 8th thru 13th.
O. P. JOHNSON
Telephone 2169 Americus, Ga.

FOR SALE
Special-built Concession Trailer, fully equipped with Popcorn Machine and Candy Apple Supplies, used 2 weeks, ready to operate, \$1,200.00 cash. Also Pan Game, slightly used, without top, \$75.00 cash.
HARVEY STOUT
Route 1 Hamburg, Pa. Phone: Berneville 15R11

O. C. Buck

FAIRFIELD, Conn., Sept. 25.—Attendance at the opening here Monday night (20) was unusually good but ride biz was off, due to competition from the numerous parks and beaches thruout the area.

Biz was just fair during the stand at Peekskill, N. Y., with nightly league baseball games in the adjacent stadium providing opposition. A heavy rain and wind storm forced an early close there Saturday night (18).

Richard Williams, 41, Negro stage manager for the *Dream Hour Revue*, died in the org's bus en route from Dunkirk to Peekskill. Final rites were held Friday (17) in Peekskill, with expenses paid out of the show's benevolent fund.

Also en route to Peekskill, the tractor carrying the Tilt-a-Whirl overturned. The truck was demolished but the Tilt has been repaired and is in action here. The driver escaped with minor injuries.

Eddie Evans is recuperating in the Baptist Hospital, Columbia, S. C., following a heart attack. Henry Evans suffered a broken arm when he fell from a pony at Peekskill.

General Representative James Quinn purchased a new Oldsmobile. Tom Brady, Herman Knells and the writer recently purchased new cars. Mrs. Evelyn Buck is much improved following her recent accident and visited the show. The org will join forces with the Ross Manning Shows for the Danbury, Conn., Fair, starting Saturday, October 2.

Pamalla Bowman, of the *Dream Hour Revue*, and Jack Martin, of the *Motordrome*, were married in Dunkirk. They plan to reside in Bennington, Vt.—**ROY F. PEUGH.**

Filder's United

ALTON, Ill., Sept. 25.—Fidler United Shows made the run here from Elgin in good time, with some rides coming from Madison, Wis.

The lot was ready and rides, shows and concessions were set up two days in advance of the opening gun Wednesday (15).

Business until Saturday night was considered good and a spurt that night was augmented by a good break. The fireworks display, scheduled by the American Legion and Manufacturers' Association for 11 p.m., was delayed at least three hours when a tug boat towing three barges loaded with gasoline jammed in the locks at the dam adjacent to the show grounds. By the time the boys with the torches were given the go-ahead signal, rides, concessions and what-have-you had done land-office business.

Russell's cookhouse sold every bottle of pop, and it was loaded to capacity in expectance of the record crowd.

Vincent Hubbard and Paul Miller didn't start to tear down their string of concessions until 4 a.m. The org's 12 rides were loaded to capacity. Part of the rides were moved into Kennett, Mo., for the opening of the fair there while part of the No. 2 unit was moved to winter quarters in St. Louis, leaving 14 rides with the outfit for the trek south.

Pioneer

WILLIAMSPORT, Md., Sept. 25.—The Pioneer org had a banner week here. Slim Fein left for the Reading, Pa., Fair, and Chester Hepp and his brothers went to Philadelphia on business. Jerry Higgins has bought a new station wagon. Paul Merrick bought a new top for his lamp wheel. Ride crew follows: Curly Robbins and Joe Thomas, Chairplane; Pete Peteron and Lefty Guass, Ferris Wheel; George Smith and Don and Jim New, Merry-Go-Round; Charles Fenson, Jim Mounds and J. Artenson, Whip; Joe Fainton and Jim Newson, Octopus; Jake Fenamore and John West, Rolloplane; George Drake, kiddie rides. Manager Mickey Percell placed an order for two new tractors and trailers, which will be used to haul fruit this winter.—**M. A. MARTIN.**

ATLANTIC RURAL EXPOSITION

(FORMERLY VIRGINIA STATE FAIR)

October 4th to 9th Inclusive, Richmond, Va.

PIEDMONT INTERSTATE FAIR

October 11th to 16th Inclusive, Spartanburg, S. C.

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. Can use Mule and Cat Drivers.

Winter Quarters at Petersburg, Va., Fairgrounds. Show closes middle of November. We are booking attractions for 1949 season. What have you? All address:



Fairgrounds, Petersburg, Va., Now



REIDSVILLE, N. C., FAIR, OCTOBER 4 TO 9

WANT CONCESSIONS OF ALL KINDS

Can Place Two More Capable Ride Men.

This show will be out till the middle of November. Replies to

MORRIS HANNUM

Enfield, N. C., Fair now; then Reidsville, N. C.



Want Girl Show Manager. Two or more Girls with wardrobe. Want Scales, Age, Mug Joint, Penny Pitch, Ball Games. Five more Fairs. Williamston, N. Carolina, Sept. 29th until October 9th. Address

BILL MURRAY, VIRGINIA GREATER SHOWS



Want Ferris Wheel Foreman, Octopus Foreman. Want Man to take big Snake Show, have complete frame up. Will book Stock Concessions that don't conflict.

Vernon, Texas, week Sept. 27; Haskell Central West Texas Fair, Oct. 4-9.

PEERLESS CELEBRATION AMUSEMENTS
DURBIN, WEST VIRGINIA, OCTOBER 4 TO 9

WANTED AT ONCE: Bingo Caller. RIDES—Help and Driver. Agent. Book any Concessions not conflicting, what have you? Shows with own transportation. We have four Rides. Long season south in money spots. No gate. Answer, wire this week to **WILLIAM J. MESPELT, Moorefield, W. Va.**

FERRIS RIDES AND SHOWS

Want for Lycoming Co. Fair, Hughesville, Penna., Oct. 4-5.

Legitimate Concessions of all kinds, Grab and Cook houses. Shows—Wild Life, Five or Ten-in-One, Penny Arcade. No Flats. No Girl Shows. No Mitt Camp. Wire or come on to Hughesville. Lot man on grounds Wednesday, Sept. 29.

Harry Lottridge Shows

— FAIRS —
GEORGIA CELEBRATIONS

We will close November 27 and open January 15
Watch for very important announcement in the near future

RIDES

Want Foreman for Two-Abreast Little Beauty. One of the best on the road. My present Foreman is taking over another Ride. Will book or lease late model and must be in good condition, with own transportation, Caterpillar, Tilt, Octopus, Rolloplane.

WILL BOOK

Bingo, Popcorn, SnoKone, Candy Floss, Candy Apples, Novelties, Jewelry, Frozen Custard, Photo Gallery, High Striker, Penny Arcade, Hanky Panks of all kinds. If you have 4 or more you can have 1 Percentage Table. Will book 2 nice Stores if you will work according to instructions and have other Concessions. Paul Goodman, let me hear from you.

FREE ACT from Oct. 18th until Nov. 27th, six weeks. Must be sensational. F. O. Gregg, Cannon Act, if available, contact immediately.

Completely organized MINSTREL SHOW. Must be high class with real performers. Your own equipment and transportation.

MOTOR DROME. If you have a good one and Riders that can and will ride, will give real proposition.

Want Man with first-class Sound Truck, prefer one with Concessions.

COMMITTEES AND FAIR SECRETARIES

Contact now for 1949 bookings.

"A contract with us means more money for you."

Replies to

HARRY LOTTRIDGE

HARRY E. WILSON

Manager

Concession Mgr.

Camilla, Georgia, this week; Cairo, Georgia, next week; then as per one of the best routes in Georgia.

RALPH DECKER presents

JOSEPH J. KIRKWOOD SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

WANT
FOR CHEROKEE INDIAN FAIR, OCT. 4 TO 9, CHEROKEE, N. C.,
WITH NEWBERRY, S. C. TO FOLLOW

RIDES—Can place set Kiddie Rides except Train. Place No. 5 Wheel, Tilt, Moon Rocket balance our fair season. SHOWS—Good opening for Motor Drome, Monkey Show. Can place Girls for newly framed Girl Show, Minstrel Show People, Chorus Girls, Musicians, Comedians.

CONCESSIONS—Place Grab, Age, Scale, Palmistry, Ball Games, Hoopla, Pitch to Win and Legitimate Store; also Swinger, Six Cat, Buckets, Nail Store. No Wheels or Coupons. HELP—Always place Useful Carnival People, Ride Men, Semi Drivers, Canvas Men, Ticket Sellers. All address

RALPH DECKER, Gen. Mgr.

Waynesville, N. C., this week; then per route.

WALLACE & MURRAY SHOWS

WANT FOR FAIRS STARTING WITH
TOOMBS COUNTY FAIR, VIDALIA, GA., OCT. 4-9
JOHNSON COUNTY FAIR, WRIGHTSVILLE, GA., OCT. 11-16
AND FAIRS UNTIL THE MIDDLE OF NOVEMBER

CONCESSIONS OF ALL KINDS

Frozen Custard, Age and Scales, Lead Gallery, Novelties, Ball Games, Jewelry, Coke Bottles, Fish Pond, Short and Long Range Shooting Galleries, Bucket Store and Six Cat Joint.
(STILL DATE PRIVILEGE FOR FAIRS)

WANT NON-CONFLICTING SHOWS. Good opening for Motordrome, also Girl Show with own equipment. WILL BOOK OCTOPUS AND ROLLOPLANE FOR BALANCE OF SEASON. Want sober, reliable Mechanic. All address:

AL WALLACE, Mgr.

COCHRAN, GA., this week; then VIDALIA, GA., next week.

MODERNISTIC SHOWS

WANT

FOR ARLINGTON, GA., ANNUAL PEANUT FESTIVAL NEXT WEEK, OCT. 4 TO 9

Want Shows with own outfits, Ride Help and Semi Drivers. Concessions—Legitimate Concessions of all kinds. Use few Stock Store Agents. Address JOHN KEELER, Manager, or N. P. ROLAND, Pearson, Georgia, this week. Will play Miami lots this winter.

PLEASURELAND SHOWS

WANT

Long Range, Balloon Dart, Jewelry, String Game, Ball Games. Bingo open. Grind Shows with own equipment. Long season south.

Ride Help that drive semis and can stay sober.
TRENTON, TENN., THIS WEEK; BROWNSVILLE, TENN., OCT. 4

Hutchinson Execs Beam:

18 Brydon Shows, Plus Strong Ride Line-Up, Features Midway

HUTCHINSON, Kan., Sept. 25.—Ray Marsh Brydon, midway show impresario, this week delivered 18 assorted shows to Kansas State Fair here. Together with a large array of rides, booked by the fair from four sources, plus the Old Mill, a permanent installation, and two shows contracted independently, midway attractions packed far more power than last year when the fair switched to an independent midway policy.

Not only was earning power up, but observers pointed out that the line-up was substantially more eye-catching than last year's. To be sure, the set-up missed the powerful lighting carried by most railroad shows, but for a set-up of its kind, the lighting was good, thanks in a large measure to some well-lighted show fronts and to six light towers and two searchlights carried by Forsythe and Dowis, who provided a large portion of the rides.

Mitchells Well Pleased

Sam Mitchell, fair secretary, and Ralph Mitchell, concession manager, expressed themselves as more than pleased. They allowed that it took a full-time concession department on the fair to bring it about. They predicted the independent midway operation could and would be improved next year.

The midway did business which was rated more than satisfactory by the Mitchells. Biggest day was Sunday (19), when the take on the Brydon show line-up hit \$14,000 after taxes.

Top money winner among Brydon units was the Globe of Death, managed by Max Kurtz. Jack Korie's Side Show snared second money, with Charlie Taylor's *Ebony Club*, featuring Stepin Fetchit, former flicker star, third highest grosser. Sam Howard's *Aqua Follies*, with an unusually flashy front, placed fourth.

Other Shows Listed

Other shows offered by Brydon included Milo Anthony's Side Show, Mac McAskill's Illusion Show, Cash Miller's Wildlife, *Fantasy* and gal show managed by Bob Edwards; Babe O'Dare's Unborn and Snake units; George Atwell's Miniature Mining Show; an illusion show and a gal unit operated by Korie; Don Greco's Iron Lung, Doc Ward's Pinhead Show, and big horse and midget cattle shows operated by Bill Duchin. The two shows booked by the fair were Dave Irwin's Eskimo Show and W. P. Stephenson's Monkey Show.

Fire Damages Buffalo Shows' Concession Row

BROCTON, N. Y., Sept. 25.—Fire caused by a short circuit broke out in a row of concessions on the Buffalo Shows midway early Thursday (23) and threatened to destroy the whole row, including Ted's bingo game.

Prompt action on the part of show personnel and the Brocton Fire Department prevented the flames from spreading and the fire was confined to a concession tent belonging to Ed Harrison. Absence of wind aided firemen in checking the blaze. A pitch-till-u-win game was destroyed.

Buck Tractor-Trailer, Tilt Damaged in Mishap

FONDA, N. Y., Sept. 25.—A tractor-trailer and Tilt-a-Whirl, owned by the O. C. Buck Shows, en route from Syracuse to Peekskill, N. Y., was damaged near here Tuesday (14) when the vehicle upset on Route 5 after colliding with a parked truck. Bernard F. Young, driver of the Buck truck, was uninjured.

HUTCHINSON, Kan., Sept. 25.—A battery of rides comparable in strength to that carried by biggies among railroad shows operated this week at Kansas State Fair here, and fair execs beamed delight at their independent midway policy, now in its second year.

Bulk of the rides were provided by Forsythe and Dowis, a Colorado-based unit, and by Broadbeck and Shrader, St. Louis.

F.-D. Rides Named

The Forsythe-Dowis combination had a Looper, Caterpillar, Spitfire, Mix-Up, Flying Scooter, Loop-o-Plane, Kiddie Auto and two No. 5 wheels. F-D also used six light towers and two searchlights. All equipment was in excellent condition, painted white and trimmed attractively in either blue or red. Particularly attractive was the huge trailer which carried the brace of searchlights. Also outstanding was the appearance of the power plant truck.

Broadbeck and Shrader furnished an Octopus, Merry-Go-Round, Tilt-a-Whirl, C-Cruise, two No. 5 wheels and three kiddie rides—Ferris Wheel, train and airplane—plus a pony ride.

A Hurricane, owned by Floyd E. Gooding, also operated. So, too, did a Pretzel ride, out of St. Louis, and the Old Mill, a permanent installation on the fairgrounds. The Mill is owned and operated by the fair.

Not at Full Strength

R. D. (Dan) Dowis, Forsythe and Dowis manager, pointed out that his unit had not brought all of its strength here. In addition to the rides it had here, the org operated with a Merry-Go-Round, Tilt-a-Whirl, Octopus and kiddie ride in its earlier dates. It carried between 20 and 25 concessions up to its engagement here, and not a few of the concessionaires worked here.

Dowis said the gross for his org this season has been better than last year. High expenses, however, will cut the net, he said. Biggest spot played was Colorado State Fair, Pueblo, prior to the engagement here. Business there was down from last year, Dowis said, adding that another biggie for his unit, Frontier Days, Cheyenne, Wyo., was up from '47.

From here, Forsythe-Dowis moves to Lubbock, Tex., for its final stand of the season at Panhandle-South Plains Fair, September 27-October 2.

Jack Graves, Concessionaire, Killed in Texas Shooting

HALLSVILLE, Tex., Sept. 25.—Jack Graves, 35, San Antonio concessionaire, was shot and killed here Wednesday night (15). Police are holding Jack Stockton, Longview, Tex., for the shooting. Harrison County Sheriff Barry Rosborough alleges that Stockton shot Graves eight times in self-defense after Graves had entered the home of Jack Stockton, Jr. here and fired the first shot, which went wild. The sheriff said the argument concerned the presentation of rival animal exhibits here.

Fire Destroys Carr Ride

WILMINGTON, Mass., Sept. 25.—A disassembled \$10,000 Merry-Go-Round and organ, owned by the Lawrence Carr Shows, and the trailer truck on which it was loaded were destroyed by fire Thursday (16). A grass fire swept thru a field on which 10 of the Carr trucks were parked, but only serious damage reported was destruction of the one truck and its contents.

BALLYHOO BROS.' CIRCULATING LAT 0

A Century of Profit Show

By Starr De Belle

Oil, Oklahoma,
September 25, 1948.

Dear Editor:

We are lovers of the old trouping traditions such as: "With it and for it; Not a dry-weather trouper; The show must go on," and "May they ever be right, but right or wrong, etc." We love the dyed-in-the-wool trouper who can go along with a show without the show going along with him. Scarce as they are, real showmen are always welcome on this show—the other kind, who want their money weekly, are a dime a dozen. We have had men who have been induced to leave for other shows. They returned ruined men with nothing but the greed of money in their hearts and paydays on their minds. They forget the big favors the boss extended them, such as letting them sleep in wagons during the winter of 1921.

We have good troupers who were born, reared and married on this show. They are traditionalists of a

high caliber. They have gained the respect of the office and will ever have a home here. However, if Pete Ballyhoo were to die we'd have to bury them with him. Real showfolk live old traditions and should hang together because everyone else is against us. For example — they switched from standard to daylight saving time, which held up the usual 8 p.m. pay hour to 9 p.m. on account of the delay in darkness.

Our office believes in another old saw: "Didn't you see the free act and hear the band play?" It is only the rank chump who doesn't go for it as real troupers understand and appreciate it. To treat all alike the boss booked two high pole acts so that one free act could pay the other one off; two bands so that one could hear the other play. Old traditions should be loyally guarded by troupers. They keep us united and cost so little or mostly nothing.

What is a grander custom than passing a hat to get the railroad move after everyone's property is loaded on a train? On this show it's as regular as one going to church on Sunday; it is a weekly ceremony that only a sucker couldn't appreciate. It is a real showman's duty to see that the show goes on and give a percentage, if not all, of what he was paid off. Last Sunday the hat-passing netted the boss its highest take—two high pole kinkers and 16 musicians.

The bosses don't want it all, they are liberals. With a proper notice, any of their people can get a two-week leave of absence to work in harvest fields until they make enough to buy a pair of shoes. Only on rare occasions does one take advantage of the boss's liberality by staying away long enough to get a suit. Upon their return they are quickly run for setting a bad example. We had one fellow who remained away for two months and came back wearing a front from his shoes to his hat—we banished him for getting out of character and going native.

I can hear one of our bands playing *Auld Lang Syne*, it isn't closing night, it is our old traditional theme song. To us it's like an army bugler playing *Pay Day*. From instinct I know that the kinker is climbing up the high pole now. I'd better stop writing and get down there or I'll miss seeing and hearing my *My Daily Stipence*.

Northern Expo Inks Watertown Festival

WATERTOWN, S. D., Sept. 25.—Northern Exposition Shows will supply the midway for the Community Fair and Street Festival here, September 29-October 2, according to Gil Tuve, Northern Exposition general agent, who recently contracted for the event with the sponsoring Senior and Junior Chambers of Commerce. Auxiliary attractions will be stage shows and dancing each night in City Auditorium.

Exhibits of livestock, grain, seeds, potatoes and farm implements will cover several blocks of downtown streets, Tuve said, and 4-H clubs of Coding and adjoining counties will have displays. Merchandise prizes will be donated by local merchants.

Charlotte, N. C., Food Show Resumes After 7-Year Lapse

CHARLOTTE, N. C., Sept. 25.—Charlotte Exposition and Food Show will be held in the Armory Auditorium here November 10-20 after a wartime lapse.

Last show was held in 1941 and was not resumed after the war because it was impossible until this year to secure the auditorium for a 10-day period.

LAWRENCE GREATER SHOWS

Want Now for These Long Time Outstanding Fairs

- IREDELL COUNTY FAIR, Statesville, N. C., Sept. 27 to Oct. 2
- UNION COUNTY FAIR, Union, S. C., Oct. 4 to 9
- WESTERN CAROLINA FAIR, Winston-Salem, N. C., Oct. 11 to 16
- CLARENDON COUNTY AGR. EXPO., Manning, S. C., Oct. 18 to 23

And TWO GOOD FAIRS TO FOLLOW

SHOWS—Completely ORGANIZED MINSTREL SHOW, GIRL SHOW with FIVE or MORE GIRLS. Also one more high-class Grind Show. We have complete equipment for all these Shows.

CONCESSIONS—These above dates are in real CONCESSION TERRITORY that has not been touched this season, and all CONCESSIONS ARE OPEN. Where else can you place yourself for a better SIX WEEKS' WORK for Long and Short Range Galleries, Arcade, Guess Your Age and Weight, Custard, French Fries, Grab (Homer Woods, get in touch), Confections, Jewelry, Glass, High Striker, Photos and American Palmistry. Also CONCESSION AGENTS.

HELP—CATERPILLAR FOREMAN, Canvas Men, Talkers and Grinders. Ride Help on all Rides—must be licensed truck drivers.

FOR SALE—Completely equipped Office Wagon, which cost \$5000 to build, can be seen on show now and delivery made at close of season. ALSO two 100 Kw. Transformers, best in the business, delivery can be had on these now.

LAWRENCE GREATER SHOWS, Statesville, N. C., now, then as per above route



Montross, Va., Annual Firemen's Homecoming all this week; Appomattox, Va., Oct. 4-9

WANT Concessions of all kinds. Jimmie Tiernan, bus. mgr., wants Two Grind Store Agents. Jimmy Cyrs, contact immediately. Can place Shows of all kinds. Furnish outfits. Especially Small Grind Show. RIDES—Want Rolloplane, Caterpillar, Jenny or any rides not conflicting. Ride Help at all times, especially Semi-Drivers, Ferris Wheel Foreman. Going south for all winter's work in Florida. WANT First-Class Billposter and One Sensational Free Act. Wire, write or phone, Montross, Va., 3381.

J. VAN VLIET, Manager

SPLINTER ROYAL WANTS

For following Fairs at Sparta, Eatonton, Milledgeville, Louisville, Statesboro, Pelham, all Georgia, and Traveares, Florida: Pin Store and Count Store Agents. Jay Williams wants Skillo Agents.

Answer to

SPLINTER ROYAL, Royal Exposition Shows Sparta, Georgia.

GREAT SUTTON SHOWS

CAN PLACE

Fish Pond, Hoopla, Dart Game, Cork Gallery, Penny Pitch, Custard, Candy Apples, Ice Cream Wonder Bar. Have opening for Side Show Man with People. Billy Logsdon, get in touch with me. This show has only the best spots. Booneville, Miss., Fair and Stock Show, Sept. 27th-Oct. 1st; Williams County Fair, Europa, Miss., then the big one, Monroe County Fair, Aberdeen, Miss.

MAGIC EMPIRE SHOWS

WANT FOR SEVEN FAIRS AND CELEBRATIONS

Including Cotton Carnival, Greenville, Miss., Oct. 4 to 9. Yes, we play Brookhaven, Miss., Fair. Want legitimate Game Concessions of all kinds. Willard Archer wants help for Cook House and Grab. Want reliable Foreman and Second Man for new Fly-o-Plane, new Caterpillar Rides. Want help on Twin Wheel, Chairplane and others. Don't want other Rides, have twelve. Want Shows with own equipment and transportation not conflicting. Want Motor Drome, Arcade, Fun House. Joe Goodwin wants sober, reliable Agent for Count Stores, Pin Stores, Skillo. Must be able to stand prosperity. All address:

A. SPHEERS, Mgr.

NEWTON, MISS., THIS WEEK



CAN PLACE FOR CHESTER COUNTY FAIR, CHESTER, S. C., WEEK OCTOBER 4-9

Concessions of all kinds, Kid Rides and Shows with own equipment. Especially want Jig Show. Five more Fairs to follow, with Florida all winter. Address:

SAM GOLDSTEIN

Peizer, S. O., Fair, this week; Pickens County Fair, Easley, S. O., follows Chester.

EDDIE L. WHEELER SHOWS WANT

Out All Winter

Stock Concessions of all kinds, Bingo, Photos, Rides, Jenneys, Roll-o-Plane, Octopus, Kid Auto.

Fairburn, Ga., this week.

WANT

LAKE CITY, ARK., COTTON CARNIVAL ON THE STREETS

WARDELL, MO., ANNUAL COTTON FESTIVAL

Concessions of all kinds. No X except Grab. Percentage and Bingo sold. Due to disappointment will book Ferris Wheel or any Ride not conflicting for committee money. Shows of all kinds. These are bona fide events.

NESSLER'S SHOWS

Neelyville, Mo.; then per route.

WANTED AT ONCE

Sober Man above draft age to work small Animal Show. Good pay and a winter home. Don't have to drive. Join on wire.

HARRY HARRIS

Newton, Miss., this week.

LOT SUPERINTENDENT

Able, qualified man who can handle the duties of a 35-truck show. Salary no object if you can handle this job now and for 1949.

Lawrence Greater Shows

Statesville, N. C.

Midway of Mirth Shows WANT

BINGO to join at once. DART GAME, NOVELTIES, COKE BOTTLE AND BLOWER. Address:

Caraway, Ark., this week; Monette, Ark., next week.

JACKIE COLEMAN

WIRE ME AT ONCE

Can place you. Hillsboro, Texas, this week; Central Texas Free Fair, Ollifton, Texas, October 4 to 11.

DON BRASHEAR AMERICAN MIDWAY SHOWS

JOHNNY J. DENTON SHOWS

CAN PLACE CAN PLACE

Ice Cream, Jewelry, Mug or any other Stock Concession. Six more Fairs to go. Ride Help—Want Foreman for Twin Wheels and Caterpillar Foreman. Good salary and good treatment. Electrician wanted. All address

JOHNNY J. DENTON

Gainesville, Ga., this week; Jasper, Ala., follows.

W. C. KAUS SHOWS

NOW BOOKING OCT. 4 TO 9
AMERICAN LEGION FALL FESTIVAL AND EXPOSITION
CLEVELAND, TENN.

Concessions—Any Stores working for strictly Stock at privilege you can afford to pay.

Shows—Tell us what you have. Rides—Any Flat Ride not conflicting. Help—Fred Zschille wants Agents for Razzle, Roll-Down, Wheel.

Yes, we work every week. All replies

RUSS OWENS, Gen. Mgr.

Fayetteville, Tenn., this week; then Cleveland, Tenn.

WANT CONCESSIONS

For LIVINGSTON PARISH FAIR in Louisiana, Oct. 8, 9, 10

Grab, Ball Game, Fish Pond and String Game. Any legitimate Concessions. Want Flat Ride, Tilt-a-Whirl, Rolloplane and a couple of Kid Rides. Livingston is the best Parish Fair in Louisiana. Gulfport, Miss., for two weeks. Pass Christian, Miss., for one week. Be out practically all winter. Around the City Hall in Bay St. Louis, Miss., for one week, and other good spots to follow. Rides and Shows, 25%.

JAY WARNER

PHONE 9121

BOX 181, BAY ST. LOUIS, MISS.

NOW BOOKING CONCESSIONS

For the Big One. Everything open. 80,000 attended last year. Will book Tilt-A-Whirl or Spitfire. Aurora, Mo., Oct. 6.

TWIN CITY SHOWS

Webb City, Mo., Sept. 27-Oct. 2.

HARRY CRAIG'S SHOWS

WANT

First and Second Men on all Rides, General Ride Help, Grind Store Agents,

Shows with own outfits and transportation. Also Hanky Panks.

Spur, Texas, September 27-October 2; then as per route.

FLOYD O. KILE SHOWS

WANT FOR

Pitkin, La., Fair, Sept. 28-Oct. 1; Grant Parish Fair, New Verda, La., Oct. 6-9; Tangipahoa Parish Colored Fair, Kentwood, La.; others to follow.

Clean Sit Down Crab, show will support you (BACON, wire); Hit or Miss Ball Game, Darts, Coke Bottle, Cigarette Gallery, etc. Can place one more Major Ride. You can't miss here. Reliable Agents and Show People, we can place you. No lush. Second Man for Merry-Go-Round quick. Space limited. NO CRIFT Wire or come on.

FLOYD O. KILE, Mgr.

JAMES E. STRATES SHOWS

WANT

Oriental or Native Hawaiian Troupe with Band. 8 more outstanding Fair dates. Wire do not write.

ROY B. JONES, Bus. Mgr., James E. Strates Shows
 DANVILLE, VIRGINIA, THIS WEEK

WANTED

C. A. STEPHENS SHOWS

CONCESSIONS—Lead Gallery, Ball Games, Glass Pitch, Hoop-La, Rat Game, Diggers. John Middle Terry needs Agent for Roll Down and Razzles, Agents for Skillos. Crip Born, will restate; call Joe. Agents for Swingers and Buckets. SHOWS—Will book any worth-while Crime Show.
 This week, Pilot Mountain; next week, Mayodan; both North Carolina.

CLUB ACTIVITIES

National Showmen's Association 154 Broadway, New York

NEW YORK, Sept. 25.—The recent meeting of the eligibility committee, presided over by Chairman Lichter, approved the following applications for membership: Melvin Lape, Paul D. Van Kahle, Sol Olberg, Harry Miller, Joseph Friedman, Joseph Kaufman and Lief Lund, all sponsored by David Brown.

Thirty booster names were sent in by Victor Weinberg, entitling him to one of the scrolls which are awarded to members sending in 25 names for the year book. Gerald Snellens ads are coming in from all parts of the country. Our desk is littered with contributions to the building drive.

Visited the I. T. Shows and the Carnival Shows, owned by Isser and Trebish, at their joint engagement at the Mineola (L. I.) Fair, and received a cordial reception from both these members of the club. Also met Harry Susman, Kay Isser, Blanche Henderson, Pat Martino, Bibs Malang, Fred Murray, Louis Scherer, Mike Prudent, the Rothwax brothers, Larry Tamargo, Al Stuart, Marie Scott, Ted Barton, Morris Brown, Larry Falco, Charlie Davenport, Dave Pimentel, Al Crane, Cal Acaro, John Nichols, Arthur Milligan, Jean Gray and Mrs. Eleanor Celler.

Jamboree Held

Also paid a visit to the James M. Cole Circus playing the fair, but Cole was putting on the show, so did not have a chance to talk to him. A jamboree for the club put on jointly by the I. T. and Carnival shows and the James M. Cole Circus netted \$350 for the NSA.

Made a couple of hurry-up visits to Reading (Pa.) Fair, Cetlin & Wilson Shows, and York (Pa.) Fair, James E. Strates Shows. The Cetlin & Wilson jamboree for the club netted about \$1,200. Jack Wilson, Issy Cetlin, George Golden and Bill Hartzman were very gracious. Had chats with Frank Capell, George Rector, Louis Weinstein, Pete Thompson, Harry Agne, George Goodman, Al Dorso, Mike Dorso, Joe Lux and many other show people. Clem Schmitz and Ralph Endy were visiting the shows. Issy Cetlin ordered four tables for the banquet and advised that he will have a number of full pages for the year book.

At the York fair received by Past-President David B. Endy, whose shows were furnishing the pay attractions. The jamboree put on by Endy Bros. netted about \$1,000. Dave ordered two tables for the banquet and is preparing his advertising matter for the year book. Talked with agent Curtis Bockus, Frank Miller, Mr. and Mrs. William Glick, Norman Shapiro, Bernie Renn, Dave Rice,

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 25.—Tommy Cooke, concessionaire, closed and is here for the winter.

Ruth Martone, past president of the Ladies' Auxiliary, with Jayhawk Shows, recently suffered a broken leg. Gertrude Allen Parker, also an auxiliary past president, is a patient in Bell Memorial Hospital, and Edna Marie Pray is at home with a broken ankle.

George Dean, concessionaire, is playing fairs. Past President Chester I. Levin and his partner, Edward (Slim) Johnson, have a large building program on at Hickman Mills, suburb of Kansas City. George and Hattie Howk closed their concessions but are remaining in their home at Fairyland Park.

Jack Gilbert, Carl Barlow, Max Hummel, Ben Weiss, Ted Williams, Harry Parker, Ralph Flanigan, Doc Hamilton and Jack Hornfeld. Ben Weiss and Jack Hornfeld ordered their usual tables for the banquet, and Weiss also contracted for space in the year book.

Visited the World of Mirth at the Allentown (Pa.) Fair. Received by Frank Bergen and Ralph Smith. Chatted with Bucky Allen, Bibs Malang, Max Hummel, Ralph Go'dstone, Bill Powell, Louis Rosshandler, Ralph Corey, Ben Weiss, Herman Moskowitz, W. H. Ritz, Mr. and Mrs. Bill Moore, Max Gruberg, Harry Kaplan, Ike Brock, Joseph Baizman, James Baker, Sydney Daniel, Morris Spitkove, James Burgdon and Louis Reiben.

A drive for the various funds of the NSA will be made shortly, and it is anticipated the usual record amount will be raised.

Building fund awards will be made in the clubrooms on the night of October 22.—WALTER K. SIELEY.

Ladies' Auxiliary

NEW YORK, Sept. 25.—President Queenie Van Vliet presided over the opening meeting, assisted by Vice-President Anita Gold's, Recording Secretary Lillian Elkins, Treasurer Mildred Peterson and Assistant Treasurer Lillian Wallenstein. Kate Benet, Irene Kane and Ethel Ortelli were greeted.

Anna Halpin and her husband are leaving for Mexico City on a belated honeymoon. Veronia Zucci is taking a trip to California, celebrating her wedding anniversary. Anne Lager and Rose Lang were in town on a vacation. Dode Allen, Margie Kaufman and Ronnie Constantine are on the sick list. Mac Harris, husband of Ida Harris, also is sick. Ethel Shapiro reported the death of one of our old members, Lena Rifkin.

Letters were sent to all members with books of tickets to be sold in conjunction with the NSA, our share of which goes to the underprivileged children's open air camp fund.

President Queenie Van Vliet extends an invitation to all to attend her hot dog roast and frolic to be held October 10 at 404 Garibaldi Avenue, Lodi, N. J. Donations for the kiddies' fund will be accepted.

WANT FOR REYNOLDS & BREWER'S SHOWS

We positively hold contracts for Ringling Bros. & Cole Circus dates.

Want Ferris Wheel, Spitfire and Merry-Go-Round Foremen; also Electrician who can handle Light Plant. Other useful Ride Help, come on. Will place another Wheel and Tilt for these dates. Will place Hanky Panks of all kinds except Eats and Drinks. If you want a winter bank roll, get placed now for the Circuses, space is limited. Contact us at once. **HARRY REYNOLDS**, Phone V-29263, or **RAY BREWER**, Phone A-88103, or write R. D. BREWER, 17 No. Sampson, Houston, Tex.

BLUE & WHITE SHOWS

Want for All Winter's Work South Ferris Wheel or Merry-Go-Round. Very low percentage. Have capable Ride Help here. One more Show. Concessions of all kinds, no flats or guys. The following write me at once: Tex and Pauline, Pete and Slim Davis, J. C. Wilson, W. C. Bruner, Bob and May and all other people who are interested in a good, clean show. Curley Green, holding your space; write. Show opens winter season Oct. 15th. All mail and wires to Box 491, Dalingerfield, Tex.

WANTED

For Carthage, Texas, Fair, Oct. 6-9. Lee County Fair to follow. Two best Fairs in Texas. Rides, Shows and Concessions, come on. **Burdick's Greater Shows**
 Groveton, Texas, this week

CARNIVAL WANTED

Any Week in October Strong auspices. Tobacco selling high. No show here this year.

ROY E. LOLLAR

Box 1176

Burlington, N. C.

Miami Showmen's Association
236 W. Flager St., Miami

MIAMI, Sept. 25.—President Carl J. Sedlmayr advises the plaques have been selected for the membership drive. Harry Schrieber, chairman of the Year Book committee, reports ads are coming in okay. Ed Glosser sent in several advertising contracts plus a membership application.

Sam Politz, who left the Marks Shows because of illness, visited the club. Abe Fineberg is a patient in Jackson Memorial Hospital, Pittsburgh, according to his brother.

Correspondence was received from Ralph P. Flannigan, Joseph Galvin, Clement F. Schmitz, Barney Tassell, Charles M. Connors, Jack Ownsby, Samuel Levy, Charles Osselo, Bernard Stone, Thomas F. Birmingham, George Washburn, William B. Stars, Russell S. Stager, J. D. Frisbee, Abe Gross, Ed McDonnell, F. E. Kelly, Bernie Mendelson, G. L. (Mike) Wright, Victor Weinberg and A. V. Ackley.

Miami will entertain two national conventions in October. The National Association of Letter Carriers meets October 10-16 and the American Legion convention opens October 18. Show folks planning to come to Miami around that time should be certain they have accommodations.

Danny and Rosetta Del left for a two-week vacation in the East.

Regular Associated Troupers
106 E. Washington, Los Angeles

LOS ANGELES, Sept. 25.—Approximately \$200 was raised for the bazaar at a dinner arranged by Ethel Krug. Serving with her on the committee were Mabelle Bennett, Rose Fitzgerald, Nancy Meyer, Tillie Palmateer, Marie Bailey and Lucille King. Donations also arrived from many members unable to attend, and one of them, Tootz Epple, in Oklahoma City, won a prize. Other prize winners included Dan Stathatos, Marie Bailey and George (Pudge) Harms Lantz. Bingo was played.

The club's first board meeting is scheduled early next month, following which meetings will be held weekly. Dues for 1949 are payable now.

Madame Delma has been discharged from the hospital. Vivian Gorman was on hand for the last meeting after being ill for some time. June Gilligan donated a corn popper. It was won by Helen Smith. Correspondence was received from Walton de Pellaton, Clarence and Lillie Krug, Cecile Bowen, L. Wald, Tony and Minnie Spring, Rely Castle Burglon, Nellie Baker Ramsey, Ada Mae Sabo and George Dunn. Ben Beno and Dan Meggs have been recent visitors.

American Midway Shows

WANT SIDE SHOW

For balance of season, closing at Valley Midwinter Fair, Harlingen, Texas. Address

DON BRASHEAR, Mgr.
Hillsboro, Texas, this week; then per route.

WANTED MITT CAMP

C. A. STEVENS SHOWS

Pilot Mountain, North Carolina

FOR SALE

8x10 and 8x14 Concession Tops, Frames and Wheels, complete, and two 14x14 Grab Concessions. All tops royal blue, made by Chandler Tent Co. Also Big Six and other Games. Address:

A. BELLANTONI

41 Woodbine Ave. NEWARK, N. J.

GIVE TO THE RUNYON CANCER FUND

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Sept. 25.—Club is humming with activity. Many of the shows are or have been playing in or near Detroit. They include the Roscoe T. Wade Shows, Cameron Murray and W. G. Wade Jr.

The Joey Moss American Legion Post held its installation Friday (24). Installed were Arthur J. Frayne, commander; Edward J. Donnan, vice-commander; Irving Rubin, junior vice-commander; Jacob A. Kotzen, adjutant; Charles Kaiton, finance officer; Gordon Gladue, chaplain; Edor Burge, historian; Robert Jones, sergeant-at-arms, and Jacob Kotzen, service officer.

The Legion Post recently participated in the military funeral for Herman Goldberg.

New members are Elmer Kolar, Joe Bevans and William Kappes.

Secretary Bernhard Robbins visited the World of Pleasure Shows in Auburn, Ind., where he was entertained by Mr. and Mrs. John Quinn. He also visited with Mr. and Mrs. R. Nathansen, Mr. and Mrs. John Wild, Mike Dempko, Mr. and Mrs. John Moran and W. L. Cassidy.

Virginia Kline Writes

SALEM, Ore., Sept. 25.—The Oregon State Fair was a big one. In fact the figures show it was the biggest ever, and that is something. Mr. and Mrs. Earl Douglas, of the Douglas Shows, which were on the midway, left early for Puyallup, Wash., to make ready for the fair there, but the office was in the capable hands of Slim Tremaine and William Edgar Vannerson, auditor. Ben Beno, on the shows for some time, left after the fair here for Los Angeles. Mrs. Bud Douglas met the continued heat and dust of the fairgrounds wearing tailored slack suits that looked as cool and neat at the end of the day as at the beginning.

Jenny and Bob Perry had their best week of the year. They worked for it, tho, never stopping all the week. Surprise gifts of silver cigarette lighters for Bob and Chick Trotter and a lovely gold vanity case for Jenny pepped up the last Sunday. The gifts were presented by the Carl Gerlingers, owners-builders of the C-Cruise ride.

Mrs. Ella Wilson, formerly secretary of the Oregon State Fair, now an assistant to Leo Spitzbart, the present secretary, was greeted by her many friends every day.

As the guest of Leo Spitzbart, I sat in his special box at the horse show, rodeo and viewed several of the fair sex wearing new fall outfits. Miss Thelma Farmer wore a novel hunter green street suit with tricorne hat to match. Mrs. Tom Armstrong wore the new coffee brown with Gay '90s blouse and gloves. Miss Farmer was Leo's hostess for the evening and Mrs. Armstrong's husband had the new baby ride, the Little Skipper, on the midway. Helen Hughes, who produced the night grandstand show, had her two charming children, Lauren and Tommie, with her and the children's nurse was kept busy taking them on the midway rides.

Michigan Indian Festival
Doubles 1947 Attendance

HARBOR SPRINGS, Mich., Sept. 25.—Annual Ottawa Indian Festival here drew 4,000 persons this year, doubling last year's crowd despite a two-day postponement because of a cloudburst, according to Dr. Robert A. C. Wollenberg, secretary of the sponsoring Michigan Indian Foundation.

A new 5,000-seat stadium, erected primarily for the festival, was used for the first time. With admissions ranging from \$1.25 to \$5, but with free admission for children, gross is estimated at \$5,000.



MEMBERS OF THE ROYAL AMERICAN CLUB posed for this picture on the grounds of the Shriners' Home for Crippled Children in Minneapolis. First row, left to right: Alton Pierson, secretary-treasurer; Cortez Lorow, vice-president, and Carl J. Sedlmayr Jr., Royal American Shows. Second row: Bob Lohmar, general agent of the Royal American Shows; John Meyers, president, and C. J. Sedlmayr, owner of the Royal American Shows.

Snyder Named General Agent Of Royal Crown

DYERSBURG, Tenn., Sept. 25.—E. L. Young, owner of the Royal Crown Shows, which furnished the midway for Dyer County Fair here this week, announced today the signing of W. E. (Bill) Snyder as general agent. Snyder recently resigned as g. a. of Gem City Shows.

R. C. has seven more weeks of fairs. The shows close November 13

after opening January 28.

Weather here was perfect and midway business was good. The Dyer fair was resumed this year after a lapse of seven years.

Joe Parker, fair secretary, and E. W. Moore, president, announced that final attendance figures may show this year's event to be the best in history.

AUSTIN, Tex., Sept. 25.—Barbara Beale, acrobat with Cole Bros.' Circus, was injured here Friday (24) when she fell some 40 feet while performing in the big top.

Preliminary examination showed Miss Beale suffered a broken leg and shock.

JOHNNY'S UNITED SHOWS

NOW PLAYING DOWNTOWN LOT, WAYNESBORO, TENN.

With three outstanding spots in Alabama following. Guaranteed good ones.

Can place Scale and Age, Cat Back, Hit and Miss, Duck Pond, Jewelry, Dart Game, Clothes Pin Pitch, Hoop-La, Penny Pitch, Rat Game, Pan Game, Sno Cone, Candy Apples, Novelty, Slum Spindle, Long Range, Short Range, Cork Gallery, Ice Cream. Especially want Sit-Down Grab or small Cook House. These are very good spots for eats. Rides—Any Ride not conflicting with Wheel, Tilt, Merry-Go-Round, Chairplane, Auto, Airplane. Wire this week if you are wanting to get your winter bank roll. All replies:

JOHN PORTEMONT, Waynesboro, Tenn.

J. J. PAGE EXPOSITION SHOWS

Can Place for Mullins, S. C., and Long Season South

Concessions of all kinds. Will sell "X" on Diggers, Custard, Scales and Photos. Will book two more Rides with own transportation. Bull Martin wants Talker for well-framed 10-in-1. War Half and Half to join at once, also good Novelty Act and one Freak. Jack Jenkins, Mac is here. Want Girls for Girl Show. Everybody address:

J. J. PAGE SHOWS, Mullins, S. C., this week; then Dillon, S. C.

PINE STATE SHOWS

WANT FOR GEORGIA AND FLORIDA FAIRS

OUT ALL WINTER

Cookhouse, Custard, Penny Arcade. All Concessions open. All Shows open, with own equipment, not conflicting. Especially want Motordrome, Rides—Want Tilt, Rolloplane and Kiddie Rides for Kiddieland. Ride Help who drive seats, come on. All address:

STANLEY ROBERTS, Mgr.

Claxton, Ga., this week; Savannah, Ga., next week.

WANT WANT WANT

For 5—five—of the best money spots in North and South Carolina, heart of the cotton and tobacco belts and Big Pay Roll Towns.

RIDE HELP—Chairplane, Merry-Go-Round and F-Wheel; good salary, all winter's work. Will book any worth-while Shows with own equipment and transportation. CONCESSIONS—All kinds Hanky Panks. Will also book Six Cat, Roll-Downs, Wheels, etc., except Bingo, Popcorn, Candy Apples and Grab. This week: Ellerbe, N. C.; Biscoe, N. C., Oct. 4 to 9; Robbins, N. C., Oct. 10 to 16; then Lamar, S. C., Community Fair followed by the big Timmonsville, S. C., Celebration. First Carnival in ten years. Get your winter bank roll here. Wire, write or come on. Address:

I. K. WALLACE ATTRACTIONS

I. K. WALLACE, Owner & Mgr. **NINA SCOTT, Gen. Agent**
c/o ROCKINGHAM HOTEL, ROCKINGHAM, N. C.

FOR
SALE

"LILA"

FOR
SALE

The Empress of the Ocean

THE WORLD'S FINEST MOTORIZED GRIND SHOW



Constructed at a cost of \$9,000.00, this beautiful show is complete in every detail. Can be operated by 2 people. A 33 foot specially built trailer with space for sleeping accommodations; contains a stainless steel tank in which LILA the Mermaid is presented in a lively bubbling tank full of water. This attraction established record grosses the past season and a half on the KING REID MIDWAY. Complete with gang plank, ticket boxes, all accessories and a 1947 Ford cab-over-engine tractor with 4,600 actual miles. Price with tractor, \$3,500. Price, trailer only, \$2,250.

KING REID SHOWS

WINTER QUARTERS

MANCHESTER CENTER, VERMONT

Presenting

ROBIN DELMAN

"Foremost Exponent of Trick Archery"

FEATURED IN

Sport Shows—Carnivals—Fairs—Clubs

Now Available

FOR FUTURE BOOKINGS

Direction: PAUL WENDEL

226 W. 47th Street, N.Y.C. 19 COLUMBUS 5-0264

WANT For WANT
RANDOLPH COUNTY FAIR, ROANOKE, ALA.

OCTOBER 4th THRU OCTOBER 9th

CONCESSIONS—Photos, Popcorn, Floss, Snow, Ballgames, Fishponds, Darts, String Games, Basketball, or any merchandise Slum Outfits. No Mitt Camps, P.C., Coupon Stores, or Wheels. RIDE HELP—Can place sober, reliable Help on Rides; must drive semi trucks.

All Replies To:

E. L. YOUNG, Mgr., ROYAL CROWN SHOWS
Attalla, Ala., this week; Roanoke following.

OPEN — SPACE — OPEN
TWO TOP ARKANSAS CELEBRATIONSDANVILLE FAIR
WEEK OCT. 11ENGLAND CELEBRATION
WEEK OCT. 18

LEGITIMATE 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, SEDAN, KANSAS

Allentown Red One for WOM
But Take Hits Under '47 Mark

(Continued from pag. 51)

out regard to appearance in order to squeeze in all of the tented units. Shows and rides were literally wrapped around trees, concessions and assorted obstacles. Nearly all flash features had to be sacrificed, including light towers, pylons and lighted arches.

Girl Shows Gets It

It would be hard to find a better spot for girl shows. As a result Joe Sciortino's units, *Vanities* and *Pandora*, and Elaine Kirby's *Club Ebony Revue* had prime locations facing the grandstand on the main midway which was frequently jammed with people to the point that movement was difficult.

Back after an absence of several years from the road and handling *Pandora* was Joe Casper, still remembered here for having topped the midway with a slapped-together unit called *Stella*.

The peddling of real estate by the fair took on land boom proportions. This year at least 80 concessionaires had to be turned down because of the lack of space, according to E. H. Scholl, president. Bernard (Bucky) Allen's units were spread out, and some operated in conjunction with Carl (Red) Barlow. Barlow, who just concluded a week's work at the York (Pa.) Fair, reported that event up to par, principally the result of the two final days which made up for a decline experienced during the early part of the week.

Allen Plans New Office

Allen's office, while lacking a file cabinet and typewriter, sports a television set and money counter, both late models, as well as a telephone. In the planning stage is a new wagon containing all of the necessary office fixtures, as well as a few superfluous ones. The traffic at Allen's wagon, where much of the shows' entertaining is done, is prodigious, since Bucky shares the handshaking assignments with Bergen.

Dada King, concession secretary, was ill here under a doctor's care. Also on the sick list was Elaine Kirby, of the *Club Ebony Revue*.

Francis Williams, Richmond, Va., auditor, was on hand for his usual late-season assisting of Ralph Smith, treasurer. L. T. (Pete) Christian left with Williams but failed to arrive when business caused his return to Richmond.

Walter K. Sibley, executive secretary of the National Showmen's Association (NSA) was on hand to discuss plans for future benefits. Also attending was Blanche Henderson, of the Ladies' Auxiliary, NSA, who set aside three days for a busman's holiday following the Mineola (N. Y.) Fair.

Dave Endy Visits

Dave Endy, operator of Endy Bros.' Shows, who is still dating this week in Binghamton, N. Y., after lucrative doings at the York (Pa.) Fair and before taking over next week the midway at the Bloomsburg (Pa.) Fair, also was on hand to let it be known that he abhorred having to break up his fair route by showing a city lot.

Bennie and Martha Weiss were on hand with three bingos. They were happier, despite good business, after they were assured that the hurricane had caused no damage to their palatial Miami Beach home. They also have units at Huntsville, Ala., on the Imperial and Hennies Bros. shows. Their season has six weeks to go, but son Jackie will cut it short to return to Miami University next week. Bennie volunteered the information that he was no longer interested in horses.

Max Gruberg came on from Philadelphia, where his unit is still playing lots, for a hurried visit. He reports

good business for the season. Willie and Mrs. Glick, of Baltimore, visited.

Campfield on Hand

Arthur Campfield, representing the canvas firm bearing his name, was on hand to view tents he recently delivered to the shows. He was accompanied by Alec Mitchell, dealer and appraiser of precious stones, who left his New York shop to give some thought to the initiation next week of Gene Autry into the Circus Saints and Sinners. Mitchell has authored several of the skits to be used in the ceremony.

Also on hand was Ike Eichleberger, jewelry salesman with a wide acquaintance among show folks, whose report on the season, based on his sales, indicates that money is a little harder to come by.

FOR SALE

Complete Monkey Speedway Show, ready to go. A flashy Show, 100 foot Banner Line, Banners, Bally Fences, Flags, Light Stringers, Lights, Sound Set for front, all Stakes, 50x75 Top, Poles, Wall, Stakes, Track, 8 Cars, extra Motors, 10 Monkeys, collar and chain broken, 2 sets of Mothers and Babies. In fact, nothing to buy to open the Show, it's ready to go. Will pay for itself in a short time. Ill health reason for this sale. Price, \$1,800.00. Have Semi Trailer, 22 ft., closed '41 Tractor, new motor, good rubber, \$1,200.00. Can be seen at following Fairs:

MICKEY MANSION

c/o GEM CITY Shows, El Dorado, Ark., week Sept. 27; Monroe, La., following.

WANT

Motorcycle Riders and Auto Drivers for Thrill Show. All winter's work in Cuba. Bill Cleveland, Travis Ward, answer. Also want Announcer and Clown. Drome Riders near Atlanta, Ga., contact

SAMMY LOWREY

or
HOMER GILLILAND
Johnny J. Jones Shows Atlanta, Ga.

FRANK ROONEY

WANTS

For Fairs and Celebrations and all winter's work in the Valley.
Wrestlers and Fighters. Curly Dober, Toughie Reeves, Lucky Mason, Ruddy Tibbets, Red Ryan, come on. Girl Show here, can place Wives. Can use good Colored Fighters or Women Wrestlers or any capable Boy. I have the best in Athletic Show equipment. A good place to get your winter B.R. Don't write, wire or come on.
FRANK ROONEY, c/o Texas Exposition Shows
Camden, Ark., Fair, Sept. 27-Oct. 2

W. E. ATTRACTIONS

"In Heart of the Cotton"

Can place a few clean Slum Concessions. Also Agents for office Concessions. Need Girl for Penny Pitch. Good opening for Grab and Pop Corn.

W. E. WEST, Owner

Cherry Valley, Ark., this week

FOR SALE

SMITH & SMITH CHAIRPLANE
With all new steel gears, including 22 sections iron fence, with 1940 Ford Truck, \$1,500.00. Sold with or without transportation. Smith & Smith Airplane Ride, like new, \$1,000.00.
PETER SCHWARTZ
853 Seventh Ave., N. Y. C. Circle 7-4521

FOR SALE

Snake Show, well framed. Can see it up and working Hamilton, Ohio, Fair. Also have Side Show complete which is stored in Baltimore. Will sell any part you want. Priced to sell.

GILBERT TRACEY

c/o GOODING SHOW, HAMILTON, OHIO

— IMMEDIATE DELIVERY —

Anatomical Wax Exhibit Life Show

— Also —

Complete Natural Embryological Exhibit

SCHLIESSER STUDIOS

5715 MELROSE AVE., HOLLYWOOD 38, CALIF.

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MARGO PEARL

To your interest, contact me at once. Write

A. K., Mgr.

P. J. Co., 1413 31st Ave.,
Gulfport, Miss.

Jesse James--or Is It? Steals Cuffo Space in Nashville

NASHVILLE, Sept. 25. — Jesse James caused considerable editorial shootin' in this Dixie metropolis this week. But most of the shootin' has been about him, rather than by him, as usually was the case in the outlaw's heyday.

Those close to the situation had little trouble discerning the fine English hand of Bill Naylor, press agent for Cavalcade of Amusements, pressed firmly on the trigger.

Jesse James (or the 101-year-old gent who lays claim that he is the internationally famous outlaw) is, "co-incidentally," a part of the Jesse James Show on the Cavalcade of Amusements, which furnished the midway at Tennessee State Fair here (20-25). Also co-incidentally, of course, a lively argument was fostered by both *The Nashville Tennessean* and *The Nashville Banner* on their respective front pages a couple of days before the fair's opening. Neither was quite certain, it seems, whether this was the real Jesse James. As a result, more than 600 natives were on hand at the depot when the centenarian arrived the day before the fair.

Several long-time citizens of this town "were positive" that this was the same Jesse James, the outlaw, who once used Nashville as a hideout.

But regardless, it all added up to considerable controversy and plenty of cuffo newspaper flack for the Wagner org, with the result the midway did better than satisfactory biz in the early stages of the fair, even tho attendance was off approximately 10 per cent from '47.

The org also received a fine publicity break in the form of an eight-column picture spread on the society page of *The Nashville Banner*, depicting a pair of debutantes and their boy friends visiting the midway. Euby Cobb and Mr. and Mrs. Floyd Hesse were hosts at a turkey dinner during the org's previous stand in East St. Louis, Ill.

EASTERN STATES DOWN

(Continued from page 36)

tions have played to hefty crowds thruout the week. The track was busy thruout the week with the presentation of Jack Kochman's Hell Drivers Monday and Tuesday (20-21), Joie Chitwood's Hell Drivers Wednesday and Thursday (22-23) and big car auto races, promoted by Sam Nunis Speedways, yesterday and today.

Lew Blackmon's Rodeo was featured nightly, beginning Monday, in the Coliseum. Dr. Edwin Franko Goldman and his band appeared thruout the engagement. All of the above attractions were presented at the exposition last year. George A. Hamid is the booker.

Improvements Continue

Many improvements were made to the grounds under the direction of Charles A. Nash, general manager, who last year began the task of rectifying the changes made by the army thruout its wartime occupation.

George Bernert, superintendent of concessions, again ran out of space prior to the opening of the annual. The sale of space here is based on the estimated attendance, and an effort is made to hold down the number of each type accepted to insure profitable operation. The fair required all beverages to be dispensed in paper cups this year to eliminate the hazard caused by empty bottles strewn across the grounds.

McNally's rides again were on the midway and scored one of their biggest days Monday, when all children under 12 were admitted free. No shows or game concessions are presented here.

CARNIVAL ROUTES

(Continued from page 39)

Lawrence Greater: (Fair) Statesville, N. C.; (Fair) Union, S. C., 4-9.
 Lottridge, Harry: Camilla, Ga.; Cairo 4-9.
 Magic Empire: (Fair) Newton, Miss.; Greenville 4-9.
 Majestic Greater: (Fair) Pelzer, S. C.; (Fair) Chester 4-9.
 Manning, Ross: (Fair) Danbury, Conn., 2-10.
 Marion Greater: (Fair) Kingstree, S. C.; (Fair) Moncks Corner 4-9.
 Marks, John H.: (Fair) Fayetteville, N. C.; (Fair) Bennettsville, S. C., 4-9.
 McBride Bros.: King, N. C.; Leaksville 4-9.
 McCall, Jim: Warrenton, Ga.; Adel 4-9.
 McKee, John: Piggott, Ark.; Manila 4-9.
 Meeker's: (Fair) Yakima, Wash.; season ends.
 Merit: North Waterford, Me.
 Merry Midway: Essex, Mo.
 Midway of Mirth: Caraway, Ark.; Monette, Ark., 4-9.
 Midwestern Expo.: (Fair) Imboden, Ark.; Cabot 6-9.
 Moore's Modern: (Fair) Senath, Mo.; (Fair) Marked Tree, Ark., 4-9.
 Mighty Page: (Fair) Warrenton, N. C.; (Fair) Spring Hope 4-9.
 Mighty Hoosier State: Greensburg, Ind.; Jeffersonville, O., 5-9.
 Model: Bentonville, Ark.
 Modernistic: Pearson, Ga.; Arlington 4-9.
 Mound City, No. 1: McGehee, Ark.
 Mullen-Conn: St. Pauls, N. C.
 Nelson, George W.: (Fair) Mountain View, Ark.
 Nessler: Neelyville, Mo., 27-Oct. 2; Lake City, Ark., 4-9.
 New Dixie: (Fair) Princeton, N. C.; (Fair) Roseboro 4-9.
 Nolan, Larry: Cottonwood Falls, Kan.; Fairview, Okla., 4-8.
 Olson Greater: Edmore, N. D., 27-29; Buxton 30-Oct. 2.
 Omar's: Crowell, Tex.
 Orange Blossom: Morgantown, Ky.; South Pittsburg, Tenn., 4-9.
 Orange State & Ted Lewis: (Fair) Benson, N. C.; (Shrine Fair) Savannah, Ga., 4-9.
 Page Bros.: (Fair) Ashland City, Tenn.; Springfield 4-9.
 Page, J. J.: Mullins, S. C.; Dillon 4-9.
 Palmetto Expo.: Ellenton, S. C.; Norway 4-9.
 Paul's Am. Co.: Marshall, Ark.
 Peerless Celebration Am.: Moorefield, W. Va.; Durbin 4-9.
 Penn Premier: (Fair) Sanford, N. C.; (Fair) Goldsboro 4-9.
 Peppers All-State: Winfield, La.; Bastrop 4-9.
 Perry, Jack J.: (Fair) Asheboro, N. C.; (Fair) Shelby 4-9.
 Pike Am.: (Fair) Brinkley, Ark.
 Pioneer: Hancock, Md.
 Playtime: Advance, Mo.
 Pleasureland: Trenton, Tenn.; Brownsville 4-9.
 Powelson Greater: Sabina, O.
 Prael's Broadway: (Fair) Rocky Mount, N. C.; (Fair) Henderson 4-9.
 Purvis: (Fair) Lively, Va.; (Fair) Powhatan 4-9.
 Queen City: Pataskala, O.
 Raftery, James M.: Plymouth, N. C.; (Fair) Littleton 4-9.
 Raines Am. Co.: (Fair) Clarksville, Ark.
 Roson, H. B.: Selmer, Tenn.
 Rogers Greater: (Fair) Huntington, Tenn.; Lexington 4-9.
 Royal American: (Fair) Oklahoma City, Okla.
 Royal Crown: Attalla, Ala.
 Royal Expo.: (Fair) Sparta, Ga.; (Fair) Easton 4-9.
 Shan Bros.: (Fair) Elberton, Ga.; (Fair) Canton 4-9.
 Shugart, Doc. & Son: Wolfe City, Tex.
 Smith Am. Co.: (Fair) Pittsburg, Tex.; (Fair) McKinney 5-9.
 Smith, Casey: Davis, Okla.
 Smith, George Clyde: Newe, Va.; Blackstone 4-9.
 Snapp Greater: Texarkana, Tex.
 Southern Am. Co.: Franklin, Tex.
 Southern Valley: (Fair) De Ridder, La.; (Fair) Olla 4-9.
 Sparks, J. A.: (Fair) Murphy, N. C.
 Strader, M. A.: Boise City, Okla.
 Stafford's United: Indianapolis, Ind., 29-Oct. 10.
 Standard Am.: Merigold, Miss.
 Stephens, C. A.: Pilot Mountain, N. C.; Mayodan 4-9.
 Strates, James E.: (Fair) Danville, Va.; (Fair) Charlotte, N. C., 4-9.
 Stumbo, Fred R.: Anderson, Mo.
 Sunflower State: Mangum, Okla.
 Sunset Am. Co.: (Fair) Clarinda, Ia.; Excelsior Springs, Mo., 4-9.
 Sutton, Frank: (Fair) Gideon, Mo.
 Tassell, Barney: Brookneal, Va.
 Texas: Staton, Tex.
 Texas Expo.: Camden, Ark.
 Thomas Am.: Walkerton, Ind.
 Tidwell, T. J.: (Fair) Lamesa, Tex.; Levelland 4-9.
 Tinsley, Johnny T.: Conyers, Ga.
 Tip Top: Thorpe, Wis., 1-3.
 Tivoli Expo.: Earle, Ark.
 Tri-City Rides: Davenport, Ia.
 Turner Bros.: Lawrenceburg, Tenn.
 20th Century: Sedan, Kan.
 Twin City: Webb City, Mo.; Aurora 4-9.
 United Expo.: Magnolia, Ark.; Leesville, La., 4-9.
 Utah Expo.: Silver City, N. M.
 Victory Expo.: Altus, Okla.; Iowa Park, Tex., 4-9.
 Virginia Greater: Williamston, N. C.
 Vogt's Southern Am.: Franklin, Tex.; Hempstead 4-9.
 Wade, W. G.: (Fair) Kalamazoo, Mich.; LaGrange, Ind., 5-9.
 Wallace Bros. of Canada: (Fair) Leamington, Ont., Can.; (Fair) Simcoe 4-7.
 Wallace Bros.: Greenville, Miss.
 Wallace, I. K.: Ellerbe, N. C.; Biscoe 4-9.
 Wallace & Murray: Cochran, Ga.; Vidalia 4-9.
 W. E. Attrs.: Cherry Valley, Ark.
 West Coast: Madera, Calif.; Pittsburg 5-10.
 Wheeler, Eddie L.: Fairburn, Ga.
 Wolfe Am. Co.: (Fair) Pickens, S. C.; (Fair) Lavonia, Ga., 4-9.
 World of Pleasure: Fort Wayne, Ind.; Oak Harbor, O., 6-9.
 World of Today: Muskogee, Okla.
 Young's Am. Co.: Milan, Ill., 30-Oct. 2.



Coming Events

ARKANSAS
 Marvell—Farmers Community Fair, Sept. 29-Oct. 2. W. Sam Cooke.

CALIFORNIA
 Hemet—Farmers Fair & Festival, Oct. 6-10. Fred M. Bruderdin.
 King City—King City Stampede, Oct. 3. R. E. Garner.
 San Francisco—Nat'l. Livestock Expo. at Cow Palace, Oct. 29-Nov. 7. Carl Garrison.

COLORADO
 Center—Potato Show, Oct. 14-16. W. O. Sauder.
 Las Animas—Harvest Show, Oct. 7-9. Bruce G. Whitmore.

GEORGIA
 Augusta—Feeder Calf Show & Sale, Oct. 6. Hillery H. Mangum.

ILLINOIS
 Taylorville—Soy Bean Festival, Oct. 7-8. Ralph Trost.

INDIANA
 Ladoga—Am. Legion Barbecue, Sept. 29-Oct. 2. Harry R. Skinner.
 LaGrange—Corn School, Oct. 4-9. Merle V. Rawson.
 Roann—Booster Days, Sept. 30-Oct. 2. Donald E. Yike.

IOWA
 Keokuk—Jr. Chamber of Commerce Celebration, Oct. 4-9. Bob Seabold.

LOUISIANA
 Opelousas—Louisiana Yambilee, Oct. 6-7. Jack Tessier.

MARYLAND
 Baltimore—Better Homes Expo., 5th Regt. Armory, Sept. 24-Oct. 3. Jos. Brooks, 808 Fidelity Bldg.

MICHIGAN
 Scottville—Harvest Festival, Oct. 7-8. Wm. A. Pratt.

MINNESOTA
 Duluth—Shrine Circus, Oct. 18-24. Wallace A. Tengquist, 201 E. First St.
 South St. Paul—Junior Livestock Show, Oct. 11-14. J. S. Jones, 478 St. Peter St.

MISSISSIPPI
 Poplarville—Livestock Show, Oct. 21-23. J. M. Sinclair.

MISSOURI
 Cardwell—Community Fair, Oct. 10-17. W. D. English.
 Dexter—Fall Festival & Agri. Show, Sept. 27-Oct. 2. Thos. J. Ross.
 Eldorado Springs—Tri-Co. Fair & Festival, Oct. 1-2. Thos. W. Snodgrass.
 Hannibal—Fall Celebration, Sept. 27-Oct. 2. F. T. Russell.
 Pleasant Hill—Street Fair, Sept. 29-Oct. 2. F. E. Kuhn.
 Stover—Fall Festival, Sept. 30-Oct. 2. J. L. Stevinson.

NEW YORK
 New York—Nat'l. Plastics Expo. Sept. 27-Oct. 1. Wm. T. Cruse, 295 Madison Ave.
 New York—New York Antiques Fair, Oct. 18-23. C. J. Nuttall, 660 Madison Ave.
 New York—Nat'l. Business Show, Oct. 25-30. Edwin O. Tupper, 30 Vesey St.
 New York—Madison Square Garden Rodeo, Sept. 29-Oct. 18. Frank Moore.
 Rochester—Better Homes Show, Oct. 16-23. Frank Dubinsky, 1123 Commerce Bldg.
 White Plains—Better Homes Expo, Oct. 11-17. J. C. Bailey.

NORTH CAROLINA
 Asheville—Folk Festival, Sept. 30-Oct. 2. Chamber of Commerce.

OHIO
 Bradford—Pumpkin Show, Oct. 12-16. W. O. Sargent.
 Circleville—Pumpkin Show, Oct. 20-23. Ned H. Dresbach.
 Hebron—Fall Festival, Oct. 7-9. Mrs. Ralph Voorhees.
 Ripley—Farmers Festival, Oct. 21-23. E. F. Drake, P. W. Brookbank.
 Sabina—Fall Festival, Sept. 28-Oct. 2. Floyd L. Hollenbeck.
 Utica—Harvest Homecoming, Sept. 30-Oct. 2. Jack Spillman.

OKLAHOMA
 Alva—Homecoming, Oct. 16. E. S. Lemley.
 Tahleah—Halloween Carnival, Oct. 30. Ed. Foster.

PENNSYLVANIA
 New Holland—Farmers Day, Oct. 7-9. George D. High.
 Philadelphia—Gift Show, Sept. 27-Oct. 1. George F. Little, 220 5th Ave., New York.
 Philadelphia—Frozen Food Institute, Oct. 12-14. Robt. Ehrman, 90 W. Broadway, New York.

SOUTH DAKOTA
 Rapid City—M. Day Celebration, Oct. 1. Guy E. March.
 Sioux Falls—Viking Days, Oct. 15-17. Allen Farley.
 Sioux Falls—Tepee Day, Oct. 8-9. Ray L. Anderton.

TEXAS
 Gilmer—East Texas Yamboree, Oct. 28-30. Joe B. Harper Jr.
 Kilgore—East Texas Indust. Expo. Sept. 25-Oct. 3. H. K. Carrington.
 Lufkin—Texas Forest Festival, Sept. 27-Oct. 2. Ed. Holden.

George Brown Dies In Auto Accident

BROCTON, N. Y., Sept. 25.—George Edward Brown, 35, ride foreman on the Buffalo Shows, was killed instantly when struck by a car while crossing U. S. Route 20 in front of the show lot here Tuesday (21). The driver of the car, which was wrecked, told State police he struck Brown in avoiding another pedestrian. The driver was released.

Chaurauqua County Coroner Theodore Morse said Brown suffered a broken neck, broken jaw, fractures of both legs and a crushed shoulder. His body was taken to Philadelphia by relatives.

American Carnivals Association, Inc.

—By Max Cohen—

ROCHFSTER, N. Y., Sept. 25. — We closed our annual visitation program with a visit to Jones Concessions at Sea Breeze, N. Y., September 12. Total number of visits this year was 89.

Personnel membership standings are James E. Strater, 250; Cavalcade of Amusements, 156; B & C Exposition, 102; O. C. Buck, 100, and Penn Premier, 81.

A memorandum on the annual meeting in Chicago November 29 to December 2 has been mailed to officers, directors, past presidents and associate counsel.

The War Assets Administration's catalog lists the following items for resale: Steel, aluminum, hardware, office, kitchen and industrial equipment, electrical equipment, paints, oils, greases and fire extinguishers.

In line with consideration being given by the Federal government to reduce various excise taxes, including admission taxes, many States and cities are planning the imposition of such taxes. Member shows are urged to exercise caution in connection with 1949 contracts to make suitable provision for absorption and payment of such local taxes which may be imposed.

Walter Schafer, press agent for B & C Exposition Shows, sends along some interesting publicity items as put out by his organization.

MILWAUKEE CELE

(Continued from page 36)

Captain Shaw, the Aerial Matthews, the Three Milos and the Hollywood Skyrockets.

Variety in Ground Acts

Ground acts were Rollini, roly-boly; the Enricos, hand-balancing and juggling; Evans Brothers, slack wire; Chuck Brown, comedy bar; King Reynolds, tight wire; Egon Troupe, trampoline; Mel Hall, unicycle; Tilton-Heerdink, bar act; Faith King's dogs and ponies, and Tom Tell's dogs and ponies.

Clowns were Rinaldo, Joe Coyle, Wally Mats, Hop Green, George Bates and Chet Kohr. The clown bands were those of Rollie Heim, Bill Koch and Joe Filo.

WEST VIRGINIA

Kingwood—Buckwheat Festival, Oct. 7-9. Elene M. Hersman.
 New Martinsville—Regatta, Oct. 2-3. N. N. Oblinger.

WISCONSIN

Madison—Junior Livestock Expo, Oct. 26-28. Arlie Mucks, Agri. Hall, Madison.

CANADA

Lindsay, Ont.—Internat'l. Plowing Match, Oct. 12-15. J. A. Carroll, Toronto.
 Ottawa, Ont.—Winter Fair, Oct. 25-29. H. H. McElroy.

Why Don't Operators Have Voice in Conduct of RSIA Business? Asks Sefferino

Pitches for Practical Rollermen on Advisory Board

CINCINNATI, Sept. 25.—"I recently had a letter seeking a contribution toward support of the newly formed Roller Skating Institute of America," writes C. V. (Cap) Sefferino, of Sefferino's Rollerdrome here. "So far I have not mentioned the matter to my brother, Bill, nor do I propose to do so until I become better acquainted with who is who and what is what.

"The idea is a wonderful thought on which I had quite a bit of information more than a year ago from its originator, Victor J. Brown, of New Dreamland Arena, Newark, N. J., but since the time I talked with him on the subject, a lot of water has passed under the bridge.

"The plan, as I understood it, called for unified co-operation involving three groups, the Roller Skating Rink Operators' Association of the United States, the United Rink Operators, and the manufacturers and distributors. Since the time the plan was unfolded to me, I have noted that while everyone seems to agree that the plan is wonderful, it also appears that everyone, with the exception of the fellow who thought of it, either wants credit for the idea or wishes to assume the responsibility of putting it into effect.

Left Him Cold

"For instance, a recent article in *The Billboard* was so misleading that the writer, whoever he was (Editor's note: *The Billboard's* Washington correspondent, who apparently reported what the URO told him transpired at its 1948 convention), succeeded in creating the impression that the idea was the brainchild of the URO and was to be supported by quite a contribution from one of our larger skate manufacturers. Altho this impression was later corrected by a New York advertising concern, it left me cold as to the sincerity of effort toward future co-operation of the rink operators which I feel is vital to the success of the plan.

"Later on a series of articles written by Grant L. Fuller, of Roll-Away Skate Company, also left me cold and with the impression that he has been appointed or has assumed the directorship of the plan, assisted by Max Hyde, of Hyde Athletic Shoe Company, and Joseph Shevelson, of

Chicago Roller Skate Company.

"Mr. Fuller chose to open the campaign still short of its financial goal by referring to the many helpful articles written for *The Billboard* on rink management by some of our practical rink men or assistants as crackpot ideas. I suppose this would include Perry Rawson, who has been active. Mr. Fuller also advanced the suggestion that allotting quite a bit of the money appropriated to stimulate the sale of sidewalk skates is the complete answer to problems of rink management.

Advances Two Reasons

"Now if this water that has flowed under the bridge is the key to harmony and success, I do not believe I would care to participate in the plan in any capacity. There are two reasons for this attitude which I believe to be warranted. First, while I gladly concede that Fuller, Hyde and Shevelson are outstanding men, both as to personal integrity and business ability in their respective fields, I respectfully submit that when a man has a pain in the neck he certainly does not send for a plumber to correct his ill. Secondly, while I concede that the idea of keeping the juvenile skate-minded thru stimulation of the sale of street skates bears quite some merit, I do not concede that it is a major factor in successful rink operation.

"To be perfectly frank, we often use the thought over the mike and in newspaper ads that it is far less dangerous when parents send their children to our rink for their skating pleasure rather than to allow them the freedom of the city streets.

"Then, too, I feel that just as the rink operator advertises what he has for sale at his own expense, so should the manufacturer use his own resources to advertise what he has for sale if he wishes to balance the effort of the operator. This particular item I believe to be entirely the responsibility of the manufacturer, and while I agree that a better coverage of the product thru advertising should prove of some benefit to the operator in future business, I maintain it is but a minor detail in the vast structure of a successful rink-operating formula.

"So then, if we are able to have (See *Why Don't* on opposite page)

Trimmed Summer Schedule Hypos Take for Kallio

MONROE, La., Sept. 25.—A reduced summer operating schedule this year has paid off for Gus Kallio, operator of the Kallio Arena Skating Rink here, the owner reporting that his Friday-Saturday-Sunday night schedule produced more business during the past summer than did full-time operation in previous years.

In preceding years Kallio operated nightly except Tuesdays (devoted to wrestling matches) and found that summer business always slumped because of competing outdoor sports. This year's schedule resulted in a concentration of patrons on the three nights and, Kallio believes, brought additional business because "many patrons do not care to skate unless there is a good crowd on the floor."

Kallio, a native of Finland and former wrestler, left August 11 by air for a trip to Helsinki to visit his 80-year-old mother.

He returned two weeks later to begin remodeling work on the rink. When the Arena rink opens this fall it will sport a balcony for spectators. In the past spectators have been admitted to the rink free, but it is now Kallio's intention to charge them a small fee. The remodeling work is a continuation of a long-standing Kallio policy.

Crowd of 900 Greet Van Horn Reopening

MINEOLA, N. Y., Sept. 25.—Mineola Skating Rink, last of the metropolitan New York rinks to stage a fall reopening, began its 15th season Wednesday night (22) with some 900 skaters on hand. Main first-night attraction was a trio voodoo contest for which \$45 in cash prizes had been advertised.

The skater's original operators, Earl Van Horn, Inez Van Horn and Harry Bickmeyer, continue in charge.

Among guests at the debut was Wally Kiefer, former operator of now-closed White Plains (N. Y.) Rink.

300G Kleinman S. I. Skatery Nearing Debut

NEW DORP, N. Y., Sept. 25.—Harry Kleinman, of Staten Island, N. Y., announced today that the roller skating arena he has had under construction in New Dorp, S. I., for the past year should be open for business before Christmas.

Designed by Matthew Lizer, well-known architect, the rink (as yet unnamed) is of modern, luxurious design. Its features include 100 per cent fireproof construction of structural steel and brick, an 86 by 206-foot skating surface, spacious club-rooms, showers for male and female skaters and employees, upholstered chairs, and an \$8,000 lounge carpet.

John T. Swanson, of New York, is laying the floor. Cost of construction to date is in excess of \$300,000.

Skate Dance Book Prepped by RSROA

DETROIT, Sept. 25.—A new dance book prepared by the Roller Skating Rink Operators' Association of the United States was sent to press this week. It is scheduled for distribution in late October. The book will be titled *Roller Skate Dancing*. It is the result of research done over the past five years in annual conferences of the RSROA and the Society of Roller Skating Teachers of America, according to Fred A. Martin, RSROA secretary. Latest information on tests and competition will be included.

A feature of the book will be a new dance, Society Blues, said to be a simple step designed for use by crowds in rink skating. It is expected to match the straight waltz in popularity, according to Fred H. Freeman, Medford, Mass., of the RSROA amateur and professional relations committee, who sat in on the 1948 professional conference at Cleveland.

Distribution of the new book, which will retail for \$1, will be thru RSROA national headquarters here. It is a 128-page illustrated volume.

AOW Predicts Record Gate For Speed Skating Season

ELIZABETH, N. J., Sept. 25.—With the prediction that this season's race events will draw crowds surpassing the 15,000 who attended 1947-'48 competitions in America on Wheels rinks, William Schmitz, general manager of the chain, tees off the third year of racing tonight at Hackensack (N. J.) Arena.


This year's inter-rink league already is over last year's mark in enrollment of contestants, Schmitz reported. Stiffened competition from the Twin City Club of Twin City Arena here is expected this year by reason of the transfer of the Perth Amboy (N. J.) Arena club to Twin City. Last year the Mount Vernon (N. Y.) Arena and the Hackensack clubs had an easy time of it in finishing one, two. To date Twin City has enrolled 22 competitors in its speed division, with Mount Vernon and Hackensack trailing in that respect. New AOW rinks at Paterson, N. J., and Alexandria, Va., will have entries in the racing league.

AOW has also reshuffled its administrative staff for racing, with Jack Edward, formerly director of speed, being named chairman of an AOW racing commission. This group will meet periodically to plan competition improvements and handle administrative details. Leonard Kle-

ker, formerly coach of the Perth Amboy team, has been named a judge on the new panel, along with Richard Cwirko, of the Hackensack club, timekeeper, and Patricia O'Leary, daughter of the Twin City organist, lap and track girl.

Plans have been laid for inclusion of international-style hockey in this year's AOW program, but the game is currently only in the practice stage. Hockey competitions are expected to begin late this month and continue thru May, 1949. Charles Lanzotti and Frank Johnston have been named hockey referees.

Shoe



No. 886

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

Skates

For the Coming Season.

A large variety from Beginners' Low Price Outfits to Custom Built Dance Skates.

Write for NEW BOOKLET — enclose 10c.
"Secrets of Rink Skating"

CHICAGO ROLLER SKATE CO.

4427 W. Lake St. Chicago 24, Ill.
Manufacturers of all kinds of Roller Skates

The First Best Skate



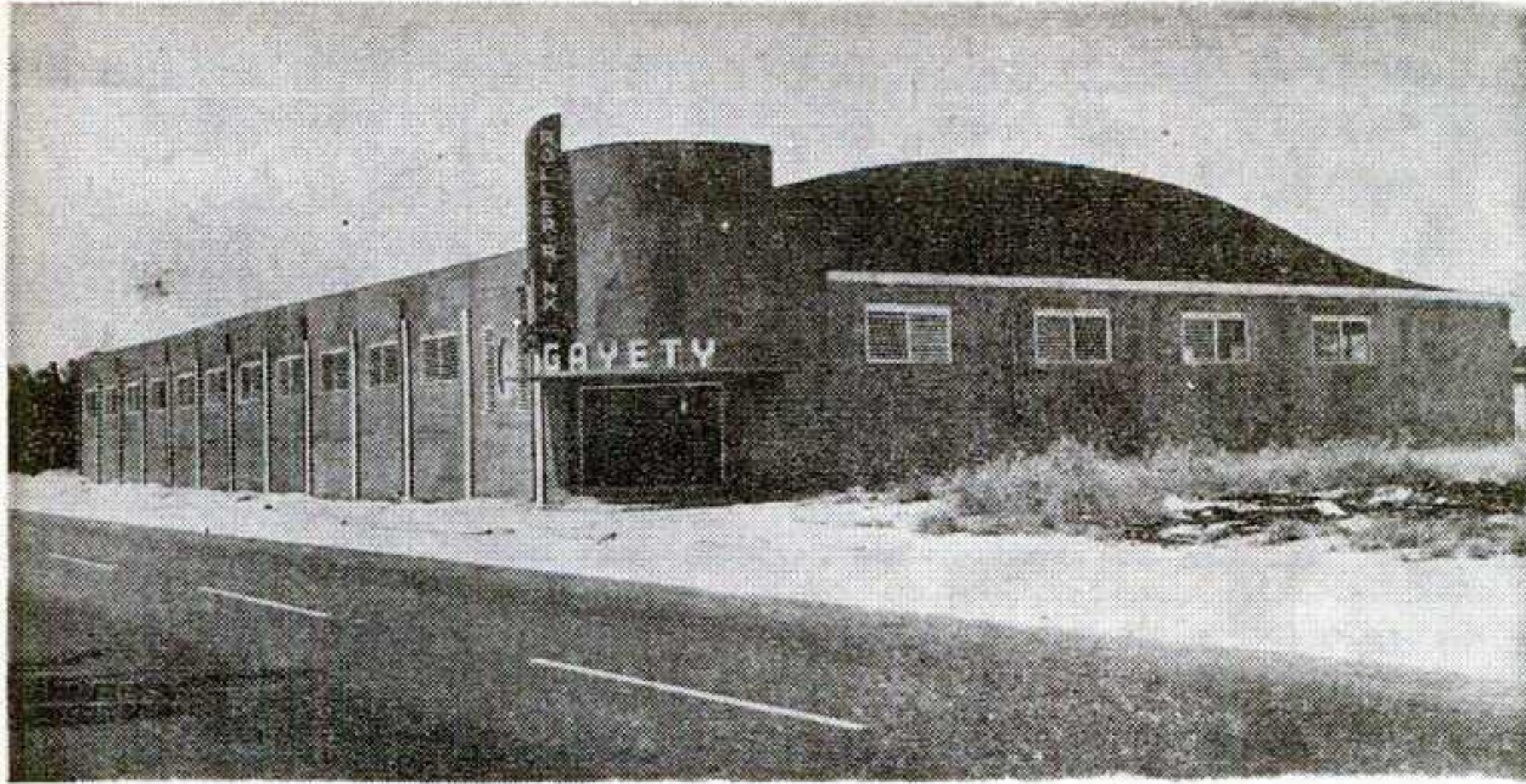
No. 101

QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1881

23012 Ravenswood Ave. Chicago, Ill.

The Best Skate Today



OPENING RECENTLY in West Palm Beach, Fla., was the new \$100,000 Gayety Roller Rink, operated by Reba Chalfonte and her sister and brother-in-law, Mr. and Mrs. W. D. Keeter, who until recently owned and operated the Lake Worth (Fla.) Roller Rink. Said to be one of the largest rinks in Florida, the 100 x 175-foot building houses all modern conveniences, including a beginners' room. The building is also expected to be used as a convention hall.

Why Don't Operators Have Voice in Conduct of RSIA?

(Continued from opposite page)

complete harmony and a successful institution, I would certainly like someone to enlighten me as to what has become of the voice of the rink operator in an advisory capacity to

this advertising concern. What has happened to the actual father of the plan? Has he passed away or has he just given up in disgust? Why should the practical and brilliant mind of Fred Freeman lay idle? Why should not the experience and ability of Fred Martin, Perry Rawson; Mr. Kelly, of Philadelphia, a newspaperman in his own right, and many others of successful background be put to use. Of a certainty, the ideas of Earl Van Horn should prove of untold value.

"I suppose that my mention of Earl Van Horn will cause a great many eyebrows to lift, but it should be remembered that while I doubt that Van Horn and I ever will be reconciled over the split of the RSROA, I have always rated him one of the top operators of our generation. And I say that he certainly deserves consideration when the plans of this campaign are being formulated.

"For the past 10 years I have been a member of the RSROA, which under the leadership and the fighting spirit of Victor Brown has accomplished more for the advancement of roller skating than any other group or institution that has ever existed. I have watched it raise and spend better than \$200,000 for the cause, this coming in an overwhelming percentage from the rink operator. As far as I am concerned, I believe in Victor Brown and the RSROA, and because of this belief I have tried in my small way—just as all the operators have to the best of their ability—to meet my obligation to this fine organization.

"Undoubtedly Van Horn and the URO have contributed great sums of money in a like effort to popularize the sport and stabilize business, and whatever the effort of the organized operators have accomplished for the good of the business in this city is certainly appreciated.

"So then, if there is to be a unified effort and complete co-operation, if the rink operators can lay aside their personal animosity for the time being, I believe that an advisory board to this advertising agency, headed by Victor Brown with representation from both operator bodies and the manufacturers and distributors, could sit down together and thru mass thought and planning easily find the best and most efficient formula to sell roller skating—and I mean roller skating exclusively—to the general public.

"Under such conditions I would do everything I could possibly do in support of the idea which I believe to be terrific."

Wallace, Latin "Vanities" Click At Chi Stadium

(Continued from page 4)

star and doesn't let down one minute, showing plenty of ability and a smile that sells. She gets the best help in years from several other competent principals, best of whom are Norman Latin, dark-haired lad, who shows top figure skating form, both solo and in a ballroom duo; Peggy Wallace, who shows promise of becoming a king-size facsimile of la Nord; Tony Mirelli, a fine comedy and speed acrobatic lad; Rose Piccola, a lissome blonde, who showed well in duo and trio work, and Count LeRoy, Negro skate tap dancer, who grabbed the biggest response of the night with his precarious rambling atop a tiny pedestal.

Show has topnotch straight vaude acts in Boy Foy, juggler, who works atop various sized unicycles, and the Three Craddocks, who have enlivened their knockabout comedy acro stint greatly since seen last. The Craddocks also worked on skates for a Pansy, the Horse, number.

Show is well paced with all types of skating included, plus plentiful portions of novelty and comedy. Ben Schwartz's music book is excellent, with backing on all numbers pertinent to the theme. Emsee-singers Dick Finney and Nat Sibold and chirp Angele Bonne helped over-all production with their vocal efforts. On night caught, Stadium electricians were half asleep, especially on production numbers, covering only half and sometimes a third of the floor with their eight spots. Johnny Sippel.



ROLLER DERBY SKATE CO. 4533 Payne Ave. Cleveland 3, Ohio

AMASPRO RINK GRIP

The MIRACLE

PLASTIC FLOOR RESURFACER

Eliminates dust and preserves the floor. Enthusiastic and satisfied users throughout the United States say AMASPRO RINK GRIP is the most outstanding surfacer they have ever used. Ask for it by name.

AMASPRO RINK GRIP FOR COMPLETE INFORMATION WRITE TODAY.

The AMERICAN ASBESTOS PRODUCTS CO.

8001 Franklin Avenue Cleveland 2, Ohio

ICE ARENA FOR SALE

IN NORTHWEST

Ice Surface, 75x161 Ft.

Seats 1300

Completely Equipped

Built in 1944

TOTAL PRICE, \$45,000

Write Owner

KARL MEHNER

Ice Bowl, Bremerton, Wash.

MAPLE FLOORING

Ready for Immediate Delivery

GILASH SHOES

Wholesale Rink Supplies

WARNOCO AMUSEMENTS

1403-47 Second Greeley, Colo.

SKATE CASES AT A NEW LOW

★ STEEL CASES (Metal Over Wood) — Assorted color combinations. Finest made. \$29.64 Doz. Sample, \$2.47.

★ ALL ALUMINUM CASES — "The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$36.00 Doz. Sample, \$3.00.

L & L PRODUCTS

7019 Glenwood St. Chicago 26, Ill.

Distributors of Helder Products, Midwest, and Skating Rhythm Records, Champ Skate Brakes, Rawson Books, Skaters' Jewelry, Stickers, Laces, etc.

Write for Price List

WE BUY AND SELL

New and Used Rink Roller Skates

Advise Make, Sizes, Condition and Quantity. Also Best Price.

JOHNNY JONES JR.

51 Chatham St. PITTSBURGH, PA.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write

PERRY B. GILES, Pres. Muskegon, Mich.

Curvecrest, Inc. Originator and Sole Distributor.

FOR SALE

Complete Skating Equipment for Roller Rink

JOHN DWYER

630 Hillside Ave. Franklin, Pa.

Phone: Franklin 506-G

The Most Famous RINK SKATES in the world

Advertised to many millions in the Official Roller Derby competition. Manufactured to highest quality standards.

MODEL "B" ROL-O-WAY Precision Dance Skates with the Patented Cushioning.

FOR SALE

One of South California's finest and largest Outdoor Rinks. New plastic floor that stands up under real wear. Over 14,000 square feet of skating surface, 2 large Buildings housing Skate Room, Wardrobe, Concession and modern Washrooms. 125 pair of Shoe rentals, 400 pair Rink Skates, extra large Electric Cooler, 2 Cash Registers, Coffee Makers, Display Case, Grinder, plenty of Tools, \$2,000.00 worth of new Skates and Supplies. We skate all year around out here in this wonderful climate. Will sell all for \$18,500.00, including a Model B Hammond Organ with Speakers. Reason for selling, other business requires all of my time. Terms may be arranged.

THE BILLBOARD BOX D-60 CINCINNATI 22, O.

PORTABLE ROLLER RINK
Flameproof Tent 42x92, Olive Green trimmed in Red and Blue, Hard Maple Floor, 130 pair Chicago Skates, Stromberg-Carlson Amplifier, Webster Record Changer, Mike, 2 large University Horno driver type Speakers, Skate Boxes, Benches, Hand Rails, Telescopic Steel Center Poles, Drink Stand, Parts, Records, etc. Entire Rink new July, '47, stored all winter. Now operating. Price, \$5,000.
E. F. SMITH
GENERAL DELIVERY, CANTON, TEX.

SKATING RECORDS
with
STANDARD DANCE TEMPOS
Write for Complete List
SKATING RHYTHMS RECORDING CO.
P. O. Box 1838 Santa Ana, Calif.

DISCOUNTS
ON RAWSON'S SKATING BOOKS
10 to 19 Books, 10%; 20 to 29, 20%; 30 to 49, 30%; 50 and over, 40%.
RAWSON ASSOCIATES
Box 310, Asbury Park, N. J.

FOR RENT
HAMMOND ORGAN, Model B, D.X. 20 Speaker. Iowa, Dakotas, Minnesota, Wisconsin, Nebraska only.
WILLIAMS AND LEE
464 Holly Ave. St. Paul, Minn.

ORGANIST
Wanted for a large roller skating rink. Must be dependable. Male or female. Write all details, state minimum salary.
BOX #D-66
The Billboard Cincinnati 22, O.

ROLLER RINK MANAGER
Must be able to take complete charge of rink — married couple preferred. Permanent job for right party. Good salary. State previous experience, age, etc.
BOX D-67
The Billboard Cincinnati 22, O.

FOR SALE
Portable Roller Rink, good condition; new Tent, 40'x90'; complete P.A. System; Chicago Clamp Skates, 30 pr. new, 65 pr. A-1 shape; floor in sections. Price \$2850.
B. S. ORR
224 Kings Highway Murfreesboro, Tenn.

WANT TO LEASE
Until April — Sixty (60) pair Roller Skates. Assorted sizes. Good condition. Write full particulars to
BOX D-65, The Billboard, Cincinnati 22, Ohio.

Quality—Style—Price

All Extra Heavy Mountings

Hustlers and all stone ring workers, buy direct from one who understands your needs!



#B404 PER DOZEN \$22.50
1/20 12K Gold Filled Large white stone center, two ruby colored or all white.



#B406 PER DOZEN \$20.00
1/20 12K Gold Filled White center stone in massive setting, 3 ruby colored stones each side



#B402 PER DOZEN \$18.00
1/20 12K Gold Filled White center stone set on sterling top, ruby colored stone each side.



#B515 PER DOZEN \$16.00
1/20 12K Gold Filled White, red and birth stone color Baguette sides.



#B632 PER DOZEN \$23.00
1/20 12K Gold Filled White stone center 5 ruby colored side Without side stones. #B410, \$18.75 Doz



#B408 PER DOZEN \$21.00
1/20 12K Gold Filled Fine tailored mounting, all white stones



#B400R PER DOZEN \$18.00
1/20 12K Gold Filled Large white center with side stones. Without side stones. #B400, \$15 per doz



WEDDING SET 1/20 12K Gold Filled \$9.00 PER DOZEN



#B528 En engagement ring Large center stone, 4 side stones. \$6.00 PER DOZEN

10 days money-back guarantee if rings not as represented or unsatisfactory in any way. Just return rings in same condition received for full refund.

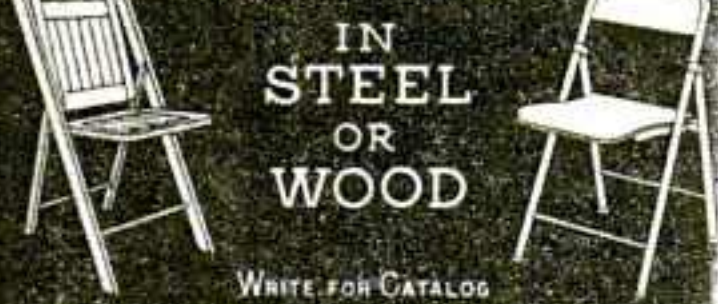
SAMPLES—Dozen or Half Dozen Your Choice—Regular Price. Order the Sizes You Need All Orders Shipped Same Day.

TERMS: C O D Money Order or Check

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BACK SHEET MUSIC TO 1850—BALLADS, Rags, Comic, Novelty Songs, everything. List, 10c. Fore's, L3151 High, Denver 5, Colo. oc23

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AGENTS, PITCHMEN, DEMONSTRATORS—Make and sell Quickmend Solder anywhere. Mends with match. Women buy on sight. Cost 2c, sells 60c. Sample and literature, 50c. Western Chemical, Salem, Ore. oc9

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BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only. \$2 brings \$5 samples returnable. Free illustrated folder on request. Wonderland Studio, Inc. P. O. Box 709B, St. Petersburg, Fla. oc9

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IF YOU CAN SELL TAVERNS—WE HAVE 3 hot numbers, Midwest, Box 412, Bloomington, Ind.

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MAKE \$20 A DAY! COMPLETE LINE, DOOR Name Plates, Knockers, Numbers. Write Hub-Jump 337 K Congress Boston Mass. oc30

MAKE SENSATIONAL PROFITS!—NEW, SELLING on sight Plastic Line: Tablecloths, Aprons; many other splendid fast-selling items, novelties. Postal brings free details; special deals. Hurry! Royalty, Box Y-748, Tassale, N. J. oc30

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RED HOT COMIC XMAS CARDS—50c WILL bring you sample set. Mid States Sales, P. O. Box 412, Bloomington, Ind. oc9

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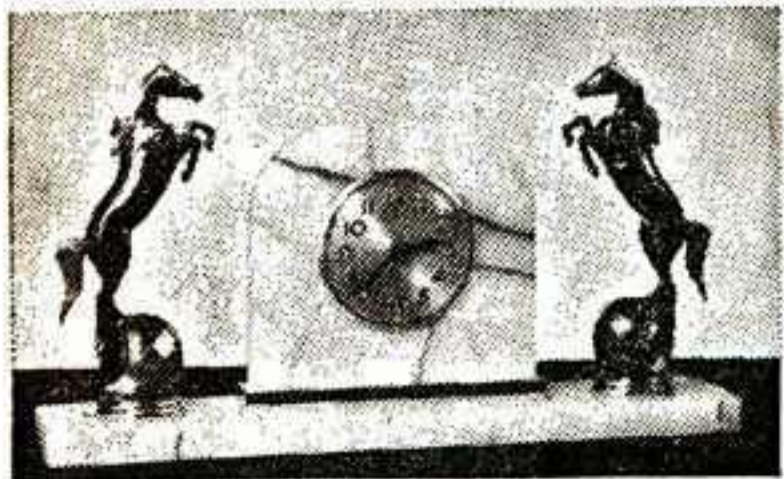
ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.



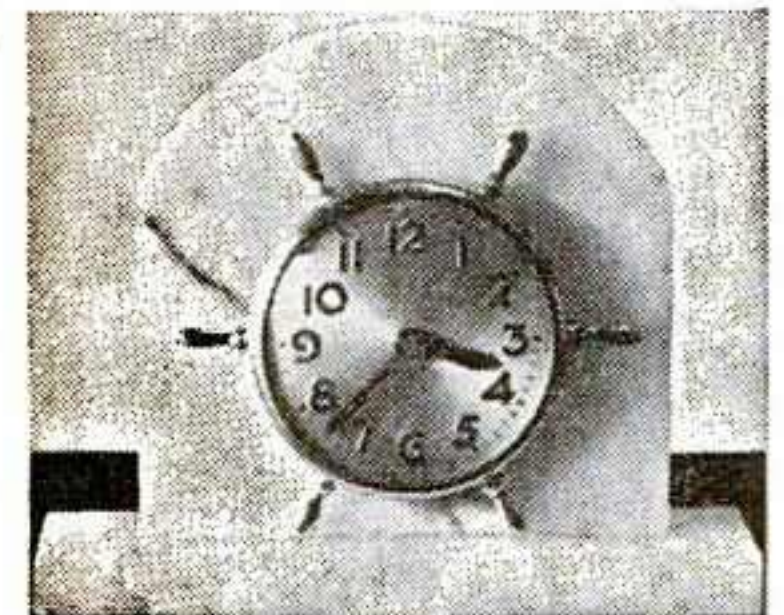
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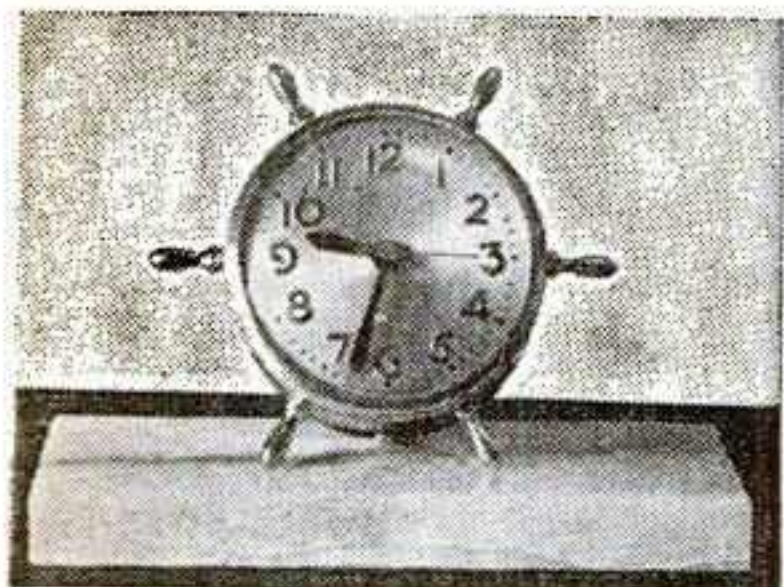
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NEW CLOCK LINE

featuring . . .

**THE SPARKS
WESTERN PARADE HORSES
AND
WESTERN RIDERS**

Here is a new line . . . mantel clocks and radios that are truly masterpieces in quality merchandise . . . merchandise loaded with customer appeal and potential sales for you.

CHECK THE CONSTRUCTION FEATURES OF THIS OUTSTANDING LINE:

1. Horses and riders are authentically sculptured and cast in sturdy metal.
2. Finished in beautiful Antique Bronze and SunRay plate.
3. Imported Pedrara Onyx used throughout.
4. All clocks guaranteed **SESSIONS** movements.

Here's the list of items now featured in the Sparks line of clocks and radios:

S100—Western Rider Mantel Clock

One piece solid cast base and horse. Truly unusual design. Height: 13 1/4".

S3XR—Western Rider Mantel Clock

Cast horse and rider set on onyx base with clock in onyx case.

S2X—Rearing Horses Mantel Clock

2 rearing horses set on onyx base. Clock in onyx frame.

S4X—Pilot Wheel Mantel Clock

Clock set in pilot wheel frame which is set in onyx case on onyx base.

S5X—Pilot Wheel Mantel Clock

Clock in pilot wheel frame and case set on onyx base.

S056L—Western Boot Lighter

Authentic design western boot. Contains snap lighter. Ideal for desk use in office, home, etc.

L39S—Clock Lamp

Hand-laced synskin shade. Body of highly polished brass with clock artistically set on body of lamp in pilot wheel frame. Walnut lamp base.

S205BR—Western Parade Horse

Authentically sculptured. Saddle trimmed with SunRay and set with ruby stones. Other trim includes lariat and saddle trim much like the Spanish Dons used in the early days of the west. Comes with or without base. In two sizes.

S205B—Western Parade Horse

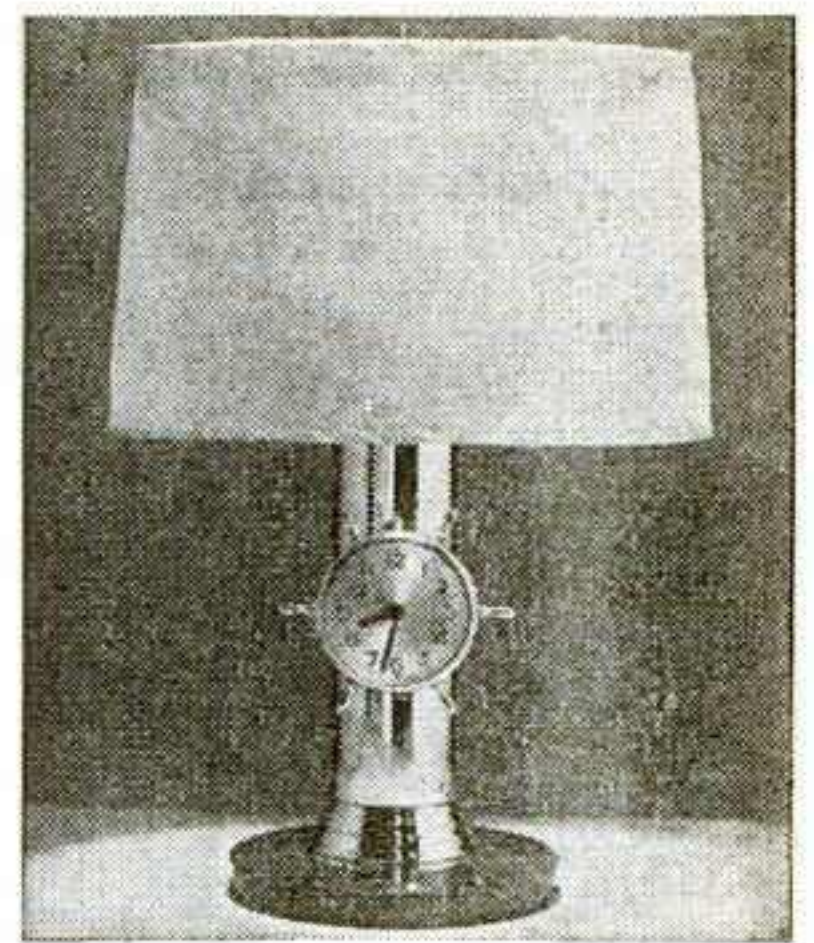
Similar as above except not extensively trimmed and decorated. Comes with or without base in two sizes.

S1X—Western Horse Mantel Clock

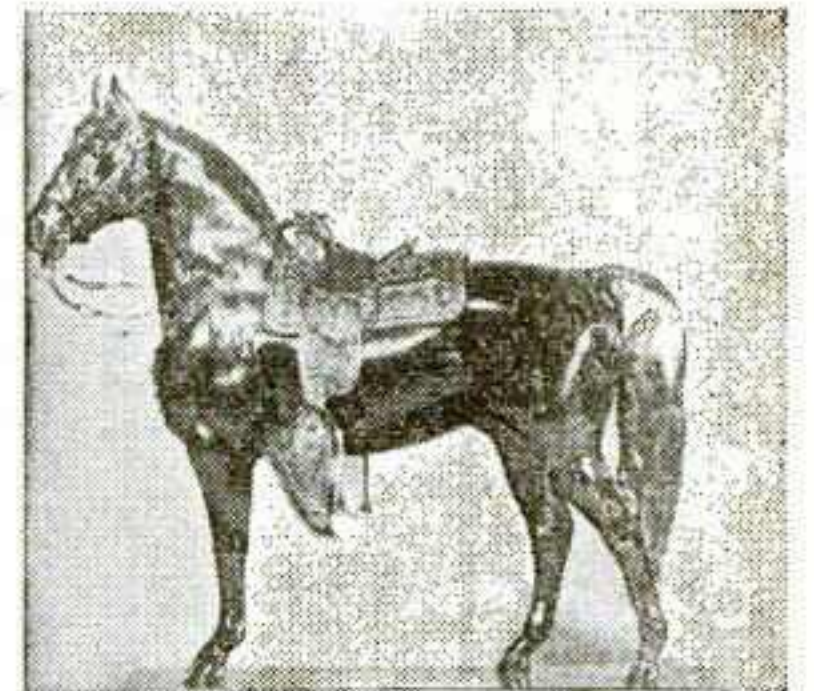
Famous western horse set on onyx base alongside clock in onyx frame.

S41R—Western Horse Radio

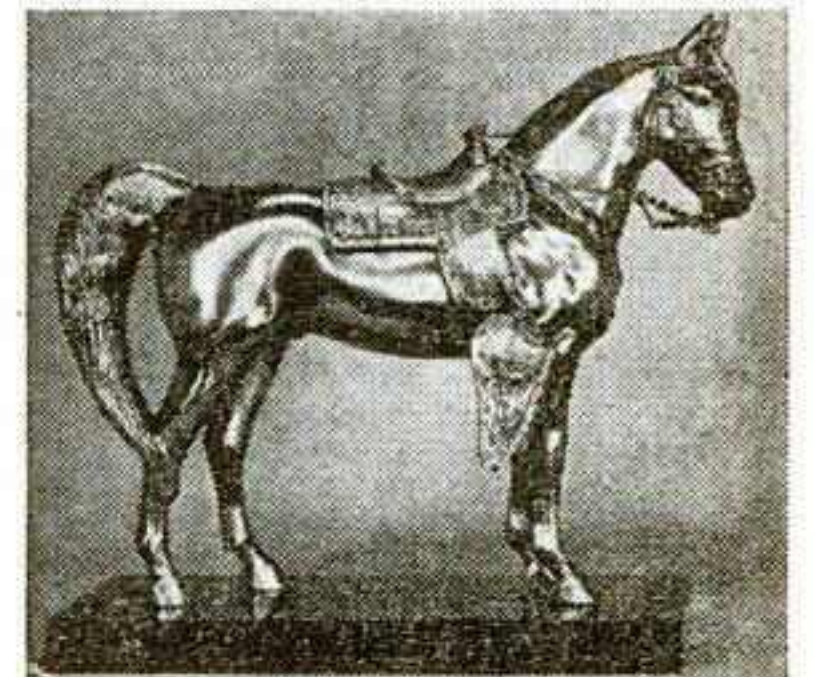
Horse set on desk or table radio, ideal for office, studio, den, etc. Radio available in walnut, mahogany or Swedish moderne. UL approved.



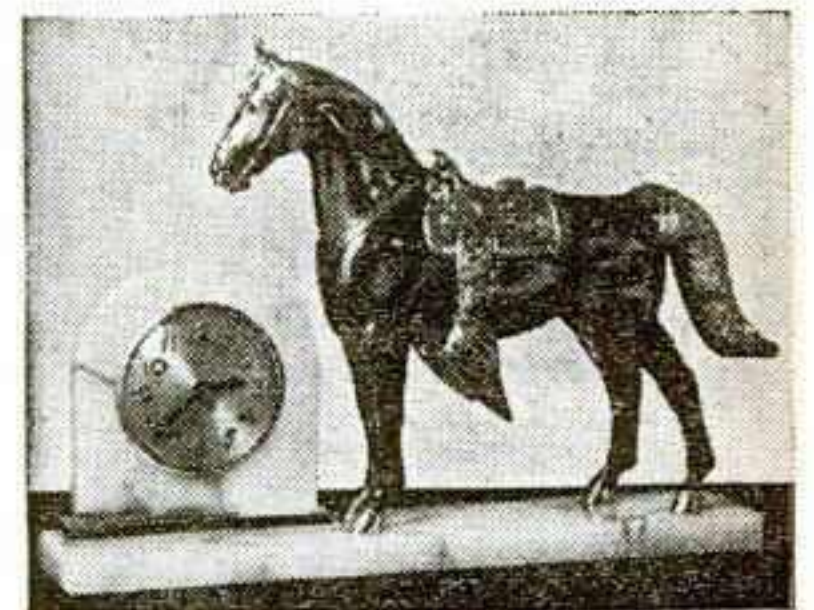
L39S



S205BR



S205B



S1X



S41R

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Pyrex Custard Cups, 72 in carton. Only 150 cartons to sell. Per Carton \$1.80

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- Miniature Beer Mugs, Gr. \$3.50
3-Oz. Glass Tumblers, Gr. 3.95
Glass Teacups, Green Tint, Gr. 5.00
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Glass Candle Holders, Gr. 4.80
Glass Ashtrays, Gr. 3.50
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Wood Milk Bottles, loaded 1/2 lb. Ea. .85
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Wood Milk Bottles, loaded, 2 lbs. Ea. 1.10
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Case Lots of 30—10¢ Less per Blanket.

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Nosco Plastic Animal Standups, Gr. .95
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Miniature Spanish Hat, Gr. 15.00
Robin Hood Hat, Gr. 14.50
Comic Yodler Hat, Gr. 16.50
Mexican "Cholo" Hat, Gr. 24.00
Full Size Cowboy Hat, Gr. 36.00
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Miniature Straw Katys, Box of 3 Dz. 3.75
Beanie Propellor Hats (2 Blades), Dz. 2.25
Cardboard "Pop Gun", Gr. 4.25

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NEW LOCKSMITH KEY MACHINE AND COMPLETE outfit ready for business, \$75 cash. Beebe, Box 260, Pontiac 13, Mich. oc9

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890. 1500 varieties for stores, taverns, etc. \$4 per 100. Free catalog. Koehler, 335 Goetz, Lemay 23, Mo. oc9

REFRESHMENT CONCESSION—BAR AND restaurant, lease, established 12 yrs. Best location, wonderful opportunity. Staten Island summer resort. Write Box C-135, c/o Billboard, Cincinnati 22, O. oc9

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TRAVEL ANYWHERE, ANYTIME—EARN AS you go. Be your own boss. Make \$85 a week or more. Literature free. Traveler, La Grange 10, Ind. oc2

TRICKS, SECRETS, CARDS, SALES BOARDS, etc., explained. Big illustrated circular free. Mack, Box 1278-V, San Francisco. oc9

\$250 MONTHLY RAISING ANGORA RABBITS—Wool brings \$9 pound. Particulars free. White's Rabbitry, Dept. B, Newark, O. oc9

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A Large List of Second-Hand Coin Machine Bargains will be found on page 79 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts, with Lels, \$7.50; Straw Hula Skirts, \$2.50; Spangle-trimmed Strip Panel and Bra Sets, \$6.50; Rhinestone G-Strings, \$6.50; Bras, \$1.50; Chorus or Strip Pants, \$1.10. C. Guyette, 346 W. 45th St., New York 19, Tel. Circle 6-4137.

BEGINNING OCT 1ST WE ARE CLOSING out 50 sets of Line or Chorus Wardrobe. If in or near Chicago don't fail to see these bargains. Lester, Ltd., 14 W. Lake St., Chicago, Ill. Sorry, no mail orders.

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MINSTREL MEN—SEND FOR CIRCULARS ON Minstrel Goods. The Costumer, 238 State St., Schenectady, N. Y. oc7

RED VELVET CURTAIN (60X90), \$60—BLUE Velvet (7 1/2 X 33), \$50. Chorus Costumes, Cellophane Hulas, Striptease, Gowns, Rhombas, Wallace, 2416 N. Halsted, Chicago. oc9

SANTA CLAUS HEADQUARTERS—COSTUMES, Wig, Beards and Accessories. The Costumer, 238 State St., Schenectady, N. Y. oc7

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalog. State wants, Guttenberg, 9 W. 18th St., New York 11, N. Y. oc20

FOR SALE SECONDHAND GOODS

ALUMINUM GEARED POPPING KETTLES, all electric Popping Units, Peanut Roasters, Copper Caramel, Candy Kettles, Display Cases. Northside Co., Indianapolis, Iowa. oc9

U. S. ARMY TRUNKS (FOOTLOCKERS), Reclaimed, 31"x17"x13", with tray, \$48 dozen. Sample, \$4.95, tax included. F. O. B. Louisville. Send check or money order. No C. O. D. Allied Surplus Co., 119 S. 7th St., Louisville, Ky. oc9

16MM JUKE BOX MUSICALS—100 FEET, Reverse titles, famous bands and singers. While they last, \$2.50 each; 11 reels for \$25. R. Gaines, 689 Addison St., Chicago 13, Ill. oc9

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225; complete set, 50 All-Electric, from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc16

BALLROOM, STAGE, RINK AND NITE CLUB Lighting Effects, New only, Newton, 253 W. 14th, New York, N. Y. oc9

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16, 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 602 W. 52d St., New York 19, N. Y. oc30

BELL-HOWELL 16MM SOUND PROJECTOR—Complete, perfect; sell cheap, also magic. Pelkin, 2903 Holt Rd., Indianapolis, Ind. oc9

COMPLETE EQUIPMENT FOR 500-SEAT movie theater. Excellent condition. Movie Supply Co., 1518 Wabash Ave., Chicago. oc16

FOR SALE—20X30 TENT AND SIDEWALL, 12-oz. khaki, ropes, stakes, poles, \$125 complete. Fireproof, waterproof, mildewproof. Guaranteed like new. 1/3 deposit, balance C. O. D. Sandy Tamargo, Charlestown, Md. oc2

FOR SALE—FROSTED MALTED CONCESSION. Four-wheel trailer, 7 1/2 x 16 feet. All equipment ready for business. Neon and fluorescent lighting, all in good condition. Contact me if interested. Robert M. Bynak, Vermillion, O. oc9

FOR SALE—CENTURY FLYER TRAIN, complete with track, ties, fishplates, station; best offer over \$4000; also Pretzel Cars, Skroter Cars, Blower for Caterpillar, A. Karst, Forest Park, Hanover, Pa. Phone 3-5286.

FOR SALE—SHORT RANGE ON TRAILER 6'x10'. Two Winchester Rifles, one case shells, awning, score cards, tubes, \$600. E. W. Kirkpatrick, 111 Spokane Street, Orlando, Fla. oc9

FOR SALE—450 PAIRS USED CHICAGO RINK Roller Skates, used only 3 months; also 50-watt Stromberg-Carlson P.A. System, complete with record player and records. Outfit cost \$2800, will sell for \$1700 or trade for car or anything I can use. Julius H. Grantor, Perley, Minn. oc2

FULLY EQUIPPED PORTABLE ROLLER RINK, 50'x120', O. Henry tent, two seasons old, hard maple floor, 400 prs. Chicago skates, p.a. system, cash register, other miscellaneous items. Price, \$7,500. Write Fenton Ankeny, Brownsdale, Minn. oc2

LONG-RANGE LEAD GALLERY—COMPLETE with sidewalls, 12' wide, 10' high. Equipment in excellent condition. Can be seen in operation. William Schmidt, 416 Thomas Ave., Forest Park, Ill. oc9

NEW KIDDIE GASOLINE TRAINS, \$1,750—Used Train, \$850. New Kiddie Gasoline Boat Rides. We made and sold 9 rides in six months. We have references from show operators. We buy and sell, and trade for all rides and concessions. Numbers & Kermode, 511 E. Detroit, Monmouth, Ill. oc9

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NEW ELTY TRAILER—7 FT. LONG, 4 FT. le, 22" deep, 600x16 tires. Stock and lights, or a top, electric pitch, \$150 takes all. A. D. 1709 S. Roosevelt St., Los Angeles 6, Calif. oc9

NEW OPERATOR—LOOKING FOR WINTER location, can furnish all equipment including maple floor, 150'x50', organ and orchestra. 12 years' experience. Write C. G. Gauthin, Jr., 1408 N. 1st Ave., Tucson, Ariz. oc2

SHORT-RANGE SHOOTING GALLERIES—Models now ready. Photos and specifications on request. Suzanne Welding Co., 3320 14th St., Detroit 8, Mich. Phone Temple 1-7952. oc9

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MISCELLANEOUS

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Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

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Anderson, Leslie B.
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Atkins, T. E.
Aukings, Clarence
Avery, Leon

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Ballard, Wm. D.
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Rimer, Ed.
Riffe, Louis
Robinson, Wm. G.
Rockford, Rocky
Rodgers, Nat D.
Rombach, Harold
Rosen, Marcus S.
Rosenberg, Bert
Rose, Madam

Rowe, Happy
Rumple, Bud & Agnes
Ruscitto, Leonard S.
Rush, Wm. Jake
Salzer, R. C.
Sanders, Mrs. Mattie
Saults, Ruby
Saunders, Larry
Sehenk, John
Schockler, Ed
Schoffer, Howard
Schultz, Mrs. Frances
Sciortino, Phillip
Seigrist, Mrs. Babe
Sells, Joe
Scott, Bernard
Scott, Henry P.
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Shannon, William
Shockey, Bartell
Shepard, N.
Ship, Mrs. R. C.
Shirley, W. F.
Shouse, Doris K.
Simon, Leon C.
Singer, Julia
Sisco, R. Hank
Small, Mrs. Mae
Smith, Mrs. Elsie & Billy
Smith, Herman (Smitty)
Smith, W. P.
Snipe, Maxine
Snowden, J. H.
Snook, Pinkie
Songhurst, Mrs. Herbert A.
Southernland, Pat
Snyder, James A.
South, Earl
Spence, James F.
Spierlock, Chas.
Spindelcer, Robt.
Spitzer, Mrs. Harry (Vickie)
Spitzer, H. (Cross Roads)
Spring, Eddie
St. Leon Troupe (Teeterboard)
Spro, Alberta
St. Clair, Marcus J.
Staley, Mrs. Ethel
Stark, Mabel
Starr, Mrs. Tex
Starr, Tex
Steele, R. E.
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Stevens, Florence
Stokes, Francis
Strain, Jack
Sullivan, Frank P.
Sullivan, Thomas J.
Sutton, W. B.
Swanson, Chas.
Tan, Joseph
Tate, Mrs. Lester
Teasdale, Mrs. Jessie
Thomas, Norman
Thomas, Wm. J.
Thompson, Chas.
Thompson, Doris
Thompson, H. A.
Thompson, John
Thompson, C. F.
Thompson, P. J.
Thorpe, Dale
Thunder Sky
Tilghman, Earl R.
Tom, Louie
Tovarnak, Glendora
Tovarnak, John
Townsend, Cal
Tracy, Jack
Troutman, Ross E.
Turpinist, Carl A.
Turston, Tom & Tiny
Underwood, Chas. J.
Valter, Bud
Vasco, Mrs. Bernard
Vesh, Jewel
Vevca, Toby
Vicks Quality Studio
Wagner, Paul
Wall, John
Wallace, Beverly P.
Walters, J. C.
Ward, Travis C.
Warner, John
Warner, Norman
Waxton, Sam B.
Wason, Ralph
Watson, Ed.
Wenzer, Earl A.
Webb, Mary (Pat Lady)
Webster, Geo. H.
Webster, Mildred J. & Fred
Wettrach, Sol
Weir, Orin Harry
Weich, Ralph E.
Weller, Smith E.
Wellman, Betty Lou
Wells, Hezekiah
Weymouth, Vern Eugene
Whalen, Thomas
White, Mrs. Roy
White, Roy L.
White, Wm.
White Wing
White, Geo. D.
Whitmore, Mrs. Ben
Whitfield, Mrs. Irene
Wiess, Bennie
Wiley, Jack Hinky
Williams, Bill
Williams, Herb
Williams, Prof. A. B.
Williams, Chick
Williams, M.
Williamson, Jamesina
Winter, J. H.
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Wrsy, A. V.
Wright, Tex.
Wright, Wilbert A.
Yancy, James W.
Zenzen, Wm.
Zeller, G. A.
Zimmerman, Paul

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Brunen, Ray
Burke, George
Cantwell, Charles
Carr, George
Cavell, Marie
Clancy, Fred
Cohen, Joe
Coley, Clark Jr.
Conway, Rose
Cronca, John & Tim
Dubois, Fanny
Emerson, Babe
Everidge, Wyley
Fanadio, Louise
Ford, Majorie
Garrett, James
Elbert
Getchell, Robert
Gillen, Glades
Goldberg, Marise
Goley, Larry
Gosh, Byron
Graham, John L.
Gronwaldt, William
Harman, D. George
Hobson, Laura E.
Howard, Joseph
Johns, Arthur
Jones, John Doe
Keller, Millie
King, Mrs. Ethyl
LeMar, Elaine
Linebender, Perry F.
Livermore, Norman
Loguercy, Fred
Lombard, Linda
Lorraine, Blanch
Lush, Edgar Burr
MacAleer, Norman
Miller, Richard R.
Monlnovitch, Abraham
Moore, William B.
Morales, Pedro
Napoli, Joseph
Narveson, Esther
Neill, James S.
Nerina, Albert John
Novella, Joseph
Obrien, Mrs. Thomas
Paris, Lanny
Pettersen, Erling W.
Riffle, Lewis
Schubert, Erwin
Silva, Mr.
Sinitzen, Olya
Garnett
Smith, Lavina
Snyder, Pearl
Spring, Ralph
Stachiowak, John
Stickland, Rosley T.
Sweeney, Bill
Thundersky, Chief
Richard
Townes, Freddy
Valencia, May
Villano, Ralph
Walter, Marjie
Waybu, Mrs. Ned
Westphal, Walter-or
Gus
Whitree, Victor J.
Wilson, Theodore
Wright, Emily Mae
Wright, Mrs. A. Sr.
Zito, Horatio

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Anderson, Mary
Arnott, Jack
Aulger, A. M.
Balley, R. F.
Bauer, Joseph
Bennet, Rose
Blaine, LeRoy
Blandford, Ralph
Boeck, Al Rags
Bonnevillie, "TB"
Boyle, Charles F.
Broome, E. H.
Calthari, Tommy
Carey, T. Paul
Carr, Thomas B.
Chaffee, Marjorie
Chaus, Jimmie
Clark, Roy
Clark, Florence & Billy
Colston, George
Coriell, Vernell
Crawford, Mr. & Mrs. Arthur
Darner, Mr. & Mrs. Arthur C.
Davis, James S.
Dees, John Harley
DeLano, Louis
Dorey, Eddie
Dowse, William H.
Eberude, Walter
Evans, James C.
Fennell, P. E.
Flannagan, D.
Fleming, Marjorie
Force, H. "Blondie"
Franz, Mr. & Mrs. Billy
Frazer, Gracie
Fuels, Charles T.
Gaines, Mr. & Mrs. Al
Gallagan, J.
Hondrean, A. A.
Hondrean, G.
Bradburn, Robert E.
Brown, H. A.
Brummitt, Lucky
Bryer, Ollie Jr.
Bullock, R. T.
Burns, Robert B.
Burns, W. C.
Burton, Leon H.
Butcher, Vernon Roy
Carson, Rex
Chaffee, Miss Helen
Chastain, Mrs. William
Clements, Alva V.
Clemons, Mr. & Mrs. Arthur
Coley, Mr. & Mrs. J. J.
Cooper, Paul "Tex"
Crain, Blackie
Crawford, Arnold
Crawley, Bob
Cutsinger, W. T.
Davis, Lonnie L.
Delaney, Johnny A.
Dennis, Donald
Duffy, R. T.
Dunlap, Pete
Dunn, Mrs. Bill
Edgin, L. B.
Eichorst, Carl W.
Engle, Chas. Y.
English, Ralph W.
Enos, Phillip R.
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Finlay, Homer
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Foss, John
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Goff, Hutch
Greene, Jack
Gregory, R. W.
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Humphrey, C. H.
Hunt, Frank
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Posey, Rosalind
Prevost, David J.
Price, Raymond C.
Redman, Ace
Richards, Alma
Rindlin, Mr. & Mrs. Geo. K.
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Schweppe, Otto
Shallow, Mrs. A.
Shibley, L. L.
Silcox, Joseph W.
Stimmons, Putch
Staten, Adrian G.
Smith, William
Daniel
Soffer, Harold J.
Sorenson, Miss Sigrid
Steffen, J. O.
Stevenson, Louie
Swelgart, F. K.
Swelgart, Mr. & Mrs. Kinney
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Pipes for Pitchmen

By Bill Baker

CHARLIE KASHER . . . is reported to be stacking up plenty of long green in Spencer, Ia., with his vitamin and mineral layouts.

Be satisfied with doing a little and there's little in this world for you.

PROF. JACK SCHARDING . . . lines from Long Beach, Calif., that this year marked his first off the road in 40 and that he's had a difficult time keeping his feet from itching. Jack still is operating his pitch store at the beach but business hasn't been up to past seasons. He says that if things look favorable he plans to open in auditoriums soon with his astrology and healthology lectures. He also plans to go out under a big top next season with a new venture.

Most pitchmen have sufficient imagination to entertain their tips — at a profit, of course.

CHARLIE HALLIGAN . . . and Billy Newcomb are doing okay with gadgets in Spencer, Ia., according to Eddie E. Gillespie, who also reports that he has heard that Glen Hosberg is on the sick list.

The value of a well-spent summer and consistent saving for the winter is measured by the regret some pitchmen feel for not having worked hard and saved during the summer.

AL (POP) ADAMS . . . former partner with Stanley Naldrett in the operation of numerous gadget layouts, has returned to the pitch game after an absence of five years. He's currently operating his gadget stand on the Pacific Coast to reported big geedus counts.

Antagonize a member of your tip and he's a cinch to go elsewhere in the future.

ROSTER . . . of the Hale Comedy Company, currently playing Pennsylvania, includes Mr. and Mrs. Ammon, Doc Houck, Clair the Magician, Mike Coman and Charles E. Hale Sr.

There are plenty of holidays listed for October. Get out and get under.

FOLLOWING . . . a stay of many months, Stanley Naldrett closed his gadget bar in Silver's store, Birmingham, September 30, and headed for Chicago where he plans to visit briefly and cut up a few jackies. He will reopen his gadget layout in the Birmingham store January 3.

The successful pitchman has the patience to wait for greater prosperity and the wisdom to know when it arrives.

EDDIE PROKOP . . . working Caltrop Miracle Plants, scored a successful stand at the recent Huron, S. D., Fair.

SVENGALI DECKS . . . proved a winning item at the recent Huron, S. D., Fair for those skilled workers, Bob Roach and T. Ward.

It's amazing how experience seldom teaches some pitchmen anything.

SOLLY FIELDS . . . worked peelers successfully at the recent fair in Huron, S. D.

JACKIE MASON . . . cards from Blackwell, Okla., that Barney Silver, veteran novelty worker, was killed in an auto accident near Bartlesville, Okla., recently.

Most uninviting sight in the world to a tip is a pitchman standing alongside his layout with a smoldering cigarette dangling from his mouth.

DOC GEORGE M. REED . . . a real veteran of the pitch, is seriously ill at his home, 1051 East Main Street, Columbus, O. He would like to hear from his old pals and co-workers in Pitchdom. The genial Doc's hearing is practically gone and his eyesight extremely poor.

A pitchman never found happiness, or big tips either, by seeking solitude.

THAT CONSTANT . . . piper, Henry H. Varner, comes thru with the following from his Akron home: "Just returned from a visit to the Happy Attractions at Wooster, O.



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.

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Send for Catalog—Over 300 Styles \$1.00 and up per doz. Sample assortment for \$20.00
STERLING JEWELERS
85 E. Gay Street Columbus 15, Ohio

Unit is a swell looking affair. Business continues good. Dislike telling the readers of this column the following but there's a youngster selling flowers in Akron night spots until the early hours of morning. The kid's apparently unaware that his loud-mouthed jive is killing his business and probably will bring a clamp down on other salesmen or pitchmen."

The pitchman is continually seeking everlasting favor with the public. Much of his success can be attributed to that fact.

GRACE WINE . . .
well known in pitch circles, is reported doing welfare work in Milwaukee.

BEA LOUIS . . .
has closed her foot layout at the F. W. Grand store, Milwaukee, moving to Chicago to work there with her husband, Si Louis.

It's okay to match wits with your tip, but begin arguing with it and watch the moola go out the window.

JACK SMART . . .
St. Louis pitcher, blasts a welcome back to the pitch game to Helaine Siebecker Martin from his Mound City headquarters. "Helaine left the game some four years ago because of a broken back and injured legs," says Smart. "She has proven what a good showman can be and do. Helaine is an expert cake demonstrator."

Now that the new school terms are under way, it would seem that inksticks and pen and pencil sets should be winning items at schools and colleges thruout the nation.

PURVEYING COMBS . . .
and mice to sock returns at the recent Huron, S. D., Fair were Tip Hallstrom and Jack Curran.

Why not make this Halloween your biggest in years? A little added effort on your part will do it.

TOPFLIGHT SHOWS

(Continued from page 33)
great changes. Altho I have been in every part of this great Golden State where Billy was beloved by thousands, it is rarely that I find an old-timer who remembers him. It makes me think how true the Rip Van Winkle line: "Ach, Gott! How soon we are forgotten ven ve are gone!"
The last I knew of Elliford, he had retired from the business and was making his home in Phoenix, Ariz.

Nugent Family
Another company that was popular in California was the Nugent Family. Mr. and Mrs. J. C. Nugent and their boy, Elliott. I have often been asked about them, and it is always with pride that I can refer to the success they have achieved and the worldwide fame that little boy—now a fine man and actor—has earned.

Claytons Big
Many years ago the Clayton comedy company made a fine record for a few seasons on the Pacific Coast, headed by Tom Clayton Kennedy and his wife, Mattie Rooney (daughter of the noted Pat). Afterward, for a number of years, the team of Kennedy and Rooney was a popular favorite in vaudeville all over the world. If ever there were real, thoroly professional troupers, Tom and Mattie were that! Mattie, an artist in every sense of the word, a good performer, clever dancer and wonderful little woman. Tom was a brilliant pianist, dancer, writer and all-around actor. We three were close friends. Tom, myself and two or three others organized the Troupers' Club at San Diego. Tom wrote the ritual and was made president of the club which had over 100 members. It was a great loss to us when Tom's health failed and the Great Director called him for the last curtain.

Mattie is still in harness, dancing with the Elder Lovelies act with Ken Murray's *Blackouts*, now in its seventh year at the El Capitan Theater, Los Angeles.

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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

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3000 pieces asst. \$25.00

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Flats, Brass, All Branches of Service, All Sizes, With or Without Stones. Gross 4.50
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Crosses, 24-Kt. G.P., 18-in. Chain Doz. 4.50
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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
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Stones From Jewelry, 1000 Asst. 4.50
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\$4.50 Gr. Boxes

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PINS ● NECKLACES ● BRACELETS
EARRINGS ● IDENTS ● ETC.
Retail Value up to \$5.00 Ea.
1,000 Pc. Asst. 15c Ea.
500 Pc. Asst. 20c Ea.
100 Pc. Asst. 25c Ea.

Something New Under the Sun Imported **PERFUMED NUTS** from Haiti
25¢ Sellers (Stamped & Marked), \$4.50 Gr. Pkges.
10 Gr. Lots, \$3.50 Gr. Pkges.
Wonderful Seller! Don't hesitate. Send order for your requirements at once. Goes great with your colored trade. Highly perfumed.
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Completely illustrated set K of figurines sent to any re-seller on request.

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This item assembled with SCOTCH TAPE.
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MAGIC LIGHT BULB

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Gent's 3 Stone Rings, largeruby colored center stone and 2 large white side stones in 12kt. gold filled extra heavy mounting. Outstanding value. No. 1922. Doz. . . . \$24.00
Ladies' 6-Stone Wedding Rings, 12kt. gold filled. No. 1207W. Doz. . . \$6
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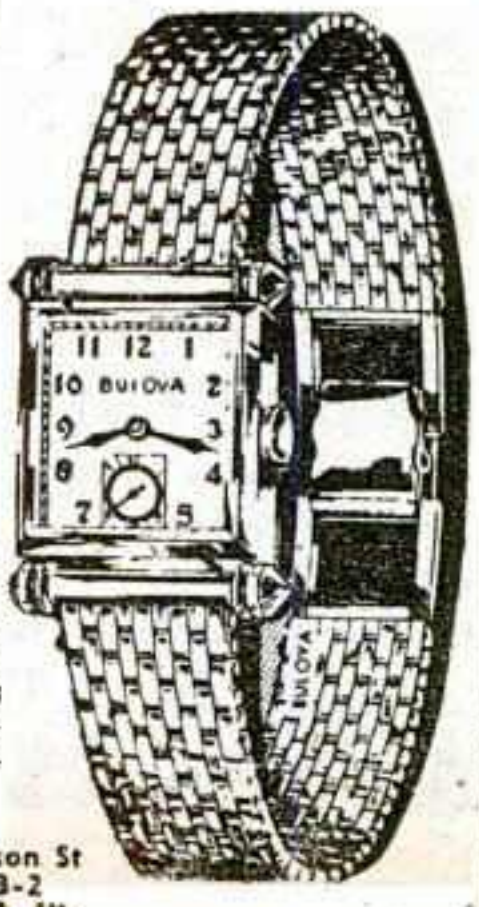
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 TO
 BARS, TAVERNS,
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Sample 25¢
\$1.60 Doz.
\$18.00 Gr.

Jobbers—
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 25% Deposit,
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PICO NOVELTY CO.
 424 SO. LOS ANGELES ST.
 LOS ANGELES 13, CALIF.

UNDER THE MARQUEE

(Continued from page 45)
 tion Thursday night (16) during Jack Hurlbut's newscast over Station WMAQ, Chicago. The yarn spun by Hurlbut dealt with the history of the R-B offices in Chicago.

Circus business is a funny business. When a show is down and out its competitors help get it back on its feet and then opposition the hell out of it.

Ed Frye, secretary of the Adam Forepaugh Top, Circus Fans Association, was guest of honor at a dinner given by the Forepaugh Top in Minneapolis. The occasion was Frye's 73d birthday. Twenty-five fans and circus model builders were on hand to help Ed celebrate.

Roy Barrett, clown, visited in Chicago last week en route to Philadelphia to play the Hamid-Morton Shrine Circus. Barrett reports he had eight weeks of fairs this season, opening July 26 in Ithaca, Mich., and closing September 18 in Petoskey, Mich. He reports indoor bookings until November 18.

Best thing about circus business is that you don't have to worry about getting plenty of men during December, January and February.

A get-together of Northwest circus fans is planned, possibly in October, for Yakima, Wash., by Dr. D. R. Hurlley and Harry and Marge Chipman, of Yakima. Mr. and Mrs. Louis Roth plan to erect cookhouse facilities at their farm for the occasion and at night there will be a banquet in Circus Inn.

Myles M. Bennett, former Ringling gate man, caught the opening of the Gainesville (Tex.) Community Circus, at Fair Park, Dallas, September 8. Bennett says he will also visit Cole Bros. in Fort Worth and will meet the Big One in Dallas. Bennett is now a deputy sheriff in Dallas County, Texas.

Doc Waddell says he soon will visit Elmira, N. Y., York, Pa., and New York City. In New York, he re-

ports, he will be the honored guest of Harold G. Hoffman, ex-governor of New Jersey, at a Saints and Sinners banquet. Waddell also informs arrangements are under way to have him open the Jacksonville, Fla., Fair in November with a prayer service.

To the great comfort of the present-day circus managers, it has been proven that one can be a success without being pictured with sideburns or a handlebar mustache.

Huey the Clown and Company will play the Los Angeles County Fair, Pomona, Calif., for 17 days. They have been doing spot dates in and around Los Angeles. Huey moves into the Broadway Store November 26, making his 14th year there. Another member of the trio, Carl Wuebkes, will do Santa Claus. The boys visited the Ringling show in L.A.

Harry (The Duchess) Mason has concluded negotiations to play a number of fairs and celebrations in Iowa, Missouri, Oklahoma and Georgia with his new musical stage comedy clown acts. Mason recently was booked to play the Shrine Circus, Kansas City, Mo., November 8-14 for the Ernie Young agency, Chicago, and the Georgia State Fair, Macon, October 18-23.

Walter D. Nealand, publicity chief of King Bros.; Mal Fleming, his assistant; Charles Primrose, contracting press agent for Clyde Beatty, and Charles Underwood, contracting agent for Cole Bros., recently were seen cutting up jackpots in the lobby of a hotel in Greenwood, Miss. Nealand and Fleming visited the Beatty show in Jackson, Miss., being entertained by Beatty and Bill Moore, the org's legal adjuster.

The reason a trouper gave for leaving a carnival to return to the circus was: "When I heard a Merle Evans record being played on the midway I pictured myself riding in the spec before thousands of people."

Vernon Reaver, whose last circus connection this season was a six-week hitch with the James M. Cole Circus, is recuperating from an illness at his home in Des Moines. Previously he had been with the Clyde Beatty Show as general agent and traffic manager and Bailey Bros. Circus as contracting agent. This season he has visited the Ringling, King, Hunt, Cole Bros., Dailey, and Mills shows.

While spending a two-week vacation in Sarasota, Fla., Naomi Anderson Floresque, former performer, and her friend, Marjorie Feyedelem, spent many hours with Fred and Ella Bradna, which were climaxed by one of Bradna's famed French sauerkraut dinners. Driving en route to Cleveland, the vacationers caught the Cole show at Chattanooga and visited with Ray and Shirley Charlton, of the Aerial Charltons, who were en route to a fair date.

George Hubler has been playing fairs for Midwestern Attractions, Williams & Lee, and Ernie Young since closing for Dales Bros. July 1 with his Glenn Martin bar and trampoline acts. Hubler reports Bill Spake and Louis Oczvirk are working for E. R. Braly on Southern fairs and that he (Hubler) joined Roy Valentine for an aerial bar act with the Hamid-Morton show opening September 25 in Philadelphia. Hubler recently visited in Bloomington, Ill., with George Valentine, Mickey King, Walter Harrod and Mr. and Mrs. Walter Fuice.

Fred Conley and Claire Ratley, members of the Riding Conleys on

Bailey Bros., were seriously injured September 20 at the matinee performance in Seymour, Tex. The former sustained a broken left shoulder and the latter a fractured skull and face injuries. Ratley is in Baylor County Hospital, Seymour, and Conley is back with the org. Neither will work for some time.

Happy Kellems, featured clown with the Barnes-Carruthers No. 1 fair revue, continues to click at State fairs which this unit is playing.

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FOOTBALL SPECIALS

Felt Pennants—Any College—12"x30" (First Quality or No Sale)	Hundred	\$ 12.00
	Thousand	105.00
Gold Painted Footballs, the Best on the Market	Gross	4.50
Brown Plastic Footballs	Gross	2.75
Football Buttons—50 Lines—Most Any College	Hundred	2.00
	Thousand	17.50
Ribbon, Any Color, 50 Yds. to Roll	Roll	1.75
Rabbits' Feet—Jumbo	Hundred	5.00
Rabbits' Feet—Medium	Hundred	4.00
Football Players, Assorted Colors, for Badge Board. These are beauties and they stand out. Approx. 2" long	Gross	2.50
Buttons Made Up Complete	Hundred	7.50

50% Deposit, Money Order or Cash; Balance C. O. D. Immediate Delivery.

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 Phone: Market 9848

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Sterling Silver Matched **BRIDAL SETS**
 In lovely plastic hinged box. **\$6.75**
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- Toasters, Pop Up Automatic,
- Fair Traded, \$19.95 13.50
- Cameras, Spartus Full View. Ret. \$10. 6.65
- Cameras, Spartus Press Flash.
- Ret. \$14.95 9.97
- Evans Automatic Lighters. Ret. \$3 1.80
- Silent Flame Gold Lighters.
- Ret. \$3.50 1.75
- Wallets (Billpak), laced edges.
- Ret. \$3.50 1.75
- Magic Photo Races (20).
- Ret. \$1.00 pkg.50
- Photos, Hollywood Girls (real).
- Ret. \$1.00 pkg.60
- Ladies' Single Stone Ring, R.F. or
- Wedding Band 1.00
- Zippo Lighters. Ret. \$2.50 ea. 1.50
- Double Reed Patricia Formosa
- Harmonicas. Ret. \$2.00 1.00
- Bow Ties, best made, electric.
- Ret. \$1.5090
- Chessmen, Plastic, Boxed. Ret. \$2 set75
- Fawns, Jumbo size. Ret. \$7.00 4.00
- Bears, Pandas, giant size. Ret. \$7.00 4.00
- Boudoir Dolls. Ret. \$6.50 3.50
- Masks, Rubber. Ret. \$3.50.
- Mort Snerd, etc. 2.25
- Watches, Men's 17-J., Ruby Dial.
- Ret. \$49.50 21.00
- Watches, Cinimer, Boxed, Guaranteed.
- Ret. \$5.95 4.25
- Wear Ever Ball Pen, Pen-Pencil Set.
- Ret. \$3.00 1.75
- Stratford Ball Pen, Pen-Pencil Set.
- Ret. \$3.00 1.75
- Norman Ball Pen-Pencil Set, Gold,
- 2 piece 1.50
- Roll Caps, 5 Gr. to Case. Per Case 17.50
- Imported Chromatic Harmonicas.
- Ret. \$10.00 6.00
- Gadet Bugler. Ret. 75c ea.35
- Boston Pencil Sharpener. Ret. \$2.50 1.75
- Lime Squeezer, Cork Screw, etc., Set.
- Ret. \$2.50 1.50
- Coin Changers, 3-Barrel. Ret. \$2.50 1.50
- Coin Changers, 3-Barrel. Ret. \$5.00 3.50
- Barber's El. Hair Clippers. Ret. \$27. 16.00
- Barber's Hair Dryers, El. Ret. \$18 12.00
- Watches, Men's Pocket Swiss.
- Ret. \$4.95 3.00
- Deer and Fawn Wall Plaques.
- Ret. \$2.98 1.50
- Liquor Flasks, Leather Coated.
- Ret. \$1.25 9.00
- Copper Hat Ash Trays, Larne. Ret. 50c25
- Gold Color Evans Automatic Lighter.
- Ret. \$5. 3.00
- 4 Nickels to Dimes Trick, Flat Top
- Brass, our own make. Ret. \$2.50 ea.75
- Jobbers, write for Gross Prices
- New Unnamed ball bearing Trick, our
- own make. Ret. 50c25
- 5-Piece Cutlery Set, Cleaver, etc. 2.25
- Electric Razor, Double Head 2.50
- Electric Razor, Single Head 2.00
- Pocket Alarm Clocks 8.00
- Per Doz.
- Knives, Imperial Miniature. Ret. 59c \$4.00
- Nail Clippers, finest made on Key
- Chain. Ret. 50c 3.00
- Billy Bones Skull Key Chain. Ret. 25c 1.00
- Dog Puzzle Spunky Key Chain 1.25
- Small Fur Monkey Bulk, \$27.00 Gr.
- Boxed 2.50
- Ball Pen and Lighter, Gold Color.
- Ret. \$1.50 7.20
- 2-Way Ball Pens, Red, Blue, Gold Col.
- Charley McCarthy Dolls 60.00
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- Retractable Pencil, Moore 9.00
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- Ret. \$3.00. Closeout. Dz. 9.00
- Donald Duck Cameras. Ret. \$2.95.
- Closeout. Dz. 15.00

Jobbers, Write for Quantity Prices
All Prices F. O. B. Detroit, Mich. Deposit required with all orders, balance C. O. D. Merchandise Sold for Resale Only. No orders filled for less than \$20.00 (Member of the Michigan Showmen's Association.)

BORDER NOVELTY CO.
New Address:
6 West Jefferson, Detroit 26, Mich.
Phones:
Cadillac 6261-6253, Woodward 17908

80G Profit Seen For Allentown

(Continued from page 48)

for the automobile trade, but altho the fair has long owned a 212-acre site which is also within the city limits, the stockholders show no sign of moving the plant. The fairgrounds, mainly located in the rear back infield, and the surrounding streets, backyards and lawns, are jammed daily by noon. Luckily, fair officials estimate that two-thirds of this city's residents can walk to the grounds.

Overflow at Night Show

The night show, George A. Hamid's *Grandstand Follies*, played to capacity thruout the week. Thursday night about 1,000 folding chairs had to be placed on the track to accommodate the overflow, and to provide for a total attendance in excess of 10,000.

On both kiddies' days, Tuesday and Friday, when the track feature was Jack Kochman's Hell Drivers, the fair admitted all children accompanied by adults (who) paid the regular price ranging from \$1.25 to \$2.25) to adjoining seats in the grandstand. The move was extremely popular with the public.

Big Matinee Crowds

Harness racing was featured Monday thru Friday. Near-capacity crowds attended. Talent appearing in the afternoon and night in conjunction with the revue included Reg Kehoe and His Marimba Queens; Edwardos, hand balancing; Florence Hin Howe, contortionist; Benny and Betty Fox, aerialists; Slivers Johnson and His Funny Ford; Woolford's dachshunds, Bob Parry and the Zucchini double cannon, and Bob Parry, trampoline.

Reba D. Schall, serving her first year as secretary, reported that more than 5,000 entries were on hand for the poultry show. Entries in all other departments also were reported heavy.

Sylvana Zacchini, who with her brother, Roberto, acts as a projectile in the cannon act, fractured her leg Tuesday night when she hit the outer edge of the safety net.

The World of Mirth Shows played to good business on the midway (see Carnival Section).

Fred (Sharkey) Shankweiler, fair publicist, celebrated his 25th year in that capacity this week.

IT'S TERRIFIC
GOLD FILLED
BALL PEN



Studded With Colorful Simulated Gems of Gleaming Beauty With **KEY CHAIN!**

A Fast Sight Seller.

\$6.00 Per Doz. In Gross Lots

\$6.50 Per Doz. Less Than Gross Lots

IMMEDIATE DELIVERY! Order Today! Cash with order or 25% deposit.

BANNER MERCHANDISE CO.
Dept. B-1
145 So. Wells St. Chicago 6, Ill.

OUR PARTY LINES, No. 1


64 pages (8 1/2 x 11) of Comedy Material Gags, Jokes, Monologues, Minstrels, Acts, Male and Female, Ventriloquists, etc., PLUS Words and Music of

EIGHT NOVELTY SONGS
A handy Reference Folio of Modern COMEDY ONLY \$1.00 POSTPAID

DAWSON MUSIC CO., Inc.
1850 Broadway New York 19, N. Y.

Extra--Extra Very Special Campaign

JUMBO BADGE



Just think of it, size nine inch. Fine and true portraits of Dewey and Warren in brilliant colors. Pin Back and Easel Back combination. Price..... \$4.80 Dozen Fast seller, immediate delivery.

Truman—3" button—in red, white and blue. Price..... \$10.00 Hundred

50% Deposit, Money Order or Cash; Balance C. O. D.

Sample, 75c Postage Free Immediate Delivery

HARRIS NOVELTY CO.
1102 Arch Street Philadelphia 7, Pa. Phone Market 7-9648

"Betty" OUTSTRIPS THEM ALL

All America Is Wild About Betty
GREATEST NOVELTY SELLING SENSATION



A truly sensational sight seller—to Bars, Taverns, Service Stations, Novelty and Gift Shops. Hundreds of other spots. Get in NOW on this terrific MONEY MAKER.

Cash with order or 25% deposit! F. O. B. Chicago.

JOBBERS— Write Quick for Special Quantity Prices.

BANNER MERCHANDISE CO.
145 So. Wells St., Dept. BB-1 Chicago 6, Ill.

PRICE \$68.50 EACH
3 OR MORE..... 65.00 EACH



REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.

F. O. B. New York. 25% With Order, Balance C. O. D.

Ideal for renting out or resale because they'll stand up and do the work. Prompt shipment.

MITCHIE GOLDMAN
5 BRIGHTON 1ST ROAD BROOKLYN 24, NEW YORK

MEN'S EXPANSION WATCH BRACELET

for Volume Sales!



These bracelets have the same construction as the \$5 retailers. Chrome finish at an unheard of low price!

\$6.50 Doz. Gold Finish Doz. \$7.50

Immediate Delivery! (Sample, \$1.00)

25% With Order — Balance C. O. D. Write for quantity prices.
GAINES & GAINES, 5 N. Wabash Ave., Chicago 2, Ill.

We're Back Again With WALLETS

Alligator Grain Wallets, all around zipper, in red, green, brown, black, with change purse or coin holder—Dox. \$5.75. Picture Wallets, large variety picture designs all around zipper—Dox. \$6.75. Write for Special Price on Gross Lots. Ladies' Cigarette Case, with Compact to match, in fine gold finish, boxed in rich satin-lined gift box. Dox. \$39.00. Sample \$3.95.

25% deposit with order, balance C. O. D.

Benjo Novelty Co.
148 Park Row N. Y. 7, N. Y. Worth 4-0154

MEET BUBBLES, The STRIP TEASE GIRL

The sensation of Hollywood

Gross Lots **\$18.00 Gr.**

Five Gross Lots **\$16.50 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—Poaner Bldg.



ALL ELECTRIC

BASEBALL SCORE MACHINE

USING TAPES AND GIVING SCORE IN ACTUAL NUMBERS



Play baseball both summer and winter with the new improved Model "E" all-electric Baseball Score Machine.

Write for Details—Immediate Delivery

WERTS NOVELTY COMPANY, INC.

920 S. PERSHING DR.

MUNCIE, INDIANA

SALESBOARD SIDELIGHTS

Charles Leedy, sales manager for Gardner & Company, Chicago, arrived back at the home office via a midnight plane Monday (20), took off for a one-day trip to Kentucky Tuesday, and is preparing an itinerary for a new jaunt. Charles says he'll have to take time off some week and see Chicago. Production, board sales and business outlook continues tops at Gardner's Michigan Avenue plant. . . . Reuben Berkowitz, Bee-Jay Products, Inc. (Chicago) general manager, was out of town last week on board business, is expected back Monday (27).

Dave Rice, vice-president of Empire Press, Chicago, is another boardman to hit the sales trail this week. Firm's office gal, Evelyn Zimmerman, returned this week from a New York vacation: her aim to reach Cuba didn't quite jell. . . . Art Paule, manager of the A.P. Distributing Company, St. Louis, reports that firm's Bell Machine Dice and the new electric machine, Whirlit (made especially for the dice), are taxing production facilities. He says reception of the new dice game, along with another new novelty item, Bongo-Mongo, is running high. A.P. still claims title to being the world's largest distributor of punchboards and bingo tickets.

Gay Games, Inc., Muncie, Ind., via president Guy E. Noel, continues to extend a "stop and visit" invitation to all dealers and operators passing thru the city. . . . M. R. Hitter, of M. R. Hitter Company, Elmira, N. Y., gives the word this week that his Bee-Jay line of salesboards and Universal Manufacturing Company's Jar-o-do tickets are "hitting on all eight," sales-wise. Hitter handles the two lines for New York and New England.

Adding to the fall outlook optimists in the industry, is Thomas A. Walsh Jr., of the Thomas A. Walsh Manufacturing Company, Omaha. Bigger and better, he predicts. . . . H. M. Shoemaker, Muncie Novelty Company, Muncie, Ind., contends that the firm's recently enlarged distributor line-up, especially on the West Coast, has resulted in some sure-fire sales hypos for the organization.

Harlich Manufacturing Company's (Chicago) traveling sales director, Manny Gutterman, hiked in from an Eastern tour Monday (20), with plans already perking to take off on another jaunt. Sam Feldman, sales manager, says Harlich's small edition of its big deluxe oil board is going all-out in sales. The number, called Oil Strike, is just that in play-appeal for ops, Sam says. . . . Globe Printing Company, Philadelphia, is hot on the current events trend with its introduction of the Gridiron nickel play board. Timed to hit top sales during the football season, number is already well on its way to broad counter coverage.

Harry Arnsberg, of Bork Manufacturing Corporation's Pacific Coast branch, has appointed Sam Hasman to cover sales of the money boards in Washington and Oregon. Commenting on the appointment, Alvin Borkin, firm prexy, said Bork board ops might find it advisable to get Hasman to help them with their income tax problems once the money starts rolling in. Hasman was formerly with the U. S. Treasury Department.

Harlich Manufacturing Company, Chicago, is putting final touches on a fall line of new money boards, Sam Feldman states. Like most other firms, Harlich is looking forward to hyped board business this winter.

SALESBOARDS
JAR-O-DO TICKETS
WHOLESALE PRICES TO ALL

BEE JAY SALESBOARDS
 JAR DEALS - BOX DEALS
 BINGO TICKETS - RED WHITE BLUE
 LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR
CAROL SALES COMPANY
 312 E. Market St. Elmira, N. Y.

EXTRA **OIL STRIKE!** EXTRA
THE BIGGEST HIT OF 1948!

A HALF SIZE EDITION OF HARLICH'S FAMOUS GOLD GUSHER

IMMEDIATE DELIVERY!
 Beautiful Gold Embossed Book Cover — A Colossal Thick Board with Extra Large Easy to Read Tickets.

TAKES IN \$168.75
 P. O. (AVE.)..... 107.92
 PROFIT (AVE.) \$ 60.83

675 HOLES
 25c PLAY
 G. L.
 GIANT THICK
 Form #16581



IMMEDIATE DELIVERY!

HARLICH MFG. CO.
 1200 N. HOMAN AVE. CHICAGO 51, ILLINOIS

Ray Zelle, J. Goldman Re-Buy Triangle Mfg.

MINNEAPOLIS, Sept. 25.—Triangle Manufacturing Company here was repurchased this week by its original owners, Ray Zelle and Jay Goldman, after four years of operation under the direction of Joseph Berkowitz, as firm president. Plans are now being formulated by Zelle and Goldman to streamline operations and facilities to give faster service on the same high quality merchandise. A new catalog is being issued and is available to operators, jobbers and distributors writing for same to the company at 609 South 10th Street, this city.

PUSH CARDS

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write
W. H. BRADY CO., MFRS.
 CHIPPewa FALLS, WISC.

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.

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.

QUALITY BOARDS AT BARGAIN PRICES

Name	Play	Holes	Profit	Net Price
Texas Charley	.25c	1200	\$102.28	\$1.65
Texas Charley	.5c	1200	23.10	1.85
Jackpot Charley	.25c	1000	52.00	.95
Reg. Charley	.25c	1000	50.00	.90
Jar of Jack	.10c	2000	58.00	2.75
Barrel of Jack	.10c	2000	58.00	2.75
Dollar Game	.5c	400	7.00	.59
Fin & Sawbuck	5/25c	300	33.15	2.75
Kwik Fin	8/25c	220	28.75	2.50
Pick a Cherry	.5c	1200	30.04	2.50
Sizzling Smokes	8/25c	200	30.00	1.50
<i>(Cigarette Board)</i>				
E-Z Pickin'	.5c	2400	45.68	2.95
E-Z Pickin'	.10c	2400	81.36	2.95
Baby E-Z Pickin'	.25c	140	17.08	1.25

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.

HERE'S A HINT

of what the new Bork Boards will do—
Make TWICE as much money for you and Give the player TWICE as much for his money!

BORK

MANUFACTURING CO.

6201 15th Avenue
Brooklyn 19, N. Y.

SALESBOARDS

WHOLESALE "NET" PRICES—25% DEPOSIT

Holes	Name	Prof.	Price
1000	25¢ J.P. Charley XX Th.	52¢	\$1.49
1800	5¢ Lulu Board, XX Thk.	Def. 18	1.49
1200	25¢ J.P. Tex. Ohas., Tk.	Avr. 102	2.25
100	5¢ J.P. Sista, Tk., Pr.	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
985	5¢ J.P. Rosebud, Girlie	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
Box 86-B Huntington Beach, Calif.
(Phone 2842)

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Prof.	Price
400	5¢ Dollar Bd. X.Tx.	Def. \$ 7.00	\$.59
1000	25¢ Charley	Def. 50.00	.79
1440	5¢ Cigarette Barrel	Def. 18.00	1.15
1440	10¢ Barrel, X. Tk.	Def. 36.00	1.39
1800	5¢ Lulu Bd., X. Th.	Def. 18.00	1.49

1000	25¢ J.P. Charley, Tk.	Avr. \$52.08	\$.94
1200	25¢ Tex. Charley, Seal	Avr. 102.28	1.49
800	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

200	25¢ 6-in-1	Max. Avr. \$39.50	\$1.59
200	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	Def. 1.39	1.39
120	Tip Ticket Bks., gross	\$18.75; doz.	1.89

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

NO OTHER BOARD CAN MAKE THIS STATEMENT

MORE OPERATORS and JOBBERS USE
PROFIT BOARDS
THAN ALL OTHERS COMBINED
IT'S A FACT!

PROFIT MFG. CO. 64 Pg. CATALOG FREE
50-11 49th St. L.I.C. 4, N. Y.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postal, 6416 N. Newgard Ave., Chicago. oc23

AAAAA-1 RECORDING DISKS FOR AUTOMATIC and semi-automatic machines. Thousands of coin machine parts. Vending machines designed, developed, built, Joe Munves, 615 10th Ave., New York City.

CIGARETTE MACHINES—20-25 CENT OPERATION all makes and models. Completely overhauled and refinished in two-toned baked enamel. All work guaranteed. Parts available for all 25¢ conversion, immediate delivery. What have you for sale? Fred Stumm, 337 S. Lawrence St., Philadelphia 6, Pa. Lombard 3-2642. oc2

EXHIBIT IRON CLAW DIGGERS, MUTOscope, Merchantmen; Erie Diggers, hand operated; Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—FIVE (MINUTE POP) POP CORN Machines. Fully automatic. Used three months. \$400 each. Wooster Music Co., 15 Center St., Sebawang, Mich. oc16

FOR SALE—FLAT TUBULAR COIN WRAPPERS, \$1.25 per thousand. Any denomination. Write for quantity prices. Zimmerman & Murphy, Whittier, Calif.

FOR SALE—VIKING DELUXE POPCORN MACHINE. All stainless steel, less than 6 months old, in perfect condition, will sacrifice for \$450. Also 3 Automatic Minit-Pops, mechanically perfect and clean, pop each bag, used less than 4 months, \$175 each, less than half new price. G. D. Simpson, 2730 Wisconsin Ave., N.W., Washington 7, D. C.

FOR SALE—1 OUT OF THIS WORLD Speaker, \$75; Mills Three Bells, like new, \$175; 10c Mills Gold Fronts, \$65 each; 25c Mills Gold Fronts, \$75 each; 1 10c Black Cherry Bell, \$100; 1 25c Black Cherry Bell, \$105; 1 5c Black Cherry Bell, \$95; 1 10c Chrome Front, \$75; 1 25c Vest Pocket, \$50; 1 25c Golden Falls, \$115. Consoles: High Hand, Super Bell, Fast Time, Big Top and Bob Tails, \$20 each. Frank Guerrini, Burnham, Pa. Phone Lewistown, Pa., 5726.

FOUR COLADRINX MACHINES—FIVE-CENT slot, 400-cup capacity, A-1 condition, sacrifice. Imperial Distributing Co., 551 Surf Ave., Brooklyn 24, N. Y. ESplanade 2-8526.

MILLS 3 BELLS, \$125; MILLS BROWN AND Blue Fronts, \$60; Mills Chrome, set of three, 5-10-25, like new, first \$325; Silver Moon F. P., 5c, \$45; Pace Comet, 10c, \$30. Many others, write for prices. The Canteen, Little Falls, Minn.

ONE COMPLETE (30) TURNABLE AMI Automatic Hostess Studio, complete, cheap. One Williams Allstar Game, \$199.50; three 7' and 9' Supreme Alley, \$29.50; three Twenty Record Wireless Bar-O-Matic, Seeburg boxes, \$19.50; ten Twenty Record Wireless, Seeburg wall boxes, \$12.50; eleven Solotone, 5c and 10c boxes and amplifier with bar brackets, complete, \$225. G. M. Amusement, 17 Grove Ave., Woodbridge, N. J.

ON LOCATION—2 GOTTLEB GRIPS, \$15; 1 Skill Thrill, \$12.50; 1 Pikea Peak, \$9.50; 1 Pop Up, \$19; 6 ART Challengers, \$12.50; \$100 takes all, 1/3 down. D. Black, 221 N. 24th St., Omaha, Neb.

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, Tropicana \$59. Melody \$79. American Vending Co., 2359 Coney Island Ave., Brooklyn, N. Y.

SILVER QUARTER CONVERSIONS FOR ALL cigarette machines available at lowest prices. Write today for complete details. State model desired. N. Y. Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

SLIGHTLY USED 1947 MODEL MASTER ALL-purpose Penny Venders. Will sacrifice. Write Box 108, Old Ocean, Tex. oc23

TRADE IN YOUR OLD POPCORN MACHINE—We give up to 1/3 for your old one. Latest models all makes. Get set for 1949 now. You won't be able to buy one then. Get wise. P.K. Sales Co., Cambridge, Ohio. oc2

TWO ROCK-OLA PLAYMASTERS FOR SALE—One complete, other incomplete, both for \$200. 32-volt Rock-Ola De Luxe, \$175. We trade and sell anything. ABC Novelty Co., 2509 S. Presa St., San Antonio, Tex. One Ball for new Fire Balls.

USED, DAMAGED, OBSOLETE, CLOSEOUTS wanted of any kind. Vassar, Box 1734, Cleveland 5, O. oc23

15 MINITPOP'S (DEMONSTRATORS) — TO close out estate, 1/2 (8) like new, the others on one location 30 days. Cost, \$850 each; make offer for entire lot. Will accept trade for part. P. O. Box 330, Cambridge, Ohio. oc2

WANTED—ALL MAKES AND MODELS OF Cigarette and Candy Vending Machines. Send list and prices. N. Y. Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

WE HAVE THREE (3) DEMONSTRATOR Models, "Minitpop's" coin operated 10c play Popcorn Machines. Make offer. P.K. Sales, Cambridge, Ohio. oc2

WILL PAY TOP PRICE FOR BUCKLEY DIGGERS. J. A. Blash, 1101 1/2 College Ave., Elmira, N. Y. oc23

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, 10' Hollywood awning, neon sign, lighting fixtures (six fluorescent). Write or call Ed. Bowley, 339 W. 15th St., Chester, Pa. Phone 28557. oc9

2 BORTAILS, FP, \$45; 4 HEAVY HITTERS, \$45; 1 Seeburg Wireless Wall Box, like new, \$35; 1c Basketball, counter game, \$10; 1 Pikea Peak, like new, \$20. Stan Fletcher, Charlton, Iowa.

SALESBOARDS at FACTORY PRICES

Immediate Delivery

WE CARRY IN STOCK A

COMPLETE LINE OF UNIVERSAL

JAR-O-DO TICKETS

AND JAR DEALS

	NET PRICE
Jar-o-Do Bingo Tickets, 1000 Size	\$.75
Jar-o-Do Bingo Tickets, 1200 Size	.80
Jar-o-Do Bingo Tickets, 1260 Size	.85
Jar-o-Do Bingo Tickets, 1380 Size	1.05
Jar-o-Do Bingo Tickets, 1600 Size	1.20
Jar-o-Do Lucky 7, 2220 Size	1.50
Jar-o-Do RWB 2170 Singles	1.50
Jar-o-Do RWB 2170, 5/1	1.75
Bingo Jackpot Cards, 50 Seal. Per Doz.	6.80
Bingo Jackpot Cards, 74 Seal. Per Doz.	8.85
Football Bingo Pad Deal	2.75
Win-a-Prize Bingo Cards, Ea.	.18
Grab a Fin Pad, 1000 Size, 5/25¢	1.70
Grab a Fin Pad, 1200 Size, 5/25¢	2.25
Grab a Fin Pad, 1200 Size, 6/25¢	2.25
Grab a Ten Pad, 1200 Size, 5/50¢	2.25
Grab a Twenty, 1200 Size, 5/51.00	2.25

Large Quantity Buyers. Write for Prices. Complete Stock on Hand. Call or Drop In To See Us.
1/3 With Order, Balance C. O. D.
RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA 23, PA.
Lombard 3-2676

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

18 DIFFERENT STYLES IN ALL SIZES

NEW Profit Makers!
WRITE FOR CIRCULAR

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Profit	Price	JAR TICKETS
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$.85	RED, WHITE AND BLUE LUCKY SEVEN
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	BINGO TICKETS on Sticks—Sizes 1000-1200-1260
960	5¢	It's the Knots Thick Girl Board	Avg. 26.25	2.75	
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75	
1000	5¢	Glovely Lady Thick Girl Board	Avg. 28.60	2.75	
1200	5¢	Pick a Cherry Thick Seal Board	Avg. 30.04	2.85	
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85	
220	25¢	Kwik Fin Giant Holes, 6 for 25¢	Avg. 28.75	2.50	

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, 1c, 2c or 5c. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

More for your Dough!

QUALITY FLASH PROFITS \$\$\$\$

Finest in SALESBOARDS

Send for Catalogue

EMPIRE PRESS PRICED RIGHT
637 South Dearborn St. CHICAGO 5, ILLINOIS

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

N. Y. License Dept. Okays Two Skee Ball Games; More Now Up for Consideration

Size and Skill Factors Probed Deeply

NEW YORK, Sept. 25.—The New York City Department of Licenses has ruled that two currently available skee ball games are licensable at \$50 a year. Complementing this action, taken a week ago, a department spokesman revealed that several other games of the skee ball type are being considered to determine their suitability for licensing privileges.

The games, which have already been approved and on which licenses can now be obtained, are the old-fashioned mechanical skee ball with flap-scoring mechanisms, and the game, Ski-Bowl, recently introduced by Scientific Machine Corporation here.

The names of the other games submitted to the department were not revealed. It was reliably reported that most of them would be ruled licensable. They are now being examined by the legal and engineering divisions of the police department.

Factors in Decision

Some of the factors which the city authorities are considering in their examination of the games submitted are whether or not they are primarily games of skill and whether they can be easily converted to give free games for high scores.

The skill factor is made mandatory as a condition for licensing by the municipal bill passed by the city council last spring (*The Billboard*, June 26). According to the terms of

Jennings Holds Eastern Show; Finale of Tour

ASBURY PARK, N. J., Sept. 25.—The final showing of the O. D. Jennings & Company 1949 line of Monte Carlo bells, completing a tour which earlier brought the line to Nevada and Mississippi, was held here at the Berkeley-Carteret Hotel Wednesday and Thursday (22-23).

Well attended by Eastern distributors and operators, the showing was highlighted by a banquet Wednesday night. J. Raymond Bacon, Jennings vice-president and general sales manager, was the featured speaker. He told of the business outlook for the fall. Among the other firm executives who spoke at the dinner was Charles Schlicht, director of sales research. Following the banquet, the new Jennings line was unveiled.

Thursday's sessions were taken up with the service clinics. With factory technicians on hand, demonstrations were held on recommended service techniques. A breakdown of the new equipment was illustrated by slides.

Present at the showing were representatives of General Vending, with Harry Hoffman and S. A. Weisman; Roth Novelty, with Max Roth and H. Lindemann; Automatic Coin, with E. O. Baker and Leon J. LaRoche; Ace Automatic Novelty, with Dorie Sylvester and Jack Miller, and Miller Music Company. Others attending included Art and Walter Puetz, Hugh Burras, E. E. Shaffer, Tom Reed, Raymond C. Lucas and Lewis E. Goodhart.

a ruling by Supreme Court Justice Ferdinand Pecora, handed down shortly after the council action (*The Billboard*, July 3), convertibility of coin-operated devices to give free games is grounds for outlawing.

Another point known to be included in the deliberations of the license and police departments is the size of the games permitted. While no set standards have been announced, it was revealed that the authorities frown on any games small enough to make them suitable for neighborhood candy store locations. They are anxious to see that the games are not easily accessible to children. Coinmen who testified at council hearings last spring said they would welcome regulation to preclude juvenile play.

The \$50 annual fees now authorized come under the provisions of common show license regulations, under which amusement arcades operate.

Chi Okays Telequiz Games; Ops Get Busy on Locations

CHICAGO, Sept. 25.—Operators have begun placing Telequiz games on location here following receipt of a favorable opinion from the Chicago Corporation Counsel which concluded that "the keeping and use of Telequiz is not prohibited within the city, but the device is subject to the automatic amusement machine tax." This tax amounts to \$25 per machine per year.

The opinion, written by Martin Foss, assistant corporation counsel, to William T. Prendergast, city collector, came in response to a request from Joe Beck, vice-president of the Telequiz Corporation.

"Obviously," the corporation counsel's opinion stated, "the device does not come within the definition of bagatelle or pigeonhole so as to bring it within the prohibition of Section 193-26 of the municipal code of Chicago."

On the question of whether or not the quizzer violates the Illinois State code prohibiting gaming or lottery,

the corporation counsel said, "Our opinion is that it does not."

The opinion pointed out that a lottery, in Illinois, consists of three elements: price, chance and prize. "In the Telequiz machine," the opinion states, "a price is paid in the form of a coin deposited in the coin slot." But, the opinion adds, no reward is made.

"As all three elements are required to constitute a lottery, and 'prize' is lacking," the opinion continued, "it is unnecessary for us to inquire into the question whether the element 'chance' is present. However, should at any time a prize in the form of money, merchandise or other thing of value be given in connection with the game, then it will be necessary that a determination be made as to whether 'chance' is involved."

Meantime, officials of Telequiz announced that production facilities at the company's North Pulaski Road plant are being enlarged in order to step up the number of units manufactured.

Timely Games

CHICAGO, Sept. 25.—Picture of the world's largest pinball game, "The Time of Your Life," was included in this week's issue of *Timely Events*, the store window service which provides news of the world in pictures for window display to thousands of stores. Giant game is currently being used by Coin Machine Industries (CMI) in a drive to aid the Runyon cancer fund as part of a tie-in between CMI and United Artists' movie *The Time of Your Life*.

Radical Bumper Highlights New Exhibit 5-Ball

CHICAGO, Sept. 25.—Exhibit Supply Company has started production on a new five-ball game featuring a patented bumper which can register points and initiate a kicker action from any point on the bumper, Joseph A. Batten, firm vice-president and general manager, announced this (See *Radical Bumper*, page 96)

Railroads Set To Ask New 8% Freight Boost

CHICAGO, Sept. 25.—Possibility of an 8 per cent freight rate hike was seen this week when railroad rate experts decided to prepare a new application to the Interstate Commerce Commission (ICC) for a "fresh boost." Although such an increase would affect all but a few commodities, the coin machine industry as a whole would not be as widely hit by such action as would have been the case two or three years ago.

Steadily increasing use of cross-country and interstate trucking facilities, especially in the shipping of pin games and juke boxes, would lessen the impact of a rail rate hike. Vending machines, which are shipped via rail to a greater extent, would bear the brunt of a rate boost, but the National Automatic Merchandising Association's (NAMA) legislative staff has presented briefs against the increase. Aiming not at the rate boost in general, but at such classification-increases as would effect vending equipment, NAMA is presenting a strong case for the automatic merchandising industry. Thus, although this phase of the coin machine industry does depend upon rail transport to a larger degree than others, it has prepared defensive action against unfair increases.

Pin Game Shipments

Ratio of pin games shipped via rail, according to industry spokesmen, is roughly 15 per cent, from Chicago east, with 85 per cent going by truck; west of Chicago, especially for coastal hauls, the ratio changes to 30 per cent via rail, 70 per cent by truck. Juke boxes, too, are largely shipped by truck; 80 per cent going over the nation's highways and 20 per cent by rail.

If the requested freight rate increase is effected it will bring the average hike to 44 per cent from the level prevailing as of June, 1946. Recently won increases raised rate by 25 per cent, but railroads are demanding more revenue to "meet rising costs, make necessary capital outlays, and have an adequate return on property investment." Any new increase, however, will not remove the possibility of still further boosts if the pending third round of wage demands results in higher employee wages, it was declared by railroad spokesmen.

To date, tho the move to ask ICC for higher rates has not been given the green light by top railroad executives, it is likely that they will do so shortly.

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 25-30—Dairy Industries Exposition (DIE), convention and exhibits (ice cream, Traymore Hotel), (milk, Shelfonte-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.

See Big Biz Rise for Tenn. Machine Ops

KNOXVILLE, Sept. 25.—All phases of the coin machine industry in this State should prosper during the next few years if the prediction by Don C. Stewart, executive director of the Tennessee Tourist and Development Association, that more than \$400,000,000 will be spent annually for at least the next two years, becomes a reality. Last year approximately \$150,000,000 was spent by out-of-State visitors.

Speaking before a joint meeting of civic leaders at a luncheon sponsored by the Civitan Club, Stewart said that one of the major links in formulating a program designed to bring more tourists to Tennessee was the development of a tourist research (See *Tenn. Mach. Ops*, page 96)

Summer Candy Sales Level Off

Kwik-Kafe Operators Meet For Three-Day Convention; Theme: Increased Profits

First Annual Meeting at Philadelphia October 6

PHILADELPHIA, Sept. 25.—Franchise operators of the Kwik-Kafe coffee vender will meet at the Bellevue Stratford October 6 in a three-day convention under auspices of the machine's manufacturer, Rudd-Melikian, Inc., to examine critically all phases of the automatic merchandising of coffee. Under the general theme of increasing the profitable operation of coffee venders, the confabbers will participate in a variety of discussions ranging from legislative matters to service techniques.

Most of the opening day will be devoted to addresses by operators who will disclose details of their individual route operations which have been found advantageous. Myron Newmeyer, National Automatic Beverage Company, Newark, N. J., will discuss automatic vending of coffee as experienced by an operator who has been in the merchandising business for 12 years. His firm recently added coffee venders to its route. Donald Mack, of Kwik-Kafe of Rochester, will talk on *A New Operator's Approach to Coffee Vending*. When he entered the business, Mack could not draw on a fund of personal vending machine knowledge.

LeBarre on Supplementaries

Profitable use of supplementary venders, and their value in increasing gross sales, will be discussed by John LeBarre, of Chicopee Falls, Mass. LeBarre, who does business under the name, Automatic Coffee Servicing, Inc., will take up the profit angles of placing cake, cookie and doughnut venders alongside coffee dispensers.

Tentatively scheduled for the opening day is a speech by E. R. Williams,

NAMA Members Must Make Own Chi Reservations

CHICAGO, Sept. 25.—Members of the National Automatic Merchandising Association (NAMA) will make hotel reservations for the 1948 NAMA convention and exhibition directly with the Palmer House this year rather than with the association headquarters. This announcement came from the convention chairman, George M. Seedman, who said that reservation forms for hotel rooms at the December 12-15 meeting had been mailed to members this week.

Attendance at this year's convention and exhibit is expected to exceed last year and for that reason members, and operators who are not members, are being asked to contact the hotel rather than the association's headquarters.

Seedman said that while a number of rooms have been set aside at the Palmer House to accommodate convention-goers, reservations should be made at once to insure accommodations.

Reporting on sales of exhibit space, Seedman said, "At the rate exhibit space is going, we may have to take over the eighth floor of the Palmer House to accommodate additional exhibitors." The hotel has thus far set aside the fourth floor exhibit hall as well as the entire seventh floor.

Spacarb of New England, who will examine pros and cons of 10-cent operation in public locations.

Representatives of Rudd-Melikian will round out the first day's program. Arthur Silverman, who manages the manufacturer's operating firm, Kwik-Kafe of Philadelphia, will discuss service problems and techniques. Sid Luber, Rudd's sales manager, will hold forth on proven methods of soliciting locations, elaborating on the advantages to location management achieved by installing coffee venders. Cy Melikian says an executive of the firm's advertising agency may detail for operators plans to promote use of the machines thru advertising in general circulation media. It is reported that Rudd-Melikian may expand this phase of its promotional activity starting in October.

Charts, photos and movies will help illustrate the program scheduled. (See *Kwik-Kafe Ops* on page 82)

Craig Company To Handle Sales Of Cream Mch.

DANVERS, Mass., Sept. 25.—Line production of the 144-capacity ice cream bar machine introduced this past summer (*The Billboard*, July 10) has started at the Craig Machine Company's ice cream vending machine division, according to Ralph S. Towne, assistant to the president.

Announcing initial production and shipments of the new machine, Towne said that the vender will be sold exclusively by Craig. Earlier, an Auburn, Me., company, Whyte-Dunn, Inc., was to market a portion of the Craig production. Whyte-Dunn, owned by W. W. Whyte and Harry B. Dunn, originally brought the ice cream machine to the attention of Craig Machine.

Whyte-Dunn withdrew their organization from actual participation in sales in order that the principals might devote full time to personal business activities.

The Craig vender, which features an agitating motion designed to keep the bars from freezing together, sells for approximately \$700.

To Air Show From First Launderette

NEW YORK, Sept. 25.—A radio show staged in the first coin-operated laundry store opened in the country has been scheduled by the Mutual network for October 4 at 11:45 a.m., it was learned here this week. Red Benson, who will conduct the program, will interview Mary Broderick, the supervisor of store installations for Telecoin Corporation, in the premises of Parkchester's Launderette. The Parkchester store opened for business in November, 1944.

Miss Broderick will be queried on the history of the Launderette stores and will describe the services they offer to the public. She began her career in the industry as an attendant at the Parkchester installation.

Kwick Shoe Shiners Make Boston Debut

BOSTON, Sept. 25.—First 10-cent coin-operated shoe shiners are making their appearance here. First installation was at the Hotel Sheraton in the Back Bay, where a Kwik Shine machine was installed by operator James T. Dwyer, of Salem. Dwyer plans more hotel installations in the near future.

Most of the larger hotels have shoe-shine parlors, but there are many apartment hotels and class hotels which do not have such service and are open for the shoe shiners.

Rice Resigns Auto-Vend Presidency

Cresswell Operating Head

DALLAS, Sept. 25.—Paul Rice, president of Auto-Vend, Inc., has resigned from the company and returned to California with unannounced plans, a spokesman for the firm said this week. Roy Cresswell, vice-president in charge of production, is operating head of the company at least until such time as a board of directors' meeting can officially elect a successor to Rice.

Auto-Vend, formerly the T. & C. Company, is a direct and wholly owned subsidiary of Blair & Company, Inc., New York. Auto-Vend, in turn, has the following wholly owned subsidiaries: The Sun Puft Popcorn Company of Florida; Popcorn Sez, Inc., of Pennsylvania, and Multiple Products Corporation, Dallas.

Both Rice and Cresswell are veterans of the navy's supply corps, having served as officers with that branch during World War II. Prior to the war, Cresswell was associated with Armour & Company, while Rice was sales manager for a major appliance firm.

No other changes in personnel are contemplated at Auto-Vend, the company spokesman said.

Un. Beverage Spots Over 50 2,000-Cup Mchs. in Chi Houses

CHICAGO, Sept. 25.—Over 50 2,000-cup two-flavor Square soft drink venders are on location in United Beverage's larger theater locations here, Max Rosenbaum reported this week. With the firm's 1,000-cup single flavor machines, introduced shortly after the larger capacity units earlier this year, the new high capacity venders are aimed at decreasing servicing and maintenance costs thru the reduction of routeman calls on any one location.

Max Rosenbaum, who heads United Beverage, the operating company, and Square Manufacturing Company, the vender manufacturing firm, with his brother Paul, said the 2,000-cup machine replaces the dual flavor 800-cup machine formerly used. The 1,000-cup single flavor unit is being used in place of the 300-cup vender previously installed in medium and small theaters.

Both large capacity venders are being used by United's subsidiary companies in other cities.

Survey Shows 1st Normalcy Since War Yrs.

Cookie Vending Proves Aid

CHICAGO, Sept. 25.—Summer candy sales, for the first time since war-born shortages caused year-round high-level demand, dropped back to normal during July and August this year, according to 90 per cent of the local operators contacted by *The Billboard* in a spot survey this week. During the war, and for two summers after, candy bar sales kept to a steady high even during the two mid-summer months, spurred on by shortages and the human habit of buying and stocking up on anything that was scarce.

This year, July and August bar sales dropped an average of 40 per cent per machine, compared to those of other months, while in former years (1943 to 1947) hot weather cut sales only about 15 to 20 per cent per machine, operators report. And this experience, judging by reports received from various sections of the country where midsummer sales have also been affected, is true on a national scale. (See *Summer Candy* on page 86)

Canteen Co. Buys Texas Operation

DALLAS, Sept. 25.—At a public auction, ordered by the Federal Court after involuntary bankruptcy proceedings, equipment and inventory of Paramount Distributing Company was sold to the Canteen Company for \$151,500. The sale involved candy inventories and candy, cigarette, gum and drink vending machines.

J. Sydney Jones, principal in the Paramount concern, told *The Billboard* this week that the firm had over-expanded in the wholesale business and that this over-expansion eventually led to the involuntary bankruptcy. Meantime Jones continues as a partner with H. W. Melvin Jr. in Southern Vendors, Inc., an operating firm with offices in San Antonio and Corpus Christi.

Bob Jones, also with Paramount, may shortly re-enter the automatic merchandising business in Houston, altho he has not yet announced definite plans for the future.

Canteen purchased the machines and inventory with a bid \$500 higher than one entered by a syndicate from the West Coast.

Brazilian Promotes New Match Book

WASHINGTON, Sept. 25.—The concern of many cigarette operators over the soaring cost of matches may be eased by a new-type pocket match book now being promoted in this country by a Brazilian inventor.

According to Commerce Department, the device consists of a small box containing a roll of paper tape having ignition surfaces spaced along its length, similar to a roll of caps for a toy pistol. The surfaces can be ignited with a fingernail or a small stick. The inventor claims advantages include low cost of production and the large number of lights obtainable for the small amount of space required.

TIME PAYMENTS ON "SILVER KINGS"

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1/4 DOWN—20 WEEKS TO PAY
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622 Diversy Parkway Chicago, Ill.

Kwik-Kafe Operators Meet For Three-Day Convention

(Continued from page 81)

uled for the convention's second day, Thursday (7). A spokesman for the National Association of Manufacturers will evaluate coffee operation from the standpoint of industrial relations, said Melikian, and will also speak on general management-labor problems.

Thursday's roster of speakers includes an attorney for the National Automatic Merchandisers' Association and an executive of a bank, who will take up, in turn, legislative and taxation problems as they affect the vending machine industry, and the financial aspects of route manage-

ment, including amortization of vending machine purchases.

To acquaint Kwik-Kafe operators with the cup and coffee supply picture, the convention agenda for Thursday lists talks by Philip Eisenmenger and Robert Kob, of the Chase & Sanborn division of Standard Brands, and Arthur Nolan, Dixie Cup director of research and development.

Eisenmenger will speak on coffee research, processing and public acceptance tests, while Kob has chosen for his topic warehousing and transportation facilities and quality control of coffee concentrate. The Dixie Cup representative will explain current techniques used in the manufacture of cups for hot beverages and how techniques being developed may cut costs in the future.

Friday has been set aside for recreation. Melikian stated that convention participants will be invited to the Aeronmick Country Club, in Newtown Square, for a day of golf, bridge and informal sports activities. The convention will close with dinner at the country club.

Thruout the three-day meet, wives of operators not interested in business affairs may participate in a ladies' program, including luncheons, sight-seeing tours, a fashion show and an audience participation radio program.

Melikian declared that his firm expects to sponsor annual conventions. At least 75 per cent of Kwik-Kafe franchise operators will attend the inaugural event, he predicted.

Rex To Handle Keeney Vender In Eastern N. Y.

CHICAGO, Sept. 25. — Rex Coin Machine Distributing Corporation has been appointed distributor of the new Keeney electric cigarette vender in the Eastern New York territory, W. J. Ryan, Keeney president, announced this week.

Headed by A. M. Delaport, president, Rex Coin has offices and showrooms at 821-29 South Salina Street, Syracuse. Other firm officials include C. F. Bailey, vice-president, and R. F. Daggett, sales manager. Its Keeney territory will embrace all the area east of the western boundaries of Wayne, Ontario and Stuben counties, will include coverage of Albany, Schenectady, Binghamton, Utica, Poughkeepsie, Watertown, Syracuse and other large cities in New York State.

A formal showing of the Keeney vender is now being planned by Rex Coin at a date to be announced soon. Following this event, salesmen for the distributing concern will transport the cigarette machine thru the territory via auto trailer, giving demonstrations to operators and servicemen.

See Fall Bar Vending Biz Rise in New Eng.

BOSTON, Sept. 25.—Bar vendors can expect a heavy volume of fall business, according to reports from the New England Manufacturing Confectioners' Association (NEMCA). Reports that a big fall and holiday business was expected, following a summer slump, have been circulating the past month. Now they have basis in fact because manufacturers have received their fall orders and they are heavier than anticipated.

NEMCA predicts people will eat more candy this coming year than ever before. They base their prediction on the fact that wartime scarcities are over and people have been definitely sold on candy as food.

Factor still remains of skinnier bars, however. Manufacturers claim they simply cannot do anything about it because of high price of ingredients.

Reynolds Cig Shipments Rise

WINSTON-SALEM, N. C., Sept. 25.—R. J. Reynolds Tobacco Company reported this week that cigarette shipments for 1947 were 82.7 per cent greater than in 1942. Last year, firm shipped over 105,700,000 cigarettes compared with 58,000,000 in 1942.

Also this week, Reynolds Tobacco registered with the Securities and Exchange Commission in Washington a proposed offering of \$60,000,000 debentures and 260,000 shares of \$100 par preferred stock. Holders of firm's common and new Class "B" common stock may subscribe to the preferred offering. Underwriters will purchase all unsubscribed shares, together with the debentures, for public offering.

LAKELAND, Fla., Sept. 25.—A cigarette tax of 2 cents per pack and a 10 per cent tax on all other tobacco products was approved by the city council here this week. Levy, stated to be the means of providing revenue for increasing operating expenses, will become effective with the new fiscal year, September 30.

Look-See 'Scopes Rival Train Show At Chi Rail Fair

CHICAGO, Sept. 25.—Two batteries of coin-operated telescopes at the north end of the railroad fair here proved to be good coin attractions during the latter half of the exposition. The 'scopes, in groups of 12 and three, were mounted so as to point in a wide arc over the lake, and were set for dime operation. That the urge to have a look-see over the lake rivaled that of examining trains and other exhibits at the fair was proven by the constant use of the units. High fair attendance, reaching 2,127,878 this week, guaranteed a ready audience for the coin telescopes.

Soft Drink Tax Cuts Bottlers' Biz in Penna.

Buyers' Resistance Cited

HARRISBURG, Pa., Sept. 25.—The Keystone Bottlers' Association reported this week that 90 per cent of the soft drink bottlers in Pennsylvania have had declining sales since the Commonwealth enacted a tax on soft drinks in 1947.

Emanuel D. Lowenstein, president of the group, said a survey showed "the reduction in soft drink sales due to consumer resistance to this tax has forced eight Pennsylvania bottlers to shut down their plants entirely."

The bottlers have bitterly opposed the levy and will fight against re-enactment of the tax when the 1949 General Assembly convenes in January. The impost is levied at the rate of 1 cent on every 12 ounces of bottled drinks and one-half cent on every ounce of sirup used in the fountain manufacture of drinks.

Originally estimated to bring in \$35,000,000 in a two-year period, the return has now been revaluated at \$27,000,000—a drop of \$8,000,000.

Lowenstein said business in 438 plants "is off an average of 35 per cent compared with pre-tax sales, and in many instances, losses run as high as 50 to 60 per cent."

He added that 10 per cent of the State's bottlers showed an increase in business but that the gains "are 25 per cent lower than those enjoyed by comparable plants in adjacent States where there is no tax."

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JUMBO BLANCHED SALTED PEANUTS.
30 Lb. Cartons, 27¢ Lb.—\$8.10 Carton.

SPECIAL LICORICE LOZENGES
West Point Brand. Best Quality in the Country. High Count.
23 1/2¢ lb.

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In Original Cartons
\$4.75 Lots of 6. **\$5.50** Sample.

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Like New Chrome Front—**UNCONDITIONALLY GUARANTEED 1 YEAR**
\$10.50 Lots of 10
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SPECIAL Colored BALL BUBBLE GUM
West Point Brand. 6 color centers. Guaranteed Best Quality in Country. 25 lb. cartons.
26¢ lb.

SPECIAL ASCO HOT NUT GLOBES
\$1.00 Ea. Lots of 50. \$1.35 Ea. Under 50. Also All Other Globes At Net Prices.

BINGO — 4 Games in 1
\$14.00 Lots of 5. **\$15.50** Sample.

STAMP FOLDERS, For Any Model. 50¢ Per H 35 lb. Solid Steel STANDS \$3.95 Ea. CIGARETTE and CANDY MACHINES, All Models, LOWEST PRICES

NEW LOW PRICES U-SELECT-IT CANDY MACHINES
72 Bar Capacity, \$27.50 Each. Limited Supply.

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DU GRENIER W. 9 Col.	\$37.50
DU GRENIER CHAMPION	47.50
UNEDA, 9 Col. 500	70.00
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ROWE ARISTOCRAT, 6 Col.	22.50

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NCA President Hits High Costs In Candy Biz

F. O. B. Sales-Threat

NEW YORK, Sept. 25.—Candy manufacturers' ingredient and merchandising costs and the effect a system of f. o. b. plant sales would have on the industry were the targets of a recent talk by Philip P. Gott, president of the National Confectioners' Association (NCA) before officers of Affiliated Drugs, Inc., here.

Citing the fact that domestic price of farm crops, such as dairy and corn products, sugar, fruits, nuts and peanuts and world prices of cocoa beans determine the selling price of candy, Gott pointed out, for example, that the confectionery industry's annual purchase of over 110,000 tons of peanuts could effect retail prices. He reminded his audience that the rise in peanut cost alone has almost tripled since 1941, when peanuts were 6 cents per pound, to the present price of 17 cents a pound. Other ingredient costs have increased all along the line, he said.

Fourth Food Processor

Emphasizing the size of the candy industry, Gott declared that candy manufacturing now represents the fourth largest food processing industry in terms of dollar volume, grossing over \$930,000,000 at manufacturers' level last year. It is the eighth largest in terms of employment.

Discussing the recent interpretations by the Supreme Court in the Cement Institute case, to the effect that freight absorption may be considered illegal, he said the candy industry was alarmed over possible application of this decision to its business. He stated: "... It is my personal opinion that the legal compulsion of marketing and merchandising of 5-cent items, for instance, under the system of f. o. b. plant sales would create havoc in the candy industry, and would force erection of plants throughout the country (to effect short distance delivery). This would mean a higher unit cost of production than attained when national distribution is made from one plant. National advertising of 5-cent items would be nullified, and sales programs and distribution policies thru retail (and vending machine) outlets would be revolutionized."

Over Million Outlets

Concluding, Gott said that candy is now being sold thru over 1,000,000 retail outlets (not counting venders), more than any other single food item. Independent retailers still constitute the biggest outlet, taking almost 53.3 per cent of the total production being sold by manufacturers thru wholesalers; in addition, 18.7 per cent of production is sold direct to independent retailers, while only 20.9 per cent is sold by manufacturers direct to chain stores.

Boston Cig Buyers Resent Extra 2c Bite

BOSTON, Sept. 25.—Altho most cigarette machine vending operators here have remodeled their machines for a 25-cent coin and return 2 cents change in the package, a few operators are maintaining a straight 25-cent price. Machines holding the 25-cent straight price are located mostly in class hotels.

However, complaints are being reported and desk clerks are getting the brunt of it. Indication is that even patrons of the top locations resent that extra 2-penny bite.

Rudd, Melikian Get First Phila. Awards

PHILADELPHIA, Sept. 25.—Lloyd K. Rudd and K. C. Melikian, heads of Rudd-Melikian, Inc., were presented the first annual award of the Philadelphia Chamber of Commerce Monday (20) for deserving and successful small business men. The award, made during a special meeting of the chamber's board of directors, was announced by Arthur Kaufman, president.

Awards are certificates of commendation, and are the first to be made by the Chamber of Commerce. Plans call for such awards to be made annually to outstanding local business men.

St. Louis Cig Ops Face 2d Conversion In City's Price Juggle

ST. LOUIS, Sept. 25.—Cigarette vender operators here, after largely converting their equipment to handle a 23-cent-per-pack price after the 3-cent levy went into effect, may have to reconvert to straight 20-cent operation should a proposed 1-cent reduction, introduced last week, be acted upon.

Movement to reduce the city cigarette tax to 2 cents, to restore sales to metropolitan retailers, was made September 17 by Councilman H. Novack, who introduced the bill during a meeting of the board of aldermen. According to "downtown" retailers, customers now buy their cigarettes in the country instead of near their businesses.

Al Price, Al Price Tobacco Company here, told *The Billboard* this week that while any reduction in local cigarette taxes would be welcome, the 23-cent vender price did not appear to effect sales. In the few instances where operators had formerly charged 15 cents thru machines prices went to 20 cents. Those formerly selling packs for 20 cents had, or were in the process of, converting equipment to handle quarters and penny packs.

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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.
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PLASTIC CHARMS\$3.25 Per M

5/8-140 Ct. Colored Bubble Ball Gum
(Makes Colored Bubbles)
25 Lb. Ctns. 28¢ Lb.
100 Lb. 27¢ Lb.

REG. 3/8 BUBBLE BALL GUM
25 Lb. Ctns. 28¢ Lb.
100 Lb. Ctns. 25¢ Lb.
(Freight Prepaid on 100 Lbs. or More)

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Orders Under \$10.00. Money in Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

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Exclusive Victor Distributor in N. Y.
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SUCTION-GRIP CUPS For Vending Machines
Live Rubber, 1 1/2" diam. Powerful Grip; with standard 8/32" machine screw.
100\$ 3.00
1000 24.00
Lower prices in quantities; write for catalog.
25 @ dep. on C.O.D. orders; prompt delivery.

GORDON MFG. CO.
Dept. VM, 110 E. 23d St., New York City 10

VICTOR'S NEW MODEL V-K
It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.
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TORR TIME PAYMENT PLAN
Pay for same in 18 weekly payments
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SPECIAL PRICE
FOR MONTH OF OCTOBER ONLY

RAIN-BLO BUBBLE BALL GUM
Packed 25 Lb. to Carton

Less than 100 lbs.	3/8	170¢
100 lbs. and over	28¢	30¢
100 lbs. and over	28¢	28¢
1000 lbs. and over	26¢	27¢

Freight paid on 100 lbs. or over

Pistachios, Large White, 60 Lb. Ctn. . .	72¢ Lb.
Pistachios, Small White, 60 Lb. Ctn. . .	47¢ Lb.
Pistachios, Large Red, 60 Lb. Ctn. . . .	80¢ Lb.
Pistachios, Small Red, 60 Lb. Ctn. . . .	60¢ Lb.
Virginia Peanuts, 30 Lb. Ctn.	29¢ Lb.
Spanish Peanuts, 30 Lb. Ctn.	23¢ Lb.
Licorice Gems, 775 Ct., 37 Lb. Ctn. . .	26¢ Lb.
Jawbreakers, 575 Ct., 36 Lb. Ctn. . . .	22¢ Lb.
Chocolate Confetti, 450 Ct., 34 Lb. Ctn.	36¢ Lb.
Pee Wee Rainbow Peanuts, 33 Lb. Ctn.	25¢ Lb.
Pee Wee Boston Baked Beans, 33 Lb. Ctn.	24 1/2¢ Lb.

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THE "CHALLENGER"
THREE MACHINES IN ONE
\$10.00 to \$50.00 Weekly on Location!
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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.



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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.

\$57.50 Each

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ABC POPCORN CO. 3441 W. NORTH AVE. CHICAGO 47

SIX MILLS 400 CUP COCA-COLA DISPENSERS

3 New - 3 Slightly Used
MAKE US YOUR BEST OFFER

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THE BILLBOARD CINCINNATI 22, O.

OCTOBER



Read How VENDER REVENUE HELPS THE WORLD'S LARGEST AIRPORT

Faced with rising costs and a need to supplement fixed revenue, La Guardia Airport management are finding Venders a tremendous aid in their search for added income. Over 100 automatic merchandising machines (exclusive of lockers and toilet locks) serve over 15,000 people daily . . . and management feel that they have only scratched the surface. How they place a machine and determine its value make profitable reading for every operator regardless of where his machines are located. Don't miss VENDING AT LA GUARDIA in October Vend.

OUT THIS WEEK

With valuable trade service features and articles that no alert operator can afford to miss.

TRAIL-BLAZING COFFEE ROUTE

Despite its comparative youthfulness, coffee vending has already found a pattern for a successful profitable operation. If you are operating or plan to operate coffee venders you will benefit from the experience and methods devised from this pilot coffee route operation. Read TRAIL BLAZING COFFEE ROUTE in October Vend.

SOMETHING New IN THE News!
Vend this month tees off on a new method of handling the news. It will present the news of the month in each field of automatic merchandising with a clear-cut analysis of how it will affect your operation. You will like the "New Look" we've given this department because you will be able to spot the news "first" that interests you most. Don't miss it in October Vend.



PHILADELPHIA BRAND PREFERENCE

As another service to operators Vend publishes the results of a survey determining consumer's preference for Candy, Cigarettes and Soft Drinks. Altho conducted in the nation's third largest city, the figures presented can be used as a yardstick to draw comparisons with your own operation. Don't miss this feature in October Vend.

WHAT'S IN A CANDY BAR?

Product-conscious operators will welcome this Vend service feature. Over 100 candy bars are listed giving weight, size, coating, packaging (count) and ingredients. Here's vital information no candy operator can afford to be without. Be sure to get your copy of October Vend and keep this feature for ready reference.

HE SELLS SERVICE

NOT SYMPATHY

A heart-warming story of a man and his family who are realizing a better-than-average income from Automatic merchandising despite the fact the operator has been blind since he was 15. Read how this sightless operator shrugged off his handicap and built a successful candy and cigarette operation overcoming competition, not with sympathy, but with service and efficiency.

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SIX MONTHS ONLY \$1.00

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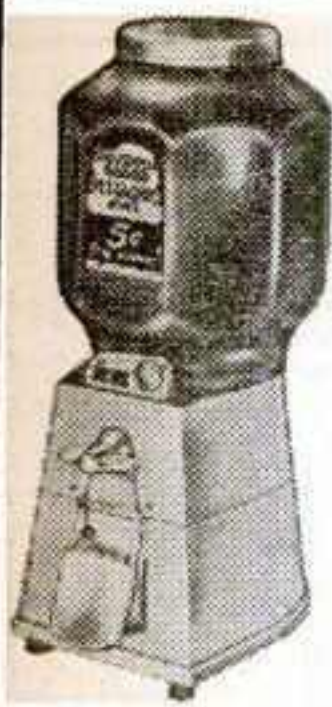
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NEW ASCO
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ALL PURPOSE
VENDOR

\$13.50

EA
In Lots of 10

SAMPLE, \$13.95

Specially built to vend
Pistachios, Cashews.
Vends accurately.

Colored Bubble Ball Gum, 25 lb. ctn. 27¢ lb.
Pistachio Nuts, med. size, 60 lb. ctn. 73¢ lb.
Jumbo Salted Peanuts, 30 lb. ctn. 28¢ lb.
1/3 with order, bal. C. O. D., F. O. B. Newark.
SEND FOR COMPLETE PRICE LIST

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for OPERATORS..

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KO-PAK-TA "Packaged" HOT NUT Dispensers—not coin operated—**PATENTED—COPYRIGHTED**—nothing else like it!

Derby "Racer" 1c Candy, Nut and Gum Vendors.

Double Bowl Combination 5c-1c **HOT NUT** Vendors.

FRESH 'N HOT—Popcorn Dispensers, not coin operated! Newest thing on the market! Get details right away.

10c-5c Coin Operated Hot Popcorn Vendors. Both floor models and counter models.

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326 Livingston St. Peoria, Illinois



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Successful Operators Buy Good Merchandise When You Buy Merchandise Vending. Buy The Best! Write for Complete Details and Prices. **Manufactured by**

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5c GUM AND 5c HARD CANDY AND MINT VENDORS



for Charms, Lifesavers, Gum and similar sized products.

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(The House of Friendly Service)

Supplies in Brief

Sugar Distrib Lags

WASHINGTON, Sept. 25.—Sugar distribution continued to lag behind last year during the week ended September 11, Agriculture Department said this week. Domestic distribution was 121,421 tons as compared with 147,502 tons for the corresponding week in 1947.

Peanut Process Record

WASHINGTON, Sept. 25.—Peanut processing during the past season (September, 1947-August, 1948) was the highest on record, Agriculture Department reported this week. Milling amounted to 1,789,000,000 pounds as compared with 1,652,000,000 during the 1946-'47 season. Production of shelled edible peanuts was 747,000,000 pounds, an increase of about 3 per cent over the previous season.

During August, some 14 per cent of shelled peanuts went into candy, an increase of 6 per cent over the average monthly candy use. Peanut butter makers took 60 per cent of the supply, with 10 per cent of the peanut butter being used in candy.

Sugar Beet Harvest

WASHINGTON, Sept. 25.—Excellent farming conditions in Western Europe indicate that the sugar beet harvest will be the best since before the war, Agriculture Department said this week. "Very good" harvests are reported well under way in France, Belgium, Netherlands and Western Germany.

High beet production might mean a corresponding drop in the amount of U. S. sugar exported to these countries for use in civilian relief feeding, Agriculture stated.

Cigars-Cigs Slump

WASHINGTON, Sept. 25.—Cigar consumption hit a 15-month low in July, while sales of cigarettes also registered a slump, Commerce Department reported this week.

Cigar consumption amounted to 430,210,000 units as compared with 479,949,000 in June. Cigarette sales dropped from 31,269,000,000 in June to 27,521,000,000 in July, according to Commerce statistics.

Cocoa Price Up

WASHINGTON, Sept. 25.—After several months of declines, the average wholesale price of a pound of cocoa on the New York Cocoa Exchange climbed to 44.6 cents in July,

an increase of three cents over June, Commerce Department said this week.

The average July price was the highest reached since last November when slow imports pushed the tab up to 51 cents a pound. Low for the last 12 months was reached in July, 1947, when the average price was 32.7 cents per pound.

Philip Morris Dividends

NEW YORK, Sept. 25.—Philip Morris & Company, Ltd., Inc., declared a quarterly dividend of 37½ cents a share on common stock, \$1 per share on 4 per cent preferred stock, and 90 cents on the 3.60 per cent preferred this week. First is payable October 15 to stockholders of record September 30, and both preferred dividends payable November 1 to stockholders of record October 14.

Alfred E. Lyon, president, stated that firm's earnings have been increased "substantially" by a sharp rise in sales. However, directors deferred action on a higher common dividend until end of the fiscal year, March 31, 1949.

2 Equipment Firms Set for NAPM Meet

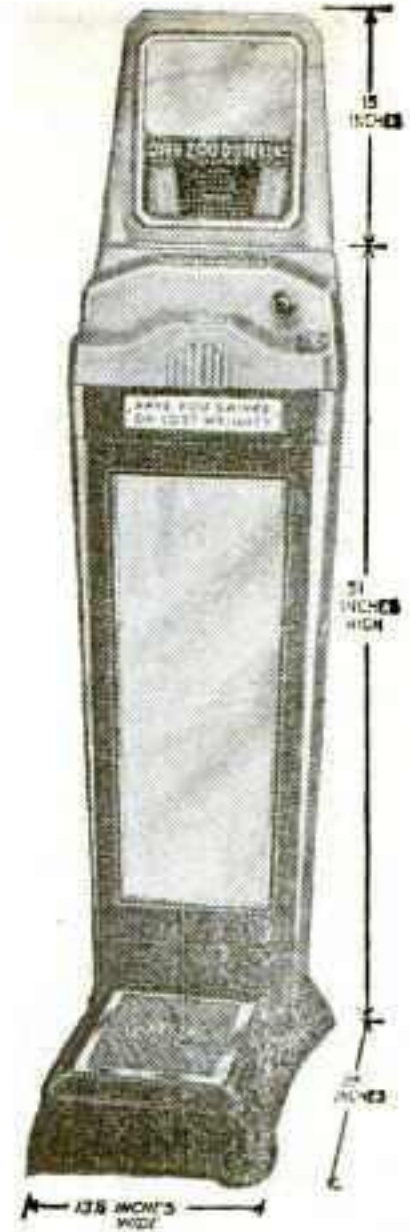
CHICAGO, Sept. 25.—Two manufacturers of popcorn vending equipment will exhibit at the National Association of Popcorn Manufacturers (NAPM) meeting and exhibition at the Hotel Sherman here December 13-15.

Firms, which may be augmented by other popcorn venter companies before show time, are Auto-Vend, Inc., Dallas, and ABC Popcorn Company, Chicago, which has a counter type manual dispenser.

Gum Products, Inc., By-Passes Dividend

BOSTON, Sept. 25.—Gum Products, Inc., has voted to by-pass a dividend payment on its class A and common stocks, usually declared at this time, it was announced this week.

Previous dividends paid to "A" stockholders by the confectionery and gum manufacturer were in March and June, this year, when 15 cents was paid; in May 7½ cents was paid on the common stock.



\$25 BRINGS THIS SCALE TO YOU BALANCE MONTHLY

200 FORTUNE TELLING NO SPRINGS SCALE

Height, 51 In. Width, 13 In.

without sign

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Net Weight185 Lbs.

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LARGE CASH BOX HOLDS \$85.00 IN PENNIES

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Stone Set Ring, Per Gr. \$1.10

Gold Charm Bracelet (in Capsule),

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Skulls, Guns, Dice, etc.

All items will fit any Vending Machine.

Send for Samples and Prices.

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25c & 30c VENDING CONVERSIONS

Specify either silver quarters or combination of nickels and dimes desired. Our conversions are the best available—nothing better elsewhere.

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Only \$8.50 Per Silver Quarter (or 30c) Conversion

Rapid, Same Day Service.

Expert Workmanship at Moderate Cost.

Send us your coin mechanisms or machines in any quantity.

CIGARETTE MACHINES

Lehigh PX, 10 Col.	\$160.00
NEW Uneda, 8 Cols., 510 Pack Cap.	159.50
NEW Uneda 6 Cols., 380 Pack Cap.	149.50
Uneda Model 500, 9 Cols., 500 Pack Cap.	115.00
Rowe Royal, 10 Col.	100.00
Rowe Imperial, 8 Col.	70.00
Uneda Model E, 9 Cols., 270 Pack Cap.	59.50
DuGrenier, 9 Cols., Model W, 270 Pack Cap.	62.50
DuGrenier, 6 Cols., 150 Pack Cap.	32.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00
8 Columns	35.00

CRACKER MACHINES

9 Cols., 164 Cap. \$ 85.00

CANDY MACHINES

Rowe, 8 Cols. \$ 90.00
U-Select-It 35.00
Advance Candy Machine 27.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.

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WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment —insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
85 EAST ARMSTRONG ST.—MORRIS, ILL.

Summer Candy Sales Level Off; Cookie Vending Is Aid

(Continued from page 81)

tional scale. Consequently, for the candy operator, 1948 brought a return to normal low-scale levels during the two hottest summer months.

Bearing out the back-to-normal-in-summer-sales trend this year, Glenn Johnson, Chicago branch of Mills Automatic Merchandising Company, revealed that July-August sales had dipped an average of 40 per cent per machine. He was backed up by Paul Crisman, King & Company, who declared that a 40 per cent drop occurred during those months. Perry Rose, of Robot Sales, Maywood, Ill., reported a 35 per cent fall-off in candy sales for the same period.

A number of operators stressed the fact that cookie vending, along with candy, had softened the drop-off in candy sales this summer. Many felt that the nickel cookie package would be more common next year in the average candy operation, especially in industrial locations. Injection of the "baked sweet" idea as a regular part of bar vending was welcomed by most of the operators contacted.

Cookies Sales Help Drop Normal

During recent weeks, many of the newer members in the candy operators' ranks ("newer" meaning those who entered during the war or immediately after) began crying "wolf"; they found, for the first time in their experience, that summer candy sales nose-dived. They, unlike the veteran operator, did not realize that the normal hot-weather sales level had again re-affirmed itself, and that previous summers had just been "so much velvet" as far as grosses were concerned.

With the final elimination of shortages and hard-to-get brands this year, the general public no longer walked up to a vender and made multiple purchases of bars just because they were in the machine; the urge to buy that exists when an item is in short demand had vanished. Now people again buy candy from a vender for on-the-spot consumption, and not to take home to their families, as during recent years. This fact, coupled with the normal slowdown in sweets purchases during the hotter months, combined to make the current summer a normal one, sales-volume-wise, operators claim.

A number of candy operators contacted stated that but for the addition of packaged cookies (especially in industrial locations) their sales would have been still lower in July and August. Several operators said that the nickel cookie package would grow more popular as a high-sale summer item in candy venders during the next few years.

A few operators blamed the return of summer coatings simulating chocolate as a contributing factor in the return to pre-war summer sales levels. They contended that the public does not repeat purchases of those coatings found in many hot-weather bars. They pointed out that this was the first summer such coatings returned in force and that the "public does not like them." However, most operators scoffed at the idea that such ersatz coatings had a negative effect on candy sales. "Today's chocolate coatings are so thin, anyway, that a substitute would not afford anyone the chance of tasting the difference, even if there was one."

Sample Views

A sample selection of operator opinion on the back-to-normal summer sales trend, from among those operators contacted, follows:

Glenn Johnson, manager of the Chicago branch of the nine-city Mills Automatic Merchandising Company operation, in stating that July-August candy sales, this year, dropped an

average of 40 per cent per machine, added: "This is a normal drop for these months, and compares to the 20 per cent per machine drop last year," he said. When industrial strikes add to summer sales lulls, the drop is often as high as 60 per cent, he added. Illustrating the present 40 per cent decline, Johnson compared a \$10,000 gross for a month such as November to one of \$6,000 for August. Cookies are playing an important part in summer sales in Mills' Chicago operation, Johnson revealed, but are kept separate in cookie venders and not stocked along with candy in bar machines.

William Fuller, of Vendall Service Corporation, admitted "at least a 15 per cent drop in July-August sales." Also resorting to a major stocking of cookies during the hot months, Vendall officials figure that without the nickel cookie package, summer sales would have skidded to a minus 25 per cent compared to other months. However, Vendall stocks the cookies in the same venders containing its candy bars. Fuller stated that the ratio of cookies to candy in some plant units was as high as 50-50, while in others, especially transient public locations, cookies averaged 10 to 25 per cent of machine's capacity. This summer was the first that Vendall used cookies to any large extent, having experimented with them last year. "With the normal summer candy market back, cookies are a valuable sales-booster," Fuller claims.

Normal Summer Sales

Perry Rose, of Robot Sales, who reported a 35 per cent drop per machine in candy sales during July-August, said, "Last year people still grabbed hard-to-get merchandise, which today is no longer hard-to-get." Twin sales dampeners, heat and availability, caused a return to normal summer candy sales this year, he feels.

Paul Crisman, King & Company, had his thumb on the summer sales question. According to his figures, midsummer sales for 1947 were down an average per machine of 15 per cent; this year they dropped 40 per cent per machine, on the average. Next year, he thinks, the "true" normal will be reached when summer sales skid to 50 per cent less per vender than in cooler months. Crisman felt that increased use of summer type coatings contributed to the 1948 summer slump; he cited a bar using such a coating that had backed-up in his machines after the first loadings were sold. "The make-believe chocolate didn't prove palatable," he said. Crisman said he looks for a somewhat stiffer drop in sales than usual, if the return to summer lows in sales is any indication, during the week following Christmas. "This is always a poor week, because people are so full of holiday candy consumed at home, and if the summer sales drop is repeated then, it may be a bit sharper than usual."

Only 10% Drop

One of the few operators disagreeing with the "return to normal summer sales" statement is Joseph Kaden, Kandy Kit Company. He reported that while the over-all (yearly average to date) sales are down 10 per cent from 1947, midsummer candy sales are a bit better than last year. He said that this is because there were only about 10 or 12 very hot days this August, while last year there were 20 or 21. However, Kaden agrees that the average drop during July-August is 40 per cent, with 50 per cent the rule when prolonged heat waves strike. "But we experienced a 30 per cent drop, per machine, last year, and a similar drop in 1946, so this summer has not brought us our first hot-weather decline in sales."

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BALL-GUM ROUTE

Well established, in Western Ohio. Approximately \$25,000 required. Excellent return for your investment. For more particulars write

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IMPS



1 or 5¢, Fruit or Cigarette Reel. \$12.95 lots of 12; \$13.75, lots of 5; \$14.50 Sample. 1 Imp and 3,500 Balls Gum, \$17.50 2 Imps and 7,000 Balls Gum, \$35.00. Third with order, bal. O. O. D. or 5% discount for full remittance.

Ask for our booklet—"Why Work for the other guy" and "Dollars From Pennies"—Both free.
Address mail to Dept. B.

T. O. THOMAS CO.
Phone 2131
1572 Jefferson Paducah, Ky.

NOW TOP QUALITY BUBBLE GUM
32¢ per lb. Any Size. 25 lbs. minimum order.

BRAND NEW 1948 SILVER KINGS
\$12.50 Ea. Lots of 10 Sample, \$13.95

HOT NUT MACHINE SILVER KING... \$29.95

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40 MODEL

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Less than 100 10.75
100 or more. 10.50

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MASTER #2 PENNY-NICKEL VENDOR

Time-Tested and Proved
\$17.50

Vends All Products Also MASTER Straight 5¢ and 1¢ VENDERS.
1/3 Dep., Balance C. O. D., F. O. B. N. Y. C. FACTORY DISTRIBUTOR.

TRI-STATE VENDING CO.
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FOR SALE

3 U. S. Candy Vending Machines. Write

TURNER'S VENDING CO.
2935 Beaconsfield Ave. Detroit 24, Mich.

BUY VICTOR'S Custom Built UNIVERSAL

Fruity 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 NEW IMPS

EITHER 1c OR 5c PLAY Cig. or Fruit Reels

\$12.95

Lots of 12 \$13.75—Lots of 6 or More Sample \$14.50



Brand New ABT CHALLENGERS

Special Price **\$42.50**

For Limited Time Only Model F—\$49.50



MILLS VEST POCKET BELL

Pays Out Automatically

\$65.00 Ea.



USED \$49.50

MILLS QT \$115.00

COMPLETE LINE OF MILLS MACHINES

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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.

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VICTOR'S SPECIAL FINISH MODEL V-K

24 or more \$12.25
1 to 23 12.95

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Vends Everything! Investigate the many new features incorporated in this great new bulk vendor. Write us NOW for detailed information and prices.

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CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS.

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BECKER VENDING SERVICE - BRILLIANT, WISCONSIN

Pease Vender Shown in Chi

CHICAGO, Sept. 25.—The Pease Universal Vending Machine, featuring 10 interchangeable vending units, was displayed during a 12-day special showing by its inventor, C. J. Pease, at the Alexandria Hotel here September 14 thru 25. Purpose of the showing was to interest coin machine manufacturers in taking over production of the vender on a royalty, or outright patent purchase basis, Pease stated.

The Universal Vender (*The Billboard*, June 12) is a manual type machine, dispensing merchandise via gravity feed racks (gum, candy drops or other small packaged lines) and revolving drum-type units (for candy bars, bottles, or larger merchandise). Each is interchangeable with the other, and all are actuated by a single coin mechanism. Machine operates upon insertion of a nickel or quarter; the latter enabling patron to select up to five pieces of merchandise from as many compartments, or select one to four and have correct change in nickels returned upon operating the coin changer unit. Latter may only be operated after one or more purchases have been made, the changer not being set to operate as a service unit. Pease stated that the present pull-push delivery method may be supplanted by push buttons in production models.

Two cabinet sizes are available. Smaller is 28 inches wide, 14 inches deep and 65 inches high. Large size, designed to vend cold lunches, bottled soft drinks, etc., is 48 inches wide, 20 deep and 68 high. Both models are mounted on casters which are retractable.

Pease, inventor of the Automatic Blue-Printing Machine, in wide use by the machine tool and building industries, developed the universal machine over a period of eight years and controls seven patents on its design and mechanism. Experience in the vending machine business was gained by operation of a diversified route of peanut, candy and cigarette machines in Los Angeles from 1930 to 1933.

Louisiana in All-Out Cig Running Drive

NEW ORLEANS, Sept. 25.—Traffic in untaxed cigarettes in Louisiana is reaching proportions of rum running in prohibition days, revenue agents here reported this week. In an attempt to eliminate such bootlegging, the State Revenue Department has declared its intent to spend up to \$3,000,000 annually, fighting the illegal traffic with all-out persistence, which will include establishing road blocks.

The flow of unstamped cigarettes into the State began on the heels of the tax increase from 5 to 8 cents a pack, effected by the 1948 Louisiana Legislature. Hike meant that per-pack price was boosted into the 26-cent and 30-cent level, with latter being the peg on numerous vendors.

Large-scale offenders are subject to civil penalties from \$3,200 to \$16,000, and also fined up to \$500 each and sentences of six months in jail. Small-time violators may be fined from \$50 to \$500 and also sentenced to six months in jail.

HOUSTON, Sept. 25.—Automatic Amusement Company here has been appointed South Texas distributor for the French Octagon coin-operated pool table. C. M. Robertson, a veteran music operator, heads Automatic Amusement.

WANTED

DISTRIBUTORSHIP or Factory Sales Representation for CIGARETTE MACHINES and OTHER EQUIPMENT.

MURATEL CO. of Baltimore
SHOWROOM and OFFICE
211 E. Mt. Royal Ave. Baltimore 2, Md.

Phila. Survey Shows Bar Sale Decrease; Brand List Grows

PHILADELPHIA, Sept. 25.—Candy bar purchases here have decreased slightly during the last year with heaviest buying in the lowest income group, and the number of top choice brands has advanced from 41 in 1946 to 69 this year, according to a recent consumer analysis of the local market conducted by *The Philadelphia Bulletin*.

Brand preference of coated bars follows (percentages are those of population purchasing candy bars): Mounds, 3.2 per cent; Milky Way, 2.9; Clark, 2.7; Oh Henry!, 2.5; Baby Ruth, 1.9, and Fifth Avenue, 1.9. Solid chocolate bars continued to be led by Hershey (59.1 per cent), while second place was filled by Nestle's (9.3 per cent) and third by Suchard (1.3 per cent).

Complete analysis of the Philadelphia brand preference survey will appear in the October issue of *Vend*, out next week.

Amer. Coin Changer To Move to Boston

PORTLAND, Me., Sept. 15.—The American Coin Changer Corporation of this city will shortly move its facilities to Boston, where offices have been established at 93 Massachusetts Avenue. Move to Boston, American executives said, will give the company a more central location for shopping.

American Coin Changer Corporation, merged recently with Douglass Manufacturing Company (*The Billboard*, September 11), is currently in production with an electric changer for 5 or 10-cent operation. Robert Gorrie, sales manager, reported this week that the firm is now in process of tooling for production on manual changers.

\$79.50

F.O.B. Marion, O.
1/2 cash, bal. C.O.D.

THE MARION SCALE

GUARANTEED FOR LIFE

Many colors

Only weighs 64 lb.

OPERATORS!
R. C. W. from Tennessee has 51 now. He will buy more, he says. Marion is easier to place. His letter is in our files. Get your sample now.

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National Distributors
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METAL PLATED CHARMS

In bright gold and silver finish

Per M	
Metal Plated Charms, Series #1	\$6.00
Metal Plated Charms, Series #2	7.50
Plastic Charms, Famous Series #1	8.50
Plastic Charms, Big Series #2	4.50
Plastic Skulls	5.25

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST CHARM MANUFACTURER
113-08 101st Ave. RICHMOND HILL 19, L. I., N. Y.

SHIPMAN DUPLEX POSTAGE MACHINE

Compact and Foolproof. This famous model is in production once more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.

\$29.50

FOLDERS—10M., \$5.75; 25 M., \$13.95

DISTRIBUTORS AND SALESMEN WANTED—WRITE FOR SPECIAL DEAL



WRITE FOR CATALOG ON BULK VENDORS, GAMES, ETC.

NEW 1948 IMPS

Specify 1c or 5c Play, Cigarette or Fruit Reels. **\$11.50 Ea.**

MILLS VEST POCKET BELL

Pays Out Automatically

\$62.50 Ea.

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PARKWAY MACHINE CORPORATION

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SHUFFLEBOARDS

Nationals and Americans, 14 to 28 feet, excellent condition, complete with new set of precision steel weights. **\$249.50**

1/2 deposit with order, balance C.O.D., F.O.B. N.Y.C. Immediate Delivery on 28 Foot.

Our fine steel weights are the best in the U. S. A. Discounts in quantity. Set of 8 **\$23.00** Post Paid

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"NOT TO PAN MY COMPETITORS, BUT MY NEW PAN CANDIES HAVE 'EM ALL BEAT!"

Developed exclusively for vending machine trade. Lowest prices. Write, wire, phone your requirements.

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LEON "Hi-Ho" SILVER, INC.
760 HAYES ST. • SAN FRANCISCO, CALIF.

BUTTERSCOTCH BUTTONS
COFFEE BUTTONS
LEMONETTES
FRUIT DROPS
BOSTON BAKED BEANS
AFTER DINNER MINTS, Etc.



Issue Service Manuals on AMI Wall Box, A & B

CHICAGO, Sept. 25. — Quantity mailings to distributors of two newly published service manuals was announced this week by AMI, Inc., thru Joseph R. Caldron, assistant manager of general sales. One covers the 40 selection wall box and stepper units, while the other is the first technical manual printed on the AMI Model B and also covers Model A.

Wall-box manual includes five photographs taken from different angles of the various subassemblies that make up the 40 selection three-wire wall box. Further along in this 18-page publication are four detailed drawings of the relays which comprise the wall-box system and nine schematics showing the complete cycle of operation of the wall-box system. Remainder of the unit's service manual is dedicated to installation instructions, maintenance and the 10 adjustments of the wall box including the coin switch, push-button switch, detent switch, rotating homing and interrupter contacts, stepping relay magnet assembly, stepping relay detent spring, homing commutator, interrupter, stationary interrupter contact and title holder chain.

Models A and B

Manual covering models A and B is more comprehensive than previous issues brought out by AMI but because its text is written in simple technical terms it is relatively easy to understand. Caldron points out that the service manuals on AMI's two latest models revises all previous information released on the Model A. He also stresses that while the A and B have the same mechanism the cabinet parts of both models are totally different. This manual also has a reference chart showing the

(See Service Manuals, page 96)

CPMA Selects Oct. Hit Tune

CLEVELAND, Sept. 25.—Cleveland Phonograph Merchants' Association (CPMA) has selected as the Hit Tune of the Month for October *You, You Are the One*, Sanford Levine, association vice-president and chairman of the advertising committee, announced this week.

Waxing of the old German folk tune, by Johnny Eager, is in keeping with the decision of the association to promote slightly different tunes which could become popular due to their individuality and rendition. Promotion of the October hit tune selection will consist of special title strips in the No. 1 spots on juke selection panels. Over 3,000 machines will feature the tune thruout the city.

Extend Seeburg Area of Shaffer

CHICAGO, Sept. 25.—Shaffer Music Company's coverage for the J. P. Seeburg Company products now includes Washington, Oregon and parts of Idaho and Montana, R. G. Dunlap, Seeburg sales manager, announced this week. Shaffer firm also handles Seeburg distribution in West Virginia and parts of Virginia and Ohio.

Shaffer Music now has its home office in Columbus, O., and four branch offices, located in Wheeling and Charleston, W. Va., and also its new showrooms in Portland, Ore., and Seattle.

The Pacific Northwest territory acquired by Shaffer was formerly serviced by the Jack R. Moore Company.

MAPOA Picks Damon Record As the October Hit Selection

DETROIT, Sept. 25.—Special selection of the Hit-of-the-Month for October was made by the hit committee of the Michigan Automatic Phonograph Owners' Association (MAPOA), which named *I Want To Be the Only One*, by Jon and Sondra Steele, on Damon Record 11130. Selection was made by the committee rather than by the teenagers in the monthly hit party because of the early date necessary for that event, as reported in *The Billboard*.

The committee, which took responsibility for the selection, included Roy W. Clason, business manager of the MAPOA, as chairman; Morris Goldman, president; Ben Okin, vice-president; Jack Baynes, secretary-treasurer; Gerhardt (Gay) Wobermin, of Gay Coin Sales, and Vincent Meli, Melotone Music.

Week-Hit-Plan

Because of the success of the original Hit-of-the-Month plan, the MAPOA decided to adopt a new feature, the Hit-of-the-Week, which will be similarly promoted, with special title strips, tie-ins with promotion by local disk jockeys and other activities. This will be selected in the same manner as the monthly hit.

Paradoxically, the Hit-of-the-Week will remain unchanged for the month and will share honors with the regular monthly selection. First selection for October was *Dream House*, by Jeri Sullivan, on Signature Record 15225.

New format for the monthly Hit Tune Party, to which the public is invited, thru sending in advance requests for tickets, will be held for the winter in the exclusive Detroit Music Hall, home of the Detroit Symphony Orchestra concerts. First will be October 17, 3-6 p.m.

This will be in the form of a jazz

concert by prominent jazz artists working in this territory. Already lined up for the October event are Candy Johnson, who recently won the contest for the Band of the Year, sponsored by *The Detroit Tribune*, and Artie Fields, whose band records for the Fortune label.

The familiar presentation of four hit entries each by three local jockeys will be used, with the hits to be named by the audience by ballot from these selections. Jockeys billed for this appearance are Beverly Norberry, of WJJW; John Slagle, of WXYZ, and Bob Seymour, of WKMH.

Joe Steele Buys Houston Branch Commercial Co.

HOUSTON, Sept. 25. — Joe R. Steele, Houston coinman, recently purchased the entire holding of the Houston branch of Commercial Music Company (Wurlitzer distributors). The transaction included building, all equipment, inventory and sales rights to the South Texas territory.

Included in executive and sales personnel of the new concern are W. C. Lynch, of Dallas, and Harold Horton, of Houston. Lynch was in charge of the Houston branch of Commercial Music until a year ago, when he was moved back to the Dallas office. Horton is one of the most widely known coinmen in South Texas. In the early '30s he was half owner of the firm of Stelle & Horton, pioneer distributing firm of this city. Since then he has been connected with the distributors of numerous standard makes of coin-operated machines.

Minn. Ops Adjust Location Rates To Meet Rising Costs

ST. PAUL, Sept. 25.—Lower commission rates are being paid locations in two Minnesota sections to offset the increased costs of operating music equipment. Operators in the Twin City area, and in Northwestern Minnesota are reportedly adjusting their commissions downward in order to operate in the black.

Varying commission rates from 65-30 and 60-40 are reportedly being paid by Minnesota operators, but the trend had generally been away from the 50-50 commission arrangements the majority of the operators here paid before the war and in the immediate

post-war period before mounting costs squeezed the nickel operation.

Most of the operators who have been revising their commission payments are making personal explanations to their locations, pointing out the increased cost of equipment and increased overhead expenses.

One Twin Cities' operator, commenting on the apparent trend toward lower commissions to locations, said, "It's now or never. Unless we get more money, most of us will be forced out of business. Once the plight of the music operator has been explained to the location owner, we expect full co-operation."

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:

LEGAL, BIZ ANGLES WEIGHED ON AFM OFFER. The Department of Justice and the diskers study all angles of Petrillo's ban-lift proposal.

DECCA MOVES AHEAD WITH A CAPPELLA. The waxery holds three sessions in the past 10 days for cutting blossoming hits.

DECCA TO ISSUE NEW LABEL. An announcement is due shortly of a new label series which will displace the firm's projected plans for Brunswick revival.

BMU ASKS FRENCH CO-OPERATION. British musicians ask the French to assist in helping both their union and the AFM in upholding the bans on American artists making recordings.

TRACE, STERLING TO SETTLE SUIT. An out-of-court settlement over the *You Call Everybody Darlin'* legal snarl nears completion.

And other informative news stories as well as the *Honor Roll of Hits* and pop charts.

Jack Cohen Re-Elected To Head Group

Sanford Levine, Vice-Pres.

CLEVELAND, Sept. 25. — Jack Cohen, for many years one of the area's most active music men, was re-elected president of the Cleveland Phonograph Merchants' Association (CPMA) during a special election meeting held here last week. The membership also voted in Sanford Levine as vice-president and Harry Lief secretary-treasurer.

During the same meet, Robert Pinn, Joseph Solomon, James Burke, Hyman Silverstein, Harry Ilg and Nate Pearlman were newly elected to CPMA's board of directors.

Cohen, who is also president of the Ohio State Automatic Phonograph Owners' Association (OSAPOA), has served the Cleveland group as vice-president and president for the past decade. He has also served on committees in virtually every drive sanctioned by both the State association and its local chapter during this same period. His fellow CPMA officers are also veterans of association work. Lief is a former secretary-treasurer of the Ohio association and Levine was elected assistant secretary-treasurer when OSAPOA held its annual meeting in May.

Cohen stated that he was honored to again serve the Cleveland chapter as its top official and that he hoped his new term would see CPMA rise to even greater heights. He said that no new policies would be put into effect until he had the opportunity to discuss the current local music machine situation with both Levine and Lief and also the new board members. Cohen emphasized the fact that the hit tune parties which the Cleveland coinmen have made so popular with the local populace would remain on CPMA's fall and winter schedule as a regular monthly event.

Iowa Ops Backing State Org Set-Up

CEDAR RAPIDS, Ia., Sept. 25.—Leo C. Miller, president of the newly organized Iowa Automatic Music Operators' Association, reported strong enthusiasm among Iowa operators on the formation of the State organization. Miller called on operators in the Tri-City area of Davenport, Rock Island and Moline, and at Clinton and Maquoketa since the organization was formed at Des Moines earlier this month.

Miller reported that several new charter members have been secured and that every operator he has talked to is anxious to see a strong State organization. In his talks with the operators he stressed that it is their organization and that they must attend the meetings if they expect to see results.

Moved!

For this week only, the Music Popularity Charts that regularly appear in the Music Department each week move over to *The Billboard's* First Annual Disk Jockey Supplement that is part of this week's issue.

For the charts, record reviews, possibilities and Honor Roll of Hits, turn to the supplement. For the latest news of the music and record world, turn to the Music Department in the front of this book as usual.

Mid-South Fair Visitors To View Aireon Phono Line

MEMPHIS, Sept. 25.—Atlas Amusement Company, Aireon distributor in this territory, will exhibit both the Baronet and the Coronet model music machines at the Mid-South Fair here scheduled September 26 thru October 3, Robert L. Goad, Atlas president, announced this week.

The Baronet is an exact counterpart of the Coronet, except that it includes a radio and is non-coin-operated. It is specifically designed for private clubs, churches, teen-age clubs and recreation rooms. Until recently, Aireon referred to it as the club model of the Coronet. Both products were first shown during Coin Machine Industries (CMI) convention in January.

Goad stated that this year's fair attendance is expected to exceed the 241,000 reported for last year's event, the first post-war Mid-South Fair.

Bernard D. Craig, Aireon general sales manager, will participate in the Atlas program at the fair.

No Beer Shortage In Tavern Spots

WASHINGTON, Sept. 25.—Juke operators, who used to worry about their tavern locations running out of beer, need have no fears of a beer drought in the foreseeable future, Commerce Department forecasters said this week.

It was pointed out that during the past year production exceeded consumption in every month. The last time more beer was drunk than brewed was in August, 1947, when production fell short by 9,000 barrels.

Latest available statistics are for July, 1948, when 8,917,000 barrels were produced, while consumption amounted to 8,827,000 barrels. Stocks stood at 9,611,000 barrels, about the average for the past 10 months.

Juke Box Holding Own Despite Tele In Boston Spots

BOSTON, Sept. 25.—A study of the influence of television in this area now that the hullabaloo and shouting has died down, reveals that juke box ops were right all the time, and that it has not wreaked the havoc that some of the coinmen feared.

Outside of the baseball telecasts, bars and cafes with the screens aren't doing any more business than those with just plain juke boxes, except on special event nights.

A distributor of coin-operated combination tele and juke box machines found that ops have not got the money to buy them, and so he is putting them out on locations himself.

Jukes Holding Own

All in all, it is found that the juke boxes are standing up remarkably well despite television. Many patrons with money to spend prefer places that do not have television. This is becoming more and more noticeable in the area.

Location ops who went all out on television in some instances are finding it a Frankenstein. Reported conversations relayed from location owners from patrons on their way in: "Let's not go in there—they've got television." Consensus is that tele is swell for bars catering almost exclusively to males. Couples seem to prefer not having television. Location ops say that those who have the money to run up big bar checks look for quiet places where they get soft music and dim lights.

Ops' Views Different

Hotels feel that television in guest rooms is a service they will have to come to eventually. However, night club ops aren't keen about it. They don't want the visitor to Boston to be so comfortably ensconced in his hotel room with entertainment, plus food and drinks, that he won't want to go out and spend a few shekels on the night club circuit.

Dallas Disk Sales Up; Jukes Benefit

DALLAS, Sept. 25.—Juke box operators here are in a good market area for records, with wax sales and interest holding its own or even showing an uptrend, which added up means that juke play itself should be hyped due to wax enthusiasts' coin cut-ups.

Unlike the downward sales trend in the disk business during the spring and summer, over the country as a whole, local record buying has held up remarkably well, distributors report. In direct contrast to the East, where disk sales hit the skids earlier this year and juke ops have discovered a parallel drop-off in play, local operators have found play at a good level following with the retail wax demand.

Indication is that where public's buying of popular wax has held to a higher than average level, juke play will invariably be on a comparable plane.

Aireon's Coronet

FOR 495

RECORDS! RECORDS! RECORDS!
FRESH OFF OUR JUKE BOXES

ONLY 10¢ EACH
(Packed 100 to a box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/2 deposit with order, balance C. O. D. Can ship any size order same day received. Also new records, all labels—write for prices.

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Eagle REPLACEMENT PLASTICS

SOLID COLOR
TOUGH CONSTRUCTION
PERFECT FIT
TOP QUALITY
LOW COST

Wurlitzer 1015 Replacement Plastics

Beautiful, solid translucent colors. Bubbler tubes may be eliminated or used. Orders shipped within 24 hours.

Top Corner	Lower
\$6.50 each	\$4.50 each
L. or R.	Sides

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As little as \$500 starts you on the road to independence with very little effort and time. Do what thousands are doing while holding down your present job. Write for details today.

Columbian Products Co.

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WANTED

We are interested in large lots of top label records. These must be new records.

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SHELDON'S RECORD CENTER

31 Tremont St. Boston 8, Mass.

LIGHTWEIGHT PICKUPS

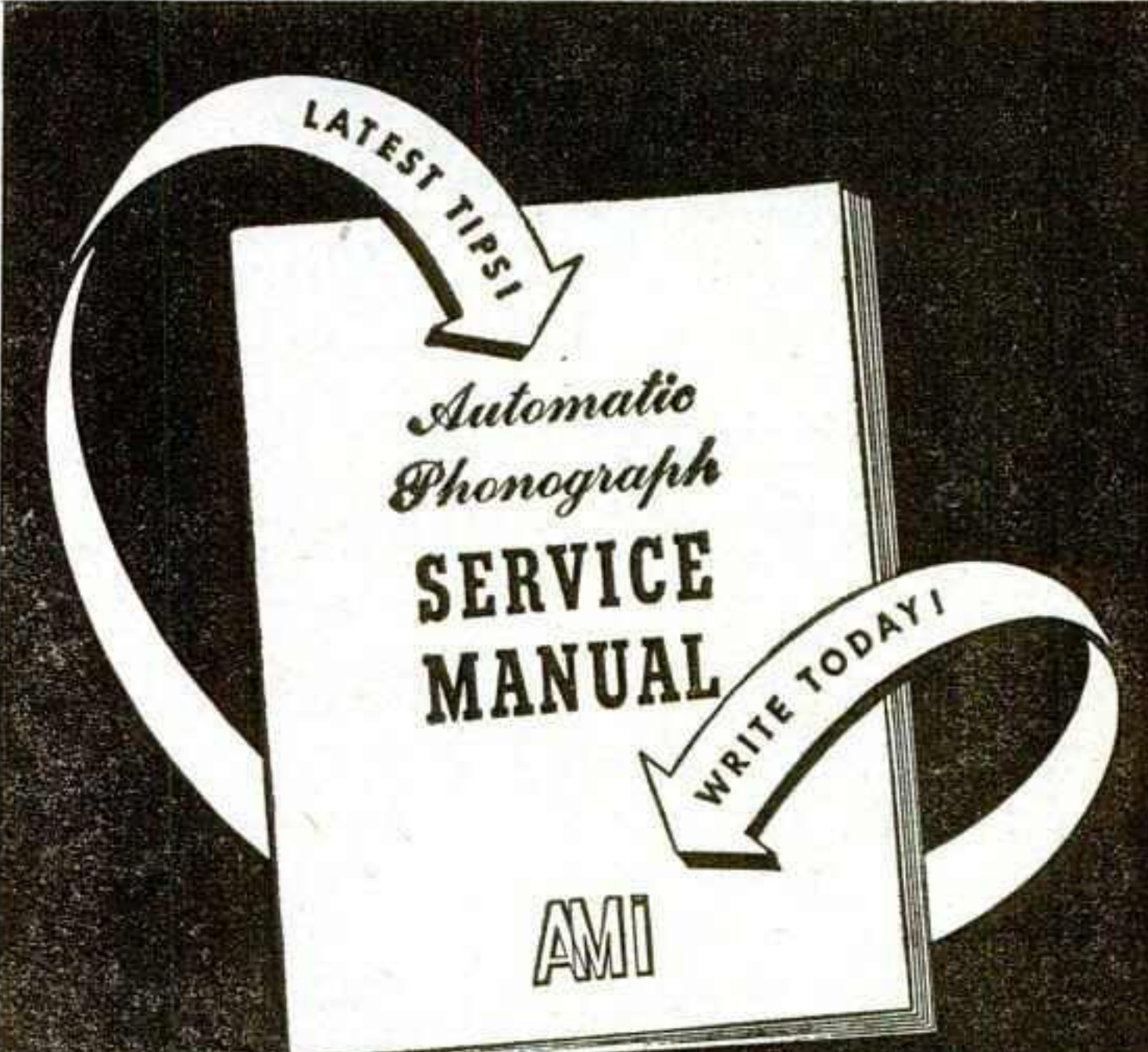
For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change—just plug it in

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Automatic Phonograph SERVICE MANUAL

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TO ALL MUSIC OPERATORS

This book reveals how to keep your instruments in top operating condition, increase play, save serviceman's time. Send for your free copy.

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Only Deal Today for an Operator

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MAIL THIS COUPON FOR COMPLETE INFORMATION

I am a bona fide Operator of Phonographs in

Please send me full information about your "Direct to Ops" Sales Plan, your new confidential price list for Operators, and tell me how much I can save by buying direct from factory.

Name (print)
Address
City State

Mail This Coupon to PACKARD MANUFACTURING CORP., Indianapolis 7, U. S. A.

THE "Manhattan" BY PACKARD

COINMEN YOU KNOW

Chicago:

Ex-Cell Products Manufacturing Corporation reports plans for production increases on its cup vender. Joe Goldberg, president, says while such increases may not be made next week, or the week after, they are definitely on the books. Reception of the vender, especially in theaters, has been encouraging, firm states. . . . Henry Hildebrand, head of Berco Manufacturing Company, firm turning out the Berco ice cream bar machine, also tells of plans for production boosts during forthcoming months. Currently, firm is treading softly, production-wise, until such time as proper distribution plans have been set up for the machine.

Jimmy Johnson, Globe Distributing Company, is very much on the go these weeks, pointing his Mercury station wagon to sales target areas in surrounding States. All types of coin counting equipment are the sales agenda, Jimmy says. . . . Max and Paul Rosenbaum, heads of United Beverage, soft drink firm operating in theaters, are pleased with the reception of their new Square 2,000-cup vender, a model of which has been in the lobby of McVickers in the Loop for some time now. Use of such a high-capacity machine serves to lessen service costs, reducing refill trips, and cuts over-all operating costs, boys say.

Seymour Gale, head man at Drink-o-Matic Company, says continued rising costs in all phases of soft drink operation (cups, labor, trucks, etc.) have made the dime-drink a necessity. (See Chicago on page 94)

Detroit:

Harry and Iz Levin are continuing to operate the Cadet Distributing Company on Linwood Avenue with a number of independent record lines, but have no connection any longer with the W. E. Harvey Company, which has appointed Herb Harmon, formerly of Cleveland, to handle the new Detroit office. . . . Max Lipin, of Allied Music & Sales, has returned from a trip to San Francisco—his second visit to the West Coast in a month. . . . Max Marston, local AMI distributor, back from a trip to the factory at Grand Rapids and is planning a trip to New York to look over the music field there. . . . Morry R. Kaplan, sales manager of the new Danceland Record Company, reports its first release, *Stampin*, by Candy Johnson, is being given virtually 100 per cent coverage on local jukes.

Maurice Feldman, secretary of the Michigan Miniature Bowling Association, and his partner, Frank Silver, of the operating firm of Maury & Frank, were visitors to the Edselco Manufacturing & Sales plant last week, buying additional Flash Bowlers for their route. . . . Isidor Edelman, back from a summer vacation at Schroon Lake, N. Y., made a business trip to Chicago to check over new developments in (See Detroit on page 93)

Pittsburgh:

Harry Rosenthal, Banner Specialty Company, is touring his Keeney territory in Pennsylvania with the rare combination of a new Cadillac and an auto trailer. Banner firm uses this modern method of bringing the Keeney De Luxe electric cigarette vender right to the operators' doors. Harry reports that in the short time trailer has been in use he has already stepped up his Keeney trade. . . . J. D. Lazar, of B. D. Lazar Company, is back from the Chicago distributor meetings. He is now treasurer of the National Coin Machine Distributors' Association. Nate Gottlieb, of D. Gottlieb & Company, Chicago, arrived here in time to catch the Southern Methodist-Pittsburgh football clash.

Indianapolis:

Harold Smith, of the Colonial Music Company, Indianapolis, received minor injuries when he fell from a moss-covered rock while fishing in Wisconsin waters. He was confined to the cabin for several days, but is now up and around. . . . Harold (Hal) Bailey, collector at Janes Music Company, is spending his vacation at Lake Manitou.

Joe B. Robillard, of the Record Music Company, has entered the automobile business as a side line. . . . Carl Speis, of the Carl Speis Company, Evansville, Ind., visited coin row during the week looking at new equipment. . . . John Thompson, Indianapolis, of Melody Masters, is confined to the General Hospital as the result of an auto accident. He suffered a broken hip and serious lacerations on the body. . . . Peter Stone, of the Indiana Automatic Sales Company, spent several days going over the Southern territory and Terre Haute, Ind.

The Christian Park, teen canteen, was presented with a used juke box by the Indiana Automatic Sales Company. . . . J. A. Mettler, of Metro-Electronics Company, spent the week in New York State. While there he attended several county fairs, stopped at Sunbury, Pa., and visited with Paul H. Huedepohl, of the NAAPB, Chicago, who was attending the Pennsy operators annual meeting.

Maritime Provinces:

Veteran St. John coinman, John H. England, who died recently at the age of 80, started operating coin machines before the turn of the century at a location he has owned for the past 55 years. His only son, Harold, continues in business at the same location. The senior England was a rabid baseball fan and was active in promoting the game in New Brunswick until he had a leg amputated 15 years ago. Since that time and until six years ago, when he was stricken with paralysis, England got around with the aid of an artificial limb. In addition to his son, England is survived by his widow and two daughters.

Mike Lenihan, who operates a variety of coin machines, including games, venders and jukes in his lunch spot, insists on having a complete sports atmosphere in his location. During the day, Mike has major and Maritime League games on the air. When winter comes he concentrates on hockey broadcasts, sandwiching in fights whenever possible. His brothers, Frank and Ernie, are well-known former athletes. Customers coming into Mike's establishment are sure to learn the latest on sports, since the spot is a gathering spot for athletes, fight managers and sports promoters. To keep customers happy, Mike keeps virtually all sports publications on hand.

New York:

Hymie Rosenberg's store on the avenue, always a popular stopping-off place for coinmen out on a stroll, is drawing visitors in even greater numbers now that Rosenberg has his shuffleboards on display. Ops and distribs who are experts on coin-operated novelty games line up to wait their turn and try their skill on the 12-foot cushion rebound board that H. Rosenberg & Company is distributing locally for the American Shuffleboard Company.

Phil Mason and Eddie Slevin, who are associated in the new enterprise, Mason Distributing Company, were busy last week supervising alterations to the store Mason acquired from Harry Berger. The interior of the store has been painted a light blue. . . . Harry Berger is already doing business at the new headquarters of West Side Distributors.

John Connolly Jr., who operates a music route with his father under the name of Connelly Vending Company, will marry Helen Heissenbuttel October 10.

Sam Sacks, head of Uneeda Shine Machine Company, reports that Vendola Concessions, Inc., which operates candy and drink machines in movie houses, has placed a few Uneeda shiners in several 42d Street theaters. . . . Ed Barnett, of Cameo Vending (See New York on page 93)

Twin Cities:

Archie LaBeau, of LaBeau Novelty Sales Company, Rock-Ola distributors here, saw his show horses cop practically all honors at the annual Hopkins, Minn., horse show Sunday (19). Son Robert, 10, won both the pony class and horsemanship events for 12-year-olds and under, riding Oak Hill Chief Jr. Daughter Connie took the event for riders 13 to 18, as well as the three-gaited stake and horsemanship championship events. Daughter LaReine LaBeau placed second in the Western equipment event for adult riders atop My Beau. Son Bobby and a companion won the tandem bareback event.

Twin City representation at the meeting of the South Dakota Operators' Association in Sioux Falls, S. D., was heavy. Among the distributors present were Jonas Bessler, of Lieberman Music Company, Wurlitzer jobbers; Bill Greco, of Silent Sales Company; Hy Greenstein and Manny Karon, of Hy-G Music Company, Seeburg distributors; (See Twin Cities on page 92)

Los Angeles:

William R. Happel Jr., of Badger Sales, is back in town from his Portland trip. He started to return via the valley but the heat was so terrific he cut over to the coast in order to catch a sea breeze. It was 100 miles out of the way but worth it, he said. Joseph Duarte, of Badger Sales export department, had K. Miyamoto from Wauikluku, Maui, as a guest last week. Duarte isn't too happy these days because the West Coast shipping strike is hurting the export biz. . . . J. R. Donaldson came down from Salinas to look over the new Champ shuffleboard at the Paul A. Laymon Company. Clyde Denlinger, of Balboa, was also in the Laymon headquarters last week.

B. A. Burton, of San Marino, seen making the rounds on Pico Street last week. Ditto for L. Ramsey, Burbank coinman. . . . Harry Williams, proxy of Williams Manufacturing Company, Chicago, was renewing old acquaintances on coin machine row.

S. L. Griffin, of the Pomona Valley Coin Machine Company, just returned from a trip to Vancouver. He reports (See Los Angeles on page 92)

Turning Back the Clock

10 Years Ago This Week

Sept. 24, 1938.—Emile Hollander, president of the Movietrola Corporation of America, New York, published an open letter to "vending machine operator, phonograph distributor and all others concerned" this week, stating that his firm's coin-operated movie-music machine was being readied for introduction. The Movietrola is described as a selective sound motion picture vending machine that would "show pictures of an orchestra while it played."

Two new tunes that juke operators were advised to keep on tap for their turntables this week were *How Can We Be Wrong?* and *Heart and Soul*. *I've Got a Pocketful of Dreams* was also mentioned as a sure thing for the jukes. . . . Exhibit Supply Company was stressing its new game, Buttons, as a novelty game with "mysterious powered ball action that defies gravity." It also featured, for the first time in a novelty game, a ticket payout that automatically dispensed a ticket on winning scores. "High" scores ran up to 20,000.

Jack Nelson, vice-president and general sales manager of the Rock-Ola Manufacturing Corporation, pitched in for the entire coin machine industry this week and wrote an article on the value of the coin machine industry to the national prosperity. Nelson said, in part, that "coin machine sales make more jobs than the sales produce in almost any other business because so many people benefit directly from the sale of coin machines. . . ."

Stoner Manufacturing Company announced its new console, Ritz, as ready for delivery this week. New game is said to be another Mad Cap in popular appeal. . . . H. C. Evans & Company debuted its new game, Lucky Lucre, with an enthusiastic reception reported by President R. W. (Dick) Hood. Game embodies a novel idea in spinning reels that are so combined as to deliver the performance of five separate game units. . . . Mrs. Ted M. Stoner was appointed recently as secretary and treasurer of the Stoner firm.

Bally Manufacturing Company chalked up two new entries in the

15 Years Ago This Week

Sept. 23, 1933.—Operators attending the September 27 meeting of the Vending Machine Operators' Association (VMOA) in New Orleans have scheduled, among tax, business lull and other topics, a discussion on a plan to let their equipment out on a 75-25 per cent basis. This plan would replace the present 50-50 plan on amusement machines.

One of New York's largest pin game operators stated this week that the reason he couldn't be successful with the pins on ocean liners was because the ships didn't stay on an even keel and therefore it was next to impossible for the player to bring the ball to the top of the board, no matter how hard he'd shoot. . . . The Gee Bee Manufacturing Company, Chicago, introduced a new counter game named for the NRA insignia; called the Blue Eagle, game uses fruit symbols, numbers, etc.

Gum vending machines have been installed in Seattle streetcars on a test basis, with the city getting a 25 per cent commission from sales of the penny merchandise. . . . F. E. Turner, president of the Automatic Merchandisers' Association of Michigan (AMAM) advocated a maximum percentage figure to location owners and protection of the operator from direct sale to the location owner. He advanced a 25 per cent commission as fair, and added that "if some operators are good enough salesmen there is nothing whatsoever to prevent them from putting machines in on a 15 or 20 per cent commission."

E. V. Ross, head of Oriole Coin Machine Corporation, Baltimore, began planning a campaign for selling pin games in foreign countries. Ross, who is also secretary of the National Automatic Distributors' Association (NADA) said that "one of the most important things about the foreign field is that the games which have lost their novelty here prove to be very successful in European and Asiatic cities."

game field with Thunderbolt and World's Fair. Both are 5-ball, high-score games.

See Your **"BLUE RIBBON"** DISTRIBUTOR
 For **THE Best MACHINES**
THE Best SERVICE
THE Best FACTORY PARTS
THE Best TRADES

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COLORADO

Modern Distributing Co.
 1810 Welton St. Denver 2

FLORIDA

Taran Distributing, Inc.
 2820 N. W. 7th Ave. Miami
 Taran Distributing, Inc.
 90 Riverside Ave. Jacksonville
 Taran Distributing, Inc.
 2820 N. W. 7th Ave. Miami

GEORGIA

Heath Distributing Co.
 217 Third St. Macon

INDIANA

Southern Automatic Music Co., Inc.
 325 N. Illinois St. Indianapolis 5
 Southern Automatic Music Co., Inc.
 1329 S. Calhoun Fort Wayne

ILLINOIS

Automatic Coin Machines & Supply Co.
 4135 W. Armitage Chicago 39
 Coven Distributing Co.
 3181 No. Elston Ave. Chicago 18
 Empire Coin Machine Exchange
 2812 W. North Ave. Chicago 47
 National Coin Machine Exchange
 1411 W. Diversey Blvd. Chicago 14
 World-Wide Distributing Co.
 1014 N. Ashland Ave. Chicago 22
 Dudley Sales Co. Rockford

KENTUCKY

Southern Automatic Music Co.
 824 S. Third St. Louisville 2
 Southern Automatic Music Co.
 240 Jefferson St. Lexington

MARYLAND

General Vending Sales Corp.
 245 W. Biddle St. Baltimore 1
 Waldrop Distributing Co.
 1728 N. Charles St. Baltimore 1

MASSACHUSETTS

Trimont Coin-Machine Co.
 40 Waltham St. Boston 18

MICHIGAN

King-Pin Equipment Co.
 826 Mills St. Kalamazoo
 King-Pin Distributing Co.
 3004 Grand River Ave. Detroit

MINNESOTA

Hy-G Music Co.
 257 Plymouth Ave., No. Minneapolis
 Twin Ports Sales Co. Duluth
 Twin Ports Sales Co. Minneapolis

MISSOURI

Central Distributors
 2334 Olive Ave. St. Louis
 Consolidated Distributing Co.
 1910 Grand Ave. Kansas City
 Missouri Amusement Association St. Louis
 Morris Novelty Co.
 3007 Olive St. St. Louis
 Olive Novelty Co.
 2625 Lucas Ave. St. Louis 3
 Universal Distributing Co. St. Louis

NEW JERSEY

Active Amusement Machines Co. Newark

NORTH CAROLINA

T. B. Holliday Co., Inc.
 1200 W. Morehead St. Charlotte

NEW YORK

Alfred Sales, Inc.
 881 Main St. Buffalo 2
 Seaboard New York Corp.
 550 W. 58th St. New York 19
 Albert Simon, Inc. New York City
 Hanna Distributing Co. Utica

OHIO

Sicking, Inc.
 1401 Central Parkway Cincinnati 14
 Southern Automatic Music Co.
 228 West 7th St. Cincinnati
 Southern Automatic Music Co.
 603 Linden St. Dayton
 T & L Distributing Co. Cincinnati
 Lake City Amusement Co.
 1648 St. Clair Ave. Cleveland
 Central Ohio Coin Machine Exchange
 525 So. High St. Columbus

OREGON

Western Distributors
 1644 Jefferson St. Portland

PENNSYLVANIA

Active Amusement Co.
 800 No. Broad St. Philadelphia 10
 Banner Specialty Co.
 199 W. Girard Ave. Philadelphia
 Scott-Crosse Co.
 1423 Spring Garden St. Philadelphia 30
 Atlas Novelty Co.
 2217 Fifth Ave. Pittsburgh
 B. D. Lazar Co.
 1635 Fifth Ave. Pittsburgh 19

TEXAS

General Distributing Co.
 2812 Main St. Dallas

WASHINGTON

Western Distributors
 3126 Elliot Ave. Seattle
 Seattle

WISCONSIN

S. L. London Music Co.
 3130 W. Lisbon Ave. Milwaukee

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This line, coupled with that of

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whom we represent in Maryland, District of Columbia and Virginia makes GENERAL the source of the finest games in the coin machine industry and enable us to serve our customers more completely and better than ever.

We Endorse and Recommend These 2 Top Location-Tested Games:



★GOTTLIEB'S BARNACLE BILL

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GET PENNY WISE

The Deluxe Model MERCURY ATHLETIC SCALE offers the operator the best constructed penny machine on the market.

Everybody plays it! Draws a crowd wherever they are!

Operators all over the country report profits beyond expectation.

Join the parade of successful penny-wise operators who are all cashing in today. Play safe—and be safe—with a machine built to last.

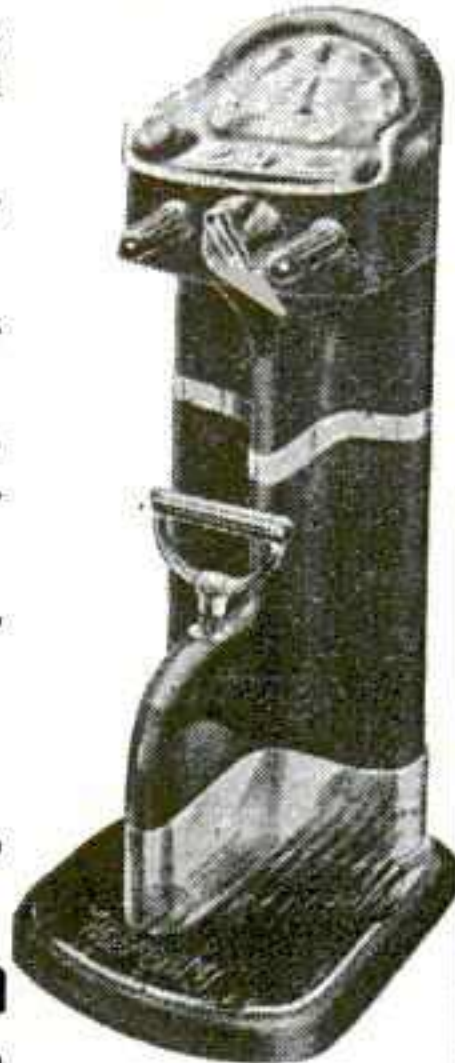
Write or see our authorized distributor today. Delivery ten days from receipt of order.

List price. **\$129.50** F. O. B. Detroit.

1/3 down, balance C. O. D. . . . Terms can be arranged. . . .

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Phone TRinity 3-3255



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Wide Awake Distributor To Handle Nationally Advertised, Self-Service Stand Type Coin Changer.

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FOR SALE

Pin Ball and Console Route in Richmond, Va., doing \$55,000 gross per year. Over one hundred pieces of equipment and parts. Price \$25,000.

CAPITAL AMUSEMENT CO.

734 W. BROAD STREET

RICHMOND, VA.

COINMEN YOU KNOW

Los Angeles:

(Continued from page 90)

the juke box biz is great in the Northwest, probably because of no video competition.

A San Diego trip is being planned by Larry Jackson of the W. A. Leuenhagen Company next week. When he winds up his biz there he'll swing into Imperial Valley and then up to Palm Springs. Marie Solle, of the same company, is looking for somebody to help her put that bright red linoleum cover on her record counter. So far, no takers, but she's hoping.

Martin Freedland, of the Martin Company, says he hasn't had time to take a vacation yet this year. Business must be good over that way. . . . Bernie Kolda has been hospitalized, but he's up and around again. . . . Marvin Farr left his San Pedro headquarters for a look see at Pico Street. . . . Mr. and Mrs. Fred Allen, of Bakersfield, were recent visitors.

Art Crane, visiting Walter (Solly) Solomon, says his Genco Screwball is hotter than the Chicago heat wave.

Dan Gould, of Dan Gould Enterprises, saying hello at Sicking Distributors. He'll be in town for a few more weeks. Cele Padwa, secretary to Jack Simon of Sicking Distributors, back from her Yosemite vacation and ready for work. . . . F. J. Ray, Western Distributors, Seattle, looking over coin machine row this week. This is his first trip south in two years.

Coast Record's Bill Abel is taking a two weeks' vacation. While he's gone, Ralph Bass, who covers race spots for the company, is taking over. Bass reports that biz is picking up in the race spots. . . . Niles Smith, Oildale coinman, making the rounds last week. Also L. D. Smith and Johnny McGee of Downey.

Jules Bihairy, of Modern Records, is planning a N. Y. trip in the near future. . . . E. T. Mape Company had Nat Smith, of Barstow, as a visitor last week.

Perry Irwin, Ventura coinman, was seen on Pico Street recently. . . . Ray Powers, of the Ray R. Powers Company, is enthusiastic about sales of his Catalina shuffleboard scorer.

Al Bettelman back from the Jennings' show at Cal-Neva Lodge, Lake Tahoe, says they probably won't have to cope with a gas shortage next year. It cut down attendance for the '48 show he said. . . . Paul Spear, of Santa Rosa, and Lee Pritchett, Stockton, dropped in at General Music Company. . . . Irving Jayer, of Jayer Amusement Company, San Bernardino toured the street last week. . . . M. V. Connor, Downey coinman, was a recent visitor.

Bernard Levinton, formerly with M. S. Wolf, is now associated with System Amusement Exchange, Inc. He's been spending his spare time painting weights for the shuffleboards.

Twin Cities:

(Continued from page 90)

Mel Goldstein, Twin Ports Sales, and Ray, of LaBeau Novelty Sales Company. Greco treated the assembly to quite a delicacy when he prepared the spaghetti dinner served at the DAV clubrooms. Tony Trucano, of Deadwood, S. D., got the prize for traveling the longest distance to attend the meeting. Mike Imig, of Yankton, S. D., is president and Norman Geike, of Sioux Falls, secretary.

Oscar Schaffer, of Midwest Coin Machine, Filben jobbers in this area, was on the hot seat but good this past week. With Mrs. Schaffer expecting a baby, he rushed her to the hospital the other night only to have to return her home the next day because of a false alarm. Thursday afternoon (23) he made another hurried trip and at closing time at Midwest there still was no word as to results.

Harold Lieberman, head of Lieberman Music Company, was taking it easy all week in Northern Minnesota, but was to be back at his job by Monday. . . . Tough luck comes in bunches for Tommy Greaves, serviceman at Hy-G Music. His young son was just released from the hospital following a polio attack and this week he had to rush his wife to the hospital for treatment of a heart ailment. . . . Distributors and operators report a serious shortage of independent recordings due to the truck strike in New York. . . . It's a boy papoose at the home of Ed Lohnes, believed to be one of the few, if not the only, full-blooded Indian coin machine serviceman.

Beatrice Serber Efron, whose marriage to Jerry Efron took place several weeks ago, is back at her job as secretary to Hy Greenstein, following a two-week honeymoon in Chicago. She and her groom made the round trip to the Windy City by airplane, a gift from her boss. The ride up was rough, but coming back Bea took it like an old soldier. . . . Distributors report a sudden spurt in demand for penny scales. . . . Paul Feling, of Sauk Center, Minn., and Ed Berkemeier, of Litchfield, Minn., were shopping in the Twin Cities last week.

Coinmen report business, especially in the outlying areas, has jumped upward with collections very good. This has resulted in withdrawal from the selling block of a number of routes which had been up for sale. . . . Hy Greenstein, of Hy-G Music Company, who attended the NCMMA meeting in Chicago last week, is enthusiastic about the possibilities of the organization. Hy, incidentally, has been grounded by his wife since the recent airplane disaster in this area and now must travel either by automobile or train. He reports excellent results from an advertisement in a recent issue of The Billboard, in which he offered used music equipment.

FOR SALE

5 RUDD-MELIKIAN KWICK KAFE COFFEE MACHINES.

3 USED 90 DAYS, 2 NEW. WILL SACRIFICE.

WILL TRADE NEW MILLS CONSTELLATION PHONOGRAPHS IN CRATES FOR DELUXE DRAW BELLS, DOUBLE UP OR WILD LEMON.

'46-'47 AMI \$550.00	BONUS SUPER BELL \$275.00
'48 MILLS, USED 400.00	IUMBOS 37.50

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MILLS ORIGINAL CHERRIES, 5¢, 3-10 . . . \$75.00	All Mills slots have new reel strips and have been overhauled into good operating condition.
MILLS GOLD CHROMES, 5¢ 75.00	
MILLS GOLD CHROMES, 10¢ 80.00	
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WANT TO BUY SEEBURG RAY GUNS

A. L. KROPP JR.

508-13TH AVE.

TEL. 7977

TUSCALOOSA ALA

Detroit:

(Continued from page 90)

the coin field. . . Stanley Besk, veteran juke box operator, is in Henry Ford Hospital following serious injuries suffered in a truck-train collision. Louis Ambrosine, of the LA Music Company, will handle his route during his convalescence.

Jack Baynes, secretary-treasurer of the Michigan Automatic Phonograph Owners' Association, and Fred Chlopan, business manager of the Michigan Table Top Association, made a trip to Lansing to confer with the liquor commission on television regulations for bars. . . Fred Richardson, in the coin machine business here operating amusement and music machines for about 20 years, died September 20. . . Martin Sorkowitz, who is studying at a Detroit university, has bought the Peerless Sales Company and Peerless Vending Company from David Goldberg. Sorkowitz will operate this mixed route of peanut, gum and candy venders, all of the penny type, under the name of the Martin Vending Company.

Arnold Michlin, who operated the Dispensit Company and the Michlin Chemical Company, with a route of beverage dispensers, is selling out to a group headed by Bert Crawford of the Hires Root Beer Company here, and concentrating on the surplus material business. . . J. E. Fouser, of the Warrick Company, manufacturing parts for soft drink venders, is editing a new catalog to be ready in about 60 days.

METAL TYPER DISCS

FOR GROETCHEN TYPER

\$9.50 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

TOP QUALITY ONLY—ONE LOW PRICE

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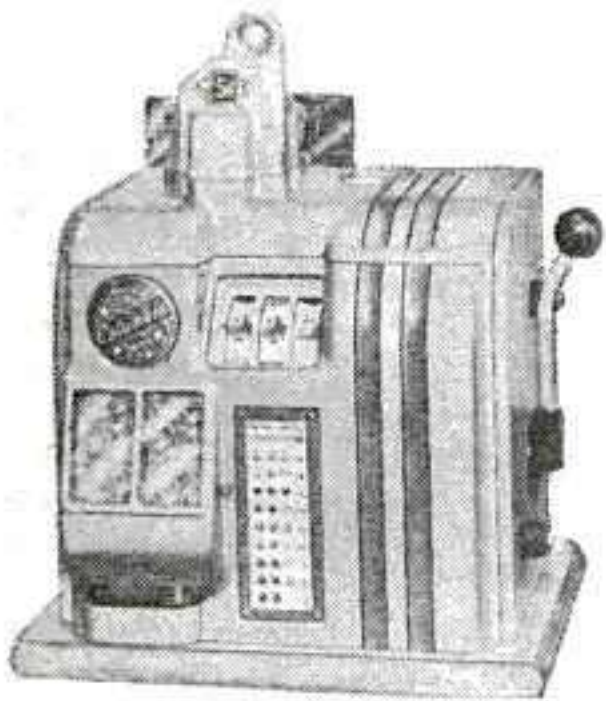
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COLUMBIA TWIN JACKPOT BELL



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.

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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.
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New York:

(Continued from page 90)

Service, claims plenty of advance interest in the 22-foot Cameo shuffleboard he is debuting.

Two music ops who are expecting early additions to their families are Robert Anderson and Donald (Doc) Shapiro. Shapiro's route is on Long Island. . . Jacob Breidt, U-Need-A-Vendors' prexy, was in town September 22 conferring with Murray and Bill Wiener, distributors of his firm's electric cigarette vender, at the offices of Vendors, Inc.

Sol Tabb, co-owner with Hy Jaffe, of the Hysol Music Company, is resigning as a director of the Automatic Music Operators' Association (AMOA) to devote full time to the distribution of Flash Bowler, the new ski ball manufactured by I. Edelman, of Detroit. He has named his new outlet the Hysol Distributing Corporation, and will conduct its business from his present headquarters at 997 Clarkson Avenue, Brooklyn.

Al Denver, president, and Sid Levine, legal counsel, will be featured speakers at a general membership meeting of the Automatic Music Operators' Association Tuesday (28) at Park Central Hotel. At the meet, the first called since April, the execs will discuss trends in music operation. There also will be a report on the association's 11th annual dinner dance, scheduled for the Waldorf-Astoria October 23.

Cy Melikian, co-owner of Rudd-Melikian, Inc., was in town Wednesday (22) on biz. He reported that executives of the pioneer coffee machine company have gone all out to insure success of their first operator's convention. Speakers at the three-day meet, opening October 6 at Philadelphia's Bellevue Stratford Hotel, will include representative coffee ops, coffee and cup manufacturers' spokesmen, as well as officials of the National Automatic Merchandisers' Association and the National Association of Manufacturers.

Schork and Schaffer's Sports Palace, the giant arcade on Broadway at 52d Street, is sporting a new chrome and glass front. Just completed, the modernistic glass paneling gives passers-by a full view of the arcade's interior. . . Most arcades around town have moved their Imperial pic machines up front in preferred positions recently to capitalize on public interest in this week's two championship fights. Naturally, fight movies are featured.

Harry J. Lehmann, manager of the Coin-Metered Washing Machine Operators' Association (CMWMOA), has announced that the group's next membership meeting will be held October 13 at Riverside Plaza. CMWMOA recently moved its offices from Manhattan to 384 East 149th Street in the Bronx. Lehmann and Mrs. Helen Fidelman are on hand there to serve washer ops.

Lou Rosenberg, president of the recently disbanded Associated Amusement Machine Operators of New York, presided at a meeting of leading local coinmen Thursday (23) at the New Yorker Hotel. Called to consider means of approaching city authorities on a plan for licensing certain games, the confab was attended by operators, distributors and manufacturers. Among those present were Max Levine, Scientific Machine Corporation; Harry Rosen, Atlantic New York Corporation; Dave Simon, Simon Sales; Harry Berger, West Side Distributors; Hymie Rosenberg, H. Rosenberg & Company; Al Blendow, Blendow & Meyers; Dave Lowy, George Ponsoer, Al Simon, Murray and Sol Wohlman, Jack Rubin and Jack Semel.

PHILADELPHIA TOBOGGAN CO.

America's Favorite

Skill Game

SKEE BALL

REG. U. S. PAT. OFF.

The Original and Only Skee Ball Alley

For Parks—
Arcades—
Resorts—Clubs—
Carnivals

100%
Mechanical
in Operation

EARNINGS—
\$3 to \$4
Per Alley
Per Hour

Operators Enthusiastically Acclaim Skee Ball—Top Money Earner of All Skill Games for 1948 Season!

MANY IMPROVEMENTS FOR 1949

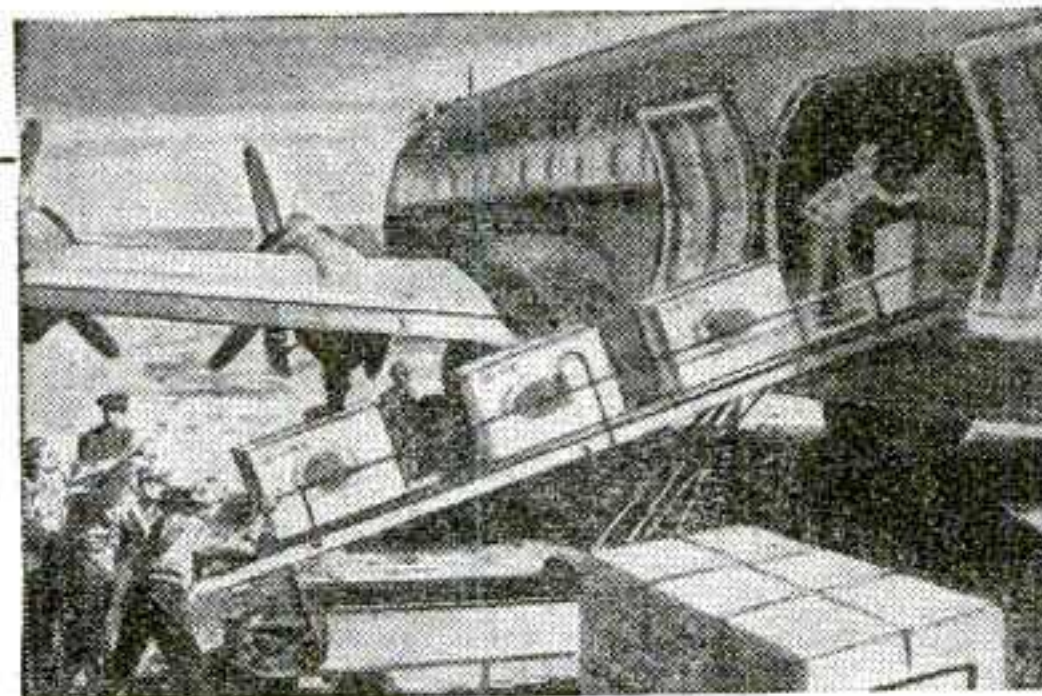
- A smooth, fast, accurately scoring game.
- Now practically noiseless in operation.
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THESE IMPROVEMENTS MAKE THE 1949 ALLEY MORE DEPENDABLE IN OPERATION, REQUIRING LESS ATTENTION AND SERVICING

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AMERICAN AIRLINES Airfreight

Every day saved in the shipment of coin machines means many dollars earned. When you ship by time-saving, dependable American Airfreight, you get overnight delivery. Your machine arrives in tip-top condition, ready to get to work for you. Your returns begin immediately.

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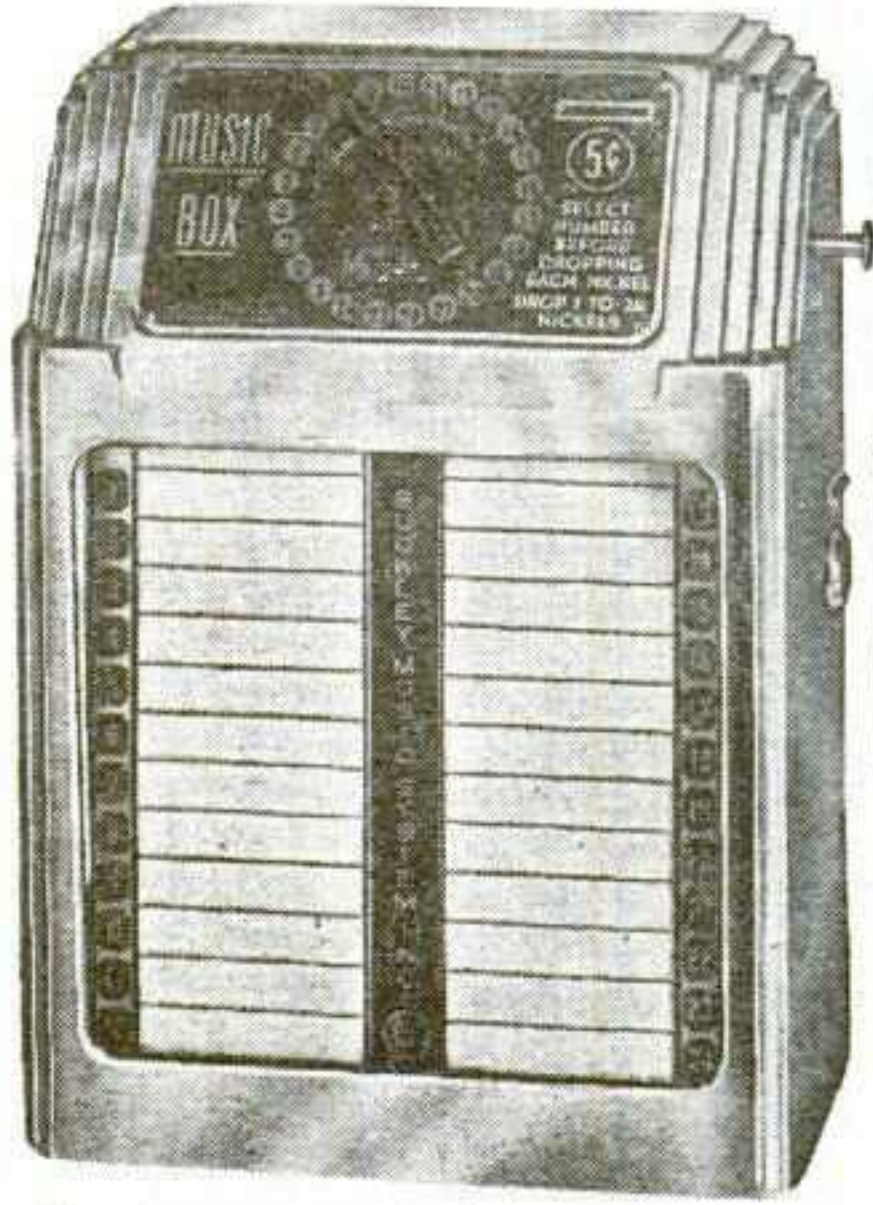
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American Airlines, Inc., Department Q, 100 East 42nd Street, New York 17, N. Y. GENTLEMEN: We would like to talk with your sales engineers and find out how your AIRCONOMY PLAN applies to our business.

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Buckley MUSIC BOX



Available for
20, 24, 32
Record
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PRICE
\$29.00
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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.

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COINMEN YOU KNOW

Chicago:

(Continued from page 90)

sary part of the cup-type route. Dime operation, begun earlier this year, has turned out to be acceptable in the more transient, high patronage type locations, Seymour finds. In addition to the usual battery of phones on the office desks, Seymour has a nickel plated German cradle phone, a memento of the last war, on his desk. The odd appearing instrument is complete with dial, much as our American dial phones.

The sextet of boys over at Atlas Novelty Company are all backing one another to the hilt when it comes to reporting good fall business activity. Morrie and Eddie Ginsburg voice the cheerful sales news, echoed by Nate Feinstein, Harold Schartz and roadmen Irv Kleiman and Joe Kline. Influx of business, especially noticeable after spring and early summer resort buying, forecasts a high level fall and winter outlook. . . . Gene Chute, Mercury Confections, is keeping his combination candy-nut route in tiptop shape, ready to take on the influx of fall business everyone is predicting.

Harold Fageron, in charge of milk operations at Borden Milk Company, and Theodore Griesener, head of Bowman Dairy Company's refrigerated cabinet division, predict a steady uptrend in industrial machine-vending of their product. Both firms are planning broader coverage of the "milkman with a coin chute" as far as factory sales are concerned. . . . Jack Nelson Jr., Jack Nelson Company, states that the Filben Maestro juke box which they distribute is keeping the music operator customers coming back for more.

John Neise, O. D. Jennings sales manager, arrived back from the firm's Southern premier at Edgewater Park, Miss., with the news that the 1949 Monte Carlos made a big hit with coinmen in the Southwestern as well as Southern States. D. Franco, head of Franco Distributing, Montgomery, Ala., was the only Jennings distributor in the area who did not participate in the big doings at the Edgewater Park Hotel. He was called to California on personal business.

C. F. Bailey, vice-president of Rex Coin Machine Corporation, Syracuse, was a recent visitor at the Keeney plant. . . . Local distributors and manufacturers sitting in on the series of meetings held by the National Coin Machine Distributors' Association (NCMDA) here last week are still commenting on the good will and obvious attempts of the two groups to see each other's point of view.

Paul Federman, Williams Manufacturing special road representative, is back from a trip thru several Eastern cities with reports of increased activity in the five-ball field. Fulton Moore, Williams sales manager, says the triple playfield entry on the firm's new five-ball, Speed Way, has made a hit with players and ops around the country. . . . Canadian coinmen believe that there will be a Canadian coin machine convention and show if the present ban on nonessential equipment is lifted later in the year. Present Canadian coin machines being turned over in the used market are bringing high prices. . . . Paul Levin, of L and L Tobacco, Grand Rapids, Mich., was in for a look at some new cigarette and candy venders. He was a B-17 pilot during the war.

Bally Manufacturing received a good publicity break in the October issue of *Holiday* magazine which was dedicated to the history of Texas, its cities, resources and its people. Among the color photos illustrating typical Texas entertainment was one taken in the Cow-Town Grill, Dallas, showing

Bally one-balls, Special Entry and Gold Cup getting some play from a trio of fun loving Texans. Bally visitors last week included George Schnabel, Seattle; Ed Ravreby, Boston; Bill Marmer, Cincinnati; Al Bergman, Buffalo; Lou Boasberg, New Orleans; Cy Lazar, Pittsburgh, and Clarence Camp, Memphis.

Al Tigerman, Milbert Company, reports good reception on his recently introduced pistol ray gun called Pistol Practice. . . . Frank Mencerl, Exhibit Supply's arcade equipment specialist, returns from his vacation Monday (27). . . . Growing influence of shuffleboards can be gleaned from the fact that two of the area's top distributors, Empire Coin Machine Exchange and Mid-State Company, are both handling coin-operated scoreboards for use on shuffleboards.

Exhibit Supply reports a host of visitors dropping in during the past week. Among them were Ben Axelrod, Olive Novelty Company, St. Louis; Dave Bond, Trimount Coin, Boston; Irv Bleumenfeld, General Vending, Baltimore; Sam Taran, Taran Distributing, Miami and Jacksonville, Fla.; J. Pieters, King Pin Distributing, Kalamazoo, Mich.; Lou Wolcher, Advance Automatic, San Francisco; Iz Halpert, Twin Port Sales, Duluth; M. Y. Blum, United Distributing, Wichita, Kan.; Woolf Solomon, Central Ohio Coin Machine Exchange, Columbus, and the famous Weinberger brothers, Leo, Sam and Joe, of Southern Automatic Music Company, a firm which has offices in Cincinnati and Dayton, O.; Louisville and Lexington, Ky., and Indianapolis and Fort Wayne, Ind. Ed Hughes, Exhibit's ace game man claims that firm's new game, Contact, will have a revolutionary effect on the trade. New five-ball debuts what Hughes calls "contact bumpers which handle balls in play like a basketball player dribbling the entire length of the basketball court."

Ed Vojak, Charlie Schlicht and the Jennings vice-president, J. Raymond Bacon, were among the factory representatives at the Jennings Eastern premiere of the 1949 Monte Carlos in Asbury Park, N. J., while Sales Manager John Neise, who had been at the

New Keeney
TWIN BONUS SUPER BELL
Comb. F.P. & P.O. 5-5, 5-10, 5-25 . . . **\$800**

★★★★★
MUSIC
PACKARD
Hideaway, brand new, latest models . . . \$200
1000 Ceiling "Out of This World" Speaker . . . 125
900 Speaker . . . 35
800 Speaker . . . 30
700 Speaker . . . 25

Keeney FAVORITE
One Ball, 4-coin multiple, Comb. F.P. & P.O. Brand New, Original Crates . . . **\$375**

★ **Reconditioned Consoles**
★ **EVANS**
★ 1948 Races, Comb. F. P. & P.O. . . . \$595

★ **WURLITZER**
★ 780 Colonial . . . \$250
★ Model 500 . . . 125
★ Model 600 . . . 100

★ **FIVE BALLS**
★ **Free Play Games**
★ Crazy Ball . . . \$185
★ Monterey . . . 150
★ Trade Winds . . . 145
★ Yanks . . . 135
★ Humpty Dumpty . . . 125
★ Cinderella . . . 125
★ Treasure Chest . . . 85
★ Ollick . . . 75
★ Lucky Star (with flippers) . . . 70
★ Smoky . . . 65
★ Rio . . . 60
★ Dynamite . . . 60
★ Honey . . . 60
★ Step-Up . . . 50
★ State Fair . . . 50
★ Amber . . . 50
★ Siesta . . . 50
★ Vanities . . . 50
★ Fast Ball . . . 40
★ Suspense . . . 40

★ **KEENEY**
★ Twin Bonus Super Bell, 25-25, F.P. & P.O. . . . 650
★ Twin Gold Nugget, 5-25, F.P. & P.O. . . . 525
★ Wild Bell, 5-25, F. P. & P. O. . . . 850

★ **SEEBURG**
★ 8200 R. C. . . . \$215
★ Colonel R.C. . . . 195
★ 9800 Lo-Tone . . . 165
★ Model 8800 . . . 125

★ **MILLS**
★ Empress . . . \$125

★ **BALLY**
★ Draw Bell . . . \$215

★ **ROCK-OLA**
★ Super . . . \$140

★ **One Balls**
★ Automatic Payout with Jackpot

★ **MILLS**
★ Jumbo Parade, Comb. F.P. & P.O., \$75; P.O. . . . \$ 65

★ **BALLY**
★ Trophy, new . . . Write
★ Victory Derby . . . \$125
★ Turf King . . . 75
★ Jockey Club . . . 75

★ **PACE**
★ 1941 Saratoga 25¢ . . . \$ 50
★ 1941 Saratoga 10¢ . . . 50

Williams ALL STARS
Latest Model. Looks and operates like new.
\$275
Evans 1948 TEN-STRIKE
\$200

GM
Terms: 1/3 down
Balance sight draft

New Mills and Jennings Slots
Immediate Delivery. Write for Prices Today.
New Phonographs
Write for prices

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We have all Mills latest Bells in stock.
KEYSTONE PANORAM COMPANY, INC.
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AUTHORIZED BELLE-O-MATIC DISTRIBUTOR

SKEE BALL PARTS
Score Glass
Nets • Balls
cork — MATS — cork
Write for Catalogue
RELIABLE PARTS CO.
2512 Irving Pk. Rd Chicago 18, Ill.

ZIP EXTENSION CORD
Underwriter 1 1/2 Ft. Direct Approved
Ideal for Bar Boxes—Speakers and Other Installations—New, Original 2-Wire—All Rubber—Copper Reinforced—Stranded—Shock Proof—Water Proof—Pliable—Brown Color—Four 250' Rolls in Carton.
1/3 Deposit, Balance C. O. D.
ARCADE BULB CO.
56 W. 25th St. New York 10, N. Y.

Nevada and Mississippi showings, held the fort. Consensus on the three showings is that Jennings staffers and products made many new friends and customers. . . . C. F. Pease, well-known inventor from California, left Chicago with high hopes for new merchandise vender which he has been showing to the Midwest coinmen for the past two weeks. Pease, now 83, is the inventor of blueprint machines. . . . John Comroe, Keeney's electric cigarette vender sales chief, says the firm's de luxe model is being well received by coinmen in all parts of the country. . . . Earl W. Mealer, candy operator in Dallas, was making the coin rounds in the Windy City.

Hiland G. Kirkwood, Mills Industries' new general service manager, was formerly with the Frigidaire Corporation. . . . Local operators who a few months ago said shuffleboard would not last very long as an attraction, are singing a different tune, some having entered the new field, which recently picked up additional momentum when coin-operated automatic scoreboards were put on the markets.

Billy DeSelm says the three novel replay features on United Manufacturing's Summertime has made a strong showing with operators around the country. Firm's latest callers included Joe Ash, Active Amusement Philadelphia, and Herman Mayflower Distributing, United's new factory, just the last word in production facilities, has brought praise from visiting firemen. . . . Vernon G. Wahlberg, erstwhile counsel for Mills Industries, has been appointed manager of the Illinois State Chamber of Commerce legislative department. . . . Sam Drucker and Bill Rabin, Filben officials, returned from the firm's showing at Filben Sales, of Nebraska, Omaha, with the news that music play is on the upgrade in that area.

New Zealander coinman, R. S. Jennings, says that his home city Auckland is now showing an unusual amount of interest in venders. He was in town to contact local manufacturers of ice cream, coffee and soft drink venders, and also looking for food venders adaptable to handling cold sandwiches. . . . Charley Pieri, Exhibit's travelling game representative, is completing an operator survey which should benefit not only his firm but the game manufacturers as a whole. . . . Latest problem for the area's juke operators to contemplate is the telecasting of part of the world series here via tele network if Cleveland's Indians make the grade in the American League. During the 1947 series between the Yanks and Dodgers, bar and booth space in taverns sold at a premium.

John Haddock, AMI president, was in to talk policy with Joe Calderon, firm's assistant sales manager, at the music firm's Loop sales office. Other visitors included Joe Pittman, of Pittman Distributing, Davenport, Ia. Lindy Force arrived back from Denver Friday (24). While away Force conferred with coinmen in the Mountain States who had expressed interest in becoming AMI distributors. . . . Gil Kitt, Empire Coin, expects shuffleboards to make additional headway now that accurate coin-operated scoreboards are reaching locations.

Lindy Force, AMI manager of general sales, is in the Mountain States conferring with firm distributors in that area. . . . Bert Davidson is in the South for Como Industries. Firm's new digger machine was debuted last week at Walbox Sales, Dallas.

Williams Names Gen. Vending Eastern Distrib

CHICAGO, Sept. 25. — Williams Manufacturing Company thru Harry Williams, president, this week announced the appointment of General Vending Sales Corporation as distributor in Maryland, Virginia, Delaware and the District of Columbia.

General Vending has headquarters at Howard and Biddle streets, Baltimore, and is jointly headed by Irving Blumenfeld, Harry Hoffman and George Goldman. One of the old-time distributing firms in the field, General Vending was organized by Goldman and Hoffman in 1925. Blumenfeld joined it in 1937. Formal opening of its present quarters was one of the highlights of spring, 1947.

General Vending also handles the lines of several other leading coin machine manufacturing concerns.

Name Empire Coin To Distribute New Advance Scoreboard

CHICAGO, Sept. 25.—Empire Coin Machine Exchange here has been appointed distributor of the coin-operated electric shuffleboard made by the Advance Company, San Francisco, it was announced this week by Gilbert Kitt and Ralph Sheffield, Empire Coin officials.

Available for either nickel or dime play, the scoreboard measures 33 by 25 by 10 inches and can be placed on a base or attached to a wall. It has two sets of scoring numbers—red and blue—on a mirror finished scoreboard field.

Kitt explained that the scoreboard can be used with any type shuffleboard on the market. If two play the game, each must insert a coin and the score runs as high as 15. However, when four play at one time the score runs up to 21 points and again each player must insert one coin.

Both Empire Coin officials stressed the use of the new shuffleboard scoreboard in speeding up play as well as eliminating score sheets,

A PROFITABLE BUSINESS OF YOUR OWN



WITH the Terrestrialscope

Coin operated telescopes have developed a tremendous source of profits. A sure and steady income at Scenic Spots, Beaches, Airports, Resorts, Hotel Verandas and everywhere people gather.

New developments perfected in World War II have been embodied in the Terrestrialscope making it an unsurpassed instrument for education and entertainment. It operates three minutes for a dime. Patrons stand in line to use it.

EARNS UP TO \$400.00 A MONTH

WEIGHT: 250 lbs. • HEIGHT: 5 ft. • Finished in flashing chromium and lustrous black • Rugged design for many years of trouble-free and efficient service • Pays for itself in a few months • Tremendous source of profit for years to come • Entirely self-contained and easy to install • Impervious to weather conditions.

TOTAL COST \$790.00

Convenient terms of one-fourth down and 18 equal monthly payments.

EICHEL ELECTRONIC CORP.
Evansville 8, Indiana

Also makers of Tranquil Tone Coin operated radios and television units — coin operated radio kits — coin operated timers for washing machines, ironers, etc.

WANT EXPERIENCED MECHANIC

With car. Must be tops on Music (Seeburg), Remote and Pinball Machines. We require former employer references. This is a permanent position. Good salary and working conditions.

COOK MUSIC CO.

3237 East Washington Phoenix, Arizona
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Special!

Chicago Coin Hockey \$49.50
Keeney Submarines 49.50
DeLuxe Hockey 39.50
Bally Rapid Fire 89.50

WANTED CHICKEN SAM DOLLS

SHOOT THE BEAR RAY GUN \$124.50

Completely Reconditioned & Repainted. Money-Back Guarantee.
Terms: 1/2 Deposit With Order.

SEEBURG RAY GUN
Amplifiers, Motors, Rifles Repaired.

COMPLETE STOCK OF SEEBURG RAY GUN PARTS
WRITE FOR LIST

Coinex CORPORATION
1346 ROSCOE ST. CHICAGO 18, ILL.
CR. 2-0317

MILLS BELLS!

We have all Mills latest Bells in stock.

MARVIN J. BLAND
INDIANA MUSIC CO.
705 Putnam St., Terre Haute, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

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 Dominos. Pro-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. Can use 100 post-war Bally One-Ball Free Plays and late 5-Ball Free Plays.

CALL OR WIRE IMMEDIATELY
PALISADES SPECIALTIES COMPANY
498 Anderson Avenue Cliffside Park, N. J.
Cliffside 6-2892
Only One Mile South of George Washington Bridge on 9W. Jersey Side.

For Immediate Sale

5 Pike Peaks
7 Bingos (complete with 4 different glasses each) \$10.00 ea.
16 Exh. Postcard Machines

HARRY WYLE
1580 Prospect Place Brooklyn 33, N. Y.
Phone: BLocum 6-4567

See Sweetest Day Record Candy Sales

NEW YORK, Sept. 25.—Record candy sales are anticipated by the confectionery industry for the Sweetest Day this year, October 16. Due to an intensive promotion campaign now being conducted by the Sweetest Day committee, the special day is also being heralded as a sales hypo for candy vending machines.

Promotion activity of the committee is being concentrated here and in Detroit, Cleveland, Dayton, O.; Chicago, Buffalo, Pittsburgh, Kansas City, Baltimore and Cincinnati campaign director Sidney Bielfield reports. New York members of the committee, backed by an initial budget appropriation of \$40,000, have set up a series of ads which are being inserted in daily newspapers for two weeks prior to October 16.

S. C. Distrib Gets Charter

COLUMBIA, S. C., Sept. 25.—Coin Machine Distributors of Columbia was granted a charter to do business in South Carolina by the secretary of State last week. Capitalized at \$25,000, the new concern listed in its charter application that it proposes to handle all types of coin-operated equipment. Firm's president is Lawrence E. Holder Jr.



"Daddy's mind's at ease since he got that shipment of G-E lamps for his coin machines." Fewer burn-outs, dependable trouble-free performance keep machines on the job, assure more profits. Even if they're hard to get, it pays to keep on asking! General Electric Co., Nela Park, Cleveland 12, Ohio.

G-E LAMPS

GENERAL ELECTRIC

RUNYON SPECIALS

USED MUSIC MACHINES

A.M.I., Model A \$650.00

WURLITZER

1015	\$475.00
350	295.00
780	245.00
500K	65.00
600R	60.00
VICTORY MOD'LS	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
---------	----------

SOLOPHONE BOXES, Brand New	\$12.50
PERSONAL BOXES	7.50
SOLOPHONE AMPLIFIER	37.50
PERSONAL AMPLIFIER	37.50

PARTS FOR MUSIC MACHINES

WURLITZER PARTS

MOTORS	\$17.50
TRUMPETS	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.

RUNYON SALES COMPANY

123 W. Runyon St., Newark 8, N. J.
Tel.: Bigelow 3-8777
593 Tenth Ave., New York 18, N. Y.
Tel.: Longacre 4-1880

LOCATION AND ARCADE EQUIPMENT!

NEW SENSATIONAL MONEY GETTERS
Mauser Pistol—Fascinating Shooting Gallery
Ohloo Midget Skeeball
Hot Popcorn Vendor
Midget Movies—New or Used
Mercury Grip Scales—Proven Success
Write for Prices

Question Girl—Floor Model	\$ 75.00
Grandmother	150.00
EIGHT BALL (NEW) ROLL DOWN	100.00
Panorams—Perfect Condition	250.00

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
610-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-6677)

STEP-UP-COILS

Bargain Prices

20-6 Gottlieb	75¢
SM 20 Gottlieb	
123 United or Exhibit	
W25 Williams	

COMPLETE STOCK AT ALL TIMES. DISCOUNT FOR QUANTITY BUYERS.

FLIPPER KITS

2 Flippers	\$3.95
4 Flippers	6.95
United Flipper (metal)	5.95

1/3 deposit, balance C. O. D.
ROYAL MUSIC CO.
76 Main St. Tel.: 649-W Webster, Mass.

WANT BUCKLEY DIGGERS

In Good Condition
H. DICKENS

1101 1/2 College Ave. Elmira, N. Y.

Radical Bumper Highlights New Exhibit 5-Ball

(Continued from page 80)

week.

Called Contact, new game includes six of the new type bumpers which have the appearance of inverted springs. When hit by a ball the bumpers apparently collapse and then return to shape. The collapsing action registers points, while the recoil action kicks the ball sharply either up or down on the playfield, depending at which angle the ball contacts the new type bumper.

Free Play Chances

Game has four conventional numbered bumpers, two side roll-over switches, one special roll-over button which gives players five replays if energized when score is exactly at 20,000, 40,000, 60,000, 80,000 points or at other multiples of the 20,000 point blocks. Other free plays may be garnered by a ball going thru a side roll-over switch after the player has made the 1 thru 4 bumper series.

Game's six new type bumpers are placed in pairs of two thru the middle of the playfield and single ones appear at the very top and also at the bottom of the field. In the beginning of the game the top bumper registers 50,000 points if hit before any of the other bumpers are contacted. Thus players hitting this bumper three or four times at the outset of a game can run up 150,000 or 200,000 points easily. New game's two pair of contact bumpers in mid-playfield keep changing in value as they are energized. If hit when lit, score jumps 10,000 points at a time. If contacted when not lit 1,000 points are added to the score.

Extra Block Points

Top player appeal feature of the new Exhibit product is that as ball drops thru playfield it caroms off conventional bumpers on to contact bumpers and is hurled in various directions by the quick action of the collapsing and recoiling bumpers. When ball finally approaches the vicinity of the outhole, it usually nits the bottom contact bumper one or more times. If it hits near the top of this bumper the ball frequently is shot upward to one of the pairs of contact bumpers, which in turn have a tendency to shoot the ball up to the very top of the playfield and give players the opportunity of garnering extra blocks of points.

Altho Exhibit's five-ball embodies an unusual amount of action, Batten stresses the point that average time required to play one full game is but one and a half minutes.

Olshein Remodeling Albany Offices, Shop

ALBANY, N. Y., Sept. 25.—Olshein Distributing Company, of this city, is in process of completing remodeling its showrooms, offices and repair shop at 1100 Broadway. The company handles a wide line of coin-operated equipment and currently is exporting machines in quantity.

Jules Olshein, president, announced that his company has purchased a building which adjoins the distributing firm's present headquarters. This property was purchased, Olshein said, "with the thought of expanding in the near future."

Remodeling and expansion of shop facilities, Olshein said, will enable the company to increase its repair services to operators.

Once the remodeling program is completed, Olshein and General Manager Walter Boardman will hold open house for operators in the area.

PanAmericanSales Appoints G. Bybee

SAN ANTONIO, Sept. 25.—Pan American Sales Company here has announced the appointment of Gene Bybee as office manager. Firm is actively connected with Walbox Sales, Inc., Dallas, and Coin Machine Sales, Inc., Houston.

A veteran of 16 years in the coin machine field in Texas, Bybee formerly was manager of the Southern Distributing Company, Houston.

Pan American has one of the best equipped showrooms and headquarters in the distributing business, handling Solotone music equipment and Bally products.

Tenn. Mach. Ops See Big Biz Rise

(Continued from page 80)

program by the University of Tennessee. Once this program is well under the way, Stewart explained, the various tourist bureaus in the State will be able to receive additional data on the ways and means of luring more visitors to view the unusual sights in the State, particularly in East Tennessee and the Smoky Mountain areas.

Citing tourist statistics, Stewart said an average of \$18,000 an hour was spent by Tennessee vacationers and tourists last year. In the overall total of \$150,000,000 spent in 1947, more than \$10,000,000 was for entertainment of all types, including amusement games and juke boxes. Another \$40,000,000 went for food with food and drink vendors of all types coming in for a substantial number of purchases. Stewart also pointed out that more than 75,000 Tennesseans were fully employed during last year by the State's growing tourist trade, and there is every reason to believe that a lot more will be in similar occupations before the statistics for the present year are completed.

Cameo Debuts New 22-Foot Shuffleboard

NEW YORK, Sept. 25.—Cameo Vending Service will begin marketing a new shuffleboard carrying the Cameo trade name next week, Ed Barnett, company executive, announced here yesterday. The board, a standard 22-foot tournament model, is constructed of hard maple and will sell to the trade at \$475, including crating.

Specially made for the vending machine distributing firm, under contract, by a large Eastern manufacturer, Cameo shuffleboard is promised for delivery one week after receipt of orders. Scoreboards, numbered score sheets and sets of weights are included in the purchase price.

SERVICE MANUALS

(Continued from page 88)

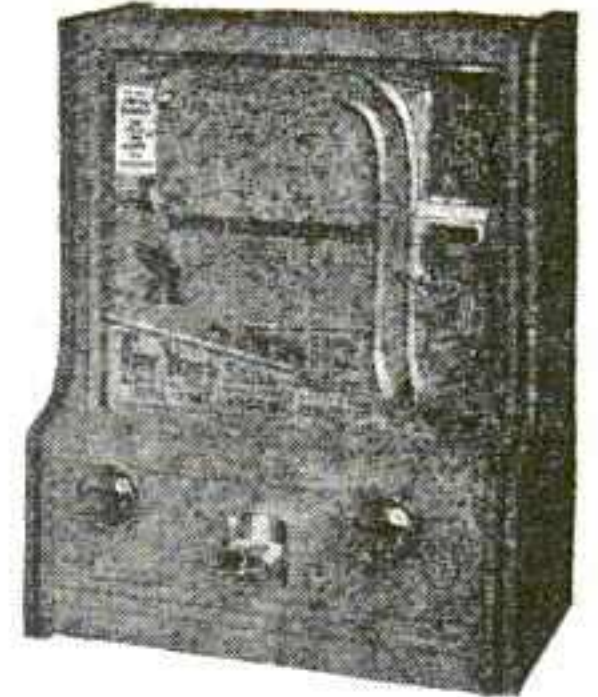
correct numbers for all cabinet parts and has a schematic on the improved R-22 amplifier which is used in the current production of the Model A and is standard with the Model B. Caldron said that the R-22 is available as a separate mailing piece as well as being a part of the service manual.

Manual on the A and B is broken down into subassemblies and shows detailed diagrams and photos of units which make up both the mechanism and the cabinet. Proving the most important section of this manual as far as servicemen are concerned is a comprehensive diagnosis chart. Here servicemen will find helpful trouble shooting information. Chart is divided into four main classifications: Complaint, symptom, cause and remedy.

NOW DELIVERING THE NEW 1948 MODEL

KICKER and CATCHER

NEW FLASH — NEW BEAUTY
NEW SCORING ARRANGEMENT



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

5 Balls For One Cent **\$37.50** F. O. B. CHICAGO
5 BALLS FOR 5 CENTS, \$41.25

ORDER TODAY! Try for 10 days. Money Back if Not Satisfied. You Keep Receipts!

BAKER NOVELTY CO.

Headquarters for Slot Machines and Bakers Pacers
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS



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

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.

ATTENTION! REAL BUYS!

5 GENCO BING-A-ROLLS, Ea.	\$235.00
2 BALLY HY ROLL, Ea.	150.00
2 WILLIAMS BOX SCORE, Ea.	185.00
1 UNDERSEA RAIDER	49.50
1 Wurl. 618, as is	25.00
1 Airon	145.00
2 Wurl. 950 E's, Ea.	175.00
4 Vest Pockets, St. Ea.	20.00
4 Vest Pockets, Latest, Ea.	35.00
1 Mills Gold Front	98.50
1 Mills Silver Front	120.00

OLSHEIN DISTRIBUTING CO.
1100-02 Broadway Albany 4, N. Y.

ADDITIONAL RECORD REVIEWS

(Other Record Reviews appear on pages 62 to 67 of the Disk Key Supplement in this issue.)

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

RACE				
"SMOKEY" HOGG (Modern 20-606) <i>Golden Diamond Blues</i> Lusty shouting but not especially effective.	61	60	60	63
<i>Oh! Woman, Oh! Woman</i> Better lyric here, fervently chanted, with fine trombone obligato pointing up interest all the way thru.	66	65	65	67
RICHARD HUEY (Decca 48086) <i>I Can't See Liza No More</i> Dreary, tasteless recitation about a man buying a coffin for his wife on credit terms.	50	50	50	NS
<i>Hurry Sundown</i> Good gospel mood in spiritual chanting here, with choir and Bahaman drums back of Huey's lead.	67	66	68	NS
CLYDE BERNARD (Decca 48087) <i>My Heart Belongs to You</i> Clyde does the race hit with rough fervor.	68	67	66	70
<i>Pretty Mama Blues</i> Good enough warbling of the Ivory Joe Hunter blues click.	66	65	65	67
"LITTLE" WILLIE JACKSON (Modern 20-613) <i>Peanut Vendor</i> Brawling jazz-flavored version of the rumba standard doesn't come off.	54	54	53	55
<i>Let's Jump</i> Free-wheeling jump instrumental without particular merit other than enthusiasm.	60	63	57	60

RELIGIOUS				
THE HARMONEERS (King 4233) <i>Weep Below Children</i> Spiritual quartet does good job with limited rhythm material.	65	65	65	NS
<i>Before This Time (Another Year)</i> Fervent chanting impressive here.	72	72	72	NS
THE JOHNSON FAMILY SINGERS (Columbia 20471) <i>A Haven in Heaven</i> Interminable parlor spiritual drags on and on.	43	43	43	NS
<i>Just Say a Little Prayer</i> Liveller tempo adds interest, but performance is still far from jubilant.	64	64	64	NS



MILLS BELLS!

We have all Mills latest Bells in stock.

FRIEDMAN AMUSEMENT COMPANY

441 Edgewood Ave. S. E., Atlanta, Ga.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

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

INTERNATIONAL				
LARENCE DUCHOW RED RAVEN ORK (Victor 25-1127) <i>When I Come</i> Polka performance pleasant but pedestrian.	63	63	62	65
<i>Lover's Lane</i> Oom-pah-pah waltz has a light charm with Mitteleuropa accents.	65	65	65	65
THE POLKA KINGS (Continental C-1235) <i>Hu-La-La</i> Polish vocal predominates, the number is tabbed "instrumental." Strong polka beat captured in recording, but intended novelty effects get lost.	65	63	65	67
<i>Norwich University Polka</i> Poor recording mars good arrangement and lively rendition. An asset is fact that over-balancing favors the rhythm.	59	58	58	60
IGNATIUS CHARCINSKI & HIS POLONIA CLUB ORK (Polka Dot Trio) (Lamb 153) <i>Cookie Polka</i> Lacks life, vocal by girl trio doesn't help much.	50	50	50	50
<i>Decy Oberak</i> Instrumental boasts more beat than flip side. More brilliance in the recording.	55	54	54	58
IGNATIUS CHARCINSKI & HIS POLONIA CLUB ORK (Polka Dot Trio) (Lamb 152) <i>Wlodek Nie Chce Colowac Mnie Polka</i> Weak beat and sloppy tootling plus blurred Polish vocal.	45	45	45	45
<i>Po Weselu Polka</i> Company again puts its best foot backward. B side boasts a boost in bounce, but this instrumental still lacks distinction.	55	55	55	55

LATIN-AMERICAN				
DON PABLO ORK (Latin American 14) <i>Grasshopper Polka</i> Mild, unexciting polka by small rumba band, with thin vein of melody that becomes worked out after a chorus or two.	52	50	52	54
<i>Meadowbrook Polka</i> Shorter and more compressed than flip, side has more substance.	55	53	55	57
ISAMEL DIAZ ORK (Columbia 6253-X) <i>Chinito, Chinito</i> Mostly Spanish vocal, with ork laying down a good beat but too much in the background. Slightly Oriental flavor.	63	61	63	66
<i>Quien Pompo</i> Warbling's enthusiastic, but orking doesn't drive.	59	58	58	60
EDDIE GOMEZ (Victor 23-0981) <i>Ya No Te Quiero</i> Vocal zambra-guaracha packs Moorish flavor. Orking interesting but rhythm is under-recorded.	57	58	58	55
<i>Ya No Me Enganas, Mi Vida</i> Full-bodied chanting of romantic bolero. Ork of Casino de la Playa shines on instrumental passage, but gives weak support behind the vocal.	61	62	62	60

Columbia's Monthly LP Releases (33 1/3 R.P.M.)

LP Micro-groove Catalog No.	Title	Artist	LP Size
ML 4085	Beethoven: Symphony No. 2 in D Minor, Op. 36	Pittsburgh Symphony Ork Fritz Reiner, Dir.	1-12"
ML 4086	Brahms: Symphony No. 2 in D Major, Op. 73	Philharmonic-Symphony Ork of New York; Artur Rodzinski, Dir.	1-12"
CL 6018	Frankie Carle and His Girl Friends	Frankie Carle Louise Josephine	1-10"
ML 4082	Carnival Tropicana	Andre Kostelanetz Ork La Cumparsita Caminito Yours Siboney	1-12"
ML 2025	Chopin: Sonata No. 2 in B Flat Minor, Op. 35	Robert Casadesu	1-10"
CL 6019	Christmas Songs by Frank Sinatra	Frank Sinatra O Little Town of Bethlehem It Came Upon the Midnight Clear Have Yourself a Merry Little Christmas Santa Claus Is Comin' To Town	1-10"
CL 6020	Crosby Classics	Bing Crosby My Honey's Lovin' Arms Please Some of These Days Shine	1-10"
ML 4081	Dickens' Christmas Carol	Basil Rathbone as Scrooge; Leith Stevens Ork The Lyn Murray Singers Joy to the World It Came Upon the Midnight Clear Oh, Little Town of Bethlehem God Rest Ye Merry Gentlemen	1-12"
Set SL-2 ML 4078 ML 4079	Humperdinck: Hansel and Gretel (Sides I & II) (Sides III & IV)	Rise Stevens-Madine Connors- Thelma Votjka-John Brownlee- Clarance Turner - Lillian Raymond-Chorus & Ork of the Metropolitan Opera Assn. Max Rudolf, Dir.	2-12"
CL 6017	Gene Krupa	Gene Krupa Ork Let Me Off Uptown Drumming Man That's What You Think Knock Me a Kiss	1-10"
ML 4088	Lecocq: Mmle. Angot Suite Kabalevsky: The Comedians, Op. 26	Philharmonic-Symphony Ork of New York; Efrem Kurtz, Dir.	1-12"
ML 4084	Liszt: Sonata in B Minor	Gyorgy Sandor	1-12"
ML 4080	Mozart: Quartet No. 1 in G Minor for Piano and Strings (K. 478) Mozart: Quartet No. 2 in E-Flat Major for Piano and Strings (K. 493)	George Szell-Members of the Budapest String Quartet George Szell-Members of the Budapest String Quartet	1-12"
CL 6016	Theme Songs	Frankie Carle Ork Gene Krupa Ork Claude Thornhill Ork Les Brown Ork Xavier Cugat Ork Dick Jurgens Ork Elliot Lawrence Ork Ray Noble Ork	1-10"

free buyers' guide
for operators

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Dynamite	15.00	Miss America	17.50	Spinball	147.50
Havana	27.50	Nevada	49.50	Step Up	17.50
Honey	28.50	Play Boy	30.00	Stormy	95.00
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Hi Ride	39.00	Robin Hood	127.50	Sky Ray	12.50
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		Shanghai	125.00	Yanks	132.50

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Seeburg 8200—R. C. Hitone	229.50	Mills Throne of Music	69.50
Seeburg 8800—E. S. Hitone	204.50	Rock-Ola 1422	299.50
Seeburg Envoy—R. C.	169.50	Rock-Ola Super '40 ..	109.50
Seeburg Vogue—M. S.	154.50	Rock-Ola '40 Master ..	109.50
Seeburg Colonel—E. S.	154.50	Rock-Ola '39 Deluxe ..	99.50
Seeburg Maestro—E. S.	154.50	Rock-Ola Commando ..	99.50
Seeburg Commander— E. S.	154.50	Wurlitzer 1015	424.50
Seeburg Gem	119.50	Wurlitzer 1017 Hideaway	350.00
Seeburg Hideaway	109.50	Wurlitzer 950	149.50
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		Wurlitzer 500	89.50
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Factory re-conditioned like new \$75.00 EA
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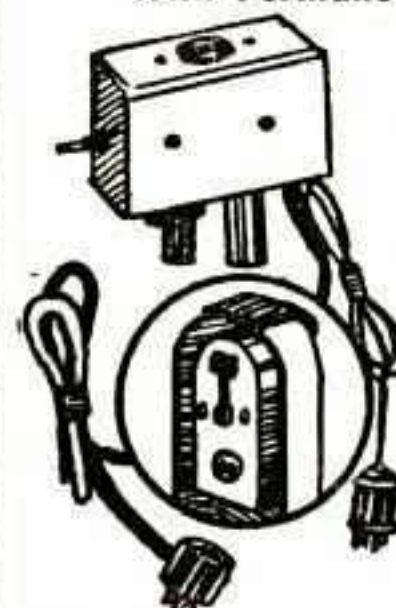


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London Coin Veteran Laments Dire Need for New Equipment

By Lionel S. Goldhill

Belmac Sports, Ltd., London, England

LONDON, Sept. 25.—It is indeed good to know that American coinmen evidence an interest in our difficulties and the manner in which we try to overcome them. The story of what is happening to the British coin machine industry is, I fear, a dismal one: the industry is undoubtedly sick, and the prognosis, unfortunately, appears to be poor.

This firm—Belmac Sports, Ltd.—has been active in the amusement business for nearly 30 years and has handled automatic amusement machines since their birth or, at least, appearance in this country. It operates pin tables and similar automatic amusement devices.

About 99 per cent of the machines we operate were imported from the United States either immediately or several years before the war. These machines have been repaired and patched up so many times that many of them have long lost any resemblance to the machines as they originally were. Most distributors over here supply spare parts manufactured in this country, but, even so, many machines have had to be discarded because parts are unobtainable or because they are prohibitive in price.

Play Inducement Fading

Before the war, since most of our patrons were regulars, the life of our pin tables was about five weeks. Machines were exchanged among our arcades as patrons exhausted the machines' subtleties and lost interest in them. The position today is that each machine has had a life of at least nine years; the patrons have long lost interest in the machines and have almost completely rejected the amusement arcade as a source of amusement. The inducement to play, as I describe below, is to all intents and purposes, non-existent.

Some operators, altho feeling the draught, are comparatively unaffected by these difficulties because the patrons of their particular arcades are constantly changing. This is particularly true of arcades in the West End of London and near the coastal resorts.

The greatest and overwhelming difficulty which operators have to face and which they are finding increasingly difficult to overcome is the question of prizes—the inducement to play. Before the war, when machines were novel and attractive, a man patronized a pin table principally for amusement; the prize was a welcome but unimportant factor. Pin tables were good money takers; the prize for a win was five cigarettes of a good brand worth, then, three-pence (about 5 U. S. cents). As the war progressed cigarettes became increasingly scarce, so that a patron

spent his penny on a pin table primarily to win the prize of cigarettes. Today cigarettes are scarcer than ever they were (tho coinmen have a guaranteed supply thru their own company, the Amusement Caterers' Tobacco Supply Company, Ltd.), but it is virtually impossible to offer even one cigarette as a prize! A packet of 20 cigarettes in this country costs three shillings and sixpence (70 cents) which makes the cost of one cigarette over twopence. When account is taken of the ever-increasing overhead expenses, high salaries, cost of maintenance, the difficulties may be seen in true perspective. Many operators have tried to overcome the cigarette difficulty by offering a box of matches (one and a half pence) as a prize for a win!

Gaming Act Affects

Crane and bell machines were the best money takers before the war. They were patronized primarily for the value of the prize, which was often substantial. The bell machines were completely withdrawn from most districts just before the war because of police action. The value of the prizes given on the crane machines was drastically reduced in the early days of the war because many operators (including ourselves) were fined heavily under the Gaming and Betting Act of the 19th Century. The inducement to play had, by law, to be insignificant, as indeed it became. It was a shattering blow to operators.

To sum up, a set of circumstances have combined to pave the way for the gradual extinction of the coin-operated automatic amusement machine in this country.



REMINDER

(Courtesy Mother Nature)

THE TURN OF SUMMER into fall is Nature's most poignant reminder of another year gone by.

It's a reminder that should make you think, seriously, that you yourself are a year closer to the autumn of your own particular life.

What steps have you taken... what plan do you have... for comfort and security in those later years?

You can have a very definite plan—one that's automatic and sure.

If you're on a payroll, sign up to buy U. S. Savings Bonds on the Payroll Plan, through regular deductions from your wages or salary.

If you're not on a payroll but have a bank account, get in on the Bond-A-Month Plan for buying Bonds through regular charges to your checking account.

Do this... stick to it... and every fall will find you richer by even more than you've set aside. For your safe, sure investment in U. S. Savings will pay you back—in ten years—\$100 for every \$75 you've put in.

AUTOMATIC SAVING IS SURE SAVING—

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Appoint Neyens Baker Sales Mgr.

CHICAGO, Sept. 25.—Baker Novelty Company has appointed A. L. Neyens as general sales manager, Harold L. Baker, firm president, announced Tuesday (21).

A veteran in the sales field, Neyens spent more than 15 years in the sales department of the Cadillac Motor Car Corporation. During the past two years, he has been divisional sales representative for O. D. Jennings & Company.

Baker commenting on the appointment stated: "I am sure Mr. Neyens will prove to be an able and successful leader of our sales department and will add further esteem to fine reputation of the Baker Novelty Company."



NOW \$150.00

BRAND NEW MACHINES... NOTE: NO EXTRA CHARGE FOR NEW CLUB HANDLE.

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The Above Prices Are F. O. B. Chicago

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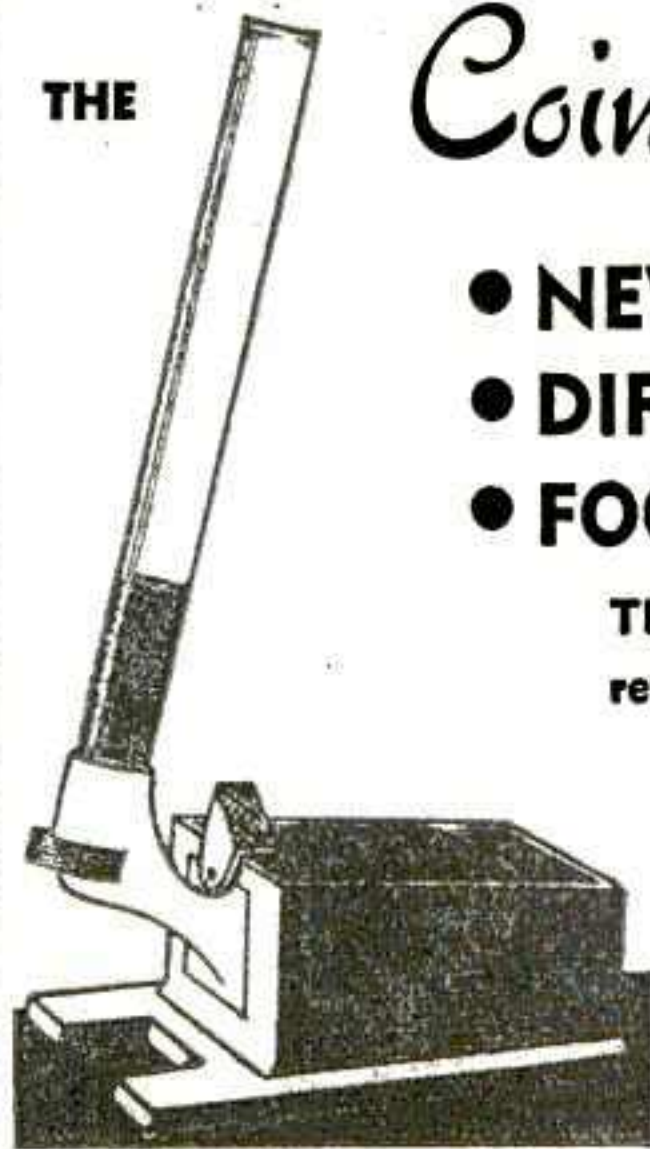
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The COIN KING is a smooth, simple, fast, and accurate change-maker... nothing to break or wear out!

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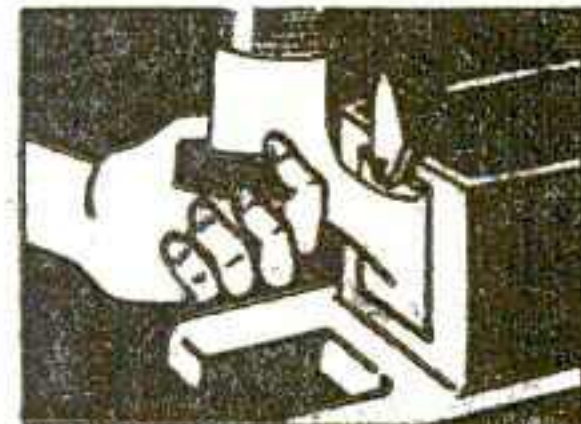
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WATSONVILLE, CALIFORNIA

This newly developed coin meter is revolutionary in principle. No moving parts (lasts a lifetime). 12" plastic tube (makes change visible)... tube removable... just flip the catch.

\$7.25

F. O. B. Watsonville



To make change, put thumb and forefinger around bottom of slot and pull. Five nickels will drop into palm of your hand. Absolutely foolproof.

Record Releases

RELIGIOUS

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Wings Over Jordan (He'll Understand)
Victor 20-3128

Wade in the Water
Bibletone Jubileers (Jesus Met) Bible-
tone 2021

When the Chariot Swings
The Speer Family (I'm Gonna) Colum-
bia 20503

Where Could I Go But to the Lord
Sister Marie Knight-The Sunset Four
(Negro National) Signature 32006

Wicked Path of Sin
B. Monroe & His Blue Grass Boys (Sum-
mertime Is) Columbia 20503

Working on the Building
Bibletone Jubileers (Great Day) Bible-
tone 2019

DESTINATION CLEVELAND COIN!!!

Sooner or later you, too, will be one of our satisfied ac-
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we have it or can get it for you. On the square, near the
square.

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8 2-Way Keeney
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10 3-Way Keeney
Super Bonus Bells 675.00

5 Bally Triple Bells 540.00

3 Mills '47 Three
Bells 250.00

5 Bakers Pacers,
D.D. 175.00

1940 Bangtalls 195.00

5¢ Super Bonus Bells 275.00

Bally Draw Bells 250.00

MUSIC

Rock-Ola 1422 \$375.00

Rock-Ola 1426 425.00

Rock-Ola DeLuxe
1939 150.00

Seeburg M 1946 475.00

Seeburg M 1947 575.00

Wurlitzer 850E 265.00

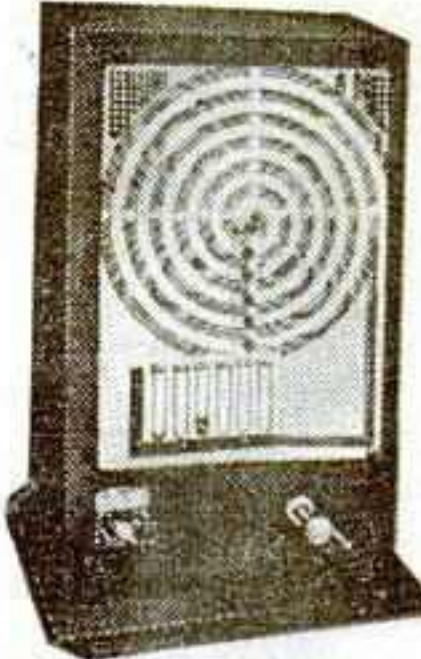
Wurlitzer 1015 495.00

Wurlitzer 600 150.00

Wurlitzer 700 195.00

Wurlitzer 800 225.00

Wurlitzer 780E 195.00



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BRAND NEW — WHILE
THEY LAST.
ORIGINALLY \$49.50.
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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 5¢
Ball Gum Vendors 8.50

25 5¢ Silver King 5¢
Nut Vendor 8.50

5 1948 Du Grenier
Challengers, 7 Col. 135.00

10 1948 U-Need-A-
Pak Monarchs 135.00

4 10 Col. Rowe Ciga-
rette Machines 95.00

8 National 930's Ciga-
rette Machines 75.00

8 U-Need-A Pak U-500
15 Col. Cigarette
Machines 110.00

5 DuGrenier W's 9
Col. Cigarette
Machines 60.00

15 Brand New MUN-
ROE MATLACK
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**WOOD BALL
ROLL DOWNS**

15 TRI SCORES \$ 69.50

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ROLLS 95.00

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Cherries \$225.00

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Rotatops 95.00

1 Jennings 50¢ 4 Star
Chief 140.00

4 Jennings 5¢ 4 Star
Chief 65.00

3 Mills 25¢ Bonus
Bells 150.00

5 5¢ Cherry Bells 85.00

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PANGRAMS \$195.00

2 STRIKES &
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2 Claw Type Rotaries 225.00

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1 Pitchem & Katchen 75.00

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Jafco 9-Ft. Barrel Roll 75.00

10 Ten Strikes 99.50

2 Batting Practice 75.00

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3 New Bowl-A-Scores 95.00

Keeney Submarine 95.00

2 Western Baseballs 95.00

2 Goales 150.00

8 Boomerangs 95.00

Jack Rabbit 150.00

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1 Under Sea Raider 135.00

1 Chicago Coin
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2 Bat-A-Ball Srs. 39.50

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SKEE BALLS

15 Wurlitzer Skee
Balls, 14-ft. \$165.00

10 Bank Balls, 14-ft. 110.00

1 Bank Ball, 9-ft. 85.00

ADVANCE MODEL 21F

Machines, 25¢ Operated. Write

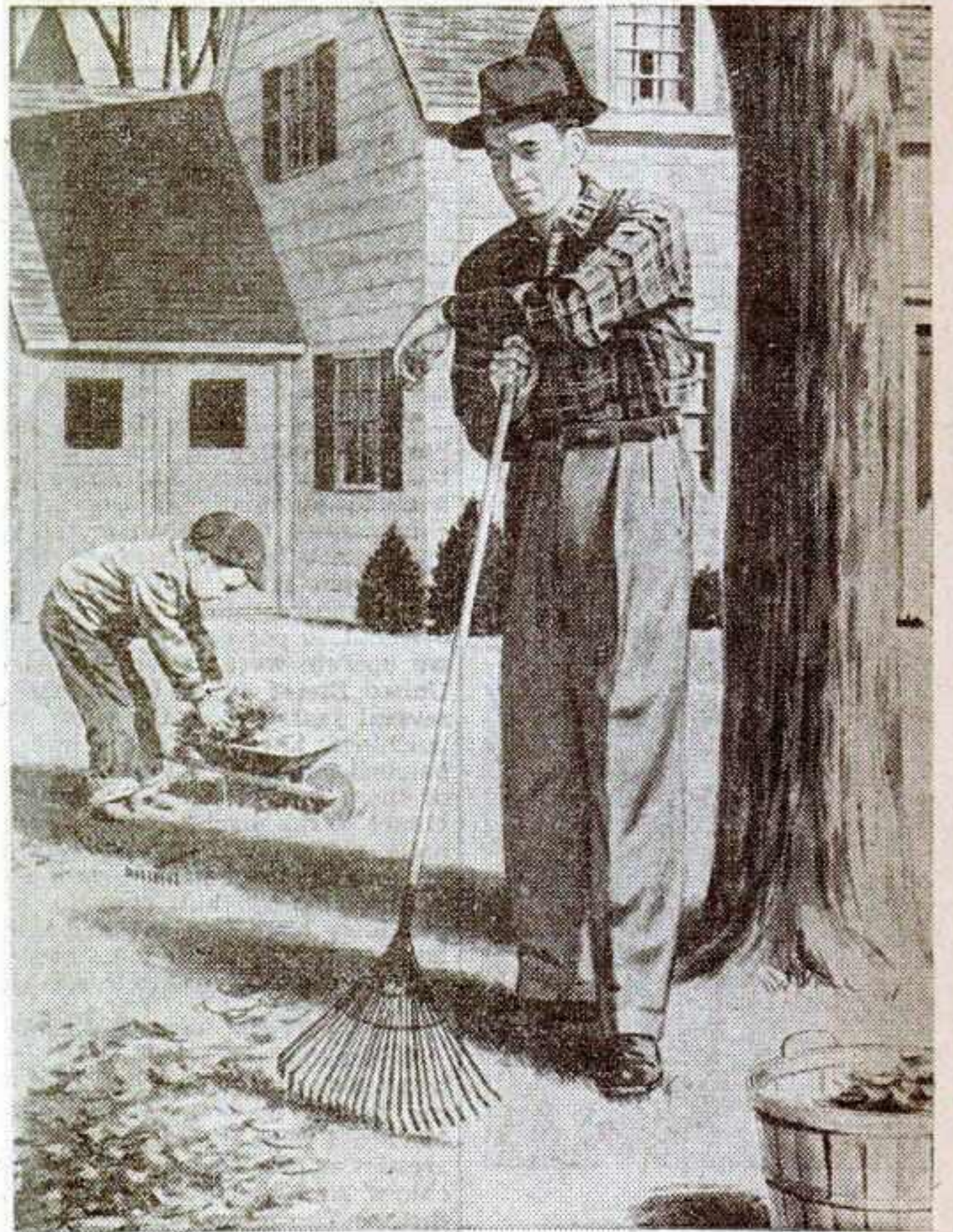
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M. S. GISSER, Sales Mgr.



REMINDER

(Courtesy Mother Nature.)

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on the Payroll Plan, through regular deductions from your wages or salary.

If you're not on a payroll but have a bank account, get in on the Bond-A-Month Plan for buying Bonds through regular charges to your checking account.

Do this ... stick to it ... and every fall will find you richer by even more than you've set aside. For your safe, sure investment in U. S. Savings will pay you back—in ten years —\$100 for every \$75 you've put in.

**AUTOMATIC SAVING
IS SURE SAVING—
U.S. SAVINGS BONDS**

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Williams' "SPEEDWAY"

The most SENSATIONAL 5 Ball ever developed by Williams, manufacturer of outstanding amusement machines. SPEEDWAY is terrific—the ball enters playing field in three different ways—has a combination of BUMPERS, REBOUND COUNTERS and ROLLOVER BUTTONS. See it now at Trimount.



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IN NEW ENGLAND IT'S TRIMOUNT

IN NEW ENGLAND IT'S TRIMOUNT

Trade Directory

Summary of trade activity for the past two weeks is condensed here in easy-to-file form as a trade service feature of The Billboard:

New Equipment

Biscuit Vender, Statler Manufacturing Corporation, 2112 Broadway, New York.

Penny postal card vender, Shipman Manufacturing Company, 1326 South Lorena Street, Los Angeles 3.

Ray Pistol, the Milbert Company, 430 South State Street, Chicago 5.

Shoe Shiner, Kinco Manufacturers, Inc., Los Angeles.

Speedway (five-ball), Williams Manufacturing Company, 161 West Huron Street, Chicago 10.

Summertime (five-ball), United Manufacturing Company, 5737 North Broadway, Chicago 40.

Thrill (five-ball), Chicago Coin Machine Company, 1725 Diversey Boulevard, Chicago 14.

New Firms

Hanna & Simon Distributing Company, Syracuse.

Hanna & Simon Distributing Company, New York.

The Iowa Automatic Music Operators' Association, Des Moines.

Mason Distributing Company, 602 10th Avenue, New York.

Stewart-Chase Canteen Corporation, Dover, Del.

New Addresses

West Side Distributing Company, 612 10th Avenue, New York.

Personal Notices

Paul Federman has been appointed traveling representative for the Williams Manufacturing Company.

Don Hall has been elected secretary-treasurer of the newly formed Iowa Automatic Music Operators' Association.

M. G. (Mike) Hammergren has resigned his position as vice-president and director of sales of the Rudolph Wurlitzer Company.

Verne Howard has been elected vice-president of the Iowa Automatic Music Operators' Association.

Leo Miller has been elected president of the Iowa Automatic Music Operators' Association.

George M. Seedman has been elected a director and vice-president of the National Automatic Merchandisers' Association.

Lou Wolcher has been elected president of the National Coin Machine Distributors' Association (NCMDA).

Complete stock of new and used equipment at lowest prices. Phone or write.

Exhibit Contact	\$499.00
Triple Bells	225.00
Draw Bells, R.B.	325.00
Big Inning, New	139.00
Drivemobile	79.50
Pimlico	99.50
Rock-Ola '39 DeLuxe	119.50
Seeburg Hideaway	79.00
Heavy Hitter, New	

EXCLUSIVE DISTRIBUTOR OF BALLY'S
Carnival Reserve Bell
Gold Cup (1 Ball) Trophy (1 Ball)
Double Up Wild Lemon
Triple Bell

NEW EQUIPMENT
Un. Summertime Gott. Barnacle Bill
Chicoin Thrill Gencr. Screwball

We will buy Bally Draw Bells, Deluxe Draw Bells, Triple Bells, Bally One Balls. All types of Slots, Flipper Pin Games.

COVEN Distributing Co.
3181 ELSTON AVE. CHICAGO, ILL.
INDEPENDENCE 3-2210

Distributor Appointments

Bush Distributing Company has been appointed Florida distributor for the Chicago Coin Machine Company.

R. B. Clapp Company, 314 Omar Avenue, Los Angeles, has been appointed distributor for the ABT Manufacturing Corporation.

Filben Tex-Ark Sales Company, Texarkana, Tex., has been formed to distribute for the Filben Manufacturing Company.

Norsoamerica, Los Angeles, has appointed two new distributors: R. C. Westmoreland, Jackson, Tenn., to cover Tennessee; Spacarb of North Carolina, Inc., Asheville, N. C., to cover North Carolina.

Al Price Tobacco Company, St. Louis, has been appointed distributor by the Eastern Electric Vending Machine Company, New York.

Fred Stumm Company, 337 South Lawrence, Philadelphia, has been appointed distributor for Aireon in Eastern Pennsylvania and Southern New Jersey.

CONSOLES

5 KEENEY TWINS	\$525.00 Ea.
2 KEENEY SINGLES	275.00 Ea.
3 KEENEY 5-25 Payout	119.50 Ea.
1 KEENEY 4-Way, 3-5¢, 1-25¢	149.50 Ea.
12 JUMBO PARADES, P.O.	49.50 Ea.
1 JUMBO PARADE, F.P., 25¢	49.50
3 BALLY DELUXE DRAW BELLS	275.00 Ea.
10 BALLY BIG TOPS, P.O.	49.50 Ea.
25 WATLING BIG GAMES, F.P.	39.50 Ea.
10 PACE REELS	39.50 Ea.
10 PACE SARATOGAS	39.50 Ea.
4 JENN. BOBTAILS, F.P.	39.50 Ea.
2 JENN. SILVER MOONS, F.P.	39.50 Ea.
1 BAKERS RACES, DD 30 to 1	195.00

CLOSEOUT

10 5¢ Candyette Machines (New).
Entire Lot—\$95.00.

PIN GAMES

Baffle Card	
Big Hit	
Step Up	
Kilroy	\$17.50 ea.
Santa Fe	3 for
Oklahoma	\$50.00
Dynamite	
Big League	
Miss America	
Smarty	
Smoky	

Havana	
Tornado	
Cyclone	\$29.50 ea.
Rocket	3 for
Ballyhoo	\$75.00
Crossfire	
Smoky (Flippers)	
Maisie	
Rio	

Gold Ball	
Flamingo	\$49.50 ea.
Ranger	3 for
Honey	\$140.00
Mexico	
Mystery	
Carousel (Flippers)	

1/3 DEPOSIT WITH ORDER — BALANCE C. O. D.

OHIO SPECIALTY COMPANY, INC.

539 S. 2ND

WA 2465

LOUISVILLE 2, KY.

TELEQUIZ

STEADY PROFITS MONTH AFTER MONTH!

COLLECTION REPORT

CHICAGO TAVERN

1st Week.. \$ 91.20	TOTAL \$429.50
2nd Week.. 119.90	
3rd Week.. 117.50	
4th Week.. 100.50	

COLLECTION REPORT

MILWAUKEE COCKTAIL LOUNGE

1st Week.. \$119.00	TOTAL \$474.00
2nd Week.. 132.00	
3rd Week.. 108.00	
4th Week.. 115.00	

COLLECTION REPORT

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!

Be the first to cover the top locations in your territory. CONTACT YOUR DISTRIBUTOR OR ...

Telequiz Corporation 4350 NORTH PULASKI ROAD • CHICAGO 41

CENTRAL OHIO'S QUALITY BUYS KEENEY'S NEW ELECTRIC CIGARETTE VENDOR

ORDERS NOW TAKEN FOR PREFERRED DELIVERY IN OHIO, KENTUCKY, WEST VIRGINIA

NEW PIN BALLS

- 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
- Panorams 259.50
- Undersea Raiders 149.50
- Lite Leagues 149.50
- Voice Recorder 69.50
- 9-Ft. Skee Roll 79.50
- Scientific Baseball 69.50
- Jaak Rabbit, New 300.00
- Buckley Diggers 99.50
- 2 Exhibit Rotary Diggers 195.00
- Champ Basketball, New 49.50
- Pokerino, Scientific 199.50
- Goalee, 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	64.50	RIO	32.50
TORNADO	59.50	MANHATTAN	119.50
HONEY	69.50	VANITIES	69.50
GOLD BALL	69.50	CROSSFIRE	64.50
MYSTERY	69.50	HUMPTY DUMPTY	139.50
MEXICO	89.50	COOVER 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 \$169.50
- 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	269.50	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, Hammerloid Finish \$119.50
25¢ Blue Fronts	99.50	10¢ COPPER, GOLD AND BLUE, Hammerloid Finish 129.50
5¢ Brown Fronts	99.50	25¢ COPPER, GOLD AND BLUE, Hammerloid 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 Cigarette 27.50
- 5¢ Jennings Groundstands 12.50

SAFES AND STANDS

- Single \$ 79.50
- Single DeLuxe 119.50
- Double 116.50
- Double DeLuxe 182.50
- 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

ADDITIONAL ALBUM REVIEWS

(Other Album Reviews appear on page 73 of the Disk Jockey Supplement in this issue.)

THE CATEGORIES

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

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

THE RATINGS

90-100 (100 points—the maximum)	tops
80-89	excellent
70-79	good
40-69	satisfactory
0-39	poor

MOZART: QUARTET NO. 1 IN G MINOR FOR PIANO AND STRINGS (k. 478) ALBUM (3-12"). GEORGE CZELL—THE BUDAPEST STRING QUARTET (Columbia MM-773) **67**

This package is good fodder for chamber music collectors as well as for the many Mozart admirers. It is a beautifully recorded work set in the composer's infrequently employed but usually extraordinarily effective serious mood. One of three written for piano and three strings, the quartet is done with great effectiveness by George Czelli (better known as conductor of the Cleveland Symphony) at the piano with three members of the superb Budapest String Quartet ably rounding out the foursome.

JUKES Not suitable. **JOCKS** Specialized item for longhair and FM spins.

SINBAD THE SAILOR ALBUM—BASIL RATHBONE-SUPPORTING CAST-RALPH ROSE ORK (3-12") (Columbia MM-767) **82**

Here's a highly polished and technically fine production based on a piece from the 1001 tales of the "Arabian Nights." It's surefire Christmas gift stuff for grown up children from 10 to 100. It's a smart adaptation written, produced and directed by Ralph Rose—a fine mold of story with fitting music backgrounds selected from Rimsky-Korsakov's "Scherzade Suite." Basil Rathbone portrays the title role and does full justice to the demands of the part. Peggy Sanford as Scherezade makes a closing suggestion that this may be the first of a series of adaptations from the "Arabian Nights" stories. If they maintain the excellent standard set by this package such a series would be more than welcome additions to the disk library.

JUKES Not suitable. **JOCKS** For kidisk spinners as well as FM and longhair stations which spin records.

GERTRUDE NIESEN SOUVENIR (4-10") (Gertrude Niesen) (Decca A-674) **40**

I wanna Get Married; Twelve o'Clock and All Is Well; I'm a Big Girl Now; Legalize My Name; Body and Soul; Temptation; Sooner or Later; That's Good Enough for Me. These sides may be defensible as "interpretations"—because music here is at a strict minimum. The vocal posturings that have endeared Miss Niesen to a night club and music comedy following become starkly conspicuous essays in tastelessness on records. And in those passages where she attempts to sing rather than speak the lines, her confident excursions away from pitch are painful.

JUKES Possibly in some chi chi spots. **JOCKS** Can be used on vaude segs.

VIENNESE WALTZES ALBUM—ALEXANDER SCHNEIDER STRING QUINTET (4-12") (Columbia MM-766) **67**

Die Unzertrennlichen Walzer; S'Hoamwh (Das Heinweh); Mein Lebenslauf Is Lieb' und Lust!; Abensterne Walzer; Geheime Anziehungskräfte, Op. 173; Die Romantiker Walzer; Die Mozartisten Walzer. The unfamiliar Viennese waltzes played here by a chamber music group were "discovered," according to the liner notes, in the Library of Congress. Three are by Strauss and three by Lanner, the founder of the Viennese waltz, and are played here as originally written and scored—as chamber music, most probably for the group in which Lanner and Strauss played. Alexander Schneider's presentation is cool, precise, and has a fragile charm. Work has a certain astringent purity, deriving in part from the novel chamber treatment of the form so long identified with lush orchestras and sweeping strings. The waltzes are fine, and will be welcomed as enrichment to the familiar body of 3/4 time music.

JUKES Not suitable. **JOCKS** Excellent for classical segs.

THE FAMILY ALBUM OF MUSICAL PORTRAITS-PHILIP GREEN ORK (4-10") (MGM 29) **65**

Salut D'Amour; Elegie; Cavatina; Serenata; Barcarolle; Andantino; Romance; Souvenir. Eight of our most familiar light melodies, done simply and tastefully by English conductor Philip Green and a medium-sized orchestra. Cleffing is unadorned and not especially imaginative, nor is the performance brilliant. All of which is probably to the good in the case of music of this type and the market it will reach. Truly a "family" album, the family will appreciate the unobtrusive, so-often-heard treatment of these long popular musical bromides.

JUKES Not suitable. **JOCKS** Good semi program stuff.

SHOSTAKOVICH: Quartet No. 3 Opus 73, Fine Arts Quartet of the American Broadcasting Company (4-12") (Mercury Classics-DM 3) **73**

Mercury's second domestically produced classical package in many respects stacks up to the high level set by the Williams' Oboe Concerto. It is superbly recorded modern music. It is superbly performed modern music. It is skillfully written modern music. But it's chamber music, and the it's as full-bodied in sound and composition as small classical group music can get, this type of thing has a limited but steady market. In that market this leather-type album should make a conspicuous dent.

JUKES Not suitable. **JOCKS** FM and longhair spinners should like this for chamber music shows.

GUARANTEED USED GAMES

Ranger . . . \$37.50	Click . . . \$39.50
Superliner . . . 17.50	Coed . . . 39.50
Ginger (with Spinner) . . . 49.50	Bonanza . . . 44.50
Sea Isle (with Flipovers) . . . 54.50	Bermuda . . . 69.50
Flying Trapeze . . . 44.50	Dolly . . . 44.50
	Catalina . . . 69.50
	Manhattan . . . 69.50
	Sunny . . . 69.50

One-third deposit with order, balance C. O. D.

NEW GAMES IN CRATES—CRAZY BALL \$169.50

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20 Music—50 Pin Ball—Pay Outs. Peculiar ailment makes selling necessary.

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Pin Ball-Juke Box Route in Illinois. Profitable. Other interests reason for selling. Write for full details.

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FOR SALE
2 Bally Jockey Clubs, 1 Ball, Cash Payout
2 Bally Kentuckys, 1 Ball, Cash Payout
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4025 Harrison Ave., N. W. Canton, Ohio



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Faster Delivery from

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Established 1895

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CINCINNATI 14, OHIO

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MILLS LATEST MACHINES



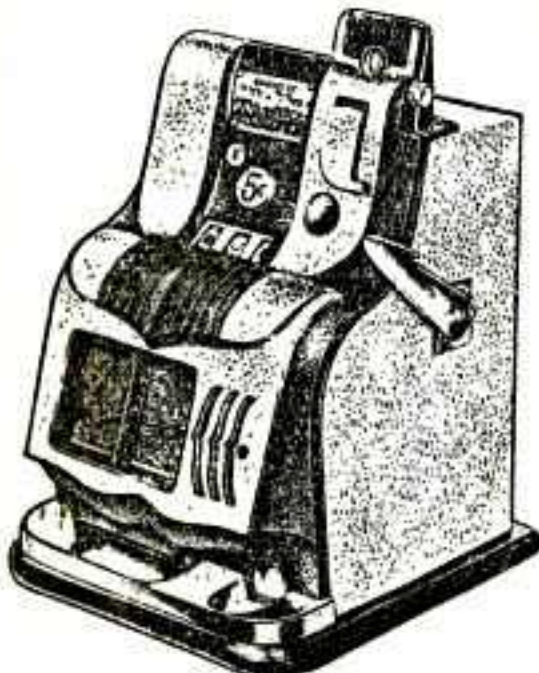
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You can make **MORE MONEY** with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5c, 10c, 25c and 50c play. **WRITE FOR PRICES**

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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 5c, 10c and 25c play. **WRITE FOR PRICES**

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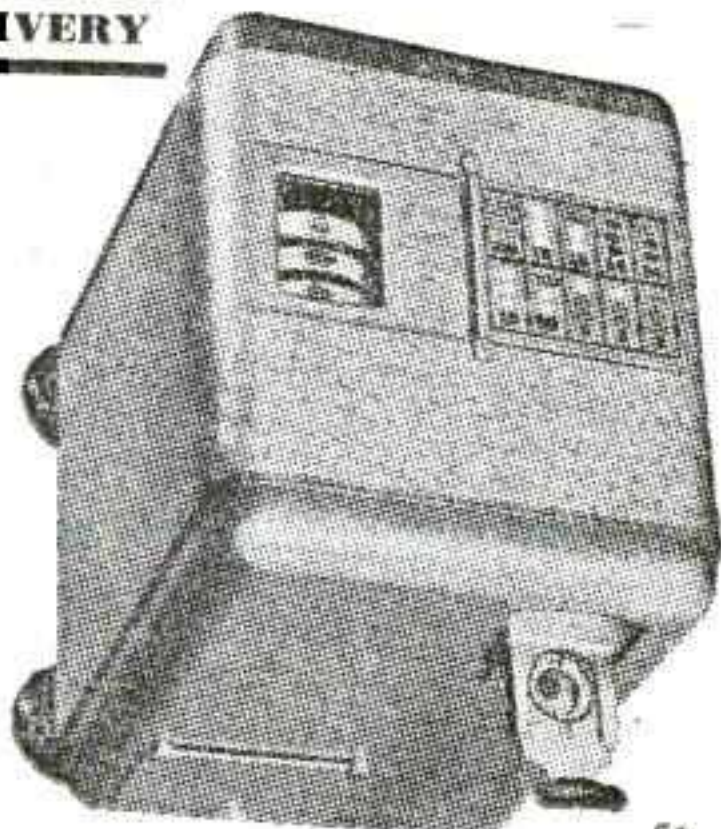
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A "Pony-Size" Bell. Weighs only 35 lbs.

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

5c 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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CARRIED IN STOCK AT ALL TIMES

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United SUMMERTIME
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Exhibit FLIPPER KITS

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Williams SPEEDWAY
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MILLS BELLS



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- 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

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RIttenhouse 6-7712

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- CHICAGO THRILL W
- GOTT. BARNACLE BILL R
- GENCO SCREWBALL I
- EXH. CONTACT T
- UN. SUMMERTIME E
- UN. MAJOR LEAGUE ..
- BALLY CARNIVAL ..
- EXH. MIMI, Steel Roll-down, Special Closeout\$99.50

NEW ONE BALLS

- BALLY GOLD CUP, F.P. \$645
- BALLY TROPHY, P.O. 645

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- Coin Sorter, Electric 290.00
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- BAT-A-BALL JR. & STAND, Originally \$79.50, Now .. \$21.50
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- DAVAL BUDDY, FS. 14.50
- 1¢ AMER. EAGLE 37.50
- GROET. CAMERA CH 19.95
- IMP, 1¢ or 5¢ 14.50
- DAVAL'S MARVEL, 1¢ 27.50
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- MILLS BLACK GOLD, H.L. ... R
- MILLS MELON BELL I
- MILLS BONUS BELL T
- COLUMBIA, JP\$139.50
- VEST POCKETS 65.00
- JENN. MONTE CARLO STANDARD OR SDX CHIEFS
- JENN. STANDARD CHIEF
- JENN. LITE-UP CHIEF
- DE L. COLUMBIA\$189.50
- MILLS O.T. 115.00

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- WICO'S WHIRLWIND SPINNER 11.95

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- EV. WINTERBOOK 826.00
- EVANS BANGTAILS 671.50
- JENN. CASINO BELL 637.50
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- SAL. DOUBLE UP 542.50
- BAL. RESERVE BELL 549.50

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- N-W STAMP VEND. 69.00
- N.W. DE LUXE 27.00
- N.W. MODEL 33 12.60
- N.W. MODEL 39 14.40
- N.W. MODEL 40 11.00
- N.W. 33 BALL GUM. 11.55

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	No. 1	No. 2	No. 3
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MEXICO	89.50	94.50	104.50
LUCKY STAR	69.50	74.50	84.50
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
CYCLONE	69.50	74.50	84.50
ROCKET	69.50	74.50	84.50
VANITIES	69.50	74.50	84.50
BALLYBOO	69.50	74.50	84.50
PLAY BOY	69.50	74.50	84.50
KILROY	69.50	74.50	84.50
FIESTA	69.50	74.50	84.50
SUPER SCORE	54.50	59.50	69.50
SPELLBOUND	49.50	54.50	64.50
MISS AMERICA	39.50	44.50	54.50
DYNAMITE	39.50	44.50	54.50
STEP UP	39.50	44.50	54.50
STATE FAIR	39.50	44.50	54.50
SUPERLINER	39.50	44.50	54.50
FAST BALL	39.50	44.50	54.50
SEA BREEZE	39.50	44.50	54.50
SUSPENSE	39.50	44.50	54.50
MIDGET RACER	39.50	44.50	54.50
LIGHTNING	39.50	44.50	54.50
CANTEEN	39.50	44.50	54.50
SURF QUEENS	39.50	44.50	54.50
BIG LEAGUE	39.50	44.50	54.50
BIG HIT	39.50	44.50	54.50
ANY PRE-WAR PIN GAME	24.50	29.50	39.50

*Please give 2nd and 3rd choice because flippers and spinners are not practical to install on some games.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

SLOTS

- MILLS BLACK CHERRY, Orig. 5¢, \$144.50; 10¢, \$149.50; 25¢, \$154.50
- 5¢ MILLS BLUE FRONT, ORIG. 89.50
- 5¢ MILLS BONUS BELL 119.50
- 5¢ MILLS ORIG. CHROME, 2-5 109.50
- 10¢ BROWN FRONTS 109.50
- JENN. SILVER CHIEF, 5¢ 79.50
- JENN. CIGAROLA XV 99.50
- GROET. COLUMBIA, J.P. or G.A. 79.50
- 5¢ MILLS VEST POCKET 44.50
- WATL. ROL-A-TOP, 10¢ 79.50

ARCADE

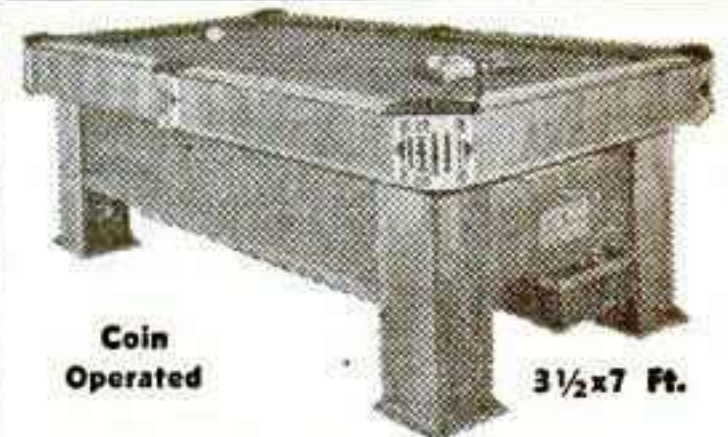
- D. O. CAMERA & BOOTH\$419.50
- CHI. COIN BASKETBALL CHAMP 359.50
- WMS. ALL-STARS 259.50
- DR. VEMOBILE 159.50
- FOOTBALL, IDEAL 159.50
- CHI. COIN GOALEE 149.50
- ROLL-A-BARREL, 10 FL. 149.50
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- UNDERSEA RAIDER 119.50
- SUPER TORPEDO 109.50
- MAJOR LEAGUE BASEBALL 109.50
- XIRK ASTROL SCALE 99.50
- SCI. POKERINO 99.50
- EXH. MERCHANTMAN DIGGER 99.50
- BATTING PRACTICE 79.50
- WEST. DE LUXE BASEBALL 89.50
- HOCKEY, CHICAGO 89.50
- LIBERATOR OR PERISCOPE 79.50
- ROCKET BUSTER 79.50
- TEN STRIKE 69.50
- BALLY HEAVY HITTER 79.50
- BUCKLEY TREAS. IS. DIGGER 119.50
- GENCO LINE-A-BASKET, F.P., F.S. 69.50
- MUTO. 3 COL. CARD VEN., 2 for 5¢ 29.50

ONE BALLS

- 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
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- BLUE GRASS, F.P. 59.50
- RECORD TIME, F.P. 59.50
- LONGSHOT, P.O. 59.50
- SPORT KING, P.O. 59.50

CONSOLES

- 5-25 TWO-WAY BONUS SUPER ..\$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. 79.50
- WATLING BIG GAME, P.O. or F.P. 69.50
- 5¢ PACE SARATOGA SR., P.O. 69.50
- BALLY BIG TOP, P.O. or F.P. 69.50
- MILLS JUMBO, LATE HEAD 69.50
- PACE REELS—CHR. RAIL 69.50
- JENN. FAST TIME, P.O. 59.50



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

FOR SALE

Old established Juke Box and Pin Game route. All Pin Games newest available; almost all Juke Boxes 1946-'47-'47 Model Seaburg and Wurlitzer. Approximately 30 Phonographs and 30 Pin Games. Large amount of cafe equipment, booths, tables, chairs, cash registers, etc. Locations been mine 2 to 10 years. Income above the average. Widow, and am unable to take care of the business. Will take reasonable price, 1/3 down and balance payable monthly from responsible, capable party.

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The Billboard, Cincinnati 22, Ohio

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Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

SEE JENNINGS' NEW 1949 SENSATION!

"Live Jackpot"

Monte Carlo CHALLENGER

5c-5c

5c-10c

5c-25c PLAY

Step up and play this machine, mister: It's just what your players are looking for . . . a twin-play machine with an incentive to play that's terrific! Two regular Jackpots . . . Two Guaranteed 500 Coin Super Jackpots . . . plus a "Live Jackpot" that builds up excitement and profits previously thought impossible.

Live Jackpot adds a certain percentage of coin played to the two 500 coin guaranteed Super Jackpots. Test locations reported that Live Jackpot build up to more than a total of 1,200 coins.

You know it takes an active machine to produce results for you . . . well, mister, here's a machine that has the suspense to make them line up to play.

Step up and try Jennings' Live Jackpot . . . NOW AT YOUR NEAREST JENNINGS DEALER OR DISTRIBUTOR!

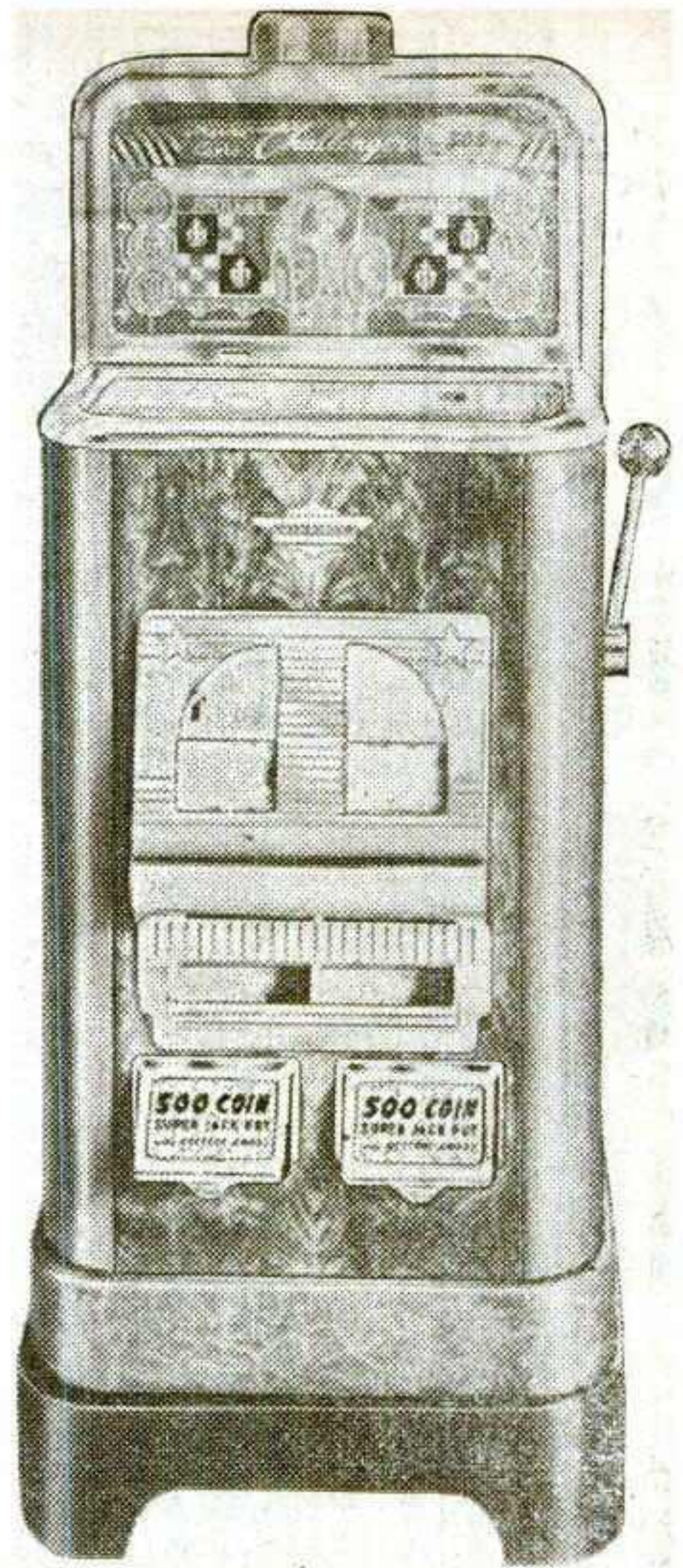
Regular Jackpots pay \$7.50 \$17.50 \$35.00

Plus
500 Coin Super Jackpots pay 25.00 50.00 125.00

Plus
Live Jackpot—Over and Above These Amounts!
(certain percentages of coins played)

AS THE
LIVE JACKPOT
GROWS

INTEREST
EXCITEMENT
AND
PROFITS
GO UP
AND UP
AND UP!



FREE! A PENNY POST-CARD WILL BRING YOU OUR NEW 4-COLOR "Monte Carlo" AND "Live Jackpot" CIRCULARS WRITE TODAY!

O. D. JENNINGS AND COMPANY

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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



BRAND NEW MILLS 5c Q. T., Including METAL BOX STAND ONLY \$125.00

BRAND NEW MILLS VEST POCKET \$65.00

GUARANTEED SLOTS
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- MILLS GOLD CHROME, 2/5 or 3/5, 5c, 10c or 25c . . . 119.50
- MILLS BONUS, 5c or 10c . . . 119.50
- MILLS BROWN FRONT, 5c, 10c or 25c . . . 104.50
- MILLS GOLDEN FALLS, HAND LOAD, Post-War, 5c, 10c or 25c . . . 164.50
- JENNINGS 4-STAR CHIEF, 5c or 10c . . . 69.50
- JENNINGS DE LUXE LITE-UP, Post-War, 5c, 10c or 25c . . . 149.50

- | | | |
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| STANDS & SAFES | Double Universal Revolv-a-Round . . . \$128.50 | NEW METAL BOX STANDS FOR SLOTS \$22.50 |
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- MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT**
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Terms: 1/3 Dep., Bal. C. O. D.

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AUTOMATIC COIN MACHINES & SUPPLY CO.
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- GUSHER \$ 19.95
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- 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!

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- Wurlitzer 1015 450.00
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- Classic 175.00
- Lotone 248.50
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- Colonel 199.50
- Concert Grand 150.00
- K-20 89.50
- Casino 149.50
- Wurlitzer 24 149.50
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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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GRAB ON!
to the most *PROFITABLE*
operation in the Business



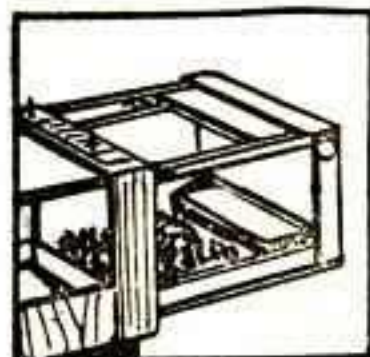
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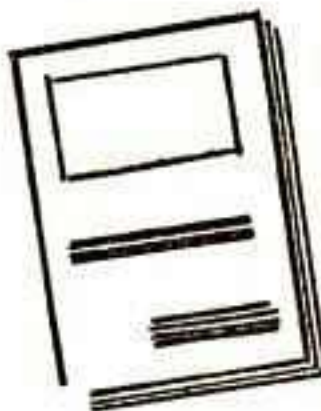


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Speeds 12
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EASY ACCESS
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- ★ **Wide Store Front Visibility**
Attracts Attention — Holds Plug
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Fascinates All Types of Patrons
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Big 30"x20"
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Permits Rich Display of Merchandise
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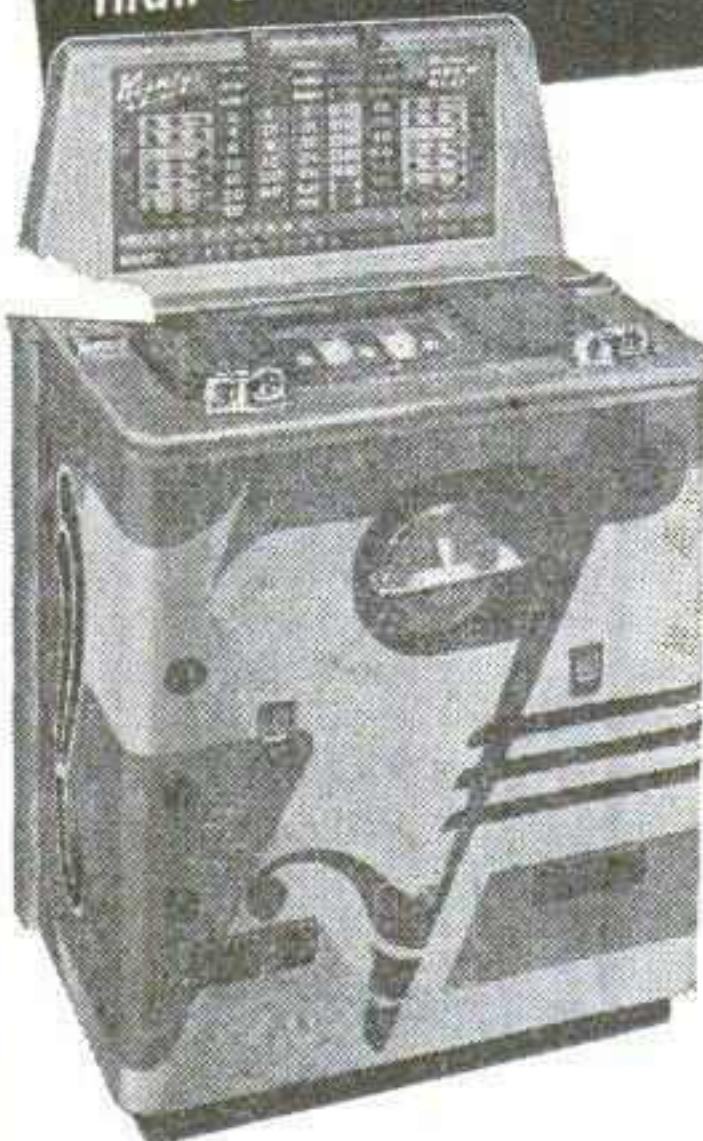
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EARN MORE per individual unit
than a Complete Route of other equipment

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BONUS
Super Bell



Install one 2-Way Keeney Bonus Super Bell. Compare collections you make with a complete route of other equipment. Be assured — your Keeney 2-Way Bonus Super Bell will out-earn a group of competitive machines by a wide margin. A test will prove it!

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Now by Popular Demand!
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There's a Keeney Console for Every Location

- ★ **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"

3600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

FOR THE BEST DEAL...
Deal with Davis!

POST-WAR PHONOGRAPHS

- WURLITZER 1015. \$469.00
- WURLITZER 1080. 489.00
- ROCK-OLA 1422.. 319.00

EACH MACHINE THOROUGHLY CLEANED
CHECKED . . . REFINISHED.
Operates like new . . . looks like new!

30 UNIT AMI HOSTESS . . . excellent condition, with complete Hostess record library . . . write.

Following prices for machines complete in working order. For rebuilt unconditionally guaranteed phonographs, add \$35 each.

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750 \$219	LOTONE Write	SUPER \$89
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71 79	R.C. SPEC. 199	CABINET 49
81 59		
MODEL 412 49		

Seeburg S-20-12, \$3.95; WS-2Z, Wireless, \$15.00; Post-War, Write; Wurlitzer 120, \$5.00; Wurlitzer 3020, 5-10-25c, 3-wire wall box, \$55.00; Rock-Ola Dial-a-Tune, \$3.50. Terms: 1/3 Deposit, Balance C.O.D.

WALL BOXES:

Our rebuilt phonographs are professionally refinished . . . mechanism overhauled . . . worn parts replaced . . . amplifier reconditioned . . . tone head renewed . . . talking gold grill.



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FAST PLAY—GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play faster than ever before!

MYSTERY ODDS!

One each play odds change with flashing lights and mechanical action!

7 COIN DROPS with Individual Coin Detectors

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

3 GREAT MODELS—5c or 25c PLAY

CASH OR CHECK PAYOUT

FREE PLAY
ODDS CHANGE WITH EVERY SELECTION
CONVERTIBLE

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CASH MODEL
5c PLAY WITH 25c DAILY DOUBLE FEATURE



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Wurl. Mod. 1015	\$495.00
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Seeburg Concert Master	165.00
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Seeburg Maestro, E.S.	150.00
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ARCADE

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Mutoscope Sky Fighter	60.00
Soc-O-Ball	90.00

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Big League	20.00
Stage Door Canteen	20.00
Rocket	35.00
Kilroy	30.00
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Surf Queen	20.00

CONSOLES

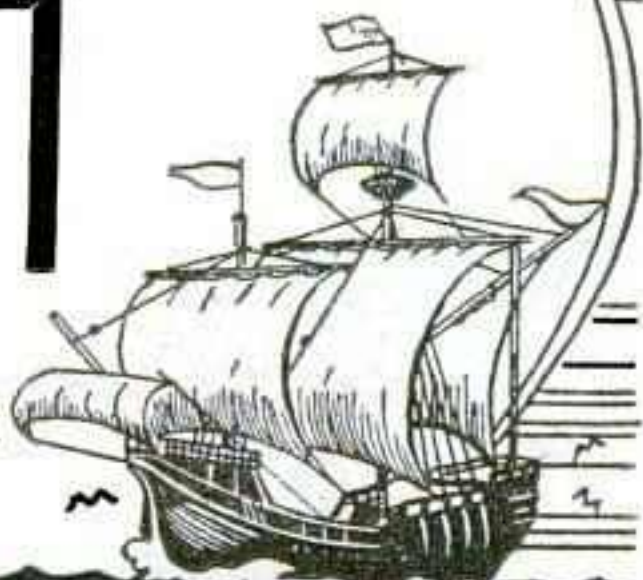
Triple Bell	Write
Double Up	Write
Reserve Bell	Write
Gal. Dominoes	Write
Bangtails	Write
Used 1947 Gal. Dominoes	\$250.00
Used 1947 Bangtails	225.00
Draw Bell, Red Button	225.00
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Bob Tail, P.O.	30.00
Silver Moon, P.O.	30.00
Saratoga Rails	25.00

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New Davel Gusher	\$ 19.50
New Non-Coin Am. Eagle	24.50
New Skill Thrill	22.50
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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.

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SAVE with LONDON QUALITY!

PIN GAMES — CLEANED — CHECKED — READY!

SPECIAL! \$24.50 EACH — ANY 5 FOR \$100.00

SHOW GIRL	SURF QUEEN	DOUBLEBARREL	ROCKET	STEP UP
BALLYHOO	SEA BREEZE	SPELLBOUND	SUPERLINER	FAST BALL
KILROY	RIO	AMBER	SMARTY	MIDGET RACER
BIG HIT	SUSPENSE	SUPER SCORE		

ALL PHONOGRAPHS COMPLETELY RECONDITIONED USED PHONOS

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REGALS	\$99.50 EA.	COLONELS	\$239.50 EA.
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CASINOS		8200 ESRC	
9800 ESRC	\$210.00 EA.	COMMANDER	179.50
8800 ESRC			
ROCK-OLA		WURL.	
SUPER MASTERS	\$99.50 EA.	500 K	\$99.50 EA.
		600 K	
ARCADE		ROCK-OLA	
GOALEES	\$99.50	STANDARD	\$89.50 EA.
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MANUFACTURING

COMPANY

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ACTIVE COMPLETELY RECONDITIONED GAMES READY FOR LOCATION 'NUFF SAID

YOUR CHOICE **\$17.50 Ea.** 3 FOR \$47.50

BIG HIT
MISS AMERICA
SEA BREEZE
SPELLBOUND

STAGE DOOR CANTEEN
STEP UP
SUPERLINER
SURF QUEEN

BAFFLE CARD . . . \$19.50	MANHATTAN . . . \$74.50
CROSSFIRE . . . 34.50	NEVADA . . . 49.50
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HAWAII . . . 44.50	SINGAPORE . . . 64.50
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WILL PAY \$20.00 EACH FOR 10 #219 WURLITZER STEPPERS

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BIG PRICE CUT!!

— For Limited Time ONLY —

NEW LATE MODEL DELUXE CHROME BELLS

5c - 10c - 25c - 50c

ALL REEL COMBINATIONS

MYS. 3-5 ONE CHERRY 2-5

or CRISS CROSS

ALSO REDUCED PRICES ON
TRIPLAY BELL CONSOLES

WIRE REQUIREMENTS COLLECT —
WILL WIRE QUOTATIONS AT ONCE

PACE MFG. CO., INC.

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To All Pin Ball Operators

A NEW SENSATIONAL ACHIEVEMENT

'has really happened'

The Exhibit Supply Co. takes pleasure in announcing to you the introduction of its new game—the NEW

'CONTACT'

PAT. PENDING

It would be hard for you to believe the printed words if you were told in this announcement about this 'really something new in years'. You've got to actually see it—to believe its wonders. It's today's miracle in new game performance.

NOW ON DISPLAY AT YOUR NEAREST 'EXHIBIT' DISTRIBUTOR
Take a run over and see for yourself.

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"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Happel
MILWAUKEE see Carl Happel

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KEENEY BONUS 3-WAY, 5-10-25	\$895.00	KEENEY BONUS 1-WAY, 5¢	\$275.00
BALLY TRIPLE BELLS, 5-10-25	550.00	KEENEY JONUS 2-WAY, 5-25	550.00
BALLY TRIPLE BELLS, 5-5-25	545.00	KEENEY BONUS 2-WAY, 5-5	545.00
MILLS 1941 THREE BELLS	169.50	KEENEY GOLD NUGGET	545.00
JENNINGS CHALLENGER, 5-25¢	375.00	BALLY DRAW BELLS (R. B.)	245.00
KEENEY TWINS, 5-25, F.P., P.O.	89.50	BALLY DRAW BELLS (M. B.)	225.00
KEENEY SINGLE SUPER, F.P., P.O.	59.50	MILLS JUMBO LATE F.P., P.O.	49.50
MILLS JUMBO, LATE F.P.	39.50	MILLS JUMBO, LATE P.O.	39.50
1947 EVANS BANGTAILS, P.O.	250.00	1948 BUCKLEY TRACK ODDS	445.00
NEW BALLY GOLD CUP, F.P.	WRITE	NEW KEENEY FAVORITE, F.P., P.O.	WRITE
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GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$475.00	SEEBURG MODEL 1-47 M	\$495.00
WURLITZER MODEL 1080	495.00	SEEBURG MODEL 1-46 M	395.00
A.M.I. 1946 MODEL A	575.00	ROCK-OLA MODEL 1426 (1947)	425.00
PACKARD 1946 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1946)	375.00
1946 SEEBURG MODEL 246	295.00	1946 ROCK-OLA PLAYMASTER	325.00
PACKARD MODEL 400	195.00	1940 ROCK-OLA PLAYMASTER	149.50

RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY ORIG., 5¢	\$149.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY ORIG., 10¢	159.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY ORIG., 25¢	189.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY ORIG., 50¢	285.00	SINGLE WEIGHTED STAND	22.50
MILLS VEST POCKET BELLS	39.50	DOUBLE REVOLV-A-ROUND SAFE	149.50

BRAND NEW — IN ORIGINAL CRATES

DISTRIBUTORS, WRITE FOR PRICES

BALLY BOWLERS	WRITE	BALLY HI ROLLS	WRITE
BALLY HEAVY HITTER	WRITE	BALLY BIG INNING	WRITE
BALLY DOUBLE UP	WRITE	BALLY TRIPLE BELL	WRITE
BALLY RESERVE BELL	WRITE	STRIKES & SPARES	WRITE

GUARANTEED RECONDITIONED CIGARETTE MACHINES

National 9-30, 270 pack	\$69.50	Rowe President, 10 col.	\$79.50
National 9-50, 350 pack	79.50	Rowe Royal, 10 col.	59.50
Uneda Model 500, 9 col.	89.50	Du Grenier Champion, 9 col.	69.50
Uneda Model 500, 15 col.	59.50	Du Grenier Champion, 7 col.	59.50

TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

Badger Sales Co., Inc.

2251 WEST 100 BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326

Badger Novelty Co.

2546 NORTH 30TH STREET
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030

CLOSE-OUT BARGAINS!

ONE BALLS:

LONGACRES	\$ 33.50
THOROBREDS	33.50
VICTORY SPECIALS	127.50
SPECIAL ENTRIES	275.00
JOCKEY SPECIALS	375.00

FIVE BALLS:

BALLERINA	\$150.00
CANTEENS	17.50
CLICK WITH FLIPPERS	62.50
COED. EXHIBIT	39.50
CROSSFIRE, W/FLIPPERS	62.50
DYNAMITE, WILLIAMS	19.50
HAVANA, UNITED	35.50
KILROY, CHIC. COIN	24.50
MAJOR LEAGUE, UNITED	140.00
MEXICO, UNITED	45.50
MYSTERY	39.50
OSCAR	36.50
RIO, UNITED	27.50
ROCKET, BALLY	29.50
SHOWGIRL, WILLIAMS	24.50
SMOKY, EXHIBIT	29.50
SPELLBOUND, WILLIAMS	19.50
STATE FAIR, GENCO	24.50
STEP UP, GENCO	24.50
SUPERLINER	17.50
SUPER SCORE	24.50

SLOTS:

5¢ MILLS CHROME	\$ 85.00
5¢, 25¢ BLACK CHERRY BELL	155.00
5¢, 10¢, 25¢ GOLDEN FALLS	160.00
5¢, 25¢ BROWN FRONTS	85.00
25¢ MYSTERY BONUS BELL, MILLS	90.00
5¢ MILLS BLUE FRONTS	70.00
10¢ JENNINGS LIT UP CHIEF	175.00
5¢, 10¢, 25¢ JENNINGS CLUB CONSOLE SLOTS, ONE SET @	175.00

1/3 Deposit Required, Balance C. O. D.

MAIN 8751

TELEPHONES

MAIN 0477

PERSONAL MUSIC:

Complete Studio, \$200; Location Amplifier, \$65; and Wallboxes at only \$6.00 eachHURRY!

CONSOLES:

FREE PLAY JUMBO	\$ 35.00
CASH PAYOUT JUMBO	35.00
EVANS LUCKY LUCRE, CASH PAYOUT	45.00
JENNINGS SILVER MOON, FP	35.00
5¢, 10¢, 25¢ BALLY TRIPLE BELL	490.00
5¢ DELUXE DRAWBELL	270.00
EVANS RACES	550.00

AS IS:

USED FIVE BALL MACHINES: \$11 EACH
BROADCAST HOLLYWOOD LAURA
FLAT TOP LIBERTY SHOWBOAT

PHONOGRAPHS:

PACKARD H. DEAWAY	\$175.00
WURLITZER 616	45.00
WURLITZER 500	95.00
WURLITZER 800	125.00
WURLITZER 850	125.00
PACKARD REVOLAROUND	

SPEAKER 47.50

COUNTER GAMES:

MILLS ROUND WORLD, P.O.	\$ 19.50
MILLS 5¢ VEST POCKET BELLS	37.50
DAVAL 1¢ BUDDY, CIGARETTE REEL	10.50
DAVAL 1¢ GUSHERS, TOKEN PO	14.50
DAVAL NEW 1¢ AMERICAN EAGLE	22.50
DAVAL 1¢ OR 5¢ FREE PLAYS	17.50
GROETCHEN 1¢ SPARKS, TOKEN PO	17.50
JENNINGS 5¢ CIGARETTE, TOKEN P.O.	17.50

SPECIAL:

Twenty-five 5¢ Sun Peanut Vendors. Priced at only \$6.00 each

SCALE: 1 SHELFER LOBOY \$ 29.50

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THE *new* CHANGING VALUE
LITE-UP SCORING TARGET

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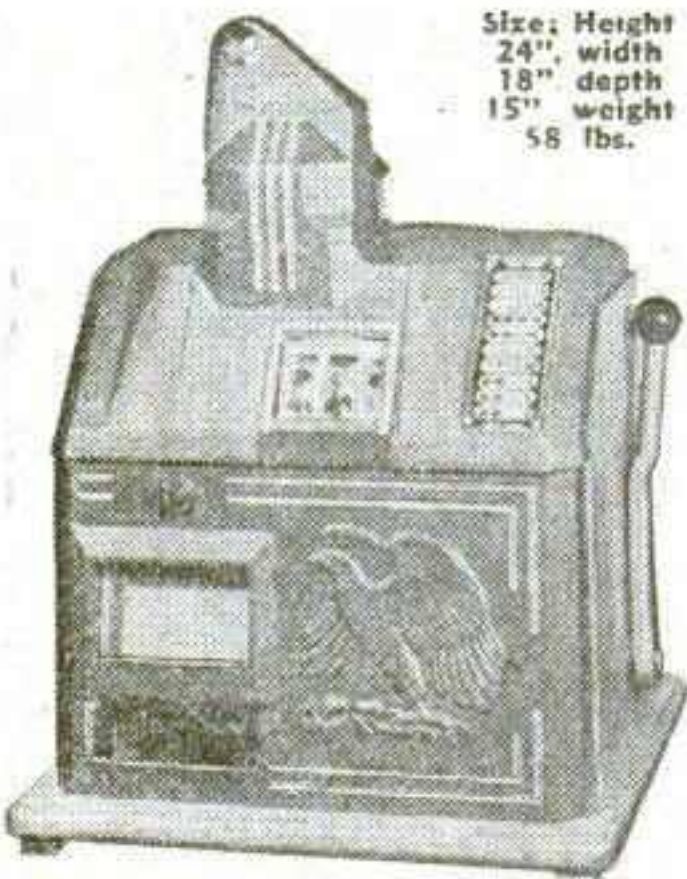
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COLUMBIA EAGLE

Size: Height 24", width 18", depth 15", weight 58 lbs.



Plays any foreign coin, size U. S. quarter to half dollar.

Convertible "instantly" from 25c to 50c on location. Jackpot hand loaded ... 20 stop reels.

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TOOL & MFG. COMPANY**

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Telephone: Randolph 6-2807

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NEW AND USED FIVE BALL AND ONE BALL GAMES.

WE HAVE IN STOCK ALL MODELS WURLITZER, SEEBURG, ROCK-OLA.

TRADE YOUR GAMES FOR MONEY-MAKING PHONOGRAPHS.



RECORDS—NEW ENGLAND OPERATORS BUY THEIR RECORDS FROM REDD—ALL POPULAR RECORDS—SPECIAL DEAL THAT MAKES OPERATORS MAKE MONEY.

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FOR SALE

23 ROLLDOWNS—CHICAGO, ILL. ROUTE

STRICTLY LEGAL. APPROX. \$350 WEEKLY NET TO OPERATOR.
CASH—NO BALANCE.
BOX 208, c/o BILLBOARD.

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CHICAGO 1, ILL.

100%

Return privilege within 10 days if not satisfied with our reconditioned equipment.

**WURLITZER
616**

Fully repainted. Perfect condition. Ready for location.

\$79.50 (Crated)

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BELLS!**

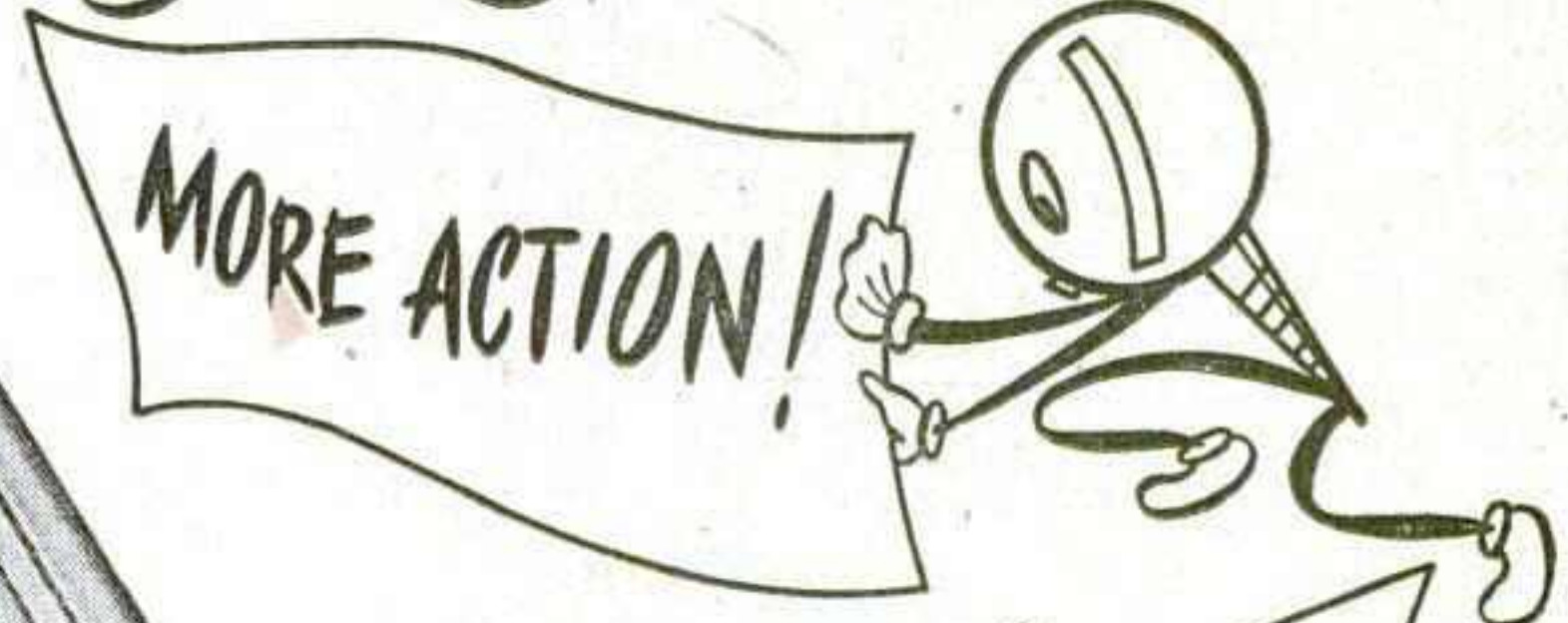
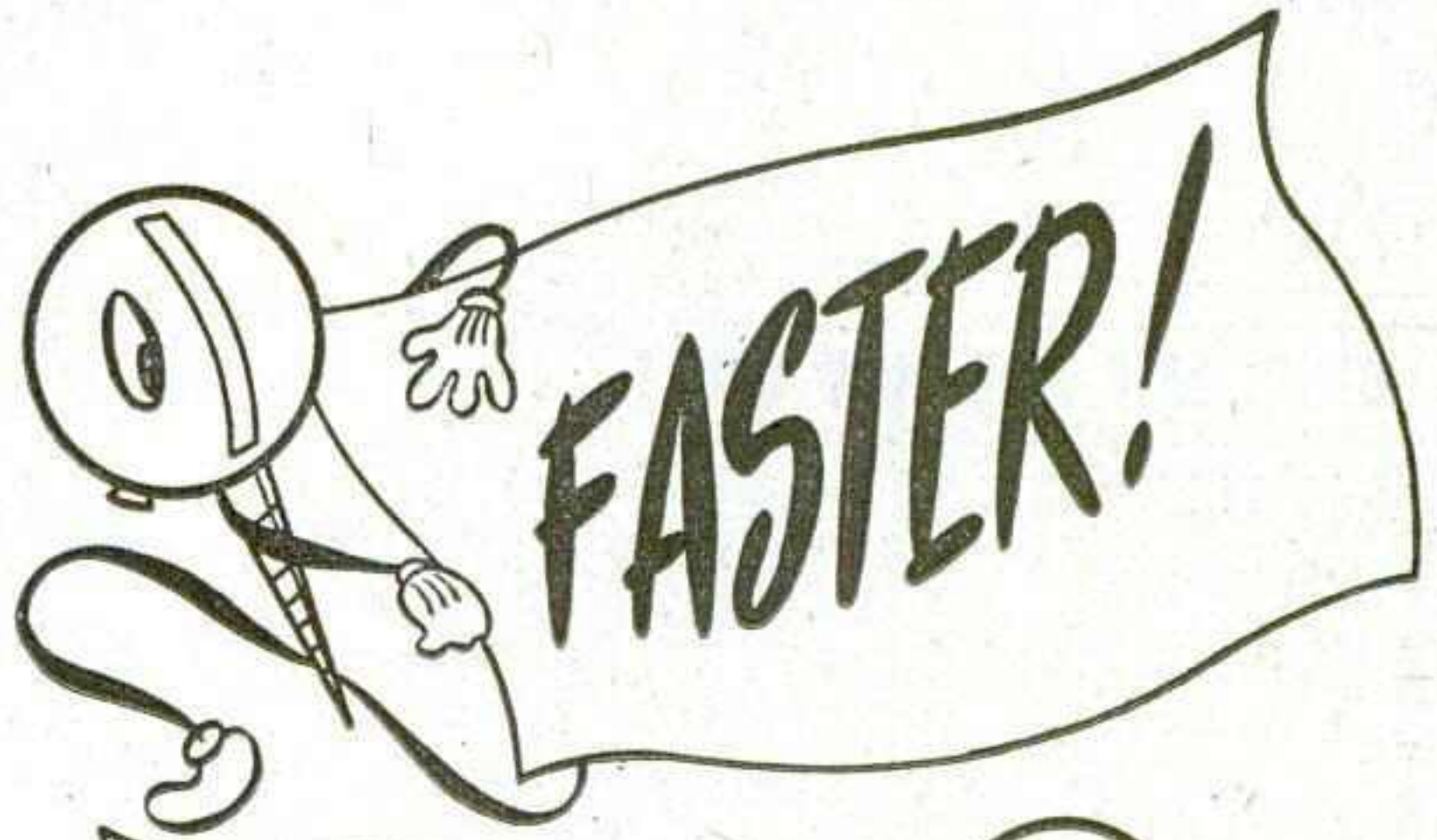
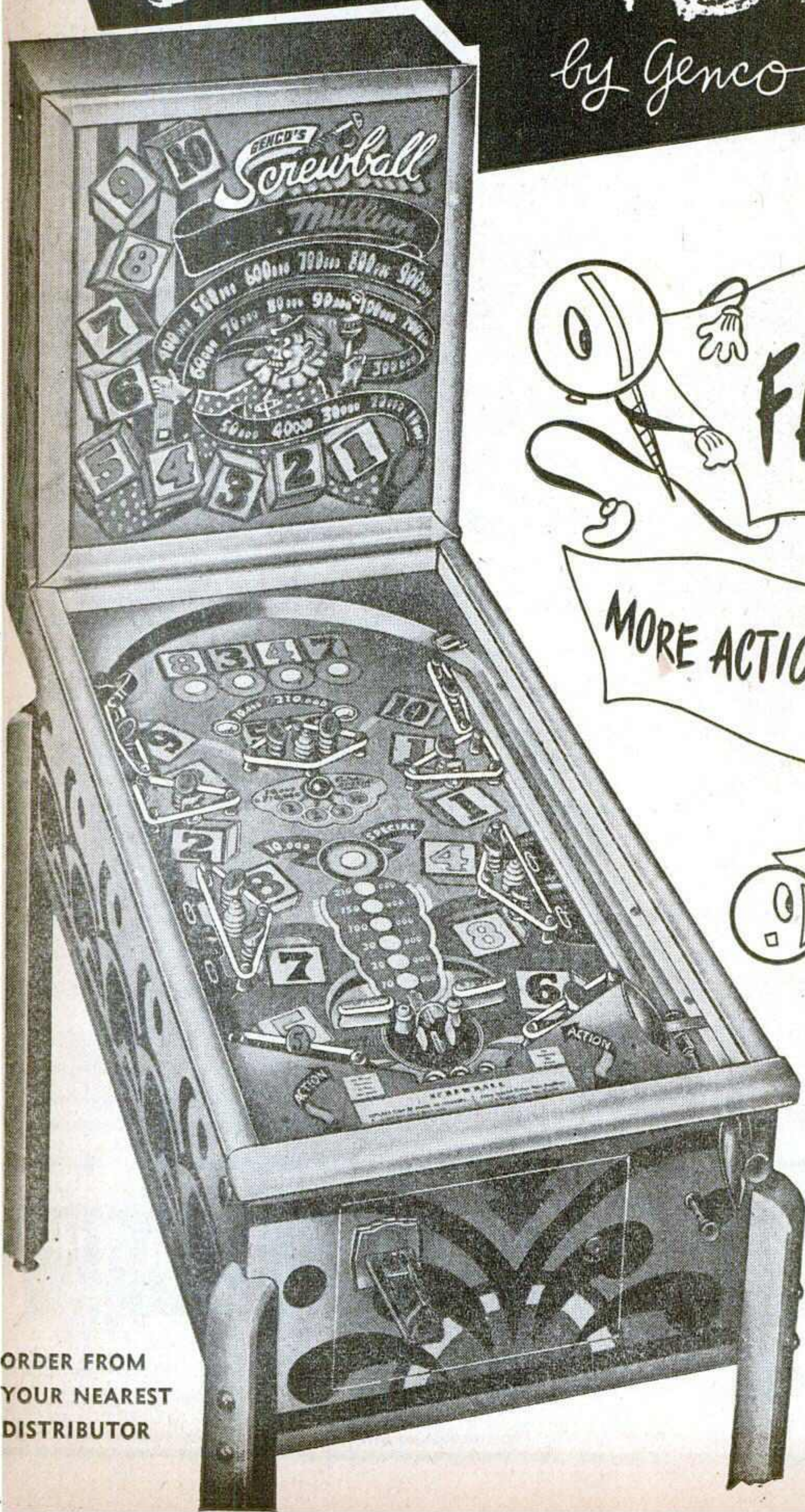
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DIXIE COIN MACHINE CO.

912 Poydras St., New Orleans 13, La.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

SCREWBALL

by Genco



**NO
BUMPERS!**



2621 NORTH ASHLAND AVE.
CHICAGO 14, ILL.

ORDER FROM
YOUR NEAREST
DISTRIBUTOR



25th Anniversary SALE!

October ends our fiscal year. In order to reduce inventory, we have priced all machines LOW!

All Equipment Ready for Location!

\$14.95 EACH—3 FOR \$40.00

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| ATTENTION
BAFFLE CARD
BANDWAGON
BIG CHIEF
BIG HIT
BROADCAST
COVER GIRL
(pre war) | CROSSLINE
DYNAMITE
FOUR ROSES
FOUR ACES
HOLLYWOOD
LEADER
MONICKER
SPELLBOUND | STATE FAIR
JUGGLING
SUPERSCORE
SPEEDBALL
SURF QUEEN
SUSPENSE
TEXAS MUSTANG
TEN SPOT |
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FREE PLAY GAMES

\$24.95 EACH—3 FOR \$70.00

- | | |
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| CAROUSEL
FAST BALL
FIESTA
MISS AMERICA
MIDGET RACER
MYSTERY
PASTIME
PLAYBOY | RIO
ROCKET
SEA BREEZE
SHOW GIRL
SMARTY
SMOKY
TORNADO
VANITIES |
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\$34.95 EACH—3 FOR \$100.00

- | | | |
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| HAVANA
MAISIE
BRONCHO
CO-ED | HI-RIDE
RANGER
BASEBALL
CLICK
TALLY HO | HONEY
CROSSFIRE
GOLD BALL |
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\$44.95 EACH—3 FOR \$130.00

OTHER LATE FREE PLAY GAMES

- | | |
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| Dew-Wa-Ditty \$179.50 | Nevada \$ 79.50 |
| Flamingo 49.50 | Shanghai 139.50 |
| Flying Trapeze 79.50 | Samba 149.50 |
| King Cole 169.50 | Singapore 69.50 |
| Lucky Star 49.50 | Star Dust 149.50 |
| Major League Base 159.50 | Tropicana 69.50 |
| Manhattan 79.50 | Virginia 129.50 |
| Monterrey 159.50 | Wisconsin 149.50 |
| | Yanks 139.50 |

ONE BALLS

- | |
|------------------------------------|
| KEENEY BIG PARLAY \$129.50 |
| KEENEY FAVORITE 249.50 |
| KEENEY HOT TIP 139.50 |
| DAILY RACES 129.50 |
| LONGACRES 29.50 |
| THOROBRED 29.50 |
| SPECIAL ENTERTAINMENT 317.50 |
| VICTORY SPECIAL 149.50 |
| PASTIME 24.95 |

USED CONSOLES, SLOTS, ETC.

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| KEENEY TWIN BONUS BELL, 5¢-25¢ | \$525.00 |
| KEENEY 3-WAY BONUS BELL, like new, 5-10-25¢ | 795.00 |
| BALLY TRIPLE BELL, like new, 5-10-25¢ | 475.00 |
| BALLY DRAW BELLS | 225.00 |
| KEENEY TWIN WILD BELL | 550.00 |
| KEENEY PRE-WAR SINGLE SUPER BELL | 69.50 |
| EVANS RACERS, like new, 5¢ | 495.00 |
| EVANS RACERS, like new, 25¢ | 525.00 |
| EVANS 5¢ LUCKY STAR | 75.00 |
| MILLS 5¢ VEST POCKETS | 44.50 |
| 10¢ PACE SLOT | 69.50 |
| 5¢ COLUMBIA, DOUBLE J.P. BELL | 59.50 |
| DAVAL 5¢ FREE PLAY | 12.50 |
| EVANS 1946 BANGTAILS | 275.00 |

USED ARCADE EQUIPMENT

- | |
|----------------------------------|
| A.B.T. CHALLENGER \$ 19.75 |
| CHICAGO COIN COALEE 149.50 |
| SEEBURG JAILBIRD 49.50 |
| GOTTLIEB GRIP SCALE 12.75 |
| BALLY RAPID FIRE 59.50 |
| CHICAGO COIN HOCKEY 59.50 |
| GENCO TOTAL ROLL 79.50 |
| NUDGY ROLL DOWN 69.50 |
| TOM-TOM 89.50 |

BRAND NEW MACHINES

- | |
|---|
| GOTTLIEB GRIP SCALE \$ 22.50 |
| A. B. T. CHALLENGERS 39.50 |
| PEANUT MACHINES 7.50 |
| BALL GUM MACHINES 7.50 |
| SCIENTIFIC PITCH 'EM & BAT 'EM 399.50 |

MUSIC ACCESSORIES

- | | |
|---|---------|
| SEEBURG 5¢ 3-WIRE SELECTOMATIC, Metal Covers | \$19.50 |
| SEEBURG 5¢ WIRELESS WALLOMATICS, Metal Covers | 19.50 |
| SEEBURG 5-10-25¢ 3-WIRE SELECTOMATICS, Plastic Cov. | 19.50 |
| SEEBURG 3-WIRE DELUXE BAROMATICS | 14.50 |
| SEEBURG WIRELESS BAROMATICS | 14.50 |
| SEEBURG 5¢ 30-WIRE WALL BOXES, Metal Covers | 9.50 |
| WURLITZER MODEL 3031 WALL BOX | 22.50 |
| WURLITZER MODEL 120 WALL BOX | 4.00 |
| WURLITZER MODEL 125 WALL BOX | 5.00 |
| WURLITZER MODEL 331 BAR BOX | 5.00 |
| WURLITZER MODEL 100 WALL BOX | 5.00 |
| ROCK-OLA DIALATUNE WALL BOXES | 3.00 |
| ROCK-OLA #1526 BAR BOX | 14.50 |
| ROCK-OLA SPECTRAVOX | 19.50 |
| SOLOTONE BOXES | 5.00 |
| BUCKLEY 12 SELECTION WALL BOX | 3.00 |
| BUCKLEY 20 SELECTION WALL BOX | 5.00 |
| BUCKLEY 24 SELECTION WALL BOX | 5.00 |
| PACKARD WALL BOXES | \$14.50 |

SEEBURG PHONOGRAPHS

- | | |
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| R. C. LOTONES \$239.50 | E. S. ENVOY \$199.50 |
| E. S. LOTONES 219.50 | CLASSIC 189.50 |
| R. C. COMMANDER 169.50 | VOGUE 189.50 |
| R. C. COLONEL 179.50 | GEM 129.50 |
| R. C. MAJOR 179.50 | ROYAL 89.50 |
| R. C. 7850 STANDARD 219.50 | CADET 149.50 |
| R. C. ENVOY 219.50 | SEEBURG CONV. TO HIDEAWAY 109.50 |

WURLITZER PHONOGRAPHS

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| 700 \$149.50 | 750 E \$229.50 |
| 780 E 129.50 | 600 A 89.50 |
| 850 179.50 | 24 79.50 |
| 500 A 99.50 | 412 59.50 |
| 616 59.50 | 1015 469.50 |
| P-12 47.50 | Twin 12 Hideaway 29.50 |
| 800 139.50 | 61 Counter Model 39.50 |

ROCK-OLAS

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| 1940 MASTER \$ 99.50 |
| 1940 SUPER 109.50 |
| 1939 DELUXE 89.50 |
| 1939 STANDARD 89.50 |
| #1418 COMMANDO 139.50 |

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| MILLS EMPRESS \$79.50 |
| THRONE OF MUSIC 49.50 |

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| PACKARD MODEL 7 \$245.00 |
| MODEL 400, PACKARD
HIDEAWAY 165.00 |

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| 1200 A. AREON \$129.50 |
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| AMI MODEL XS \$29.50 |
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SAVE MONEY NOW!

These outstanding bargains are good for many seasons of profitable operating! They'll go fast at the sensational low prices asked, so HURRY—HURRY—HURRY! Get set for extra earnings this fall and winter!

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GET IN THE SWIM WITH

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THROUGH AND THROUGH!

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NEW TYPE BONUS WITH RAPID FIRE BUILD-UP AND HIGH SPEED TAKE OFF!

100,000 BUMPERS!



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3-BAR WINNER RECEIVES BONUS
BONUS "GROWS" FROM 100 TO
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PLUS PLENTY OF
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AUTOMATIC
COIN-DIVIDER

CAN BE OPERATED AUTOMATIC OR REPLAY
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DOUBLE YOUR EARNINGS
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FAMOUS BUILD-UP BONUS.
AND 'ALL-12' SKILL FEATURE
PLUS HIGH-SCORE
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A BALLY GAME
FOR EVERY SPOT

- BIG INNING
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- DOUBLE UP
- HI-BOY
- HY-ROLL
- DELUXE BOWLER

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FREE PLAY

TROPHY
AUTOMATIC



PROFIT PROVED
HORSESHOE FLASH
with
NEW "FAN" FLASH

PLAYERS PLAY
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ARE DEMONSTRATED
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1902 • DEPENDABLE MUSIC SYSTEMS • 1948
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When the music is properly played—when the music is easy to buy—that's modern music merchandising. You can derive maximum revenue from your locations by practicing the ABC's of music merchandising.



The Seeburg Symphonola. Here is the heart of the music system . . . a skillfully engineered instrument that permits "tailoring" the music to the requirements of the particular location—without adapters or converters.



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In addition to the Symphonola, Speakers and Wallomatics, Seeburg provides everything necessary for the complete music system including the Dual Remote Volume Control, public address equipment and auxiliary amplifiers.

Your Seeburg distributor will demonstrate how modern music merchandising can benefit you.