

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 8, 1949



Perched on a fence at his ranch in California, Jimmy Wakely introduces Margaret Whiting to the West. When it comes to record sales, however, Wakely is not on the fence, nor for that matter is Miss Whiting. Jimmy and Margaret are featured on a smash new Capitol record, "Slipping Around," backed by a sparkling version of "Wedding Bells." Sales on the record have so impressed Capitol execs that they are planning a repeat performance by their newly created duo. Jimmy is known to millions as one of the most popular of Western picture stars. These same millions are familiar with his hit recordings of "I Love You So Much It Hurts," "One Has My Name" and his new album of yuletide hymns called "Christmas on the Range." Jimmy soon embarks on a p.a. tour which will include a two-week stop-off at the Thunderbird, Las Vegas, Nev., starting November 24.

P DAY

is December 1, 1949, in . . .

THE BILLBOARD'S TWELFTH ANNUAL

RADIO AND TELEVISION PROMOTION COMPETITION

COMPETITION RULES

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

Awards will be made in the following categories:

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

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

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

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

BROADCASTERS WILL COMPETE IN THE FOLLOWING DIVISIONS:

- NETWORKS—NATIONAL
- NETWORKS—REGIONAL
- CLEAR CHANNEL NETWORK
- AFFILIATES
- REGIONAL CHANNEL NETWORK
- AFFILIATES
- LOCAL CHANNEL NETWORK
- AFFILIATES
- NON-NETWORK STATIONS, 250 to 1,000 WATTS
- NON-NETWORK STATIONS, 5,000 to 20,000 WATTS
- NON-NETWORK STATIONS, 50,000 WATTS
- FM STATIONS
- TELEVISION STATIONS
- TELEVISION NETWORKS
- STATIONS ON THE AIR AFTER JANUARY 1, 1949—except for Television Stations, all of which will compete in the same division.

FORM OF ENTRIES

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

ELIGIBILITY DATES

Any promotion executed during any or all of the period from December 1, 1948, to December 1, 1949, is eligible.

DEADLINE

All entries must be at the New York office of The Billboard December 1, 1949. Sorry, no extensions—but none.

ADDRESS ENTRIES

The Billboard 12th Annual Radio and Television Promotion Competition
1564 Broadway, New York 19, N. Y.

THE most informative and constructive trade paper service in the radio-television advertising field is under way again—the twelfth successive year in which broadcasters are enabled to put their best sales promotion foot forward. In this day of keener-than-ever competition, when salesmen must sell and can no longer be seat warmers, your promotion is more important than ever before. The Billboard's Annual Promotion Competition provides a rare opportunity for you to tell your story to top advertiser and agency execu-

tives; it provides, too, a chance to study the work of the keenest promotion brains in all of broadcasting.

A measure of this annual event is the board of judges, men and women who guide the destinies of some of the largest appropriations in the country. Each of them devotes virtually one full working day to evaluate the entries submitted by the competing. The following already have accepted Billboard's invitation to participate as members of this year's Panel of Judges:

12th Annual Radio and Television Promotion Competition Judges (tentative)

ADVERTISERS

1. J. M. Allen, Bristol-Myers
2. John Gilman, Cclgate-Palmolive-Peel
3. R'chrd Ref'g, Whitehall Pharmica
4. C. J. Durban, United States Rubber Co.
5. George E. Potter, Prudential Insurance Co. of America
6. J. Ward Maurer, Wildroot Co., Inc.
7. Howard M. Chapin, General Foods Corp.

AGENCIES

1. Lee Cooley, McCann-Erickson
2. Frank Kemp, Compton
3. Stanley Pulver, Dancer, Fitzgerald & Sample
4. Linnea Nelson, J. Walter Thompson
5. George Foley Jr., Newell-Emmett
6. G. D. Gudebrcd, N. W. Ayer & Son, Inc.
7. William A. Chalmers, Kenyon & Eckhardt
8. Tom Harrington, Ted Bates & Co.

. . . And More To Come

As in previous years, there will be two Exhibits of the Competition entries. In New York the exhibit will be held coincidental with the meeting of the judges to select the

winners. In Chicago the exhibit will be held in conjunction with the annual National Association of Broadcasters' convention at the Hotel Stevens, Chicago.

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

ENTRY PLEDGE

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

Gentlemen:

We are planning to submit an entry in the 12th Annual Radio and Television Promotion Competition.

We will enter in the following category(ies) (check any or all):

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

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

Name

Title Station

Address

City State

TV-LEGIT-FLICKER AMALGAM

Battle Starts on Color TV; FCC Mulls Okay for CBS Or Delay Till RCA's Ready

Alternatives Clear Cut; Pressure for Thaw Strong

By Ben Atlas

WASHINGTON, Oct. 1.—The chips are down in the color television battle, altho the Federal Communications Commission's (FCC) color hearing is only a week old. The question which the commission will have to decide is whether to authorize immediate commercial color under the Columbia Broadcasting System's (CBS) method or delay final standards until the Radio Corporation of America's (RCA) system is ready.

As matters now stand, the commission wants to set up standards as fast as possible not only to get off the hook on the color TV question, but also to lift the freeze on video allocations. Nevertheless, a strong feeling prevails that to accomplish the video thaw, the commission may compromise on a plan favoring RCA's system largely because FCC brass is reluctant to take a plunge to standards geared to a system (CBS's) reportedly opposed by the bulk of the industry.

The final alternatives facing the FCC are clear-cut even tho a mass of testimony is yet to be officially introduced, including testimony next week by CBS President Frank Stanton and CBS Engineer Peter Goldmark. In CBS's biggest pitch for its system, Stanton and Goldmark will argue that CBS's method is workable now, could be produced commercially and would be available to buyers at prices much lower than RCA's, converters and receivers alike. CBS will cite \$100 as its estimate of the price of a converter-adaptor, while color receivers using the CBS system would cost about 30 per cent more than comparable black-white sets. In testimony this week, Dr. E. W. Eng-

ASCAP Extends Cuffo on TV Another 2 Wks.

NEW YORK, Oct. 1.—The American Society of Composers, Authors and Publishers (ASCAP) yesterday (30) announced another two-week extension of the pact offering free use of music on TV pending formulation of a contract between the society and the television industry. The extension was granted to per-

(See ASCAP Extends Cuffo page 14)

AGVA Asks Court To Stop AFM

Vauders Carry Petrillo Fight To Last Ditch

4 Skirmishes in Week

NEW YORK, Oct. 1.—The continuing battle between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM) flared up again last week with four widespread incidents, in one of which AFM pulled the band. The major skirmish, however, will now move to the courts, where AGVA has finally taken the matter.

Late Friday (30) evening, Silverstone and Rosenthal, AGVA national counsel, obtained a restraining order from New York Supreme Court Justice Bernard Botine, ordering James C. Petrillo, AFM head, and the musicians' unions to show cause why an injunction should not be issued restraining the union from ordering its members to resign from AGVA. Both sides will appear Tuesday (3) to argue the matter.

The Petrillo order to AFM'ers to (See AGVA Asks Court on page 46)

"Mr. America" Can Sell TV ---And Smash Windows, Too

NEW YORK, Oct. 1.—Something new in the way of selling tele receivers was revealed this week by the Sunset Store in Rego Park, L. I., N. Y., which has signed Jean Stanley ("Mr. America"), one of the top wrestling attractions in the East, on a personal-appearance deal. The gimmick is that whenever a gin mill buys a set from Sunset, Stanley, blond hair and all, will make a personal appearance at the pub. It's not known whether Stanley, who prances into the ring festooned in a rhinestone stole, will do likewise for the beer barrel openings.

The Sunset deal with Stanley followed the wrestler's first non-resinous appearance a few days ago. At the behest of Guy Lebow, sportscaster who covers wrestling for WPIX, Stanley showed in the flesh at the Sunset Store, with the event heralded by Lebow on one of his WPIX shows. As a result, the store was mobbed by nearly 1,500 people; riot cars had to be sent for, and one or two of the store windows were smashed.

As a result, even with the damages, Joe Rudnick, head of the ap-

'50 Sesqui Bill Jumps a Hurdle

WASHINGTON, Oct. 1. — A bill authorizing a \$3,000,000 outlay for the capital's 1950 Sesquicentennial Exposition neared a new showdown on Capitol Hill this week-end as a joint conference committee deliberated on it following the measure's passage earlier in the week.

The Senate approved the bill unanimously, but the proposal faces a rough hurdle in the House even if the joint conference committee okays the outlay either in whole or in part. The House has twice defeated the measure, once on the floor and once in the House Appropriations Committee. The National Sesquicentennial Commission is hoping to use the outlay to finance a gigantic outdoor-indoor show here.

Pinza To Wax Current Pops

NEW YORK, Oct. 1.—Ezio Pinza, who moved from longhair circles into South Pacific with consummate ease and a maximum of success, will dip into the pop music field on his next Columbia recording date.

Pinza is slated to render a couple of currently riding pops, *You're Breaking My Heart* and *Give Me Your Hand* on the session which is slated for Monday (3). He will be accompanied by an orchestra fronted by veteran batoneer Lehman Engel.

pliance outlet, set the deal with the wrestler. Financial aspects aren't known.

Sees Video an Aid To Flicker Houses

CHICAGO, Oct. 1.—The future of American motion picture theaters will be bright if owners adopt a policy of combined showings of good movies and television, S. H. Fabian, president of the Fabian Theaters Corporation, said this week at the joint convention of the Theater Equipment Dealers' Association and the Theater Equipment and Supply Manufacturers' Association.

Fabian, prominent Eastern theater exec who has already used large-screen television in his houses, said TV would bring in entertainment seekers, who were not regular motion picture patrons. He stated that there were now 3,000,000 regular movie patrons, but that theater TV would bring in "many millions more" who might otherwise pass up theater attendance.

Video Luring Top Scripters Of Broadway

Rice, Kaufman, Hart, Hurst

By June Bundy

NEW YORK, Oct. 1.—With the disclosure this week that the Martin Stone Agency has acquired the complete video rights to several of Elmer Rice's most important legit properties (*Counselor at Law*, *Dream Girl* and *Street Scene*) and that the playwright himself will do the TV scripts for these shows, it is becoming increasingly apparent that television is attracting top-flight creative talent from legit and films.

In addition to the Rice properties, Stone has acquired the tele rights (but not the kinescope rights) to the George S. Kaufman-Moss Hart smash, *You Can't Take It With You*. Kaufman and Hart won't actually write (See TV-Legit-Flicker on page 8)

Actors-Extras Feud Growing In Video Row

Peace Hopes Even Dimmer

NEW YORK, Oct. 1.—Chances for a peaceful settlement in the dispute concerning tele jurisdiction between the Screen Actors' Guild (SAG) and the Screen Extras' Guild (SEG) on the one hand, and the live talent unions headquartered in the East on the other, appeared slimmer than ever this week. Starting Thursday (29), reps of all the unions involved went into a series of meetings set up to thresh out the issue. At the week-end reports were persistently gloomy.

What is not generally realized is that the dispute between the two groups is deep-rooted and extremely bitter and there is more possibility than most actors seem to appreciate that the intra-union fight may break into open warfare. The Eastern unions favor creation of a new vertical set-up embracing all per-

(See Actors-Extras Feud on page 8)

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Music & Vaude Hypo 24th Rodeo

Autry Gets in Plugs for His Columbia Wax

Tix Scale High at \$6

By Jim McHugh

NEW YORK, Oct. 1.—Madison Square Garden's 24th annual World's Championship Rodeo, containing the usual percentages of mayhem, daredevilry, variety features and its star, Gene Autry, flicker-platter-radio personality, premed Wednesday night (28) to the expected slim first-night papered audience.

With the advance sale about on a par with that of last year, indications are that this year's 26-day (42 performances) run may gross about the same as the 43 shows presented in 26 days last year. Assuming that the dyed-in-the-wool Western picture-rodeo fan and the sizable number of dude ranch personnel and patrons in the metropolitan area are among the first to get in line for the cowfest, then it remains to be seen how many other folks will spring for the hefty, continued record price scale ranging from \$1.50 for seats among the rafters to \$6 for choice pews.

223 Contestants

Patrons interested principally in rodeo spectacle can joggle their memories and come up with an accurate picture of the format. For others, it is the same exciting conglomeration of hooves, horns and humans with long odds in favor of broken bones and bloodshed at each performance. The programed 223 contestants—20 more than last year—are again vying for \$84,000 in prize money with entry fees added. A record \$155,000 in prize money lured contestants to the 33-day event staged in 1947.

The competitive events, as in the past, are interspersed with strictly show features. Autry makes his usual number of appearances, including the all-important vocal session aided by the Cass County Boys and Melody Ranch Boys, and scored the expected sock response from a liberal number of his fans spread thru-out the house. The cowboy star again this year works his equines, Champion and Champion Jr., in a ring routine with considerably more finesse on the part of both horses and handler than when it was first tried last year.

Autry did his usual creditable selling job with *Riders in the Sky*, which is also the title of his new flicker which Columbia Pictures will release shortly; *El Rancho Grande* and other tunes that he has plattered for Columbia Records and sings frequently on his Columbia Broadcasting System (CBS) show.

Indians Add Color

A small group of Jemez and San-dia Indians from Pueblo, N. M., added considerable color but very little. (See *RODEO IS OFF* on page 55)

Fair Honors Amos Kirby

PHILADELPHIA, Oct. 1.—Amos Kirby, WCAU farm editor and conductor of the station's daily *Rural Digest*, received the blue ribbon award from the New Jersey State Fair at Trenton Tuesday (27). The award was made in recognition of his outstanding efforts on behalf of the farmers of the New Jersey area. This was the second award the rural mike-man grabbed off. The week before, the Reading (Pa.) Fair honored him.

Holiday on Ice of 1950

(Reviewed at the International Amphitheater, Chicago, September 28.)

Producer, George Tyson; costumes, Billy Livingston; musical director, Carmen Nappo; choreographers, Marie Carr and Eve Ross; board of governors, Morris Chalfen, Emery P. and Calvin B. Gilbert and William Berg; press, Paul Dempsey. Line: Yvonne Ambler, Lois Easter, May Freisinger, Ronnie Hunt, Phyllis Martin, Fay Shelley, Jeanne Berman, Ken Hoffert, Lucien LeCroix, Boyd Moore, Joe Romain, Jack Rose, Don Ash, John LaDue, Tom Collins, Lois Baumann, Helen Becker, Jacqueline Dunham, Micki Folger, Sheri Lynn, Mary Kiratine, Pat Mees, Rita Stuart, Scotty Munson, Audrey Tucker, Doris Rice, Karl Rodgers, Anne Schmidt, Bernice O'Dell, Doris Swenson, Bobbie White and Edna Mae Cox.

Holiday on Ice's current edition swings more toward trying to bring the public something a little different in ice productions, veering away from the standard spectacle production numbers into the insertion of many vaude type skate acts and comedy skits. Judging by the excellent reception given entire show, the formula should prove most successful.

Show is heavy on comedy and novelty acts, which keeps the pace swift thru-out. Murray Galbraith and Dorothy Goos continue to headline, with both showing the éclat that makes for top drawer skating teams. Galbraith sparked on his own in a rumbalero production. Comedy comes from Joe Shillen, who contributes a good clown bit; Tommy and Susan LaVonne, who do well with both straight and novelty adagio, and F. 1 Holly and Bob Day, whose kitchen cut-up bit was a fun highspot. The producers tried a comedy skit recipe twice during the show, with a charm school bit doing splendidly, while a Little Bo-Peep routine lacked the necessary continuity. The charm school bit was a lot like a circus clown skit on ice and shows terrific potential for other such routines.

On the novelty side, Henry Lie, once with the Henie revue, is back on stilts, while Don Hooten does his excellent ropespinning on skates, and Kay Faelli, Danish import of a year ago, did balancing and juggling that tops his contemporaries who work on solid footing. He pulled the biggest mitt of the show.

Show has a well-rounded cast. Bobby Blake is a terrific showman, whether working alone or with others. Phil Hiser works his standard waltz bit and joined in some of the comedy routines. Leo Frisinger worked one straight number and added a jump-the-barrels bit that was tops for thrills. His seven-year-old daughter, Joan, is a cute little blonde who wowed 'em with her figure-blading. Michael Meehan, a newcomer, has ability, but needs stronger routines to show his art. Karen is an excellent skater with loads of animation in solo numbers.

Show has five production numbers, (See *Holiday On Ice* on page 51)

Dixon's Nitery Chores Crabbed By Cincy's AFM

CINCINNATI, Oct. 1.—Paul Dixon, WCPO disk jockey here, Monday (26) was knocked out of a week's engagement at the Lookout House, Covington, Ky., nitery, and emcee appearances last night and tonight at the local Castle Farm nitery because members of Local 1, American Federation of Musicians (AFM), "won't work with Dixon" because he is employed by a radio station listed as unfair by the AFM.

Dixon had been booked by Sam D. Alex, Lookout House manager, to demonstrate disk jock techniques and emcee the show headed by Vic Damone, but was canceled when Robert Sidell, an AFM official, said the Bob Snyder orchestra would not play the show if Dixon stayed.

Alex said, "I think we are being treated unfairly because we had permission from the American Guild of Variety Artists (AGVA) to use Dixon." Dixon does not belong to AGVA but is a member in good standing of the American Federation of Radio Artists.

Dixon's Castle Farm dates, benefit appearances for the Fraternal Order of Police, were canceled Tuesday (27).

WCPO is one of four local stations on the AFM's unfair list, the others being WSAI, WKRC and WCKY. WLW is the only local radio station in the AFM's good graces, and in this connection the union is confronted with a difficulty in explaining an incongruity that has Jon Arthur, a WSAI employee, appearing in a show for WLW-T, which has a contract with the AFM. Asked to explain the distinction between the Dixon and Arthur cases, Sidell said no decision has been made yet on Arthur.

Dixon said he would abide by the local ruling, but in other quarters—particularly the press—reaction was not so placid. Mary Wood, radio columnist of *The Cincinnati Post* of September 27, believed "it's high time Local 1 . . . quit 'helping' its members out of jobs, and I certainly can't see what's being gained by lowering the boom on Dixon. . . . To date, Local 1 has racked up an impressive record of keeping its members 'at liberty.' No union man blows a note at WSAI, WCPO, WKRC or WCKY. The Albee Theater is without vaudeville because Local 1 decided that unless the boys played 20 weeks a year they didn't play at all."

Sidell said union musicians can not perform anywhere that employees of unfair radio stations perform.

Showbiz Tax Income Gains; Niteries Off

WASHINGTON, Oct. 1.—August collections from showbiz excises were up in general, but receipts from radios and phonos and cabarets were far off from August, 1948, totals, the Internal Revenue Bureau reported this week. On the upgr.de were collections from the admissions, liquor, disk, and coin machine levies.

The 20 per cent levy on nitery tabs brought in \$851,661 less than in August of last year, while the radio-phonos collections were off \$2,030,477. Dollarwise, the biggest gain was posted by liquor tax receipts, up \$10,190,524. The coin machine levy posted a gain of \$421,754; the disk tax increased \$22,658; and the admissions levy was up \$120,348.

Tax Collections

	August, 1949	August, 1948
Liquor	\$196,273,670	\$186,083,146
Admissions	34,432,046	34,311,698
Cabarets	3,657,381	4,509,042
Phonos,		
Radios	1,896,532	3,927,009
Coin		
Machines	6,958,310	6,536,555
Disks	295,589	272,931

The nine large cities having amusement and admissions taxes collected a total of \$10,204,000 from that source last year, the Census Bureau reported this week. Philadelphia led the cities with \$4,297,000, followed by Chicago with \$2,018,000 and Pittsburgh with \$1,590,000.

Others with such taxes were Cleveland, \$614,000; Seattle, \$535,000; New Orleans, \$448,000; Cincinnati, \$322,000; St. Louis, \$225,000, and Columbus, O., \$155,000.

NEW YORK, Oct. 1.—Herbert L. Kneeter is casting the Paul Roberts-Sam Locke drama, *The Woman With Red Hair*, and expects to get into rehearsal sometime this month. The show is a one-setter and requires only three characters.

The Billboard

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 The Billboard also publishes
 Vend, the monthly magazine of automatic merchandising
 Turnover, the monthly magazine for radio, television, record and phonograph dealers.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
YOU'RE BREAKING MY HEART
- No. 1 Sheet Music Seller
YOU'RE BREAKING MY HEART
- No. 1 Most Played on Disk Jockey Shows
THAT LUCKY OLD SUN, F. Laine, Mercury 5316
- No. 1 Disk via Dealer Sales
THAT LUCKY OLD SUN, F. Laine, Mercury 5316
- No. 1 Disk in the Nation's Juke Boxes
YOU'RE BREAKING MY HEART, V. Damone-G. Osser Ork., Mercury 5271
- No. 1 Most Played Juke Box Country and Western Record
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Best Selling Retail Country and Western Record
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Most Played Juke Box Blues and Rhythm Record
BEANS AND CORNBREAD, L. Jordan, D. 24673
- No. 1 Best Selling Retail Blues and Rhythm Record
BABY GET LOST, D. Washington, Mercury 8148
- No. 1 Sheet Music Seller in England
RIDERS IN THE SKY

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 20 to 43.

40G FOR HR. OF TV IN 1953?

Cantor Muller By NBC for TV Stanza in Jan.

HOLLYWOOD, Oct. 1.—There may be tele in Eddie Cantor's future, and much sooner than the comic bargained for, according to current plans of National Broadcasting Company (NBC) programming brass. Altho Cantor was reportedly out of the video picture for the coming season, NBC now hopes to build a tele show for him which would tee off after the first of the year. A second radio show, which Cantor was agreeable to doing in addition to his *Take It or Leave It* stint, may be dead, due to hypod tele interest and lack of NBC time spot availabilities.

Video plans call for a big budgeted variety show which would originate on the Coast and be kine-fed to the full net. Because of cost of the show, sustaining release is held unlikely. Cantor returns to the Coast from New York next week, at which time further discussions with net tele programmers will be held.

Cantor has adamantly steered clear of tele because of strain of doing both radio and tele shows. This was one of the reasons for Cantor's breaking his four-year sponsorship deal with Pabst Beer. With the comic now doing a quiz show requiring almost no rehearsal or difficult writing problems, he now is understood anxious to take the tele fling.

Ludens Buys Last Portion of "Sing It"

NEW YORK Oct. 1.—Effective November 26, Ludens Cough Drops this week purchased the 10:45-11 p.m. segment of *Sing It Again*, which airs over the Columbia Broadcasting System (CBS) each Saturday night from 10 to 11 p.m. The 10:30-10:45 portion starts its career under the sponsorship of Arrid tonight.

Ludens bankrolled *Strike It Rich* all last season on CBS but dropped it last spring. The reason that the last 15-minute period of the show was bought is that the program's rating is stronger at this time. J. M. Mathes is the agency for the client.

S&P in Huddles For NHI Set-Up

HOLLYWOOD, Oct. 1.—National Home Institute, nationwide product testing and seal-of-approval service via radio, will be launched by Searle & Parks, Inc., firm formed by ex-American Broadcasting Company (ABC) Coast Veepee Don Searle and Jimmy Parks, of Broadcasters' Guild. Hush-hush sessions with web reps are under way for the net to take on the Institute in a manner similar to Columbia Broadcasting System's (CBS) Household Protective League. Web's identity was not made available for publication.

In addition to the product testing air venture, Searle-Parks is also invading the program package field. Firm has already wrapped up a couple of shows currently being peddled, among them *Tag Taggart*, written by Jo Lawler and produced by Bill Russo, with Ray Burr taking the lead in the adventure series. Broadcasters' Guild, Inc., e.t. syndicate co-founded by Parks and Don Davis, is currently being dissolved. *Michael Shayne*, one of the Guild's program properties, will be absorbed by Searle-Parks.

CBS Grabs Nine Top Hoopers

NEW YORK, Oct. 1.—With the start of the fall network program rating sweepstakes, the Columbia Broadcasting System (CBS) this week took a commanding lead, grabbing off nine of the top 15 Hooperated programs. Of these, CBS has the leading three, with *Radio Theater* (Lux); *My Friend Irma* (Pepsodent), and Arthur Godfrey's *Talent Scouts* (Lipton Tea).

Of the remaining six, the National Broadcasting Company (NBC) has five shows, and the American Broadcasting Company (ABC) has one—Walter Winchell, in seventh place with 15.

For the first time in almost 10 years, Mr. District Attorney is not listed in the top 15 Hoopers, with its new-found opposition, Bing Crosby, apparently cutting in on its audience. Crosby, in his new time slot on CBS, which acquired the show via capital gains, ranks 13th, with 12.8.

Jack Benny, starting his season about four weeks earlier than usual, likewise appeared to be cutting into *Hollywood Calling*, the giveaway show NBC built in opposition. The *Calling* rating remained about the same, in the neighborhood of 4, but its share of audience decreased. As is customary at this time of year, the use of sets is showing appreciable gains over the summer months.

The following are the top 15 Hooper shows, for the September 15-21 week:

Rank	Program	Network	Rating	Rank	Program	Network	Rating
1.	Radio Theater	CBS	20.7	8.	Jack Benny	CBS	14.7
2.	My Friend Irma	CBS	16.4		Original		
3.	Arthur Godfrey's Talent Scouts	CBS	16.4		Broadcast	12.9	
4.	Bob Hope	NBC	16.2		Added by 2d Broadcast	1.8	
5.	Fibber McGee & Molly	NBC	16.1	9.	Mr. Keen	CBS	13.6
6.	Suspense	CBS	16.1	10.	Crime Photographer	CBS	13.3
7.	Walter Winchell	ABC	15.0	11.	Big Town	NBC	12.9
	Original			12.	People Are Funny	NBC	12.8
	Broadcast	14.7		13.	Bing Crosby	CBS	12.8
	Added by 2d Broadcast	0.9		14.	Inner Sanctum	CBS	12.7
				15.	Great Gildersleeve	NBC	12.3

Commercial Show Airs Minus Plugs

PHILADELPHIA, Oct. 1.—A commercial program without commercials, on a regularly scheduled public interest series, is resulting from RCA Victor taking over sponsorship of the *Studio Schoolhouse* series on WFIL here. A daily series heard directly in public, private and parochial schools as supplements to curriculum, the radio sponsorship, which has been approved by the Philadelphia Board of Education, calls for RCA Victor to forego all commercial announcements. The sponsor will merely make an identifying mention at opening and closing to the effect that the programs are made available to the school children by RCA Victor as a public service.

The daily series, hitting at various school classes each day, has been carried by WFIL for in-school listening for the past seven years. Programs are prepared by teacher members of the board of education's radio committee in co-operation with Dr. Armand L. Hunter, WFIL educational director, and Temple University.

Philly Cafes Fight TV Fee Decision

HARRISBURG, Pa., Oct. 1.—Philadelphia grog shop operators plan to appeal to a higher court the Dauphin County Court decision here which held they must pay State Liquor Board amusement permit fees for television covering the period before TV was legislated as permit-free.

The booze boys, who put up a terrific fight in the Legislature and in the court to have the board's ruling outlawed, succeeded in getting a bill passed to drop the amusement tax, which amounted to one-fifth of the liquor license. In Philadelphia the TV fee was \$120 a year.

But for the period prior to passage of the "free TV" law, the Dauphin Court held that the liquor dealers were responsible to the board for the amounts of the permit.

De Soto Mulls Marx Switch; 'Jackpot' Kayo

NEW YORK, Oct. 1.—Indications this week were that the De Soto-Plymouth dealers will acquire Groucho Marx beginning with its January 4 show from his current sponsor, Elgin-American watches. *Hit the Jackpot*, the current De Soto radio property, comes to the end of its ride at that time. Both programs are on the Columbia Broadcasting System (CBS)—Marx, Wednesday evenings 9-9:30, and *Jackpot*, Tuesday nights 10-10:30.

This gives the watch company another 13 weeks of sponsorship of the mustachioed comic. Elgin-American, which brought the show to CBS from the American Broadcasting Company (ABC), had tried to sell half the show to another bankroller but found no takers. Batten, Barton, Durstine & Osborn is the agency representing the car dealers.

Disk Jock Les Sand Gets Writ, Saves Job

WASHINGTON, Oct. 1.—Disk jockey Les Sand won the first round in a unique court suit to hold his job at WINX, Washington, by getting a temporary restraining order this week blocking his discharge. Sand is seeking a permanent order restraining WINX from firing him or interfering with his program. As an alternative the jock asks \$100,000 damages for breach of "oral" contract.

The complaint filed against WINX charges that the economy reason given by WINX for Sand's discharge was a "subterfuge," the real purpose being to divert potential sponsors from the Sand show to those where regular announcers could be used at lower salaries.

The temporary restraining order was signed by Federal Judge T. Alan Goldsmith, who won national fame last year by plastering John L. Lewis and the United Mine Workers (UMW) with a whopping fine for contempt of court in refusing to end a coal walkout.

Just for Time; Costs May Up Nut to 75G

125G in Future?

NEW YORK, Oct. 1.—A cost of \$40,000 for an hour of television time on a coast-to-coast network is anticipated by 1953. This will apply for time charges only and means that with corresponding production and talent costs an hour-long tele show in 1953 probably will run to a minimum of \$75,000.

This, however, won't be the limit, according to projections made by a top TV network exec in New York. A cost of \$80,000 per hour, for time charges alone, is anticipated as eventuating sometime during the latter half of the next decade. This is predicated on coverage of 70 major U. S. markets, with receiver circulation covering 80 per cent of those families.

Possible 125G Nut

On this basis, should any sponsor buy a one-hour program, it is conceivable that all costs involved would total \$125,000 and perhaps a bit more. Even acknowledging the incomparable coverage and impact available thru video, sponsors able to support such a nut would be somewhat scarce.

Actually, the 1953 projection of \$40,000—which also applies to 70 markets—is regarded by telecasters as lower than it should be. It is possible that by that time, or soon after, hourly rates for such key stations as WCBS-TV and WNBT, both in New York, would be between \$4,000 and \$5,000. The rate will probably be hiked to \$2,000 sometime early in 1950. But tele execs say that even these rates are low, compared to present circulation in TV.

Time charges for an hour radio show on either of the two top networks now run around \$28,000.

Bulotti Leaves DL Program Dir. Post

HOLLYWOOD, Oct. 1.—Charles Bulotti Jr., program director for Don Lee Broadcasting System (DLBS), resigned this week, ending a 10-year association with the Coast regional Mutual web. He will be succeeded by Carlton Adair, former ad agency owner and recently appointed Don Lee sales service manager.

Bulotti has headed the Don Lee program operations for past three years, and was wartime producer of the Coca-Cola *Spotlight Bands* airtel.

FCC Pay Soaring

WASHINGTON, Oct. 1.—A healthy pay raise for the seven members of the Federal Communications Commission (FCC) appears a certainty following the Senate vote this week to boost the rate from the present \$10,000 to \$15,000. The House approved a bill earlier authorizing \$16,000 annually for FCC members. The difference is to be ironed out in a conference between the two houses. The FCC salary raise is contained in a measure designed to raise the pay rates of all high government officials.

Census Bureau Adds TV, Drops FM for 1950 Poll

WASHINGTON, Oct. 1.—TV is in and FM out of the 1950 housing census, Census Bureau officials told *The Billboard* yesterday (30). The decision to count TV sets marks the first official recognition by the Census Bureau of the growing importance of TV, while the verdict ousting FM reflects the agency's belief—based on a trial run—that too many people don't know whether they have an FM set or not.

The TV count will be based on a 20 per cent scientific sample covering some 30,000,000 people, officials said. Radio ownership will also be calculated from a 20 per cent sample, rather than the 100 per cent check taken in the last housing census in 1940. Economy reasons, plus the high validity of the 20 per cent method, accounted for the decision to restrict the question on radio set ownership to a sample. A sample count will also be taken for such other questions as those covering heating and various fixtures and appliances.

Officials said there have been numerous requests that the FM question be included as a separate question. A test check of the question "Is there an FM radio in this unit?" turned up a number of people who were unable to answer the question. This, Census Bureau spokesmen said, made it necessary for the enumerator to take a look at the set—a process taking too much time in relation to the importance of the question. The doubtful validity of an FM sample, together with the expense involved for any single question on a long census blank, led to the decision to omit FM, it was stated.

20% Sampling

After getting the exact count for 20 per cent of the population, the Census Bureau will expand the sample to give "highly accurate" figures for the country as a whole. The estimate is that the expanded sample will give the same results as a complete TV set count, give or take a couple hundred sets in each city.

Statistically, the results of the sample will be more accurate in those cities with a large population and more inclined to error in smaller spots. Since most of the sets are

Advertising Drive By FM Chicagoland

CHICAGO, Oct. 1.—Member stations of the FM Broadcasters of Chicagoland Association this week voted to start an FM promotional advertising campaign in local newspapers. The association has discovered that the two biggest hurdles for FM here are poor sets and lack of public knowledge about programs aired. To try to change the latter condition the campaign will be started October 14.

Altho member stations have not yet decided the exact budget, five will buy space at least once each week. These five are WMOR, whose general manager, Ralph Wood, is president of the FM association; WEAU, WFJL, WEFM and WXRT. Ultimate goal of the stations is to have one half of gross revenue allocated to purchase of newspaper space.

Lum and Abner Cuffo On CBS October 22

NEW YORK, Oct. 1.—Lum and Abner will start a sustaining series over the Columbia Broadcasting System (CBS) in the 7-7:30 p.m. Saturday slot beginning October 22, it was decided this week by program brass. The possibility of Frigidaire buying the hillbilly comics is not dead, but the company has not yet come to a decision.

The show replaces *Yours Truly, Johnny Dollar*, which will be moved into a new time.

located in more populous areas, the chances of getting a close estimate are enhanced, according to the Census Bureau.

Information received from other questions included in the census will also be of use to advertisers. Data is to be collected on the basis of age, sex, race, marital status, employment, education and income. Income will be broken down into wages and salaries and income from business professions, farms, rentals and dividends. Statistics will also be gathered on the total number of dwellings, urban and rural, and the number with bathtubs, heating equipment, refrigerators and the like.

WINS Pegged 512G For Sale to Pope

NEW YORK, Oct. 1.—The sale price of WINS, New York, which Avco Manufacturing Company is selling to Generoso Pope, New York foreign language newspaper publisher, will be \$512,500, it was learned this week. The size of the loss being taken by Avco may be gathered by comparing the Pope price to the \$1,700,000 Avco paid Hearst Radio for the property.

It was also reported that Pope has already had several offers for WHOM, Jersey City, which he owns, and which he will have to sell under government duopoly laws. WINS, which is slated to go to 50,000 watts nighttime shortly—it is at that power now daytime—will be the first 50 kw. foreign language station, should Pope's bid be approved.

Campana To Drop '1st Nighter' Sponsor

NEW YORK, Oct. 1.—Campana this week decided to drop *First Nighter* after its October 20 broadcast. The program is on the Columbia Broadcasting System (CBS) Thursday night 10-10:30.

Campana for the last several weeks had been buying the show on a week-to-week basis, something considered unprecedented in web radio history. However, CBS had felt that there were few buyers for the time and that there was always the chance that the sponsor might come thru with a longer renewal. Wallace, Ferry & Hanly is the agency for the client.

Popcorn To Pop for Costs Of Proposed TV 'Loungeries'

DETROIT, Oct. 1.—Plans for a chain of theater-style television lounges are being drawn up here by Al Broder, manager of the Seville Theater. Plans call for a string of small theaters, as well as other available auditoriums, running from 200 to 400 seats, equipped with screen-size video projection about 9 by 12 feet. Each house would have permanent theater-style chairs and be designed for regular theater use.

Broder's plan calls for free admissions, with the use of the marquee and possibly regular neighborhood advertising to draw the public. Favorite video programs of the day would be presented.

Keystone of the plan is the revenue to be derived from concessions on the now acceptable theory that many small movie theater operators make as much from their candy and popcorn business as they do from the box office. Broder himself is an experienced concession man, having started in show business in the concession department with his brothers, Jack Broder, now a Detroit and

Viewers Tune Out Bad Plugs' Sound, Says Starch Study

NEW YORK, Oct. 1.—The initial study of the Starch report on television commercials for August, covering a cross section of set owners in four metropolitan cities, reveals that many viewers tune out the sound for the duration of any commercial they consider objectionable, and their pet peeve is the plug that runs over into the sports telecast.

The Starch study, which is set up on a continuing basis, is conducted at present in New York, Chicago, Philadelphia and Boston, with set owners interviewed at home, via a series of stills from the commercials as a recall device.

The top 10 TV plugs checked for observation ("Have you seen this commercial?") were: Lucky Strike, 92 per cent; Bulova Watch, 88 per cent; Chesterfield, 85 per cent; DuMont Television, 81 per cent; Admiral Refrigerator, 79 per cent; Philco Radio, 79 per cent; Camels, 69 per cent; Auto-Lite Spark Plug, 66 per cent; Gulfpride Motor Oil, 64 per cent, and Kaiser Traveler, 62 per cent.

Commercials that evoked the most favorable reaction included: B.V.D. Underwear, 84 per cent; Ajax Cleanser, 81 per cent; Lucky Strike, 75 per cent; Colgate, 70 per cent; Kool Cigarettes, 69 per cent; Oldsmobile, 69 per cent; Bulova Watches, 67 per cent; Peter Pan Peanut Butter, 67 per cent; Chesterfield, 63 per cent, and Admiral Refrigerator, 59 per cent.

Shayon to Smith Co. For Radio, TV Focus

NEW YORK, Oct. 1.—Robert Louis Shayon this week became a member of the Fred Smith & Company public relations firm, the deal marking the start of a new slant in operations in that field via a focus on radio, TV and films. Shayon, one of radio's top producers and founder of the Columbia Broadcasting System (CBS) documentary unit, together with William Patterson, free-lance writer and film producer (*The True Glory*), will handle operations in their respective fields.

The first effort on the agenda is for an hour-long one-shot program for an unidentified advertiser to be aired next month.

Autry, Wrigley And Atlas Bid To Buy WHAS

LOUISVILLE, Oct. 1.—Gene Autry, his radio sponsor, P. K. Wrigley, and H. Leslie Atlas, Chicago executive of the Columbia Broadcasting System (CBS), were reported this week as likely bidders for WHAS and WHAS-TV here, after the Federal Communications Commission (FCC) rejected the proposed sale of the two stations to Avco Manufacturing Company.

Altho none of the triumvirate would give a statement on the deal, executive director Victor Sholis, of WHAS, admitted that Autry had discussed the purchase of the WHAS properties before Avco made its bid.

Film star Bob Hope actually bid for the stations, but he withdrew; likewise Fort Industries.

WHAS is building its TV set-up now, and is due to spring with video February 1. Digging started on the tower foundation last week.

"On Stage" Involved In 100G Pirate Suit

NEW YORK, Oct. 1.—A request for examination before trial of WQXR, operated by the Interstate Broadcasting Company, Inc., made by Robert L. Ramsey in New York Supreme Court this week, brought to light an injunction suit against the station for alleged unlawful use of the title *On Stage*, a three-times-a-week ailer sponsored by Crawford Clothes.

Ramsey, who claims he incorporated the name in 1947 for his downtown dramatic group, is asking for \$100,000 damages.

In a general denial of all allegations, Interstate asked for dismissal of the suit on the ground that the title is used as a general descriptive term in the theater and other enterprises and, as such, is not exclusive property. It also pointed out that Ramsey has been inactive for a substantial time since September, 1947.

Documentary Pkge. Firm Set by Park

CHICAGO, Oct. 1.—Ben Park, producer of the award-winning, public service commercial show, *It's Your Life*, this week announced formation of a new production organization, the Documentary Company, which will package radio and TV programs based on real life circumstances. Park will be president of the new company, and Don Herbert, presently associated with him in production of *Life*, will be executive producer.

It is claimed that this will be the first production company of its type in the trade and will be unique because it will package only programs using the documentary, real life interview technique.

Park will continue to produce *It's Your Life* in conjunction with the Chicago Industrial Health Association. Show has been sponsored on WMAQ, National Broadcasting Company station here, by Johnson & Johnson. J&J will drop the show this month, but potential sponsors are reported interested.

Rooney, Slocum for "Scouts" Scripting

NEW YORK, Oct. 1.—Andy Rooney and Charlie Slocum this week were selected to write material for Arthur Godfrey's *Talent Scouts* which is carried by Columbia Broadcasting System (CBS)-AM-TV every Monday night, 8:30-9, for Lipton's Tea. They replace the late Ken Lyons.

Rooney and Slocum also script for Godfrey on his morning AM show on CBS.

Broder is currently working on financing of the projected chain, and hopes to interest a number of owners of small theaters in his plan.

NBC IN NEW NEW-BIZ SURGE

CBS Realigns Exec Chores To Fill for Ratner, Meighan

NEW YORK, Oct. 1.—The Columbia Broadcasting System (CBS) this week realigned the duties of its executives to fill the gaps caused by the shift of Executive Veepee Howard Meighan to the Coast and the resignation of Victor Ratner, another veepee, to join Macy's.

George Crandall and Oscar Katz, who head press and research, respectively, now will report to Lawrence Lowman, veepee and general executive. Kelly Smith, veepee and director of station administration, will continue to head up the CBS owned and operated stations, working directly with Joseph H. Ream, executive veepee. Thus, three of the departments that Meighan supervised will be split up between two CBS executives.

The web's sales promotion department, formerly headed by Ratner and now Louis Hausman, will report directly to CBS President Frank Stanton. It is not anticipated that Hausman will be upped to veepee.

CBS has appointed Wendell B. Campbell to become general manager of WCCO, the net's outlet in Minneapolis-St. Paul. He replaces Merle Jones, the former WCCO general manager, who goes to KNX, Los Angeles. Campbell comes to WCCO

Hub Papers Vie In TV Sections

BOSTON, Oct. 1.—Two Boston Sunday newspapers, *The Globe* and *The Herald*, fought it out in special television sections published last Sunday (25). Each printed 16 pages with about 26,000 lines of advertising, *The Globe* having a slight edge.

The Globe had two editors working full time for two weeks on editorial content, most of it fresh, staff-written stuff by department experts, while *The Herald* depended largely upon boiler-plate and canned stuff from the networks and local stations. *The Herald's* Sunday circulation is about 249,000, while *The Globe's* is just under 400,000.

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from KMOX, St. Louis, where his replacement will be Erwin H. Shomo, former sales manager of WBBM, Chicago. All these stations are CBS owned and operated.

RF-FCC Action Halted Pending Networks' Case

CHICAGO, Oct. 1.—The federal suit of Radio Features, local production company, against the Federal Communications Commission's (FCC) anti-giveaway program rules was postponed this week and a possibility that the suit never will be completed came to light.

With the agreement of the FCC, the three-judge hearing which had been set for October 7 was postponed because it would have produced only an interlocutory ruling, while the FCC has expressed a willingness to have the actual merits (validity of the rules) tested in the Appellate Court and then referred to the Supreme Court for final decision.

Walt Schwimmer, president of Radio Features, told *The Billboard* that he would like to have his suit here postponed until final Supreme Court decision on the networks' New York suit was handed down. He said that if the decision were against the FCC he would drop his suit, but if the FCC won, he would reactivate his proceedings.

Walter Tinsley, who has handled the case for Schwimmer, said that continuance until handing down of the Supreme Court decision on the networks' suit would require the approval of the government, and that so far FCC attorneys had not been approached. If the FCC is not willing to allow the indefinite continuance, he stated, Appellate Court hearing

Chi Video Men Blast High Operation and Talent Costs

CHICAGO, Oct. 1.—A collective expression of displeasure with the high cost of television operations and excessive talent charges but still an over-all note of optimism for the future was delivered here last week by executives of four local video stations at a meeting of the Chicago Television Council. Addressing the meeting were Chick Showerman, vice-president in charge of the National Broadcasting Company Central Division; John Mitchell, manager of WBKB; Bruce Dennis, assistant manager of WGN, Inc., and Roy McLaughlin, manager of WENR and WENR-TV, local American Broadcasting Company outlets.

Altho he was optimistic about the outlook for fall business, Showerman said it would be a long time before TV stations made money. He said he had never "seen a business in which you can go broke faster," and pointed out that TV network operational costs were "seven times" those of AM.

Taking a strong stand against high talent costs, Showerman said he wanted to caution stations and agencies against the current practice of bidding for talent. He said such bidding had hurt AM and that if similar practices in TV were continued, that medium would be hurt, too. "TV talent costs should be kept down," he stated. "Bidding for talent

Richards' Renewals

WASHINGTON Oct. 1.—The applications for license renewals of WJR, Detroit, and KMPC, Los Angeles, are to be aired along with the news-slanting charges against their owner, G. A. Richards, according to an order by the Federal Communications Commission (FCC) yesterday (30). The renewal bid of the third Richards station involved WGAR, Cleveland, was thrown into the general Richards hearing earlier by the Commission.

Radio Guild Opens New CBS Pact Push

NEW YORK, Oct. 1.—The Radio Guild (Local 50, United Office and Professional Workers' Union) this week opened its campaign for a new contract to cover 500 white collar workers at the Columbia Broadcasting System (CBS) by presenting its demands to web execs at a Thursday (29) confab. CBS will deliver its counterproposals Thursday (6).

The union's most important demand is for greater job security for its members at CBS. In line with this concern the labor org wants company-wide seniority to precede job classification seniority, that CBS shall not have the sole prerogative to determine ability and that the burden of work, layoffs and promotions be a subject for consultation with the union.

The Radio Guild also wants a 15 per cent hike across the board, a 35-hour five-day-week with daily overtime and three weeks' vacation after three years, not five years as in the present pact.

The union, however, feels that its members need greater job security because of the two layoffs in the past two years.

on merits will be held here in about 60 days. If this hearing were held, decision would be appealed by either party directly to the Supreme Court.

Net Near SRO With Inking of 3 Half-Hours

Schlitz, Gulf, RCA Bagged

NEW YORK, Oct. 1.—The National Broadcasting Company (NBC) this week put its hooks into three new half-hour commercials, bringing the web close to the S.R.O. sign. The web's problem, which at the start of the year was how to fill the time left open by programs moving to the Columbia Broadcasting System (CBS), now is where to put the business it's getting.

Accounts nabbed by NBC this week are Schlitz beer, for *Halls of Ivy*; Gulf Oil, for *We, the People*, a CBS show for seven years, and a half-hour dramatic program to be sponsored by RCA Victor, sister RCA subsidiary of NBC. Niles Trammell, NBC president, was closeted all day Friday (30) with sales execs, trying to effect time swaps to handle the new shows. Chief problem is Schlitz. NBC has an open half hour at 8 p.m. Friday, but Pabst beer airs *Life of Riley* that same night and neither account wants to share the evening.

One possible deal may find *Cavalcade* (DuPont) switching from Tuesday night at 8 p.m. to the same time Friday, with *We, the People* taking the 8:30 time for a simulcast on AM and TV. Another possibility involves the 10 p.m. Friday night spot which is being given up by Mars Candy. However, the Grant Agency may sell the Mars show, *Dr. I.Q.* to another account.

Schlitz is buying *Halls of Ivy*, starring Ronald Colman and written by Don Quinn, the Fibber McGee author-partner. Colman was able to take the job after Benton & Bowles and Prudential Life Insurance released him from an exclusive contract.

CBS stated that among other reasons for the *People* shift to NBC was its inability to clear sufficient time on the video network, with the show now going into Pittsburgh, Gulf Oil's home town, on delayed kinescope. Also figuring were the carry-over accruing on the NBC-TV network at 9 p.m., the present *People* time on CBS, from the Milton Berle show, which signs off at 9 p.m., plus the AM-NBC competition from Bob Hope.

RCA is buying an NBC package, probably *Four Star Playhouse* but the time has not been set. It may wind up as a Sunday afternoon airer.

Sale of the 8 to 9 Friday hour poses another problem for NBC which is committed to airing Henry Morgan and Martin Lewis. The result may be that NBC may spot these and other packages it is trying to build into 11:30 p.m. spots across the board.

Lend-Lease

WASHINGTON, Oct. 1.—WRC, local outlet of the National Broadcasting Company (NBC), has agreed to lend disk jockey Bill Herson to its Baltimore affiliate, WBAL, for a series of 45-minute noontime shows. The agreement was negotiated in connection with the 10-year contract Herson signed with WRC and its TV affiliate, WNBW this week.

TV-LEGIT-FLICKER AMALGAM

Video Luring Top Scripters Of Broadway

Rice, Kaufman, Hart, Hurst

(Continued from page 3)

the series but they will supervise the final scripting. Stone has also pacted ace film and radio writer Norman Corwin and the author of *Mrs. Miniver*, Jan Struthers. Corwin is tackling a dramatic fantasy theme for his first TV venture, and Mrs. Struthers will write and appear on a show tagged *Jan in Blue Jeans*, an outgrowth of her various hobbies.

Earlier this week, Thursday (29), another top name entered TV when Broadway producer Arthur Schwartz premed a video version of his hit musical, *Inside U. S. A.*, for Chevrolet. In addition, the star-studded credit line-up listed tunes by Howard Dietz, Ira Gershwin, Oscar Hammerstein II, choreographer Paul Godkin and Broadway musical director Jay Blackton.

Fanny Hurst Intrigued

Another name writer eying TV is Fanny Hurst, who is currently working on a television package.

The Stone agency has had Elmer Rice's *Counselor at Law* series on tap for some time, but only recently obtained permission to kinescope it from Universal-International Pictures, which holds the film rights to the play. The Rice show will carry a credit line for the studio, "Presented in co-operation with Universal International." Sam Levene and Jose Ferrer are among the top actors mentioned as leads.

This name-invasion of TV is in sharp contrast to the earlier days of radio, a period comparable to video's present stage of development when top talent scoffed at the medium. There are a number of reasons for the increased lure of television for theater big-timers. The most important one probably being that TV production standards have improved tremendously during the last year, as evidenced by CBS's fine video dramatization of *Mama*, adapted from Kathryn Forbes's best seller, *Mama's Bank Account*. *Mama* is scripted for TV by another legit playwright, Frank Gabrielson, who wrote *Days of Our Youth*.

Pic Complications

One of the biggest problems involved in telecasting the works of hit playwrights is the fact that many of their top properties are owned by the film companies, which are reluctant to grant kinescope rights. In the case of *Mama*, however, this problem was circumvented, since the flicker version was taken from Miss Forbes's stage play titled *I Remember Mama*, and the TV series, tho actually the same yarn, was ostensibly derived from the book.

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NBC's Higher Tele Rates

NEW YORK, Oct. 1.—The National Broadcasting Company (NBC) this week revealed its new increased tele rates. Higher rates become effective November 1 of this year, with the standard six-month protection arrangement. Over-all, the hike is in the neighborhood of 40 per cent.

NBC, in advising agencies of the revision, is stressing the TV circulation gains, pointing to an anticipated April, 1950, audience potential of over 3,000,000 families. Cost per thousand is cited by NBC as \$3.15 for November 1, compared to \$6.31 two years ago.

Station	City	Gross Evening Nov. 1, 1949	Hour Rate April 1, 1949	Estimated Sets Installed Nov. 1, 1949
*WNBT	New York	\$2,000	\$1,500	850,000
*WBZ-TV	Boston	750	400	150,000
*WRGB	Schenectady	325	250	34,000
*WPTZ	Philadelphia	1,000	625	240,000
*WBAL-TV	Baltimore	550	375	85,400
*WNBW	Washington	500	350	64,400
*WTVR	Richmond	250	175	16,900
*WBEN-TV	Buffalo	325	250	34,800
*WNBK	Cleveland	600	375	90,000
*WSPD-TV	Toledo	300	200	24,200
*WWJ-TV	Detroit	600	400	97,000
*WNBQ	Chicago	1,000	600	206,000
*WTMJ-TV	Milwaukee	350	300	39,500
*KSD-TV	St. Louis	425	300	50,000
*WGAL-TV	Lancaster	200	150	12,000
*WNHC-TV	New Haven	400	300	50,000
*WDEL-TV	Wilmington	200	150	15,500
*WLWT	Cincinnati	350	300	32,400
*WSB-TV	Atlanta	250	200	20,600
*WBAP-TV	Fort Worth	250	200	19,200
*KNBH	Los Angeles	900	600	220,000
*WBT	Charlotte	175	150	6,700

The rates of the following NBC TV affiliates remain unchanged on Nov. 1, 1949:

Station	City	Current Gross Evening Hour Rate	Estimated Sets Installed Nov. 1, 1949
*WICU	Erie	\$200	10,400
*WJAR-TV	Providence	250	21,700
*WHAM-TV	Rochester	200	7,900
*WLW-C	Columbus	200	11,000
*WLW-D	Dayton	200	13,000
*WDTV	Pittsburgh	350	32,000
*WLAU-TV	Grand Rapids	200	6,400
*WJAC-TV	Johnstown	150	5,700
*WMCT	Memphis	200	8,100
*KOB-TV	Albuquerque	150	1,300
*WAVE-TV	Louisville	\$200	11,100
*WDSU-TV	New Orleans	200	9,800
*KDYL-TV	Salt Lake City	150	8,000
*KRON	San Francisco	350	18,000
*KING-TV	Seattle	250	11,600
*WBBC-TV	Birmingham	200	5,900
*WFMB-TV	Indianapolis	200	10,100
*WKY-TV	Oklahoma City	200	8,200
*WKTV	Utica	150	2,700
*WMBR-TV	Jacksonville	200	1,000
*WDAF-TV	Kansas City	225	6,000
*WOW-TV	Omaha	200	6,500
*WFTY-TV	Greensboro	150	2,700
*KFMB	San Diego	200	8,100

Asterisks indicates interconnected network station as of Nov. 1, 1949.

Late Eve Shows in Demand On New York Video Stations

NEW YORK, Oct. 1.—Late evening hours are rapidly shaping up in importance in the New York television picture, video execs declared this week. One firm especially, Sheck, Dahlman & Black, is specializing in airing shows after 11 p.m., with the shows especially produced for local advertisers.

There are several reasons for the emphasis on later hours. One is that viewers are demanding such service and another is that increasingly tight network schedules are forcing expansion. Still another is that local advertisers can take advantage of the lower rates in effect at these periods, most stations applying Class C rates after 11 p.m.

Sheck, Dahlman & Black currently have two late-hour shows on the air,

Bob Schuler To Head Y&R Central Casting

NEW YORK, Oct. 1.—Bob Schuler this week was appointed head of central casting at Young & Rubicam. Schuler's main task will be to select actors and actresses for the numerous Y&R. shows on TV.

The new casting director has been with the agency some time, his last assignment having been with the Bigelow TV program.

with a third to bow October 25 on WNBT. This will be an hour-long live dramatic show, shot in documentary fashion on the streets of New York. Sponsors will be Bedford Stores, TV retailers in Brooklyn, with Stromberg-Carlson picking up part of the tab. Program title is *City at Midnight*.

Other shows involved are *Telefinds*, on DuMont Wednesday nights, sponsored by Winston TV Stores of Brooklyn. The same retailer also bankrolls the Friday night *Esy Morales* revue on WNBT in conjunction with Stromberg-Carlson.

Kraber to CBS-TV As Exec Producer

NEW YORK, Oct. 1.—Tony Kraber, former DuMont manager of program presentations, this week became an executive producer at Columbia Broadcasting System (CBS)-TV. Before going to DuMont, Kraber had been with CBS for eight years.

At CBS-TV the program toppers are considering a new series with a romantic background, tentatively titled *Romance*, for presentation to video audiences. The web recently dropped its option on the Harvey Marlowe package, *Circus Saints and Sinners*.

Actors-Extras Feud Growing In Video Row

Peace Hopes Even Dimmer

(Continued from page 3)

former unions, other than musicians. The film unions favor a split jurisdiction with the proposed Television Authority (TA) to cover live actors and the SAG filmed TV, both kinescope and straight film.

Both sides are adamant. The Eastern unions—the radio actors, American Federation of Radio Artists (AFRA); legit, Equity; variety, American Guild of Variety Artists (AGVA), and concert American Guild of Musical Artists (AGMA)—claim that the split arrangement would be unworkable and confusing. The SAG and SEG claim that to cede jurisdiction over film to TA would be deeding away, eventually, their very existence. In view of the stands each side is taking, talk of compromise, while hopeful, seemed unlikely.

Praxies Huddling

This week's meetings are to be followed by a session Tuesday (4) of the presidents of all the unions. It is reported that all concerned are going in with their dukes up. SAG, in particular, is reported doing a burn over a statement circulated by Equity, AFRA, AGVA and Chorus Equity to their members, with the film unions arguing that the statement distorted the facts in several serious respects.

Chief among these was the statement's claim that TA is not a new union. SAG declares that any united group of workers authorized to collect dues, negotiate contracts and call strikes is a union and that the acting field cannot take another union. SAG favors, instead, interchangeability of union cards in video, and the designation of one of the existing live talent unions to assume jurisdiction over live tele and SAG-SEG over film tele. If the unions can't agree now, asks SAG, why should they be expected to agree under TA?

Another Objection

SAG also opposes a TA convention in two years, on the ground that only those actors who've worked in tele can participate and that this will discriminate against many film actors who want to wait two years or more to go into TV. SAG also claims that it will be dominated by the Eastern unions and that claims of equal representation will not stand up. In this direction, SAG points to the generally accepted fact that AFRA is directed from the East, rather than nationally.

SAG also says the Eastern unions' statement did not tell the whole story insofar as the question of payment for reissues is concerned. In its new contract, now in effect with over 500 film producers, SAG requires notification on reissues of films made after 1948. Upon this notification, SAG can void its contract, placing the producer on the unfair list. This means that SAG has a bargaining right on reissues and more important, that its contract stars can strike without breach of contract.

In any event, one thing is certain: Unless a compromise is effected, SAG will organize TV film, nationally; TA will counter, both for live and film TV, and the most serious actor war in showbiz history will be under way.

"Riley" Stirs Coast Videomen

Show Shifts Emphasis to H'wood Pix?

Names May Go to Tele

HOLLYWOOD, Oct. 1.—There was joy among Hollywood tele men this week following private screening of the first episode of *Life of Riley*, video film series which tees off over National Broadcasting Company (NBC) Tuesday (4) for Pabst Beer. Shown by NBC over closed circuit for agency execs and trade press, the *Riley* sampling started a wave of optimism regarding Hollywood's tele future. Consensus was that *Riley* would be a trailblazer for a swift and important shift in video thinking, with emphasis on Hollywood production of inexpensive tele films.

H. Paul Warwick, prexy of the Warwick & Legler ad agency, said that films such as *Riley* would step up the entire level of television entertainment.

Warwick held that newly developed film technique would pave the way for name talent to plunge into video. Said Warwick, "Stars who have acquired a great deal out of radio and pictures in Hollywood won't move to New York. Therefore, films such as these not only offer them adequate means of presentation but permit artists to remain in Hollywood for other commitments,

Polgar To Expand Seg to Half-Hour

NEW YORK, Oct. 1.—Trimount Clothing, the sponsor of *The Amazing Polgar*, now on the Columbia Broadcasting System (CBS) TV network Friday evenings 7:45-7:55, has decided to expand its program to a half-hour and is searching for time on the web. The 10-minute show has been on only three weeks but has met with such good reception that the sponsor wants more time.

The fact is that Polgar, a hypnotist, needs more time to give the show body. William Weintraub is the agency.

thus opening a new reservoir of talent which so far has been reluctant or unable to go to tele."

Promote Film Names

In addition, Warwick felt motion picture people will find this film system the answer to promoting their stars via tele. Heretofore, pic studios have shunned live production or kinescope because of technical flaws involved. Henceforth, however, talent can be offered the same production benefits now enjoyed on theater films. Pic producers, moreover, will be eager to adopt potential economies which will enable them to make tele films on an inexpensive but profitable basis.

Sid Strotz, NBC Western division veepee, likewise hailed *Riley* as a tele milestone. Strotz scoffed at talk of super duper coast-to-coast network shows to be done via coaxial cable.

"The cable costs will be prohibitive for anybody to buy long hauls except for special events, and the time differential will be more serious in tele than it ever has been in radio. The only solution is to perfect kinescope and film processing," he commented.

Cost Kept Down

What had the trade agog was the simplicity and entertainment values of *Riley*, produced at a cost equal to or less than the live production. Total estimated cost per episode was pegged at \$5,500 to \$6,000, which includes fixed production price of \$2,500 plus cast and writing talent. This \$2,500 figure included full facilities of Filmtone, Inc. (maker of the series), and covers studio costs, sets, film raw stock, processing, cameras and technical labor. Talent, writing and direction (including services of writer-director-producer Irving Brecher) account for the rest. It was estimated that comparable live production would cost at least \$6,000 and more if extensive rehearsal and overtime were needed.

Critical reaction to the sample was overwhelmingly good, praising both scripting and direction and cast which featured Jackie Gleason in the title role with Rosemary DeCamp, Sid Tomack and John Brown in support. Settings, lighting and production were simplified, with processing giving projected print absolute clarity.

Of importance to one client was the prediction that *Riley* would cause other bankrollers, agencies and talent to follow suit. The arguments against kine or live production, which have so far proved a powerful (and convenient) excuse for shunning tele, were dispelled by the *Riley* offering, coupled by the kickoff of the Ed Wynn show.

CBS Quits on Negro Show as Berle Rival

NEW YORK, Oct. 1.—The Columbia Broadcasting System (CBS)-TV this week evidently decided that *Sugar Hill Times*, its Tuesday evening all-Negro variety show slotted opposite Milton Berle, presented no threat to the comic and shifted the program to a new spot. *Sugar Hill Times* moves to Thursday 8:30-9 beginning October 6 in a new half-hour version which will be offered on alternate Thursdays with *Inside U.S.A.*

The *Film Theater* will occupy the Tuesday evening CBS-TV slot opposite Berle. The web, however, has plans to put another live program into the time to offer competition to the comic.

Insiders in the trade are also talking about the way Berle effectively countered the CBS Negro extravaganza when he presented Jackie and Bill Robinson on his program Tuesday (27). Jackie and Bill probably rate one, two in the Negro entertainment world.

Whitehall May Put 'Mr. Keen' on Video

NEW YORK, Oct. 1.—Whitehall Pharmacal Company this week was considering presenting a tele version of *Mr. Keen*, its radio property currently on Columbia Broadcasting System (CBS) Thursday evenings, 8:30-9. The move is waiting for an expansion of the product's TV budget.

Whitehall recently cancelled *Armchair Detective*, which was on CBS-TV Thursday evenings, 9-9:30. This was a low-budget mystery program which was offered on kine in the East. Benton & Bowles is the agency for Whitehall.

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during the 1949 season



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The boys at Ajax thought they could run that product on a 20% sales gain in greater New York without using WOR. PENALTY—A WOR personality like Martha Deane, Stan Lomax, or Barbara Welles.



INTERFERENCE WITH PLAYER

Bill Grum disagreed with Harley Transfer regarding Hannibal Nail Polish's use of a WOR woman's show. Wasted 4 weeks on media duds. PENALTY—WOR participation that boosted sales more than 30% in less than 10 weeks.



CRAWLING BY BALL CARRIER

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—that all-american seller

at 1440 Broadway, in New York

WOR

CHIPS DOWN IN COLOR WAR

FCC Puzzles Okay for CBS, Wait for RCA

"Tentative Standard"

(Continued from page 3)

strom, vice-president in charge of research at RCA Laboratories, gave price estimates for RCA color sets as follows: \$400 to \$550 for the lowest cost color receiver; \$550 to \$700 for a six by 9½-inch projection type; \$650 to \$800 for a 10-inch direct-view model; \$800 to \$1,000 for a deluxe model with a 15 to 20-inch screen. RCA's price estimates are about 100 per cent higher than for comparable low-cost black-white receivers, but in the top-bracket range, RCA's estimated color costs are not much different than for black-white receivers. The implication here is that RCA figures color television would be a luxury for some years, and that color video would take a long while to penetrate to widely popular programming.

One of the strongest factors seen in RCA's favor is the traditional conservatism of government agencies such as the FCC which, in guarding the public interest, veers a slow but sure course in arriving at a decision, rather than risking a plunge into icy waters. This is an attitude which CBS will try hard to overcome, both in direct testimony to be touched off by Stanton Tuesday (4) and during cross-examination. There appears to be no doubt that Stanton and Goldmark will get friendlier treatment from FCC questioners than Engstrom and Radio Manufacturers' Association (RMA) President Raymond C. Cosgrove did this week. RCA and RMA witnesses were subjected to particularly caustic examination by Commissioners Frieda Henneck and Robert F. Jones, who voiced anger over the position of the majors in the industry in asking for a delay on final standards. Commissioner Henneck declared that the FCC is justified in chafing over its plight of being criticized by Congress on the one hand for the color TV delay and being urged by the industry jumbos on the other hand to defer standards until after several months of field testing. At one heated juncture in questioning Engstrom, Commissioner Henneck declared, "The commission has been on the spot long enough, and I think it's high time that the public was made aware that it is not the FCC which is delaying color or delaying lifting the freeze, but that it is you manufacturers who are responsible for the delay." Engstrom recommended that the freeze be lifted immediately and that the FCC allocate ultra-high-frequencies (UHF) for TV, but he urged that tentative color standards be set up in order that ample time would be open for field

CBS Stages Big Color Exhibs In D. C.; RCA Preps Official Show

WASHINGTON, Oct. 1. — Color video demonstrations have become a dime a dozen in Washington, and the chances are that they'll become just as common in New York and Princeton in the field testing phase sometime hence. The demonstrations, which are being staged in conjunction with the Federal Communications Commission's (FCC) color hearing, are whipping up interest not only among technicians and other industry folk, but also in the general press.

Columbia Broadcasting System's (CBS) demonstrations this week featured several New York web shows with the casts performing from the web's capital studio outlet, WTOP, going by microwave relay to TV Station WOIC's transmitter here, from where the programs are beamed to the antenna atop the Statler. The opener was Monday night (26) with the *Variety Show* featuring Paul Winchell. The following day the web's *Cooking Show*, featuring Louise Albretta, was programed, and Wednesday, the regular broadcast of *Capitol Cloakroom*, with Sen. Margaret Chase Smith, of Maine, being interviewed, was beamed. On Thursday (29), CBS gave a colorcast of sports by programing part of a local high school scrimmage. Yesterday (30) shows included the evening *Variety Show*.

In the pick-up of the high school gridgers, CBS gave evidence that the color system stands up well even from long shots and when cameras are being dollied. The brilliant hues of grid uniforms stood the test of the telecast in running plays. In studio-originated shows the color gave con-

testing. Pressed for something more specific, Engstrom estimated that RCA's system would be much nearer readiness by next March but that this would not prevent the FCC from setting tentative standard to "point an objective," the objective presumably being RCA's system. Earlier in the week Cosgrove had told the commission that at least half a year's field testing would be necessary for any color system.

The dullness of engineering testimony was broken by heated wrangles, and at one stage yesterday (29) a free-for-all tied the hearing in a legal knot for nearly an hour while the question was pondered as to whether Engstrom would be permitted to introduce in his testimony any comparisons which were disparaging to the rival color systems of CBS and Color Television, Inc. The latter firm is planning to put on a demonstration here in conjunction with the hearing, and Carl Wheat, Washington lawyer for the outfit, finally won from Engstrom a withdrawal of references to Color Television, Inc. However, CBS lawyer Richard Salant declared that he would prefer to let the CBS reference remain in the RCA testimony as a target for cross-questioning later in the hearing.

Engstrom's suggestion this week that the commission solve its problem by issuing immediate "tentative" standards is not palatable to most commissioners, but this is viewed as the only way that the FCC can avoid delaying a thaw of the TV freeze which, according to the commission's timetable, must stay in effect until standards are set. Also troubling the commission is the question of whether a delay of several years might develop before color TV would get under way commercially if the FCC gives the nod to RCA over CBS.

siderable depth, proving as the color demonstration did here in August that color TV has terrific audience appeal.

Exhibit Difficulties

In an afternoon demonstration here yesterday (29) the system appeared at its worst due to mechanical interference. Curiously enough, in a program in which a girl was demonstrating cloth color patterns, the girl appeared almost in monochrome while the colors on the cloth appeared in bright hues.

RCA's color is being shown at well-guarded demonstrations at intervals, with an official demonstration to be given October 10. WNBW, owned by RCA subsidiary, the National Broadcasting Company, is the key station for RCA color. Color transmission by RCA has no effect on reception by home monochrome receivers. CBS reports that no complaints have been received of interference on home receivers during CBS color transmission, pointing out that black-white sets are apt to show the four separate frames of monochrome pictures transmitted by color only if the receivers are especially sensitive.

A demonstration comparing both RCA and CBS will be staged at a later date with receivers side-by-side. Allen B. DuMont Laboratories will get in with a monochrome receiver to be placed next to the color receivers after gaining FCC permission yesterday (29). Color Television, Inc., of California, is also planning a demonstration.

RCA, CBS Vie For Color Bally; FCC in Middle

WASHINGTON, Oct. 1.—The battle raging between the Columbia Broadcasting System (CBS) and the Radio Corporation of America (RCA) to secure top press notices for their respective color systems is hitting a zippy rate. Both sides are claiming alternate successes, and the Federal Communications Commission (FCC) is visibly straining under the effects in terms of generated public interest.

The tip-off on the pressure the Commission feels itself under came during the questioning of Dr. Thomas Goldsmith, DuMont Laboratories, at the hearing this week. Goldsmith was urging long field tests of all color systems before any decision, when Commissioner George Sterling, an engineer himself, interrupted. "Isn't it true," he asked, "that regardless of the present state of color, the layman believes that color is definitely here?" Goldsmith replied, "I'm afraid it is."

In the FCC files, letters from the general public are mounting up on color, all urging that it be put into effect at once. One typical letter declared: "Why don't you (the Commission) quit stalling around and give us color television?"

CBS and RCA word artists have congregated in Washington and are throwing the rhetoric at as many reporters as they can corral. Each camp is trying desperately to convince the press that it has the only suitable color system. The local press has been full of the hearings as well as the various communiques being issued periodically from CBS and RCA. Out-of-town sheets and press associations are heavily represented.

Biow Searches For 5-Min. TV Pix for Clients

NEW YORK, Oct. 1.—The Biow Company this week was conducting a search for more five-minute TV shows for its clients. The ad agency already has *Ruthie on the Telephone* on the Columbia Broadcasting System (CBS)-TV five nights a week for Philip Morris cigarettes.

The thinking of TV execs at the agency is that the five-minute across-the-board period on video is especially good for clients who have something to sell that must be bought every day such as cigarettes. The cost for the time period is fairly cheap, talent cost is much less and the sponsor has a chance to sell a potential customer each day, instead of getting only one whack a week at him. Several well-known comics have already been approached to develop shows for Biow.

WKRC-TV First Cincy Station To Use Coax Hook-Up

CINCINNATI, Oct. 1.—Network television, via the coaxial cable, came to Cincinnati Sunday (25), two weeks ahead of the actual arrival of the cable slated for October 5, via the pick-up route from Dayton, O.

WKRC-TV, *The Cincinnati Times-Star* station, was the first local outlet to air a live web show in this area, picking up at 1:55 p.m., the American Broadcasting Company (ABC) telecast of the New York Giants-Pittsburgh Steelers National League pro football game at Forbes Field, Pittsburgh, after WCPO-TV, ABC affiliate owned by *The Cincinnati Post*, relinquished its rights to the grid game in order to carry the Cincinnati Reds doubleheader from Crosley Field here. The football telecast was sent to Dayton along the cable from New York after it had first been relayed from Pittsburgh.

Until the cable reaches Cincinnati October 5, tentative completion date of a relay tower in White Oak, O., WLW-TV, National Broadcasting Company (NBC) outlet, and WKRC-TV, Columbia Broadcasting System (CBS) affiliate, will pick live net programs off the cable at Dayton. WHIO-TV, Dayton CBS affiliate, will relay segs to WKRC-TV. WLW-D, Crosley-owned Dayton station, will pipe programs to WLW-TV, while Crosley's WLW-C, Columbus, O., will receive programs over an existing microwave relay.

WLW-TV marked reception of NBC programs Sunday with a special hour-long telecast of local talent as a salute to NBC. This was followed at 7:30 p.m., by a network salute to the station and a welcome by Niles Trammell, NBC prexy. The station then aired net shows from New York and Chicago until 10:30.

Following WCPO-TV's telecast from Crosley Field, the station aired ABC's *Super Circus*.

First CBS program was aired at 7:30 p.m. by WKRC-TV. There followed two hours of live network shows from New York.

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The Texaco Star Theater

Reviewed Thursday (27) 8-9 p.m. EDT. Sponsored by the Texas Company thru the Kudner Agency, via the National Broadcasting Company, New York. Producer-director, Ed Cashman. Cast: Milton Berle, Bill Robinson, Billie Burke, Jackie Robinson, Bela Lugosi, Al Roth orchestra, the Maxellos, Sid Stone.

In some respects, tele does a lot of things radio does but on a much larger scale. It makes stars faster—witness Milton Berle; it builds ratings faster—witness Milton Berle—and it may exhaust show formulas much faster. Berle may eventually be the star witness on this last, too. The reason, obviously, is that the tenacious adherence to the formula quickly deprives it of the freshness so vital to continued success. Fred Allen once observed that only a schrook tinkers with a successful formula, but Fred was speaking of radio, and years before television began reshaping the showbiz world.

So it will become a question of time before Berle runs out of trick costumes for his first entrance, and a question of time before his repeated use of certain stock gags becomes as familiar to the TV audience as it is to perpetual night clubbers. This in no wise detracts from Berle as kingpin of TV, but it makes his problem that much more acute. In what direction do you travel from the top?

Bojangles Overworked

Thus, skipping lightly over the first Texaco show of the series, and taking up with the second, it adds up to taking up just where the series wound up last spring, sans anything new—and noticeable short of outside acts to lend variety. The result was that not only did Berle work, as always, thruout virtually the entire show, but one of the acts, the ageless Bill Robinson—so great a showman—did his own number and participated in two others, one with Jackie Robinson, the Dodger ball player, and one in a Ziegfeld nostalgia reprise session closing the show. If acts are short now, in the second week, what's the outlook upcoming?

The Ziegfeld number, cued in via Berle's interview with Billie Burke, was high in nostalgia value, with a number of mimics doing Helen Morgan, W. C. Fields, Nora Bayes et al., winding up with Berle's imitation of Eddie Cantor. The preceding palaver, tho, with Miss Burke, was entirely artificial and overly saccharine.

Slapstick Vital

Berle should make it a must to get one wild sketch into each show, the sort of slapstick, cornball-idiocy built around Bela Lugosi on this show. It's almost Keystone cop-like in its flavor; provides a wonderful pace for the show and provides ample opportunity for Berle's own antics. Which the people want.

Opener was the crack Risley four-some, the Maxellos, with Berle in, of course, for the bounce-around pay-off. A later spot, with Jackie Robinson, was poorly handled, with the ace ball player standing awkwardly and abruptly cut off in the middle of an interview to bring on a baseball sketch.

Sid Stone's pitchman commercial, this time using a youngster caparisoned in like garb, was more than usually inventive. Jerry Franken.

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Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Arch Oboler's Comedy Theater

Reviewed Friday (23), 8-8:30 p.m. PST. Sustaining over KECA-TV, Hollywood, American Broadcasting Company. Written-produced-directed by Arch Oboler. Television director, George M. Cahan. Cast: Frances Rafferty, Hans Conreid, Olin Soule, Sara Berner, Ken Christy, Marna Kenneally. Music, Rex Koury, organist.

Ostrich in Bed, initial Comedy Theater offering, marks Arch Oboler's tele debut in his series to be written-produced-directed for ABC-TV. Oboler's video vehicles are among the shows net is producing in Hollywood for kine distribution to its other outlets.

As farces go, *Ostrich* makes the grade, but reveals little that's worthy of the Oboler pen. While awaiting a prospective client's arrival for dinner, an agency rep and his wife discover an ostrich in their bedroom. Hubby calls the cops, but the desk sarge is too busy reading the Kinsey Report to be bothered and passes off the caller as a drunk. Humane society can't help the distressed couple because neither man nor wife can say whether the bird is male or female.

With the ostrich closeted in their bedroom, pair undertake to entertain the client (Hans Conreid). To cover the bird's racket, ad man keeps breaking dishware while the guest proceeds to get plastered on his own 90-proof product, "Grandmother Bedlia's Elixir." Client continually begs to be excused from the table, but host and hostess fear he'll discover the bird and therefore ignore his pleas. One bottle and set of dishes later, guest can no longer contain himself, forces his escape only to be encountered by the ostrich. Client runs from the house in semi-hysteria. To rid the show of the ostrich, Oboler has the wife drive it from her house.

Flimsy tale stretched to 30 minutes is saved only by the comedy talents of Hans Conreid who steals the show first as an eccentric advertiser and then as a drunk. Even his over-acting hits the laugh spot. As a whole, *Ostrich* holds plenty of chuckles. Pace is snappy and camera work, cutting and lighting well handled. Scenes with the ostrich

Look Photocrime

Reviewed Wednesday (28) 8:30-9 p.m. EDT. Sustaining over the American Broadcasting Company (ABC). Produced by Murray Burnett for Mildred Fenton Productions. Direction, Babette Henry. Script, Murray Burnett. Designer, E. Albert Hescong. Cast: Chuck Webster, Diana Douglas, Joe De Santis, Lyle Sudrow, James Van Dyke, Casey Allen, Charles Gaines and Don Patrick.

The first episode in the *Look Photocrime* TV series represented a measure of noticeable but not spectacular progress in bringing mysteries to the video screen. The acting was strong thruout, the script was spotty but offered natural lifelike dialog and the slick production held consistent interest. Where the show fell short was in its story, involving a female free-lance investigator who gets some information on a big time gangster and then tries to sell it to a mayoralty candidate. Her informant, however, gets "lead poisoning." Page Inspector Hannibal Cobb.

The device used to trap the criminal was a routine one often employed. The brainy inspector sent the girl's fiance out with papers desired by the gangster as bait to trap the hoodlum. Needless to say, the detective's scheme clicked.

Relaxed Shamus

The fact that the inspector is a relaxed type of shamus makes for a refreshing change from the current tough guy gumshoe operating on the air and in TV. Nevertheless, the character must have more color, either in the writing or the playing, to hold the audience. Chuck Webster did not give the role the lift required, probably because of the script.

Diana Douglas turned in an unusually good portrayal of the female private eye. Miss Douglas intelligently underplayed but with a method that socked her role across. Lyle Sudrow was an effectively jittery fiancee. James Van Dyke looked properly, pompous as a would-be mayor.

Babette Henry's staging contained good visual movement. The show was also aided by some fine camera work.

Leon Morse.

were filmed and capably blended into the live action.

Lee Zhitto.

"Inside U. S. A." Preem Strictly Inside Boredom -- and on Wheels

This was an eagerly awaited premiere, representing one of the most lavish production expenditures in tele to date. As it played on the screen, it was also one of the most disappointing shows on the books. If any further proof is necessary that television and the production techniques of other ends of showbiz—be they legit, films or radio—are completely incompatible, *Inside U. S. A.* provides that proof, and with plenty to spare. The show most likely to be compared with *Inside* is the defunct *Admiral Broadway Revue*; but one was produced for video, and was a good video show. The other, *Inside*, was produced along formal legit revue lines, not along TV lines, and was a bad show. Would have been a bad legit, too, to note in passing; the material wasn't there.

And the legit approach was so apparent. An opening chorus, ensemble singing in several numbers, choreography with a strictly orchestra-seat, rather than living-room-easy-chair, approach. How TV is reshaping

showbiz! Once you had to give 'em as many dancers as possible; now, in TV, once you have more than two on the screen, it becomes a mess. Maybe when home-movie-size screens at standard inside U. S. A. homes, then some compromise between the legit-film dance techniques and the TV techniques will be possible. But not while those 10 and 12-inch jobs dominate.

In one measure, there's no excuse for the debut flop of the show. True enough, Arthur Schwartz and company have had no tele experience, but that doesn't hold true of Campbell-Ewald, the agency on the show. The repeated mistakes *Inside U. S. A.* exhibited should have been as glaring on the rehearsal monitor as they were on the air. Beyond that, there could be no excuse for the parade of dull material, especially two trite and overdone sketches each of which began with a flaccid premise and grew progressively worse.

The tele show is out of the legit,

Philco Television Playhouse

Reviewed Sunday (25), 9-10 p.m. EST. Sponsored by Philco, thru the Hutchins Advertising Company via the National Broadcasting Company, New York. Director, Gordon Duff; adapted to TV by Sam Carter from Paul Gallico's novel, "The Lonely." Cast: William Prince, Kim Hunter, Walter Greaza, Regina Wallace, others.

Philco's new fall show features dramatizations of current novels chosen in co-operation with the *Book of the Month Club*. Judging by last week's rapid, slow moving performance of *The Lonely*, the literary conferees need to brush up on their video requirements. Paul Gallico's introspective love story, based on a wartime triangle, was mainly concerned with mental conflict, and, as such, offered slim script pickings for action-demanding TV.

Transcribed to video, sans the plot motivation of the characters' thoughts, the play resolved itself into a pointless yarn about a young U. S. Air Force pilot (William Prince), suffering from occupational fatigue. On sick leave, he trekked to Scotland with a mousy little corporal (Kim Hunter) and fell in love with her over the week-end. In order to break his engagement to a childhood sweetheart, he hummed an AWOL ride home. A weepy session with his mother, however, changed his plans, and he left without seeing the gal. Back in England he staged a grand reunion with Patches, and, for no reason apparent to the televiewer, asked her to marry him.

Kim Hunter Tops

Top cast honors went to Kim Hunter who brought a tender, quiet charm to the role of Patches. Her wholesome American accent, tho, was at odds with the character's avowed English heritage. In the totally unbelievable title role William Prince had a tough histrionic row to hoe. He managed to be fairly convincing as the nerve-ridden young soldier, but his spasms of boyish enthusiasm were overdrawn. The combined thespian efforts of his parents were strictly from soap opera.

The script's generally sluggish pace was briefly brightened during the holiday scene, via several beautiful scenic film clips of the Scottish country side.

Philco gave a neat interpretation of its sales slogan — "Famous for quality the world over" — by flashing close-ups of its appliance line against a whirling prop globe. Additional plugs between acts modestly termed Philco's 1950 set line . . . "the most sensational radio ever built" and made a big pitch for the firm's new built-in TV aerial system.

June Bundy.

via virtually the same production group, and originally out of John Gunther's omnibus. The lead is Peter Lind Hayes, a talented comedian who quite naturally couldn't surmount his handicap, the script, but whose facile performance and mobile face offer much tele promise. If no better material is forthcoming, Hayes ought to do some of his own special material—not too hard to work into the routine—and give the show a bolstering badly needs.

Routining started off with the usual legit type of mixed chorus opening; (See "Inside U. S. A." on page 12)

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"WE DELIVER WHAT WE ADVERTISE"

The Wayne King Show

Reviewed Thursday (29), 9:30-10 p.m. Sponsored by Standard Oil Company of Indiana on a Midwest National Broadcasting Company network. Originated by WNBQ, Chicago. Agency, McCann-Erickson. Producer, Ken Craig; director, Bill Hobin; writer, Gerry Morrison. Choreography by Edith Barstow. Cast: Orchestra directed by Wayne King, vocalists Nancy Evans and Harry Hall, Don Large Chorus, Consuelo and Milba dance team.

A pleasant, relaxing show with good taste making it a proper entertainment vehicle for all the family, this new TV show sponsored by Standard Oil Company of Indiana is one of the best ever to originate in Chicago. It is tops for two reasons. First, altho the entertainment format is nothing new or sensational, it is completely satisfying for all but the small portion of the TV audience which might want ultra modern music, slap-stick comedy or gory drama. Secondly, it is a perfect show for the sponsor. It fits into the low-pressure, serviceable and dignified advertising and public relations policies of Standard Oil and its top management and appeals to both old and young—Standard's present and future customers.

King set the mood, tempo and purpose of the show when he stated in his introductory remarks that the show was designed "to be natural and to please you." From that point the program progressed with typical Wayne King music, some top interpretative dancing by Consuelo and Melba, a special choral routine depicting the cast in a football game environ, and duets by Nancy Evans and Harry Hall.

Especially effective were duets by Miss Evans and Hall and a closing routine featuring the entire ensemble in a rendition of *The Lord's Prayer*.

When plans for the show were first announced, trade skeptics doubted visual effectiveness of a primarily musical program. But with excellent direction, lighting and camera work coupled with successful attempts to dramatize each offering, the producers proved the shortsightedness of the doubters.

Commercials were in good taste, low pressure but effective. Films of dealers servicing cars (again emphasizing the service motif of Standard's advertising policies) were shown and live shots of an actor simulating a typical Standard dealer were used as transitional bits. King did his part, too, by verbally delivering a commercial stressing Standard's service policies.

This is one show which should last a long time. It's one which should make the sponsor happy. And it certainly is to be praised for its presentation of programing fare suitable for all the family, a welcome relief in these days of ever-increasing TV programs that have harmful sociological effect upon the juvenile and impressionable. *Cy Wagner.*

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The Front Page

Reviewed Thursday (29), 8-8:30 p.m. EST. Sustaining via the Columbia Broadcasting System (CBS), New York. Producer, Donald Davis in co-operation with World Video. Director, Franklin Heller. Writer, Alvin Sapinsky. (Based on the characters created by Ben Hecht and Charles MacArthur.) Cast: John Charles Daly, Jan Shaw, Mark Roberts, Leona Powers, Cliff Hall, Elliott Sullivan, Phillip Truex, John Jay Martin, Curt Conway, Richard Boone, Michael Lewin, others.

The Front Page, Ben Hecht and Charles MacArthur's famous shocker of the 1920's about a never-never land of hard drinking, rough talking newspapermen, has undergone a considerable softening-up process due to the sterner censorship of television. Compared to the stage play's salty lingo, the characters talk pretty tame, but the video version preserves much of the racy tempo and dowdy atmosphere of the original, and shapes up as a highly promising TV-series.

Plot-wise, tho, the initial program fell far below the standards set by Hecht and MacArthur. The stale format revolved around the attempted assassination of the town's mayor, head of a corrupt political set-up. To insure proper coverage, Walter Burns (John Daly), tough managing editor of *The Examiner*, shanghaied star reporter Hildy Johnson (Mark Roberts) away from his honeymoon by the simple device of kidnapping his mother-in-law. Then, when Hildy was tipped off that the mayor would be a target again at 5 p.m., Burns callously persuaded him not to warn the official, so *Examiner* could either save the mayor's life or scoop the other papers on his death. With a little help from Hildy's mother-in-law, things worked out the former way and the would-be assassin (via a gun in a trick camera) was hauled off to jail.

Climax Mismanaged

This mismanaged climax was the weakest part of the show. The tag was intriguing, tho, with Burns inveigling the mayor into arresting Hildy before he embarked on his delayed honeymoon.

As the smooth-talking, conniving managing editor, radio newsman John Daly, making his debut as an actor, turned in the best thesping job. Place and show honors went to Leona Powers as the mother-in-law and Cliff Hall, Jack Pearl's ex-straight man, as the mayor.

Production work thruout was excellent. The credits were introduced as banner headlines, via a clever newspaper stand gimmick, and the pressroom setting, complete with *Esquire* pin-up, looked authentically rundown and dirty. The sound effects, however, were generally unconvincing. The supposedly fierce gunplay sounded like mild cork popping. *June Bundy.*

"INSIDE U. S. A."

(Continued from page 11)

it offered Hayes as the coach of a college band trying to sign up a crack trombonist, in a futile satire of football proseletizing; it gave a music number starring Mary Healy (Mrs. Peter Lind Hayes); it provided a sketch with Margaret O'Brien, and a song and dance number, *Tennessee Fish Fry*, and it closed with a half-breed Calypso number by Hayes, Lee Goodman and Jim Kirkwood.

The aging film moppet was one of the few pleasant surprises the show offered, revealing a warm and appealing personality, carrying her lines with credit and happily eschewing the characteristics of so many kid stars, the sort of behavior which justifies a 12-month open season on the breed. But Miss O'Brien's material, about a mother and father free-loading on a kid movie star, lacked humor.

Sheila Bond Okay

Sheila Bond was fine in her *Fish Fry* dance number, and Marion Colby okay in her vocalizing. Miss Colby was somehow disappointing in her *Looking Down at the Moon* number,

The Adventures of Sherlock Holmes

Reviewed Wednesday (28), 8:30-8:55 p.m. EST. Sponsored by Petri Wines Company, thru Young & Rubicam, via the American Broadcasting Company, Hollywood. Producer-director, Ted Bliss; ABC producer, Ken Manson; writer, Denis Green. Cast: Ben Wright (Holmes), Eric Snowden (Watson), others. Announcer, Herb Allen. Organist, Dean Fossler.

Even the obtuse Doctor Watson would consider the current Holmes series elemental, and loyal Conan Doyle fans will probably denounce the new Baker Street resident as an outright impostor.

Slow-moving and ponderous, the show was particularly a caricature of the famous detective yarn. Employing a variety of pseudo-clipped British accents, the cast performed in stylized tongue-in-cheek fashion... a style of acting which clashed with the script's talky but straight format.

The stodgy plot, narrated in flashback style by Watson, focused on Holmes' umpteenth encounter with his old enemy, Professor Moriarty. The jewel thief gave the detective an advance tip on a job he planned to pull off that night, via a code message. All in a dither, Holmes dashed back and forth between Lady Carmichael's reception and the British Museum in a futile attempt to prevent the crime. He finally rescued the necklace aboard ship, just this side of the three-mile limit. The crafty Moriarty slipped thru his fingers, tho, and made it across the Channel, supposedly to plot another scheme to make a fool of Holmes. He should have no trouble. Doyle's Sherlock detection technique may be old hat, but it was definitely superior to the methods employed by his current impersonator.

The Petri Wine commercials plugged the "wine-making heritage" of the Petri family, sparked by the slogan "Look for the five letters that spell one of the proudest names in a long history of fine wines." Me, I drink water. *June Bundy.*

Robert Montgomery Speaking

Reviewed Thursday (29), 10:10-10:25 p.m. EST. Sponsored by Frank H. Lee Company, thru the Grey Advertising Company, via American Broadcasting Company. Producer-director, Joe Bailey. Commentator, Robert Montgomery. Announcer, Frank Waldecker.

When Lee hats picked Robert Montgomery as Drew Pearson's successor, they made a canny choice. A fine actor with a good mind can be a powerful political force, and the politically conscious flicker star excels in both departments. His delivery, of course, is professionally excellent... restrained, convincing and comparatively unaffected. Lest there be any doubts about (See *Montgomery Speaking* page 52)

but the number itself was the only production piece of any ingenuity. It used a steaming coffee urn to segue effectively, into a cloud effect.

Chevrolet's commercial was saved for a relatively brief pitch at the end and its impact was pretty light. The *Inside U. S. A.* routine, however, presents a running commercial, showing film spots of Hayes driving to various points in the country.

Inside U. S. A. is being produced every second week. Between the preem and the second show they ought to get out of the legit and into video. *Jerry Franken.*

"*Inside U. S. A.*" reviewed Thursday (29) 8:30-9 p.m. EST over CBS-TV network. Sponsored by Chevrolet Motors thru Campbell-Ewald. Produced by Arthur Schwartz. Directed by Sherman Marks. Script by Samuel Taylor; Lyrics by Howard Dietz, Ira Gershwin, Oscar Hammerstein 2d, Albert Stillman. Music by Arthur Schwartz. Choreography by Paul Godkin. Starring Peter Lind Hayes; featuring Mary Healy, Sheila Bond, Marion Colby. Cast: Lee Goodman, Jim Kirkwood, ensemble. Guest star—Margaret O'Brien.

This Is Your Life

Reviewed Wednesday (21), 8-8:30 p.m. EDT. Sponsored by Philip Morris thru the Biow Agency, via the National Broadcasting Company, New York. Producer, Al Paschell; director, Axel Gruenberg; writers, Alex Gruenberg and Ralph Edwards; research, Jim Chadwick; emcee, Ralph Edwards; musical conductor, Alexander Laszlo.

This Is Your Life is a freak airtel which bears more than a passing resemblance to a professional peep show. Each week the show presents the life story of an average American, replete with those intimate little personal details so dear to the hearts of the tabloids. The gimmick, of course, is that the guy put under the "mike-roscope" is supposedly ignorant of his fate up to broadcast time.

However, the ultimate success or failure of this trick format is largely dependent upon the personality of its chief protagonist. Last season the show ran afoul of some pretty dull biographies, but Ralph Edwards drew a winner on his initial fall stanza... one Louie Klatsgow, a Brooklyn cab driver. Amateur or no, Louie had sales-savvy and was extremely adept in the art of the vocal double take. A "character" in the finest show sense of the word, the gabby cabbie displayed considerable aplomb in a situation which would shatter the poise of many a professional entertainer.

Suspiciously Glib

In the emcee spot Edwards turned in a warmly human narration on "The Klatsgow Story," with a big assist from Louie's colorful ad lib asides. At times Klatsgow was suspiciously glib, tho, and it's difficult to believe that his missus was able to keep mum for a whole week. For instance, when Edwards first revealed the hoax, Louie croaked, "How did you derive at me?" and his wordage was equally vivid during the script's swift run-thru of his 25 years as a hackie. Once, when Edwards asked him to describe how he won his second police commendation for saving two families from a fire, he waxed downright poetic: "I seen white smoke coming out of a chimney like white angels."

Ghosts From Past

In the course of the show, Klatsgow was confronted with various ghosts from his past, including two survivors of the aforementioned fire; a subway cashier; one of his famous fares, opera singer Dorothy Sarnoff; his wife; an old rival for her affections; a 13-year-old boy, whose mother once raced the stork in Klatsgow's cab, and a transcribed birthday greeting from his favorite ball team, the Dodgers.

As a reward for his service beyond duty (both behind the wheel and in front of the mike) Klatsgow, who's never been farther west than Philadelphia, was given a cross-country vacation trip and a \$500 check.

Jim Chadwick deserves plenty of credit for the fabulously thoro research job.

On the commercial side, Philip Morris repeated its "cigarette hang-over" pitch, and Johnn bellowed his all too familiar message.

June Bundy.

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Lamb To Stress "Perfected TV" At Tele King

NEW YORK, Oct. 1.—Elected to the post of vice-chairman of the board of the Tele King Corporation, Franklin Lamb disclosed this week that the company's entire advertising and promotion program would be changed to emphasize the slogan, "Perfected Television." Lamb stated that it was Tele King's belief that TV manufacturers would have to greatly simplify the manufacturing of sets to the ultimate end that little or no servicing would be necessary, "just as consumers expect from radio at present."

Tele King has also written to the Federal Communications Commission (FCC) asking for greater transmitting power for TV stations in order to improve present reception in fringe areas. Copies of the letter were also sent to all TV stations.

Lamb recently resigned the presidency of Rex Products. He was formerly president of the Reynolds Pen Company, an advertising executive of Macy's and vice-president of the Pennsylvania Broadcasting Corporation.

Crosley Sets' Prices Slashed?

NEW YORK, Oct. 1.—With Crosley still holding back on price and delivery data announcements on three new TV sets shown at a dramatically staged press and dealer showing here this week, dealers in scattered parts of the country were reporting terrific price reductions being offered to them on two Crosley TV sets that are no longer in the company's current lines.

One report has the Hospitality model (9-423) being offered to retailers at \$299.95, with about 3,000 such sets available for the special deal. Another report has Model 9-407 being offered to some dealers at \$195 each in lots of eight, with a ninth set tossed in free of charge. Only about 2,000 of these sets are said to be available. Crosley officials were not available for comment.

The press showing at New York's Hotel Commodore was completely stolen when, in announcing Crosley's \$2,000,000 fall giveaway promotion, Sales Manager W. A. Blees dramatized the announcement by having \$2,000,000 in \$1 bills wheeled into the hotel's ballroom. Blees also announced that the company had set a \$15,000,000 ad budget for 1950. The bulk of the money will go into magazines, Sunday supplements and newspapers, it was revealed to *The Billboard*.

Blackledge AEP&EM Topper

CHICAGO, Oct. 1.—James M. Blackledge, of the Standard Transformer Corporation, was elected chairman of the Association of Electronic Parts & Equipment Manufacturers at the annual election meeting here last week. A. L. Tuttle, Centralab, Milwaukee, was named vice-chairman, and Helen Staniland Quam, of the Quam Nichols Company, Chicago, was elected treasurer for her 14th consecutive term. Kenneth C. Prince, Chicago, was named executive secretary for the 15th year.

Philharmonic Unveils Set

NEW YORK, Oct. 1.—The Philharmonic Radio Corporation announced this week that production had started on a new 12½-inch table model TV set to retail at \$189.50. Company officials, however, would not comment on trade reports that "a short production run" would also be made on a 12-inch console to retail at \$229.50.

Baseball Boosts TV Set Sales

Personnel, Products and Prices

John L. Bradley has been named sales promotion manager of the Crosley Distributing Company, New York, replacing Charles L. Schaeffer, who resigned to return to the West Coast. . . . Sylvania reports that newspaper ads announcing the new line in the Chicago area drew over 600 phone calls, jamming the distributor's switchboard. The company also announced that James W. Safford has been appointed New York district sales manager. . . . Magnavox reported a net loss of \$893,057 for the four-month period ended June despite an increase in sales. During the same period last year, the company showed a profit of \$102,000. . . . The Association of Television Service Companies, New York, will hold its next meeting October 5. . . . Buyers of radio and television are reporting a shortage in brand name table model radios, and some offices even expect the shortage to take in console radios shortly. . . . Jack Crosson, formerly with Crosley and Olympic, has been named field sales manager for Air King. . . . Leonard C. Truesdell is the new sales manager for household radio and television, Zenith Radio Corporation. He was formerly with Frigidaire, Crosley, Bendix and Hotpoint. . . . Andrea Radio is the latest TV manufacturer to jump on the allocation bandwagon. . . . Victor H. Meyer & Company has been appointed Metropolitan New York distributor for Sylvania video sets. . . . Dr. Adolph E. Rosenthal has joined Freed Radio Corporation as director of physics. . . . Arthur Ansley has announced a new three-speed portable phonograph to retail at \$89.95. The new set weighs only 27 pounds and will handle 7, 10 and 12-inch disks of all speeds. Adjustment for different record sizes is made on the spindle. . . . Blum's "Electric City" store ran a 10-page special insert section in *The Baltimore Sun* this week. . . . TV dealers in Greensboro, N. C., held "open-house" parties when WFMY-TV went on the air this week, with some stores drawing crowds of over 300 viewers. Sales were reported to be excellent. . . . RCA Victor is expected to introduce several new TV models, radios and phonos. . . . Leuthi & Welch, Inc., Columbus, O., has been named Capehart-Farnsworth distributor. . . . Newly appointed Southern regional sales manager for DuMont is William Scales.

Starrett Steps Up "Chats" for Dealers

NEW YORK, Oct. 1.—Starrett Television Company announced this week that the series of dealer "Man-to-Man Chats" would be extended to two-day-a-week and three-day-a-week meetings in order to cover as many of the Starrett dealer territories as possible in October. The company's territorial representative will conduct each meeting, with sales promotion officials also present at most of them.

The new dealer luncheons have been scheduled for Boston, Washington; Columbus, O.; Syracuse; Dayton, O.; Providence, Baltimore, New York, Chicago, Cincinnati; Rochester, N. Y.; Milwaukee, Pittsburgh, St. Louis, Los Angeles, Buffalo, Indianapolis; Schenectady, N. Y., and San Diego.

MD. TELE DEALERS VOTE

BALTIMORE, Oct. 1.—The recently organized Maryland Television Dealers, Inc., comprised of Baltimore's 40 video dealers, elected the following officers at a meeting here Monday (26): President, Paul E. Burke, secretary-treasurer of General Appliance Company; vice-president, Milton Rabovsky, president of Television Company of Baltimore; second vice-president, F. Scott Brooks, owner of Brooks Radio Company; secretary, James B. Wong, president of Calvert Radio & Appliance Company; treasurer, T. L. Dorsey, owner of Park Radio Company; chairman of executive committee, Alexander B. Kloze, operator of Charlie's Radio Service Company.

185,706 TV Sets in August

WASHINGTON, Oct. 1.—Record production of 185,706 TV sets in August sent 1949 production over the million mark, the Radio Manufacturers' Association (RMA) said this week. RMA member firms produced 1,178,308 video sets during the first eight months of the year. August manufacture of AM receivers totaled 559,076, to bring the 1949 figure to 3,934,657. FM and AM-FM production was 64,179 in August and 512,403 for the first eight months of 1949.

Scene Stealer!

SAN FRANCISCO, Oct. 1.—Video dealers were gathered at a dinner meeting at the Fairmont Hotel for a preview of Stromberg-Carlson's new 1950 radio-television models, and Philco sneaked in for the best act of the showing.

It was strictly a Stromberg-Carlson show until a curtain was drawn revealing the new line. The sets were tuned to the baseball game. The spot commercial came on. Standing out in bold type across the screen on every set was a huge "Philco."

Coax, World Series Up Cincy TV Sales

CINCINNATI, Oct. 1.—The opening of the coaxial cable, the hot baseball pennant races and the upcoming World Series have resulted in a tremendous upsurge in teletel sales here. A check of the leading TV dealers, both downtown and suburban, revealed a consensus that sales have been holding up all week in addition to the big rush last week-end.

John P. Tracy, set buyer for Shillito's, reported excellent sales; Pogue's buyer, A. E. Demick, stated that installation crews would go on a seven-day schedule in addition to the night shift already being used; Steinberg's general manager, Larry Marshall, reported that the problem created by the terrific business lay in getting enough sets to meet demand, and Carl Burkhardt, Northside Music and Appliance, claimed difficulty in keeping display sets on the floor.

TV Show Boosts Set Sales

WASHINGTON, Oct. 1.—To boost set sales, the local RCA distributor and the Home Appliance Company are sponsoring a weekly one-hour TV show over WOIC direct from the stage of the Atlas Theater. The series, the first of which is slated for tomorrow (2), will be of the variety type. Commercials will plug RCA tele and radio sets.

World Series Race Creates Set Demands

Deadline Imminent

NEW YORK, Oct. 1.—TV sets sales have zoomed far beyond fall season expectations because of the tight baseball pennant races and the upcoming World Series battle, it was revealed in a spot check of dealers, distributors and manufacturers taken this week by *The Billboard*. With many shipments of sets, the extra sales have posed a serious problem for all segments of the industry—how to supply the demand and how to get sets installed in time for the World Series games?

An example of the tremendous increase in sales is the statement by the New York Television Dealers' Association that their members have reported a 200 per cent rise. Buffalo dealers are reported sold out on almost every line. Philco execs say that promotion would be foolish since demand far exceeds supply, and Washington dealers estimate average set sales for the week at between 600 and 800 for the city as a whole.

Syracuse Jam

Syracuse dealers report daily set sales approaching figures formerly considered a good month's business. Local dealers point to increases up to 500 per cent, and distributors like Emerson's Gordon Distributing Company say that "I will be out of business until I get some merchandise." The reaction from such other TV areas as Chicago, Baltimore and San Francisco all add to the same general pictures.

DuMont, Sightmaster, Tele-King, Teletone and Crosley all admit being hard-pressed to fill orders in time to take advantage of the baseball fervor. Even the color TV hearings going on in Washington have had no effect whatsoever on sales.

RMA Preps AM Week Bally

WASHINGTON, Oct. 1.—The Radio Manufacturers' Association (RMA) will distribute full-page advertising mats in the next few days plugging National Radio Week (October 30 to November 5), the RMA announced last week. The National Association of Broadcasters (NAB), a co-sponsor of the week, will provide spot announcements for radio and TV stations. All promotion copy is to stress that this fall's radio and TV programs and talent will be the greatest in history.

RADIO-PHONO SALES OFF

WASHINGTON, Oct. 1.—An August decline in the sale of radios and phonos is indicated in this week's report from the Bureau of Internal Revenue, showing collections from the set tax amounting to less than half of those for August, 1948. Collections for this past August totaled \$1,896,532, as compared with \$3,927,009 for August of last year. For the first two months of the current fiscal year, tax receipts lagged behind the July-August period last year by \$2,287,592.

ASCAP LOSING PIC HOUSES?

License Right May Be Price Of Fed. Peace

Writer-Pubber Scramble Due

By Jerry Wexler

NEW YORK, Oct. 1.—The hope of the American Society of Composers, Authors and Publishers (ASCAP) to regain the right to license movie theaters may be extinguished if negotiations between the Society and the federal government keep their present course, a highly placed ASCAP official admitted this week. ASCAP may be asked to divest itself of the theater-licensing right—in which case it would return to writers and pubbers.

The ASCAP-Department of Justice crossfire has been developing as follows, according to the informant, who has had access to the hush-hush parleys:

The department, in line with the Leibell decision, regards ASCAP's theater licensing as a violation of the trust regulations. It has informed ASCAP that such licensing cannot remain in the hands of the Society. ASCAP has responded with a number of proposals, but the department has rejected them in turn, either because they run afoul of the Leibell decision or because of other objections as set forth in the anti-trust laws.

ASCAP's Hopes Fading

ASCAP, via its chief counsel, Robert Patterson, is still hopeful of coming up with an acceptable plan. But the government, so the story goes, wants ASCAP to drop its appeal from the Leibell decision and to agree to an incorporation of voluntary divestiture in the amended consent decree. ASCAP'ers close to the proceedings fear that that is the only out.

"It looks from here as tho the the- (See LICENSE RIGHT on page 17)

Stabler Ankles Cap Sales Post

HOLLYWOOD, Oct. 1.—After six and a half years with Capitol Records, Bob Stabler resigned his post as assistant to the national sales manager and director of advertising and public relations. Stabler ranked third in seniority at the youthful diskery, outranked in years of service only by Cap's prexy, Glenn E. Wallich, and veepee in charge of sales, Floyd Bit-taker. His bow-out climaxed differences in high policy. Stabler told *The Billboard* future plans will be announced at a later date. At press time a successor had not been named.

In his earlier years with Capitol, Stabler played an essential part in setting up diskery's branches and was instrumental in opening Cap offices in Dallas, Atlanta and Cleveland. At the two last named towns, Stabler stayed on as branch manager after opening each office. He was transferred from Cleveland to Chicago, where he served as Midwestern regional manager, and later moved to New York as Eastern regional manager. Stabler was then ordered to Cap's executive offices in Hollywood and named assistant national sales manager, and two years ago was further upped on the exec ladder when he became firm's director of advertising and public relations in addition to his assistant sales manager post.

Smorgasbop

WASHINGTON, Oct. 1.—Be-bop is now being spoken in Sweden, the State Department announced yesterday (30). The agency reports that the Swedish Broadcasting Authority recently sent a representative to the nation's capital to pick up a first hand recording of be-bop. WWDC disk jockey John Massey assembled a group of be-boppers for a recording session and cut three numbers. The Swedish Embassy provided a translator, and an interview on be-bop was also recorded.

Mooney Signs With MCA for Entire Handling

NEW YORK, Oct. 1.—Art Mooney, after several weeks of deliberation during which he obtained his release from a management contract with the Associated Booking Corporation (ABC), this week inked a fresh booking contract with the Music Corporation of America (MCA). Meanwhile, the orkster came to an agreement with Joe Galkin to represent Mooney in New York as his personal manager. Mooney and Galkin were affiliated for several months about a year ago.

MCA will represent Mooney and his ork for all aspects of show and radio biz, thus dispelling talk that the orkster would split his management between a major agency and independent agent Abbe Greshler, who was angling for rights to handle Mooney's radio, video and film commitments.

La Hutton Gets MGM Wax OK

HOLLYWOOD, Oct. 1.—Betty Hutton obtained special permission from Capitol Records this week which will allow her to wax tunes from her forthcoming flick, *Annie, Get Your Gun*, for the MGM waxworks. Miss Hutton is inked to a term recording pact with the Capitol firm.

The flick version of the Irving Berlin-scored hit musical comedy is being made by the MGM movie firm. The MGM diskery's plans for an *Annie* sound track album were contingent on having Miss Hutton's work included, and apparently to cash in on the expected widespread promotion which will be headed in the direction of Miss Hutton and *Annie*. Capitol waived the recording rights to the thrush to MGM only for these movie song sides.

Barboro Signs, BMI Drops Suit

CHICAGO, Oct. 1.—Broadcast Music, Inc. (BMI), thru its Midwest rep, Stan Myers of Chicago, last week dropped an infringement suit against Frank Barboro, operator of the Bowery, Detroit.

Barboro notified the local BMI office earlier in the week that he was inking a BMI licensing fee agreement, which would make his payments to the licensing org retroactive to May 23, 1949. This was the date of the institution of the suit against Barboro.

Merchandising Pays Off:

Buffalo Shop Scoops Town With "S. Pacific" Wax Sales

BUFFALO, Oct. 1.—Selling *South Pacific* albums when the show, the disks and the songs are at their peak, is no trick. But one promotion by Music House here sold over 600 albums the first three weeks after the set was issued by Columbia. According to dealer Bernard Simon, it was "the most successful thing we have ever done in the record line."

Two weeks before the release date of the show album, Music House ran a two-column by eight-inch ad headlined "Be the first to enjoy Columbia Records' *South Pacific*." The rest of the ad stated, "Requests, questions and unprecedented interest shown so far indicate that this will be the best selling show album ever made—don't waste a minute in enjoying it. We expect the records to be released within two weeks. Fill out the

coupon below and mail it. The moment the records come out we'll rush yours to you."

In addition to the response from the ad, Music House had a mailing list of record buyers who were show album fans. This mailing list was later used in selling *Miss Liberty* sets. Following the original ad, tho, Simon continued his campaign with a series of small teaser ads. An example was a small space devoted to a large question mark and the phrases, "Where's *Bali Ha'i*?" and "Who's *Bloody Mary*?"

As soon as the first shipment of *South Pacific* albums was received, the store sent out a typewritten letter to 400 people in special sections of Buffalo. The mailing list was compiled after a month-long job of choosing the right names. Along with the letter went a 78-r.p.m. album or an LP disk of the original cast recording.

The letter introduced the recipient to the album, the cast of the show, the composers and the price.

Customers' Reactions

As for the reactions to this mailing, Simon reports: "I cannot say that in every case it was well received, for a half dozen people somewhat resented our sending them in an album they hadn't ordered. On the other hand, we received many more favorable comments. People thanked us for thinking of them. In many cases we brought the album to their attention when they might never have thought of it."

Music House's owner also cautions other dealers that such a promotional mailing cannot be used too often because of the "high pressure" inference. Yet the mailing scooped the town. The actual count? Out of 400 records or albums sent out, only 50 were returned and Music House now has a big show album mailing list for the future.

ASCAP Extends Cuffo on TV Another 2 Wks.

(Continued from page 3)

mit the negotiators to work out a per-program agreement, and comes as no surprise despite ASCAP's announcement two weeks ago that the cuffo extension ending yesterday (30) was to be the last one (*The Billboard*, October 1). As a condition to the new cuffo period, all TV stations are to wire their agreement to the extension, with the understanding that "terms of any settlement negotiated before October 15, 1949, would be retroactive to January 1, 1949."

With the blanket agreement already wrapped up, the fact that ASCAP finds it necessary to make a retroactivity stipulation in the per-program negotiations is indicative of the tension and wariness pervading the music side. It has been understood from the beginning that any arrangement reached would be retroactive. ASCAP, it is believed, now fears that the knotty per-program question may hold unforeseen bugaboos, and it wants to nail the matter of retroactivity down hard.

Sinatra-Stordahl Combo Reunited

HOLLYWOOD, Oct. 1.—The Frank Sinatra-Axel Stordahl combo will be "reunited" by Columbia Records with Stordahl set to provide ork backing for a coming Sinatra disk date. Marking first time Sinatra has used Stordahl on waxing session since early this year, date will feature tunes from Bing Crosby's *Mr. Music* pic, including *Sure Thing* and *Sunshine Cake*.

Mating of the two again dispels trade rumors that a break in personal and professional relationships had occurred. Rumors stemmed from fact that Sinatra by-passed Stordahl in favor of Jeff Alexander when choosing an ork fronter for the new *Light Up Time* five-a-week air show. Sources close to The Voice said Stordahl lost out on the strip show because bankroller (American Tobacco Company) couldn't meet Stordahl's price and went for a less expensive musical set-up.

Brenner Starts BMI Affiliate

NEW YORK, Oct. 1.—Paul Brenner, WAAT disk jockey, and Ed Burton, record promotion and management man, have launched Brenner Music, a Broadcast Music, Inc. (BMI) affiliate. The firm's first tune, *I Beeped When I Shoulda Bopped*, was co-cleffed by Brenner and Bernie Wayne and was waxed this week by Cab Calloway for Bluebird.

Other major platters have been lined up and a version has been cut by Regal, the Dave and Jules Braun-Freddy Mendelsohn indie.

Dale Inks Pact With Harmony

NEW YORK, Oct. 1.—Warbler Alan Dale this week signed a wax pact with Harmony Records, the Columbia-produced, Eli Oberstein-distributed 49-cent label.

Dale, who has developed into one of the leaders of the younger crop of singers, has waxed for Signature Records and more recently for that firm's low-priced Hi-Tone line.

Diskers Sharpen Santa Claws

Holiday Trade Aim of Cap's Hefty Budgets

Point at Kid, T'funken Lines

HOLLYWOOD, Oct. 1.—Capitol will dip into a healthy six-figure ad budget to herald its forthcoming Christmas releases, campaign topping all others yet launched by the Coast major. Lion's share will be devoted to its kid catalog, which has swollen past the 100-item mark. Remainder will be utilized in pushing Cap's classical (Telefunken) wares, stressing longhair availability on all three speeds.

On the tot tallow side, diskery will place particular emphasis on its recently acquired *Hopalong Cassidy* and *Joe Di Maggio* wax properties, along with other new additions to its kidisk catalog. Latter includes four new Disney albums, four Bozo disk books, four miscellaneous packages (*Woody Woodpecker*, etc.), plus one addition to both the Sparky and Bugs Bunny album lists. Cap's reason for surpassing all previous Christmas campaigns this year is threefold: (1) Claiming it holds 70 per cent of the kidisk mart, diskery feels its new moppet releases give it a greater catalog in the field and more to push; (2) this will be the first yule season during which kid items will be available in all three speeds, in addition to permitting buyers a choice of shellac or flex in standard speed (78 r.p.m.) albums; (3) similarly, this is the first Christmas season for Cap's classical (Telefunken) catalog.

Diskery's ads will be concentrated in newspapers plus space bought via a special Christmas co-op budget made available to dealers. Cap intends to top all its previous efforts in window displays. Die-cut display units this year will include sound with motion and color, to catch the ear as well as the eye. These will be devoted to kiddie items, *Di Maggio* and *Hoppy* getting prominent positions. Window displays will emphasize 78 and 45 r.p.m. packages. Equipment is adaptable for year-round use. Furthermore, Cap will furnish dealers with twice as much point-of-sale printed matter, stuffers and mailers plugging kid wares than ever before. Chief channels for its classical drum beating will continue to be longhair mags and concert programs, with some of it flowing over into co-op newspaper space.

Cap's regional branch managers will meet at its Sunset and Vine headquarters October 14 week-end to coordinate its fall-winter sales drive. Cap looks to the coming Christmas as the biggest in its history. In addition to kid fare, nine new single disks for adult trade will be released by its various artists, plus a 12-inch platter of 10 Christmas carols waxed by Jo Stafford and Gordon MacRae with Paul Weston's ork and choral group. These will be issued in 78 and 45-r.p.m. form. Stafford-MacRae-Weston disk will be wrapped in a special sleeve and displayed in a point-of-sale self-merchandiser counter piece. Disk will sell for \$1. Furthermore, six albums will be added to Cap's yule list—first release by Boys' Town Choir, plus disk packages by the Starlighters, Buddy Cole's organ, Jan Garber, Jimmy Wakely and the Sportsmen's Quartet. These will be available in all three speeds.

Wax Retailers Starting Slow On Xmas, But Mfrs. Are Sure

NEW YORK, Oct. 1.—Disk retailers are doing their Christmas shopping a little late this year, according to a survey taken of the top wax manufacturers. But the diskers are completely optimistic about the Santa season in spite of the slow start. Most feel that the coming Christmas biz should stack up favorably with last year's, primarily because of a large amount of new and unusually high-quality seasonal merchandise.

The dealer's failure to order early this year is attributed in the main to a lack of ready capital. And working under economic strain, the dealers are probably lying back to figure dollar coverage for the seasonal merchandise.

All-Out Bally

To boost the dealers' faith in Christmas disks, the manufacturers are going all out on promotion and advertising for the seasonal business. Columbia (*The Billboard*, October 1), Victor and Capitol (see stories in adjoining columns) have laid elaborate plans.

Fall Turnover Moves Pluggers

NEW YORK, Oct. 1.—Signs of fall turnover in the songplugger employment picture were seen this week. Cromwell Music, the new pubbery which started with a bang—its first tune being the fast breaking *Hop Scotch Polka*—put on Bob Stern as Coast contact man and record plugger and Saxie Dowell in Chicago as record plugger.

Benny Cairns leaves Pemora to represent Buddy Morris's Melrose and Mayfair firms in Chicago. Bert Haber, who left Southern Music last month, joins Nick Campbell here. Hal Fein, formerly with Stasny, replaces Harry Weinstein at Republic, the Sammy Kaye pubbery.

O'Brien Waxes Kidisk Album

HOLLYWOOD, Oct. 1.—Film star Pat O'Brien this week completed first disk date for Discovery Records, waxing a kidisk album tagged *The Little Door Mat*, which the indie plattery will rush into immediate release. Marking Discovery's first venture into the moppet market, the O'Brien book will be followed up by additional kid albums planned for Christmas release.

Door Mat was written and produced by Howard Grode, with arrangements by Neely Plumb. O'Brien deal was on a free-lance basis, with follow-up sessions hinging on success of first offering.

Key Makes Debut With LP Xmas Disk

NEW YORK, Oct. 1.—Key Records, a new label, makes its debut this week with a long-playing Christmas disk cut by the Rutgers University Glee Club. The diskery is headed by Robert Rolontz, former advertising and publicity director of Bibletone.

In the future the label will feature classical and semi-classical choral works, to be issued on LP disks only, and also country and Western sides which will be issued only on 78 r.p.m. platters.

Decca, which consistently has been the leader in the Christmas biz, has laid out plans for a series of window and counter displays. Heaviest concentration at Decca will be on such standard items as the Bing Crosby *Merry Christmas* album, the same guy's *White Christmas* single, Fred Waring's Christmas carols set, etc. The guns will also be trained on such new material as a fresh Crosby package, *Christmas Greetings*, and the Andrews Sisters-Guy Lombardo *Merry Christmas Polka*. Also due for the big push at Decca is the firm's recently born long-playing disk line.

MGM, Mercury, London, Harmony and most of the other diskeries all are readying special Christmas season sales promotion drives as well.

Record Turnout Seen for NBOA Chi Convention

CHICAGO, Oct. 1.—Attendance at the forthcoming annual convention of the National Ballroom Operators' Association (NBOA) should pass the record 115 terpery ops who attended the 1948 confab here, according to Otto Weber, secretary of the org. Weber said that 65 advance reservations have already been received for the meeting October 4-6 at the Hotel LaSalle here. Advance for last year's NBOA get-together was only 50 at convention time, Weber said. For the first time since going national three years ago, NBOA has sent invitations to all ballroom operators, while the past two conventions were open to members only.

Weber said that additional convention time has been allotted to planning for National Dance Week, which is slated for the week of November 13. Weber will give a talk on communities planning to stage the first terp week, and additional information will stem from discussion at the convention.

Fireworks are expected to stem from discussions about the NBOA's campaign to take ballrooms from their present status in the cabaret tax classification. It's expected, too, that major discussion will center about both BMI and ASCAP, the music licensing agencies.

Tempo Features Briggs's Flute

HOLLYWOOD, Oct. 1.—Tempo Records will feature flutist Jimmy Briggs in its forthcoming disk releases, another move by the label to capture new sounds on its wax. Firm became new sound conscious when its new sounding Brother Bones sides continued to win favor.

Tempo's other new sound efforts include the recently released album pairing jazz harpist Bobby Maxwell with Joe Venuti's syncopated Strad; soon-to-be-issued sides by Chicago pianist, Mel Henke, whose unorthodox Steinway style is accompanied by bongo and bass, and a *Rhythm of the Tropics* album featuring the jungle drumming of Thurston Knudson.

Tempo's album is the first Knudson wax venture since his Decca *Jungle Drums* platter book, released eight years ago.

RCA Leading In Pitch for Christmas Biz

Jones's "Teeth" a Stick-Out

NEW YORK, Oct. 1.—Highlighted by special disk jockey platters in Christmas colors of green vinyl with red and white labels, RCA Victor is under way with a hefty yuletide promotion. The stick-out disk in Victor's Christmas release will be Spike Jones's *Two Front Teeth*, which ran away with the season last year.

New etchings in the yule release, which ships Friday (8), will include Vaughn Monroe's *The Jolly Old Man in the Bright Red Coat*, Sammy Kaye's *Here Comes Santa Claus*, Freddy Martin's *Merry Christmas Polka*, Larry Green's *Our Christmas Waltz* and three folk diskings topped by Eddy Arnold's *C-H-R-I-S-T-M-A-S*. Included are albums by Perry Como and the Three Suns.

Promotional features, in addition to the specially colored deejay disks, will include:

A Christmas sleeve for all disks in the release except the Spike Jones *Teeth*. This will have a special Christmas wrapper of its own.

A special disk for jockeys on which Monroe, Kaye, Martin, Green and Arnold introduce Christmas records.

A special disk for jockeys promoting *Front Teeth*. One side has the record itself, the other seven different comic introductions to the record by Jones and members of his ork.

Various Christmas window streamers and display sheets, including reprints from a 12-page ad spread in a forthcoming issue of *The Billboard*.

Cap Sets Deal For "Yogi" Wax

HOLLYWOOD, Oct. 1.—Capitol has set a recording deal with Harry (Yogi Yorgesson) Stewart. Yorgesson is proving to be a strong seller on the S&G indie label with his first two disks, *Clam Diggers Sweetheart* and *All Pooped Out*.

Under terms of the deal expected to be closed next week, Cap takes over S&G's contract with the Swedish-dialect comic and permits the indie label to release another 60,000 *Clam Digger* disks and 40,000 *Pooped Out*, after which masters to these (and their flip sides) revert to Capitol. Reason is to protect Cap from having masters fall into other disker's hands. S&G will receive approximately \$2,000, covering its diskery and advertising costs on Yogi.

RCA Drops Daly As Tub-Thumper

HOLLYWOOD, Oct. 1.—RCA Victor Records dropped flack Jack Daly from its pay roll, reverting drumbeating responsibilities to its distrib, Leo J. Meyberg. Praiser was originally hired by the diskery with idea of similarly following thru with full-time flacks in other markets. However, full-time plan didn't materialize in the East, with distrib's shouldering publicity burden. Hence, Victor decided to keep its Coast policy consistent with that in other areas. Daly's service will be retained, but on a per-job basis.

Chi Retailers Thumb-Down Two Victor Sales Proposals; Opposition To Dumping Key

CHICAGO, Oct. 1.—Two proposed programs of record retailing, suggested to the steering committee of the Record Retailers' Association of Chicago (RRAC) in a meeting with RCA Victor execs J. G. Wilson and Paul Barkmeier here Friday (16), got thumbs-down treatment from a meeting of RRAC at the Stevens Hotel Wednesday (28).

Ben Zimmerman, Garrick Music Shops, a member of the steering group, told the meeting of 60 reps of local and suburban record shops that Wilson definitely stated that Victor cannot guarantee there will be no more disk clearance sales. Opposition to the Victor "dumping sale" was the motivating force in the formation of RRAC here.

Wilson's Counterproposal

In discussing the RRAC proposal to Victor that the return privilege should be increased to 10 per cent, Wilson offered a counterproposal. He suggested that Victor offer a 7½ per cent allowance, payable every six months, which would mean an extra 2½ per cent return privilege over the present 5 per cent return privilege. In return for the extra 2½ per cent privilege, Victor would not allow any more return privilege to the firm. A retailer would be given a list of merchandise every 30 to 60 days which would be past its sales peak. The retailer could take this merchandise from his sales shelves and place it on a special sales counter or destroy it. The sales counter would carry Victor platters at 49 cents or under. Victor Four Star merchandise would not be included in such a special sales list.

After an hour-and-a-half discussion over this proposal, the RRAC meeting voted to oppose this program completely and suggested in a counterproposal that Victor be urged to stop dumping sales and to guarantee stabilization of the price structure. Dealers argued that they felt that the retailers should have a voice in setting up the list of Victor disks which would go down on the past-peak merchandising leaflet.

Jack Seader, Newark, N. J., retailer who heads the Record Retailer's Association of New Jersey (RRANJ), said that his group had a meeting with Wilson and Barkmeier in July. He said at that time Wilson stated that he didn't know why a return privilege was allowed in the disk industry. Seader and Mal Eaton, Newark dealer who is secretary of the RRANJ, said they felt that Victor brass is trying to apply merchandising methods to the record industry which would not apply to disks, altho the technique might have proved successful in other fields.

Two Favor Victor Plan

Only two dealers spoke in favor of the Victor plan. Besides Zimmermann, Sol Silver, South Bend, Ind., dealer, said he felt that the manufacturer was being asked to take all the chances and that the retailer should buy wisely and assume that he would have to gamble with the manufacturer.

Milton T. Raynor, legal counsel for RRAC, told members of another Victor proposal, which the steering committee thought so little of that they didn't even feel it was worthy of consideration by the membership. This plan, Raynor said, would give the retailer a 100 per cent return privilege on certain predetermined artists' initial orders, the artists selection to be made jointly by the retailer and the Victor rep. However, the amount of the records in the initial order was to be determined by the Victor distributor and his salesman, and not the retailer. When a retailer was to reorder that merchandise, no return privilege would be granted, the

plan continued. A few members who spoke briefly against the plan said they felt that this system would merely make them working agents for the diskery and would destroy the private enterprise operation of their shops.

Favoritism Out

Raynor said that reports of giving certain Loop shop operators (none of whom are members of RRAC) early notice of clearance sales and special return privileges and discounts was brought to Wilson's attention by the committee. Wilson, Raynor said, told Walter Norton and Lou Baumgartner, local Victor brass, that if such practices had occurred, they must desist immediately.

Following the meeting, the steering committee of the local group met with Seader and Eaton in an attempt to work out some kind of a primary plan for a national record retailers' association. Raynor told the group that the only method of unifying record retailers across the country was to start a movement to hold a national convention of record retailers as soon as possible. Raynor, who already advises three national groups, said that in each case, where such a local group went national, a national convention was the catalytic agent toward unification.

In a letter to the membership earlier in the week, Ben Chodash, RRAC prexy, stated that Victor here had agreed to go back to the 100 per cent return privilege on defective merchandise instead of the automatic 1 per cent credit discount which had proved insufficient.

Opinions Differ

A check outside the RRAC membership was also made by *The Billboard*. The membership of RRAC is made up largely of retailers who operate neighborhood and suburban stores, and other dealers checked were operators of Loop traffic outlets.

Bob McCloud, record department chief of the five Wurlitzer stores in major cities in the East and Midwest, said he didn't like the 7½ per cent allowance proposal offered by Wilson. McCloud said he'd like to see a radical change in return privileges. He said he feels that there should be different percentages for standard items and the pop stuff. As to Victor declaring some merchandise outdated, he said that once disks are dated, they can't be sold and he felt the sales counter idea wouldn't work out. McCloud said he's definitely in favor of the 100 per cent return privilege on the first order of predetermined artists. He said that he thought a smart retailer would definitely profit from this merchandising scheme.

And One Likes Neither

Herman Forst, of Hudson-Ross's three Loop outlets, said he wasn't interested in either proposal. He said that he didn't like the sales counter idea. He suggested that Victor maintain a 5 per cent return privilege, but that they increase the discount and lower prices on records generally to stimulate biz.

Both men said they had not heard of the Victor proposals until approached by *The Billboard*.

NEW YORK, Oct. 1.—Victor Executive Veepee J. G. Wilson, when asked for his reaction to the RRAC's rejection of Victor's two proposed programs of record retailing, said that he had not been informed of the turn-down and could not comment until he heard from RRAC itself.

He denied that he had made any proposal to hike the present 5 per cent return allowance to 7½ per cent. "What we did in Chicago," Wilson said, "was on a discussion basis. We're trying to solve the prob-

Strip for Dixie!

NEW YORK, Oct. 1.—Speculation as to whether or not Little Orphan Annie would come out definitely for bop was mulled this week when it was made known that Harold Teen, another popular syndicated comic strip character, would stump for Dixieland.

On October 3, the strip, created by Carl Ed, will carry news of the forthcoming Coral package of Bob Crosby Dixieland favorites, all reissued from earlier Decca cuttings. Ed is the father-in-law of Chicago disk jockey Fred Reynolds, who has been leading to a Midwestern drive for the revival of Dixie jazz. Reynolds also acts the role of "Harold Teen" on his weekly WHN show.

Bulleit Revives Delta & Village

NEW YORK, Oct. 1.—Jim Bulleit, Nashville music man, has sold his interest in the recently formed Coast Line distributing outfit in that city, and is reactivating his Delta and Village disk labels. Bulleit, founder and former head of Bullet Records, sold his interest in that label earlier this year, then formed Delta and Village, but was forced to suspend operations when he was injured in an auto accident last June.

Bulleit sold his share of Coast Line to a group of partners headed by Bill Beasley, who also operated the Collegiate diskery. The latter label recently suspended operations.

Bulleit was in town last week for three days on publishing business. He's Dave Dreyer's partner in Jay-Dee Music and also holds stock in Wally Fowler publications. Currently he's lining up new disk talent, with one group, the Sacred Four, signing last week.

Schoen Featured On 4 Decca Disks

HOLLYWOOD, Oct. 1.—Vic Schoen, long-time ork fronter on Andrews Sisters Decca record dates, will be featured as a musical director on his own following waxing of four sides for Decca this week. Original tunes were done under wraps and featured a choral group backed by 13-man ork.

Decca also went far afield to find special material for Danny Kaye, coming up with a couple of ditties from works of Gilbert and Sullivan. Songs cut included *John Wellington Wells* and *When I Was a Lad* with ork backing by Victor Young.

Record Guild Dupes Its Kidisks on Paper

NEW YORK, Oct. 1.—The Record Guild of America, producer of kidisks, which in August introduced a new line of 54 seven-inch vinyl platters, is now duplicating all of its titles on its original-type cardboard-base picture platters. Both type disks will continue to sell at 25 cents.

According to the diskery's sales manager, Michael Zala, customers have indicated a strong preference for the picture records, with the first month's sale showing the paper-and-plastic platters running five to one ahead of the vinyl. Reason for this, according to Zala, is the fact that most of the diskery's business is with variety and department stores which merchandise the disks in toy rather than record departments.

lem of moving records when they become obsolete. There's no sense in sending records back to Camden just to dump them into the river."

Cut in Franc Eases Bans on Longhair Wax

HOLLYWOOD, Oct. 1.—An immediate after-effect of the devaluation of the French franc (*The Billboard*, October 1), plus the anxiety of European music men to obtain more dollars in the American market, is believed to have motivated a sudden relaxation of rules regarding the waxing of popularized renditions of French longhair works. As a result, Capitol Records this week went ahead with plans to release an album of Debussy, Ravel, and Chopin music arranged by Paul Weston, which will be cut under his direction.

Permission to wax the Debussy and Ravel works was granted by the publisher, Durant & Sons, Paris, who has previously denied permission to record anything but original versions of their music. Previous restrictions on the part of Durant and several other French pubbers have resulted in the scrapping of recorded arrangements of a number of standard works of which the most frequently violated have been *Clair de Lune* and Ravel's *Bolero*. Large and small diskeries have been affected at various times.

Mooney Unveils Clover Pubbery

NEW YORK, Oct. 1.—Orkster Art Mooney this week became the newest of the Brill Building burghers when he unveiled his own pubbery, Clover Music Corporation. This is Mooney's initial dip in the pubbing biz. The firm will be licensed thru the American Society of Composers, Authors and Publishers.

Paul Case, who has been working with Mooney's crew for the past several months, is an associate and will be head of the pubbery. Prior to his work with the orkster, Case was a veteran contact man. The firm's first plug ditty is *The Breeze Is My Sweetheart*, a ballad by Carl Sigman and Peter DeRose. The tune is skedded for several top waxery diskings.

Weston Skedded As Cap Feature

HOLLYWOOD, Oct. 1.—Capitol is grooming the Paul Weston ork: as an artist group in its own right and will no longer confine it to album work and supporting soloists, but will allow it to take its regular turn with other artists in the Cap releasing sked. Last year the ork topped all others in number of releases (188), but almost all of the platters were shared with featured soloists.

Next Weston release will be timed to hit racks while the batoner is on tour with Jo Stafford, Starlighters and Red Ingle troupe. Disk will be *I Know, I Know*, with vocal by Jud Conlin Singers. Side will be backed by *Lingering Down the Lane*.

Maisch Quits RCA After 41 Yrs. Work

NEW YORK, Oct. 1.—Fred Maisch, RCA Victor's senior recording engineer, is retiring this month following his 65th birthday and the 41st anniversary of his first Victor recording session.

On October 31, 1908, Maisch joined Victor and handled the controls when Enrico Caruso, Antonio Scotti, Louise Homer and Elsie Abbott cut their famous *Quartet from Rigoletto*. He will be the subject of a feature story in *The New York Times* next week.

License Right May Be Price Of Fed. Peace

(Continued from page 14)

After performance revenue will be dissipated altogether," one ASCAP veteran stated gloomily. "Sure, the rights will return to the individual publishers and writers—and they'll 'deal' them away when they set synchros with the film producers."

Beside the approximate \$1,400,000 that ASCAP had been taking annually from domestic flick houses, a substantial amount, perhaps a million a year, is earned from foreign film performances. It is not probable that foreign income will be affected, since the decree is concerned with domestic operations. Kinescope and telefilm performance takes would also come under scrutiny.

Prospective Donnybrook

Should the rights be divested, a Donnybrook between writers and pubbers could well be touched off. A hint of things to come may be seen in the intervenors entered in the Leibel suit by the Chappell firm and songwriter Milton Ager. As of now, there is no real antagonism over the disposition of rights—both pubber and writers would much prefer to see the film right remain in ASCAP. The intervenors were entered only as "if bets"—with the hope that there would never be a need to carry thru. Now, however, the probability is imminent. Writers could provide more fireworks than they have indicated. They could strike for not only 50 per cent of the control of the rights, but even for the whole works. Under the thesis of some traders that pubbers handle songs only on sufferance, and are merely the appointed custodians of the creations of tune-smiths' labor, the writers, the ASCAP informant said, might well prosecute for full administrative control of the film performance right.

In addition to the paramount problem of licensing, the department is said to be addressing itself to certain longstanding gripes in ASCAP's administration of its own membership affairs:

- (1) An emphasis on actual performances in the distribution of member revenue. (Various proposed performance systems have been discussed in previous issues of *The Billboard*.)
- (2) A more democratic system of admissions.
- (3) A more democratic and impartial appeal apparatus. That is, an arrangement whereby those who hear a member's appeal would not be the same individuals who handed him his classification.
- (4) An easing of the right of members to withdraw and bring their custom elsewhere.
- (5) A more equitable weighted-vote system.

How close to a new consent decree the department and ASCAP are is anyone's conjecture. But as the ASCAP informant said, "it's certainly closer." The procedure is as follows:

The department, after considerable battling back and forth with ASCAP, draws up a draft of its proposals and submits it to ASCAP. The society makes a draft of its proposals. The participants then—it is hoped—draw up a decree to which they both consent. Hearings are then heard in federal court, at which all interested parties may appear with objections and recommendations.

The court can then approve, modify or, according to some legal lights, still reject the decree if it does not meet the judge's conception of the law.

TRENTON, N. J., Oct. 1. — George Bannister will resume his name band dance promotions at War Memorial Hall Saturday (8) with a combination of Dinah Washington with Hal (Cornbread) Singer's band and the vocalizing Orioles. The promoter specializes in the Negro proms, bringing in the attractions on a spot basis, featuring both singers and music makers.

AMC Makes Survey To Promote Tootling in Non-Music Areas

CHICAGO, Oct. 1.—Results of a research study, designed to show the States and communities which now foster community music thru financial air, were revealed last week by the American Music Conference (AMC), non-profit org designed to encourage interest in music. William A. Mills, executive secretary of AMC, pointed out that the survey was completed to show which communities were doing a job of fostering community music so that these systems might be duplicated in localities which didn't show up in the survey.

The survey will be distributed to music dealers and interested parties thruout the country in hopes of stimulating more community music. Mills pointed out that community music activities, such as band and symphony concerts and music festivals, do a great deal to stimulate music appreciation and therefore accelerate the progress of all music within a community.

The survey showed that 21 States now have enabling legislation specifically authorizing special levies (subject to referendum) in support of municipal bands and orchestras. Cities in 13 other States are able to provide funds thru special charter provisions or thru broad interpretations of home rule provisions of laws, governing incorporated municipalities.

The report points out that friends of music should work toward enabling legislation for grants for community music in their localities. The report showed that only a small proportion of the nation's cities are taking full advantage of the opportunity to provide music. The survey recommended that with the greater amount of leisure time now afforded the citizenry, community leaders should

provide increased recreational opportunities, with music being an important part of any projected agenda.

Apollo Extends Blues Build-Up

NEW YORK, Oct. 1.—Apollo Records this week continued to build its blues and rhythm department with the addition of four new artists. The diskery inked blues shouter Mack Edmondson, who has been working with Cootie Williams's ork, to a five-year deal. In addition, the firm inked balladeer Al Perry.

The other two talents are Sunnyland Slim and St. Louis Jimmy, a pair of veteran Southern blues hollers who have previously waxed for Victor, Mercury and Columbia.

Conn. Symp Nets \$2,743 for Season

BRIDGEPORT, Oct. 1.—Closing its most successful season since its organization in 1947, the Connecticut Symphony Orchestra, which held a series of six pop concerts at Fairfield University Field in Fairfield, reported a net profit of \$2,743. A factor which contributed toward its success was the donation of services by Lawrence Tibbett, Eleanor Steiber and Mario Braggiotti, plus the generosity of the other guest artists in accepting fees far below their customary rate.

Tibbett, who is a summer resident of Connecticut, was honorary chairman of the series. The ork was conducted by Daniel Saldenberg.

RCA Red Seals Tie in Para Pix, Luckies, Book Firms for Bally

NEW YORK, Oct. 1.—RCA Victor's red seal promotions during the 1949-'50 season will include tie-ins with book publishers, a film company and a tobacco company. Several "national specials" have been set for October release, and other releases have been timed to coincide with special "anniversaries."

One of the October specials will be the Dorothy-Kirsten coupling of *You Go to My Head* and *More Than You Know*, which the Met soprano will plug on her Tuesday (3) airshow for Lucky Strike. On October 14 she flies to Richmond to be crowned queen of the Tobacco Festival, with Victor plugs assured. The other is an album, *The Holy Year of Jubilee*, issued in honoring the forthcoming Holy Year. The set includes the voice of Pope Pius XII delivering the *Proclamation of the Holy Father*. The continuity was written by the Rev. Thomas B. Liske, of Chicago, and produced in that city. Both specials will be issued on 78 and 45 r.p.m. disks.

In December, Paramount Pictures is releasing *Song of Surrender*, a period story involving a collection of Caruso recordings. Victor, which receives credits in the flick waxings, is tying in by releasing an album, *Memories of Caruso*, to include the late tenor's renditions of *Celeste Aida*, *Una Furtiva Lagrima*, *Vesti La Giubba*, *M'Appare*, the *Carmen Flower Song* and *Addio Alla Madre*. Disks will be on 78 r.p.m. only, because of the limited range of the old cuttings.

Book Firm Tie-In

Cross-plugging has been arranged with the Bruce Publishing Company who will issue *I Hear You Calling Me*, John McCormack's biography, in November. The tome was written by

the late tenor's wife, Countess Lilly McCormack (McCormack was a knight of the Roman Catholic Church). Victor's tie-in will be a renewed push on the album *John McCormack Sings Again*, which was issued last year and includes the title selection. The book firm is designing the book jackets so they can be used as props in disk shop windows, and is also planning to send copies of the title disk to book reviewers as a "warm up." Victor in turn will plug the book in all its dealer and consumer publications and on its *Music You Want* broadcasts.

Victor's publicity forces, headed by Allen Kayes, will also get behind the Simon and Schuster release of *The Life of Frederic Chopin*, by Casimir Wieznski. The book will come out October 17, day of the composer's centennial. The pianist Artur Schnabel, a Victor red seal artist, has written the introduction to the work. In conjunction with the same event Victor is releasing Alexander Brailowsky's recording of the *Chopin Piano Concerto No. 1*.

This month Victor artists will resume making personal appearances and transcribed interviews for use on the local WQXR edition of *Music You Want*. Red seal stars Nathan Milstein and Brailowsky both return from Europe on the Queen Elizabeth November 4 to resume recording and concertizing in this country. The 20th anniversary of Milstein's debut in this country will be marked by his first Victor release, his rendition of the *Glazounov Violin Concerto*.

Constance Hope, manager of red seal artists relations, left Friday (30) for Hollywood. She'll return in about 10 days.

Rhumbalero Sets Subsid for La Cleffer Farres

NEW YORK, Oct. 1.—Osvaldo Farres, one of Cuba's top tunesmiths, is now in the publishing business here as the result of an arrangement with Rhumbalero Music. Rhumbalero, the latest major entry in the Latin pubbing field, is operated by Jean and Julian Aberbach, of Hill & Range Music here, and Ernesto Roca, Cuban music factotum. Its principal U. S. office is in Beverly Hills, Calif., where Hill & Range is also quartered.

Osvaldo Farres Music will be operated as a subsidiary of Rhumbalero, and its instigation marks the first effort here on the part of a large publisher to set up a subsidiary firm for a Latin cleffer. Hill & Range has previously set up pubberies for several of its top hillbilly writers, and the practice has long been established in the pop field. Farres, responsible for such tunes as *Tres Palabras (Without You)*, *Perhaps, Perhaps, Perhaps*, and *No, No and No*, the current Rhumbalero plug, was at one time under contract to Southern Music, but in recent years has been one of the few top Cuban cleffers to remain unaffiliated with any pubbery.

Philly Danceries In Status Quo

PHILADELPHIA, Oct. 1.—The season finds no new impetus to the local ballroom industry. For the most part, the ballrooms are back on their limited dancing schedules with the same music makers on the stand. None of the ballroom ops plan to inject any new life into the lagging terp field here. In fact, the new season finds one less dancery on the scene. The Erlanger Ballroom, in the downtown district, was converted into a music school during the summer.

Wagner's Ballroom goes back to the full-week schedule, with Leo Zollo back on the stand, as is the Slo Club Ballroom, with Joseph J. Joyce for the music making. The suburban Somerton Springs Ballroom, with weekly band changes, is also on a full-week kick. The Oakes, one of the oldest dancieries in the city, opens for Wednesday, Friday and Saturday dancing with Art Wendell's music, with the same operating schedule at the Musicians' Ballroom with Phil Lawrence's band.

Brookline - on - the - Boulevard continues its Friday and Saturday sessions with rotating band schedules, while it's only Saturday night dancing at the Bombay, with Buddy Lawrence's band, at Mammoth Ballroom, with Mickey Palmer, and the B. C. Dancing Club in Turner Hall, with George Sonmer. Name band promotion has become a lost art locally.

Holiday Records Debuts on Coast

HOLLYWOOD, Oct. 1.—Holiday Records is the latest newcomer to Coast indie ranks with its initial release of *Mr. Sears and Mr. Roebuck*, voiced by Don Barry and Dana Gibson, and *The Big Go-By*, sung by Larry Neill. Label's ownership includes Al Gannaway, Hal Levy, Larry Neill and Bill Okie. Mercury branches will handle distribution. Both above tunes belong to Mark Warnow pubberies. *Sears* is in Mark Warnow Music catalog, ASCAP firm, while *Go-By* belongs to Stuart Music, Warnow's BMI affiliate.

Warnow, however, is reportedly not participating in diskery's ownership. Partners will appear on their own wax as much as possible. Diskery will stress pop and some country items.

Taxes Report Reveals 22G Disk Biz Hike

WASHINGTON, Oct. 1.—That better times may be at hand for the disk industry is indicated in the August disk tax report from Internal Revenue Bureau this week, which showed that collections for that month totaled \$295,589, an increase of \$22,658 over August of last year.

For the first two months of the current fiscal year, collections were running neck and neck with the same period of the 1948 fiscal year—\$669,332 for July-August, 1949, and \$668,761 for the same two months last year.

Jacquet, La Vaughan Set for Bash Tour

NEW YORK, Oct. 1.—Chirp Sarah Vaughan and saxman Illinois Jacquet have been set for a two-week concert tour commencing at the Philadelphia Academy of Music October 7. From there the troupe hits Boston and other Eastern cities, then does a date in Toronto and heads back thru the Midwest.

Following the tour Miss Vaughan will do two weeks solo in Montreal and Toronto, prior to opening at the Paramount here November 23.

The concert package is drawing \$2,000 against 60 per cent of the gross for the Toronto date, and is guaranteed \$1,750 against 60 per cent for the Midwestern stands. The Gale Agency is booking.

Don O'Connor Inked To ABC-Eagle Paper

HOLLYWOOD, Oct. 1.—ABC-Eagle Records inked film star Donald O'Connor to a term disk pact this week in a drive to expand its talent stable. O'Connor is the first big-name star to tie up with the Hollywood indie which will specialize in a 39-cent retail market. Plattery head, Gordon Burge, is also negotiating pact with pic glamour gal Marilyn Maxwell.

Deal to snag Dick Powell fell thru because of actor's pic commitments.

Coral, Vocalion Each Sign 2 Folk Artists

NEW YORK, Oct. 1.—Coral and Vocalion, the pair of Decca-owned labels, each inked a pair of folk artists this week. Coral signed term papers with Tommy Sosebee and Cliff Warren.

Vocalion, the Decca low price line, inked Tex Fletcher and Curly Gribbs to pacts.

RCA Ships 1950 Numerical Log

NEW YORK, Oct. 1.—RCA Victor has completed work on its 1949-'50 numerical catalog and is already shipping it out to subscribing dealers. Several important improvements have been made over previous editions. The loose-leaf listing, which includes all disks the plattery intends to continue producing, has been stepped up to 848 pages as compared to last year's 682. It will sell at the same price, \$3.50.

All non-available items have been cut and all four-star promotion items indicated. The service also includes a cross index of Red Seal title duplications, notations where numbers have been changed, all 45-r.p.m. numbers noted under corresponding 78-r.p.m. numbers and vice versa. Advance listings will be filled in as far as possible.

ON THE STAND

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

Ray Hackett

(Reviewed at Coconut Grove, Hotel Ambassador, Los Angeles, September 6. Booked thru Music Corporation of America.)

TRUMPETS: Willard Wagner, Billy Parrish and David Wyckoff.

TROMBONE (and trumpet): Lawrence Helsing.

SAXES: Merriam Worthington, Harry Du-Praw, Edwin Meneken and Rex Baker.

RHYTHM: Ray Hackett, piano; Harold Edelstein, bass, and Roy Scramaglia, drums.

VOCALIST: Peggy Tague.

ARRANGER: Rex Baker.

Ray Hackett is better known to the San Francisco hotel crowd, but the Steinwaying maestro is making plenty here. In the Bay City, Hackett batons his crew for KCBS (Columbia Broadcasting System (CBS) outlet) where he serves as musical director, and alternates between the Mark Hopkins and Palace hotels. Hackett uses the same band for radio work and hotel jobs and has kept it intact for the past five years. The fact that group has worked together so long gives it a polished playing quality seldom found in regional bands.

Hackett's herd churns out a highly palatable brand of terp tempi, equally appealing to ear and toe. It also proves its competence in backing the current show, featuring Dorothy Shay. Hackett's dance product cautiously sticks to the moderate beat bracket, and observes with equal care the fundamental requirements of good hotel music. Arrangements throw full emphasis on melody, carried by the saxes as a rule with brass blending to give it body. Book holds a heavy assortment of items ranging from evergreens to the current crop. It is amply spiced with Latin numbers and an occasional novelty.

Vocalist Peggy Tague apparently suffered from opening night jitters, but lost little time getting her bearings. She handles ballads in a pleasing manner, particularly favoring *Lover's Gold*, *I'll Remember April* and *True to You in My Fashion*. From the little solo work offered, Maestro Hackett appears to possess a fine command of the piano. Band would have more personality if the Hackett Steinway were given greater emphasis. Even in *Moonlight Sonata*, brass wing steals the spotlight. Lee Zhitto.

Lawrence Welk

(Reviewed at Hollywood Palladium, Hollywood, September 25. Personal management, Sam Lutz. Booked thru Music Corporation of America.)

TRUMPETS: Clarence Willard, Dick Hill and Henry Gosling.

TROMBONE: Barney Liddell.

SAXES: George Aubry, George Willard, Orrest Amodeo, Clark Gandy and Garth Andrews.

RHYTHM: Jerry Burke, organ; Larry Hooper, piano; Bob (Tex) Cromer, bass, and Nicky Aden, drums.

VOCALIST: Gene Magden.

WHISTLER: Roy Woldum.

ARRANGERS: Paul Summey, Lou Davies and Gus Donahue.

LEADER AND ACCORDION: Lawrence Welk.

Lawrence Welk likes to call it "champagne music," but his dance product is not at all as lah-dee-dah as the tag implies. It's just as plain and down-to-earth as good beer, and one of the best musical brews of its kind at that. Arrangements are simple and straight-forward, devoting full attention to the melody line. Instrumental combinations are sufficiently varied to keep the ear from tiring. Reed wing alternates with the muted brass on carrying the melody, one section providing the other with harmony support when not shouldering the tune. Organ is used to good advantage to lend body to the blending. Jerry Burke is cautious not to allow his Hammond's volume to get out of hand, but stays in the background to round out band's tone fullness.

Beat is always well defined. It is moderately paced thruout the evening. Book shows a healthy respect for standards along with current pops. Patrons go for Welk in a big way, filling the floor to dance rather than look. Crowd is enthusiastic about the Welk brand of music and shows

Henry Busse

(Reviewed at the Cafe Rouge, Hotel Statler, New York, September 14. Personal manager, William T. Black. Booked thru Associated Booking Corporation.)

TRUMPETS: Mel Eddy, Hal Skeen, James Ille (latter two double trombone).

TROMBONES: Howard Lay, Phil Gray.

REEDS: Robert Davidson, Frank Pronto, Arnold "Moose" Prager, Burgess Crandall.

VIOLINS: Tasker Day, Alvin Pells, John Walsh.

RHYTHM: Ivan McIntyre, piano; Ralph Greenfield, bass; Gilbert Scotland, drums.

ARRANGER: Loyd Akridge.

VOCALS: Phil Gray, Arnold "Moose" Prager.

TRUMPET AND LEADER: Henry Busse.

Henry Busse is celebrating his 20th anniversary as a band leader this year. In those 20 years, Busse has managed to satisfy dancers 52 weeks each year, tho he never has made any startling contributions to the dance band biz after he gained fame via his muted trumpet style on *Hot Lips*. His bands have been well rehearsed, unspectacular groups with but a single objective—to keep the customers dancing. Therefore the organization's focus is on melody and tempi. And the customers dance.

This Cafe Rouge engagement was Busse's first in New York in several years and his group did a fine job in the room during the room's roughest business period. The fully experienced maestro kept the customers well in hand with his genial showmanship while he dished out liberal portions of the current tunes and standards, all layed down in almost strict tempo dance time. Busse, who has used shuffle rhythm as part of his identification for many years before *You Call Everybody Darlin'* came along last year, still makes full usage of the shuffle beats.

Phil Gray Warbles

The band boasts a fine singer in Phil Gray, who doubles in the trombone section. Gray is a young, good-looking guy with a winning appearance and a vocal delivery which falls somewhere between the styles of Dick Haymes and Sinatra. Gray phrases exceptionally well considering that he sings with the severe limitation of working in dance time at all times.

This current Busse crew will set nobody on his ears but it will certainly satisfy any hotel or ballroom crowd. The marks of experience are stamped all over the two decade long money-maker and it's the kind of tag which can keep Busse rolling along just so long as he chooses to front a dance band. Hal Webman.

its appreciation with applause after each number. Squeeze-box toting maestro caters his music toward an older following, a factor that pays off at the bar and dining room rather than the coke fountain.

Vocalist Gene Magden is well-suited for the Welk style, handling ballads sans frills. Whistler Roy Woldum adds interest to band's offerings with his trilling. Welk can use a fem vocalist, spot in line-up still remaining unfilled. However, his current search for a thrush should satisfy that need soon. Ork should soon be hitting the big-time brackets. His Miller High-Life weekly airshow (ABC Coast-to-Coast) is boosting his national following. All he needs now is a hit disk, and Welk feels his switch to Mercury should result in a stronger wax standing. Lee Zhitto.

SOCIETY LABEL DEBUTS

HOLLYWOOD, Oct. 1.—Cleffer Al Piantadosi invades indie disk ranks with his Society label. First release is *This Love*, backed by *Every Beat of My Heart*. Both tunes were penned by Frank Veloz (Veloz and Yolanda) with words by Piantadosi and Dick Coburn. Songs are published by Piantadosi's ASCAP firm. Eddie Le Baron's ork is featured on the couplet with Rene Maurice handling the lyrics.

Mooney To Try Vaude-Ork Unit At Adams, New'k

NEW YORK, Oct. 1.—In a move to cash in on the vaude revival and at the same time to keep presentation houses open to the name band, orkster Art Mooney is preparing an experimental package show which will spot eight vaude acts in addition to his ork. The Mooney show will debut at the Adams Theater in Newark October 13 for a one-week stand.

If the package proves successful Mooney intends using the idea for future theater dates and is mulling a plan to take the vaude-band package out on the road for his regular one-nighters.

Palomar Grabs Disney "Mule"

HOLLYWOOD, Oct. 1.—Newly launched Walt Disney Music Company made its first sale of an outside tune this week, peddling *Mule Train* to Palomar Pictures, Inc., for inclusion in the Vaughn Monroe horse opera *Singing Guns*. Ditty, clefted by Johnny Lang, Hy Heath and Fred Glickman, will be given top spotlighting in the film, with script changes currently in the works to build up the song.

The Disney Music subsid, set up to handle exploitation and publishing chores of Disney films, is taking on outside tunes between pix, *Mule Train* being the first non-Disney property to be snared. Deal was made by Fred Raphael, general professional manager of Disney firm.

Gillespie, Shaw Suit Settled Out of Court

NEW YORK, Oct. 1.—The suit which agent Milt Shaw filed against orkster Dizzy Gillespie in pursuit of money which the be-bop maestro allegedly owed Shaw was settled out of court, with Shaw drawing an undisclosed amount of cash from Gillespie. Shaw formerly was Gillespie's personal manager and was relieved of the job when the orkster transferred his booking affiliation from the Gale Agency to Willard Alexander. Shaw claimed that Gillespie owed him about \$5,000 in back commissions and loans.

GAC Frees Busse For New ABC Deal

NEW YORK, Oct. 1.—Veteran orkster Henry Busse this week was granted his release from his General Artists Corporation (GAC) management paper to make way for the maestro to make a new deal with Joe Glaser's Associated Booking Corporation (ABC).

Busse was one of the several orksters who came to GAC as part of the closing down of the William Morris Agency's band department. He had been with GAC for less than a year.

Rondo Moves to N. Y. To Take Over Distrib

NEW YORK, Oct. 1.—Rondo Records, operated by Julius F. Bard, has moved its main offices from Chicago to this city. Bard himself has moved here to take charge.

The diskery will also take over its own distribution in this area, formerly handled by Major Distributing, and has organized a new company, Rondo Record Distributors of New York.

Gene Gold will continue to operate as Eastern sales director out of New York.

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- ★ I CAN DREAM, CAN'T I? THE WEDDING OF LILI MARLENE *ANDREWS SISTERS with GORDON JENKINS* Decca 24705
- ★ HOP SCOTCH POLKA (SCOTCH HOT) DANGEROUS DAN McGREW *GUY LOMBARDO* Decca 24704
- ★ I WANT YOU TO WANT ME (To Want You) WHO'LL BE THE NEXT ONE (To Cry Over You) *MILLS BROTHERS* Decca 24749
- ★ WHO DO YOU KNOW IN HEAVEN (That Made You The Angel You Are?) YOU'RE BREAKING MY HEART *INK SPOTS* Decca 24693
- ★ DIME A DOZEN JEALOUS HEART *JACK OWENS* Decca 24711
- ★ ON A CHINESE HONEYMOON SOMEDAY (You'll Want Me To Want You) *MILLS BROTHERS* Decca 24694
- ★ THE BLUE SKIRT WALTZ HOMECOMING WALTZ *GUY LOMBARDO* Decca 24714

POPULAR

- ★ I NEVER SEE MAGGIE ALONE AIN'T SHE SWEET *BOB HANNON and JOHNNY RYAN* Decca 24739
- ★ THAT LUCKY OLD SUN (Just Rolls Around Heaven All Day) BLUEBERRY HILL *LOUIS ARMSTRONG and GORDON JENKINS* Decca 24752
- ★ ROOM FULL OF ROSES A CHAPTER IN MY LIFE CALLED MARY *DICK HAYMES* Decca 24632
- ★ WHISPERING HOPE LOVELY NIGHT (Barcarolle From "The Tales Of Hoffman") *ANDREWS SISTERS* Decca 24717

COUNTRY

- ★ SLIPPING AROUND MY TENNESSEE BABY *ERNEST TUBB* Decca 46173
- ★ WARM RED WINE MY FILIPINO ROSE *ERNEST TUBB* Decca 46175

SEPIA

- ★ NINETY-NINE AND A HALF WON'T DO DANIEL IN THE LION'S DEN *SISTER ROSETTA THARPE and HER MOTHER* Decca 48116

Single Records 75¢ (plus tax)

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WHITING
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... and NOW

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SAME BIG STARS
SAME GREAT TUNE
and same big selling spree for you!

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The big "Slip Around Again" seller will be Capitol!



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FIRST WITH THE HITS FROM HOLLYWOOD

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending September 30

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

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This Week

Last Week

1. **YOU'RE BREAKING MY HEART** 1
By Genaro and Skylar
Published by Algonquin (BMI)
Records available: P. Brito Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78)38546, (LP)1-296; V. Damone-G. Oasser Ork, Mer 5271; Ink Spots, Dec 24693; J. Garber, Cap 57-719; B. Harrington, Vocalion 55019; P. Reed, Dance-Tone 351; T. Manners, Varsity 160; R. Flanagan Ork, Bluebird 30-0001
Electrical transcription libraries: Bob Eberle, World; Chuck Foster, Lang-Worth; Johnny Guarneri, Thesaurus; Eddie Skrivaneck, MacGregor; Frankie Masters, Lang-Worth.
2. **THAT LUCKY OLD SUN** 4
By Smith-Gillespie
Published by Robbins Music Corp. (ASCAP)
Records available: F. Laine, Mer 5316; T. Manners, Varsity 191; D. Martin, Cap 57-726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 824; V. Monroe Ork, V(78)20-3531; (45)47-3018; S. Vaughan, Col 38559; L. Armstrong-G. Jenkins Ork, Dec 24752; C. Foster Ork, Vocalion 55035; Frank Sinatra, Col 38608.
Electrical transcription libraries: The Swingtones-The Jumpin' Jacks, Thesaurus; Jerry Gray Ork, Standard.
3. **SOMEDAY (YOU'LL WANT ME TO WANT YOU)** 2
By Jimmy Hodges
Published by Duchess (BMI)
Records available: P. Best-Four Tunes, Manor 1195; R. Bloch Ork, Hi-Tone 134; Mills Brothers, Dec 24694; V. Monroe Ork, V(78)20-2510; (45)47-2986; A. Smith, MGM 10496; T. Tucker, Harmony 1056; Philadelphia String Band, Tempo TR 658; P. Reed, Dance-Tone 375; The Rayens, National 9689; Elton Britt, V 20-1864; H. Winterhalter-J. Thompson, Col 38593; P. Todd Ork, Coral 80104; Jerry Gray Ork, Standard.
Electrical transcription libraries: Nat Brandwynne Ork, World; Chuck Foster, Lang-Worth; Novatime Trio, Thesaurus.
4. **ROOM FULL OF ROSES** 3
By Tim Spencer
Published by Hill & Range Songs (BMI)
Records available: P. Brito, Harmony 1051, Cass County Boys Dec 46174; C. Foster Vocalion 55013; D. Haynes, Dec 24632; E. Howard, Mer 5296; S. Kaye-D. Cornell, V 20-3441; G. Morgan, Col (78)20594, (LP)2-272; P. Reed, Dancetone 355; S. Sims, Coral 60067; The Starlighters-P. Weston Ork Cap 57-617; Sons of the Pioneers V 21-0065; P. Terry-R. Arthur Quartet Hi-Tone 145; J. Searle Ork, Bluebird 31-0012; J. Wayne, Col (78)38525, (LP)1-278; Cousin Abner, Talent 747; M. Hogan, ABC-Eagle 197.
Electrical transcription libraries: George Wright, Thesaurus; Jan Garber, Capitol; Eddy Howard, World; Eddie Skrivaneck, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Foy Willing, Lang-Worth; George Wright, Thesaurus; Dave Terry, Muzak.
5. **MAYBE IT'S BECAUSE** 6
By Harry Ruby and Johnny Scott
Published by Bregman-Vacco-Cann (ASCAP)
Records available: H. Babbitt-The Veltones, Vocalion 55014; Bob Crosby-M. Morgan, Col 38504; D. Haynes-G. Jenkins Ork, Dec 24650; E. Howard Ork, Mer 5314; A. & D. Russell-B. Cole Ork, Cap 57-559; C. Thornhill Ork-R. McIntyre, V 20-3456; Connie Haines-The Highfitters, Coral 60070; P. Reed, Dance-Tone 363; L. Armstrong, Dec 24751.
Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard Ork, World; The Manhattan Nighthawks, Thesaurus.
6. **SOME ENCHANTED EVENING** 5
By Rodgers and Hammerstein
Published by Williamson (ASCAP)
From the Broadway musical, "South Pacific"
Records available: S. Black Ork, London 455; B. Brees-The Pauette Sisters, Capri 2001; P. Como-M. Ayres Ork V(78)20-3402, (45)47-2399; B. Crosby-J. S. Trotter Ork, Dec 24609; J. Davis, Harmony 1048; B. Harrington, Vocalion 55000; A. Jolson-V. Young Ork, Dec 24667; J. Laurenz-J. Carroll Ork, Mer 5276; J. Saunders-R. Bloch Ork, Hi-Tone 122; F. Sinatra, Col 38446; J. Stafford-P. Weston Ork, Cap 57-544; P. Weston Ork, Cap 57-629; H. Winterhalter Ork, MGM 10399; E. Young, Bluebird 31-0009; Eddie and Rack, Dec 24707; D. Blanchard-S. Ellison, ABC 107.
Electrical transcription libraries: Jimmy Dorsey Ork, Standard; Shep Fields, Lang-Worth; Dick Haymes-Carmen Dragon Ork, World; Elliot Lawrence, Associated; David LeWinter Ork, Standard; The Music of Manhattan, NBC Thesaurus.
7. **JEALOUS HEART** 7
By Jennie Lou Carson
Published by Acuff-Rose Publications (BMI)
Records available: C. Bailey, Bullet 1083; J. L. Carson, Dec 46176; E. Duchin, Harmony 1060; D. Falligant, MGM 10521; B. Lawrence, V(78)20-3539, (45) 47-3029; A. Morgan Ork, London 500; J. Owens, Dec 24711; H. Winterhalter Ork, Col 38593; Ivory Joe Hunter, King 4314; L. Nobel, Vocalion 55030; T. Ritter, Cap 15256; H. Perryman, Col 20128; K. Roberts, Coral 64021; R. Turner, Varsity 213; L. Noble Ork, Vocalion 55030.
(No information on electrical transcription libraries available as The Billboard goes to press.)
8. **SLIPPING AROUND** 8
By Floyd Tillman
Published by Peer, Intl. (BMI)
Records available: W. Carter, Macy's 100; J. Dale, Vocalion 55022; Texas Jim Robertson, V(78)21-0074, (45)48-0071; F. Tillman, Col(78)20581, (33)2-216; E. Tubb, Dec 46173; T. Wallace, ABC-Eagle 148; M. Whiting-J. Wakely, Cap 57-40224.
(No information on electrical transcription libraries available as The Billboard goes to press.)
9. **LET'S TAKE AN OLD-FASHIONED WALK** 8
By Irving Berlin
Published by Irving Berlin (ASCAP)
From the Broadway musical, "Miss Liberty"
Records available: J. Bradford, Bluebird 31-0010; P. Como-M. Ayres Ork, V(78)20-3469, (45)47-2931; B. Harrington, Vocalion 55019; D. Haynes-G. Jenkins Ork, Dec 24666; P. Masters Ork, MGM 10463; The Pepperettes-H. Parr, Horace Heidt M 1012; F. Sinatra-D. Day, Col (78)38513, (33)1-260; J. Wayne-J. Wilson Harmony 1047; M. Whiting-P. DeVol Ork, Cap 57-666; P. Reed, Dance-Tone 363; A. Dale-The Riddlers-S. Fisher Quartet, Signature 162.
Electrical transcription libraries: Kay Armen, Associated; Louise Carlyle-The Music of Manhattan Ork, Thesaurus; Cavalcade Ork-D'Artega, Dir., Lang-Worth.
10. **HOP SCOTCH POLKA (SCOTCH HOT)** 7
By Billy Whitlock, Carl Sigman and Gene Raymond
Published by Cronwell Music (ASCAP)
Records available: Bob Crosby, Harmony 1068; B. Gale Ork, Col 12419; E. Logan, Bluebird 30-0003; G. Lombardo, Dec 24704; A. Mooney Ork, MGM 10500; The Three Suns, V(78)20-3520, (45)47-2996; B. Whitlock, London 456.
(No information on electrical transcription libraries available as The Billboard goes to press.)



They're all demanding
MINDY!

The Copacabana starred her! Radio nabbed her! Television grabbed her! Hollywood's wooing her! She's hailed as the greatest vocal find in years (see TIME magazine)! The customers demand more MINDY! And here it is—her just-out double-barreled smash! Get a load of MINDY—and we do mean a load!

MINDY **Carson**

YOU'RE DIFFERENT and LONELY GIRL

RCA Victor 20-3530 (47-3017*)



FREDDY MARTIN

THE BILLBOARD picks this one!

I'VE GOT A LOVELY BUNCH OF COCONUTS

RCA Victor 20-3554 (47-3047*)

It's another "Sabre Dance Boogie"!

LOVE IS SUCH A CHEAT

RCA Victor 20-3540 (47-3030*)



His most successful 6—all in one great album!

ROY ROGERS

"ROUND-UP ALBUM"

P-253 (WP-253*)

- | | |
|----------------------------------|--------------------|
| My Chickashay Gal | RCA Victor 21-0112 |
| A Little White Cross On The Hill | (48-0115*) |
| I Wish I Had Never Met Sunshine | RCA Victor 21-0113 |
| No Children Allowed | (48-0116*) |
| My Heart Went That-A-Way | RCA Victor 21-0114 |
| Dusty | (48-0117*) |

THIS WEEK'S RELEASE!

(Both 78 rpm and 45 rpm. Numbers marked * are 45 rpm.)

POPULAR

- | | |
|-------------------------------------|--------------------------|
| Over Three Hills | TEX BENEKE |
| I Can Dream, Can't I | 20-3553 (47-3046*) |
| Bluebird On Your Windowsill | FREDDY MARTIN |
| I've Got A Lovely Bunch Of Coconuts | 20-3554 (47-3047*) |
| Let's Harmonize | SAMMY KAYE |
| Makin' Love Ukulele Style | 20-3555 (47-3048*) |
| Toot Toot Tootsie Goodbye | TONY MARTIN |
| You Call It Madness | 20-3556 (47-3049*) |
| When Katherina | MERRIE MUsETTE ORCHESTRA |
| Plays Her Ocarina | 25-1137 (51-0028*) |
| Two Left Feet Polka | |

COUNTRY AND WESTERN

- | | |
|---------------------|--------------------|
| The Waltz Of Regret | PEE WEE KING |
| Bonaparte's Retreat | 21-0111 (48-0114*) |

- | | |
|---------------------|--------------------|
| Yodel Boogie | ROSALIE ALLEN |
| Mama, What'll I Do? | 21-0118 (48-0121*) |

RHYTHM

- | | |
|-----------------|------------------------------|
| Cut Off The Fat | JOHNNY MOORE'S THREE BLAZERS |
| Shuffle Shuck | 22-0047 (50-0031*) |

Glenn Miller Album! "Starlight Serenades"

- | | |
|-----------------------------|---------|
| The Story Of A Starry Night | P-255 |
| Stairway To The Stars | 20-3561 |
| When You Wish Upon A Star | |
| Starlit Hour | 20-3562 |
| A Handful Of Stars | |
| Shake Down The Stars | 20-3563 |

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RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

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(Best sellers that no dealer can afford to be without)

That Lucky Old Sun
—Vaughn Monroe 20-3531=47-3018*

Someday—Vaughn Monroe
20-2510=47-2986*

Room Full of Roses
—Sammy Kaye 20-3441=47-2908*

Hucklebuck—Tommy Dorsey
20-3427=47-3028*

I'm Throwing Rice at the
Girl I Love
—Eddy Arnold 21-0083=48-0080*

The Echo of Your Footsteps
—Eddy Arnold 21-0051

Clair de Lune—Jose Iturbi
11-8851=49-0176*

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Jo Stafford's THREE LATEST HITS!



"RED RIVER VALLEY"

and "IF I EVER LOVE AGAIN"
... with the Starlighters, Paul Weston's Orch.
The Season's Outstanding Ballad!
Capitol No. 57-742
78 rpm

"The Last Mile Home"

and "RAGTIME COWBOY JOE"
... with the Starlighters, Paul Weston's Orch.
Stafford at her smoothest!
Capitol No. 57-710
78 rpm

"WHISPERING HOPE"

and "A THOUGHT IN MY HEART"
... with Gordon MacRae
Capitol No. 57-690
78 rpm

THESE STAFFORD HITS ARE STILL BIG!

- "Homework" and "Just One Way to Say I Love You"
... with the Starlighters Capitol No. 57-665 78 rpm
- "My One and Only Highland Fling" and "Thank You"
... with Gordon MacRae Capitol No. 57-566 78 rpm
- "Some Enchanted Evening" and "I'm Gonna Wash
That Man Right Outta My Hair" Capitol No. 57-544 78 rpm

Don't wait till it's too late!
Cash in on Capitol's
Songwriting Contest NOW!



FIRST WITH THE HITS FROM HOLLYWOOD

The Billboard MUSIC POPULARITY CHARTS

Sheet Music

PART II

Based on reports received last three days of Week Ending September 30

BEST-SELLING SHEET MUSIC

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

Weeks to date	Last Week	This Week	POSITION	Tune	Publisher
12	1	1	1.	YOU'RE BREAKING MY HEART (R)	Algonquin
15	2	2	2.	ROOM FULL OF ROSES (R)	Hill & Range
7	3	3	3.	SOMEDAY (YOU'LL WANT ME TO WANT YOU) (R)	Duchess
6	6	4	4.	THAT LUCKY OLD SUN (R)	Robbins
10	5	5	5.	MAYBE IT'S BECAUSE (R)	Bregman-Vocco-Conn
24	4	6	6.	SOME ENCHANTED EVENING (M) (R)	Williamson
11	7	7	7.	LET'S TAKE AN OLD-FASHIONED WALK (M) (R)	Berlin
5	8	8	8.	JEALOUS HEART (R)	Acuff-Rose
7	13	9	9.	TWENTY-FOUR HOURS OF SUNSHINE (R)	Advanced
3	15	10	10.	FIDDLE DEE DEE (F) (R)	Harms, Inc.
2	9	11	11.	NOW THAT I NEED YOU (R)	Famous
3	12	11	11.	HOP SCOTCH POLKA (R)	Cromwell
8	11	13	13.	(JUST ONE WAY TO SAY) I LOVE YOU (M) (R)	Berlin
9	—	14	14.	THERE'S YES, YES, IN OUR EYES (R)	Remick
1	—	15	15.	SLIPPING AROUND (R)	Peer, Inc.

ENGLAND'S TOP TWENTY

Weeks to date	Last Week	This Week	POSITION	Tune	English	American
13	1	1	1.	RIDERS IN THE SKY	Morris	Morris
15	2	2	2.	AGAIN	Francis Day	Robbins
18	3	3	3.	FOREVER AND EVER	Francis Day	Robbins
26	5	4	4.	HOW CAN YOU BUY KILLARNEY?	Peter Maurice	Peter Maurice
11	7	5	5.	WHILE THE ANGELUS WAS RINGING	Southern	Charles K. Harris
21	4	6	6.	WEDDING OF LILI MARLENE	Box and Cox	Leeds
11	7	7	7.	CARELESS HANDS	Edwin Morris	Melrose Music
6	9	7	7.	I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly	Laurel
16	8	9	9.	"A"—YOU'RE ADORABLE	Connelly	Laurel
2	12	10	10.	WEDDING SAMBA	Leeds	*
21	9	11	11.	RED ROSES FOR A BLUE LADY	Lawrence Wright	Mills
5	11	12	12.	CONFIDENTIALLY	Chappell	*
30	14	13	13.	TWELFTH STREET RAG	Chappell	Shapiro-Bernstein
2	18	13	13.	TO WHIT TO WHOO	Billy Reid	*
12	13	15	15.	ECHO TOLD ME A LIE	Chappell	Chappell
8	14	15	15.	BLUE RIBBON GAL	Irwin Dash	*
2	20	17	17.	SHAWL OF GALWAY GREY	Connelly	*
26	16	18	18.	LAVENDER BLUE (Dilly Dilly)	Sun	Santly-Joy
6	17	19	19.	LEICESTER SQUARE RAG	Norris	*
—	—	20	20.	WINDMILL SONG	Keith Prowse	*

*Publisher not available as The Billboard goes to press.

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The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending September 30

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

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

Table with columns: POSITION, Weeks Last This to date, Wk., Title, Artist, Label, Llc. By

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, September 23, 8 a.m., and ending Friday, September 30, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index.

The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y.

The Top 30 Tunes (plus ties)

Table with columns: Song Title, Artist, Label

(RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system.

Week of September 23-29

Table with columns: SONGS, Publisher, Tot. Pts.

Vox Jox

GOTHAM GAB . . . MADJ (Metropolitan Association of Disk Jockeys) reconvenes with its first fall meeting Thursday (13) at the Belmont Plaza.

WESTERN WAX WHIRL . . . Clate Holm, KOVE, Lander, Wyo., hopes our sub-title, "Western Wax Whirl," isn't copyrighted because he's applied it to "an early Saturday morning rat race featuring outtunes exclusively."

STRICTLY FROM DIXIE . . . Ben Mayo, WCEC, Rocky Mount, N. C., keeps mixing 'em up on his Club 810, shifting from bop to hot to sweet to blues all in the same show.

GIMMIX . . . Sterling (Soup) Campbell, WWOL, Buffalo, asked his fem listeners if they were stepping out that day, offering an orchid to the first one who phoned in.

JAZZ JOX . . . Dennis Murphy, WREX, Duluth, Minn., has started a Saturday morning jazz show that runs for two-and-a-half hours and is called Murph's Music.

FOLK FARE . . . Clay Wood, KRAL, Craig, Colo., says he seldom gets artists to appear on his show, but the Vaughn Sisters did several programs for him recently.

(See VOX JOX on page 26)

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of
Week Ending September 30

PART IV



BEST-SELLING POP SINGLES

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
7	1	1	1	THAT LUCKY OLD SUN <i>I Got Sentimental Over Nothing</i>	F. Laine	Mercury 5316—ASCAP
17	2	2	2	YOU'RE BREAKING MY HEART <i>The Four Winds and the Seven Seas</i>	V. Damone-G. Oasser	Ork. Mercury 5271—BMI
10	3	3	3	SOMEDAY <i>And It Still Goes</i>	V. Monroe Ork	V (78) 20-2510; (45) 47-2986—BMI
11	4	4	4	JEALOUS HEART <i>Turnabout</i>	A. Morgan Ork	London 500—BMI
4	5	5	5	SLIPPING AROUND <i>Wedding Bells</i>	J. Wakely and M. Whiting	Cap 57-40224—BMI
17	6	6	6	ROOM FULL OF ROSES <i>It's Summertime Again</i>	S. Kaye-D. Cornell	The Kaydets... V 20-3441—BMI
8	7	7	7	WHISPERING HOPE <i>A Thought in My Heart</i>	J. Stafford & G. MacRae-P. Weston Ork	Cap 57-690—ASCAP
8	8	8	8	SOMEDAY <i>On a Chinese Honeymoon</i>	Mills Brothers	D 24694—BMI
7	10	9	9	YOU'RE BREAKING MY HEART <i>Who Do You Know in Heaven?</i>	Ink Spots	D 24693—BMI
8	16	10	10	I NEVER SEE MAGGIE ALONE <i>Wedding Bells</i>	K. Roberts	Coral 64012
10	18	11	11	ROOM FULL OF ROSES <i>There's Yes, Yes, in Your Eyes</i>	E. Howard	Mercury 5296—BMI
13	10	12	12	MAYBE IT'S BECAUSE <i>It Happens Every Spring</i>	G. Jenkins Ork-D. Haymes	D 24650—ASCAP
9	19	13	13	I CAN DREAM, CAN'T I? <i>The Wedding of Lili Marlene</i>	Andrews Sisters-G. Jenkins Ork	D 24705
80	9	14	14	SOME ENCHANT-ED EVENING <i>Bali Ha'i</i>	P. Como-M. Ayres Ork	V (78) 20-3402; (45) 17-2896—ASCAP
13	12	14	14	ROOM FULL OF ROSES <i>A Chapter in My Life Called Mary</i>	D. Haymes	D 24632—BMI
8	18	16	16	YOU'RE BREAKING MY HEART <i>Song of Surrender</i>	B. Clark	Col (78) 38546; (LP) 1-296—BMI
8	14	17	17	DON'T CRY, JOE <i>Perhaps, Perhaps, Perhaps</i>	G. Jenkins Ork	D 24720—ASCAP
8	12	18	18	SOME ENCHANT-ED EVENING <i>Dites Moi Cokeyed Optimist</i>	E. Pinza	Col 4559—ASCAP
10	17	19	19	HUCKLEBUCK AGAIN <i>Shavers</i>	T. Dorsey Ork-C. Shavers	V 20-3427—ASCAP
8	24	30	30	THAT LUCKY OLD SUN <i>Make Believe</i>	V. Monroe Ork	V (78) 20-3531; (45) 47-3018—ASCAP
8	23	31	31	HOP SCOTCH POLKA <i>Dangerous Dan McGrew</i>	G. Lombardo Ork	D 24704—ASCAP
6	26	22	22	MAYBE IT'S BECAUSE <i>Tell Me Why</i>	E. Howard Ork	Mercury 5314—ASCAP
8	29	23	23	HOP SCOTCH POLKA <i>Wouldn't It Be Fun?</i>	A. Mooney Ork	MGM 10500—ASCAP
7	31	24	24	DANCE OF THE HOURS <i>None But the Lonely Heart</i>	S. Jones Ork	V (78) 20-3516; (45) 47-2992—BMI
13	—	25	25	HUCKLEBUCK <i>It Happens Every Spring</i>	F. Sinatra	Col (78) 38486; (LP) 1-222—ASCAP
4	20	26	26	NOW THAT I NEED YOU <i>Blame My Absent Minded Heart</i>	Doris Day-Mellomen	Col (78) 38507; (LP) 1-251—ASCAP
10	28	27	27	LET'S TAKE AN OLD-FASHIONED WALK <i>Just One Way To Say I Love You</i>	P. Como	V (78) 20-3469; (45) 17-2931—ASCAP
8	29	28	28	NOW THAT I NEED YOU <i>My Own, My Only, My All</i>	F. Laine & C. Fisher Ork	Mercury 5311—ASCAP
1	—	29	29	JOHNSON RAG <i>Back of the Yards</i>	J. Teter Trio	London 501—ASCAP
80	24	30	30	SOME ENCHANT-ED EVENING <i>Bali Ha'i</i>	B. Crosby-J. S. Trotter Ork	D 24609—ASCAP

CHILDREN'S RECORDS

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
69	1	1	1	LITTLE TOOT (One Record) <i>Don Wilson-The Starlighters</i>	Don Wilson-The Starlighters	Cap(78) DAS-80; (45) CASE 3001
6	2	2	2	BUGS BUNNY IN STORYLAND (Two Records) <i>Mel Blanc-A. Livingston</i>	Mel Blanc-A. Livingston	Cap DBX 3021
69	3	3	3	BOZO AT THE CIRCUS (Two Records) <i>Alan Livingston-Vance "Pinto" Colvig</i>	Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; DBX-114
69	4	4	4	BUGS BUNNY (Three Records) <i>Mel Blanc</i>	Mel Blanc	Cap(78) CC-64; (45) CCF-3004
55	—	4	4	NURSERY RHYMES (Two Records) <i>Frank Luther</i>	Frank Luther	D CS-5
35	7	6	6	SO DEAR TO MY HEART (Four Records) <i>Walt Disney-A. Livingston</i>	Walt Disney-A. Livingston	Cap BD-124; Cap DD-109
12	10	7	7	THREE LITTLE PIGS (Two Records) <i>W. Disney-Don Wilson</i>	W. Disney-Don Wilson	Cap DBX 3013
52	—	8	8	BOZO SINGS (Two Records) <i>Alan Livingston-Vance "Pinto" Colvig</i>	Alan Livingston-Vance "Pinto" Colvig	Cap(78) DBS-84; (45) CBSF-3002
45	9	9	9	LITTLE ORLEY-UNCLE LUMPY (Two Records) <i>Fred Waring and Pennsylvanians</i>	Fred Waring and Pennsylvanians	D CUS-7
22	—	10	10	MOTHER GOOSE (One Record) <i>F. Luther</i>	F. Luther	D CU-100
14	10	11	11	BOZO'S JUNGLE JINGLES (One Record) <i>P. Colvig-B. May Ork</i>	P. Colvig-B. May Ork	Cap DAS-3011
6	8	11	11	BOZO LAUGHS (One Record) <i>P. Colvig</i>	P. Colvig	Cap DAS 3046
56	5	13	13	BUGS BUNNY AND THE TORTOISE (Two Records) <i>Mel Blanc-Billy May</i>	Mel Blanc-Billy May	Cap DBX-93
10	13	13	13	DUMBO (Three Records) <i>Shirley Temple</i>	Shirley Temple	V Y-352
54	5	15	15	BOZO UNDER THE SEA (Two Records) <i>Vance "Pinto" Colvig-Alan Livingston</i>	Vance "Pinto" Colvig-Alan Livingston	Cap DBX-99

CLASSICAL SINGLES

205	1	1	1	Clair de Lune <i>Jose Iturbi</i>	V(78)11-8851; (45)49-0176
19	2	2	2	Bachianas Brasileiras <i>B. Sayao</i>	Col 71760-D
152	4	3	3	Jalousie <i>Boston Pops Ork, Arthur Fiedler, conductor</i>	V 12160
146	3	4	4	Warsaw Concerto <i>Boston Pops Ork, Arthur Fiedler, conductor</i>	V 12160
146	3	4	4	Warsaw Concerto <i>Boston Pops Ork, Arthur Fiedler, conductor; Leo Litwin, pianist</i>	V(78)11-8863; (45)49-0252
195	5	5	5	Chopin's Polonaise <i>Jose Iturbi</i>	V(78)11-8848; (45)49-0134

CLASSICAL ALBUMS

20	1	1	1	Salome (Two Records) <i>L. Welltsch, Metropolitan Opera Ork, F. Reiner, director</i>	Col(78)MX316; (LP)ML2048
104	4	2	2	Rachmaninoff Concerto No. 2 in C Minor (Five Records) <i>A. Rubinstein, pianist; NBC Ork, Vladimir Golschmann</i>	V 1075
1	—	3	3	Verdi: Traviata (Three Records) <i>A. Guerrini, M. Huder, L. Infantino</i>	Col(78)MOP 25; (LP)SL-3
20	4	4	4	Grieg's Concerto in A Minor (Three Records) <i>A. Rubinstein, Philadelphia Ork, E. Ormandy, director</i>	V DM-900
100	5	5	5	Tchaikovsky: Nutcracker Suite (Three Records) <i>Eugene Ormandy, conductor Philadelphia Ork</i>	V 1020

POP ALBUMS

21	1	1	1	SOUTH PACIFIC (Seven Records) <i>Mary Martin-Ezio Pinza</i>	Col(78)MM-850; (LP)ML-4180
8	2	2	2	JOLSON SINGS AGAIN (Four Records) <i>A. Jolson</i>	D 716
6	3	3	3	MISS LIBERTY (Six Records) <i>M. McCarty-E. Albert-A. McLerie</i>	Col(78)MM-860; (LP)ML-4220
33	4	4	4	KISS ME, KATE (Six Records) <i>A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond</i>	Col(78)C-200; (LP)ML-4140
8	5	5	5	SILVER LINING (Four Records) <i>V. Monroe & Ork</i>	V(78)P-246; (45)WP-246
20	6	6	6	DICK CONTINO (Four Records) <i>Dick Contino Accordion</i>	Magnolia MA-501
1	—	7	7	YOU'RE MY THRILL (Four Records) <i>Doris Day</i>	Col(78)C-190; (LP)CL-6071
8	—	8	8	JIMMIE RODGERS MEMORIAL (Three Records) <i>J. Rodgers</i>	V P-244
1	—	9	9	AND THE BAND SINGS TOO (Three Records) <i>F. Sinatra-T. Dorsey Ork</i>	V P-247
5	7	10	10	SOUTH PACIFIC (Four Records) <i>A. Goodman Ork</i>	Bluebird BN-3

Dealer Doings

TAX TROUBLES . . . Dealer Joe Little, Schuster & Little Record Shop, Charlotte, S. C., suggests all manufacturers include excise taxes on all disk prices quoted. He believes that dealers would get 25 per cent fewer gripes from customers on any subject, because, says Little, customers get ruffled when they misunderstand a price and then squawk about the sound of the recording or something else—only because they're upset. Little points out that some customers believe they are being overcharged when the tax is added to the advertised price. He even says that one dealer has been charging the tax twice on 78 r.p.m. disks! Any more comments on the subject?

BROOKLYN BIZ . . . Baim & Blank, Brooklyn, took a quarter-page ad in the local *New York Post* to advertise eight different disks by world-famed Jewish cantors. The ad contained a coupon for mail orders. Timed between the Jewish holidays of Rosh Hashonah and Yom Kippur, the ad created lots of extra disk business for the shop.

HARD-TO-GET . . . Jack Smith, Hope Record Shop, 775 Hope Street, Providence, would like to hear from dealers who can help by supplying a few hard-to-get albums. Smith needs a copy of John McCormack's *An Hour With Schubert*, Victor album C-3. He also wants a copy of the Gilbert and Sullivan *H. M. S. Pinafore*, Victor album C/DC 13. . . The Juke Box, 1675 S. Union Avenue, Alliance, O., would like to get some information regarding Gloria Van and Her Vagabonds. . . Several of her disks, says the Juke Box, were recorded on the V. R. T. label.

HELP WANTED . . . Henry A. Yohanan, The Record Shop, 16th Street at Broadway, Denver, writes: "Somewhere there must be a musical who would be the answer to our prayers. One who knows classical as well as popular recordings. One who has initiative and can take responsibility. He may even be unemployed. Forty-five dollars a week to start, but it's a position with a future for the right man." Write to the Record Shop.

DISK TO NYLONS . . . L. Danziger's Disk Shop in Washington, which has been maintaining list prices on classical disks thru all the recent half-price sales, bought out Brentano's entire stock a couple of weeks back, and put the lot on sale at half off. With the store jammed and a line of patrons stretching half-way down the block wanting to get in, the police had to be called to keep order. Meanwhile, a hosiery shop several doors away managed to catch some of the traffic by staging an impromptu sale of its own.

NO NAMES . . . Two prominent Gotham dealers were recently suspended by Times-Columbia, a local distrib, for advertising Columbia platters at less than list prices. They were reinstated several days later when they promised to behave.

PRIZE WINNER . . . RCA Victor red seal artists Whittemore and Lowe, the two-piano team, guested last week on WQXR's *Much Ado About Music* quiz show, and Arthur Whittemore emerged the winner with a Victor 9JY player and five 45 r.p.m. albums as prize. This was a "carrying coals to Newcastle" situation since the lads own the House of Music, a disk shop in Quogue, L. I.

VOX JOX

(Continued from page 24)

He's teamed with Joe Morris, Johnny Smolen and Doyle Sams. The station is also featuring gal platter-spinner Ginny Bailey, who's only 22 years old. . . Jerry Talley, KGAF, Gainesville, Tex., switches from Odell's Opry House done in "rube" dialect to *Party Time*, a show for the kids on which they are invited to dedicate favorite disks to their friends. The youthful listeners also hold parties in the study. He says very few listeners realize that Odell and Jerry are one and the same person.

COAST CULLINGS . . . Disk artists are pitching in heartily for Steve Allen while the KNX (CBS) spinner-emsee vacations. Hour show (midnight to 1 a.m.) was handled on succeeding nights by recording personalities Mel Torme, Margaret Whiting, Jack Smith and Tommy Duncan. Allen returns in mid-October. . . Pigskin and platters are blended by Ira Cook, who starts spinning disks 45 minutes before game time Saturdays on KECA and continues his wax session after the grid broadcasts. Selections lean to campus tunes and marches.

... a word about



especially
written for

JACK LACY



... and the other 7,791 weekly Disk Jockey,
Musical Director and Record Librarian Readers
of The Billboard.

Immediately following World Series time, and right
on thru to the New Year's Day Rose Bowl game,
football will hog the sports limelight. Football and
music go together to help generate that famous do-
or-die college spirit, and that's where America's disk
jockeys come into the football picture.

We won't tip our hands on the actual subject matter,
but—look to The Billboard 1949 Disk Jockey Sup-
plement (October 22, 1949) for a really helpful,
valuable-for-programing feature built around music
and the football season.

This is but one feature of The Billboard 1949 Disk
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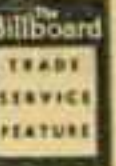
78 rpm 20-3551 45 rpm 47-3044

The Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

Based on reports received last three days of Week Ending September 30

PART V



MOST-PLAYED JUKE BOX RECORDS

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

POSITION				
Weeks to date	Last Week	This Week		
13	2	1.	YOU'RE BREAKING MY HEART	V. Damone-G. Oasser Ork. Mercury 5271—BMI
5	3	2.	THAT LUCKY OLD SUN	F. Laine Mercury 5316—ASCAP
8	1	3.	SOMEDAY	V. Monroe Ork. V(78)20-2510; (45)47-2986—BMI
15	4	4.	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kay-dets V 20-3441—BMI
7	10	5.	SOMEDAY	Mills Brothers D 24694—BMI
5	7	6.	JEALOUS HEART	A. Morgan Ork London 500—BMI
4	14	7.	SLIPPING AROUND	J. Wakely and M. Whiting Cap 57-40224—BMI
14	5	8.	ROOM FULL OF ROSES	E. Howard Mercury 5296—BMI
7	11	9.	YOU'RE BREAKING MY HEART	Ink Spots D 24693—BMI
13	8	10.	ROOM FULL OF ROSES	D. Haynes D 24632—BMI
7	9	11.	MAYBE IT'S BECAUSE	E. Howard and Ork Mercury 5314—ASCAP
20	6	12.	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork. V(78)20-3402; (45)47-2896—ASCAP
8	13	13.	MAYBE IT'S BECAUSE	G. Jenkins Ork-D. Haynes D 24650—ASCAP
3	16	14.	THAT LUCKY OLD SUN	V. Monroe Ork. V(78)20-3531; (45)47-3018—ASCAP
15	12	15.	HUCKLEBUCK	T. Dorsey-C. Shavers V 20-3427—ASCAP
				(P. Bailey-Hot Lips Page, Harmony 1049; C. Calloway & His Cab Jivers, Hi-Tone 135; B. Goodman, Cap 57-576; A. Kirk, Vocalion 55009; F. Sinatra, Col 38486; L. Hampton Ork, Dec 24852; B. Marshall-Cozy Cole Ork, Dec 48099; R. Milton & His Solid Senders, Specialty SP 328; The Pig Footers, Mer 8130; Big Sis Andrews & Her Huckle-Busters, Cap 57-70000)
2	25	16.	JEALOUS HEART	J. Owens D 24711—BMI
2	—	16.	I CAN DREAM CAN'T I?	G. Jenkins and Andrews Sisters D 24705
				(J. Saunders-Mandolin Ork, Rainbow 10038; T. Beneke Ork, V(78)20-3553; (45)47-3046; G. Gray Ork, Coral 60106)
2	23	18.	HOP SCOTCH POLKA	G. Lombardo Ork D 24704—ASCAP
4	17	19.	I NEVER SEE MAGGIE ALONE	K. Roberts Coral 64012
				(B. Hannon-J. Ryan, Dec 24739; E. Lee & His Southerners, V 20-0023)
18	15	20.	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter Ork D 24609—ASCAP
5	23	21.	YOU'RE BREAKING MY HEART	B. Clark Col(78)38546; (LP)1-296—BMI
7	26	22.	HUCKLEBUCK	F. Sinatra Col(78)38486; (LP)1-222—ASCAP
3	29	23.	YOU'RE BREAKING MY HEART	J. Garber Ork Cap 57-719—BMI
2	—	23.	WHISPERING HOPE	J. Stafford and G. MacRae-P. Weston Ork Cap 57-690—ASCAP
				(Andrews Sisters with V. Schoen Ork Dec 24717; T. Taylor-The Radio Ranch Hands, Mer 6166)
2	20	25.	THE WEDDING OF LILI MARLENE	Andrews Sisters D 24705—ASCAP
				(S. Conway, Col Graphophone FB 3500; R. Flanagan Ork, Bluebird 30-0002; A. Shelton, London 477; G. MacRae, Cap 57-711; F. Sinatra, Col 38555; J. Desmond, MGM 10499)
4	—	26.	YOU TOLD A LIE	M. Hughes Col 38500—ASCAP
				(C. Raines, Coral 60044; J. Kilty, MGM 10425; L. Clinton Ork, V 20-3461; R. Peters-D. Brooks-The Four Tones, Kangaroo K 1301; F. Willing & His Riders of the Purple Sage, Cap 57-40151)
3	—	26.	YOU'RE SO UNDERSTANDING	E. Knight-Four Hits and a Miss ING D 24636—BMI
				(R. Flanagan Ork, Bluebird 30-0001; P. Reed, Dance-Tone 356; E. Wells-The Paulette Sisters, Spotlite 518; R. Carlyle Ork, Coral 60053; L. Green Ork-R. Dorey, V 20-3405; J. Wayne & Dell Trio, Col 38437; E. Baird & L. Douglas with B. Curtis Quartet, Hi-Tone 118; J. Pace-G. Ellis Ork, Keystone 1700; B. Barron Ork, MGM 10369; C. Foster Ork, Vocalion 55035)
2	21	28.	DON'T CRY, JOE	G. Jenkins Ork D 24720—ASCAP
				(J. Hall, V(78)20-3557; (45)47-3050; J. Desmond, MGM 10518; F. Sinatra, Col 38555)
1	—	28.	A DREAMERS HOLIDAY	P. Como V(78)20-3543; (45)47-3036
				(E. Wilson-G. Jenkins, Dec 24738; B. Clark, Col 38599)
6	17	30.	THAT'S MY WEAKNESS NOW	R. Morgan and Ork D 24692
				(B. Strong, Cap 57-718)
2	28	30.	DIME A DOZEN	S. Kaye Ork V(78)20-3532; (45)47-3010—ASCAP
				(Annie Lou-Danny Hill, Bullet 690; J. Atkins, Coral 60088; K. Kyser Ork, Col(78)38540; (LP)1-300; J. Owens, Dec 24711; A. Smith, MGM 10496; M. Witing, Cap 57-709; K. Smith, Happiness 102; L. Welk & Ork, Mer 5312)
1	—	30.	CIRCUS	B. Farrell MGM 10488—ASCAP
				(T. Martin-S. Martin Ork, V(78)20-3488; (45)47-2947; A. Dale-R. Arthur Quartet, Signature 184; D. Haynes, Dec 24700)
1	—	30.	DIME A DOZEN	M. Whiting Cap 57-709—ASCAP
1	—	30.	JEALOUS HEART	B. Lawrence V(78)20-3539; (45)3029—BMI

WARNING!

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The Billboard
MUSIC POPULARITY CHARTS
Part VI
Rhythm & Blues Records

Based on reports received last three days of Week Ending September 30

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
11	3	1	1	BABY, GET LOST <i>Long John Blues</i>	D. Washington	Mercury 8148—BMI
3	6	2	2	BROKEN HEARTED <i>Red Head 'n' Cadillac</i>	E. Williams	Supreme 1535
5	5	3	3	IT'S MIDNIGHT <i>Midnight Whistle</i>	Little Willie Littlefield	Modern 20-886
4	2	3	3	ROOMING HOUSE BOOGIE <i>Empty Arm Blues</i>	A. Milburn	Aladdin 3032
1	—	5	5	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	D 24725
6	1	6	6	ALL SHE WANTS TO DO IS ROCK <i>I Want My Fanny Brown</i>	W. Harris	King 4304—BMI
3	15	6	6	EMPTY ARM BLUES <i>Rooming House Blues</i>	A. Milburn	Aladdin 3032
20	—	6	6	LITTLE GIRL, DON'T CRY <i>Moosey</i>	B. M. Jackson and His Buffalo Bearcats	King 4288—BMI
1	—	6	6	SNEAKIN' AROUND <i>The Gal I Love</i>	R. Render	London 17000
7	10	10	10	IN THE EVENING WHEN THE SUN GOES DOWN <i>Please Be Kind</i>	C. Brown	Aladdin 3030
25	9	11	11	TROUBLE BLUES <i>Honey, Keep Your Mind on Me</i>	C. Brown	Aladdin 3024—BMI
23	7	11	11	TELL ME SO <i>Deacon Jones</i>	The Orioles	Jubilee 5005—BMI
24	11	13	13	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1506—ASCAP
2	8	13	13	NUMBERS BOOGIE <i>After School Blues</i>	Sugar Chille Robinson	Cap 57-70037
11	15	15	15	I LOVE YOU SO <i>The Bop Hop</i>	Pee Wee Crayton	Modern 20-675

WARNING!

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

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
8	4	1	1	BEANS AND CORNBREAD	L. Jordan	D 24673
3	6	2	2	BABY, GET LOST	D. Washington	Mercury 8148—BMI
7	1	3	3	ALL SHE WANTS TO DO IS ROCK	W. Harris	King 4304—BMI
1	—	3	3	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	D 24725
3	—	5	5	WAITING IN VAIN	I. J. Hunter	King 4291—BMI
2	12	6	6	EMPTY ARM BLUES	A. Milburn	Aladdin 3032
5	2	7	7	ROOMING HOUSE BOOGIE	A. Milburn	Aladdin 3032
4	14	8	8	BROKEN HEARTED	E. Williams	Supreme 1535
1	—	8	8	I COVER THE WATER-FRONT	E. Garner	Savoy 688
1	—	8	8	"T" MODEL BLUES	L. Hopkins	Gold Star 662
1	—	8	8	ETHEL MAE	L. C. Williams	Freedom 1517
1	—	8	8	SO LONG	R. Browne-E. Condon	Ork
3	14	13	13	PLEASE DON'T GO	R. Brown and His Mighty-Mighty Men	De Luxe 3226
3	—	13	13	DOBY'S BOOGIE	F. Mitchell	Derby 713
1	—	13	13	GUESS WHO	Ivory Joe Hunter	King 4306—BMI
1	—	13	13	WALKIN' BLUES	J. Moore's Three Blazers	V(78)22-0042; (45)50-0026

ADVANCE RHYTHM & BLUES RECORD RELEASES

Between Midnight and Dawn C. Campbell Ork (Ooh, Wee) Freedom 1520	Just the Blues Lover Boy Brown (Thinking of) Regent 1007
Bluin' the Blues New Orleans Rhythm Kings (Sensation) Brunswick 80120	King Trotter G. Morris & His Hamptones (Rockin' With) Spire 103
Cherry Smash Big Jay McNeely (Man Eater) Savoy 713	Leaving Town P. Castle (A Pool) Derby 717
Cut Off the Fat (Take Out the Bone) J. Moore's Three Blazers (Shuffle Shuck) V (78) 22-0047, (45) 50-0031	Loretta C. MacBooker Ork (My Baby) Freedom 1520
Don't Put Me Down J. Liggins (Nite Life) Specialty SP 339	Man Eater Big Jay McNeely (Cherry Smash) Savoy 713
Good Roller Blues B. McGhee (I Know) Savoy 714	My Baby Left Me C. MacBooker Ork (Loretta) Freedom 1520
Got It at the Savoy A. Cooper (New Jump) Regent 1006	New Jump A. Cooper (Got It) Regent 1006
Got the Blues B. B. King (Take A) Bullet 315 BMI	Nite Life Boogie J. Liggins (Don't Put) Specialty SP 339
I Know My Baby B. McGhee (Good Roller) Savoy 714	Ooh, Wee Baby C. Campbell Ork (Between Midnight) Freedom 1521
I'm Singing the Blues Today C. Gant (Rose Room) Bullet 313	Original Dixieland One-Step New Orleans Rhythm Kings (Ostrich Walk) Brunswick 80119
I Had To Be You Laurence Quartet (That Lucky) Derby 722	Ostrich Walk New Orleans Rhythm Kings (Original Dixieland) Brunswick 80119
Jump Through the Window R. Eldridge Ork (The Gasser) Brunswick 80117	

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AMOS MILBURN'S

- "ROOMING HOUSE BOOGIE" 3032
- "EMPTY ARMS BLUES" 3032
- "IN THE MIDDLE OF THE NIGHT" 3026

Charles Brown's

- "TROUBLE BLUES" 3024
- "IN THE EVENING BLUES" (when the sun goes down) 3030



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NOTE!
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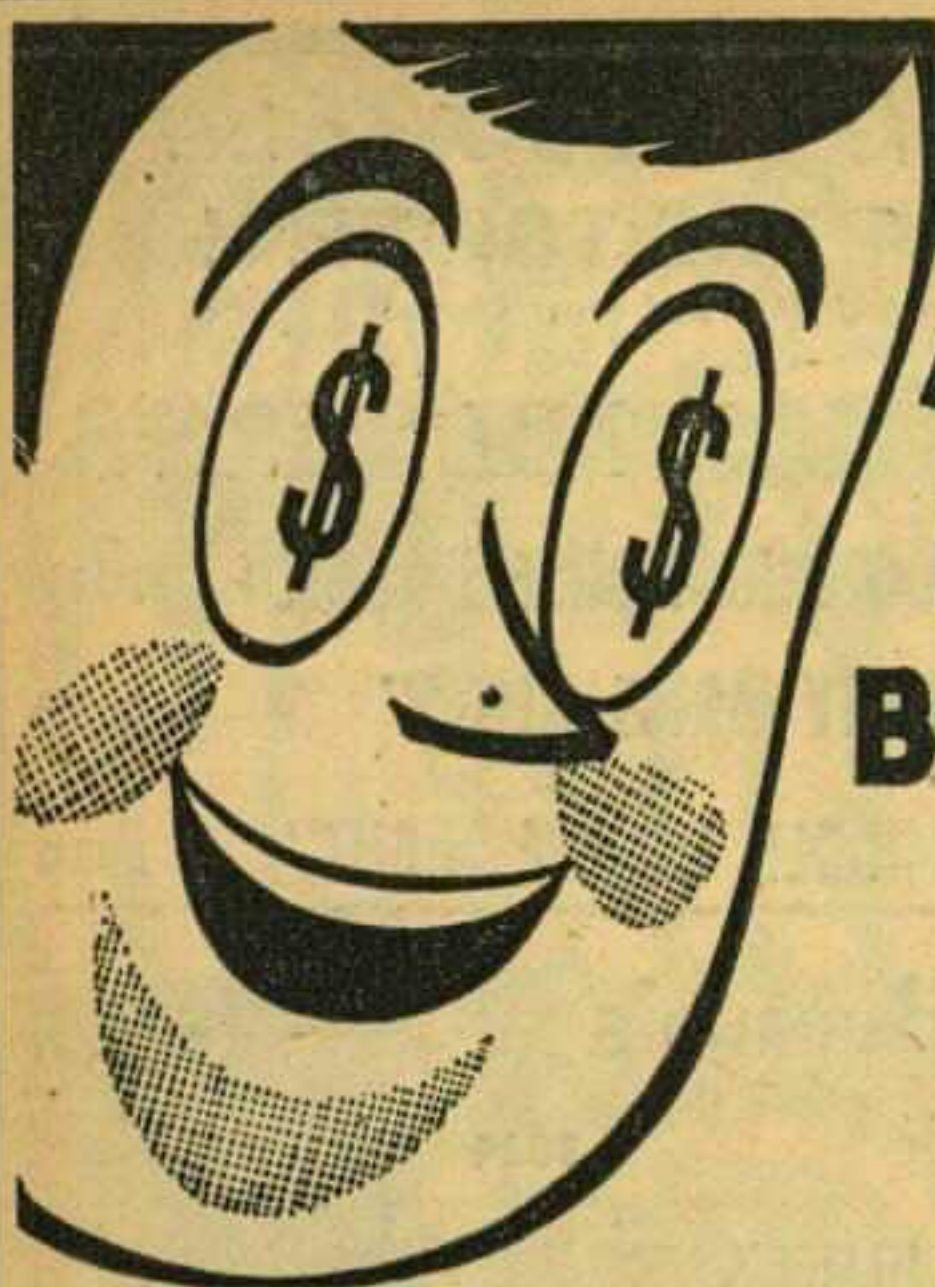


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The **Billboard** MUSIC POPULARITY CHARTS
Folk (Country & Western) PART VII
Record Section

Based on reports received last three days of Week Ending September 30

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks to date		Last Week		This Week		Record	
5	4	1.	SLIPPING AROUND	M. Whiting-J. Wakely	Cap 57-40224	—	—	—	—
			Wedding Bells						
11	3	2.	WHY DON'T YOU HAUL OFF AND LOVE ME?	Wayne Raney	King 791	—	—	—	—
			Don't Know Why						
21	6	3.	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401	—	—	—	—
			I've Just Told Mama Goodbye						
15	2	4.	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	V(78)21-0083; (45)48-0080	—	—	—	—
			Show Me the Way Back to Your Heart						
31	1	5.	LOVESICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352	—	—	—	—
			Never Again						
4	8	6.	BLUES STAY AWAY FROM ME	Delmore Brothers	King 803	—	—	—	—
			Goin' Back to the Blue Ridge Mountains						
10	5	7.	SLIPPING AROUND	E. Tubb	D 46173	—	—	—	—
			My Tennessee Baby						
2	13	8.	YOU'RE GONNA CHANGE	H. Williams	MGM 10506	—	—	—	—
			Lost Highway						
4	—	9.	WARM RED WINE	E. Tubb	D 46175	—	—	—	—
			My Filipino Rose						
1	—	10.	WHOA, SAILOR	H. Thompson and His Brazos Valley Boys	Cap 57-40218	—	—	—	—
			Swing Wide the Gates of Love						
1	—	11.	WHY DON'T YOU HAUL OFF AND LOVE ME?	M. Shiner	D 46178	—	—	—	—
			Soft Lips						
3	10	12.	I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012	—	—	—	—
			Wedding Bells						
1	—	12.	LOST HIGHWAY	H. Williams	MGM 10506	—	—	—	—
			You're Gonna Change						
1	—	14.	I'LL NEVER SLIP AROUND AGAIN	F. Tillman	Col(78)20613; (LP)20615	—	—	—	—
			This Cold War With You						
4	15	15.	SMOKEY MOUNTAIN BOOGIE	Tennessee Ernie	Cap 57-40212	—	—	—	—
			You'll Find Her Name Written There						

WARNING!

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ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

I Want a Pardon for Daddy D. Leader (Look A-Way) Arcadia AP 1951	I Wish I Had Never Met Sunshine... (78)21-0113, (45)48-0118
In My Imagination A. Inman (Double Cross) Bullet 687	My Chickashaw Gal... (78)21-0112, (45)48-0115
Just Living With My Sorrow Rhythm Pals (Million Memories) ABC-Eagle 155	My Heart Went That-A-Way... (78)21-0114, (45)48-0117
Let's See You Fix It S. Hamblen (But I'll) Col 20625	No Children Allowed... (78)21-0113, (45)48-0016
Little Paper Boy A. Crabtree (Our Baby's) Talent 742	The Christmas Cannon Ball K. Roberts (Christmas Roses) Coral 64025
Look A-Way Up Yonder D. Leader (I Want) Arcadia AP 1951	The Hold-Up Song B. Payne-L. Call (Once Your) ABC-Eagle 194
Mama, What'll I Do R. Allen-The Black River Riders (Yodel Boogie) V (78)21-0118, (45)48-0121	The Waits of Regret Pee Wee King (Bonaparte's Retreat) V(78)21-0111, (45)48-0114
Million Memories Rhythm Pals (Just Living) ABC-Eagle 155	The Worried Man Blues B. Ives (Mr. Froggie) Col 38591
Mr. Froggie Went A-Courtin' B. Ives (The Worried) Col 38591	Wanda T. Smile (Maybe Somehow) T-S 900
My Hoosier Gal E. Hubbard (Down by) Mer 5330	Warm Red Wine J. Bee (I Won't) Talent 748
Oklahoma Sweetheart D. Marth (Dutch Warbler) ABC-Eagle 127	Wedding Bells J. Rivers (It's Wrong) ABC-Eagle 153
46185	We've Lived a Lie B. Walker (Bordertown Fleeta) Talent 701
Oleomargarine	What Makes Your Head So Red C. Marshall (I Came) ABC-Eagle 118
On the Strings of My Lonesome Guitar J. Wakely (When a) Coral 64022	When a Speck in the Sky Is a Bluebird J. Wakely (On the) Coral 64022
Once Your Heart Has Been Broken B. Payne-L. Call (The Hold-Up) ABC-Eagle 194	White Christmas E. Tubb (Blue Christmas) Dec 46186
Our Baby's Gone to Jesus A. Crabtree (Little Paper) Talent 742	Why Don't You Tell Me So? L. Platt-E. Scuggs (Down the) Mer 6211
Our Christmas Waits R. Foley-J. Martin (Here Comes) Dec	Why Not Confess Cousin Wilbur-Blondie-Brooks (Blues Stay) Bullet 691
D. Martin (I Wonder) ABC-Eagle 121	Wreath of Roses J. Rivers (Riders In) ABC-Eagle 113
Roy Rogers Roundup Album—R. Rogers (3-10")	Yodel Boogie R. Allen-The Black River Riders (Mama, What'll) V(78)21-0118, (45)48-0121
V(78)P-253; (45)WP 353	You're the Only Gal in My Corral J. Graydon (How Long) Corral 60102
A Little White Cross on the Hill... (78)21-0112; (45)48-0115	
Dusty... (78)21-0114; (45)48-0117	



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RA247 WILL YOU BE SATISFIED THAT WAY?
RA246 ON THE WRONG SIDE OF THE TRACK

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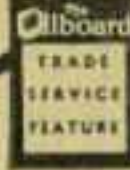
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The Billboard
MUSIC POPULARITY CHARTS
Folk (Country & Western)
Record Section

PART VII



Based on reports received last three days of Week Ending September 30

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

Weeks to date	Last Week	This Week	Record	Label
11	3	1	SLIPPING AROUND.....J. Wakely & M. Whiting.....Cap 57-40224—BMI	BMI
32	1	2	LOVESICK BLUES.....Hank Williams and His Drifting Cowboys.....MGM 10352—BMI	BMI
11	1	3	WHY DON'T YOU HAUL OFF AND LOVE ME?.....Wayne Raney.....King 791—BMI	BMI
19	6	4	WEDDING BELLS.....H. Williams and His Drifting Cowboys.....MGM 10401—ASCAP	ASCAP
1	—	5	WHY DON'T YOU HAUL OFF AND LOVE ME?.....M. Shiner.....D 46178—BMI	BMI
14	5	6	I'M THROWING RICE AT THE GIRL I LOVE.....E. Arnold.....V(78)21-0083; (45)48-0080—BMI	BMI
5	13	6	MY FILIPINO ROSE.....E. Tubb.....D 46175—BMI	BMI
10	4	8	SLIPPING AROUND.....Ernest Tubb.....D 46173—BMI	BMI
4	7	9	WEDDING BELLS.....J. Wakely and M. Whiting.....Cap 57-40224—ASCAP	ASCAP
1	—	9	I NEVER SEE MAGGIE ALONE.....K. Roberts.....Coral 64012	Coral
2	—	9	WARM RED WINE.....E. Tubb.....D 46175	BMI
4	—	12	ROOM FULL OF ROSES.....G. Morgan.....Col(78)20594; (LP)2-272—BMI	BMI
11	8	13	MIND YOUR OWN BUSINESS.....Hank Williams and His Drifting Cowboys.....MGM 10461—BMI	BMI
1	—	13	WHY DON'T YOU HAUL OFF AND LOVE ME?.....B. Atcher.....Col 20611—BMI	BMI
10	10	15	SLIPPING AROUND.....F. Tillman.....Col 20581—BMI	BMI
5	—	15	THE SAME SWEET GIRL.....Hank Locklin.....4 Star 1313	4 Star
1	—	15	OVER THREE HILLS.....E. Benedict & His Polkateers.....V 20-3389	V
1	—	15	WEDDING BELLS.....K. Roberts.....Coral 64012—ASCAP	ASCAP

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FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Waumpum: In the final week of the September polling of the nation's folk music platter spinners by The Billboard, 64 of the wax whirlers reported that Wayne Raney's "Why Don't You Haul Off and Love Me" (King) was their top request. Following in order, the remaining nine most-requested platters were: Ernest Tubb's "Slipping Around" (Decca) and Jimmy Wakely and Margaret Whiting's "Slipping Around" (Capitol), second; Floyd Tillman's "Slipping Around" (Columbia), fourth; Hank Williams's "Lovesick Blues" and "Wedding Bells" (MGM), sixth; Eddy Arnold's "I'm Throwing Rice" (Victor), seventh; Kenny Roberts's "I Never See Maggie Alone" (Coral) and Hank Snow's "Marriage Vows" (Victor) eighth, and Bob Will's "Warm Red Wine" (MGM), 10th.

In predicting the future wax winners, the 64 disk spinners forecast the brightest future for Dolph Hewitt's "I Wish I Knew" (Victor). Following in order, the remaining nine predictions were: Floyd Tillman's "I'll Never Slip Around Again" (Columbia), second; the Delmore Brothers' "Blues Stay Away From Me" (King), third; Hank Thompson's "Soft Lips" (Capitol), Ernest Tubb's "Filipino Rose" and "Warm Red Wine" (Decca) and Johnny Bond's "Read It and Weep" (Columbia), third; Hank Thompson's "Swing Wide the Gates of Love" (Capitol) and Jerry Jericho's "Why Don't You Haul Off and Love Me?" (4 Star), eighth, and Tex Williams's "There's a Bluebird on My Windowsill" (Capitol) 10th.

In selecting the future rustic hits, the wax whirlers predicted the No. 7 spot for Dolph Hewitt's "I Wish I Knew" (Victor). The remaining nine were: Bob Will's "Warm Red Wine" (MGM), second; Hank Williams's "You're Gonna Change" (MGM), third; Jimmy Dickens's "I'll Be Back A-Sunday" (Columbia), fourth; Tennessee Ernie's "Smokey Mountain Boogie" (Capitol), fifth; the Delmore Brothers' "Blues Stay Away From Me" (King), sixth; Dave Landers's "Before You Call" (MGM), seventh; Kenny Roberts's "Jealous Heart" (Coral), eighth; Ernest Tubb's "Filipino Rose" (Decca), ninth; Tex Williams's "Bluebird on My Windowsill" (Capitol), 10th.

Redd Harper, emcee of "Hollywood Roundup," the armed forces network h. d. show, had Rex Allen, Tex Williams, Cindy Walker, Wade Ray and Eddie Kirk on deck recently for the special Christmas show, which was cut. . . . Three of the boys who left Spade Cooley to join Tommy Duncan's band when the latter ankleed Bob Will's to form his own unit have returned to Cooley. Sidemen included Merle Boggs, Jimmy Weible and Cameron Hill. With Ginny Jackson back as a regular member of his troupe after she left the Autry group, Cooley now has a 21-piece aggregation. . . . Wade Ray (Capitol) has his band in the newly rebuilt Cowtown, formerly the Hawaiian Village.

(Continued on page 38)

DECCA'S Tops for Ops!

Latest and greatest release

"JEALOUS HEART"

(Written by JENNY LOU CARSON—BMI)

On

DECCA RECORD NO. 24711



JACK OWENS

first release

"MIND YOUR OWN BUSINESS"

(Written by HANK WILLIAMS—BMI)

Coupled With

"AFRAID"

(Written by FRED ROSE—ASCAP)

On

DECCA RECORD NO. 46184



EDDIE HILL

first release

"ALABAMA"

(Written by IRA LOUVIN, EDDIE HILL and CHAS. LOUVIN—BMI)

Coupled With

"SEVEN YEAR BLUES"

(Written by IRA LOUVIN, EDDIE HILL and CHAS. LOUVIN—BMI)

On

DECCA RECORD NO. 46187



LOUVIN BROS. (IRA AND CHARLES)

first release

"BEFORE YOU CALL"

(Written by FRED ROSE—ASCAP)

Coupled With

"JUST WHEN I NEEDED YOU"

(Written by CLYDE BAUM, JOHNNIE WRIGHT and JACK ANGLIN—BMI)

On

DECCA RECORD NO. 46188



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RYTHM & BLUES
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 "SNEAKIN' AROUND"
 "The Gal I Love"
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NANCY LEE
 with The Hilltoppers and
KENNY ROBERTS
 "I NEVER SEE MAGGIE
 ALONE"
 "Boogie Woogie Yodel Song"
 Kenny Roberts with Nancy Lee and The Hilltoppers
 NO. 506

BOB HARVEY
 "WOULDN'T IT
 BE FUN?"
 "She's a Personal Friend of Mine"
 NO. 504

**GEORGE SHEARING
 TRIO**
 "I ONLY HAVE EYES
 FOR YOU"
 "CONSTERNATION"
 NO. 412

*Flying
 High!*

A NEW STAR IS BORN!
AL MORGAN
 "JEALOUS HEART"
 "Turnabout is Fair Play"
 NO. 500

A NEW STAR IS BORN!
TERESA BREWER
 "WHEN THE TRAIN CAME IN"
 "A MAN WROTE A SONG"
 with Jack Pleis and his Orch.
 NO. 511

ANNE SHELTON
 "THE WEDDING OF
 LILLI MARLENE"
 "Hold Me Just A Little Closer Dear"
 NO. 477

PRIMO SCALA
 "I'VE GOT A LOVELY
 BUNCH OF COCOANUTS"
 "THE ECHO TOLD ME A LIE"
 with the Keynotes
 NO. 449

REGGIE GOFF
 "MY BOLERO"
 "All's Well That Ends Well"
 NO. 491

VERA LYNN
 "THROUGH A LONG AND
 SLEEPLESS NIGHT"
 "A Thousand Violins"
 with the Bob Farnon Orch.
 NO. 507

CHARLIE SPIVAK

"DON'T CRY, JOE"

(Let Her Go, Let Her Go, Let Her Go)

Charlie Spivak and his orchestra, Vocal by the "Stardreamers"

"BABY WON'T YOU PLEASE COME HOME"

Charlie Spivak and his orchestra, Vocal by Irene Daye

NO. 513

GEORGE SHEARING TRIO

"THE FOURTH DEUCE"

"THE NEARNESS OF YOU"

NO. 487

JACK TETER TRIO

"JOHNSON RAG"

"Back of the Yards"

NO. 501

BILLY WHITLOCK

"SCOTCH HOT"

(Hop Scotch Polka)

"Two of Irish"

NO. 456

ANNE SHELTON

"TWILIGHT"

"I Get Sentimental Over Nothing"

NO. 458

TED HERBERT

"TAKE YOUR FINGER OUT OF YOUR MOUTH"

(I want a kiss from you)

"If I Give You My Love"

NO. 510

ON LONDON RECORDS

WITH 31 "FIRSTS"

EDMUNDO ROS

"CHOCOLATE WHISKEY AND VANILLA GIN"

"No, No and No!"

Jan Mazurus with Edmundo Ros

NO. 469

A NEW STAR IS BORN!

BOBBY WAYNE

"SHAWL OF GALWAY GREY"

"WHEN THE WIND WAS GREEN"

MUSIC BY CAMARATA

NO. 509

AL MORGAN

"I COULDN'T BELIEVE MY EYES"

"A LITTLE STREET WHERE OLD FRIENDS MEET"

NO. 503

FOLK

BILLY STARR

"BLUE PACIFIC WALTZ"

"Danger Zone"

NO. 16001



REGGIE GOFF

"MY BOLERO"

Vocal, with The Beaux and Belles and Cyril Stapleton and his Orchestra

NO. 491

75¢ plus tax



LONDON

RECORDS

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

The Billboard MUSIC POPULARITY CHARTS PART VIII

Record Reviews

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

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

The Categories Point listings are maximums. Song caliber, 15; interpretations, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST LABEL AND NO. **TUNES COMMENT**

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
EDDIE HUBBARD Mercury 5330	POPULAR Down by the Railroad Track Old-timer from the ukulele era is given authentic treatment. Mild novelty impact only. My Hoosier Gal More Frank Crumit crooning and ukeing. Could do some Midwestern business.	63--66--63--6			
LESTER FLATT, EARL SCRUGGS Mercury 6211	Why Don't You Tell Me So Jumpin' full-bodied stuff from the back country, with spirited brother harmony and perpetual motion banjoing. Down the Road More authentic hill music, with Scruggs' banjo heavily featured.	77--78--76--7 75--76--74--7			
BURL IVES Col 38591	The Worried Man Blues Guitarist Tony Mottola helps out here in an Ives bid for general folk consumption. Mr. Froggie Went a-Courtin' Standard folk fare for the collectors. Number is full of humor and the two-guitar work helps tell the story.	72--75--73--6 72--76--74--6			
STUART HAMBLÉN Col 20625	But I'll Go Chasin' Women Man doesn't want to go hunting. Good rowdy country humor projected with plenty of spirit. Let's See You Fix It Warbler-tunesmith Hamblén could be a comer in the country field. This side is on a more routine kick despite some fine ideas.	82--85--80--8 73--75--73--7			
DON STEELE-STAN ELLISON ORK ABC Eagle 102	If You Don't Love Me Gypsy flavored romantic ballad doesn't rise above stereotyped level. Steele and a small group give it a good try. Fountainhead Philosophical-mystical ballad is ponderously unconvincing.	64--64--64--6 60--60--60--6			
GUS ARNHEIM ABC Eagle 109	Ain't-Cha, Don't-Cha, Can't-Cha, Won't-Cha? If this is Gus Arnheim's bid for return to the music limelight, more's the pity. Band plays loosely stylelessly. Vocal is so-so. Is It Still a Dream? Band work sounds a mite better, but performance is lifeless.	48--50--48--4 50--52--50--4			
CURT MASSEY ABC Eagle 104	Four Winds and Seven Seas Massey warbles the pop in a rich, resonant voice, tastily backed by a small chamber-styled combo. Release is late, however. Tomorrow Will Be Better Rhythm trifle in pollyanna spirit gets a spirited job from Massey and the group.	66--64--66--6 67--67--67--6			
GENE KRUPA ORK Col 38590	Watch Out Weak tune handled in the usual clean Krupa fashion spots Dolores Hawkins on vocals and Roy Eldridge on trumpet By the River Sainte Marie Neat, bouncy instrumental treatment of the standard. Fine dance dinking in the Les Brown "I've Got My Love To Keep Me Warm" vein.	66--67--65--6 80--81--80--7			
AL TRACE ORK (Bob Vincent) Col 38592	You Fall in Love With Everyone Neat Vincent vocal and Trace ork job with a satisfying rhythm ballad with an old-fashioned flavor The Sweetest Word of All Is Sweetheart Lee Pines' piano, Vincent's singing ensemble vocal, shuffle rhythm are all present and accounted for on this fetching etching of a fine old-fashioned tune.	77--77--76--7 81--83--80--8			
MARY KAYE TRIO (George Wyle Ork) Col 38585	All I Want for Christmas (Is My Two Front Teeth) Competition for the Spike Jones classic dinking should grab only a small corner of the market. Down Christmas Tree Lane Christmas lullaby with some merit is aimed for the kid home market. Nicely performed.	74--75--75--7 72--73--73--7			
TED HERBERT London 510	Take Your Finger Out of Your Mouth (I Want a Kiss From You) Doctored from a Marvel master which drew some New England action, this dinking of a light, old novelty with an improved sound should do an improved business. If I Give You My Love Same pairing from the original Marvel disk also is goosed and echo-chambered. Sound is far superior from original, but tune still a weakish thing, beguine best and all	78--79--77--7 65--65--65--6			

Record Reviews

RATINGS			
OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL

ARTIST	TUNES	COMMENT	
LABEL AND NO.			
POPULAR			
TED HEATH ORK London 484	Turn on the Heath	The fine English ork hits hard and swings easily on an original of merit. Break into tom-tom tomfoolery bogs the overall effect.	66--70--65--64
	Get Out'a Town Before Sundown	Pleasant little rhythm ballad draws a stellar dance orking while Jack Parnell adequately makes with the lyrics.	67--67--66--68
ED FARLEY'S ORK Deivar 111	The Music Goes 'Round and Around	The hit of the last decade's lunatic fringe could enjoy a somewhat saner revival with this dinking by one of its co-writers.	81--82--80--82
	Ida, Sweet as Apple Cider	Shuffle-rhythm instrumental treatment of the oldie is brightly executed by the small Farley crew.	68--68--68--68
VERA LYNN-BOB FARNON ORK London 507	Through a Long and Sleepless Night	Much late and not better-than-average is this etching of a pretty tune from the "Come to the Stable" flick.	68--68--68--68
	A Thousand Violins	Miss Lynn does nicely with a promising ballad from a forthcoming Bob Hope flicker, "The Great Lover."	76--78--76--74
DORIS DAY (John Rarig Ork) Col 38598	Canadian Capers	Dodo turns in a real effort in this modern lyrical transcription of the oldie as she did it in one of her flicks.	81--84--80--80
	It's Better To Conceal Than Reveal	Doris Day-Dinah Shore (Hugo Winterhalter Ork) Calypso styled novelty is strongest for its name power with both Doris and Dinah having a ball of it.	78--83--75--75
FRANK SINATRA (The Pastels-Hugo Winterhalter Ork) Col 38558	Bye, Bye Baby	The Voice does a reasonably good job with a good new rhythm tune from a coming legitler, "Gentlemen Prefer Blondes."	82--83--83--81
	Just a Kiss Apart	Sinatra's not up to his par in his vocalizing of a ballad from the same show score.	78--79--77--79
FRANKIE CARLE ORK (Marjorie Hughes) Col 38594	I Want You To Want Me	Carle's tinkling keyboard, Marjorie Hughes' tonsils capably handle the flick-revived Fred Fisher oldie.	75--75--75--75
	Vieni Su	Another Carle dance dinking of a current Italian folk song adaptation with Marjorie again chirping the words.	74--75--73--73
BILL HOLLEMAN Fortune 123	Oh! Katherina	Polka is handled by organ and drums. Best bet is in the Midwestern territory.	64--63--63--65
	Oh by Jingo	Organ, bones and whistling poured into a fresh plattering of a rousing oldie.	69--69--69--69
DORIS DAY Col 38584	Here Comes Santa Claus	Completely ingratiating rendition of an item which smashed via a Gene Autry dinking the past two Christmas seasons.	86--86--86--86
	Ol' Saint Nicholas	Light, gay and wholly satisfying is this new Christmas season rhythm item. Should draw plenty of play.	87--88--87--86
MEL TORME (Frank DeVol Ork) Cap 87-743	The Meadows of Heaven	Lovely pastoral tune gets the "dream treatment" from the Fog and women's choir.	81--83--80--80
	Sonny Boy	Torme bops the Jolson oldie, and its appeal is poles apart from the flip. Everybody gets frantic and the result's hodge-podge.	70--72--70--68
CLARK DENNIS (The Walter Gross Trio) Cap 87-745	Pal of My Cradle Days	Dennis' nostalgic tenor is well-suited to this smash of yesteryear. Instrumental section drags badly in the middle.	66--66--66--66
	Give Me Your Hand	Competent job by the tenor is unlikely to give Como's version much competition.	69--70--68--70
JO STAFFORD (The Starlighters-Paul Weston Ork) Cap 87-743	Red River Valley	The folk standard is taken at a moderately slow pace, and Miss S. gives it much of the quality of her big "Whispering Hope" disk. Should do business in many various nabes.	85--86--84--84
	If I Ever Love Again	Promising tune in the "I'll Never Smile Again" vein is done up in Dorsey wrappings by Jo and the vocal group. A slick side.	84--85--83--84
FRED KENDALL (The Arcadia Rhythmaires) Arcadia 2651	In the Pathway of the Moon	Poorly-conceived backing, with instruments in unison with the singer, mars a good-enough job by tenor Kendall.	54--58--52--52
	Holiday Sweetheart	Similar situation.	54--58--52--52
BOBBY WAYNE London 509	Shawl of Galway Grey	Mighty pretty English tune is sung well by the American warbler, tho he's pushed some by the sometimes heavy backing.	80--81--79--79
	When the Wind Was Green	Beautiful, moody waltz tune. Everybody does a good job, but the lush orking over-balances warbler Wayne.	72--75--72--70
BLUE BARRON MGM 10534	Send Ten Pretty Flowers to My Girl in Tennessee	Folk-style tune is a toe-tapper in Barron's Dixie scoring. On the light-weight side, but catchy.	80--80--80--80
	In a Little Garden (You Made Paradise)	A competent, but inconsequential ballad side.	68--70--70--66

(Continued on page 36)

Anne Shelton

"THE WEDDING OF LILLI MARLENE"

with The Wardour Singers and Paul Fenoulhet and his Orchestra

NO. 477

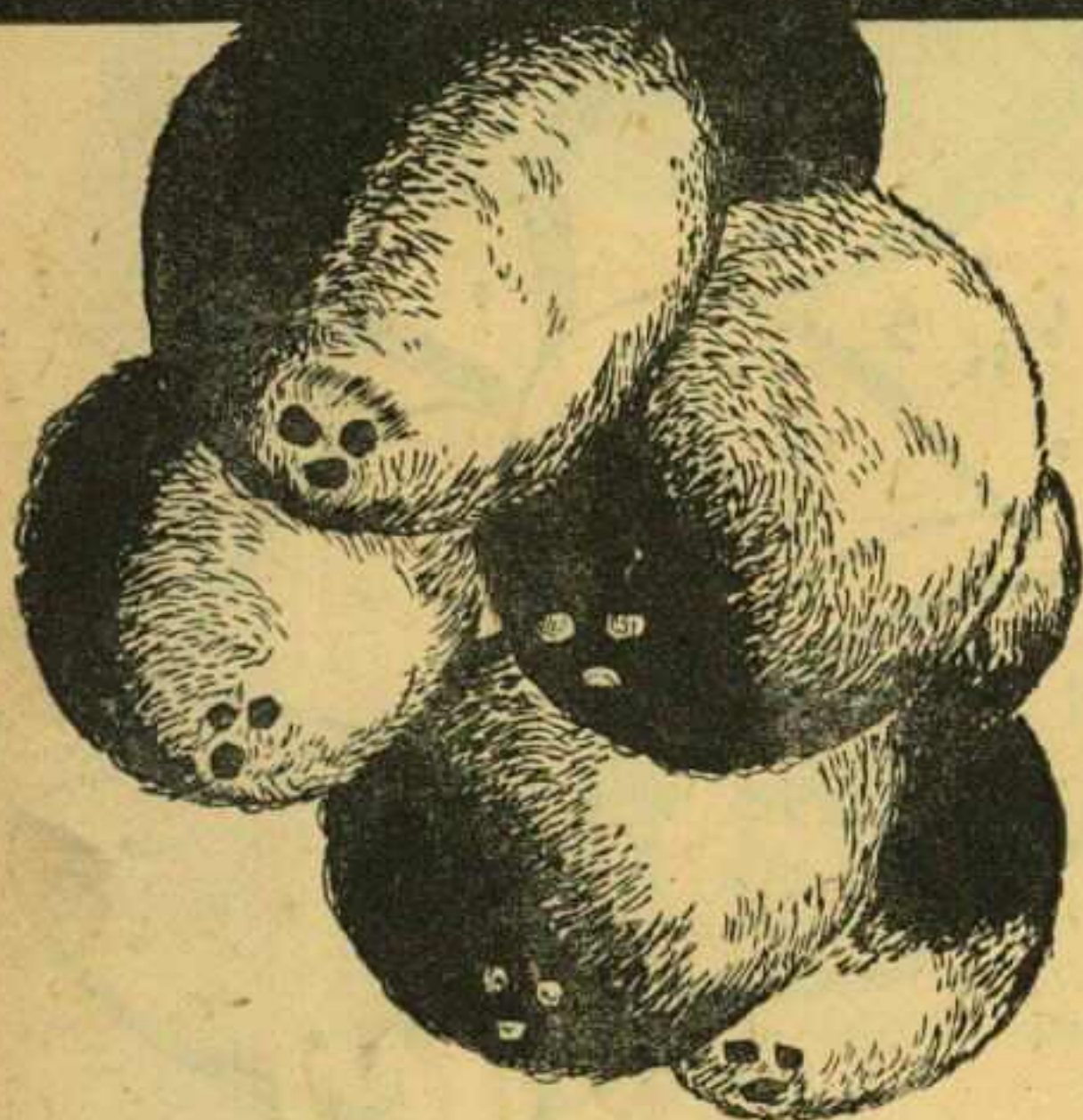
75¢ plus tax

LONDON

RECORDS

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

PRIMO SCALA



I'VE GOT A LOVELY BUNCH OF COCOANUTS

Banjo and Accordion Band with Keynotes

NO. 449

75¢ plus tax

LONDON

RECORDS

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

Record Reviews

(Continued from page 35)

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST	TUNES	
LABEL AND NO.	COMMENT	
POPULAR		
TERESA BREWER London 511	When the Train Came In Young American thrush has a Kay Starr quality on this bright shuffle bit. Jack Piel's orking is strong. Promising talent here.	73--74--72--72
	A Man Wrote a Song Gal is less effective on this weighty ballad. Sounds like she's trying too hard on her first disk date.	71--71--72--70
SAMMY KAYE V 47-3048	Let's Harmonize A delightful, unpretentious hunk of corn, this nostalgic paean to good-fellow harmonizing could be a big Kaye item.	88--88--88--88
	Makin' Love Ukulele Style Another simple, catchy ditty, warbled by the Kaydets, a ukulele plunking along in back. The uke's coming back, and this one should do well.	87--87--87--87
TONY MARTIN V 47-3049	You Call It Madness (But I Still Call It Love) Disk could surprise, as Martin does this one in a mellow-as-jello crooner style. Soxers'll pick up on this, as will the generation of Russ Columbo.	86--87--86--86
	Toot, Toot, Tootsie, Goodbye Martin's robust, showmanly rendition of the Jolson flick ditty figures to get a good slice of play.	86--88--84--86
TEX BENEKE ORK V 47-3046	Over Three Hills Draggy job on a country-type pop.	62--62--61--63
	I Can Dream, Can't I Nice coverage of the oldie revived by the Andrews Sisters. Glenn Douglas does a stand-out vocal job.	75--75--75--75
JERRY SELLERS- THE SERENADERS Regal 1198	Goodnight Waltz Sellers warbles a chorus of an okay waltz and then unexpectedly launches into a ghostly echo-chambered recitativ. Effect is dampening.	57--57--57--57
	Starlight Serenade Warbler proves listenable as he does this one without frills.	64--64--64--64
GEORGE SHEARING QUINTET MGM 10530	East of the Sun (And West of the Moon) More superb cool jazz by the great pianist and his talented cohorts. Enough of the melody is played to make this side eligible for the boxes.	78--78--78--78
	Conception A bop original; for the initiate only.	63--64--64--60
MARION HUTTON MGM 10535	Toot, Toot, Tootsie (Good-Bye!) A pallid rendition of the picture. Why MGM released this one when it has a real singer by Art Mooney is its own secret.	59--62--54--60
	Love Happy Title tune from another flick gets a dullish production treatment.	61--62--60--61
DORIS DREW MGM 10527	Singin' in the Rain Thrush's attempt to do the oldie as a slow, dramatic torcher would be amusing if it wasn't so boring. Her singing isn't at fault—just that somebody got too visionary.	40--40--40--40
	A Little More Time Pleasant, retentive pop in the "Five Minutes More" vein is persuasively handled by Miss Drew.	74--75--72--75
RUSS CASE ORK MGM 10528	Wishing Star Pretty orking and an attractive Stuart Foster vocal on a likely ballad.	75--75--75--75
	Mission Bells and Wishin' Wells Quintones handle the vocal chores ably on one of those Spanish mission ditties.	68--68--68--68
IKE CARPENTER ORK Discovery 113	Dancers in Love The pretty Duke Ellington piece is handled rather lifelessly by the Carpenter crew.	58--60--60--55
	After All More Ellingtonia also performed without sparkle.	58--60--60--55
PHIL MOORE ORK Discovery 114	Day Dream A beautiful Billy Strayhorn tune is neatly interpreted; spots a pretty Dan Lube fiddle solo. Originally issued as a 12-incher.	66--70--66--62
	The Galloping Comedians Paris Symphony Ork The Kabalevsky ballet bit employed by Gene Krupa for a successful pop dinking gets the true treatment here. It's a right catchy tune.	71--73--70--70
KATE SMITH MGM 10529	I Only Have Eyes for You Kate does as good a job as she has done in the past few seasons with this pretty evergreen which was revived in the Jolson sequel flick.	74--75--75--72
	Please Don't Talk About Me When I'm Gone Surprise dinking by Kate as she lets loose a big-toned rhythm treatment of the oldie.	76--78--75--75
RHYTHM & BLUES		
AL COOPER Regent 1006	New Jump Cooper, who headed up the famed Savoy Sultans, returns to the biz on wax with a jumper distinguished mainly for beat, tempo and a grinding tenor sax solo.	76--78--75--75
	Got It at the Savoy Novelty rhythm item which could find Harlem favor for the idea and the rhythm added to it. Honking tenor goes almost all the way.	78--80--77--77
SONNY PARKER- GENE MORRIS Spre 11-003	Rockin' With G. H. Parker's vocal and Gene Morris's tenoring keynote a pretty good rhythm blues effort.	72--72--70--74
	King Trotter Gene Morris & His Hamptones Sensational opening choruses highlighted by powerful rhythm section and Doug Duke piano work. Bugged down by short drum solo and a wandering tenor sax solo.	77--77--75--80

Record Reviews

RATINGS
OVER-ALL
DISK
JOCKEY
RETAILER
OPERATOR

ARTIST	TUNES	COMMENT	
LABEL AND NO.			
RHYTHM & BLUES			
BROWNIE MCGHEE Savoy 714	I Know My Baby	McGhee turns another of his top-rung Southern blues shouts; effective rhythm backing.	74--73--73--75
	Good Roller Blues	Good Southern market blues shout with excellent rhythm backing.	77--78--75--78
BIG JAY McNEELEY Savoy 713	Cherry Smash	The McNeeley tenor and romping rhythm section should hit pay dirt with this "Yes Indeed"-ish instrumental rocker.	84--86--82--84
	Man Eater	The beat's there but the remainder is strictly confused and noisy.	68--68--65--70
TINY GRIMES QUINTET Atlantic 888	Jealousy	Not terribly potent is this jazzed-up reading of the ever-popular tango.	68--70--65--68
	The Sidewalks of New York	Lotsa beat is the highlight of this conception of the favorite with Grimes' guitar and a tenor saxist spotted.	72--75--70--70
JOHNNY MOORE'S THREE BLAZERS V 22-0047	Cut Off the Fat	Rhythm double-entendre novelty should score in jukes. Newcomer Billy Valentine turns in a creditable vocal.	78--77--77--80
	Shuffle Shuck	Rousing instrumental with a trick bass figure is catchy. Spots Valentine's shouts and piano and Johnny and Oscar Moore's guitars.	81--83--80--80
BLUES ROCKERS Plaza 5504	Two o'Clock Rock	Hard swinging jumper, featuring sax and guitar goes, will appeal to purist jazz fans rather than the general rhythm market.	64--65--63--64
	Riffin' With Bubber	Bashful Bubber Brooks Ork. Loose-knit romper featuring a meandering swing tenor.	64--63--64--65
RALPH WILLIAMS TRIO Plaza 5505	Baby, I Belong to You	Hard to see any commercial pull in this slow ballad performance, sung straight pop style.	55--57--55--53
	Dust Be My Destiny	Pretentious, arty tune, cleanly but unspectacularly sung and played.	53--56--53--50
MELROSE COLBERT Plaza 5503	Take Me	Gal's delivery is stiff, tho signs of talent are there.	60--60--60--60
	Without a Song	Thrush gets more into the classic, displaying some feeling and a good ear.	70--70--70--70
THE KORN KOBBLERS MGM 10531	Traveling Men Are Traveling Again	Cleffers Jack Yellen and Sammy Fain salute the itinerant salesmen who are returning to prewar status, and provide some fine comic material for a lively novelty rendition.	77--78--76--76
	Up in the Balcony	The Dixie corn treatment makes this a bouncy dance side, but little more.	61--62--60--60
BILL GAITHER MGM 10532	Introducing Mr. Gaither	Well met, Mr. Gaither. Holler stomp shows a jumping combo with a great sound, building excitingly. Jukes and jive jocks take note.	84--85--83--85
	Lonesome Baby Blues	Routine blues here, with thrush piping well enough, and band sounding full and rich.	74--74--74--74
REX STEWART Plaza 5502	The Creeper	Rex-wah-wahs and half-valves a trumpet blues. Might have socked harder if he injected more variety in his playing.	67--69--65--67
	Cherokee	Express-train rendition of the jazz standard featuring a tenor, with ork hitting hard in a dated, Casa Loma style cleffing.	66--66--63--69
JIMMY "BABY-FACE" LEWIS Atlantic 884	How Long Baby	Lewis cries a slinky blues with fine shading. Backing, with a big, booming bass, helps make this a good one for the jukes.	82--82--81--83
	All Night Lover Blues	Blues here don't achieve the mood of flip.	72--72--70--74
JOE MORRIS ORK Atlantic 885	Chuck-a-Boogie	"A" for originality as Morris' jump combo essays a boogie-woogie march for the b & r trade. Regrettably, it doesn't register.	65--65--63--67
	Boogie-Woogie March	Same idea emerges effectively here, owing to a weird tram opening, prayerful tenor go, and a hard-swung band riff in back.	83--84--82--84
B. B. KING Bullet 318	Got the Blues	Southern blues shouter may have talent, but he's obscured here by loud and loose small combo orking.	44--42--44--46
	Take a Swing With Me	Group works up a beat on an up boggle woogie blues, with vocal projecting better than on flip.	64--60--64--68
LOVER BOY BROWN Regent 1007	Thinking of You	Brown warbles a ballad in the manner of his namesake, the illustrious Charles—but heavier on the slurring and note-bending.	72--72--72--72
	Just the Blues	Stellar instrumental work by the Blazers'-styled group enhances this blues vocal. Brown gets a big tremolo here that is oddly effective.	75--75--75--75
COUNTRY & WESTERN			
AUDRY JEAN CRABTREE Talent 743	Little Paper Boy	Thrush sings well, but poor recording makes her sound as tho she's singing out of a barrel.	40--40--40--40
	Our Baby's Gone to Jesus	Same trouble.	40--40--40--40

(Continued on page 120)

BOBBY WAYNE

MUSIC BY CAMARATA

"WHEN THE WIND WAS GREEN"

NO. 509
75¢ plus tax

GRACIE FIELDS

"THE LAST MILE HOME"

with the George Mitchell Choir and Bob Farnon's Orchestra

NO. 483
75¢ plus tax

LONDON RECORDS

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

Vera Lynn



"THROUGH A LONG AND SLEEPLESS NIGHT"

The George Mitchell Choir with Bob Farnon and his Orchestra

NO. 507

75¢ plus tax

London

RECORDS

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

The Billboard MUSIC POPULARITY CHARTS

PART IX

TRADE SERVICE FEATURE

Record Possibilities

THE BILLBOARD PICKS:

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

THERE'S NO TOMORROW
A THOUSAND VIOLINS Tony Martin Victor 20-3582

Martin could have the biggest disk of his career in this sock coupling. "Tomorrow" is an anglicized version of "O Sole Mio," which is hardly a stranger, and the tune stacks up as the logical successor to "You're Breaking My Heart," another adaptation from an Italian folk song. Martin is in wonderful voice and he really sells. The flip is also tailored to the pashy tenor's style. The lush, gypsy-type melody on the flip is featured in Bob Hope's forthcoming "The Great Lover" flick.

THE RIVER SEINE Guy Lombardo Decca 24765

The waltz is still with us, and here's a likely looking entry from the most recent crop. Lombardo serves up a lilting, sentimental salute to a prominent French waterway, with his usual right-out-of-the-package freshness. The trio handles the fetching lyrics in heart-warming fashion.

THAT LUCKY OLD SUN Frank Sinatra Columbia 38608

The rich tune is already way up there in Frankie Laine's Mercury version, but Sinatra by virtue of one of his more robust renditions, figures to cut in for a fair share of the take

CROCODILE TEARS Eddy Howard Mercury 5325

This is Howard's first release since his big "Maybe It's Because" and "Tell Me Why" coupling hit the counters, and it could well be the follow-up his fans have been waiting for. He's on a corn kick here, and the country-style tune is made to measure. Dixie orking and all-hands-join-in vocal make for a dancey funfest.

THE DISK JOCKEYS PICK:

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

1. A DREAMER'S HOLIDAY..... Perry Como..... Victor 20-3543
2. MY GEE GEE FROM THE FIJI ISLE... Chuck Thomas..... Capitol 57-746
3. YESTERDAYS Ray Anthony..... Capitol 57-734
4. IF I EVER LOVE AGAIN..... Frank Sinatra Columbia 38572
5. YOU'VE CHANGED Bill Farrell..... MGM 10519
6. I WANT YOU TO WANT ME..... Gordon MacRae..... Capitol 57-723
7. THE LAST MILE HOME... .. Doris Day..... Columbia 38547
8. DOUBLEDATIN' Paul Weston..... Capitol 57-730

THE RETAILERS PICK:

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

1. A DREAMER'S HOLIDAY..... Perry Como..... Victor 20-3543
2. DON'T CRY, JOE..... Frank Sinatra..... Columbia 38555
3. VIENI SU Vaughn Monroe..... Victor 20-3549
4. CANADIAN CAPERS Doris Day..... Columbia 38595
5. DIME A DOZEN..... Sammy Kaye..... Victor 20-3532
6. IF I EVER LOVE AGAIN..... Frank Sinatra..... Columbia 38572

THE OPERATORS PICK:

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

1. TELL ME WHY..... Eddy Howard..... Mercury 5314
2. THAT LUCKY OLD SUN..... Louis Armstrong..... Decca 24752
3. IF I EVER LOVE AGAIN..... Frank Sinatra..... Columbia 38572
4. THAT'S MY WEAKNESS NOW..... Leighton Noble..... Vocalion 55031
5. I WANT YOU TO WANT ME..... Gordon MacRae..... Capitol 57-723

FOLK TALENT AND TUNES

(Continued from page 31)

... The Downhomers, of WTIC, Hartford, Conn., spent September 18-20 in New York, doing two sessions for SESAC, the e. t. service. Hank Gunder, of Fort Wayne, Ind., where the Downhomers once worked over WOWO, has joined the group. ... Slim Reed, leader of the Prairie Pardners at KSTT, Davenport, Ia., reports that Judy and Jean, formerly at WOWO, Fort Wayne, have joined George Arthur in a new unit at WNAX, Yankton, S. D. ... Doc Cassidy, of Louisville, promoted the second national fiddle championship in connection with Kentucky State Fair, Louisville, September 16. With George Biggar, WLS talent director, and John J. Neal as judge, contestants included: Clayt (Pappy) McMichen (Decca); Esther (Abbie) McNeal, WWVA, Wheeling, W. Va.; Sleepy Marlin, runner-up last year, plus various state champions.

Ari Young, the Buffalo troubadour, recently married his partner, Donna Lee. Young, who also operates the Frontier label, is starting a barn dance October 6 at Memorial Hall, Lackawanna, N. Y. ... Sleepy Marlin won the national fiddling contest at the Kentucky State Fair, Louisville, September 17, with Clayton (Pappy) McMichen (Decca) the runner-up. ... Slim Bryant and the Wildcats, KDKA, Pittsburgh, started an NBC web show recently running from 4:15 to 4:30 p.m.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

The Billboard

MUSIC POPULARITY CHARTS

PART X



Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- A Dreamers Holiday
- B. Clark (Envy) Col 38599
- A Little More Time
- D. Drew (Singin' in) MGM 10527
- A Man Wrote a Song
- T. Brewer (When the) London 511
- A Shawl of Galway Grey
- B. Wayne (When the) London 509
- A Thousand Violins
- V. Lynn (Through a) London 507
- Adeste Fideles
- C. Paul (Oh, Little) Vocalion 55047
- Adeste Fideles
- G. MacRae (Merry Christmas) Cap 57-90034
- After All
- I. Carpenter Ork (Dancers in) Discovery 113
- Ain't She Sweet
- L. Noble Ork (Jealous Heart) Vocalion 55030
- Alice Blue Gown
- B. Pollack's "Pick a Rib" Boys (My Wild) Brunswick 80121
- All I Want for Christmas (Is My Two Front Teeth)
- S. Jones (Happy New) V (78) 20-3177; (45) 47-2963

The following abbreviations are being used thruout the list of Advance Record Releases:

- Cap—Capitol
- Col—Columbia
- Dec—Decca
- Mer—Mercury
- V—Victor

All other labels will continue to be spelled out.

Where 78, 45 and 33 1/2 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

- All I Want For Christmas (Is My Two Front Teeth)
- N. (King) Cole (The Christmas) Cap 57-90036
- An Old Christmas Card
- J. Atkins-D. Baker (Auld Lang) Continental C-5115
- Auld Lang Syne
- D. Baker-J. Atkins (An Old) Continental C-5115
- Auld Lang Syne
- V. Monroe Ork (The Jolly) V (78) 20-3574; (45) 47-3070
- Baby, but Natch
- C. Jordan (I'm Just) Coral 60109
- Big Beaver
- J. Savitt Ork (When Buddha) Brunswick 80122
- Bluebird on Your Windowsill
- C. Cavallaro Ork (Twilight) Dec 24772
- Blue Christmas
- R. Morgan Ork (The Mistletoe) Dec 24766
- Blues Stay Away From Me
- O. Bradley Quintet (Fairly Tales) Coral 60107
- Brahm's Waltzes for Dancing Album
- W. King Ork (3-7") V (45) WP-208
- Anna Rosa
- V 47-299
- Cling to Me
- V 47-3001
- Do We Have To Say Goodnight
- V 47-3000
- Far Into the Night
- V 47-3001
- Let Your Heart Lead the Way
- V 47-2999
- There Was Moonlight in Her Hair
- V 47-3000
- California Album
- G. Jenkins Ork Manhattan Tower Dec (33)DLP-8011
- Cantique de Noel
- C. Dennis (O Little) Cap 57-90038
- Christmas Carols by Celebrity Quartette Album
- Celebrity Quartette (Christmas Carols) (1-12") Col (33) ML 4231
- Away in a Manger
- Christians, Awake!
- Hark! the Herald Angels Sing
- O Come All Ye Faithful
- The Coventry Carol
- The First Noel
- Christmas Carols by Mount Holyoke College Glee Club Album—Mount Holyoke College Glee Club-R. Douglass, Cond. (Christmas Carols) (1-12") Col (33) ML 4231
- Carol of the Birds
- Carol of the Nuns of Saint Mary
- Holy Day Holly
- In Dulci Jubilo
- Jacques, Come Here
- O'er Her Child
- Patapan
- Sing We Noel
- Touro-Louro-Louro
- Wake, Nightingale
- Christmas Day, (Parts I & II) Men About Town
- Vocalion 5508
- Christmas Party (Parts I & II) Men About Town
- Vocalion 55039
- Cinderella Baby
- T. Harper (The Muffin) Col 38598

- It Came Upon the Midnight Clear
- C. Paul (Hark! the) Vocalion 55048
- Come, Ye Thankful People
- The Chapel Quartet (Hark! the) Vocalion 55045
- Conception
- G. Shearing Quintet (East of) MGM 10530
- Could 'Ja
- P. Sinatra-Pied Pipers (That Lucky) Col 38608
- Crocodile Tears
- E. Howard (Everything They) Mer 5325
- Cry-Baby Heart
- G. Morgan (I Love) Col 20627
- Daddy's Little Girl
- P. Regan-L. Bring Ork (Oh Eleanor) V (78) 20-3550; (45) 47-3043
- Dancers in Love
- I. Carpenter Ork (After All) Discovery 113
- Day Dream
- Phil Moore Ork (The Galloping) Discovery 114
- Dearest Darling
- D. Gardner (September Song) Gotham G-200
- December
- G. Jenkins Ork (Happy New) Dec 24767
- Dime a Dozen
- L. Noble Ork (That's My) Vocalion 55031
- Duck Polka
- Heine and His Band (We'll Always) Coral 60110
- East of the Sun (and West of the Moon)
- G. Shearing Quintet (Conception) MGM 10530
- Envy
- B. Clark (A Dreamer's) Col 38599
- Everybody Loves My Baby
- B. Darnel-A. West & the Little Band (Sleepin') Coral 60108
- Everything They Said Came True
- E. Howard (Crocodile Tears) Mer 5325
- Fairy Tales
- O. Bradley Quintet (Blues Stay) Coral 60107
- Follow the Swallow to Hide-a-Way Hollow
- L. Green Ork (Our Christmas) V (78) 20-3578; (45) 47-3074
- Gesu Bambino
- J. Stafford (I Wonder) Cap 57-90037
- Get Out'a Town Before Sundown
- T. Heath (Turn on) London 484
- Goodnight Waltz
- J. Sellers (Starlight Serenade) Regal 1198
- Grandma's Minuet
- A. Godfrey (Ten Pretty) Col 38597
- Happy New Year
- G. Jenkins Ork (December) Dec 24767
- Happy New Year
- S. Jones (All I) V (78) 20-3177; (45) 47-2963
- Hark! The Herald Angels Sing
- The Chapel Quartet (Come Ye) Vocalion 55045
- Hark! The Herald Angels Sing
- C. Paul (It Came) Vocalion 55048
- Have Yourself a Merry Little Christmas
- M. Whiting (Mistletoe Kiss) Cap 57-90033
- Hello, Mister Kringle
- D. Robertson Ork (I Want) Vocalion 55042
- Here Comes Santa Claus
- H. Babbitt (My Two) Vocalion 55037
- Here Comes Santa Claus
- S. Kaye Ork (I Want) V (78) 20-3578; (45) 47-3071
- Here Comes Santa Claus (Right Down Santa Claus Lane)
- B. Strong (The Merry) Cap 57-90039
- I Can Dream, Can't I
- G. Gray Ork (Shine on) Coral 60106
- I Know, I Know, I Know
- T. Steele Ork (Let's Harmonize) Col 38604
- I Love Everything About You
- G. Morgan (Cry-Baby Heart) Col 20627
- I Never See Maggie Alone
- T. Pastor Ork (I've Got) Col 38609
- I Only Have Eyes for You
- E. Smith (Please Don't) MGM 10529
- I Want to Wish You a Merry Christmas
- S. Kaye Ork (Here Comes) V (78) 20-3575; (45) 47-3071
- I Want You for Christmas
- D. Robertson Ork (Hello, Mister) Vocalion 55042
- I Wonder as I Wander
- J. Stafford (Gesu Bambino) Cap 57-90037
- Ida, Sweet as Apple Cider
- E. Parley's Ork (The Music) Delvar D. V. 112
- If I Give You My Love
- T. Herbert Ork (Take Your) London 510
- If You're Irish Come into the Parlor
- P. Todd Ork (Tell Ya) Coral 60111
- I'm Helpless
- L. Robinson (Without Your) Gotham G-199
- I'm in Love
- J. & S. Steele (Please Bring) Coral 60117
- I'm Throwing Rice (at the Girl I Love)
- L. Weik (The Ring) Mer 5322
- In a Little Garden You Made Paradise
- B. Barron Ork (Send Ten) MGM 10534
- It Came Upon the Midnight Clear
- The Chapel Quartet (Oh, Little) Vocalion 55044

(Continued on page 40)

Anne Shelton



"TWILIGHT"

with Paul Fenoulhet and his Orchestra

NO. 458

75¢ plus tax

LONDON RECORDS

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

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Art Mooney's



"HOP SCOTCH POLKA"

MGM 10500

b/w "Wouldn't It Be Fun"

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

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 39)

- I'm Just Looking for a Thrill
C. Jordan (Baby, But) Coral 60109
- It's a Wonderful Life
G. Lombardo (The River) Dec 24765
- Itty Bitty Polka
T. Steele Ork-Marlin Sisters (I've Been) Col 38607
- I've Been Floating Down the Old Green River
T. Steele Ork (Itty Bitty) Col 38607
- I've Got a Lovely Bunch of Cocoa Nuts
T. Pastor Ork (I Never) Col 38609
- Jamaica Jam
T. Powell Ork (Teddy Bear) Brunswick 80123
- Jealous Heart
L. Noble Ork (Ain't She) Vocalion 55030
- Jingle Bells
H. Reser Ork (Santa Claus) Vocalion 55040
- Al Jolson Souvenir Album
A. Jolson - M. Stoloff Ork . . . Dec(33)DLP5029
Back in Your Own Back Yard
Carolina in the Morning
Golden Gate
I'm Sitting on Top of the World
Lisa
Toot, Toot, Tootsie, Goodbye
Waiting for the Robert E. Lee
When You Were Sweet Sixteen
- Al Jolson Souvenir Album—Volume IV
A. Jolson - M. Stoloff Ork . . . Dec(33)DLP5031
All My Love
Anniversary Song
Avalon
By the Light of the Silvery Moon
I Wish I Had a Girl
If I Only Had a Match
Keep Smiling at Trouble
Let Me Sing and I'm Happy
- Al Jolson—Volume Three Album
Al Jolson - M. Stoloff Ork . . . Dec(33)DLP5030
About a Quarter to Nine
For Me and My Gal
I Want a Girl
Someone Else May Be There While I'm Gone
There's a Rainbow 'Round My Shoulder
When I Leave the World Behind
When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along
Where the Black Eyed Susans Grow
- Joy to the World
King's Men-H. Cruise (The First) Vocalion 55043
- Let's Harmonize
Marlin Sisters-T. Steele Ork (I Know, I Know) Col 38604
- Love Happy
M. Hutton (Toot, Toot) MGM 10535
- Manhattan Tower Album
G. Jenkins Ork (California) Dec(33)DLP8011
- Merry Christmas Polka
P. Martin Ork (Your Kiss) V(78)20-3576; (45)47-3072
- Merry Christmas Waltz
G. MacRae (Adeste Fideles) Cap 57-90034
- Mission Bells and Wishin' Wells
R. Cass Ork (Wishing Star) MGM 10528
- Mistletoe Kiss Polka
M. Whiting (Have Yourself) Cap 57-90033
- Music America Loves Best Album (3-7")
R. Case Ork . . . V(45)WP-210
Caravan . . . V 52-0031
Carloca . . . V 52-0032
Indian Summer . . . V 52-0033
Jalousie . . . V 52-0033
Smoke Gets in Your Eyes . . . V 52-0033
Star Dust . . . V 52-0031
- My Bolero
G. Lombardo (The Story) Dec 24760
- My Christmas Song for You
Mills Brothers (On This) Dec 24768
- My Dreams Have All Come True
B. Cross Ork (When the) Rhapsody 2673
- My Mistake
L. Columbo (You Call) Robin R491
- My Wild Irish Rose
B. Pollack's "Pick a Rib" Boys (Alice Blue) Brunswick 80121
- My Two Front Teeth
H. Babbitt (Here Comes) Vocalion 55037
- O Holy Night
C. Paul (Silent Night) Vocalion 55046
- Oh, Eleanor
P. Regan-L. Bring Ork (Daddy's Little) V(78)20-3550; (45)47-3043
- Oh, Little Town of Bethlehem
The Chapel Quartet (It Came) Vocalion 55044
- Oh, Little Town of Bethlehem and Joy to the World
C. Dennis (Cantique de Noel) Cap 57-90038
- Oh, Little Town of Bethlehem
C. Paul (Adeste Fideles) Vocalion 55047
- On the Trail
K. Kyser Ork (Paradise) Col 38598
- On a Bicycle Built for Two Album (3-10")
D. Robertson Ork . . . Vocalion VP-1
Come, Josephine, in My Flying Machine
Vocalion 55025
In My Merry Oldsmobile . . . Vocalion 55026
1. On a Bicycle Built for Two; 2. Little Annie Rooney . . . Vocalion 55025
weet Rosie O'Grady . . . Vocalion 55024
The Sidewalks of New York . . . Vocalion 55026
Two Little Girls in Blue . . . Vocalion 55024
- On This Christmas Eve
Mills Brothers (My Christmas) Dec 24768
- Our Christmas Waltz
L. Green Ork (Follow the) V(78)20-3578; (45)47-3074
- Paradise
K. Kyser Ork (On the) Col 38598
Please Don't Talk About Me When I'm Gone
K. Smith (I Only) MGM 10529
Please Don't Wake Me (From My Lovely Dream)
B. Cross Ork (The Right) Rhapsody 2672
- Please Bring Back the Sunshine
J. & S. Steele (I'm In) Coral 60117
- Rocky Mountain Blues
C. Bante Ork (Walking Slow) V(78)20-3572; (45)47-3065
- Santa Claus Is Comin' To Town
H. Reser Ork (Jingle Bells) Vocalion 55040
- Send Ten Pretty Flowers to My Girl in Tennessee
B. Barron Ork (In a) MGM 10534
- September Song
D. Gardner (Dearest Darling) Gotham G-200
- Shine On, Harvest Moon
G. Gray Ork (I Can) Coral 60106
- Silent Night
H. Babbitt (White Christmas) Vocalion 55036
- Silent Night
C. Paul (O Holy) Vocalion 55046
- Singin' in the Rain
D. Drew (A Little) MGM 10527
- Sleepin'
B. Darnel-A. West & the Little Band (Everybody Loves) Coral 60108
- Song at Midnight
P. Lee (The Christmas) Cap 57-90035
- Some of These Days
V. (Blue) Mondl (Who's Sorry) Atlantic 772
- Sousa Goldman: The Goldman Band—Goldman Band-E. Goldman, Cond. (4-12")
Col C-191
American Ideals . . . 38563
On Guard . . . 38560
Our Flirtations . . . 38561
The Gladiator . . . 38560
The Glory of the Yankee Navy . . . 38562
The Golden Rule . . . 38562
The League of Composers . . . 38561
V. F. W. (Veterans of Foreign Wars) 38563
- Starlight Serenade
J. Sellers (Goodnight Waltz) Regal 1198
- Sweetheart, Make Your Mind Up
R. Ross (Those Thoughts) Alexander A-100
- Take Your Finger Out of Your Mouth (I Want a Kiss From You)
T. Herbert Ork (If I) London 519
- Teddy Bear Boogie
T. Powell Ork (Jamaica Jam) Brunswick 80123
- Tell Ya Momma
P. Todd Ork (If You're Irish) Coral 60111
- Ten Pretty Girls
A. Godfrey (Grandma's Minuet) Col 38597
- That Christmas Spell
P. Lee (Song at) Cap 57-90035
- That Lucky Old Sun
C. Foster Ork (You're So) Vocalion 55035
- That Lucky Old Sun (Just Rolls Around Heaven All Day)
P. Sinatra (Could 'Ja) Col 38608
- That's My Weakness Now
L. Noble Ork (Dime a) Vocalion 55031
- That's What I Want for Christmas
D. Robertson Ork (The Night) Vocalion 55041
- The Galloping Comedians
Paris Symphony Ork (Day Dream) Discovery 114
- The Mistletoe Kiss
R. Morgan Ork (Blue Christmas) Dec 24766
- The River Seine
G. Lombardo (It's a) Dec 24765
- The Christmas Song (Merry Christmas to You)
N. (King) Cole (All I) Cap 57-90038
- The First Nowell
King's Men-H. Cruise (Joy to) Vocalion 55043
- The Jolly Old Man in the Bright Red Suit
V. Monroe Ork (Auld Lang) V(78)20-3574; (45)47-3070
- The Last Mile Home
C. Foster Ork (My Bolero) Vocalion 55034
- The Merry Christmas Polka
D. Shore (The Star) Col 38603
- The Merry Christmas Polka
B. Strong (Here Comes) Cap 57-90039
- The Muffin Man
T. Harper (Cinderella Baby) Col 38598
- The Music Goes 'Round and Around
E. Farley's Ork (Ida, Sweet) Delvar DV 112
- The Night Before Christmas
D. Robertson Ork (That's What) Vocalion 55041
- The Right Time To Fall in Love
B. Cross Ork (Please Don't) Rhapsody 2672
- The Ring That I Give To You
L. Weik Ork (I'm Throwing) Mer 5322
- The Star of Bethlehem
D. Shore (The Merry) Col 38603
- The Story of Annie Laurie
G. Lombardo (My Bolero) Dec 24760
- The Three Suns Present Your Christmas Album
The Three Suns . . . V(78)P-250; (45)WP-250
Adeste Fideles . . . V(78)20-3567; (45)3057
Santa Claus Is Comin' To Town . . . V(78)20-3067; (45)47-3057
White Christmas . . . V(78)20-3568; (45)47-3058
Winter Wonderland . . . V(78)20-3568; (45)47-3058
- The Twin Pianos Album
G. Lombardo . . . Dec(33)DLP-5002
Barcarolle
Doll Dance
Humoresque
Irish Washerwoman
Just One of Those Things
Swanee River
Tales From the Vienna Woods
Who?
- Them There Eyes
K. Starr (What Is) Modern 20-712
Those Thoughts of You
R. Ross (Sweetheart Make) Alexander A-100

(Continued on page 118)

The Billboard

MUSIC POPULARITY CHARTS

PART XI

Album Reviews



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

(100 points—the maximum)

- 90-100 tops
- 80-89 excellent
- 70-79 good
- 60-69 satisfactory
- 50-59 poor

THE CATEGORIES

- | | |
|---|-----------|
| 1. Production idea | Max. Pts. |
| (grouping of selection continuity) | 15 |
| 2. "Name Value" | 15 |
| 3. Caliber of Material | 15 |
| 4. Manufacturers' Distribution Power | 10 |
| 5. Exploitation Aids | 10 |
| (Record company and other advertising-promotion, film, legit and other plugs) | |
| 6. Interpretation | 15 |
| 7. Record Quality | 5 |
| 8. Manufacturers' Production Efficiency | 5 |
| 9. Packaging | 10 |
| (art work, binding, wrapping) | |

EDDY HOWARD—Eddy Howard 78

(1-10")
Columbia (33) CL 6067
Stardust; Exactly Like You; Miss You; Sing Me a Song of the Islands; Wrap Your Troubles in Dreams; Mean to Me; Jealous; Yours.

These are sides Howard sliced several years before "To Each His Own" zoomed the singing maestro into the big time. They were made available on shellac in album form about a year ago. It's a collection which proves mainly that Howard had plenty on the ball vocally before "Each" came along. This is a highly pleasing collection of evergreens as warbled warmly in the Howard tenor. On three selections, Eddy is backed by some sterling jazz stars; on two by his own crew and on the remaining three by an ork under Lou Adrian's baton. In addition to serving as a fine Howard showcase this makes a good dance dishing.

JUKES Not suitable.
JOCKS Good program for those spinners who are equipped for LP.

THE MERRY WIDOW—Rise Stevens-Dennis Morgan (1-10") 80

Columbia (33) ML 2064
In Marsovia; Maxims; Ladies' Choice; Villa, The Cavalier; Women; My Marriage Will Be Arranged; Merry Widow Waltz.

Lehar's "Merry Widow" is probably the top favorite, internationally, of the flock of light operettas which flowed from Vienna in the past century. Rise Stevens has met with general popular fame as a result of some movie work in addition to her Metopera chores. Dennis Morgan assumes one of his lesser known cloaks as a passable tenor voice, something he doesn't often display in his screen shenanigans. The box office potential of this triumvirate of top favorite music and top-line celebs should be enough to insure a brisk sale for this LP dishing, which contains eight selections from the Lehar operetta.

JUKES Not suitable.
JOCKS For LP equipped spinners in any field.

KREISLER FAVORITES AND PAGANINI CAPRICES, OP. 1—Zino Francescatti-Artur Balsam (1-12") 70

Columbia (33) ML 4219

The French violinist is one of the best around today, and his renditions on this LP disk, of works composed by a couple of other pretty well-known fiddlers, show him to be a "violinist's violinist." Some may prefer a little less purity of style for the schmaltzy Kreisler numbers, but it must be admitted that the dignity and transparency of the Gallic styling, and the perfect intonation, can be most gratifying. The Paganini numbers, eight of the total 24 Caprices, are well selected and organized. Piano accompaniment has been added to the original solo pieces. Both sets have been available on shellac.

JUKES Not suitable.
JOCKS Fine fare for string segs.

REMINISCING WITH DINAH SHORE—Dinah Shore (1-10") 80

Columbia (33) CL 6069

I'll Be Seeing You; I Guess I'll Have To Change My Plan; Ma Curly Headed Baby; Now That You're Gone; Little White Lies; I Get Along Without You Very Well; They Can't Take That Away From Me; I May Be Wrong But I Think You're Wonderful. This is the best kind of pop-packaging for LP purposes. The tunes are easy-on-the-ear ballads, and so is Dinah Shore's velvety singing. You're not likely to weary at even 20 minutes of this sort of music, whether you're listening alone and absorbed or with only half an ear when company's around. Some of the sides have had big innings as singles, but the songs are the kind that wear well.

JUKES Not suitable.
JOCKS Ideal for airers.

ANDRES SEGOVIA GUITAR RECITAL, VOL. 2—Andres Segovia (4-10") 70

Decca DU 719

Tres Paganas; Canzone E Saltarello; Burgalesa Y Albada; Arad; Dos Canciones Catalanas; Danza Mora Y Minueto; Entrada Y Giga; Bourree Y Minueto. People who like the great guitarist's Bach renditions will find much kindred music here. Most of the selections are by early Spanish composers, and are in the early dance forms, such as pavanne, minuet, gigue, bourree, etc. The artist is, of course, peerless, and the collection as a whole makes for mighty relaxed listening.

JUKES Not suitable.
JOCKS Effective program meat here.

LITTLE JOHNNY STRIKEOUT—Joe Di Maggio-Billy May Ork-The Starlighters (2-10") 88

Capitol DBS-3051

If baseball isn't completely forgotten in the ensuing months of the football season, kids'll be crying for this one. DiMag's name is the magic here, of course, but the production itself is a commendable job. It's tuneful, bright and true-to-life, with actual kid characters doing a good dramatic job. Joltin' Joe himself acts in a warm-enough, relaxed manner, as he instructs a lad in batting and converts him from a liability to his team's savior. Illustrations show Our Hero's batting grip, etc.

JUKES Not suitable.
JOCKS Put 'er on soon.

TONY PASTOR DANCE PARADE—Tony Pastor Ork (1-10") 73

Columbia (33) CL 6070

Washington and Lee Swing; Honeysuckle Rose; There's Yes! Yes! in Your Eyes; San; The Sheik of Araby; Gonna Get a Girl; Indian Love Call; My Mammy. The dance beat is happily in evidence throughout this collection of Pastor faves. Consequently, and perfectly simply, this segment of Columbia's LP "Dance Parade" diskings is a prime terp accessory. On the minus side, it must be said that the on-track unison chanting of the band gets monotonous. However, this can be overlooked when the requirement is a continuous chunk of dance music that's bright with tempos that are light.

JUKES Not suitable.
JOCKS Okay for spinners.

CHOPIN: SONATA IN G MINOR FOR CELLO AND PIANO, Op. 65—Gregor Platigorsky-Ralph Berkowitz (3-12") 74

Columbia MM-854

This sonata is one of Chopin's rare efforts in the larger academic forms and, since it hasn't been available on wax, this set should come as a pleasant surprise to his followers and to most fanciers of music from the romantic period. It's a work full of lush, soaring melody and often intense drama. The fine cellist's big, bold conception is at the same time a warm one, and both he and the pianist, who has a big job, toss off the technical difficulties with a flair. Recording gets a fine sound.

JUKES Not suitable.
JOCKS For longhair shows.

TONAL EXPRESSIONS—Calvin Jackson (3-10") 67

Discovery M-13

Laura; Blue Skies; Lover; Lady Be Good; I Can't Get Started; Prelude in "C" Sharp Minor.

Jackson is one of the finest in a school of classic-jazz pianists much admired by smart supper club devotees and show business intellectuals. His technique is prodigious, as he switches from celeste to grand to barroom piano, playing jazz in the idiom of classical masters, and once, whimsically, in a takeoff on Errol Garner. He gets a lot of humor into his work, much of it brittle, some of it cute and coy. He has a loyal following, and this album should enlarge it among admirers of "sophisticated" jazz and society hipsters.

JUKES In the smart spots.
JOCKS For progressive deejays.

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(I WANT A KISS FROM YOU)

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The
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MUSIC POPULARITY CHARTS

PART
XIIThe Honor Roll of
Popular Songwriters

By Jack Burton

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No. 40—RUDOLPH FRIML

Broadway, like baseball, has its pinchhitters who deliver in the clutch. Edna May did back in 1898 when she went to bat for a temperamental prima donna on the opening night of *The Belle of New York* and was the toast of the town the following morning. So did Rudolph Friml on the night of December 2, 1912, when, batting for the great Victor Herbert, he came thru with his first smash hit, *The Firefly*, and became one of the most sought-after composers of light operettas for the next two decades.

Up until the fall of 1912, Friml had little if any interest in popular music. He was distinctly a longhair by birth, tradition and training. He was born in historic Prague December 7, 1879, his father was a devotee of classical music who played both the zither and the accordion, and Rudolph himself at the age of 10 composed a boat song the excellence of which prompted his parents to encourage his musical bent and enroll him four years later at the Prague Conservatory.

There, while studying composition

under Anton Dvorak and piano under Jiranek, Friml struck up a close friendship with Jan Kubelik, a fellow student, and when he was graduated at the age of 17, Rudolph joined the young violin virtuoso as an accompanist on a concert tour of the European capitals. This musical partnership lasted for 10 years and included trips to the United States in 1901 and 1906, Friml deciding to remain in this country at the conclusion of their second visit.

Friml made his American premiere as a concert pianist at Carnegie Hall in 1906, playing his *Piano Concerto in B Major* with the New York Symphony, Walter Damrosch conducting. He accepted this engagement on a moment's notice, and since he had time only to score the orchestra parts, he was forced to improvise most of the piano passages. Such an accomplishment only increased his musical prestige, and during the next six years he appeared as a piano virtuoso with both the Boston and Philadelphia symphonies and in addition, com-

posed a number of instrumental pieces and concert songs.

The long arm of coincidence finally took Rudolph Friml out of the country's concert halls and deposited him on Broadway where the lights are brighter and the financial rewards higher. William Hammerstein, son of the celebrated Oscar Hammerstein and father of Oscar II, author of *Show Boat*, *Oklahoma* and *South Pacific*, planned to star Emma Trentini in a new operetta with music by Victor Herbert after her signal success in *Naughty Marietta*. But after Otto Harbach had completed the book and lyrics, La Trentini refused to go to Philadelphia to discuss the score with Herbert, and Herbert, in turn, was just as adamant in his refusal to come to New York for a meeting with the prima donna.

This clash of artistic temperaments and the impasse that resulted prompted Hammerstein to take his troubles to Rudolph Schirmer, who suggested that Friml be commissioned to pinch-hit for Herbert and provide the missing score for *The Firefly*. It proved to be a happy suggestion for all concerned, and especially for Friml, who became a Broadway celebrity almost over night thru the

country-sweeping popularity of *Symphony* and *Giannina Mia*, the hit song from his first Broadway musical.

During the next 18 years, Rudolph Friml was represented on Broadway by 20 musicals that included two productions that passed the 500-performance mark—*Rose Marie* in 1921 and *The Vagabond King* the following season—and were highlighted by such enduring songs as *Rose Marie*, *Indian Love Call*, *Song of the Vagabond* and *Only a Rose*.

With the development of sound pictures, Friml entrained for Hollywood where for the past 20 years he has supervised the filming of his stage successes, provided the scores for both musical and dramatic pictures, and satisfied his passion for travel. Although he has covered the entire world by plane or boat, he has a particular fondness for the Orient and spends much of his time in the Far East.

On these tours, Friml combines film business with pleasure by taking a miniature piano and recording device with him. He puts the music he composes while at sea or on some Pacific island on a record or a sound tape and then sends it back to his copyist in Hollywood, thus escaping the drudgery of manual transcription.

RUDOLF FRIML'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Stage Musicals

1912—THE FIREFLY

Book and lyrics by Otto Harbach, and starring Emma Trentini in a cast that included Ray Atwell, Audrey Maple and Craig Campbell. G. Schirmer, Inc.

A TRIP TO BERMUDE
HE SAYS YES—SHE SAYS NO
CALL ME UNCLE
LOVE IS LIKE A FIREFLY
SOMETHING
GIANNINA MIA

(Available on the following records:
RCA 4380, Allan Jones; RCA MC(16-1242)
in M-1071, Jeanette MacDonald; Decca
24188, Felix Knight with Guy Lombardo's
Royal Canadians. Decca 23664
in A-548, Jesse Crawford, console;
Columbia 36131, Wayne King orchestra;
RCA P(20-2039) in P-165.)

IN SAPPHIRE SEAS
TOMMY ATKINS ON DRESS PARADE
SYMPATHY

(Available on Columbia record 384-M,
Mantovani and orchestra.)

A WOMAN'S SMILE
DE TROP
BEAUTIFUL SHIP FROM TOYLAND
WHEN A MAID COMES KNOCKING AT
YOUR HEART
AN AMERICAN BEAUTY ROSE
THE LATEST THING FROM PARIS
KISS ME AND 'TIS DAY

1913—HIGH JINKS

Book and lyrics by Leo Dietrichstein
and Otto Harbach, and starring Elaine
Hammerstein in a cast that included
Ignatti Martinetti, Tom Lewis and
Elizabeth Murray. G. Schirmer, Inc.
SOMETHING SEEMS TINGLE-INGELING
JIM

IS THIS LOVE AT LAST?
I'M THROUGH WITH ROAMING
ROMEOS

CHI-CHI
NOT NOW BUT LATER
I KNOW YOUR HUSBAND VERY WELL
COME HITHER EYES
THE BUBBLE
WHEN SAMMY SANG THE
MARSEILLAISE
DIXIANA RISE
HIGH JINKS

1915—THE PEASANT GIRL

Book by Edgar Smith, lyrics by Her-
bert Reynolds and Harold Atteridge,
and starring Emma Trentini in a
cast that included Clifton Crawford,
Ernest Hare and John Charles Thomas.
T. B. Harms, Inc.
AND DREAMS COME TRUE
LISTEN, DEAR (THE BEST WALTZ OF
ALL)

HEART OF A ROSE
WHEN ONE YOU LOVE
THE FLAME OF LOVE
WANDA
LOVE IS LIKE A BUTTERFLY
KNOCK, KNOCK—NOBODY HOME
KATINKA

Book and lyrics by Otto Harbach, and
co-starring Adele Rowland and Frank-
lyn Ardell. G. Schirmer, Inc.
IN VIENNA

ONE WHO WILL UNDERSTAND

KATINKA
IN A HURRY
RACKETY-COO
STAMBOUL
YOUR PHOTO
THE WEEKLY WEDDING
THE WALKING MUSIC STORE
MY PARADISE
I CAN TELL BY THE WAY YOU DANCE,
DEAR
I WANT ALL THE WORLD TO KNOW
SKIDSKISCATCH
I WANT TO MARRY A MALE QUARTET
ALLAH'S HOLIDAY
(Available on the following Decca
records: 18106, Decca Salon Orchestra;
23666 in Album A-548, Jesse Crawford,
console.)

1917—YOU'RE IN LOVE

Book and lyrics by Otto Harbach and
Edward Clark, and presented by a cast
headed by Carl McCullough, Clarence
Nordstrom and May Thompson. G.
Schirmer, Inc.

MARRIED LIFE
YOU'RE IN LOVE
KEEP OFF THE GRASS
HE WILL UNDERSTAND
BUCK UP
THINGS YOU MUST NOT DO
SNATCHED FROM THE CRADLE
BE SURE IT'S LIGHT
A YEAR IS A LONG LONG TIME
LOVE LAND
THE MUSICAL SNORE
I AM ONLY DREAMING
THAT'S THE ONLY PLACE WHERE OUR
FLAG SHALL FLY
BOOLA BOO
KITTY DARLIN'

A musical play based on David
Belasco's "Sweet Kitty Bellairs," with
book and lyrics by P. G. Wodehouse
and starring Alice Nielson. G. Schir-
mer Inc.

DEAR BATH
THE BLARNEY STONE
SWING SONG
KITTY DARLIN'
AM I TO BLAME?
I'D DO THE SAME
YOU'LL SEE
THE SWORD OF THY FATHER
WHEN SHE GIVES HIM A SHAMROCK
BLOOM
THE MAID AND THE VALET
NOAH
PEGGY'S LEG
JUST WE TWO
SPREAD THE NEWS
THE DAWN OF LOVE
DEAR OLD DUBLIN

1918—SOMETIME

Book and lyrics by Rida Johnson
Young, and presented by a cast headed
by Ed Wynn, Mae West and Francine
Larrimore. G. Schirmer Inc.

ANY KIND OF MAN
BABY DOLL
BEAUTIFUL NIGHT
SOMETIME
DEARIE
KEEP ON SMILING
NO ONE BUT YOU
OH ARGENTINE

PICKING PEACHES

SPANISH MAID
THE TUNE YOU CAN'T FORGET
GLORIANNA

Book and lyrics by Catherine Chisholm
Cushing, and starring Eleanor Painter
in a cast that included Ralph White-
head and Alexander Clark. G. Schir-
mer Inc.

THE DANCING LESSON
FROCKS AND FRILLS
JUST A LITTLE LAUGHTER
NENETTE AND RIN TIN TIN
WHEN A GIRL
SPEAK FOR YOURSELF, JOHN
LOVE LOVE LOVE
TOODLE-OO
CHIANTI

MY CLIMBING ROSE
THE BEST MAN NEVER GETS THE
WORST OF IT
CRYSTAL BALL
TEA IN THE ORIENT
EVERYDAY WILL BE SUNDAY WHEN
THE TOWN GOES DRY

1919—TUMBLE INN

Book and lyrics by Otto Harbach, and
presented by a cast headed by Peggy
O'Neil, Zelda Sears, Johnny Ford,
Herbert Corthell and Charles Ruggles.
G. Schirmer Inc.

I'VE TOLD MY LOVE
LIMBO LAND
A LITTLE CHICKEN FIT FOR OLD
BROADWAY
THE THOUGHTS I WROTE ON THE
LEAVES OF MY HEART
THE TROUSSEAU BALL
THE WEDDING BLUES
WON'T YOU HELP ME OUT
YOU'LL DO IT ALL OVER AGAIN
TROUSSEAU WALTZ
COWNS SOFT AND CLINGY
SNUGGLE AND DREAM
THE LAUGH
VALSE AU L'AIR
THE LITTLE WHOOPER

Book by Otto Harbach, lyrics by Bide
Dudley, and with Vivienne Segal and
Sydney Grant heading the cast. G.
Schirmer Inc.

OH YOU MAJOR SCALES
TWINKLE LITTLE STAR
OH WHAT A LITTLE WHOOPER
ROUND THE CORNER
I HAVE A DATE
IT CAN'T BE WRONG
IT'S GREAT TO BE MARRIED
I'VE GOT TO LEAVE YOU
I'M LONELY WHEN I'M ALONE
THE KISS
SNAP YOUR FINGERS
IF YOU GO I'LL DIE
WE MAY MEET AGAIN
YOU'LL DREAM AND I'LL DREAM
THERE'S ONLY ONE THING TO DO
LET IT BE SOON
GOOD MORNING ALL

1921—JUNE LOVE

Book by Otto Harbach and W. H. Post,
lyrics by Brian Hooker, and presented
by a cast headed by Elsa Alder,
Johnny Dooley, W. B. Davidson and
Clarence Nordstrom. T. B. Harms Inc.
RUNAWAY LITTLE GIRL
KEEP YOUR EYE ON THE BALL

DEAR LOVE MY LOVE
I'M NOT IN LOVE WITH YOU
BE CAREFUL
SOMEBODY LIKE YOU
JUNE LOVE

THE FLAPPER AND THE VAMP
DON'T KEEP CALLING ME DEARIE

1922—THE BLUE KITTEN

Book and lyrics by William Cary
Duncan and Otto Harbach, and pre-
sented by a cast headed by Joseph
Cawthorn, Lillian Lorraine, Robert
Woolsey and Marion Sunshine. Harms,
Inc.

LE MINET BLEU (The Blue Kitten)
I COULD DO A LOT FOR YOU
TACT
CUTIE
I FOUND A BUD AMONG THE ROSES
HER LOVE IS ALWAYS THE SAME
WHERE THE HONEYMOON ALONE CAN
SEE

THE BEST I GET IS THE WORST OF IT
A TWELVE O'CLOCK GIRL IN A NINE
O'CLOCK TOWN
SMOKE RINGS
BLUE KITTEN BLUES
SWEET AS YOU CAN BE
WHEN I WALTZ WITH YOU

1923—CINDERS

Book and lyrics by Edward Clark, and
starring Queenie Smith in a cast that
included Walter Regan and George
Baneroff.

ONE GOOD TIME
GET TOGETHER
YOU GOT WHAT GETS 'EM
I'M SIMPLY MAD ABOUT THE BOYS
YOU AND I
THE ARGENTINE ARANGO
HAWAIIAN SHORES
YOU REMIND ME OF SOMEONE
THE FASHION PARADE
THREE THOUSAND YEARS AGO
GRANDMA'S DAY
FLAME OF LOVE
LA FAVORITE
MOONLIGHT ON THE WATERS
CINDERS
THE BELLES OF THE BRONX
RAGS IS ROYAL RAIMENTS

1924—ROSE MARIE

Book and lyrics by Otto Harbach and
Oscar Hammerstein II, presented by
a cast headed by Mary Ellis, Dennis
King, Arthur Deacon and Edward
Hawley. Harms, Inc.
HARD-BOILED HERMAN
ROSE MARIE

(Available on the following records:
RCA Victor 4305, Nelson Eddy and
orchestra; Decca 24030 in A-1924, Bob
Grant orchestra.)

SONG OF THE MOUNTIES
(Available on RCA Victor 4305, Nelson
Eddy and orchestra.)

LAK JEEM
INDIAN LOVE CALL
(Available on the following records:
RCA Victor 1151, Fritz Kreisler, violin,
with Carl Lamson at piano; RCA
Victor 4323, Jeanette MacDonald and
Nelson Eddy with orchestra; RCA Victor
P(26714) in P-40, Dick Leiber, organ-
ist; RCA Victor P(27397) in P-64, Joe
Reichman, pianist; Columbia 58206,

October 8, 1949

Fred Lowrey whistler, with novachord and electric guitar; RCA Victor P(20-2040) in P-165.
PRETTY THINGS
 WHY SHOULDN'T WE?
 Music by Herbert Stofhart.
TOTEM TOM TOM
ONLY A KISS
ONE MAN WOMAN
THE DOOR OF MY DREAMS

1925—**THE VAGABOND KING**
 Book and lyrics by Brian Hooker and W. H. Post and presented by a cast headed by Carolyn Thomson and Dennis King. Famous Music Corporation.
SONG OF THE VAGABONDS
 (Available on the following records: Decca 23576 in A-570, John Raitt and male chorus; RCA Victor P(20-2038) in P-165.)
LOVE FOR SALE
HUGUETTE WALTZ
 (Available on Decca 24035 in A-1925, Basil Fomeen orchestra.)

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A FLAGON OF WINE TOMORROW
ONLY A ROSE
 (Available on the following records: RCA Victor 1448, Richard Crooks with orchestra; Decca 24032 in A-1925, Basil Fomeen orchestra; Decca 23665 in A-548, Jesse Crawford at console; RCA Victor P(20-2038) in P-165.)
THE HUNTING SONG
LOVE ME TONIGHT
SOME DAY
SONG OF VICTORY

Album, RCA Victor K17. Al Goodman orchestra, Earl Wrightson, P. Green and Guild Choristers. "Huguette Waltz," "Love Me Tonight," "Nocturne," "Only a Rose," "Overture," "Some Day," "Song of the Vagabonds" and "Tomorrow."

1926—**NO FOOLIN'**
 Book and lyrics by J. P. McEvoy, Gene Buck and Irving Caesar and presented by a cast headed by James Barton, Charles King, Irving Fisher, Bugs Baer, Moran and Mack, Ray Dooley, Beth Berri, Polly Walker, Peggy Pears, Clare Boothe Luce and Greta Nissen, Harms Inc.
WE'RE CLEANING UP BROADWAY
I WANT A GIRL TO CALL MY OWN
FLORIDA, THE MOON AND YOU
GENTLEMEN PREFER BLONDES
WASN'T IT NICE?
 For this revue James Hanley composed the following songs:
WHEN THE SHAKER PLAYS A COCKTAIL TUNE
HONEY, BE MINE
POOR LITTLE MARIE
NO FOOLIN'
EVERY LITTLE THING YOU DO
NIZE BABY
DON'T DO THE CHARLESTON

1926—**THE WILD ROSE**
 Book and lyrics by Otto Harback and Oscar Hammerstein II, presented by a cast headed by Desiree Ellinger, Joseph Santley and Lew Fields.
RIVIERA
LOVELY LADY
HER EYES ARE BROWN
LOVE ME, DON'T YOU
IT WAS FATE
THE WILD ROSE
LADY OF THE ROSE
L'HEURE D'OR (One Golden Hour)
A LITTLE KINGDOM OF OUR OWN
WON'T YOU COME ACROSS?
CORONATION

1927—**WHITE EAGLE**
 Book and lyrics by Brian Hooker and W. H. Post. An operetta based on the play "The Squaw Man," with Marion Keeler and Allan Pryor heading the cast. Mills Music, Inc.
GATHER THE ROSE
GIVE ME ONE HOUR
 (Available on the following RCA Victor records: M(10-1038) in M-935, Gladys Swarthout; P(20-2040) in P-165.)
REGIMENTAL SONG
SMILE, DARN YOU, SMILE
SILVER WING
ALONE (MY LOVER)

1928—**THE THREE MUSKETEERS**
 Book by William Anthony McGuire, lyrics by Clifford Grey and P. G. Wodehouse and presented by a cast headed by Vivienne Segal, Harriet Hoctor, Dennis King and Lester Allen. Harms, Inc.
SUMMERTIME
ALL FOR ONE AND ONE FOR ALL
THE HE FOR ME
GASCONY
HEART OF MINE
VESPER BELL
DREAMS
MARCH OF THE MUSKETEERS
THE COLONEL AND THE MAJOR
LOVE IS THE SUN
YOUR EYES
PAGES
GOSSIPS
WELCOME TO THE QUEEN
WITH RED WINE
MA BELLE
 (Available on the following RCA Victor records: 10-1239, Robert Merrill and orchestra; P(20-2041) in P-165.)
A KISS BEFORE I GO
MY SWORD
QUEEN OF MY HEART
EVERY LITTLE WHILE

1930—**LUANA**
 An operetta based on the play, "The Bird of Paradise," with book and lyrics by J. Kiern Brennan and presented by a cast headed by Ruth Altman, James Macauley, Robert Chisholm and Jans and Whalen.
HOKU LOA
LUANA
ALOHA
HAWAII'S SHORE
MY BIRD OF PARADISE
SHORE LEAVE
A SON OF THE SUN
BY WELEWELA
YANKYULA
WHERE YOU LEAD
THE MAGIC SPELL OF LOVE
DRUMS OF KANE
IN THE CLOUDS
WANAPOO BAY

1934—**MUSIC HATH CHARMS**
 Book and lyrics by Rowland Leigh, George Rosener and John Shubert and presented by a cast headed by Natalie Hall, Robert Halliday and Harry Mestayer. G. Schirmer, Inc.
CONDOLIER SONG
LOVEY DOVEY
IT'S THREE O'CLOCK
CAVALIER
MARIA
LOVE IS ONLY WHAT YOU MAKE IT
MY PALACE OF DREAMS
ROMANCE
SWEET FOOL
FRUTTI DI MARE
LET ME BE FREE
LADIES, BEWARE

EXQUISITE MOMENT
MIDNIGHT FLIRTATION
IT HAPPENED
A SMILE, A KISS
IT'S YOU I WANT TO LOVE TONIGHT
MY HEART IS YOURS

Interpolated Numbers in Stage Musicals
 1921—**THE ZIEGFELD FOLLIES OF 1921**
BRING BACK MY BLUSHING ROSE
 Lyrics by Gene Buck.
EVERY TIME I HEAR A BAND PLAY
 Lyrics by Gene Buck.
FOUR LITTLE GIRLS WITH A FUTURE AND FOUR LITTLE GIRLS WITH A PAST
 Lyrics by B. G. DeSylva.

Instrumental Numbers
 1907—**MIGNONETTE**
 G. Schirmer, Inc. (Available on Columbia record 36473 in C-80, Wladimir Selinsky and his salon orchestra.)
 1909—**LULLABY**
 G. Schirmer, Inc.
 1921—**VALSE CHERIE**
 G. Schirmer, Inc.
VALSE PARISIENNE
 G. Schirmer, Inc.
 1922—**MOONFLOWER**
 Boston Music Company.
MORNING SERENADE
 Boston Music Company.
 1924—**PO LING AND MING TOY**
 Boston Music Company.

Concert Pieces
 1911—**BYGONE DAYS**
 Lyrics by Mrs. Rudolf Friml and Henry G. Chapman. G. Schirmer, Inc.
WHERE, OH WHERE, HAS JOHNNY GONE?
 Lyrics by Mrs. Rudolf Friml and Henry G. Chapman. G. Schirmer, Inc.
 1922—**TEARS OF LOVE**
 Lyrics by Warwick F. Williams. G. Schirmer, Inc.

L'AMOUR TOUJOURS L'AMOUR
 Lyrics by Catherine Chisholm Cushing. Harms, Inc. (Available on the following records: RCA Victor 1478, Richard Crooks; Columbia 71698, Lily Pons; Columbia 37167 in C-118, Marek Weber orchestra; Decca 24189, Kenny Baker; Decca 18365, Meredith Willson; Decca 18106, Decca Salon Orchestra; Decca 23007, Raphael, concertina solo.)

1923—**CHANSOINETTE**
 Lyrics by Sigmund Spaeth and Irving Caesar. Harms Inc.
 1930—**THE VAGABOND KING**
 A Paramount picture in which Dennis King and Jeanette MacDonald were co-starred in a cast that included O. P. Heggie.
 1936—**ROSE MARIE**
 An MGM picture in which Jeanette MacDonald and Nelson Eddy were co-starred in a cast that included Reginald Owen, Allan Jones and James Stewart.

1937—**THE FIREFLY**
 An MGM picture in which Jeanette MacDonald and Allan Jones were co-starred. G. Schirmer, Inc.
A WOMAN'S KISS
DONKEY SERENADE
 Lyrics by Robert Wright and Chester Forrest. (Available on the following records: RCA Victor M (10-1242) in M-1071, Jeanette MacDonald; RCA Victor 4380, Allan Jones; Decca 23476, Felix Knight with Russ Morgan orchestra; Decca 24095 in A-1940, Charles Baum orchestra; Columbia 384-M, Mantovani and orchestra; Columbia 55030 in C-96, Morton Gould orchestra; Columbia 26275, Horace Heidt and His Musical Knights, RCA Victor P (20-2039) in P-165.)
GIANNINA MIA
HE WHO LOVES AND RUNS AWAY
LOVE IS LIKE A FIREFLY
SYMPATHY
WHEN A MAID COMES KNOCKING AT YOUR HEART

1937—**MUSIC FOR MADAME**
 An RKO picture starring Nino Martini in a cast that included Joan Fontaine, Alan Mowbray and Billy Gilbert. Lyrics by Gus Kahn. G. Schirmer, Inc.
I WANT THE WORLD TO KNOW
MY SWEET BAMBINA

1947—**NORTHWEST OUTPOST**
 A Republic picture starring Nelson Eddy in a cast that included Iona Massey, Lenore Ulric and Joseph Schildkraut. Lyrics by Ed Heyman. Edwin H. Morris & Company, Inc.
ONE MORE MILE TO GO
RAINDROPS ON A DRUM
LOVE IS THE TIME
NEARER AND DEARER
TELL ME WITH YOUR EYES
RUSSIAN EASTER HYMN
 "Northwest Outpost" album. Columbia Set MM-890, Nelson Eddy with chorus and orchestra. "One More Mile To Go," "Raindrops on a Drum," "Love Is the Time," "Nearer and Dearer," "Tell Me With Your Eyes" and "Russian Easter Hymn."

RUDOLF FRIML ALBUMS
 RCA VICTOR P-165. Friml melodies with Al Goodman orchestra, Martha Briney, soprano; Earl Wrightson, baritone, and the Guild Choristers. "Song of the Vagabonds," "Only a Rose," "Donkey Serenade," "Giannini Mia," "Give Me One Hour," "Indian Love Call," "L'Amour Toujours L'Amour" and "Ma Belle."
 DECCA A-548. Rudolf Friml melodies by Jesse Crawford at the console. "Indian Love Call," "Rose Marie," "Giannini Mia," "Symphony," "L'Amour Toujours L'Amour," "Only a Rose," "Allah's Holiday" and "Chansonette."

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 "WHERE OR WHEN?"

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 "TEARS AT SUNRISE"
 SB 231—"RAINY DAY"
 "MISS LILLIE BROWN"

JOE TURNER—PETE JOHNSON
 SB 151—"RADAR BLUES"
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Lawrence Inks Bluebird Pact

NEW YORK, Oct. 1.—Jack Lawrence, tunesmith-warbler, has been signed to a Bluebird recording contract on the strength of his own waxing of his tune *The Great Mistake of My Life*. Lawrence, writer of *Symphony; Play, Fiddle, Play*, and other hits, cut *Mistake* and pressed copies under his own label, spotting them with jocks around the country. The disk caught in the Cincinnati area and Bluebird latched on. Lawrence will recut the tune for Bluebird.

The Victor lower-price label has also signed Eddie Cantor and warbler Eddie Fisher, a protege of the comedian. Charles Green, Victor a. and r., supervised Cantor's first session for Bluebird in Chicago this week, with Cantor cutting *I Never See Maggie Alone* and *The Music Goes 'Round and Around*.

Music Ops Buy 200,000 Copies Of Health Song

NEW YORK, Oct. 1.—The Music Operators of America (MOA) have arranged to purchase 200,000 copies of *That Ignorant, Ignorant Cowboy* from Mercury Records at cost price. The disks, which will have *Cowboy* selection on both sides, will thereby get an unprecedentedly hefty send-off in the juke boxes.

Cowboy was originally cut by folk balladeer Tom Glazer, who wrote the number for the Columbia University Press. The song is a folk-styled warning against the perils of syphilis, and was recorded as a public health service by the Columbia Press, who subsequently turned over commercial rights to Mercury. The disk jockeys also are being urged by Columbia to give the disk a good ride as a public service feature.

National Plans 1st LP Issue With Eckstine

NEW YORK, Oct. 1.—National Records is planning to issue its first long-playing platter, featuring Billy Eckstine, in the very near future. The disk will be a 10-inch presentation consisting of eight Eckstine renditions selected from his most popular waxings for the label, which were made prior to his present affiliation with MGM Records.

Program notes on the artist and the tunes have been written by music critic-deejay Leonard Feather. The disk will retail for \$2.85, tax included.

TD Signs ET Pact With Standard Radio

NEW YORK, Oct. 1.—Tommy Dorsey has been signed to a long-term exclusive e.t. pact by Standard Radio Transcription Services. The deal is the first Dorsey has made on a long-term basis with any transcription outfit.

Harry Bluestone, Standard's musical director, has already come east to wax the sentimental gent's initial date, with 20 tunes skedded.

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Sydney's Festival Of Music Judges Aussies' Talents

SYDNEY, Oct. 1.—The City of Sydney Elsteddfod, song festival, which started here September 19, has to handle no less than 18,000 entries in the wide range of items dealt with and these will be judged by 25 adjudicators in 24 different halls scattered thruout the city. The Elsteddfod will run from now to October 1 and deals with children down to classes under seven years of age to adults of all ages.

The Elsteddfod, which is an annual function, has become an established feature of Sydney's musical and dramatic world and is attended by many thousands during the period of judging. Attendances this year are expected to reach the 500,000 mark. In the main event, the operatic aria, there are 178 entries, and the adjudicator expert's judging to take him at least a week.

Decca Gets 2 Sides From Joe Davis

NEW YORK, Oct. 1.—Joe Davis who has been utilizing his Beacon and Celebrity diskeries to promote his Beacon Music publications, turned over two sides to Decca last week. The masters, by blues singer-guitarist Gabriel Brown, will be issued in October on Decca's subsidiary Coral label. Titles are *Suffer* and *I Can't Last Long*.

On Tuesday (27) Davis cut four originals with veteran jazzman Phil Napoleon and the Memphis Five, the group featured six times weekly on WOR and nightly at Nick's. Beacon will get all the tunes.

Rosza Signs Polish, Austrian Disk Deals

NEW YORK, Oct. 1.—Emery Rosza, a partner in the American-Elite diskery here, returned from Europe last week with publishing rights to several Austrian tunes and a tie-up with the Polish Muza diskery.

The tunes and an option for more material were obtained from Ludwig Doblinger (Bernard Herzmannsky) K.-G., of Vienna. Muza is controlled by the Polish government. Elite will import actual pressings from Poland, and also obtain masters to press platters here. The Muza catalog contains polkas and Polish classical selections.

Unusual Promosh Given "Azar" Via Broadway Display

NEW YORK, Oct. 1.—An unusual promotion of a pop record broke last night (30) when Star Records began a four-week pictorial push on Ted Seidel's "Graphic-Picture" screen. The object of the push is Star's first release, Ralph Young's waxing of *Azar*. The screen is a 17-foot square installation on top of a building on Broadway in the Times Square area. It flashes prepared 16mm. films, slides and the drawings of artists who work behind the screen with pen or brush, magnified by a series of mirrors and reflectors.

Star's pitch will be beamed nightly between 8 and 1. The first week, pictures of WINS jockey Jack Lacy will be used, with other jocks to be honored in subsequent weeks. Pictures of Young and Azar, a TV dancer, will also run. Six Broadway record shops will also be plugged on the screen as places to buy the disk.

Dickens Ink Decca, Gale

NEW YORK, Oct. 1.—The Dole Dickens Quintet, who recently signed a recording pact with Decca, has signed a booking deal with the Gale Agency. The group made its initial appearance here at the Savoy Ballroom Friday (30).

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New York:

Ed McCaskey, former professional manager for Kramer-Whitney here, joined Dave Dreyer Music in Chicago. . . . Skyscraper showgirl Kitty Carr is doing deejay promotion for orkster Henry Jerome, who recently cut four sides for Celebrity Records. . . . Joe Davis has acquired the North American rights to "Say That You're Mine," from Keith Prowse & Company, Ltd., England. Davis's Beacon Music firm has acquired Abbey Albert's theme, "Moon Dust." . . . Lawrence (88) Keyes and his quartet have been signed to a personal management pact by Larry Newton. Keyes has also inked an exclusive recording pact with Newton's Derby diskery.

Henry Busse and Red Nichols have signed with Lang-Worth Transcriptions. . . . Jack Walker, formerly with Metropolitan Negro papers and Negro magazines, is Apollo Records' new flack. . . . Murray Sporn, formerly with Henry Spitzer, is now contacting for Jerry Johnson's Michael Music. . . . Tim Taylor has joined Virginia Wicks' publicity office, holding the fort while Miss Wicks beats the drums in the hinterlands for Artie Shaw's tour. . . . Eddie Wilcox ork plays at Clemson U., Clemson, S. C., Friday and Saturday (7 and 8).

Atlantic disk toppers Herb Abramson and Ahmet Ertegun leave in two weeks on an extended trip thru the South to scout blues and folk talent for Atlantic and its new subsidiary label, Plaza. They'll also contact jocks and distributors. . . . Vox Records' prexy George Mendelssohn leaves for Europe October 14 for a 10-day stay. . . . London Records' Kelly Camarata has a new baby daughter, Kathy Lee. . . . Lee Finburgh, general manager of Bourne, Inc., returns Friday (7) from a sales and deejay contacting trip thru the Midwest. . . . Dave Dreyer Music has taken over the tune, "I Walk Away" from Mayfair Records. The number, waxed by vocalist Jack Carroll, is the kidiskery's first pop cutting. . . . Horace Heidt Records has added six West Coast distribs in the last couple weeks.

Mel Leeds, former Harms, Inc., contact man, joined Kramer-Whitney (K-W) Music here, and Julie Losch, formerly with Santly-Joy, joins K-W on the Coast. . . . Decca's subsidiary publishing house, Northern Music, has turned over "Homecoming Waltz" to Mood Music, the pubbery jointly owned by Decca, Columbia Pictures and Shapiro-Bernstein. Mood is being reactivated for the plug, a public domain melody with new lyrics by Alex Kramer and Joan Whitney. Guy Lombardo cut it for Decca. . . . Frank York, former society maestro and legit violinist, has been renewed as a soloist at the Russian Skazka.

Dave Kapp, Decca veepee in charge of artists and repertoire, took off for a three to four-week West Coast combined business and vacation jaunt. . . . Benny Goodman is virtually set for a series of concerts in the Philippines beginning about November 13. He probably will stop over at Hawaii (en route to Manila) for a couple of days' stand there. Benny will play longhair concerts and may take along his sextet, or will form one of Philippine musicians, to show off his jazz prowess during each performance. . . . The Evelyn Downs Trio will go into the Hotel Astor's Columbia Room. The threesome is booked thru the General Artists Corporation, thus lending greater credence to trade talk that the Music Corporation of America has lost its iron grip on the Astor account.

General Artists Corporation prexy, Tom Rockwell, was due in town Monday (3) for a stay until mid-December. . . . Warbler Jack Hunter left the Elliot Lawrence crew. . . . Bill Harrington, who has been holding down the vocal slot on the "Hit Parade" ainer and records for Vocalion, last week inked a management pact with the General Artists Corporation. His first date for the agency will be a week-ender at Frank Dailey's Meadowbrook, Cedar Grove, N. J., beginning October 22. . . . Maypole Music, recently unveiled pubbery owned and operated by songwriter Ruth Poll, last week was voted to membership in the American Society of Composers, Authors and Publishers.

London:

Carroll Gibbons is back at the Savoy after a four-week vacation. During his holiday Gibbons has been making solo piano appearances in Ireland, Bournemouth and finally broadcasting in Sweden. He will resume his broadcasting for BBC and also his commercial programs for Colgate over Radio Luxembourg.

Alec Templeton arrived recently to play at a concert in honor of his piano teacher, Margaret Humphries, in Newport. . . . Jessie Matthews took over from Zoe Gail in "Sauce Tartare," still running at the Cambridge Theater.

Nat Allen, who is currently leading his orchestra in the Blackpool show "Cocoanut Grove," will return to London early in October for a big video series. He will present his new 26-piece dance band, comprising 10 brass, six saxes, six strings and four rhythm. . . . Two Canadian singers will be featured on the new Bob Farnon series starting October 2. The glamour will be supplied by thrush Kip Oldfield, who is to change her name to Kathran. Male vocalist will be Denny Vaughan, who returns to England this week from a vacation in Canada. . . . Ronnie Selbey, who has been on a short visit to England, leaves for the U.S. soon to rejoin Vic Damone in Hollywood.

Ted Heath's ork and Geraldo and his band both will be featured in a new film to be made at Ealing Studios. The movie will be titled "Dance Hall" and is to be produced by Michael Balcon. . . . Changes are being made at the Berkeley Hotel. House leader Ian Stewart cuts his band down to five pieces, and a Latin-American group led by Tommy Rogan started there October 2. . . . George Evans will make his first appearance with his new aggregation at Hammersmith Palais October 10 for a one-nighter. It was at Hammersmith that Evans collapsed while fronting his first band and, subsequently, was seriously ill for two and one-half years. . . . Cyril Stapleton's ork will be on the bill with the Ink Spots when they make their last appearance here October 16 at Empress Hall, Earls Court.

Philadelphia:

Xavier Cugat is next in line for the name parade at the Click. . . . Mary Navis and Her Men of Rhythm start the season at the 312 Club. . . . Walt Jeffreys, after summering with a Meyer Davis unit in Maine, returns his pianology to the Tabu nitery. . . . Stage attraction at the Earle Theater for week of October 21 brings in Dinah Washington, the Ravens

and Dizzy Gillespie. . . . George Shearing is making his local bow Monday (10) at the 421 Club. . . . Herbie Collins opens the fall season at Wagner's Ballroom. . . . Beryl Booker, local 88-er, rejoins bassist Slam Stewart and guitarist John Collins to revive the Slam Stewart trio after a year's separation. . . . Charlie Gaines moves into Clendennings in the Upper Darby sector. . . . Dick Barlow is making his local bow at the Warwick Hotel. . . . Reese DuPree is promoting Tuesday night dances again at the O. V. Catto Hall, using local outfits, with Jimmy Tisdale getting the first call. . . . Al Cooper promoted a jazz concert at the Academy Friday (7) with Sarah Vaughan, Illinois Jacquet and the Lonius Monk.

Hollywood:

Special band "set" for Stan Kenton's "Innovations in Music for 1950" production concert tour is under construction and will be ready for the 40-man ork's February debut at San Diego (The Billboard, October 1). . . . Eddie Gilmartin, general manager of Tommy Dorsey's Casino Gardens, will address the National Ballroom Operators' Convention at Chicago's Hotel LaSalle. . . . Coast indie, Blue Records, is boosting its retail tag to \$1. Reason, according to label prexy Dootsie Williams, is to allow greater profit margin for dealers (65 cents) and distribs (49½ cents).

Hollywood Palladium is back to outdoor advertising, using 120 billboards in addition to radio and newspaper paid plugging. Campaign starts with the Tex Beneke engagement, which follows Lawrence Welk's present run. . . . Guy Ward, completing a swing thru New England for Supreme Records, is in Chicago to open disk firm's branch there. Office, according to Supreme Prexy Al Patrick, will allow label overnight deliveries thruout U. S.

Meredith Willson's "Peony Bush" attracted sufficient attention after he introduced it on his airshow for Lou Levy to ink the tune for his Leeds catalog. Danny Kaye etches it for Decca. . . . Four Hits and a Miss, former Bob Hope vocal corps, join the Curt Massey CBS musical airshow as regulars. . . . Kappa Records inked blues thrush Maxine Richards, formerly with Gus Arnheim and Carlos Molinas.

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AGVA Asks Court To Stop AFM

Vauders Carry Petrillo Fight To Last Ditch

4 Skirmishes in Week

(Continued from page 3)

quit AGVA—or else—began to be implemented last week. The first incident occurred at the Latin Quarter, where the Kirby Stone group opened Thursday (30). The Stone group, all AFM'ers, do singing and talking besides playing instruments. AGVA ordered that they become its members. When it became apparent they wouldn't, threats of pulling all AGVA people out of the show began to be heard. Lou Walters, LQ op, at first agreed to use the Stone group only for music. He later changed his mind and had them do their full act. Neither AGVA nor AFM reps, both present in the club, took any action, tho both promised to do so.

Iceland Next

The Iceland furnished the next incident. Tony Lavelli, former Yale basketball star, who broke into showbiz here as an accordionist, had become a member of both AFM and AGVA. When he was ordered to quit the latter, Thursday (29), AGVA threatened to pull the show if he obeyed. Jimmy Lyons, AGVA's Eastern director, had practically all the top names in showbiz standing by, ready to go on at the Iceland, if AFM pulled the band. Late Friday (30) AFM phoned and said that Lavelli had formally resigned from AGVA. The actors' union took no action.

Gil Lamb, working at the Stork Club, Council Bluffs, Ia., was the (See AGVA Asks Court on page 54)

Book Review:

Joey Adams Puts Stem Characters In a New Novel

If Joey Adams manages nothing else, he'll whet the curiosity of the boys who grew up in Kellogg's and graduated to Lindy's to find out whether his *The Curtain Never Falls* (Frederick Fell, Inc., \$3) gives them a mention.

Unlike his first book, *From Gags to Riches*, this one isn't a collection of gags. It purports to be a serious tale about a Jackie Mason, the son of a small-time hooper, who climbs on everybody's back to become the top comic of the nation.

Whether Mason is a replica of any single comic now around, or a combination of several comics, is a question that should cause plenty of speculation.

Wary of Libel

Mason is a young punk who starts out doing everybody's act. As he climbs he continues to borrow material, tho he now does it better than the guy he borrowed it from. In his travels he treads a Casanova-like path, always on, always the ham, and always on the make. A few characters in the book are named openly, tho always with an eye to the libel laws.

It is an interesting novel written better than most books which pretend to tell about showbiz. At times it has the bite of a *What Makes Sammy Run* and the sweep of a *Pal* (See Joey Adams Novel on page 54)

Danny Davis Pays Barry Gray \$1,200 a Week for Jockey Turn

MIAMI, Oct. 1.—The use of a disk jockey in a night club is no longer new. There's hardly a cafe in the country which hasn't tried it in some form in the past. But it took a glib, quixotic lad to make it pay off for himself as well as the club that's currently paying his salary.

Danny Davis, another stormy petrel in the cafe biz, grabbed off Barry Gray when the Five o'Clock Club was sold to Ned Schuyler by the Barken brothers. To get him, he paid a bonus of 5G. Gray started in June and, Davis reports, "He means more to me than a Jimmy Durante."

Gray is now more than a platter spinner. He sets up on the dance floor every night from 11 to 1 (beginning October 26, it will be until 2 a.m.) and goes to work. Using a portable mike for customers to ask questions, Gray has glib answers for

everyone. Many questions are provocative—even insulting. All these, however, tend to increase interest, besides giving customers a chance to talk on the air.

\$1,200 a Week

In order further to increase interest, Davis and Gray have cooked up quarrels, where they heckle each other to the delight of customers who pile into the joint nightly to hear arguments and get into them.

For this Gray gets \$1,200 a week. Davis breaks it down to \$180 a night. But for this cost, the joint fills up for the supper trade, with the drinks (See Danny Davis Pays on page 54)

New Ops Lease Hub LQ at 75G

NEW YORK, Oct. 1.—The Boston Latin Quarter, formerly owned and operated by Mickey Redstone, has been leased to a Boston group for a 10-year term involving a cost of about \$75,000.

The new ops will consist of two concessionaires, Lee Fields and Willie Oxman, with Ed Meister, owner of the Boston Showbar, in on the deal, in an advisory capacity.

The new owners expect to operate with a show budget of between \$2,500 and \$3,000. Nick Agneta, local indie, will book the room.

MCA Plans Opening Of New Paris Office

NEW YORK, Oct. 1.—Music Corporation of America (MCA) will open a Paris office in the near future. A preliminary survey of the territory was made by MCA exec Charles Miller, who just got back from Europe.

Tentatively scheduled to head the new office is David L. Stein, brother of Jules Stein. The latter is MCA's head man.

IN SHORT

Here and There:

In Anchorage, Alaska, the wartime-mecca, Aleutian Gardens, has reopened under the management of Damon & Polk. Godfrey talent winners Betty Reeve and Al Morrison provide the entertainment. . . . Denny Fisher and his fem vocalists are getting the biggest crowds in Alaska at Anchorage's Fort Starns, where the bars are upstairs, downstairs and everywhere. One of them's inlaid with silver dollars, a gimmick that pays off in getting the crowds from one bar to another.

Three managerial changes involving North Carolina Theaters, Inc., were announced by Hugh Smart, local manager for the theater chain. Bob Roberts, manager of the Paramount Theater, High Point, N. C., has been promoted to city manager in Mt. Airy, N. C. Moving into Roberts's vacated place is Joe Abercrombie, present manager of the High Point Broadhurst Theater; Paul M. Jones, Rialto manager, will take over the Broadhurst job.

Mrs. Cecile E. Lindsay, who has her dance groups at various niteries, left Cincinnati Monday (3) for Miami Beach, Fla., to take over the Frank Sennes office there in association with Jerry Berger, who has been in charge since the office opened last June. Mrs. Lindsay will continue with the operation of dance units.

Mary Mirenberg, of the New York theatrical law firm, Goldfarb, Mirenberg & Vallon, has just been admitted to the California bar. It doesn't mean she can step up and order a drink. It means she can practice law in that State. . . . Guy Martin has joined the New York office of Herbert Marks. . . . The new act policy at the Florentine Gardens, Hollywood, calls for admission charge based on location. Acts current there are Hermanos Williams Trio, Dehaviland Trio, Johnson Brothers, Manny King and Jean Carter.

Fay's, Providence, will celebrate its 33d anniversary November 11. . . . Deane Carroll gets a return date at the Greek Theater, Hollywood, after a current Eastern tour. . . . Helmut Dantine will get the Miami Olympia October 12. . . . Kendall Capps, acro-dancer, just finished three pictures for Warner Bros.

Formby Click Brings Hunt For Britons

New Pound Is Involved

NEW YORK, Oct. 1.—The success of George Formby in Toronto has started American talent buyers to probing the British field in the hopes of bringing in English performers.

The reason would be tied to the box office. First of all, with the pound worth \$2.80, deals made on the lower pound would mean smaller dollar pay-offs. Secondly, if they hit as well as Formby, the takes would be larger and because of the devaluation, the budget would be smaller.

Formby, for example, who never played anywhere on the American continent, opened last week at the Royal Alexander Theater, Toronto. The 1,580-seat house was sold out for the full week right after Formby's first show. The show, built around the chief attraction, carries five additional acts, whose salaries range from \$250 to \$500. Formby's cut is 70 per cent; he even gets a similar percentage from program sales. Insiders figure that Formby will walk out with over \$25,000 as his cut, and, considering the guy's practically unknown, that's a juicy figure.

The deal, calling for Formby's working right across Canada, was set by Lew and Leslie Grade, London.

Vaude Returns To Baltimore

BALTIMORE, Oct. 1.—Vaude will return to the Hippodrome Thursday (6). The Hipp, Baltimore's sole first-run movie house with flesh, threw vaude out September 1. At that time Oscar Apple, president of the local musicians' union, said the theater's contract with its pit band, which expired August 31, had not been renewed.

In his statement Friday (30), I. M. Rappaport, Hipp op, said: "The decision to resume . . . results from an overwhelming demand on the part of the public for this form of amusement. . . ." The actual reason is that after playing *The Jolson Story* the house couldn't get enough big pictures to follow.

Palace Vaude For San Fran

SAN FRANCISCO, Oct. 1.—The Golden Gate will be the first house west of Kansas City, Mo., to get a vaude unit under the RKO New York's Palace Theater policy. The bill will open October 26, will run four shows and do a one-weeker.

Jay Golden, manager of the Golden Gate, said that it would not be a Palace show intact, altho booked by the New York RKO office. Success of the week here may determine whether shows will be sent into the org's other Western theaters—the Orpheum in Denver, the Hill Street and Pantages in Los Angeles and Hollywood. The arrangement has no connection with the recent vaude revival at Los Angeles's Orpheum.

No Fem Barflies

BRIDGEPORT, Conn., Oct 1.—Men, but not women, hereafter may stand at bars in hotels, restaurants and night clubs on Sundays, the Connecticut State Liquor Commission ruled this week.

VAUDEVILLE REVIEWS

Palace, New York

(Thursday, September 29)

Capacity, 1,700. Price range, 55 cents-\$1.20. Four shows daily. RKO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

Judging from the way this show ran, the house is starting to scrape the bottom of the barrel. The first part of the bill had little pace, with only one act registering in sock fashion. The latter half picked up, with at least two acts getting solid returns for real jobs.

The bill teed off with the Three Rockets, hoofers. The boys can dance, their best being caterpillar and locomotive steps. But the trio showed little zip. Their challenge stuff was dull, with their walk-off equally ineffective.

Roy Benson picked up a lagging pace with some amusing chatter as he went thru standard magic tricks. His kidding of tricks pulled giggles which grew to yocks as he went along. Working to an adult audience, Benson could kill 'em.

Bag Punchers

Lenny and Margie Ross went thru their intricate bag punching routines in smooth fashion. It is a fair flash act, but tends to grow monotonous after a few minutes. The act picked up a little at the close when the boy whacked five bags in a black light. Over-all result, however, was not inspiring.

Radio Aces were in a tough spot, following the preceding act. So the three singing-comedy boys had to start all over to warm 'em up again. Their standard cafe act was scrubbed down for theater audiences to fairly good returns. It wasn't, however, until their last, the water in the hat bit, that they managed to click in accustomed fashion.

The Albins were so far the hit of the show. Their knockabout dance routines pulled top laughs from their walk-on and kept building all the way until yocks followed yocks. The tiny girl made an excellent foil for her muscular, long-haired partner.

Joe Morris Back

Joe Morris and Susan North were the second biggest thing on the bill. Morris has been away from the biz for some time. When the act was Morris and Campbell it used to be standard fare at the old Palace. Morris does his old stuff from a box heckling Miss North, on-stage, who does the straightening. Morris still hits a line with his old skill, pulling big laughs where only a giggle is deserved. The act was definitely a hit and should do equally well anywhere in the country.

Bobby Breen, working between the Albins and Morris and North, did a so-so job with his quavering tenor. (See *Palace, N. Y.*, on page 48)

The Strand, New York

(Friday, September 30)

Capacity, 2,700. Price policy, 50 cents to \$1.50. Number of shows, four daily. House booker, Harry Mayer. Show played by Dave Schooler's house ork.

Condensing a Broadway book musical to three quarter-hour proportions and still have it make sense is something of a chore. Over-all those concerned with tabloidizing *High* (See *The Strand, N. Y.*, on page 51)

Paramount, New York

(Wednesday, September 28)

Capacity, 3,654. Prices, 55 cents to \$1.50. Number of shows, four daily. House booker, Harry Levine. Show played by Dick Stabile's orchestra.

With Dean Martin and Jerry Lewis on stage and on the screen (*My Friend Irma*), the house has what looks like a sure-fire double-header for the box office. Currently considered the hottest comedy team in the business, the boys drew equally big returns on their flesh and flicker routines. They literally had the crowd coming and going.

Omitting their regular opener, which was used in the film, the fey-faced Lewis teed off with a pratfall, then brought on Martin for a routine, which was essentially the same as their night club act—the band leader number, heckling and the Fitzgerald-Crosby take-off for a sock finish.

Midway thru the act Marie (Irma) Wilson took a brief bow. Visually she was terrific, but her gag plugs for the film were pretty feeble.

Lewis Is Hit

Lewis was the hit of the show. The 24-year-old comedian has perfect timing and tremendous audience appeal. His swivel-lipped impersonation of a demented be-bopper and gravel-voiced imitation of Ezio Pinza killed 'em. His spontaneous-sounding ad lib squelch to a 4-year-old heckler also brought down the house. (i.e. "I've got a 4-year-old kid. He's jerky too.") Now that Lewis is in the big money he should clean up the act. He's no satyr, and the Paramount caters to the family trade.

Dick Stabile and his 14-piece orchestra, who also appear on Martin-Lewis radio show, were competent enough musically and made fine stooges. Stabile turned in a nicely restrained emcee job, and his sax solo on *The Man I Love* was tasty and sweet.

Ex-band canary Carolyn Grey and the four Step Brothers rounded out the bill. The statuesque blond warbler, who's more the ballad type, but likes to sing hot, got her best hand with a torchy arrangement of *I've Got My Love To Keep Me Warm*. The fleet-footed Steps drew big hands with their fancy taps and free and easy terp style. The crowd brought them back three times.

June Bundy.

Orpheum, Los Angeles

(Wednesday, September 28)

Capacity, 2,200. Price range, 50, 65 and 95 cents. Four shows daily. House booker, William McIlwain. Show played by Rene Williams' house ork.

There's well-balanced fare here this week, with the voice blending Sportsmen and brother-sister dance team of Giselle and Francois Szonyi grabbing top interest. Slotted last on the eight-act bill, the Sportsmen are holdovers for a second week and continue to pull yocks with their singing commercials and palm for their tune treatments. The Szonyis, featured last week on *The Ed Wynn* CBS tele airshow, are surefire big-timers. Ballet-styled routines, leaning heavily on gracefully executed spins and lifts, are handled with polish and precision. Twosome pulls heaviest hand of the eight acts.

Songstress Mae Williams, a Band Box nitery fave, clicks as easily on the vaude stage as at the intimate club. Her Judy Garland type of selling is well received, with strongest mitting greeting her George Gershwin medley. Larry J. Blake casually demonstrates a string of dialects ranging from Russian to Hungarian, with well chosen gags for each. Off-the-cuff manner keeps the laughs rolling. Rufe Davis wins mitts with his rural comedy routines, imitations of instruments and train whistles. Ma and Pa O'Hagen accentuate their

Roxy, New York

(Friday, September 23)

Capacity, 6,000. Prices, 80 cents-\$1.50. Five shows daily. Six Saturday. House booker, Sam Rauch. Show played by Paul Ash's house band.

Briskly paced and sparked with fresh young talent, show is one of the best and biggest entertainment bargains in town.

Ironically, tho, the performer with the least sales-savvy is the man responsible for the bill's over-all excellence—Ed Sullivan. The columnist undoubtedly knows talent, but his abilities are more suited to behind-the-scene activities. As an emcee, he lacks sufficient warmth and showmanship to put the novice entertainers at ease.

Show-wise, tho, he has lined up a great bill for his current *Toast of the Town Television Revue*. Musical mimic, Sonny Howard, was the hit of the show, selling a series of near-perfect vocal impersonations of well-known singers with great charm and finesse. His bow-off applause was tremendous.

Joe Laurel Prances

Second only to Howard was Joe Laurel, the pint-sized Scottish comedian. Laurel pranced thru a slickly timed eccentric soft shoe in the best English Music Hall tradition and drew a spontaneous round of applause for his whimsical Charlie Chaplin pantomime.

The Sullivan segment teed off with Tony and Eddie, a couple of ex-G.I.'s, who make hilarious grimaces to coincide with the Dinah Shore-Buddy Clark recording of *Baby, It's Cold Outside*. One of the boys performs from a wheelchair, but the act drew a big hand strictly on its own merits.

Then, in well-timed succession, Sullivan brought on an accomplished xylophone player, Francis Kohler; a rich, full-voiced soprano, Toni Arden; a cute jive singer, Teresa Brewer, and a couple of fabulous musical monkeys. With little help from their trainers, Manuel and Marita Viera, the monkeys shook maraccas and pounded on a bongo drum in perfect rhythm. Then one of them brought down the house by playing *People Will Say We're in Love* on the solo-vox.

Harvest Mooners Dance

The Harvest Moon Ball winners closed the show with a brief exhibition of their prize-winning abilities to dance the waltz, jitterbug, polka, rumba and fox trot. The kids were good, but the show's top terp honors belonged to Carol Lynne. The graceful ice dancer opened the show with a powerful production number, *The Limehouse Blues*. First the Roxy boys and girls, garbed in stylized Chinese costumes, ran thru an Oriental dance routine. Then the action segued to the ice stage, via a Pagoda drop, where Miss Lynne and Arnold Shoda glided thru a low-down ballet version of an Oriental triangle. La Lynne gave a terrific triple-threat performance, with a big assist from Shoda.

Pic: *Thieves' Holiday*.

June Bundy.

years to draw hands for their old-time song and dance fare. Knockabouts Curry, Byrd and Le Roy would enhance act by tightening on pace and trimming stage time. Savoy and Regina, acro act, get show off to a good start.

Rene Williams ork capably backs the acts. Pic, *Barbary Pirate*.

Lee Zhito.

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NIGHT CLUB REVIEWS

Mocambo, Hollywood
(Wednesday, September 29)

Capacity, 225. Shows at 9:30 p.m. and midnight. Price policy, \$1 cover week nights, \$1.50 cover Saturdays. Booking policy, non-exclusive. Owner-operator, Charles Morrison. Publicity, Charlotte Rogers. Estimated budget, this show: \$3,500. Estimated budget, last show: \$3,500.

For freshness and excitement, you have to go some to top the Andy and Della Russell team. They make a sparkling pair and click solidly with each song selection. Luscious Della is equally blessed with good voice and looks, a contagious personality and plenty of sales savvy. Twosome's stage manner is relaxed and pleasing. Patter is cleverly scribed to suit the young-couple type and delivery is polished without being stilted.

Russell opens solo with a couple-of-mike-clinging ballads. Act takes on zing the minute his wife walks on, building to a sock wind-up with a series of straight and comedy song and dance offerings. *You Could Be Replaced* ties in a string of Russell take-offs on Dick Haymes, Vaughn Monroe and Frankie Laine. Last named was riotously presented and brought down the house. Twosome won many mits for song flashbacks including *Say It With Music*, *Ain't She Sweet*, *Shine On Harvest Moon*, *My Time Is Your Time* and *For Me and My Gal*. Rural routine complete with hoedown hoofing on *Chicken Foot Hominy and Butter* is a sock selection and brings cheers. Wind-up number is cleverly handled, pair going dreamy for *Maybe It's Because* while doing a couple of turns on the dance floor. Each picks an elderly partner from the ringside to start the customers dancing.

Ray Sinatra borrows the baton from Roger Spiker to support the Russells. Spiker ork plays for dancing with the Latinaires, rumba combo, setting the Latin beats.
Lee Zhitto.

Persian Room, Hotel Plaza, New York
(Tuesday, Sept. 28)

Capacity, 275. Shows at 9:30 and 12:30. Price policy, \$2-\$2.50 cover after 9:30. Operators, Hilton chain. Booking policy, Merriell Abbott, exclusive. Publicity, Edward Seay. Estimated budget this show, \$1,500.

Victor Borge has apparently changed his formula. He now stresses his piano on light longhair pieces like *Lieberstraum* and *Clare de Lune* and seemingly relegates his comedy touches to second place. For a change of pace, this switch could be understood. But when it makes for lulls, it needs an overhauling. And his new format makes for too many lulls.

Borge's great charm is in his in-offensive mannerisms, light touches of corn delivered with naivete, and his delicate sense of the ridiculous. None of this is exactly yock stuff, the funny; it pulls intellectual nods and bubbling giggles.

This time around, Borge showed one new routine, a piece of business built around an announcer who had trouble spelling Benrus but could dash off the spelling of Dmitri Shostakovich. It was an amusing bit. Borge's best, however, was his old stand-by, the Punctuation Lesson. That one really drew the top laughs.

Bob Grant's ork with his society beats does an excellent job in backing Borge and dishing out the dance music. The personable Mark Monte is back again here fronting his listenable Continentals.
Bill Smith.

National, Louisville, To Close for Repairs

LOUISVILLE, Oct. 1.—Allan Moritz, new op of the National Theater will shutter the house October 6 for repairs and a complete change of face. So far as a change in policy is concerned, his plans are undecided. He has leased the theater from Frances and Ted Chanock, of Los Angeles, who bought the theater and property from Jerome Riker of New York for a reported \$350,000.

The theater has been showing a profit since it turned to regular vaude programs, with Louis Cohen, of Chicago, as the booker.

According to rumors current here, the house may go in for a Negro policy. Graham Brown, who just bought the Kentucky Hotel, across from the National, may make a bid for the theater to protect his \$2,000,000 investment in the hotel. Kentucky Hotel does a flourishing cocktail lounge business and insiders here say that turning the National into a Negro house would hurt Brown's business.

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Freddy Fields Goes To MCA October 10

NEW YORK, Oct. 1. — Freddy Fields will join the Music Corporation of America (MCA) starting October 10. He will work in the cafe department out of New York.

Fields has been with the Abner Greshler office for five years, running the office when Greshler was away.

Part of Fields's deal with MCA is the understanding that he need not bring any properties with him when he makes the shift.

Stem Slides to 415G; Boff 27G for Palace; Roxy 98

NEW YORK, Oct. 1.—Stem takes continued to slide last week; the figure for the week was \$415,000 against previous stanza's \$463,000. But if the over-all gross was down, the drum thumping drive put on by the RKO Palace (1,700 seats; average \$22,000) for its Vaudeville Week paid off when house drew \$27,000 for Pat Rooney, the Chords, six other acts, a flock of cuffo celebs plus *Johnny Stool Pigeon*, against \$22,000 for the previous inning.

The new Palace bill (reviewed this issue) has Morris and North, Bobby Breen, six other acts and *Strange Bargain*.

Radio City Music Hall (6,200 seats; average \$134,500) fell back to \$115,000 for its third week compared with \$125,000 for its second week. The bill consists of Bernie George, Landre and Vernon and *Under Capricorn*.

Roxy (6,000 seats; average \$78,500) drew a fine \$98,000 for its preem with

Ed Sullivan's package and *Thieves' Holiday*.

Capitol (4,627 seats; average \$55,000) attracted \$67,000 for its opener with the Gene Krupa ork, Jack E. Leonard and *That Midnight Kiss*. The show is covered in this issue.

Paramount (3,654 seats; average \$73,250) wound up the four-weeker with \$52,000 for Carmen Cavallaro ork, Gary Morton and *Top o' the Morning*. The show started with \$100,000, followed by \$74,000 and \$58,000. The new show (reviewed this issue) has Martin and Lewis, Dick Stable and *My Friend Irma*.

Strand (2,700 seats; average \$22,750) wound up its month-long run with Xavier Cugat's ork and *White Heat* to the tune of \$56,000. The bill teed off to \$80,000, followed by \$70,000 and \$60,000. The new show (reviewed this issue) has a tab version of *High Button Shoes* and *Task Force*.

Larry Potter's Supper Club, Studio City, Calif.
(Tuesday, September 20)

Capacity, 175. Price policy, no cover or minimum. Owner-operator, Larry Potter. Booking policy, non-exclusive. Estimated budget this show, \$2,000. Estimated budget last show, \$2,000.

On the four-act bill, vets Day, Dawn and Dusk and the newly formed Moon Mists come up winners, but for opposite reasons. Three D's have the sales savvy that comes only with years in showbiz, timing their comedy songs and pacing their zany routines with an eye to the ringside. Moon Mists, four lads and a gal, is a vocal corps formed five months ago at City College by a frat foursome and a girl friend. The kids caught eye and ear of agents Mitch Hamilburg and Sid Fields, who are now handling them. The group has freshness and youth in its favor, which win the crowd from the start. The kids' eagerness and energy make up for what they may lack in polish.

Mists' song diet is well-balanced and includes Jack Carrington originals, plus current faves. Original fare includes a catchy novelty, *Mongo Bongo*, *Girl in Blue Blue Cellophane* and *Little Male Snail*. Vocal blending is smooth and ear-worthy. They hold visual interest as well with MGM's Jack Baker coaching routines. Day, Dawn and Dusk return to the spot for the second time, and if anything, are bigger than before. A three-ring circus of song, they click with each selection, vocally and visually. A favorite is their *Carousel*.

Others on the bill include Lola Gray, a boogie thumper whose fuzzy keyboarding chilled interest, and a Latin-type dancer, Carmen Lopez, whose ho-hum routines spurred conversation. Les Parker's dance combo (5) backed show and dance-minded patrons.
Lee Zhitto.

PALACE, NEW YORK
(Continued from page 47)

His *Bali Ha'i*, arranged unusually (the band was off) was good. His *Donegal* with Irish brogue and chatter didn't mean much.

The show closed with the Five Antaleks in their standard perch act that starts out of a Risley. As always, the Antaleks (two male; three women) do a solid job.

Pic, Strange Bargain. Bill Smith.

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Rep Ripples

NEIL SCHAFFNER, head man of the Schaffner Players and veteran Missouri tent show trouper, producer, owner and playwright, and his group were the subjects of an interesting article penned by Francis A. Klein, staff writer, in a recent edition of The St. Louis Globe-Democrat. Piece was accompanied by two and three-column pix depicting life on a rep show. . . . Wilbur Reece is getting his 16mm. pic attraction ready for its Spokane debut. . . . R. E. (Bob) Spurr letters from Ellensburg, Wash., that "There's no question but that the small or even larger tent show is about fading from the picture. With a special inflammable tent needed in some States, inspection by police and fire departments, the terrific cost of labor and transportation and the lack of performers who will travel any distance from home, it makes things tough for a tent show manager. Performers and others, who formerly wished to travel, now go on unemployment and stay around the bright lights. The one and two-man show is here and will take over the small towns and some big ones." Spurr operated a platform show this summer. . . . George and Dot French, who have been playing sponsored dates in past years, will tackle a seven-State tour with E. F. Hannan's "The Chimes," with opening slated for October 1.

WHILE passing thru Ohio recently, Eddie and Jean Leahy, known in showbiz as Pearl Fern and Eddie, visited the Madge Kinsey Players. Writing from Buffalo, they say: "It had been some time since we visited a tent rep show. We were with the Belle Barchus Players in 1927 and 1928. We enjoyed the Kinsey play that night and visited back stage with Madge and family. The Kinseys have a fine outfit and the audience enjoyed the good, wholesome fun and entertainment, all of which proves the tent-rep field isn't dead." . . . Roy Hubbard will present his 16mm. pix in the Woonsocket, R. I., area, with opening set for October 15. The season is Hubbard's second and he plans to repeat at a number of the original tour's sponsored dates. . . . E. G. Brady writes from Corvallis, Ore., that he will get his school and hall showings under way soon. He spent most of the summer playing on platforms. Brady is an old-time stock and roadshow manager and performer and at one time made one-night stands with John and Emma Ray. . . . Carter Dramatic Company, which closed a successful season at Jennings, Mich., has returned to winter quarters in Alto, Mich. . . . Charles and Herman Oterwasin will show 16mm. pix in and around Salina, Kan., this winter. The brothers are sporting a new outfit and well-stocked library. . . . H. K. (Chub) White, who has had a platform show in Central Texas all summer to good returns, will move a three-person trick into halls and some schools for the winter. He advises from his base in Gonzales, Tex., that "rep may be dead but the small shows still can get money if handled properly and the nut is kept down. A unit must be streamlined to make it pay since labor cannot (See Rep Ripples on page 54)

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Miller Lauds Slout Org; Fans Miss Ginnivans

WELLSBURG, N. Y., Oct. 1.—Following a visit to the Slout Players during their stand in Charlotte, Mich., Art (Doc) Miller this week took enough time out from his varied chores to point up some of his observations on the Slout org and other units over the territory he made following his closing stand with Lee Bros.' Circus.

"The Slout organization is showmanship from front to back," Doc says. "It's the type of attraction that creates good will for all types of tent shows. Its billing would do credit to a so-called 10-car circus, with plenty of 24-sheet daubs in hamlets 10 miles from the spot played. In addition to the special title lithos, plenty of window dates were used.

Circus Man's Dream

"The large dramatic top is made from a pleasing shade of autumn brown trimmed with a yellow-orange shade of canvas. Inside were hung 20 banners all nicely painted. Manager Slout must have spent many a winter night designing his pole wagon as it is a circus man's dream for transporting poles and stringers. In addition to its clever body construction, there's a trailer hitch on the front bumper. This is used to spot trailers into position in record time with the trailer in front of the driver instead of behind.

Miss Ginnivans

"At Addison, Mich., the natives still bemoan the absence of the Norma Ginnivan show and inquired as to whether Skippy Lamore is still trouping. Thru Northern Ohio plenty of Madge Kinsley paper was noted, but long jumps prevented catching the show. In Western Missouri, we had a brief gabfest with Cathryn Baur and George Milson over forgotten incidents on the old Ben Wilkes show.

"Cathryn recalled that last winter she ran across some Colonel Swain paper that was still up in an empty store. After investigating, she found that the paper had been posted about 1921. That brought to mind the Colonel's plight when the Seaboard Railroad moved his cars far from competing lines and then refused to return them because of their wood underbeams. This brought on a repertoire owners organization called COMA to fight unfair railroad tactics as almost all outfits then used baggage cars.

"The Manhattan Players have an established route thru Western Pennsylvania and their equipment looks practically new. At Karns City, E. E. Snyder, Lee Bros.' legal adjuster, recalled a beautifully framed Tom Show of long ago out of that city. It was short-lived as the management had erred in selecting heavy one-horse city dray wagons to transport the show and the baggage stock could not handle the heavily loaded wagons over the country quagmires. For many years the wagons were stored at that village.

Jim Cole

"The coal regions brought to mind the old Jim Cole rep show and if memory serves the script was *The Cowboy and the Cowgirl*. This show was framed during the first World War and traveled overland for a number of years. Light was furnished by the old showman's standbys—gasoline banjo torches.

"I wonder how many present-day repsters singed their eye lashes attempting to light those temperamental flares? At home here I ran across a forgotten (10½ x 28) Princess Stock Company herald, under management of Col. Fred Locke (the cut complete with handlebar mustache) and featuring Sherman L. Jones and Marie Desmond. Wonder if Will H. Locke recalls the season this herald was used?"

Harry Kelly Knew the Biz, Enjoyed Tom Show Operation

By Clair Brewer

SOON AFTER World War I, when everyone was restless and uncertain, Mr. and Mrs. Harry Moles and daughter and I jumped from Oilton, Okla., to Newton, Ia., to join the old Reavor & Kelly Uncle Tom's Cabin Company. Nellie and Orpha Crow were there, as was W. J. Dunn, who had come out from New York to play Marks. Fred Finlay, Negro from Columbus, O., was on hand to do Tom. Frank McCord, old-time stock and repertoire actor, had charge of the show and had a version of Uncle Tom that none of us, including Manager Harry Kelly, had ever seen or heard.

We attempted it for a short period but it didn't click so we returned to the old version that all of us knew. McCord was a good actor but he didn't understand that Uncle Tom is a business all to itself. Vernon Reavor took care of the show's routing and Harry Kelly did the rest. Con Hogan, big good-natured Irishman from Chicago, was the boss canvasser, with Orville Spear as his assistant. The rest of the working people were either blackies or whities to Kelly. We had a little Scotch girl on there who did a clever *Highland Fling*. She stayed all season. The great trouble that year was getting musicians for the band.

We had a little cornet player, weighing about 100 pounds. He had only two upper teeth on the right side of his mouth, which he depended upon for the pressure he needed for his cornet playing. On the left side he always had a large chew of tobacco and it was hard to tell where the dividing line was between the chew and the air passage to the cornet. We had bright red uniforms and all were several sizes too big for him. Even Kelly had to sneak away and laugh when he saw him all decked out. Every day we expected him to swallow that chew, but he never did.

The other cornet player had an artificial leg and couldn't parade, but he'd walk up town and help play the concert. On occasion, however, he didn't make it because some of the folks down at the cars had hid his leg. Bill Kinaman and Harry Moles, flashy trombone players, filled up the gaps for a lot of us.

Day and Date

We opened at Newton in April and the first week was all rain. At Clarksville, Ia., we day and dated the Seven Cairns Bros. Show. The next town we were in with the Parker Stock Company. Uncle Tom paid no attention to competition. We put on a concert each night after the show. Bill Dunn closed it with a magic act, when he grabbed a little metal tube, pressed a spring and a large American flag flew out as the curtain went down to plenty of applause. The boys didn't like that, so whenever they got the chance, they stuck a pin in the end of the tube. After waving the tube only on several occasions as the curtain went down, Bill gave it up.

Bill Kelly joined during the school vacation and did a little of everything. McCord closed and Lou Brooks, old-time Tom man, replaced him. Moles, his wife and daughter left to join a stock company and my wife and daughter joined us.

Band Improves

Jeff Unruh and Bob Drake, good cornet players, joined and the band improved immediately. One morning at Spencer, Neb., the boys were having a crap game on the railroad right of way and they tried to get Kelly in the game. Finally, he went in long enough to get all they had, then said: "That's all boys no more for me." And try as they did, they never got him in another game all season.

Circus Billing

This show was billed like a circus and played Iowa, Minnesota, the Dakotas and Nebraska. I often wondered

just what it was about Uncle Tom that attracted the people. I always thought the kids and older people had something to do with it, but one old fellow in Humboldt, Ia., told me that he knew he was going to see Prowling Peggy. Kelly said that was the reason. They knew what they would see.

I, my wife and daughter, Con Hogan, Orville Spear, James Sperry, Bill Dunn, Esther Brody, Nell Crow, Bill Kinaman and Jack Cramer remained all season. But that was a year when everyone was on the move. All shows had the same trouble. My daughter had outgrown Eva, so she began playing Topsy. We closed at Newton, Ia., October 8. If ever there was a man who enjoyed the Tom Show business and knew how to run it, it was Harry Kelly.

Bartones Wind Up Successful Season At New Vienna, O.

NEW VIENNA, O., Oct. 1.—Following their 35th annual tour, which proved fairly successful, the Bartone Players call it a season with their final performance here tonight, Sid Householder announced. He and Beulah Householder have been with the Bartone company for the past 12 years. They plan to play halls this winter, he said.

Show roster included Frank Reade, characters and magic; Blanche Reade, leads and characters; Dave Riggan, leads and piano; Beulah Householder, comedy and characters; Sid (Padukie) Householder, Toby and piano; Don Chronle, juvenile; Pete Gregg, guitar; George Tunneyhill, and Amos Wymmer, boss canvassers. Pearl Bartone, Householder says, has been in ill health.



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Boston's Tributary Theater Hunts \$\$ To Get Out of Red

BOSTON, Oct. 1.—The problems which confront amateur and regional theater are well illustrated in the present plight of Boston's Tributary Theater, a member of the National Theater Conference, which wound up last season with a \$6,000 deficit and now is conducting a campaign for contributions to make up the loss.

For nine years the Tributary Theater, under the guidance of Eliot Duvey, has helped to enrich Boston's theater life. With notable premieres, productions of plays from all departments of the classic repertory, as well as contemporary successes (but never conventional commercial theater fare) the Trib has given Boston a kind of

entertainment it would get no other way.

The Trib has given the world preems of several Saroyan plays, the Boston debuts of others. Here are some other notable productions of plays new to Boston: Philip Barry's *Here Come the Clowns*, Kaufman and Ferber's *The Land Is Bright*, Anderson's *High Tor*, Oscar Wilde's *Salome* (the last opened the door for the Metropolitan opera production of the same theme). The Tributary has presented 16 Shakespeare plays, some never before done in Boston, and a spate of Shaw, Ibsen, Restoration plays and Greek classics. The org's budget for the coming year is a modest one, for the group makes out on hand-me-downs, with amateur actors (many of them of professional stature) and a great deal of volunteer help. The figure stands at \$43,000 for the coming year, of which \$6,500 is earmarked to pay the bills left over from last year and to take care of loans.

\$36,500 Outlay

Here's the way the rest of the \$36,500 budget stacks up for a 40-week season: Salaries for two directors, teachers and shop workers, \$10,800; rent, programs, tickets and some attendant wages, \$6,800; general overhead, such as telephones, office rent, light, supplies, and interest on loans, \$3,700; promotion and advertising, \$6,500; production expense, such as shop rent for building scenery, stagehands, props, costumes, make-up, royalties, etc., \$8,700. At an average cost of about \$650 a production, this is a modest budget indeed, especially considering the level of quality which the Trib has given the city. And, no doubt, the same sort of problems confront every other little theater group from one side of the country to the other.

Bite May Be Big, But It's Still Legal

NEW YORK, Oct. 1.—A resolution passed by last week's conference of some 200 fem ticket sellers to patrons of theater charity benefits has resulted in considerable customer confusion, according to Ivy Larric, president of the Association of Theater Benefit Agents (ATBA), which books the shows selected for benefits. Last week the gals voted that a b.-o. tariff would carry no more than a \$10 overload for charity purposes (*The Billboard*, October 1). ATBA's prexy states that there is no legal limit to the price which may be charged by a charitable org for a theater party ticket. As long as the org pays the established b.-o. price and all necessary taxes, its committee may add any amount of contribution it wishes to the tariff.

This season, ATBA is booking benefits for Maxwell Anderson's *Lost in the Stars*; Katharine Cornell's *That Lady*; the musical version of *The Little Foxes*; *Regina*; the Gilbert and Sullivan rep; Lillian Hellman's *Montserrat*, and Maurice Evans's *Double Bill*.

Westchester To Get Arena-Type Theater

NEW YORK, Oct. 1.—Westchester County will get a new theater for next summer. Construction starts in a few weeks on an arena-type playhouse near White Plains. Harold Bromley, Haila Stoddard, Paul Gregory and Dorothy and Julian Olney are its sponsors. The house will light May 19 for a season of light operas and musicals, with a Mozart Festival wind-up.

The policy calls for a permanent rep company and musical director. Org will work out of Bromley's offices here. Julian Olney will be general manager. The Olneys have been sponsoring concerts and musical events at the Westchester County Center, White Plains, for the last 18 years.

Kiddie Sked for Alexandria

WASHINGTON, Oct. 1.—The winter season of children's plays opens October 22 at the Virginia Theater, across the river in Alexandria, Va., it was announced this week. The opening play, *Pocahontas*, is to be followed in order by *Dick Whittington and His Cat*, *Cinderella*, *Toby Tyler* and *Marco Polo*. Shows again will be staged by the Children's Theater of New York.

Making Play Out of Movie

NEW YORK, Oct. 1.—A reverse switch of movie-to-stage is announced by United Artists, to the effect that F. Hugh Herbert and Howard Dimsdale are working up their pic-script, *A Kiss for Corliss*, into a three-act play. This would be a Stem follow-up to the original Corliss Archer comedy, *Kiss and Tell*, which rolled up a tidy local run of 962 performances. They are aiming for a fall production.

N. Y. City Center Opera Opens 6th Fall Season With "Ariadne"

NEW YORK, Oct. 1.—The New York City Opera Company opened its sixth fall season at the City Center Thursday (29) with a revival of Richard Strauss's *Ariadne Auf Naxos* after a lapse of two years. The City Center songbirds, who are beginning to cause serious consideration on the part of their Metopera confreres, sked an eight-week fall season of 45 rep performances, plus six additional week stanzas in the spring. Meanwhile, they go to Chicago November 23 for a four-week stand (playing Milwaukee weekly on Tuesday nights) and winding up with a four-performance booking in St. Louis. As a matter of fact, four or five additional city bookings were in order, but belated scheduling of artists was in the way.

Last Thursday's (29) fall preem of the company had the City Center packed to the rafters and all the en-

thusiasm of the music-minded patrons in evidence. The management, while avoiding to give out advance sale figures, insisted that the b. o. was in better shape than ever for the the two-month outlook.

Premiere in '46

Ariadne was originally produced by the City Center in the fall of 1946, but was presented again both fall and spring in the following year. Originally its prolog was sung in English, and its subordinate opera in German. Currently, the scenes between Zerbinetta and her pals is also sung in English, an additional innovation on the part of Director Laszlo Halasz, a matter that seems fairly inconsequential to this reporter.

The title role was sung Thursday night by Maria Reinigh, making an auspicious debut with the troupe. Barbara Patton, likewise making her City Center bow, was well received as the composer. Cast for the first time in the revival were Rudolph Petrak as Bacchus, John Tyers as Harlequin and Robert Rounseville as the dancing master. All scored handsomely with the operatic faithful. Virginia MacWatters, who premed three years ago as Zerbinetta, repeated effectively, as did James Pease and Gean Greenwell as the music master and the major domo, respectively. Over-all, *Ariadne* is a tuneful, amusing interlude in the city opera troupe's rep, and well worth its restoration.

As of tonight (1) the schedule calls for *Madame Butterfly*, with Camilla Williams in the title role. Sunday skeds a mat of *Aida* and an evening of the *Marriage of Figaro*.

Bob Francis.

"People Like Us" To Preem Oct. 25

NEW YORK, Oct. 1.—William L. Taub has moved up the unveiling of the Frank Vosper melo, *People Like Us*, to October 25. The play will light either the Mansfield or the Cort.

Us is currently in rehearsal under direction of Clarence Derwent and skeds a break-in in Toronto October 4. Thereafter follows a week in Detroit and another in Montreal.

Henry Sherek, London producer of *Us* and associate in the American edition, is flying from England today to confer with Taub and Derwent prior to the Canadian opening.

Also on Taub's season agenda is the starring of Elisabeth Bergner in a revival of *Amphitryon 38*. La Bergner leaves shortly for a month's European tour. On her return, Taub hopes to set up the production for early 1950. Derwent is wanted to stage this one, too.

ROUTES Dramatic and Musical

Afro Cuban Revue (Geary) San Francisco.
Brigadoon (Great Northern) Chicago.
Blackstone (Home) Oklahoma City, Okla., 8;
(Convention Hall) Tulsa 6; (Shrine Mosque) Springfield, Mo., 8.
Death of a Salesman (Erlanger) Chicago.
Evans, Maurice (Wilbur) Boston.
Finlan's Rainbow (Philharmonic Auditorium) Los Angeles.
Goodbye, My Fancy (Shubert) Boston.
High Button Shoes (Curran) San Francisco.
Kiss Me, Kate (Shubert) Chicago.
Light Up the Sky (Playhouse) Wilmington, Del., 7-8.
Life With Mother (Walnut St.) Philadelphia.
Mr. Roberts (Nixon) Pittsburgh.
Montserrat (McCartier) Princeton, N. J., 8.
Oklahoma (Shrine Mosque) Peoria, Ill., 4-5;
(Orpheum) Davenport, Ia., 6-8.
People Like Us (Royal Alexandra) Toronto 4-7.
Quartet (Majestic) Boston.
Regina (Shubert) New Haven, Conn., 6-8.
Red Shoes (Selwyn) Chicago.
Red Shoes (Copley) Boston.
Summer and Smoke (Harris) Chicago.
Student Prince (Opera House) Boston.
Streetcar Named Desire (Metropolitan) Seattle 2-5; (International Cinema) Victoria, B. C., Can., 6-8.
Thank You, Just Looking (Forrest) Philadelphia.



BROADWAY SHOWLOG

Performances Thru October 1, 1949

DRAMAS

	Opened	Perfs.
A Street Car Named Desire (Barrymore)	12-3-'47	735
Anne of the Thousand Days (Shubert)	12-8-'48	278
Born Yesterday (Henry Miller)	2-24-'46	1,538
Death of a Salesman (Morosco)	2-10-'49	268
Detective Story (Hudson)	3-22-'49	220
Diamond Lil (Plymouth)	2-5-'49	61
Goodbye, My Fancy (Martin Beck)	11-17-'48	365
Mister Roberts (Alvin)	2-13-'48	640
The Madwoman of Chailot (Royale)	12-8-'48	256

MUSICALS

As the Girls Go (Broadway)	11-13-'49	300
Ken Murray's Blackouts (Ziegfeld)	9-6-'49	83
Kiss Me, Kate (Century)	12-30-'48	314
Lend an Ear (Broadhurst)	12-16-'48	332
Miss Liberty (Imperial)	7-15-'49	91
South Pacific (Majestic)	4-7-'49	294
Where's Charley? (St. James)	10-11-'48	408

ICE SHOWS

Howdy, Mr. Ice of 1950 (Center)	5-26-'49	173
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COMING UP

(Week of October 8)		
Twelfth Night (Empire)	10-3-'49	
Yes M'Lord (Booth)	10-4-'49	
The Mikado (Opening bill—S. M. Chartock's G. and S. Repertory)	10-4-'49	
(Mark Hellinger)		

ATW Opens Doors To Civilian Thesps

NEW YORK, Oct. 1.—The American Theater Wing, according to a current bulletin, is reported to be opening its training doors to a "limited number of civilian Equity actors." Such will, of course, not be eligible for G.I. financial benefits, but they will have a shot at the courses which the Wing theater school has built up over some 14 terms to date.

The departure was sparked by a request some time ago from Equity Council. Fifteen actors will be accepted for acting classes or acting workshops and an additional 15 to voice and diction classes.

However, the Wing stresses that if the civilian switch is to be incorporated into the winter term (December 7 to February 21), registrations must be made with Charles Vance, director of the Wing's training program, or Jon Lormer, supervisor of its theater division, prior to October 15.

4G Worth of Acts At Bulldogs' Games

NEW YORK, Oct. 1.—Ted Collins, new owner of the New York Bulldogs, spends about \$4,000 for talent each time his football team plays at the Polo Grounds. Between halves a 14-minute show is put on, using a number of flash and sight acts, with an occasional band.

The Abner Greshler office does the booking.

Philly 1-Nighter for Revue

PHILADELPHIA, Oct. 1.—A new type of one-night promotion will be launched here October 12 when Larry Steele's *Smart Affairs* tab revue comes to Town Hall for a one-night stand. Following the pattern of the name band promoters, the one-nighter will be by Harry Steinman, operator of the Latin Casino nitery here, and Jolly Joyce, who heads the local talent agency bearing his name. The Larry Steele revue, featuring Billy Daniels and Jackie (Moms) Mabley, was packaged for touring after a summer at the Club Harlem in Atlantic City. It includes a girl line, other specialties and a band. For the one-nighter, Town Hall tix will be scaled at \$1.50 and \$2. If the promotion clicks, Steinman and Joyce plan to stage a similar unit during the year.

Dwight Wiman Reps Revue

NEW YORK, Oct. 1.—Dwight Deere Wiman announces that he is definitely back in the revue field. The revue which he skeds for fall production will have most of its words and music written by James Shelton. Robert Ross will stage it and is currently collecting material (sketch writers are invited to submit their stuff). Rehearsals are skeddied to start October 15, with an out-of-town break-in for the last week of November.

HOLIDAY ON ICE

(Continued from page 4)

best of which was an enchanted garden bit, tops for color and costuming. This year's show has a musical book that is the best ever heard with any ice revue. Arranger Paul Summey has chosen lesser-known tunes that fit the numbers aptly and each number builds to an excellent crescendo. Director Carmen Nappo worked a 27-piece musical crew without a hitch.

Johnny Sippel.

Grace George Due Back in Stem Role

NEW YORK, Oct. 1.—Preliminary casting of Rosemary Casey's *Mother Hildebrand* by the Guthrie McClintic office heralds not only the return to the Stem of Grace George in the title role, but also the debut of the youngest of the Brady clan, the star's 21-year-old granddaughter, Barbara Brady. Also signed for *Hildebrand* is Jean Dixon, after a four-year Broadway absence. She was last active locally in George Kelly's *The Deep Mrs. Sykes*.

Rehearsals start next month under McClintic's direction. The Stem unveiling is set for the week of December 19.

THE STRAND, NEW YORK

(Continued from page 47)

Button Shoes, which is setting a stage presentation precedent in a Stem pic house, have been extremely successful.

As a matter of fact, the book of *Shoes* was its weakest department, and as long as the best of Jule Styne's and Sammy Cahn's song numbers have been retained as well as a reasonable replica of Jerome Robbins's original excellent dance patterns, the thread of yarn about a pitchman who came back to stand his home town and the Rutgers football team on its head is quite adequate. There is plenty on the Strand stage to please the eye and ear and give a customer all the highlights of a hit song and dancer.

Cut to Five

Shoe's original roster of 20 principals has been cut to five, with Joey Fay in the top comic slot which he filled during the latter part of the show's Stem run. The other four, with the exception of Peggy Engel, have likewise all been with it in some capacity either on Broadway or on the road and consequently are thoroly familiar with their chores.

Fay is fine again as the fast-talking crook, and Dan Dayton adds an able assist as his dumb stooge. Their antics stick closely to the original script and include the bird-watching lecture and stadium sequence with Fay's chanted advice that *Nobody Ever Died for Dear Old Rutgers*. Evans Davis and Betty Bonny do well by Papa and Mama Longstreet, particularly with the show's two sock duos, *Papa, Won't You Dance With Me?* and *I Still Get Jealous*. Jordan Bentley as the dim-witted footballer gives a fine account of himself vocally with *Next to Texas I Love You*, and Peggy Engel makes a personable other half of the young love interest.

Robbins's Flavor

Obviously, it has been necessary to curtail drastically much of the dance sequences. However, Evans Davis, who is credited with executing the current terping patterns, has drilled a corps of new dancing recruits excellently in the flavor of the Robbins originals. The bathing beauty ballet which was *Shoes's* hilarious high point, except for a speed-up, has been reproduced almost intact, and there is more than enough stepping otherwise to add up to a proper balance of song, dance and comedy.

In all, Charles Harrow, an associate of the Brandt offices, and his cohorts have put together a fine package of entertainment and Dave Schooler's able batoning of its shortened score adds to its merits. If the notion of tabloiding hit musicals for post-Stem-run pic house presentations takes hold—and there seems no good reason why it shouldn't—a whole new field of employment and production is open as well as the building of a huge new legit audience. This first sample, which the Strand has booked for a minimum of four weeks, can start the ball rolling.

Pic: Task Force. Bob Francis.

Out-of-Town Review

DOUBLE BILL

(Opened Monday, September 26)

WILBUR THEATER, BOSTON

Two short plays, "The Browning Version" and "Harlequinade," by Terence Rattigan. Staged by Peter Glenville. Settings and lighting by Frederick Stover. Costumes by David Ffolkes. General manager, Robert Rapport. Press representative, Sol Jacobson. Stage manager, Emmett Rogers. Presented by Maurice Evans in association with Stephen Mitchell.

THE BROWNING VERSION

John Taplow.....Peter Scott-Smith
Frank Hunter.....Ron Randell
Mille Crocker-Harris.....Edna Best
Andrew Crocker-Harris.....Maurice Evans
Dr. Frohisher.....Louis Hector
Peter Gilbert.....Frederic Bradlee
Mrs. Gilbert.....Patricia Wheel

HARLEQUINADE

Arthur Gosport.....Maurice Evans
Edna Selby.....Edna Best
Dame Maud Gosport.....Bertha Belmore
Jack Wakefield.....Ron Randell
George Chudleigh.....Harry Southern
First Halberdier.....Peter Scott-Smith
Second Halberdier.....Tom Hughes Sand
Miss Fishlock.....Cecily Burke
Fred Ingram.....Frederick Bradlee
Johnny.....Bert Tanswell
Muriel Palmer.....Eileen Page
Tom Palmer.....Peter Martyn
Mr. Burton.....Louis Hector
Joyce Langland.....Patricia Wheel

Double Bill, the first offering of Boston's laggard new theater season, is an actor's field day and a thoroughgoing pleasure for its audience. Co-starring Edna Best and Maurice Evans, it is composed of two short plays by England's current bright boy of the theater, Terence Rattigan. The first, *The Browning Version* (by which title the attraction will be known in New York), is a bitter study of an aging, shriveled schoolmaster. The second is a wild, comic romp showing a middle-aged husband-wife acting team rehearsing *Romeo and Juliet* in the English provinces.

The sharp contrast between the two, in approach, mood, writing and acting styles, fills all requirements for a varied evening's entertainment. Rattigan's teacher in *The Browning Version* is a dried up, disappointed man who has failed at his job and his marriage. He cannot be friendly with his young students—only chilly. He knows of, yet does nothing about, his wife's affairs with younger men. And when ill health forces him to quit his post without a pension, a young pupil, hoping to wangle a promotion via the gift of a book, warms the man's heart for a moment and breaks him up completely.

Evans Shines

This is a portrait Rattigan has etched with many a fine, incisive line. One hardly recognizes Maurice Evans as the schoolmaster, his first American appearance out of costume drama. He does a masterly job of creative acting and he makes this spiritually shriveled man seem thoroly real. Edna Best makes the man's wife a vicious shrew, a hateful woman without a shred of decency. Her portrayal is equally convincing. Ron Randell, young Australian actor, is all right as her lover and Peter Scott-Smith, from the original English cast, plays the schoolboy very well indeed.

There is only one shortcoming to the performance of this serious half of *Double Bill*. Not yet have director Peter Glenville and the two stars managed to generate the tension necessary to give *The Browning Version* the bite it needs. The air must crackle with hate between the teacher and his wife. No doubt that will come with time.

"Harlequinade"

Harlequinade is a wonderfully comic charade about backstage life with some minor English players in the provinces. It's giddy, silly, bouncy and hilarious for its satire on the vanity of actors. It's nothing more than a rehearsal scene in which an aging actor and his wife are attempting to rehearse *Romeo and Juliet* with all the confusion and nonsense which attends the theater. Evans is grand as the hammy actor, and Miss Best is equally funny as his earnest

'Innocents' To Open Cold on Broadway

NEW YORK, Oct. 1.—The *Innocents*, the William Archibald dramatization of Henry James' *The Turn of the Screw*, will open cold on the Stem late in November. Sponsors Richard Aldrich, Richard Myers and Thomas and Ann Noyes decided Tuesday (27) to bring the thriller in—on the basis of its favorable reception at a Mountain-home, Pa., tryout last week.

Under union rules, the set will have to be rebuilt for the Broadway production and some small script changes will be made. The tryout cast, comprising Leueen MacGrath, Grace Mills, Iris Mann and David Cole probably will remain intact.

ELT Fall Unveiling Set Back to Oct. 22

NEW YORK, Oct. 1.—The unveiling of the Equity Library Theater (ELT) season has been set back a week to October 22. According to Aline MacMahon, who heads the committee for the project, more time is needed to refurbish the Lenox Hill Playhouse, which ELT has obtained as a permanent base of operations.

Cyril Simon, org's technical director, is supervising repairs and a general clean-up of the showcase prior to the opening of the initial bill, *Merrily We Roll Along*. Rehearsals are under way under the direction of Brace Conning.

Pemberton Practices "Yes"

NEW YORK, Oct. 1.—Doris Frankel's comedy, *The Time Is Yes*, goes into rehearsal today under the direction of Brock Pemberton. Margaret Perry will assist in the staging. Previous reports are confirmed with the signing of Shirley Booth for the featured role. Russell Hardie and Anne Jackson also have important slots in the cast. John Root will have the set design chore and Margaret Pemberton will do the body-drapings.

Pemberton skeds *Yes* for a break-in bow in Wilmington, Del., October 20, with a follow-up in Philadelphia. Stem unveiling is set for late November.

Yvonne Adair for "Blondes"

NEW YORK, Oct. 1. — Yvonne Adair, who won the Donaldson Award last season for the year's best debut performance in a musical, will leave the cast of *Lend an Ear* with her teammate, Carol Channing, to go into rehearsal for *Gentlemen Prefer Blondes* October 10. She will play Dorothy to Miss Channing's Lorelei. Others signed for *Blondes's* principal lineup are Alice Pearce, Eric Brotherson, Rex Evans and Cecile Stone. The other principal role will go to either Jack Macauley or George Givot.

wife. Bertha Belmore is wonderful as a grand dame who likes both gin and Shakespeare. Ron Randell has a better chance to prove his talents as the harassed stage manager.

In both plays Patricia Wheel, Louis Hector, Frederick Bradlee and Peter Scott-Smith are fine. The performance in toto is still rather helter-skelter. But further practice will bring it also into focus.

Double Bill is not particularly exciting or remarkable. Not a smash hit. But it furnishes a fine evening's diversion and should be good for a solid season's run. Bill Riley.

FOR SALE

80,000 Watt 20 Dimmer Electronic Control Stage Lighting Switch Board (new).

Original cost, \$25,000. Will sacrifice for \$15,000. Photos and information on request.

Box 298, c/o The Billboard
188 W. Randolph St. Chicago 1, Ill.

Burlesque

By UNO

JESSICA ROGERS shifts from the Iroquois Club, Louisville, to the Silver Slipper, Memphis, where she opens October 30 for four weeks thru **Dave Cohn**, who also has booked **Lorna Rhodes**, **Charlie Harris**, **Mandy Kaye** and **Shorty Howell** to open October 7 at the Chanticleer, Baltimore; **Lady Victoria**, **Sheila Ryan**, **Joan Mavis** and **Lorna Rhodes**, October 16, Gayety, Montreal; **Marlane**, October 3, Cat and Fiddle, Cincinnati, and October 17, Coconut Grove, St. Louis; **Joy Davis** and **Kayolan**, Gables, Miami, and **Nanette**, 2 o'Clock Club, Baltimore. . . . **Billy (Slim) Rose**, comic and former partner of the late **Jack LaMont**, is now teamed up with **Merl Tally** in a night club act on the West Coast. . . . **June Allen**, new principal on the circuits, is a graduate of the parade girl line at the Gayety, Baltimore. . . . **Jackie Whelan** is vacationing in Hawaii after six months in Australian theaters and niteries. . . . **Joey Faye** will double as headliner in the capsule version of **High Button Shoes** and as emcee in a new video vaude show called "Showbusiness, Inc.," produced by **Martin Jones**, over WPIX.

CHARMAINE DUVAL, under the personal management of **Tirza**, opened September 30 for two weeks at the Gayety, Norfolk, as extra added attraction. . . . **Jack Reid**, former burly show owner and comic, is doorman at the Garrick, St. Louis. . . . **Paddy Cliff**, comic-emcee, began a 12-week engagement September 30 at Prince George Hotel, Toronto, thru **Dick Henry**, of the **William Morris** office. . . . **Lynn Allison**, acrobat dancer, is spot-booked as extra attraction for six weeks over the **Hirst Wheel**. . . . **Mayfair**, Dayton, O., opened October 6 with **Mike Sachs** and **Marcia Edgington** featured. . . . Executive staff at the renovated **Park**, Youngstown, O., comprises **Jack Kane**, manager; **Russell Lavell**, producer; **Joseph Zarcloni**, ork leader; **Harry Duval**, concessionaire, with a crew of six, and **Alice Lucas**, 12-girl chorus captain. . . . **Frank Scannell**, back East after seven years in pix on the Coast, opened at **Fay's**, Providence, in a vaude act with comic **Louis Alberne**.

Buddy Clark Dies in Plane Crash on Coast

LOS ANGELES, Oct. 1.—Buddy Clark, radio and film singer and Columbia Records artist, was fatally injured tonight in an airplane crash here. Clark died an hour and a half later in Georgia Street Receiving Hospital of a fractured skull.

Injured in the same crash were **Sam Hayes**, radio news commentator, and his wife, **Sally**; **Jennings Pierce**, National Broadcasting Company executive; **F. A. Berend**, Beverly Hills, Calif., and **James L. Hayter**, Fresno, Calif., the pilot.

The party was returning here from Fresno when their two-engined plane developed engine trouble over the city. The pilot was attempting to land on Beverly Boulevard when the plane struck a power line and crashed.

MONTGOMERY SPEAKING

(Continued from page 12)

his own political affiliations, staunch Republican **Montgomery** teed off his initial stanza (15) with a highly controversial commentary on what's wrong with socialism in England. Last Thursday (29) his subject was "Communism . . . America, 1949," and his views on the Communists were fully commensurate with the stand he took as a member and former president of the **Screens Actors' Guild** during the Hollywood red ruckus. He's agin it.

It would have been a natural for **Montgomery** to dish out inside info on the movie angle. His actor's blood got the better of him, tho, and the self-styled "man of action and conviction" plunged into a highly dramatic soliloquy. The sly irony of an imaginary question-and-answer routine with **Joe Stalin** was effective, but the flash often obscured the facts. **Montgomery's** transcribed diatribe scored several decisive hits, tho, with a wry reference to **Stalin's** lavish expense account, and a fear-inspiring run-down of how Communism affects the freedom of the individual.

The numerous **Lee hat** commercials were all aimed at male vanity, via such obvious wordage as "Mister, you look better in a hat," "Half a man's face is his hat," and "Don't take less than the best, don't take less than a **Lee**." *June Bundy.*

Magic

By Bill Sachs

WILLIAM MORTON winds up his outdoor season at the International Dairy Cattle Congress at Waterloo, Ia., October 3-10, after which he will herd his trucks and equipment into quarters at **Lennox** and **Sioux Falls**, S. D., to begin preparations for his late fall auditorium dates and his usual Christmas promotions in the Middle West. "Business has been fair this summer," **Morton** typewrites, "altho below other years. As a result of adding more flash and better equipment and working harder we managed to come out all right. We have had hardly a day off since we opened May 11. We took a day off recently, however, to hop into Chicago for a visit with the magic lads and the shops. **Matt Schulien** and **Paul** are still operating their own places, and **Bert Allerton** and **John Platt** are enjoying long runs at leading hotels. **Cardini** is at the **Edgewater Beach Hotel**. Everything else in magic was very quiet. Even the shops had no answer to the proverbial question, "What's new?." . . . The veteran magician-mentalist, **C. A. George Newmann**, Minneapolis, closed his 53d season recently at **Billings**, Mont., and reports it one of the best he's had in the last 10 years. **J. Elder Blackledge**, Indianapolis, played **Billings** recently and was well received, **Newmann** says. **Newmann** has gone into quarters in **Minneapolis**. . . . **Don C. MacIver** is back in **Tennelton**, W. Va., after winding up his second season as magician and inside lecturer on **Pete Kortess's** Side Show in Canada. . . . **Professor Blair**, who closed recently with the **DuBose Side Show** at **Winner**, S. D., is now doing his comedy magic with the **DuBose** variety unit in Florida schools. . . . **The Great Lawrence (Lawrence Bishop)**, following an engagement at the **Marquet Hotel**, **Hot Springs**, is playing a string of fairs and still dates in Texas before beginning his fall and winter tour of schools and private clubs thru the West and South with a new act.

MILBOURNE CHRISTOPHER was interviewed by **Dorothy Killgallen** and **Dick Kollmar** on their "Dorothy and Dick" show over **WOR**, New York, September 20, with the three taking up most of 45 minutes talking of various phases of magic. . . . **Clayton Rawson**, mystery writer-magician, put up a special stage on the lawn of his New York home recently for a gala show emceed by **Bruce Elliott**. Among those who showed their wares on the occasion were **Dr. Lyons**, **Rawson**, **Dr. Jaks**, **Cliff Green**, **Jarrow**, and **Milbourne Christopher**. . . . Line-up of the show presented recently in **Plainfield**, N. J., for the **MAES Convention** was **Harry Baker**, **Doris Fay**, **Betty** and **Tommy Tucker** and **Sir Felix Korim**. The three-day event was marked by excellent attendance. Among the well-known hocus-pocusers present were **Walter Gibson**, **John Mulholland**, **Frances Ireland**, **Gerald Kosky**, **Paul Fleming**, **Phil Thomas**, **Hen Fetsch**, **Litzka**, **Leon McGuire**, **Richard DuBois** and **Max Theil**. . . . A number of our readers have verified the report of **Cantu's** death in answer to our recent inquiry. **Cantu** was killed August 27 in an auto accident while en route from Atlanta to **Morgantown**, W. Va. . . . **Sedrick Hoyt (Earle G. Heil)**, Baltimore baffle, tells of bumping into **Harold H. Brown**, of **Lititz**, Pa., who holds membership No. 7 in the Parent Assembly of the Society of American Magicians, and said to be the only living charter member of the **SAM**, during a recent visit to **Vin Carey's** Magic Shop in Baltimore. . . . **Charles Barbier**, billed as "direct from Paris," has just concluded a week's stand with his magic at the **Delormier Theater**, Montreal. The **Gayety**, Montreal, recently featured **Laurette** and **Company** for a week,

WTVN Heralds Full Week With Big Show

COLUMBUS, O., Oct. 1.—Local video Station **WTVN**, affiliated with **DuMont** and **American Broadcasting Company (ABC)**, launched its seven-day-a-week operation last night (Friday) with a preem featuring **Gov. Frank J. Lausche**, U. S. Sen. **John W. Bricker** and Mayor **James H. Rhodes**, with comedian **Morey Amsterdam** as emcee. **Catholic Bishop Michael J. Ready** gave the consecration and imprimatur.

The new station is owned and operated by **Edward Lamb**, who also controls **TV Station WICU**, Erie, Pa. According to **Lamb**, **WTVN** will be on the air more than 50 hours a week and will carry a heavy sports schedule.

John Rossiter has been appointed general manager of the new operation, with **Herbert Stewart** as assistant commercial manager and **Colin Male**, program director.

"Man Against Crime" To Feature Bellamy

NEW YORK, Oct. 1.—Ralph Bellamy this week was signed to star in **Man Against Crime** for **Camel** cigarettes on the **Columbia Broadcasting System (CBS)**-TV starting Friday (7) in the 8:30-9 p.m. slot. The script will be written by **Lawrence Klee** and directed by **Paul Nickell**.

The curtain in **Detective Story**, the legit show in which **Bellamy** stars, will be held until 9 p.m. to give the actor time to get to the theater. The **William Esty Company** is the agency.

Blackstone Stricken

DES MOINES, Oct. 1.—**Harry Blackstone**, the magician, had to cancel his show at the **KRNT Radio Theater** here Saturday (24) because of illness. The audience of 3,500 was given the choice of seeing the matinee next day or using the tickets at some future **KRNT** theater performance. **Blackstone** reappeared next day and then left for his next show at **St. Louis**.

CHI VIDEO MEN

(Continued from page 7)

program expenses were "terrific," and that the station was losing "thousands of dollars per month, much of it due to program expenses." Concerning a report of one of the other speakers that **WGN-TV** would break even by the first of the year, **Dennis** said that the report was correct only insofar as it applied to a time of the year. He said it was misleading, however, in that it did not name the year.

and the **Roxy**, in the same city, highlighted **Lon Ackero** during the same period with Chinese magic. . . . **Kismet (Marly Sunshine)** winds up a 22½-week run at the **Showboat**, **Northern Hotel**, near **Three Lakes**, Wis., October 9, marking his 10th consecutive season at the same spot.

STATEMENT OF THE OWNERSHIP, Management, Circulation, etc., required by the Act of Congress of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946, of The Billboard, published weekly at Cincinnati, Ohio, for October 1, 1949.

State of Ohio, County of Hamilton, ss. Before me, a notary in and for the State and county aforesaid, personally appeared **E. W. Evans**, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Billboard, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Section 537, Postal Laws and Regulations), to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, The Billboard Publishing Co., Cincinnati, Ohio. Editor, **R. S. Littleford Jr.**, Chicago, Ill. Managing Editor, **R. S. Littleford Jr.**, Chicago, Ill. Business Managers, **E. W. Evans**, Cincinnati, Ohio, and **W. D. Littleford**, New York City.

2. That the owners are: The Billboard Publishing Co., a corporation, 2160 Patterson St., Cincinnati, Ohio. Stockholders owning 1% or more stock: **Mrs. Marjorie D. Littleford**, Fort Thomas, Kentucky; **R. S. Littleford Sr.**, Trustee, Fort Thomas, Kentucky; **R. S. Littleford Jr.**, Chicago, Ill.; **W. D. Littleford**, New York City; **Jane L. Stegeman**, Fort Thomas, Ky.; **Marianna W. Littleford**, Manhasset, L. I., N. Y.; **Marjorie S. Littleford**, Fort Thomas, Ky.; **L. M. McHenry**, Fort Thomas, Ky.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1% or more of the total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, thru the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above is 64,236.

E. W. EVANS, Business Manager.
Sworn to and subscribed before me this 16th day of September, 1949.
(Seal)
LAWRENCE W. GATTO,
Notary Public, Hamilton County, Ohio.
(My Commission expires July 17, 1950)

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For Theaters and Clubs from
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BERTHELET—Arthur, 69, stage and film director, September 21 in Vista, Calif. He directed stock companies in and around New York before starting film direction on the Coast in the 1920's.

THE FINAL CURTAIN

BOARDMAN—Mrs. O. W., known on the stage as Madam Bessee and Her Trained Cockatoos, September 15 in Charleston, S. C. She and her husband, who died in 1943, had been in outdoor show business 15 years. Survivors include a daughter, Mrs. Gerald R. Weeks. Burial in Charleston.

CLEVENGER — Robert Carl, 26, from the effects of poison, September 23 in Hollywood. A ballet dancer, he had appeared with the Metropolitan Opera and at the Earl Carroll Theater, Los Angeles, under his professional name of Cliff Norden. Survived by his mother.

COONS—Robbin, 44, former Hollywood newspaper correspondent, magazine writer and war reporter, at Santa Monica (Calif.) Hospital September 20. Survived by his widow, three brothers and a sister.

CUZNER—William H., 70, for the past 40 years owner-manager of the Strand Theater, Sydney Mines, N. S., suddenly September 21 in that city. Survived by two brothers and a sister.

DREW—Frank Marchael, 97, veteran showman, September 24 in St. Petersburg, Fla. He was with many circuses and was in theater business most of his life.

ECKHART—Clarence G., 83, former balloonist, high-wire and trapeze performer, September 21 at his home in Columbus, O. Survived by his widow, Martha, and a daughter, Mrs. Gladys Fondaw, of the former aerialist team of Fondaw and Gladys. Burial in Green Lawn Cemetery, Columbus.

FRISBIE—Stephen A., 37, magician, September 30 in New York. He had been appearing at the Wivel Restaurant and suffered a fractured skull in a fight.

HAMPEL—Joseph, 55, associated with Curley Little in the operation of the Queen City Shows, September 30 in Cincinnati. Hampel at one time owned the Norwood (O.) Glass House, wholesale and retail establishment. Survivors include his widow, Rose; two brothers, Anthony, of New York; Aloys, Middletown, O., and two sisters, Mrs. Josephine Schibi, Cincinnati, and Sister Mar, DeLourdes, Dayton, O. Burial in St. Mary's Cemetery, Cincinnati, October 4.

KERSLAKE—Seabourne Fredrique, 84, old-time circus star, September 29 in Gill, Mass. (See Circus Department for further details.)

LAWRENCE—Charles (Dud), 53, former circus general agent and advance man for 30 years, September 11 in Elgin, Ill., of a heart attack. He had been associated with the John Robinson, Hagenbeck-Wallace, Sam B. Dill and Tom Mix circuses. Survived by his widow, Elsie; a daughter and a brother.

MAHON—Frank B., 58, member of the planning division of the Jam Handy Organization, commercial motion picture producers, September 28 at his home in Detroit. Survived by his widow, Lucille, and two daughters.

MATHERS—Dr. Manley B., 60, owner of a private zoo near Mason City, Ia., in that city September 20 of injuries sustained a week previously in a fall. Dr. Mathers's zoo was one of the largest private organizations of its kind and he sold animals to trainers all over the country, as well as to public zoos. Survived by his widow, Iva; two sons, Meritt, of California; Kenneth, Mason City; a daughter, Mrs. Marcella Loheide, Springfield, Ill., and a brother, Leslie, Mason City. Burial in Mason City September 22.

NETHKEN—William V. (Buckskin Bill), 85, former operator of a Wild West Show, recently in Sarasota (Fla.) Hospital of a heart attack. In outdoor show business for 42 years,

Nethken was also known as a marksman, knife thrower and show talker. He retired 15 years ago. Survived by his widow, Nora. Burial in Nokomis, Fla.

PASMORE—Clarence M., 60, head of the radio department of the MacLaren Advertising Agency, September 23 in Toronto. His daughter survives.

ROGERS — Frank, 74, former amusement park operator and president since 1940 of the Florida State Theaters, Inc., September 25 in Tampa. He had operated parks in Mobile, Ala., and Frankfort, Ky., before going to Florida to enter the film exhibit field. Survived by his widow and a son.

SHIELS—George, 63, Abbey Theater dramatist, September 19 in Ballymoney, Northern Ireland. Among his plays are *Bedmates*, *Paul Twynning*, *Professor Tim*, *Cartney and Kevney*, *Mountain Dew* and *The Gossoon*. Later Abbey Theater successes included *The Rugged Path*, *The Summit* and *The Passing Day*.

SILVER — Mrs. Florentine, 91, mother of Morris S. Silver, head of the Chicago theatrical agency which bears his name, September 26 in Chicago. Mrs. Silver, who was born in Posen, Germany, and came to the U. S. when 13 years old was known personally by hundreds of entertainers whom she met thru her son, who at one time headed the William Morris Agency in Chicago. Burial in Mount Mayriv Cemetery, Chicago.

WARD—Will J., 65, vaude performer, September 23 in Brooklyn. He started in showbiz as a juvenile in Gus Edwards's *Matinee Girls* and, after further Edwards productions, developed some of his own flash acts, including *A Night With the Poets* and *Symphony Girls*. He later partnered with the Lorraine Sisters in a piano. (See Final Curtain on page 54)



In Loving Memory
of Our Father

C. N. HILL

WHO PASSED AWAY
OCTOBER 10, 1946

GREATLY MISSED BY HIS
Sons
H. P. and C. O. Hill
and Daughter,
Cleone Hill Johnson

JOSEPH E. LIVINGSTON
who passed away Oct. 2, 1948
The golden sun has disappeared. The sky is dull and gray, and I am lonely in my heart since he went away.
His Wife
"GUSSIE"



In Memory of My Beloved Husband
J. C. (Jimmie) SIMPSON
Who passed away
OCTOBER 6, 1943
MARIE SIMPSON



JESSE E. (TEX) PUTEGNAT
Died Oct. 5, 1947, Warren, Ark.
Another year has slipped away. I miss you more, Tex, day by day.
FOREVER IN MY MEMORY—A FRIEND.
BILLY LOGSDON

IN MEMORY OF
"LEE"
GORDON
Died October 2, 1948
Vona and Tommy Auger

In Memory of
MARGIE CETLIN
Who passed away October 5, 1947
EMMETT SYKES

In Memory of Our Friend
TEX PUTEGNAT
We miss you so much as time goes by
LINDA LOPEZ AND JIMMIE FARMER

IN LOVING MEMORY OF
**MARGIE
CETLIN**
DEPARTED MEMBER OF THE FAMILY
OCTOBER 5, 1947
SADIE and JACKIE WILSON

IN LOVING MEMORY
OF
My Wife, MARGIE
LEFT ON A JOURNEY
OCTOBER 5, 1947
Until We Meet Again
IZZY CETLIN

FINAL CURTAIN

(Continued from page 53)

singing act. Ward recently finished a four-year run at the Metropole in New York. His widow, son and daughter survive.

WRIGHT—G. A. (Mike), former outdoor showman and worker for the Showmen's League of America, and president of the Publishers' Business Service, Chicago, September 30 in Milwaukee. (Details in General Outdoor Department.)

ZIEGFELD—Mrs. Edith, 77, widow of Carl Ziegfeld and sister-in-law of the late Flo Ziegfeld, September 22 in Chicago. Her daughter survives.

Marriages

BAXTER-HANEY—Charles Baxter, WTOL, Toledo, announcer, and Ann Haney September 30 in Northern Michigan.

FIELD-BROWN—Michael Field, concert pianist and partner with Vera Appleton, and Frances Fox Brown September 23 in Greenwich, Conn.

GATES-WEBB—Johnnie Gates and Jean Webb, vocalist at the Chase Club, St. Louis, for the past three years, in St. Louis September 17.

KAHN-HESLIN—Irving Kahn, 20th Century-Fox TV program exec, and Betty Heslin, production assistant of 20th's television department, September 16 in New York.

KIMBALL-SMITH—Emerson Kimball, WCOL announcer, and Eleanor S. Smith September 10 in Columbus, O.

MCGOWAN-PRITCHETT—John McGowan and Bonnie Pritchett, radio actress, September 24 in Chicago.

PATTEN-RYAN—Moultrie Patten and Miriam Ryan, both legit players, September 15 in New York.

QUINN-CONNELLY—Dom Quinn, WBCK, Battle Creek, Mich., announcer, and Patricia Connelly September 17 in Oak Park, Ill.

RAUCH-RAUCH—Sammy Rauch, Roxy Theater (New York) talent booker, and Edith Holder Rauch, former singer, remarried September 17 in New York.

STAFFORD-MITCHELL—John Boyle Stafford and Lucy Mitchell, former secretary to Producer Gilbert Miller and later executive secretary of the Playwrights' Company, October 1 in Brooklyn.

THOMPSON-HORTON—Dr. Hamish Thompson and Helen Horton, actress, September 17 in London.

VECCHIOLA-TRIPOLI—Matthew Vecchiola, musician with Baron Elliott's ork, and Dolores Tripoli September 15 in Pittsburgh.

WEILER-SNYDER—Curt Weiler, Philadelphia pianist and orchestra leader, and Buddy Snyder, model, in that city September 22.

Births

A son to Mr. and Mrs. Robert Latta August 30 in Orange, N. J. Parents are legit players.

A daughter to Mr. and Mrs. Mort Lippman September 2 in New York. Father is a National Broadcasting Company staff pianist.

A son to Mr. and Mrs. Paul Richardson August 30 in Pittsburgh. Father is a WPGH announcer.

A daughter to Mr. and Mrs. Jesse White August 24 in New York. Father is in the Broadway company of *Born Yesterday*; mother is Simmy Conn, legit-radio actress.

A daughter, Carol, to Mr. and Mrs. Stanley Cobleigh at Hartford (Conn.) Hospital August 29. Parents operate the Canton Show Shop Theater, Canton, Conn., summer theater.

A daughter to Mr. and Mrs. Harry Gordon September 3 in New York. Mother is the former Shirley Heller, band singer.

A daughter to Mr. and Mrs. Murray Lind September 6 in Chicago. Father is one of the Lind Brothers, singing trio.

A daughter to Mr. and Mrs. Stuart Phelps September 6 in Hollywood. Father is a director at KTTV.

A son to Mr. and Mrs. Willie Shore September 8 in Chicago. Father is a night club comic.

A daughter to Mr. and Mrs. Hal Tate September 9 in Chicago. Father heads Hal Tate Radio Productions.

A son to Mr. and Mrs. Glen Walrath September 8 in New York. Father is the assistant program manager of WPTR.

A son to Mr. and Mrs. Ken Ward September 5 in Chicago. Father is a J. Walter Thompson Agency account exec.

A daughter to Mr. and Mrs. George Willard September 6 in New York. Father is a WMCA staff announcer.

A daughter, Victoria Charlene, to Captain and Mrs. Jack Crawford in Penn Memorial Hospital, Reidsville, N. C., August 30. Father is a lecturer for the U. S. Society of Zoology and head trainer at the Ingham Wild Animal Farm.

A son to Mr. and Mrs. Marvin Ellin September 5 in Baltimore. Father is a disk jockey in Baltimore.

A daughter, Karen Raye, to Mr. and Mrs. Ray Koscuik August 24 in Nashville. Mother is the former Ann Sparkmaer, dancer in *Oklahoma*. Father is Ray Kyle, dancer in *Where's Charley?*

A son, Robert Dennis, to Mr. and Mrs. Peter Strand August 29 in Detroit. Father is director of WXYZ-TV, Detroit.

A son to Mr. and Mrs. Bill Hart at Mt. Sinai Hospital, Philadelphia, September 16. Father is announcer at Station WCAU, that city.

A daughter, Tisa, to Mr. and Mrs. Bill Fields September 17 in Christ Hospital, Cincinnati. Father is a disk jockey at Station WCPO, Cincinnati.

A daughter, Mary Catherine, to Mr. and Mrs. Skeeter Lorow recently in Miami. Parents are Side Show operators on the Royal American Shows.

Twins to Mr. and Mrs. Jerome Alden September 16 in New York. Father is a script writer and actor; mother is the former Barbara Gaye, actress.

A daughter to Mr. and Mrs. Jim Ameche September 17 in Chicago. Father is the radio actor.

A daughter to Mr. and Mrs. Philip (Buzz) Aston September 10 in Pittsburgh. Father sings over KDKA.

A daughter to Mr. and Mrs. James McGinty September 20 at Community Hospital, Philadelphia. Father is a singer.

A son to Mr. and Mrs. Marcus Aurelius Goodrich September 27 in Good Samaritan Hospital, Los Angeles. Father is a novelist; mother is Olivia De Havilland, film star.

A daughter, Victoria, to Mr. and Mrs. John Galbraith September 12 in San Francisco. Father is assistant program manager at KGO, San Francisco.

A son to Mr. and Mrs. Don Bevan September 21 in Bucks County, Pennsylvania. Mother is legit actress Patricia Kirkland; father is a playwright.

A son to Mr. and Mrs. Allan Kalmus September 22 in New York. Father is tele manager of the National Broadcasting Company press; mother was formerly with Carl Byoir Associates.

A daughter to Mr. and Mrs. Zeke Manners September 18 in Hollywood. Father is a disk jockey.

A daughter to Mr. and Mrs. Guy Rennie September 21 in Los Angeles. Father is a nitery entertainer; mother is the former dancer, Denise Lemley.

A son to Mr. and Mrs. Mort Ruby September 22 in Hollywood. Father manages the King Cole Trio.

A son to Mr. and Mrs. Huntz Hall at Los Angeles September 22. Father is the actor. Mother in a former Earl Carroll showgirl.

A son, Samuel Bruce, to Mr. and Mrs. Sammie Levine September 15 in Little Rock, Ark. Father was former co-owner, with the late Mike Rosen, of the Buckeye State Shows, and is now owner-manager of Doc's Trading Post, Little Rock.

A daughter, Rose Mary, to Mr. and Mrs. Al Striker September 15 in Doctors' Hospital, Newark, N. J. Father is a contortionist.

Divorces

Marion Bell Lerner, soprano, from Alan J. Lerner, New York playwright, in Los Angeles September 15.

Mrs. Jimmy Dorsey from Jimmy Dorsey, orchestra leader, at Los Angeles September 26.

REP RIPPLES

(Continued from page 49)

be had as easily as in the old days." White is a former repster.

WALTER KANE, of Middletown, Conn., recently concluded a

successful season with 16mm. pix around Connecticut beaches. He plans to go into halls and churches with religious pix for the winter.

... **Jameson Players**, four people, are planning to open their winter tour near Troy, N. Y., picking up some of last year's sponsor dates as they go along. ... **Lanair Players** will be active again this year, with opening skedded for Maryland. ...

Sim's pic and vaude attraction, is playing two-day dates around Lorimer, Wyo. Unit is back in halls after playing on platforms all summer. ... **David L. Torrings** will have 16mm. and religious pix on the same dates which the unit played last season. Opening is slated for Evansville, Ind. Torrings plans to try some short-cast bills later in the season. ... **Will Finn** is planning to promote some amateur shows around Boston this winter. ...

G. N. Gilbert, who is showing 16mm. pix in Tallahassee, Fla., has a number of bookings lined up for the winter. ... **Harvey Roberts** will have a show-dance trick around Henderson, Ky., after the middle of October. ... **Butler's** show is working its way back from Western Canada and will play some dates in Ontario before heading for New York to make its usual trek to Florida. ...

Jack (Tex) Rollins pens from Hemstead, Tex., that he has packed up his platform show and will go into halls. "I have a smooth-running trick of three performers," Rollins says, "and will play fair-sized towns under various set-ups. The small road tricks are not dead yet, and it will be tough killing us off. All we need is troupers, who will troupe."

... **Jay Derbin** will have 16mm. pix in the Raleigh, N. C., area this winter. ... **Royal's** vaude pic show, under management of **Claude F. Murphy**, has about 30 days booked in the Waco, Tex., area. ... **Phil Greene**, who has been showing his vaude and hypnotic show in West Texas for the past several years, will jump into Colorado soon and then head for his ultimate show spots in Eastern Oregon, where he spent last winter playing hall, school and church dates.

DRIVE-IN NOTES

Edward J. Lipson, having overcome legal difficulties which twice blocked his plans, announces that construction has been started on a \$300,000 drive-in theater in Waukesha County, Wisconsin. Theater is being constructed on a 37-acre plot near Menomonee. ... The drive-in theater situation in Natick, Mass., became confused September 15 when over 200 citizens at a selectmen's hearing first showed themselves by an informal poll to be about 3 to 1 against any outdoor theaters, and then voted in favor of the selectmen granting a license for one. The selectmen granted a license to the Auto Theater Company August 22 to build on a site about 100 yards from the one sought by **Michael Redstone**, Boston, whose petition for a license was heard August 15. After the informal poll, the selectmen asked for a poll of favor of granting a license for the Redstone theater and the vote was 171 to 41.

Construction on a new 1,000-car capacity drive-in theater at Brockton, Mass., has been launched by Brockton Drive-In Corporation, of which **Nat A. Trager**, Brockton, is an officer.

AGVA ASKS COURT

(Continued from page 46)

next case. Lamb, a former sax player, now does a small harmonica bit in his regular comedy act. He's a card holder in both AGVA and AFM. Wednesday (28) he was told by Omaha AFM to quit AGVA. When he refused the house band (Don Tiff's) was pulled. Canary Carmen Lewis, also on the show, was told the band wouldn't play for her either. Ork later played for dancing.

St. Louis, Too

A similar situation occurred at the Fox Theater, St. Louis, where Monti's Tu-Tones were working. The unit, both AGVA and AFM, was told to get rid of its AGVA cards.

Despite Petrillo's action, AGVA says it is reluctant to enforce its orders by pulling any acts anywhere. "If there is any mass strike, we'll let Petrillo call it. We want our people to work. They can't make a living walking the streets," said AGVA's topper, Dewey Barto.

The majority of agents and bookers spoken to seem to be in AGVA's corner, but all begged off on quotable comment because they didn't want to be caught in the middle. If they favor AGVA publicly they may lose their AFM franchise; if they're in the AFM corner, AGVA may yank its franchise.

William Green, head of the American Federation of Labor (AFL), of which both AGVA and AFM are members, finally agreed to intercede, altho his offer left doubts as to its efficacy. Green wired Paul Dullzell, president of the Associated Actors and Artistes of America (Four A's), late Friday (30), that he had finally contacted Petrillo (in answer to repeated requests that he arrange a meeting between him and the Four A's) and that Petrillo had replied: "I will take your offer under consideration and will answer it after the AFL convention."

DANNY DAVIS PAYS

(Continued from page 46)

bought in heavy fashion. Davis says it pays off. "I'd have to pay \$3,000 to \$4,000 for an attraction and then maybe he wouldn't hold up. Gray has built up a tremendous following and does more business for me than any attraction I can now afford," he said.

Another gimmick to draw customers is a quantity of prizes Gray gives out nightly. He gets expensive luggage, ties, haberdashery, ladies' bags, etc., on the cuff from local merchants. He plugs the merchants for these and then gives the prizes away to questioners. It is not a novel gimmick to get a \$50 suitcase in a cafe. But there's always a lure in getting something for nothing, and it pays off.

Danny Davis's club seats 350, with the average check \$4. The dinner show is usually a sellout. It is the late show that always has been a problem to local cafe ops. With Gray in the house the late show is taken care of. Business is good, and takes range from \$1,000 to \$1,500 nightly. Davis feels that despite big name competition next winter, Gray will hold up. In fact, the more people come south the more will be interested in Gray's radio chatter and the chance to get on the air for free.

JOEY ADAMS NOVEL

(Continued from page 46)

Joey. It'll make a lot of guys yell "robber" and it is sometimes blatantly apparent that that was Adams's intention.

If *The Curtain Never Falls* is intended to be autobiographical, Adams has hidden the idea very well. If it is intended to be a poke at some comics now in the upper brackets, it should hit the mark.

Everything considered, it is an interesting book, an exciting book and therefore a commercial book. The chances are the boys in the studio story-buying departments will be interested.

Bill Smith.

Communications to 188 W. Randolph St., Chicago 1, Ill.

COLE ORG SHUTTERS OCT. 16

Rodeo Is Off To Good Start In the Garden

Autry Plugs His Songs

(Continued from page 4)

le entertainment to this year's production. The braves were attired in eye-filling costumes that might have been built by Brooks for a Roxy production number, and only strob lighting could have added to its colorfulness.

Only the hoop dance, performed by Tony White Cloud and requiring amazing body suppleness and dexterity, had top show appeal. All other terpsichorean effort, while rhythmic and smoothly presented, was static and meaningless to most of the audience. The group performs on a portable wooden platform in the center of the arena with Autry as emcee.

Horse Act Clicks

Ken Boen, last year's top money winner in the steer wrestling contest, and equine, billed as the Old Gray Mare, proved a smooth act that would fit nicely into almost any alfresco production in need of comedy relief as well as most indoor spots that can handle a horse act. With sparse noticeable cueing, the

(See Garden Rodeo on page 56)

The Becks Wind Up In Alaska; Find Business Okay

ANCHORAGE, Alaska, Oct. 1.—John and Dolly Beck, owners of the Pacific Northwest Shows, explain their current tour of Alaska with, "We just got the urge to pick up and go some place."

"We were playing Cutbank, Mont.," John reports, "and Dolly wasn't feeling well. We decided it was time we took a vacation. We packed up our show equipment and took off; for where we weren't sure. We wound up in Alaska, the first show, I believe, to play the Yukon Territory and Alaska."

The trip to Anchorage was no tourist's dream, they report. With the rides, shows and animals packed into eight trucks, five trailers and four automobiles, the org's personnel, numbering 42 persons, encountered, among other things, four blowouts and a broken trailer hitch. On the Smoky River ferry the long trailers overhung the ferry deck and dipped into the river.

At Whitehorse, in the Yukon Territory, the show was held up until Edmonton authorities wired special permission for a traveling American carnival to play Canada. Org had a red five-day stand in Whitehorse.

While in Whitehorse the org's personnel was increased by one, Mrs. Byron Prickett, who with her husband operates the lead gallery, gave birth to a son. Infant was nicknamed "Yukon Kid" by the troupers.

The Becks moved here from Fairbanks and opened September 10. Despite rains and chill winds, business was okay.



G. L. (MIKE) WRIGHT

Mike Wright, Ex-Showman, Dead at 48

Year's Illness Fatal

CHICAGO, Oct. 1.—Funeral services for G. L. (Mike) Wright, 48, tireless worker in behalf of the Showmen's League of America (SLA) and former outdoor showman, will be held at 2 p.m. Monday (3) in the Lain & Son Funeral Home here. Interment will be in Showmen's Rest, Woodlawn Cemetery.

Wright, ill over a year, died Friday (30) in St. Joseph's Hospital, Milwaukee.

In recent years he was president of the Publishers' Business Service and general manager of the Trade Service Company, with headquarters here. At one time connected with the C. A. Wortham Shows, he retained a keen interest in the activities of the SLA and was an enthusiastic worker in League projects.

He formerly was general sales manager of the Hillyard Chemical Company, St. Joseph, Mo., and president of the Wright Laboratories, Inc., Kansas City, Mo.

He was a member of the SLA board of directors and a member of the Moila Temple Shrine, St. Joseph, Mo.; the Miami Showmen's Association and the Heart of America Showmen's Club.

His widow, Mabel, survives.

Sked Special Train Service For Conn. Rodeo Patrons

BRIDGEPORT, Conn., Oct. 1.—New York, New Haven & Hartford Railroad show trains, which once a month have been bringing patrons to specified hits at Broadway theaters, will bring a group of rodeo fans to New York Tuesday (11) for the night performance of the 24th annual rodeo at Madison Square Garden.

Sections of Tuesday's show train will be made up at Hartford and Waterbury, Conn., and will pick up rodeo patrons at New Haven, Bridgeport and other stations en route to New York. Tickets for the show train and the rodeo are being sold at the New Haven Railroad ticket offices and jaunt is being heavily publicized.

Gene Autry, singing star of the Garden's rodeo, and a group of musicians and singers from the rodeo will be on the train to greet and entertain the passengers.

Zack Terrell, Once Owner, To Help Reorganize Show In Miami Winter Quarters

Route Switch Reportedly Ordered by Eddie McEuen

By Hank Hurley

CHICAGO, Oct. 1.—Cole Bros.' Circus will wind up its turbulent season Sunday (16) in Miami and move into its recently purchased winter quarters there, preparatory to undergoing a complete reorganization for 1950, *The Billboard* learned this week.

Re-entering the Cole picture in Miami will be Zack Terrell, former owner of the Cole org, who will winter with the show in quarters, helping to reorganize from top to bottom.

Contacted, via long distance telephone, at his home in Owensboro,

Ky., Wednesday (28), Terrell said:

"I promised McEuen and Andrews (Eddie McEuen and Roy A. McAndrews, two of the shows main stockholders) that if they bought the winter quarters in Miami I would come to Florida and help them reorganize the show. They definitely have bought the new winter quarters, so that means I will be there."

Closing of the show a month earlier than originally planned was ordered by McEuen, it was learned. The show's route has been drastically changed to get it into Miami for a three-day stand October 14-16.

Show plays Pittsburg, Kan., today, jumping from there to Jonesboro, Ark., a 300-mile jaunt, where it will play Monday (3). This means the show will pass Joplin, Mo., originally scheduled Monday (3), and Tulsa, Okla., scheduled as a two-day date, October 4-5.

Here's Route

The show's route as it stands now thru Saturday (8) reads: October 4, Holly Springs, Miss.; October 5, Amory, Miss.; October 6, Jasper, Ala.; October 7-8, Montgomery, Ala.

Contacted in Lawrence, Kan., regarding the report that Terrell would be back on the show, Bev Kelly, org's top press agent, said, "It's news to me. I don't think McEuen, who at present is out at the lot, will even bother to deny such a rumor."

An effort to locate R. M. Harvey, Cole's general agent, to get a confirmation or denial on the show's route switch, failed.

The full text of the Cole report, as pieced together, goes like this:

A deal has been made whereby the Cole show next year will be operated by McEuen, Terrell and Jack (Abie) Tavlin, with Terrell holding the title of general manager. Noyelles Burkhardt, formerly assistant manager to Terrell when the latter owned the Cole show and now with Ringling Bros. and Barnum & Bailey, will return to the Cole org as Terrell's assistant.

Terrell Says No

Terrell, however, branded the Burkhardt part of the story false. Asked whether he (Terrell) would be with the show when it moved out of quarters next spring, he replied:

"That's the \$64 question. It all depends on my health."

Assumption is, however, that Terrell will travel with the show thru-out next season and will surround himself with various members of his former crew.

It is known that Tavlin was seeking "fresh" money last month to buy the interests of McEuen and McAndrews, both of whom had notified Tavlin they wished to sell. Now, however, it appears McEuen, at least, has decided to hold his interest and has requested Terrell to help reorganize it.

38 Top-Level Chi Men Land On Fair Board

Group To Map Yearly Expos

CHICAGO, Oct. 1.—A 38-member Chicago Permanent Fair Commission this week was named by Mayor Kennelly to take over the facilities of the Chicago Railroad Fair, which closes here tomorrow, and to promote an annual exposition on the lake-front site.

Comprised of top-level men of the city, the commission will raise funds to stage an annual fair. The sum of \$500,000 will be sought to underwrite the project, the mayor said, in an-

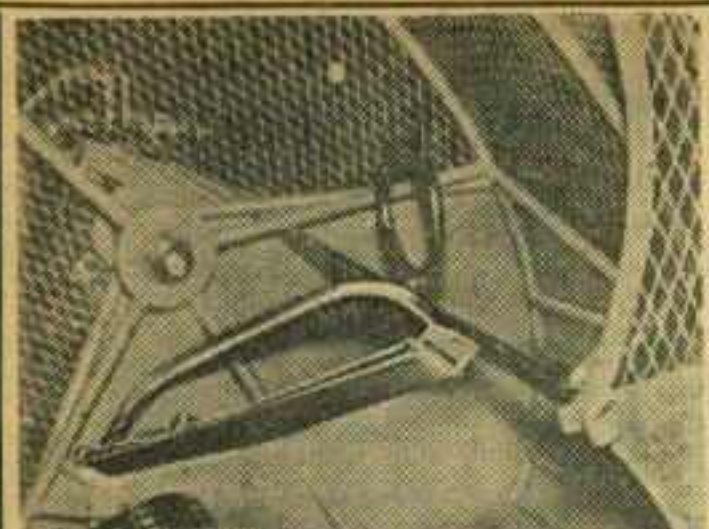
Powerful Finish

CHICAGO, Oct. 1.—The Chicago Railroad Fair, which ends its second annual run here tomorrow (2), has been enjoying huge attendance down the home stretch. Sunday, September 25, yielded a turnout of 65,995, the biggest gate of the year. Pageant attendance of 23,044, Saturday September 24, when the outside gate hit 57,343, also was a record for the year.

nouncing the make-up of the commission.

A meeting of this group to begin the fund-raising drive and map plans for the fair will be held within a week or 10 days, it was indicated. Prior to that meeting, the four-man committee which had been appointed earlier by Kennelly to study the possibilities of taking over the fair will complete detailed recommendations for submission to the larger group.

The new commission must work out (See Name Chi Men on page 58)



RIDE OWNERS are reporting greatly increased grosses on peak capacity stands with Eyerly rides having the new Eyerly automatic passenger safety belt now standard equipment on new 1949 models. This speedy, positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.



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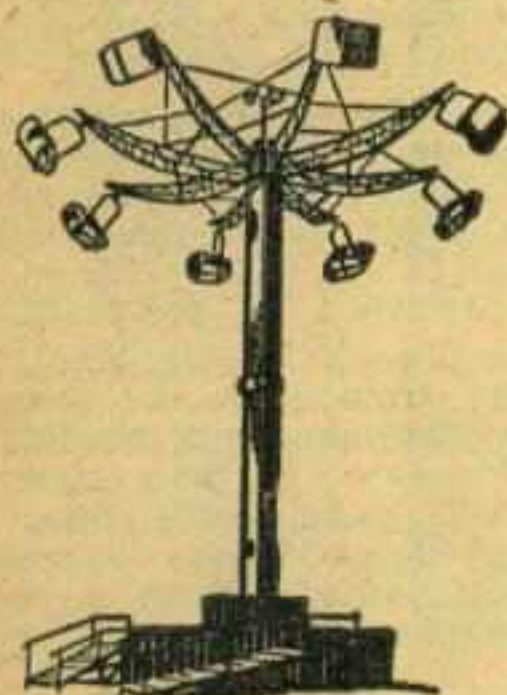
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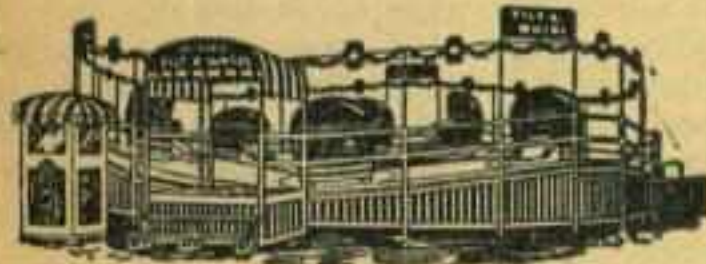
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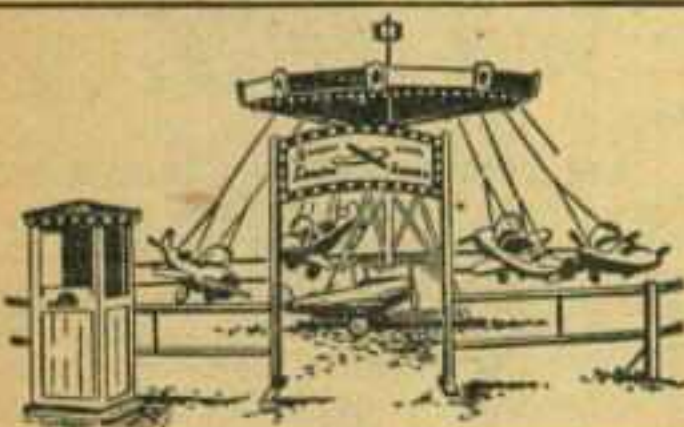


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Close-Ups:

Man or Problem, Cap Billy Curtis Licked 'Em in Long Circus Career

By Sam Abbott

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

"CAP" BILLY CURTIS is a fighting man. He licked many a problem during his 58 years on circus lots over the nation. It mattered not whether the problem concerned getting the show up and down or was in the form of a hulking man, who from all outward appearances could make a quick finish of him. All were the same to Curtis.

To combat problems in the first category he invented a truss system for securing stringers, a set of seats on trucks that could be wheeled into position and moved after the show by reversing the procedure, and a device for rolling and transporting big top canvas. The second category he solved with his fists and his answers to "Hey, Rube" calls have become legendary. Perhaps because stories about fisticuffs are more interesting than those of scientific endeavor, his reputation in the art of self-defense overshadows those of his inventive achievements.

William Hanford Curtis knew little about circuses until he saw the Welch Show in Hazelhurst, Miss., near the farm on which he was born in December, 1873. Unlike the fictionalized juvenile character who falls in love with the smell of tanbark, Curtis accepted the circus anything but wholeheartedly. When he left home in Copiah County to go with the Charlie Andrews Circus in New Orleans about 1889, it was for adventure—not to make a career in the field.

A farm boy at heart, working with the Shetlands on the Andrews show appealed to him. But even this did not extend too far for when he moved from Harris's Nickel Plate Shows to Sells Bros., he became boss hostler, handling a six-horse team. In 1892 when he rejoined the Harris shows as first assistant on the big top he breathed a sigh of relief to get away from the horses. During the time he had been in charge of the team he lived in dread of being trampled.

Almost as soon as it takes a circus man to say "John Robinson," Harris swung the show to New York State to open an all-Eastern tour. Near Binghamton, the show ran into a succession of days of rain with Curtis folding canvas in knee-deep mud. It was then, tho, that Curtis made a decision that was to benefit circuses in later years.

He had not become used to being away from home. Working on lots that were seemingly bottomless mud pools added to his unhappiness. The circus was not for him, Curtis thought. But, then on second thought, it was a long

(See Man or Problem on page 65)



"CAP" BILLY CURTIS

Lynch Show Good Draw at Peoria

PEORIA, Ill., Oct. 1. — Jimmie Lynch's Death Dodgers scored good business in a two-performance stand, September 25, at Exposition Gardens here. Grandstand, which seats 5,200, was filled in the afternoon and two-thirds of capacity at night.

About \$1,000 in tickets sold in the fund-raising drive which preceded the development of the amusement center showed up at the gate.

MECHANICSBURG, Pa., Oct. 1.—

A gate of 22,718 was reported by promoter Roy Richwine for the big car dirt track racing card here Sunday (25). A new 30-lap track record was set by Troy Ruttman, of Ontario, Calif., in taking the feature race.

German Acts Again Work for Gratuities

BERLIN, Oct. 1.—Outdoor show business, in general, has found the going tough in Berlin the past summer, with such spots as the once-popular Berlin Zoological Gardens, in which the tented Circus Blumenfeld and several rides have been operating, drawing very poor returns. Performers are being aided thru welfare fund raised by means of benefit shows put on by the F.I.A.L., organization of vaude and circus artists.

High-wire and aerial thrill acts have reverted to the old-time custom of setting up their rigging in the squares and along the boulevards of Berlin and eke out a meager living thru passing the hat after each performance.

One of these troupes, the Gahres, presenting novelty thrill routines, met with so many serious accidents that the police finally prohibited further performances of parts of their routine. Several weeks ago one of the girl members of the troupe was so seriously hurt in fall from high wire that she is still hospitalized with a fractured spine. Recently the rolling globe used by the troupe jumped its track and injured two spectators, and a few days later, during a publicity stunt, a newspaperman occupying the globe on its descent suffered a brain concussion.

The renowned Cimarro troupe of high-wire artists have been playing the annual Berlin-Mariendorf Autumn Fair.

Garden Rodeo Gets Away to Bang-Up Start

(Continued from page 55)

nag collaborates in a fast-moving pantomime routine, including the usual drunk bit, with the emphasis on laughs.

George Mills, perennial top steer-baiting clown, is again on hand and performing as recklessly and as capably as in the past. Andy (Jabo) Wamick has replaced Mills's former partner, Jazbo Fulkerson, who was killed in an automobile crash several months ago.

Mounted basketball was revived for this session after a long hiatus. The contestants, on the dirt as much as on the horses, apparently are fatalists who rely on the horses to avoid trampling their prone bodies, sometimes completely hidden by a blur of hooves.

Other variety features include the grand entry with 122 riders and the repeat production number, *Night-time on the Prairie*, starring Gene Autry, complete with chuck wagon, long-horned steers and blue lights.

Horseback Quadrille Featured

Spectacle features include the Lightning C Ranch Horseback Quadrille with the following couples on matched horses: C. B. Bradberry and Fay Kirkwood, Jimmy Schumacher and Carolyn Colborn, Tater Decker and Norma Shoulders, Lanlam Riley and Mitzi Riley, Pete Kerscher and Faye Blessing, Marvin Shoulders and Jeanne Godshall, Henry Sultenfuss and Berneta Kerscher, Lex Connelly and Jo Decker, with Rosemary Colborn featured.

Appearing in the cowgirls' trick and fancy riding exhibition were capable veterans Faye Blessing, Norma Shoulders, Mitzi Riley, Jeanne Godshall and Pauline Pickard.

Competitive events include bareback bronk riding, calf roping, saddle bronk riding, steer wrestling, wild Brahma bull riding and the wild horse race.

James Cimarron's cowboy band is again on hand with music. Ray Lackland has replaced Abe Lefton as announcer, while Pete Logan continues to call the quadrille numbers.

Officials of the rodeo are Gen. John Reed Kilpatrick, president; Bernard F. Gimbel, chairman; Ned Irish, executive vice-president; Everett E. Colborn, managing director, and Frank Moore, manager.

Arena officials are Fred Alvord, secretary; Charles M. Ertz, Cappy Lane and C. L. Crovat, timers; Pete Kerscher, saddle horses foreman; Red Burns, cattle foreman; Alvin Gordon, chute boss; Carl Dossey, Everett Bowman and Eddie Curtis, judges; Ray Lackland and Pete Logan, announcers, and Charlie Ben Bradberry, bucking horse foreman.

Seal Bros. Biz Okay

OAKDALE, Calif., Oct. 1.—Seal Bros.' Circus drew two fair houses here Wednesday (28).

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Talent Topics

Helen Harvey Girls, aerial novelty act, are completing their 18th week of park and fair dates, they report from Erwin, Tenn. . . . Carl Sahlen, a member of the original Peerless Pottery, aerial casting turn, has been building rigging at his home in Evansville, Ind., since his retirement from the road in 1942 as the result of injuries sustained when struck by a tractor. A veteran of 45 years in the circus field, Sahlen went into war

work shortly after his accident and was in charge of all rope splicing at the Evansville shipyards. He recently constructed a 35-foot-high rigging and new net for Mr. and Mrs. W. L. Owens, Chattanooga, who returned recently from an engagement with the Wirth Circus in South America. Sahlen also has constructed gum mats for Evansville's schools.

Acts at White County Fair, Sparta, Tenn., included the Clarkonians, juggling and comedy; Don Richards, slack wire; Roscoe Armstrong, Bucking Ford, and the Flying LaVals. . . . The Fisher and Graham Trio, aerialists, played the Ohio Apple Festival, Jackson, September 19-24. . . . Earl Shipley recently returned to Chicago after a successful season with the Jimmie Lynch Death Dodgers. After a brief vacation, Shipley goes out with Orrin Davenport, indoor circus operator.

Indian Creek Ranch Rodeo Company line-up at Chicago Railroad Fair includes Owners Loyd and Amanda Schermerhorn, rope spinning; Bob Gray, Bud Ehardt and Buck Jones, clowns; Buster, Boots and Judy Lowther, Milton and Lorraine LaFleur, Geneva Jones, Bud and Maggie Ehardt and Johnny Emmerich, trick riding; Ed, Donna and Yvonne Purcell, high school horses; Henry Selinsky, trick horse and comedy mule rumba; Montana Jack and daughter, Texie, and Smoky Williams, whips and ropes; Ivan Bailey, Arnold Lencioni, Bobby Grego and Marlin Morgan, bronk riding, calf roping and bull dogging; Ned Aspaugh, Mickey West and Emory Evans, bull riding, and Uncle George Rhinehart, comedy mule and trick horse.

The Flying Valentines have concluded a route of 10 weeks of fairs in Kansas, Nebraska and Texas for the J. C. Michaels Attractions, of Kansas City, Mo., and Chicago. Fair dates included Fairbury, Deshler, Clay Center, Milligan and Crete, Neb.; Centralia, Glasco, Emporia, Salina and Clay Center, Kan., and Amarillo and La Grange, Tex. . . . Jack Smukler, of the Beverly Theater, Detroit, and his wife Gladys (The Original Michigan Rubes), were booked for the Webberville, Mich., Firemen's Field Day and Ox Roast, while vacationing at near-by Chemung Lake. They put on seven variety acts, and used their 1907 Hupmobile in several routines. They also made their 23d annual appearance at the Detroit Police Field Day.

The Herzogs, three-girl aerial act, opened at Danbury (Conn.) Fair, Saturday (1), after a week at the Earle Theater, Philadelphia.

The Antaleks, perch act, and Lee Marx, juggler, opened at New York's Palace Theater September 29. . . . Ted and Flo Valleit, baton twirlers,

Hudson River Spots Set for Auction Block

NEW YORK, Oct. 1.—Two large and formerly popular Hudson River recreation spots will go on the auction block October 19 and 20. Both resorts, Indian Point, near Peekskill, N. Y., and Kingston Point Park at Kingston, N. Y., will be sold by the Joseph P. Day firm for the former Hudson River Day line, which sold its fleet of excursion boats earlier this year and is now liquidating its real estate holdings.

Indian Point, for many years a popular stopping point of the Day Line boats, consists of a wooden tract with an area of 250 acres, fully equipped as a summer resort with two large piers, a swim pool 100 by 150 feet—with filtration and chlorination equipment—1,165 lockers, a restaurant, cafeteria, outdoor gardens, dance pavilion, four baseball diamonds, refreshment stands and other picnic facilities.

The Kingston Point Park is on a 12-acre plot and is mostly wooded upland but is also equipped with picnic facilities and amusement devices.

Bidding for Indian Point will take place on the property at 2 p.m., October 19, while sale of Kingston Point Park and other realty of the former Day Line firm will take place at the Hotel Saulpaugh at Catskill, N. Y., the following afternoon.

Rodeo Performers Stage Traditional Gotham Parade

NEW YORK, Oct. 1.—Despite torn-up midtown streets and chaotic traffic conditions, the traditional rodeo parade, from Madison Square Garden to the City Hall and return, took place during midday hours Wednesday (28).

Heading the parade was the rodeo's star, Gene Autry, and Managing Director Everett E. Colburn. James Cimeron's Cowboy Band and Joe Basile's band, on trucks, took part.

Autry, Colburn and the cowpokes were joined at City Hall by Brig. Gen. John Kilpatrick, president of Madison Square Garden; Frank Moore, rodeo manager; the Cass County Boys and a group of Pubelo Indian dancers. After being welcomed by Vincent Impellitteri, president of city council, Autry and the Cass County Boys entertained with a few songs, after which the parade returned to the Garden.

Chickasha Big for King

CHICKASHA, Okla., Oct. 1.—King Bros.' Circus registered a full house here Monday (26) at the matinee and had near capacity at night.

who were with Ringling in '47, and the Gibsons, knife tossers, are on the current vaude bill at the Adams Theater, Newark, N. J. . . . Clem Bellings and his dogs head an eight-act bill at the Victory flicker palace in Bayonne, N. J. . . . Skating Macks, roller quartet, are on eight-act bill at Loew's Square Theater, Springfield, Mass.



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M. W. Cards, 5 1/2 x 7 1/4, White, Green, Red, Salmon. Per 100 . . . 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M . . . 1.50
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Cardboard Strip Markers, 10 M for . . .75
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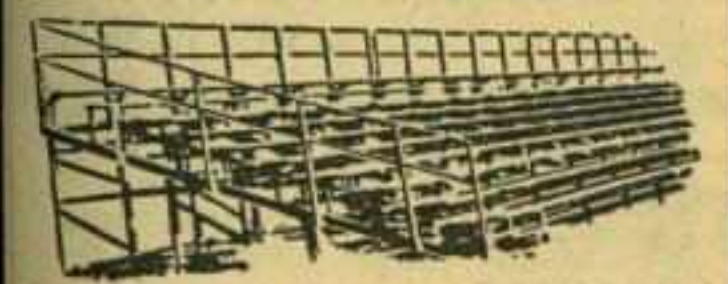
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FORT SMITH, ARKANSAS
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Out in the Open

Leo Overland, manager of a Jimmie Lynch Thrill Show unit, recently returned to his Des Moines home after winding up a successful tour. . . . **Rube Liebman**, sales rep for Barnes-Carruthers Theatrical Enterprises, Chicago, closed contracts a few days after the close of Tulsa (Okla.) State Fair to supply the grandstand attractions again next year. . . . **G. R. Lewis**, fair consultant, was the subject of a three-column

feature article September 21 in The Republican-Courier, Findlay, O., his home town. Lewis, the feature pointed out, and his associates, is designing or executing plans for improvements to fair plants in 14 States.

Fred C. Murray, general manager, International Fireworks Company, is furnishing rival New Jersey politicians with pyro shows. . . . **Lillian Jenkins**, Madison Square Garden press chief, is on her own handling rodeo flackery, this year. Last year **Bev Kelley**, now head tub-thumper for Cole Bros.' Circus, and **Don Lang** were on hand to help build ballyhoo. . . . **Walter C. Stebbins** is back in New York after staging several big car race dates at fairs.

Name Chi Men To Fair Board

(Continued from page 55)

arrangements for taking over the railroad fair property before October 13, when the park district contract requires that dismantling of the structures should begin. Commission members are:

I. S. Anoff, president, Chicago Convention Bureau; **John Balaban**, Balaban & Katz; **Reuben Block**, manager, Chicago Joint Board, Amalgamated Clothing Workers (CIO); **Don Bowey**, president, Bowey's, Inc.; **Britton I. Budd**, chairman of board, Public Service Company of Illinois.

Joseph Z. Burgee, Holabird, Root & Burgee; **Orville Caesar**, president, Greyhound Corp.; **Kent Chandler**, president, A. B. Dick & Co.; **Fairfax Cone**, Foote, Cone & Belding; **Worth Courtney**, publisher, Chicago Herald American; **Col. Henry Crown**, Material Service Corp.; **Walter J. Cummings**, chairman, Continental Illinois National Bank; **James E. Day**, president, Chicago Stock Exchange; **James H. Douglas**, Gardner, Carton & Douglas; **Marshall Field**, publisher Chicago Sun-Times; **James B. Forgan**, vice-chairman, First National Bank.

Charles P. Glone, investment broker; **Joel Goldblatt**, president State Street Council; **F. G. Gurley**, president, Santa Fe Railroad; **Henry P. Isham**; **Wayne A. Johnston**, president, Illinois Central Railroad; **John S. Knight**, editor and publisher, Chicago Daily News.

Russell J. Leander, president, Chicago Show Printing Co.; **William A. Lee**, president, Chicago Federation of Labor; **Louis G. LeMair**, president Lyon & Healy; **Leverett S. Lyon**, chief executive office, Chicago Association of Commerce & Industry; **John McCaffery**, president International Harvester Co.

Col. Robert R. McCormick, editor and publisher Chicago Tribune; **James Palmer**, president, Marshall Field & Co.; **William A. Patterson**, president, United Air Lines; **Holman D. Pettibone**, president, Chicago Title & Trust Co.; **Edward L. Ryerson**, chairman, Inland Steel Co.

Frederick W. Specht, president, Armour & Co.; **Charles Walgreen**, president, Walgreen Co.; **R. P. Williford**, executive vice-president, Hilton Hotels; **Robert E. Wilson**, chairman, Standard Oil Co. (Indiana); **Henry Woulfe**, president, Pepsodent Division, Lever Bros.; **Philip K. Wrigley**, chairman, William Wrigley Jr. Co.

Lyon, Palmer, Goldblatt and Anoff, are members of the committee which studied the possibilities for an annual fair.

Circus Historical Society

WICHITA, Kan., Oct. 1.—Bill Green, Washington, Kan., election commissioner, recently received a write-up in *The Washington County Register* on his circus collection. Paper also carried a picture of Green and the Al G. Kelly-Miller Bros.' Circus elephants, taken when Green visited the show in Fairbury, Neb.

Charles B. Kistler, Allentown, Pa., reports he's mighty proud of the circus room his wife has built for him. Mr. and Mrs. Fay Reed spent the day on the Kelly-Miller show at New Richmond, Wis., and also visited the Royal American Shows en route home from the CHS convention in Baraboo, Wis. **John Van Matre** stopped over to see **H. Symons** in Carbondale, Pa. **Symons** is ill in his home at 51 45th Street, Carbondale, Pa.

Mr. and Mrs. **Walter Tyson** visited the Canadian National Exhibition in Toronto. **Eddie Jackson** missed a duck dinner by not bringing the Big One into Wichita. **Harry Simpson**, editor of *Bandwagon*, entertained the Tracys recently. **Glen Tracy** is the noted painter of circus scenes, from New Richmond, O., and Mr. and Mrs. **Joe Tracy** hail from Buffalo. The Simpsons and **Bob Kings** spent a recent week-end in Peru, Ind. **Herb Fursier** and **Ed Cripps**, Bradford, Ont., spent a day on the Dailey lot when the show played Kitchener, Ont. **Cripps** also had his model circus on display there.—**BETTE LEONARD**.

On loan to the Orange Bowl committee from the new Miami Stadium, **Duke Jordan**, former Chicago Sun-Times writer and U. S. Air Forces public relations officer, will direct publicity for Miami's New Year's Day grid classic. He'll return to the stadium January 15, when the roller derby moves into that sports-amusement center. The Orange Bowl game gives **Jordan** a clean sweep of the top special event promotions of the year in the Miami area. He also publicized **Dade County's Coconut Harvest Festival**.

Promoter **Jake Kedenburg** has skedded stock car races for **Mineola (L. I.) Fair track** October 15. **Kedenburg** also is continuing stock car meets at **Freeport (L. I.) Stadium**. . . . **C. W. Colgrove**, well-known sign painter and veteran trouper, is making his home in **Norwood, La.**, since closing with **King Bros.' Circus**.

President **Paul D. Jacobs**, of the **Bloomsburg (Pa.) Fair**, played host to **Gov. James H. Duff**, of Pennsylvania, at a luncheon during the staging of the annual last week. . . . **Max Rosey**, of the **Bert Nevins** office, was on hand to work up special promotions and publicity for the

Trenton (N. J.) State Fair. **Ed Connelly** handled press. . . . **Governor Scott**, of North Carolina, had invited **President Truman** to attend the Southern States Fair at Charlotte, N. C., Tuesday (4). The President last year attended the North Carolina State Fair at Raleigh. **Announcer Ernest Kovacs**, of WTTM, Trenton, staged a marathon broadcast from a special booth on the grounds of New Jersey State Fair. At last report he had passed the 100-hour mark and had 80 hours to go to reach his goal.

Guests of **Edward J. Carroll**, manager of the **Great Barrington (Mass.) Fair**, during the running of that event included **Willard Pease**, Middlefield (Mass.) Fair; **Leon Kelso**, president, Littlefield (Mass.) Fair; **Charles N. Derosé**, president, and **John Banner**, secretary, Three County Fair, Northampton, Mass., and **Milton Danziger**, manager, Weymouth (Mass.) Fair. **Robert P. Transk**, director of fairs, Massachusetts State Department of Agriculture; **Joseph Bartlett**, president of the Association of Connecticut Fairs, and **John T. Robinson**, treasurer of the Union Agricultural Society, Wethersfield, Conn., also attended.

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 Mobile—Oct. 16. Mildred Mastin, Easton St.
 Montgomery—Oct. 11. Mrs. Gordon C. Kendall, 643 S. Decatur St.
- CALIFORNIA**
 Los Angeles—Oct. 16. Mrs. Roger Coombs, Beverly Hills, Calif.
 Pasadena—Oct. 9. Mrs. John Bradshaw, 2131 2d Ave., Los Angeles.
 Sacramento—Oct. 9. Mrs. Rita P. Wilson, 6225 Broadway.
 Sacramento—Oct. 23. Mary E. Asbury, 3500 13th St.
- CONNECTICUT**
 Hartford—Oct. 30. Foley, 2009 Ranstead St., Philadelphia.
- FLORIDA**
 Pensacola—Oct. 13. Mrs. Ella L. Satatas.
- ILLINOIS**
 East St. Louis—Oct. 16. Mrs. June Tice, Alton, Ill.
- INDIANA**
 Evansville—Oct. 16. Gilbert L. Kahn, 2849 W. Penn St.
 La Fayette—Oct. 23. Mrs. Louise Leonpacher.
 Richmond—Oct. 23. Mrs. Burl Durman, New Castle, Ind.
- IOWA**
 Ottumwa—Oct. 9. Mrs. J. E. Armstrong, Albia, Ia.
- KENTUCKY**
 Louisville—Oct. 13. Mrs. R. B. Eddy, 5713 S. Parkway.
 Louisville—Oct. 30. Mrs. R. B. Eddy, 5713 S. Parkway.
- LOUISIANA**
 Alexandria—Oct. 25. Mrs. W. W. Davis.
 Baton Rouge—Oct. 21. Mrs. R. C. Koch, Box 1623.
 New Orleans—Oct. 29-30. Charles T. Nelson, 3705 Mistletoe St.
 Shreveport—Oct. 27. W. R. Hirsch, Box 1100.
- MAINE**
 Portland—Oct. 16. Foley, 2009 Ranstead St., Philadelphia.
- MARYLAND**
 Annapolis—Oct. 9. Foley, 2009 Ranstead St., Philadelphia.
 Rockville—Oct. 16. Foley, 2009 Ranstead St., Philadelphia.
- MASSACHUSETTS**
 Boston—Oct. 9. Mrs. Henry S. Dawson, Mills, Mass.
 Boston—Oct. 29. Foley, 2009 Ranstead St., Philadelphia.
- MICHIGAN**
 Detroit—Oct. 15. Mrs. Ethel Barrow, 6318 Rohns St.
 Detroit—Oct. 16. K. R. Branton, 19206 Steel Ave.
- MISSISSIPPI**
 Biloxi—Oct. 18. Lawrence A. Lyle, Gulfport, Miss.
- MISSOURI**
 St. Louis—Oct. 9. Mrs. Clifford Burian, Maplewood, Mo.
- NEW JERSEY**
 Westfield—Oct. 9. Foley, 2009 Ranstead St., Philadelphia.
- NEW YORK**
 Binghamton—Oct. 29. Foley, 2009 Ranstead St., Philadelphia.
 Brooklyn—Oct. 30. Foley, 2009 Ranstead St., Philadelphia.
 Geneva—Oct. 15. Foley, 2009 Ranstead St., Philadelphia.
 Jamaica—Oct. 23. Foley, 2009 Ranstead St., Philadelphia.
 Peekskill—Oct. 12. Foley, 2009 Ranstead St., Philadelphia.
 Rochester—Oct. 16. Foley, 2009 Ranstead St., Philadelphia.
 Syracuse—Oct. 30. Foley, 2009 Ranstead St., Philadelphia.
- OHIO**
 Dayton—Oct. 9. Paul Henrickson, 109 Monterey Ave.
- OREGON**
 North Portland—Oct. 14-15. R. H. Hatfield, 315 Spalding Bldg., Portland.
- PENNSYLVANIA**
 Devon—Oct. 8. Mrs. H. H. Stewart, Wynnewood, Pa.
- WISCONSIN**
 Milwaukee—Oct. 16. Mary J. Schinner, 7272 N. Green Bay Road.

Mills Gives Three Shows On Peekskill, N. Y., Date
 PEEKSKILL, N. Y., Oct. 1.—Mills Bros.' Circus was forced to give two matinees here Tuesday (27) to take care of the crowd.
 First show drew capacity, with second show near three-quarters. Night biz was light, however.

Weather Hurts Biller
 TIFTON, Ga., Oct. 1.—Threatening weather hurt Biller Bros.' draw here Wednesday (28), org getting slightly better than a half house at the matinee. Night biz registered a three-quarter house.

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A. C. CARBON ARC SPOTLIGHT



Produces a steady, sharp, uniformly illuminated snow-white spot.
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Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Center, Tex.
All-American Midway: Crosbyton, Tex.
American Funland: Stuttgart, Ark.; Camden 10-15.
American Midway, No. 1: Hillsboro, Tex.
American Midway, No. 2: Itasca, Tex.
A. M. P.: Hartsville, S. C.
Becht, Lee: Miami Shores, O.
Bee's Old Reliable: Winchester, Ky.
B. & H. Am. Co.: Hemingway, S. C.
Big Four: Bloomfield, Mo.
Big State: McCamey, Tex.
Blue Grass: (Fair) Albertville, Ala.; (Fair) Hartwell, Ga., 10-15.
Bohn & Sons: Bowie, Tex.
Borderland: Edna, Tex.
Buck, O. C.: (Fair) Danbury, Conn., 3-9.
Bullock Am. Co.: Wadesboro, N. C.; season ends.
Burdick's Greater: (Fair) Woodville, Tex., 10-15.
Burke, Harry: (Fair) Amite, La.; (Fair) New Roads 10-15.
Burkhart: Paragould, Ark.
California: Corcoran, Calif.
Capital City: (Fair) Winder, Ga.; (Fair) Lawrenceville 10-15.
Cattlett Greater: Concordia, Mo.; season ends.
Cavalade of Amusements: Tupelo, Miss.; Eunice, La., 10-15.
C. & B. Am.: Tiptonville, Tenn.
Central Am. Co.: Jackson, N. C.; Scotland Neck 10-15.
Central States: (Fair) Enid, Okla.
Cetlin & Wilson: (Fair) Richmond, Va.
Coleman Bros.: Middletown, Conn.
Crescent Am. Co.: (Fair) Huntsville, Tex.; Jacksonville 10-15.
Crystal Expo.: Roberta, Ga.; Montezuma 10-15.
Cumberland Valley: (Fair) La Fayette, Ga.; (Fair) Summerville 10-15.
Denton, Johnny J.: Roanoke, Ala.
Dick's Greater: Jacksonville, N. C.; (Fair) Roanoke Rapids 10-15.
Dickerson, Frank: Elm City, Tenn.; Tabor City 10-15.
Dodson's Imperial: Meridian, Miss.
Down River Am. Co.: Ecorse, Mich., 4-16.
Dumont: Mebane, N. C.
Dyer's Greater: Marianna, Ark.
Eastern Am. Co.: Litchfield, Me.
Endy Bros.: (Fair) Frederick, Md.; (Fair) Petersburg, Va., 10-15.
Fidler's United: Piggott, Ark.
Fleming, Mad Cody: (Fair) McDonough, Ga.; (Fair) Tifton 10-15.
Folk Celebration: (Fair) Roswell, N. M.
Franklin, Don: (Fair) Rosenberg, Tex.; (Fair) Angleton 11-16.
Gem City: (Fair) West Monroe, La.; (Fair) Bastrop 10-15.
Gentsch, J. A.: (Fair) Waynesboro, Miss.; (Fair) Natchez 10-15.
Georgia Am. Co.: Edison, Ga.
Gooding Am. Co., No. 1: Georgetown, O.
Gooding Greater: Hartford, Mich.
Gooding Park Attrs.: Loudonville, O., 4-6.
Graceland Greater: McCrory, Ark.
Great Western: Flat River, Mo.
Grand American: Cape Girardeau, Mo.; Portageville 11-15.
Greater Dickerson: Elm City, N. C.; Princeton 10-15.
Groves Greater: (Fair) Marksville, La.; (Fair) Ruston 11-15.
Gulf Coast: (Fair) Marvel, Ark.; Osceola 10-15.
Hames, Bill: Amarillo, Tex.
Happy Attrs.: (Fair) Coshocton, O.
Haven Park Am. Co.: Rotan, Tex.
Heart of Texas: Seymour, Tex.; Crowell 10-15.
Henson, J. L.: (Fair) Many, La.; (Fair) Mansfield 11-15.
Heth, L. J.: (Fair) Covington, Ga.; (Fair) Monroe 10-15.
Hill's Greater: (Fair) Clovis, N. M.
Hottle, Buff: (Fair) Donaldsonville, La., (Fair) Franklinton 11-14.
Howard Bros.: Ottawa, O.; Chauncey 10-15.
Imperial Expo.: Vallejo, Calif., 3-10.
Jack's Greater: (Fair) Easley, S. C.; (Fair) Alken 10-15.
J. & B.: Crewe, Va.
Jones Greater: West Liberty, Ky.
Jones, Johnny J., Expo.: (Fair) Atlanta, Ga.; (Fair) Selma, Ala., 11-15.
Kaus, W. C.: (Fair) Cherokee, N. C.
Keystone Expo.: (Fair) Crestview, Fla.
Keystone Attrs.: Appomattox, Va.; Gretna 10-15.
Kile, Floyd O.: (Fair) Verda, La.; (Fair) Monterey 10-15.
Kirkwood, Joseph J.: Louisa, N. C.
Lamb, L. B.: (Fair) Alexander City, Ala.
Lane, Sammy: Steelville, Mo.
Lawrence Greater: (Fair) Salisbury, N. C.; (Colored Fair) Winston-Salem 10-15.
Lee Am. Co.: Atmore, Ala.
Lone Star: Vienna, Ga.
Magic Empire: (Fair) Yazoo City, Miss.; (Colored Fair) Brownsville, Tenn., 10-15.
Manning, Ross: Danbury, Conn.
Marion Greater: (Fair) Moncks Corner, S. C.; (Fair) York 10-15.
Marks, John H.: (Fair) Albemarle, N. C.
McKee, John: Marked Tree, Ark.
Merry Midway: Greenfield, Tenn.
Midway Expo.: (Fair) Las Animas, Colo.
Midway of Mirth: Truman, Ark.
Midwest: Blythe, Calif., 6-9.
Midwestern Expo.: Murfreesboro, Ark.
Mighty Page: Spring Hope, N. C.; Ahsokle 10-15.

Model: Clarksville, Tex.; England, Ark., 10-15.
Moore's Modern: (Fair) Harrisburg, Ark., (Fair) Searcy 10-15.
Myers, Wm.: Rome, Ga.
Nelson, George W., No. 1: Bay, Ark.
Nelson, George W., No. 2: Dell, Ark.
Nessler's: Bolivar, Tenn.
Nolan, Larry: Wilcox, Ark.
Orange State: (Fair) Benson, N. C., 10-15.
Page Bros.: (Fair) Columbia, Tenn.
Palmetto Expo.: Elmore, S. C.
Paul's Am. Co.: Gould, Ark.
Peerless Celebration Am.: Iron Gate, Va.
Penn Premier: (Fair) Sanford, N. C.; (Fair) Chase City, Va., 10-15.
Peppers All-State: (Fair) Alexander, La.
Perry, Jack J.: (Colored Fair) Shelby, N. C.
Pike Am.: Atoka, Okla.; (Fair) Farmerville, La., 10-15.
Powelson Expo.: (Fair) Attica, O., 4-7.
Prell's Broadway: (Fair) Greenville, N. C.; (Fair) South Boston, Va., 10-15.
Prell's World's Fair: (Fair) Union, S. C.; (Fair) Camden 10-15.
Purvis: (Colored Fair) Cumberland, Va.; Jarratt 10-15.
Queen City: Hebron, O.
Rafferty, James M.: (Fair) Littleton, N. C.; (Fair) Beaufort 10-15.
Ray & Sam's Am.: Kennett, Mo.
Rogers Greater: Alamo, Tenn.; (Fair) Marks, Miss., 10-15.
Rose City: Mexia, Tex.
Rosen, H. B.: Monroeville, Ala.
Royal American: (State Fair) Birmingham, Ala.; (State Fair) Jackson, Miss., 10-15.
Royal Crown: (Fair) Caruthersville, Mo.; Columbus, Miss., 10-15.
Royal Empire: (Van Born & Telegraph Road) Detroit, Mich.
Royal Expo.: (Fair) Sparta, Ga.; (Fair) Milledgeville 10-15.
Royal Midwest: Rosedale, Miss.
Rumble Am. Co.: Poseyville, Ind.
Schafer's Just for Fun: (Fair) McKinney, Tex.; (Fair) Ennis 10-15.
Shan Bros.: (Fair) Canton, Ga.; (Fair) Maryville, Tenn., 10-15.
Siebrand Bros.: Phoenix, Ariz.
Smith Am. Co.: Mt. Pleasant, Tex.; Commerce 10-15.
Smith, George Clyde: Henderson, N. C.
Snapp Greater: Texarkana, Tex.; Minden, La., 10-15.
Sparks, J. A.: Commerce, Ga.
Southern States: Donaldsonville, Ga.
Strader, M. A.: (Fair) Boise City, Okla.
Star Am. Co.: Parkin, Ark.; Augusta 10-15.
(See Carnival Routes on page 78)

Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Beatty, Clyde: Denison, Tex., 4; Durant, Okla., 5; Ardmore 6; Gainesville, Tex., 7; Wichita Falls 8; Childress 9; Lubbock 10; Clovis N. M., 11; Belen 12; Gallup 13; Winslow, Ariz., 14; Flagstaff 15; Kingman 16; Needles, Calif., 17; season ends.
Billar Bros.: Vidalia, Ga., 4; Milledgeville 5; Thomaston 6; Marietta 7; Gainesville 8.
Brady's Great Southern: (Fair) Tupelo, Miss., 3-8.
Cole Bros.: Holly Springs, Miss., 4; Amory 5; Jasper, Ala., 6; Montgomery 7-8.
Dailey Bros.: Augusta, Ga., 4; Sumter, S. C., 5; Florence 6; Charleston 7; Savannah, Ga., 8.
Dales: Canton, Miss., 4; Vicksburg 5; Port Gibson 6; Forest 7; York, Ala., 8; Demopolis 10.
Famante: Bakersfield, Calif., 4; Oxnard 5; San Fernando 6; Staunton 7.
Hamid-Morton: (Arena) Philadelphia, Pa., 10-15.
Kelly, Al G., & Miller Bros.: Carrollton, Mo., 4; Marshall 5; Boonville 6; Fulton 7; California 8.
King Bros.: Duncan, Okla., 4; Paula Valley 5; Wewoka 6; McAlester 7; Okemah 8; Bristow 9; Cushing 10; Pawhuska 11; Bartlesville 12; Pryor 13; Siloam Springs, Ark., 14.
Mills Bros.: Ephrata, Pa., 4; York 5; Hanover 6; Westminster, Md., 7; Bethesda 8; Fredericksburg, Va., 10; Hopewell 11; Suffolk 12; Williamsburg, 13; Craddock (Portsmouth) 14; Elizabeth City, N. C., 15.
Polack Bros. (Eastern): (Ball Park) Knoxville (Oak Ridge), Tenn., 6-8; (Auditorium) Augusta, Ga., 11-13.
Polack Bros. (Western): (Auditorium) Denver, Colo., 3-8; (Auditorium) Little Rock, Ark., 11-14.
Ringling Bros. and Barnum & Bailey: Long Beach, Calif., 4; San Bernardino 5; Yuma, Ariz., 6; Phoenix 7; Tucson 8; El Paso, Tex., 9-10; Odessa 11-12; Sweetwater 13; San Angelo 14; Abilene 15.
Roy's: Tatum, Tex., 5; Beckville 6; Clayton 7; Gary 8; Carthage 9-10.
Rogers Bros.: Pecos, N. M., 4; Las Vegas 5; Santa Rosa 6; Fort Sumner 7; Portales 8; Levelland, Tex., 10.
Seal Bros.: Corcoran, Calif., 8.

Misc. Routes

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

Barton's Society Circus: Jackson, N. C., 3-8.
McClung's Pythons: (Fair) Little Rock, Ark., 3-10.
Pan-American Animal Exhibit: Jasper, Ala., 3-4; Tuscaloosa 5-9; Brent 10-11; Uniontown 12-13; Thomasville 14-16.
Plunkett's Stage Show: Clarendon, Tex., 3-5; Turkey 6-8.

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RECORDS TUMBLE AT TRENTON

Shelby Annual Draws Record 113,215 Crowd

SHELBY, N. C., Oct. 1.—The 26th annual Cleveland County Fair closed here Saturday (24) with a new attendance record of 113,215 for its five-day run. A single day record, of 42,700, also was chalked up on closing day. For a time on Saturday night fair-bound autos were backed up in a solid mass stretching along four miles of Highway 74.

Entertainment included big car races, staged by promoter Sam Nunis; a big grandstand revue and show, provided by the George A. Hamid office, and the James E. Strates Shows, on the midway.

Line-up of Hamid talent in the Show Time Revue and grandstand show included A. Robins, comedian; Bobby Whalen and Yvette, bike act; Athos, equilibrist; Four Carrolls, aerialists; Fayne and Foster, novelty musical, and Naitto's dogs. Rudy Caffey emceed the Hamid shows and Ventre's band provided the music.

Rain Hinders Gate and Biz at Bloomsburg

Wirth Show Sets Record

BLOOMSBURG, Pa., Oct. 1.—Rain belted the Tuesday (27) showing of the Bloomsburg Fair and resulted in the cancellation of the night grandstand show at the half-way mark. Opening, Monday (26), contended with threatening weather thruout the day, but still managed to count 15,541 admissions, only 2,500 under the mark registered last year.

With a break in the weather the management is still hopeful that 95th annual will exceed last year's marks. Strong attractions are expected to lure big crowds. Harness racing, with \$45,000 offered in purses, was featured daily thru yesterday (30). Midget auto races are the top attraction for this afternoon.

A record crowd of over 5,000 attended the Monday night preem presentation of Frank Wirth's grandstand revue, *Swing Out the News*. Paid attendance exceeded the mark set last year by about 500, Wirth announced.

Talent Listed

Featured talent in the revue included the Wayne Marlin Trio, adagio; Bobby Dae and Babs; Tom Barrett and Minnie Allen, song and dance; John Panter Singers, Georgina Dieter, Continental Skaters, Salici Puppets, Willie West & McGinty; Walter Nilsson, cyclist; Capt. William Heyer and Starless Night, Packs' baby elephants; Bobby May, comic juggler; Schaller Brothers, trampoline; Frank Cook, high wire, and the St. Leon Troupe, teeterboard.

Danny Lee was emcee, and the Spring Garden Band furnished the music. The production was staged by John Lonergan.

School children were admitted free Tuesday (27) and Friday (30), with the fair association paying the admission tax.

The Endy Bros.' Shows, featuring Sally Rand, were on the midway.

Fair Weather Builds Gate At Barrington

Cold Hurts Night Play

GREAT BARRINGTON, Mass., Oct. 1.—A change in dates and the first all-day rain in nine years of fair week failed to cut deeply into attendance at the Great Barrington Fair, which concludes a seven-day run tonight.

A record crowd of over 20,000 was on hand for the Sunday (25) opening of the 108th annual event. On Tuesday (27), 15,406 persons attended to build the gate slightly over the Monday (26) figure of 14,503. The gate surged ahead again Wednesday (28), when 16,103 admissions were registered.

160G Bet on Ponies

The all day rain Thursday (29), which broke the spell of good weather which the fair had enjoyed, held the attendance to about 13,000. Even though the attendance was far below that registered on Thursday last year, the pari-mutuel betting handle hit a notable \$160,091, as against the \$212,003 garnered last year, Manager Edward J. Carroll announced.

While the six-day horse racing meet provides the principal crowd lure, the annual also features an Al Martin night show and competitive events, including the popular horse pulling event, drum corp. contest and gymkhana. About 50 horses were entered in the gymkhana, in which the principal prize was a \$300 saddle. Square dancing on the mezzanine of the clubhouse was also a feature.

Cool Nights Hurt Biz

While the daytime weather has been excellent, except for Thursday's rain, nights have been extremely cool and the over-all operation has suffered as a consequence. Crowds failed to hold over into the night as in the past, and other patrons, who might normally attend principally for night activity, by-passed the event. The night grandstand performance, which normally would be presented twice each night, was limited to one presentation. The O. C. Buck Shows on the midway also missed considerable patronage as a result of the cold nights.

Exhibits were of near record proportions, with over 300 head of cattle on hand. The growth of commercial exhibits was particularly noticeable this year.

Harry Storrin, publicity director, plugged the event in a large area long before the Labor Day closing of Carroll's Riverside Park, Agawam, Mass., which he also flacks. Coverage by area newspapers was complete.

Chesterfield, Va., Grosses \$9,631; Registers a Profit

CHESTERFIELD, Va., Oct. 1.—Chesterfield County Fair, which wound up its three-day run Saturday (24), played to total attendance of more than 9,800 and showed a profit which, according to fair manager D. W. Murphy, it didn't do last year.

While complete returns are not yet in, the fair association reported that receipts so far total \$9,631, against a total of \$5,118 last year. Admissions netted \$6,716, with concessions, advertisements and rentals bringing in the balance.

J & B Shows were on the midway.

N. Mex. Annual Gets Away Fast; 35,000 at Bow

ALBUQUERQUE, N. M., Oct. 1.—Off to a 35,000 opening gate Sunday (25), New Mexico State Fair here held firmly in attendance thru Thursday (29), fifth day of its eight-day run, at which point the turnstile count was reported at 125,000.

High winds, accompanied by rain, lashed the fair late Thursday, and flash floods also struck thruout the Albuquerque area.

Pari-mutuel betting per race was holding close to '48 in the early part of the fair. However, eight races, instead of nine, were skedded the first six days, with nine races slated for the last two days.

Night grandstand business thru Thursday was running ahead. A rodeo, staged by Lynn Beutler, Elk City, Okla., and fireworks by Thearle-Duffield Fireworks Company, Chicago, represented by Art Briese, comprise the night bill. Marilyn Rich, in her helicopter act, appears each afternoon and night as added grandstand feature.

On the midway the Folk Celebrations Shows enjoyed satisfactory business thru the first four days. Most of Thursday, however, was lost to weather.

Tulare, Calif., Tops '48 Gate

Pulls 81,322 in six days despite cotton pickers' strike —cool weather closing day

TULARE, Calif., Oct. 1.—Despite a strike of cotton pickers in this rich agricultural section, the 28th annual Tulare County Fair pulled 81,322 persons in six days to beat 1948's record by 10,688. This year's event marked the second year that the 24th Agricultural District event has run independently of the Kings County tie-up.

Attendance at the event, headed by ex-Congressman Alfred Elliott, would have been even larger had it not been for cool weather Sunday (25), closing day. Operating during a daytime temperature of about 107 degrees, the last night saw the thermometer drop to a chilly 50 degrees.

Event ran ahead of every day's turnstile reading for 1948 with exception of the closer. Attendance was 8,875 compared with 10,301 for 1948 and marked the only day during which the crowd was under 10,000. Admission was the same as last year, 60 cents, including tax.

In addition to the free events held in the main pavilion, a grandstand show, booked by Joe Bren Attractions, Hollywood, was presented. A horse show was held two nights and midget and motorcycle races Saturday (24). Paid entertainment included Ed C. Learmont's elephant and pony act and his chimps. Others included Jimmie Muir, emcee; Jimmie Muir and Evelyn; Ma and Pa O'Hagan, old-time vocalists; Penny Parker, clown and barrel act; Bernice Fay, accordionist; the Five Taylors, acrobats, and the Duanes, high act.

Acts also were used between harness and running races during the afternoon. Four new horse barns were constructed this year in view of (See Tulare Tops '48 on page 92)

Gate Builds Despite Rain

350,000 mark may fall—grandstand, midway, space grosses up

TRENTON, N. J., Oct. 1.—Despite the washout of big Thursday (29) when over an inch of rain fell, the New Jersey State Fair was running only 2 per cent behind last year's record figures as it headed into today's next-to-closing session, President George A. Hamid revealed. Inclement weather Tuesday and Wednesday (27-28) also hurt the gate, but the perfect weather prevailing today resulted in what looked like the beginning of a record crowd on the grounds as early as 11 a.m.

Opening Sunday (25), the fair drew a record 69,000 for a 15 per cent hike over last year. Monday (26), Children's Day, was also up, with the gate count hitting 52,000. This annual has an accurate check on kid's attendance, since they are charged a 10-cent admission fee, including tax.

Thursday Rained Out

Cloudy, threatening weather Tuesday held the gate down, about on par with last year, Hamid said. Showers early Wednesday resulted in a drop of about 8 per cent for the day. Thursday, traditionally one of the biggest days of the eight-day, seven-night annual, which this year loomed as the biggest in history because of the scheduled appearance of politicians from thruout the State and the considerable interest in this year's campaigns, was inundated. About 12,800 paid admissions were registered. These patrons found their way to the shelter of exhibit buildings and remained there thruout their stay.

Hamid said that it appeared certain that the total attendance would go over the 350,000 mark. There are 79 firemen companies on hand for today's parade as compared to the 50 companies last year. Tomorrow's closing bill will feature big car races staged by Sam Nunis. The dirt track spectacle invariably results in a packed grandstand if good weather prevails.

Record Night Gate

From 6 o'clock on last night (30) a record 32,000 paid admissions were counted. The tremendous Friday crowd made up in part for the heavy loss Thursday.

Going into Thursday the grandstand attendance was considerably up over last year, with a hike of 25 per cent registered on opening Sunday and an increase of 20½ per cent Monday. The loss of Thursday, however, will be difficult to make up insofar as grandstand attendance is concerned, since the management has not yet been able to sell patrons on night shows despite a heavy and varied program.

Judy Canova, flicker-platter-radio star, played to a hefty house Wednesday even though gate attendance was off slightly as a result of rain. Herb Shriner, star of *Inside U. S. A.*, replaced her on the Friday night show and also drew well. Hamid had a multitude of acts on hand as well as Joie Chitwood's Hell Drivers, the *Gold Rush Revue* and a program of harness racing.

Exhibit Space Sold Out

Secretary Norman Marshall ran out of available exhibit space long before opening. Late space contractors had (See Trenton Terrific on page 77)

POMONA DRAW TO HIT 966,000

Expect 23% Dip From '48

Traffic problem, polio scare, cool nights draw blame for attendance drop

POMONA, Calif., Oct. 1.—The 22d annual Los Angeles County Fair, which winds up its 17-day run here Sunday (2), is expected to show 23 per cent drop in attendance when final figures are recorded. The 17-day mark this year is expected to hit around 966,000, far short of the 1,254,503 registered a year ago.

At the end of 12 days this year the fair had pulled 731,285 persons, compared with 950,109 for the corresponding period a year ago.

Fair officials blame a previous traffic problem, solved this year but not in time for a heavy slack campaign, the polio scare and cool nights for the drop-off. Since Wednesday (28), the fair had competition from Ringling Bros. and Barnum & Bailey Circus, playing Los Angeles.

Opener Tops '48

Opening day of the fair, Friday (16), a total of 38,852 persons went thru the turnstiles, bettering the '48 mark by 10 per cent. Saturday and Sunday (17-18), however, saw the attendance take its first dip. The first full week registered 407,392 persons as against 543,415 a year ago.

Harness and running races have been featured thruout, with pari-mutuels daily except Sunday. A horse show was featured in front of the grandstand until Sunday (25) when the Barnes-Carruthers Theatrical Enterprises, Chicago, opened its *Cavalcade of Stars* as a night attraction.

Featured on *Cavalcade* are Van De Velde Company, balancing; Miss Elly, one-finger stand; Preston Lambert, emcee; Myrtle and Pacaud, dancers; Wiere Brothers and Company, comedy; the Dak Hung Troupe, juggling and balancing; Vic Hyde, one-man band; Hild Dance Ensemble, line; Tony Ridola and Company, Belgian circus performers; the Famed Lancasters, Diana and Larry, trained dogs; Happy Harrison's Circus; Torina and Eric; Ming and Ling, Chinese hillbillies; Hubert Dyer and Company, comedy, and the Seven Melody Notes, vocal.

B. Ward Beam Thrillers

At Stafford Springs, Conn.

STAFFORD SPRINGS, Conn., Oct. 1.—B. Ward Beam's Auto Thrill Daredevils will share the spotlight with Gov. Chester Bowles at the Stafford Fair tomorrow afternoon, closing day of the 80th annual, which opened Thursday (29) for a four-day run.

While the Stafford Fair is primarily an agricultural and industrial exhibit, band concerts and stagershowes were put on daily and fireworks displays were presented nightly, plus stock car racing on Friday (30) night.

Gilmore Stadium Schedules Jalopy Races to Hypo Gate

LOS ANGELES, Oct. 1.—Jalopy races will be staged by Manager Gene Doyle at Gilmore Stadium here following the weekly Thursday night midget race card. Addition of the junkies to the program will be tried as an attendance hypo.

At the last race, September 22, Norman Holtkamp took the 50-lap feature, with Edgar Elder and Allen Heath following him to the wire before 6,500 fans.

Strong Finish Helps Puyallup Beat '48 Mark

PUYALLUP, Wash., Oct. 1.—A gate of 350,381 was pulled by Western Washington Fair, which closed Sunday (25) after a nine-day run. This topped the '48 total by 30,000. Peak attendance for the event is 404,000, set in 1946.

A strong finish featured this year. Early days were hit by rain.

ESE Draws Near-Record 359,287 Gate

All Segs Get Money

SPRINGFIELD, Mass., Oct. 1.—Eastern States Exposition (ESE) closed its week-long run Saturday night (24) with the second highest attendance in its 28-year history.

The gate for the 1949 showing, despite considerable bad weather, totaled 359,287 and was exceeded only by the all-time high of 385,612 set in 1947, the first fair to be staged after a five-year, war enforced hiatus. Attendance last year was 352,152.

Comparative figures for 1948 and 1949 follow:

	1949	1948
Sunday	73,549	78,456
Monday	67,777	52,721
Tuesday	32,916	32,514
Wednesday	54,687	53,906
Thursday	38,734	44,078
Friday	36,858	36,678
Saturday	54,766	53,799
TOTALS	359,287	352,152

Saturday's attendance was aided by sunny weather, after the exposition had been plagued by heavy rains Thursday and Friday (22-23), and drenched by showers on opening Sunday (18) and Tuesday (20).

Auto Gates Closed

The Saturday crowds were so heavy that for the first time in history it became necessary to close all gates to automobiles as parking space was exhausted. Parking capacity within the grounds is 8,000 cars.

Attractions included Jack Kochman and his hell driving unit which played to good crowds for three days. Joie Chitwood's auto thrill unit was in for the last three days and also did business. Thrill shows were augmented by a number of George A. Hamid specialty acts.

Blackmon's Diamond B Rodeo was presented in the Coliseum nightly. It attracted near-capacity crowds for six nights, then set another exposition "first" when it was sold out three hours before show time on the final night.

Big Cars Draw

The crowds were also on hand for the AAA auto races Friday and Saturday afternoons. Also popular were the two Sunday concerts of the Dr. Edwin Franko Goldman band, the daily junior music festival and the revival of square dancing at Storrowton Village nightly.

Television coverage was given the annual for the first time. The full National Broadcasting Company (NBC) TV-network carried pictures of a special *Caravan Parade* quiz show in which governors of the 10 North At- (See ESE Near Record on page 77)

Okla. Annual Down 12,000 In Attendance

Grandstand Biz Up 6%

OKLAHOMA CITY, Okla., Oct. 1.—Oklahoma State Fair ended its seven-day run here Friday night (30) with its gate off an estimated 12,000 from last year, when attendance was boosted by the appearance of President Truman.

Truman's p. a. in '43 gave the fair a whopping Tuesday and, minus him this year, that day's gate was 15,000 below that of last year.

Night grandstand business was up 6 per cent this year, the increase attributed to a stepped-up exploitation campaign in which the guns were focused on the night show. A Barnes-Carruthers revue, plus fireworks by Thearle-Duffield, Chicago, comprised the night grandstand bill the last six nights.

Joie Chitwood's Thrill Show, on opening night (24) and also for matinees Sunday and Monday (25-26), accounted for 40 per cent better business than the thrill show in last year. Big car races, presented by Frank Winkley, held firmly to last year, with only the midget auto races, staged one afternoon by Lively Racing Promotions, being below last year.

Daytime weather was perfect, but the nights were cool and thinned midway crowds. As a result, the gross for Royal American Shows was down from last year.

Annual featured a huge barrow show.

It was the second fair here under the secretary-managership of C. G. (Pete) Baker.

New Mark Set In Attendance At Salt Lake

Annual Draws 146,000

SALT LAKE CITY, Oct. 1.—Utah State Fair, which closed here Saturday (24), set an all-time attendance mark of 146,000 for the seven-day run. Previous peak for a similar run was 94,000. Gate receipts were up.

The show was in its first year under the management of J. A. Theobald after nearly a decade under the secretary-managership of Sheldon R. Brewster.

Art Teece, manager of the Western Service Company, holder of the ex on food and drink concessions, reported an increase of 25 per cent over last year, when the fair ran two days longer.

Holiday on Ice, the Coliseum feature, had a pay gate 50 per cent higher than last year and 20 per cent above its first year here during the Utah Centennial in 1947.

Only the midway failed to show an increase. Its gross was down 20 per cent. Monte Young had 20 rides in operation. Disappointing play was attributed to a poor physical set-up. As a result, Young and Theobald are considering extensive changes for 1950.

Red Bluff Pulls 12,000 in 3 Days

RED BLUFF, Calif., Oct. 1.—An estimated 12,000 filed thru the gates for the Tehama County Fair (23-25). The fair was opened with the dedication of a new \$96,000 exhibit and restaurant building which has been added since the 1948 showing. Before the 1950 fair officials hope to complete a new grandstand, rodeo chutes and arena, junior and senior sheep and hog exhibit buildings, machinery and horticulture buildings, a bull sale ring and pavilion and street oiling.

Purchases this year enlarged the grounds by eight acres, officials revealed. A long range construction program will bring 18 permanent buildings to the grounds.

Memphis Gate Is Up; Midway Receipts Down

Rodeo Gross Ahead by 20%

MEMPHIS, Oct. 1.—A total gate of 325,000, up from 250,000 last year when it ran eight days, loomed today for Mid-South Fair as it entered the final day of its 10-day run. Weather was excellent from the opening day, Thursday (22) thru Thursday (29), when nights turned cool.

The rodeo, principal feature, was running 20 per cent ahead of last year in receipts, even tho the price scale was cut from a \$2 top last year to \$1.50. Rodeo again is staged by Homer Todd.

Midway business, however, was down. Rides are provided by Floyd E. Gooding and the midway shows by Ray Marsh Brydon. In addition to the Gooding and Brydon units, the permanent rides and shows of the park also are in operation.

Added feature of the annual this year is the National Jersey Show, in the last four days, with an entry of 800 head. Annual also has its largest farm machinery show in many years. The women's department also hit record proportions, with this section shifted into the Casino Building, for the last 20 years used as a night spot.

An intensified exploitation campaign, handled by Earl Maxwell Associates, this city, did much to build up the gate, execs pointed out. Annual was given much time prior to its opening by WMCT-TV, which televises a number of tie-ins.

L. B. Herren is serving his second year as manager of the fair.

Colusa, Calif., Festival Pulls 7,088 in Three Days

COLUSA, Calif., Oct. 1.—Attendance at the 10th annual Colusa County Harvest Festival and Horse Show drew 7,088 for the three-day run, September 22-24, according to fair officials. Attendance figure included 745 school students admitted free, Secretary-Manager William S. Randall said.

An estimated 1,000 attended the horse show Sunday (24), staged by the Colusa Riding Club.

Feature of the fair were sheep dog trials. The premium list totaled \$19,522 with more than 2,000 entries received exclusive of horse show entries.

Rainfall Nixes Boff Premiere For Richmond

Execs Predict Record Gate

RICHMOND, Va., Oct. 1.—Rain on opening day Thursday (29) got the fourth annual Atlantic Rural Exposition off to a slow start. However, officials are still hopefully predicting that this year's 10-day event will draw considerably more than the 250,000 gate count registered last year in seven days. Weather also buffeted the 1948 event and on one day, when high winds accompanied rain, the attendance failed to top the 3,000 mark.

A bigger total attendance and increased grosses in all departments are expected, especially in view of the fact that all units, except midway game concessions, will be in operation tomorrow. Sunday operation was given the okay by Henrico County Commonwealth's Attorney H. M. Ratcliffe after he had ruled out concession play.

Entertainment Features

Fireworks were staged Wednesday night (28) for a preview audience. Grandstand entertainment included the Great Western Frontier Rodeo on opening day thru today. Night attraction was Jack Kochman's Hell Drivers. Motorcycle races will be featured tomorrow afternoon. Sam Nunis big car races will be staged this afternoon, to be followed at night by a Horace Heidt unit. A George A. Hamid grandstand revue, plus variety acts, will be featured nightly thereafter.

Robert M. Hazelwood, general manager, said this year's annual has 50,000 additional square feet of roofed-over exhibit space. Until this year, except for one building, all exhibits were housed under canvas. New buildings include the 30,000-square-foot Commercial and Industrial Building; the 15,000-square-foot Guernsey Building and four smaller units of about 1,200 square feet each.

Premiums offered this year exceed \$31,000 and cattle entries are over the 2,000 mark. Altho 195,200 square feet of exhibit space is available this year, housing is still so short that a planned flower show and a women's home arts department had to be eliminated.

Lethbridge Spends 3G

LETHBRIDGE, Alta., Oct. 1.—More than \$3,000 will be spent on fairground improvements this fall. The office and arts building will be renovated and new floors will be laid in the junior farm club building and the nursing mission hut.

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"Losing Proposition," Harness Races Nixed at Austin, Minn.

AUSTIN, Minn., Oct. 1.—Harness racing will be dropped next year from the attraction program of Mower County Fair here, P. J. (Pete) Holand, secretary, announced this week. He pointed out that harness racing has been a losing proposition for the past 10 years.

"We regret," Holand said, "that the action had to be taken, as the entire fair board has a warm spot for horse racing, but we believe the move is a progressive one."

Shift to Motor Speed

Stock car racing, thrill shows, and special events will replace the sulky events, Holand disclosed. The race horse barn, built eight years ago, will be remodeled into an exhibition building to house the women's department and the flower show.

Eighteen-foot alleyway in the building will be covered and the entire floor concreted. Plans also call for a sunken garden snack bar and a museum for vehicles. Changes are to be made for the 1950 fair.

Officials pointed out that the local fair is the first in Minnesota to drop harness horse racing, and they indicated that other fairs are expected to follow their action.

Holand, in support of this belief, maintained that less days are being given each year to harness horse races at Minnesota fairs and that the majority of the fairs have suffered financial losses thru trotting and pacing events.

Cut Out Draft Horses

Four years ago the fair here dropped draft horses from the premium list, basing the decision on the fair board's opinion that the tractor had displaced the draft horse for power on the farm. Space which had been allotted to draft horses was converted into stalls for beef and dairy cattle, with the resulting cattle show being the largest of any of the county fairs in the State because of the move.

Detailing the reasons why horse

Florence Draw Down 6 Per Cent

FLORENCE, Ala., Oct. 1.—Attendance at the 15th annual North Alabama State Fair, September 19-24, was down 6 per cent from 1948. C. H. Jackson, secretary, reports. First two days and closing day topped 1948, but light mid-week attendance hurt.

Eddie Young's Royal Crown Shows were on the midway. Grandstand attractions, provided by Braley's Attractions, included Princess White Cloud, electric organ; Poodles Hanneford and Company; the Banard Brothers, pony act; Aerial Snyders, Flying Fishers, J. Laddie and Company; Harry Pickard, seals; Miss King and Her Pets; Al Conner, unicycle; Billy Irwin, and the Cloyd Harrison Duo.

Warsaw, N. C., Annual Gets Good Weather, Turnouts

WARSAW, N. C., Oct. 1.—Northern Neck Agricultural Fair, which closed its six-day run September 24, drew large crowds. Daytime weather was excellent, with nights chilly. Exhibits were housed in two tents, each 60 by 220 feet.

Harness races were presented the last three days. Grandstand acts were the De Riskie family, jugglers-acrobats, plus Miss Lucy in a high act; Slivers Johnson and his Funny Ford; Novellos' Plutocrats, dog act; Herbert J. Glatfelter, organist, and Jerry Thomas, emcee-ventriloquist.

John H. Marks Shows on the midway registered big business, with closing night proving a record-breaker for the fair. L. A. Altaffer is fair manager.

racing at fairs has become a money-loser, Holand said that the average person attending a fair now does not know the difference between a trotter and pacer and that harness racing is not attracting young people, either as drivers or owners. "When the sport was popular, years ago, trotters and pacers were owned and trained by many persons in most villages and towns," Holand pointed out. "Autos, motorcycles, midgets and hot rods interest the majority of people today."

Touching on special events, Holand said that his fair this year staged tractor races for the first time and the reception accorded them was so highly successful that the races will be enlarged at next year's fair.

Polio Hits Aussie Royal Show Crowds

ADELAIDE, Oct. 1.—Australia's Royal Show (fair) got off to a bad start last week, due to polio scare. Attendance for the first two days was 32,400 below that of the first two days of last year's fair. On Friday (16) the gate was the lowest, for the second day, of any Royal Show here since the war, with 55,500 admissions against 80,860 last year.

There have been 87 cases of polio since May and health authorities have been urging parents, via radio and the press, to keep their children out of crowds, and the effect has proved disastrous for this year's fair. Officials estimate the polio scare will hit the gate to the tune of a box-office loss of at least \$30,000.

Woodburn Annual's Crowds Hit 25,000

WOODBURN, Ore., Oct. 1.—North Marion County Fair, September 22-24, with a free gate, drew an estimated 25,000 this year, Manager Gene Malecki, of Professional Promotions, Salem, Ore., reported. Entertainment included an amateur hour and a revue by a Salem dancing school. Fair, for the first time, featured a 4-H and Future Farmers of America (FFA) livestock show.

Promotional features included a corn on the cob eating contest, a pie eating contest, an FFA tractor driving contest, and a needle-in-the-hay-stack contest.

Station KSLM, Salem, made a tape recording of highlights for overseas broadcast on the Voice of America.

Saskatoon Exhibition May Show 76G Profit for '49

SASKATOON, Sask., Oct. 1.—The Saskatoon Exhibition expects to show a surplus of \$76,500 this year, compared with \$67,221 last year.

Directors have voted to set aside \$50,000 for extension and replacement purposes, compared with \$35,000 last year.

Allentown Hit By Rain; Gate Drops 34,224

Night Show Draws Big

ALLENTOWN, Pa., Oct. 1.—Balmy weather on closing Saturday (24) brought 33,524 patrons to Great Allentown Fair, but the six-day attendance of 127,449 was still 34,224 short of last year's 161,673.

Rain on Children's Day, Tuesday (20), and again on big Thursday (22) cut heavily into attendance. Cloudy, uninviting skies on other days also hurt attendance.

Comparative attendance figures follow:

	1948	1949
Monday	3,138	2,700
Tuesday	21,366	16,184
Wednesday	28,928	25,010
Thursday	40,841	30,184
Friday	31,398	29,857
Saturday	36,002	33,524

TOTALS 161,673 127,449
Crowds Friday (23) were late in coming out. Despite cold weather, the George A. Hamid night show drew a capacity crowd and repeated with another hefty audience Saturday to wind up a good date here.

The congested area in which the fairgrounds are located resulted in many motorists having to go blocks away in search of parking facilities whenever gate attendance approached the 30,000 mark.

Big car automobile races were featured Saturday afternoon and drew a capacity crowd. World of Mirth Shows on the midway garnered fair biz.

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Exhibit Space At Trade Show Hits New High

130 Booths Scheduled

CHICAGO, Oct. 1.—National Association of Amusement Parks, Pools and Beaches (NAAPPB) Trade Show, an annual event of the outdoor convention in Hotel Sherman, November 28-30, will be the biggest in history, Paul H. Huedepohl, NAAPPB executive secretary, reports.

According to Huedepohl, 130 booths will be occupied, about 5 more than last year. He said he had prevailed upon Hotel Sherman officials to permit one exhibitor to be spotted in the alcove in the lobby, opposite the stairs leading to the exhibit hall. This space will be used by the John Fabick Tractor Company, which previously was spotted in the regular exhibit hall.

Trade show will bow Sunday (27) ditional space in the main hall," Huedepohl said, "and enables us to take care of some of the late comers."

Early Registration

Trade Show will bow Sunday (27) at 10 a.m., with afternoon and night hours scheduled thruout the convention. Mrs. Belle Cohen, secretray to Huedepohl, this year will open the registration desk Saturday (26), a day earlier than usual, to take care of early arrivals and do away with the opening day rush on Sunday when the majority arrive.

Huedepohl reports his office is swamped with requests from parkmen seeking hotel reservations and said he will be able to take care of all those requesting reservations. He pointed out, however, that those who haven't entered their reservations with his office should do so at once, "because we will be unable to make last-minute reservations."

Advance orders for banquet and ball tickets also are coming in at a fast pace, Huedepohl said. He urged other members of the NAAPPB, who haven't done so as yet, to reserve their tables now.

Show Being Arranged

Freddie Williamson, Associated Booking Corporation; Russ Facchine, General Artists Corporation, and De Arv Barton, Music Corporation of America, again will have charge of the floorshow for the NAAPPB banquet. They have started to line up acts for the show, Huedepohl said. The Midnite Sons, featuring Bobby Kuhns, again will hold forth nightly in the Sherman's penthouse.

The feminine contingent of the NAAPPB this year will have something special during the convention. Mrs. Harry J. Batt, New Orleans, is chairman of the committee arranging a tea one day during the convention and an effort will be made, Huedepohl has been advised, to organize an auxiliary to the NAAPPB. Plans for the latter, he said, are in the formative stage.

Batt Gives Trophy

Another member of the Batt family, Harry J., again will present a trophy for the outstanding park promotion of the year. The award committee is working out rules and qualifications for the award.

Elmer E. Foehl, Willow Grove Park, Philadelphia, chairman of the program committee, has informed Huedepohl he has the tentative program set and is lining up discussion leaders, speakers etc.

Because parkmen are already busy scheduling picnics for next year, Huedepohl said emphasis this year will be placed on that department, giving useful information on how to obtain picnics, promotion stunts, etc.

"I believe that more parkmen are going after picnic business heavier

Attendance at East Funspots For 1949 Tops Last Season; Ride and Concess Biz Down

NEW YORK, Oct. 1.—Turnstiles at Eastern amusement parks this season clicked more often than in 1948, with attendance better at almost every spot than a year ago, a survey by The Billboard reveals.

Along with increased attendance, gross receipts, in the ride and concession departments, held pretty close to 1948 mark, which came as a surprise. A majority of park owners reported grosses down but the margin, as against those who reported an increase, is slight. Several reported equaling 1948 biz in both departments.

Eastern ops went out for business this year. That was revealed by the question, "How did your 1949 advertising budget compare with that of 1948?" Only three operators reported their ad budget was lower this year, while it was even—Steven on those raising and those sticking to last year's expenditure figure.

Ride, Concess Pic

In the ride and concession departments, only a scattered few reported equaling last year's takes. Midway this season, most ops felt ride and concession grosses would be down from a year ago.

Among those reporting an increase in attendance (up 20 per cent), ride gross (up 25 per cent) and concession gross (up 10 per cent) was Fred W. Searle, Suburban Park, Manlius, N. Y.

Addition of three new rides, a Tilt-a-Whirl, Pretzel and Kiddie Horse and Buggy ride, helped hypo the ride gross, Searle reported. In the concession department, Searle said the construction of a new 40 by 80-foot arcade building, with 10 new Skee Ball alleys and 15 new Pokerinos, plus new arcade machines and the addition of a miniature golf course, proved a big help.

Heavy Promotions

"We went all out this year in the way of promotions. We had a car giveaway September 18, featured kiddie days every Wednesday with reduced prices and prizes, had a Pepsi-Cola ride ticket tie-up, used free acts from June 20 thru Labor Day and fireworks three times during the season," Searle said.

"Weather was good and our mid-week business was better than usual. General employment conditions around Syracuse were fairly good," he said.

H. D. Gilmore, Whalom Park, Fitchburg, Mass., reported his spot was ahead of 1948 in attendance and ride and concession takes until August, when it fell off. Gilmore failed to give any reason for the drop-off.

Ballroom Ups Biz

Ben Sterling, managing director of Rocky Glen Park, Scranton, Pa., in reporting better business this year than last, gave credit to the addition of new ballroom this year, constructed at a cost of \$150,000. Opening Easter Sunday with Sammy Kaye, the ballroom drew 4,880 paid admissions. Rocky Glen continued its policy of free acts and featured nickel days every Tuesday and Thursday, plus strip tickets.

At Look Park, Florence, Mass., Manager M. F. Narum reported attendance up 12 per cent, ride gross up 3 per cent and concession biz up 22 per cent, and said the new Miniature Train, purchased from the Miniature Train & Railroad Company, Rensselaer, Ind., proved a big attraction.

and earlier than in a long time," Huedepohl declared. "We have had plenty of queries in this office about picnics, and convention meetings this year will stress that phase of the business."

"We carried over 100,000 riders during the season in this community of 25,000," he reported. He added that the swim pool had pulled 44,000 in 100 days.

Ocean Beach Ahead

Meredith Lee, superintendent of Ocean Beach, New London, Conn., also said business this year was ahead until August, when it dropped. He blamed the August and September drop-off to bad weather, while during June and July it was good. For the season, Lee said, both attendance and ride business was up 1 per cent over a year ago. "Concession gross was down slightly, but it was so little it isn't worth talking about," he said.

At Willow Mill Park, Mechanicsburg, Pa., H. De H. Stoner, co-owner, reported attendance up 20 per cent over a year ago, with ride business up 11 per cent. Gross concession biz, however, was down 25 per cent. "By special promotions and attractions, and with emphasis on picnic business (picnic bookings here increased 12 per cent) we were able to increase attendance and ride gross figures," he said.

Eye-Opening Figures

Rocky Point Park, Warwick, R. I., came thru with some eye-opening figures. Attendance, said Paul S. Haney, manager, was up 35 per cent. Gross ride business was up 15 per cent and concession biz up 25 per cent.

"Opening our new Shore dinner hall, with a seating capacity of 3,400, and the new Palladium ballroom helped increase our attendance. We had kiddie days every Wednesday, with all rides going for 5 cents for kids and 10 cents for adults. We had bicycle giveaways on kiddie days, too, giving one in the afternoon and another at night."

L. C. Addison, manager of Marshall Hall, Md., Park, reported a 15 per cent increase in attendance this year, a 12½ per cent increase in the ride gross and 17 per cent increase in concession spending.

"Our automobile business was better than in previous years," he reported. "The increase was mainly on week-ends. Our prices on amusement devices were the same as last season. Picnic groups were larger this year, and, altho the picnickers didn't spend as heavily as in previous years, it all balanced pretty well."

"Our only real promotion is our annual 'Tournament' and crowds were much bigger than a year ago, but the daily ride gross fell short of '48. We were down about 15 per cent in this department. Our games concessions enjoyed the biggest year."

Attendance at Oakland Beach Midway, Oakland Beach, R. I., was up 20 per cent this year, Joseph L. Carrola, manager, stated, but ride biz was off 25 to 35 per cent and concession biz off 25 per cent.

Funspots' Decrease

Funspots showing a decrease in ride and concession biz included Hershey Park, Hershey, Pa., reported by Manager George W. Bartels; Forest Park, Chalfont, Pa., Richard F. Lusse, owner, reporting; Riverview Beach Park, Pennsville, N. J., L. K. Christman; Edgewood Park, Shamokin, Pa., George H. Jones, manager; Idlewild Park, Ligonier, Pa., C. C. Macdonald, vice-president; Sleepy Hollow Ranch, Pennsburg, Pa., Ken C. and Dan E. Newman, co-partners; Gracedale Park, Mountain Top, Pa., H. K. Snyder, manager; Tolchester Park, Chesertown, Md., Ralph McGinnis, manager; Rockaways Playland, Rockaway Beach, N. Y., A. Joseph Geist, manager.

Geist, in commenting on the drop in attendance (10 per cent), ride gross

Million \$ Pier Owners Get Back Control

Lessees To Appeal Decision

ATLANTIC CITY, Oct. 1.—Finding that the Million Dollar Pier Operating Company had failed to meet the provisions of its five-year lease on the amusement center, County Judge Richard S. Mischlich, in a decision last Tuesday (26), returned possession of the fire-swept pier to the owners, the Associated Realty Company of Philadelphia.

Action was filed by the owners, seeking to break the five-year lease, before a general fire September 13 did damage to the pier estimated at \$300,000. William Charlton, attorney for the operating company, which operated the pier for the first time this summer, announced that he would appeal the case to the Appellate Division of Superior Court.

During a hearing on the eviction proceedings, Charlton contended that the lease was invalid because it called for the operators to keep the amusement pier open seven days a week. This provision, he contended, violated an 1877 blue law prohibiting amusements to be operated on Sunday except for "public necessity or charity."

Judge Mischlich held that the lease was valid and that the operators had not lived up to its provisions, calling for improvements in the amount of \$25,000. The judge said the lease provided that the pier be open seven days a week for exhibits, but made no mention of exhibits. Judge Mischlich also found that, under the lease, the operators agreed to run the pier in accordance with all laws, ordinances, rules and regulations.

Plans Are Muled For World's Expo In San Diego in '55

MISSION BEACH, Calif., Oct. 1.—Plans for a San Diego World's Exposition in 1955 with Mission Bay Park as the site are being discussed. Directors of the San Diego Chamber of Commerce have formed a non-profit exposition corporation.

This action comes 34 years after the date of the 1915-'16 exposition in San Diego and 14 years after the unveiling of the 1935-'36 fair, both of which were held in Balboa Park.

Present plans calls for Mission Bay Park to be the center of all recreational activities and Balboa Park to house cultural exhibits.

Boys' Fund Festival Skedded for Detroit October 15-18

DETROIT, Oct. 1.—The second annual Boys' Fund Festival, sponsored by the Northeast Optimist Club, under direction of Ben H. Liddon, will be held at Chene and Ferry streets, October 15-18.

For the first time in years an affair of this kind, using concessions of all kinds, will be allowed to operate in Detroit.

Liddon had several concessions this week at the Adrian, Mich., Fair.

(10 per cent) and concession gross (10 per cent), said:

"Higher railroad, bus and subway fares, lower wages, unemployment, a long spell of hot weather and the polio scare all hurt. Nevertheless we suffered a lot less than we would have if we hadn't increased our advertising budget. We are planning many innovations for next year."

Man or Problem, Cap Billy Curtis Licked 'Em in Long Circus Career

(Continued from page 56)

way from New York to New Orleans—and he decided to stay where he had a job. The weather cleared, the idea of being away from home was overcome—and he remained to eventually rise to the post of general superintendent of the Ringling Bros. and Barnum & Bailey Circus, at the peak of his career.

Shifted Shows Often

Harris returned South and Curtis was named boss canvasman as the show left New Orleans for a Texas tour.

Curtis was unsettled for the next 10 or 15 years for in 1893, after a brief stint with Walter L. Main and Forepaugh, he joined Pawnee Bill. From there he went with McCadden and Bonfils when they bought the Forepaugh title and opened in Lancaster, Pa. In 1895 the dean of canvasmen opened with Forepaugh-Sells in Columbus. This was the year that the name Forepaugh was spelled out in flags hoisted to the top of the center poles and marked the advent of the bicycle loop-the-loop, Curtis relates. The show, he points out, later added the first automobile loop-the-loop. The bicycle loop and the added tent flash were partly responsible for a big season.

Feet Itched

But the Edison of the Big Top still had itchy feet and they carried him to the Wallace Show. After it closed that season Curtis played a few small shows. Moving on to the J. H. La-Pearl Shows in Danville, Ill., in 1898, Curtis changed his mind about this association and went to Montgomery, Ala., where he readily found a job with Sipe & Blake Dog and Pony Circus. Brief associations followed with Harry Long Shows and Sells & Gray. By this time, Curtis decided to settle down and stick with one show. And since he had worked himself up the ladder the hard way he could pick his own shows. For the next five years and until 1907 he was with John Robinson 10 Big Shows. The outfit used an unusual amount of canvas for the show carried a 10-center pole menagerie and a 6-center pole big top.

Dreams Up Truss System

Association with the Robinson show was one of the most enjoyable of his career, he says. The unusually large tops gave Curtis opportunity to try ideas in his favorite field. He took advantage of the situation and designed a cable truss system that was to come into general use when other canvasmen recognized its advantages. The installation of the cable eliminated the use of the old toe-pin and held the stringers so securely that no collapsing has been recorded on shows where the system has been used.

With the invention of the truss system and after wrestling canvas for 17 years, Curtis decided to experiment with a new means of handling the big top. He designed a spool 27½ feet long and mounted it on a wagon. After folding the canvas so that it was spool's width, it was secured to the roller and wound up with winches. The hand power was later replaced by a gasoline engine which simplified the job. The method saved time getting off the lot and made it easier to spread the canvas the following day when it was going up. The system proved its worth and, Curtis says, was used for 18 years.

Sets Up Coney's Hippodrome

Upon leaving the Robinson show in 1907, Curtis had another idea. It was not in the category of circus mechanics and convinced him that a man should work only in the field he knows. He arrived at Coney Island, N. Y., in 1908 to set up the "Coney Island Hippodrome." A railroad spur was built to the grounds

off Surf Avenue and the area between the street and the ocean was covered with cinders. The big top joined the back of the two-story hotel that faced the water. Having promoted Cincinnati breweries for backing, a bar was put at each end of the tent and the amber brew flowed like salt water.

Curtis had a hunch it was too good to last even tho the show was exceptionally strong. Using a 100-gal line for bally, the opening performances attracted crowds. As he had feared, three weeks later the show fell like the proverbial ton of bricks.

Runs Into Depression

Reluctant to turn loose what he still believed was a good idea, Curtis got some of the top performers and stock and started overland—from New York to Cincinnati, where the brewers still were supposedly sold on the idea. Taking the title of "John Robertson Circus"—knowing that any similarity to any other circus or circuses was purely intentional—the show moved thru the John Robinson territory. Despite the strong performance, the angel on his shoulder had little effect in the face of the stock panic of October, 1907. People held to their money. The show finally arrived in the Ohio town but never opened. Someone stole the harness and the horses ran away. There was neither energy nor money for their recovery.

Goes With Sells-Floto

When things seemed darkest, however, Curtis received a telephone call at his hotel from W. E. Franklin, manager for Tamm and Bonfils who had the Sells-Floto Circus, offering him a job. He jumped to Denver to join the show and then moved it 700 miles to Albuquerque, N. M., and along the southern route to California to keep ahead of the Ringling show. Curtis remained with Sells until 1916.

In 1917 he was hired as boss canvasman and general superintendent of the Hagenbeck-Wallace Circus. While on this show Curtis went to work developing the portable seat stands. He constructed them 14 high and 20 and 30 feet long. The contraption seated 280 persons on a 30-foot wagon and 196 on a 20-foot wagon. Since the wagons could be spotted, a section with a 112-capacity could be installed between two of the wagons which served as supports. A lack of money brought the project an early death but the principle survived and still is being used.

Stint at Chicago Expo

When the American Circus Corporation took over Hagenbeck in 1929, Curtis pulled stakes and went to Al G. Barnes, then under the Ringling banner. After a year there, his name appeared on the Sells-Floto roster until it went off the road in 1932.

The following year he was in Chicago at the Century of Progress where he had the seats. The stationary job did not appeal to him and he joined Al G. Barnes again. This association lasted until 1938 when the show went off the road.

Curtis's reputation as a canvasman was widespread and he found no difficulty getting on the Ringling Bros. and Barnum & Bailey Circus, where he stayed until 1943. That year he joined Cole Bros. and remained as top canvasman until he re-joined Ringling in 1948. By this time he felt that he had had sufficient tramping around, and time had come to settle down.

Handy With Fists, Angles

Altho Curtis was known on lots for his fighting ability, this article deals with his contributions for the betterment of circuses. Only five feet, nine inches tall and every inch a battler, he could be as wild as a boar or as devoted as a high school beau. The

salutation "Cap" was given him early in his career.

A story concerning his angle-shooting concerns the time when Curtis was with the late Charlie Sparks on a tour just north of Meridian, Miss. A man was found murdered under the seats. Sparks showed his anxiety for the show could be held pending and indefinite investigation. The deputy sheriffs lined up everyone on the show and was looking them over. From near the center of the line emerged the little giant. He flopped his hat to the back of his head and looked quizzically up and down the line.

"Where's that big, one-eyed guy?" Curtis asked. "I bet he did it."

No one admitted to having seen the missing fellow. The authorities were convinced the one-eyed guy had committed the crime and allowed the show to move without further questioning. No one has seen the mystery man to this day. In fact, they would not know him were they to meet him face to face. They had never seen or heard of him before!

Settles on Pecan Farm

Curtis has retired and spends his time on his farm at Cuevas, Miss., near Gulfport. Here in the afternoon quiet and cool winds from the Gulf of Mexico, Curtis shows his Palmetto pecan farm, watching his guests' reaction with the same interest he had viewed patrons seeing the spec.

Only 71 miles from New Orleans' Canal Street, Curtis plans to build cottages and rent them to people who want to escape city humdrum. The houses will be erected in a section of his 200-acre farm not devoted to his 400 prize pecan trees. Using buds and grafts from a pecan tree valued at \$5,000, he has grown this valuable product on sturdy native saplings. Grafting and budding pecans are a hobby as well as a business for him, and he takes pride in showing a tree upon which he is growing eight different varieties.

Contrast to Life on Road

In addition to pecans, he grows his own fishing poles, Chinese pears, English walnuts and mulberries. His man-made lake abounds with trout and perch while all types of native birds sing from near-by branches. No one gets the impression of a rip-roaring past from a visit here for there are signs bidding a warm welcome or a fond farewell and also warnings that action will be taken against hunters.

His kindness is further shown by the installation of a self-feeder for birds. Attached to side of the garage is a platform high enough to be safe from cats and it is covered with cracked nuts upon which his feathered friends may eat their fill. The fish in his lake are supplied fresh water from a 540-foot deep well which he drilled.

Inventive Mind Shows Up

His inventive genius was not confined to the circus lot, for there are

plenty of original gadgets at his home. He put electricity on his farm by utilizing water from his artesian well long before rural power became a reality. Still using water power, which cost him nothing but the initial expense, he has a device for cracking, shelling and assorting pecan meats.

Some years ago he married Mae Alms. Mrs. Curtis was in charge of wardrobe on several shows. She passed away July 9, 1949.

Billy Curtis prefers to live out the remainder of his life in his modest cottage, surrounded by walls laden with pictures and mementoes of more rigorous days.

In his garage there hangs a gay red and blue wheel from the steam calliope wagon on the Sparks Circus. Attached to it is a copper plate upon which another who knew the circus well, Courtney Ryley Cooper, has paid tribute to a man to whom the circus meant much and who meant much to circuses.

*"In circus heaven, here I rest
A wagon wheel, with mem'ry blest;
Carefree wand'ring, many lands,
happy children,
Clowns and bands; sundrenched
streets and gleaming tents;
The speller's voice: 'Ladies-ss and
G-e-n-t-s-;
I never dreamed that there could
be,
The riches that have come to me."*

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14 miles north of Youngstown, Ohio, Route #7. Property consists of approximately 200 acres, including 58 acre private lake, beach and fine fishing, lots for building, bathhouse, restaurant seating 600 by beach, boats; dance hall, 105x190, seating 1600 or more; 12 Bed Room Inn, Office Building, Truck, Tractor and other things too numerous to mention. Interested party write for appointment to
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WANT TO BUY DONKEY GAME
(The One That Kicks Candy)
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FOR SALE IN CALIFORNIA
AT SAN DIEGO'S FAMOUS
MISSION BEACH AMUSEMENT PARK
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GOOD LOCATION—LOW RENT
Write: **WARNER AUSTIN**
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WANTED FOR FIRST AMUSEMENT PARK IN ISRAEL. ESTABLISHED BY WAR INVALIDS OF THE ISRAEL ARMY.
Kiddie Rides: Miniature Train, Auto Ride, Boat Ride, Plane Ride. Others: Merry-Go-Round (portable), Auto Scooter, Shooting Gallery (Air Rifles), Moon Rocket, Roller Skating Floor (portable, plastic preferred), Crazy Mirrors and Funhouse Equipment, Archery, Ferris Wheel, Electric Motorboats, Concession and Refreshment Stands and Tents, 16mm. Sound Movie Projectors. Above may be new or slightly used. Will buy or consider serious proposition. See the story on page 64, October 1st Billboard. Also want mechanic for setting up the park, permanent position available. Must be completely experienced in park operation.
M. BLAIBERG
c/o HOTEL AMERICA 145 W. 47TH STREET, N. Y. C. W

The American Foundation for The Blind Lights the Way for Those Who Walk in Darkness

H-M TABS RECORD 120G IN HUB

70G Advance Points to Big Year Ahead

Promotion Gross Tops 30G

BOSTON, Oct. 1.—A record \$120,000 gross, about 5 per cent better than the 1948 take, was predicted for the 9th annual Aleppo Temple-sponsored appearance of the Hamid-Morton Circus which will end a seven-day (14 performance) run in the Boston Garden tonight. This was the first date of the 1949-1950 season for the Hamid-Morton org.

A peak gross was virtually assured prior to opening when the advance income from all sources topped \$70,000, Col. Robert H. Morton, circus op, announced. Advance promotion under the direction of Vernon L. McReavy earned a gross of \$30,500 on program advertising and underprivileged children's tickets. Aleppo Temple members also chalked up a boff advance sale to boost the total to \$70,000.

The door sale at the Garden is also big and indications are that auditing following tonight's finale will show a take in excess of \$50,000 for this department.

Increase Unexpected

Business exceeded expectations since it was generally assumed that the take this year would be under that of last year, due to general economic conditions. Interest here was all the more remarkable in view of the fact that the showing was a full two weeks earlier than any pre- (See H-M Tabs Record on page 92)

Beatty Slashes 10 Days Off Sked; Org To Close Oct. 17

CROWLEY, La., Oct. 1.—The Clyde Beatty Circus, which played here Monday (25) to good business, will close its season Saturday (17) in Needles, Calif. By moving up the closing date, Beatty slashed some 10 days off the original schedule.

Arthur Hockwald, contracting agent, and C. S. Primrose, contracting press agent, usually four and two weeks, respectively, ahead of the show, contracted Gainesville, Tex., Monday (26), for Friday (7). Show originally was scheduled to play Ada, Okla., that date and had 10 dates in Oklahoma before entering West Texas.

The Beatty advertising car arrived in Gainesville only one week ahead of the show as a result of the disrupted schedule.

The new route calls for dates in Wichita Falls, Tex., Saturday (8), Childress Sunday (9), and Lubbock Monday (10), after which the show enters New Mexico at Clovis.

Despite competition from a cham-

pionship baseball game here, the Beatty show garnered a strong matinee and capacity at night.

Friday (23), in Opelousas, La., show did just so-so business, matinee being light, with night show attracting a three-quarter house. Thursday (22), in Lafayette, La., gave with satisfactory biz, org getting strong houses both afternoon and night.

Dailey Bros. Registers Biz In N. Carolina

Full Houses the Rule

SELMA, N. C., Oct. 1.—Dailey Bros. Circus is enjoying top business on its North Carolina tour, three recent spots giving capacity biz, especially at night.

Favored with ideal weather here Saturday (24), show had a near capacity matinee and capacity night biz. At Williamston, N. C., Friday (23), org attracted the largest circus turnouts in years, matinee being capacity and night house a slight overflow.

Kinston, N. C., played Thursday (22), proved a red one, org registering straw houses at both matinee and night shows.

Four Kansas Spots Light For Cole Org

La Junta, Colo., Fair

LAWRENCE, Kan., Oct. 1.—Four Kansas towns gave Cole Bros. Circus only light business, with Pratt and Liberal being the best.

Cool weather, plus conflicts with some local attractions, held down attendance here Wednesday (28), both matinee and night shows getting less than half houses.

Pratt, played Sunday (25), gave with a strong matinee, but night business was light. The day before in Liberal the matinee was light but night house was strong. In Dodge City, Kan., Friday (23), despite good weather, business was light at both performances. Opposition from two football games hurt.

La Junta, Colo., Wednesday (21), gave with fair business, the matinee being almost three quarters, with night attendance near-capacity.

K-M Iowa Dates Big at Night; Matinees Okay

CORNING, Ia., Oct. 1.—The Al G. Kelly-Miller Bros. Circus had full night houses with strong matinees here Tuesday (27), and in Indianola, Ia., Thursday (22).

Date here was marred when Shirley Linderman Vining suffered a fractured pelvis when a horse she was training between shows reared and fell on her. She is hospitalized in Creston, Ia. Later she will be removed to her home in Sheboygan, Wis.

Seabourne Kerslake Dies in Riverside

GILL, Mass., Oct. 1.—Seabourne Fredrique (Lil) Kerslake, 84, former circus star, died at the home of his son, S. F. Kerslake Jr., at Riverside, Mass., September 29.

Kerslake was born in England but came to America at the age of six months. He entered show business thru accidental discovery of his ability to train a litter of orphaned pigs, left in his care, to perform tricks. He was reputed to be the first to successfully train porkers, and he made his first appearance with his act at the Austin and Stone Museum in Boston. He was equally successful in training dogs, ponies and donkeys.

After a year in Mexico with the Orrin Bros. Circus, he toured with the Ringling Bros. and Barnum & Bailey, Hagenbeck-Wallace, Walter L. Main and other leading American circuses.

During a 10-year tour of Europe, Kerslake gave several command performances at the castle of Kaiser Wilhelm. In addition to his circus appearances, he also played at many fairs and toured the top vaude circuits. He retired in 1930.

His widow, son and two sisters survive. Services in Riverside Sunday (2), with interment in Aaron Clark Cemetery, Turner's Falls, Mass.

Dressing Room Gossip Appears This Week on Page 78

R-B INKS ST. LOUIS DATE

Org To Play Arena; Dates Are Nov. 1-6

West Coast Biz Holding

LOS ANGELES, Oct. 1.—Ringling Bros. and Barnum & Bailey Circus, which closes its five-day nine-performance stand here Sunday night (2), will play a six-day stand in the St. Louis Arena November 1-6.

A rumor says the Big One also will play the Cincinnati Garden following the St. Louis date. However, Charles Sawyer Jr., big wheel at the Garden, and Bill Nyland, press agent for the Cincinnati building, reported they have made no deal or signed any contract for R-B to play the Garden at any time. "As a matter of fact," Sawyer said, "no circus whatsoever has been signed as yet to play the new arena."

St. Louis Definite

The St. Louis date for the R-B org, however, is definite, and contracts have already been signed.

Meanwhile, the California tour for R-B is proving okay. Opening in Los Angeles Wednesday (28) with a (See Ringling To Play on page 92)

R-B Cuban Trek Is Confirmed; Curtailed Performance Likely

SARASOTA, Fla., Oct. 1.—A planned six-week winter tour of Cuba by Ringling Bros. and Barnum & Bailey Circus (*The Billboard*, September 17) was confirmed this week by Henry Ringling North, circus vice-president, in a letter to Millard Davidson, secretary of the Sarasota Chamber of Commerce.

North made the first official announcement of the Cuban trek in response to the joint request of the Chamber of Commerce and the Sarasota Retail Merchants' Association that the final Big Show performance be staged in Sarasota. In the past, depending upon the scheduled closing date, the circus has occasionally come in to its winter quarters here without staging a final performance in the city.

John North in Europe

Henry North replied for Prexy John Ringling North, who is now in Europe on his annual talent scouting trek. In Germany, North signed an elephant act and Leon De Rousseau, thrill performer, both with Emil Wacker's Apollo Circus, for appearances with the Big Show beginning with Havana.

Performers on tour with the R-B have been advised for several weeks

to hold off on winter commitments pending confirmation of the Cuban trek. Not all acts have been approached, indicating that an abridged performance is planned for the out-of-country tour. Preliminary dealings with talent also indicate that the tour, hinging perhaps on initial biz, may stretch to as many as 12 weeks.

The Santos y Artigas and Razzore orgs will be facing tough competition with the advent of Big Bertha in Cuba, where its title is as well known as it is in this country.

Mills Closes Nov. 14 In Wilmington, N. C.

CINCINNATI, Oct. 1.—Mills Bros. Circus closes a long and successful season November 14 in Wilmington, N. C., H. W. Ahrhart Jr., the show's general agent, reports. Ahrhart returned to the circus when it showed Williamsport, Pa., September 17 and traveled with it thruout New York State before leaving to complete winter quarters arrangements.

Sponsor for the closing date in Wilmington, is the Arab Shrine Club, and Howard Willard has been as- (See Mills Folds Nov. 14 on page 92)

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4 TRAINED MONKEYS
(One Hour Complete Show)
Synchronized With Music

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and veterans' yearbooks, etc. Best of
auspices. Must be on job, sober, 6-hour
day, 5 days a week. Have deals in Michigan,
Ohio and Indiana. Deal starting Oct. 10th in
Michigan city of 100,000. We pay 25%
daily collections.

GEO. FIGY JR.

The Billboard Cincinnati 22, Ohio

ROGERS BROS.' CIRCUS

CAN USE

2 sober, reliable Promotional Men that can
handle Shrine auspices. Good dates. Contact
SI RUBENS, care Rogers Bros.' Circus,
Pecos, 4; Las Vegas, 5; Santa Rosa, 6; Ft.
Sumner, 7; Portales, 8; all New Mexico;
Levelland, Tex., 10.

Phone Men Needed JOHNSON & WALLACE INDOOR CIRCUS

808 Hoffman Bldg., Detroit 1, Mich.
Phone Woodward 5-5380
Banners, Program & U.P.C. Tickets
We Pay 25%. Promotion Starts
Sept. 19—35 Weeks' Work

WANTED CAT ANIMAL TRAINER

For permanent work. Must be sober and
experienced. Write or wire
World Jungle Compound
Thousand Oaks, Calif.

SPAR BROS.' CIRCUS WANTS

Clowns and Circus Acts doing two or more.
Starting indoors Oct. 23rd. Walter Harter, R.R. 4,
Greenfield, Ind.

CIRCUS RIGGINGS

Made to order, Trapeze, Trampoline, Tight-Slack
Wire, Flying Trapeze Acts—Have on hand now
complete Casting and Flying Act Riggings, one
Spiral Tower, Globe Walkers, Aerialists, Gym-
nasts, contact, will build your act.

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Used Calliope, approximately 53 pipes. Air
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UNDER THE MARQUEE

Some managers are so busy talking
about the unprofessional opposition meth-
ods used by other shows that they don't
find time to hear about their own.

C. E. Tollison, Laurens, S. C.,
writes bemoaning the fact there
hasn't been a circus in his town for
years. . . . The Macon, Ga., city coun-
cil okayed King Bros.' request to
again use Central City Park as winter
quarters this year. . . . Ring Bros.'
Wonderland Circus, a miniature
show, and its new truck drew stories
and pictures recently in The Bluff-
ton (Ind.) News-Banner and The
Huntington (Ind.) Herald-Press.

Towner at sandwich wagon—"I haven't
come to any hamburger in this sandwich."
Griddle chef: "Don't eat so fast. You may
have passed it."

Joe W. Taggart had his model cir-
cus on display at the outdoor ex-
hibition of the Rockford Art Asso-
ciation, Rockford, Ill. Taggart was
assisted by Sully Sullivan, former
treasurer of the Hagenbeck-Wallace
Circus. Visitors at the exhibition in-
cluded Mrs. Jessie Gollmar and son,
Wallie, and Miss Morrison, Evans-
ville, Wis.; Mr. and Mrs. Fred
Schmege, Sterling, Ill.; Mr. and Mrs.
Leonard Griffis and son and daugh-
ter, Richard and Mary Ellen; Mr.
and Mrs. Charles Kitto and son and
daughter, Robert and Suzanne, Be-
loit, Wis.

Indoor circus suitcase promoters are
ones who believe an event can be staged
without capital or conscience, and usually
lack both.

Mr. and Mrs. Montrose H. Lowe,
who for more than 40 years pre-
sented an aerial act under the name
of the Stubblefield Trio, will cele-
brate their golden wedding anni-
versary October 11 at their home in
New York. . . . Boston's Franklin
Park Zoo has been promised the
next elephant to be retired from the
Ringling circus. Mayor James M.
Curley was promised the elephant by
Henry Ringling North, vice-presi-
dent of the circus, in response to
his request for a bull to replace Nel-
lie, presented by the circus last
spring. Nellie died of malnutrition
resulting from her inability to digest
food.

A biller probably has to beat a com-
petitive one to a daub. But he doesn't
have to look out of his truck window and
sneer.

Bill Ketrow, who with his wife re-
cently completed a four-week trip
thru the Northwest in the company
of Mr. and Mrs. Elmer Southard,
has returned to Anderson, Ind., re-
porting that shows are doing well
in the West. On their trek the Ket-
rows and Southards visited the Ring-
ling show at Grand Island,
Neb.; the Ketrow's son, Frank, with
his Animal Oddities at Twin Falls,
Idaho; Stevens Bros.' Circus at
Crafts, Ariz.; Henry Brunk Co-
medians, Needles, Ariz., and Cali-
fornia State Fair, Sacramento.

Managers of the Chariot & Tableau Cir-
cus are up against a dreadful artistic
problem. If they cut their four acts short
enough to be interesting their show won't
last long enough to fill out the time.

Cracker Quin and Hi-Brown Bobby
Burns, both former blackface artists,
enjoyed a reunion recently at Au-
gusta, Ga., when Burns made the
town as contracting press representa-
tive for Dailey Bros.' Circus. Quin
is a railroad engineer. . . . Mrs. Helen
Huntley and Janet Winarski visited
the Chicago office of The Billboard
last week.

Turntable music on the fronts of shows
should be loud enough to drown out the
beefs of loud-coming patrons, yet low
enough to hear their mumbles so the
talker doesn't think they're entirely satis-
fied.

Roy's One-Ring Circus has played
six States to fair business, since
leaving Fostoria, O., early in August,
but it has had its share of poor luck.
A clutch burned out on Marie La-
Roy's truck and her house trailer
was damaged when her truck gave
way while parked on a hill. Her-
bert Riley left his truck behind.
Emma Raymond was forced to leave
her truck in Louisiana for repairs.
. . . Enrique DeMell sailed October
5 for Central America to join the
Circo Americano for a year's en-
gagement. . . . Donald Marcks, CFA
of El Cerrito, Calif., caught the
Ringling show in Oakland and San
Francisco. . . . Members of the Jor-
gen M. Christiansen Tent, CFA, saw
the Ringling-Barnum night perform-
ance in San Francisco, September
24. . . . Les Ulrich, CFA, caught
Mills Bros.' Circus in Poughkeepsie,
N. Y., Monday (26).

Money isn't everything, but its all they're
interested in over at the railroad freight
station.

Jack Mills and personnel of Mills
Bros.' Circus, playing Fort Plain,
N. Y., Friday (23), paid tribute to
the memory of one of the country's
leading circus fans, the late William
T. Linney. Led by the circus band,
the group marched to Linney's grave
and, after a brief eulogy by Doc
Waddell, placed two wreaths on the
grave of the CFA member who died
February 9. . . . Johnnie Mari-
etta cards he visited Buddy La Form
and Laurence Cross on the Clyde
Beatty Circus when the show played
Pittsburg, Kan., September 20, then
(See Under the Marquee on page 92)

ATTENTION ACTS!

Am now contracting Acts for
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Fairs and Circuses

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203 N. Wabash, Chicago, Ill.

King Bros.' Circus

Wants Family Acts, Tight Wire, Per-
forming Dogs, Double Traps, Big Show
Performers, Novelty Acts, etc.; Clowns,
Wild West People for concert; Musicians
for Big Show Band, Side Show Manager,
Punch and Magic, Lady with Big Snakes
and Man to fight lion. Always the
longest season. Largest and by far the
finest motorized circus. Accommoda-
tions the best. Address:

KING BROS.' CIRCUS

Wewoka, Okla., Oct. 6; McAlester, Okla.,
Oct. 7; Okemah, Okla., Oct. 8; Bristow,
Okla., Oct. 9, and Cushing, Okla., Oct. 10.

AVAILABLE

Chimp and Rhesus Monkey Act. Two
Chimps, Sammy and Susan; ten Rhesus
Monkeys. Large or small Indoor Circus.
Prices Reasonable

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Attention MIDGETS

I Want for Leads in Most Important Production—a
HANDSOME MALE and an ATTRACTIVE FEMALE MIDGET

Between ages of 16 and 21. Tremendous opportunity. Must speak English well. No
previous dramatic experience required. Send photos and all details as to size, weight and
availability to:

TED LESSER AGENCY

8820 SUNSET BLVD. HOLLYWOOD 46, CALIF.

E. K. FERNANDEZ WANTS

PERFORMING SEALS AND OTHER TOP CIRCUS ACTS

ADDRESS ALL MAIL TO HIM IN HONOLULU UNTIL OCT. 15;
THEN BILTMORE HOTEL, LOS ANGELES, CALIF.

AT LIBERTY

THE FOUR MILLERS

BILL, MACK, MYRTLE AND JACK

Have 4-People Acrobatic Act. 2-People Comedy Acrobatic Act, Foot Postering Barrel Act.
Also outstanding White Spitz (8) Dog Act. Want to hear from agents, fair secretaries, circuses.
At liberty for winter work, anything considered. Have first-class transportation. Just
finished 12 weeks fairs for Williams & Lee. Address:

THE 4 MILLERS, 1895 North Kansas Ave., Springfield 1, Missouri.

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you have connected with your CIRCUS.

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PHONE MEN

Who can sell, who will work sober, who have worked labor, and can stand prosperity. Ready
now. Wire before you come. Lane, Ditto, Clark, Eisenhart, Park, Beverage, Lamarr, come on.
CIO Labor Show.

CROSBY, Director
MUSKEGON, MICHIGAN

POMONA MIDWAY BIZ OFF 25%

Velare Bros.' Skywheel Is Money Maker

Budd's Side Show Tops

POMONA, Calif., Oct. 1.—With the Los Angeles County Fair concluding its 17-day run Sunday (2), a 25 per cent drop in takes was expected, mainly because of a 23 per cent loss in fair attendance. At the end of the first 12 days the fair reported 731,285 turnstile clickers, compared with 950,109 a year ago.

With Crafts Exposition Shows, owned by O. N. Crafts and managed by Roger Warren, on the midway along with independent rides and concessions, the high money rides are, in order named, Sky Wheel, the Velare Bros.' double Ferris; Crafts' Scooter and Pretzel. The Pretzel came from behind on this stand to get in the top three. A. J. Budd's Side Show leads the shows in revenue-getting.

Meyer Handles Lot

The Crafts midway is located on a lot 440 by 600 feet and was laid out by William Meyer, for several years with the organization and more recently a kiddieland operator near Palo Alto. Shows are using 36 towers, 38 feet high, spread thruout 24 major rides, of which 19 are owned by the shows. In addition to the Velare Bros.' Wheel, there are a Barrelroll, owned by Wyatt Shepherd, and Joe Davis's Rock-o-Plane. Clarence Alton, Sunland, Calif., park operator, brought in a kiddie ride Friday (23).

The Kiddieland, a proven money-maker at California fairs, occupies a space with a 146-foot front and a depth of 190 feet. Five ticket boxes are conveniently placed among the 17 rides. One box handles strip tickets of 12 for \$1. In addition to Crafts' rides, Meyer has his Miniature Train; Shepherd, an Auto Ride and four rides of Steve Merdens's.

Spotting of the Skywheel here marks the first time since 1939 that a double-Ferris has appeared on a carnival lot. During the past four years, Velare Bros., Curtis and Elmer, have been experimenting on the 90-foot high wheel to make it portable. Using 2,000 feet of aluminum tubing, the device is transported on two 32-foot trailers and can be set up in about eight hours. The ride, with two eight-chair wheels turning and rotating on (See Pomona Biz Off on page 74)

Foley & Burk Closes Oct. 16; Fairs Were 'Highly Satisfactory'

TULARE, Calif., Oct. 1.—Foley & Burk Shows end their 54th season October 16 in Hanford, Calif., L. G. Chapman, general manager, said. The season, made up principally of fairs, was "highly satisfactory," he added.

Shows are again booked to play the Salinas Rodeo in 1950, a date they have held for the past 28 years. Org also has played the San Joaquin County Fair, Stockton, Calif., for 25 years.

Cal Lipes returned several weeks ago and has added an Unborn Show to his pigmy horses and snake attractions. Lee Smith, photo gallery, joined two weeks ago.

Shows moved from here to Kern County Fair, Bakersfield, Calif. They play Ventura County Fair next week. Shows move on 20 railroad cars and is the only train show in the West.

Cool Chattanooga Nights Hit JJJ; Gross Dips 10%

ATLANTA, Oct. 1.—While shows and concessions showed an increase of more than 25 per cent over the 1948 pace, cold nights knocked ride business for a loop at Chattanooga-Hamilton County Fair, Chattanooga, Tenn., September 19-24, and the Johnny J. Jones Exposition settled for an over-all decrease of about 10 per cent under '48.

President Joe Engel and Secretary Mrs. Maude H. Atwood put together an interesting fair, and over-all attendance tops 1948 by some 20,000 admissions, but spending was definitely off. The midway boasted an excellent array of concessions, with bingo being the only merchandise deal eliminated—a marked departure from a year ago when no game concessions were allowed.

Real Estate Sale Ups It

Because of the real estate sale, the Johnny J. Jones office wagon hauled away as much money as in 1948 in spite of the decrease in ride business.

The org moved to Atlanta Sunday (25) to prepare for the opening of the Great Southeastern Fair, Friday (30), and considerable cash and manpower were expended in brightening up shows and rides.

Midway boys took advantage of the time off to send a show to the Air—(See Jones Gate Dips on page 74)

Strates Ups Shelby, Take 20% Over '48

Ad Tie-In Aids Billing

SHELBY, N. C., Oct. 1.—With ideal weather prevailing thruout the week, James E. Strates Shows, playing their second consecutive engagement at Cleveland County Fair, topped its 1948 gross by 20 per cent.

Shows and rides started building up over last year's takes opening day and continued to increase daily with the biggest single-day grosses being registered Saturday (24). Two children's days, Tuesday (19) and Friday (23), resulted in heavy money for all rides. However, the rides got money thruout the engagement.

Jack Norman's Broadway to Hollywood Revue and Irvin C. Miller's Brown Skin Models ran neck and neck for top money honors with Nate Eagle's Hollywood Midget Movie Stars and Kara Kum's Arabian Nights following at their heels. Sitdown shows rated heavier demand than the stand-up attractions.

An agreement was reached between the Strates Shows and the Hirsch-Garfield Advertisers, who represent the manufacturers of Esquire Socks, who recently added a line in "carnival colors," for the distribution and display of show advertising material in dealer's windows. The agreement will carry thru the remainder of this season and in the spring. Shows' advance billing crew will distribute the posters to dealers who will be notified in advance by the advertising agency. The tie-up is expected to result in many choice billing locations previously unavailable to any show.

WOM Tabs Record Biz At Trenton

Many Units Trucked In

TRENTON, N. J., Oct. 1.—A new gross mark for the World of Mirth Shows on the midway of the New Jersey State Fair was virtually assured as the org today headed into its final full-scale operation. Except for the loss of big Thursday (29) to rain, the midway take would almost certainly result in a notable jump. As it is, the increase will likely be measured in a few percentage points. Today's perfect weather resulted in early crowds that had all fun units in operation by mid-morning.

A record night crowd of 32,000 yesterday (30) gave the org one of the best after-dark plays it has ever experienced here and made up in part for the wasted Thursday when the few patrons who braved the elements stuck to the shelter afforded by the exhibit buildings.

Units Trucked In

Frank Bergen, manager of the World of Mirth, solved the almost impossible task of closing his rail org in Allentown, Pa., at midnight Saturday (24) and opening here Sunday (25) by trucking a number of units overland.

Ready for the record 69,000 patrons who jammed the grounds on opening Sunday were the following units: Monkey Show, Midget Show, Casino; Hall of Science; Wild Life, Sidé Show, Minstrel Show, Working World, Vanities, Little Horse, Snake Show, Fat Show, two Ferris Wheels, kiddie rides, Spitfire, Chairplane, Little Dipper and Fire Truck ride.

All units on hand garnered record grosses for this spot. For the first time (See WOM Tabs Record, page 74)

Prell Tabs Big At Ebensburg And Covington

ROCKY MOUNT, N. C., Oct. 1.—Prell's Broadway Shows are on the midway of the Rocky Mount Agricultural Fair here for their fifth year, after chalking up two good fair dates, Ebensburg, Pa., and Covington, Va., the past month.

Cambria County Fair at Ebensburg, Pa., September 5-10, gave the Prell org a gross almost on a par with the postwar record gross (1946) for this spot, with 60,000 people on the grounds opening day and a total attendance of 200,000 for the six-day run, according to Allan A. Travers, org's general agent.

Prell had a big line-up of rides and shows on the Cambria grounds, and all played to good biz. Concession row, supervised by Patty Finnerty, business manager, was fully occupied and biz satisfactory.

Alleghany Country Fair, Covington, Va., September 12-17, also proved a definite success; according to Travers, with attendance double the paid gate of 1948. Contests and promotions hyped the attendance, with a queen of the fair contest Saturday night (17) getting a build-up that resulted in attendance for the night equaling the total gate of last year's fair. Abe Gibson acted as secretary and lined up exhibits for the fair. Rides and shows all did good biz.

Breese Pilots Royal Crown; Tenn. Biz Good

LAWRENCEBURG, Tenn., Oct. 1.—Royal Crown Shows, under direction of E. L. (Eddie) and Dolly Young, which closed a six-day run as midway attraction at the Lawrence County-Tennessee County Fair tonight, announced this week the signing of W. E. (Billy) Breese, veteran general agent, in that capacity for the org. During his lengthy career in outdoor show business, Breese has piloted a number of railroad shows. He assumed his duties immediately.

Shows' officials also reported that they had completed negotiations to provide the midway at the Broward County Fair, Ft. Lauderdale, giving the org seven weeks of Florida fairs. Shows racked good business at North Alabama State Fair, Florence, with Children's Day, September 23, attracting an estimated 22,000. Saturday (24) the grounds played to capacity afternoon and night. All rides and shows reported good results. Concessionaires also reported a good week's business.

Braley's Circus acts and Bob Fisher's Fearless Flyers were the grandstand attractions. Shows set a precedent here when they opened Sunday afternoon (25), the first time such a debut has been attempted in the fair's history. Org played to big business and attracted an estimated 8,000 with a free gate. Children's Day, Thursday (29), saw all Lawrence County schools dismissed for the day. Busses were provided to bring the kiddies to the grounds. Braley's troupe and the Fisher act also played the grandstand here. Shows' ride line-up here totaled 18, following the addition of four major and two kiddie rides.

PCSA Banquet Set Dec. 10 in Biltmore Bowl

LOS ANGELES, Oct. 1.—The Pacific Coast Showmen's Association (PCSA) will hold its annual banquet and ball in the Biltmore Bowl, Biltmore Hotel, December 10, Joe Glacy, chairman, announces. The event will mark the wind-up of the annual meeting of the Western Fairs Association.

Holding the banquet and ball in the Biltmore Bowl marks the first time since 1941 that the event has been staged out of the hotel's Gold Room.

First to purchase ducats for the annual event was Larry Ferris, of Ferris Greater Shows. He ordered 100 tickets, which go at \$10 per.

The Biltmore Bowl's regular show and orchestra will be featured at the banquet and ball, along with a number of other acts that will be showcased by various agents for fair buyers.

Executive committee, in addition to Glacy, includes Orville N. Crafts, Walter Trask, Bill Hobday, Mike Krekos, Joe Krug and Harry Taylor. A meeting has been called for October 17.

Volunteer Org Ends Season

LEBANON, Tenn., Oct. 1.—The Volunteer Shows closed the '49 season here Saturday (24). Manager T. J. Apple announced plans to build a Motordrome this winter.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Sneak Spot, Tex.
October 1, 1949

Dear Editor:

One general agent's guess is as good as another's. Believing that no shows would be in this area at this time of the season, General Agent Lem Trucklow booked the spot by telephone. He asked the depot agent to tie up the lot, but the agent was sick in bed and his wife refused to go to the front for it. On the shows' arrival here the bosses found the Jalopy Bros.' Vehicliized Exposition and the Great Bent Fender Shows combined for the week on the downtown location. That threw the Ballyhoo Bros.' Circulating Exposition on the outskirts of the burg in Gramp Dobb's apple orchard in exchange for the exclusive on apple cider.

A wire to our aggressive general agent, who was down State on a booking trip, requesting him to return and fight the opposition, caught Lem in the middle of his weekly washing in his house trailer. Taking no chances on losing his other shirt and case pair of shorts so close to closing time, the old war horse packed the wet clothes in his ice box to keep them from mildewing and hurried back to the midway. On his arrival here he held a meeting with his committee and the burg's only lawyer. The lawyer advised him to sue the competitors on the grounds of "premeditated opposition" and to copyright the words "Week of September 19," thus making that date on the Jalopy Bros.' sound truck an infringement on our rights.

We opened hot for opposition Monday night. The Jalopy show opened with a 20-cent gate. We sprung for a dime. By 9 p.m. they cut to 9 cents with one ride free. At 10 p.m. we cut out gate to a nickel and gave two rides for free. Tuesday night found

the opposition show working a free gate and three free rides. We immediately took off our gate and gave five free rides. On Wednesday night the Jalopy show tore down its gate and heisted the free rides to six. Thursday found us giving eight free rides and five shows for free and we were getting the crowds. That made the competitors come up to our offer. Friday we cleaned them out by giving 10 rides and 8 shows for free. They had only 10 rides and 6 shows and couldn't stand the raise unless they worked their entire midway on a free basis. We had cleaned them out to a fare-the-well and they were ready to talk business with us.

This morning Trucklow visited their lot and booked them under our banner for the day on a 25 per cent basis. It was agreed that they work on their lot, but were to get all show and ride tickets out of our wagon and to come to our lot and check in after closing. That put all gates back on and the free shows and rides back onto tickets. To show you how lousy some people are, while we were tearing down tonight we could hear their bands playing and their talkers grinding. The bosses figured that their downtown location was giving them a late play. When they didn't come over at 3 a.m. to check in after their bands and loud-speakers stopped blasting, Pete Ballyhoo rushed to their lot to learn that they had torn down and sneaked out of town silently on their rubber. Yeah! Even one manager's guess is as good as another's.

Nashville Fair Gross Hiked 18% By Wagner's Org

LAUREL, Miss., Oct. 1.—Fresh from a big week at the Tennessee State Fair, Nashville, Al Wagner's Cavalcade of Amusements opened here Tuesday (27) at the South Mississippi Fair with a kiddies' day gross that was 12 per cent higher than the reported receipts last year.

Nashville proved surprisingly good, with the Cavalcade's gross up 18 per cent over the '48 total. A strong finish, provided by auto races staged by National Speedways (Al Sweeney and Gaylord White), enabled the fair to wind up with a gate of 150,000.

Nashville days were warm and the nights cool. This was reflected on the midway, with the cool nights building good patronage for the shows and cutting into ride play. Georgia Sothern's Revue was the top money-getter, with Charlie Taylor's Negro Revue and the Side Show following in that order.

Wichita Notes

WICHITA, Kan., Oct. 1.—Fred and Bette Leonard caught King Bros.' Circus in Medicine Lodge, Kan. Visited with Floyd King; Ernie White, who recently closed with Robbins Bros.' Circus; Frank Sotario and Andy Kelly. The four trouped with the writer 25 years ago.

The Cooper horses were shipped to the Hamid-Morton show for winter dates. Jack Banta will be in charge of the horses. The Wichita circus colony still has the Julian Wests, and Deacon and David McIntosh and their wives, Flo and Gracie. Bill Hippo, who closed with King Bros., telephoned the writer. The Hendricks, wire act, also closed with the King show. Happy Kellums joined Olsen and Johnson. He was replaced at Hutchinson, Kan., by Jack Harrison. The Rudynoffs, high school horses, open in Radio City in December for five weeks. Midian Shrine Circus dates in Wichita are November 20-27. —BETTE LEONARD.

MIGHTY PAGE SHOWS

Now Booking for Atlantic District Fair, Ahsokie, N. C., week Oct. 10—Free Acts, Fireworks & Horse Racing CONCESSIONS—Hanky Panks, come on, you will get well here. Eating and Drinking Stands, few choice Wheels open if you have other outfits. Especially want Novelties, Custard and Jewelry, Country Store and Rotary Diggers. All concessions will operate. Need Skillo and Grind Store Agents. RIDES—Fly-o-Plane, Caterpillar or Rocket. All replies to **BILL PAGE, Spring Hope, N. C.**

CRYSTAL SHOWS WANT

For eight more Fairs and Celebrations starting with Macon County Fair, Montezuma, Ga., Oct. 10-15; followed by Jeff Davis County Fair, Hazlehurst, Ga.; Laurens County Fair, Dublin, Ga.; Bacon County Fair, Alma, Ga.; Veterans' Annual Fair and Peanut Festival, High Springs, Fla.; Citrus County Fair, Inverness, Fla.; followed by two more Florida Fairs.

Can place one or two more Rides not conflicting with Merry-Go-Round, Wheel, Tilt, Chair-plane and Kiddie Train. Want Grind Shows with own equipment; good opening for Snake Show. Can place legitimate Concessions of all kind. We do not carry any racket.

Address all mail to
W. E. BUNTS

ROBERTA, GA., THIS WEEK; MONTEZUMA, GA., NEXT.

DICKERSON SHOWS

Want for Tabor City, Tenn., on the streets, Oct. 10-15; Big Yam Festival and Jubilee. Positively the busiest. Big doings every day—expect Governor to speak—Queen Crowning—Roy Acuff and His Smoky Mountain Boys—plus other big events. Princeton, Tenn., Oct. 17-22—Lions' Club Harvest Festival; one of the best, with four other Fairs to follow. Out fill the snow flies.

Want Ball Games, Bingo, Scales, Hi Striker, Huckley Buck, any Stock Concessions. Shows—Ten-in-One, Five-in-One, Snake or any Grind Show with own outfit. Rides—Wheel, Octopus or any Ride not conflicting. Place Ride Help. Agents for office-owned Concessions. These are positively money spots. If you need B.R.—come and get it.

S. E. DICKERSON or A. P. HINNANT
ELM CITY, TENN., THIS WEEK

GRACELAND GREATER SHOWS

WANT FOR WINONA, MISS., FALL FESTIVAL, OCT. 10-15; FOREST CITY, MISS., COLORED FAIR, OCT. 17-22.

CONCESSIONS—Cookhouse, Concessions of all kinds. We work. RIDES—Roll-o-Plane, Kiddie Rides. (R. M. Crumley, answer.) SHOWS—Can use Girl Show, Snake, Monkey or Pit Show with own outfits. We will be out until the snow falls. Answer:

HARRY ALKON, Mgr.
McCrory, Ark., this week

Airplanes To Trade

1941 Cub, value \$750.00, new license; 1946 Taylorcraft, value \$850.00; BT-13, excellent condition, \$350.00; 1948 Piper Vagabond, damaged, \$800.00, can be repaired for \$200.00.

WANT

Kid Rides, Train, Boats, Merry-Go-Round, Bingo Outfit, Deep Freezer, 16mm. Motion Picture Equipment; also Music Machine, or what have you? Will trade up or down.

DAN DRAKE, 11 West Main Street, Ilion, N. Y. Phone 6-R

HEADING FOR FLORIDA VETERANS EXPOSITION SHOWS

Can place for Macclenny, Fla., Veterans' Street Fair, Oct. 10-17; four weeks on different locations, then a major Florida city to follow, then all winter in the Sunshine State.

CONCESSIONS of all kinds—Hanky Panks, \$21.00; come on. Herman List, contact Harry Wilson immediately. SHOWS—Girl Show, Mechanical, Snake, Jig, Fat People and any worthwhile Grind or Bally Show with own equipment and transportation. HELP on all Rides. RIDES—Will give exclusive to person with set of Kid Rides. Bill Hegeman, wired you Saturday. Address:

JOHN J. CARUSO
Owner

HARRY E. WILSON
Bus. Mgr.
MOULTRIE, GA., THIS WEEK

O. O. "BUD" POINT
Gen. Agt.

LONE STAR SHOWS

Want for Vienna, Ga.; Butler, Buena Vista and Americus, all fairs; then Florida. CONCESSIONS—All Stock Concessions, \$26.00 thru fairs. Can use Ride Help who drive semis. Good Cookhouse Help, contact Kentuck Gee. All replies to

FRED WEBSTER, Mgr., Vienna, Ga.

PEPPERS ALL STATES SHOWS

WANT

For Houston, Texas, October 13-23. All holding contracts for Rides, Shows and Concessions be there Wednesday, October 12, so as to get placed.

Can use two more Shows. Side Show and Minstrel. Also Grind Stores and Hanky Panks. Some open Cookhouses and Grab Stands. All contact

F. W. PEPPERS, ALEXANDRIA, LA., THIS WEEK.

FIDLER'S UNITED SHOWS

WANT

HANKY PANKS. NO PERCENTAGE OR FLATS.

Augusta, Ark., and Piggot, Ark., Fair, this week; Blythville, Ark., and Cotton Plant, Ark., next week.

Address: **SAM FIDLER, Mgr.,** per route above.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Oct. 1.—The 1949 visitation program closed September 22 with a visit to World of Mirth Shows at Allentown, Pa. We visited Frank Bergen, WOM owner, and manager Jack Hoffman, Hoffman Sales and Distributing Company, and H. William Jones. All are members of the association. Fifty membership cards were issued to personnel of Jones Concessions and a new membership to Carl Barlow, DeLuxe Concession Company. Max Gruberg, former member of the association, also visited in Allentown. The DeLuxe Concession Company is the 244th member of the association.

Personnel membership standings are: Endy Bros., 301; James E. Strates, 251; Carl Ferris, 138; Cavalcade of Amusements, 137; O. C. Buck, 100; H. William Jones Concessions, 79; I. T. Shows, 70; B. & C. Exposition, 63; Al Boxall Concessions, 51, and Gaiety Shows, 45.

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7-CAR TILT-A-WHIRL

Completely reconditioned. Looks like new Ride.

\$4,500.00

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1920 Stewart Ave., S. W., on Highway 41 going
south, Atlanta, Georgia. Fairfax 2626.

MIDWAY CONFAB

Going back to normal business isn't
always big.

Wallace Cobb, former trainmaster
of World of Mirth Shows, who spent
this season with the National Forest
Service with headquarters in Strongs,
Mich., reports that he again is in
excellent health and plans to return
to the road next year.

Midways may not all look alike to cus-
tomers, but the fact is they all sound alike.

Danny McNamee, Side and Snake
show operator on the W. C. Kaus
Shows, has booked Capt. Jack Craw-
ford's trained animals. Line-up in-
cludes McNamee, front; Billy Ezell,
tickets; Leo Johnson, nail board;
Dick Kellem, fire eater; Carroll
Vaughn, magic; Ray Fox, illusions,
and Crawford, inside lecturer. Donell
is the annex attraction.

There must be a time when the meek
fairground concessionaire gets pretty glum
over the prospects of inheriting the earth.

Mr. and Mrs. Robert E. Harris, of
Ohio Valley Shows, celebrated their
first wedding anniversary on the
shows September 12. He's the mail
man and The Billboard sales agent
on the org. . . . While en route from
Pine State Shows to Veterans Ex-
position Shows, Johnny J. Caruso
and B. McDonald stopped off in
Douglas, Ga., September 23 to visit
Billie Bros.' Circus. They were the
guests of Jack Bell, Ken Drake, Gus
and Rita Talliferros and Mr. and
Mrs. Swede Johnson.

Sense of duty is what makes a show
talker feel he shouldn't bring his opening
to a close after a mere 45 minutes.

Mr. and Mrs. Tex Conroy, with
Carl Lauther's Side Show on a Good-
ing unit, visited The Billboard of-
fices in Cincinnati October 1. Show
played Hamilton, O., last week and
is in Loudonville, O., this week.

Prize for fooling nobody goes to the mid-
dle-aged gal show talker who thinks the
gals' make-ups are fooling everybody but
himself.

Harvey (Doc) Arlington was a visi-
tor at the home office of The Bill-
board in Cincinnati last Wednesday
(28), en route to his home in Muncie,
Ind., after winding up 27 weeks as
secretary of the James H. Drew Shows
at Taylorsville, N. C., the
previous Sunday (25). Doc is angling

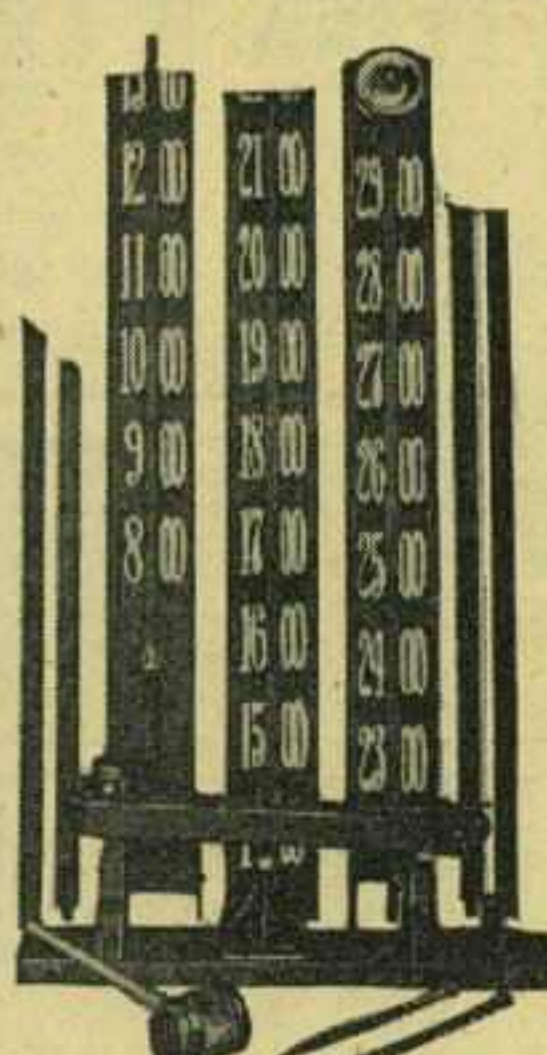
for a position that will keep him
anchored permanently. . . . Anne
Wilson Brooks, who closed recently
with Prof. Chet Reese's palmistry
booth, has been replaced by Madame
Pauline Moore. Reese is headed for
New Orleans where he plans to set
up four palmistry stands, with Imo-
gene Lelsy, Dorothy Stanley, Bonnie
Bell, Madame Costello and Madam
Brusco as readers.

Most midwayites' trouble is that they
want to spend more than they earn but
there must be an answer to the problem,
as it has arisen annually for 40 years.

Mr. and Mrs. John Dehner, Mr.
and Mrs. William Fielding, Mr. and
Mrs. Art Gilboe and George Bischoff
were recent guests of Jimmy Sulli-
van at a dinner in Jimmie Hazuk's
diner on Wallace Bros.' Shows of
Canada. . . . A. Morton Smith and
F. E. Schmitz, of the Gainesville
(Tex.) Community Circus, visited
King Bros.' Circus when it played
Ada, Okla., September 24, being
guests of Mr. and Mrs. Lucio Cris-
tiani. . . . Vern Brewer, Gerry Mur-
rell and Portis Sims played Nachog-
doches (Tex.) County Fair with their
horses, ponies and dogs, and Brewer
and Mrs. Murrell also had their
stock at the Perrin Field Home-
coming September 24. . . . Rogers
Bros.' Circus will play Gainesville
October 24, under auspices of the
Optimist Club.

If there is a drug that will cure itching
feet, maybe there is a milder one that
will relieve a trouper of the urge to go
out until fairs start.

Les Sponsler, midway manager of
the Timonium (Md.) Fair, which re-
cently pulled a reported paid gate
of 216,211, infos that 11 rides, 4
shows and 91 concessions comprised
the midway. Jake Shapiro, of the
Triangle Shows, had his Caterpillar
and two shows, Sam Kaplan had a
blower and dart, Leo Brenner cats
and devils bowling alley, Eddie and
George Marshall had the bingos,
Irving Merson had his Ferris Wheel,
and a doll stand, and Ducky Rhodes
had the Girl Show, according to
Sponsler. . . . W. E. (Bill) Snyder,
general agent for Gem City Shows,
Inc., recently spent several days in
Chicago, preparatory to making a
swing southward. . . . James H.
Drew Shows, which closed their sea-
son in Taylorsville, N. C., week of
September 24, are in quarters at



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all kinds. Book or lease Merry-Go-Round,
Chairplane, Loop or Rolloplane; Grind or
Pit Shows with own outfits. Want experi-
enced Help for Custard Concession.
Agents and Ride Help, wire or write:

JOE KAUS
NEW BERN, N. C.

FOR SALE, MERRY-GO-ROUND

Large 40 ft. 2 Abreast Spillman. This Ride
has not been cut down. New top and Side-
wall. All horses are in A-1 condition as well
as the Ride itself. Power Plant, 7 1/2 h.p.
Electric Motor. This Ride is no junk and the
reason I wish to sell it is because I want a
smaller one. This would make an ideal
Merry-Go-Round for a park. Will deliver it
within 500 miles. Can be seen on the show as
per route. Price right.

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P.S.: Will book same in a park, also Wheel,
Tilt, Roll-a-Whirl, Kid Ride for winter
months.

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colors. Uniforms or trousers, or what you
want made we make them. Agent plan.

STYLE-SELECT GABARDINE CO.

39 1/2 S. Main Council Bluffs, Iowa

Attention, Side Show Acts!

!! WANTED NOW !!

Freaks, Working Acts, Strong Magic, Anatomical, juggler and other useful Side Show Help. Dave Francis and wife, join at once for Texas State Fair, Dallas, and all winter store show. All replies:

CHAS. H. HODGES

c/o Midway Attractions
Fairgrounds Dallas, Tex.

Wayland Corn Festival

OCTOBER 13-14-15

Want Rides and Concessions. Good money making deal. Come see us or write c/o Post Office, Wayland, Mo.

FOR SALE

SUPER ROLLOPLANE

This Ride just like new, carried nearly complete on a 28 ft. trailer. Very easy set-ups and tear-downs. The buy of the season. Complete with transportation, \$5,000.00 cash.

THORNTON E. HOAR

19 Holbrook Rd. No. Weymouth, Mass.

Shelby, N. C. . . . Louis De Luca, Detroit plaster manufacturer, plans to move to Pennsylvania to resume his business activity there.

During the winter general agents work themselves into a lather booking fairs. In the fall managers go into sweats trying to play them.

Mr. and Mrs. P. Van Ault have sold their Pink Elephant diner at Petersburg, Va., and are in Sarasota, Fla., where they plan to frame a new Penny Arcade for next season. . . . Mr. and Mrs. W. H. (Bill) Rowell have joined Gem City Shows for the remainder of the season, after which they will play a number of fair dates. . . . Mr. and Mrs. John R. Boyle have taken the Wee Wonderland Shows east to close the season. . . . Mr. and Mrs. Tex Duboise, Side Show operators on the A. B. Thomas Shows, closed a successful season at Winner, S. D., and will open their variety show October 3. They plan to play school and club dates in Northwestern Florida.

Booking prize for 1949 will go to any showman who can prove he never said, "Who booked this date?"

CRAFTS EXPOSITION SHOWS

Now Booking

LEGITIMATE CONCESSIONS

Only

**for ARIZONA STATE FAIR
PHOENIX, ARIZONA, NOVEMBER 4-13 INCLUSIVE**

WRITE—WIRE—PHONE
CRAFTS SHOWS

7283 Bellaire Ave.

Phone: SUNset 2-3131

North Hollywood, Calif.

THANK YOU

RAY MARSH BRYDON

For the privilege of topping the Midway for the second consecutive year at Kentucky State Fair, Louisville. It is a pleasure to work with a showman and businessman.

FAY COROS, INGAGI and KURT, contact office. Can use you Dallas.

The Original

ZORINE NUDIST SHOW

Direction:

Trans-America Management, Inc.

203 N. WABASH AVE.

CHICAGO, ILL.

WANTED FOR BIGGEST PROMOTION EVER

HELD IN CITY OF DETROIT!!!

OVER TWO MILLION PEOPLE TO DRAW FROM
NOTHING LIKE IT IN 20 YEARS!

Auspices of the Large and Powerful
OPTIMIST CLUB

HELD INSIDE THE CITY MARKET AT CHENE AND FERRY STREETS
A VIRGIN LOCATION

Day and Night — October 15-16-17-18

FEW CHOICE LOCATIONS LEFT FOR

ALL KINDS OF HANKY PANKS, GRAB JOINTS, CANDY FLOSS
OTHER MERCHANDISE CONCESSIONS (No Grift)

For space write or wire to BEN H. LIDDON, Hotel Tuller, Detroit, Mich.

FOR SALE

5 OUTSTANDING FREAK ANIMALS

One Two-Legged Pig. One Midget Bull. One Midget Cow. One Four-Horned Sheep. One Caracul Sheep, largest in the world. Might consider selling Two-Headed Bull, only one in the world alive. Write or wire me. Sell one or all. Reason for selling: Too many animals. Also have banners on all. If you want money-makers, see them. Only interested in cash.

CHARLES SIMPSON

c/o The Billboard, 6000 Sunset Blvd.

Hollywood 28, Calif.

MARION GREATER SHOWS

WITH THE BEST COUNTY FAIRS IN SOUTH CAROLINA

York, S. C., Oct. 10-15; Chester, S. C., 17-22; Aiken, S. C., 24-29;
Seneca, Nov. 1-5; St. George, 7-12; Summerville, 14-19;
Bowman, 21-26; Barnwell, Nov. 28-Dec. 3.

Will book clean attractions of all kinds. None too good for these dates.
Will book clean Concessions.

Attention, Ride Owners: Will book any flat major Thrill Rides.

All Replies: MARION GREATER SHOWS

Moncks Corner, S. C., This Week.

STRATES SHOWS

AMERICA'S BEST MIDWAY

WANT SPECIAL AGENT

WHO UNDERSTANDS PROMOTIONAL AND EXPLOITATION WORK. WIRE
SOUTHERN STATES FAIR, CHARLOTTE, N. C., THIS WEEK.

WANT NOW — DEEP IN THE HEART OF COTTON — WANT NOW

LARRY NOLAN SHOWS

SHOWS—RIDES—HANKY PANKS. Open midway, winter season, low rates, two spots a week. Can place clean family type Shows. Need two Country Store Agents. Brownie Yeager, come on. Gary Hern needs Side Show Help for winter and next season. Have plenty of Ride Help.

ALL WIRE—DON'T PHONE. ADDRESS:

LARRY NOLAN, Mgr.

WILCOX, ARIZONA, THIS WEEK

P.S.: No Skillos, no Camps, no more Gal Shows. We have gone "Sunday School."

**HAVE TEN YEARS CONTRACT, LEASE PERMANENT,
LEGION PLEASURE PARK**

No Gate, Strikes, Panic, or Passes. Plenty soldiers here, more coming. Want Rides—Skooter, Eli, Spitfire, Hi-Ball, Heyday, Looper, Tilt, Jr. Coaster, Rockoplane, Three Abreast Jenny, Bubble Bounce, Dipper, Pretzel. No junk, cause of this ad. Want Funhouse, Animal, Crime, Class Girlsk Revue, Hillbilly, legitimate only. 7 days per week action. All Hankies open; ex Ballgames, Arcade, Hi-Striker, Water Games, Photos, Custard, Bingo, Long Range Lead Gallery, Ballroom, Rink, etc., now being built.

KORN KOBBLERS, HARRY JAMES, RUSS MORGAN, ART MOONEY, ANSWER. ALL REPLIES:

T. L. DEDRICK, MGR.

P.O. BOX 3187, PHONE 2537 OR W.U., FAYETTEVILLE, N. C.

ROGERS GREATER SHOWS

WANT

CONCESSIONS—Lead Gallery, Hi-Striker, Custard, Novelties, Popcorn, Photo, Jewelry, Hoop-La, Candy Apples, and Stock Concessions. Ride Help who drive trucks.

W. J. WILLIAMS, MGR.

Alamo, Tenn., Fair this week; Marks, Mississippi, Fair next week; Charleston, Mississippi, Fair to follow.

P.S. 22x50 New Cookhouse Top for sale.

J. A. GENTSCH SHOWS

WANT FOR 7 OF MISSISSIPPI'S BEST FAIRS

Motor Drome, Organized Ten-in-One, High Free Act,
Grind Shows, few more Hanky Panks. Wire

J. A. GENTSCH SHOWS

Waynesboro, Miss., Week Oct. 3; Natchez, Miss., Week Oct. 10.

MODEL SHOWS, INC.

Wants for England, Ark., Fair and 3 more choice weeks

CONCESSIONS—Long Range, Short Range, Photo, Jewelry, Custard or Ice Cream Sandwiches, Cork Gallery, Bowling Alley, Candy Apples, Hi-Striker, Basket Ball, Coke Bottle. What have you? SHOWS—Fun House, Ten-in-One, Snake Illusion, Monkey, Wild Life. Can use Stock Concession Agents. Address:

JOHN L. ROBINSON

Clarksville, Texas, this week; England, Ark., next.

WANTED

For big 4th Annual Homecoming and Celebration, downtown—Location, Parma, Mo., and 8 weeks of Fairs and Celebrations. Can place Ball Game, Popcorn, Candy Apple, Clothes Pin, Bumper, Coke Bottle, Bowling Alley or any non-conflicting Stock Store. Rides—Can place Octopus or Rolloplane for balance of season. Can place Monkey Show or any Grind Show

Wire or come on

A-1 AMUSEMENT, JOHN HANSEN, MGR.

PARMA, MO.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000

\$27.00

10,000 \$ 9.00

20,000 11.00

50,000 17.00

SHOOTING GALLERY—LONG RANGE FOR SALE

The best Long Range Portable Gallery on the road—bar none. Mounted on 1947 C.O.E. Ford 2 ton truck, booster brakes, two speed rear axle, 825 rear tires. Gallery is 18 ft. wide, 10 rifles, tubes, etc., aluminum sides and front. Squirrel trees, airplane targets which fall down when hit, revolving disks, big ben bell targets, paratroopers, steel ball-bearing target, two rows moving birds, bird racks, others too numerous to mention. Also my own registered duck pond with water tank built in truck. Side walls decorated with scenery, 10 ft. awning and side rods. Everything complete, including parts for rifles, etc. If you want the best on the road, this is it. Cost \$9,000 to build. Due to ill health will sacrifice for \$6,500 cash. Can be seen in operation on independent midway at Jackson, Mississippi, Oct. 10 to 15. Also have Chester Pollard Balloon Racer (16 units). Have 5 kw. AC Light Plant, mounted on two-wheel well built trailer, with tool boxes, etc.

BILL CORBETT

Permanent address: 210 W. Chelsea St., Tampa 3, Fla.

PRELL'S BROADWAY SHOWS

Week of October 10-15, Halifax County Fair, South Boston, Va.; Greenville County American Legion Agricultural Fair, Greenville, S. C., October 17-22. Seven more Fairs to follow. This show closes December 10th and reopens in Fort Myers, January 30, 1950.

Wanted: Legitimate Merchandise Wheels, Legitimate Grind Stores, Eat and Drink Stands. Can Place: Midget Show, Wild Life, or any new and novel Shows. Can Place: Funhouse, few Major Rides. Ride Help of all kinds, semi drivers preferred. All answer:

SAM E. PRELL, General Manager

Greenville, N. C., this week; South Boston, Va., to follow.

W.G. WADE Shows

ANNUAL STREET FAIR BRONSON, MICH., OCTOBER 11-15

CAN PLACE FOR THIS EVENT—Legitimate CONCESSIONS of all kinds, including Games of Skill and Chance; also out and out Sales Concessions.

W. G. WADE SHOWS

LA GRANGE, IND. (Fair). All This Week.

WANTED ALLAN HERSHELL LITTLE BEAUTY MERRY-GO-ROUND

With or Without Organ. State Age, Power Unit, Condition
SPOT CASH

WM. E. LONG

22 S. Fulton Ave.

Baltimore 23, Md.

WANT FOR CHAUNCEY, OHIO, HOMECOMING, OCT. 11-16

Ball Games, Blankets, Hanky Panks of all kinds.

HOWARD BROS.' SHOWS

Ottawa, Ohio, this week.

AMERICAN LEGION ANNUAL THRILL CIRCUS

At Wilmington, North Carolina, entire week starting October 24th through Oct. 29. Want Thrill Show on percentage basis for Tuesday night and Saturday afternoon optional. Jack Kochman, Joie Chitwood, B. Ward Beam, contact me. Want Grandstand Acts, Animal Act, Flying Return, Ground Acts. Must work on track. No platform acts; have High Pole booked. Will H. Hill, contact me if in this vicinity. Price must be reasonable. Wire or write:

WALTER D. NEALAND

Booker, care General Delivery at Albemarle, North Carolina, this week
Then P.O. Box 1047 at Wilmington, North Carolina

CALL — CALL — CALL — CALL — CALL

THE JACKSON, MICHIGAN

ANTIQUES AND HOBBY SHOW

This event sponsored by the Business and Professional Women's Club—the live wire organization of Jackson. 4 nights, 3 days—Nov. 26-27-28-29.
2 FLOORS—MASONIC TEMPLE BLDG.—2 FLOORS

HOBBY SHOW, plenty of action and crowd getting activities. Booth space open to any item which can be classed as a hobby. Jewelry, Needles, Rug Weaving, Novelties, Pets, Recent Inventions, Photography, Engravers, Horoscopes, Handwriting, Sports Equipment, etc. Rates cheap—Write now for good locations. Management: L. VERNE SLOUT, Vermontville, Michigan. PHONE 2137.

FROM THE LOTS

John H. Marks

FAYETTEVILLE, N. C., Oct. 1.—Shows opened September 26 at Cumberland County Fair here, an annual date for the org since 1933. Opening attendance was good, and a kids' day, Tuesday (27), was 20 per cent over last year. Weather was ideal.

Broadway Vanities continues to lead the shows followed by T. W. (Slim) Kelley's Circus Side Show and Lewis Scott's Scottie's Harlem Broadwaysters.

At Northern Neck Agricultural Fair, Warsaw, Va., shows scored heavily. Midway grosses were up despite a few chilly nights and two days of light rain. Closing attendance, Saturday (24), was a record for the event. A still date in Charlottesville, Va., closing Saturday (17), was played without most of the shows because of a local ruling, but receipts were okay. Biz at the Roanoke and Lynchburg, Va., fairs was about the same as last year; crowds were good, but spending was down.

A son was born to Mr. and Mrs. J. E. Pinkston in Lynchburg Baptist Hospital. Grandparents are Mr. and Mrs. William Pinkston, who have the pet shop concession.

All were saddened by news of the death of James M. Rattery, who visited the midway in Roanoke, Va., a day before he died.

T. A. Schulz is back on the job as head ticket taker, postmaster and The Billboard sales agent, after a lengthy illness in a Chester, Pa., hospital. Thomas J. Heath, electrician, is back after spending a few days in Jefferson Hospital, Roanoke, Va.

Mrs. Jessica Birmingham, of the advance, rejoined her husband, Jack Birmingham, advertising agent, after spending a week at home in Rome, Ga. Charles Underwood visited in Fayetteville after closing with Robbins Bros.' Circus. Underwood and the writer cut up jackpots about the old days on the John Robinson, Sparks and King Bros. shows.—WALTER D. NEALAND.

Capital City

MANCHESTER, Ga., Oct. 1.—At the Triangle County Fair, La Grange, Ga., a \$600 per week license fee made the going tough. Biz was below last year.

Most still dates in Tennessee, Kentucky, Ohio and Indiana were 25 per cent off from last year. Scottsburg, Ind., was a complete blank, but Barbourville, Hodgenville and Elizabethtown, all Kentucky, were about even with last year. Date previous to La Grange was Bremen, Ga.

Staff includes J. L. Keef, owner-manager; E. D. Backer, general agent; Jack Rainey, secretary; E. A. (Hoppy) Chapman, business manager; J. G. Brumitt, auditor; H. Berry, electrician and superintendent of construction, and B. Bayless, mail and The Billboard agent.

Rides include Merry-Go-Round, Ferris Wheel, Octopus, Fly-o-Plane, Chairplane, Kiddie Airplane, Kiddie Auto Ride, Miniature Train and Pony Ride. Shows are Circus Side Show, Funhouse, Motordrome, Illusion, Big Snakes, Monkey Show, Animal Show, Hollywood Girl Revue and a free act.—JACK SNOW.

All American

SHAWNEE, Okla., Oct. 1.—A twister struck the midway Tuesday night (13) at Pott County Free Fair here. September 13-16, flattening equipment from the front arch to the rear and demolishing the Ferris Wheel. Walter Sneed, Mix-Up foreman, was injured by a falling light tower.

Personnel pitched in and had equipment repaired for the Friday night close of the fair. Owner Herman Reynolds said damages would run heavy. Practically a whole Ferris Wheel was ordered from Eli Bridge Company.

Virginia Greater

ENFIELD, N. C., Oct. 1.—Show pulled in here after a satisfactory week at Smithfield, Va., under auspices of the Smithfield Fire Department. Lot was in a new location on a highway about three-quarters of a mile from the business section of town, as Smithfield officials have closed the city to carnivals.

Business at Smithfield was slow the first part of the week, due to chilly and rainy weather. On Monday night (19) a heavy rainstorm broke just before closing time and the weather turned cool Tuesday night (20), despite which a fair-sized crowd gave midway attractions a play. Wednesday (21) was fair, but Thursday night's (22) biz was off a bit from previous nights. Friday (23) and Saturday nights' (24) business was satisfactory, as was the 9-cent children's matinee Saturday afternoon.

Mrs. Charles Trotter joined with cork gun gallery and Bob Poole came on with Illusion Show and one concession. Two minor accidents hit the show at Smithfield but little damage resulted. Fire slightly damaged the engine on the Whip and a wind storm blew down the show's entrance marquee. Stanley (Chumpy) Hintz is no longer with the show. Louis Augustino is laid up with a heavy cold. Electrician Arthur Gibson spent a few days at his home in Charlottesville, Va., with his brother Raleigh, former ride superintendent of the show, who is on the sick list.

Visitors at Smithfield included H. W. (Slim) Kelly, Side Show operator with the Marks Shows, which were playing a near-by stand; Mr. and Mrs. Wallace Goodrich, Suffolk, Va.; and Mr. and Mrs. Harry P. Taylor.—H. W. (HAP) ARNOLD.

Alamo Exposition

BRISTOW, Okla., Oct. 1.—Org was up opening day, but unable to show because of rain. Biz at Perry, Okla., was good with Bill and Bertha Williams getting the top gross with the Monkey Show.

James Doyles, Ferris Wheel foreman, turned in top ride money with the Merry-Go-Round second. Jack Oliver, Tilt-a-Whirl foreman, and Bill Carr, Spitfire foreman, finished in that order. Concessions reported good business. Joy Barackman works in her father's derby race. Rosemary Ruback's guess-your-age is getting plenty of play.—SAMMY SAMPSON.

FOR SALE FINEST COOKHOUSE ON WHEELS

All equipped. Ready to operate. Seats 24. Best equipped and cleanest one you ever saw. Reason for selling; Other business. Will sell for half value.

Wire or write:

C. S. MITCHELL

13905 Burbank Blvd., Van Nuys, Calif.

W. E. ATTRACTIONS WANT

Agents for Slum Concessions (only), also Ride Man who can handle truck. Playing in cotton towns only.

Ercu, Mississippi, this week

GEORGIA SOTHERN WANTS

High class, efficient Talker for her Broadway Review Show on the Cavalcade of Amusements Midway. Address:

TUPELO, MISSISSIPPI THIS WEEK

Prell's World's Fair

HENDERSON, N. C., Oct. 1.—Org came here from Rutherfordton, N. C., and was ready for Monday night opening, which was slow. Tuesday was good for all. Wheels and Merry-Go-Round topped the midway. Colored Day, Wednesday, packed midway from noon until 11 p.m., but grosses were down from Tuesday. Reminder of week was okay. On Friday night orphan children were taken on rides and in shows and given popcorn and candy apples. Collection, taken by Joe Prell, was given to the kiddies.

Morris Vivona, manager, has bought two new International tractors. Recently joining were Ted Lewis with Ferris Wheel, kiddie rides and Diesel plant; Mr. and Mrs. George Martin, kiddie train; Zelda Meyers, cook-house; Mr. and Mrs. George Minden, three joints, and Mrs. Ruby Kane, three joints. William Brownell reports good biz with his 24-foot glass pitch and long range gallery. Lola Conklin, annex, has joined DeWise Purdin.

A birthday party was given by Mrs. Ruby Kane for her daughter, Mrs. Frank Brown, on her 21st birthday. Center piece for the table was a three-tier cake topped by a musical ornament playing *Happy Birthday*. Frank Brown, manager of the H. W. Jones bingo and husband of guest of honor, presented his wife with a dinner ring in addition to her many gifts. Among those present were Mrs. Catherine Vivona, Mr. and Mrs. Morris Vivona, Kathryn Ann Vivona, John and Sabastian Vivona, Mr. and Mrs. Al Carpenski, Mr. and Mrs. Max Sharp, Mr. and Mrs. A. R. Whitesides, Mr. and Mrs. Joe Prell, Mr. and Mrs. Robert Murphy, Mr. and Mrs. Happy Hawkins, Ted Lewis, Mrs. Harry Dukes, Mr. and Mrs. Stanley Jones and daughter, Sally Lou and son, Jackie; Jimmy Fiella, Mr. and Mrs. Johnny Ryan, Mrs. Irene Morton, Mrs. Russell Heaton, Francis Wolfe, and Flip Phillips.—STANLEY JONES.

Veteran's Expo

WAYCROSS, Ga., Oct. 1.—The week ending Saturday (17) proved one of the best in recent weeks for this org. Saturday's bubble gum matinee went over big. Mrs. Caruso, wife of the owner, was taken to the hospital, but her condition is not serious. Mr. and Mrs. George Schaffer joined with snow balls and candy apples. J. R. Thornton joined with his wonder pig. Mr. and Mrs. I. B. Nixon report business picking up. Mrs. Cole added another concession, with Tex in charge.

Scotty Odom left to join Jacks Greater Shows. Owner Johnny Caruso is busy handling the shows and making trips to the hospital. O. O. (Bud) Point, general agent, is away on business.—HARRY E. WILSON.

ARTHUR

Am waiting for you at Bootsies. Call Belmont 8697 or come.

PEG

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT MOTORDROME RIDERS TO JOIN AT ONCE

Prefer Manager with Complete Crew to take complete charge. We are now playing a route of Proven Fair Dates.

CONCESSIONS

Can Place Legitimate Merchandise Concessions of All Kinds. Nothing But Fairs To Follow.

ROCKDALE COUNTY FAIR, CONYERS, GA., THIS WEEK; FRANKLIN COUNTY FAIR, LAVONIA, GA., NEXT WEEK; FOLLOWED BY GREENE COUNTY FAIR, GREENSBORO, GA., AND UPSON COUNTY FAIR, THOMASTON, GA.

ALL ADDRESS:

JOHNNY T. TINSLEY SHOWS
CONYERS, GA.

Page Bros.

ASHLAND CITY, Tenn., Oct. 1.—Org came here from Brownsville, Tenn., where the first fair in many years brought good biz for shows, rides and concessions. On a Friday, Kids' Day, Bill Collier's Motordrome did capacity business.

Attractions this year included horse and mule races, Jimmie Haylett's Helldrivers, fireworks and local bands.

Mr. and Mrs. J. L. Gentry, Mr. and Mrs. Charles Chambers, Bobby Airs, Merrell Dyer, Charles Daniel, Ed Johnson and Mr. and Mrs. E. Smith and daughter, Sonnie, joined with concessions. Joe Edwards framed another joint, giving him five.

Visitors included W. J. Williams, Rogers Greater Shows; Ernie Ferrow, Wallace Bros.' Shows, and Mr. Dawson, Acme Supply Company, St. Louis.

American Funland

EUDORA, Kan., Oct. 1.—Org came in here after closing Saturday (24) at the Brinkley, Ark., Fair & Livestock Show.

Wynne, Ark., was fair for rides and shows, but concessions did okay. Fair began officially Thursday (15), with a downpour. Weather cleared Saturday (17) in time to save the stand from being a complete blank.

Concessionaires joining recently included Bob (Gypsy) Meyers, Charles Morgan, Mr. and Mrs. Curley Brown, and Brown's son and daughter-in-law. Hotcha Hinton joined with his *Girl Revue*. Doughboy Cox and Buster Ellis were on the shows for a week, and had a fair take. Hoppy the Frog Boy is handling mail and is *The Billboard* sales agent.—BOB BULLOCK.

Hill's Greater

CHILDRESS, Tex., Oct. 1.—Org moved in here from Shamrock, Tex., where it played the week of September 26 at the Baca County Fair. First part of the week was sloughed by cold. It warmed up the last three days, however, and business was good. Saturday (24) was the best day of the week.

Visitors here included Mr. and Mrs. Bill Johnston, Mrs. Ott Kube's father and sister, with Mrs. Kube returning home with them for a week's vacation; Mrs. Rose Levine's sister and brother-in-law from Denver, and many personnel from the Larry Nolan Shows.

Siebrand Bros.

LAS VEGAS, N. M., Oct. 1.—Activities were varied here. Joe Hodges flew to Los Angeles for a short visit; the Patines and Tom and Betty Hodgini spent a day picnicking in the Hoover (Boulder) Dam area. Recent birthdays celebrated were those of Patsy Siebrand and Donita Roche. Donita was feted at El Rancho Vegas. Tom and Betty Hodgini enjoyed gifts and entertainment on their third anniversary here also. The heat in Vegas was a scorching 102 to 108 degrees.—JOE HODGES HODGINI.

PIEDMONT INTERSTATE FAIR

October 10th to 15th Inclusive
SPARTANBURG, S. C.

GEORGIA STATE FAIR

October 17th to 22d Inclusive
MACON, GA.

CAN PLACE all Legitimate Merchandise Concessions and Eating and Drinking Stands for all fairs ending the middle of November

Raynell wants Talker and Girls for Posing Show.
CAN PLACE Hi-Ball Ride for this and next season.
All address this week Richmond, Va., Fairgrounds.

CETLIN & WILSON SHOWS

WAR SHOW FOR SALE WAR SHOW

THE TOP MONEY, ONE-WAGON SHOW, ON THE ROYAL AMERICAN SHOWS, HENNIES BROS.' SHOWS, JAMES E. STRATES SHOWS AND WORLD OF MIRTH SHOWS.

Will sell ONE Show Only, complete, except tent, which is the property of the Carnival Company . . . A GREAT SHOW for Man and Wife Operation . . . Low nut . . . Strong Book Inside Sale.

Show in Top Shape, with Wax Figures of Hitler and His Gang . . . Fine Collection of Nazi, Jap and Italian Guns, Pistols, Flags, and Trophies.

SHOW IS BOOKED FOR 1950, BUT THIS YOUR OWN CHOICE

Show can be seen in operation on the above Shows en route NOW . . . Show cannot be delivered until close of present season.

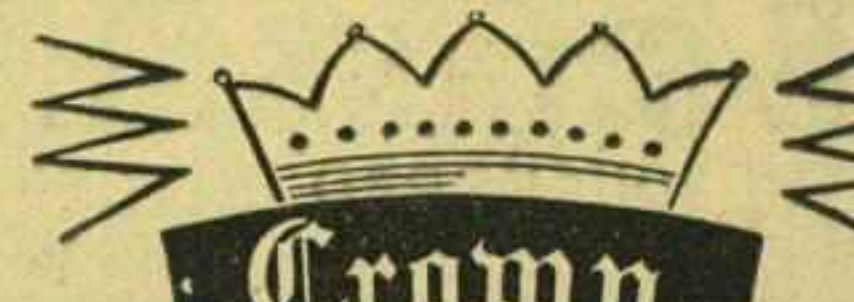
LOOK IT OVER—THEN SEE ME FOR PRICE—YOU WILL GET THE BEST BUY YOU EVER HAD. Will gladly show you Books on Profit of Show.

Also can be seen at Texas State Fair, Dallas, Oct. 8 to 23

ADDRESS OR CONTACT:

NAT D. RODGERS

c/o Royal American Shows, Birmingham, Ala., Oct. 3-8, or per route for balance of season.

Eddie  Young's

Crown

Royal WANT FOR Shows

COLUMBUS FAIR & LIVESTOCK SHOW

Columbus, Miss., October 11th Thru 15th

CONCESSIONS Hanky Pank Concessions of all kinds, Ball Games, Grab, Popcorn, Floss, Penny Arcade, High Striker, Hoopla.

ALL REPLIES TO
E. L. YOUNG, Mgr.
Caruthersville, Mo., now.

5 BIG SPOTS 5

TIFTON, First Fair in 12 Years; JESUP ANNUAL CELEBRATION; OCONEE FAIR;
DUBLIN; ADEL FAIR, Down Town

Biggest Armistice Celebration in the South. Want Clean Concessions that work for 10 cents. Clean Shows with something inside. No Gypsies, no racket, no immoral shows to buck here.

MAD CODY FLEMING

McDonough, Ga., this week

FOR SALE CHEAP RIDES AND EQUIPMENT FOR SALE CHEAP

COME AND SEE THIS EQUIPMENT UP AND OPERATING

3 Abreast Allan Herschell 40 ft. Merry-Go-Round, in perfect condition; No. 5 El Ferris Wheel, 3 years old and good as new; Allan Herschell 10 car Kiddie Auto Ride, in perfect shape; 8 Tub Octopus, in perfect condition; 2 Lewis Diesel Light Plants, in special built trailer; 2 Light Towers on top of trailer, 60 k.w. each (Beautiful Outfit—will sell for half what they cost); all late model Trucks, all good as new; beautiful Entrance Arch; 3 50 ft. Panel Fronts, with new canvas. Will sell any part of this equipment. This must sell. Come and see it.

F. M. SUTTON SR., c/o GULF COAST SHOWS

Marvell, Ark. (Fair) this week; Osceola, Ark. (Fair) Oct. 10-13; Terrill, Ark., Oct. 17-22.

Prell's World's Fair Shows

WANT FOR

CAMDEN, S. C., Week Oct. 10-15
MONROE, N. C., to follow

WANT CONCESSIONS—Grab, Eating and Drinking Stand, Mitt Camp, Hanky Panks and Merchandise Wheels. Will book Derby Racer, Rotary, Age and Scales. Dutch Whiteside wants Clothes Pin, Grind Store and Wheel Agents.

WANT Wild Life, Motor Drome.

WANT Girl Show with own equipment. Want Colored Shows for Columbia and Charleston, S. C., Fairs.

WANT to book or lease Tilt, Caterpillar, Pony Ride, Whip or any Ride that does not conflict.

Can use Ride Help on all Flat Rides. Semi Drivers given preference.

All answer

JOSEPH PRELL or MORRIS VIVONA
Union, S. C., this week; Camden, S. C., to follow.

LAWRENCE GREATER SHOWS

WANT NOW FOR THESE OUTSTANDING FAIRS

WESTERN NORTH CAROLINA COLORED FAIR, WINSTON-SALEM, N. C., OCT. 10-15;
ATHENS AGRICULTURAL FAIR, ATHENS, GA., OCT. 17-22; NEWBERRY LEGION FAIR,
NEWBERRY, S. C., OCT. 24-29. With two ACE STILL DATES TO FOLLOW. This show
closes its season Saturday, Nov. 12.

SHOWS—Well organized SIDE SHOW or SIDE SHOW ACTS—Light-Skin Chorus Girls who can do specialties for MINSTREL SHOW—Mechanical City.

OUTSTANDING FREE ACT to join at Athens, Ga., Sunday, October 16th, for balance of season. Contact quick and send pics or clippings of act.

CONCESSIONS all open—Large, flashy PENNY ARCADE, Photos, Novelties, Mouse Game, Pan Game (must have other Concessions), Lead Gallery, String Game, American Palmistry, Snow Balls, Ice Cream, Candy Floss and all sorts of legitimate Merchandise Concessions. Can also place CONCESSION AGENTS for Clothes Pin, Six Cats, Buckets and Percentage Dealers for OFFICE-OWNED CONCESSIONS. HELP—FOREMEN and SECOND MEN for several Rides. Top salaries and pleasant working conditions. If you can drive a truck and stay sober you will be okay here. Useful Carnival People in all departments. All replies to SALISBURY, N. C., THIS WEEK; THEN TO WINSTON-SALEM, N. C.

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT

WANT

For 3 big bonafide Fairs, Hart County Fair, Hartwell, Ga., week Oct. 10; followed by 2-State Colored Fair, Augusta, Ga., week Oct. 17; then Worth County Fair, Sylvester, Ga.

CONCESSIONS Legitimate Concessions of all kinds, Cookhouse, Grab, Hot-Dog-on-Stick, Wonder Bar, Frozen Custard, Short Range, High Striker, American Palmistry or any other Legitimate Stock and Hanky Panks.

SHOWS Not conflicting with own equipment, Snake, Fat Show, Midget, Fun or Glass House, Minstrel.

RIDES Any non-conflicting rides with own transportation.

HELP Help on all Rides. Must drive and be licensed operators.

ALL ADDRESS:

C. C. GROSCURTH
Albertville, Ala., this week; then Hartwell, Ga., next week

ROYAL Exposition Shows

Middle Georgia Fair, Milledgeville, Ga., October 10th to 15th; followed by Putnam County Fair, Eatonton, Ga., October 17th to 22nd; American Legion Fall Festival, Douglas, Ga., October 24th to 29th; American Legion Fair, Pelham, Ga., October 31st to November 5th; then to Florida for the Winter Tour.

Want Custard, Photos, Long Range, French Fries, Funhouse, Midget Show, 10-in-1, Minstrel Show, Tilt-a-Whirl. Must have your own outfits and transportation. Address this week: Sparta, Ga.; then as per above route.

PIKE'S AMUSEMENTS

Can place Shows and Concessions. Agents of all kinds. Roll-down, Razzle, Skillo open. Manager for Cookhouse or will book Cookhouse, Hanky-Panks or any Show with own equipment. Want Ride Help. Atoka, Okla., Oct. 3-8; Farmerville, Louisiana (Fair), Oct. 11-15.

Other Fairs to follow. Out until Xmas. Contact:

KENNETH THOMPSON or BILL PIKE

FROM THE LOTS

Larry Nolan

CHEYENNE FALLS, Colo., Oct. 1.—Org broke all records last week at the Kit Carson County Fair, Hugo. Annual was held on a downtown lot and the shift proved a good move, as the fair had no night attractions. Annual was pleased with the org's operations, and fair manager Bob Igou signed the shows to return in 1950.

Johnny Ridder's Octopus topped the rides, with the Ferris Wheel a close second. Gary Hern's Side Show ran neck and neck with Ben Roweth's Little Farm for top show money. Mr. and Mrs. Nick reported excellent business with the Girl Show.

Joe Divino's family visited. Lela Scott's photo machine arrived.

Shows closed their season at the fair here today and will move into the barn. A small unit will make a long move to Wilcox, Ariz., and will stay out until December 1.

Charles Scott has overhauled the electric equipment and installed a new 50-kw. transformer. Gary Hern has repainted and lettered the six trucks that will go with winter shows.

Pick and Jeanne Huston were closing night visitors at Hugo. The Hustons, now located in Denver, operate a juke box route.

Motor State

HUNTINGTON, Tenn., Oct. 1.—Avilla, Ind., and Trenton, Tenn., were good. Huntington, this week, opened slow but biz picked up. Shows will move into Arkansas and will close in Louisiana in six weeks. Pat Davis has framed another concession; he now has six. Monkey Speedway is topping all shows, with Charlie Darrow working the inside. Several new attractions have been added to the Jungle Show including a large python. Mr. and Mrs. Frederick, owners of the org, spent two days at the Schult trailer factory, Elkhart, Ind. Dick Green has joined, taking the front of the Monkey Circus.—ROBERT SCHMIDT.

POMONA BIZ OFF

(Continued from page 68)

a 46-foot beam, is similar to the semi-portable ones made by them and now operating in Long Beach and Ocean Park, Calif., and Mexico City. These three rides require about 10 days to erect.

Sundays Big

Giving the carnival lot plenty of flash with its slim-tube lighting, made especially for the ride, the device has made money since opening day. The first of three Sundays saw 5,000 ride and last Sunday (25) the take was 5,325 admissions at 25 cents. Two 50-minute checks were made on the Wheel with one turning in a take of \$153 and the other \$151.

Using a long loading platform, two chairs may be loaded at one time. The seats, weighing 65 pounds each, will hold three persons.

Elmer Velare placed the cost of getting the ride in operation for this engagement at \$135,000. However, in this figure are dies and experimental costs.

The Scooter, getting second place money, is located next to the double Wheel and is designated in the office as "the Scooter with the new cars" to distinguish it from the other Scooter, which is not in the top money class.

Concessionaires, in explaining the drop in their takes, say while attendance may be only 23 per cent off, spending is down even more.

Smith Amusement

HOLDENVILLE, Okla., Oct. 1.—Shows moved in here from the We-woka, Okla., Fair, which resulted in fair business. Owner-Manager Roland Smith has purchased a new winch truck. Following the stand at the Okmulgee, Okla., Free Fair the shows move South to the cotton territory.

Additions to the line-up here included Mr. and Mrs. Sammy George, Mr. and Mrs. Bill Banta, Mr. and Mrs. Ray Coons and Hedy Joe Starr and troupe. General Representative Eddy Yagla and Owner Smith returned from a trip thru Texas.—MRS. EDDY YAGLA.

WOM TABS RECORD

(Continued from page 68)

in the history of this org, wagon fronts for big units such as the Vanities and Minstrel Show were loaded on low-slung tractor-trailer units and hauled overland. As a result, the unit presented had a finished appearance. The move was expensive since the train, including many empty flats, still have to be moved here at the regular tariff.

Concessions Ready

Bucky Allen's concession line-up which regularly makes the jumps on his fleet of trucks, was complete early on opening day. Demand for space here was terrific, with the fair doing the peddling thru Jack McCormack, concession manager.

A new Hammond organ was added to the Vanities here, and plans for the proposed renovating of its wagon front were being mullied.

As the result of the org's proximity to New York, visitors were numerous. They included Arthur E. Campfield, head of the canvas firm bearing his name; Clem Schmitz, insurance representative; Harry Witt, Boomerang manufacturer; Ethel Weinberg, secretary National Showmen's Association; Joe McKee, Palisades Park superintendent, and Jerry Gottlieb, representing his merchandise firm.

JONES GATE DIPS

(Continued from page 68)

more Children's Convalescent Home, operated by the Georgia Elks. A miniature train was set up on the hospital grounds, and all youngsters except the shut-ins were given lengthy rides. Al Rio and Betty Lou Drake, from Allen Gilbert's New York Follies, headed the entertainment, with the band from Jerry Jackson's Hepcats Revue furnishing the music. Dolls, toys, candy, peanuts, popcorn, ice cream and cookies were distributed to youngsters.

Org in Atlanta Parade

As children of Georgia flocked into the grounds for the opening of Southeastern Fair, there was an optimistic note on the entire midway. Mike Benton, serving his 18th term as fair president, spearheaded an intensive publicity and promotional campaign, and capped Thursday (29) with a day and night giant balloon parade on Atlanta's Peachtree Street. Police estimated that upward of 500,000 persons viewed the processions, which included decorated flats carrying the girls from the Gilbert show and the band from Jackson's revue.

FOR SALE

40 ft. 4 abreast Spillman Merry-Go-Round, new top, good condition. Smith & Smith Chairplane, has all new chains. Both ready to operate. Reason for selling, have other rides.

MRS. MATTHEW J. RILEY
CLINTON HOTEL PHILADELPHIA, PA.

KEYSTONE ATTRACTIONS, Inc.

Want for Firemen's Carnival, Gretna, Va., Oct. 10-15; with Amherst County Fair, Amherst, Va., to follow, Oct. 18-22.

Major Rides not conflicting with Merry-Go-Round and Ferris Wheel. Want Grind Shows, Concessions—Novelties, Jewelry, Photo, Cigarette Gallery, Candy Apples, Custard, French Fries, Chocolate Dips, Bumper, legitimate Stock Wheels, Eddie Davis, let me hear from you; also Johnny Eck.

MEL SOBER, Mgr.

APPOMATTOX, VA., OCT. 3-8; THEN GRETN, VA.

HAVE FOR SALE
RIDE-O—IN PERFECT
 CONDITION
HI-BALL RIDE
DAYTON TRAIN

600 Foot Track—Front and 4 Cars

**CAVALCADE OF
 AMUSEMENTS**
 TUPELO, MISS., THIS WEEK
 EUNICE, LA., NEXT WEEK

Pomona Patter

POMONA, Calif., Oct. 1.—Ed Kennedy, in from Sacramento with his guess-your-weight at the Los Angeles County Fair, reports he has been with the Crafts org for 25 years. . . . Pat Treanor and son, Raymond, have the novelty concessions on the fair's midway. Patty, who leaves soon for New York to look over merchandise, has played this fair for 22 years. He said he has had concessions at 27 fairs this year and only four were 25 per cent off. . . . Frank Redmond is up from Mission Beach and operating an electric appliance wheel with Tommy Tomlinson for Charlie DeMarco. . . . Jack and Martha Kenyon have an orange juice stand, with Florence Lusby on the staff. . . . Boots and Lois Nailen, of the A. J. Budd Side Show, moved out Tuesday (20) to join the Budd org on the West Coast Shows in Fresno. . . . Joe and Peggy Steinberg will go from here to Fresno with their horse race game and then to the barn, according to Joe.

Alex and Olivia Freedman have the ex on novelties on the Crafts midway; they have five hat and 10 regular stands. Freedman has secured the ex on novelties at the Arizona State Fair, Phoenix.

**20th Century Re-Inks
 Bethany, Mo., Annual**

BETHANY, Mo., Oct. 1.—Albert Martin and E. D. McCrary, co-owners of 20th Century Shows, signed Saturday (10), the final day of the Northwest Missouri State Fair, for the 1950 midway attractions.

The six-day fair was hit by rain four days this year, with Kids' Day, Tuesday (6), and the closing Saturday washed out. As a result, carnival grosses were down 18 per cent.

The 1950 run of the fair will be increased by one day, when midget auto races will be featured.

**Corinth Bows In
 Light for Dodson**

CORINTH, Miss., Oct. 1.—The Tri-State Fair opened light Tuesday (27) for Dodson's Imperial Shows, but indications were the annual would finish strong. Kids' Day was hit because school official declined to dismiss classes for the day.

Herbert Bye and Benton Brayer, both of Chicago, visited the shows and conducted a few experiments in lighting innovations.

FOR SALE

1 old Lioness, nice condition, \$50.00; 1 pair one-yr.-old Lions, excellent condition, \$375.00; 1 pair Aoudad Sheep, with one 30-day-old Lamb, female, all for \$200.00; 2 two-yr.-old Female Red Fallow Deer, each \$75.00; 3 two-yr.-old White Fallow Deer, each \$75.00; 2 two-yr.-old White Fallow Bucks, each \$80.00; 1 pair Coyote Pups, both for \$30.00; 1 pair Brahma Cattle, three years old, grey color with red tinge, both for \$550.00; 15 young Wild Turkeys, each \$20.00; 20 young Royal Palm Turkeys, each \$20.00; 1 Black Swan, sex unknown, has one crooked leg, \$65.00; 1 two-yr.-old White Male Swan, \$65.00; 1 pair Scarlet Macaws, each \$130.00; 1 pair Slender Bill White Cockatoos, both for \$350.00; 1 pair Green and Red Canaries, pair \$110.00.

ROSE PARK ZOO
 Prairie du Chien, Wis.

**ROYAL MIDWEST SHOWS
 WANT**

Stock Concessions, Grind Stores, Mitt Camp, Popcorn, Candy Apples and Cotton Candy. Can place capable Agents for Count Stores and Skillos, Wire

ROXIE HARRIS
 Rosedale, Miss.

HERB SHIVE

CALL ME IMMEDIATELY
 O'Henry Hotel, Greensboro, N. C.
JOHNNY J. DENTON

**C.A.
 STEPHENS
 SHOWS**

WANT FOR METTER, GA., FAIR, Oct. 10-15; THOMSON, GA., FAIR, Oct. 17-22; WARE SHOALS, S. C., Oct. 24-29; ELBERTON, GA., FAIR, Nov. 1-5; ANDERSON, S. C., COLORED FAIR, Nov. 7-12.

CONCESSIONS—Novelties, Jewelry, Balloon Darts, Pitch-Till-U-Win, Penny Pitches, Coke Bottles, Custard, Ice Cream Dips, Age and Scales, French Fries, Palmistry, Eat and Drink Stands. SHOWS—Any Grind Show such as Animal, Mechanical City, Fats Usher wants Talkers, Grinders and Ticket Sellers for 10-in-1, Girl Show, Snake Show; also Annex Attractions. Mazola wants two more Girls for her Girlie Revue. Anna Lee King can use complete Jig Show for these colored fairs. Get in touch with me if at liberty. RIDES—Have seven. Have two Free Attractions, the Helen Harvey Girls and a High Diving Act.

Address Graniteville, S. C., this week

PENN PREMIER SHOWS
worlds • cleanest • midway

Mecklenburg County Fair Williamsburg County Fair

Chase City, Va., Oct. 10-15

Kingstree, S. C., Oct. 17-22

CAN PLACE all legitimate concessions. Want eating concessions. SHOWS—Can place minstrel show and wild life; join immediately. HELP—Can place ride help in all departments who drive; top salaries. AGENTS—Johnny Williams wants nail store agents.

LLOYD D. SERFASS, Gen. Mgr.

Sanford, N. C., Fair this week. We still have five more fairs.

WANT for

Blount County Fair, Maryville, Tenn., Oct. 10-15

Then the Great Coosa Valley Fair, Rome, Ga., Oct. 17-22

Want Concessions—Grab, French Fries, Custard, Pop Corn, Candy Apples, Pronto Pups and Hanky Panks of all kinds. Want to book Looper, Tilt, Rocket or C-Cruise. Want Side Show. Must be flashy.

SHAN BROS.' SHOWS

CANTON, GA., THIS WEEK

BARNEY TASSELL UNIT SHOWS

WANT FOR YANCEYVILLE, N. C., TOBACCO FESTIVAL, WEEK OCT. 10

(Don't let size of town fool you)

CONCESSIONS of all kinds except Grift and P.C. Want Monkey and Snake Show. Major Rides not conflicting. This show works 47 to 48 weeks out of the year. Can place Second Men on Spitfire and all other Rides. Help must drive semi trailers. Wire

KEYSVILLE, GA., THIS WEEK.

SINCE McGEHEE, ARK., POSTPONED INDEFINITELY DUE TO MISSOURI-PACIFIC STRIKE

AMERICAN FUNLAND SHOWS

WANT FOR AMERICAN LEGION HARVEST FESTIVAL, STUTTGART, ARK., THIS WEEK (FIRST SHOW THIS YEAR); CAMDEN, ARK., NEXT, AND CHOICE TEXAS CELEBRATIONS TO FOLLOW.

All Stock Concessions except Snow, Floss, Popcorn, Bingo and Custard. Will book neat Photo Joint. Gypsy (Bob) Meyers wants capable Agents. Frenchy Bouillon wants capable Girls for complete new Show, salary plus percentage. Capable Athletic Show people, contact. Will book Shows with own transportation not conflicting with our 6. Will book miniature Train and Pony Ride and Fun House. Good proposition for capable Special Agent with car.

All contact A. (BOOBY) OBADAL, Stuttgart, Ark., this week; Camden next week.

**VICTORY
 EXPOSITION SHOWS**

WANT FOR EAGLE PASS, TEX.-PIEDRAS NEGRAS, MEXICO, 100 YEARS OF FRIENDSHIP FIESTA—6 BIG DAYS STARTING OCTOBER 11.

HANKY PANK CONCESSIONS OF ALL KINDS. SHOWS OF MERIT—GOOD PROPOSITION TO WORTH-WHILE SHOWS. Especially want Side Show, Glass House and Snake Show. Address: CENTRAL WEST TEXAS FAIR, HASKELL, TEX., this week.

**COTTON ROUTE SPECIAL
 GREAT WESTERN SHOWS**

Concessionaires, make your winter b.r. with this new show. All Concessions reasonable; all Slum Stores, \$15.00. Midway open to right operators. Can place Frozen Custard, \$15.00 and have good spots for it. Contact

MANAGER GREAT WESTERN SHOWS

Flat River, Mo., all this week; then into the cotton country.

LINDA LOPEZ

WANTS

Side Show Talker and People. Jimmie, please contact. Want Acts, Bally People. Wire or come on in.

**LINDA LOPEZ
 WONDERLAND CIRCUS
 SIDE SHOW
 DALLAS, TEXAS, STATE FAIR**

**WANTED
 BILLPOSTER**

(union)

for
**CAVALCADE ON
 ICE SHOW**

immediately

Address

JOHNNY J. DENTON

O'Henry Hotel Greensboro, N. C.

Wanted—Wanted—Wanted

Will book Shows with own equipment, 25%; especially want Girl Show. Will book Octopus, Tilt or any Flat Ride, 25%. Concessions all open. Agents who know Red McFarlin, contact at once.

Burdick's Greater Shows

Ira Burdick, Owner-Manager

E. "Red" McFarlin, Bus. Mgr. & Legal Adj. Groesbeck, Texas, this week; Woodville, Texas, Oct. 10-15.

WANTED

Two Girls for illusions. Experience unnecessary. Must have nice appearance and weigh under 150 pounds. Can place couple if man can drive semi. Out until Thanksgiving.

A. W. McASKILL

Care Bill Hames Shows, Amarillo, Texas

JOHN MCKEE SHOWS

WANT

For Kennett, Missouri, Fair

Stock Concessions of all kinds. Shows of all kinds. Will book Spitfire and Dark Ride, also Roll-a-Whirl.

Contact **JOHN McKee, Mgr.**

Marked Tree, Ark., this week

**WANT
 COOKHOUSE AT ONCE**

Will place on wire. Out all winter Florida spots.

VETERANS EXPOSITION SHOWS

Moultrie, Ga., this week; Macclenny, Fla., follows.

P.S.: Bud Wendel, contact.

TALKER WANTED

FOR ARABIAN NIGHTS PRESENTATION

Good percentage to right man. Wire

ROY B. JONES

c/o JAMES E. STRATES SHOWS
 Charlotte, N. C., this week

WILL BOOK

Lead Gallery, String Game, Hoop-La, Floss, Octopus, Tilt-a-Whirl or any other Ride not conflicting. Can always use Show People in all departments. Junior Allen and Gene Burleson, get in touch with Don Vogt, Wilson, Okla., this week.

don FRANKLIN shows

**WANT DIESEL ELECTRICIAN—JOIN AT ONCE
AVERAGE \$100.00 WEEKLY**

RIDE HELP—Want Tilt Foreman, General Ride Help who drive semis for Caterpillar, Twin Wheels, Spitfire, Tilt, Merry-Go-Round, new Kiddie Rides. All rides office-owned. Place Ticket Seller.

CONCESSIONS—Four more good fairs to go. Place Custard and few Hanky Panks. Join for Rosenberg, Tex., Fair this week, opening Thursday morning, Kids' Day. Following fairs: Angleton, La Grange and Goliad, All Texas.

DON FRANKLIN, Mgr.
Fairgrounds, Rosenberg, Tex., this week.

DICK'S GREATER SHOWS

NORTH HAMPTON & HALIFAX COUNTY FAIR

**ROANOKE RAPIDS, N. C., OCTOBER 10 TO 15
WANT**

CONCESSIONS — Will sell Grand Stand Privilege, Demonstrators, Pitchmen, Penny Arcade, Guess Your Age, Ball Games, Cook-house and Grab, Hanky Panks. Three more fairs to follow.

SHOWS — Any Show with own outfit.

This Is a Bona Fide Fair With Horse Racing, Free Acts, Stage Show, Thrill Show, Fireworks, Band Music.

R. E. GILSDORF, General Manager, Jacksonville, N. C.
JIMMY DAVIDSON, Business Manager

CONCESSIONS SOUTHWEST LA. FAIR EUNICE

OCT. 10TH TO 16TH INC.

SOUTH TEXAS STATE FAIR BEAUMONT

OCT. 20TH TO 29TH INC.

Legitimate Concessions of all kinds—Hanky Panks, Grab, Floss, Long Range Galleries, Photos, etc. **WANT FOREMAN, CAPABLE OF HANDLING FERRIS WHEELS.** Also other Ride Men and Canvasmen.

CAVALCADE OF AMUSEMENTS

TUPELO, MISS., THIS WEEK

QUEEN CITY SHOWS

**Want for Hebron, O., Fall Festival,
Oct. 5-6-7-8**

CONCESSIONS—SHOWS AND RIDES

Followed by Sabina, Ohio, Fall Festival, on the streets, then closing spot, Marengo, Ohio, Business Men's Fall Festival. All replies to

CURLEY LITTLE, Queen City Shows
HEBRON, OHIO

JACK'S GREATER SHOWS

Want for the one and only Aiken County Fair, Aiken, S. C., Oct. 10-15; with Orangeburg County Colored Fair to follow, with six more Fairs to follow. Out all winter in Florida.

Want Concessions of all kind. All Eating and Drinking Stands open. Want Novelties, Scales, Glass Pitch, Custard, Floss, Diggers, Fish Pond, Ball Games; all Concessions open. Have complete outfit for Girl Show with two or more Girls. William Wayman wants Performers and Musicians for Minstrel Show, all winter's work. Attention, Fair Secretaries and Committees: Have a few open dates in Georgia and Florida. All mail and wires to

FRANK HARRISON, Mgr.; TOMMY BUCHANAN, Bus. Mgr.
EASLEY, S. C., THIS WEEK; THEN AS PER ROUTE.

PEERLESS CELEBRATION AMUSEMENTS

Want Grab, Popcorn, Water Games, Palmistry, Stock Games, Floss and Penny Pitch. No racket. Shows with own transportation. Ferris Wheel or any new Ride for tobacco market spots south. Address:

WM. J. MESPELT
IRON GATE, VA., THIS WEEK OR AS ROUTED

DOBSON'S UNITED SHOWS

FOR SALE!

Rolloplane, complete with transportation. Flying Scooter with transportation. These Rides are priced for sale and are not junk. Are just as they finished the season. Reason for selling, too many Rides. Can be bought separate with or without transportation. Interested parties contact

DOBSON'S UNITED SHOWS, WILLERNIE, MINN.

CLUB ACTIVITIES

National Showmen's Association 1564 Broadway, New York

NEW YORK, Oct. 1.—The club received notice of the death of two members. Saul Weintraub died in Philadelphia Sunday (11). Funeral arrangements were held off, in an effort to locate relatives, until Wednesday (21). Services were held at Riverside Memorial Chapel, New York, with burial in the NSA plot at Ferncliff Cemetery, Hartsdale, N. Y. Among members attending services were Chaplain Fred C. Murray, who conducted the service at the cemetery; C. D. Sullivan, Louis G. King, Ike Weinberg and Ethel Weinberg. Joseph Drambour succumbed Wednesday (21) after illness of six months.

During the Mineola Fair Phil Isser and Sam Rothstein were interviewed on the Voice of America program, for which a recording was made at the fairgrounds. Jack Greenspoon has returned from his summer activities in Virginia Beach, Va., and expects to remain here about 10 days. With him was Frank Bittle, who will fly back to his home there after a brief visit. Phil Cook stopped off en route to the Allentown (Pa.) Fair. Irving Sherman took a night off to come in and see the boys.

Morris Brown is busy bringing in new members. Applicants are Leo C. Jankin, Alfred Karpin and John Nichols.

Ben Rosenberg has been discharged from the hospital and Harry Kaplan, who was injured in an auto accident recently, also has been released from the hospital following an operation on his knee. Mack Harris has entered the Johns Hopkins Hospital, Baltimore.

Attending the funeral of Joseph Drambour September 24 were Joseph McKee, of Palisades Amusement Park; Max Tubis, concessionaire; Mr. and Mrs. Jack Greenspoon, of Seaside Park, Virginia Beach, Va.; E. Weinberg, acting secretary NSA, and Edward J. Carroll, of Riverside Park, Agawam, Mass. Ralph Goldstone's mother died recently, as did Oscar C. Buck's sister.

Clemens Schmitz has left for a vacation in Europe. Club secretary visited Trenton (N. J.) Fair and was welcomed by President Frank Bergen and President Emeritus George A. Hamid. Among NSA members spotted on the grounds were Bucky Allen, Doc Cann, John and Dolly McCormick, Mrs. Bess Hamid, Peter Burkhardt, Mr. and Mrs. Jules LaSures, Mr. and Mrs. Al McKee, Ralph Goldstone, Morris Spitzkorf, Frank Blatsky, Al Gerand, Louis Yaffa, Al Burt, Jack Cherry, Joseph McKee, Mr. and Mrs. Max Tubis, Joseph Agule, Frank Schillizi and Max Hummel.

Recent visitors were Frank C. Miller, Ward C. Graves, Frank Guidara, Charles Zucker, Ben Merson, Mack Cassow, Charles C. (Doc) Morris, Murray Spitzer, Harry Weintraub, Henry Fein, Harry Sandler, Murray Zand, George Rector, Saul Shaw, Joseph Walker, Clarence Pool, Frank Silverman, Casmer Koscielnny, Al Katzen and T. Jay Quincy.

Ladies' Auxiliary

Sympathy is extended to Helene Young, whose brother died recently. On the sick list are Louise Arnold Marino, Jeanette Finkel, Theresa Hanpol and Mamie Sibley. Dolly Udowitz is recovering from a broken arm. The husbands of Anne Rosenberg and Sylvia Stern are ill.

The first social meeting was held Wednesday (28). President Queenie Van Vliet presided. Mrs. Fay Freedman was a guest.

Lydia Nall has returned from a motor trip to Florida. Congratulations to Eleanor Rinaldi on the birth of a daughter.

A Halloween card party will be held in clubrooms October 26. Many members have neglected to send their dues.

Showmen's League of America 400 S. State St., Chicago

CHICAGO, Oct. 1.—Plans are for the opening fall meeting October 6.

Secretary Joe Streibich visited Jimmy Sullivan's Wallace Bros Shows of Canada at Leamington, Ont. and Paul Greeley, secretary of the Michigan Showmen's Association, Detroit.

Pat Marco, of the Wallace Bros Shows, is the latest applicant for membership. About 40 applications will be up for vote at the October 6 meeting. Maxie Herman is in town on business. Jack Kaplan left for a trip south. S. T. Jessop and Past President J. C. McCaffery are busy on arrangements for the president's party. Past President Sam J. Levy advised arrangements for the banquet and ball are progressing okay.

Recent callers at the rooms include Harry Simonds, Jack Kaplan, Max Herman, Max Brantman, Siler O'Brien, Jimmy Stanton and Olive Barnes.

President Bob Parker, who sent in four membership applications, advises he has been having a good time going on the Buick award boat.

Max Brantman advises he will have his bingos October 21. Bob Loh advises the nominating committee have its report at an early date.

Ways and means committee announced the following leaders in the SLA bank collection: Carnivals, Royal Crown Shows; individuals, G. L. (Mike) Wright, and firms, Wisconsin DeLuxe Company. Royal American Shows lead in automobile ticket sales. There's plenty of time to knock off the leaders in this worthy cause, so let's get busy.

Ladies' Auxiliary

Regular meetings will resume October 6 in Hotel Sherman. Fanny Josephine Haywood is in Baptist Hospital, Knoxville, where she underwent an emergency appendectomy Monday (19). Billie Wasserman left Illinois Masonic Hospital and is recuperating at home. Mrs. Alice Hill's daughter, Jane Reynolds, is in Garfield Park Community Hospital.

Bessie Mossman, relief committee chairman, returned from Benton Harbor, Mich., where she spent the summer. Priscilla Tennyson is expected in Chicago, coming from Winston-Salem, S. C.

The summer membership drive closed September 1, and Viola Fairly, chairman, reports good results. Books on summer activities may be sent to Mrs. A. L. Filograsso, 4404 North Dover Street, Chicago, Ill.

Dues for 1935, payable December 1, may be sent to Carmelita Horan, secretary, 1825 West Ohio Street, Chicago 22.

INTERNATIONAL DAIRY EXPOSITION

State Fair Grounds, Indianapolis, Oct. 8-13

NOTICE: CONCESSIONAIRES AND SHOWS

If you are working this week, we will reserve space for you to set up Sunday, October 8th. Can place clean shows and concessions that can work here. Will be at Fairgrounds all this week.

TOM L. BAKER

Indiana State Fair Grounds, Indianapolis
or Phone: GARfield 4584

D. D. HALE WANTS

Agents for Skillo, Buckets, Country Store, R. C. King, Frenchie Faye, Bill Miller, Anthony Burkes, Jack Stien, Lee Carlson, Howard Gray, Gerald Wanta, all others with me before, answer. Positively out eight more weeks. All replies to:

D. D. HALE

Care Western Union, Monroeville, Alabama

FOR SALE

Spitfire, \$4,500.00 cash. Wanted: Tilt or Octopus and Jenny Horses. Would consider trade. Dennis, advise address.

NORTHWESTERN AMUSEMENT CO.

BOX 34 TOLEDO 1, OHIO

Lone Star Show Women's Club of Texas
Campbell Hotel, Dallas

DALLAS, Oct. 1.—Inactive during the summer, the club is going full blast again. First regular meeting was held Monday (19) with 35 members present, including Margaret Pugh, Katie Little, Bobby Peck McGough and Lula Vernon, after absences of several months.

Membership cards for 1950 are being issued.

Plans were formulated for the benefit Midnight Frolic to be held in State Fair of Texas Auditorium the night of October 18. Two movie names are expected to be on the bill, along with acts from night clubs and midways. T. C. Sands is promoting the show with Neil Fletcher and Riley Hickman as emcees. Ed Meek is handling publicity, assisted by the publicity staff of the club and fair. Charlie Hansen of the Chamber of Commerce and Kiwanis Club is to handle ticket sales.

A bronze memorial plaque to Denny Pugh, Mel Vaught, Phil Little, Bert Welshman and others interred in Dallas Showmen's Rest is to be presented on the stage to President Mary Ellen Liberman.

Marjorie Maxwell won the raffle and Katie Little the door prize. Beth Anderson was hostess. Thanks were given to Honey Vaughn for the face-lifting given clubrooms.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS, CITY, Mo., Oct. 1.—When Hale's Shows of Tomorrow closes, George Carpenter, J. L. Clayton, L. K. Carter and George Kimbrell plan to join the Doyle Mystic Shows in Louisiana.

Chester I. Levin, past president, and his wife, Ruth Ann, past president of the Ladies' Auxiliary, entertained Tuesday (20) in their new home, Ruth Haven, in Hickman Mills, local suburb.

Guests included Mr. and Mrs. K. H. Garman, Mr. and Mrs. Vaughn Flora and Mr. and Mrs. Vince McCabe, Sunset Amusement Company; Moxie Hanley, Al C. and May Wilson, Mr. and Mrs. Edward (Slim) Johnson, Midwest Merchandise Company; Mr. and Mrs. Charles Nathan, Harry Altshuler, former treasurer of HASC; Jim Halpin, John M. Levin, father of Chester Levin; Mr. and Mrs. John F. Levin Jr., Mr. and Mrs. Hugh Keller, Dean C. Webb, Mary Webb, Tillie Johnson, Mr. and Mrs. Frank Cromwell, Mr. and Mrs. Leo Levin, Mrs. John Clingan and Bill Holsten.

Regular meetings begin Friday, October 21. Dues for 1950 are due.

ESE NEAR RECORD

(Continued from page 62)

Atlantic States competed for a Guernsey heifer, the top prize.

Business and government leaders joined with exposition officials Monday (19) to dedicate the new \$125,000 office building to the memory of the exposition's founder and first president, J. Loring Brooks, and to rededicate the Junior Achievement Building as the Horace A. Moses Memorial Building. Bronze plaques honoring the two late officials were unveiled at the ceremonies.

Exposition served as the locale for background scenes being filmed to be used in a new Hollywood production starring Clark Gable and Lana Turner. The movie cameras were set up at the race track for crowd and action shots to be used in a film in which Gable will appear as a hell driver who goes on to win the Indianapolis 500-mile speed classic.

COOK HOUSE FOR SALE

COMPLETE—I mean "Complete"
Butane Kitchen, Gas Griddle, WALK IN, LIGHT THE FIRES, START SERVING. Stainless steel steam table and front. 6 burners in kitchen. French fryer, plenty of utensils in kitchen. BEST OFFER TAKES ALL.
MRS. C. C. (CORKIE) ZIMMERMAN
c/o Buff Hottie Shows, Donaldsonville, La. this week; then per route

Michigan Showmen's Association
3153 Case Ave., Detroit

DETROIT, Oct. 1.— President Jack Gallagher has tentatively set October 3 as the date of the first fall meeting.

The membership application of Tommy Bartlett, emcee of the Welcome Traveler radio show, was submitted by Ben Gross. Sam Burd has volunteered to help Marvin Keys and I. Sobel, of the house committee.

The club benefit jamboree at Michigan State Fair was in charge of Harry Lewiston, chairman; I. Sobel, George Harris, Elmer Nagy, Ray Marsh Brydon, Mrs. Rose Lewiston, and Mrs. Irving Borcker. Checks were received from President Gallagher and F. E. Gooding.

Visitors included Ed Horwitz, Louis and Sam Moltin, John Caragan, Sam Stone, Joe Bennett, Mickey Golde, Frank Hamilton, Herman Wertz, Phillip Cohen, Oscar Margolis, Fred Miller, Nate Golden and Mike Balog.

Miami Showmen's Association
236 W. Flager St., Miami

MIAMI, Oct. 1.—Jack Gamble writes that he was in an automobile accident and is convalescing in the St. James Hotel, Van Wert, O. John Conrad Weiss infoes he no longer is connected with Endy Bros.' Shows. He has placed his concessions on the Jack J. Perry Shows.

Al Porter, a caller at the club, recently returned from a 10-day stay in Havana. He now is associated with Leo Bistany.

Mac MacFarland returned here Monday (19), coming from Dunn, N. C., where he had been with the Dumont Shows. Bob and Kay McClure, who had been in a Baltimore park, are back here for the winter.

John A. Appelbaum, World of Mirth Shows, sent in the membership application of Charles J. Atherton. Epp and Kitty Glosser opened their home here for the winter.

Letters have been received from Harry Schreiber, Victor Wineburg, Raymond McDonald, Sam Glickman, Sam Kaplan, Russell W. Stager, Charles W. Reynolds and Ben Wise.

Greater Tampa Showmen's Association

Tampa, Fla.

Ladies' Auxiliary

Dena Berni, house committee chairman, entertained in her home Sunday (18). Guests included Elsie Johnson, Mary Plastic, Grace LeMay, Kattie Burkhardt, Arabella Taylor, Elsie Owens, Nancy Young, Betty Lee Morgan and Grace Fillingham. The group visited the new clubhouse in the afternoon.

Evelyn Blakely, on the sick list, is able to travel again. Mary Quinlan returned here after visiting relatives.

Correspondence was received from Anna LeRoy Bickford, Kay W. Ollis and Betty Hartwick. Betty Hartwick sent in a membership application for Jean Dellabate.

Secretary Grace Fillingham returned from the Cavalcade of Amusements and announced the 1950 cards are ready.

TRENTON TERRIFIC

(Continued from page 61)

to exhibit in the open. Auto exhibits were staged in the open, altho it was intended to have them housed. Other exhibits had to be housed in tents despite the fact that the fair has been erecting new structures for the past several years.

Midway business was almost sure to surge ahead of last year, Hamid said. The World of Mirth Shows on the midway were well ahead with the exception of the loss of Thursday.

The sale of concession space also reached the saturation point prior to the opening, Jack McCormack, concession manager, reported.

Make Your Reservation Now for the 29th Annual PACIFIC COAST SHOWMEN'S ASS'N BANQUET AND BALL

Held in Conjunction With the Annual Meeting of

WESTERN FAIRS ASSOCIATION

BILTMORE BOWL, BILTMORE HOTEL

Los Angeles, California

Saturday Evening, December 10, 1949

Tickets, \$10, Including Tax

NO DEPOSIT REQUIRED. SEND CHECK NOT LATER THAN NOV. 21

Write: Joe Glacy, Chairman,
Banquet and Ball Committee,
Pacific Coast Showmen's Association

1235 South Hope St.

Los Angeles 15, Calif.

SERVING THE WEST OVER 20 YEARS

WEST COAST SHOWS
Mike Krekos GENERAL MANAGER

WANT WANT WANT

For the San Francisco Annual Event

SOUTH OF MARKET STREET FALL FESTIVAL

ELEVEN BIG DAYS AND NIGHTS—OCT. 13 TO 23 INCLUSIVE, SAN FRANCISCO, CALIF.
SPONSORED BY ADVANCE POST 266, AMERICAN LEGION

Attention, Concessionaires: This is the one you've been waiting for—right in the heart of the mission district. We have limited space open except Bird Wheels, Bingo and Eats. All other Stock Wheels and Merchandise Concessions open.

For space contact MIKE KREKOS, Fresno Hotel, Fresno, Calif., until October 9, or TED LEVITT, Roosevelt Hotel, San Francisco

2 more weeks to follow and, remember, greatest Armistice Day Celebration in Porterville, Calif., November 7 to 13, inclusive.

PERMANENT ADDRESS: 500 CLEMENT STREET, SAN FRANCISCO, CALIF.

CENTRAL AMUSEMENT CO.

WANTS FOR BALANCE OF FAIR SEASON IN COTTON, PEANUT AND TOBACCO COUNTRY

Want all kinds of Grind Concessions, Custard, Penny Arcade, Stock and P. C. Can place Motor Drome. Will book Drome for committee money. Want Grind Shows. Can place Minstrel Musicians, salary out of office. Want Free Act. State lowest in first wire. Ride Help. Useful show people in all departments.

All contact SHERMAN HUSTED, Mgr.

Jackson, Oct. 3-8; Scotland Neck, Oct. 10-15; Mt. Olive, Oct. 17-22, all North Carolina; then the great Loris Fair, Loris, S. C., Oct. 24-29; Andrews, S. C., Oct. 31-Nov. 5, and other proven fairs till Dec. 10.

WALLACE & MURRAY SHOWS

EMANUEL COUNTY FAIR, SWAINSBORO, GA., OCT. 10-15.

Want Free Acts for balance of season. Out till the first week in December. Fred B. Crgen, get in touch with me. Want Cookhouse to join at once. Want Concessions of all descriptions. Good opening for Age, Seale and Ball Games. Will book Octopus and Rolloplane for balance of season. Want non-conflicting Shows.

This week, Johnston County Fair, Wrightsville, Ga.; next week, Emanuel County Fair, Swainsboro, Ga.; then the big one—Warren County Fair, Warrenton, Ga., Oct. 17-22.

AL WALLACE, Gen. Mgr.

Dressing Room Gossip

Ringling-Barnum

Opening day in the Cow Palace, San Francisco, was hot, but after that we had the usual cold winds. The cookhouse and Side Show tents were the only ones up. The San Francisco Gold Rush number went over big. Larry's bus made daily trips to Chinatown and Fisherman's Wharf. One night two bus loads went to see the show at Finnochio's. The boys were daily visitors to our show.

Mayme Ward joined in San Francisco. Rose Alexander and Fay Romig celebrated birthdays with parties in the dressing rooms.

Willie Krause received a letter from his friend, Albert Uyeno, former acrobat with this opera, now in Yokohama, Japan, with his family. Tom Upton visited in San Francisco and showed his movies in the men's dressing room. Cliff Daniels, ex-clown, presented the wardrobe gang with flowers and the staff and clowns with decorated cakes when he and his mother visited in Stockton.

Visitors: E. K. Fernandez, Ernestine Clarke, Rose Hanlon's sister; Jimmy and Alethea Eyster, Dr. Conley and members of the cast of *High Button Shoes*.

Backyard scenes: Bill Reynolds busy every day with his local "Chiefies." . . . Little Roxy won the watch raffled by Daisy Doll. . . . Red McKettrick and the Side Show gang are about thawed out after almost freezing to death in San Francisco.—MARY JANE MILLER.

Dailey Bros.

North Carolina brought hot weather with a few showers. Crowds have been as good as in Canada, in spite of competition from baseball.

Drum majorettes from the New Bern, N. C., high school performed in our center ring and did a good job.

Ray Morrison is looking for white fantail pigeons. Maybe we'll have a bird song next year. Louisa Rosio Gonzales and Roberto Rollon celebrated birthdays with a party in the big top.

Side Show notes: Bear cubs attracting attention to their platform. . . . Billy Hudson, new comic and dancer, going over big in Johnnie Williams's Minstrel Show. . . . Bessie, Pearl, Clara and Daisy doing a be-bop dance, with Ida bringing up the rear. . . . Margaret Osborne, dancer, a recent joiner.

New people on the show include Ted Girard, drummer in Hank Werner's band; Rolan Davis, who has charge of the train, and Joe and Fannie Hayworth.

Visitors: Bill Hunt, L. Beverly Ballard, W. E. Cupps, John Wykle, Mr. and Mrs. Dee Aldrich, Mysterious Fay and Homer Cantor.—HAZEL KING.

Clyde Beatty

Main topic of conversation is when do we close?

Johnny Cline caught 35 fish and invited one and all to a fish fry.

Cliff Deane, our ring stock boss, was married in Lake Charles, La. Bertha Thommen and Dorothy Herbert, recently on the sick list, are working again.

Birthdays were celebrated by Marvin Smith, Johnny Cline, Ray Rousch, Cliff Deane, Fred Mullens, Fred Cooper and Gene Fuller.

Around the lot—Bobby Kay sewing feathers on the duck he uses in the walkaround. . . . Joan Lewis sewing on new wardrobe. . . . Cliff Mosely doctoring his 19th boil. . . . Sancho Morales giving his dogs all his attention.

Harry Allen note: We played Lake Charles and didn't make a school. In Alexandria we showed next to Jimmy Thompson's deep freeze unit.

Recent visitors: Charles Berry, Ben Mouton, Mel Henry, Mr. and Mrs. Jerry Wilson, Mrs. George E. Hoey and Mr. and Mrs. R. W. Morgan.—LAURENCE CROSS.

Cole Bros.

In Pratt, Kan., C. L. Brown, bandmaster, was visited by his nephew, Ross B. (Red) Miller, and by his brother-in-law and sister, all from Enid, Okla. Miller played bass drum in the concert before the big show and relieved Happy Belisle on the snare drum in the afternoon. He was with Merle Evans on the S. W. Brundage Shows in 1915, and with Earl Moss on the Hagenbeck-Wallace Circus in 1921.

Birthdays were celebrated by Zeffta Repensky, John (Pepsi) Quinlan, and John Clark, porter of car 57. Clark marked his 76th milestone.

Mr. and Mrs. Eddy Mader's boxer pup, Doody, gets into everything including Tiny's fur costume. Tiny is showing off his cowboy shirt and carved leather belt, complete with initials, that Waxie made. Of course, Jeanie didn't have a thing to do with it! The ring stock boys are proud of their mascot, Pepper, since he has a pair of shoes, also made by Waxie.

Shelly Koton is lining her new trunk. Molly O'Donnell is giving manicures and pedicures, with Helen Keller her first customer.

Mickey Lyons is out of the iron-jaw number because of a neck injury. Zahra Kader is now a steady in iron jaw, and Pat O'Riely is doing perch.

Zahra Kader and Dolly Dale have all they can do taking clothes to the Bendix for the girls. Raymond, of ring stock, is sporting the latest style in sun glasses. Jimmy Watts is the first to spring with fall finery. Besides knitting, many of the girls have taken up embroidering. Horace Laird is among the first up every morning.

Koa-Ni Wong is visiting his wife, Sio Zea Wong, of the Ming Sing Troupe. Mable McGrath visited the girls' dressing room. Albert Ostermaier was on the show for a few days.—SALLIE MARLOWE.

Braly's Great Southern

Show went to Florence, Ala., for the North Alabama State Fair from Fayetteville, Tenn. Closing night was the red one of the season.

The crowd inspired Daisy Mae, Captain Pickard's new seal, to get with it and do her full routine before making a fast exit thru the crowd.

The Hannefords have picture contracts for the winter and will leave for the Coast after the circus season.

En route from Fayetteville to Florence, Johnnie Laddie lost his chrome ladder and two trucks ran over it. When the Florence police returned it to him, it needed repairs, but Johnnie was glad to recover the main prop of his unsupported ladder act.

A Friday children's day crowd sang *Happy Birthday* to Yetta Irwin, of the Harrison bicycle act.

Dressing room visitors included Eddie Young, Jimmy Heron, Chauncey Sparks, former governor of Alabama, and the Duttons.—GEORGE MARQUIS.

Polack Bros.' Western

Klamath Falls, Ore., a new date for this org, proved a big winner. Dixie Hebert promoted the date. Dixie took his first degree in Masonry in Klamath Falls and after the show he gave a party for all Polack personnel.

The car of Jo and Slivers Madison, coming into Klamath Falls, was banged up in a collision with a truck. The Madisons were uninjured. Jo and Slivers received some swell gifts when they staged a house warming in their new trailer.

Skeeter Ward, infant son of Dottie and Eddie, was guest of honor at a birthday party.

It's getting to that time of the season when you wonder what happened to the season's salary. If you haven't got it now, you just don't bother worrying about it. It's too late.—FREDDIE FREEMAN.

Polack Bros.' Eastern

In Albany, Ga., show personnel made the Continental Room a nightly gathering place. Whitey Boyd led the jam sessions. Best jitterbugs on the show are Gene and Vivian Randow and Ray and Shirley Charlton. Clara Delbosq and Claire LaVine cut a mean rug, too.

In Panama City, Fla., the fishing boats were well loaded with Polack enthusiasts. A large boat carried Kinko, his son and daughter-in-law; Ray Charlton, Kurt Wicons, Ernie Wiswell, Claire LaVine, Henry Kyes, Dime and Claire Wilson, Ed Raymond and Jack Klippel. Others making fishing expeditions were Dave and Eva Kind, Henry, Claire and Art Barrett, Nate Lewis, Ben Yearty, Irene Lafferty, Al Hyman, Charley Borza, Juanita Lopez, Betty Brasno and Hubert Castle. Al Hyman came in with the biggest catch, a 20-pounder.

The writer tossed a shindig in the Dixie-Sherman. Guests included Vivian, Centa and Gene Randow, Jack Harris, Walter Long, Bob Porter, Claire LaVine, Claire Barrett, Nate Lewis, Irene Lafferty, Al Hyman, Edythe and Whitey Boyd, Dennis Stevens and Pat O'Donnell, the latter a friend of the writer. An impromptu floorshow featured Bob Porter. Dennis Stevens was sensational with his imitation of Dennis Denise. Gene Randow, as usual, made for plenty of laughs.

Fragments: Dennis Stevens bowling alone. . . . Charley Borza, because of a wet trampoline, missing his back double and wrenching his back. . . . Henry Kyes remarking that after Albany he is ready to book his trio into clubs. He and the Boyds played the entire show unaided. . . . Zenka Malikova upsetting the show with her new chartreuse Buick. . . . Wonder what those Sunday drivers think when they pass Mabel Stark's car, with trailer attached, and find it full of tigers? . . . Watching all personnel make mad dash for Sarasota as soon as the Panama City date was over. . . . Kinko and Mary thrilled to see their son. . . . Billy Barton and the Boyds stopping for a visit with the Beers-Barnes Circus and chatting with Rogers Barnes, uncle of Harold Barnes. . . . Walter Long celebrating his birthday. . . . Watching Jim Carter, who recently joined, playing the piano.—BILLY BARTON.

CARNIVAL ROUTES

(Continued from page 60)

Stebler Greater: Enoree, S. C.
Stephens, C. A.: Graniteville, Ga.; (Fair) Metter 10-15.
Strates, James E.: (Fair) Charlotte, N. C.; (Fair) Rock Hill, S. C., 10-15.
Tassell, Barney: Keyville, Va.; Yanceyville, N. C., 10-15.
Thomas Joyland: Elkins, W. Va.; Kingwood 10-15.
Tidwell, T. J.: (Fair) Big Spring, Tex.; (Fair) Lamesa 10-15.
Tinsley, Johnny T.: (Fair) Conyers, Ga.; (Fair) Lavonia 10-15.
Turner Bros.: Gideon, Mo.
Tivoli Expo.: (Fair) Haynesville, La.; (Fair) Eupora, Miss., 10-15.
20th Century: Van Buren, Ark.
Twin State: Chesterfield, S. C.
United Expo.: (Fair) Tyler, Tex.; (Fair) Henderson 10-15.
United Midway: Stringtown, Okla.
United States: Marion, N. C.
Utah Expo.: Tucson, Ariz.
Veterans Expo.: Moultrie, Ga.; Macclenny 10-15.
Veterans United: Pawnee City, Neb., 3-7.
Victory Expo.: Haskell, Tex.; Eagle Pass 10-15.
Virginia Greater: Clinton, N. C.; Dillon, S. C., 10-15.
Vogt's Southern Am.: Wilson, Okla.
Wade, W. G., No. 1: Lagrange, Ind.; Bronson, Mich., 11-15.
Wade, W. G., No. 2: Union City, Ind.
Wallace Bros.: Greenville, Miss.
Wallace Bros. of Canada: (Fair) Simcoe, Ont., Can.
Wallace, I. K.: Denton, N. C.
Wallace & Murray: (Fair) Wrightsville, Ga.; (Fair) Swainsboro 10-15.
Ward, John R.: Kosciusko, Miss.
Wolfe Am.: (Fair) Williamston, S. C.; (Fair) McCormick 10-15.
World of Mirth: (Fair) Winston-Salem, N. C.
World of Today: Helena, Ark.

Proposed Conn. Ban Defeated

NEW BRITAIN, Conn., Oct. 1.—The committee on ordinances and salaries of the Common Council has voted against a proposed ban aimed to bar veterans' groups from sponsoring carnivals in that city.

Coming Events

ARIZONA
Kingman—Dig-N-Dogie Days. Oct. 21-23.

CALIFORNIA A
Hemet—Farmers Fair & Festival. Oct. 4-9.
P. M. Bruderlin.
San Francisco—Grand Nat'l. Livestock Expo., Horse Show & Rodeo. Oct. 28-Nov. 5. Carl L. Garrison.

COLORADO
Center—Potato Show & Fair. Oct. 13-15.
L. L. Hopkins.

FLORIDA
Quincy—Tobacco Festival. Oct. 19-22. Waldo S. Carrell.

INDIANA
Decatur—Street Fair. Oct. 10-15. R. W. Pruden.
Indianapolis—Internat'l Dairy Expo. Oct. 8-15. Robert B. Hammer.

LOUISIANA
Crowley—Internat'l Rice Festival. Oct. 26-27.
Mrs. Elizabeth L. Barnett.
Opelousas—Louisiana Yambilee. Oct. 19-20.
A. B. Reed.

MAINE
Bangor—Food Show. Oct. 11-16. A. H. Charles.
105 Forest Ave. Portland.

MARYLAND
Baltimore—Better Homes Expo. Oct. 1-9. J. Brooks, 1308 Fidelity Bldg.

MASSACHUSETTS
Worcester—Home Show. Oct. 9-15. Emile L. Rousseau.

MICHIGAN
Scottville—Harvest Festival. Oct. 6-7. W. A. Pratt.

MINNESOTA
Duluth—Shrine Circus. Oct. 17-23. Wally Tengquist, 201 E. First St.
South St. Paul—Junior Livestock Show. Oct. 10-13. J. S. Jones, 478 St. Peter St., St. Paul.

MISSOURI
Concordia—Civic Club Fall Festival. Oct. 6-8.
Hugo Alewel.
Portageville—Nat'l Soybean Festival. Oct. 12-15. Joseph A. DeLisle.

NEW YORK
New York—Antiques Fair of N. Y. Oct. 17-23.
C. J. Nuttall, 660 Madison Ave.
New York—World's Championship Rodeo at Madison Square Garden. Sept. 28-Oct. 23.
Frank Moore.
White Plains—Better Home Expo.: Oct. 11-16.
Robert A. Durk.

OHIO
Bellaire—Jr. Chamber of Commerce Celebration. Oct. 27-29. Glen Allen.
Bradford—Pumpkin Show. Oct. 11-15. Toby Conway.
Circleville—Pumpkin Show. Oct. 19-22. Ned H. Dresbach.
Hebron—Fall Festival. Oct. 5-8. Mrs. Ralph Voorhees.
Ripley—Farmers Fall Festival. Oct. 20-22.
W. C. Richey, Kiwanis Club.

OKLAHOMA
Oklahoma City—Made in Okla. Expo. Oct. 24-30. Paul Strasbaugh, Chamber of Commerce.
Talihina—Lions Club Halloween Carnival. Oct. 29. Ed Poster.

SOUTH DAKOTA
Sioux Falls—Viking Days. Oct. 14-15.
Sioux Falls—Tepee Day. Oct. 29. Del Cowley.

TEXAS
Conroe—Outdoor Historical Event. Week of Oct. 9. Fred L. Yates, Chamber of Commerce.
Corpus Christi—South Texas Home Show. Oct. 29-Nov. 6. John S. Daly.
Gilmer—East Texas Yamboree. Oct. 27-30.
Joe B. Harper.

WEST VIRGINIA
Elkins—Forest Festival. Oct. 6-8. C. Wood Crawford.
Kingwood—Buckwheat Festival. Oct. 13-15.
Eliene M. Heraman.

WISCONSIN
Madison—Junior Livestock Expo. Oct. 24-27.
Arlie Mucks.

CANADA
Near Brantford, Ont.—Internat'l Plowing Match. Oct. 11-14.
Ottawa, Ont.—Ottawa Winter Fair. Oct. 24-28. H. H. McElroy.

T. J. Tidwell Org Signs Big Spring, Tex., Cent.

BIG SPRING, Tex., Oct. 1.—T. J. Tidwell Shows will furnish the mid-way attractions at the Centennial and Old-Timers' Homecoming Celebration here October 2-8.

Jack Edwards, general rep, signed for the Tidwell org, with J. H. Greene, manager of the Big Spring Chamber of Commerce; K. H. McGibbon, member of the Centennial's executive committee, and Harvey Wooten, director of the Howard County Fair, closing for the Centennial.

The Howard County Fair this year will be held in conjunction with the Centennial.

Int'l Showmen Set Meet

ST. LOUIS, Oct. 1.—Euby Cobb, secretary, announces the first fall meeting of the International Association of Showmen will be held October 21.

Freeman Shifts Policy To Hype Bal-A-Roue Biz

MEDFORD, Mass., Oct. 1.—With the apparent aim of giving business a hypo, Fred H. Freeman announced several policy changes to coincide with the September 24 reopening of his Bal-A-Roue Rollerway here.

In an attempt to increase adult patronage, the rink announced that Monday and Tuesday evening classes for adult beginners, under the tutelage of pros, Melvin Umbach and Emily Melville, would henceforth be free. It is the aim of management to have everyone dance skating upon completion of the eight-week Monday night class.

"Fun nights" are also to become a part of the Bal-A-Roue program. Freeman has plans to offer some special attraction each night, such as contests, games and Conga lines.

Another new feature is discount tickets offered junior skaters. The cards are to be issued to all members of the junior club, permitting one free skating session in seven. The card must be presented to the doorman at each matinee session attended. After the card has been punched and dated six times by the doorman, the holder is permitted free admission upon payment of the 10-cent tax at the box office.

Believing that the owner of a pair of shoe skates is apt to be a regular patron, Freeman also announced a budget plan by which skaters may obtain a pair of skates with a down payment of as little as \$1. Freeman believes the plan will help the average youngster who has difficulty in raising the full price for a pair of shoe skates. It is offered skaters on a weekly payment basis, altho it is, in fact, a "pay-as-you-can" plan. There are no penalties for non-payment and there is no time limit. The purchaser can not lose money paid unless payments are discontinued for a period of one year. In the case of lapsed payments, the account is closed and any money paid is forfeited after 12 months from date of last payment. Bookkeeping aspects of the plan are handled by the Bal-A-Roue office thru a card file system.

Ray Hottinger is back as organist at Crystal Palace Roller Rink, Philadelphia. The rink is again featuring monthly birthday party sessions.

Comfort of Home

EBENSBURG, Pa., Oct. 1.—A unique musical installation has been worked out by James J. Cicero, operator of Crystal Ball Roller Rink here, in the way of an organ chamber built as part of the living room of his apartment. A large plate glass panel faces the skating floor, so that Edna Cicero, organist, can face the crowd while playing in the Cicero living room. She also doubles as skating professional in rink classes.

Cicero also operates two other Pennsylvania spots — Portage Rink at Portage, managed by Peter Rudish, who also functions as the pro, and Cicero's Modern Rink, Blairsville, directed by Arthur Cicero.

Prominents Attend Revue and Clambake At Ringing Rocks

DETROIT, Oct. 1.—A special skating show presented by Ringing Rocks Park Rink, Pottstown, Pa., included exhibitions in free style, singles, pairs, trios, fours, dance specialties, and a girls' drill team, molded into "a fine presentation," according to Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association, who attended the recent event.

Participants were Penny Himes, Doris Comtois, Loise Bechtel, June Weisser, Donald and Betty Halteman, Nancy Drumheller, Ronnie Davidheiser, Doris Clemer, Leonard Picker, plus Slifer and Reitmeyer.

Claude Whitehurst and Pat Garbett, of Mercury Roller Rink, Norfolk, and Shirley Sheets and Ray Mixon, Capitol Rink, Harrisburg, Pa., also participated.

Following the one-hour show for 500 spectators, regular skating resumed. Walter J. Wolf and Mrs. Wolf, proprietors of the rink, entertained guests at a clambake in another park building.

Among those who attended were Mr. and Mrs. Joseph Seifert, Bay Ridge Rink, Brooklyn; Irving Rosee, News Alliance, New York; Mr. and Mrs. P. R. Paxton and Arthur Eglington, Merryland Rink, Glasgow, Del.; Mr. and Mrs. Henry W. Mason and son and Mr. and Mrs. Mark A. Scott, Mercury Rink, and Richard Hyde, Hyde Shoe Company.

Ringing Rocks Park, some distance from Pottstown, is "original in its beauty," according to Martin. He reported that Wolf and son are drawing plans to enlarge and improve the present building.

J. T. Swanson, Vet New York Op, Dies

NEW YORK, Oct. 1.—Funeral services will be held Tuesday (4) for John T. Swanson, owner of the Swanson Floor Company, noted for its rink floors, and operator of Empire Rollerdrome, Brooklyn, and Peekskill (N. Y.) Rollerdrome. Swanson, who resided at 11 Pinecrest Road, Scarsdale, N. Y., was born in Sweden and died suddenly Thursday night (29) at the age of 65. He is survived by his widow, Anne, and one son, John T. Swanson Jr.

Among organizations to which he belonged were the Roller Skating Rink Operators' Association, Rotary International, Masonic Order and Westchester Country Club.

Hartford's Palace Resumes

HARTFORD, Conn., Oct. 1.—Hartford Skating Palace has resumed its full operating schedule, with skating daily from 8 to 11 p.m., and Sundays, 2 to 5 p.m. The rink has been redecorated and the floor refinished. Johnnie Nicolini is again providing organ music. Buddy Ostrander is the new pro.

AOW Preps Racing Tee-Off; Sets Two-League Operation

ELIZABETH, N. J., Oct. 1.—Inter-rink racing, which is credited with bringing an additional 15,000 admissions to the America on Wheels chain in 1948, begins its fourth season October 8 at AOW's Hackensack (N. J.) Arena, reports Jack Edwards, AOW director of speed. As in past years, events will be held bi-monthly and continue thru May.

Owing to the growing list of competitors, AOW is forming Northern and Southern racing leagues, the top team of each circuit to meet in a finals for the AOW championship.

On October 15 the Southern circuit begins racing at Alexandria.

Thus the schedules will give teams from opposing leagues a chance to travel north or south to view the competitions in each division.

The Southern loop is composed of Alexandria (Va.) Arena; National Arena, Washington, and the new Bladensburg (Md.) Arena, which is to open soon.

In the Northern league will be Mount Vernon (N. Y.) Arena; Twin City Arena, Elizabeth, N. J.; Boulevard Arena, Bayonne, N. J.; Paterson (N. J.) Recreational Center; Hackensack Arena; Capitol Arena, Trenton, N. J., and Florham Park, N. J.

In addition, AOW is inviting some United Rink Operators rinks to take part in league contests. This action, it is believed, will further stimulate racing interest and give invited rinks a chance to take part in organized racing.

The Harris trophy, standing 3½ feet high, recently donated by the Alexandria Police Department as a memorial to a local patrolman who died in the line of duty, will go to the AOW team amassing the greatest number of points during the season. Other URO teams that may participate in the contests will not be eligible for this trophy, but will be for the regular AOW award. Currently on display at Alexandria, the Harris trophy will be on view in each rink one week in advance of a scheduled contest, along with the AOW trophy.

All meets have been standardized. The scoring will be the same in both divisions, each of which will have 16 contests during the season, and each competition will offer the same number of events.

AOW General Manager William Schmitz and Edwards are expecting keener competition this year. Racing, they say, is a field easy to enter. They also believe that the prospect of a trip to California for the 1950 national contests of the United States Amateur Roller Skating Association will be a strong incentive. For racers to be eligible for the nationals, AOW requires 75 per cent attendance in league competitions. This also has a great bearing on who dips into the chain's championship fund which sends contestants, expenses paid, to competitions.

RSIA Roller Bally Via N. Y. Subways

NEW YORK, Oct. 1.—Millions of Gotham strap-hangers are going to know the origin of roller skates, thanks to publicity efforts of the Roller Skating Institute of America (RSIA). Irwin Rosee, director of the RSIA, prevailed on the New York Subways Advertising Company to use a roller theme in one of its "Here's How by Robert Swain" eye-catcher cards.

This one shows a life-size pair of skates, with windmills in the background, and the caption: "Roller skating dates to early 18th Century when an ingenious Dutchman converted ice skates by attaching four wooden spools to each, for warm weather fun."

1st RSROA TV Show Set Back to Oct. 23

NEW YORK, Oct. 1.—First RSROA television revue of the proposed 39-week Sunday night series over WPIX from Eastern Parkway Rollerdrome, Brooklyn, has been postponed from October 16 to October 23.

The decision to allow more time for prepping the debut production was made at a meeting of channel officials, rink ops and their professionals Monday (26) in WPIX offices here.

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QUALITY

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Reasonable to quick buyer. Write to

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RINK MEN WHO USE CHICAGO SKATES

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There's a reason. Chicagos are strong, can take hard wear, low up-keep cost, easy rolling. Simple to replace worn parts after long wear, cheapest in the end. The most complete line from the smallest child's needs to the most proficient skaters' requirements. Write for Catalog and Rink Mgrs.' Booklet No. 6 by a successful rink man.

CHICAGO ROLLER SKATE CO.

Manufacturers of All Kinds of Roller Skates

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SKATE CASES



LOOK NO FURTHER!

Here's the perfect premium. Steel clad skate cases, aluminum or in brilliant colored plastic finishes. Already outstanding sellers. finest quality priced right. Write for folder showing 7 styles. Also picnic cases, laundry maling cases, suitcase.

Herculean

GENERAL FIBRE PRODUCTS CO. FITCHBURG 7, MASS.

AOW Tees Off Fall Season

ELIZABETH, N. J., Oct. 1.—The America on Wheels chain observed its 11th anniversary and the start of the fall skating season September 14 with parties in each of the operating company's rinks. For the occasion AOW distributed souvenirs to each patron and party hats for the grand march.

The date also marked the opening of the fall season at AOW's Paterson (N. J.) Arena, which had been on a three-days-a-week schedule thru the summer. It resumes its schedule of nightly sessions, except Mondays, and features Saturday, Sunday and holiday matinees.

General Manager William Schmitz announced from his headquarters here the addition of Victor Shankey to AOW's professional staff. He will take over teaching duties at Hackensack (N. J.) Arena. Shankey had been the pro at Rainbow Rink, Bergenfield, N. J., which closed recently for conversion to other purposes.

O'Connell Turns Pro At Allston's Co-Ed

ALLSTON, Mass., Oct. 1.—Charles O'Connell, well known in amateur roller skating, has turned professional to accept a teaching post at Co-Ed Rollerdom here, it was announced by William T. DiMarzio, Co-Ed operator.

A gold medalist of the Roller Skating Rink Operators' Association, O'Connell won State and New England regional dance titles in 1945, placed second in the national intermediate division in 1946, and won first place in State and regional senior dancing in 1947. He also has been an amateur judge in Massachusetts.

Also employed at Co-Ed is Benny Aucoin, organist.

Ciceros Observe 4th Anniversary

KITTANING, Pa., Oct. 1.—Cicero's Rollercade celebrated its fourth anniversary September 15 with a special party, with owners Mr. and Mrs. Rupert H. Cicero as hosts. Rink is open nightly for skating, except Sundays, and features special Saturday children's matinees.

The Ciceros, who had their own apartment erected as part of the rink structure when it was built during the war, are renting the rink at certain periods during the winter for use as a basketball stadium, making an unusual combination of sports for a rink.

Biz Reported Good For Castle Rollery

BUTLER, Pa., Oct. 8.—The recently opened Castle Rink, located on New Castle Road, is operating on a policy of nightly skating, except Mondays, with Saturday matinees. Business has been good, according to Ruth and Emil Maleski, who built the rink.

Spot is characterized by attractive landscaping and provision of a large, paved parking space, which helps draw patronage. Structure is of brick, steel and concrete block construction, with a rink floor 90 by 175 feet and a service foyer 90 by 20 feet.

Policy features a Hammond organ, with Misses Edie Gaiser and Mildred Plaisted alternating at the keyboard. Skating classes, both elementary and advanced, are under the direction of Frank Hodak, professional, assisted by Howard Nesbitt Jr.

Francis L. and Marie E. Karber are incorporating Ranch Roller Rink Company to operate a rink on U. S. Highway 27 at St. Johns, Mich.

Lexington Opens Fall Season With Skating Jamboree

PITTSBURGH, Oct. 1.—H. D. Ruhlman's Lexington Skating Palace here opened the new season with a fall jamboree September 20, featuring dance numbers, souvenirs for all and skating exhibitions by U. S. and regional champions.

Ruhlman's fall program is geared to offer some special attraction for various age brackets every day in the week, except Mondays when the rink is closed.

September 6 the beginners' dance class got under way. It will be held regularly each week from 7 to 8 p.m., while a two-hour Wednesday afternoon session will be held for juniors, offering instruction in dancing, figure and free style skating, graceful plain skating, and games and races. Beginning September 22, the rink started a regular afternoon session for high school students at a 25-cent price. The introductory session was offered at 10 cents.

Teen-agers take over the rink Friday nights when Lexington offers novelty skates and races along with prizes for many of the events. Ruhlman is also making a determined effort to build Friday party business, offering special rates to school, church and club groups.

Saturday is children's day, the rink offering the 11 to 1 p.m. session for 20 cents, while the 2 to 4:30 matinee carries a 33-cent rate. Chief afternoon attraction is races for which prizes are offered.

"Vanities" Revue Closes Seaview's Summer Season

SALISBURY BEACH, Mass., Oct. 1.—Large and enthusiastic audiences viewed the September 5 and 6 showings of Roller Vanities of '49, which brought the summer season to a close at Daniel Mulcahy's Seaview Skating Rink here. Produced by Mulcahy and directed by Mr. and Mrs. Wilfred Des Harnais, Seaview pros, the first show of its kind in this area offered 30 pupils ranging in age as low as four.

Feature numbers were solos by the Seaview pros, the male teacher skating to a concert piano recording of *Deep Purple* by Mrs. Gita Webster, of Merrimac, Mass. Mrs. Webster also supplied recordings for the overture and a *Mother Goose Rhymes* number in which beginners appeared. At conclusion of her number Mrs. Des Harnais received a bouquet from admirers.

Greensb'g Coliseum Reopens

GREENSBURG, Pa., Oct. 1.—Coliseum Rink, operated by Mr. and Mrs. H. A. Weakland, recently closed for renovation, reopened September 21. The 60 by 175-foot floor was resurfaced. A complete program of skating class work was launched under the direction of Harriet McDonald, professional. Rink is temporarily managed by Mrs. Weakland because of serious illness of her husband in West Moreland Hospital.

Jahn Shuttters Rainbow

BERGENFIELD, N. J., Oct. 1.—Rainbow Rink, operated by Fred Jahn and associates at 434 South Washington Avenue, closed as a roller skating arena recently. Plans call for immediate conversion of the building, a modern and spacious one built during the war, to other purposes.

Hackett Goes to Rolladium

NEW DORP, N. Y., Oct. 1.—Rod Hackett, former amateur star of the national champion Twin City Club, Elizabeth, N. J., has replaced Ann Manion as head professional at Harry Kleinman's Staten Island Rolladium here. Skit Sutherland, an alumnus of the Plainfield (N. J.) Rink staff, is his assistant.

Fall Debuts Draw In New York Area

NEW YORK, Oct. 1.—Earl Van Horn's Mineola (L. I.) Roller Rink staged its 16th annual fall reopening Wednesday (21) with almost 1,000 skaters present.

Included in debut doings were exhibitions by June Henrich, U. S. senior ladies' champion; Charles Irwin and Gladys Ward, U. S. senior dance champs, and the team of Frank and Ruth Henrich, U. S. novice pair titlists. All are members of the rink's Earl Van Horn Dance and Figure Club.

NEW YORK, Oct. 1.—A fair mid-week crowd of approximately 500 skaters answered the invitation of Hillsdale Rollerdom, Richmond Hill, N. Y., to greet the autumn, Wednesday (21), at a silver apple party. Gimmick provided a free apple for each patron, with \$100 in silver coins hidden in the lot.

3 New York Spots Mull Speed Contests

NEW YORK, Oct. 1.—Inter-rink roller racing competition will be revived in this borough if present plans of Brooklyn rink ops jell. A deal in the making provides for a triangular series of speed contests to get under way in the near future between Bay Ridge, Eastern Parkway and Empire clubs. Park Circus, only other RSROA rollery in the borough, will not compete.

Del Monte Skater Is Queen

MONTEREY, Calif., Oct. 1.—Rose Marinello, secretary of Del Monte Skating Club, won the Reina de Monterey queen contest, held recently in connection with California's Centennial Constitutional Celebration, reports Paul J. Gilbert, of Del Monte Gardens. Running against 26 girls from Monterey and surrounding towns, Miss Marinello totaled 411,000 votes, nearly triple the number recorded by the second-place winner. She received \$300, a diamond ring and a trip to Hollywood's *Queen for a Day* radio program. Backed by the Del Monte club and various local organizations, Gilbert directed a heavy promotional campaign for Miss Marinello.

Dingfelder Preps Opener

COMFREY, Minn., Oct. 1.—Harold Dingfelder is making preparations for an October 20 opening of his fifth season of Ding's Pla-Mor Roller Rink in Memorial Hall here. Dingfelder also plans the opening of another Minnesota rink in a town to be announced at a later date. He is looking forward to a good fall-winter season.

2 Portable Rink Bargains

Complete. P.A. Systems, Chicago Skater, Michigan 21 Floors, Tents, Poles, Stakes, Underpinning, Fence, 1 36x86, 1 40x100. Liquidating, must sacrifice for cash or will take in late car. This is a poor man's chance of a lifetime. See them to appreciate.

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PORTABLE RINK FOR SALE

Sectional Hardwood Floor, 102x50 Tent less than 6 months old, 200 pr. rink skates, 40 pr. shoe skates, grinder, sound system. Now operating. Complete, \$5,000.00

COTTER HENDERSON
R. 6, COLUMBIA, MO.

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Portable Skating Rink, 51'x122'. Full and new equipment. In use only 9 months. Can be used both winter and summer. Valuation of rink between \$18,000.00 and \$19,000.00. For quick sale, \$10,000.00 cash.

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HAMMOND ORGAN AND SPEAKERS FOR SALE
Hammond Organ, Model CV, 1 1/2 years old. 4 Speakers in perfect condition for sale at CO-ED.

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May be seen in Rink.

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and so we make this
VERY SPECIAL OFFER

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25 Assorted Records—40¢ Each	} Plus Tax and Postal Charges
50 Assorted Records—35¢ Each	
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Top Quality! Each Record Perfect! Strict Skating Tempo!

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TERMS: Check With Order, 5% Discount; C.O.D., net.

Rinks East of Illinois, order from our Philadelphia Factory Branch
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Sun Glasses	Gro.	\$.30
Plastic Thimbles	Gro.	.60
Plastic Crosses	Gro.	.65
Crickets	Gro.	.98
Warblers	Gro.	.79
Bk., Brown & White Shoe Laces	Gro.	1.15
Transparent Combs	Gro.	1.10

NOVELTIES

4 1/2" Paper Parasols	Doz.	Gro.	\$ 9.00
Large Fur Monks	1.55	Gro.	16.00
Acrobat Fur Monk	1.85	Gro.	21.60
Small Cellulose Feather Doll	.80	Gro.	9.00
Dangling Skeleton	.40	Gro.	4.50
Rubber Lizard	3.50	Gro.	9.00
Rubber Rat	.80	Gro.	4.75
Rubber Knife	.40	Gro.	8.50
Rubber Dagger	.75	Gro.	9.00
Jazookas	.80	Gro.	23.00
Straw Horse and Rider	2.95	Gro.	100
Bamboo Pennant Canes (asst. colors)	100	Gro.	\$18.00
Maple Parade Cane	20.00	Gro.	

GLASSWARE SECONDS

6 Oz. Decorated Tumblers	Gro.	\$5.76
12 Oz. Decorated Tumblers	Gro.	6.48
18 Oz. Decorated Tumblers	Gro.	7.92
8 Oz. Plain Tumblers	Gro.	4.80
12 Oz. Plain Tumblers	Gro.	5.40

All tumblers packed 72 to case (no less sold).

MECHANICAL TOYS

Crawling Turtle	Doz.	Gro.	\$3.15	\$36.00
Crawling Babies	Doz.	Gro.	6.75	78.00

CONCESSION SUPPLIES

Dart Balloons	Gro.	\$.72		
10 Gro.	Gro.	7.00		
French Weighted Darts	Doz.	Gro.	\$.90	\$ 9.60
Worth Base Balls (Case 15 Doz.)	Doz.	Gro.	2.00	\$27.75

THESE PRICES DO NOT INCLUDE TRANSPORTATION.

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FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A POSITIVE SHOW STOPPER!!!—MC'S, COMICS, Song Stylists, Bands; rush \$1 for your copy of new sensational "Five Foot Two, Eyes of Blue" Parody; this can be used anywhere! Writers Mart, Box 575, Hollywood, Calif. oc8

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1949 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif oc22

ATTENTION—SINGERS, MUSICIANS, MUSIC retail and dept. stores, ask Pub. radio stations, recording companies, song entitled, "I Don't Know What To Do," by L. Zanca, Arr. Songwriters' Service, 113 W. 42d St., New York.

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag packed back issues. Emcee, 1508-B S. Homan, Chicago 23.

MUSIC PRINTED—200 PROFESSIONAL COPIES \$20; 1,000 copies in color \$70; recordings made. URAB BB, 245 West 34 St., New York. Stamp (booklet). no5

QUIET! M. C. AT WORK!—GAG-ATIONAL new booklet for MC's and performers; replete with openings, introductions, ad libs, insults, song titles, 82. "Keys to Comedy," Box 1225, Hollywood, Calif. oc15

SONGWRITERS — A-1 PIANO-VOCAL AR- rangements; duplicate copies in small quantities; recordings by piano, piano-vocal, orchestra; price list on request. Five Star Music Masters, 201 Beacon Building, Boston, Mass. no5

TENOR BAND ARRANGEMENTS, POPS AND Standards; free list. Phoenix Arranging, 720 W. Gregory, Phoenix, Ariz.

AGENTS & DISTRIBUTORS

"A SENSATIONAL TALKING XMAS CARD" — Full tape and card will clearly say "Merry Christmas"; real money maker; retails only 25¢; send 25¢ for sample and prices; don't delay; representatives wanted everywhere. Minas Mfg., 2003 Main St., Santa Monica, Calif.

AGENTS—BIG PROFIT, 39¢ SELLER COST AS little as 9¢; five samples and price list \$1. Kenneth Samson, Box 31, Dowagiac, Mich.

AMAZING OFFER—\$4 IS YOURS FOR SELL- ing only 50 boxes Christmas Cards; also 50 and 25 for \$1 with or without name; free samples; other boxes on approval, including entirely new, different de luxe assortment with feature television card; cute plastic assortments; write today; it costs nothing to try. Cheerful Card Co., 928 White Plains, N. Y. oc29

ASTONISHING! NEW! FOTO-MAGIC SUR- prise; everyday Comic Cartoon Greeting Cards; only printed greeting and "tease" wording is visible when cards are sent; surprise comes when persons they are sent to apply Foto-Magic tissue as directed; additional wording and appropriate comic cartoon appear instantly, completing message; cards packed one dozen to a box complete with reagent tissues and mailing envelopes; retail return \$1.80; dealer price 90 cents per box; box of 12 assorted samples, details and illustrations \$1 postpaid; jobbers write. Amusement Associates, 466 Santa Clara Ave., Oakland, Calif.

BILFOLDS—3-WAY ZIPPER, HIGH COLORS; \$6 dozen, sample \$1. The Hobby Shop, 1641 Fifth Avenue, Pittsburgh 19, Pa. oc8

BUY THOUSANDS OF NATIONALLY ADVER- tised products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg., Pittsburgh 22, Pa. oc29

CASH IN WITH NEW MAILING MACHINE— Moistens, dispenses and applies 1500 stamps an hour; every office a prospect; complete mail order campaign available; rush \$1.95 for sample and complete information. Postway Products Co., Gorham, Me.

CHANGE APRONS THAT ARE DIFFERENT— Four pockets, blue or green; two dollars each del.; send money order; your money back if not satisfied. Poplar Bluff Tent & Awning Co., Poplar Bluff, Mo. oc22

CLEAN UP NOW UNTIL XMAS SELLING PER- fumed beads; quick sellers, big profit. Mission, 2328BB West Pico, Los Angeles 6, Calif. oc29

CLUB WORKERS—SELL PERRIOTT'S POCKET size Photo Pinups; samples and price list, \$1. Perry Klompner, 75 Henry St., Brooklyn 2, N. Y. oc8

DIME DISAPPEARING TRICK—NEW 25¢ SELL- er; your cost, \$1 dozen; sample, 25¢. United Joke Co., 49 Hanover Street, Boston 13, Mass. oc8

DISTRIBUTORS, WAGON JOBBERS—WE ARE manufacturing a line of balloon novelties, paper hats, horns, paper novelties, prize package displays, jokers items. Eagle Specialty Co., Akron 14, Ohio. oc15

EARN \$20 DAILY, SPARE TIME—A \$10 IN- vestment puts you in dignified business selling \$20 specialty to taverns, clubs, etc.; 50% profit to you; permanent agency for those who qualify; must be reliable, serious of intent and well regarded; write for particulars stating experience, territory to cover thoroughly, give references. Replies held in strict confidence. Stanley Manufacturing Co., Box 286, Penns Grove, N. J. oc15

EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen: Decalomania Name Plates in small quantities; great demand; also make money with our line of Automatic Initials and Sign Letters; free samples. "Ralco," XI-Roxbury, Boston 19, Mass. np

FASTEST, EASIEST SELLING ITEM EVER OF- fered man-market! Amazing new plastic Lic-Trol; placed in neck of liquor bottle automatically, accurately, quickly measures and pours drink; 100% profit; retails \$1.30; details free; sample \$1, refunded on first order. Marney's, Dept. C-1, Box 591, Ogden, Utah.

FIBRE BROOMS, MOPS, WRINGERS, FLOOR Dusters, always in demand year round; big profits from factory. Write Burtz Fibre Broom Co., Columbia, Pa., Dept. B. oc8

FULL FASHIONED DEPENDABLE NYLONS— Our select grade \$6.50 per dozen; 2's, \$3.50; 3's, \$1.25 per doz.; sample order sent postpaid for \$4 consisting of 12 pair 3's, 3 pair 2's and 3 pair 1's; your money refunded if not satisfied. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn.

JOBBERS, DEALERS WANTED TO DISTRIB- ute sheet music to the trade; good proposition. W. A. Watson, Deepgap, N. C.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. de31

METAL CHRISTMAS CARDS FOR STORE, home, window decoration; hot number; quick turnover; 90¢ doz. R. Helberg, 427 Elm, Cincinnati, O.

MEXICAN JUMPING BEANS—PRINCIPAL crop; mature, guaranteed all alive; all jumping; for spot delivery, \$5 hundred; \$20 thousand. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Texas. oc22

NYLONS—THEY ARE HERE; FULL FASHION- ed DuPont Nylon Stockings; style 500 (clear, sheer), packed in individual cellophane envelopes and 3 pair to each lithographed box, \$6 dozen; our (everyday wear) Style 399, packed same as above, except plain boxes, \$3.50 dozen; satisfaction guaranteed. McDonald Mfg. Co., Ooltewah, Tenn. oc8

NYLONS, NYLONS—FANCY PACKED IN CEL- lophane envelopes, 3 pair to the box, 2, \$3.50 doz.; lower grade rejects, \$1.25 doz.; packed 1 dozen to the box. Fashion Textiles, Box 63, Chattanooga, Tenn.

OFFER NEWEST ITEMS FIRST — MONTHLY bulletins tell where to get 100 newest products before reaching open market; details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. oc29

PLASTIC SCALLOPED TABLE CLOTHS — Latest prints, 54x54, \$6.50 up doz.; Bib Aprons, \$2 up doz.; free samples. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

PLASTIC SCALLOPED TABLE CLOTHS — Latest prints, 54x54, \$6.50 up doz.; Plastic Aprons, \$1.75 up doz.; Plastic Table Cloths in three color prints with aprons to match, \$10.50 doz. sets. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

PROFITABLE, PLEASANT SIDELINE (OR full time), collecting for doctors by my unique, extremely successful "Persuasion Method." Money-back satisfaction guarantee; free details. Lamont Chubb, 1119-B DeVetor Place, Pittsburgh 6, Pa.

PROFITS HERE WILL BUY MANY CUP OF coffee (hustle off \$1 for hundred 35¢ retailers); millions are browsing for this souvenir; set on the hall; slow sales gain nothing. Ken Miller, Box 1257, Louisville, Ky.

QUICK EXTRA CASH SELLING CHRISTMAS Cards—Request free samples; it costs nothing to try. Elmcraft Chicago 5930 S Western, Chicago, Ill. oc22

REAL GIRL PHOTOS—TREMENDOUS PROF- its; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa.

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, Ill. de31

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connection. Pickering Company, 19 Bank St., Attleboro, Mass. oc29

SENSATIONAL MONEY MAKERS—UP TO \$85 weekly; amazing pencil writes four colors, separately or together; sample 10¢; also 20 year guarantee given with great new ball point pen; sample 25¢; also \$4.95 sterling silver, fuel-less, wind-proof, nationally famous cigarette lighter; sample 85¢; or we'll send all three samples for only \$1 postpaid. Louis Balogh Jr., 1703 Roosevelt Rd., Valparaiso, Ind. oc15

"SUZIE," SHE'S THE CUTEST LITTLE THING you ever saw, and what a seller, \$3 per 100; sample dozen, 50¢. Jack Blades, Box 944, Altoona 5, Pa. oc22

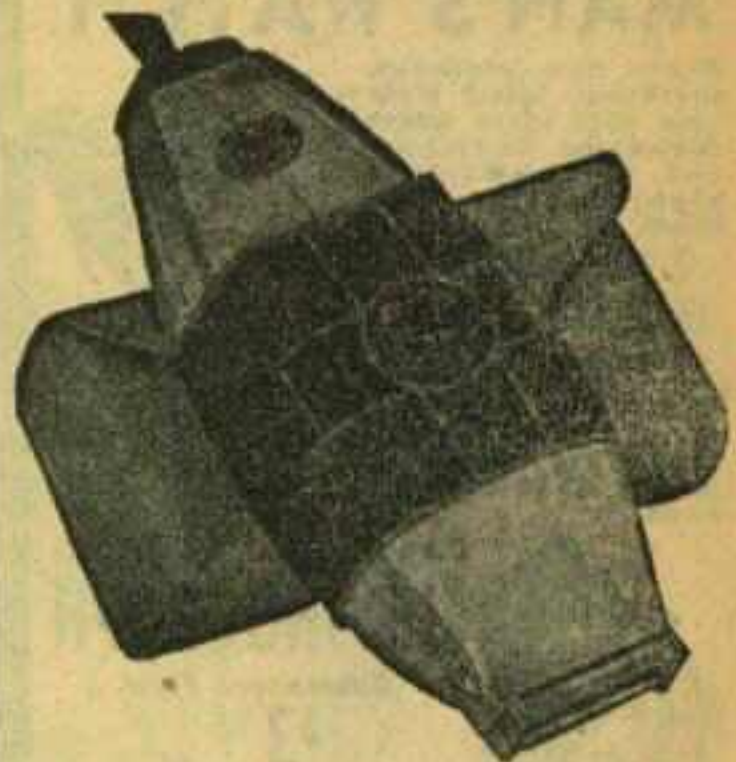
THINK YOU GOT TROUBLE? BRAND NEW Hot Folder you'll like; sample and price list, 10¢; Happy Landing Folders, 15, \$1; Bed Pan Folders, 20, \$1; Half Potty Key Chain, dozen, \$1.50; Eskey Coins, \$1 dozen; 9-Inch Lizards, \$3.50; 6-Inch, \$2.50 dozen. Send \$1 with this ad for samples. Lewis, 1108-B E. 42d Place, Chicago 15, Ill. oc15

WANTED—JOBBER AND SALESMEN; HEAT and food at its best; patent pending. Dr. Roberts, 1104 South Patterson St., Valdosta, Ga. oc23

51-54 GAUGE FULL FASHIONED NYLONS that are dependable; will repeat to your trade; our best grade, \$6.50 dozen; in 25 dozen lots or more, \$6 dozen; mill-run quality, \$3.50 dozen; packed 3 pair to the box, individually wrapped; lower grade rejects, \$1.25 dozen; packed 1 dozen to the box. Southern Hosiery Sales, Box 1624, Chattanooga, Tenn.

(Continued on page 82)

WHILE THEY LAST!



PERFIX ELECTRIC SHAVERS \$1.00 EACH IN DOZ. LOTS

For Premiums, Prizes, or Sales Promotions! Scientifically designed shaver with carefully machined cutting head. Self-sharpening. Self-starting motor needs no oiling. No radio interference. Light weight Tenite case made of rich Ivory, mounted with broad slip-proof rubber grip. Durable imitation pigskin pouch. Each in box. 110-120V, 60 cycle, AC. Sample, \$1.50. 310K134B in doz. \$1.00 Lots, Each

25% Deposit on all C.O.D. orders
Shipments F.O.B. Chicago

The 1950 HAGN MERCHANDISER is off the press . . . 586 pages of staple and novelty items. Available now to Dealers and Premium users. Give business identification.

JOSEPH HAGN CO.

Wholesalers Since 1911

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FLASH! QUALITY! PRICE!

JOCKEY GIRL
ALL PLUSH
30 INCHES TALL
\$39.00 DOZ.
Samples, \$3.75 Ea.

- PLUSH BEARS, 28" \$33.00 doz.
- PLUSH BEARS, 30" 36.00 doz.
- PLUSH CLOWN BEARS, 30" 39.00 doz.
- PLUSH HORSES, 21"x17" 39.00 doz.
- PLUSH DONKEYS, 23"x19" 39.00 doz.
- PLUSH ELEPHANT, 24"x20" 39.00 doz.
- PLUSH GOATS, 22"x19" 39.00 doz.
- PLUSH BULL DOG, 21"x19" 39.00 doz.
- PLUSH SWEETHEART DOLL, Plastic Face, 20" Tall 30.00 doz.
- PLUSH CLOWN DOLL, 20" Tall, Plastic Face & Bell 33.00 doz.
- PLUSH SNOW DOLL, Very Heavy, Plastic Face, 30" Tall 39.00 doz.

ADD 50¢ EACH FOR SAMPLES

25% With Order, Balance C. O. D.

GOLDEN NOVELTY CO.

1547 N. Fairfield Ave. Chicago 22, Ill.
Phone: EVerglade 4-6080

- 10 1/2" Horse \$23.00 Dz.
- 10 1/2" Horse, Removable Saddle, 33.00 Dz.
- Doll of All Nations 14.00 Dz.
- Large Gibson Girl 40.00 Dz.

RUBBER MASKS FOR HALLOWEEN

Fully modeled, outstanding designs. Soft latex rubber, flexible — move with face, giving life-like appearance. Realistically decorated in appropriate colors.

- Witch (M-11)
- Skull (M-13)
- Owl (M-15)
- Pirate (M-23)
- Glamour Girl (M-17)
- Indian (M-19)
- Wolf (M-21)
- Devil (M-12)
- Cat (M-14)
- Goof (M-16)
- Pig (M-24)
- Old Man (M-18)
- Pig Tails (M-20)
- Siren (M-22)

\$8.00 Doz. Asstd. Retail \$1.49 EA.

Peddlers! Visit Nate and Don't Be Late
Nate's Sales Company
1354 S. Halsted St. Chicago 7, Ill.
Open Sundays Till 5 P.M.

FREE KIT
Fully Ruffled
PLASTIC APRONS \$2.25 DOZEN
Matching Tablecloth and Apron SETS \$11. Dozen
Sample Set \$1.25—25% Dep. on C.O.D.'s
For FREE CATALOG write Dept. B
JOLE, 251 E. 119 St. New York 33, N. Y.

BENGOR'S NEW SENSATION! BOUNCING BIRD



This item sells like hotcakes!
Each bird with suction cup attached. Large assortment of colors. Best made.

Clicker Bird (New Item)	Doz.	Gro.	\$1.75	\$20.00
Jack-in-Camera, Jr. (New Item)	Doz.	Gro.	9.00	
Laying Chicken (Busy Biddle)	Doz.	Gro.	2.75	
Magic Lamp (New Item)	Doz.	Gro.	9.00	
3-pc. Pen Set	Doz.	Gro.	6.50	
Football Puzzle Key Chain	Doz.	Gro.	8.40	

25% Deposit With C. O. D. Orders.
SEND FOR FREE NOVELTY CATALOG

BENGOR PRODUCTS CO.
119 5th Ave. N. Y. 3, N. Y.

LUCKY NOVELTY ASSORTED NOVELTIES OF ALL KINDS

PRIZE BOXES
5¢ Items \$4.50 Gr. 25¢ Items \$12.50 Gr.
10¢ Items 7.00 Gr. 50¢ Items 24.00 Gr.
\$1.00 Items \$40.00 Gr.

SLUM GIVEAWAYS ALL USABLE ITEMS

TOYS—GIFTS—NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS.
Some items retail up to 25¢ ea.
3000 PCS., \$25.00 Lot

Satisfaction guaranteed or money refunded.
25% Deposit, Balance C. O. D.
MDSE. DISTRIBUTING CO.
15 E. 16th St. NEW YORK 3, N. Y.

DISTRIBUTORS AND WAGON JOBBERS

Buy direct from an old and reliable Hosiery Manufacturer. We have an accumulation of ladies' full-fashioned, fine gauge, sub-standard Nylon Hosiery, priced @ \$3.25 per dozen.

JEANETTE HOSIERY MILLS
3618 Williams St. Chattanooga, Tenn.

"Diamond Jim"
MAN'S WATCH

Brand new, gorgeous, sparkling, latest style case with ultra smart rhinestone indicator dial. Precision rebuilt high quality movement.

7 Jewels \$10.95
15 Jewels 11.95
17 Jewels 12.95

Same as above with Benrus, Elgin, Waltham movements. \$3.00 additional.



Genuine Swiss 2 Button CHRONOGRAPH

Guaranteed New \$3.95 each

lots of 6 or more Control buttons to start and stop sweep second hand. Polished chrome case, leather strap, 2 tone dial. Sample \$5.15

LADIES' or GENTS' RECONDITIONED WATCHES

Beautiful rhinestone dial, 7 jewels \$7.85
15 jewels \$9.85
In lots of 3 or more

ELGIN WALTHAM GRUEN BENRUS BULOVA

Reconditioned Watches 10K R.G.P. Cases, Rock Crystal, with rhinestone dial, \$2.00 additional. Leather Strap. 25% Deposit on C. O. D. Orders. Wholesale Only. No Returns. Send for big catalog of fast selling items.

World Wide Watch Co.
181 CANAL ST., NEW YORK 13, N. Y.

AGENTS & DISTRIBUTORS

(Continued from page 81)

800 "DIRIGOLD" SUGAR SHELLS—\$1.75 value; will close out at 25¢ each; sample 50¢. Field Bros., 39 South State, Chicago 3, Ill.

\$3,000 BETWEEN NOW AND XMAS SHOWING new smart Firestone Velon, "3 in 1" Shopping Bag; women buy several; commissions advanced daily; sample furnished. LeNard, 179-M Washington, Chicago. oc8

ANIMALS, BIRDS, PETS

ANIMALS BOARDED ALL WINTER—MONKEYS, 10¢; meat eating animals, 15¢, 25¢; lions, 50¢; horses, 50¢ day; fresh killed meat fed daily; trailers, \$10 month. Magic Glenn Zoo, Rt. 1, Box 243, Clearwater, Fla. oc15

SPECIAL OFFER—SNAKES, MICE; ORDER A Den of Snakes today; we guarantee satisfaction; why pay more when you can buy for less? Dens, \$15 and up; Fancy Mice, \$18 per hundred; Golden Hamsters, \$10 per dozen. 50% with order, balance c.o.d., f.o.b. Tarpon Springs, Florida. Tarpon Zoo. oc15

TWO YEAR OLD STALLION BROKE TO tricks; add, subtract, multiply, divide, tell age, shake hands, shake head yes and no, kneel and others. Bill Young, School for Horses, Box 151, Apex, N. C.

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFIT!!!—Complete outfit \$1; profits, \$20, \$25 daily; extra charts \$7.50 1,000. Graphologers, POB 971, Philadelphia. oc15

COLLECT AND GROW RICH IS A BOOKLET that is yours for the asking; learn of this opportunity for a life-time, spare or full-time office business of your own where you can make a profit on the work of hundreds of others. T. J. Surface, Pres., Dept 235-K, Roanoke 13, Va. oc29

FREE FOLIO—WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas. Kolamite Co., Box 572 E. Dayton, O. oc15

HURRY—MAKE MONEY FAST; GATHER forest moss; get \$1 per pound; particulars for stamp; samples 15¢. Northwoods Products Ltd., Port Clements, B. C. oc15

I MAKE BIG MONEY IN THE MAIL ORDER business; you can do the same at home with copywriting system; write me, I'll tell you how. F. Little, R. D. #1, Glenshaw, Penna. oc29

IF YOU LIVE IN WARM CLIMATE AT LEAST 11 months of the year, you can earn from \$30 a day up; operate a Snow Ball vending outlet; no money to invest, we furnish everything; join our coast to coast chain now. S. Bonde Concessions, 1238 East 46th St., Chicago 15, Ill. oc15

MAIL ORDER BEGINNERS—START SMALL, grow big; free details. Rowland T. Plain, 1 Laurel Ave., Binghamton, N. Y. oc15

PITCHMEN AND MEDICINE MEN—COMMUNITY Sale Directory of 1,000 sales in Middle West, price, \$1 postpaid. W. W. Simpson, 2705 Julie St., Joseph, Mo. oc22

SELL CAMERAS, TYPEWRITERS, WATCHES, Shavers, Reverses, Kodak, Royal, Bulova, Schick; 25-40% commission. Diamond Company, 17 E. 42d St., N. Y. 17, N. Y. oc15

START BIG PAYING MAIL ORDER BUSINESS in your own home; free information. Mail Business Associates, Inc., 919-M State Tower Bldg., Syracuse, N. Y. oc22

TESTED MONEY-MAKERS—68 PAGE BOOK, 25 cents postpaid; Ideas, Plans, Formulas, supply sources; money back if dissatisfied. L. B. Clay, Box 1063, Wichita, Kan. oc22

WOULD UP TO \$1,500 YEARLY IN SPARE time by mail interest you? Send 25¢ (refundable) for 32 8 1/2 x 11 page \$1 book exciting ideas and special offer; satisfaction guaranteed; none free. Lawson Co., Box 1302-E9, Detroit 31, Mich. oc8

YOUR 24-WORD ADV. PLACED IN 40 WEEKLY newspapers, \$3.50. Pennemaker Advertising, Box 141, San Marcos, Texas. oc15

YOUR OWN PLASTIC BUSINESS AT HOME—Produce costume jewelry, novelties, statuettes; liquid plastic, liquid marble; flexible molds; write for free book. American Trades, Box 1473-M, Cincinnati 1, O. oc15

YOUR OWN BUSINESS—OVERCOATS, 50¢; Mackinaws, 34¢; Shoes, 12 1/2¢; Ladies' Coats, 34¢; Dresses, 10¢; enormous profits; catalog free. Moro, 558-L Roosevelt Rd., Chicago. oc15

\$3,500 BETWEEN NOW AND XMAS SHOWING new smart Firestone Velon, "3 in 1" Shopping Bag; women buy several; commissions advanced daily; sample furnished. LeNard, 179-M Washington, Chicago 2. np

\$250 WEEK REPORTED! ILLUSTRATED BOOK "305 Odd Successful Enterprises" free; work home; expect something odd. Pacific 1, Ocean-side, Calif. oc15

1949 CONCESSIONAIRE'S GUIDEBOOK (\$1)—Jampacked with know-how, know-where, know-what for Outdoor, Carnival, Midway, Fair, Concession, Pitch Operators; excellent for break-inners; big circular free! Stampico, Detroit 4, Mich. oc8

FOR SALE SECONDHAND GOODS

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. oc15

CRETORS, STAR, LONG-EAKINS POPPERS, peanut roasters, geared kettles, copper caramel candy kettles Gasoline bottled gas equipment Northside Co., Indianapolis, Iowa. oc8

FOR SALE—SECOND-HAND SHOW PROPERTY

BALLOON RACER, 12 UNITS—I HAVE LOST location for next year, will sell reasonable for cash; write at once. L. White, 17 Highland St., Revere, Mass. oc15

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. np oc29

"BELLY TANKS"—UNUSED; SIX, TEN OR twelve feet long; free details. Buck Auto Parts, Merced, Calif. oc29

BUILD KIDDIE RIDES FROM TESTED PLANS—Auto, Airplane, Chairplane, Boat, \$5 each; Ferris Wheel, \$8; Train, \$10; Major Chairplane, \$10; free plan catalog. Brill, 228-B North University, Peoria, Ill. oc15

BUSINESS AND HOME ON WHEELS—Combination Concession and House Trailer, fully equipped to serve light lunches; electric brakes, bottled gas, neon signs; operated one year Florida and Cape Cod. Best offer. Ricky's Trailer Park, West Bridgewater, Mass. oc15

COMPLETE 32" PANEL FRONT MIRROR Show with seven big distortion mirrors mounted in highway van semi with perfect tires; ticket box, five illuminated pylons, steps, sound system; clean, beautiful outfit, with or without '42 Chev. C.O.E. sleeper tractor; also 20'x30' top, 8' wall, framed for streets with terrific 55' panel, pylon "Jungleland" front; with out without '47 Dodge with 14' box, hitch, rack; cheap for cash; see with Royal United Shows, Cattle Congress, Waterloo, Ia., until October 10. Contact William Morton, Gen. Del., Sioux Falls, S. D., thereafter. oc15

FOR SALE—CANDY APPLE AND FLOSS Trailer, aluminum body; double head Toledo machine, also 7x7 frame and new top; Evans set spindle and stock; no reasonable offer refused. Wm. Mastralla, c/o C. A. Stephens Shows, as per route. oc15

FOR SALE—PAIR 35MM. SIMPLEX REAR Shutter Projectors; includes Lamps, Rectifiers, Amplifier and Sound System; excellent condition; bargain, \$1250. R. Hoffarth, 82 Lark St., Buffalo, N. Y. oc15

FOR SALE—'41 CHEVROLET BUS, '48 MOTOR, Butane Gas, Studio Couch, Keosauke Heater, good condition. Mrs. Esther Barlow, 432 Whitehall, S. W., Atlanta, Ga. oc15

KIDDIE AUTO RIDE, \$350; TAKE FLOSS MACHINE in on trade. Sam Nusz, Grand & Hackberry, Enid, Okla. oc15

MOUNTED BUCKING HORSE, \$225; MOUNTED Midget Horse with saddle, \$165. Herman White, Del Rio, Tex. oc15

NEW 1000 WATT G. E. PICTURE PROJECTION Bulbs, \$2 each pre-paid; minimum order, 12. Martin Co., Box 218, Wernersville, Pa. oc15

ONE GOOD 60'x110' KHAKI TENT—DRAMATIC back, round front; poles, stakes, two light plants, two good trucks, one semi, 700 good oak chairs; complete outfit or will sell any part. Mack Lunford, 175 W. 17th, Dubuque, Iowa. oc8

PARKER "10" FERRIS WHEEL WITH CONTINENTAL power; looks good; operates good; must sell; bargain, \$1,750. J. E. Passmore, 403 Dallas St., Waco, Tex. oc15

SHORT RANGE ON TRAILER—AWNING, Tubes, Cards, 2 Remington Automatics, #400; Dodge Panel Truck, '47 motor, \$150. Kirkpatrick, 1111 Spokane, Orlando, Fla. oc15

THEATRE SEATS, FOLDING CHAIRS, TENTS, Buses, Outdoor Seats, Projectors, 16mm. Film. Lone Star Film Co., Dallas, Tex. oc15

VENETIAN SWING AND SMITH & SMITH 24 Seat Chairplane, both very good condition; sell or swap; reason for sale, have duplicates. Tramer, Georgetown, Mass. oc15

15 FT. GLASS ENCLOSED CONCESSION TRAILER; special designed valued at \$4000; A-1 condition; sacrifice for \$1600; can be seen Coshocton and Lancaster, O., Fairs and Circleville Pumpkin Show; also House Trailer and School Bus. Cooks Concessions, P. O. Box 92, Station A, Columbus, Ohio. oc15

3 PIECE PEN SET



3-piece Pen Set—Gold Plated Top—the fastest selling item in the country at the right price. Complete with beautiful box and embossed price tag. \$6.50 Dz. \$72.00 Gr.

This 3-piece Pen Set has a fountain pen, automatic pencil and long-wearing ball point pen. In assorted colors—maroon, gray, black and blue—and they are all guaranteed.

This is a tremendous number from now on to Christmas. Great flash.

Sample Pen Set, 75¢.

Every Pen Set has guarantee slip, also has a gold embossed price tag—\$7.50.

All Gold Plate finish 3-piece Pen Set. Comes with beautiful box and embossed price tag. \$9.00 Dz. SAMPLE SET \$1.00.

SPECIAL
Filigree Ball Point Pen and Key Chain. \$2.50 Dz. \$27.00 Gr.

25% Deposit—Money Order or Cash—Balance C. O. D.

We ship same day as orders received

HARRIS NOVELTY CO.
1102 Arch St. Philadelphia 7, Pa.
Phone No.: Market 7-9848

All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented. Merchandise for resale only.



#B2172 PER DOZ. \$15.75
1/30 14K. Ruby color side stones.

#B515 PER DOZ. \$16.00
1/20 12K. Large white center. Red color sides. Without side stones. #B1010 \$14.00 Doz.

#B396 PER DOZ. \$18.00
1/30 14K. White center. Ruby color or white sides.

FREE CATALOG LISTING COMPLETE LINE. Sample Assortments—\$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders.

DES MOINES RING CO.
1155 26TH ST. DES MOINES, IOWA

DANGLE EARRINGS



Genuine Hand-Made Rolled Gold 6 Sparklers \$7.20 Dozen

Retails for \$2.98 12 Styles

Interchangeable—can be worn as screw-on or for pierced ears. 1/20th gold wire for pierced ears free with every pair. Money refunded. No catalog.

SAMPLE, \$1.00. Deposit \$1.00 for C.O.D. Order.

AGENTS WANTED.

S. DIAMOND
1323 Congress Ave. Houston, Texas

BEST BUYS IN IDENTS

Aluminum \$18.00 Gross
White or Gold Plate \$24.60 Gross

\$1.65 Dozen \$2.25 Dozen

Complete sample line, 16 Nos., prepaid or shipped C. O. D. \$3.85
25% deposit on all orders.

SLOAN JEWELRY CO.
41 Fulton St. N. Y. C. 7, N. Y.

Direct from GUATEMALA!
MAPILON BAGS



Style 348-4 9"x8" U. S.

\$53.46 Per Dozen Wholesale Price

Beautifully hand-tooled, genuine Top Grain Cowhide, for outstanding quality and value. Colors, natural or red, with adjustable shoulder straps. So finely made they'll wear for years and years. Truly a lovely gift. Pay postman 20% additional for Import Duty on receipt. DO NOT ENCLOSE WITH ORDER. Shipped postpaid to anywhere in the U.S.A. Sorry, no C.O.D.'s.

SEND BANK MONEY ORDER OR CERTIFIED CHECK

MANUEL ANTONIO PILON
P.O. Box 268, Guatemala City, C. A.

ORIENTAL DESIGN RUGS

\$27.50 Each

Attn.: Merchants, Dealers, Auction Sales. Buy DIRECT from Reliable New York Importer. Glowing Oriental reproduction extra-heavy 9 by 12 room size RUGS! Perfect Quality, Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money-Maker today! ALL SIZES, COLORS, \$2.50 up. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C. O. D. AGENTS WANTED.

LO-US TRADING CO.
Dept. P-5 20 W. 27th St., New York 1, N. Y.

CHEWING GUM WHOLESALE ONLY



Fine quality. Popular flavors. Five stick packs—factory fresh—regular and bubble.

AMERICAN CHEWING PRODUCTS CORP.
Fourth & Mt. Pleasant Ave., Newark 4, N. J.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 94 in this issue.

COSTUMES, UNIFORMS, WARDROBES

BEAUTIFUL NATIVE MADE GRASS HULA Skirt mailed prepaid in U. S., \$3; Cellophane, \$4. Hawaiian Hula Shop, 3082 16 St., San Francisco, Calif. oc15

HEADQUARTERS FOR CLOWNS, MINSTREL, and Santa Claus Costumes and Accessories; circulars free. The Costumer, 238 State St., Schenectady, N. Y. oc15

CLOWNS' AND BURLESK COMICS' PROPS, Wigs, Accessories; free lists! (Assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. oc29

SINCE 1869—COSTUME BARGAINS, CHORUS dollar up; Principals, three up; no catalog state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. oc22

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog, 10¢. Balda, The Lightning Cartoonist, Oshkosh, Wis. no5

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG 10¢—"World's Largest Line" (Pitchmen's Headquarters); fast-selling specialties! Airplane Mfg. Co., 4462-B Germantown, Philadelphia. oc29

A NEW SUB MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit weighs less than pound, easily concealed; write for brochure, specifications, price. Nelson Enterprises, 338-B S. High, Columbus, O. no5

BE A MAGICIAN—LARGE PROFESSIONAL Magic Catalog of latest tricks, 35¢. Ireland, B-109 North Dearborn, Chicago 2. oc15

FREE—A DOLLAR MAGIC OUTFIT WITH OUR Egyptian Ring Trick; all this and lists, 25¢. Eureka Magic Co. Box 345, Somerville, N. J. oc29

NEW 1949 CATALOG MINDREADING, MENTALISM, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog, 30¢; wholesale, Nelson Enterprises, 338-B S. High, Columbus, O. no5

REVEALING, MYSTIC, VALUABLE INFORMATION on the good luck HEX signs of the strange Penna. Dutch people; only 25¢. Finch Folklore Studio, Box 3, Reading, Pa. oc15

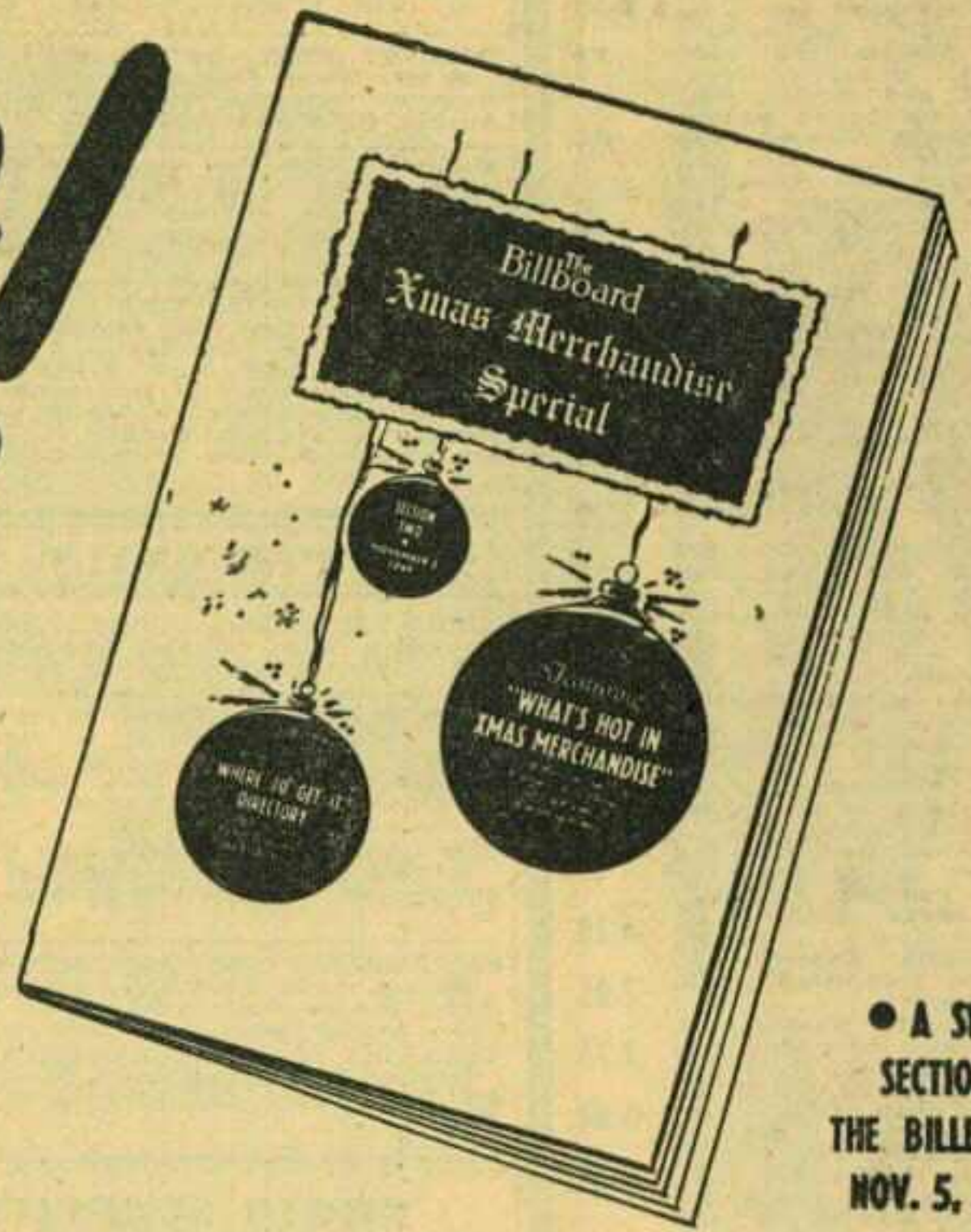
VENTRILOQUIAL (\$45 UP); PUNCH FIGURES, \$12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbus 7, Minneapolis, Minn. oc8

400-PAGE CATALOG OF 2,000 TRICKS—Pocket, parlor, stage; world's finest magic; send \$1 for catalog (refunded first \$5 order). Kanter, B-1311 Walnut, Philadelphia 7. oc8

(Continued on page 84)

For the first time!

A SPECIAL XMAS MERCHANDISE SUPPLEMENT



● A SPECIAL SECTION OF THE BILLBOARD, NOV. 5, 1949

... To help The Billboard's Merchandise Department Readers to the Greatest Values ever offered for Xmas Buying and Xmas Selling

Featuring...

VALUABLE EDITORIAL SERVICES



"WHAT'S HOT IN XMAS MERCHANDISE"

A pictorial and descriptive presentation of low-priced, fast-selling merchandise



... and the **"WHERE TO GET IT" Directory**

Popular Merchandise Alphabetically Listed by Trade Name

NOTE to Merchandise Manufacturers, Wholesalers & Jobbers..

- To participate in the "HOT XMAS MERCHANDISE" feature
- To get your listing in the important "WHERE TO GET IT" Directory
- To get full advertising information on THE BILLBOARD XMAS MERCHANDISE SPECIAL

Contact your nearest office of The Billboard

Advertising Closing Date: **OCTOBER 24**

Cincinnati 22, O.
2160 Patterson St.
DUmbar 6450

New York 19, N. Y.
1564 Broadway
PLaza 7-2800

Chicago 1, Ill.
188 W. Randolph St.
CEntral 6-8761

Hollywood 28, Calif.
6000 Sunset Blvd.
HOLlywood 5831

St. Louis 1, Mo.
390 Arcade Bldg.
CHestnut 0443

Detroit 1, Mich.
1009 Fox Theatre Bldg.
WOODward 2-1100

MIRACLE VALUES

- PICTURE BEAUTIES. Glamour series. Actual 4x5 glossy Hollywood art photos to a set, 100 sets, \$35.00. Dozen sets, \$4.50
- NUDIE MIRRORS. Art Models in colors. 100 mirrors, \$4.00. Dozen, .54
- ARTIST and MODEL KEY CHAINS. Natures wonders seen through viewer. Gross \$9.00. Dozen, .95
- SQUIRT BOY ASH TRAY. A cigarette extinguisher with water attachment. Fascinating. Dozen, 4.80
- MECHANICAL TOYS. Big assortment. 3 price ranges. Lowest prices. Dozen, \$1.95, \$3.60, 5.25
- LITE-UP BOW TIES. With bulb and battery. A terrific novelty. Gross \$63.00. Dozen complete, 6.00
- LIZARDS. Rubber. Original. Best made. Looks real. Full 9 inch large size. Fast seller. Gross \$28.00. Dozen, 2.50
- MYSTIC MUMMY. Fascinating, entertaining. Gross \$24.00. Dozen, 2.20
- PEARLS. Simulated. 3 strand with clasp. What a buy. Gross \$84.00. Dozen complete, 7.20
- BOUNCING BIRDS. With suction cup, assorted colors. Gross \$16.00, 5 gross lots \$15.00 per gross. Dozen, 1.44
- WESTERN SADDLE HORSES. 2 1/2, 3 1/2, 4 1/2, 5 1/2, 8 1/2, 10 1/2 inches respectively. Dozen, 19.80
- PEN SET. 3-piece gold-plated caps. DeLuxe set attractively boxed. Dozen sets, 6.50
- COMBINATION Ball Pen and Lighter or Ball Pen and Knife or Ball Pen and Flashlight. Your choice. Gross \$48.00. Dozen complete, 4.20
- 2 COLOR PENS. Writes red and blue. All gold-plated finish. Dozen complete, 2.95
- COWBOY HATS. Western, felt, laced brim. Adjustable chin cord. Gross \$36.00. Dozen, 3.75
- TABLE LAMPS with shades. Big value and flash. Gross \$90.00. Dozen complete, 8.40
- RAZOR BLADES. First quality, 5 to a box. 10,000 blades \$32.50. 1,000 blades, 3.45
- CHRISTMAS CARDS. 21 sets French folders and envelopes in attractive box. 3 qualities. 100 boxes \$16.00, \$30.00, \$40.00. Priced to sell millions. 10 boxes, 4.50
- 8-LIGHT SET for decorating and Christmas Tree. G. E. bulbs. Attractively boxed. Dozen sets complete, 7.80
- EXTENSION CORD SETS—3-way, 100 sets, \$17.50. 10 sets, 1.90
- Nobody anywhere undersells us. 1001 items stocked. Send orders with ads from others, or state goods wanted with deposit or payment. You will be our customer for life. Visit us.

MILLS SALES CO.
Cut-Rate WHOLESALEERS Since 1916
901 BROADWAY, New York 3, N. Y.

NEW SCARF SLIDES



2-Tone, 3 Pc., Silver and Bronze Finish.
6 Assorted Styles.
\$31.50 per gross
DIRECT MFG. CO.
P. O. BOX 632 PAWTUCKET, R. I.

FREE! FREE!
WHOLESALE CATALOG

For **JOBBER, DEALERS, SALESMEN, Etc.**

Our latest GIANT ILLUSTRATED catalog with newest merchandise at ROCK-BOTTOM WHOLESALE PRICES! Over 5,000 items, including Blankets, Electrical Appliances, Jewelry, Leather Goods, Clocks, Watches, Lighters and Novelties.

GEM SALES CO.

DEPT. K, 533 WOODWARD AVE. DETROIT 26, MICH.

MISCELLANEOUS

- CALIFORNIA BEER SEED AND DIRECTIONS, \$1. Calvin L. Perkins, Mathiston, Miss.
- DOROTHY HOTEL—OWNED AND OPERATED by Mrs. Walter Leak and brother; homey atmosphere, reasonable rates. 126 Ellis St., N. E., Atlanta, Ga. Phone LA-9475. oc8
- RECORD EXCHANGE—TIRED OF YOUR OLD records? Send me 6 of them; I will send you 7 different ones, assorted; pay postman \$1 plus postage. Record Exchange, 1031 Railroad Ave., Conway, Ark.
- SIDEWALL—WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximate 8 oz., 6x100', \$54.56; 7x100', \$63.04; 8x100', \$71.52; 9x100', \$80; 10x100', \$88.48; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone: Cadillac 5691. no5

PERSONALS

- ADULT THRILLING NIGHT READERS—\$2 reprints; Four, \$1! List, 10¢. Messa, Box 55-B, Radio City, New York 19, N. Y.
- GOOD READING! EXCITING! SAVE! SEND US ten pocket novels and \$1; we return same number; all different! Postpaid! mark package "Books"; save postage! Joy's Bookshop, 9657 Wright Station, Norfolk, Virginia. oc22
- OLD UNCIRCULATED DOLLARS! GENUINE. Brilliant; "Carried for Luck," \$3 each; 2 different, \$5. Willard, 5719 Kenmore, Chicago 40. oc8
- SALES BOARDS OPERATORS, SEND US YOUR address, we have something you need. The Barbe-Lene Co., Holly Ridge, N. C.
- THRILLING, SNAPPY, CUBAN-MEXICAN ART Pictures, Books, miscellaneous; samples, lists, 50¢, \$1. Jordan, 135-A Brighton St., Boston, Mass.

PHOTO SUPPLIES DEVELOPING-PRINTING

- COMIC FOREGROUNDS, BACKGROUNDS IN stock; quick service; photo novelties; photo supplies. Miller Supplies, 1535 Franklin, St. Louis, Mo. no19
- COMPLETE LINE DIRECT POSITIVE SUPPLIES Drex and New Eastman Paper. Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. no19
- DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them; latest improvements, real bargains. P D Q Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc29
- DIRECT POSITIVE PHOTOGRAPHERS — WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903 P D Q Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. oc29
- EASELS: 5x7 \$6.50/100, \$60/1000. INTRODUCTORY sale for six weeks. Regularly \$70/1000. Free sample. Penn Photomounts, 335 Woodland Avenue, Glenolden, Pennsylvania. oc29
- LOWEST PRICES ON COMBINATION BLACK Back and Direct Positive Street Cameras. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.
- THE NEW EASTMAN DOUBLE WEIGHT Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. oc29

PRINTING

- ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. oc22
- BEAUTIFUL PHOTO CHRISTMAS CARDS made from your favorite snapshot; 8 for \$1; additional 10¢ each; free envelopes; send negative; sample on request. Rudy Leefma, 375 Riverside Drive, New York 25. oc15
- OFFSET PRINTING — NO CUTS NEEDED; copy prepared; samples, price list free. Fischer, 711 So. Blvd., N.Y.
- POSTERS FOR ALL OCCASIONS—MANY NEW designs, 14x22 and 17x26 sizes, \$6 to \$10 per 100; bumper cards, all styles; write for illustrated folder, complete prices. Tribune Press, Earl Park, Indiana. oc15
- PROFESSIONAL "SHOWY" LETTERHEADS!— Sparkling! Dynamic! Flashy Colors, Distinctive Layouts; Standout Designs—Samples dime; state profession. Solidays Colorprint, Knox, Ind.
- 100 8 1/2 x 11 LETTERHEADS, 100 6 1/2 ENVELOPES, Hammermill Bond, 5 lines copy, \$2.00; sample free. Ace Press, Clearwater, Fla. oc22
- 250 SHEETS, 250 ENVELOPES POPULAR EXECUTIVE size linen stationery, printed to your order, \$2 postpaid Stumpprint, South Whitley 11, Indiana. oc8

SALESMEN WANTED

A-1 MEN OVER 40—MAKE A FORTUNE; NO investment; sell sales promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open. Requirements: Car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 160 Chestnut St., Rochester 7, N. Y. (Mention Billboard). oc29

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago, CA-6-2544. oc8

TATTOOING SUPPLIES

- EVERYTHING YOU NEED FOR TATTOOING— Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Mill Zeis, 728 Lesley Rockford, Ill. de10
- GUARANTEED PELICAN BLACK, REGULAR or concentrated; 12, sharp needles; thousand lots only; sterling silver. Joe Darpel, Hotel Victoria, Norfolk, Va. no5
- TATTOOING MACHINES—DESIGNS, COLORS, Needles, Outfits; genuine German Pelican Black Tattoo Ink, \$4.50 Pint; \$8 quart; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. no5

WANTED TO BUY

- WANTED — E-FLAT UPRIGHT RECORDING Bass Horn, must be in good condition. John M. Prewitt, Box 4, Barry, Ill.
- WANTED TO BUY—SEVERAL BOOSTERS OR Dicoamatic Counter Machines. D. L. LaBorde, 4611 Mohican Street, Baton Rouge, La.
- WANTED—SECOND HAND TOP IN GOOD condition, twenty by thirty; two off center poles, seven or eight foot side poles. Wire or write Clyde W. Hicks, Warren, Ill.
- WILL BUY—AGA FLOATING LADY ILLUSION. Wm Fayton, 162 Allen, Muskegon, Mich. (Continued on page 86)

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2
Remittance in full must accompany all ads for publication in this column.
No charge accounts
Forms Close Thursday for the Following Week's Issue

- A-1 SINGER FOR WESTERN DANCE BAND— Must double rhythm guitar; prefer man doing m. c. and straight; state all. Clark Padgett, Kelsey Hotel, Lamar, Colorado.
- CHESS DAVIS: PLEASE CONTACT DON MEADERS and Tommy Christian at once. 819 N. Franklin Rd., Greenville, S. C.; also vaudeville acts and girl specialty dancers write and state lowest salary and act.
- DANCE ORCHESTRA MUSICIANS — TRAVELING and location; long-term contracts; advise detail particulars VSA, 848 Insurance Bldg., Omaha, Neb. oc15
- HILLBILLY ENTERTAINERS — SINGLE S; doubles; immediate bookings, cocktail lounge; write, rush photos. Paul's Theatrical Agency, 240 Tremont St., Boston, Mass.
- MAGICIAN EMCEE FOR ROAD SHOW—STATE salary; full data with picture, etc. Box C-453, Billboard, Cincinnati. oc8

- ORGAN MAN OR PIANO MAN—TO PLAY Hammond Electric Organ with dance orchestra; good salary; no lay-offs. Wire Lee Williams, 1611 City National Bank Bldg., Omaha, Nebraska.
- PIANIST, ALTO DOUBLING BARITONE SAX— Modern band; others write; those doubling vocals, entertainers preferred. Box 593, Sioux Falls, S. D. Phone: 8-1295. oc8
- PIANO MAN; OTHERS WRITE: STATE SALARY. Buddy Bair, Box 113, Colome, S. D. oc15
- WANTED—MALE AND FEMALE HARMONICA players, instrumentalists, comedy acts with vitality! Jack Curley, 1650 Broadway, NYC, Suite 1208. PLaza 7-8690.
- WANTED — COMBINATION PHONOGRAPH Mechanic and Routeman for Mississippi Gulf Coast Route; salary and commission. Write Box C-454, Billboard, Cincinnati, Ohio.

For BIG PROFITS & LATEST NOVELTIES--See "JAX"

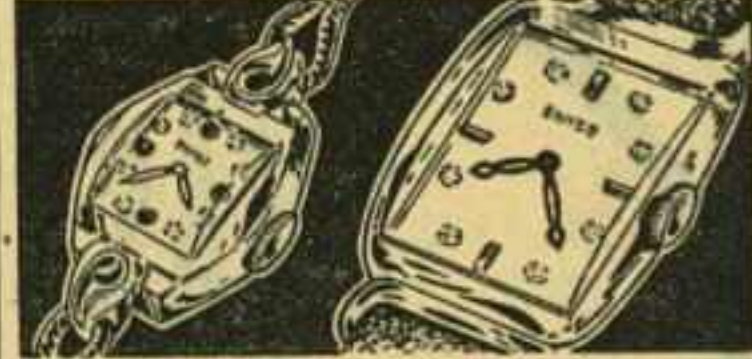


- SLOT MACHINE DICE AND CARD \$ 4.90 Doz. Cards
- RUBBER 9" GREEN LIZARDS (Still Going Strong) 3.00 Doz.
- RUBBER 6" GREEN LIZARDS (Big, Big Number) 3.00 Doz.
- YAKITY-YAK TALKING TEETH (Amazing) 7.20 Doz.
- BLONDE IN BATHTUB 2.80 Doz.
- PEE-WEE SQUIRT CAMERAS WITH PICTURE 4.80 Doz.
- HALF POTTIE WITH CARD 1.75 Doz.
- MINIATURE HALF POTTIE KEY CHAIN 1.00 Doz.
- POT BELLIED BRONZE FINISH ASH TRAY STOVE 10.80 Doz.
- ESQUIRE ASH TRAYS, Aluminum Finish Heads & Tails 7.20 Doz.
- BRUSSELS NATURE BOY ASH TRAYS, Bronze Finish 6.50 Doz.
- SWEET "16" (Guaranteed) 6.00 Doz.
- BOUNCING JITTER BUG GIRL (for Automobiles, Trucks) 2.25 Doz.
- RUBBER NOSE WITH WIRE EYE GLASSES 2.00 Doz.
- JACK IN THE CAMERA SR 3.25 Doz.
- ACTION FLIP MINNIE MOVIE 3.60 Doz.

Send \$4.00 for Set of Above Samples, No C. O. D.'s. Stock Order 25% Cash, Balance C. O. D.
JAX SALES CORP. 406 CANAL ST. NEW ORLEANS 16, LA.



Sparkling, brand new case. A fast mover—Expansion Band included — Works rebuilt with precision accuracy.
7 JEWELS — \$11.95
15 JEWELS — \$12.95
17 JEWELS — \$13.95



Ladies or gents 7 Jewel rhinestone dial reconditioned watches, \$7.95. Ladies or gents 15 Jewel, rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more—
25% deposit on all C. O. D. orders.
Send for Catalog.



IMPORTERS — EXPORTERS
182 S. MAIN ST. MEMPHIS, TENN.

ART MODEL PHOTO KNIFE

Two Blades Highly Polished Carbon Steel Unbreakable Plastic Handle with Beautiful Art Photo
1584BB \$3.95 Per Doz.
10 Doz. or More—\$3.50 Per Doz.



ROHDE-SPENCER CO.
223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

FOR THE LATEST IN JEWELRY THAT SELLS

WRITE TODAY TO **Harry Pakula & Company**
5 N. WABASH AVE. CHICAGO 2, ILL.
PLEASE STATE YOUR BUSINESS



Genuine Latest Styles
FUR COATS JACKETS AND SCARFS!

Let us put you in business for yourself! Big profits! Buy direct from reliable wholesale firm latest 1950 style Fur Coats! All sizes and colors. If not satisfied money refunded within 3 days! Wire or write today for free price list and catalog! Agents wanted! ROSE FUR CO., Dept. P-23 20 W. 27th St. New York 1

PORTABLE TYPE SINGO EQUIPMENT

Flashboards and Blowers—"Priced so low, you can own both!" Jobbers and Agents invited.
LIPKA MFG. CO.
617 E. 11th St. Spring 7-3337
New York 9, N. Y.

**ANOTHER
GOLD STAR
SCOOP!**

**THE ALL-AMERICAN
MISS MAJORETTE
ANIMATED ELECTRIC CLOCK**

**THE 1950 CHAMPION
FOR BEAUTY-SALES-PROFITS**

You'll beat the drums for Miss Majorette—She's beautiful—she twirls her baton—she means dollars in the bank to you! The electric clock is a Sessions movement and there are two high quality motors—one for the clock, the other for the baton. Two-tone bronze and gold type finish gives Miss Majorette all the flash and eye catching appeal you want to insure fast volume sales. Start 1950 with a parade of profits and put Miss Majorette electric clock right out in front.

\$14.95

Immediate
Delivery

Shipping Weight—7 lbs.
Individually Boxed.

1/3 Deposit; Balance C.O.D.,
F.O.B. Philadelphia.

WRITE FOR QUANTITY PRICES

GOLD STAR DISTRIBUTING CO.

5321 Market St., Philadelphia 39, Pa.

Phone: GR 2-2339



Copyright
1949

**3 SURE-FIRE PROFIT-MAKERS!
MAKE AMAZING EARNINGS SELLING TO ALL STORES**



BOND BOX AND ASPIRIN DEAL

Show this amazing value, new and different deal to storekeepers of all kinds. Low prices, high profit margin for merchants assures instant sales, big earnings for you! Deal includes 60 packages of top quality, NATIONALLY ADVERTISED LAYMON'S Aspirin—leading value at 16 tablets for 10¢—plus sturdy steel, locking bond box for safe-guarding valuables. Write for prices TODAY!

TOOT-A-TUNE WHISTLE

Brand new! Amazing whistle plays complete songs! Youngsters, adults can learn to play TOOT-A-TUNE in a minute. In strong, colorful plastic. Attractively carded. Dealers buy fast!



CRAZY WOODPECKER WHISTLE

Sturdy, colorful, new type plastic whistle for imitating Woody Woodpecker, chickens, sirens, etc. Individually carded. Complete instructions with each. A "natural" for all stores!

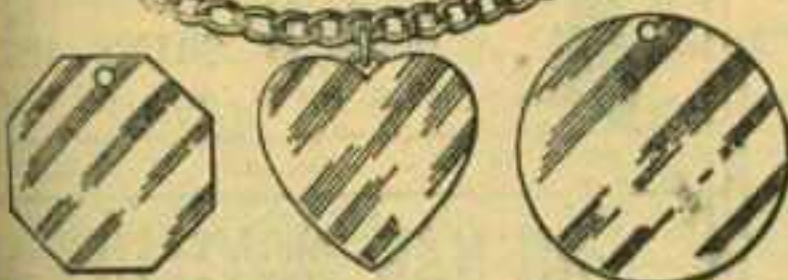


WORLD'S PRODUCTS CO.

Largest Counter Card Company
DEPT. 8-Y SPENCER, INDIANA

**Make Money With LAYMON'S
FAST-SELLING CARDED
MERCHANDISE** Get into a dependable, year-round, money-making business. Sell LAYMON'S carded merchandise to stores of all kinds. Over 400 fast-sellers: razors, blades, novelties, combs, cosmetic blades, notions. Retail at 5c, 10c, 25c, \$1.00 and up. Attractively displayed on colorful counter cards. Get FREE facts. WRITE TODAY!

NOTICE, ENGRAVERS AND DEMONSTRATORS



#3A 2 3
ARTICLE—TWICE SIZE OF PICTURE

Heavy Chains. Charm Bracelets, 3A, 2, 3; also Diamond. Clubs, Spads, 4 Leaf Clover. High polished backs and fronts; nickel or gold plated.

\$4.00 Doz, Bulk

Dexter Engraving Jewelry Co.

191 SOUTH STREET

PROVIDENCE 3, R. I.



**NEWSSTANDS! CIGAR STORES!
CONFECTIONARIES! TRICK AND
JOKE STORES! STATIONERS, ETC.**

Sell "Different" COMIC Xmas Cards
That Everybody's
Looking for!

NOVO Cards outsell
all others!



- "Different" than any cards ever published.
- Beautifully drawn, printed on fine paper.
- Sensational gags, pop-ups
- Money-Back Guarantee.

Selling like wildfire! Funniest, fastest selling cards ever published! Nothing like them in America! Our special Display deal brings you big greeting card profits in small space. No special racks needed, we furnish everything.

SALESMEN, AGENTS, JOB-BERS. People waiting to be called upon. WRITE FOR FREE SAMPLE and details. STATE YOUR BUSINESS: Kind of store, type of salesman.

NOVO Products, Dept. 25

1757 N. Park Ave., Chicago 14, Ill.

**COMPLETE LINE
OF ALL CARNIVAL MERCHANDISE**

MIDWEST MERCHANDISE CO. 1010 BROADWAY
KANSAS CITY, MO.

SLUM

Bingo and Premium Merchandise

WRITE FOR OUR 1949 PRICE LIST

M. A. SINGER CO.

2125 COMMERCE STREET

DALLAS 1, TEXAS

3 BEST SELLERS!



New! Improved!
Four Nickels
to Four Dimes.
Precision Made of
Brass.

Specially Priced at \$6.25 Doz. \$72.00 Gross

500 pieces sold by New York dealer in ONE WEEK @ \$1.49 each... a net profit of \$500! There's nothing on the market that can be compared or duplicated at this SPECIAL LOW PRICE.

SPECIAL: 3 SAMPLES UPON RECEIPT OF \$2.00 POSTPAID—1 SAMPLE FOR \$1.00. Special jobbers' prices to large quantity buyers!

THE HOTTEST ITEM OF 1949—MURGATROYD the LIZARD



Make yourself a load of dough with this ORIGINAL Lizard... greater profit maker than our famous King Tut Magic Mummy.

Dozen \$3.60 (individually \$3.00 in boxed) (in bulk)

PLEASE DON'T CONFUSE OR COMPARE OUR LIZARDS WITH THE POOR IMITATIONS BEING OFFERED FOR LESS.



STILL GOING STRONG KING TUT

THE MYSTIC MUMMY COMES TO LIFE! The new SENSATIONAL mystifying trick.

*Reg. U. S. Pat. Off. Pat. Nos. 2458969-70

GROSS, \$42.00 POSTPAID

Jobbers: Cash in on Our NEW Price Schedule—Write Today!

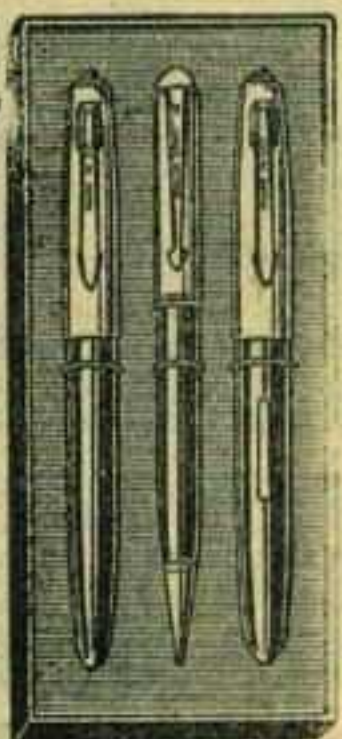
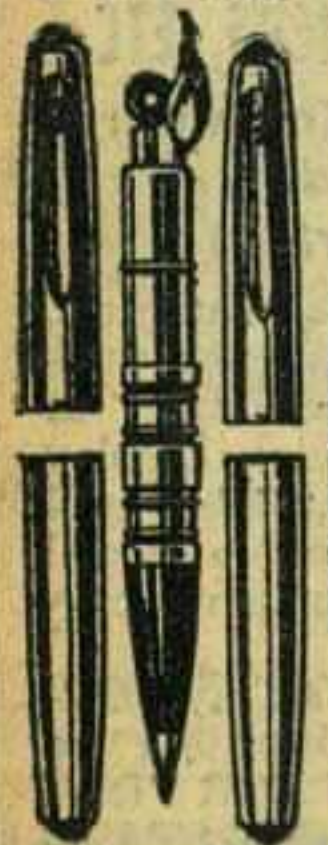
FRANCO-AMERICAN NOVELTY CO.

1207 Broadway New York, N. Y.

DIRECT From Manufacturer Sensational Value

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

SPECIAL PRICE 55¢ Per Set Sample Set, \$1.00



These Pens Sell Like Wildfire!

Combination ball pen and lighter.

35¢ Ea.

Two-color pen writes in red and blue.

25¢ Ea.

Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

ORDER NOW! H. EPSTEIN 27 East 22nd St. New York 10, N.Y.

MINIATURES of nationally famous beverages

non-alcoholic

ORDER A SAMPLE GROSS \$9.00

F.O.B. Milwaukee (Minimum order)

25% deposit with order; balance C.O.D.

Write for our complete catalog.

BILL'S SPECIALTY MFG. CO. 433 N. 2nd ST., MILWAUKEE 3

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

"THE NEW SOUND"—4 PIECE UNIT: BONGO, Bass Fiddle, Guitar, Piano; union. Herby Cohen, 2765 Mathews Ave., Bronx, New York.

CIRCUS AND CARNIVAL

CARNIVAL, ICE SHOW OR CIRCUS SECRETARY; handle all details of any size organization; join at once; state salary; sober, reliable. Write, wire, phone Harvey "Doc" Arlington, 1719 Lutick Ave., Muncie, Ind. oc15

CONCERT BAND DIRECTOR AT LIBERTY for industrial or civic band; also play Cello; 18 years' experience as band director; write. Raymond Laughlin, St. Johnsbury, Vt.

"KRIEL FAMILY," 5 PEOPLE—AVAILABLE about Nov. 5th; producing Come in Tramp Clown, White Face Clown for numbers; Trampoline, Acrobatic Trio, Solo Contortionist, Adagio, Tap Dance, Ballet; double on Sax, Drums, Violin, Trombone. c/o Al G. Kelley, Miller Bros.' Circus.

2 REAL EXPERIENCED LAUGH GETTING Clowns; 4 sure laugh Acts; work any place. Advise Two Lewis, Gen. Del., Waterloo, Ia. oc8

MISCELLANEOUS

A-1 BUILDER AND DESIGNER FULLY CAPABLE to manage and produce; best of references. C. C. Walsh, c/o Billboard, 390 Arcade Bldg., St. Louis, Mo.

SKATE REPAIRMAN—25 YRS.' EXPERIENCE. Know all phases of rink operation; sober, reliable. Wm. Kirkpatrick, Crystal Lake Park, Marion, O. oc8

MAGICIANS

TWO BROTHERS, MAGIC TEAM DOING ONE-Hour Flash Show, Arabian Oriental style, with fast patter and music; will join road show with transportation. Arthur Brandon & Kiram, General Delivery, Boston, Mass.

MUSICIANS

ALTO SAX, CLARINET AND BARITONE — Experienced, single, sober, 21 years old; read, fake, shows; want winter location in south. Contact Musician, 1020 Ardmore St., Grand Rapids, Mich.

ARRANGER—EXPERIENCED WITH SMALL and large combinations; all styles. Frank Metis, 6509 Grand Ave., Maspeth, L. I. N. Y. oc8

COMMERCIAL ALTO TENOR CLARINET—Much experience, read good; good intonation and tone; no drunk or character. Musician, Box 175, Phone 2-9309, Industrial City, Mo.

DRUMMER—AVAILABLE WITH TWO WEEK notice; desires change; ten years professional experience; good references; locations anywhere. Box 443 Billboard, Cincinnati, Ohio. oc15

DRUMMER—EXPERIENCED IN ALL STYLES and shows; prefer locations; any size; go anywhere. Drummer, P.O. Box 551, Pottstown, Pa. oc15

EXPERIENCED DRUMMER — JOIN IMMEDIATELY. Any proposition considered; dance or shows; new equipment; plenty rhythm; reliable. Tom Wrenn, 20 Chatham Rd., Asheville, N. C.

FIRST CLASS RINK ORGANIST DESIRES position; progressive, year-round rink; steady, sober, dependable. Write Milo Morgan, Gen. Delivery, Philadelphia, Pa.

GIRL TENOR, ALTO, CLARINET, FLUTE — Band and combo experience; available immediately. Helen Day, Box 153, South Whitley, Ind.

LEAD ALTO AND CLARINET—SEMI-NAME experience; cut or no notice; big tone; good intonation, union. Rudy Fischer, Waterloo, Ill. Phone 95.

PIANIST—MALE; SOCIETY, JAZZ, VOCALS; ready to go; novelties, pantomime; own car; prefer location. Pianist, Box 189, Richmond, Ind. oc8

PIANO MAN FOR SMART COMBO, SOCIETY or jump band; nice chords, good beat. Know the tunes; age 22, union, sober, completely dependable; travel or location anywhere. Write or wire Musician, Box 76, Gifford, S. C.

PIANO MAN — SEMI-NAME EXPERIENCE; play any style; will travel. Box C-457, Billboard, Cincinnati, Ohio. oc15

TENOR, ALTO, CLARINET, VOCALS — NEAT, dependable; prefer location; commercial. Musician, 3222 West St., Ames, Iowa.

TENOR, CLARINET, ALTO—READ, FAKE, jazz or commercial; play most requests; union, reliable, agreeable; car; 20 years experience. Musician, 20 S. Carlen, Mobile, Ala. Phone 6-3430. oc8

STROLLING ACCORDIONIST, BARTENDER—Does not drink; will consider all offers; will go anywhere. P. O. Box 72, Two Rivers, Wis.

TENOR SAX AND DRUMMER AVAILABLE October 3; read, fake, do vocals; combos preferred; all offers considered; travel anywhere. Bob Kleff, 282 Jewett Ave., Staten Island 2, New York. Phone Gibraltar 8-0896-J. oc8

TENOR AND CLARINET—SEMI-NAME AND combo experience; read and fake well; will travel; locations preferred; age 26, sober, single. Box C-455, Billboard, Cincinnati, Ohio.

TOP HILLBILLY AND WESTERN TRIO — Union; bass, guitar, fiddle; just completed Canadian tour; available for clubs, theaters, radio, stage; own transportation. Phone 1884-R. Johnny Johnson, 214 Campbell Hill, Marietta, Ga.

TRUMPET — PREFER LOCATION; NAME band experience; lead, jazz or fake; no liquor; cut or no notice. J. Armour, R.D. 1, Box 527, Homestead, Pa. oc15

TRUMPET, VOCALIST (BALLADS); thoroughly experienced; sober, congenial; read anything; excellent tone and range; prefer location. Bob Campbell, 1104 Second St., Beaver, Pa.

VERY EXPERIENCED SOCIETY TENOR — Lead or any chair; read and transpose well; tone, vibrato, intonation; good on sax and clarinet; arrange; locations only; no drunk or character. Write, wire Musician, 1417 So. 25th, St. Joseph, Mo. Phone 3-0547.

VIOLINIST — ATTRACTIVE YOUNG LADY, all-round experience; will travel; available immediately; write or phone. Natalie Irrera, Lorraine St., Rosindale, Mass.

WESTERN TRIO — TWO MEN AND GIRL; union; steel guitar (double on tenor banjo), rhythm guitar, bass fiddle, emcee, songs, yodels, dance music; radio and stage experience; will go anywhere as trio or join Western band. Box C-456, Billboard, Cincinnati, O. oc15

2 ATTRACTIVE YOUNG LADIES—AVAILABLE immediately, experienced; tenor sax doubling clarinet, bass doubling alto sax; desire work together; will travel anywhere; have car, union. Miss Rae Murray, 241 Cummins Highway, Rosindale, Mass.

PARKS AND FAIRS

BALLOON ASCENSIONS, PARACHUTE JUMPING; modern equipment for fairs, parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. oc8

OUTSTANDING PLATFORM TRAPEZE ACT—Available for celebrations, fairs, etc.; flashy act; for literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

SENSATIONAL HIGH FIRE DIVE—OLD ESTABLISHED standard attraction; never fails to please. Capt. Earl MacDonald, 456 Lamphier Pl., Warren, O. oc22

SPECIALTY TEAM—LADY SAX, MAN BANJO; harmony singing, double dancing; know acts and bits; plenty of specialties; good car and trailer. Joe and Bea Bennett, Gen. Del., Lancaster, Pa.

THE GREAT KELLY—RIDE OF DEATH! World's only bicycle riding down chute, thru flames, crashing glass walls, leaping zap over cars, using fireworks. Open for late Southern dates outdoors, indoors. Mike Kelly, Goshen, Indiana. oc8

3 FEARLESS STARS, WORLD'S HIGHEST Contortion Trapeze Act; gorgeous girls, beautiful costumes, flashy rigging. Southern Fairs contact Jerry D. Martin, Billboard, Cincinnati, Ohio. no5

VAUDEVILLE ARTISTS

COMIC—VERSATILE, SING, DANCE AND DO musical imitations; want to join floor show at resort, weeks-ends to start. Apply Bert Kopenhagen, 1078 Lonfellow Ave., Bronx, N. Y.

EXCELLENT GIRL SINGER, AGE 20 YEARS, three years' experience big bands, trios, ballads, blues, jump; range F to C; single, will travel; photos, recordings, etc., on request; contact Toni Ross, Aviatrix Club, Amarillo, Tex.

VOCALISTS

ATTRACTIVE 23-YEAR OLD GIRL VOCALIST, excellent background; anything from pops to classic; band or combo; will consider cocktail lounge; accompanying myself at piano, but prefer straight songs. Penny Caren, 322 W. Jefferson, Montpelier, O. (Available immediately; nice wardrobe.)

WRITE FOR NEW 1950 CATALOG ON WATCHES, JEWELRY & OTHER GIFT ITEMS

OT UU Distributing Co. Division of MIDWEST WATCH CO. 1950 NATIONALLY ADVERTISED KAYKALAND

Men's Famous WRIST WATCHES

- Elgin 7-Jewel \$9.45
- Bulova 15-Jewel \$12.45
- Gruen 17-Jewel \$14.50
- Benrus
- Waltham



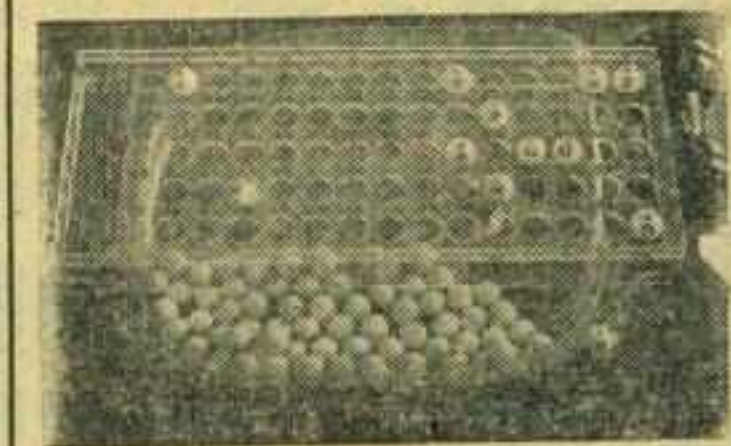
Rhinestone Dial \$1.75 Add. Comb. Expansion Band, \$1.90 Add. Rhinestone Case \$2.00 Add. New 1950 styles, square, round and rectangular plain cases with leather straps. Reconditioned and guaranteed like new.

25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses. **MIDWEST WATCH CO.** 5 S. Wabash Av. Dept. B-8 Chicago 3, Ill.

THE NEW LOOK

BINGO BLOWER OF TOMORROW HERE TODAY

It's New—Portable—Fast—Efficient Suspicion-Proof — With Fingertip Ball Release. Plastic—Mounted on 24" by 36" Base.



BINGO

Supplies and equipment. Write Today for Complete Particulars

V. E. SUPPLY CO.

282 W. Market St. Akron 3, Ohio

FOR IMMEDIATE DELIVERY

- HIGHLY POLISHED • ELECTRO PLATED
- IDENTIFICATION BRACELETS • from \$14.40 Gross and Up
- PINS • GUARD PINS • FOBETTES • from \$9.00 Gross and Up

WRITE FOR CATALOG NOW (STATE BUSINESS) 25% Deposit With Order. Balance C. O. D. SEND \$5.00 FOR SAMPLE ASSORTMENT

'Frisco Pete' 604 W. LAKE ST. CHICAGO 6, ILL.

nylons 66 15 DuPont Nylon Denier

NOW! EXTRA WEAR IN **ULTRA SHEER**

1st Quality Nylons. Newest fall shades, 8 1/2 thru 10 1/2. Cellophane wrap, boxed 3 pr.

NEW PRICE \$12 DZ. F.O.B.

Write For Complete Price List!

S & K SALES, INC. 11 S. 4th St., St. Louis 2, Mo.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen All newly styled with Gold Finish Caps. Price List on request. Sample, \$1.00.

ARGO PEN-PENCIL CO. 220 Broadway New York 7, N. Y.

NU-NAK NOVELTIES PLASTER

WAYCROSS, GEORGIA AIR BASE DELIVERY

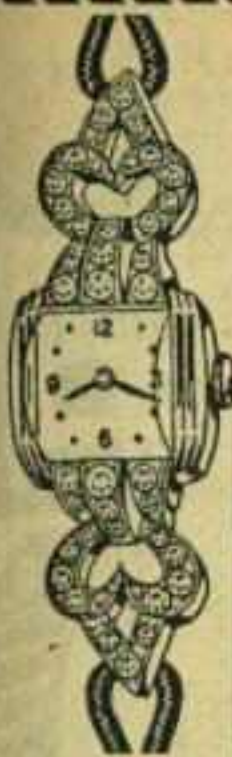
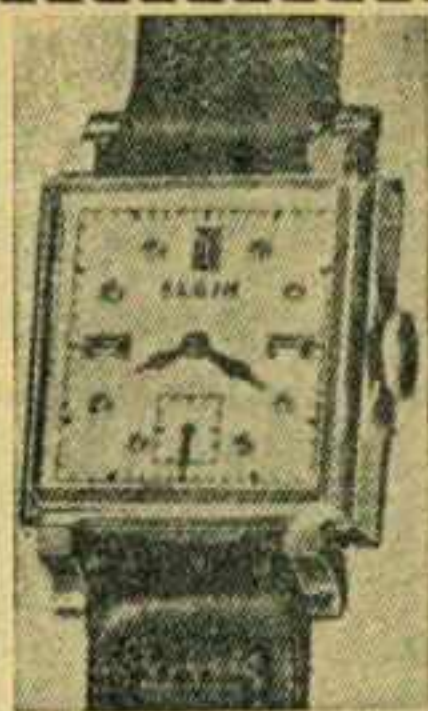
10% to 50% OFF
ON ALL CATALOG MERCHANDISE TO
SELL PROFITABLY ON TODAY'S MARKET

MEN'S WRIST WATCHES

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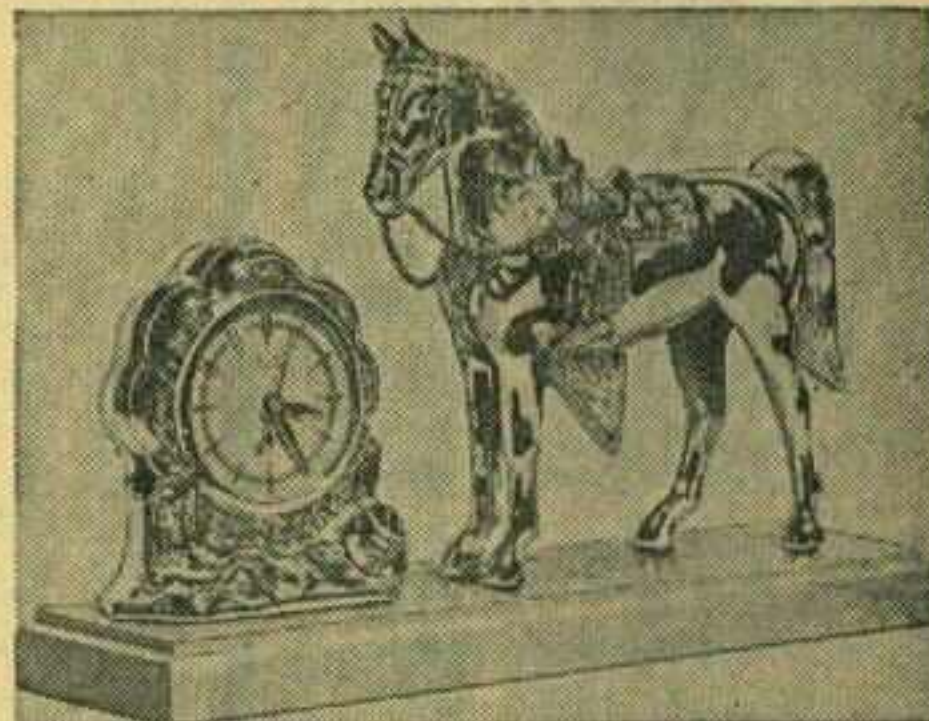
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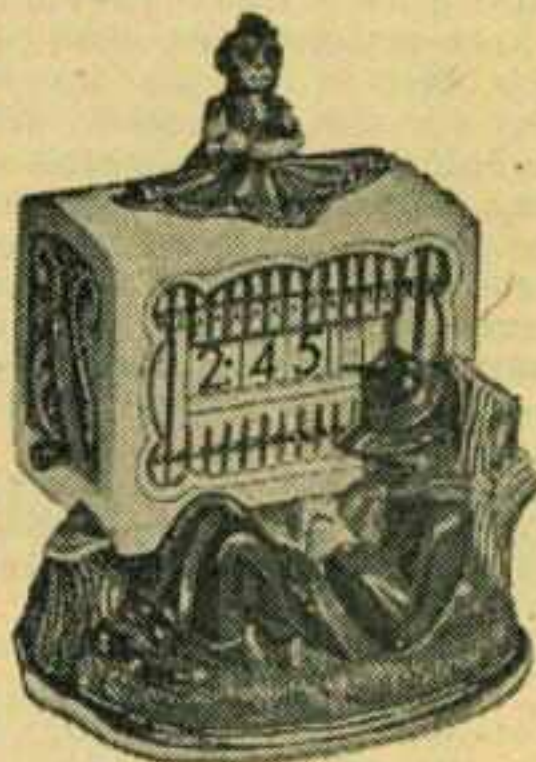


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Coloring and detailing make these masks outstanding values. You have to see them to appreciate the workmanship. 8 assorted heads in dozen lots.
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\$1.00 Sample \$9.60 Doz. \$9.25 in 6 Doz. lots and over
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1 1/4 CARAT STONES
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A SUREFIRE promotion line! Genuine Zircon rings from \$15 to \$42 per dozen in Sterling or 1/30 14K. New styles in 10K white or yellow gold from \$36 per dozen up. Send \$10 for six samples postpaid.
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Imported SWISS WRIST WATCH With Simulated RUBIES & DIAMONDS
In Lots of 100 \$3.85
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SAMPLES, \$5.45.
Plastic Band, 10¢ Extra. This handsome rich-looking wrist watch sparkles with the brilliant fire of 4 red simulated Rubies and 8 simulated Diamonds. Styled like most expensive watches.
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MONEY MAKER
THE BABY OF THE LIZARD FAMILY.
Bigger in appeal than the original Lizard but smaller only in size.

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Under the Marquee

(Continued from page 67)

went on to catch the performances in Parsons, Kan., and Joplin, Mo. . . . Helen Callaway, CFA, Parsons, Kan., visited the Beatty org when it played Parsons.

Itching feet is a curious disease which can be cured only thru 16 weeks of rain.

Frank Miller, Big Show concessionaire, is in New York for a visit and a medical check up. He plans to rejoin the show in Los Angeles. . . . Billie Burke, formerly of King Bros. Circus, joined the Terrell Jacobs Show on Royal American Shows at Topeka, Kan. . . . John L. Sullivan, curator of the Museum of the American Circus at Sarasota, Fla., was a recent visitor to Robert D. Good's Circus Room at Allentown, Pa.

Art criticism by a storekeeper consists of a stove stuffed full of window lithographs.

H-M Tabs Record 120G in Boston; Big Year Ahead

(Continued from page 66)

vious year, the weather was warm for circus attendance, and the battle waged by the Red Sox for the American League pennant held the interest of entire family groups.

The success of the local date is regarded as a bright omen by show execs and personnel who are beginning a lengthy season that will take them into Canada, the Midwest and the South. The Hamid-Morton org will be the first major American alfresco unit to show in Canada since that nation devalued its currency by 10 per cent.

A tie-up was engineered again this year by Judge Robert Gardiner Wilson Jr., of Aleppo Temple, with The Boston Post to sponsor a contest to name two kangaroos which the Temple presented to the Boston Zoo. The contest created considerable interest.

Publicity again was handled by Arthur Sullivan, of the Boston Garden publicity staff. All seven Boston dailies were liberal in their coverage.

This was the first year that Vernon and Lillian McReavy have handled the Boston date. They already have been assigned the 1950 promotion job. Morton also was awarded a contract for the 1950 show prior to the completion of this year's event.

Circus equipment and personnel will leave here tomorrow (2) by special train for Toronto. All rigging personnel will make the jump by air to assure having the show properly hung and ready for opening Monday afternoon (3).

The Hamid-Morton staff remains the same as last year with Len Humphries as personnel manager.

Program

- Display 1.—Concert overture featuring Joe Basile and his band.
- Display 2.—California Aerial Ballet featuring Miss Francine, cloud swing, and Miss Conchita, iron jaw.
- Display 3.—Capt. Bradford, trained wild animals.
- Display 4.—High sway pole artists featuring Miss Simone, Marlon Foster and Johnny.
- Display 5.—The Loof Rios, aerial gymnasts.
- Display 6.—Dr. Cooper's Liberty Stallions.
- Display 7.—Clowns.
- Display 8.—Aerial Ballet, featuring Myriam France.
- Display 9.—Arsene Gautier's Steeplechase, trained dogs and ponies.
- Display 10.—The Sheridan Brothers, wire walking.
- Display 11.—The Grancanas, the Four Angels, Laine & Crawford, acrobats.
- Display 12.—Francine Volante, aerialist.
- Display 13.—The Great Athos, equilibrist.
- Display 14.—Clowns.
- Display 15.—Lion, pantomime.
- Display 16.—Irah Watkins, trained chimps.
- Display 17.—Clowns.
- Display 18.—The Angelicos, the Five Eriksons, Morris & Morris, balancing.
- Display 19.—Robinson's Elephants, Hamid-Morton Baby Elephants, Jumbo, the seal.
- Display 20.—Clowns.
- Display 21.—The Flying Romas, the Flying Hartzells.
- Display 22.—Rob Cimse Company, aerialists.
- Display 23.—Exit march.

MILLS FOLDS NOV. 14

(Continued from page 66)

signed by Jack Mills to handle the promotion. Willard worked in the same capacity there last year when Polack Bros. had the date.

Mills Bros.' 30-week tour has covered 13 States, with all dates sponsored. Mills, Ahrhart and Fred Stafford, general press representative, have been huddling over plans for enlargement of the show for 1950 and Ahrhart will begin booking the 11th annual tour soon, most of which will be return engagements.

TULARE TOPS '48

(Continued from page 61)

the proposed addition of pari-mutuel betting in 1950.

Foley & Burk Shows, headed by L. G. Chapman, as in past years, had the midway. Shows winter on the fairgrounds.

Fair this year established a press room, with S. Hough, a member of Elliott's Tulare News staff, directing. This marked the first time event has had a paid press agent.

Ringling To Play St. Louis Arena; Coast Biz Holding

(Continued from page 66)

night show, org pulled only a half house and followed the next day with a half matinee and capacity night. Show moves from here to San Diego where a 3:15 p.m. matinee starting time during school days will be inaugurated.

West Coast business has been holding okay. The four-day stand September 22-25 in San Francisco in the 10,800-seater Cow Palace saw the show open with a half house at the matinee and then fill the building for seven succeeding performances. At the Sunday night (25) closer some 14,000 saw the show, with 2,500 seats being placed on the promenade and 500 standees being allowed. Although attendance was slightly under the phenomenal 1948 business here, revenue was reported hiked because of a new price scale. Top this year was \$3.60 as against \$3 last year and the structure included a \$2.50 tier which the show did not have in 1948.

San Fran Surprises

San Francisco date was surprising in view of the fact that R-B, this year, played Sacramento, where it had turnaway at its one show, and two days across the bay bridge in Oakland. These are cities that would have fed patrons to the Cow Palace engagement had not appearances been made there.

The transportation bugaboo to the Cow Palace, which is across the city limits line, was solved by taxi companies allowing the \$1.50 "anywhere in the city" to include the circus spot. Special busses ran from 12 to 2 p.m. and 6 to 8 p.m. from downtown San Francisco. Free parking at the grounds also helped.

Stockton, Monday (26), registered a half house at the matinee but capacity night. The matinee only in Fresno gave a three-quarter house.

Show plays two performances in San Diego, then moves to Long Beach and San Bernardino each for a day, then moves into Arizona and heads eastward.

Fast Selling Jewelry

- 3 Pc. Pearl Neck Set With Drop ... \$16.50 Dz.
- New-Style Earrings 4.00 Dz.
- Airplane-Metal Br., hvy. flat link. 3.25 Dz.
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Special price case lots.

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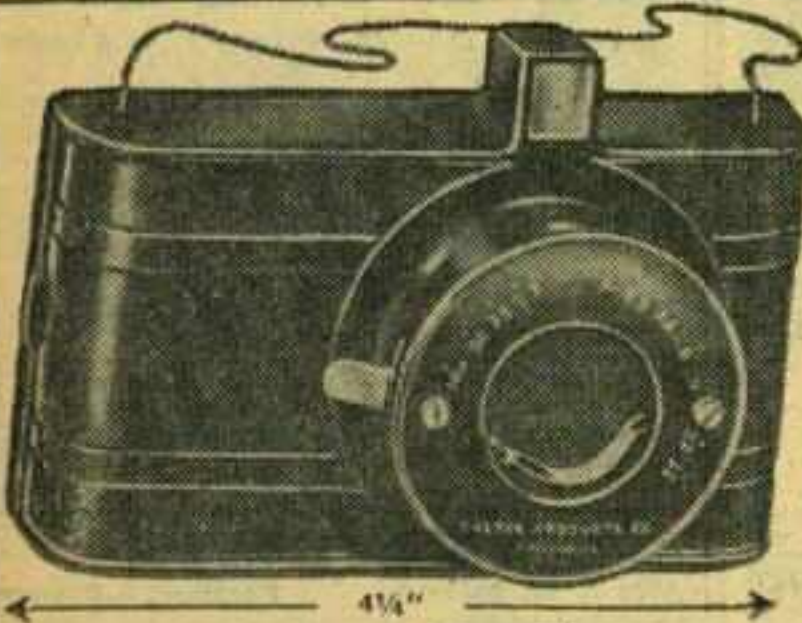


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GROSS AND OVER..... 3.00 EA.

10% WITH ORDER IF NOT RATED.
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The sensational tiny, magazine-loading camera that is setting sales records in city after city. SO TINY YOU CAN WEAR IT ON YOUR WRIST. The Pixie is a completely new kind of camera—designed and priced for the big mass market. One of the smallest cameras ever made, the Pixie is precision built of black polystyrene; all metal parts are aluminum or chrome steel.

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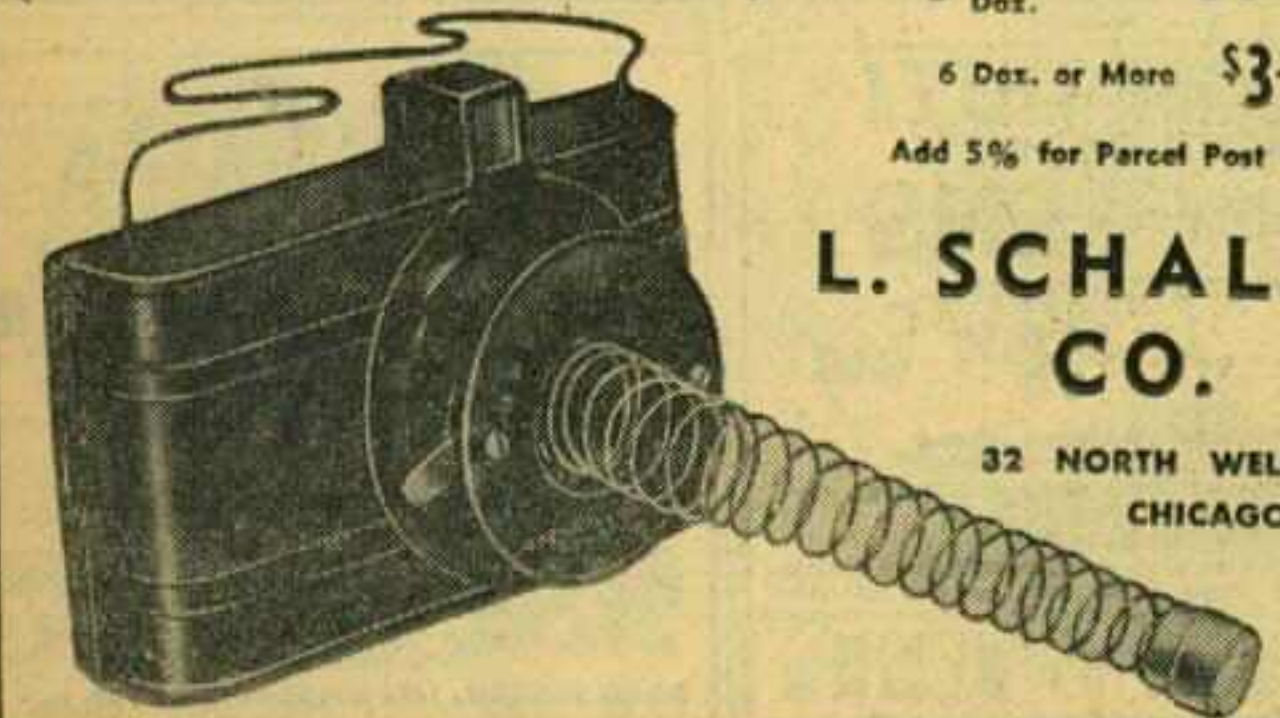
A FULL SIZE CAMERA! LONG JOHN POP-IT

Looks like a real camera . . . in fact, it is a full size, perfectly detailed camera case that will surprise your friends when you press the shutter release and the extra long 5-inch spring pops out at them.

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6 Doz. or More \$3.60 Doz.

Add 5% for Parcel Post Charges.



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SALESBOARD SIDELIGHTS

Gardner & Company, Chicago, turns in reports of a steadily increasing tempo of business all along its varied board line. Both production shifts are going at top speed to keep up with demand, it's reported. Gardner sales representatives are pounding the road hard these weeks, and flash back the news that the new numbers continue to be "on the beam" with customers. Charles B. Leedy, sales manager, having completed his trip in the Southeast territory with good results, is now concentrating on the Southwest.

Harlich Corporation, Chicago, is going along at a busy pace, with the fall upturn in business now a definite factor in boosted production line activity. Sam Feldman, sales manager, says that while the increase is not spectacular, it does indicate a good demand for boards with a steady order-pull following thruout the winter. Harlich's quarter punch King Charley board, in the leatherette book style, is a leading order contender at present. Its special thick construction and 1,200 holes are player approved, Sam states.

Carol Sales Company, Elmira, N. Y., is rolling up a plump record of early fall business, with boss Dick Hitter forecasting more of the same for the coming "indoor" months. Dick reports that he is taking on the McNamara Company's line of refillable pellet boards, for use in the Color-Ado and Color-Ex frames for distribution thruout New York State. He predicts that the firm's cigarette board with no losers will be a top level success. Hitter, who has a record of being one of the leading p.-r. proponents in the field, continues active in community work. He is keeping busy contacting the trade, also, and figures that he does about 95 per cent of the traveling and selling for his firm. Indicating the extent of his extra-curricular work is Dick's membership in the Elks, Odd Fellows, Masons, the Grotto, Royal Arch Masons, B'nai B'rith and Zionists of America.

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1440 10c	Barrel, X Thick	Def. 36.00	1.29
1800	Lulu	Def. 18.00	1.49

1000 25c	J.P. Charley, X Tk.	Avg. 52.08	\$.98
1200 25c	Texas Charley	Avg. 102.28	1.39
1200 25c	Tex. Charley, X Tk.	Avg. 102.28	1.69
1020 25c	J.P. Block Buster	Avg. 81.56	2.19
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1000 25c	J.P. CHARLEY, THICK	Avg. 52.00	1.15
1200 25c	TEXAS CHARLEY, THICK	Avg. 102.98	1.60
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1040 5c	TAKE A CHANCE, THICK GIRL BOARD	Avg. 29.40	2.25
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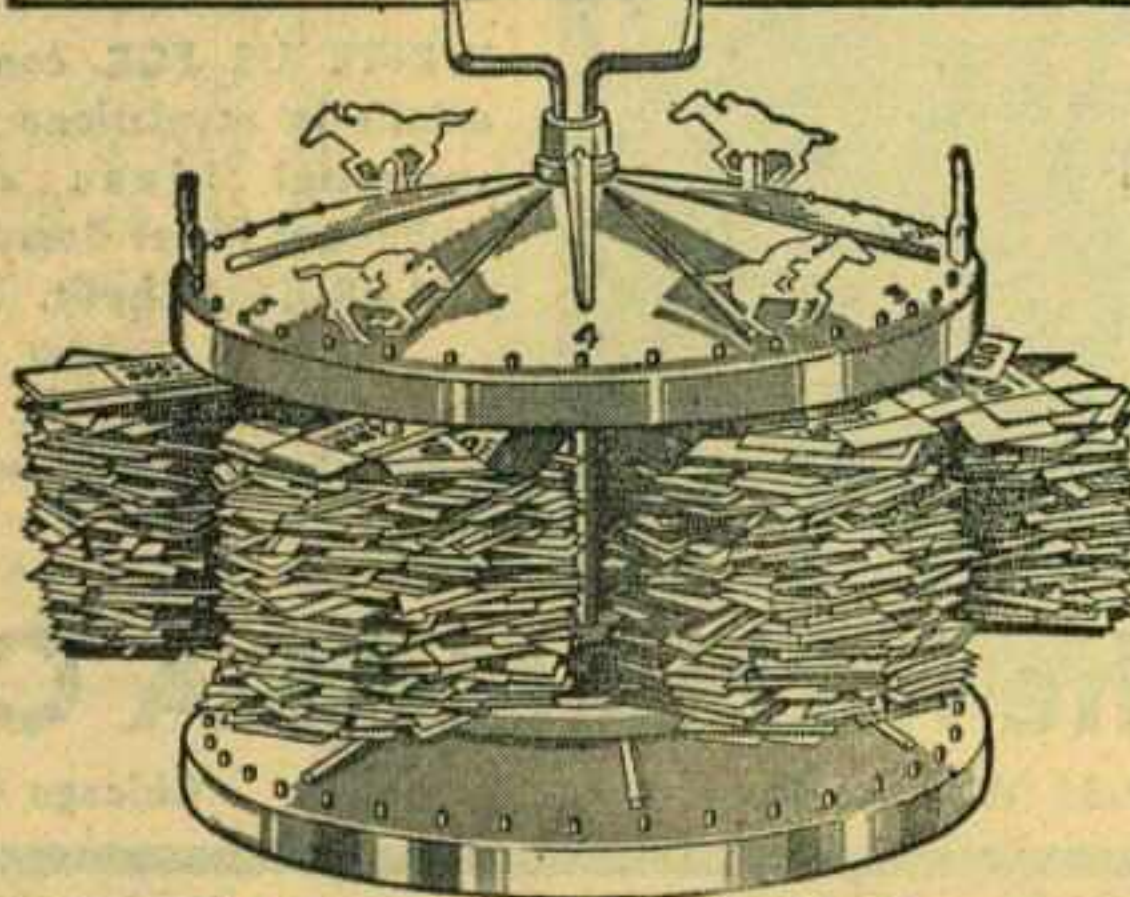
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ERIE HAND OPERATED DIGGERS, EXHIBIT
Merchantmen, Mutoscopes, Electro-Hoists, Buckleys, Rotary Merchandisers; we buy Diggers, Rotaries, National, 4243 Sansom, Philadelphia, Pa.

FOLDING SLOT STANDS, NEW—UNPAINTED,
\$10.50 each, f.o.b. Capitol Sales Company, 5416 West Colfax, Denver, Colo. oc8

FOR SALE—VARIETY SHOP, FIVE COMPARTMENT
Penny Vending Machines with floor stand, \$19.50; Penny Flipper Target Machines with vendor attachment, \$12.50. Al Hoff, 1920 Rose, Baltimore 13, Md.

FOR SALE—THREE MILLS PANORAMS, CON-
verted to peek type, perfect condition, now operating; some new and used film, \$150 each, crated. Excelsior Park Co., Excelsior, Minn.

FOR SALE—1 CHICAGO COIN "CHAMPION,"
\$149.50; 1 Gottlieb "Sharpshooter," \$134.50; 1 Chicago Coin "Super Hockey," \$134.50; 1 Rebound Shuffleboard, \$99.50. Piedmont Distributing Service, 105 Shelby St., P. O. Box 167, Blacksburg, S. C.

FOR SALE—USED REVCO MODEL 100 ICE
Cream Vending machines, nickel cup. Kraus, 718 Heck, Dayton 8 Ohio.

FOR SALE—DRAW BELLS, R. B., \$145.; DE-
Luxe Draw Bell, \$175; Double Ups, \$200; these machines guaranteed; send one-third deposit. General Novelty Company, Chanute, Kansas.

FOR SALE—WURLITZER 500, 2 @ \$50 EA.,
600, 3 @ \$50 ea.; 700, 1 @ \$100; 750E, 2 @ \$150 ea.; 850, 1 @ \$200; Personal Wall Boxes, 10 @ \$2.50 ea.; 1 Seeburg Classic @ \$85; 1 Rock-Ola Commando, \$100; 1 A.M. \$125; ready for locations. Terms: 1/3 down, bal. c.o.d.; crating \$5 extra. Berkeley Coin Machine Co., 425 W. Martin St., Martinsburg, W. Va.

FOR SALE—KRUNKEL POPCORN MACHINES
with changeable slots from 5¢ to 10¢; nearly new; willing to exchange for other type vendors. Write 371 Main Street, Danbury, Conn.

GUM MACHINES—STEWART MCGUIRE, SIX
column vends; Adams Tab Gum; have 60; good condition. \$4.50 each John Hartman, 5706 Cleveland Kennar City 5 Mo.

REBUILT CIGARETTE MACHINES—PERFECT
condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1016 Myrtle Ave., Brooklyn New York.

SALE—MILLS VEST POCKET; LIKE NEW;
5¢ Callie; Jennings 1¢ Scale, Reliance, Box 291, Fond du Lac Wis.

SCALES FOR SALE—5 ROCK-OLA LOBOYS,
excellent condition, guaranteed, \$55 each; \$250 takes all. Hyles, Box 5915, Dallas 1, Tex.

QUITTING BUSINESS—FOR SALE OR EX-
change (will take Hard Candy, Gum or Gum Balls): Two Merchantmen Diggers, \$75 each; One Challenger, \$20; One Kick & Katch Ball, \$8; Two Victory Stamp Machines, \$5 each; One Adam Penny Gum Machine, \$8; all in good operating condition; will prepay freight. Jesse and Jesse, Inc., P. O. Box 936, Wichita, Kan.

SMALL ROUTE—15 YEARS OLD; FIVE BALLS,
Music, One Balls; Southwest; healthy climate; 50,000 people; \$15,000 to handle. Box C-432, Billboard, Cincinnati, O. oc8

STAMP FOLDERS DIRECT FROM MANUFAC-
turer; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

STAMP FOLDERS DIRECT FROM MANUFAC-
turer at lowest prices; write for prices and samples. Plymouth Press, 506 West 122 St., New York City.

TRADE—USED NATIONAL SHUFFLEBOARDS
for Dale Guns, late Pin Games or Coin Operated Pool Tables. Sell \$295. Idaho Amusement, 1317 4th St. South, Nampa, Idaho.

WANT TO TRADE CHICKEN SAM RAY GUNS,
with Mother-in-Law Conversions, for Total Rolls, Advance Rolls and Ten Strikes; Ray Guns in first class condition. Reliable Skee Ball Co., 2512 Irving Park Rd., Chicago, Ill. oc8

WANT TO BUY ROTARIES, PUSHER TYPE,
J. A. Blash, 1139 Magnolia, El Monte, Calif. oc15

WANTED—OLD COIN OPERATED BARROOM
Pianos; National, Seeburg, Wurlitzer, Nelson, Wiggen, Western Electric, etc.; also extra music rolls. Harvey Ludwig, 1515 Southeast 35th, Portland, Oregon. no19

WANTED—COIN OPERATED PIANOS, VIR-
tuosos, Orchestropes, Music Boxes, Rolls and self-playing instruments. Louis Kerstein, 32 South St., Freehold, N. J. oc15

WANTED—PANORAMS, PANORAM WALL
Boxes, also Film for same. Vines Amusement Co., 112 N. Tennessee Ave., Lakeland, Fla.

WANTED—USED ARCADE MACHINES, PIN
Balls, Ray Guns, Skyfighters; send list, we pay spot cash. Joyland, 908 8th Southeast, Washington 3, D. C.

5¢ KAYEM PKG. GUM VENDORS—IN CAR-
tons, \$12.50 each f.o.b. Oakland, or send for sample @ \$10 each f.o.b. Oakland and you will be convinced; cash with order. Wesley J. Pryor, 429 38th St., Oakland 9, Calif.

5¢ KAYEM PKG. GUM VENDORS IN CAR-
tons, \$12.50 each f.o.b. Oakland, or send for sample @ \$10 each f.o.b. Oakland and you will be convinced; cash with order. Wesley J. Pryor, 429 38th St., Oakland 9, Calif.

10 1¢ MASTER (ALL PURPOSE VENDERS) IN
good condition complete with locks, \$5 each; 4 Calvert Gum Ball Machines, \$4 each; 5 Columbus Bulk Vendors, each \$5. Frank A. Roth, 293 Washington, Lockport, N. Y.

50 VAN LITE FILLING STATIONS—LIKE
new; for sale half price. Gordon A. Van Camp, 2094 12th Street South, Arlington, Va.

TURKEY PUSH CARDS

Also all other sizes and types for any and all merchandise.

CATALOG FREE FOR THE ASKING

W. H. BRADY CO. MFRS.

CHIPPEWA FALLS 35, WISC.

SALESBOARD SPECIALS
1000 B & Boom, Wonder Bar, Each \$1.50
1200 Goldie, Your J.P. Moha, Each 1.75
25¢ Play Boards, 6 Tickets to Giant Hole ... 1.95
1000 to 1200 Hole J.P. Deal Boards, 5¢ ... 1.95
25¢ Play Boards, 5 Numbers on Ticket ... 2.25
1000 to 1300 Hole Girly Boards, 5¢ Play ... \$1.95 Up
1000 Hole Plain Boards—50¢ 20% Deposit.
B. F. PRODUCTS 1916 Piedmont Road
Phone 25-771 Charleston, W. Va.

Ride a Winner!

Sweepstake CHARLEY

SWEEPSTAKE PAY \$25.10

15.00
14.00 13.00

13 513 213
113 413 513

\$5.00

LAST SALE ON BOARD RECEIVES ONE PURCH IN JACKPOT

HITS THE JACKPOT FOR PROFITS !!!

ORDER AS FOLLOWS:

1000 SWEEPSTAKE CHARLEY 5¢ PLAY

TAKES IN : \$ 50.00

PAYS OUT : 21.64

AVERAGE PROFIT : ... 28.36

1000 SWEEPSTAKE CHARLEY 10¢ PLAY

TAKES IN : \$ 100.00

PAYS OUT : 58.27

AVERAGE PROFIT : ... 41.73

1000 SWEEPSTAKE CHARLEY 25¢ PLAY

TAKES IN : \$ 250.00

PAYS OUT : 172.00

AVERAGE PROFIT : ... 78.00

1000 SWEEPSTAKE CHARLEY \$1.00 PLAY

TAKES IN : \$1000.00

PAYS OUT : 656.80

AVERAGE PROFIT : ... 343.20

MOST COMPLETE LINE OF BOARDS TO FIT EVERY NEED
WRITE FOR CIRCULAR

LEADING PUNCHBOARD MANUFACTURER OVER 40 YEARS

GARDNER & CO.

2222 S. MICHIGAN AVE.
CHICAGO, 16, ILL.

The
Billboard

Fall

COIN MACHINE SPECIAL

MAKE MORE MONEY

ONCE again *The Billboard* presents its Fall Coin Machine Special, designed primarily to help every phase of the industry to gear its activities to the remaining three months of the year.

The coming of fall traditionally heralds an era of increased effort thruout the industry. Unlike previous years, the autumn of 1949 finds the coin machine field facing an all-out period of production, sales and route activity. For the first time in years there will be no January convention, and thus, there will be no reason to curb production or sales in the waning weeks of the current year. Instead of planning new equipment to be introduced at the convention, manufacturers are gearing their output to build momentum which will carry over into 1950. Distributors and operators are planning their activities accordingly.

This year's Fall Special was prepared with those facts in mind. It is dedicated to the one major aim of all phases of the industry, *Make More Money*.

There are some manufacturers, distributors and operators who have hit upon answers to the problem of making more money. There are others who have tried various methods to increase their incomes but have not yet determined whether they are on the right track. To date many of the successful ideas have been closely guarded; others have been completely lost.

In the following pages *The Billboard* coin machine staff has attempted to bring into the open some of the ideas which have proved successful for operators in their own areas. Route diversification, increasing vender profit margins, making more money thru shuffleboard leagues, keys to increased profits for music machine operators, and actual money-making ideas as tested and proved by operators and distributors thruout the country are a sampling of what's in store.

The industry, like all others in the economic picture of the United States, is vitally concerned with national legislation affecting taxes, copyright and coinage. The *Outlook From the Nation's Capital* provides answers to many of the questions now running thru the minds of the industry. And for the music ops, the complex record situation is explained in complete detail.

The basic soundness of the coin machine industry is now an established fact. During the past months it has made steady progress, its strides being slow, but sure. There is every reason to believe that by the end of 1949, the industry will have established itself as a major factor in the "small business" economics of the country.

Communications to 188 W. Randolph St., Chicago 1, Ill.

FACTS BACK FALL OPTIMISM

Production Lines Starting To Hum After Summer Lull; Shuffleboard Picture Rosy

Forecast Increased Buying Trend Continuing Into 1950

By Norman Weiser

CHICAGO, Oct. 1.—The entire coin machine field is entering the fall season this year on an optimistic note which, at this time, appears to be well founded. In the past month manufacturers have reported a sharp upswing in sales, and production in all phases of the industry has been stepped up. Distributors have noted increased buying, but, more importantly, have pointed out that operators now purchasing new equipment are in sounder financial shape than at any time since the end of the war. And finally, from the operators' viewpoint, grosses are now on the up-grade after dipping to the lowest point in years during the early part of 1949.

Manufacturers, on the whole, are faced with a different buying situation this year than in many years past, especially in the amusement and music fields. For the first time they will be able to judge their output on a continuing sales basis, instead of allowing for a long buying lull which

normally precedes the Coin Machine Institute (CMI) show. With the convention now scheduled for the summer of 1950, this lull will, it is expected, disappear, and sales should hold steady well into the new year.

One of the brightest spots on the coin machine horizon for the 1949-'50 season appears to be shuffleboard, which, after a skyrocket start at the turn of the year, plummeted during (See **FACTS BACK** on page 122)

Quality Supply In Production on Counter Game

SIOUX FALLS, S. D., Oct. 1.—Quality Supply Company here has started production on a new counter game called 8 in 1, Art Penticoff, firm head announced. New product had its first trade showing at the South Dakota Phonograph Association fall meet in Huron, S. D., this week.

Based on multiple dice the game is designed for penny play and is used for amusement only, Penticoff explained. It carries a list price of \$28.50 and standard equipment includes two sets of dice, each having five dice.

Begin New Run On Universal's Photo-Finish

CHICAGO, Oct. 1.—Because of the sustained interest in Universal Industries' Photo-Finish, the firm has started a third run on both the free play and automatic units, Bill Ryan, vice-president, announced this week.

The one ball has several new features such as the use of win, place and show and added entry and is designed to give players many opportunities to win. It also embodies multiple coin play and advancing odds. Photo-Finish was planned in such a way as to make the mechanism readily accessible for servicing. High points on its construction include armor plating for vital areas and indirect lighting.

Keeping Count

WASHINGTON, Oct. 1. — When new pinballs are brought into the arcades run by Ben Rodins, Marlin Distributing Corporation, they are equipped with a counting gadget which clicks off the number of times the machines are played. By subtracting the nickels in the box from the number of plays registered on the counter, it is possible to determine easily which machines give out too many free plays in proportion to the nickels taken in.

The counter also gives an accurate count of the number of plays made in a given time, without the bother of opening the machine. The savings in time and money accomplished by use of the counter is difficult to estimate but is figured to be "considerable."

Court Order Okays United Shuffle Alley

Empire Coin Appointed

CHICAGO, Oct. 1.—Shuffle Alley, a straight novelty game featuring puck action and using a bowling theme, is legally operating in Chicago under a writ issued Friday (23) in Circuit Court here. Game is produced by Uniter Manufacturing Company.

Features of Shuffle Alley are its automatic puck return and a scoreboard which totalizes all the intricate points found in a regulation bowling game. Because of the game's rigid adherence to bowling principles, players can make a good score only thru the means of skill shots. It occupies 8 by 2 feet on location and is equipped with a drop chute.

Meanwhile, Empire Coin Machine, Chicago, has been appointed distributor of Shuffle Alley in Northern Illinois, Iowa and Michigan by Uniter. Empire is headed by Gil Kitt and Ralph Sheffield.

Groetchen Rolls On New Novelty Game Bombshell

CHICAGO, Oct. 1. — Groetchen Tool & Manufacturing Company has started quantity deliveries on its all mechanical pocket billiard table, Bombshell, Richard Groetchen, firm head, announced this week.

Over-all size of the game is 23 by 48 inches while the playing area is 16 by 32 inches. In place of a conventional cue to contact the balls, the player operates a turret swivel gun which can be fired in any direction. Bombshell's ball lift delivers five white cue balls for a nickel. A rack automatically sets six colored balls on a triangle. Frame of the playing area is cushioned with live rubber and permits bank shot as well as putting english on the cue ball. Playing area has a window which permits player and spectators to see balls separate and thus creates added interest.

Rocking Horse Hit

WASHINGTON, Oct. 1. — Three newly acquired, coin-operated rocking horses are proving as popular with young visitors to the Washington zoo as the wild animals, according to zoo concessionaire Harry Leach. For a nickel, the children receive an exciting, bouncing ride on the mechanical steeds.

The horses, according to Leach, are among a very few still left in the country since they have not been manufactured for the past 20 years. Leach and his brother, Gordon, bought three old-timers from the Haas Company, Sikestown, Mo., and fixed them up.

Calendar for Coinmen

October 4 and 18.—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadway Hotel, Philadelphia.

October 6.—Washington Music Guild, Inc. (WVG), monthly meeting, Washington.

October 11.—Music Operators' Association (MOA), Chapter 1, monthly meeting, Indianapolis Athletic Club, Indianapolis.

October 13.—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

October 25.—Western Vending Machine Operators' Association (WVMOA), meeting, Los Angeles.

October 24-26.—Popcorn Industries' convention and show, Palmer House, Chicago.

October 26.—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

November 7.—Amusement Machine Operators of Greater Baltimore (AMOGB), regular monthly meeting, 2441 North Charles Street, Baltimore.

November 14-17.—American Bottlers of Carbonated Beverages (ABCB), annual convention and exhibition, Convention Hall, Detroit.

November 27-30.—National Automatic Merchandising Association (NAMA), annual convention and exposition, Convention Hall, Atlantic City.

(Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Active Amusement In New Headquarters

NEWARK, N. J., Oct. 1.—The Active Amusement Machines Company completed its move today (1) to new and larger headquarters at 58 Frelinghuysen Street. Irving Morris, head of Active's Newark division, says the new location provides spacious showroom, office and shop areas, as well as improved parking facilities for operators.

The firm formerly was located at 98 Clinton Avenue.

James W. Hunter Dies

DENVER, Oct. 1.—James W. Hunter, old-time coin machine and arcade operator died Wednesday, September 21, after a three weeks' illness. Hunter entered the Penny Arcade field here 45 years ago, first working for the Mills Novelty Company, then purchasing the arcade outright. After running the arcade for 42 years, Hunter sold out because of his health. He was also an active member of the Berkeley Masonic Lodge. Hunter is survived by his widow, mother and two sisters, all residing in this city.

Tax Collections Up

WASHINGTON, Oct. 1.—August collections of coin machine taxes totaled \$6,958,310, one of the largest amounts for that month in history, Internal Revenue Bureau reported this week. Receipts topped August, 1948, by \$421,754. Collections for the first two months of the 1950 fiscal year, however, were more than \$500,000 behind last year's record pace. Totals were \$13,930,410 for July-August, 1949, and \$14,466,103 for the same period last year. About 70 per cent of the total fiscal year tax is regularly collected in July and August.

**A
MAKE
MORE
MONEY
FEATURE**

Amusement games and phonographs illustrate the manner in which operators wed various types of equipment to get the best results

ROUTE DIVERSIFICATION MAKES SENSE

By DICK SCHREIBER

LIKE most other owners of small businesses, coin machine operators have long been aware of the value of diversification and have practiced it wherever and whenever practical. Diversification, for the average operator, is just good business sense, and every available survey indicates that the majority of successful operators have two or more types of coin-operated equipment on their routes.

Diversification is valuable to the average operator for two principal reasons:

1. It spreads the operator's capital investment over different kinds of equipment as insurance against one type slipping, temporarily or permanently, in public favor;
2. It enables the operator to offer his locations a complete coin machine service with a minimum additional cost in route management.

Jukes and Games

Operators with both phonographs and amusement games perhaps furnish the best examples since music and games have proved complementary to one another. The games business in any given territory may slow down temporarily—as it does when there is a lack of really original games ideas—and music equipment helps take up the slack.

The opposite situation is equally true—that games have often enabled an operator to expand his phonograph route. This latter factor has been amply demonstrated during the past two years while music routes suffered from high equipment costs, high record costs and the keenest kind of competition.

For the same reason, operators of music machines have discovered cigarette vending equipment makes top-notch companion pieces since the majority of phonographs are placed in taverns which are likewise excellent stops for cigarette venders.

Solution to Saturation

Many an operator has diversified his routes as he approached, or seemed to approach, the saturation point with a particular type of coin machine. At that point diversification offered the simplest, most logical solution for continuing expansion.

Other operators have diversified their routes because of competition or because of location demand. A games operator may install music to hold the location for his pinballs; or a music operator may install a cigarette vender for similar reasons. Then, too, there is location preference, and many locations prefer to deal with a single operator rather than with several firms each of which places one type of equipment in his establishment.

Diversification simplifies location-operator relations, and usually means greater benefits for both.

There are many stops, for instance, which offer top gross for games but only a fair to poor return for a phonograph. In these instances, the operator who handles both games and music may be able to furnish that music at a profit, since he is already servicing the stop, whereas a specialist in music could consider the location only a marginal or losing proposition.

Greatest Advantage, Disadvantage

This factor is diversification's greatest single advantage and sometimes its greatest single disadvantage. The disadvantage arises where operators become careless about individual machine performance, or where they are forced to install a piece of equipment simply to hold the stop for another coin machine which is profitable. Operators with long experience in diversified routes know that every piece of equipment must pay its own way even if paying its own way means just barely breaking even.

Why Diversification Is Good Business

1. It spreads the operator's investment over different kinds of equipment, keeps him from putting all of his eggs in one basket.
2. Enables the operator to offer his locations a complete coin machine service at a minimum additional cost.
3. Makes for fullest, most efficient use of the operator's existing service organization.
4. Where an operator has reached, or is approaching, the saturation point in a particular piece of equipment, diversification makes further expansion profitable.
5. Simplifies operator-location relationships because the location need deal with a minimum number of operators or with only one.
6. Allows the profitable operation of many marginal stops. For example: A poor music stop which is a good games location can often support a phonograph because of decreased service costs.
7. By furnishing as nearly complete a service as possible the operator has an excellent edge over competition, thus protecting his top stops.

How Diversified Are Operators?

The following statistics, showing various combinations of equipment operators use on their routes, were compiled by *The Billboard* after a thoro canvass of coin machine readers. The statistics are based on a total response of 9,749 operators. Note the table covers specialized as well as diversified operations.

Games only	530
Games & Jukes.....	2,357
Games & Vending.....	85
Games & Miscellaneous.....	119
Games, Jukes, Misc.....	541
Games, Jukes, Vending & Misc.....	633
Games, Vending & Misc.....	75
Games, Jukes, Vending.....	515
TOTAL GAMES OPERATORS:.....	4,855
Jukes Only.....	1,612
Jukes & Games.....	2,357
Jukes & Vending.....	75
Jukes & Miscellaneous.....	90
Jukes, Games & Misc.....	541
Jukes, Games, Vending & Misc.....	633
Jukes, Vending, Misc.....	28
Jukes, Games, Vending.....	515
TOTAL JUKE OPERATORS:.....	5,851
Vending only	1,396
Vending & Games.....	85
Vending & Jukes.....	75
Vending & Miscellaneous.....	135
Vending, Games & Misc.....	75
Vending, Jukes, Games & Misc.....	633
Vending, Jukes & Misc.....	28
Vending, Jukes, Games.....	515
TOTAL VENDING OPERATORS:.....	2,942

An operator may be inclined to lump all of his coin machine receipts from a particular stop, charging off that location's total costs and arriving at a net profit which is frequently misleading if not completely inaccurate.

To make a success of diversification, experienced operators maintain careful records must be kept which show not only a combined profit and loss statement for the location but which furnish profit or loss records for each individual piece of equipment.

Use of Separate Firms

Many an operator anxious to know his true costs, has set up separate companies to assure complete control of the diversified route. One company may place the phonographs, another the cigarette venders or the games. Altho the companies work together as a unit, under one management, each has its own set of books and each—within practical limitations—must be profitable in itself.

The practice of setting up accurate, separate sets of books, and even separate companies, has been developed most fully in automatic merchandising. Particularly where a candy or tobacco wholesaler or a bottler sets up vending machine routes. Here the necessity for keeping detailed and separate records, for making the vending machine route

stand on its own feet, is an accepted fact.

Even on routes where two or more types of automatic merchandising equipment are placed by the same concern, the wise operator keeps separate records to show the progress of each machine as well as a single ledger to show combined costs and earnings.

Check Against Losses

Without separate records, an operator might well be taking consistent losses on a particular type of machine—losses which ought to be corrected in the shortest possible time—and not be aware of the condition because the stop over all produced a profit.

For obvious reasons operators who specialize in one type of equipment tend to work in or near metropolitan areas, while diversified routes are the rule in small city or rural areas. Many a small-city operator, and the great majority of rural operators, would be unable to build a profitable business if they specialized in a single type of equipment.

The operator who does specialize in one type of equipment argues that it enables him to do a peak job because he can concentrate all of his time, energy and capital on that equipment. This argument is sound for those operators who are in a territory which offers an abundance of stops, but it is not workable where the number of potential locations are limited.

A small town with fewer than 50 potential phonograph stops would not be an especially attractive proposition to an aggressive music firm. But if a high percentage of those 50 music stops likewise offer good games locations, the picture becomes favorable.

MANUFACTURERS' DISTRIBUTORS

ABT Manufacturing Corp.

715 N. Kedzie Ave., Chicago 12

ATLANTA—H. & L. Distributors, Inc., 708 Spring St. N. W.

BALTIMORE—General Vending Sales Co., 306 N. Gay St.

BILOXI, Miss.—United Novelty Co., De Launey & Division Sta.

BOSTON 18—Trimount Coin Machine Co., 40 Waltham St.

BUFFALO 2—Alfred Sales Co., 1006 Main St.

CHICAGO 47—Atlas Novelty Co., 2200 N. Western Ave.

CHICAGO 39—Automatic Coin Machine Co., 4135 Armitage Ave.
Empire Coin Machine Exchange, 1012 N. Milwaukee Ave.
National Coin Machine Co., 1411 Diversay Blvd.
Webb Distributing Co., 6 S. Kedzie Ave.

CINCINNATI—Sicking, Inc., 1401 Central Parkway

CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
Markepp Co., 4310 Carnegie Ave.

COLUMBUS 15, O.—Shaffer Music Co., 606 High St. S.

DENVER 2—Modern Distributing Co., 1810 Welton

DULUTH—Twin Ports Sales Co., 230 Lake Ave. S.

LOS ANGELES 13—R. B. Clapp Co., 314 Omar Ave.

LOUISVILLE—Ohio Specialty Co., 539 S. Second St.

MEMPHIS—C. & P. Sales Co., 407 Madison Ave.

NASHVILLE—Automobile Sales Co., 421 Broad St.
Hermitage Music Co., 423 Broad St.
H. G. Payne Co., 312 Broadway

NEW ORLEANS 12—New Orleans Novelty Co., 115 Magazine St.

NEW YORK 1—Mike Munves Co., 510 W. 34th St.
West Side Distributing Co., 612 10th Ave.

PHILADELPHIA 3—Rake Coin Machine Exchange, 609 Spring Garden St.

PITTSBURGH 19—B. D. Lazar Co., 1635 Fifth Ave.

PORTLAND, Ore.—Western Distributors, 1226 S. W. 16th St.

POUGHKEEPSIE, N. Y.—Square Amusement Co., 88 Main St.

ROCHESTER 9, N. Y.—Eastern Sales Co., 1824 Main St. E.

ST. LOUIS—Ideal Novelty Co., 2833 Locust St.
Standard Scale Co., 715 N. Kingshighway
V. P. Distributing Co., 2336 Olive St.
W. B. Novelty Co., 1012 Market St.

ST. PAUL—Mayflower Distributing Co., 2238 University Ave.

SAN ANTONIO—United Amusement Co., 310 S. Alamo St.

SAN FRANCISCO—Ballard Co., 407 Sansome St.

SAVANNAH, Ga.—Mullinx Amusement Co., 302 W. Victory Drive

SEATTLE 99—Puget Sound Novelty Co., 114 Elliott Ave. W.

TAMPA 6—Royal Palm Music Service, 1525 Grand Central Ave.

TORONTO 5—Toronto Trading Post, Ltd., 736 Yonge St.

TUSCALOOSA, Ala.—A. L. Kropp, 1432 10th St.

VANCOUVER, B. C.—Specialty Sales & Distributors, 1120 Hamilton St.
Store Fixtures Supply House, 1260 Granville St.

WASHINGTON 4—Silent Sales System, 635 D. St., N. W.

Aireon Manufacturing Company

1401 Fairfax Trafficway
Kansas City 15, Kan.

Regional Sales Managers:

LOS ANGELES—Clayton Ballard, 3566 Hillcrest Drive.

MINNEAPOLIS—Kenneth C. Willis, c/o Music Service Co., 1202 S. 6th St.

Foreign Representatives:

MEXICO CITY, D. F.—Ulplano Arzac, Articulos Electricos, Uruguay #47.

HAVANA—Ramon Sabat, Cuban Plastics & Record Co., 410 San Miguel.

MONTREAL—Moe A. Fine, Mafco Corporation, Ltd., 703 Notre Dame St., W.

Distributors:

BALTIMORE—Hub Enterprises, 32 S. Charles St.

BURBANK, Calif.—O'Neil Distributing Co., 2317 W. Olive Ave.

CHARLESTON, W. Va.—Coronet Dist. Co., P. O. Box 789, 1705 Piedmont Road.

CLEVELAND—Ace Phonograph Co., 6118 Carnegie Ave.

This up-to-date listing of distributors, classified according to the manufacturers they represent, is compiled by regularly checking with manufacturers to make certain that the lists are as accurate as possible. These distributors have been franchised by the manufacturer indicated to buy at distributor's prices for resale to the operator. The Directory of Distributors is constantly being revised. This list incorporates many important changes. Omission of any manufacturer in the listing means either that the manufacturer has failed to report his distributors or that he is unable to list his sales firms because of changes and additions currently being made.

DALLAS—American Distributing Company, 2034 Commerce St.

DETROIT—Wolverine Sales Company, 2200 W. Warren Ave.

ELMIRA, N. Y.—A. N. S. Co., 312 E. Market St.

GRAND RAPIDS, Mich.—Western Michigan Dist. Co., 105 Michigan Ave.

GREAT FALLS, Mont.—J. O. Johansen, P. O. Box 928, 516 8th St.

HAVRE, Mont.—Pete L. Weyh Co., 437 4th Ave.

HOUSTON—Sam Ayo, 1913 Leland Ave.

HUNTINGTON, W. Va.—Turner Sales Co., 3449 Bradley Rd.

INDIANAPOLIS—Hoosier Simplex Music Dist. Co., 2064 N. Illinois St.

JACKSONVILLE—Sunshine Distributing Co., 315 May St.

KANSAS CITY, Mo.—Advance Music Co., 1606 Grand Ave.

KNOXVILLE—B. & W. Dist. Co., 524 E. Magnolia Ave.

LAFAYETTE, La.—Louisiana Coin Machine Co.

LOUISVILLE—H. M. Branson Distributing Co., 514-16-18 S. Second St.

MEMPHIS—Atlas Amusement Co., 1078 Union Ave.

MIAMI—Mort Simon Distributors, 1470 Northwest 36th St.
Supreme Music, Inc., 339 Southwest North River Drive.

MILWAUKEE—Hastings Distributing Co., 6100 W. Bluemound Road.

MINNEAPOLIS—Mus'c Service Co., 1202 S. 6th St.

NASHVILLE—Hermitage Music Co., 423 Broad St.

NEW ORLEANS—H. B. Enterprises, 3835 Tulane Ave.

OKLAHOMA CITY—K & M Distributing Co., 704 N. Broadway.

PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington.

PHILADELPHIA—Fred Stumm Co., 337 S. Lawrence.

PITTSBURGH—Keystone Music Co., 1431 Fifth Ave.

PORTLAND, Ore.—Aireon Sales & Service, 1433 S. E. 39th Ave.

ROCHESTER, N. Y.—Central Sales & Dist. Co., 482-484 Central Ave.

ROCKFORD, Ill.—Dudley Sales Company, 112-14 S. 3d St.

SACRAMENTO—Woolsey Novelty Co., 1822 30th St.

SAN ANTONIO—Earl Lindquist, 326 Nolan St.

SAN FRANCISCO—Golden Gate Novelty Co., 701 Golden Gate Ave.

STOCKTON, Calif.—E. T. Mape Dist. Co., 21 N. Aurora.

SYRACUSE—Dial Distributing Co., 400 Lodi Street.

Alkuno & Company

406-408 Concord Ave., New York 54

CLEVELAND 14—State Electro Distributors, 710 Ninth Chester Bldg., 1845 E. 9th St.

FALL RIVER, Mass.—Lavoie & Hillman, Inc., 2 E. Main St.

MEMPHIS—Southern Amusement Co., 628 Madison Ave.

MOUNT AIRY, N. C.—W. E. Haymore Co., 162 Cherry St.

PORTLAND 12, Ore.—A & B Distributing Corp., 1533-1537 N. E. Union Ave.

SAN FRANCISCO 2—Wm. J. Newman Co., 430-434 Octavia St.

AMI, Inc.

127 N. Dearborn St., Chicago

ATLANTA—Hankin Distributors, 708 Spring St., N. W.

BALTIMORE 2—Chris Novelty Co., 806 St. Paul St.

BILOXI, Miss.—United Novelty Co., 111 W. Division

BIRMINGHAM—Birmingham Vending Co., 2117 Third Ave. N.

BOSTON 15—Atlas Distributors, 1024 Commonwealth Ave.

CHICAGO 22—Automatic Phonograph Co., 806 North Milwaukee Ave.
Export Department: O. O. Mallegg, 400 West Madison

CINCINNATI 2—Southern Automatic Music Co., 228 West 7th St.

CLEVELAND 14—Lief Music Distributing Co., 1640 Payne Ave.

COLUMBUS 15, O.—Central Ohio Coin Machine Exchange, 525 South High St.

DAYTON 3, O.—Southern Automatic Music Co., 603 Linden Ave.

DETROIT—Marston Distributing Co., 20 West Alexandrine

FOND DU LAC, Wis.—General Music & Novelty Co., 51 North Main St.

FORT WAYNE 2, Ind.—Southern Automatic Music Co., 1329 South Calhoun St.

FORT WORTH—Fort Worth Amusement Co., 110 S. Jennings Ave.

GRAND RAPIDS, Mich.—Miller Vending Co., 42 Fairbanks St., N. W.

HAVANA, Cuba—Cla Distributors, Pan-Americana, S. A., Cardenas 209

HOUSTON—R. Warncke Co., 1217 Taft Ave.

INDIANAPOLIS 5—Southern Automatic Music Co., 325 North Illinois St.

JACKSON, Miss.—United Dixie Co., Inc., 106 Minerva St.

JACKSONVILLE, Fla.—Taran Distributing, Inc., 90 Riverside Ave.

KANSAS CITY 2, Mo.—United Amusement Co., 3410 Main St.

LEXINGTON, Ky.—Southern Automatic Music Co., 240 Jefferson St.

LOS ANGELES 6—J. Peskin Distributing Co., 2663-67 West Pico Blvd.

LOUISVILLE 2—Southern Automatic Music Co., 624 S. Third St.

MEMPHIS—Southern Amusement Co., 628 Madison Ave.

MIAMI—Taran Distributing, Inc., 2820 N. W. Seventh Ave.

MILWAUKEE—Paster Distributing Co., 2606 West Fond du Lac

MINERAL WELLS, Tex.—Wallace Distributing Co., 205 Northeast First Ave.

NEWARK 8—Runyon Sales Co., of New Jersey, Inc., 123 West Runyon St.

NEW ORLEANS 13—Dixie Coin Machine Co., 912 Poydras St.

NEW YORK CITY 18—Runyon Sales Co. of New York, Inc., 593 Tenth Ave.
1209 Douglas St.

OMAHA—Mayflower Distributing Corp., 1209 Douglas St.

PHILADELPHIA 23—David Rosen, Inc., 855 North Broad St.

PITTSBURGH—Banner Specialty Co., 1508 Fifth Ave.

PORTLAND, Ore.—Western Distributors, Inc., 1226 S. W. 16th St.

RAPID CITY, S. D.—Koers Distributing Co., 613 Eighth St.

RICHMOND 20—Automatic Music System, 306 West Broad St.

ST. LOUIS 3—J. Rosenfeld Co., 3218 Olive St.

ST. PAUL—Paster Distributing Co., 2218 University Ave.

SALT LAKE CITY—Coin Machine Sales Co., 156 East Third South St.

SAN ANTONIO—R. Warncke Co., 121 Navarro St.

SEATTLE—Western Distributors, 3126 Elliott Ave.

TULSA, Okla.—H. W. Dolph Distributing Co., 222 East Fourth St.

UTICA, N. Y.—Hanna Distributing Co., 408 First St.

Bally Manufacturing Co.

2640 Belmont
Chicago 18

ALLSTON, Mass.—Redd Dist. Co., 298 Lincoln St.

AMARILLO, Tex.—Rutherford Enterprises, 608 Johnson.

BALTIMORE—Chris Novelty Co., 806 St. Paul St.

BUFFALO—Alfred Sales Co., 881 Main St.

CHICAGO—Coven Distributing Co., 3181 N. Elston Ave.

CINCINNATI—Sicking, Inc., 1401 Central Parkway.

CLEVELAND—Lake City Amusement Co., 1644 St. Clair.

DALLAS—Walbox Sales, Inc., 3909 Main St.

DENVER—R. F. Jones Co., 1314 Pearl St.

EL PASO, Tex.—Reichel Dist. Co., 1212 N. Copia.

FORT WORTH—Fort Worth Amusement Co., 110 S. Jennings.

HARTFORD, Conn.—Reliable Coin Machine Co., 184 Windsor.

HOUSTON—Coin Machine Sales Co., 3804 Travis St.

KALAMAZOO, Mich.—King Pin Equipment Co., 826 Mills St.

KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.

LOS ANGELES—Paul A. Laymon Co., 1429-31 W. Pico Blvd.

LOUISVILLE—H. M. Branson, 514 S. 2d St.

MACON, Ga.—Heath Dist. Co., 342 Third St.

MEMPHIS—Southern Amusement, 628 Madison.

MIAMI—Christopher-Luker Co., 763 S. W. 8th St.

NEWARK, N. J.—Runyon Sales Co., 123 W. Runyon.

NEW ORLEANS—New Orleans Novelty Co., 115 Magazine St.

NEW YORK—Runyon Sales Co., 593 10th Ave.

OMAHA—Mayflower Dist. Co., 1209 Douglas St.

PITTSBURGH—Atlas Novelty Co., 2217 Fifth Ave.
B. D. Lazar Co., 1635 Fifth Ave.

PORTLAND, Ore.—Lou Dunis, 217 N. W. Davis.
Jack R. Moore Co., 1615 S. W. 14th.

ST. LOUIS—Jack Rosenfeld Co., 3218 Olive St.

ST. PAUL—Mayflower Dist. Co., 2218 University Ave.

SALT LAKE CITY—R. F. Jones Co., 127 E. 2d St. S.

SAN ANTONIO—Pan American Sales Co., 323 S. Alamo.

SAN FRANCISCO—R. F. Jones Co., 1263 Mission St.

SEATTLE—Jack R. Moore Co., 100 Elliott, Northwest Sales Co., 906 Elliott.

SPOKANE—Jack R. Moore Co., 237 E. Sprague St.

TOLEDO—Toledo Coin Machine Exchange, 814 Summit.

TULSA, Okla.—Cliff Wilson Dist. Co., 1121 Main St.

Bell-O-Matic Corporation

4100 Fullerton Ave., Chicago

ATLANTA—Friedman Amusement Co., 441 Edgewood Ave., S. E.

BALTIMORE—Roy McGinnis Co., 2011 Maryland Ave.

BILOXI, Miss.—United Novelty Co., De Launey and Division Sta.

CHICAGO—Automatic Coin Machine & Supply Co., 4135 W. Armitage Ave.

CINCINNATI 14—Sicking, Inc., 1401 Central Parkway

DANVILLE, Va.—Southern Vending Machine Co., 528 Craghead St.

HOUSTON 8—South Coast Amusement Co., 314 East 11th St.

KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.

KOKOMO, Ind.—Central Service Sales Co., 219 West Jackson St.

LOS ANGELES—Mills Sales Co., Ltd., 2827 West Pico Blvd.

MEMPHIS—Heinz Novelty Co., 664 Marshall Ave.

MINNEAPOLIS 15—Silent Sales Co., 204 11th Ave.

NEW ORLEANS—Dixie Coin Machine Co., 910 Poydras St.

OAKLAND, Calif.—Mills Sales Co., Ltd., 1640 18th St.

PHILADELPHIA—Keystone Panoram Co., 2538 West Huntingdon St.

PITTSBURGH—Coin Machine Distributing Co., 500 North Craig St.

PORTLAND, Ore.—Mills Sales Co., Ltd., 600 Southeast Stark St.

ST. LOUIS 3—W. & L. Amusement Co., 3218 Olive St.

SEATTLE—Northwest Sales Co., 904 Elliott Ave.

TERRE HAUTE, Ind.—Indiana Music Co., 705 Putnam St.

Character Charms, Inc.

1607 East 16th St., Los Angeles 21

LOS ANGELES—Operators Vending Machine Supply Co., 1023 S. Grand Ave.

PITTSBURGH—American Distributors, 1349 Fifth Ave.

Coradio, Inc.

212 Broadway, New York 7

ARDMORE, Okla.—E. O. Miller & Co., 1209 Stanley Blvd.

BUFFALO—Hescor, Inc., 1371 Main St.

DALLAS—Wayne Enterprises, 5006 Bartlett Ave.

DENVER—Superior Distributing Co., 1030 15th St.

DETROIT—Wittick Sales Co., 18445 Fairfield Dr.

EAU CLAIRE, Wis.—Tri State Distributors, 504 Maxon St.

HAVANA, CUBA—Radio-Metros, Calle 19, #1211 Vedado.

KALISPELL, Mont.—K & I Music, 161 4th Ave., N. W.
 MOULTRIEVILLE, S. C.—C. B. Hewett, P. O. Box 61.
 ROANOKE, Va.—Roanoke Vending Machine Exchange, Inc., 1814 Williamson Rd.
 ST. PETERSBURG, Fla.—Hescor, Inc., 5150 4th St., N.
 SAN ANTONIO—R. C. Lowe, 1005 W. Elsmere Pl.
 WICHITA, Kan.—A. Carl Long, 120 W. Douglas.

Eastern Electric Vending Machine Corporation

1775 Broadway, New York
 BOSTON—Travers & Company, Inc., 665 Atlantic Ave.
 CLEVELAND—State Electric Distributors, 710 Ninth Chester Bldg., 1845 E. Ninth St.
 DALLAS—S. H. Lynch & Co., Inc., 2101-03 Pacific Ave.
 DENVER—R. F. Jones Co., 1314 Pearl St.
 HOUSTON—S. H. Lynch & Co., Inc., 910 Calhoun St.
 KANSAS CITY, Mo.—W. B. Music Co., Inc., 1518 McGee St.
 LOS ANGELES—Weymouth Service Company, 4955 Santa Monica Blvd.
 MEMPHIS—S. H. Lynch & Co., Inc., 1049 Union Ave.
 MIAMI—Mort Simon, 1470 N. W. 36th St.
 NEW ORLEANS—F. A. B. Dist. Co., Inc., 1019 Baronne St.
 S. H. Lynch Co., Inc., 832 Baronne St.
 NEW YORK—Atlantic New York Corp., 583 10th Ave.
 OKLAHOMA CITY—S. H. Lynch & Co., Inc., 900 N. Western.
 PITTSBURGH—Coin Machine Dist. Co., 500 North Craig St.
 PORTLAND, Ore.—R. F. Jones Co., 1515 N. E. Broadway.
 ST. LOUIS—W. B. Distributors, Inc., 1012 Market St.
 SALT LAKE CITY—R. F. Jones Co., 127 E. Second St.
 SAN ANTONIO—S. H. Lynch & Co., Inc., 241 Broadway.
 SAN FRANCISCO—R. F. Jones Co., 1263 Mission St.
 SEATTLE—R. F. Jones Co., 2208 14th Ave.

H. C. Evans & Co.

1520-30 West Adams St. Chicago 7
Phonograph:
 BALTIMORE 1—Waldrop Distributing Co., 1728 N. Charles St.
 BROOKLYN 6—Brooklyn Amusement Machine Co., 660 Broadway.
 CHARLESTON 27, S. C.—Red Line Vending Machine Co., 84 America St.
 CHICAGO 90—Monsales Export Co., Box 505 Old Post Office.
 EVANSVILLE, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.
 GREAT FALLS, Mont.—Riplinger & Antonich, 522 8th St., S.
 HANNIBAL, Mo.—A & M Amusement Co., 209 Center St.
 HASTINGS, Neb.—Star Sound Service, 527 W. Second.
 HOUSTON 8—South Coast Amusement Co., 314 E. 11th St.
 JACKSONVILLE, Fla.—Simplex Distributing Co., 310-12 Riverside Ave.
 KINGSTON, Pa.—West Side Novelty Co., 100 S. Wyoming Ave.
 KNOXVILLE, Tenn.—B & W Distributing Co., 524 E. Magnolia Ave.
 LASALLE, Ill.—William Balma, 329 Third St.
 MEMPHIS — Heinz Novelty Co., 664 Marshall.
 MILWAUKEE 3—Vic Manhardt Co., Inc., 1705 W. Clybourn St.
 NEW ORLEANS 21—State Distributing Co., 757 Shrewsbury Road.
 PHILADELPHIA 32—Keystone Panoram Co., Inc., 26th & Huntingdon Sts.
 ROCKFORD, Ill.—Coleman Novelty Co., 1023 Fifth Ave.
 ST. PAUL 3—Automatic Games Supply Co., 302 University Ave.
 SPOKANE 8—Pedicord & Moore, 309-11 W. Sprague Ave.
 TERRE HAUTE, Ind.—Indiana Music Co., 705 Putnam St.
 TEXARKANA, Ark.—Texarkana Novelty Co., 407 E. 7th St.
 YOUNGSTOWN, O.—J. M. Novelty Co., 17 N. Schenley Ave.

Console Games:

BALTIMORE 1—Waldrop Distributing Co., 1728 N. Charles St.
 BILOXI, Miss.—United Novelty Co., De-Launey & Division Sts.
 BROOKLYN, N. Y.—Brooklyn Amusement Machine Co., 660 Broadway.
 CINCINNATI 14—Sicking, Inc., 1401 Central Parkway.
 CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
 DENVER—Denver Amusement Co., 1856 Arapahoe St.
 Modern Distributing Co., 1810 Welton St.
 EVANSVILLE 10, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.

GALVESTON, Tex.—Island Distributing Co., 2502 39th St.
 KANSAS CITY 8, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
 United Amusement Co., 3410 Main St.
 KNOXVILLE, Tenn.—B. & W. Distributing Co., 524 E. Magnolia Ave.
 MIAMI 36—Christopher-Luker Co., 763 S. W. 8th St.
 MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry St.
 NASHVILLE—Frank Swartz Sales Co., 515-A 4th Ave., S.
 NEW ORLEANS 13—Dixie Coin Machine Co., 910-912 Poydras St.
 State Distributing Co., 757 Shrewsbury Road.
 PORTLAND, Ore.—Robert C. Maloy, 7325 S. E. 22nd St.
 PORTSMOUTH, Va.—O'Connor Vending Machine Co., 624 Crawford St.
 RICHMOND, Va.—O'Connor Vending Machine Co., 2318-2320 W. Main St.
 ROCK ISLAND, Ill.—Frankel Distributing Co., 2532 5th Ave.
 ST. PAUL 3—Automatic Games Supply Co., 302 University Ave.
 SALT LAKE CITY—Stewart Novelty Co., 1361 S. Main St.
 SAN FRANCISCO—Golden Gate Novelty, 701 Golden Gate Ave.
 SOPERTON, Ga.—Sparks Specialty Co.
 WICHITA, Kan.—United Distributors, 513 E. Central.

Futuramic Machines, Inc.

20 East 35th St., New York 16
 CHICAGO—Koffee King Vendors, Inc., 205 W. Wacker Drive.
 DALLAS—Multi-Sales Co., 2011 Cedar Springs Ave.
 DETROIT—Koffee King Vendors, Inc., 18427 Lauder Ave.
 LOS ANGELES—Stemler Distributing Co., 2323 W. Pico Blvd.
 MOBILE, Ala.—Deep South Distributing Co., 364 S. Washington Ave.
 NORFOLK, Va.—Young Distributing Co., 213 Regent Road.
 ST. LOUIS—Flint Service Corporation, 915 Olive St.

D. Gottlieb & Co.

1140 N. Kostner, Chicago
 BALTIMORE 1—General Vending Sales Corp., 245 W. Biddle St.
 BIRMINGHAM 3—Birmingham Vending Co., 2117 Third Ave., N.
 BOSTON 18—Trimount Coin Machine Co., 40 Waltham St.
 BUFFALO 3—Alfred Sales, Inc., 881 Main St.
 CHARLOTTE, N. C.—T. B. Holliday, 1200 Morehead
 CHICAGO 22—Empire Coin Machine Exchange, 1014 Milwaukee Ave.
 National Coin Machine Exchange, 1411 W. Diversey Parkway
 CINCINNATI 2—Southern Automatic Music Co., 228 W. Seventh St.
 CLEVELAND 15—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
 COLUMBUS 15, O.—Central Ohio Coin Machine Exchange, 225 S. High St.
 DALLAS 1—American Distributing Co., 2034 Commerce St.
 DAYTON 3, O.—Southern Automatic Music Co., 603 Linden Ave.
 DENVER 2—Modern Distributing Co., 1810 Welton St.
 DETROIT 4—A. P. Sauve & Son, 7525 Grand River Ave.
 FORT WAYNE 2, Ind.—Southern Automatic Music Co., 1329 S. Calhoun St.
 HARTFORD 5—Seaboard New York Corp., Connecticut Branch, 624 Franklin Ave.
 HOUSTON 6—R. Warncke Co., 1217 Taft St.
 INDIANAPOLIS 4—Southern Automatic Music Co., 325 Illinois St.
 KANSAS CITY 8, Mo.—W. B. Music Co., 1518 McGee St.
 LEXINGTON, Ky.—Southern Automatic Music Co., 240 Jefferson St.
 LITTLE ROCK, Ark.—Ark.-Tenn. Distributing Co., 5078 Markham.
 LOS ANGELES 6—E. Ray, 316 N. Orlando
 LOUISVILLE 2—Southern Automatic Music Co., 624 S. Third St.
 MEMPHIS 7—Southern Amusement Co., 628 Madison Ave.
 MIAMI 36—All Coin Amusements Co., 1303 N. Bayshore Dr.
 MINNEAPOLIS 11—Hy-G Music Co., 257 Plymouth Ave., N.
 NEWARK 5—Active Amusements Machine Co., 98 Clinton Ave.
 NEW ORLEANS 12—New Orleans Novelty Co., 115 Magazine St.
 OKLAHOMA CITY 2—Rice Music Co., 24 W. California
 NEW YORK 19—Seaboard New York Corp., 583 Tenth Ave.
 OMAHA 2—H. Z. Vending & Sales Co., 1205 Douglas St.
 PHILADELPHIA 30—Active Amusement Machines Co., 666 N. Broad St.
 PITTSBURGH 19—B. D. Lazar Co., 1635 Fifth Ave.
 PORTLAND, Ore. 5—Western Distributors, Inc., 1226 S. W. 16th St.

(Continued on page 134)

**A
 MAKE
 MORE
 MONEY
 FEATURE**

OUTLOOK FROM THE NATION'S CAPITAL

By BEN ATLAS

THE nation's capital is tapering off from a busy year on issues affecting the coin machine industry. Most of the issues, however, are in the category of unfinished business on the Washington calendar and are sure to be back again in 1950.

Among the major items of unfinished business are proposals to wipe out the excise taxes, revive the excess profits tax, authorize minting of fractional coins, provide a graduated cigarette tax, legalize basing-point pricing, overhaul the federal Copyright Act and improve global copyright relations.

On Capitol Hill this year a drive to repeal excise taxes reached a feverish peak. Altho not a single one of some hundred-odd separate repealer bills got thru Congress, legislative leaders have put the issue high on the agenda for next session.

Chance for Tax Relief

Seen facing a good chance for repeal next year are the federal levies on phonograph parts and musical instruments. The question of removing the federal tax on coin-operated devices is being given serious thought altho no legislation has been introduced to repeal this specific tax. Secretary of the Treasury John W. Snyder and other Washington officials, including some congressmen, are discussing a long-range program to withdraw the federal government from several tax fields which might be left to State and local taxing bodies.

Spokesmen for municipalities claim that localities need revenue sources, unduplicated by federal tax collectors, in order to meet mounting debts of the cities, and the coin machines levy is counted among several which could logically be made the exclusive domain for cities and States.

In the field of copyright, Washington is centering attention on ways to improve global relations. Completely sidetracked by international copyright events this year were ideas for revising the federal Copyright Act either along general lines or by such specific amendments as the one proposed last session by Representative Hugh Scott (R., Pa.), to remove juke boxes from royalties exemption under the act. There is considerable likelihood that domestic copyright matters will gain attention next year, but right now eyes are on the State Department's re-examination of all copyright proclamations between the United States and foreign powers (*The Billboard*, September 3).

The State Department's move is aimed to reduce confusion in world copyright affairs. With the Senate having always been reluctant to ratify formal treaties, the less formal method of contractual relations by proclamation provides the chief basis for U. S. relations with foreign governments on copyright matters. Meanwhile, the United Nations Educational, Sociological and Cultural Organization (UNESCO) is trying to develop a model treaty which eventually would be proposed to the various member nations for ratification by each of them (*The Billboard*, August 13), but this program is seen facing a long and hard pull.

Operators and Social Security

For the first seven months of the session the House Ways and Means

See action on legislation front in 1950 affecting all phases of the coin machine field via tax, copyright, coinage angles

Committee was tied up with consideration of Social Security amendments. This kept the committee from giving an airing to bills calling for a graduated tobacco tax on cigarettes to stimulate the sale of low-priced smokes. The new Social Security bill reported out by the House Ways and Means Committee is interpreted by authorities as providing for the inclusion of self-employed coin machine operators under the Social Security Act for the first time. Exemptions for various types of professional self-employed workers were written into the bill, but operators were not included in the exempt class. This measure is slated for enactment in early 1950.

Consideration of re-establishing the excess profits tax was also pushed aside by the committee in favor of the Social Security bill, but it is doubtful if the tax bill could have been passed anyway. Failure of Congress to act on excess profits levies this session makes it improbable that the tax will be imposed before 1951, if at all. Next year is a congressional election year, and seldom in U. S. history has Congress ever raised taxes in a year of hustings.

Fractional Coins Dead

Legislation to authorize the minting of fractional coins is considered dead in both the House and Senate Banking committees because of the failure of backers to agree on what new coins should be made. Moribund bills include those proposing 2½-cent pieces, 7-centers and 7½-centers. There is some chance that the bills will be restored to life next year. Also doomed for this session but facing a chance for revival next year is a bill restricting mail-order sales of cigarettes. The bill is designed to aid States in collecting their cigarette taxes by forcing mail-order firms to register their invoices with State tax collectors.

Certain to be on the calendar for next session will be a new batch of proposed basing-point legislation. Controversy on this issue which ensued most of the current session is considered only the start of what may be a prolonged debate for many months to come. Chief measure under discussion this session was one making it legal for sellers acting independently to charge prices at points of delivery and to absorb freight, provided it cannot be proved that this was the result of a conspiracy or collusive agreement. The latter bill was deliberated lengthily in a joint conference committee representing both houses.

The Interstate Commerce Commission's authorization last summer of a new 3½ per cent freight rate increase appears to have removed this issue from the Washington agenda for a while. The boost has given railroads a total rate rise of 57 per cent since mid-1946.

Material Supplies Plentiful

Various materials used in the manufacturing of coin machines were produced in such quantities during the first three quarters of the year that Commerce Department has placed most of them in its "plentiful supply" category. Early in 1949, steel was on the doubtful list, but increased (See *Capitol's Outlook* on page 116)

Ice Cream Biz Looks to Venders

Mfrs. Hold Up Promotional Aids for Ops Until More Machines Are in Operation

Dairy Orgs Lab Test Venders; Bar, Cup Prices Steady

CHICAGO, Oct. 1. — While ice cream manufacturers as a group have not set up special programs or promotional aids for dealing with vender operators, activity of some firms in this direction indicates the beginning of a general industry move to do so, a cross-section survey by *The Billboard* revealed this week. Spokesmen for ice cream makers hold that, to date, the proportionately small amount of their product going to venders has held back any move to capitalize on vender sales as do the candy, soft drink, cigarette industries. Too, the limited-area shipments of any one company to customers, except in the case of national organizations, has also acted to curtail any all-out move to bid for vender business. The still limited number of ice cream venders on location (4,750 machines according to known production figures as of this summer) means

panies (Borden's, Bowman, etc.) have, with affiliated dairy groups, closely followed development of ice cream venders with a view to the future market potential. Officials have kept in contact with vender manufacturers, and have test-operated and lab-tested a number of the venders. Now, with vender placement increasing steadily, the smaller ice

(See ICE CREAM BIZ on page 112)

What the ice cream vender operator is doing to increase his sales, plus location, commission and other operational facts will be detailed in next week's issue of *The Billboard*.

that in many areas, as in Washington, D. C., total absence of vending equipment leaves the ice cream manufacturer entirely unexposed to the automatic merchandising market.

However, the larger dairy com-

"Voice for Venders" Offered By \$50 Tape Recording Unit

CHICAGO, Oct. 1. — A "vocal salesman" for vending machines was announced this week by Verbal Ad, Inc., recently formed firm which has been location testing its device over a six-month period. Principals of the firm, Ted Thad and Gene Gambel, report the unit, called Verbal Ad, will be available for delivery within 60 days at a list price of \$50. Unit, which is 7½ by 9½ by 8 inches in size, is actuated either by the insertion of a coin in the vender or by a photo-electric eye.

While sales of the device will be aimed at vender manufacturers, it will also be offered to operators thru local distributors, according to Thad. The sales message on the unit's

magnetic tape is tailored to fit the product vended by the machine and is recorded by Verbal Ad for the operator or manufacturer. The tape magazine holds up to 20 minutes of recorded messages, with the maximum length of each delivery 10 seconds. Up to eight or 10 variations of a sales message may be spaced on one tape, avoiding repetition of any one form. Electronic controls stop the message after each delivery.

Cost of the processed tape, per six minutes of sales message, is approximately \$2.50, with 10 cents a minute (See "Voice for Venders" page 104)

Pennsy Tobacco Distributors To Hear Coin Vending Talk

PITTSBURGH, Oct. 1.—An address on automatic merchandising will be featured at the fourth annual State-wide meeting of the Pennsylvania Association of Tobacco Distributors (PATD), to open here Friday (7) at the William Penn Hotel. Harry Rosen, of Allegheny Cigarette Service, will deliver the talk during the opening session of the two-day meet

With *Where Do We Go From Here?* as the confab theme, John F. Gillespie, PATD executive secretary listed the events that have been scheduled on the crowded agenda. These include a discussion on enforcement of the Pennsylvania cigarette sales act, led by W. H. Beachy, deputy secretary of revenue; a sum-

mary of the PATD legislative program, given by the association secretary; a forum on cigars, conducted by Paul Brogan, of Yahn & McDonnell, Philadelphia; an address titled *Labor-Management 1950*, by Benjamin Werne, of New York University's graduate school; an open forum on candy, led by Richard C. Pinney, of the National Association of Tobacco Distributors (NATD), and the election of officers. Time will be set aside for a discussion of distributor problems, with Joseph Kodny, NATD managing director, as chairman.

The meeting will close with a dinner and floorshow. Floor prizes will be awarded distributors by cigarette and match manufacturers.

Local Set-Ups Discussed at WVMOA Meet

Seek Hypoed Attendance

LOS ANGELES, Oct. 1. — The main point of discussion at the Tuesday (27) meeting of the Western Vending Machine Operators' Association (WVMOA) was the type of lure that could be used to get more members to attend meetings. Pleading for better support for the organization by card holders, President M. I. Slater called for suggestions that would draw members to the monthly confabs. Attractions including door prizes, bingo games and floorshows were mullied by those in attendance. However, it was the consensus of operators that those who never attend meetings could not be pulled out of their shells no matter what was offered in the way of entertainment and prizes.

Licenses

There was little to report from the license department. The license situation in San Bernardino was reviewed by Slater at the request of a member. Fees in that neighboring city are 50 cents per machine. One operator reported being asked to take out a \$5 police license in Santa Monica in addition to the 50 cent per machine fee.

The matter of location owners "buying" equipment from operators in order that the operator might escape paying taxes was also discussed. Advice from the Los Angeles city license chief, according to Slater, is that any operator who has a good rea-

(See Local Set-Ups, page 103)

Wage Plan

LOS ANGELES, Oct. 1.—Al Weymouth, of Weymouth Service, believes in the wage incentive plan for his servicemen. Each serviceman is on a regular salary, which might be termed a drawing account, because the bonus plan does not go into effect until he has earned his check for the week. After the basic salary has been reached, any merchandise on the serviceman's route sold above that figure is credited to his account in the form of a small percentage. This plan, Weymouth has found, makes his employees happy and keeps them constantly on the lookout for new locations.

FTC Clears 33 Candy Mfrs.

Dismiss Cases Which Alleged Discriminat'n

Interpretation in Error

WASHINGTON, Oct. 1.—The Federal Trade Commission (FTC) this week announced that it had dismissed "without prejudice" and in their entirety complaints filed by FTC several months ago against 33 candy manufacturers. The complaints withdrawn by the FTC had charged the manufacturers with violating the Robinson-Patman anti-price discrimination act. The commission's dismissal of the complaints came as a signal triumph for the candy firms which had filed motions for the dismissal. The commission, however, asserted that its action is "without prejudice to the issuance" of any new complaints "based in whole or in part upon the same factual situation." The FTC acknowledged an erroneous construction of the law by the commis-

(See FTC CLEARS on page 111)

Victor Intros 2-Unit Topper, New Vend Wheel

CHICAGO, Oct. 1.—Victor Vending Corporation announced offerings in the bulk vender field this week, featuring a double unit Topper model, plastic globes and a triple-duty ball gum and charm vending wheel. H. M. Schaeff, president, declared the entire line-up of new items is available for immediate delivery.

The double unit Topper, with plastic globes as standard equipment, also incorporates each of the features built in the single Topper model. Each unit may be removed from the base individually, and has its own coin compartment. The dual base can be installed on a stand, counter or wall bracket. Packed two double units to a case, the per double unit price is \$22.50, or \$43 per case. Quantity price decreases cost of venders to a low of \$21 per double unit on 25 or more case orders.

Victor's new plastic globes are also obtainable on other models at a 50-cent additional charge, at the time of purchase. The plastic globe offers an 8 per cent increase in capacity,

(See Victor Intros on page 104)

Set Ladies' Biz Session at '49 NAMA Meeting

CHICAGO, Oct. 1. — First formal business session to be held by wives of conventioners will be a feature of the 1949 National Automatic Merchandising Association (NAMM) convention in Atlantic City next month. Scheduled concurrently with the opening business session of the association from 8 to 10 p.m. Sunday, November 27, the women's meet will be built around the theme, *Women's Place in the Vending Machine Industry*. Mrs. Sidney Kronenberg, general chairman of the Ladies' 1949 NAMA Convention Committee, will talk on the subject.

Mrs. Kronenberg, wife of Sidney Kronenberg, Alamat Company, Birmingham, states: "High on the agenda for the meeting is the possible formation of a permanent NAMA women's organization with elected officers." The steady growth of NAMA and the larger attendance at the annual conventions during the past three years makes the organization of a women's group highly desirable, she feels.

Refreshments will be served following the women's business meeting.

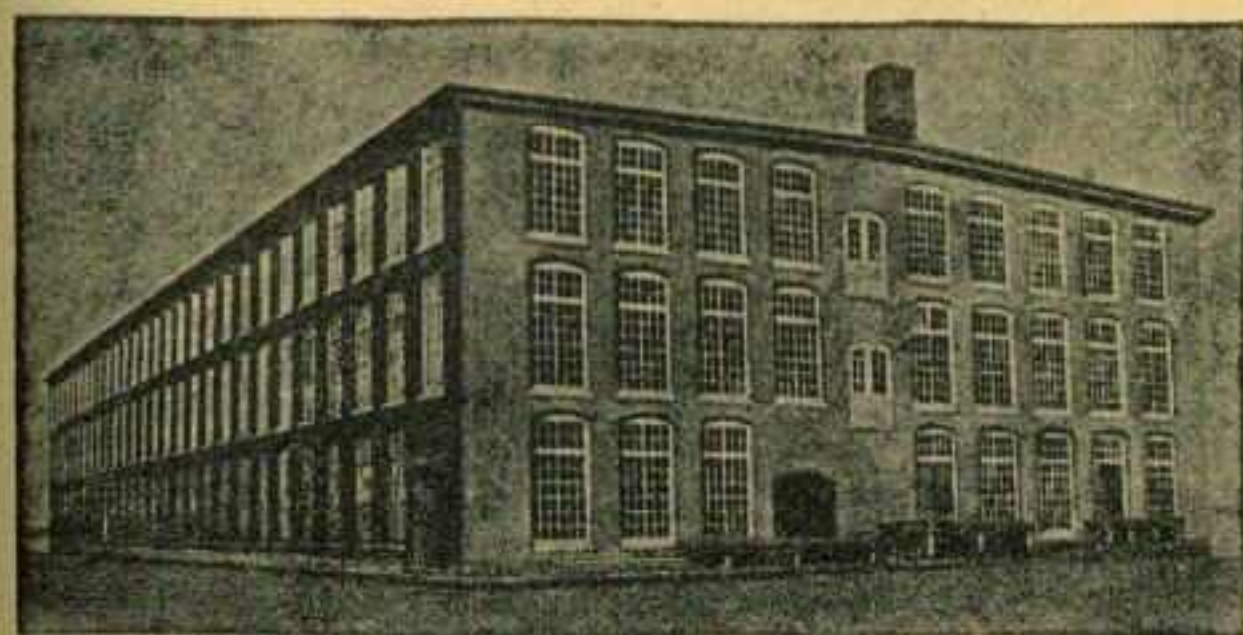
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**A
MAKE
MORE
MONEY
FEATURE**

Automatic merchandising future inviting as equipment prices level off and supply costs begin to drop; route expansions stimulated

VENDER PROFIT MARGINS ON UPGRADE

By FRED AMANN

PROFIT margins for vending machine operators have been increasing over the past year. This is the direct result of a general lowering of supply costs combined with a firm price policy by all major equipment manufacturers and reduction in price by several. The operators' bettered position, profit-wise, and in equipment and supply availability, means that greater activity will take place during the coming year on "increase your route" programs. And expansion will be further stimulated because thousands of lower volume locations previously by-passed due to slim profit potentials can now be added.

From the operator's viewpoint then there is an inviting future in automatic merchandising. The flush of postwar price increases in both machines and supply lines has been halted, with the industry now stressing firm lists by manufacturers and a general lowering of supply prices. Where any change in machine prices does take place it will be on the minus side. Adequate supply of raw materials and lower prices of these materials assure the operator the end of the line has been reached on the "plus price pattern."

Lower Costs, More Profit

What these lower supply costs, and firm and lower vender prices, mean to the operator is detailed below. Stand-out fact for each of the major fields of automatic merchandising is that the lower costs spell extra profits.

For candy operators, who already sell 15 per cent of the nation's total bar output, improved operating conditions, price and location-wise, mean a definite "good business" future. With bar prices down from the average 80 to 85-cent per 24-count during the past few years to 75, 72 and 68 cents per 24 count, the profit margin has increased. Potential profit has also jumped, since the supply cost reduction frees a greater amount of capital for purposes of additional new equipment.

The candy price picture has clarified for the operator: Present price pegs will stay stable and, in some instances, go slightly lower by year's end. However there is no reason to anticipate further general reductions in the bar line. Manufacturers appear to have cut close to their raw ingredient, production and overhead costs to reach practical bar prices on the lower scale.

Candy Units Increase

The 300,000 plus candy venders on location throughout the country will be increased considerably this year as alert operators take advantage of the lower bar prices. With vender prices stabilized, purchase of new equipment will be speeded up as demand is created by installations in the thousands of low-volume locations which have now become profitable stops.

On the candy vender price front there is no general downward price move. As in other fields, however, the upward price trend has come to a halt. A variety of selective, well-designed venders is available in the \$100 plus bracket, with a high-capacity six-selection standard model now offered by Stoner at \$99.50. During 1950 operators look for an increased number of such standard (as opposed to de luxe trimmed units) machines to be offered in the same price range. Stable prices on larger

de luxe models will make these units a profitable investment for the above-average and top-volume locations.

Bulk Prices Stable

In the bulk vender line expansion plans of operators can be undertaken with no fear of losses thru drastic price reductions. Prices for penny equipment have stabilized at current levels, with quantity orders receiving per unit price reductions from 25 machines upward. There may be sporadic reductions thruout the year but not on an industry-wide level. Costs of glass, decals, parts have increased over the past year, but present lists will be maintained in spite of this. One manufacturer, Northwestern Corporation, has reduced prices 10 to 13 per cent on its six-model bulk vender line.

Prices on the nut front are largely controlled by government supports. But here the operator has the controlled portion plus the nut mix factors to aid in keeping profit at reasonable levels. Altho the major vender bulk item (peanuts) have increased on the average of a penny a pound over the past year, the nature of the commodity, vended as it is in bulk form, permits a constant operating profit.

Gum Volume Doubles

Gum vender and gum prices (55 cents per 100 sticks) remain unchanged but here a greatly stimulated postwar appetite for the products means that a year-round market exists, spelling steady highs in demands and profits. Sale of penny sticks alone are expected by gum makers to increase by 250 per cent over this and next year. When it is realized that even with the doubling of sales over prewar levels, only 10 per cent of the population chews 75 per cent of all gum sold, a constantly increasing gum vender potential exists as a definite fact.

Ball gum prices, down 3 to 5 cents late last year, have continued steady since, with manufacturers reporting prices not likely to fall further.

Cigarette Paradox

A price-and-profit paradox entered the cigarette vender field during the past year. Altho operators were faced with paying higher wholesale prices, their per-sale profit often increased as a result of higher selling prices. Depending upon the State tax, operators upped their per-pack price to an even figure (where manufacturers' increases had been fractional) and benefited from the extra fraction of a penny profit. While higher prices resulted in reduced sales for a short period smokers soon began purchasing their regular amount of cigarettes again and operator profits took on an added lift.

With some 325,000 cigarette venders averaging weekly sales of 150 packs each, expansion in this field is going on at a stepped-up tempo. Cigarette manufacturers, realizing that venders are responsible for between 17 and 20 per cent of all sales, are resuming their promotion of sales thru venders on better than prewar levels. And the retailer, becoming better educated to the advantage of vender-sold cigarettes, is also on the operators' side in increasing numbers.

Top this with industry estimates that over 500,000 cigarette venders will be on location within five years (a 175,000 increase over current installations) it can be seen that the operators' profit potential is bright.



ONE HAND HELPS THE OTHER and vending machine operators have found this old saw to hold true. Pictured above is an example of how one vender can help another. This operator has installed an ice cream machine in an office location, then flanked it with two cookie units. As a result, both machines show increased grosses.

Cigarette venders show no general downward price trend, but they do indicate that the top of the price hike race has been reached and that prices will be firm for an indefinite period, with little fall-offs taking place. An exception was the Rowe Company's \$15-\$20 price reductions last spring.

Not too much progress has been made by a "direct to location" manufacturer, Yeaton Manufacturing Company, Lawrence, Mass., which introduced its mechanical unit last year. Operators are writing off this competition, when encountered, by presenting their "location profit with no cash outlay" plan as the better deal for the location.

Cup Drink Expansion

Lower price and greater selectivity in the soft drink cup vender field indicates an all-out expansion program for this phase of automatic merchandising during the next few years. Four-digit price tags on cup equipment are beginning to give way to \$800 and \$900 plus lists, with as low as \$495 for one make. However, the larger, high-capacity selective units continue to toe the \$1,000 mark.

Operators anticipate rapid advancement of cup vending with the advent of more low-price units, which will permit installation on a profitable basis in stops pulling less than 850 sales per week. The present annual sales of 643,000,000 drinks by 15,000 cup units over the country is expected to more than treble when lower volume locations are exploited.

That cup vender design for the cost-conscious operator is a prime target of the manufacturer is seen in the great strides made to date in improved operation, appearance and drink quality as compared to prewar models. With simplification and mass production helping to lower costs, today's cup machines offer the operator dependable earning power combined with relatively trouble-free operation.

Sirup Cost Range

Sirup supplies are readily available from nationally known manufacturers. Prices, which are firm at

today's figures, range from a low of \$1.05 to \$1.85 per gallon. While no lower price trend has become evident a new low of from \$1.23 to \$1.45 per gallon for Pepsi-Cola sirup, depending upon quantity ordered, has boosted Pepsi cup sales appreciably. Other sirup makers who say that they anticipate from 20 to 40 per cent of their sales going to cup vender operators in the future include Nehi Corporation, Charles E. Hires Company, Victor Sirup Corporation, Dad's Root Beer Company and Bev Company of America.

Stressing their belief in the future profits to be made via vender sales, sirup makers are wooing the operator with special vender departments, brand names to distinguish the product from straight fountain sirups and even with sources for operators to purchase cup equipment.

Popcorn Trends

Popcorn operators are finding better equipment at lower prices and in greater variety than at any time since this field of automatic merchandising was opened. There are 16 firms with coin and non-coin models, ranging from \$24 for simple counter dispenser units to \$249.50 for the pre-pop coin units and \$485 for an automatic popping vender. Prices have been reduced by two vender firms, with most of the decreases, however, taking place in the manual counter warmer field.

Seven firms are in production on coin models, while six manufacturers are producing the counter units.

An expanded location list has been the reward of operators' increased business tempo over the past year. With theaters accepting popcorn on a steadily increasing basis as a profit-making item, the number of venders in movie lobbies has jumped to high levels during 1949. Too, placement of machines in retail store entrances, public buildings, service stations and similar spots has hyped the sale of vender-sold popcorn several-fold over the last 12 months.

An unusually high yield per acre during the 1948 popcorn harvest means that prices to the operator have

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A PRODUCT OF C-3 LABORATORIES

been kept to low levels. And with the 1949 harvest promising a like condition, operators can look for 1950 as another good popcorn profit year.

Popcorn prices usually vary widely, with recent lows of \$5.50 to \$8 per 100 pounds f.o.b. This is a sizable drop when compared with the \$13 per 100 pound price received in 1947.

Prices normally take a jump during the fall and winter months as processors' inventories are depleted. But even with the seasonal fluctuations in popcorn prices, operators have a good profit cushion at the prevailing dime a bag. Even with some operators turning to the nickel price, net returns are kept to a good margin.

Ice Cream Upsurge

In the ice cream field operators are experiencing a steady upsurge of acceptance on a wide location front. Machine prices have settled to common-sense levels (see ice cream vender feature, this issue) and models of varying capacities and design are available.

With public acceptance of ice cream as a year-round confection and with ice cream manufacturers beginning to look upon the vender operator as a definite asset to their over-all business, prices are starting to hit better profit-making levels for the operator. With a low of 65 cents per dozen bars by one manufacturer, the prevailing over-70-cents-per-dozen peg by most firms is expected to move downward as more venders get in the field.

LOCAL SET-UPS

(Continued from page 100)

son to believe such an act is being practiced on his route should file a complaint. The location owner's books will then be subject to audit by the license bureau and if the charge can be proved he will be subject to a stiff fine.

However, it was pointed out by Slater, that any location owner who legitimately buys equipment can operate under his general business license without paying additional fees.

Candy Tax

Following in the footsteps of Ohio operators, who managed to have the candy sales tax act in their State repealed, WVMOA members discussed the best method of duplicating the feat in California. Candy manufacturers have not been too interested in the problem locally, it was pointed out, for the tax matter is strictly in the lap of the retailer.

Members, including Slater, agreed to give the equivalent of a year's sales tax to fight the case.

Another point raised at the meeting was the practice by some jobbers of loading machines intended for location sale too heavily with charms. This practice, if continued, would in time destroy the value of charms to the consumer, operators felt.

Among those attending were President M. I. Slater, Vice-President J. C. Pruner, Secretary Bob Leidenberger, Treasurer Marvin Drenkow, Preston Coombs, Jack Ott, A. J. Myles, R. E. Leland, Pete Kenney and Park Hammer.

The next meeting will be held the last Tuesday in October.

No Magic Lamp

WASHINGTON, Oct. 1. — "There is no magic lamp in the cigarette vending business," declared Aaron Goldman, G. B. Macke Corporation. He stated that "the only way we can increase our business is to secure more locations." He added: "I certainly don't want to make this business sound easy. It's not. We suffer from day to day and hope to show an over-all profit at the end of a season."

On many machines, Macke does use a small arrow pointing to the Old Gold slot. Goldman said this results in an increase of sales for the brand but added that "this helps Old Gold, not us."

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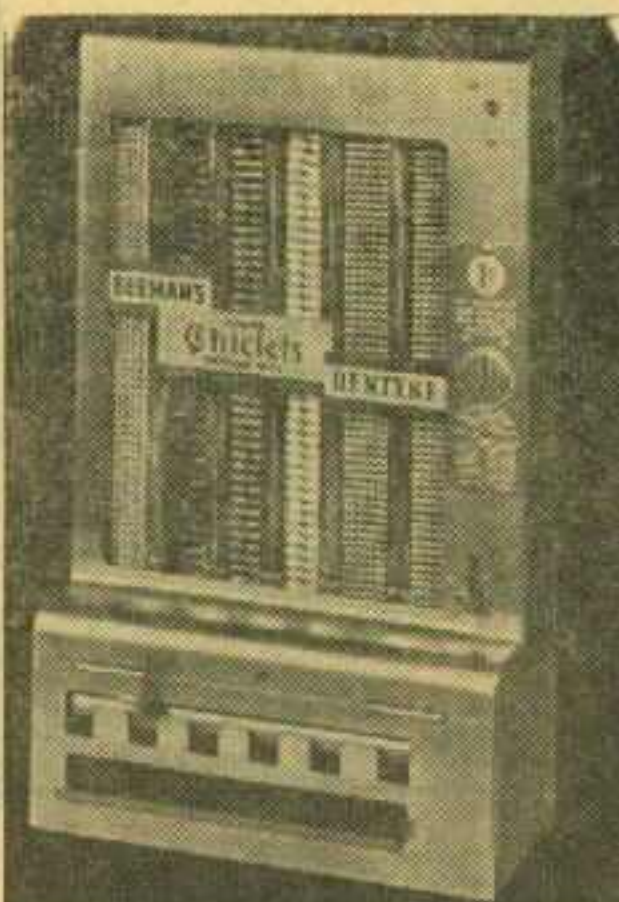
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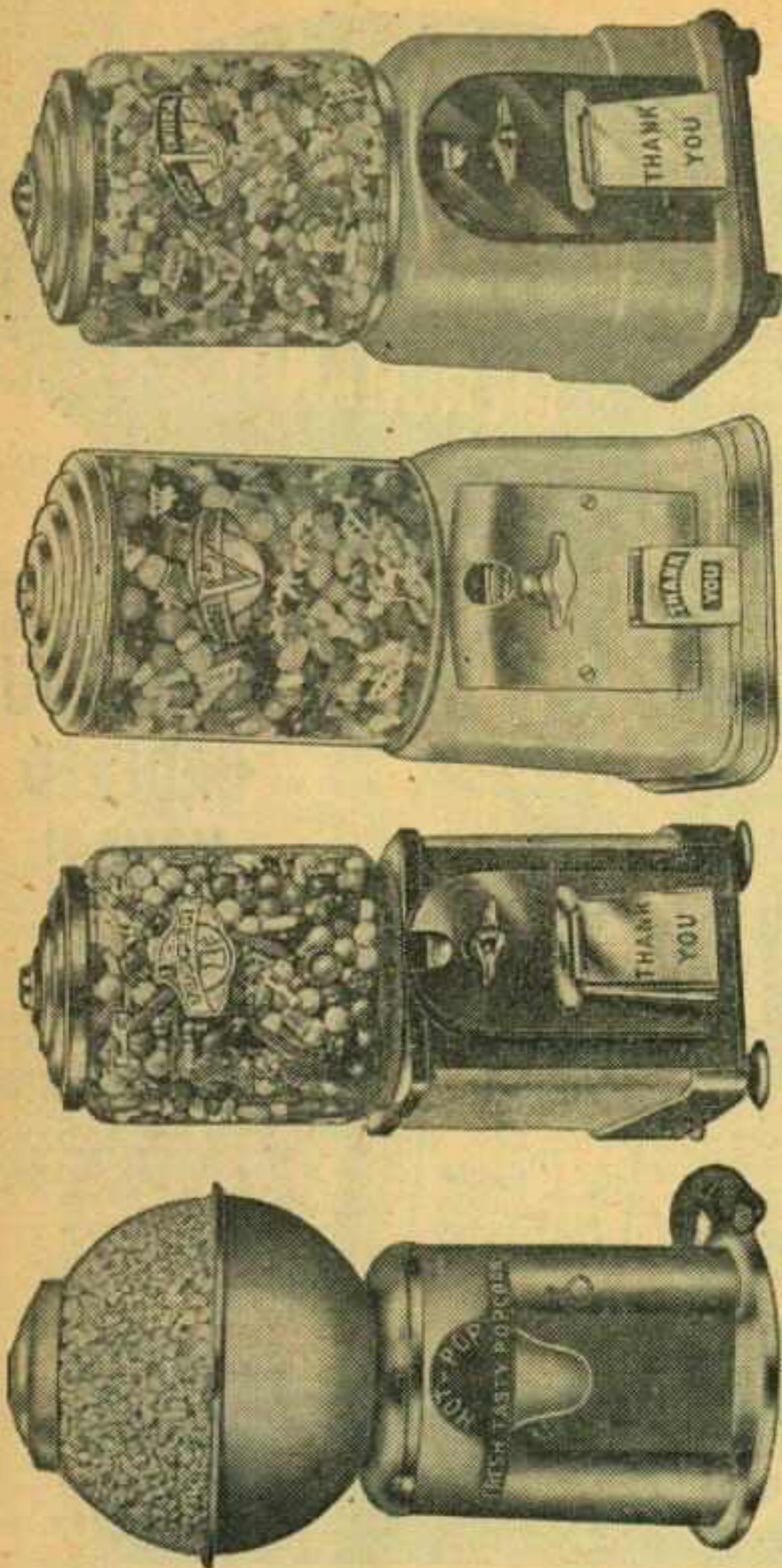
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Rowe Making Console Cig Merchandiser

Price Competitive

NEW YORK, Oct. 1.—The Rowe Corporation has started initial deliveries of its new Diplomat Console, developed to fit into smaller locations and adaptable to a wide variety of finishes, Robert Z. Greene, president, announced this week. With the first machine a manual model, the firm also expects to bow an electric version before the end of the year. Production of the standard Diplomat line will be continued, it was stressed.

While retaining the same basic mechanism as the earlier and larger machine, the new unit has shorter loading trays, with the cabinet fabricated in one piece. No stand is used. A seven-column unit, the machine has a capacity of 308 cigarette packs. Cigarettes are loaded from the top, with the first package in being the first dispensed. Merchandise may be viewed by the customer thru a glass display panel. A recessed delivery tray is said to provide easier access to purchased cigarettes.

Leatherowe Cover

The larger part of the cabinet is covered with a leather-type fabric, said to be non-scuffable and easily cleaned. Named Leatherowe by the company, the fabric is available in seven different colors to meet the decorative demands of most locations. Greene predicted this versatility of finish will aid placement of the unit. He pointed out that operators can carry swatches of the fabric to locations and allow the location owner to indicate his preference. Any special fabric will be applied to the machine at the Rowe factory if the material is furnished by the operator.

While the list price of the smaller machine was not disclosed, Greene claimed it was substantially lower in cost than the standard Diplomat.

Canada Dry Sirup Post to J. Lyons

NEW YORK, Oct. 1.—Joseph R. Lyons has been named national sirup manager for Canada Dry Ginger Ale, Inc., it was learned here this week. The former head of the firm's Cleveland division will be responsible for implementing Canada Dry's vending program.

"VOICE FOR VENDERS"

(Continued from page 100) charged for additional presentations. Processed tape, for which the operator no longer has use, may be returned and applied on cost of new tape.

Verbal Ad has a number of test units on location in soft drink, ice cream and popcorn venders, according to Thad. Two basic types of message are used, one which draws attention to the product itself and another which is a "courtesy" gesture. Latter thanks the customer for his patronage after a sale has been made.

"The Verbal Ad unit takes the vender out of the 'silent salesman' category," Thad states.

VICTOR INTROS

(Continued from page 100) and features "clear as glass" construction.

The new vending wheel, which will dispense 3/8 inch, 170 and 210-count ball gum without adjustment, is standard equipment on the double unit Topper. It also vends a combination of the three-ball gum sizes, with or without charms, with free-flow action.

EPHY CHARMS ATTRACT THE KIDS!

FAMOUS #1 CHARMS	PER M
Plastic—52 ass't charms	\$ 2.50
Metal-Plated—52 ass't charms	4.50
BIG FAMOUS #2 CHARMS	
Plastic—another 52 ass't	3.00
Metal-Plated—another 52 ass't	5.75
BOXING GLOVE CHARMS	
Plastic—30 Engraved Champs	5.00
Metal-Plated—30 Engraved Champs	7.50
FOOTBALL CHARMS	
Plastic—30 Engraved Colleges	3.75
Metal-Plated—30 Engraved Colleges	6.00
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Plastic—30 Engraved Names	6.00
Metal-Plated—30 Engraved Names	10.00
A-1-a-Z ALPHABET CHARMS	
Plastic—Scientific ass't	2.00
FUNNY FACE CHARMS	
(Indians, Devil, Skull, Cannibal, Clown & Pirate)	
Plastic	4.00
Metal-Plated	7.50
Plastic—with Rhinestone Eyes	8.50
Metal-Plated—with Rhinestone Eyes	12.50
RINGS	
Plastic—20 Styles	2.50
Metal-Plated—20 Styles	6.00
JINGLE BELLS	
1/2"—Ass't Colors	5.00
3/4"—Ass't Colors	6.00
FORTUNE BALL PRIZES	
With Picture Buttons	10.00
With Lucky Elephants	10.00
With Skill Balls	10.00
With Jewels	10.00
With Gold Pearls	10.00
With Dice	12.50
With Balloons	14.00
With Key Chains, Undrilled	16.50
With Bracelets, per gross	5.50
METAL PICTURE BUTTONS	
60 Ass't Subjects	4.50
COLOR PLATED CHARMS	
Series #1	4.75
Series #2	5.75
24-K GOLD-PLATED AND 100% SILVER-PLATED CHARMS	
Series #1	5.75
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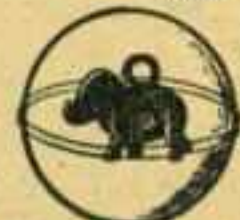
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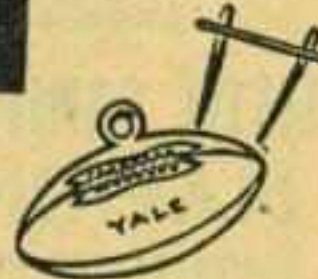
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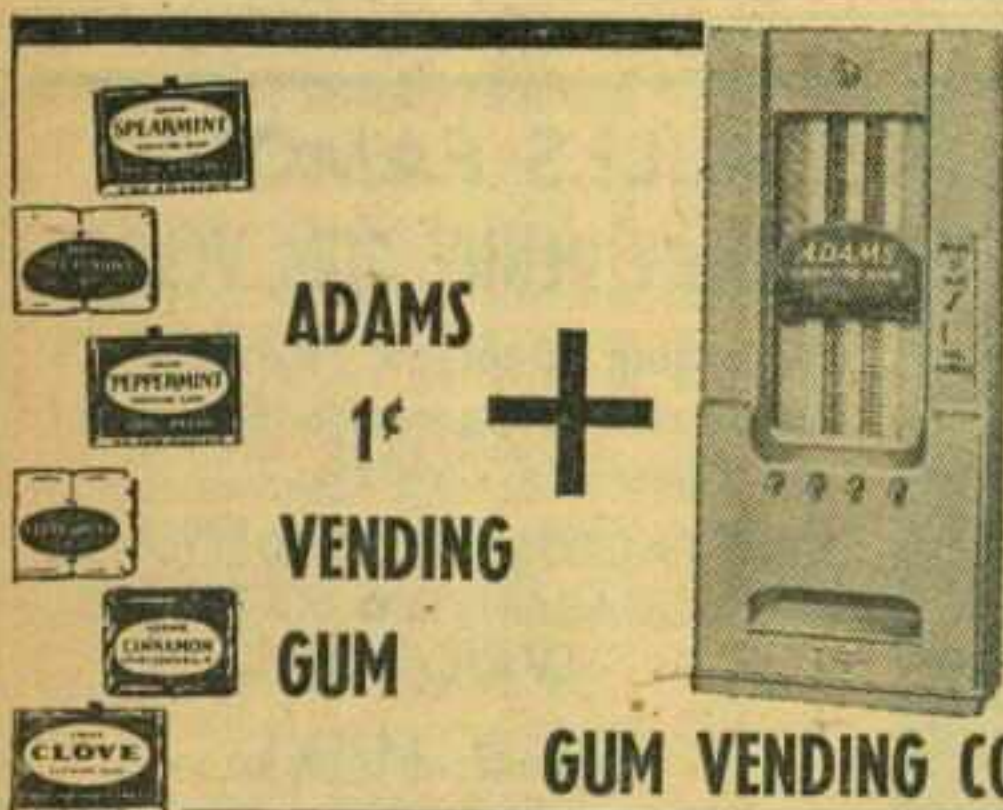
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140 or 170 size. Crown Jack Brand
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Plastic Charms, small, 1,000 \$2.50
Copper and Nickel Plated, small,
1,000 4.50
Copper and Nickel Plated, large,
1,000 5.75
Silver Wedding Rings, 1,000 5.95
Gold Wedding Rings, 1,000 7.95
Stone Set Rings, 1 gross 1.95
Sassy Wise Crack Buttons, 1,000 ... 5.95
Copper and Nickel Basket Balls,
1 gross 1.95
Copper Plated Alphabet Charms,
1,000 4.25
Toy Watches, 2 gross 2.50

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All steel—aluminum finish. No
need to add sand, gravel, cement,
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Every Day
Will Be Christmas
With

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NEW FUTURAMIC
HOT COFFEE VENDOR



**HOW TO
MAKE
MORE
MONEY ... WITH**

**MILK
VENDERS**

**Complex problems in this field do not
stop ops from finding the \$64 answers**

THE OPERATOR who casts an ac-
quisitive eye at the largely unex-
ploited milk vending potential
today, and says: "There is the field
for me," might well pause to discover
the extent of his knowledge of the
milk industry. For, while all phases
of automatic merchandising have
their overlapping inheritances of
"know how" and accumulated ex-
perience, milk vending poses a few
problems distinct to itself.

This does not mean that operators
should quickly eliminate milk routes
as means of expanding their distribu-
tive functions. Far from it. Opera-
tors are making good money in milk
today. They will make more tomor-
row. And milk vending seems as-
sured of steady growth. This is
backed up by continued experimenta-
tion on the part of equipment manu-
facturers to turn out improved milk
machines, as well as the watchfulness
with which dairies keep abreast of de-
velopments in the field.

Check Health Authorities

Operators wishing to sell milk thru
machines had better first consult with
their local health departments. The
control exercised over the sale and
handling of milk is strict thruout the
country. And it varies a good deal
from city to city. Health department
approval of an operational blueprint,
secured in advance of sizable invest-
ment, may save the aspiring milk op-
erator many headaches, plus a bundle
of cash.

Early in the game, the prospective
milk operator will have to decide
whether he will tie in with a dairy
company, or set up facilities for the
complete processing of milk from the
time he purchases raw milk from the
wholesalers to the filling of specially
designed cartons. Altho the latter
plan may seem far-fetched to the av-
erage candy or cigarette operator, it
should be pointed out that such op-
erations can be eminently successful.

One such operator in the East, who
has conducted a milk route for a
dozen years, has a processing plant
considered a model by many large
milk companies. City Milk Company,
of New York, has learned how to buy
milk, pasteurize it, fabricate its own
cartons and practice the exacting
techniques needed for the handling
of milk.

But the newcomer to automatic
milk merchandising might do better
to make a deal with one of his local
milk companies. Such arrangements
have worked out very well for more
than a few operators. It is often pos-
sible to get milk companies to use
their distribution facilities to deliver
cartoned or bottled milk to locations
and even, in some cases, to have the
milkman fill the vender. This leaves
to the operator maintenance of equip-
ment and location soliciting, things he
knows well.

The milk vender will find that com-
missions to locations are a minor
problem indeed. Milk vending can
be sold to location management
purely on the basis of service. Only
rarely are commissions demanded,
and then they are usually small. For
a long time, especially if he operates
in a metropolitan area, he will be in
the favorable position of selecting his
locations. Milk venders are still
spread thin in all sections of the
country, and for some time to come
the average operator will not be
forced by competition to work mar-
ginal stops.

In contrast to other products, milk
machine operators find that retail,
over-the-counter prices, which often
fluctuate, have little effect on pa-
tron acceptance of a standardized
vend price. While quart milk prices
may vary, what is important, they
say, is the price of a glass of milk
as sold in a plant restaurant or cafe-
teria. These are usually very stable.
A price may therefore be set for
vending and maintained for indefinite
periods.

Daily Service Needed

The milk operator will find that,
in almost all cases, he will have to
service locations every day. This is
not because milk will spoil if kept
properly refrigerated for two days or
more, but because the customer likes
to see his milkman daily. Consum-
ers are conditioned to daily milk
service and feel they are not getting
a fresh product if a day is missed by
the operator. Too, the danger is ever-
present that current failure or the
inadvertent pulling of a plug will de-
prive the stocked milk of refrigeration.
If caught before too much time
passes, much of the milk can be
salvaged.

In addition to sweet milk, operators
will find buttermilk and fruit drinks
good sellers in many locations. These
provide variety and cater to differing
tastes. Chocolate milk, a staple, will
sell well almost everywhere.

While milk sales thru automatic
machines are currently limited ex-
clusively to the cartoned or bottled
product, experimentation is being con-
tinued by developers of bulk units.
But health authorities have yet to
give such devices whole-hearted ap-
proval. The difficulties seem to cen-
ter around the problem of keeping the
delivery faucets sanitary and the
impracticality of checking on what
the operator might do with overages.
Nevertheless, at least one experi-
menter with a bulk milk vender
hopes soon to place a unit in produc-
tion.

Equipment Available

The operator in the market for milk
machines today will find several, both
of the bottle and carton type, avail-
able for delivery. While at least a
half dozen other manufacturers have
machines on the drawing board or in
various stages of experimentation,
output of their units is still a matter
of the future.

Producers of equipment now sol-
iciting operator inquiries are:

Cedar Hills Farms, Inc., Cincinnati
27; Ideal Dispenser Company, Inc.,
509 South McClun Street, Bloomington,
Ill., and Searles Welding & Manu-
facturing Company, 1310 South 47th
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**HOW TO
MAKE
MORE
MONEY ... WITH**

SOFT DRINK VENDERS

**Lower priced equipment opening the door
for ops to many new types of locations**

OPERATORS looking to expand their routes thru the addition of cup venders have watched with satisfaction the movement on the part of manufacturers to present equipment carrying lower price tags. The movement, accelerating during the past year, may well be tabbed a trend. And cheaper machines are opening new categories of locations.

Carbonated beverages are still the average American's most popular liquid refreshment. Operators can be expected to grasp quickly the chance to diversify their routes by adding drink venders, once they are convinced the machines are not too expensive to return a profit. There is little mourning over the immediate postwar era, when \$1,600 was not an uncommon price for an automatic dispenser.

Today there are at least a dozen machines, currently being delivered, or on which delivery seems imminent, from which prospective cup venter operators may choose. They range from single-drink units, both pre-mix and carbonated, thru dual-flavor and triple-flavor jobs. An important recent development is the increasing availability of equipment offering hot drinks and cold carbonated beverages out of the same machine.

Franchise Deals Fade

Also of concern to the operator who wishes to place a few units, interspersed perhaps between other machines on his route, is the trend away from exclusive franchise deals on the part of manufacturers. It is now much easier to buy a few machines, whether intended as a small but integral part of a large candy route or the nucleus of a major drink operation, without making an over-all commitment with one producer.

Good locations, which seemed to have been blanketed by cup equipment, when \$1,000 plus machines were the only ones readily available, appear to crop up out of nowhere when the prices of units decrease. The operator can afford to sell less drinks, and still show a profit, if the initial outlay is smaller. It is a truism that the cheaper the equipment, the greater the location potential.

Current prices of cup equipment vary from just under \$500 to a little more than \$1,000. And in general, the operator will get performance from a machine varying in proportion to the price paid. Pre-mix machines are cheaper. Carbonated units, serving drinks which have gained the greatest public acceptance, and housing more complicated mechanisms, are higher price. Too, price differentials seem conditioned, as well, by capacity. The thousand cup unit, requiring less in service, costs more.

Commission Battles

With top spots in metropolitan areas well covered, competition via commission inducements is keen. But lower priced machines can profitably be installed in locations by-passed by operators of high-cost units. Many of these locations have often requested cup venders. When the owner of a cheaper venter finally installs one, he probably can secure more favorable commission terms.

But locations with top earning potentials still abound. A number of theater chains still are holdouts against the automatic merchandising of soft drinks. Operators who can invent the sales arguments to acquire

these locations are assured of going businesses.

The operator of candy, biscuit or cigarette equipment who ventures into cup vending will soon find he needs a nucleus of trained personnel to handle that phase of his operation. Cup venter maintenance is a specialized job. Special training is needed. Too, the operator soon learns he is under closer supervision by health authorities than if his route were limited to candy machines.

Multiple Service Advantage

But the operator who goes in for diversification via cup venders often discovers he is in a better bargaining condition than his single-type-machine competitor. Locations like to deal with one operator, if possible, and those with more equipment to offer may wear away stops from the specialist. Conversely, it is also possible to retain stops that might otherwise be lost, because of the multiple service given.

Multiple service also can result in other advantages. It has been proven on location that cookie venders, for instance, will do a bigger volume if drink venders are installed alongside. The reverse is also true. The operator of cookie machines, understandably, would like to control that drink machine.

While top-brand sirups produce drinks which more people buy, the new beverage operator soon takes up the question of "making his own." The off brands won't sell as well, but they are cheaper. They are often used as alternate choices in multi-flavor machines.

Equipment Available

These are the manufacturers who are currently producing cup vending equipment:

Automatic Products Co., 250 West 57th Street, New York.—Pre-mix, single-flavor unit. Firm supplies 11 non-carbonated drink preparations, under the Frostee brand name.

Bradley - Edlund Corp., North Franklin and Goodwin streets, Syracuse.—A dual-flavor, carbonated machine.

Cole Products Corp., 39 South La Salle, Chicago.—Single and multi-flavor venders.

Hupp Corp., Refrigeration Products Division, 1250 West 76th Street, Cleveland.—Single-flavor, console (carbonated).

Lymo Industries, Inc., 222 West North Bank, Chicago.—Top-capacity, single-flavor (carbonated).

Mills Industries, Inc., 4100 Fullerton Avenue, Chicago.—Low-capacity, single-flavor (carbonated).

Rudd-Melikian, Inc., 1947 North Howard Street, Philadelphia.—Combination hot coffee and carbonated beverage venter. Sold currently only to franchise operators.

Spacarb, Inc., 311-317 East 23d Street, New York.—Three-flavor (carbonated), with "Mix-a-Drink" feature. Also supplied with hot chocolate-hot soup attachment.

Supervend Corp., 2506 Cedar Springs, Dallas.—Three-flavor (carbonated).

Stewart Products Corp., 315 West Putnam, Greenwich, Conn.—Single-flavor. Currently producing test units for Nedick's, producers of an orange drink. Machine is not yet available for general use.

Westinghouse Electric Corp., Page Boulevard, Springfield, Mass.—Single-flavor (carbonated).

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5¢ Columbus, Mod. ZM 8.95
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\$43 PER CASE
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6 to 11 Cases
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**HOW TO
MAKE
MORE
MONEY ... WITH**

HOT COFFEE VENDERS

More manufacturers enter field as java units prove they can show steady profit

COFFEE VENDING, one of the newer phases of automatic merchandising, looks ahead with perhaps the most optimism for rapid expansion during the next few years. Coffee consumption in the United States is tremendous and automatic coffee dispensers seem destined to do a sizable part in satisfying the demand.

A postwar development, coffee vending has been dominated for several years by a single manufacturer and his franchise operators. But the excitement of participating in pioneer endeavor and the lure of profits possible in a rapidly expanding industry have led to active experimentation by a number of other companies. At present there are at least five concerns, in addition to Rudd-Melikian, Inc., the leader, which have delivered equipment. And, as often happens in new industries, several different paths are being explored.

Three Methods Used

Three separate methods of coffee preparation have been tried in machines currently being operated—liquid concentrates, powdered ingredients and pressed powder pellets. Whether one method will eventually supersede the others, or all three will find separate niches in the coin coffee business, remains for the future to decide.

To date, the backlog of operator experience has been accumulated by Kwik-Kafe (Rudd-Melikian) operators. They were out on the route first and are still the most numerous. They have proved that money can be made in coffee vending. While it has its own peculiar problems, coffee vending also has its special rewards.

Coffee machines are thinly spread thruout the country. No more than 2,250 units are being operated today. Thus, operators are still in the enviable position of being able to pick and choose among stops, measuring their potential volume before installing equipment.

On the other hand, there still exists a certain amount of public hesitancy in accepting machine-made java. But this is being overcome as coffee concentrates are being perfected which do make tastier brews. With the coffee industry generally aware of the potential in vended coffee, most major producers have invested in research to this end. To the major companies are added a host of smaller specialty firms which are now producing concentrates.

Plant management, too, is proving an ally of the young industry. Viewing coffee machines as an important in-plant service to employees, they request, as a rule, only token commissions. And these are usually turned over to an employees' fund. In a number of cases, small plants,

which normally could not support coffee venders, have partly subsidized the machines by guaranteeing operators a minimum number of sales. They have found that readily available coffee on the premises will keep employees from taking off at intervals to the corner diner.

Seasonal Sale Pattern

Operators of coffee equipment report that seasonal changes do not seriously affect volume. While sales do drop in hot weather, the dips are not severe, they say, and grosses remain fairly steady. At the very least, the variations are not as extreme as with soft drink machines. And now, one manufacturer has come out with a combination unit that vends a soft drink, as well as coffee, serving further to level off gross sales.

As complementary units to cookie or sandwich machines, coffee venders seem to be particularly suited. Coffee route owners have actively pioneered in this field, where existing equipment is often unfitted for the job. They have pioneered with doughnut, pie and sandwich merchandising, often modifying candy and cracker machines. In some cases they have also developed cake products, baked in special sizes and shapes, suitable for use in standard venders.

Admittedly squeezed by the nickel vending price, many coffee operators have resorted to dime sales. While this has had a limiting effect on getting and holding new locations, these operators have felt the relatively high cost of ingredients left them no choice. Fortunately for them, the absence of real competition made location jumping because of this fact a rarity. Except for a minimum of locations, operators believe that nickel sales will return the volume and the better profits. This will most certainly become more economically sound as coffee research continues, and a better product can be turned out for less. Too, an eventual drop in the price of the hot cup, now about twice as costly as the soft drink cup, seems assured at some future date.

Equipment Available

Manufacturers who have produced coffee vending equipment include:

American National Dispensing Co., Lansdale, Pa.—Powdered ingredients. Vends soup as well as coffee.

Futuramic Machines, Inc., 20 East 35th Street, New York.—Uses liquid concentrates. Future plans call for the possible incorporation of a doughnut vending mechanism within the coffee machine cabinet.

Interstate Associates, 6061 Santa Monica Boulevard, Los Angeles.—Liquid ingredients. Dispenses hot chocolate and coffee. May be set for 10-cent and 5-cent operation, respectively.

Master Chef Automatic Machines, Inc., 1415 Commerce Building, Kansas City, Mo.—Ingredients in pellet form. Company is not yet delivering, but has had units in operation for more than a year.

Bert Mills Corp., 400 West Madison, Chicago.—Powdered ingredients. A separate model dispenses a variety of hot soups.

Rudd-Melikian, Inc., 1947 North Howard Street, Philadelphia—Liquid ingredients. Firm's new model is a combination hot coffee-carbonated drink machine. Franchise operators are the pattern here.

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MODEL

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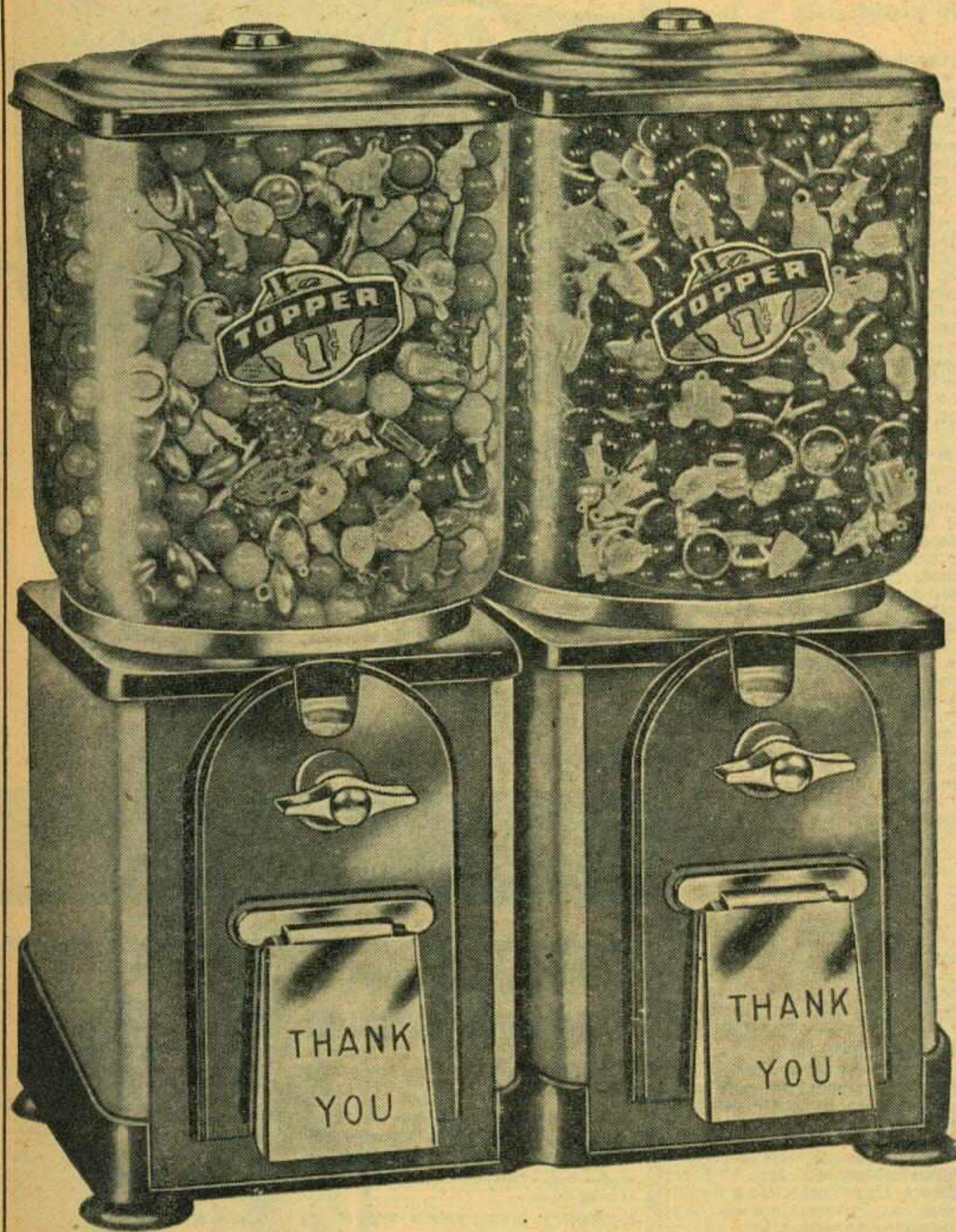
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MAKE
MORE
MONEY ... WITH**

ICE CREAM VENDERS

Constant improvement in equipment has placed machines on higher profit level

WITH over 6,000 ice cream vendors on location thruout the United States, this phase of automatic merchandising now has the advantage of being a proven field, merchandise and profitwise, and at the same time offering a plus potential location. Constant experimentation and improvement of vending machines to handle the frozen confection, especially over the last two years, has resulted in product and machine standards which place ice cream venter operation on profit and equipment levels with that of the older types of machines (candy, soft drink, cigarette).

Ice cream venter operation has evolved into a straight dime price business. Altho at present the cup type package leads, in amount of sales, this is because one venter manufacturer has led the field in production with its cup type machine, of which over 4,000 are in operation. Becoming the standard among the other nine firms in various stages of production is the chocolate-coated bar-on-stick form, available both in box and standard paper wrappers. Bars without sticks come third, with sandwich and roll-type push-up forms also available. The sandwich type appears to be gaining increasing acceptance.

Averages of individual venders in captive industrial locations are up to 150 sales per day. In winter, with plant heating systems and plant machinery keeping temperature high, demand continues at near-summer levels.

Quantity prices, figured on the 12-bar pack, differ in various States and localities, depending upon State butterfat requirements (prices go up with amount of butterfat required) and the individual dairy or ice cream producer. From a low of 65 cents per dozen bars by one Wisconsin ice cream maker, most producers charge over the 70-cent level per dozen bars at present.

Available Equipment

Description of available equipment follows:



Complete, Separate Service Heads on
ACORN
1c or 5c All Purpose Bulk Merchandiser

Fast to service and exchange on location. Extra heads—removed simply by unlocking—give you many more Acorn Venders at minimum investment.
Write today!

CALIFORNIA TINEY ALMONDS
VACUUM PACKED IN 5 LB. TINS
SPECIAL, 77c LB. F.O.B. L. A.

OPERATORS VENDING MACHINE SUPPLY CO.
1023 South Grand, Los Angeles 15, Calif.

SALTED CASHEW BUTTS 50¢

Salted Spanish 21¢
Virginia Redskins, Large 25¢
Virginia Blanched, Large 31¢
Virginia Halves 27¢
Whole Cashews 60¢
Cashew Pieces 35¢

F. O. B. factory, cash with order.

ASTER NUT CO. **NEWARK PACKING CO.**
104 Main St. 97 Ogden St.
Evansville 8, Ind. Newark 4, N. J.

American Fitting Company, Escondido, Calif., in limited production, has up to now confined its output to the California area only. Vender, priced at \$395, has been redesigned to handle non-boxed bars only. It is a single flavor, 150-bar capacity unit.

Arctic Vendor Sales Company, Appleton, Wis., is in production on its \$595 Model D-150 machine at over 50 units a month. Non-selective, 151-bar capacity, with 100-bar "storage sleeve" optional at \$3 extra. Unit will also vend ice cream in sandwich form.

Craig Vending Machine Company, New Bedford, Mass., in quantity production, according to officials, has a six-flavor machine at \$992. Features 252-bar capacity and coin changer as standard equipment.

Eastern Engineering & Sales, Inc., Philadelphia, in production on its single-flavor Kenro vender at \$895. Unit has 380-bar capacity.

FHC Corporation, Franklin Park, Ill., in pilot production on its eight-selection machine, listing for \$695. Capacity is 190 bars.

Frosted Food-o-Mat, Inc., Oakland, Calif., starting production in May, offers a six-flavor vender at \$695. Called Ice Cream-o-Mat, unit has 175-bar vending capacity, 100-bar storage capacity.

Frosti-Server Corporation, San Diego, Calif., in production on a two-flavor, 72-bar capacity machine at \$450.

National Servitors, Inc., Little Falls, N. J., started pilot production in May on its six-flavor vender priced at \$900. Machine features 120-bar vending capacity with space for an additional 120 bars in storage space.

Polar-Treat Vendor Company, Chicago, in production at an unannounced rate on its three-flavor machine listing for \$700. Vending capacity is 111 bars, with 150-bar storage space.

Revco, Inc., Deerfield, Mich., in full production on its single-flavor Mono-Mat cup type vender. Unit lists for \$390, has 121-cup capacity. Duo Mat, two-flavor cup machine, with 226-cup capacity, lists for \$690.

Operator Check Points

Check points for the operator who wishes to expand into the ice cream venter field, indicating a stable future with increasingly bettered profit margins as sales mount, are: (1) Machine price, averaging between \$450 and \$695, permits common-sense amortization periods and adequate operating profits; (2) a high-demand item, per capita consumption of ice cream was 18 pounds in 1948; (3) suppliers (ice cream manufacturers, dairies) see venders as an important supplementary market which will increase total consumption of their product and therefore are inclined to aid in establishing profitable operation of such equipment; (4) the operating trend is definitely toward independent operators rather than ice cream producers; (5) ice cream has now become a year-round item, with doctors, dietitians, promoting it as a beneficial health food.

**Here's
STEADY PROFITS
of 50% to 200%**

**Outperforms All Other Scales
Fully Patented — Nothing Else Like It!**

2 MACHINES IN 1

TELLS FORTUNE & WEIGHT

**FULLY AUTOMATIC!
NO TROUBLE!**

- No knobs to turn!
- No handles to pull!
- The coin does all the work!

Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—a slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. Monthly terms as low as \$10.



**Shipped to you for only
\$25 deposit**

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 deposit on one Model 403 scale. Ship at once.
- Please send me further details at once.

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ADDRESS.....
CITY.....ZONE.....STATE.....

**MAIL
THIS
COUPON
TODAY**
for
further details
for
immediate
delivery

CHARMS—PROVEN SALES BOOSTERS



- Colorful Plastic \$3.75 M
- Brown Plastic 3.75 M
- Gold or Silver Plated 7.00 M
- Copper Plated 6.00 M

24 TEAM NAMES

- 5/16" TREASURE BALLS**
- With Tattoos \$12.50 M
 - With Key Chain 18.00 M
 - With Balloons 14.00 M
 - With Dice 12.50 M
 - With Bracelet 5.50 Gr.

- #494 ANIMAL CHARMS**
- #494 Bright Plastic \$3.00 M
 - #494M Metal Plated 5.75 M
 - #494 Color Plated 5.75 M
 - #494G Gold or Silver Plated 6.75 M
 - #494 Metallic Plastic Bronze or Silver 3.25 M

- NEW!!! #500 CHARMS—**
- #500 Bright Plastic \$3.00 M
 - #500M Metal Plated 5.75 M
 - #500C Color Plated 5.75 M
 - #500 Gold or Silver Plated 6.75 M
 - #500 Metallic Plastic Bronze or Silver 3.25 M

- #3 Asst. Small Plastic Charms \$2.50 M
- #3M Asst. Small Metal Plated Charms 4.50 M
- President Buttons — Pictures and Dates of Office of the 32 Presidents of the U. S.—Washington to Truman \$6.00 M

KARL GUGGENHEIM, INC.

33 Union Square

New York 3, N. Y.

ABC POPCORN CO., INC.

**Manufacturers of the Original
French Boy Dispenser**

selling at \$45.00 each F.O.B. Chicago, NOW makes available to all operators French Boy Popcorn shipped in moisture-proof bags anywhere in U. S.

Write to DEPT. 5-3
3441 W. North Ave. Chicago, Ill.

CHARMS

NEW PLATED FOOTBALLS EMBOSSED WITH NAMES OF COLLEGE TEAMS
COPPER PLATED FOOTBALLS \$ 6.00 per M
GOLD PLATED FOOTBALLS . . . 10.00 per M

Penny King Company

415 Neptune Street Pittsburgh 20, Pa.

The New 1950
ATLAS
Bantam
TRAY VENDOR



America's Finest 5¢ Bulk Vendor!

Mechanically perfect! Completely die-cast. Beautiful, mirror-like polished aluminum finish which prevents rust and corrosion. Vends almonds, pistachios, candies and nuts. Simplified portion adjuster, and many other important new improvements. A real profit-maker! Easy to service! Covered by largest insurance in vending industry, to protect you against liabilities. No other vendor can compare with its looks, performance, and profit-making features. Immediate delivery. Write or wire today for complete details.



ATLAS VENDOR BRAND ALMONDS
FOR BIGGER PROFITS!

Freshly roasted, and salted just right, with a tantalizing flavor that can't be resisted—assures you of more repeat sales. Always fresh because they're vacuum-packed in metal containers. Send for prices today.

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THE ATLAS MANUFACTURING & SALES CORP.

12220 Triskett Road

Cleveland 11, Ohio

NEW PRICE
REDUCTIONS

on the SENSATIONAL
NEW
NORTHWESTERN
MODEL 49 SPECIAL

The Vendor That Cuts Service
Time and Costs in Half

NEW PRICES
MODEL 49 SPECIAL
Less than 25 \$13.75
Less than 100 13.55
100 or More 13.35
NEW PRICES
MODEL 49 PORCELAIN
Less than 25 \$15.95
Less than 100 15.65
100 or More 15.35

Boost profits to new highs with the machine which is acclaimed everywhere the greatest forward step in bulk vending. New Sani-Carry Globe, with screw-on cap, assures tremendous savings... can be cleaned and filled at home and used to replace empty globe on location in a jiffy.

CAN BE PURCHASED ON "RAKE" 24 PAY PLAN
Write For Circulars And Price List On Complete Northwestern Line.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET

LOmbard 3-2676

PHILADELPHIA 23, PA.

Futuramic Tools
For Production
On 1950 Models

NEW YORK, Oct. 1. — Futuramic Machines, Inc., is tooling up for production of its 1950 Koffee King Model, with the new unit due for introduction to the trade on or shortly before the National Automatic Merchandising Association (NAMA) convention late in November, it was announced this week by Charles Gondolfo, president. The firm has also acquired a large plant in Brooklyn to speed quantity output, he said. While details of the new model were not disclosed, it was believed the machine would be housed in a newly designed cabinet. Several changes have also been made in the interior mechanism. The completed machine is said to have undergone extensive location tests.

Meanwhile it was learned that Futuramic's sales department is being reorganized. Frank Q. Doyle, Lee Doble and George Young, who formerly held sales posts with the company, are no longer connected with Futuramic.

Weymouth Sets
C-8 Showing

LOS ANGELES, Oct. 1.—Weymouth Service Company will hold a formal showing of the C-Eight Electric cigarette vander at the Biltmore Hotel here next Wednesday (12), it was announced this week. Al Weymouth, head of the distributing organization, said a C-Eight, finished in chrome, will be given away as a door prize. Machines will be shown in several different color combinations.

ABC Names City Sales Mgr.

CHICAGO, Oct. 1.—ABC Popcorn Company, Inc., this week appointed Sidney Chandler as city sales manager for Chicago, it was announced by T. P. Brady, firm's sales manager. ABC, manufacturer of the Giant Hot Popcorn unit, is now operating 1,400 units locally, and the appointment of Chandler was made in order to further expand this operation.

Chandler was formerly route supervisor for Coca-Cola Bottling Company here and prior to that was associated with Sittler Bros. and the Moran Bros.' Beverage Company as city sales manager.

Clean Machines

WASHINGTON, Oct. 1. — "Keeping machines clean and attractive is one of the best ideas anyone can get and hang onto," stated Bayne Phipps, Spacarb of Washington. "This means frequent servicing and it means good servicing."

A deal with the location to draw as much attention to a vander as possible is also an excellent way to increase grosses, Phipps said. Spacarb's giant cup dispenser in the lobby of the Keith's Theater, a machine which has been doing excellent business in an out-of-the-way corner is being moved to a spot where it is the first thing a customer sees when he enters the lobby.

A special carpet for the dispenser to rest on is being provided, and the machine is to be pointed up with colorful neon lights. Phipps said that close and cordial relations with the theater management was responsible for the great play being given the dispenser.

THE NEW
DuGRENIER ELECTRIC
CIGARETTE
MERCHANTISERS



PRICED RIGHT FOR PROFITS

Now that we're in full production on the new DuGrenier Electric we've been able to effect savings that are reflected in the price. EVERY DuGRENIER ELECTRIC MODEL—FROM 7 TO 11 COLUMNS—HAS BEEN REDUCED \$9.50. Therefore DuGrenier not only offers you a piece of equipment that is tried, tested and proven successful—but whose price is in line with present-day demands—ELECTRIC MERCHANTISERS THAT ARE PRICED RIGHT FOR PROFITS.

ORDER TODAY FOR IMMEDIATE DELIVERY!

ARTHUR H. DuGRENIER, INC.
Manufacturers of America's Finest
Cigarette Merchandisers
15 Hale Street Haverhill, Mass.
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SENSATIONAL 30 DAY TRIAL
OFFER ON THE NEW . . .

ACORN

1¢ or 5¢ All Purpose Bulk Merchandiser



Buy it—use it for 30 days. If not completely satisfied, return it and we'll refund the full amount.

\$13.95 EA.

NOW!
WALT DISNEY
CHARMS
Plated in Gold,
Silver & Copper
Finish
WRITE FOR
PRICES!

SEACOAST
DISTRIBUTORS, INC.
415 FRELINGHUYSEN AVENUE
NEWARK, N. J.

Northwestern



PORCELAIN . . . \$15.95
SPECIAL . . . 13.75

ALSO IN STOCK
Dual Nut . . . \$45.00
DeLuxe . . . 27.00
Model 33 . . . 11.50
Model 39 . . . 12.75
Model 40 . . . 9.50
33 Ball Gum. 10.50

Write for Quantity Prices

EMPIRE COIN MACHINE
EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

RUNYON CANCER FUND
GIVE TO THE

Ice Cream Proven Health Aid; Dairy Council Tells Why

CHICAGO, Oct. 1. — National Dairy Council (NDC), as part of its ice cream industry promotion, has come up with some answers on the "why" of the confection's popularity. With annual consumption at 5½ billion pints, the council points out, this means that when distributed among the 148,000,000 population, each person consumes 37 pints of ice cream a year. This is more than three times the per capita consumption of 25 years ago, it reports.

Some of the reasons for the popularity of ice cream as a nutritious food, outside of the straight taste appeal, include these facts:

It is a rich source of vitamin A, a nutrient needed for growth, good eyesight, and for health of all vital tissues; it contains a large amount of riboflavin, a B-vitamin which stimulates better health and greater vigor; it is high in calcium, a requirement of all age groups to build and maintain strong bones and healthy teeth.

Stressing such health benefits, operators find placement of ice cream vendors in schools, industrial plants and office buildings is welcomed.

Ky. Vender Tax Found Invalid

FRANKFORT, Ky., Oct. 1.—Kentucky's State tax on vending machines was declared invalid this week when Circuit Judge W. B. Ardery upheld the claims of four operators that the 1948 act, taxing some products and exempting others in automatic merchandisers, was discriminatory in a manner forbidden by the State constitution.

Payment of the tax has been held up by injunction since the suit was filed here June 1, 1948. It was pointed out that machines dispensing candy and popcorn were exempt from the fees and that this merchandise was sold in competition with taxed items such as soft drinks, cigarettes and milk. Tax on equipment vending such products was \$10 a year on machines selling nickel merchandise and \$15 on dime units.

The operators who filed suit were E. E. Butler Jr., soft drinks and coffee; C. R. Dodson, milk, and George Potash, nuts (all from Louisville), and Edgerton Cigarette Service Company, Lexington.

FTC Clears 33 Candy Mfrs.; Interpretation Ruled in Error

(Continued from page 100.)

sion's operatives in drafting of the complaints.

The orders of dismissal without prejudice were entered in complaints which FTC had filed in the following cases:

Wayne Candies, Inc., Fort Wayne, Ind.; makers of Frosty Nougat, Buns, Chop Suey, Triple Hit and Flip candy bars.

Melster Candies, Inc., Cambridge, Wis.; Cherrle Bar, Swiss Lunch, Brown Beauty, Club House, Ripley Log, Hot Scotch, Sunny Jim, Nut Lunch, Melster Nougat and Special candy bars.

Luden's Inc., Reading, Pa.; 5th Avenue Bar, Krimpy-Nut Bar, Bristol Hard Candies and Luden's Cough Drops.

D. L. Clark Company, Pittsburgh; Clark Bar, Zag Nut Bar, Honest Square Bar and Winkler Bar.

The Williamson Candy Company, Chicago, wholly owned subsidiary of General Candy Corporation, also of Chicago; Oh Henry, Amos 'n' Andy.

Bunte Bros., Inc., Chicago; Tango, Creamy Cakes, Milk Blocks, Tartines, Two Timers, Maltese and Blizzard candy bars.

The Sperry Candy Company, Milwaukee; Chicken Dinner, Denver Sandwich and Hot Turkey candy bars.

The Queen Anne Candy Company, Hammond, Ill.; Cream-o-Nut, Fruit and Nut, Nutty Mello, Aristocrat, Almond Toffee, King Nut Roll, Kernel Nut, Queen Ann, Refresh Bar and Nut Rolls candy bars.

The Switzer's Licorice Company, St. Louis; Switzer's Old-Fashioned Licorice Twist.

William Wrigley Jr. Company, Chicago; chewing gum.

Clayton A. Minter and Ira W. Minter, doing business as Minter Bros., Philadelphia; Cadet, Glace Brazil, Dutch Maid Fudge, Oriental Coconut, Logan Squares, City Blocks and Toasted MM Square.

Town Talk, Inc., Phoenixville, Pa.; Old-Fashioned Cookies, Peanut Buttered Scotties, Vanilla Creams, Chocolate Fudge, Shortbreads, Cream Filled Sandwiches, Peanut Buttered Cheese Sandwiches and Peanut Buttered Crisp Sandwiches.

D. Goldenberg, Inc., Philadelphia; Peanut Chew, Zil, Sweet Sue, Walnut Chew, Nickle Andy, Julietts, Whippet, Valley Fudge, Creole and Kreem Maid Fudge.

The Euclid Candy Company, Inc., Brooklyn; Jumbo, Dolly Dimple, Cow Boy, Nu Bites and Four Star.

Mason, Au & Magenheimer Confectionery Manufacturing Company, Brooklyn; Peaks, Mints, Rumors, Silver Wings, Please, Brazils, Mol and Coc, Clusters, Eclipse, Rings, Cherry Bombs, Queens, Dots and Crows.

Sweets Company of America, Inc., Hoboken, N. J.; Tootsie Roll and Tootsie Caramel.

Kerr's Butterscotch, Inc., Jamesburg, N. J.; Kerr's Butterscotch, Kerr's Coffee Scotch and Kerr's Rum and Butter Toffee.

Delicia Chocolate & Candy Manufacturing Company and its sole distributing agent, United Distributors, Inc., Bronx, New York; Delicia Crushed Almond, Coffee Cream and Delicia Filberts.

New England Confectionery Company, Cambridge, Mass.; Sky Bar, Bolster, Necco Wafers, Chase & Canada Mints, Orange Slices and Brer Rabbit Molasses.

Charles N. Miller Company and John Mackintosh & Sons, Ltd., Inc., Boston; Rollo, Toff-o-Luxe, Dears, Old-Fashioned Molasses and Mary Jane.

F. B. Washburn Candy Corporation, Brockton, Mass.; Coconut, Dandy Dan and Peanut Bar.

American Chicle Company, Long Island City, N. Y.; Chiclets, Dentyne, Adams Pepsin, Black Jack, Adams Clove, Beeman's Pepsin and Tempters.

Planters Nut & Chocolate Company, Wilkes-Barre, Pa.; Jumbo Block, Chocolate Crunch, Salted Peanuts, Cocktail Salted Peanuts and Coco Peanut.

George Ziegler Company, Milwaukee; Big Swing, Giant, Mounties, Fruit Salad and Frappe.

The Euclid Candy Company of Illinois, Inc., Chicago; Jumbo, Four Star, Love Nest, Melt Away, Chock Full o' Almonds, Red Cap, Best Pal, First Mate, Dolly Dimple, Cowboy, Peco, Big Game, Double Header, Rusty, Skipper and Victory.

Dante Candy Company, Chicago; Doctor's Orders, Plum Good and Challenger.

Fred W. Amend Company, Danville, Ill.; Chuckles, Orange Slices and Assorted Jellies.

Shotwell Manufacturing Company, Chicago; Roasty Toasty, Nut Nougat, Caramel Sunday, Toasted M.M., Co-Co Pigmellow and Hi Mac.

The Kimbell Candy Company, Chicago; Chocolate Pecan Crunch, Chocolate Nips, Speedways, Pineapple Toasties, Kimbell Bar, Macaroons, Almond Tea Cakes, Almond Crunch, Smacks, Krunchies, Chocolate Flavor Coconut and Y-USA-Y.

M. J. Holloway & Company, Chicago; A to Z, Trade Wind and Milk Duds.

Universal Match Corporation (Schutter Candy Division), St. Louis and Chicago; Old Nick, Bit-o-Honey, Golden Harvest, Gold, Nut Chews and Chocolate Ices.

Hollywood Brands, Inc., Centralia, Ill.; Payday, Milk Shake, Tuesdae, Hall, Zero, Smooth Sallin, Almond Bar and Butternut.

Paul F. Beich Company, Bloomington, Ill.; Pecan Pete, Whiz and Dipsy Doodle.

First Case

The first of the cases to come before the commission was the New England Confectionery Company case, in which motions to dismiss and answer were filed. The FTC had charged in one count that the company had engaged in direct and indirect price discriminations. Other counts involved charges concerned with payments or allowances in prices by the company for alleged services and facilities to purchasers. Another count involved brokerage fees. Because the same principles for dismissal of the New England Confectionery Company case were involved in the other 32 dismissals, the decision in the New England case was controlling in all of them, FTC said. The commission's opinion dismissing the cases shows that one of the principal reasons was that FTC's charges involve a construction of a statute which "after full consideration the commission believed to be erroneous and which if logically extended would have embraced almost any violation" of another major section of the act. Continuing its explanation of the dismissal order in the New England case, which described the dismissal actions in the other cases, the FTC stated: "The complaint was dismissed for further reasons that it contains surplusage resulting from the repleading in later counts of much of the first count, and that the several counts of the complaint unnecessarily charged the same practice as violative of different sections of the act."

The commission described itself as of the view that "the surplusage and multiple pleading would unreasonably complicate the proceeding and prolong the trial." The opinion was concurred in by all of the FTC commissioners except Commissioner Edwin L. Davis, who was absent because of illness.



"Triplets"

3 New High Speed Money Makers!

Now Being Delivered by "SILVER-KING"

Here they are—exactly what every candy operator needs for small locations. They give you larger capacity at half the price!

- 100 Bar "Candy-King"
- 50 Bar "Candy-King"
- Larger "Package-King"

Now you can vend candy bars, Kleenex and all other types of package goods from all-aluminum, rust-proof, conveyor type "Candy-King" and "Package-King". All are double locked, National Slug Protected. You'll find many other money makers in famous "Silver-King" Big 6 Line which include the following:

- "Hunter" Ballgum Vendor
- "Target" Ballgum Vendor
- "Charm-King" Ballgum Vendor
- "Silver-King" 1¢ and 5¢ Bulk Vendors
- "Hot-Nut" 1¢ and 5¢ Bulk Vendors

All are made to receive 1¢ and 5¢ U. S. or foreign coins. See your dealer or write for illustrated literature and full information to:

SILVER-KING CORP.
622 Diversey Pkwy.
Chicago 14, Ill.

WE'VE TRIED THE REST—NOW WE'VE GOT THE BEST!



ACORN

1¢ or 5¢ All-Purpose Vendor—terrific for Charms and Ball Gum.

NOW!
WALT DISNEY CHARMS PLATED IN GOLD, SILVER AND COPPER FINISH
WRITE FOR PRICES!

AMERICAN DISTRIBUTORS
1345 Fifth Ave., Pittsburgh, Pa.
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111 W. Columbus Drive, Tampa, Fla.

NEW LOW PRICES
U-SELECT-IT
CANDY MACHINES

U-Select-It, 54-Bar Size, Each\$22.50

Cigarette Machines

DU GRENIER, 7 Col., Like New.....	\$60.00
DU GRENIER W, 9 Col.....	45.00
DU GRENIER CHAMPION.....	50.00
UNEDA MONARCH, 8 Col., Like New 70.00	
NATIONAL 9-30.....	50.00
COUNTER MODEL, 7 Col.....	17.50

Half Deposit. Phone: BA. 9-0606
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.



WE'VE GOT ...
TOPPER
VICTOR'S
TERRIFIC VENDER

Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

BIRMINGHAM VENDING CO.
2117 Third Ave., N. Birmingham 3, Ala.

Ads Help

HOUSTON, Oct. 1.—C. M. Robertson, owner Automatic Amusement Company, a music operating firm, stated that telephone directory advertising was his most helpful aid in securing new business. He went on to say that, in his opinion, making a fair profit on a location was equally as important as securing the location and was due as much consideration.

He acts on the theory that each machine on location should be charged with all operating costs before the proceeds are divided. This theory, he said, was hard to put into practice by a few operators but with reasonable co-operation on the part of all concerned it was practicable and workable. An operators' association, he believed, was the surest method of getting that co-operation.

BUY WITH CONFIDENCE FROM STEINER
RECONDITIONED—REPAINTED—PERFECT

U-Need-a-Pak 6 E, 180 Pk. Cap.	\$50.00
U-Need-a-Pak 8 E, 240 Pk. Cap.	55.00
U-Need-a-Pak 9 E, 270 Pk. Cap.	60.00
U-Need-a-Pak 9 A, 270 Pk. Cap.	80.00
U-Need-a-Pak 9-500, 350 Pk. Cap.	95.00
DuGrenier 9 W, 308 Pk. Cap.	40.00
Rowe Royal, 8 Col., 320 Pk. Cap.	80.00

All Equipped With King Size Cols.
1/3 Dep., Bal. C. O. D.
Write for Details on Our NYLON DEAL
STEINER MANUFACTURING CO.
Serving the Trade Since 1927
363-5 Hudson Ave. Brooklyn 1, N. Y.
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SPECIAL! HART BUBBLE BALL GUM 24¢ LB.
6 Colors—140—170—210 Ct., 25 Lb. Cases

Rush Your Order Today
VICTOR'S AMAZING NEW **TOPPER**

1 to 3 Cases \$43.00 Per Case (\$10.75 Per Mach.)
6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)
12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)
25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.) Prompt Delivery.




VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE
Non-Coin Operated
OPERATOR MAKES \$4.20 Per Week
On Sale of 2 Lbs.
WRITE FOR DETAILS YOU COLLECT PROFIT IN ADVANCE

WE TAKE TRADE-INS—LIBERAL ALLOWANCE
1/3 Deposit Balance C. O. D.—Write for Our Free Illustrated Catalog.
VEEDCO SALES COMPANY
2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

Ice Cream Cone Vender Debuted At Chi Showing

CHICAGO, Oct. 1.—Proposed production and operational plans for an ice cream cone vending machine were revealed by its designer, Robert G. Tarr, during a special showing of the unit here this week. While a definite program has not yet been set, it was indicated that the machine would not be sold outright but would be rented to ice cream manufacturers, locations and operators on a basis of about 20 cents for each gallon of ice cream sold.

The hand-built model displayed will be followed by 10 pilot machines which will be test-operated by Beloit Dairy over a 30-day period, Tarr stated. Called Magicone, the vender will offer either nickel or dime cones, with the automatic scoop set to deliver 1 1/4 or 2 1/2-ounce portions.

See Operation

Operation of the dispensing mechanism may be seen behind an insulated glass window. An empty cone drops into a carrier which moves it under the ice cream container; a scraper in the neck of the delivery spout then oscillates to deliver the correct portion of ice cream into the scoop. Latter drops the ice cream on the cone. The cone is then carried into reach-in delivery position for the customer.

The machine, which is 6 feet high, 26 inches wide and 24 inches deep, vends from a five gallon container of ice cream. A storage space for two additional five-gallon containers is also provided. Temperatures of zero to 10 degrees above zero are maintained within the machine.

Eight cone tubes, holding 25 cones each, provide a 200 unit capacity. Shipping weight of the vender is approximately 300 pounds.

Tarr also has a working model of a non-coin ice cream dispenser for use by soda fountains, ice cream stores, etc., called Saniscoop. It delivers ice cream into conventional fountain dishes held in place by an attendant.

Sweetest Day

DETROIT, Oct. 1.—Celebration of Sweetest Day October 15 has been scheduled in over 200 cities this year, according to Charles H. Welch, of the Fred Sanders Company here, and president of the national council for promotion of the event.

The promotion pace is being set this year by groups in New York, Chicago, Philadelphia, Detroit, St. Louis, Cleveland, Columbus, Cincinnati, Toledo; Dayton, O.; Buffalo, Pittsburgh, Rochester, N. Y.; Birmingham and Fargo, N. D. Local Sweetest Day committees have reported raising funds varying from \$1,000 to \$20,000 to be used for promotional and publicity purposes, Welch stated. Additional tie-in advertising is expected to run into thousands of dollars, he said.

American Chicle Reintros Fruit Gum in Venders

NEW YORK, Oct. 1.—The American Chicle Company, which today took over operation of several thousand venders in city subway stations, used a number of its penny gum machines for the formal reintroduction of Adams' California Fruit, a pre-World War I top selling brand. With its use in the subway venders marking the introduction of the flavor to a new generation of gum chewers, American Chicle disclosed it will launch a campaign to recover for the brand the popularity it enjoyed many years ago.

First made in the early '90s, California Fruit was sold nationwide by 1906, according to Robert B. Kyle, American Chicle sales promotion manager. But it was dropped after the rise of mint flavors after the first World War.

The company plans to have California Fruit vended thru all its machines in the IRT and BMT divisions of the subway system. It will share space in the venders with three other gum flavors.

Ice Cream Business Looks to Vender; Holds Up Promosh

(Continued from page 100.)

cream maker is beginning to bestir himself as this new outlet for his product becomes more important. Too, the public's year-round appetite for ice cream which has removed the confection from the strict "seasonal" category, lends added impetus to the development of the vender field.

Current prices, in boxed dozen lots, on ice cream ranges from a low of 45 cents for 3-ounce, nickel-price cups and bars to 90 cents for 6-ounce dime cups. Average price to the operator appears to be about 70 cents plus for dime size cups and bars.

"Milk" Bar Unpopular

Use of the milk bar, which has less butterfat content than that prescribed for true ice cream by various States, has been largely discarded by operators. After initial promotion on this type of low-cost bar (usually 45 cents or less per dozen on dime-size 3 1/2 ounce bars) showed that public acceptance was relatively poor and ice cream companies and operators shied away from its use.

Because of the predominance of the cup-type vender in the field, ice cream makers have had greater call for this type merchandise. Many of the firms do not supply bars, concentrating on cup-type novelty packs instead. With the increased placement of bar type machines over the country, however, more stress on bar goods by individual companies is expected.

Price-wise, ice cream bars and cups are stable. Except for recent 2 and 3-cent decreases per dozen by several companies, prices have remained firm. After an initial post-war boost of 10 cents a dozen in 1947, ice cream has not been subjected to the "up and up" trend in many industries. Now, with costs more readily reckoned with, prices will move downward in the future if any change is made at all.

Cups Lead in N. Y.

In New York the cup type vender is the sole representative of the vending industry. Bar machines have not as yet made their appearance, other than in isolated test installations. While prices per dozen 4-ounce cups range from 60 cents for one brand to 86 cents for Borden's ice cream, quantity purchase by the largest operators mean much less per dozen than the highest price.

Detroit operators pay an average price of 60 cents per dozen dime cups (down from 63 cents this spring). H. A. McDonald Creamery uses this price schedule, while other leading manufacturers charge 75 cents per dozen for 10-cent bars, 45 cents per dozen for nickel bars and 45 and 50 cents a dozen for cups.

Present sentiment toward special vender promotion was expressed in

this manner by one ice cream firm, Ira Wilson & Sons: "Anything which promotes the sale of ice cream is to the manufacturer's interest." To date, emphasis on vender sales has not been singled out by Detroit ice cream makers.

Major ice cream firms in the Chicago area follow a like price pattern. Bowman Dairy Company does not sell to independent operators, but the Borden Milk Company offers the same 86-cent per dozen 4-ounce cup price to Chicago operators. Borden's does not sell bars. Other ice cream companies here offer cups and bars from the 60 to "above 70-cent" per dozen pegs, depending upon the firm, the quantity purchased and the promise of long-term business.

Special Bar Loader

In Appleton, Wis., the Gordon Ice Cream Company (who's owner, Gordon Hasse, also manufactures an ice cream bar vender) sells a dozen 3 1/2-ounce dime bars for 65 cents. Firm, which serves a 100-mile area about Appleton, also offers a cardboard "loader" carton (The Billboard, September 24) which enables the operator to load a vender in two minutes, eliminating hand loading of single bars. Each carton holds 25 bars.

A check of ice cream manufacturers in Dallas revealed little or no activity on the vender front. Reason, the single operator here is not considered a quantity market for the several firms in the city. Most of the latter sell their boxed bars, at 45 cents per dozen, nickel size, to pushcart peddlers. The only firm packaging ice cream for vender use, Cabell's Ice Cream & Dairy Stores, wholesales, in any quantity, its dime cups to the one operator for 70 cents a dozen.

San Francisco operators are paying the same price for their cups and bars as prior to the war (when limited numbers of machines were in use). This ranges from 85-90 cents per dozen for large (6-ounce) cups down to 45 cents for a dozen 4-ounce cups. One firm offering these prices, Samarkind Ice Cream Manufacturing Company, sells to operators in the city and county. Another firm, Swift's Ice Cream Company, altho not selling to the vender market at present, asserts it will help any dealer (operator) in promoting sales of its product. Prices run from 45 cents per dozen 4-ounce cups to 90 cents for 6-ounce size. On bars, prices are 85 cents a dozen for dime bars; 45 cents per dozen for "milk" bars.

Topps Promotes Zubrin

NEW YORK, Oct. 1.—Charles Zubrin, merchandising manager of Topps Chewing Gum, Inc., has been named director of sales of the firm's newly created Automatic Merchandise Division, it was announced this week by Joseph E. Shorin, president. Zubrin, who has supervised the development of Topps' vending program for the past two years, said the company plans to introduce several new products at the National Automatic Merchandising Association convention in Atlantic City November 27-30.


Stickers

NEW YORK, Oct. 1.—A simple method of calling attention to new items in his biscuit machines has paid off in extra sales, according to Larry Reiss, of Statler Vending Company, New York. Every time a new Niks biscuit is stocked in a vender, Reiss's routeman places a sticker on the machine. The sticker, shaped like an arrow, points to the new item, as shown in the display window. Measuring 1 by 3 inches, it is attractively colored in red and white and carries the legend: "New item—Try it."

Reiss started using the stickers two months ago. They were made up specially on his order and he said: "They have more than justified the trifling extra expense."


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Character Charms ©w.d.p.




MICKEY

Available in 16 Walt Disney Characters!
New! Copper, silver, gold and color plated finishes!




DONALD

They increase sales 500%!
They make more money!



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Vends perfectly with all gum and bulk merchandise!



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Get More "FACE" Value for Your Charm Dollar.
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1607 E. 16th St. Los Angeles 21, Calif.

CALIF. ALMONDS

NEW LOW PRICES FRENCH FRIED

Vacuum Packed in 5 Tins	550/650 Count.....79¢	400/500 COUNT 62¢ LB.
6 Tins to a Case	700/800 Count.....88¢	

STANDARD SPECIALTY CO. 5115 E. 14th St., OAKLAND 1, CALIF.

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ACORN

1¢ or 5¢ All Purpose Bulk Merchandiser

Simply sells merchandise as fast as you load it!

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ORDER TODAY!

EMPIRE COIN MACHINE EXCHANGE

1012 MILWAUKEE AVE. CHICAGO 22

'49 Biz Up for Six Soft Drink Leaders

WASHINGTON, Oct. 1.—Reports of six leading soft drink companies filed with the Securities and Exchange Commission recently indicate that business for the second quarter this year was up 3.2 per cent over the same period in 1948. During the first quarter this year sales were behind those for same period in 1948 by 3 per cent. For the first half of 1949, the total increase over the comparable 1948 period was 1.2 per cent.

Sales reported by the six firms for the second period, 1949, amounted to \$100,970,000, compared with \$96,788,000 during the same period in 1948. Firms reporting increases include Canada Dry Ginger Ale, Inc., Coca-Cola Company, Dr. Pepper Company, Nehi Corporation, Pepsi-Cola Company and Charles E. Hires Company.

Pistachios

FOR GREATER PROFITS IN VENDING MACHINES AND PACKAGES

ask for **ZALOOM'S**

3 STAR "BUDS"

and

4 STAR "JUMBOS"

Perfect. The Finest and Fastest Selling Grade of Pistachios. Red and White. DELICIOUSLY ROASTED & SALTED.

Also ask for **ZALOOM'S INDIAN NUTS**

Golden Polished. DELICIOUSLY ROASTED.

Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton

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America's Original Masters in Roasting and Salting of Pistachio Nuts

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NEW! ACORN VENDOR



This new 1¢ or 5¢ bulk merchandise vendor is amazingly easy to operate... vends any type of merchandise! Beautiful baked enamel finish.

Order Today

\$13.95 EA.

Quantity discounts granted

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Turning Back the Clock

15 Years Ago This Week

CHICAGO, Sept. 29, 1934.—New York City pin operators rejoiced over a court decision which clarified the legitimacy of amusement games. Most of credit for the favorable decision was accorded to attorney Theodore Blatt, who represented several operators. A brief prepared by him traced the history of pins and pointed out that they were not gaming machines under the city's ordinance. From this point and for the next several years the amusement game grew steadily... The Eighth Avenue subway in New York tried a new return system for gum venders. Any patron who did not receive a stick of gum after inserting his penny could go to the counter man in the station and receive a free stick. This policy lasted for only a few weeks as the firm operating the machines soon found out that it was more profitable to locate newer equipment with an automatic coin return.

An ordinance permitting prizes for high scores on games was passed in Detroit. Immediately after its passage operators from all parts of the country started studying the ordinance... Babe Kaufman, one of the few women in the coin field in 1934, bought an estate in Highlands, N. J. ... Jack Rabbit, a new table game, was introduced by Century Manufacturing Company, at the time a leader in the game field and headed by Bud Lieberman.

Top tunes in September, 1934, were *Love in Bloom*, *I Saw Stars*, *Two Cigarettes in the Dark*, *I Only Have Eyes for You*, *Lost in a Fog* and *For All We Know*. ... The big thing in vending was theater locations and operators, who had previously passed up this type of location, were virtually falling all over each other to get movie locations. ... Sara Gottlieb, sister of Dave Gottlieb, was manager of the Dallas D. Gottlieb & Company branch office. ... A. H. Shannon resigned as manager of the South Coast Amusement Company, Houston, to form the Coin Machine Sales Company. ... Among the hot games was *Torpedo*, made by the Dudley-Clark Company, Chicago, and listed at \$29.50. Other games drawing well on location were *Genco's Subway*; *Bally's Signal*, *Champion* and *Spark Plug*; *Gottlieb's Merry-Go-Round* and *Flying Trapeze*, and *Exhibit Supply's Double Profits*.

10 Years Ago This Week

CHICAGO, Sept. 30, 1939. — Chicago operators were doing a boom business as a result of the annual meet of the American Legion. ... Bally beverage venders were making a hit with plant workers in the East. ... Paul Gerber and Max Glass, of Gerber & Glass, introduced their 1940 changeover grille for music boxes. ... Members of the Automatic Music Association of New Jersey held their first anniversary banquet. At the time association officers were Everett Masterson, president; Jerome Morris, vice-president; Archie Kass, secretary, and Edward Marks, treasurer.

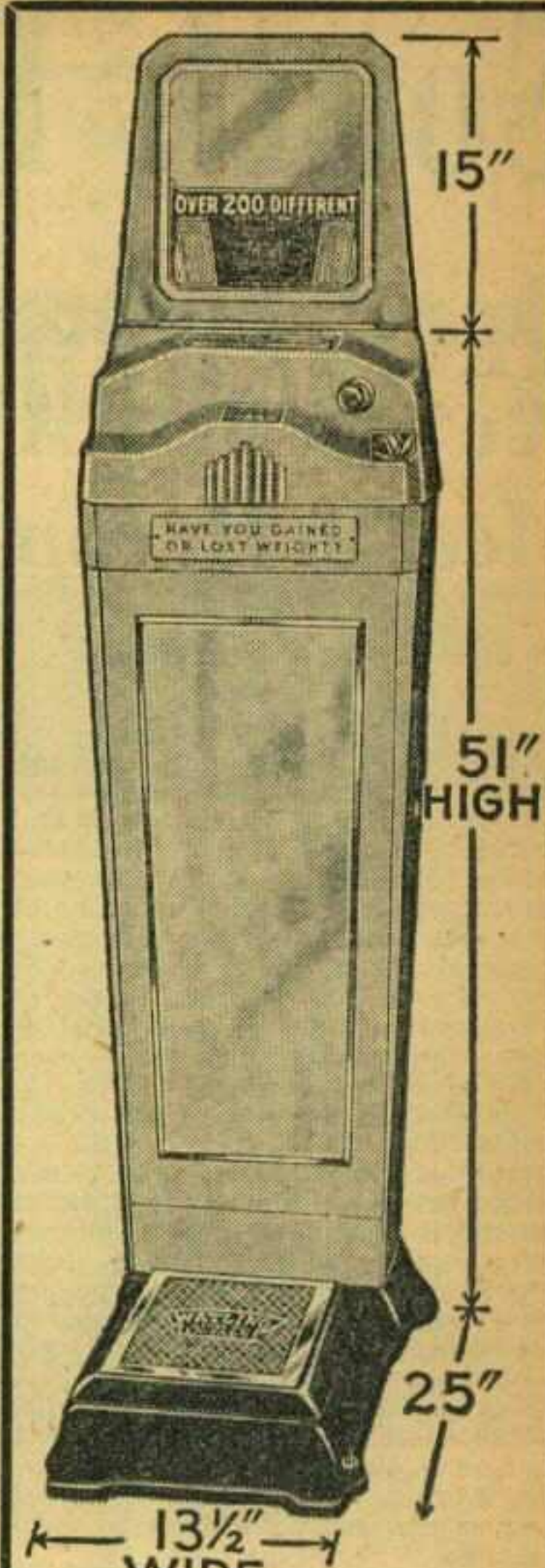
The Billboard's Record Buying Guide informed operators that the best tunes were *Over the Rainbow*, *An Apple for the Teacher*, *Blue Orchids*; *Well, All Right* and *Beer Barrel Polka*. It also advised ops to stock up on *The Little Man Who Wasn't There*, *Day In-Day Out*, *What's New* and *Address Unknown*, which were labeled as on the way up. ... Meanwhile, game prices were in the \$89.50 class and the best ones were D. Gottlieb's *Keen-a-Ball*; Bally's *Gold Cup*; *Daval's Triple Threat*, and *Exhibit Supply's 1940 Golden Gate*.

Harry Hoppe joined Baker Novelty, Chicago, as vice-president. ... O. D. Jennings & Company, Chicago, introduced an automatic book vending machine, known as the *Automatic Library*. ... *Banner Specialty* was in its new Pittsburgh headquarters.

Vendex Corp. To Op Frozen Food Venders In N. Y. and N. J.

NEW YORK, Oct. 1.—Sale of produce and frozen foods thru vending machines will be undertaken by the newly formed Vendex Corporation here, according to an announcement of Thomas E. Murray, board chairman. The firm expects to have over 3,000 such machines in operation by the end of 1950, he declared.

Coincident with Murray's statement, C. W. Metcalf, chairman of Snow Maid Marketers, Inc., announced that Vendex had been given an exclusive franchise for sale of frozen fruit juice concentrates thru its equipment in greater New York and much of New Jersey.



\$25 DOWN
Balance \$10 Monthly

PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

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4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
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ATTENTION—25¢ & 30¢ CONVERSIONS
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts. Expert Workmanship.

CIGARETTE MACHINES

NATIONAL ELECTRIC, 9 Cols.	\$199.50
UNEEDA, 8 Cols.	135.00
UNEEDA, 6 Cols.	125.00
Uneeda Model 500, 9 Col. 350 Pack Cap.	100.00
Uneeda Model A, 9 Col., 270 Pack Cap.	75.00
National 9-30 270 Pack Cap.	75.00
National 6 Col., 150 Pack Cap.	32.50
ROWE PRESIDENT, 10 Col.	110.00
Royal, 10 Col., 400 Pack Cap.	97.50
Royal, 8 Col., 320 Pack Cap.	85.00
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Special! 8 Col. Cig. VENDOR	39.50
Special! 4 Col. DuGrenier, 100 Pack Cap.	27.50

CANDY MACHINES

ROWE, 120 Bar Cap.	\$ 85.00
Uneeda 5 Col., 102 Bar Cap.	75.00
VENDIT, 150 Bar Cap.	57.50
Candyman, 72 Bar Cap. & Base	65.00
U-Select-It	35.00
ROWE 5 COL. 1c GUM VENDOR	15.00

SALE NATIONAL CANDY VENDOR \$100.00
9 Col., 162 Bar Cap. \$85.00
6 Col., 108 Bar Cap. Wall Model \$75.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

HART BALL BUBBLE GUM, 25# Ctns.
140-170-210 Count, 23¢ per lb. Freight prepaid 150¢ or more. Lesser amounts, 27¢ lb. F. O. B. Toledo, O. Colored centers. Hart High Quality Premium Non-Bubble, ¼, 25¢ ctns., at 35¢ lb. 150¢ or more, prepaid. 37¢ lb lesser quantities, F. O. B. Toledo, O. Boston Baked Beans, 600 count, 23¢ per lb. Ft. prepaid on 5 or more ctns. Lesser quantities, 26¢ lb. F. O. B. Toledo, O. VICTOR VENDING MACHINES, NEW. Send your name and get on our mailing list free. Bargains in used machines. Ask about Victor "Hot Pops" Popcorn Machines.

ART GRAEFF CO. 1232 Broadway Toledo 9, Ohio

KOFFEE KING
NEW FUTURAMIC HOT COFFEE VENDOR
15 COMING!

South Dakota Ready for Fall

Ops Optimism Key to SDPA Meet in Huron

Mfrs., Distribs Attend

By Tom McDonough

HURON, S. D., Oct. 1.—Pointing up the steady growth of the industry on a solid foundation in this State, the South Dakota Phonograph Association (SDPA) held its fall meeting this week at the Marvin Hughitt hotel here. In addition to a heavy turnout of operators and their wives, representatives of Coin Machine Institute (CMI), manufacturers and distributors highlighted the event. Three pieces of equipment were on display.

The three-day conclave got under way Sunday afternoon (25) with informal operator sessions in the hotel's convention hall, followed by a buffet dinner in the adjacent banquet quarters with members' wives participating. Remainder of the evening was given over to entertainment and refreshments. President Mike Imig pointed out that so many of the members had to travel as much as 200 and 300 miles for the quarterly meet that many did not arrive until Monday morning and therefore actual business sessions were deferred until that time.

Imig Chairman

Serving as chairman, Imig reviewed SDPA progress since the last quarterly meet and delivered a capsule report on the Music Operators of America (MOA) preconvention parleys in Chicago in mid-September. He pointed out that because members of the South Dakota association had worked so faithfully to build good will, SDPA's reputation had grown in stature in other sections of the country and had resulted in many associations displaying in—
(See South Dakota on page 141)

No. Carolina Operators Set New State Org

C. Bishop Heads Group

RALEIGH, N. C., Oct. 1.—Operators of music machines thruout the State met here last week and formed the North Carolina Recreation and Amusement Association (NCRAA). After electing C. C. Bishop as president, those in attendance held lengthy discussions on the objectives and activities of the new group.

In attendance, by special invitation, at the organization meeting were Dudley C. Ruttenberg, general counsel for the Coin Machine Institute (CMI), and W. Y. Bickett, prosecuting attorney for the Seventh District, North Carolina.

General discussions stressed the need for an association in the State, and at the conclusion of the meeting all operators present pledged their full support and co-operation to the NCRAA.

Ruttenberg, as featured speaker, impressed on those in attendance the importance of sound public relations and of co-operation with all city and State officials.

SDPA Huron Meeting

Judging by the operators attending the SDPA meet in Huron, the music business in the State is holding its own tho off slightly from the same time a year ago. Harold Scott, Moberge, claims September, traditionally his best month, was down about 20 per cent from a year ago. But in Sioux Falls, where Norman Gefke and Roy Foster among others operate, play has been steady. Both point out that South Dakota's largest city has been enjoying a postwar boom and the city's permanent population increased noticeably. Fred Gefke, father of Norman, is an industrialist and one of the city's leading citizens. He was on hand for the Tuesday night (27) banquet and when called on for a few words said that with some large federal projects about to get under way in South Dakota, operators should see improved business conditions. Fred was the man who straightened out the Sioux Falls Army Air Base coal problem during the war.

Mike Imig hopes to add Yankton to the State's already established wrestling circuit. Yankton is extremely sports conscious and sponsored a big amateur baseball program this summer, and will soon see the *Ice Capades*.

... Before being reinstated to the National League this summer, Mickey Owen, Chicago Cubs' catcher, managed and played with the Winner Pheasants. In that capacity he played all over the State and made a lot of new friends. ... No one knows better than Ike Pearson, Mitchell, and Tony Trucano, Deadwood, what air travel means to the operator's business. Ike, an accomplished pilot, flies his own plane to the Twin Cities every now and then to pick up some equipment. Following the SDPA meet Trucano caught a commercial liner to the Twin Cities and had plans to fly back late that night to Deadwood. Some years ago it would have taken Tony most of the week to do the same job. ... Walt Van Steenberg, Mitchell, is all set for the pheasant season and wishes it were a little longer. In 1945 some counties had up to 120 days set aside for pheasant hunting but now the longest season is 60 days. ... J. G. Koers, Rushmore Amusement Company, Rapid City, made a brief appearance in Huron—stayed just long enough to pay his annual association dues. He has a large coin radio investment in Sioux Falls, particularly in the Carpenter and Cataract hotels. ... An emergency prevented Vice-President Gordon Stout, Pierre, from making the Huron trip—but his fellow officers, Norman Gefke and Mike Imig, managed to take care of Stout's duties as well as their own.

Altho technical difficulties prevented Les Rogstad, Lieberman Music, Minneapolis, from showing the firm's new shuffleboard in action, he still got his message across to op—
(See SDPA Huron Meet on page 121)

CPMA Elects Cohen Prexy For 5th Term

Also Appoint Ross, Levine

CLEVELAND, Oct. 1.—For the fifth successive year the membership of the Cleveland Phonograph Merchants' Association (CPMA) has elected Jack Cohen to serve as its president. Election was held this week at a special meeting of the group. Other officers named were James Ross, vice-president, and Sanford Levine, secretary-treasurer.

At the same session members elected the following to serve as members of the board of directors for the coming year: Harry Ilg, Joseph Solomon, James Burke, Edward Kenney, Hyman Silverstein and Nate Pearlman.

The CPMA has been conducting a strong promotional program in behalf of its music machines and is expected to continue the program in the coming year, again under Cohen's direction.

New Equipment

BRIDGEPORT, Conn., Oct. 1.—C. J. Morris, operating the Automatic Amusement Company here for the past 15 years, distributor of music and pinball machines, is finding that widespread unemployment in this vicinity, is cutting into receipts considerably. Morris covers territory between Norwalk and Orange.

Morris's answer to all this is to work harder and keep his equipment in good working order, also to install new equipment as much as possible. He is specializing on 100-record machines and is putting in new equipment with guarantees of the first \$15 and a 50-50 commission thereafter.

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:

DISKERS SHARPEN SANTA CLAWS. With special promotions the push is getting under way for the Christmas season with new songs and repeaters.

PINZA TO WAX REAL POP DISKS. Ezio Pinza, longhair-to-musical star, will turn to regular pop pairings.

BULLEIT REVIVES DELTA AND VILLAGE. Jim Bulleit, forced to suspend operations because of illness, will reactivate his disk labels.

LAWRENCE INKS BLUEBIRD WAX PACT. Jack Lawrence signs contract on strength of his waxing of his own tune, *Mistake*, which caught on.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new *Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

WMG Ties Up With Disk Jox To Plug Tunes

Feature Folk Music

WASHINGTON, Oct. 1.—Washington Music Guild (WMG) has joined with three disk jockeys in this area in a promotional program built around folk music. Called the weekly *Hillbilly Hit Parade*, the promotion is being handled by WMG and Connie B. Gay, WARL, Arlington, Va.; Don Owens, Silver Spring, Md., and Stan, the Hired Hand, who with Owens is heard over Station WGAY.

According to the plan the three disk jockeys tabulate all requests received from their listeners each week and at the end of the week this tabulation is added to the list of the 10 most played folk music records as reported by WMG members. On Sunday of each week Stan, the Hired Hand, presents the 10 songs with the most requests and performances during an hour-long show over WGAY.

In addition to selecting the 10 most played and requested folk tunes and playing them on the air, the three disk jockeys, together with members of the WMG, select a "Record of the Week." This selection is aired daily by the jockeys and is featured in all WMG music machines in this area.

Special posters and tabs are used on the music machines, calling attention to the radio performers and their playing of the 10 top tunes as well as the weekly song pick. By the same token the jockeys plug the music machines which are on location in their area.

Design Vender To Play, Sell Phono Records

NEW YORK, Oct. 1.—A coin-operated machine that will vend records, as well as give patrons the opportunity to hear the tunes before purchase, has been developed here and may be introduced to the trade before the end of the month. With the machine in the experimental stage for at least the past six months, the Discomat Corporation, 1250 Sixth Avenue, claimed the unit has now been perfected and that facilities to build and market it are already well advanced.

While details of the record vender were not divulged, it is believed to be a selective unit, capable of dispensing as many as 12 different selections. Enrique Madriguera, popular band leader, has been associated with the project since its inception.

Rock-Ola Names Fort Wayne Rep

FORT WAYNE, Ind., Oct. 1.—The Binco Distributing Company, which was recently appointed distributor for the entire Rock-Ola line of phonographs, shuffleboards, etc., in this area, will hold a grand opening, open house celebration October 5, 6 and 7. Harry Binnie, president of the firm, said more than 300 operators had been invited to attend the three-day celebration and added that officials of Rock-Ola also would be present.

Binco will maintain a complete parts and service department covering all Rock-Ola products.

A
MAKE
MORE
MONEY
FEATURE

Hyped promotion program helps biz start the long road back, and better business practices, learned the hard way, make the future bright

MUSIC OPS FIND KEYS TO INCREASED \$

By NORMAN WEISER

ONE year ago, as the coin-operated phonograph business was emerging from one of its most disastrous summer seasons, operators throughout the country were concerned with only one problem—how to exist until the pendulum swung their way. Looking back to the war, and immediate postwar years, those operators who were still active in the business reviewed one of the top peaks and lowest bottoms the industry had ever experienced. This financial high and economic low were separated by only a few short years, but to those who were still around, it seemed like centuries.

"How can we make more money—increase our weekly grosses?" was the question on everyone's lips. That is still the No. 1 query in the industry today, but now it has a far different connotation than it did 12 short months ago. For at that time "making more money" meant raising the weekly gross to a point where they would be just breaking even. Many operators of music equipment were in such dire straits that unless they could find the answer, and find it in a hurry, they faced financial ruin.

It was from the groundwork laid by these operators that the answers to the question of making more money began to resolve themselves. It was from this same groundwork that operators today are working to increase their grosses, not merely to break even, but to show a consistent profit.

Solution Evasive

The general economic picture one year ago was one of confusion. From the lush, big money days of 1946 and 1947, the trend suddenly switched to one of conservatism. Hardware, available only for a matter of months after the long war drought, was still in demand, but production was rapidly catching up with that demand, and factories in Chicago, Pittsburgh, Cleveland and other industrial centers were beginning to cut back to 40-hour work weeks. The used car market, which had made millionaires of many men, was beginning to break, and those who had been involved in this business for the "big money" only were already dumping their assets to seek new and greener fields.

These were the conditions, multiplied a hundredfold in other industries, which prevailed when the juke box operator began his fight for survival, a fight made even more difficult in many areas by the advent of television, the worst competition the music machine industry had ever met face to face.

The operator's problem was a simple one—at least it appeared simple; just increase the weekly income on each music machine on location. But the solution to that problem was an evasive one. There were so many intangible factors involved. Areas differed, therefore a promotion which might work in Yankton, S. D., probably would be disastrous if attempted in Newark, N. J. Types of locations differed, as did the tastes of patrons in the spots. One operator might have 25 machines on location, another 250, and a third 500. Each had a separate problem.

There were locations in practically every music route that demanded new equipment. Some of these demands were justified; others were those chronic complaints which face every business man who is dependent on others for the display of his item.

Special records to fit the needs of various locations was something to conjure with. And television, while not a general form of competition because of its limited coverage, proved one of the most difficult of all problems to deal with in those cities where it was in operation.

In order to make more money, it was obvious that these problems would have to be overcome, these and many other smaller ones which plagued the industry as a whole. Many operators were just reaching the end of their payments on the first load of postwar machines which they had purchased approximately 18 months earlier. With grosses down to the danger point, they were hesitant about taking on a new financial burden. Record prices were up, and labor costs, as well as rents and other overhead, were rapidly reaching the prohibitive stage.

Action Begins

With conditions at such a low ebb, there was little time to lose. By late fall, when grosses should normally have been vaulting up after the summer season, operators could wait no longer for nature to take its course. From AMI came word of a new model, and a revolutionary phonograph was about to be introduced by the J. P. Seeburg Corporation. Wur-litzer, out of production from early spring on, was making plans to resume its output, but would continue to concentrate on the 1100. H. C. Evans took over the Constellation from Mills, and Aireon was preparing a new model for introduction at the Coin Machine Institute (CMI) show. Rock-Ola, by now deeply engrossed in the shuffleboard business, was beginning to pick up production on its music machine. Prices remained fairly sound, but workmanship on the machines was definitely being improved, and, in the case of the Seeburg Select-o-Matic 100, a completely new type of machine was being placed on the market.

But new machines, while a vital consideration, were not the whole answer for the operators. There was no doubt a new machine in certain locations would stimulate play, but could it raise income to a point where the new machine would pay for itself? Other methods of promoting play were necessary, and, in addition to the promotion, it was becoming more and more obvious that the operator must become a better business man in the operation of his route.

Promotion

On-location promotion loomed as one important activity, and thru associations many operators started a drive along these lines. Hit Tune of the Month promotions were placed on an increasingly heavy schedule in such cities as Cleveland, Detroit, Cincinnati, and, in the spring of 1949, a special drive on a song was undertaken by five State and two city-wide associations simultaneously when Minnesota, Wisconsin, North and South Dakota and Iowa joined with Cleveland and Detroit in a song campaign.

To help these monthly promotions, which included, in addition to the above, the Click Tune promotion in Philadelphia and a number of local deals along similar lines, special placards were used, and tie-ins with local disk jockeys began to be formed. Streetcar advertising was tried in Cleveland and found successful. A monthly Hit Tune party for teen-



CIVIC ACTIVITIES PROVIDE Mike Imig, Yankton, S. D., with a means of helping out local kids and at the same time promoting his route of music machines. As one of the commissioners of the Yankton baseball set-up, Mike sponsored the above-pictured team in the Junior, Junior competition, and the boys rewarded Mike by winning the championship. Included on the team are boys of all nationalities, and the star is an Indian lad who pitched the team into the play-offs.

agers was instituted in Detroit, with name orks appearing in person, and these, too, helped boost incomes of the local phonographs.

Special attention to record requirements for individual machines was found increasingly important. By placing several folk tunes in those spots where this type of music was popular, operators hiked their incomes almost immediately, as did others who took to placing Italian records in locations where the patronage was heavily Italian in descent.

Better Business

More important from the operator standpoint than the record promotion have been the better business practices developed during the past year. These improvements have been evidenced in many different ways, varying according to the scope of the individual operations. But they have been responsible for much of the gains chalked up in recent months in the industry.

Consolidation of routes was one important development. Losing, and, in some cases, even marginal stops were dropped, and the equipment realigned in remaining locations. Older pieces were then either sold or stored.

Bookkeeping methods were revised to give the operator a clearer picture of his day-by-day financial status, and time studies were made to find the extra savings which were possible in labor costs. Too, with payments winding up on equipment purchased previously, operators who required new machines for some locations were able to figure their paper more closely, using some of the savings in their previous payments to help defray overhead. Thus, while grosses remained low, the net began to slowly rise.

One other development of significance noted during the past 12 months was the definite effort on the part of the operator to improve his location

relations. Closer contact with the location owner, and even with the patrons, was seen to be of advantage. And as of this date, the trend is growing.

Conclusion

As the music business heads into a new season, there is cause for optimism. Grosses are slowly improving, and the financial position of the operator is improving. There is a long struggle ahead, but most phases of the industry feel they are on the right road this time, and that before too many months have passed, they will be seeing daylight once more.

Personal Touch

BRIDGEPORT, Conn., Oct. 1.—J. V. Fitzpatrick, one of this city's oldest operators, handling music and pinball machines, is holding his own, all this despite terrific competition, and also the combination of wide unemployment in this locality and television.

Fitzpatrick handles Seeburg machines, and also conducts a studio at Cannon Street, where girls play records by request of patrons in various locations. Fitzpatrick has his girls add the personal touch and keeps his name before the public by having girls tee off with "Good evening, Mr. Fitzpatrick greets you. This song (name of song) is dedicated to you by Mr. Fitzpatrick." He finds that the personal touch is a great business builder, and tends toward repeat patronage.

Fitzpatrick is the only operator of studio record playing in city.

A
MAKE
MORE
MONEY
FEATURE

Increased juke promotion, new equipment, home set sales, help woo customers away from public video; coin-operated tele sets are still scarce

LOCATION TELE INTEREST HITS SKIDS

THE YEAR 1941 was an auspicious one for the music machine industry. During the early part of that year, the American public began seeing the "ninth wonder," better known as television, on an ever-expanding basis. And secondly, the country's defense program brought more and more money into circulation, with the juke boxes throughout the country receiving their share of the increased spending. Both of these events were to have far-reaching results, but few operators could accurately foretell them.

The war years, 1942-1945, found the music business enjoying a most peculiar position. Abnormal collections were the rule instead of the exception. But with the operators in a position to expand their operations, there were no new machines to be had. The growing interest in television, which had reached the Coasts and penetrated the Midwest by the fall of 1941, had come to a dead stop during these same years, as the nation's scientists turned their minds to war production. Little thought was given the video medium by operators who, instead, were planning a postwar future based on new equipment and increased costs. These plans began crystallizing in 1946 and early 1947—then the bubble burst.

Television wasn't one of those things that just grew. Early in 1947, with the release of new sets in quantity, taverns and restaurants became the logical "showplaces" for this new medium, and heavy sales drives were directed at this market. In a matter of weeks, those few cities where stations were telecasting, were blanketed with video, and the results were felt immediately.

In New York, for example, music machine operators awoke one morning shortly after the start of the 1947 baseball season to find their grosses had fallen off as much as 80 per cent. Ninety miles to the west, Philadelphia operators counted up their week's receipts, noting drops ranging from 30 to 80 per cent. Still farther west, in Chicago, the story was the same, and in Sunny California there was a big cloud over the operators of juke boxes, a cloud that spelled a 40 to 75 per cent decrease in the week's income.

Generally speaking, business in the first half of 1947 was still good. There could be no question that television, and television alone, was responsible for the plight of the juke box operator. In New York, Philadelphia, Chicago and California, where the drop in receipts was fairly similar, it was found that an average of 80 per cent of the music machine locations had installed video sets. Most of the installations had been made prior to the April baseball debut, but erratic programing had kept the hours of operation to a minimum. With the baseball season, sets started operations at approximately 1:30 p.m., thus killing off practically all afternoon music business on a seven-day-a-week basis. On the West Coast, where baseball did not cut into the programing as heavily, other sports events, including wrestling and boxing, hit the spots in the evenings, just when juke box play formerly was reaching its peak earning hours.

Thus the stage was set and, as other sports took over more and more time within the locations, the grosses continued to drop in the music machines. It was soon obvious that the plush war and postwar period was over, and by early 1948, as business in general at the average tavern started tapering off, the music machine industry found itself faced with one of the most trying periods in its history.

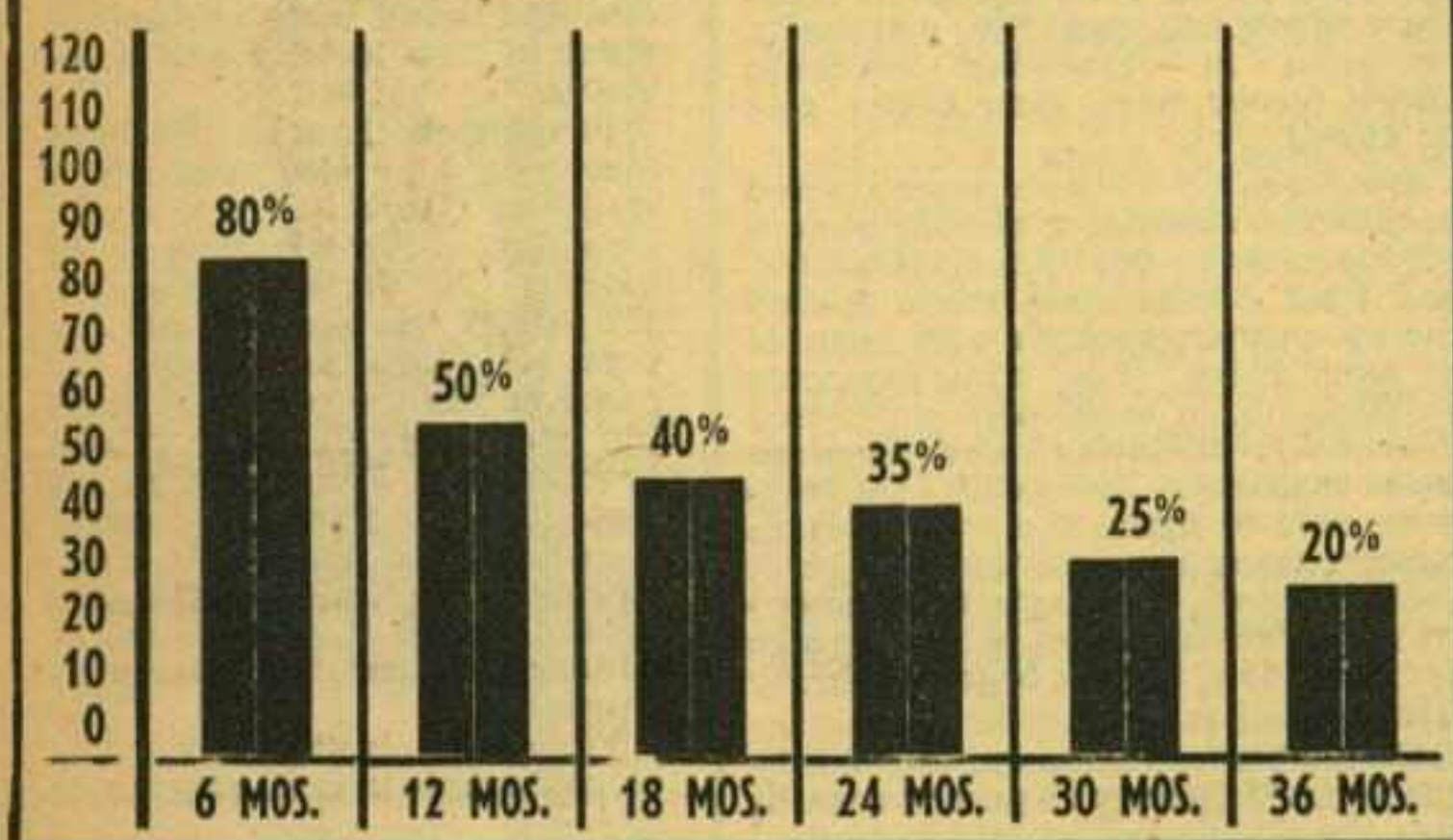
What Happens With Tele

Today, after more than two years in which figures have been closely watched, a general pattern has been established, one that offers some measure of hope to those operators in the many cities where television is yet to come. Briefly, this pattern follows these general lines:

1. For the first six months of operation music machine grosses drop from 30 to 80 per cent.
2. As home set sales grow, and interest in viewing begins to level off, juke boxes begin to pick up some of the lost revenue. By the end of the first year the grosses are still off about 50 per cent.
3. There is a definite seasonal difference in tele competition.

Tele Effect on Juke Grosses

The following chart illustrates the financial effect of television on juke boxes when the video medium begins operating in a city. These figures are based on averages taken in major cities where television has been operating in public locations for three years



Check List

Following are suggestions from tele-experienced ops which might be of value to those operators who will soon have television in their localities for the first time:

✓Offer locations better and more complete service, including the latest records, clean machines and quick action when repairs are needed.

✓Introduce special promotions, such as "Mystery Tunes" on the boxes; window posters; interior signs and tie-ins with radio and newspapers.

✓Try to convince the location owner that the video and juke box can be operated simultaneously by merely regulating the volume on each piece. Thus the tele addicts and the juke box patrons can both be served.

✓Stress the value of the added income which accrues to the location from the music unit. This is especially important in view of current economic trends.

✓In some areas operators now stress "top" or "front" money when installing new equipment in television locations, thus assuring an adequate income from the box.

Baseball, played on a daily (or nightly) basis, means more competition in the summer, altho football cuts in on the peak Saturday and Sunday afternoon hours.

4. Taverns, after 18 months to two years, find interest in tele considerably off, and either remove the sets entirely or turn them on only by request.

5. Too, taverns find a major objection to video in the slowed-down bar sales while patrons watch the television sets.

6. After two years the city is usually fairly well covered with home sets, and at the end of three years the loss in juke box revenue, due entirely to television, is estimated at 20 per cent maximum.

On the less optimistic side is the fact that television definitely continues to affect a portion of the operable juke box time within a location and, even after 36 months of programing and telecasting, operators in the four major tele centers report their grosses are down about 20 per cent because of television. Too, while removing the television set entirely, cutting down the amount of time it is turned on, and even leaving the juke box on while the video is in operation, are trends, they are by no means general in nature, and cannot be counted on by juke box ops as a link in the chain of events following the introduction of video.

Tavern Biz

As television made its debut in New York, Philadelphia, Chicago and California, there was much to do about the great amount of business which would be attracted to a video-equipped location. In the early days, there was little doubt that the operation of television within a spot did attract hordes of people, many of them coming in as new customers.

But as time passed another factor became obvious. Many of those so-

called new customers were transients, people who rarely returned to a spot but, instead, drifted from one tavern to another. Other newcomers came to watch the baseball game, and spent as little money as possible during the two or three hours they watched. And finally, steady customers, pushed into the background by the newcomers, objected not only to the treatment they received but in many cases actually requested the television be turned off.

Today, on an average, tavern business has dropped some 25 per cent throughout the country. This figure, however, varies greatly according to locality. In California, for example, the State Tavern Association estimates the average drop at 50 per cent; in Philadelphia the figure varies from 30 to 60 per cent, while in Chicago the low is 30 per cent and the high hits somewhere around 50 per cent.

Locations Juke Minded

These decreases are chalked up to the times; a step which falls in line with most business which has dropped from the war and postwar highs. While they have hurt the locations, they have been of value to the juke box operator in one sense. The loss in bar revenue has pointed up the loss from the secondary source of income, the music machine. Today location owners are looking forward to their commissions from the juke box with more interest than at any time since the war. The dollars coming from the music machine coin box mean much in paying the overhead, and the location owner is focusing his attention on this machine, while tending to ignore, more and more, his television set.

Coin-operated television sets have been introduced, and in some areas have proved profitable. But as of the end of summer this year, this type of equipment was still not in general use in most television areas, and could not be counted as a factor in such cities as Chicago where video had played such havoc with incomes.

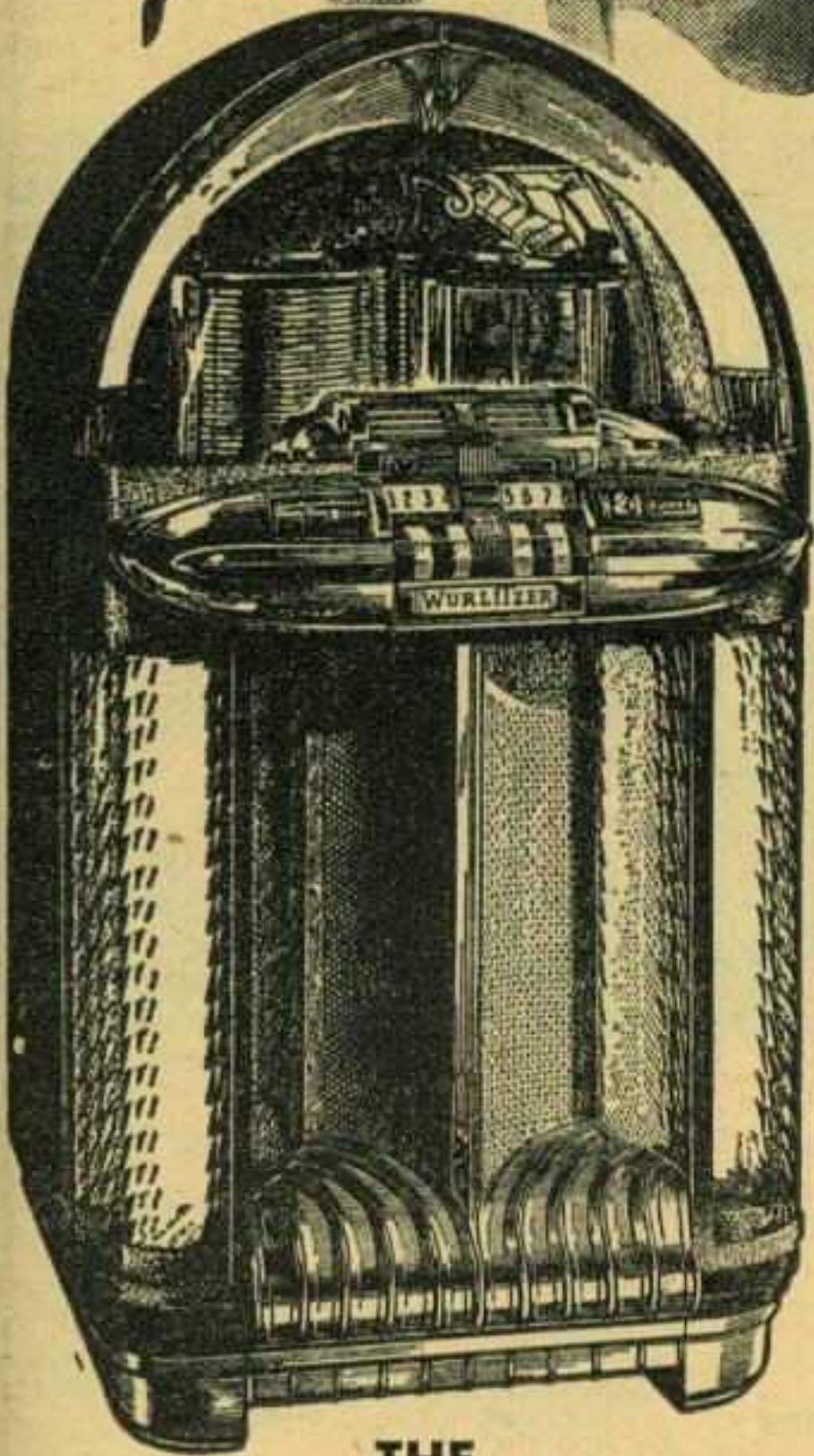
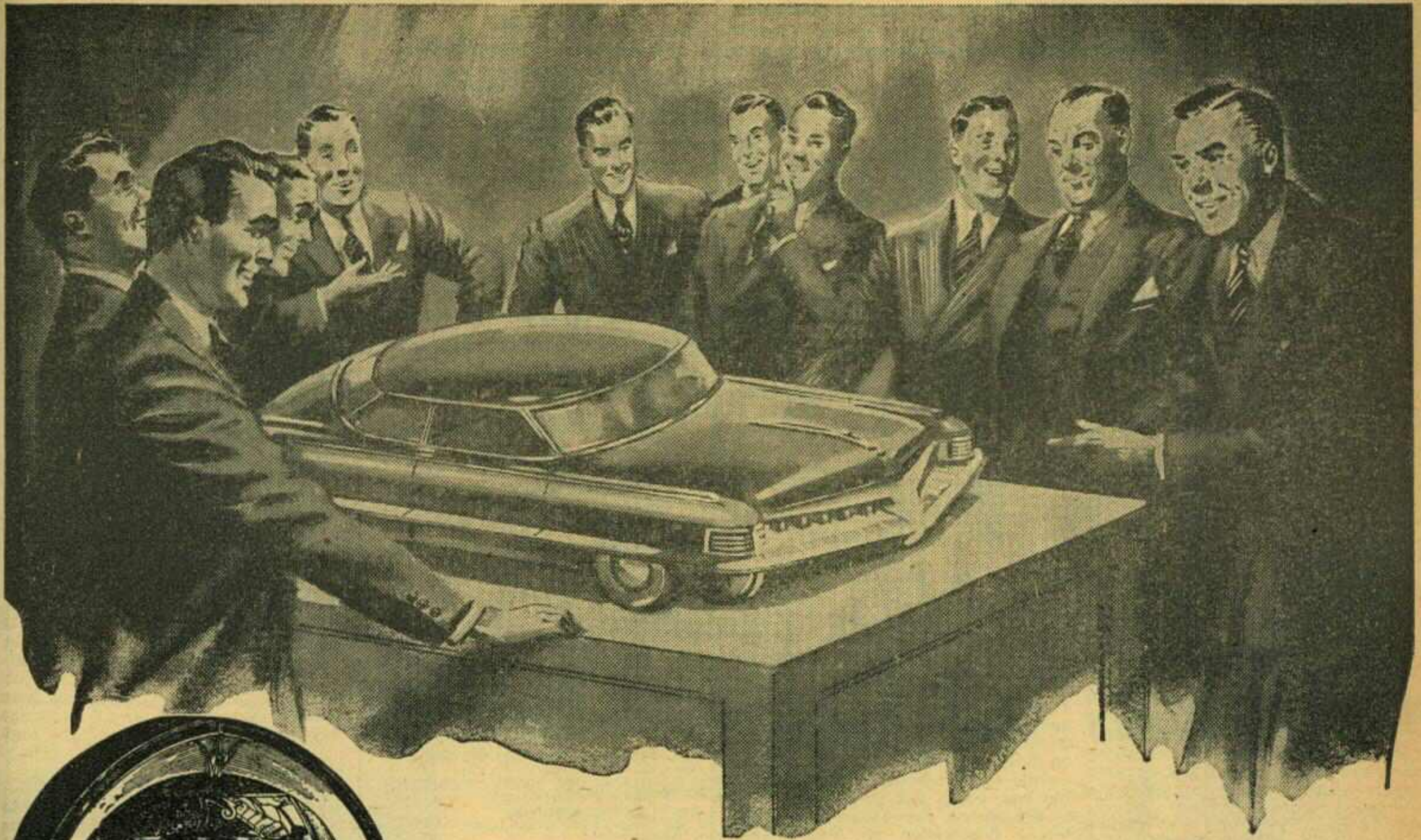
Better operator service, promotion of juke box recordings and replacement of old, worn-out equipment today is making many new friends for the music machine. Continued service along these lines, it is believed by many operators, will place the juke box back in its rightful place in the location.

CAPITAL'S OUTLOOK

(Continued from page 99)

production and dwindling demand caused the Administration to drop any plans to keep the voluntary agreements to channel steel beyond their expiration date of September 30.

Copper wiring, critically short during the war and during the immediate postwar period, also made heavy production gains. All types of copper became so plentiful by the end of the summer that Congress is preparing to restore the duty on important copper which was suspended for several years to spur imports. Tin production also soared to postwar highs. In late August, Commerce Department recognized this fact by removing almost all restrictions on use of tin. Supplies of glass, rubber and lumber were also added to during 1949, with prices, however, remaining generally high.



THE
WURLITZER 1100

**SEE YOUR WURLITZER DISTRIBUTOR FOR FINANCING,
TRADE-IN ALLOWANCES AND DELIVERY DETAILS**

AS MODERN AS NEXT YEAR'S AUTOMOBILES

From present indications it may be years before the industry ever catches up with the ultra-modern styling of this sensational new phonograph.

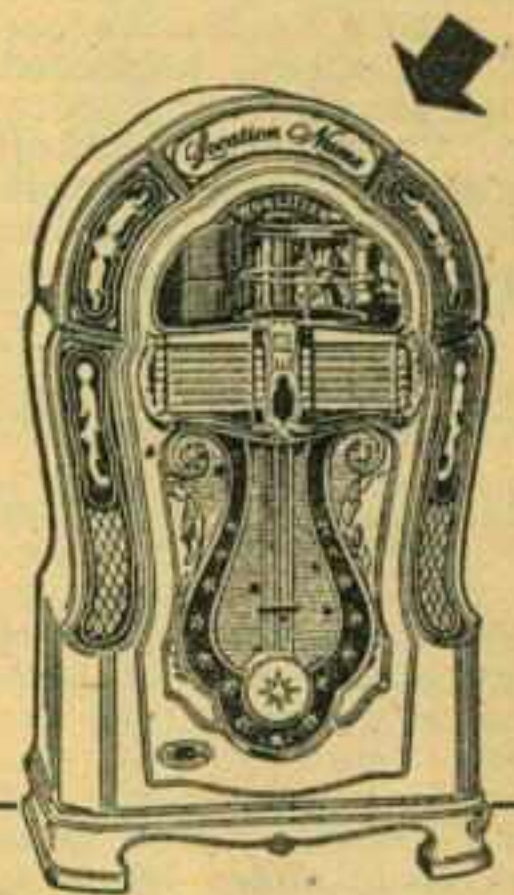
This amazing phonograph has never been equalled. Today more 1100s are being sold than any other make. One look will tell you that its modernistic design may never be outmoded.

You can buy it with confidence—secure in the knowledge that it will be a long time before any other phonograph will equal the eye-appeal and play-appeal of its smart

styling, Sky-Top Turret Window, Encore Program Selector and fascinating moving illumination.

Yet it is the lowest priced deluxe phonograph on the market today—the greatest phonograph value that has been offered in years—a value that may not be duplicated for a long time to come.

Visit your nearest Wurlitzer Distributor. Let him explain what an attractive financing plan and generous trade-in allowance he is in a position to offer you. The Rudolph Wurlitzer Company, North Tonawanda, New York.



**The Wurlitzer 1080 Personalized
with location name at the top at
no extra cost to you. Lowest priced
quality phonograph on the market.**

Active Amusement Machines Co.
666 N. Broad St., Philadelphia 30, Penna.
Alfred Sales, Inc.
881 Main St., Buffalo 3, N. Y.
Angott Distributing Co., Inc.
2616 Puritan Ave., Detroit 21, Mich.
Brady Distributing Co.
622 E. Trade St., Charlotte, N. C.
Brand Distributing Co., Inc.
1809 Olive St., St. Louis 3, Mo.
Bush Distributing Co.
286 N. W. 29th St., Miami, Fla.
508 Delwood, Jacksonville, Fla.
Cain-Cailhouette Motors, Inc.
1502 Broadway, Nashville, Tenn.
Central Music Distributing Co., Inc.
1523 Grand Ave., Kansas City 8, Mo.
2562 Harney St., Omaha 2, Nebr.
Cleveland Coin Mach. Exchange, Inc.
2021 Prospect Ave., Cleveland, Ohio
Commercial Music Co., Inc.
726 N. Ervay St., Dallas 1, Texas
901 E. Houston St., San Antonio, Texas
1004 N. Walnut St., Oklahoma City, Okla.
Coven Distributing Co., Inc.
3181 N. Elston Ave., Chicago, Ill.

Cruze Distributing Co., Inc.
105 Virginia St., W., Charleston, W. Va.
122 S. Seventh St., Louisville, Ky.
Draco Sales Company
2005 West Alameda Ave., Denver Colo.
Emarcy Distributing Co.
348 Sixth St., San Francisco, Calif.
F.A.B. Distributing Co., Inc.
1019 Baronne St., New Orleans 13, La.
1727 Harden St., Columbia, S. C.
804 Ivy St., N. E., Atlanta 3, Ga.
Hart Distributing Co.
906 Elliott Ave., W., Seattle 99, Wash.
The Arthur Hermann Co., Inc.
282 Central Ave., Albany, N. Y.
Iowa Music Distributors, Inc.
764 Ninth St., Des Moines 14, Iowa
Knudsen Music Company, Inc.
287 North 3rd East St., Provo, Utah
Lieberman Music Co.
1124 Hennepin Ave., Minneapolis, Minn.
Maestro Music, Inc.
117 East Broadway, Tucson, Arizona
Midland Music Distributors, Inc.
409 North Noble St., Indianapolis, Ind.
Music Distributing Co.
420 N. Craig St., Pittsburgh 13, Penna.

O'Connor Distributors, Inc.
2320 W. Main St., Richmond, Va.
400 Water St., Portsmouth, Va.
Redd Distributing Co.
298 Lincoln St., Allston 34, Mass.
Sicking, Inc.
1401 Central Parkway, Cincinnati 14, Ohio
Siegel Distributing Co., Ltd.
477 Yonge St., Toronto, Ont., Can.
40 Powell St., Vancouver, B. C., Can.
853 Notre Dame St., W., Montreal, Que., Can.
Southland Distributing Co.
1128 S. Crenshaw Blvd., Los Angeles 6, Calif.
Steele Distributing Co.
3300 Louisiana St., Houston, Texas
Sterling Service
Rocky Glen Park, Moosic, Penna.
United, Inc.
4227 West Villet St., Milwaukee 8, Wis.
Walker Sales Company
2401-7 East Alameda, El Paso, Texas
Williams Distributing Co., Inc.
1082 Union Ave., Memphis 3, Tenn.
The Wintors Distributing Co.
1713 Harford Ave., Baltimore 13, Md.
Young Distributing, Inc.
525 W. 43rd St., New York 18, N.Y.

**A
MAKE
MORE
MONEY
FEATURE**

**Industry currently in state of flux, but
future is looking up as public confusion
over various types of speeds disappears**

THE RECORD OUTLOOK

By PAUL ACKERMAN

THE record business is currently in a state of flux, not only from the standpoint of technological development, but also from the point of view of the price structure. As we go to press, the outlook for the disk business has improved somewhat over the past few months. According to reports from manufacturers and key dealers, sales are picking up. This, of course, is naturally expected during the fall season, but it has been noted that the current fall season is two or three weeks ahead of that of last year.

Several reasons are responsible. Firstly, indications are that the public's confusion, engendered by the development of new record speeds and playing systems, is being somewhat dissipated. Therefore consumers who have been loathe to buy, pending clarification or resolution of the three-speed situation, are beginning to buy again. Helping this trend, of course, is the fact that manufacturers are producing and selling more players which are able to handle the new speed records. Secondly, buyers with 78 r.p.m. machines now realize that companies will continue to press disks for such machines, and that obsolescence is a bogey which is more apparent than real.

Price, Cheap Labels

Perhaps of more immediate interest to operators, however, are two developments which have largely occurred within the last six months. These two developments are intimately related to each other and must be considered in that light. One is the rash of 50 per cent off clearance sales, initiated by RCA Victor and followed up by Columbia and Decca. The second is the rise of cheap labels, including Eli Oberstein's Varsity, Decca's Vocalion, Columbia's Harmony and RCA's Bluebird. Varsity disks can be bought at three for \$1, with the other labels retailing at 49 cents. The trend toward cheap labels has not stopped. For instance, Lincoln Records recently announced a vinyl unbreakable 10-inch disk for 39 cents.

The two factors (the clearance sales and rise of cheap labels) add up to one significant fact: The record-buying public has now become conditioned to buying high-class record merchandise at low prices. The clearance sales, which admittedly moved tremendous quantities of inventory, implanted this cheap merchandise impression at one swoop. The rise of the cheap labels, however, helps to perpetuate the effect. It helps in this way: The cheap labels, by the very nature of the record business, are sharply competitive. It is mandatory that they constantly seek to improve their product, both talent-wise and mechanically.

As the cheap labels improve, as their artists' rosters grow, it is expected that they—rather than the big labels—will produce the big sellers. There is precedent for such a development in the history of the Bluebird label. Years ago this label accounted for the major quantity of RCA Victor's sales. The same phenomenon among cheap labels is predicted in the months to come, according to trade-wise observers.

Just at what level the price of 78's will become stabilized cannot be determined at this point. The best thought in the industry is this: The price of 78's will not remain at the low level, but will have to come up again—not to the 79-cent level, but

certainly above the current prices of the low labels. Factors which would seem to guarantee a rise are the high cost of production and the slim profit margin. Just when the upsurge will start depends upon when one of the cheap labels decides to step out of line and jack up the price tag. Another pertinent question comes to mind at this point: How high might the price of regular 78's go once they start to pick up? A governing factor here might be the price barrier of the new speed records.

The New Speeds

With regard to the new speed records, LP and 45 r.p.m., much has happened in recent months. Several months ago rumors that the major diskeries would accept a compromise arrangement were widely reported. The compromise would have been along these lines: The major diskeries would press their classical material on 33 1/3 and their pops on 45. For awhile the projected deal seemed in the bag, but it fell thru finally. And at the annual convention of the National Association of Music Merchants (NAMM) in New York during the latter part of July, RCA Victor announced that for the duration of 1949 its promotional efforts would be in the direction of pushing 45 and maintaining 78. In other words, the peace moves had collapsed.

Meanwhile, however, Columbia Records continued to make strong headway with LP. Acceptance of the Columbia product continued to grow thruout the country. This was attested to by high sales not only of strictly classical items, but also by the success of Columbia's Kiss Me, Kate and South Pacific scores, both of which the diskery pressed on LP in addition to regular 78. Too, the wide acceptance of the Columbia innovation was affirmed recently when a number of new record companies, both majors and independents, announced their intention of pressing 33 1/3. Capitol, already committed to the 45 bandwagon for its Telefunken catalog, recently announced it would also use that speed as a vehicle for pop albums.

Decca Records, with its clearance sale out of the way, announced its plans to press album material on 33 1/3. Other companies, including MGM, are expected to follow suit. London Records, too, is on the LP wagon, as is Mercury. So, too, are an increasing number of lesser independents, including Vox, Atlantic Records, Lone Star Records, Allegro, Polydor, Bibletone, Cetra-Soria, Savoy, Seeco, Tempo, Discovery, Dial and others.

Filling out this picture of the speed situation are the plans of RCA Victor. Toward the latter part of August, RCA crystallized its fall promotional campaign on 45. A major portion of this campaign involves promotion of a player attachment to sell for \$12.95. The advertising schedule is quite extensive, calling for heavy use of daily newspaper advertising, plus radio and special displays. The entire budget has been estimated at \$2,000,000. RCA will follow the fall campaign with another, the aim of which will be to promote 45 as a good system for children's records. Columbia, too, has announced its fall campaign. This will involve heavy use of national magazine advertising as opposed to newspaper space.

A few other points fill in the record picture for the operator. There

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 40)

- Through a Long and Sleepless Night
V. Lynn (A Thousand) London 507
- Toot, Toot, Tootsie
M. Hutton (Love Happy) MGM 10535
- Tonal Expressions Album
C. Jackson . . . Discovery M-13
- Blue Skies
I Can't Get Started
Lady Be Good
Laura
Lover
I Can't Get Started
Prelude in "C" Sharp Minor
- Traveling Men Are Traveling Again
Korn Kobblers (Up in) MGM 10531
- Turn on the Heath
T. Heath Ork (Get Out'a) London 484
- Twilight
C. Cavallaro Ork (Bluebird on) Dec 24772
- Up in the Balcony
Korn Kobblers (Traveling Men) MGM 10531
- Walking Slow Behind You
C. Basis Ork (Rocky Mountain)
V(78)20-3572; (45)47-3065
- We'll Always Be Together
Heine and His Band (Duck Polka) Coral 60110
- What Is This Thing Called Love
K. Starr (Them There) Modern 20-712
- When Buddha Smiles
J. Savitt Ork (Big Beaver) Brunswick 80122
- When the Cotton Blossoms Bloom in Georgia
B. Cross Ork (My Dreams) Rhapsody 2673
- When the Train Came In
T. Brewer (A Man) London 511
- When the Wind Was Green
B. Wayne (A Shawl) London 509
- White Christmas
H. Babbitt (Silent Night) Vocalion 55036
- Who's Sorry Now
V. (Blue) Mondl (Some of) Atlantic 772
- Wishing Star
R. Cass Ork (Mission Bells) MGM 10528
- Without Your Love
L. Robinson (I'm Helpless) Gotham G-199
- You Call It Madness (But I Still Call It Love)
L. Columbo (My Mistake) Rob R-491
- Your Kiss
P. Martin Ork (Merry Christmas)
V(78)20-3576; (45)47-3072
- You're So Understanding
C. Foster Ork (That Lucky) Vocalion 55035

LATIN-AMERICAN

- La Ultima
T. Martinez-T. Gari (Bien! Bien!) Cap 57-738
- Large Ausencia
Venus Trio (En El) Seeco 817
- Los Sitios Hacere
A. Rodriguez Conjunto (Sagrado Amor) V 23-1382
- Mambo Bebop
N. Rivera (Engano Cruel) Seeco 815
- Martin el Loco
D. Santos (A Lo) V 23-1384
- Montmartre
C. Concepcion Ork (Mulata) V 23-1382
- Mulata
C. Concepcion Ork (Montmartre) V 23-1383
- Nada Se
J. Lopez (Canta Pajarito) Seeco 803
- Negra Triste
Canelina (Bulu) Seeco 692
- No Se Lo Que Tienes
C. Rivera (Ritmo De) Lina L 010
- No Sirve Pa Na
E. Garza (Que Poco) Seeco 7010
- Por Ti
M. Fernandez (Tango) Y) Lina L 013
- Que Bonita Eres Tu
A. Mendez (Caribbean Yacht) SMC 1244
- Que Poco Me Conoces
E. Garza (No Sirve) Seeco 7010
- Que Te Pesece
E. Garza (En Revancha) Seeco 655
- Pampa
J. D'Arienzo Ork (Vencido) V 23-1385
- Rocio
N. Chayres (Gitano) V 23-1379
- Rica
P. Prado Ork (Kuba-Mambo) V 23-1380
- Ritmo De Juventud
C. Rivera (No Se) Lina L 010
- Sagrado Amor
A. Rodriguez Conjunto (Los Sitios) V 23-1382
- Sin Rambo
Yiye (Enchando Candela) Seeco 816
- Solitando Chispas
D. Santos (Bello Mar) Seeco 7028
- Soy Feliz
P. Arvelo (Corre, Jacinto) V 23-1381
- Sufriendo
R. Henriquez (El Cantar) Lina L 026
- Summertime
M. Valdes (Harlem Special) SMC 1242

seems for instance, to be a decided trend among indies to produce on plastic. Mercury, for instance. And other major indies are known to be considering such a move in the very near future. Lesser indies producing on plastic include such companies as Savoy, National, Dana and Lincoln Records. The latter is putting out a 10-inch vinyl platter selling at 39 cents.

The record ban was lifted December 14 by James C. Petrillo, chief of the American Federation of Musicians (AFM). Since that time some 400 recording companies have taken out AFM licenses. This figure compares with about 750 in the days prior to the ban.

- Tango Y Copas
M. Fernandez (Por Ti) Lina L 013
- Tu Me as Enganado
H. Lago (Bendito Amor) Seeco 7022
- Tu No Comprendes
A. Mendez (Escambron Beach) SMC 1245
- Vencido
J. D'Arienzo Ork (Pampa) V 23-1385
- Y Asi Paso
H. Del Carril (Adios Pampa) Seeco 7030

RELIGIOUS

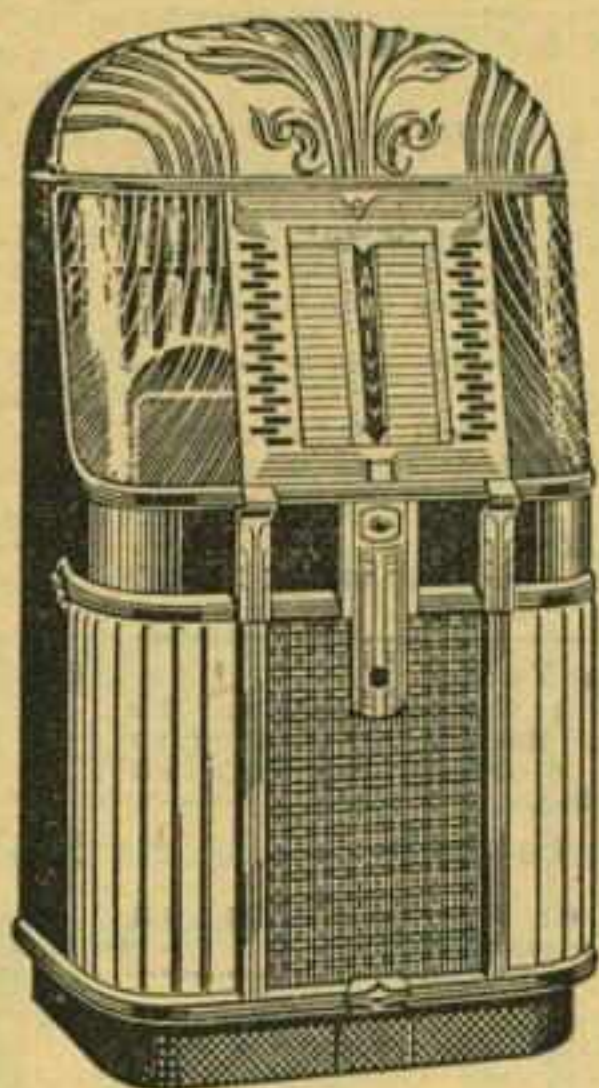
- Abide With Me
H. Gray (Wonderful) Sacred J-284
- Dig a Little Deeper in God's Love
E. Davenport-J. Blythe Jr. Trio (Only a) Coral 65017
- Hymns of All Churches Album (3-7")
Hymns of All Churches Choir—F. J. Jacky, Dir. . . . V(45)WP-162
- Beautiful Isle of Somewhere . . .
V 47-3023
- I. Beneath the Cross of Jesus; 2. A Mighty Fortress Is Our God . . .
V 47-3021
- Ell, Ell . . . V 47-3022
- In the Garden . . . V 47-3021
- Shepherd, Show Me How To Go . . .
V 47-3022
- Veni, Jesu, Amor Me . . . V 47-3023
- I Come to the Garden Alone
Silver Leaf Quartet (I Heard) Atlantic 882
- I Heard the Zion Moan
Silver Leaf Quartet (I Come) Atlantic 882
- In That Sweet Bye and Bye
Silver Leaf Quartet (Just a) Atlantic 883
- Jesus
Rosette Gospel Singers (Jesus Is) Dec 48117
- Jesus Is All the World to Me
Rosette Gospel Singers (Jesus) Dec 48117
- Jesus Spoke to Me
J. & M. Carson (Looking for) Cap 57-40237
- Just a Little Talk With Jesus
Silver Leaf Quartet (In That) Atlantic 883
- I Want to Rest
Silver Leaf Quartet of Florida (Rock, Sword) Gotham 142
- Looking for a City
J. & M. Carson (Jesus Spoke) Cap 57-40237
- Only a Look
E. Davenport-J. Blythe Jr. Trio (Dig a) Coral 65017
- Rock, Sword and Shield
Silver Leaf Quartet of Florida (I Want) Gotham 142
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- A Mighty Fortress
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Come, Come Ye Saints
Faith of Our Fathers
Guide Us, O Thy Great Jehovah
Lift Thine Eyes
Now Thank We All Our God
O God, Our Help in Ages Past
O My Father
O Worship the King
Praise to the Lord
The Lord's Prayer
- Wonderful
H. Gray (Abide With) Sacred J-284

INTERNATIONAL

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- Because You Love Me
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- Disc-Jockey Polka
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- Doina
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- En Skal I Kvall
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- Prune Dumpling Polka
"Whoopie" John Wilfahrt Ork (Because You) Dec 45081
- Szaz Szal Gyertyat
A. Sved (Piros Rozsa) V25-6087
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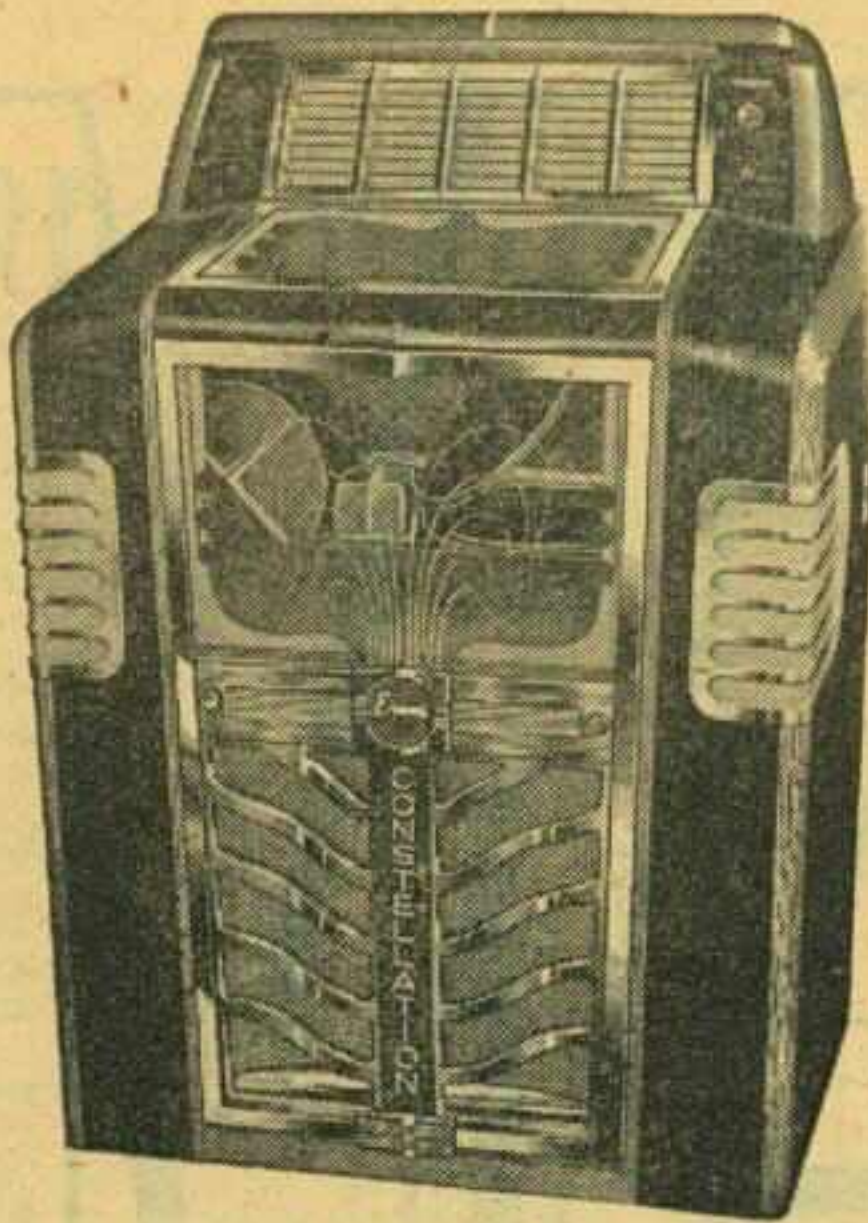
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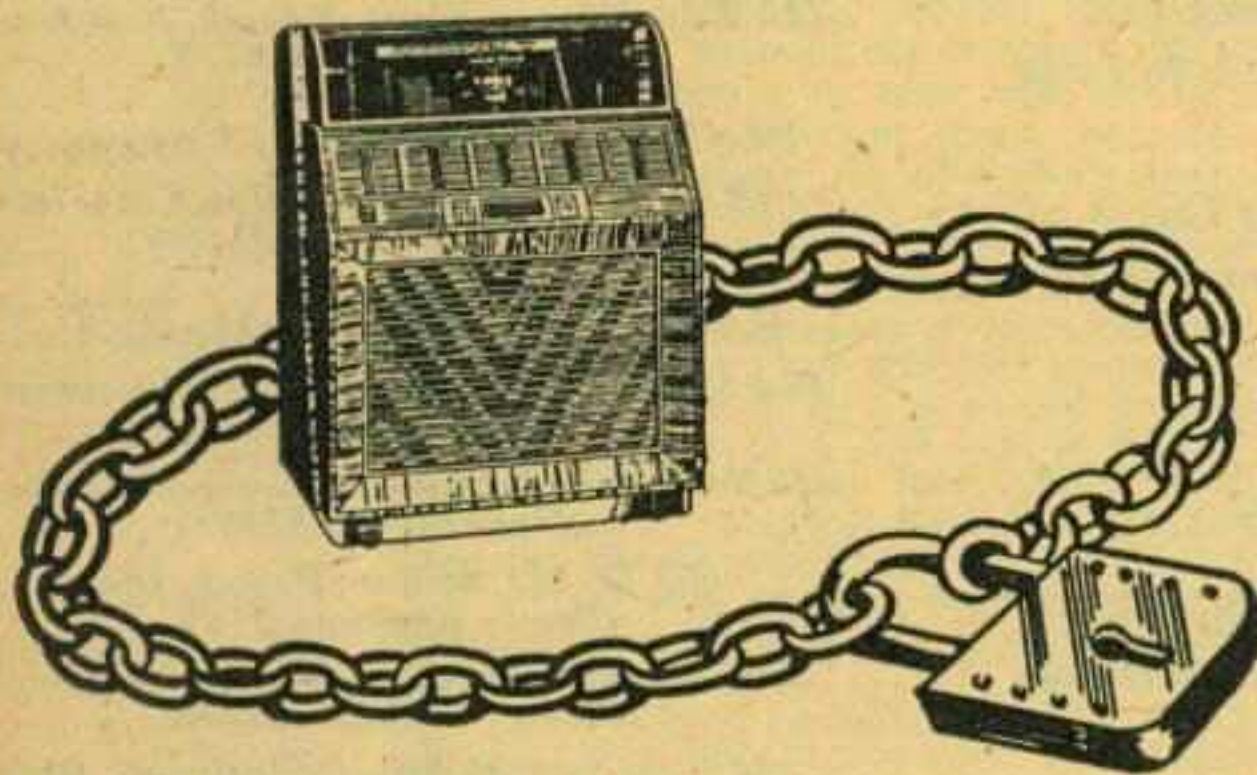
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Record Reviews

(Continued from page 37)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	RETAILER
		DISK JOCKEY
		OVER-ALL
COUNTRY & WESTERN		
GEORGE MORGAN Col 20627	Cry-Baby Heart The hot Mr Morgan turns in another excellent job which should keep him going in the country markets.	83--84--83--82
	I Love Everything About You Morgan's fine warbling should help sell this cute tune which is more pop than country in composition.	81--83--80--80
BUDDY WALKER Talent 701	Bordertown Fiesta Gay holiday spirit in this slightly Latinized Western should find some market in the Southwest.	65--63--67--65
	We've Lived a Lie Souped-up weeper with jazz orking doesn't sustain interest.	55--55--55--55
RED MAXEDON Arcadia AP 1951	Look A-Way Up Yonder Maxedon gets off a pleasing vocal on this pretty little ballad. Backing by vocal group and string combo is relaxed and easy but too clean and ciftified.	68--68--68--68
	I Want a Pardon for Daddy Dottie Leader Thrush and ork do a hillbilly song, but not in the country manner.	58--58--58--58
AUTRY INMAN Bullet 687	Double Cross Western rhythm trifle with alternating vocal and instrumental choruses. Guitar, fiddle and rhythm section swing hard and jazzy.	65--62--65--68
	In My Imagination Good tune here, but rendition might have been stronger and more compact.	67--67--67--67
CLAUDE BOONE Mercury 6212	Groundhog Blues Unusual hunk of backwoodsiana, with spoken lines occurring at regular intervals during breaks in the music. Authentic and pitthy.	75--75--74--76
	Down Where the Watermelons Grow A charming traditional hill ditty, effectively chanted and guttared. For the homespun trade	77--77--77--77
COUSIN WILBUR AND BLONDIE BROOKS Bullet 691	Why Not Confess Okay country torcher is done up-tempo in close boy-gal harmony	70--70--70--70
	Blues, Stay Away From Me The duo wall a blues effectively with the string ork beating out boogie woogie.	72--72--70--74
LATIN AMERICAN		
JOHNNY LOPEZ Seeco 803	Canta Pajarito (bolero) The ex-Cugat warbler, with the aid of rhythm and male harmonizers, does a mellifluous job with a pretty ballad, in tempo.	77--78--77--77
	Nada Se (guaracha) Another Puerto Rican cutting in dance tempo. Lopez is less effective on the wild stuff, but there's good piano montuno here.	76--76--76--75
EVA GARZA Seeco 655	En Revancha (bolero) Gal puts on the dramatics for an impassioned tune by Agustin Lara. Classy stuff.	79--80--79--77
	Que Te Parece (bolero) Slightly brighter, and a retentive melody in the quality class. Good dance beat too, but this gal should be listened to.	80--82--80--79
HNAS. LAGO Seeco 7022	Bendito Amor (bolero) Sister trio from Cuba has the sound, harmony, and warmth to make the most of such romantic stuff. Authentic rhythm is danceable.	78--80--78--76
	Tu Me As Enganado (bolero) Even more colorful.	79--80--80--78
MIGUELITO VALDES SMC 1242	Summertime (Afro) The Gershwin classic is treated to a beautiful modern instrumental scoring, with a powerful, danceable tropical beat. Jocks will like mucho.	81--85--80--76
	Harlem Special (mambo) Instrumental is a Perez Prado opus. Sounds like Prado at the piano too. Wild, brassy affair is a mambo picnic.	80--82--81--77
REINALDO HENRIQUEZ Lina L 026	Sufriendo (bolero) Henriques returns to the business after a long illness, and turns out to be one of the better crooners. Band is rough, but the warbling is tops.	81--82--80--80
	El Cantar Del Carretero (son montuno) Band is too loud here, practically obscuring a really outstanding vocal.	79--80--78--78
CONJUNTO RIVERA Lina L 010	No Se Lo Que Tienes (mambo) More harmony than melody in this modern Cuban cutting. Okay for dancing.	69--70--70--67
	Ritmo De Juventud (mambo) More meat here with big brass sound and chorus blending effectively against a powerful rhythm backing.	74--76--74--72
MANOLO FERNANDEZ Lina L 013	Por Ti (bolero) There's plenty of gypsy in Fernandez' impassioned piping of an especially rich bolero. Disking caught was off-center	81--82--80--80
	Tango y Copas (tango) Heavily dramatic tango singing in the great tradition with guitar accompaniment.	77--78--77--76
MIGUELITO VALDES SMC 1243	Baile De San Vito (mambo) Titie means "St. Vitus' Dance," and it's an instrumental penned by Perez Prado. Strong rhythm and screaming brass. Danceable.	75--77--75--72
	Guaguina Yerabo (rumba) An "African Lament" by the late Chano Pozo. Interesting scoring, great rhythm, Valdes chanting jungle-style, but chorus is under-recorded.	74--75--75--72

SPDA Huron Meeting

(Continued from page 114)
 erators. Following the meet Les motored to other South Dakota cities and towns but was back at the office by the week-end. . . . Darlow Maxwell, newest association member, should prove a worthy addition to the group, according to fellow Huronites. He will be assisted in his routes by

his wife who is also popular with the local citizenry. . . . Al Baird, Shorty Gaughran and Mel Pederson, who sold out to the Maxwells, will be missed, according to their SDPA associates. They were rated among the best in the business in South Dakota. All have other business interests.

Irv Lindeholm, Automatic Games Supply, Minneapolis, went from Huron to Watertown Wednesday (28) to confer with Arnold Brevik. The latter returned to his office early Monday morning (26). Brevik must have had some urgent business with Lindeholm because he phoned him Tuesday at 8 a.m. After his Watertown business Lindeholm worked his way thru the Western part of the State. Bob Wenzel, also of Automatic Games, returned to his Minneapolis office right after the final session to be on hand for some out of town coinmen who were anxious to look over Evans Constellations. . . . Art Penticoff, Quality Supply Company, Sioux Falls, believes that his 8 in 1 game will fit in with the present trend toward counter games. He says his best sales plan is to have operators look in on some of the locations which already have the game. . . . Many of the firms which were undecided whether to send representatives to Huron for the meeting were lamenting their negative decision when they learned that quite a few sales were made at the event.

Bob Shea, Wessington, was late for the business sessions but said he just had to be in Huron to see some of his old friends. Bob has just recovered from a major operation. . . . Ray Sellman, Le Beau Novelty, St. Paul; Les Rieck, H. C. Evans & Company, Chicago, and John Pickering, CMI, made the Huron to Twin Cities return trip together. Reick and Pickering then caught a Chicago bound Stratocruiser. They were met at the Windy City airport by their wives. Reick's two boys were also on the reception committee.

Myer's Cigar Store, Huron, is one of the best proving grounds for new games. The location handles a wide variety of magazines and newspapers, has several billiard tables and also carries ticker reports on all major baseball and football games. . . . Herman Warn, Salem, was the winner of the 8 in 1 game donated by Quality Supply as a door prize at the banquet. . . . Mrs. Irene Imig won a speaker donated by Evans. . . . The Imigs and Mr. and Mrs. Ike Pearson are scheduled to see the World Series if it takes place in St. Louis.

Ted Salvesson, Huron, was a bell boy in the Marvin Hughitt Hotel in his younger days. Now he is rated as one of the best of the younger crop of operators. . . . Tony Trucano promised the membership that he would supply the steaks for the next meeting which will be in Yankton, January 8-9. It was supposed to take place in December but the association took a vote on the subject and deferred the winter meet a month so that it would not interfere with the Christmas season.

Mystery Tune

LOS ANGELES, Oct. 1.—Bob Young, whose music route covers the San Pedro-Long Beach area, has found his business to be stimulated in tavern locations by using a "mystery tune of the week" gimmick. Several months ago he started picking a new recording each week and putting it in the machine untitled, leaving the correct title with the tavern owner or bartender. Customers guess at the title and the winner usually receives from \$1.50 to \$2 in trade. Even tho the amount in question is small Young finds it pays off and not only keeps customers interested in his juke box installation but also creates good will with the location owner.

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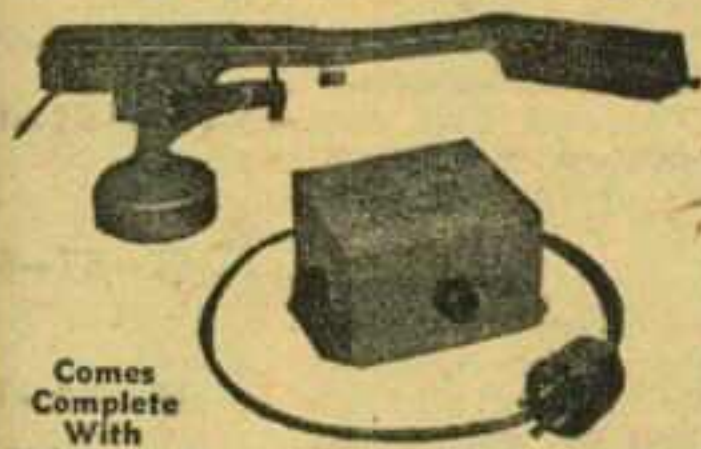
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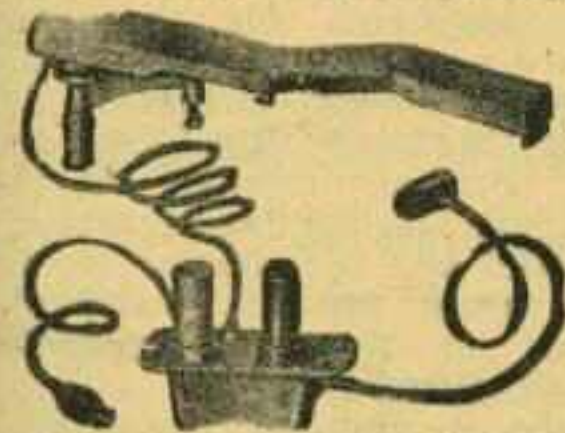
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Record Reviews



ARTIST	TUNES	RATINGS
LABEL AND NO.	COMMENT	OVER-ALL
LATIN AMERICAN		
URQUIZA TRIO V 23-1327	Burum, Bum, Bum (guaracha) Scintillating stuff by the suave Mexican trio. Beautiful guitar and clear, colorful rhythm, plus sweet three-way harmony. Very danceable.	75--77--75--73
	Carmina Y Ven (Son Montuno) Gringo rumbadicts will find the rhythm of this small group ideal for dancing. The voices are excellent too.	78--80--80--75
PEDRO VARGAS V 23-1333	Ay De Mi (bolero) New tune is by top Cuban cleffer Osvaldo Farres, cut here recently by Mr. V. with an assist from Yankee maestro Lopez. A thoroly satisfying side.	86--88--86--82
	Constantemente (bolero) Another top try by Vargas, beautifully recorded. Beautiful tune by Ellseo Grenet, and sensitive support from Lopez.	86--88--86--82
INTERNATIONAL		
THE KOZERA-JORDAN ORK Continental C-788 (Polish)	Happy Miller Polka Marked "instrumental," but has Polish vocal. Good beat and loud, Polish orking.	72--72--72--72
	Red Head Polka A staccato-style instrumental makes for a fair-enough Polish polka side, with a march-like trio.	68--66--68--70
IVAN DEZSO Csardas MR-87 (Hungarian)	Ide, Ide, Gyere Ide-Barna Kislany Rough-grained gypsy vocal is for natives only. More enthusiasm than quality here.	67--68--68--66
	Mondjak Meg a Legkisebbik Horvath Lanynak Spirited revelation of a sad tale in crude but effective style.	67--68--68--65
JO JO KRALL ZEMPLINCAN CIGANSKA HUDBA Continental C-105 (Slovak)	Ja Do L'Esá Nepudzem (csardas) An authentic Slovak dinking in a colorful csardas idiom, with a very laborious vocal that runs it into the ground.	54--53--53--55
	Dajle Mne, Mamocko, Za Mojho Frajera More animation in the vocal here.	62--60--60--64
TED BALICKI ORK Continental C-796 (Polish)	Hej, Ha Dziumbaj (polka) High-spirited Polish polka with shouting chorus. Features florid trumpet and clarinet conversation.	80--80--80--80
	Ja Oxenic Musze Sie (polka) —which means "I Gotta Get Married." The side is mainly instrumental, and it's a good one.	79--80--78--78
HOT JAZZ		
ART TATUM TRIO Brunswick 80114	Honeysuckle Rose Cutting was made several years ago when Tiny Grimes' guitar and Slam Stewart's bass were featured with Tatum's piano. Fast-flying group gets off precision ensemble, but Art's piano is the thing.	74--77--75--70
	Moonglow This has long been one of Tatum's best solo vehicles. Slam bows one too. An outstanding piano side.	77--78--77--70
ROY ELDRIDGE ORK Brunswick 80117	Jump Through the Window Little Jazz buzzes thru an up-tempo blues excitingly, with a small combo swinging hard in back.	74--74--74--74
	The Gasser And a gasser it is, tho is sounds like "Sweet Georgia Brown" to us. Roy opens with a great muted horn ride, followed by a Chu Berry-type tenor, closing with open horn.	78--78--78--78
RED NORVO SEXTET Brunswick 80116	Red Dust One of Norvo's characteristic fragile chamber music pieces, slightly boppish. Cut about five years ago, sounds thoroly a la mode.	67--72--68--60
	I Surrender, Dear Norvo's the star of this, with a delicate and lyrical solo.	69--73--70--65

(Continued on page 132)

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FACTS BACK FALL OPTIMISM

Production Lines Starting To Hum After Summer Lull; Shuffleboard Picture Rosy

Forecast Increased Buying Trend Continuing Into 1950

(Continued from page 96)

the summer months. As the fall season got under way, it was obvious that most shuffleboard manufacturers were counting heavily on the coin machine operator this season. They were finally convinced that thru the operator they could gain much wider circulation for their boards. This in turn would assure vastly increased number of players for the future.

Already one of the heaviest promotional programs in the centuries-old history of shuffleboard is under way. Thruout the country operators, distributors and manufacturers are joining with locations to set up leagues and plan for championship tournaments. By publicizing the competitive feature of shuffleboard, it is hoped to build the game into the same spot in the American sports scene now enjoyed by bowling.

Important from the operator viewpoint is the fact that shuffleboard has proved it can actually help the grosses on other coin-operated equipment in the same location. For instance, juke boxes, seriously affected by television, have actually been helped by shuffleboards. Players, after the music equipment is toned down, actually will play the box even while engaged in competitions. Venders have also been used to advantage in shuffleboard locations, while many shuffle parlors around the country augment their featured attraction with arcade pieces.

While the future progress of the industry must be anticipated, there is visible proof that all is not guesswork. The fall season is off to fast start, with factories stepping up their production slowly but steadily and operators buying new equipment, also slowly but steadily. The straight novelty game has given an added impetus to the five-ball field, while 1949 model venders and music machines continue to hold strong in their respective fields.

72 Indianapolis Teams Compete in Four Leagues

INDIANAPOLIS, Oct. 1.—The four leagues of the Indianapolis Shuffleboard Association are now in full operation. There are 20 teams in Rock-Ola League No. 1, 20 in Rock-Ola League No. 2, 12 in the National League and 20 teams in the Rock-Ola Women's League, divided into two sections, 10 teams each with a play-off between leagues for the women's championship.

Rock-Ola League No. 2 is being organized to accommodate late arrivals and is scheduled to start October 10.

The Indianapolis Shuffleboard Association will be composed of a total

of 92 teams representing 920 players in league play twice a week during the fall tournament.

Interest in shuffleboard and league plays has more than doubled this year, and is the result of long and steady promotion. There has been intense promotion on the part of the organizers, resulting in a pronounced interest in all activities. The shuffleboard parlor, or sometimes called arcade, is passing from the picture here. It requires more effort than the parlor or arcade can give. Taverns are the live spot and most successful for the shuffleboard.

Service

BRIDGEPORT, Conn., Oct. 1. Ray Weaving, representative of the American Shuffleboard Sales Company of Union City, N. J., which controls the shuffleboard situation in Bridgeport, is a man who is on the job every minute and services his customers to their satisfaction.

Unemployment situation is the worst in the State in Bridgeport, which is largely industrial, and in like manner with other forms of recreation, the shuffleboard business has suffered.

Weaving takes personal interest in the several leagues in the city, and at the end of season, there is a contest between tavern operators and restaurants, with cups to winners being given as prizes, which are donated by American Shuffleboard Sales Company.

Colo. Supreme Court Says No Tavern Shuffle

Ruled Separate Biz

DENVER, Oct. 1.—Colorado Supreme Court ruled Monday (26) that operation of shuffleboards in establishments which dispense liquor is a violation of the State liquor code. The court held 6 to 0 that a shuffleboard in a tavern constitutes a separate business—a violation of the 1935 State liquor code stipulating every type of business is prohibited in a tavern except the sale of meals, food, drinks and tobacco.

The case had been appealed to the high court by City Manager of Safety Harold A. MacArthur and Police Chief John F. O'Donnell, after Fred Gushurst, of the American Shuffleboard Sales Company, of Denver, had won a favorable judgment in the Denver District Court. Gushurst had taken his case to court after city officials refused to permit him to make shuffleboard installations in taverns and restaurants selling liquors.

The only question involved in the Supreme Court case was whether shuffleboard operation in liquor dispensing establishments constituted another business. State Secretary George J. Baker stated he would not take action against operation of bell machines and juke boxes in taverns.

Detroit Leagues To Be Organized During October

DETROIT, Oct. 1.—An intensive organization of tournament play among shuffleboard fans in the Detroit area is to be launched this coming week under auspices of the Standard Shuffleboard League. Keynote of the program, which is expected to last from two to four weeks, will be personal coverage of the territory by a team of four specialists from the league, headed by Ed Lake, who will be in the city for that period.

Arrangements for the campaign crew to cover the city are being made by Joseph Brilliant, Brilliant Music Company, Rock-Ola distributors. Brilliant pointed out that the plan calls for standardization of playing rules and preparation for tournament play for all standard type boards in the city regardless of manufacturer.

General plan of operation is to contact each tavern having a shuffleboard and work out a detailed organization scheme for shuffleboard leagues, and the setting up of accepted playing standards, similar to those now followed in the bowling field.

Stress Service

LOS ANGELES, Oct. 1.—Shuffleboard Operator Al Hanlin has found that good will pays off in his business so he stresses his relations with location owners, keeping his equipment in first-class shape and stressing the service angle at all times. A ciga. or a drink on collection or service day keeps the location owner in a good frame of mind, he reports.

Eye South Dakota Expansion

See Leagues Giving Game New Interest

Cite Lack of Promotion

HURON, S. D., Oct. 1.—Shuffleboard operators attending the fall meeting of the South Dakota Phonograph Association (SDPA) here this week are optimistic about the game's chances of expansion in this State during the remainder of the year. A consensus among those handling boards place the number on location at between 200 and 300, with an estimated potential of over 1,000.

Principal reason for the lag in getting boards on location in greater numbers seems to be a lack of promotion both by manufacturers' representatives and operators. For altho three operators are now making plans for league and related organized play, leagues have not been tried in South Dakota before despite the introduction of the game in typical coin machine locations a full year ago. This situation is expected to be revised sharply in the next few weeks as Rock-Ola Manufacturing, makers of

Attention, Operators!

The fall season is here and shuffleboard interest in many areas is growing as new leagues and tournaments get under way. In the past, these promotions have proven that they can make money for the operator and the location as they grow.

League play is completely unknown in many areas, and only slightly so in others. In order to help those operators (and other interested parties) who would like to start this type of promotion in their areas, *The Billboard* has prepared a special booklet entitled *Here's How To Set Up a Shuffleboard League*. In this booklet are suggested rules, constitution, league set-ups, and promotion ideas which can be adapted by any operator to his locations.

Anyone who would like a copy of this booklet will receive it free by writing to *The Billboard*, 188 W. Randolph Street, Chicago, Ill. Attention, Coin Machine Department.

Write for your copy today.

the Standard line; National, American, Mero and Nation Wide have plans to get leagues under way, operators attending the SDPA stated. They also pointed out that the only reason why leagues have not been started thus far is that operators have not received information on how to set up a league until now and they wanted to be certain that their initial attempts at organized play were launched properly.

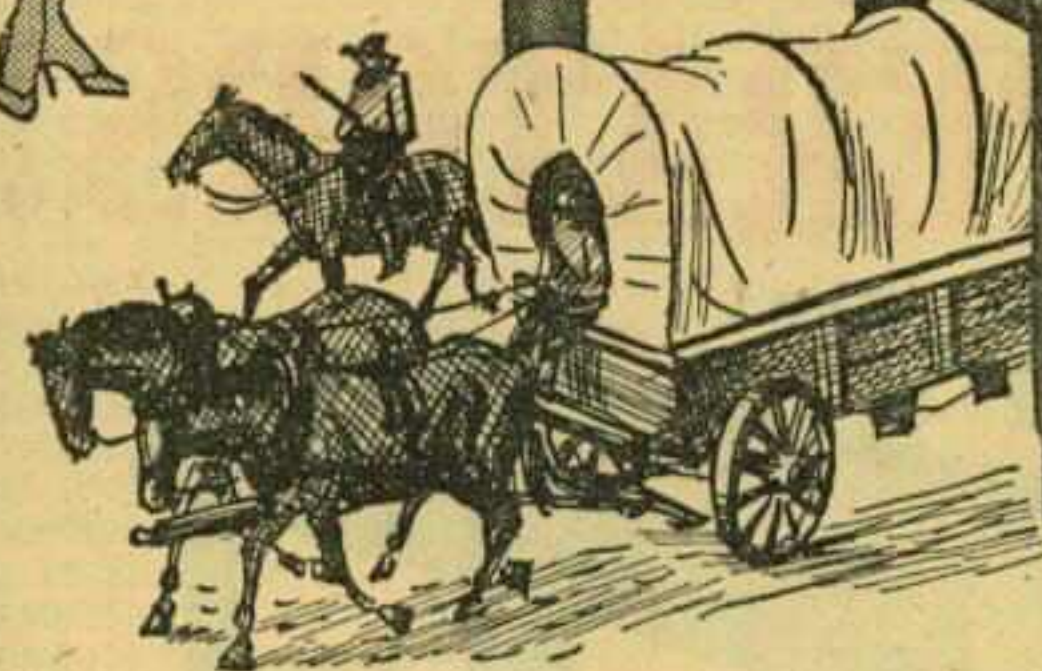
Ready Leagues

Those with immediate plans for leagues are Tony Trucano, Black Hills Novelty Company, Deadwood; Arnold Brevik, Watertown, and Mike Imig, Mike's Music Service, Yankton. Of the

three, Trucano is the largest shuffleboard operator and following the meetings here left for a brief trip to the Twin Cities to study how leagues are handled there. He was one of the first of the veteran operators to see the possibilities of shuffleboard and as a result has gained a great deal of experience in the past year. Trucano believes that if the sport is smartly promoted and competitive aspects of the game are brought out that before the 1949-'50 season is over shuffleboard will have a strong South Dakota following. Working out of Watertown, Brevik is about to set up leagues based on the Standard Shuffleboard league formula. Toward this (See *Eye South Dakota* on page 130)

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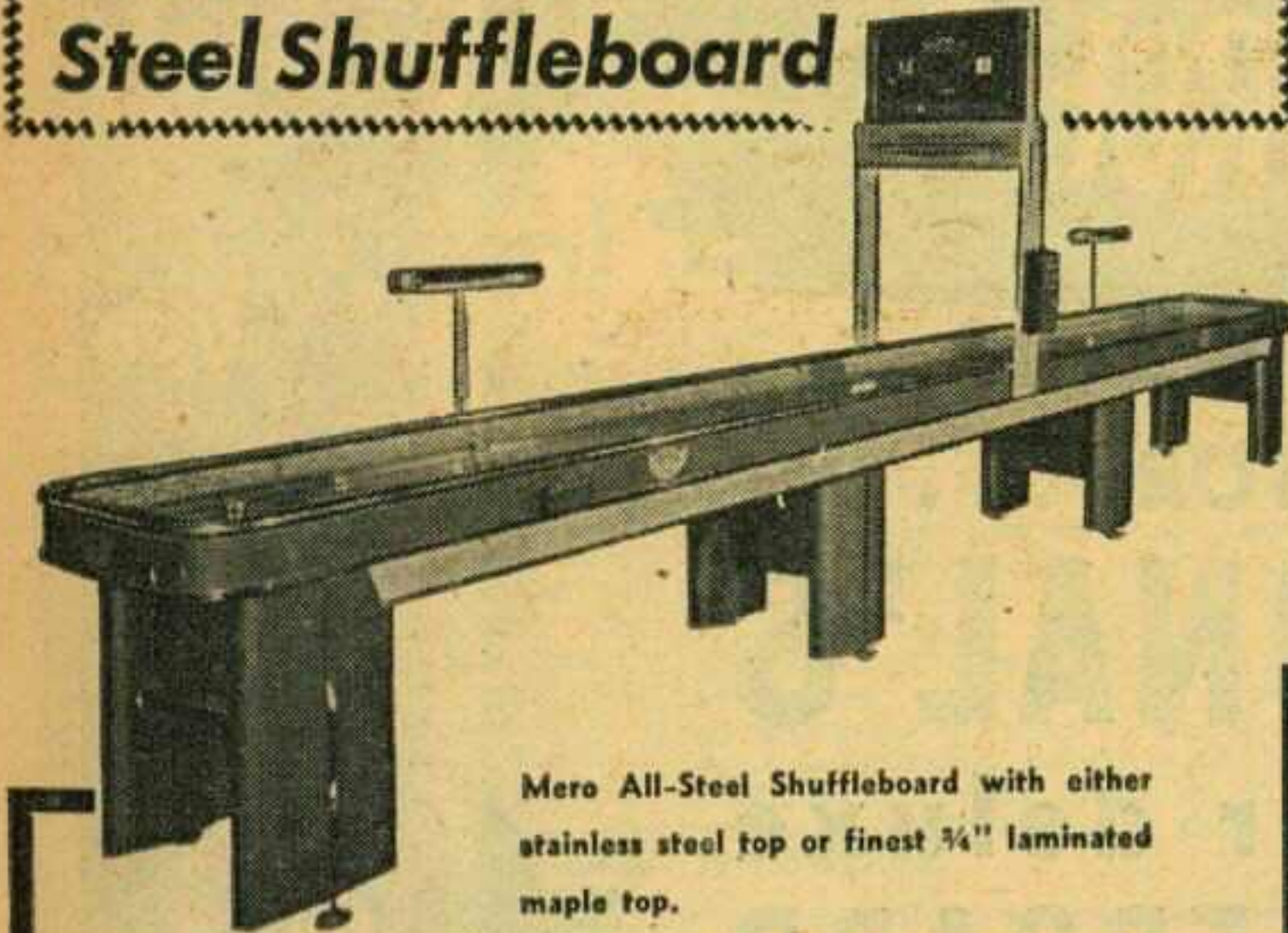
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PUCK PATTER

Orange, N. J.:

Lee McKee, Utica, N. Y., distrib for the National Shuffleboard Company, visited the home office here last week with (Grif) Griffith, his general manager. . . . Latest appointments to National's sales staff by Tom Browne, sales chief, include Sid Spinrad and Len Broone. . . . Two free-lance writers, Catherine Broady and L. Moberly, interviewed Paul Kotler, National president, last week.

They are gathering background material for likely magazine articles, Moberly is also a New York Daily News staff writer.

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**Organized play results in higher incomes
for operators and locations; main problem
is to intro competition to more players**

LEAGUES HIT SHUFFLEBOARD JACKPOT

By TOM McDONOUGH

WITH the shuffleboard industry now plunging into what should be its greatest season, manufacturers and their representatives thruout the country are concentrating on helping the operator get off on the right foot promotion-wise for league and other types of organized competitive play. While on the surface it may appear that the operator fitted snugly into the shuffleboard picture from the outset a year and a half ago, when pay-as-you-play shuffleboard made its first impressions in typical coin machine locations, the bare truth is that while the game did get off to a fast start without the operator, the firm position now enjoyed by the sport only came about when the operator's value became known.

There is little doubt that some location owners are equipped to handle the important details of successfully operating a single board or two on their own premises. But the very nature of the game demands that the operator have a hand in it if the game is to continue to grow and fans are to maintain peak interest in the sport.

Original Trend Reversed

When the modern table shuffleboard game was enduring its growing pains in the spring of 1947, the trend was virtually 100 per cent toward location owned boards. At the time, the reasoning seemed sound—the location owner could buy the board outright and be sure of getting his money back within a reasonably short time. However, once the board was paid for and the location was in the profit class, there was a tendency for the location to let servicing taper off and generally not show much interest in his enterprise. This was not a new twist but the same old story whenever location owned equipment, whether it be games, music or vending machines, had been on location for any length of time.

Fortunately, the operator was just appearing on the scene and with him came the first-class servicing, promotion and good will that marks his trade. The experienced operator was not interested in placing boards in just any location. He knew from the start that since his livelihood was wrapped up in the venture, he had to be certain that locations he secured could return sufficient income to insure a reasonable profit over and above commissions and other operating expenses. In spots which did not draw as well as he originally anticipated, he pulled the board and moved it to a better location. He also was instrumental in educating the location owner in the finer points of keeping an eye on the board to see that all players paid for the use of the table.

When the worth of the operator became known, many locations which owned boards began to seek him out to handle servicing for a fee. In some cases this combination worked out satisfactory, but more often than not the arrangement ended up with the operator taking over the board or putting in his own and, in either case, working out a typical commission plan.

Locations Won't Spend Money

Influences leading up to this were important considerations. Among them was location realization that after several weeks of steady traffic on even the toughest of boards, the

playfield would need refinishing and a general reconditioning. The costs would be out of the location's pocket and his natural desire to make a weekly profit on the board without any further investment was rudely jarred.

Another factor which led to operator owned shuffleboards was the advent of coin-operated scoring units. Tho from the outset coin-operated scoreboards have stood up very well on heavy location play, like any other product stressing automatic features, the automatic scoreboards were bound to need servicing from time to time. Locations, realizing that the coin units added zest to the game, started to put in scoring units.

This modern method of scoring proved to be one of the clinchers of the operator's position in the shuffleboard business. From his storehouse of experience and that of his servicemen, the operator could easily cope with the intricacies of keeping scoreboards in top repair. On the other hand, the location owner would have to rely upon outside servicing at his own expense to have even minor scoreboard repairs.

Leagues and Tournaments

Probably the greatest single development which brought out the value of the operator to the business was the arrival, promotion and growth of league and tournament play. When the game was chiefly in the hands of location owners, the game enjoyed a great deal of its success because of its novelty as well as because of its natural interest. With the natural leveling that would occur with any new field, it became obvious that something had to come along to hold high interest in the game. Leagues were tried out on a small scale in neighborhoods of large cities and with a group of smaller towns where populations were not dense.

Interest in league play grew and spread rapidly, first in limited areas, later from town to town and finally across whole States at a time. During the final weeks of spring—after competition in leagues had concluded—some of the major manufacturers in the business such as National, American, Standard, to cite a few, held tournaments which drew both the nation's playing and non-playing interests. National held a meet in which players from all over Illinois took part. Held in Springfield early in June, the three-day tourney was contested by 72 crack eight-player teams, highlighted by participation in the civic event by Springfield's mayor, city commissioners and other local officials. Later the same month, Rock-Ola Manufacturing, producer of the Standard line, held a Four States Tournament in Chicago's Coliseum with teams and individual players from Illinois, Indiana, Wisconsin and Michigan dividing \$15,000 in prizes.

Manufacturers Help Ops

While both tourneys served to point out what clever promotion could do for the game, it was actually the co-operation between the operator and manufacturers' field and tourney men which made both events outstanding successes. Leagues solely dependent upon co-operation among location owners with their own boards seldom have had much success. Because the operator with many boards in many locations must treat all stops



LEAGUES, TOURNAMENTS SPELL the difference between success and failure in the shuffleboard field. This year will see more leagues started than ever before in the long history of the game. And tournaments, patterned along the lines of the highly successful Four-States meet (pictured above), and the National competition conducted in Springfield last spring, will also grow in number as the 1949-'50 season progresses.

with impartiality and because part of his business is to maintain friendly relations with all locations, the operator has repeatedly proved a fine liaison man in getting leagues started. In setting up leagues he also has the advantages of experienced manufacturer field men.

When operators were setting up leagues a year ago, the idea did not particularly appeal to many locations. Their arguments were usually along the line that the location's main business was tavern trade and they did not care to get mixed up with keen shuffleboard competition because they felt that many of the regular customers might be driven away with this type of play. Once the operator was able to sell the location on having league competition on an off night, such as Monday or Tuesday, most locations were at least willing to give the innovation a trial.

Even the first leagues proved to the location's satisfaction that the idea was a sound one. Not only did the two competing teams invade the location which was on a league schedule on the so-called off night, but each player usually brought along relatives and friends for a rooting section and this insured the tavern plenty of business on the off night.

Leagues Sell Locations

With proof that league play adds interest in the game and stimulates the location's business, the operator had a minimum of trouble convincing other locations of the merits of league play. This type of advertising also led to the operator getting additional locations. For once the word got around that a location could make more with a shuffleboard than without one, the operator was soon being contacted by other locations in the area.

Typical of the way the shuffleboard business has grown once the operator became firmly entrenched is

recent experience with the game in Louisville. Most of the boards moving into the Kentucky city were placed on location late last year and in the first few weeks of 1949. For a time it seemed that manufacturers could hardly cope with the demand for boards. However, most the games were being sold direct to locations and tho the game got off to a fast start, interest seemed to wane at the same pace.

Finally it became apparent that many of the boards were in locations which could hardly support a board. By late spring the operator was in the picture, tho the business was already leveling off at the time. His experience in placing major amusement equipment in locations, plus his promotion of leagues, saved the game.

Grosses Climb Again

Authority for these happenings is C. B. House, head of the Kentucky (See *Leagues Hit Jackpot* page 130)

Shuffle News

HOUSTON, Oct. 1.—The Texan Shuffleboard Manufacturing Company, together with several locations, stimulated shuffleboard play during summer months by sponsoring publication of a six-page weekly news sheet devoted principally to board play. The paper was distributed free at the various locations each Tuesday. Part of the cost was cared for with local ads.

Complete records of all games, league standings, players' scores and personal notes about players and locations were published weekly. The paper also carried hunting and fishing news and local information; baseball and other sports.

SHUFFLEBOARD COAST TO COAST

Fall Outlook Excellent

SAN FRANCISCO—The trade here expects to hypo what has been a summer lag in shuffleboard play by the formation of more leagues and the possibility of a tournament this fall.

Spearheading this all-out drive is Lou Fish, California distributor for the American Shuffleboard Company, who promoted a successful meeting here last month with several hundred tavern owners and operators on hand to discuss plans for improved league play. Principal speaker at the confab was Ken Poulsen, who is on the sales staff at the headquarters of American at Union City, N. J. Poulsen, in a wind-up of a nationwide tour, told the tavern owners and ops of the experience of other operators in forming successful leagues and tournaments in the cities he visited.

With upward of 1,800 boards in operation around the Bay Area, the game has moved along to a point where a static period exists. Approximately 700 boards are in use here, with about half of the tavern owners having shuffleboards in their spots. The same percentage applies to the operator-owned and the location-owned boards.

Altho business has reportedly dropped off, the boards still are making money for the ops. Biz is said to be off as much as 50 per cent from a year ago in some locations. It is also becoming more difficult to place boards in locations because of a nearly 70 per cent drop in tavern trade. Taverns account for the great majority of the boards. A few are in pool halls. A check showed no boards in private lubs.

American is the major sponsor of leagues in this area, with 10 functioning at present. There are a few independent leagues. With the introduction of new promotional ideas, including the possible use of trade and newspaper space, the number of leagues is expected to be greatly expanded. The only promotion being used now is direct mail.

According to sources close to the shuffleboard picture, the outlook for fall play is excellent, provided there is a quick end to a long series of warehouse and allied waterfront strikes.

Several spots in town have been placing emphasis on shuffleboards in their establishments, particularly the El Cap on Taylor Street which has three boards in use, all of them getting peak play between 8 p.m. and midnight. There are no out-an-out shuffleboard parlors here and none are being contemplated. There has been little promotion of the game in this area, but the talk of American sponsoring a tournament has helped to pep up interest in play.

Unlike coin-operated machines and juke boxes, the boards here are not taxed. A year ago there were half a dozen manufacturers in the business of turning out the boards, but the last of these closed out several months ago.

Game Here To Stay

HOUSTON — There are between 300 and 350 shuffleboards on location in Houston. Approximately nine out of 10 are operator-owned. This ratio has held fairly constant over the past several months with maybe a slight change in favor of location ownership. It is generally believed, however, that as more compact boards open new locations with limited floor space the ratio will continue to operator-owned boards. Houston has three small leagues.

Board placements are practically at a standstill now, but fall and winter demands are expected to increase them sharply. Outdoor and bayshore

With the 1949-'50 season looming as the greatest in the history of shuffleboard, The Billboard herewith presents for the first time a picture of the shuffleboard situation in key cities thruout the country. From these reports it is quickly seen that the game is still in its infancy from a coin machine viewpoint.

While the game of shuffleboard is several centuries old, its importance to the coin machine field came to light only within the past year. Much will be done in the coming months to make it an even more important part of the industry. Operators will play an important role in these developments, for it is mainly thru the coin machine operator that manufacturers will be able to place their boards in the locations where new players can be introduced to the game in healthy numbers.

recreation definitely hurts indoor amusement games in this section during summer months. No special ideas were introduced to stimulate summer play. Inclination apparently was to go along on the novelty of the game.

Now, since it appears that shuffleboards are not simply a fad but definitely a part of the industry, plans are under way to inspire public interest during fall and winter seasons. Included are organization of two or more major leagues, publication of a weekly newspaper devoted mainly to play and players, box scores on daily paper sport pages and some radio and poster advertising. All the advertising the boards have gotten so far has been thru locations.

Shuffle Parlors

There are at least three major shuffleboard parlors in the city. All of them also have automatic music, amusement games and vending machines. Boards in these, and other top locations, have definitely helped music and vending. Two major Penny Arcades in the city do not have shuffleboards.

The Texan Shuffleboard Manufacturing Company, 1711 Leeland Avenue, is the only board manufacturer in the city. That concern also has offices at its plant at 1007 Washington Avenue. Bill Williams and Hazel Conklin are owners of the Texan Company and have been operating at full production since early this year.

Coin Operation Takes Hold

DETROIT—The Motor City area is engaged in a lively transition from the overwhelming predominance of free play, location-owned shuffleboards which characterized it a year or even six months ago, to a probable reverse situation. A dozen or more operators have gone seriously into board operation—mostly men having other coin machine operations, and, concentrating largely on the West Side, have introduced from 300 to 500 of the games, chiefly in taverns.

There still exist about 700 location-owned boards, mostly on the East Side, where they have been operated for over a year at free play. The large number of such boards proves a formidable barrier to the spread of the coin-controlled type, which is slowly, but with apparent certainty, being overcome—mostly on a territorial basis.

Summer Picture

The past summer indicated that shuffleboards share the fortunes of other games—business dropped off around 35 per cent, but it has returned to normal with early fall, according to Joseph Brilliant, a leader in the new field. Present play is said to average \$25 for the operator's weekly gross after deducting 40 per cent for the location—the usual commission basis here.

Established games have all been affected—play dropped off by 40 per cent on pin games out-State, according to Arthur P. Sauve, founder of the new Detroit Shuffleboard Association (DSA), while in Detroit itself, locations that have room for a board are normally anxious to replace the

Skee Balls which have been a perennial favorite for years. Incidentally, operators feel that the boards will last for a good many years and prove a good investment locally as Skee Balls.

Tests by Joseph Brilliant on five locations showed that the boards helped to increase play on juke boxes—customers appeared to stay longer and play the juke even while playing shuffleboard. Bar owners in several instances report gross increases by 10 to 20 per cent on bar sales, as customers will stay around and reorder when the boards are there to induce them to linger.

Tournament Play

Tournament play is just in nuclear stage here. The scattered development of boards locally has handicapped this feature. The new DSA is planning to sponsor leagues and a tournament with, in some instances, each operator organizing a league of his different locations. At present, a number of taverns have their own series of scheduled weekly meets, forming an informal house league of neighborhood players.

Promotional activity is just starting—Valley Shuffleboard is using large attractive signs displayed outside the taverns which have their games, and inviting customers. Other types of indoor signs encouraging tournament or league type play are also being worked out. This company and Rock-Ola are expected to do considerable promotion work in this area shortly—Rock-Ola, for instance, is sending a team of four to six men within a month to organize competition. Ultimately, it is expected that the DSA will appoint a promotion man to handle this activity. Plans for more extended promotion via major media, such as newspaper and radio, have not been formulated yet in this city. The rapid growth of the business here in recent months has meant that Detroit shuffleboard is still working its way thru its "growing pains."

Look for Comeback

KANSAS CITY, Mo.—The future of shuffleboard as a moneymaker in Kansas City is uncertain, a survey of distributors and operators has shown.

A slow summer for both operator and distributor found two shuffleboard parlors, the only ones in the city, opened early in the summer, but forced to close their doors a month later because of conditions.

Some operators, however, think the summer lull in play was a normal recession and that shuffleboards will come back strong in the fall and winter months.

Distributors report about 400 boards have been placed in Kansas City since January 1. Of these, about 90 per cent are operator-owned. The few sales reported this summer were to operators, rather than location-owners.

In an effort to increase shuffleboard play, two distributors, the Consolidated Distributing Company, and the American Shuffleboard Company, are joining to promote several leagues this fall. Last winter 20 leagues op-

erated in taverns in the city. The distributors hope for an increased number of leagues this season. Efforts have been unsuccessful to get newspapers to run the shuffleboard results on the sports pages. A few shuffleboard distributors have used newspaper advertising space to sell their boards, but generally the distributors aren't spending money on newspaper advertising.

Most operators feel that the presence of shuffleboard has stimulated play on other coin machines especially the juke boxes. "The players like to listen to music while they play," one tavern man reported.

One shuffleboard distributor has added a new line of bowling pins which can be placed on the board for use in miniature bowling. Small 10-pins are used, and the player pushes the regular shuffleboard weights. The distributor wouldn't hazard a guess on the future of the new device, but said he was hopeful of placing the bowling pins in taverns where shuffleboard play has dropped.

L. A. Play Holding Up

LOS ANGELES—Shuffleboard play in this area is still holding up and interest in the boards is kept alive by the 30-odd permanent leagues. Failure of local play to equal that of Eastern areas is blamed by those in the know to the lack of promotion of boards and the failure of local groups to get behind leagues.

Out of the approximately 3,000 boards now on location roughly 30 per cent are operator owned, a survey shows. Operators as well as location owners look for an increase of play this fall after the usual summer slowdown. As a whole operators used no promotion other than the offering of prizes for high score.

Shuffleboards, in some instances, are drawing more money than music machines, operators report. As an example one operator has boards with a weekly gross of \$40 to \$50 while music machines on the same location are drawing \$8 to \$10.

Space Limitation Factor

HARTFORD, Conn.—Unlike other key cities across the country, Hartford's been more or less in a "status quo" position on development of shuffleboard business. Coin machine distributors say that so far Hartford has not had a great influx of shuffleboards and, resultantly, no great sales volume has been chalked up. It is known, however, that other sections of the Northeastern States have had better luck with shuffleboards. Main factor hitting potential expansion of shuffleboards hereabouts is space limitations in amusement locations.

Room for More Boards

CLEVELAND—Here is ideal space for about 100 to 150 more professional-size 22-foot shuffleboards in locations, in the opinion of M. S. Gisser, of Cleveland Coin Machine Exchange. "Of the 250 boards now operating in Cleveland, only 40 or 50 are location owned," Gisser told a *Billboard* reporter. "The number of shuffleboards is increasing."

The outlook for fall and winter play is excellent. Interest in play is being stimulated by the Cleveland Shuffleboard Congress, organized by a group of operators, which is using newspaper advertising on the sports pages and frequent radio plugs to promote both the game and the tournament run by the congress. In addition to this advertising placards above every board in town are used to make the players realize that there is more to the game than merely whiling away

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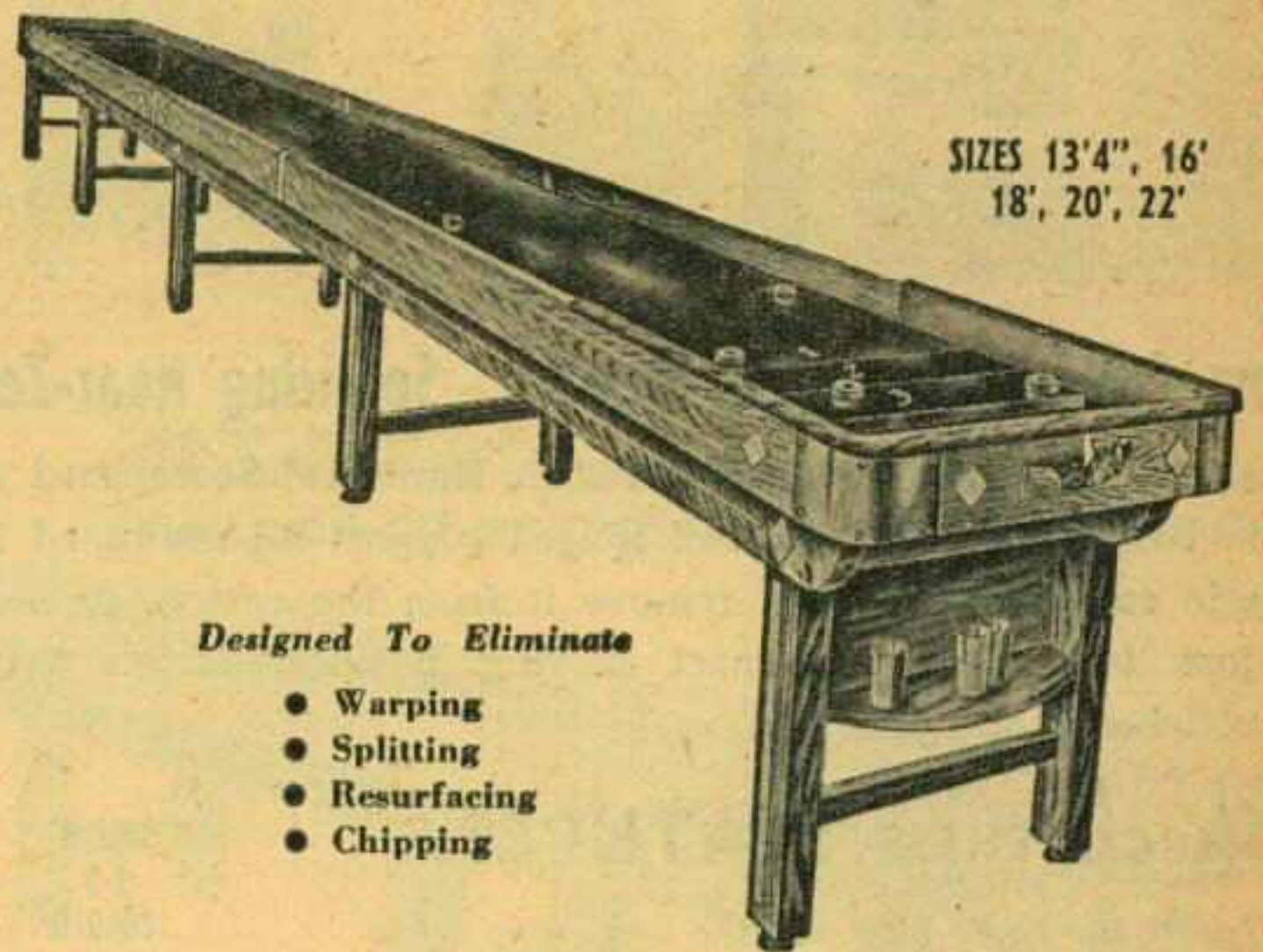


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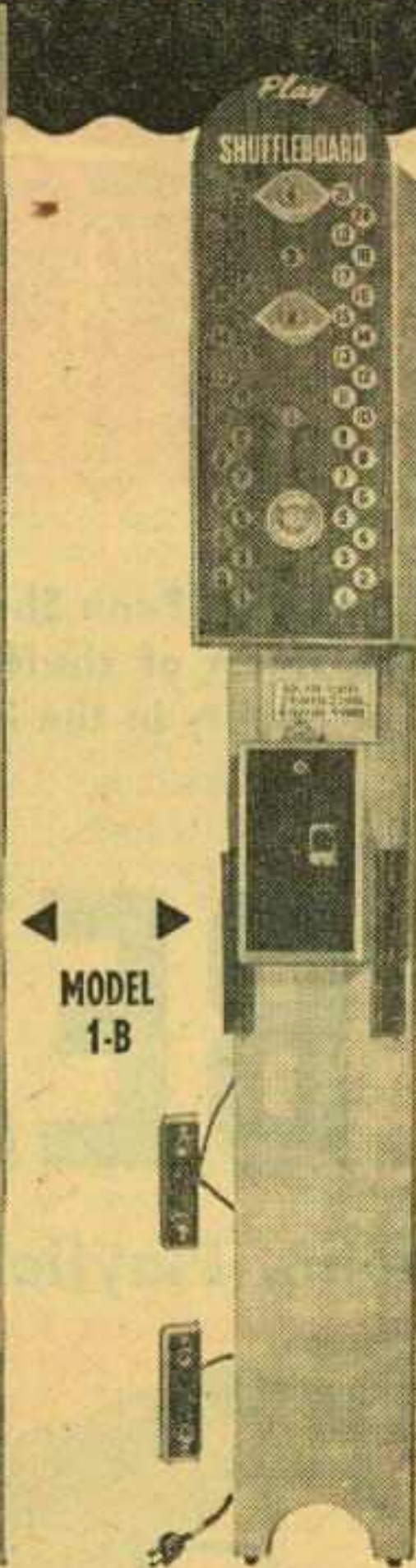
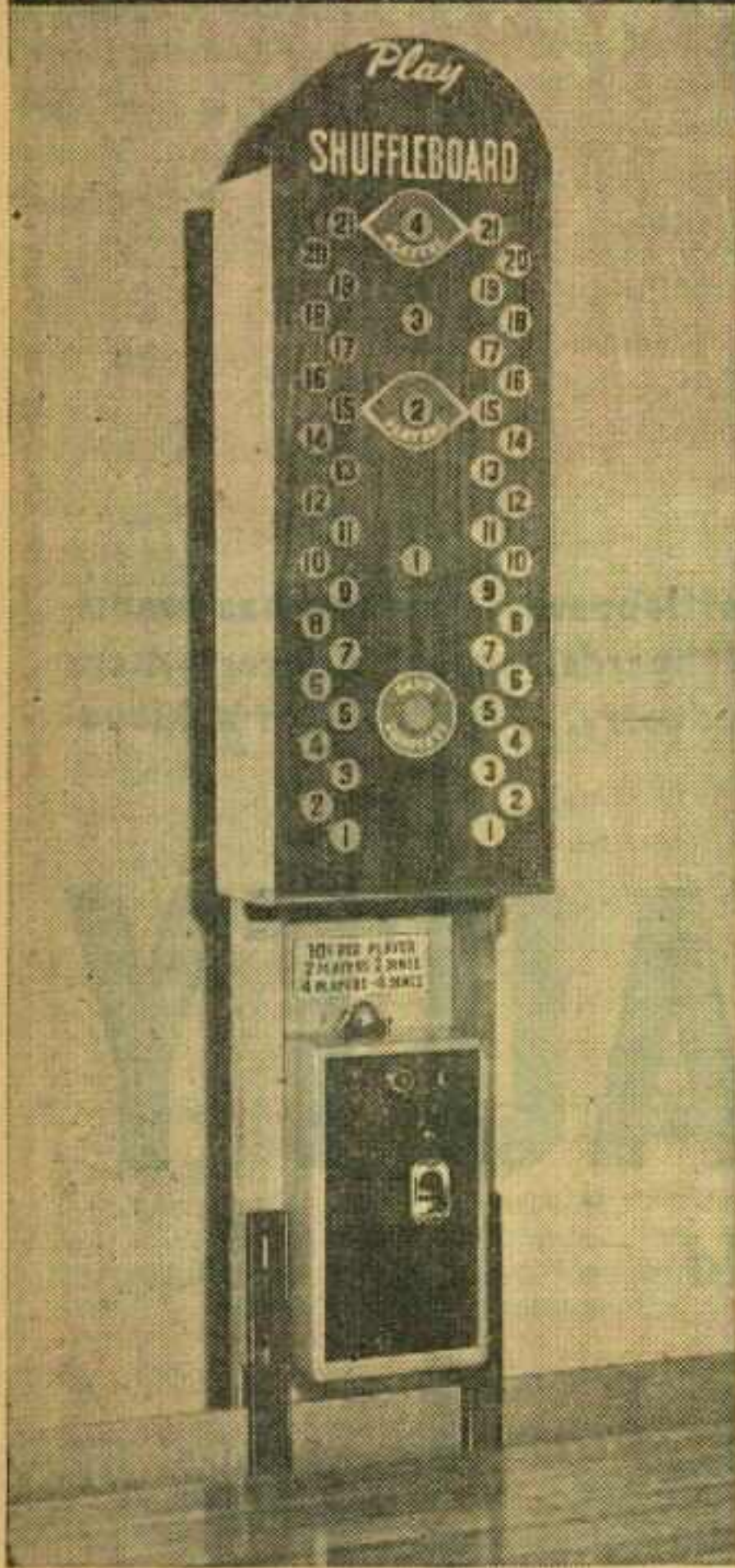
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- Insert 10c on 5c play and the lights step up to show "2 players." Another dime lites up "4 players." With dime play, large capacity cash box holds more coins for less frequent servicing.
- Immediately convertible to 10c per player by adjusting one plug.
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a period between busses or street-cars. Signing up can be done by telephone.

Shuffleboards are welcome here as interest has declined in other games. Thanks to operators that have decided to capitalize on its standard features by running a tournament, this game is getting much impetus here. It is already making some game locations paying spots, which they have not been for a long time in Cleveland.

British Columbia Report

VANCOUVER—In this city of approximately 450,000 there are but three shuffleboards on location. They are in three different bowling alleys, placed there by the owners on a commission basis.

For some reason this form of amusement has not caught on in Vancouver. The two largest operators of coin machines and amusement devices, James T. Wakely, 1126 Robson Street, and Charles Galloway, 788 Powell Street, have not touched them. The three on location, owned by private parties, have been placed as an experiment looking to further expansion. From information obtained on location, the highest weekly take is said to have been \$24 by one machine.

There has been nothing in the way of promotions attempted by the owners.

If shuffleboards could be placed in taverns they would have a greater chance of catching on. However, the Liquor Control Board of British Columbia has a drastic set of rules which forbid music dancing, food or games in taverns. Beer is the only commodity on sale.

There are no shuffleboards manufactured in British Columbia.

Industry in Infancy

ALBUQUERQUE, N. M.—Approximately 80 shuffleboards are operated on location here. The ratio of operator-owned to location-owned boards is about 50-50.

With no special effort put forth by operators to stimulate shuffleboard play this past summer there are no shuffleboard leagues at present and none planned for the season. No advertising was done until the American Shuffleboard Sales Company opened offices here.

W. L. Orr owner of the Border Novelty Company, and the Giomi brothers are the only promoters of shuffleboard at present in Albuquerque. The American Shuffleboard opened an office here several months ago but at present is staffed by only a State representative.

The only shuffleboard parlor at present is one located in the Franciscan Hotel. It is called Shuffleboard Inn and is owned by Orr. There are numerous boards in bars and cocktail lounges. The Shuffleboard Inn also has several coin machines.

Distributors and operators feel that Albuquerque is in its infancy as far as the shuffleboard is concerned.

N. Y. Looks to Leagues

NEW YORK — While shuffleboard is almost entirely a free-play attraction in taverns of the city's five boroughs, some hope is seen for an eventual switch to pay-as-you-play and the establishment of an operator base to the industry. Those predicting this trend point to the imposition, several months ago, of a \$50 annual license fee on boards by the city, making free use of shuffleboards by beer drinkers uneconomical for many taverns. A number of tavern owners have taken the first step by charging for play, but the movement is still not widespread.

Another factor is a noticeable demand on the part of location owners who also own their boards for league play. Sporadic for many years, league competition here has largely been unorganized, with most competitive series started as "pick up" affairs by

patrons in individual locations. But this situation is changing, according to board producers. National Shuffleboard, for instance, which publishes a player newspaper, claims it has received many requests for advice on league procedure. The company is exploiting this interest thru special promotion, featuring a series of radio talks on shuffleboard over sports programs.

Estimates of the number of boards now on location here center around the 1,000 mark. They are all location-owned. With the business of selling equipment for many years largely a replacement enterprise, suppliers look to organized league play for a stimulus to expand purchasing. Then, they point out, locations wishing to participate in competition would have to buy boards of a standard size. Boards in use here now vary considerably in size.

Placements on Upgrade

BUFFALO—In surveying the shuffleboard situation in the Buffalo area, Hacola, a well-known coin machine firm and the distributor of Rock-Ola shuffleboards, supplied helpful data. According to G. W. Machholz, shuffleboard sales manager, there are about 100 boards in this territory, mostly in taverns. They are 90 per cent location-owned. There are two leagues in Buffalo, one of 32 teams, the other 16 teams. The latter is sponsored by Frank Stehlin, brother of coinman Vic Stehlin. The other is in near-by Lackawanna.

According to Machholz board placements are increasing and outlook for fall play is good. About 20 boards were used in summer locations at the American shores of Lake Erie, but not outdoors. Rock-Ola is planning to start a tournament here this fall or winter. Newspaper or radio promotions haven't been used as yet but may later, says Machholz.

While play on other coin machines falls off a little at first after installation of shuffleboards, Machholz pointed out it doesn't hurt in the long run because players use other machines while awaiting their turns at the pucks. Some locations don't charge for playing the boards, other charge only a nickel. Country and small-town locations are doing best.

Unemployment Hurts

BRIDGEPORT, Conn. — With the largest number of unemployed in the State here, all lines of business, including the shuffleboard industry, have suffered along with other amusement fields.

There are approximately 18 shuffleboards located here, all installed by American Shuffleboard Sales Company, of Union City, N. J. Altho the company has no local office, Ray Weaving is its representative.

Boards are located in private clubs, taverns and restaurants, with the Schwabitzer Maenorchor and the Germania Society, both private clubs, sponsoring leagues.

There are no shuffleboard parlors or casinos in this city and none of the locations advertise in any way.

Favor Coin-Op Boards

DES MOINES — High - score coin-operated shuffleboards appear to be the latest answer in the Des Moines territory as shuffleboards vie for competition against bowling and other fall and winter indoor games.

Operators believe the peak in standard shuffleboards has been reached in Des Moines with approximately 75 boards on location in the city at the present time. The ratio is about 80 to 20 on operator and location ownership respectively.

Des Moines failed to get any shuffleboard leagues started during the summer altho some operators feel the prospects are still good for league play this fall with the dropping off of outdoor competition.

The number of board placements is decreasing but the operators feel

that the new high-scoring, coin-operated boards will change this situation. The same operators report that shuffleboards affected the play on other coin machines and that is one of the reasons for the trend to coin-operated boards.

One shuffleboard parlor was started in the Des Moines area during the summer but failed to click largely due to its location.

The one ray of hope for Iowa operators is an anticipated spread of the boards to rural spots with the decline in farming operations this fall. Farmers as a rule have little time for any sports during the summer months when crops must be harvested, but with the winter months rural spots usually pick up in the late fall.

Many of the rural taverns expect shuffleboard business to pick up with hopes the game may spread into small rural leagues.

Biz Is Looking Up

SPOKANE—The shuffleboard picture here is looking up. A recently launched shuffleboard league is attracting sponsors and three shuffleboard parlors are in operation. Cooler weather is bringing increased play and ops and distributors alike are expecting good fall and winter business.

Business had dropped off as much as 50 per cent in some locations with arrival of the summer season and Spokane's first shuffleboard parlor was a hot weather casualty. But in August two enterprising shuffleboard parlor operators gave the new indoor sport a shot in the arm by organizing an eight-team league.

Harold Ingham and Dick Dresden, who operate The Mixer, a parlor catering to juvenile trade, also organized teams to represent business firms. They put up cash prizes, starting with \$50 for the winning team, and talked the city's morning newspaper into running the results of league play. Two six-man teams

play four nights weekly, Monday thru Thursday.

Now business houses are offering to sponsor teams and a 20-team league is planned, starting October 10. The sponsoring business men have agreed to put up \$500 prize money, Ingham says. First prize will be \$150 and a trophy. There will be nine other cash prizes, ranging from \$100 down to \$8, he says.

The Mixer has American boards, a Chicago coin pistol and a refreshment bar. Only soft drinks are served. Fishing tackle also is sold, and Ingham says it's a good side line.

Arthur Kasparian, operator of Art's Recreation in Hillyward, a Spokane suburb, also is thinking of organizing a league. He has five Olympic boards, five-ball games, a basketball game, candy vending machines and a refreshment bar selling ice cream, hot dogs, coffee and doughnuts.

The Signal Coffee Bar, a combination lunch counter, soda fountain and shuffleboard parlor, was opened in the downtown business section September 12 by Mitchell Pomeroy. Equipment includes two American boards, a cigarette vending machine and two pinballs.

Approximately 300 shuffleboards now are on location in the Spokane area, about half of them within the city limits, a survey shows. About 70 per cent reportedly are operator-owned.

One leading distributor reported that the boards have paid for themselves since the first of the year and returns on the investments are good.

One tavern owner reports an income of \$140 to \$150 weekly from his own boards. He contends the boards help keep his patrons sober. He also points out that only tax on shuffleboards is in the city occupational tax of 1/4 of 1 per cent of the gross. This contrasts with a combined 30 per cent city-State tax on pinballs.

Shuffleboard promotion, including tournaments, is barred in taverns under State liquor board regulations.

Some radio spot announcements were used last spring to advertise non-tavern shuffleboard locations.

Ops generally agree shuffleboards reduce play on other coin machines, with possible exception of music boxes. But a minority believe play on other machines is stimulated in the long run because of increased patronage.

Twin Cities Optimistic

MINNEAPOLIS—Fall outlook for shuffleboard action in the Twin

Cities is viewed as extremely bright by both distributors and operators alike.

Licensed in both cities, shuffleboard operators in St. Paul have listed 65 units in operation, while in Minneapolis the number under permit is 88. Undoubtedly there are more going into operation.

In St. Paul the license fee is \$50 for the location with \$5 for each board. However, if a location has a \$50 license for pin games, that permit is sufficient to cover shuffleboards. November 1 is the deadline. (See SHUFFLEBOARD on page 140)

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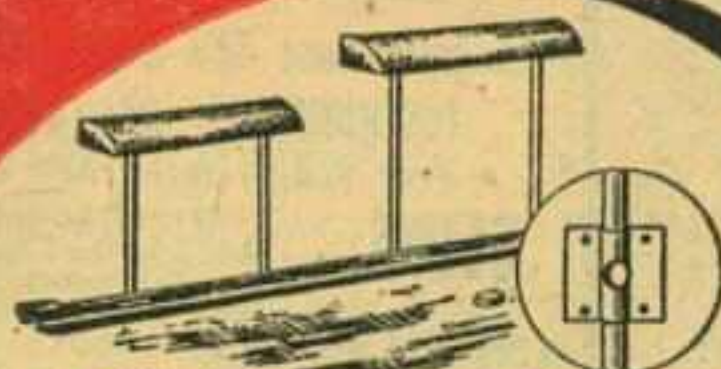
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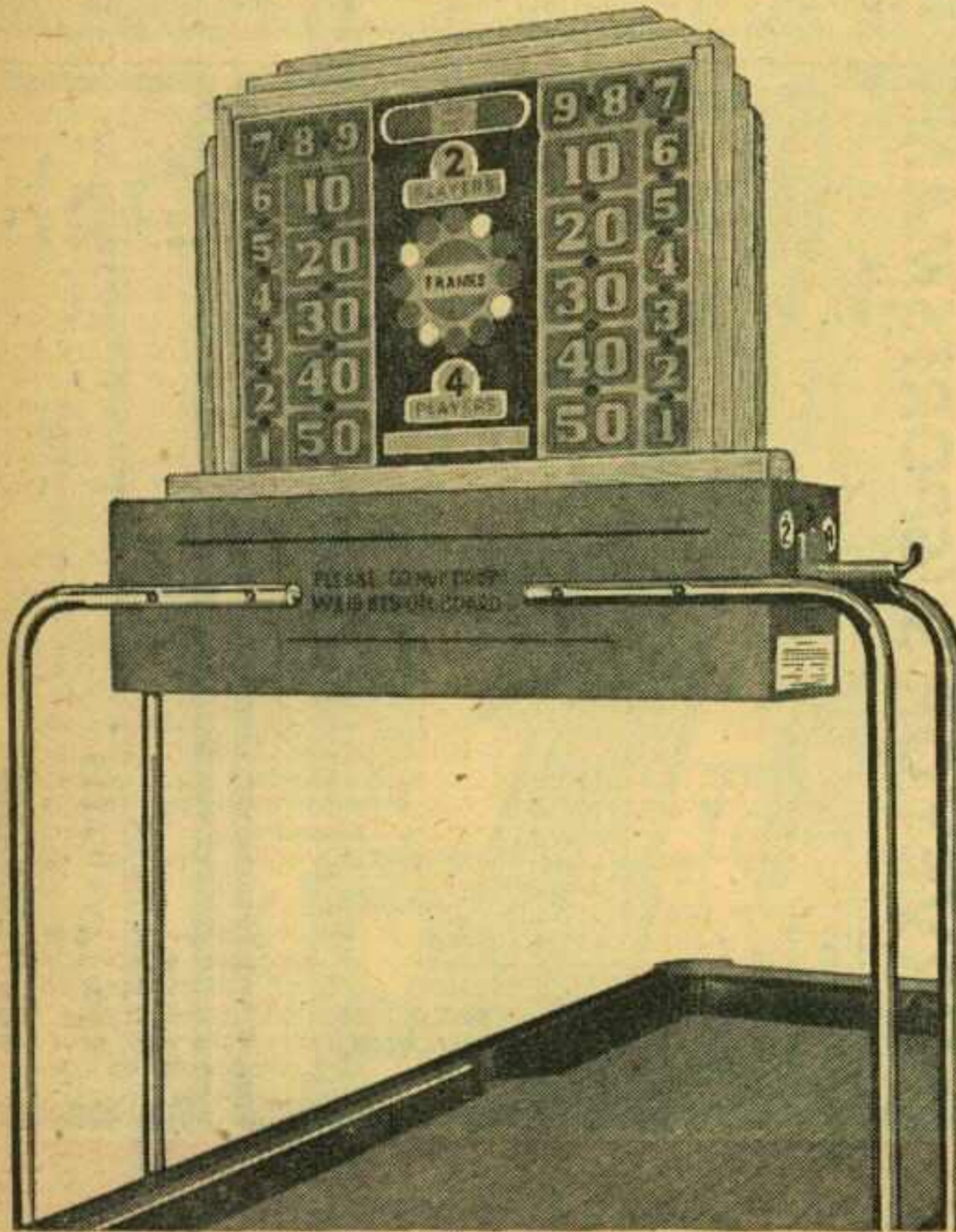
Complete with Wall Rack, 10 Pins, Rack, 5" pins of hard maple, smooth finish. Weigh 1 1/4 lb. ea. Will not jump table.

Large Discount to Distributors

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Location Tested and Proven! Guaranteed Finest!

SCORES POINTS:

2 PLAYERS, 15 Points
4 PLAYERS, 21 Points

SCORES FRAMES:

2 PLAYERS, 8 Frames, 15 Points
4 PLAYERS, 10 or 12 Frames, 21 Points

SCORES HORSE COLLAR OR BASEBALL:

2 PLAYERS, 8 Frames, up to 51 Points
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**EXCLUSIVE TOURNAMENT
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Frames score automatically when Points are registered. If no point is made Player presses Frame Button to register Frame!

- All-in-one Unit permits faster, easier installation than any other score board!
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CHOICE OF DIME OVER DIME CHUTE:

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LEAGUES HIT SHUFFLEBOARD JACKPOT

(Continued from page 125)

Amusement Company, Louisville, and a coin machine operator for 25 years. He now reports that there are approximately 600 boards in the city with the over-all trend toward operator ownership reversed, tho there are still many location owned boards in the city. With the switch to operator owned boards, average grosses are back to the \$40 class, tho they had dropped to as low as \$10 in an alarmingly short time when location owned boards practically saturated the area. Now, House says, boards are being placed in new locations daily but in spots which can obviously make the board a solid paying proposition, and there will be a few hundred more going once fall league play starts.

Other recent developments which have improved the business as a whole and made more money for all concerned since the operator came into the picture are such innovations as board rentals for large industrial picnics and the shifting of boards from urban to resort locations. Both types of enterprise took place this summer and resulted in profits on boards which would normally have drawn little play since the summer usually knocks shuffleboard receipts down. Tho many operators were not able to take advantage of resort and picnic rentals this summer, there are many who are looking far enough ahead so that they will do either or both next summer.

Operators were also instrumental in making at least a modest success of shuffleboard parlors in the past year. In this type of play, the operator should also be set up to place batteries of amusement and vending machines in quarters which house several shuffleboards. Thus far experiments in Portland, Ore.; Green Bay, Wis.; Wheeling, W. Va., and Knoxville have pointed up the possibilities of operator owned parlors and will undoubtedly get more comprehensive tests this fall. With proper handling many operators believe shuffleboard parlors can do as well as some of the leading Penny Arcades.

Florida Proof Enough

Probably the most conclusive proof of the operator's value in helping the shuffleboard business as a whole make more money is now taking place in Miami, Miami Beach, Jacksonville and Tampa. Tho all four cities get their volume business in the winter when thousands of fortunate Americans flock to Florida to escape the frigid temperatures, each city is now having a big boom in shuffleboard play.

When play started to level off in these resort cities several weeks ago, operators decided to set up play so that scoring units would work on a dime for two players and two dimes for four players. This was right in line with the general reduction in prices in Florida's off season and is now proving its value since the games are drawing steady pay.

Here again is an example of the operator relying on his experience to keep interest in play high even in the

off season. One of the features of shuffleboard play in Miami and Miami Beach is that almost every location has a coin-operated scoring unit and that most operators there are working under an arrangement for front money plus a 50-50 commission split after a specified amount.

EYE SOUTH DAKOTA

(Continued from page 122)

end he expects to get the aid of Rock-Ola Shuffleboard representatives within the next couple of weeks. Brevik says he is amazed that fellow South Dakota operators have not placed more emphasis on shuffleboards thus far.

One of the things which may give shuffleboards the impetus needed is the pheasant hunting season scheduled to get under way in most counties in mid-October. This is one of the major events in the State and each year draws many thousands of visitors from all sections of the country. Many of these transients will be from areas where the game has had more exploiting and as a result are bound to keep shuffleboard locations going at a fast pace, particularly in the evening hours.

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COINMEN YOU KNOW

New York:

Charles Zubrin, merchandising director of Topps Chewing Gum, has taken on additional duties. He now heads the firm's automatic merchandise division as well. . . . **Frank Doyle, George Young and L. Doble** are no longer associated with Futuramic Machines. They formerly held sales posts with the coffee machine manufacturer.

Charles Lipton, of the National Receptor Service Company of New York, reports that National's service engineer, **Claude Trieman**, is touring Virginia and the Carolinas. He is running service schools on automatic equipment for bottlers. . . . **Sam Wolberg**, of Chicago Coin Machine, was in town this week to attend ceremonies at the Jewish Theological Seminary. On Wednesday night (28) Wolberg and **Al Simon**, his factory rep, were in a party of eight that took in a performance of "Detective Story."

With October 29 the date of the 12th annual dinner-dance of the **Automatic Music Operators' Association** drawing close, officials of the org are speeding preparations for the gala affair. Last week they conferred with Waldorf-Astoria chefs on the menu. It is said the confab will be as sumptuous as in past years.

Harry Brodsky, of Harbor Automatic Music, has completed arrangements for the wedding of his daughter, **Renee**, Tuesday (4). She will marry **Abe Mendelsohn**. The ceremony will also mark Renee's 18th birthday and the Brodsky's 19th wedding anniversary. . . . **Fred Schuyler**, of Telecoin's Tele-Juice division, was ill and away from his desk the early part of last week.

Martin Berger, of Cigaromat, visiting ops in Philadelphia, Baltimore and Washington last week. . . . **Kuno Hamann**, president of Alkuno & Company, reports that he has shipped the first part of a large order of cookie and hard candy venders to Hong Kong. He may appoint a distributor there.

Sal Groentman, who operated games and arcades in Belgium, came to the United States in 1939 as the (See **NEW YORK** on page 139)

Radio Phone

MINNEAPOLIS, Oct. 1.—Installation of radio telephones in his five service trucks is rated by **Don Leary**, large pin game operator in Minneapolis, as perhaps the best money-making idea he has yet used.

Leary has a large number of locations, being a veteran operator in this area. One of his biggest headaches was keeping track of his servicemen so that he could shoot them out on emergency calls whenever necessary.

About a year ago Leary installed the radio telephones in each truck with the result that service calls have been speeded up by 20 per cent, he said. He knows where his men are at all times and is able to reach them without delay. Better and quicker service for his machines has resulted in the games being in operation for longer periods and therefore getting more play. Location operators like the idea, for they know that thru the telephone system they can get service calls thru in a hurry. Each morning the firm owning the equipment sends Leary a list by mail of every call made so that he can check on his men and know what they accomplished the day before.

Washington:

"That Lucky Old Sun," by **Frankie Laine**, is the biggest record locally, according to **Harry Schwartz**, of Schwartz Bros. He also has had numerous requests for **Vic Damone's** "You're Breaking My Heart" and Laine's "Now That I Need You." Frankie's appearance at the Capitol Theater has increased the popularity of his recordings in the area, Schwartz said. While on a recent vacation trip, Schwartz visited Lake Latawana, Mo., about 30 miles from Kansas City, Mo. He also stopped at the Mercury Company's main offices in Chicago.

D. H. Drewyer, former manager of the Canteen Company's local operations and who has been transferred to New York, comes back to town about once a month. . . . **Guy Interdonetta**, of Guy's Place, reports that he's been busy with fall biz lately.

Eddie Gallaher, CBS disk jockey, who has been plugging a platter each week as "the Eddie Gallaher record of the week featured on juke boxes all over town," adds that his selection is presented in co-operation with the Washington Music Guild (W.M.G.). **Vic Damone's** "A Dreamer's Holiday" was his choice for the week of September 19.

"My Wife Wants—refrigeration lockers with a dime-slot lock for theater lobbies to protect perishable foods for the matinee-going housewife." So read an illustrated feature in a recent issue of The Washington Post entitled, "My Wife Wants." Picture showed hubby raiding a coin locker and exclaiming, "Just like home."

Los Angeles:

William R. Happel Jr., of Badger Sales, has returned from a San Diego fishing trip where he had to compete with a frolicking seal which repeatedly stole his bait. Happel visited with **C. A. and Hal Presher**. . . . **E. S. Trimble** was in town for a look-see at the latest in games, leaving his operation in near-by Bell for the jaunt.

Walter (Solly) Solomon, of the J. Peskin Company, returned from a trip to Paso Robles where he conducted some business for the firm. **J. Peskin** is expected to arrive on the Coast sometime next month. . . . Honolulu coinman **H. P. Dang** arrived on Pico Street to check over some new equipment before returning to his home base. . . . Another visitor on coin machine row was **Niles Smith**, Oildale operator.

Paul and Lucille Laymon returned from their visit to Chicago where they attended the Bally Distributors' meeting. They visited Bryce Canyon, Zion Canyon and Las Vegas on the way home. **Ed Wilkes** and (See **LOS ANGELES** on page 139)

Cincinnati:

The Automatic Phonograph Owners' Association (APOA) held its regular monthly board of directors meeting Tuesday (27) in the association offices. As part of the business taken up, the board approved the application for membership in the APOA submitted by **Fred Engel**, who operates Engel Automatic Sales. Engel recently purchased the Columbia Amusement Phonograph route.

Charles Kanter, Leonard Kanter, Nat Bartfield and Al Lieberman were the guests of **Sam Klayman** and the Lookout House Monday (26) evening at a party given for **Vic Damone**, Mercury recording star. **Paul Dixon** and other leading disk jockeys in this area joined the music operators as guests at the shindig. . . . The APOA October meeting will be held Tuesday (11) at the Hotel Gibson.

Indianapolis:

Joe Robillard has disposed of his Record Music Company and phonograph route and is leaving for Kenosha, Wis. . . . **H. D. Brandon**, of the H. & J. Music Company, Alexandria, Ind., was a visitor on coin row during the week buying records and equipment. . . . **Murray Templeton**, operator at Middletown, Ind., was in looking at equipment and doing some buying of parts. . . . **Peter Stone**, Indiana Automatic Sales Company, distributors of Rock-Ola phonographs, presented the Marion County Guardians Home with a used phonograph and a supply of records. **Ford Barrick**, a local operator, donated another supply of records, and **William West**, of the Best Music Company, increased the supply of records, which completed an almost full library of recordings of the latest hits.

Maurice Morris, of the M. & M. Music Company, Elwood, Ind., was on coin row buying parts and records. . . . The coin-operated phonograph is moving nicely considering the lull in business here. . . . Taverns and night spots are complaining about business, due to unemployment, and in turn has an adverse effect on the playing of the coin-operated phonograph.

Zenn Kaufman, merchandising director, Philip Morris Company, will be one of the speakers at the Indiana Tobacco and Candy Distributors' Association meeting Saturday in the Hotel Antlers. Other speakers will be **C. M. McMillan**, executive secretary, National Candy Wholesalers Association, Inc., and **Allen A. Appleton**, deputy attorney general assigned to the Alcoholic Beverage Commission of Indiana.

Indiana's new cigarette Fair Trade Practices act will be discussed at the meeting. Climax of the session will be a banquet at 7 p.m.

Detroit:

Arthur Cyrowski is organizing the Belle Music Company, located in the Detroit Music Hall, to operate a wired music service. Firm will specialize in professional office installations. . . . **James E. Pappas**, operating his pin game route under the name of the Plaza Amusement Company, has gradually switched his operation to cigarette venders and is now formally changing his firm name to the Plaza Cigarette Vending Company. Headquarters have been moved to Dickerson Avenue.

William J. Gorman, a coffee salesman, has formed the Gorman Vending Company, located on Fairview Avenue, in partnership with his wife, **Jean E. Gorman**. They are operating a small route of beverage venders, specializing in the three- (See **DETROIT** on page 139)

Hartford, Conn.:

Frederick Bowes Jr., advertising and publicity director for Pitney-Bowes, Inc., Stamford, Conn., stamp vending machine manufacturing concern, has been appointed with nine other Connecticut businessmen to serve on various committees of the U. S. Chamber of Commerce. The committees, it was said, will help shape U. S. Chamber policies in the ensuing year.

Louis R. Ripley, of Litchfield, Conn., an officer of Pepsi-Cola Company, in charge of automatic merchandising, has been elected president of the Heli-Coil Corporation, Long Island City, N. Y., makers of the patented Heli-Coil stainless steel screw thread inserts widely used in original equipment, production salvage and maintenance to prevent thread-stripping and thread wear, and correct vibration problems. Prior to his Pepsi-Cola New York connection he was president of United Cinephone Corporation.

Chicago:

J. F. Frantz Manufacturing Company continues to weigh in with good news on the scale front. Major domo **John Frantz** reports orders have moved up over the level for the same period last year. . . . **H. F. Burt**, Silver King Corporation, also hops on the better business train with his announcement of upward hikes in orders. Firm's varied line of bulk venders and its target-type gum units are moving out to all parts of the country, Burt states.

Ice cream vender activity is on the increase with at least two new units being readied for presentation. One is an ice cream cone machine, designed by **Robert Torr**, which will vend nickel or dime size cones and place a scoop of ice cream in a cone at each operation; another is a new ice cream cup vender by **Badger Vending Machine Company**, Milwaukee, being represented by **Lawrence Stein** for local operators.

Something new in vender attention-getters was announced this week by **Verbal Ad, Inc.**, headed by **Gene Gamble and Ted Thad**. It's a device which vocally proclaims the merits of the vender's product via a tape recording. . . . **John Conroe**, **J. H. Keeney & Company** vice-president, says output on the Keeney De-Luxe electric cigarette vender is keeping production line workers busy as fall orders show an uphill trend.

A & M Music Company reports a number of operator queries from various parts of the country on its "party patterned" juke rental system. Boss **Ray Raymond** says it's a logical and profitable manner in which to work off older equipment. . . . Candy operator **Perry Rose**, Robot Sales, Maywood, is feeling the effects of the sharpened candy appetites of industrial workers as the fall season gets under way. In-plant venders are clicking at a more rapid pace these weeks, and the firm's suburban cigarette machine installations seem to be doing better, too, Perry says.

Bowman Dairy Company's refrigerated cabinet department chief, **Theodore Griesenauer**, continues to hustle about checking on latest ice cream vending equipment. Firm had an ice cream vender operation of considerable size before the war. . . . **Jack Kelner**, cigarette operator and official of Pin Money Exchange, Inc., says that the premium coupons used to stimulate vender sales and also to eliminate pennyng in many instances, are going over very well.

John Conroe says that Keeney's new self-contained scoreboard was the subject of many operator inquiries this week. All the vital parts of the new model are on a single hinged support which allows for the packing of the entire unit in a small carton for shipping purposes. . . . Production on Marvel scoreboards is again in high gear after a slight delay caused by a lack of some component parts. Actually, **Ted Rubenstein** explains, the firm got a little too large a backlog of orders just after Labor Day when unusually (See **CHICAGO** on page 139)

Vital Statistics

Deaths

James W. Hunter, veteran Denver coinman, September 21 at the age of 65. He had been ill for three weeks. Surviving are his widow, **Minnie A.**; his mother, **Mrs. Sarah Hunter** and two sisters, all of Denver. Interment was at Fairmount Cemetery.

FOR THE BEST DEAL... Deal with Davis!

Wurlitzer 1015 \$319
Wurlitzer 1080 319
Wurlitzer 1017 275
Rock-Ola 1422 219
Mills Constellation 279

UNCONDITIONALLY GUARANTEED
NO EXTRA CHARGE

Seeburg 148ML \$489
Seeburg 147M 389
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Seeburg 146M 319
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750E \$159	Commando \$69	1941 R.C. Special .. \$15
800 119	President 69	Envoy, R.C. 11
500 79	Twin 12 39	Hightone, R.C. 11
600K 79	AMI	Hightone, E.S. 9
600R 74	AMI Singing Tower... \$39	Colonel—Major 9
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Record Reviews

(Continued from page 121)

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
HOT JAZZ		
CHARLIE VENTURA ORK V 20-3552	Yankee Clipper Somehow, the Ventura vocal bop styling seems incongruous as applied here to a paean to Joe Di Maggio.	68--71--68--65
	Boptura A humorous unison scat opening, hard hitting alto, horn, tram, and tenor goes, all booted by strong drums. Good bop.	73--78--74--67
CHILDREN		
PAUL ANDERSON (AL RICKEY ORK) Kiddie Land KL 11	Legend of Sleepy Hollow (Pts. I & II) Washington Irving's popular legend is due for big play in the forthcoming Disney-Crosby "Ichobod" flick. This 59-cent version will be a tough one to top. It has suspense and color in Anderson's excellent spinning. Background music helps considerably. For school-age kids.	84--85--84--N5
JOSEPH BOLEY & JEANNE ROY (AL RICKEY ORK) Kiddie Land KL 10	Alice in Wonderland (Pts. I & II) Lewis Carroll's fanciful tale is adapted and performed with excellent taste. Boley's story-telling is packed with charm, and the legit-type music enhances the flavor. A real value at twice the price. Colorful cover.	87--86--88--N5
RALPH NYLAND-SANDPIPER CHORUS Golden 36 (7")	God Rest Ye Merry, Gentlemen Disk has better clarity than is general with this miniature line. Fine performance.	80--77--83--N5
	Hark! The Herald Angels Sing Same clarity here.	80--77--83--N5
PAUL ANDERSON, JEANNE ROY (AL RICKEY ORK) Kiddie Land KL 8	Cinderella (Pts. I & II) This version of the standard is done pretty straight, with Anderson narrating well, and at a good pace. The music, by a full-sounding ork, is excellent as background stuff, tho the jingles aren't too special. Generally, however, it's a fine package at any price. Here the price is 59 cents. Unbreakable disk, fairly attractive three-color cover.	79--78--80--N5
JOSEPH BOLEY (AL RICKEY ORK AND CHORUS) Kiddie Land KL 9	Johnny Appleseed (Pts. I & II) American legendary hero's story is already a favorite with disk buyers via the Dennis Day waxing on Victor. This low-price version should do all right with the kids over six. Phil Wall's original score is fairly modern, tho not too distinctive, and Boley's narration is adequate. Cute cover in three colors.	75--75--75--N5
SPIRITUAL		
THE MASTERS FAMILY Mercury 6213 (country sacred)	I Won't Have To Cross Jordan Alone Family group harmonizes and strums thru a strong country sacred tune in true blue fashion.	80--81--79--N5
	It's All Coming True Another reference to Mathew 24. Tempo picks up for this side, and it's just as effectively rendered.	80--80--80--N5
MARGARET BARNES Bullet 314 (spiritual)	Saviour Don't Pass Me By Gal shouts out her spiritual in the Sister Tharpe style, with congregational assist. Plenty of feror.	80--83--82--75
	Dig a Little Deeper Things really start jumpin' here. Disk should get around.	82--84--83--79
JACK RIVERS ABC 161	Go to Church "Official 'Go-to-Church' Song" is a creation of the Kenny Bros. Rivers offers his advice in a plaintive hill style.	74--75--74--N5
	The Family That Prays Together This one's billed as the "Official Family Theater Song." Less potent than flip.	69--70--68--N5
THE GOSPEL MESSENGERS Gotham G-617	Only a Dream Rich, moving Gospel chanting, featuring a woman reminiscent of Mahalia Jackson, but lacking the latter's building power.	78--78--78--N5
	Won't You Come Back Here Good material at a faster tempo, but the rendition doesn't really catch hold.	70--70--70--N5
DIXIAIRES Lenox L-630	Doomed Talented group delivers an orthodox spiritual with power, depth and beat.	75--74--76--N5
	Gambler Man Group creates tension and a tight beat, building attractively on a spiritual with character and flavor.	72--70--74--N5
LOS KEY V 23-1306	Lisboa Antigua (fado) Side is typical of the family-type pop radio shows here, featuring vocal group and large band. It's a fine performance of appealing music.	74--80--76--66
	Ay, Manito (paso doble) Here the Mexican group cuts a Spanish-style opus by Augustin Lara. It's colorful stuff.	74--80--76--66
ANSELMO SACASAS ORK V 23-1307	Vamos, Prietita (guaracha mambo) The pianist-maestro's big band offering is handsomely recorded and should register with Yankee rumbaddicts. Has okay vocal in Spa-ish.	80--80--80--80
	New York Rumba (guaracha mambo) Fine chanting of the Johnny Comacho lyrics by Ruben Gonzales. A top grade band side, with some good Sacasas piano.	81--82--82--80
"FAT MAN" ROBINSON Regent 1006	Bye, Bye, Roberta The frenetic Fat Man registers strong with a rocking stomp novelty. Clever ensemble treatment of lyric enhances.	84--84--83--85
	Sophonra Jones More of the wild spirit, but this one gets too chaotic.	66--64--66--68

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Record Reviews

ARTIST	TUNES	RATINGS
LABEL AND NO.	COMMENT	OVER-ALL DISK JOCKEY RETAILER OPERATOR
SPIRITUAL		
THE CATS AND THE FIDDLE Gotham G-197	I'll Never, Never Let You Go Slow ballad done by mixed vocal group straight and competently, but without special flair. Start Talking, Baby Boogie tempo blues begins with attention-getting wordless wail by the fem singer in group, but levels off in a straight, unexciting vocal.	62--62--61--63 63--63--61--65
THE ORIGINAL GOSPEL HARMONETTES V 50-0022	Thirty Pieces of Silver High-pitched soprano lead and fem harmonizers sell a spiritual with fervor. Lead gal has a real virtuous voice. Move Up a Little Higher Gals rock sanctified on the popular Mahalia Jackson piece this time with a contralto in front	75--73--77--NS 75--73--77--NS
JUAN GARCIA ESQUIVEL ORK V 23-1308	Caravana (bolero) It's a Mexican cutting of Ellington's "Caravan" with some beautiful brass and woodwind work, some Glen Miller voicings, and a great, building beat. Good lock side. Tabu (swing) Luis Arcaez Ork It'd be difficult to distinguish this from one of the big pre-war Yankee bands, altho some bon figures pop up too. Good Shaw-style clarinet and flashy trumpet are featured.	80--83--78--78 79--82--78--78
FERNANDO FERNANDEZ V 23-1309	Callejera (bolero) Using more full voice than usual, the quality Mexican crooner turns in a colorful, melodious side. Fior Deshojada (bolero) Like the flip, this is more for listening than for dancing. Fernandez is in fine form on a typical Mexican ballad.	81--82--80--80 80--80--80--80
RELIGIOUS		
MAHALIA JACKSON Apollo 213	Let the Power of the Holy Ghost Fall on Me The powerful tonalia of Miss Jackson can do no wrong in the gospel singing department. This is another in her string of excellent offerings. I Can Put My Trust in Jesus Still another winner	80--80--80--NS 80--80--80--NS
MYRTLE JACKSON Coral 65013	But This I Pray, Oh Lord, Remember Me A new and promising gospel chanter debuts. She's long on voice and beat but she could stand some polishing for wax work. Where Jesus Leads Me Ditto.	70--70--70--NS 70--70--70--NS
MARIE KNIGHT-VIVIAN COOPER-SAM PRICE TRIO Dec 48111	Touch Me, Lord Jesus A new team works up a big beat with an excellent piece of material. Out of the Depth This side's equally exciting.	83--85--83--80 83--85--83--80
TABERNACLE GOSPEL SINGERS Gotham G-616	Now, Lord Spirited gospel etching. Jesus Put a Song in My Soul Fine gospel material performed with vibrance.	66--66--66--NS 70--70--70--NS
THE GOSPEL STARS DC 8059	Thank God, Amen Rich femme lead voice and a big beat make this a worth-while effort. Jesus Is Listening Gospel singing with rhythm section accompaniment builds a big beat.	69--69--69--NS 68--69--67--NS
SACRED		
DANIEL FAMILY QUARTET Col 20610	The City Built Foursquare Good, staple religious fare for country parlors—a hymn warbled by a family quartet, with piano accompaniment. To Realms Eternal Same thing at a happier tempo.	60--56--64--NS 63--60--66--NS
HARMONEERS QUARTET V(45)48-0087	I Want To Go There Smooth-swinging quartet with piano accompaniment do a routine sacred song I've Been Listening In on Heaven A novel radio twist to this gospel song, sung in somewhat mechanical style	61--60--62--NS 61--60--62--NS

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10 New Phonographs in original crates.
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- DETROIT—American Shuffleboard Sales Co., 1157 Dickerson.
A. P. Sauve, 7525 Grand River Ave.
- DULUTH—Twin Ports Sales Co., 230 Lake Ave., S.
- FLINT, Mich.—Star Shuffleboard Co., 2700 Lippincott Blvd.
- HARTFORD, Mich.—American Shuffleboard Sales Co., 519 W. Main St.
- LA CROSSE, Wis.—American Shuffleboard Sales Co., 902 Johnson St.
- LITTLE ROCK, Ark.—Standard Automatic Music Co., 1202 W. Seventh St.
- KENOSHA, Wis.—Clark Shuffleboard Sales, 2628 63d St.
- MINNEAPOLIS—American Shuffleboard Sales Co., 5037 York Ave., S.
- NASHVILLE—Rock City Amusement Co., 125 Sixth St., N.
- ORLANDO, Fla.—Al Lively, 3000 N. Orange Ave.
- OSHKOSH, Wis.—American Shuffleboard Sales Co., 41 High St.
- PEORIA, Ill.—American Shuffleboard Sales Co., 419A First National Bank Bldg.
- PITTSBURGH—American Shuffleboard Sales Co., 2021 Mount Troy Road.
- RACINE, Wis.—American Shuffleboard Sales Co., 1242 State St.
- ROCHESTER, N. Y.—Shuffleboard Sales Co., 5 Fernwood Ave.
- ROCKFORD, Ill.—American Shuffleboard Sales Co., 1130 Sixth Ave.
- ROCK ISLAND, Ill.—H. & H. Distributing Co., 718 46th St.
- ST. LOUIS—American Shuffleboard Sales Co., 3014 Olive St.
- SAN FRANCISCO—L. & F. Enterprises, 1157 Post St.
- SCHENECTADY, N. Y.—American Shuffleboard Sales Co., 837 Albany Road
- SYRACUSE, N. Y.—American Shuffleboard Sales Co., 1029 Madison St.
- TOLEDO, O.—American Shuffleboard Sales Co., 938 Islington St.
- UNION CITY, N. J.—American Shuffleboard Sales Co., 210 Paterson Plank Road.
- YOUNGSTOWN, O.—J. M. Shuffleboard Co., 17 N. Schenley Ave.

The Northwestern Corporation

Morris, Ill.

- BALTIMORE 17—Parkway Machine Corp., 623 W. North Ave.
- BOSTON—Northwestern Sales & Service Co., 1198 Tremont St.
- BROOKLYN 4—Northwestern Sales & Service Co., 4105 16th Ave.
- CHICAGO 22—Empire Coin Machine Co., 1012-14 Milwaukee.
- DALLAS 1—Fisher Brown, 2218 S. Harwood St.
- DES MOINES 2—Peanut Products Co., 801 Second Ave.
- INDIANAPOLIS—Indiana Nut Co., 140 West Vermont St.
- LANSLOWNE, Pa.—Roy Torr.
- LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.
- MILWAUKEE 10—Badger Novelty Co., 2546 North 30th St.
- MINNEAPOLIS 8—E. T. Barron & Co., 816 W. 36th St.
- OMAHA—Peanut Products, 910 Harney St.
- PHILADELPHIA—Rake Coin Machine Exchange, 609 Spring Garden St.
- ST. LOUIS—Ideal Novelty Co., 2823 Locust St.
J. Rosenfeld Co., 3218 Olive St.
- SAN FRANCISCO—Viking Specialty Co., 530 Golden Gate Ave.
- SEATTLE—Viking Specialty Co., 4468 Stoneway.

Oak Manufacturing Co., Inc.

- 11411 Knightsbridge Ave.
Culver City, Cal.
- ATLANTA—Hankin Distributing Co., 708 Spring St.
- BALTIMORE—Danco Coin Machine Co., 1304 E. Baltimore St.
- BUFFALO—Dan Foley, 81 Melrose St.

Point-of-Sale

WASHINGTON, Oct. 1. — The idea of placing a placard listing the month's hit tunes on each of his juke boxes strikes Hirsh de la Viez as one of the most profitable to come along in recent years. Hirsh, president of the Hirsh Coin Machine Corporation, and also of the Washington Music Guild (WVG), says that "point of sale" promotion really pays off.

Besides listing hit tunes, the placards feature the picture of Eddie Gallaher, local disk jockey. After installing the poster Hirsh says that all locations showed an increase in gross, with some spots jumping as high as 40 per cent.

- CHICAGO—Empire Coin Machine Co., 1012 Milwaukee Ave.
- CINCINNATI—Ace Automatic, 2919 Highland Ave.
- CLEVELAND—Lake City Amusement Co., 1648 St. Clair Ave.
- DETROIT—Triangle Sales Co., 12046 Linwood Ave.
- LOS ANGELES—Operators Vending Machine Supply Co., 1023 S. Grand Ave.
- MIAMI—Mort Simon, 1470 W. 36th St.
- MILWAUKEE—Master Distributing Co., Inc. 2606 W. Fond du Lac Ave.
- NEWARK, N. J.—Seacoast Distributors, Inc., 415 Frelinghuysen Ave.
- OMAHA—Mayflower Distributing Co., 1209 Douglas St.
- PITTSBURGH—American Distributors, 1349 Fifth Ave.
Penny King Company, 415 Neptune.
- READING, Pa.—Reading Novelty Co., 117 Ten St.
- ST. LOUIS—Ideal Novelty Co., 2823 Locust St.
- ST. PAUL—Mayflower Distributing Co., 2218 University Ave.
- SAN FRANCISCO—LaRue International, Inc. 540 Hayes St.
- TAMPA—Florida Distributing Co., 111 West Columbus Drive.

One-Use Tooth Brush Corp.

- 3118 W. Magnolia, Burbank, Calif.
- DALLAS—Vend-a-Brush Co., 3620 Fairmont St.
- DENVER—Deschenes' Enterprise, Inc., 271 Pennsylvania St.
- OKLAHOMA CITY—J. W. Herrington Co., 820 N. E. 19th St.
- PHOENIX—Tom Friday, 408 E. Roosevelt.
- PITTSBURGH—Weiner Bros. State Distributing Co., 1342 Malvern Ave.
- RICHMOND, Calif.—Western Automatic Distributors, 160 Collins St.
- SALT LAKE CITY—E. Albert Kingsford, 1539 Glen Arbor.
- SAN DIEGO—4 Star Vendors Distributing Co., 621 Fourth Ave.
- SANTA BARBARA, Calif.—Boyd B. Ellis, 1839 E. Valley Road
- SEATTLE—Trio Distributors, 4000 Airport Way.
- STOCKTON, Calif.—John L. Doucette, 2834 E. Anderson St.

Pace Manufacturing Co., Inc.

- 2209 Indiana Ave., Chicago 16
- AMARILLO, Tex.—Rutherford Enterprises, 608 Johnson St.
- ATLANTA—Sparks Specialty Co.
- BALTIMORE—Mar-Matic Sales Co., 1009 Baltimore Ave.
- BUTTE, Mont.—H. B. Brinck, 825 East Front St.
- DENVER—Superior Distributing Co., 1030 15th St.
- EVANSVILLE, Ind.—Automatic Amusement Co., 1000 Pennsylvania Ave.
- HAZLETON, Pa.—Camera Brothers, 598 Hayes St.
- KANSAS CITY, Mo.—Automatic Coin Machine Co., 13 Linwood Blvd.
- LA FAYETTE, Ind.—Milner Sales Co.
- LOUISVILLE—Ohl Specialty Co., 539 S. Second St.
- NASHVILLE—Automatic Sales Co., 421 Broad St.
- PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.
- RATON N. M.—Southwest Vending Co., P. O. Box 1058.
- RAWLINS, Wyo.—Household Appliance, Box 664.
- RENO Nev.—Western Coin Machine Exchange, 254 Lake St.
- SAN ANTONIO—American Machine Sales, 508 Seventh St.
- SAN FRANCISCO—George Murdock & Associates, 1797 Union St.
- SHREVEPORT, La.—Lee's Novelty Co., 1004 Spring St.
- SOPERTON, Ga.—Sparks Specialty Co.
- SPRINGFIELD, Mass.—Interstate Coin Machine Co., Inc., 1883 Columbus Ave.
- VINE GROVE, Ky.—Gatrost Amusement Co.
- WASHINGTON—Silent Sales System, 635 "D" St., N. W.

The Rudolph Wurlitzer Co.

- North Tonawanda, N. Y.
- ALBANY, N. Y.—The Arthur Hermann Co., Inc., 282 Central Ave.
- ALLSTON 34, Mass.—Redd Distributing Co., 298 Lincoln St.
- ATLANTA 3—F. A. B. Distributing Co., Inc., 304 Ivy St., N. E.
- BALTIMORE 13—The Winters Distributing Co., 1713 Harford Ave.
- BUFFALO 3—Alfred Sales, Inc., 881 Main St.
- CHARLESTON, W. Va.—Cruze Distributing Co., Inc., 105 Virginia St., W.
- CHARLOTTE, N. C.—Brady Distributing Co., 522 E. Trade St.
- CHICAGO—Coven Distributing Co., Inc., 3181 N. Elston Ave.
- CINCINNATI 14—Sicking, Inc., 1401 Central Parkway.
- CLEVELAND—Cleveland Coin Machine Exchange, Inc., 2021 Prospect Ave.
- COLUMBIA, S. C.—F. A. B. Distributing Co., Inc., 1727 Harden St.



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Conversion for Screwball

Conversion Kits Include:
BACK GLASS—15 Colors
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UNITS.

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Address
City State

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Mills 5c, 10c or 25c 1947 Golden Falls, H.L. Ea. ... 119.50
Mills 5c, 10c or 25c 1948 Jewel Bell, Ea. 159.50
Mills 5c, 10c or 25c 1948 Melon Bells, Ea. 159.50
Mills 5c, 10c or 25c 1948 Black Gold, H.H. Ea. ... 164.50
Mills 50c 1948 Black Gold, H.L. ... 225.00
Mills 50c 1948 Club Royale ... 250.00
Pace 10c Deluxe Comet ... 59.50
Walling 10c or 25c Rolatop ... 49.50

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3 Ways to Win Jackpot-6 Ways to Win "10" Payout. Up to \$50 on three 7's, in addition to jackpot and standard Awards. Write for details!

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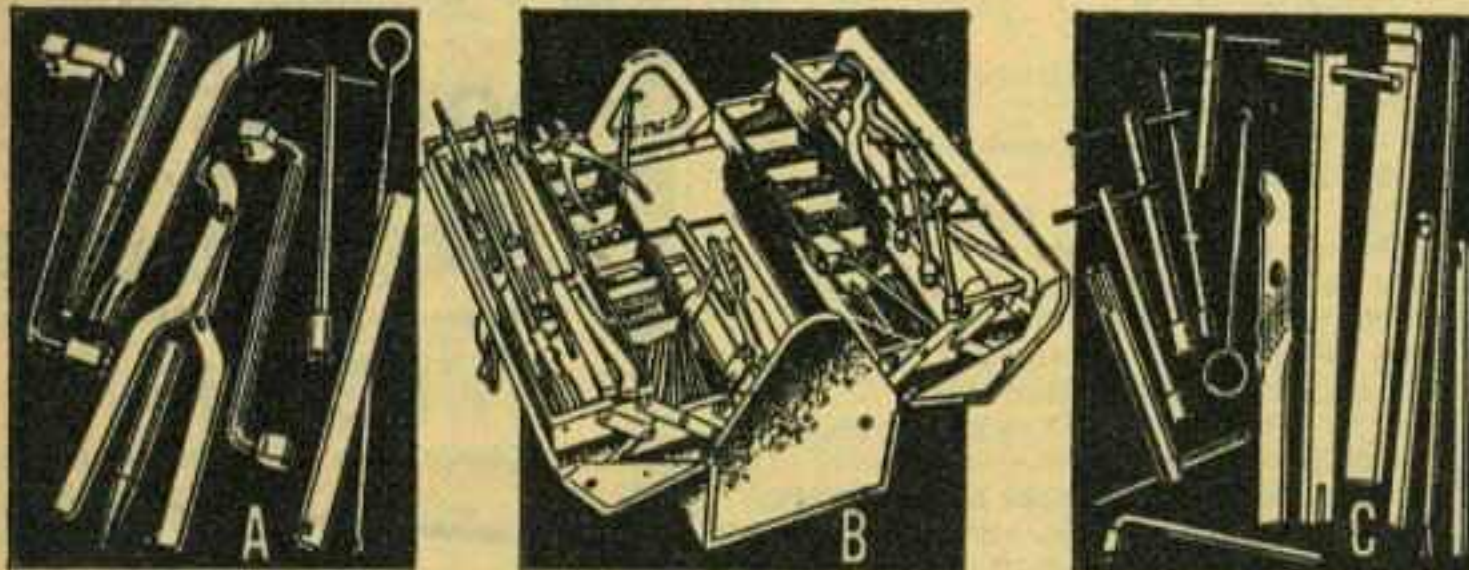
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A NINE PRACTICAL TOOLS for servicing Mills Machines. Each specially designed to simplify machine maintenance. ... Only \$21.95

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- DALLAS 1-Commercial Music Co., Inc., 726 N. Ervay St.
DENVER-Draco Sales Co., 2005 W. Alameda.
DES MOINES 14-Iowa Music Distributors, Inc., 764 Ninth St.
DETROIT 21-Angott Distributing Co., Inc., 2616 Puritan Ave.
EL PASO-Walker Sales Co., 2401-7 East Alameda.
HOUSTON-Steele Distributing Co., 3300 Louisiana St.
INDIANAPOLIS-Midland Music Distributors, Inc., 409 N. Noble St.
JACKSONVILLE-Bush Distributing Co., 508 Delwood.
KANSAS CITY 8, Mo.-Central Music Distributing Co., Inc., 1523 Grand Ave.
LOS ANGELES 6-Southland Distributing Co., 1128 S. Crenshaw Blvd.
LOUISVILLE-Cruze Distributing Co., Inc., 122 S. Seventh St.
MEMPHIS 3-Williams Distributing Co., Inc., 1082 Union Ave.
MIAMI-Bush Distributing Co., 286 N. W. 29th St.
MILWAUKEE 8-United, Inc., 4227 W. Vilet St.
MINNEAPOLIS-Lieberman Music Co., 1124 Hennepin Ave.
MONTREAL, Que.-Siegel Distributing Co., Ltd., 853 tre Dame St.
MOOSIC, Pa.-Sterling Service, Rocky Glen Park.
NASHVILLE-Cain-Callouette Motors, Inc., 1502 Broadway.
NEW ORLEANS 13-F. A. B. Distributing Co., Inc., 1019 Baronne St.
NEW YORK 18-Young Distributing, Inc., 525 W. 43d St.
OKLAHOMA CITY-Commercial Music Co., Inc., 1004 N. Walnut St.
OMAHA 2-Central Music Distributing Co., Inc., 2562 Harney St.
PHILADELPHIA-Active Amusement Machines Co., 666 N. Broad St.
PITTSBURGH 13-Music Distributing Co., 420 N. Craig St.
PORTSMOUTH, Va.-O'Connor Distributors, Inc., 400 Water St.
PROVO, Utah-Knudsen Music Co., Inc., 287 N. 3d East St.
RICHMOND, Va.-O'Connor Distributors, Inc., 2320 W. Main St.
ST. LOUIS 3-Brandt Distributing Co., Inc., 1809 Olive St.
S/N ANTONIO-Commercial Music Co., Inc., 901 E. Houston St.
SAN FRANCISCO-Emorey Distributing Co., 348 Sixth St.
SEATTLE-Hart Distributing Co., 906 Elliott Ave.
TORONTO, Or.-Siegel Distributing Co., Ltd., 477 Yonge St.
TUCSON, Ariz.-Maestro Music, Inc., 117 E. Broadway.
VANCOUVER, B. C., Can.-Siegel Distributing Co., Ltd., 40 Powell St.

Rock-Ola Manufacturing Corp.

- 800 North Kedzie Ave., Chicago 51
Phonograph:
ATLANTA-Robinson Distributing Co., 888 Marietta St., N. W.
BALTIMORE-General Vending Sales Corp., 237 W. Biddle St.
BOSTON 15-J. J. Columbo & Co., 1119 Commonwealth Ave.
BUFFALO 2-Hacola Distributing Corp., 265 Franklin.
BUTTE-H. B. Brinck, 825 E. Front St.
CHARLESTON, W. Va.-Elkins Music Co., 160 Court St.
CHARLOTTE, N. C.-Southern Music Corp., 822 W. Morehead Ave., P. O. Box 641.

Shuffleboard: (Standard Shuffleboard League, Inc.)

- ATLANTA-Robinson Dist. Co., 888 Marietta St., N. W.
BELIOT, Wis.-Savage Novelty Co., 932 Elm.
BOSTON 15-J. J. Golumbo & Co., 1119 Commonwealth Ave.
BUCHANAN, Mich.-Michiana Shuff. Sales, 124 E. Front St.
BUFFALO 2-Hacola Dist. Co., 265 Franklin St.
BUTTE, Mont.-H. B. Brinck, 825 E. Front St.
CENTERVILLE, Mich.-Adams Amusement Co., 134 N. Clark.
CHATTANOOGA-Lookout Amusement Co., 3303 Creston Circle.
CHARLOTTE, N. C.-Southern Music Corp., 822 W. Morehead Ave., P. O. Box 641.
CINCINNATI-Royal Dist. Co., 3800 Glenmore Ave., Cheviot.
CLEVELAND-Lake City Amusement Co., 1648 St. Clair Ave.
COLUMBUS, Ga.-Frank L. Herring, 1944 Cusseta Road.
COLORADO SPRINGS, Colo.-Elwin E. Glass, care General Delivery.
DALLAS-General Dist. Co., 2812 Main St.
DENVER-Modern Dist. Co., 1810 Welton St.
DES MOINES-Sandler Dist. Co., 110 11th St.
DETROIT 1-Brilliant Music Co., 4606 Cass Ave.
EL PASO-General Dist. Co., 300 Alameda.
FT. WAYNE, Ind.-Binco Amusement Co., 1305 E. State.
FORT WORTH-Automatic Sales Co., 802 Nashville St.
GREEN BAY, Wis.-Union Sales Co., 409 N. Adams.
HOUSTON-Southern Dist. Co., 1010 Leeland.
INDIANAPOLIS 4-Indiana Automatic Sales Co., 450 Massachusetts Ave.
JACKSON CENTER, O.-C. E. Duff
JACKSONVILLE, Fla.-Southern Music Dist. Co., 419 Margaret St.
JOLIET, Ill.-Acme Dist. Co., 82 N. Joliet St.

Good Biz

HOUSTON, Oct. 1.-H. Shultz, owner, Ace Merchandise Vendors, one of the larger vending machine companies in the city, has no particular formula for business success. In his opinion the same principle apply to merchandise vending as would apply to any other legitimate business.

A systematic organization starting at the main office; plenty of the best equipment available to get top locations and super service to hold them; a profit sufficient to insure good service and necessary replacements, and plenty of hard work pretty well summed up his method of conducting business. Shultz said he believed the most important immediate job for the vending machine industry was to educate the public on the difference between a vending machine chute and those on amusement games and bell machines.

KALAMAZOO 21, Mich.—King-Pin Equip. Co., 826 Mills St.
 KANSAS CITY 8, Mo.—Consolidated Dist. Co., 1910 Grand Ave.
 KENOSHA, Wis.—Kenosha Shuffleboard Sales Co., 2315 Roosevelt Road.
 LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.
 LOUISVILLE 2—H. M. Branson Dist. Co., 514 S. Second St.
 MADISON, Wis.—Modern Specialty Co., 405 N. Broom St.
 MEMPHIS—S & M Sales Co., Inc., 1074 Union Ave.
 MIAMI 37—Bush Distributing Co., 286 N. W. 29th St.
 MILWAUKEE 10—Badger Novelty Co., 2546 N. 30th St.
 Wm. R. Martin Co., 617 N. 2nd St.
 MONTGOMERY, Ala.—Franco Dist. Co., 24 N. Perry.
 MT. PLEASANT, Ia.—Stith Amusement Co., 700 E. Monroe.
 NASHVILLE 2—Rock City Amusement Co., 125 6th Ave., N.
 NEW ORLEANS—Southern Music & Telev. Co., 536 Baronne St.
 N. CHICAGO—Lake County Shuff. Sales, 1736 Sheridan Road.
 OKLAHOMA CITY—Boyle Amusement Co., 522 Northwest 3d St.
 OMAHA—Amusement Equip. Co., 856 Insurance Bldg.
 ORLANDO, Fla.—Southern Music Dist. Co., 503 W. Central Ave.
 PEORIA, Ill.—Earl F. McDowell, 110 First Ave.
 PITTSBURGH 19—B. D. Lazar Co., 1635 Fifth Ave.
 PORTLAND, Ore.—Oregon Novelty Co., 427 S. W. 13th St.
 ROCK ISLAND, Ill.—Frankel Dist. Co., 2532 5th Ave.
 ST. LOUIS—St. Louis Shuff. Sales Co., 2823 Locust St.
 Universal Dist. Co., 210 Ewing Ave.
 ST. PAUL 4—Labeau Novelty Sales Co., 1946 University Ave.
 SALT LAKE CITY—J. H. Rutter, 1477 S. Main St.
 SAN ANTONIO—United Amuse. Co., 432 Main St.
 SAN FRANCISCO 23—George R. Murdock & Assoc., 1773-1797 Union St.
 SEATTLE 99—Puget Sound Novelty Co., 114 Elliott Ave., W.
 TERRE HAUTE, Ind.—Snodgrass Shuffleboard Sales Co., 673 Tippecanoe St.
 TOLEDO—Toledo Coin Machine Exchange, 814 Summit St.
 TULSA, Okla.—J. Rutherford, 510 W. Brady.
 WATERLOO, Ia.—Waterloo Shuff. Sales Co., Box 212.
 WATERTOWN, S. D.—Arnold Brevik, 422 First Ave., S. E.
 WHEELING, W. Va.—Tri-State Amuse. Co., 149 18th St., Rear.

Sicking Distributing Co., 2833 W. Pico Blvd.
 NEW ORLEANS—F.A.B. Distributing Co., 1019 Baronne St.
 OMAHA—Central Distributing Co., 2562 Harney
 PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington
 PORTLAND, Ore.—R. F. Jones Co., 1515 N. E. Broadway
 Jack R. Moore Co., 1615 S. W. 14th St.
 Portland Amusement Co., 217 N. W. Davis St.
 Western Distributors, 1226 S. W. 16th St.
 ST. LOUIS—J. Rosenfeld Co., 3218 Olive St.
 SALT LAKE CITY—R. F. Jones Co., 127 E. 2d St.
 SAN FRANCISCO—R. F. Jones Co., 1263 Mission
 SEATTLE—R. F. Jones Co., 2208 4th Ave.
 Jack R. Moore Co., 100 Elliott Ave., West
 Northwest Sales Co., 906 Elliott Ave., West
 Western Distributors, 3216 Elliott Ave.
 SPOKANE—Jack R. Moore Co., E. 237 Sprague Ave.
 Pedicord & Moore, 309 W. Sprague Ave.

J. P. Seeburg Corp.
 1510 Dayton St., Chicago
 ALBANY—Davis Distributing Corp., 1056 Broadway.
 ATLANTA—Sparks Specialty Co., 104 Edgewood Ave.
 BALTIMORE—Musical Sales Co., 140 W. Mt. Royal Ave.
 BIRMINGHAM—T. B. Holliday Co., 1626 Sixth Ave. N.
 BOSTON—Trimount Automatic Sales Corp., 40 Waltham St.
 BUFFALO—Davis Distributing Corp., 873-875 Main St.
 CHARLESTON, W. Va.—Shaffer Music Co., 1619 W. Washington St.
 CHARLOTTE—T. B. Holliday Co., 1200 W. Morehead St.
 CHICAGO—Atlas Music Co., 2200 N. Western Ave.
 CINCINNATI—Shaffer Music Co., 2333 Gilbert.
 CLEVELAND—Music Systems, Inc., 2600 Euclid Ave.
 COLUMBIA—Sparks Specialty Co., 2608 Main St.
 COLUMBUS—Shaffer Music Co., 606 S. High St.
 DALLAS—S. H. Lynch & Co., 2101-03 Pacific Ave.
 DENVER—R. F. Jones Co., 1314 Pearl St.
 DES MOINES—Atlas Music Co., 221 Ninth St.
 DETROIT—Music Systems, Inc., 10217 Linwood Ave.
 EVANSVILLE, Ind.—S. L. Stiebel Co., 12-16 N. W. Sixth St.
 HARTFORD, Conn.—Atlantic-New York Corp., 624 Franklin Ave.
 HOUSTON—S. H. Lynch & Co., 910 Calhoun St.
 INDIANAPOLIS—Shaffer Music Co., 1327 N. Capitol.
 JACKSONVILLE—T. B. Holliday Co., 60 Riverside Ave.
 KANSAS CITY—W. B. Music Co., Inc., 1518 McGee St.
 LOS ANGELES—Minthorne Music Co., 2916-20 W. Pico Blvd.
 LOUISVILLE—S. L. Stiebel Co., 542 S. Second St.
 MEMPHIS—S. H. Lynch & Co., 1049-51 Union Ave.
 MILWAUKEE—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.
 MINNEAPOLIS—S. L. London Music Co., Inc., 2606-07 Hennepin.
 NASHVILLE, S. L. Stiebel Co., 313 Seventh Ave.
 NEW ORLEANS—S. H. Lynch & Co., 832 Baronne.
 NEW YORK—Atlantic-New York Corp., 583 10th Ave.
 NEW YORK (EXPORT)—American Steel Export Co., 347 Madison Ave.
 OKLAHOMA CITY—S. H. Lynch & Co., 900 N. Western.
 PHILADELPHIA—Atlantic-Pennsylvania Corp., 919-921 N. Broad.
 PITTSBURGH—Atlas Music Co., 2217 Fifth Ave.
 PORTLAND—R. F. Jones Co., 1515 N. E. Broadway.
 RICHMOND, Va.—Musical Sales Corp. of Virginia, 415 W. Broad.
 ROCHESTER, N. Y.—Davis Distributing Corp., 727 Monroe Ave.
 ST. LOUIS—W. B. Distributors, Inc., 1012 Market St.
 SALT LAKE CITY—R. F. Jones Co., 127-129 E. Second St.
 SAN ANTONIO—S. H. Lynch & Co., 241 Broadway.
 SAN FRANCISCO—R. F. Jones Co., 1263 Mission St.
 SEATTLE—R. F. Jones Co., 2208 Fourth Ave.
 SOPERTON, Ga.—Sparks Specialty Co.
 SYRACUSE—Davis Distributing Corp., 738 Erie Blvd. E.
 TOLEDO—Music Systems, Inc., 1313 Jackson Ave.
 TORONTO—Baldwin Distributing Co., Ltd., 620 King St.
 WHEELING, W. Va.—Shaffer Music Co., 2129 Main St.

Record Systems
 NEW YORK, Oct. 1.—Operators know well that the proper choice of records can spell the difference between profit and loss on a phonograph route. And all have worked out systems which seem to do the job for their locations. Mac Pollay, of Casino Music, here, also is selective in the choice on new tunes. But he is also very conscious of the nostalgia that can be imbibed with a glass of beer. Many people begin thinking back to the "old days." At that time they want to hear an old, but favorite, melody, it is Pollay's conviction. As a result, every one of the juke boxes on his growing route carries at least one or two "oldies." The meters show that these tunes get the most constant play, he maintains.

250 12 ft. and 14 ft. BANK BALL • SKILL BALL ALLEYS, SOME ARE NEW, SOME ARE SLIGHTLY USED • \$25.00 EACH FOR THE ENTIRE LOT, UNCRATED.

NEW COUNTER GAMES
 3 STRIKE: 1¢ Counter Game with 3 dice—cigarette symbols—similar to old type Exhibit Counter Game, \$19.50.
 GENCO PUNCHBALL: Non coin operated 1¢ or 5¢, similar to a punchboard that never needs refilling—originally \$18.50; our price \$15.00 each or 8 for \$100.00
 A.B.T. MOUEL F 1¢ GUNS\$44.50
 A.B.T. ELECTRIC SKILL GUNS 47.50
 ACME ELECTRIC SHOCKERS, 1¢ 19.50
 Silver King DUCK HUNTERS: 1¢, \$45.00 each; 5 or more, \$39.50 each; 10 or more, \$35.00 each.
 SILVER KING SHOOT THE BULL: 1¢, \$45.00 each; 5 or more, \$39.50 each; 10 or more, \$35.00 each.
 KICKER AND CATCHER: 1¢, \$35.00 each; 1 free with purchase of 10.

ARCADE EQUIPMENT
 Strikes & Spares \$175.00
 Pitch'em & Bat'em 75.00
 Scientific Baseball 75.00
 Mother-in-Law Gun 95.00
 Bowl-a-Score 95.00
 Boomerang 50.00
 Exhibit Vitalizer 95.00
 Photomat 495.00
 Panoram 195.00
 Quizzers 225.00
 Heavy Hitters 65.00
 Knot Holes 49.00
 Chicago Coin Hockey 85.00
 World Series 95.00
 Tommy Gun 85.00
 Undersea Raider 95.00
 Jack Rabbit 100.00
 Evans Ten Strike 69.50
 Drivemobile 175.00
 Radar Rocket 175.00
 Chicago Coin Pistol 145.00
 Exhibit Dale Gun 145.00
 Williams All Stars 135.00
 Life League 95.00

USED COUNTER GAMES
 10 Best Hands, like new \$17.50
 Champion Basketballs 30.00
 3 Pop Ups 12.50
 3 A.B.T. Challengers 20.00
 15 Grippers 16.50
 3 Whirl-a-Balls 15.00

CIGARETTE MACHINES
 2 10-Coi Crusaders \$135.00
 Uneda-Pak 500, 15 Col 85.00
 Uneda-Pak 500, 9 Col. 65.00
 Uneda-Pak Monarch.
 8 Col. 100.00
 National 9A's 95.00
 2 National 930 65.00
 2 National 950 with king size columns. 95.00

PHONO ACCESSORIES
 New Packard Wall Boxes \$31.50
 New Packard Bar Brackets 3.50
 12 3031 Wurlitzer Wall Boxes, 5¢ 24.50
 6 Original Seeburg Tear Drop Speakers 12.50
 30 Wire Cable, per hundred feet 20.00

REVOLVE AROUND SLOT SAFES—BRAND NEW
 Single Safes \$129.50
 Double Safes 189.50
 Triple Safes 275.00
 New Box Stands ... 18.50

USED VENDORS
 50 Northwestern 1¢ 239 Nut Vendors ..\$ 6.50
 50 Silver King Ball Gum Vendors 6.50
 50 Advance 1¢ Gum Ball Vendors 6.50
 25 National 5¢ 9 col. Candy Vendors 95.00

SPECIALS
 2 Exhibit Rotaries, pusher type \$275.00
 Wurlitzer Skee Balls 150.00
 3 5¢-10¢ Jennings Challengers 250.00
 3 Siros Brush-Up Machines 85.00
 2 New Falcon Shoe Shiners 175.00
 1 Acme Shoe Shiner. 195.00

SKILL EQUIPMENT
 5 United Shuffle-Skills, F.S. Write
 5 Chicago Coin Bango, F.S. Write
 5 Chicago Coin Rebound Shuffleboards \$ 95.00
 Cleveland Coin Rebound Shuffleboards 95.00
 9 Ft. Shuffleboard .. 85.00
 3 Belgian Type Pool Tables, 10¢ 125.00

TERMS:
 1/3 Deposit.
 Balance C. O. D.



M.S. GISSER, Sales Mgr.

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CLEVELAND COIN MACHINE EXCHANGE, INC.
 2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO
 ALL PHONES: TOWER 1-6715

ATLAS HAS IT!

GENCO'S GLIDER
 Most sensational game in years! Combination Pingame and Shuffleboard Uses only 1 puck. Takes less than 1 minute to play. Earns up to \$300.00 daily! **\$295.00**

PHONOGRAPHS Guaranteed To Operate and Look Like New!
 Seeburg 146 . \$350.00
 Seeburg 147 . 450.00
 Seeburg Console, Model WC-1Z 69.50
 Wurlitzer 1080 379.50
 5¢ Wireless, Postwar Wall-o-Matic (W1-L56) . 35.00
 Mills Constellation . 345.00

WOW! All the Thrills of BOWLING in UNITED'S SHUFFLE ALLEY
 Scores exactly like bowling! Spares, Strikes, Splits, Railroads, Doubles, Turkeys! Score totals automatically, frame by frame! Puck returns to player under play-board! New drop chute!
 Contact Us for Immediate Delivery!

NEW BRASS SLIDES
 for Model 500 A.B.T. Coin Chutes, 5c Play . . . 50c EA.

MILLS SLOTS—100% PERFECT!
 Reconditioned and Refinished—All With Club Handles
 5¢ Brown Fronts \$ 85.00
 10¢ Brown Fronts 90.00
 25¢ Brown Fronts 95.00
 25¢ Mills Golden Falls, HL 119.50
 25¢ Black Cherry (Orig., Used 3 Weeks) 125.00

Terms: 1/3 Deposit, Balance C. O. D.

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 } ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
 } ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

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1469 Electric Ave. Manufacturer Lincoln Park 25, Michigan



music merchandising is our business . . .

And, despite all the general weeping in recent months, our business has been good. This is the best proof we have that the great Select-O-Matic "100", the Wall-O-Matic "100", and the Seeburg Scientific Sound Distribution Systems are making money for the operator.

Yes, music merchandising is our business and because of that it is gratifying to be a Seeburg Distributor. For Seeburg has faith in the future of coin-operated music and that faith offers the greatest security for us all.

ATLANTIC PENNSYLVANIA CORPORATION

Leo Brody - - - Oscar Parkoff

Exclusive Seeburg Distributors for East. Pa., So. N. J. and Del.

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Williams' Newest 5 Ball Sensation

NOW BEING DELIVERED BY TRIMOUNT

Williams' engineering skill brings you a dynamic new TILT FEATURE.

This game is equipped with two unique types of scoring.

A new fast hit from Williams. Freshie will draw lots of attention—will be a sure-fire money maker.

SEE IT AT TRIMOUNT TODAY!

Exclusive Williams' Distributors for New England



Remember . . .
IN NEW ENGLAND
IT'S TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-9480

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St. Chicago 24, Ill.

Shipman Mfg. Company

- 1326 S. Lorena, Los Angeles 23
- ALLSTON 34, Mass.—Vend-o-Mat Company, 107 Brighton Ave.
- BALTIMORE 17—Parkway Machine Corp., 623 West North Ave.
- CHESTERLAND, O.—C. R. Woofter, P. O. Box 111.
- CHICAGO 22—Empire Coin Machine Exchange, 1012 Milwaukee Ave. Vendma Sales, Inc., 1745 W. Irving Park Rd.
- CLEVELAND 15—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
- CLEVELAND 3—Dodson Enterprises, 7016 Euclid Ave.
- DALLAS—C. R. McAdams, 6353 Velasco St.
- DENVER 2—Superior Distributing Co., 1030 15th St.
- DURHAM, N. C.—Anzann Corp., 1206 W. Markham Ave.
- EVANSTON, Ill.—K. Huntington, 312 Asbury Ave.
- KANSAS CITY 2, Mo.—Automatic Coin Machine Co., 13 West Linwood Ave. Uneeda Vending Service, 3735 Olive St.
- MARGATE, N. J.—Jack Freeman, 23 N Lancaster Ave.
- MIAMI 35—Schwartz Distributing Co., 1800 S. W. 17th St.
- NEW YORK CITY—Mike Munves Corp., 575 11th Ave. Simon Rubin, 817 West End Ave.
- OAKLAND 1, Calif.—Standard Specialty Co., 5115 East 14th St.
- OAK PARK, Ill.—R. H. Adair Co., 6924 W. Roosevelt Rd.
- PORTLAND 12, Ore.—A. & B. Distributing Co., 1533 N. E. Union Ave.
- RICHMOND, Calif.—E. E. Reiswig, 160 Collins St.
- ST. LOUIS 3—J. Rosenfeld Co., 3218 Olive St.
- TOLEDO—Toledo Coin Machine Exchange, 814 Summit St.
- TUCSON—Frontier Novelty Co.
- WEST MEDFORD 55, Mass.—Jason E. Nourse, 10 Newton Rd.

Stoner Manufacturing Corp.

- 328 Gale St., Aurora, Ill.
- ATLANTA—Fred Meyer, 2238-B Lindmont Circle, N. E.
- AURORA, Ill.—Burnhart Glassgold, Sales Manager, Stoner Mfg. Corp. R. W. Hunt, asst. to Sales Manager Stoner Mfg. Corp.
- BROOKLYN—Furst & Schwartz, 308 Furman St.
- CHICAGO—Donald Buck, 7804 Colfax Ave.
- ELMHURST, Ill.—B. C. Class, 214 East Crescent St.
- PORTLAND Ore.—D. H. Burcham Co., 917 S. W. Oak St.
- ST. CHARLES, Ill.—J. E. Naughton, 861 Geneva Road.
- SHAKER HEIGHTS, O.—J. R. Fox, 3562 Ingleside Road.
- SHERMAN OAKS, Calif.—Stan Rousse 4531 Sunnyslope Ave.
- UNIVERSITY PARK, Dallas—M. O. Doumany, 3505 Haynie Ave.
- WHITEFISH BAY Wis.—Paul Steichen 933 East Meadow Place.
- WOLLASTON, Mass.—Ralph Littlefield 108 Bromfield

Uneeda Shine Machine Company

- 505 W. 42d St., New York City
- NEW YORK—Acme Sales Company, 505 W 42d St.

Universal Industries, Inc.

- 5737 N. Broadway, Chicago 40
- BALTIMORE—General Vending Sales Corp., 245 W. Biddle St.
- BOSTON—Trimount Coin Machine Co., 40 Waltham St.
- BUFFALO—Hacols Company, 265 Franklin St.
- CHICAGO—Empire Coin Machine Exchange, 1012 Milwaukee Ave.
- CINCINNATI—Southern Automatic Music Co., 228 W. Seventh St.
- CLEVELAND Cleveland Coin Machine Exchange, 2021 Prospect Ave.
- COLUMBUS, O.—Central Ohio Coin Machine Exchange, 525 S. High St.
- DALLAS—Commercial Music Co., 726 N. Ervay St.
- DES MOINES—Atlas Music Co., 221 Ninth Ave.
- HOUSTON—Steele Distributing Co., 3300 Louisiana Ave.
- JACKSONVILLE, Fla.—Taran Distributors, 90 Riverside Drive.
- KANSAS CITY, Mo.—Consolidated Distributors, 1910 Grand Ave.
- LAFAYETTE, La.—Louisiana Coin Machine Co., 423 St John St.
- LEXINGTON, Ky.—Southern Automatic Music Co., 240 Jefferson St.
- LOS ANGELES—C. A. Robinson & Co., 2301 W. Pico Blvd.
- LOUISVILLE—Southern Automatic Music Co., 624 S. Third St.
- MEMPHIS—Music Sales Co., 1082 Union Ave.
- MIAMI—Taran Distributors, 2820 N. W. Seventh Ave.
- MINNEAPOLIS—Hy G Music Co., 257 Plymouth Ave., S.
- NASHVILLE—Frank Swartz Sales Co., 515-A Fourth Ave. S.

- NEW ORLEANS—Music Sales Co., 704 Baronne St.
- OMAHA—H. Z. Vending & Sales Co., 1205 Douglas St.
- PORTLAND, Ore.—Western Distributors, 1226 S. W. 16th Ave.
- ST. LOUIS—Central Distributors, 2334 Olive St.
- SAN ANTONIO—Commercial Music Co., 901 E. Houston St.
- SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.
- SEATTLE—Western Distributors, 3126 Elliott Ave.

Videograph Corporation

- 701 Seventh Ave., New York
- DETROIT—Darrel B. Chadwick, 16169 Kentucky Ave. Consumers Home Equipment Co., 4801 Woodward Ave.
- CLEVELAND—L. & N. Music Co., 1627 Superior Ave.
- HAMLIN, Pa.—Mt. Cobb Exchange.
- LYNBROOK, N. Y.—Danny Baum, Inc., 51 Wright Ave.
- MIAMI—Videograph Corporation of Florida, 2156 N. W. 36th St.
- MT. VERNON, N. Y.—Alpha Radio & Television Service, 202 N. High St.
- NEW YORK—Joseph Richard Corp., 307 Lenox Ave.
- ROXBURY, Mass.—Pioneer Music Co., 329 Warren St.
- SAN FRANCISCO—California Videograph Sales, Inc., 1797 Union St.
- YORK BEACH, Md.—Elmer S. Laughton, 108 Broadway.

Williams Manufacturing Co.

- 161 West Huron St., Chicago
- ATLANTA—F. A. B. Distributing Co., Inc., 304 Ivy St., N. E.
- BALTIMORE 1—General Vending Sales Corp., 237 W. Biddle St.
- BOSTON—Trimount Coin Machine Co., 40 Waltham St.
- BUFFALO—Alfred Sales, Inc., 881 Main St.
- CHICAGO—World Wide Distributors, Inc., 2330 N. Western Ave.
- CINCINNATI—Southern Automatic Music Co., 228 W. Seventh St.
- CLEVELAND—Lake City Amusement Co., 1648 St. Clair Ave.
- COLUMBIA, S. C.—F. A. B. Distributing Co., 1727 Harden St.
- COLUMBUS, O.—Central Ohio Coin Machine Exchange, 525 S. High St.
- DALLAS—Commercial Music Co., Inc., 726 N. Ervay St.
- DAYTON, O.—Southern Automatic Music Co., 603 Linden.
- DENVER—R. F. Jones Co., 1314 Pearl St.
- DETROIT King Pin Distributing Co., 3004 Grand River Ave.
- FT WAYNE Ind.—Southern Automatic Music Co., Inc., 3011 E. Maumee Ave.
- INDIANAPOLIS—Southern Automatic Music Co., Inc. 325 N. Illinois St.
- JACKSONVILLE, Fla.—Taran Distributing, Inc., 90 Riverside Ave.
- KALAMAZOO, Mich.—King Pin Equipment Co., 826 Mills St.
- KANSAS CITY, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
- LEXINGTON Ky. Southern Automatic Music Co., 240 N. Jefferson St.
- LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.
- LOUISVILLE Southern Automatic Music Co., Inc., 624 Third St.
- MEMPHIS S. & M Sales Co., 1074 Union St.
- MIAMI Taran Distributing, Inc., 2820 N. W. Seventh Ave.
- MILWAUKEE S. L. London Music Co., 3130 W. Lisbon Ave.
- NEW ORLEANS Music Sales Co., 704 Baronne St.
- NEW YORK Seaboard New York Corp., 583 10th Ave.
- OKLAHOMA CITY—Commercial Music Co Inc. 1004 N. Walnut St.
- OMAHA—Mayflower Distributing Co., 1209 Douglas St.
- PHILADELPHIA Scott Crosse Co., 1423 Spring Garden St.
- PHOENIX Garrison Sales Co., 1000 Washington.
- PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.
- SALT LAKE CITY—R. F. Jones Co., 127 Second St.
- SAN ANTONIO—Commercial Music Co., Inc., 901 E. Houston St.
- SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.
- ST. LOUIS—J. Rosenfeld Company, 3218 Olive St.
- ST. PAUL—Mayflower Distributing Co., 2218 University Ave.

Ads Pay Off

KANSAS CITY, Mo., Oct. 1.—Dave Cooper, manager of Advance Music Company, here, uses newspaper and magazine advertising to promote the sale of a new light-weight record arm. Cooper believes that only thru advertising will the coin machine industry boost its income.

COINMEN YOU KNOW

Los Angeles:

(Continued from page 131)
 Charlie Daniels reported biz took an upswing while their bosses were gone. . . . S. J. Burris is in from his Montebello headquarters for a tour of coin machine row. . . . Another out-of-towner was R. Donofrio, who hails from Billings, Mont.

Stan Turner, of Southland Distributing Company, is trying to line up some used Wurlitzer Model 1015s for an export order. He's offering operators a \$400 trade-in allowance on 1015s against the Wurlitzer Deluxe Model 1100. . . . Ray Chiarelli visited town from Madera last week.

New York:

(Continued from page 131)
 Germans invaded that country; he hopes to return there soon and resume his coin machine activities. His engineer, Robert Spiegel, was on the Avenue last week checking the used machine market. Groentman's plans include doing business both here and in Belgium. This past season he operated an arcade in New London, Conn.

Chicago:

(Continued from page 131)
 large requests started pouring in from both Florida and Missouri. Ted adds that most Miami and Miami Beach locations now have scoring units. . . . Many local shuffleboard operators are also putting United Manufacturing's Shuffle Alley in their locations. A straight novelty game and okayed by a court order last week for Chicago, Shuffle Alley has been going well in shuffleboard spots which get heavy play. While waiting for their turn, many shuffleboard players warm up on the United game and at the same time try to run up a good score.

Nation Wide's Charlie Gillard is enthused about the firm's Canadian subsidiary which has a plant at Unity, Sask. He says that E. W. Rudd, who is in charge of Canadian distribution, is a live wire and should win a steady following. Meanwhile, on the home front, Fred Spencer is busy getting Nation Wide's league play under way. He spent a few days in Milwaukee last week with Vic Manhardt, conferring on leagues there. Shuffleboards are one of the few amusement products making out in typical coin machine locations in Milwaukee, according to Manhardt.

Detroit:

(Continued from page 131)
 flavor Cole Spa selective vender, but Gorman is planning to add a line of cigarette units and possibly other types of machines shortly. . . . Tony and Matsuko Vance and Alberda Lefore are incorporating the National Coin Machine Company and Rony's, Inc., on John R. Street, with capitalizations of \$7,000 and \$15,000, respectively. Both firms will deal in coin-operated equipment.

Irving B. Ackerman, counsel of Michigan Automatic Phonograph Owners' Association is now concentrating his activities on his law work and his route of Tradio radios. He disposed of his juke box interests sometime ago.

Frank Collins, president of Training Devices, Inc., manufacturers of the Quizzer, is going into the operating end of the business in Detroit. He has organized the Collins Coin Machine Company with offices on Griswold Street. Collins is establishing a sizable diversified route of amusement devices, including shuffleboards and ray guns, as well as Quizzers.

COLUMBIA DOUBLE JACKPOT BELL

Factory reconditioned like new **SPECIAL \$85.00 EA.**



Changeable right on location in a few moments' time to 1-5-10-25c play. Cabinet rebaked to give new machine appearance. Size: 8 3/4" high, 14 1/2" wide, 12" deep, 50 lb. wt. 1/3 deposit with order, balance C. O. D., F. O. B. Chicago.

ABCO NOVELTY CO.

Phone: EVERGLADE 4-3523
 2009 W. IOWA ST. CHICAGO, ILL.

FOR SALE

SCALE ROUTE

200 Penny Weighing Scales, all on location. North and East Texas. GENERAL DISTRIBUTING COMPANY 2814 Main Street Dallas, Texas

SLOT MACHINES

HEADQUARTERS for all models of Mills Bell Machines BOUGHT SOLD AND EXCHANGED * SEE OUR FLOOR DISPLAY NOW!

free buyers guide for operators

RECONDITIONED PIN GAMES READY FOR LOCATION

Broncho	\$12.00	Kilroy	\$ 12.00	Sally	\$ 60.00
Big Top	94.50	Major League	32.50	Super Hockey ..	142.50
Cinderella	57.50	Baseball	117.50	Torchy	14.00
Circus	55.00	Majors of '49	89.50	Trade Winds	49.50
Click W/Flippers ..	21.50	Moon Glow	57.50	Tropicana	24.50
Floating Power ..	99.50	Melody	19.50	Yanks	37.50
Humpty Dumpty ..	39.50	Rocket			

NOW DELIVERING NEW EQUIPMENT

Utah, Camel Caravan, Star Series, College Daze, Football, Bally CHAMPION, Bally CLOVER BELL.

KEENEY'S ELECTRIC CIGARETTE VENDOR, MILLS "21" BELLS, MILLS DUPLEX, MILLS BONUS BELL, MILLS JEWEL BELL, MILLS BLUE BELL, MILLS BLACK BEAUTY, MILLS Q.T. BELL, DOWNEY-JOHNSON COIN COUNTER. PLACE YOUR ORDER NOW FOR UNITED'S "SHUFFLE ALLEY"!

Established 1913

ROY MCGINNIS CO.

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HITCH YOUR FUTURE TO A STAR

★ the Seeburg Selectomatic

ATLANTIC NEW YORK CORP.
 Exclusive Seeburg Distributors
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 Branch Office: 624 Franklin Ave., Hartford, Conn.

AUTOMATIC * FRAME SCORING

NOW AVAILABLE WITH NEW AND IMPROVED **ELECTRIC-OVERHEAD SCOREBOARD**

● *FRAME SCORING●

In Our Scoreboard Frames Automatically Advance . . .

Seconds After Scoring

The "FRAME SCORING" feature is incorporated within the regular cabinet itself and is not a separate unit.

Two players score to 15 points or 8 frames, whichever is scored first.

Four players score to 21 points or 10 frames (adjustable to 12 frames), whichever is scored first.

Frames automatically advance . . . seconds after scoring.

Scores by FRAME and POINT combinations.

This Type of Scoreboard Also Available in Stand or Wall Model (One Side) With or Without Frames

Immediate Delivery
 Wire, Phone, Write for Fulllest Details

Western Distributors
ADVANCE SALES CO.
 1350 Howard St.
 San Francisco, Calif.

M & T SALES CO. 2849 Fullerton Ave. Chicago 47, Ill. Dickens 2-2424

BEST OFFER TAKES 'EM!

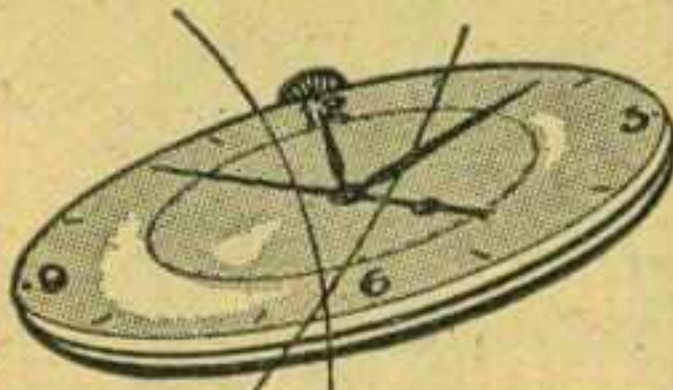
10 SHUFFLEBACKS

OR WILL TRADE FOR EXHIBIT OR CHICAGO COIN GUNS WILL ALSO TRADE OR SELL ADVANCE ROLLS AND TOTAL ROLLS 50 VICTORY DERBIES — Just Off Location!

Make Us an Offer for All or Part!

MONARCH COIN MACHINE CO.
 1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

THE
TIME
IS RIPE
FOR...



COVIDEO

**COIN OPERATED
TELEVISION**

Television came . . . we watched.
Television developed . . . we waited.
Television has arrived . . . **WE'RE READY!**
Yes, we wanted to be sure there would be enough television stations . . . be sure there would be a wide enough variety in programming . . . be sure we would develop the right type of equipment capable of earning the kind of money television should earn for you.

While television was coming into its own, our engineering staff spent better than two years in research and experimentation to be sure that the COVIDEO sets would give perfect, trouble-free performance.



Covideo Coin-Operated Console Television Receiver



Covideo Coin-Operated Table Model Television Receiver



COVIDEO offers two sizes of sets. The large, 16" screen Console Model is designed for public place installation such as hotel lobbies, theatre lobbies, terminals, waiting rooms, etc.; and, the smaller, 10" screen Table Model, in addition to its use in these public places, is ideal for private use by hotel or motel room guests. Each set is designed so that you can corral all available play.

COVIDEO COIN-OPERATED TELEVISION IS RIPE AND IT'S BACKED BY AN EXPERIENCED REPUTABLE COMPANY

Write for complete descriptive literature. Distributor Territories Available! Write-Wire-Phone.

COVIDEO, INC.
COIN-OPERATED TELEVISION

212 Broadway, New York 7, N. Y.
Phone: BEekman 3-0038

SHUFFLEBOARD COAST TO COAST

(Continued from page 129)

line for license renewals. Minneapolis has two license classifications. Boards operated by coin chute must pay a \$67 annual license fee, with 15 now under such permit. Boards without coin chutes are taxed \$34. There are 73 in this classification. Licensing period expires May 1 at which time permits must be renewed.

Less than 5 per cent of the boards in the Twin Cities area are location-owned, according to Jonas Bessler, of Lieberman Music Company, Rock-Ola board distributors. The reason for this, he said, is that boards got off to a proper distribution from jobber to operator when first introduced here.

Because shuffleboard is just going into its second season, there has been no special league or tournament play as yet. However, this season should see leagues in operation. Joe Perkins, one of the largest operators in this area, has plans under way for the formation of a 40-team league to be culminated at the end of the season by tournaments. In addition, American Shuffleboard has a representative in the area talking league organization and Rock-Ola is expecting to send a man here within a couple of weeks for a similar purpose.

The Lieberman firm is in the process of preparing a four-page circular on shuffleboard to be sent to every coinman in the area. Other distributors, such as Archie LaBeau, of LaBeau Novelty Sales Company; Herman Paster, of Paster Distributing Company; Jack Karter, of Midway Coin Machine, and Bill Cohen, of Silent Sales Company, are planning special campaigns among the operators to sell more boards this season.

Summer play was way off, as much as 25 to 40 per cent depending upon

location, but once the cooler weather set in play started up again. Operators were content to get by as best they could during the summer and reported no more than 1 or 2 per cent of their locations as moving out their boards. Practically all who discontinued boards during the summer now have them back again for fall and winter play.

From the beginning, shuffleboard had considerable affect on play of music and pin games. But the boards now are recognized as an integral part of the coin machine business and as such responsible for a certain amount of revenue for the operators.

Among the more important operators, in addition to Perkins, are United Coin and Leo Landsberger, both of Minneapolis; Paul Atkinson, of St. Paul, and Bud Harrison, of Howard Sales Company, and Fred Kirschman, St. Cloud, in the country areas.

CLOSE OUTS

- New United Ramonas . . . \$135.00
- New Chicago Coin Pistols (new models) . . . Write
- New Exhibit Dale Guns . . . Write
- New Bally Heavy Hitter and Stand . . . 69.50
- Used Like New Exhibit Dale Gun . . . 149.50
- Used Like New Super Hockey . . . 149.50
- New Bally Multi Bell Console . . . Write
- New Bally Clover Bell Console . . . Write
- New Bally Champion One Ball . . . Write
- New Bally Carnivals . . . 139.50

USED GAMES

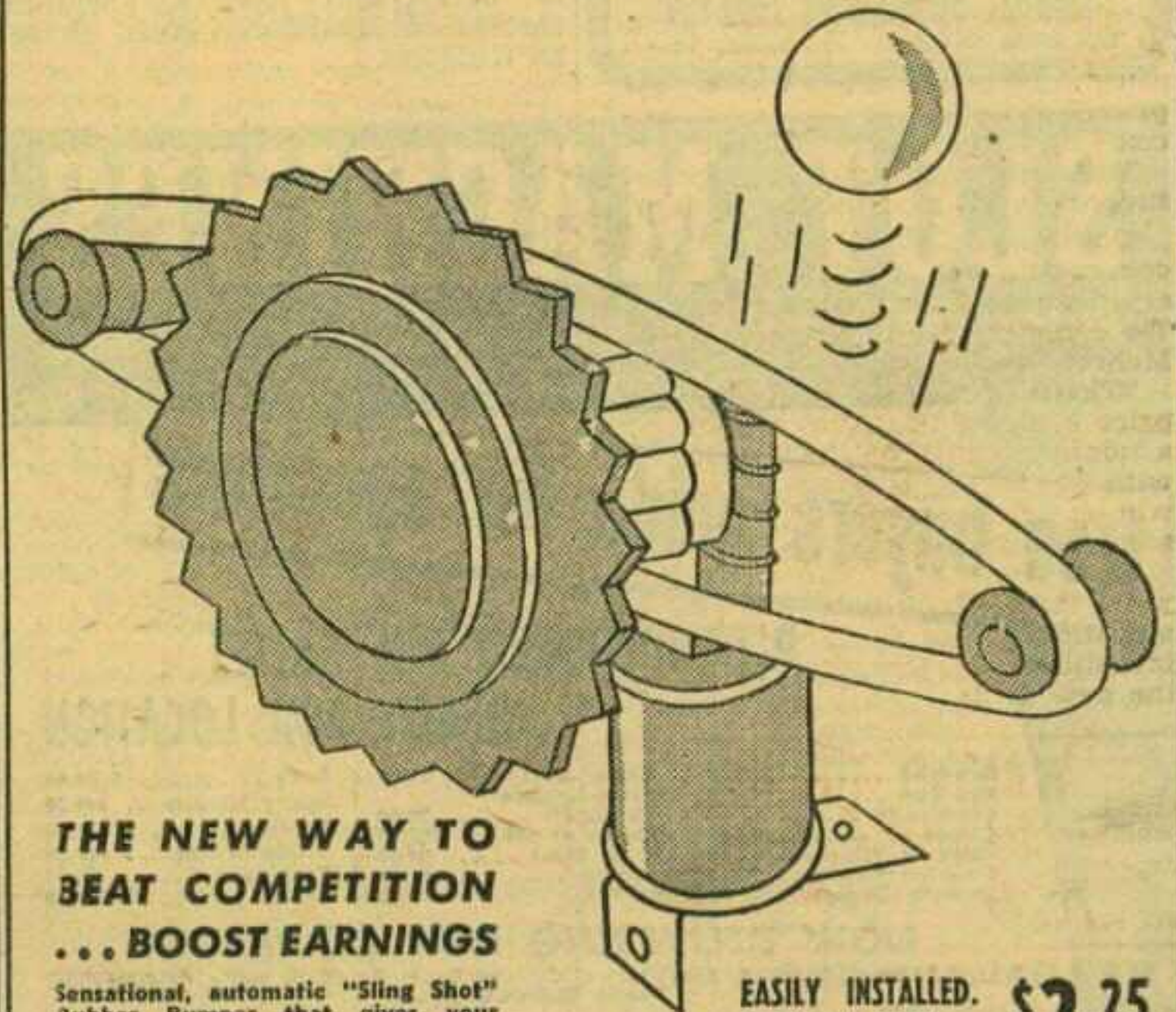
- 1 Star Series . . . \$275.00
- Bally Reserve Bell, like new . . . 295.00
- Groetchen Columbia Bells, late model, like new . . . 65.00
- 1 Mills Q.T., 5¢, used 1 month . . . 75.00
- Speedway \$ 85.00 Sally . . . 75.00
- Be Bop . . . 115.00 Merry Widow . . . 85.00
- Big Top . . . 115.00 Alice in Wonderland . . . 115.00
- King Cole . . . 85.00 Phoenix . . . 120.00
- Summertime 75.00 Robin Hood . . . 59.50
- Floating Power . . . 120.00 Gondolas . . . 119.50

TERMS: 1/3 DEP., BAL. C. O. D.

K. C. NOVELTY CO.

419 Market St., Philadelphia 6, Pa.
Market 7-6391 or 7-4641

**"SLING SHOT" BUMPERS
ARE HERE! YOU'VE HEARD ABOUT
THEM-NOW YOU CAN HAVE THEM!
IMMEDIATE DELIVERY!**



**THE NEW WAY TO
BEAT COMPETITION
. . . BOOST EARNINGS**

Sensational, automatic "Sling Shot" Rubber Bumper that gives your game new thrilling action. Get with this new "Wico" conversion . . . and MAKE MORE MONEY.

EASILY INSTALLED.
DIAGRAM WITH
EACH KIT. **\$2.25**
EA.

WICO CORPORATION

2913 N. PULASKI RD.

CHICAGO 41, ILLINOIS

South Dakota Ready for Fall; Ops' Optimism Keys SPDA Meet

(Continued from page 114)

creasing interest in developments in South Dakota.

Among the new business handled at the meet was a vote by the membership to try out the colored title strip service furnished by Hit Parade, Inc., New York, and also to renew the labeling service devised by SDPA last year at the suggestion of Moberge member, Harold Scott. The label shows a picture of a pheasant in color and is to be affixed to all coin machine equipment by members of the association for identification purposes. It is being made available to members at cost.

CMI Message

Called upon to address the group, John Pickering, CMI's director of public relations, praised the membership for its fine showing in the past year and stated that his organization looked upon SDPA as a model operator group. He added that the steady progress SDPA members made since the war had been a determining factor in the hope that more alert operator groups will be established in other States. Pickering also cited the intelligent way SDPA officials had investigated problems of a legal nature in the past and explained that CMI's counsel, Dudley Ruttenberg, was standing by ready to help whenever a legal question arises. He also cautioned operators that when a seemingly unfair ordinance or related matter arose to act with great deliberation before rushing into a court test. He suggested contacting CMI for information on similar legal tests.

E. Mehren Presses Fractional Coinage Campaign on Coast

SAN FRANCISCO, Oct. 1.—Edward W. Mehren was here this week pressing his campaign for intermediate coinage. Mehren, the Beverly Hills, Calif., beverage maker and chairman of the American Institute for Intermediate Coinage, has been advocating that 7½-cent and 2½-cent coins be added to the nation's monetary system. The result, he believes, would be a consumer saving of \$8,000,000,000 annually.

"The saving would come about," Mehren declared, "principally because many products now overpriced at 10, 15 or 20 cents, would come down to a more realistic level." Mehren's organization is recruiting support in all parts of the country.

Questioned whether a 7½-cent coin would not actually be inflationary, leading to an increase from 5 to 7½ cents on vending machine items, Mehren declared:

"There would no doubt be some price increases, but they would be on a minimum of products as compared with the great number of products whose prices would be reduced to more realistic levels."

Some time after the first of the year, the Intermediate Coinage organization hopes to have legislation introduced in Congress authorizing the new coins.

WANTED TO BUY

Wurlitzer Wall Boxes, Model 320. Will pay five dollars (\$5.00) each.

K. T. ENTERPRISES

114 2nd St. Portsmouth, Ohio

READY FOR LOCATION

Wurlitzer #1015	\$325.00	Circus	\$ 79.50
Yank	47.50	Wisconsin	47.50
Show Boat	89.50	Paradise	80.00
Big Top	129.50	Carolina	115.00
Ramona	97.50	Swanee	139.50
Bowling Champ	120.00	Button & Bow	125.00

1/3 deposit with order—balance C. O. D.
JIMMIE'S VENDING COMPANY
 909 Marshall Street Shreveport, Louisiana

Sole music manufacture to display a box was H. C. Evans & Company, Chicago. With its music division manager, Lester Rieck, on hand to point out the features of the Evans Constellation, the product appeared to make a favorable impression on the South Dakota music men. Rieck was assisted by Bob Wenzely and Irv Lindeholm who are with Automatic Games Supply, Minneapolis, distributor of Evans products in South Dakota as well as Minnesota. The Lieberman Music Company, Minneapolis, displayed a shuffleboard which it is just starting to handle. Les Rogstad represented Lieberman at the Huron meetings. The other piece of equipment shown was a counter game known as 8 in 1 and features the use of multiple dice. It was designed for amusement only and set for penny play. Quality Supply Company, Sioux Falls, is the manufacturer and firm head Art Penticoff was on hand to introduce his product. Ray Sellman represented Le Beau Novelty, Minneapolis.

P-R Primer

In addition to those mentioned one of the leading speakers at the open business session was Tony Trucano, member from Deadwood. One of the prime believers of merchandising the music machine, Trucano, who has a daily radio program over Station KDSJ, Deadwood, featuring a top tune and civic announcements, called upon fellow members to remember that all coin machine public relations begin with the operator. He is the one who contacts the location and gives his community whatever impressions the community has of the operator, Trucano pointed out.

New Member

Following the scheduling of the next meeting, January 8-9 in Yankton, the operators adjourned for a few hours and reconvened at a banquet Monday night in the hotel. At this gathering, also attended by the members' wives, Imig introduced Darlow Maxwell, Huron, newest member, who bought the routes of the Dakota Supply Company, Huron. This firm was former'y owned by Al Baird, Alton Gaughran and Mel Pederson, who were making their final SDPA meeting.

Following is a list of those attending the Huron meeting:

Herman Fisher and M. L. Woods, Aberdeen; Connie Miller, Chamberlain; Tony Trucano, Deadwood; Darlow Maxwell, Ted Salveson, Mel Pederson, Al Baird and Alton Gaughran, Huron; Walt Van Steenberg, Ike Pearson and George Muth, Mitchell; Harold Scott, Moberge; J. G. Koers, Rapid City; Herman Warn, Salem; Norman and Fred Gefke and Roy Foster, Sioux Falls; Bob Shea, Wessington; Al Reese and Arnold Brevik, Watertown, and Mike Imig, Yankton.

Service Factors

MINNEAPOLIS, Oct. 1. — Good service for locations is cited by Harold Lieberman, of Twin City Novelty Company, as the most important part of his juke box operation here.

"Our policy is to furnish each machine with good records, clean needles and regular service calls," he declared. "We change machines around often so that the same unit doesn't get too monotonous in any one spot."

"We try to pay prompt attention to requests. In fact, we go out of our way to look for them, because if we can satisfy the persons who pay money to play the machines, we will get them to spend more often."

5 BALL GAMES

Perfectly reconditioned and refinished.

- BERMUDA \$65
- BUILD UP 70
- HUMPTY DUMPTY 70
- BANJO 75
- LADY ROBIN HOOD 75
- MAJOR LEAGUE, B.B. 75
- MELODY 75
- TRINIDAD 75
- TRIPLE ACTION 75
- YANKS 75
- TRADE WIND 85
- ALICE IN WONDERLAND 100
- MARDI GRAS 90
- RAINBOW 90
- CARNIVAL 95

WORLD WIDE

TRIED—PROVEN

WILLIAMS STAR SERIES

Baseball thriller of all time. Featuring new credit unit, pitching unit and batting unit. Convertible novelty or replay. Limited quantity available.

HURRY! HURRY! HURRY!

WORLD WIDE

PHONOGRAPHS

- Reconditioned, Refinished and Guaranteed.
- WURLITZER 1015 \$350
- WURLITZER 1080 395
- WURLITZER 1100 495
- WURLITZER 780 195
- WURLITZER 850 150
- Seeburg GEM 85
- Mills THRONE 75

WORLD WIDE

New

PHONOGRAPHS

Write for models and prices.

WORLD WIDE

Finest Reconditioned and Guaranteed

CONSOLES

- Bally DRAW BELL \$195
- Bally DE LUXE DRAW BELL 235
- Keeney SINGLE BONUS SUPER BELL 235
- Keeney TWIN BONUS SUPER BELL 395

WORLD WIDE

NEW CONSOLES

- Keeney TWIN BONUS SUPER BELL, Special Write
- Bally CLOVER BELL Write
- Mills DUPLEX, 5-25c. Write

WORLDLY WISE

says:

Operators who aren't afraid to roll up their sleeves seldom lose their shirts.



Williams New 5 Ball Game

FRESHIE

with dynamic new features. New! Two unique types of controlled scoring. New! Tilt feature most advanced engineering innovation in years! When player tilts game, lights go out until ball passes through play field into out pocket, at which time lights go on and game resumes play, reverting to score earned up to the time tilting occurred. This feature not only brings a thrill to the player, whose lost game is restored to him but eliminates tilt demands by locations.

WORLD WIDE

SPECIAL NEW 5 BALL UNITED MONTERREY

Only one available

Brand New \$110

Value and Quality Plus!

EXHIBIT ★ DALE GUN ★

Reconditioned cabinets like new. Guaranteed perfect throughout.

Only \$145

IT'S DYNAMITE!

Exhibit's NEW

5 BALL GAME

TUMBLEWEED

Terrific new flipper action! Excitement every second! Dozen ways to win! Priced low!

WORLD WIDE

GENCO GLIDER

Watch your collections soar with Genco's Glider. Sensational appeal combines pin game plus shuffleboard attraction. It's fast! Order now... Immediate delivery.

\$295

WORLD WIDE

UNITED

SHUFFLE ALLEY

All the thrills of bowling.

\$345

WORLD WIDE

TELEQUIZ

'48 Model \$295

WORLD WIDE

SPECIAL! SPECIAL!

Now you can bring new life to your Exhibit Dale Guns at 1/5 the former cost.

JUNGLE BACKGROUND KIT

17 pieces complete, formerly \$8.95; now in quantity lots, \$2.95 each.

WORLD WIDE

New Bally ONE BALLS

- CHAMPION S.P. \$645
- KENTUCKY P.O. 645

Reconditioned—Perfect

- CITATION F.P. \$369
- GOLD CUP F.P. 165

WORLD WIDE

MILLS

Vest Pockets

Late Models—Reconditioned and Refinished

\$39.50

Terms: 1/3 down, balance sight draft.

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LIGHT BULB HEADQUARTERS

Our Famous 130 Volt Long Life Bulbs

- 15 Watt — \$10.80 plus \$1.50 Tax \$12.30 Total Cost
- 25 Watt — \$10.80 plus \$1.50 Tax \$12.30 Total Cost
- 7½ Watt — \$13.50 plus \$1.87 Tax \$15.37 Total Cost

Outlasts Ordinary Bulbs. They Cost No More at Heath's
 ASK ANY OPERATOR WHO HAS TRIED THEM

MINIATURE BASE BULBS

Packed 10 to Box—First Quality—New Stock—No Government Surplus—
 App. 60 Per Cent Discount—See Prices Below.

Lamp No.	List Price—tax included Per 100	Your Cost tax included Per 100	Lamp No.	List Price—tax included Per 100	Your Cost tax included Per 100
51	\$ 8.13	\$ 3.35	50	\$10.63	\$ 4.65
55	8.13	3.35	81	11.18	4.60
63	9.15	3.75	1455	12.76	5.55
40	10.63	4.65	1456	12.76	5.55
44	10.63	4.65	1458	15.95	6.95
46	10.63	4.65	1129	23.37	9.60
47	10.63	4.65	313	31.89	13.90
			1489	80.00	32.00

We Believe We Have the Cheapest Price on First Quality—
 10 to Box Miniature Bulbs in America.

HEATH DISTRIBUTING COMPANY

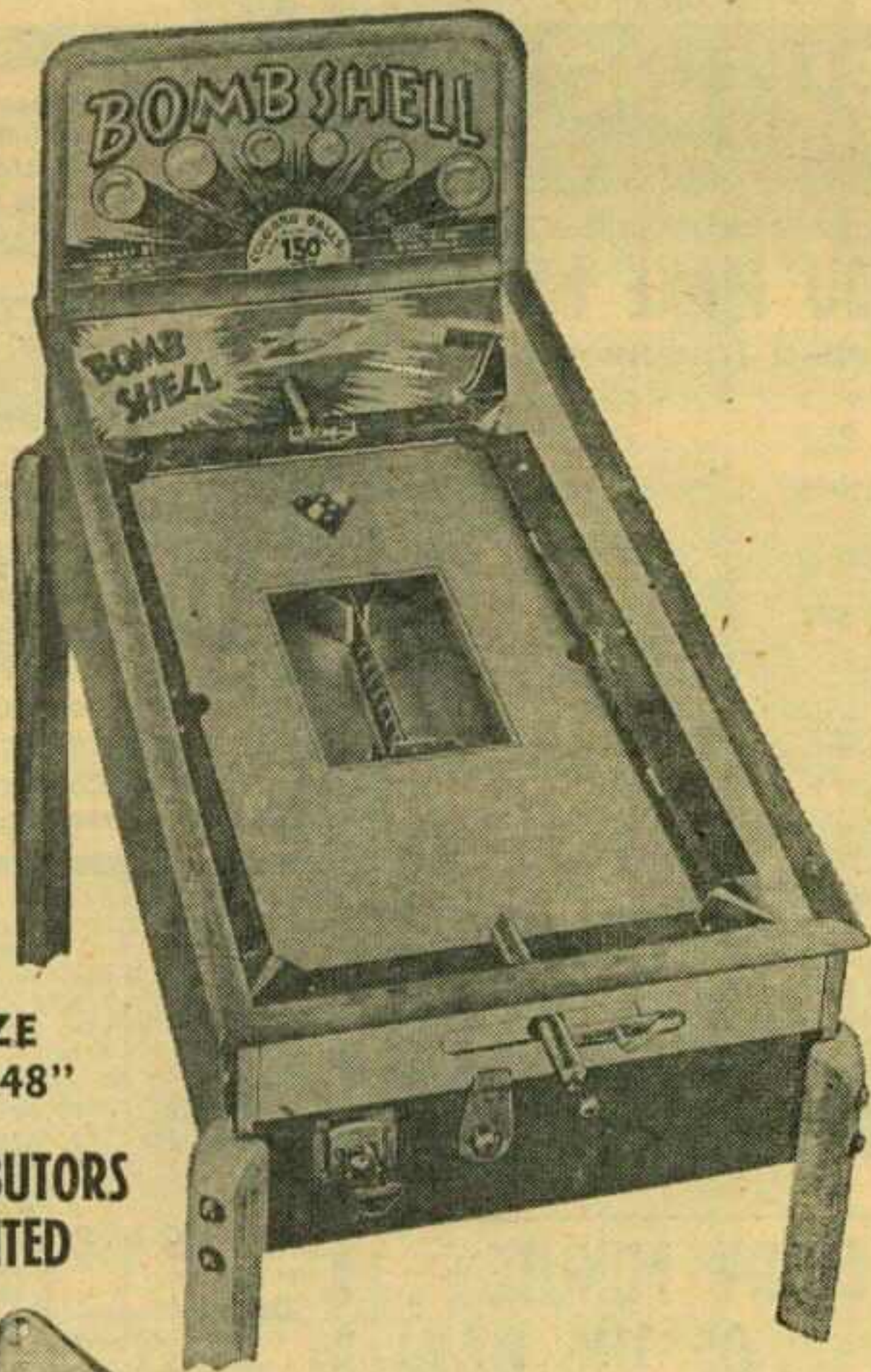
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Macon, Georgia

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Coming your Way **BOMBSHELL**



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23"x48"

**DISTRIBUTORS
WANTED**

A New Legal all Mechanical Pocket Billiard Table. No electrical parts. No cue stick—uses a Turret Swivel Gun with which you can shoot in any direction accurately. Lifter delivers 5 cue balls for 5c. Rack automatically places 6 balls on triangle (shown on playing field). Live rubber frame cushion permits "banks" and "english."

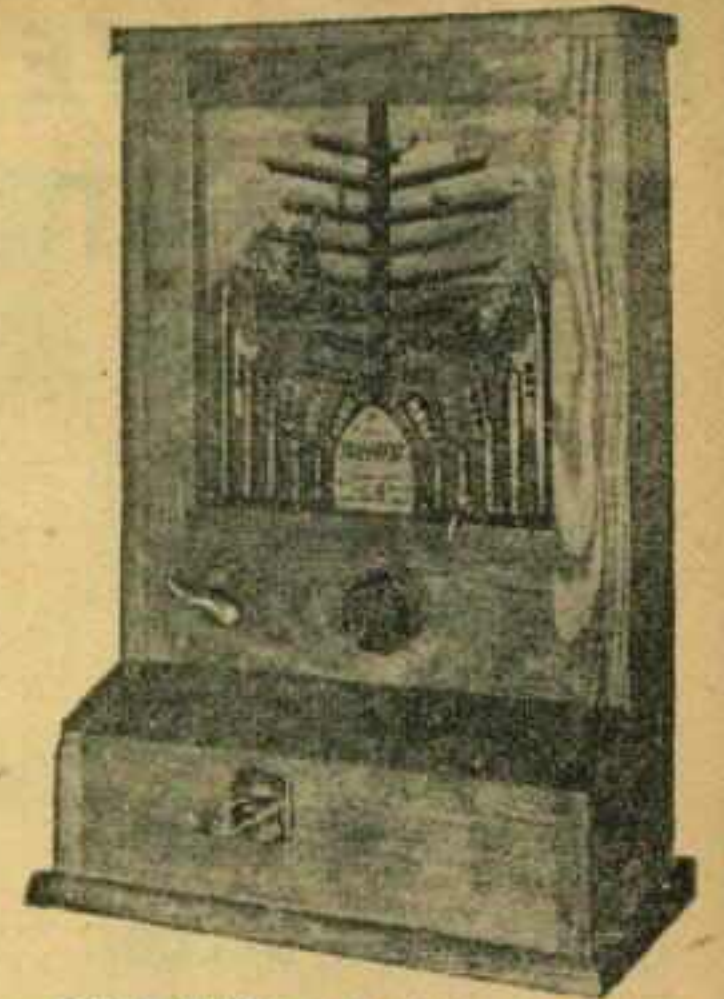
Table is 16x32 with window in playing field enabling player to see the used balls.

A GAME OF SKILL

**WRITE FOR
PRICES**

GROETCHEN TOOL & MFG. COMPANY

126 N. Union Avenue, Chicago 6, Illinois
Phone: RAndolph 6-2807



SKILL-TEST—Arcade or counter operation. A re-issue of the famous "Skill Jump". \$52.50 each



WINGS: 5-reel cigarette machine. **POK-O-REEL**: Straight Poker Game. **YANKEE**: Cig. and fruit reel. **KLIX**: "21" Black Jack. All equipped with coin dividers, straight penny, and nickel or dime play. \$36.50 each



CAMERA CHIEF—3-dimensional viewer. Battery or electric model. \$25.00 each



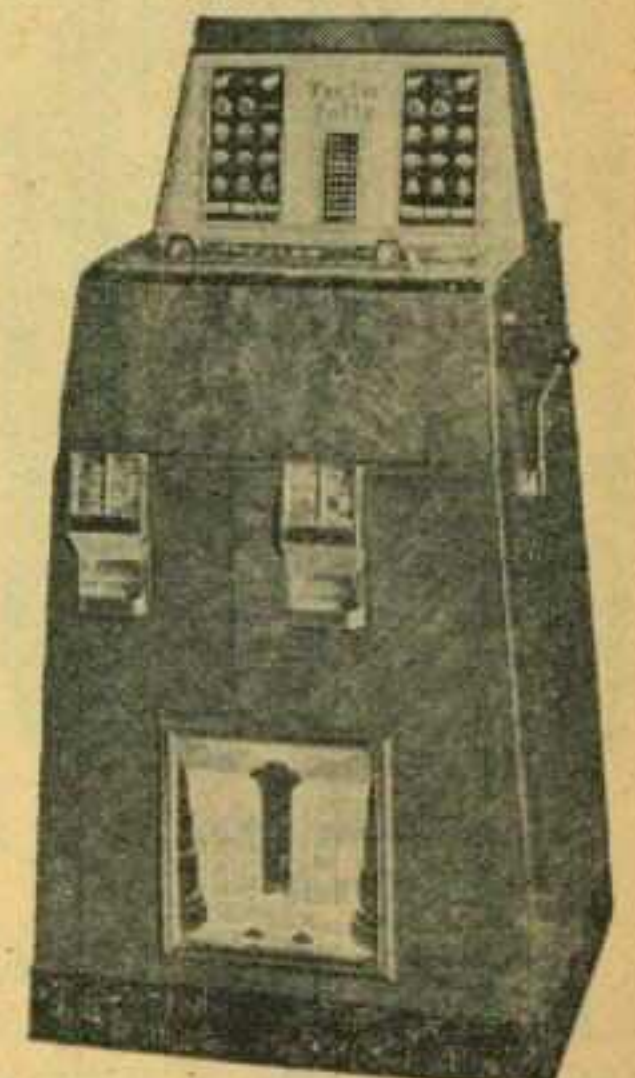
COLUMBIA EAGLE—25c or 50c. Converted on location. Hand load I.P. . . . 20 stop reels. \$245 each



TWIN JACKPOT BELL—Fruit or cig. Gold award or jackpot model. \$145 each



ATOM—Counter game. 10c play. Available in 1c or 1-5 combination. Cig. or fruit reels. . . . \$21.50 each



TWIN FALLS CONSOLE—Low priced mechanical and electrical console. 2 players. 5-10-25-50c play \$398 each

IMMEDIATE SHIPMENT

**BUCKLEY
CRISS
CROSS**

JACKPOT BELLE

5¢ 10¢ OR 25¢



FOR MUSIC OPERATORS

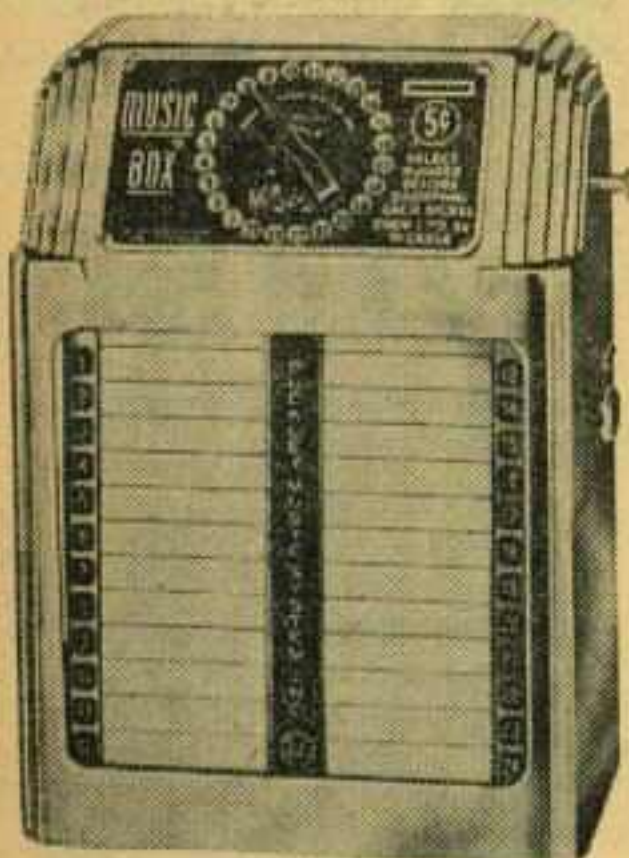
BUCKLEY

**WALL and BAR
BOXES**

AVAILABLE IN

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RECORD SELECTIONS



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**BUCKLEY
MANUFACTURING CO.**

4223 W. LAKE ST.
CHICAGO 24, ILL.

NEW LOW PRICES

SLOT SPECIAL Mills Brown Fronts, Blue Fronts, Diamond, Chrome, Bonus, Glitter Gold, Futurity, Melon Bells only **\$64.50**

CONSOLE SPECIAL Mills '48 Three Bells, 5c 10c, 25c Keeney 5c Super Bonus Bells, Baily Red Button Drawbells only **\$178.50**



"LEN"

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Seeburg #3W5-L56 3-Wire Wallboxes	49.50
Seeburg #WS2Z Prewar Wireless, 5¢	8.50

SLOTS

Mills Black Cherry, 10c, 25¢	\$ 92.50
Mills Black Cherry, 50¢	179.50
Mills Golden Falls, 10c, Handload	109.50
Mills Black Gold, 25¢, Floor Sample	179.50
Mills New 1948 5¢ Q. T.'s	95.00
Mills New 1948 25¢ Q. T.'s	120.00
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FIVE BALL PIN GAMES

Havana, Suspense, Showgirl, Carousel and Superliner, Each Only	\$ 14.50
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VICTORY SPECIALS \$39.50
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50 Used Slot Stands ... @ \$ 12.50
Extra Heavy, Double Safe @ 142.50

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Total Rolls 39.50	Rebounds, like new, Each 79.50	Crazy Ball 69.50	Shanghai 59.50
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PINBALL SPECIALS			
\$29.50 EA.—4 for \$100.00			
Gold Ball, Ballyhoo, Kilroy, High Ride, Flamingo, Honey, Carousel, Ginger, Marjorie, Mystery, Crossfire, Torchy.			

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have you shipped **YOUR MANHATTAN** for conversion to ...
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OPERATORS WHO HAVE, SAY: "IT'S GREAT"
Only **\$74.50** for Complete Conversion
FLASH We now include the new and exciting Film CAVALCADE features in converting your **TROPICANA** to **CLEOPATRA**
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SINGING TOWER
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Fully repainted. Perfect condition. Ready for location.
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10¢ Mills GF H/L J.P. 95.00
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5¢ Mills Console w/Jumbo (500 Coin), J.P. 145.00
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APPROXIMATE SIZE
2 FT. WIDE
8 FT. LONG

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ALL THE THRILLS OF BOWLING
SCORES EXACTLY LIKE BOWLING
(Splits, Spares, Railroads, Strikes, Doubles, Turkeys, etc.)

BOWLING SCORE TOTALED AUTOMATICALLY FRAME BY FRAME ON BRILLIANT LIGHT-UP BACK GLASS

PUCK RETURNS TO THE PLAYER BY TRAVELING UNDER THE PLAY BOARD

EQUIPPED WITH
NEW DROP CHUTE

JUST  DROP IT IN

SEE YOUR DISTRIBUTOR



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Invest in QT

coin operated
Game Tables

A REAL PERMANENT MONEY-MAKER



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TAKE YOUR "CUE" FROM QT!

Start now to place QT game tables in your area and watch an avalanche of dimes flood in! You'll notch up consistent, high profits, for QT has plenty of player appeal. And it's a breeze maintaining it; the least costly of any coin-operated game in use. Beautiful natural birch table, 72 inches long, 37 wide, 33 high. All accessories furnished, ready to play.

A few exclusive franchise territories still available
Write for Further Information



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26020 GROESBECK HIGHWAY • ROSEVILLE, MICHIGAN

SENSATIONALLY NEW!

CASINO BELL SR.



For Lasting Appeal . . . Dependable Earnings, Rely on these EVANS' Features:

- Accepts 5c and 25c Coins on Same Play, Pays Out Nickels or Quarters, According to Coin Played
- Evans' Nonpareil 5-Coin Head!
- 5 Players! Greatest Improvement in the History of the Industry!
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- Evans' Famous Trouble-Free Mechanism!
- Long-life, Attractive Evans-Built Cabinet!
- Brilliant, Colorful Top Design!
- Standard Bell Fruit Reels!
- Models Now Available: STANDARD 3/5c and 2/25c; STRAIGHT 5c or 25c CLUB MODEL WITH ONE-CHERRY PAYOUT

Now available with **JUMBLED BARS** or **BONANZA COMBINATION**

SEE YOUR DISTRIBUTOR OR WRITE DIRECT TODAY

H. C. EVANS & CO.

1528 W. Adams Street Chicago 7, Illinois

SEE EVANS' CONSTELLATION AD ON PAGE 120

TUMBLEWEED

NEW EXCITEMENT
with Exhibit's
NEW 'TRIPPLE'
(SIMULTANEOUS)
FLIPPER ACTION

WILD ACTION ARENA LOADED for BIG SCORING that create terrific exciting moments of thrills and suspense to chalk up millions even with a single ball for a win.

12 WINNING WAYS
5 WAYS with
'RANGE SPOTTER'

1ST and 4TH BALL
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SEE
'TUMBLEWEED'
AT YOUR DISTRIBUTOR NOW!
THE EXHIBIT SUPPLY CO.
4218-30 W. LAKE ST. • CHICAGO 24, ILL.



The TOAST of TO-DAY in 5 BALL PLAY

MILLS' NEW LATEST BELLS

MILLS' NEW 1949 Q. T.

A Quality Bell

With Double Visible Jackpot Automatic Payout

A Pony-Size Bell

weighing only 35 pounds

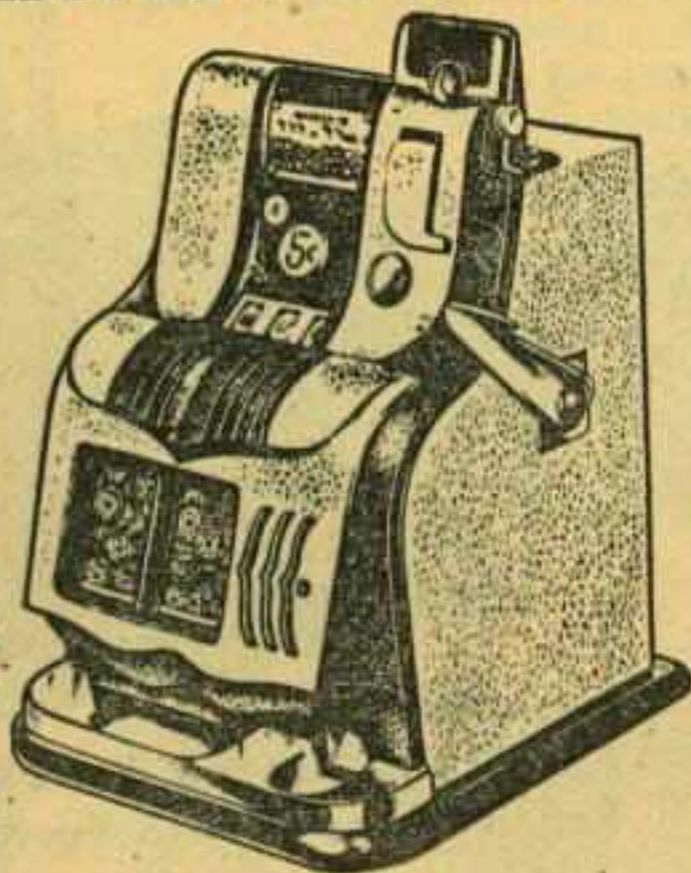
For years the Q. T. with Automatic Payout has been appreciated by operators everywhere. The new Q. T. shines out bright and cheerful in any type of location. The new Q. T. is an entirely new design, with rounded symmetrical front and streamlined execution that makes it the newest Bell of all. Painted Blue and Gold in chip-proof finish. It is made to give unlimited service.

5c Play \$114.50

25c Play 137.50

Metal Base Stands for Q. T. Bells 9.75

1/3 deposit with all orders



BLACK BEAUTY BLUE BELL TOKEN BELL BONUS BELL OVER AND UNDER
5c - 10c - 25c - 50c Play WRITE FOR PRICES
MILLS' NEW VEST POCKET BELL, 5c Play. Operates on 3-4 Mystery Payout System \$65.00

GUARANTEED RECONDITIONED MILLS BELLS
New Box Stands: Single, Double and Triple Safes for All Bells.
Jewel Bells, Black Cherry Bells, Bonus Bells,
Blue Fronts, Brown Fronts, Q. T. Bells,
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New Futuramic
Hot Coffee Vendor

LAKE CITY Specials

CONSOLES

Keeney Super Bell	\$ 49.50
Keeney Super Bonus, 5-25	375.00
Evans Bangtail	265.00
Bally Spot Bell	Write
Bally Multi-Bell	Write
Bally DeLuxe Draw Bell	225.00
Mills 3 Bells	220.00

SLOTS

Jewels, 5-10-25, 2/5	\$135.00
Black Cherry, 5-10-25	105.00
Bl. Fronts, 5-10-25	65.00
Jennings \$1.00 Postwar	Write
Club Roys, 5-10-25 Prewar	Write
Jennings 25c Club Chief	147.50

Now Delivering . . . New! Exciting!
Come in, See It Yourself . . .

HOLLY CRANE

MISC.

Bally Bowler, Like New	\$195.00
Evans 10 Strika, '45	79.50
Hi-Roll	Make Offer
Advance Roll	Make Offer
Pro-Score	Make Offer
All Stars	125.00
Victory Special	49.50
Dale Gun	140.00
Bango 9 Ft. Shuffle	175.00
Chi. Coin Rebound	125.00

PIN GAMES

Crazy Ball	\$ 79.50	Wisconsin	\$ 59.50
Cinderella	84.50	Contact	69.50
Humpty Dum.	59.50	Mardi Gras	79.50
Ramona	129.50	Sally	82.50
Thrill	89.50	Alice	105.00
Screwball	110.00	Tennessee	79.50

Williams STAR SERIES—Really TERRIFIC!!!

"Froshie Shufflepins"—Write for Prices

We Will Meet or Beat All Advertised Prices in This Area. 1/3 Deposit, Balance C. O. D.

LAKE CITY AMUSEMENT CO.
1648 ST. CLAIR AVENUE • CHERRY 7067 • CLEVELAND 14, OHIO

SUPERIOR SECURITY!

Yes, Chicago ACE Locks do provide superior security . . . really keep your equipment and coin boxes safe and sound! Here's why—

- 7 pin-tumbler ACE locking mechanism.
- Over 80,000 key changes.
- ACE round key and keyway discourages unauthorized duplication and entry.
- Registered key changes for your private use.
- Made of tough steel to resist abuse. Ask your jobber for super-secure ACE Locks or write for free Folder B.



CHICAGO LOCK CO.
2024 N. Racine Ave., Chicago 14, Ill.

BETTER BUILT—
INSIDE AND OUT

the Jack-in-the-Box Safe Stand for Bells!

THE WAY YOU PRESENT YOUR BELLS IS VERY IMPORTANT. If they are on a sturdy base with the machine at the proper playing level, they will make a greater profit than if you just stick them anywhere, such as on an old table or high on a counter. The Jack-In-The-Box is the ideal and most modern improvement in safe stands today. It is sturdily constructed of heavy steel with durable finish of a satin black pebbled texture. The base is wider than the ordinary safe stand; it affords greater stability, and the firm base prevents the machine from "riding" forward or backward as it is played. Mills Bells that will fit in the Jack-In-The-Box Safe Stand: Jewel, Black Gold, Melon, Bonus, Token, Bonus Handload, Blue Bell, Black Beauty, "21" Bell, Black Cherry, Golden Falls.

THE JACK-IN-THE-BOX SAFE STAND FOR BELLS



1 AN ATTRACTIVE PRESENTATION!

A Jack-In-The-Box stands ready for play. It's at proper playing height, offers firm foundation. Note wide ledge which can be used to hold drinks or extra coins.



2 IT DISAPPEARS LIKE MAGIC!

Press button as shown on side, but before you press it, a special crank, which is furnished with stand, allows you to release the Bell weight. The machine then ...



3 GOING DOWN!

... starts to descend on its own weight, or if you wish, place your hand on top of machine and push down to increase speed of descent.



4 THE COVER UP!

Metal plate, which is a part of stand, is pulled up from back and becomes a cover. When it is dropped in place it locks automatically and securely.



5 PRESTO, IT'S GONE!

Now the Bell is out of sight, the whole action taking only about ten seconds. Jack-In-The-Box is now an innocent looking piece of furniture.



6 BACK IN BUSINESS!

When you want to bring the Bell back into play, simply insert crank in hole at side and turn. Machine rises smoothly and easily into sight.

Bell-O-Matic Corporation

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE • CHICAGO 39, ILLINOIS

Wait! AND SEE

Chicago Coin's

BOWLING GAME

8 FT. LONG! POPULARLY PRICED!

A FAST PUCK TYPE GAME! 1 OR 2 PLAYERS—10c AND 20c PLAY!

SKEE-BALL

REG. U. S. PAT. OFF.

PROVEN PROFITS FOR OPERATORS
EARNING \$3 TO \$4 PER HOUR
100% MECHANICALLY OPERATED

**A Legal Skill Game
Everywhere**

ATTRACTIVE TO ALL LOCATIONS

Manufactured and Sold by
PHILADELPHIA TOBOGGAN CO.
130 E. Duval Street, Philadelphia 44, Pa.
Patent Assignees of National Skee-Ball & Rudolph Wurlitzer Co.



SLOTS—SAFES New and Used

5c Blue or Brown Fronts	\$ 69.50
10c Blue or Brown Fronts	74.50
25c Blue or Brown Fronts	79.50
5-10-25c Melon Bells	85.00
5c Black Cherrys	94.50
10c Black Cherrys	99.50
25c Black Cherrys	104.50
50c Black Cherrys	195.00
50c Jewel Bells	245.00
50c Pace—like new	175.00
5c Standard Chiefs	149.50
10c Standard Chiefs	159.50
25c Standard Chiefs	169.50
5c New Vest Pockets	69.50
5c Mills Q.T., A-1	65.00
10c Mills Q.T., A-1	69.50
5c Columbias	79.50

New Mills and Jennings Slots and Consoles;
New Safes—Single, Double, Triple Revolv-
rounds.

PIN BALLS Specials

Show Boat	\$139.50
Grand Award	119.50
Puddin' Head	125.00
Robin Hood	79.50
Paradise	119.50
Melody	69.50
Triple Action	79.50
Spinball	79.50
Yanks	89.50
Trade Wind	79.50
Wisconsin	79.50
Crazy Ball	89.50
Major League Baseball	89.50
Caribbean	79.50
Sally	109.50

Write • Wire • Phone • **ADAMS 7254**
CENTRAL OHIO COIN
MACHINE EXCHANGE
525 S. HIGH ST. COLUMBUS 15, OHIO

BADGER'S Bargains

"Often a few dollars less—Seldom a penny more"

LOS ANGELES see Bill Happel
MILWAUKEE see Carl Happel

GUARANTEED RECONDITIONED CONSOLES

NEW BALLY SPOT BELL	Write	NEW BALL YCLOVER BELL	Write
KEENEY BONUS 3-WAY, 5-10-25	\$495.00	KEENEY BONUS 2-WAY, 5-25	\$350.00
BALLY TRIPLE BELL, 5-10-25	350.00	BALLY DRAW BELLS (R. B.)	149.50
NEW ARROW BELLS	Write	BALLY DRAW BELL (M. B.)	139.50
KEENEY TWINS, 5-25, F.P., P.O.	89.50	MILLS JUMBO, LATE F.P., P.O.	49.50
KEENEY SINGLE SUPER, F.P., P.O.	49.50	MILLS JUMBO, P.O.	39.50
NEW BALLY RESERVE	Write	BUCKLEY TRACK ODDS	149.50
KEENEY BONUS 1-WAY, 5c	225.00	BALLY HI HANDS	49.50
EVANS 5c RACES, 1949, F.P., P.O.	495.00	BALLY CLUB BELL, F.P., P.O.	49.50
		BALLY SUN RAY	39.50

GUARANTEED RECONDITIONED PHONOGRAPHS

NEW WURLITZER MODEL 1100	Write	NEW A.M.I. MODELS	Write
WURLITZER MODEL 1100	\$495.00	A.M.I. MODEL A	\$450.00
WURLITZER MODEL 1015	295.00	SEEBURG MODEL 1-48M	450.00
ROCK-OLA MODEL 1426	295.00	SEEBURG MODEL 1-47M	350.00
NEW ROCK-OLA MODEL 1428	Write	SEEBURG MODEL 1-46M	250.00
WURLITZER MODEL 950	149.50	WURLITZER MODEL 850	149.50

Badger Sales Co., Inc.
2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE: DR. 4326

Badger Novelty Co.
2546 NORTH 30TH STREET
MILWAUKEE 10, WIS.
ALL PHONE: KIL. 3030

ACTIVE

COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID



JOE ASH

Cinderella	\$59.50	Robin Hood	\$54.50
Mardi Gras	69.50	Wisconsin	59.50
Sally	69.50	Catalina	49.50
Screwball	74.50	Speedway	79.50

1/3 With Order—Balance C.O.D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST.
PHILADELPHIA 30, PA.
FRemont 7-4495

58 FRELINGHUYSEN AVE.
NEWARK 5, N. J.
BIgelow 3-4300

"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

Chicago Coin's FOOTBALL

1ST IN SALES!

1ST IN PROFITS!

1ST IN PERFORMANCE!

1ST IN APPEAL!

1ST IN LOCATION ACCEPTANCE!

HERE'S A 5-BALL SO GOOD IT IS SELLING FASTER THAN EVER —and FOR A GAME IN ITS 7th WEEK -- That's Something!

Chicago Coin Machine Co.

1725 Diversey Blvd.

Chicago 14, Ill.

NOTICE to Operators in Southern Ohio, Kentucky & Southern Indiana

We take pleasure in announcing to you and your personnel a Special Showing of

AMi

MODEL B 20 RECORD-40 SELECTION PHONOGRAPH

to be held at CINCINNATI and LOUISVILLE,

SUNDAY, OCTOBER 9—Noon to 5:00 P. M.

CINCINNATI OFFICE: 228 W. 7TH ST.

LOUISVILLE OFFICE: 624 THIRD ST.

Food and Drinks Will Be Served!

SPECIAL! FOR OPERATORS ONLY! ONE A.M.I. MODEL "B" PHONOGRAPH WILL BE AWARDED TO THE OPERATOR WHO WINS DRAWING AT 4:00 P.M.!

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

SPECIAL! During this event, we also will exhibit all the newest type amusement machines which we have been testing. Some of these remarkable new type games will be earning money for you for a long time to come!

ATTEND SHOWING AT WHICHEVER OF THE TWO OFFICES IS MOST CONVENIENT

We'll Be Looking for You Sunday, October 9!

228 W. 7th St.
Cincinnati, O.

624 Third St.
Louisville, Ky.

EVERYTHING IN COIN MACHINES

EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

GET ON OUR MAILING LIST

NEW PIN GAMES

- EXH. TUMBLEWEEDS
- GOTT. COLLEGE DAZE
- RAMONA\$139.50

PLASTIC CHARMS

SOMETHING NEW!
SPECIAL WALT DISNEY CHARACTERS—\$2.75 Per Lb.

NEW ONE BALLS

- UNIV. PHOTO FINISH ..\$645
- BALLY CHAMPION, F.P. 645
- BALLY KENTUCKY, P.O. 645

New Phono Special

- WURL. 1080\$445.00
- WURL. 1100.....WRITE
- EVANS' CONSTELLATIONWRITE

NEW SKILL GAMES

- UN. SHUFFLE ALLEY \$345.00
- GEMCO GLIDER 295.00
- UN. SHUFFLE SKILL 235.00
- SEVEN HI, Belgian 265.00
- Pool Table 355.00
- EV. BAT-A-SCORE 79.50
- FLASH HOCKEY 210.00
- CHICOIN PISTOL, F.S. 225.00
- TARGET MASTER 225.00

CLOSEOUT!

NEW HAWKEYE POPCORN WARMER
While They Last.....\$45.00

NEW COUNTER GAMES

- | | |
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| BUDDY, Cig. Reels\$24.50 | GUSHER, 5c\$39.50 |
| S. K. HUNTER 45.00 | S. K. TARGET KING 45.00 |
| ABT MODEL F 47.50 | ACME SHOCKER 24.50 |
| ABT CHALLENGER 45.00 | SKILL THRILL 24.50 |
| ABT SKILL GUN 57.50 | NON-COIN EAGLE 39.50 |
| SHIPMAN ARTSHOW 49.50 | CAMERA CHIEF 17.50 |
| DAVAL BEST HAND 34.50 | IMP. 1c or 5c 19.50 |
| KICKER & CATCHER 34.50 | FIVE JACKS 69.50 |
| BALLY HEAVY HITTER Brand New Closeout 99.50 | |

NEW CONSOLES

- UNIV. ARROW BELL, Twin Multiple\$800.00
- MILLS 3-BELLS 350.00
- EVANS RACES 731.00
- CLOVER BELL 845.00
- BALLY TRIPLE BELL 895.00
- EVANS WINTERBOOK 826.00
- EVANS BANGTAILS 671.00
- EVANS CASINO BELL 637.50
- JENN. CHALLENGER 595.00
- EV. BLACK DIAMOND 731.00

NEW SLOTS

- MILLS BLACK BEAUTY, H. L. J. BLACK GOLD, H. L. J. BLUE BELL, MELON BELL, BONUS BELL, JEWEL BELL, JENNINGS SUN CHIEF, STANDARD CHIEF, LITE-UP CHIEF, COLUMBIA, J.P.\$139.50
- DE L. COLUMBIA\$169.50
- VEST POCKETS 65.00
- Q.T., 5c, \$115.00; 25c 142.50

SLOT SAFES, STANDS, ETC.

- CHICAGO METAL REVOLVING SAFES — DE LUXE Single—\$132.00 • Double—\$192.00 • Triple\$288.00
- UNIVERSAL—Single Safe—\$87.50 • Double Safe 128.50
- EXH. FLIPPER KIT—\$3.95 • NICKEL NUGGER 3.95
- BOX STANDS—\$27.50 • 5-WAY SR. COIN CHANGER. 37.50
- EXH. ROLL TILT—\$2.75 • NEW THUMPER BUMPER PARTS FOR PONSER'S PRO-SCORE—IN STOCK. 3.95

- NEW WILCOX-GAY RECORDIO-GRAM..... \$249.50
- STEEL BALL ROLL DOWNS..... 39.50

WANTED TO BUY

LEXINGTONS — CITATIONS — LATE FLIPPER GAMES — ALL STARS — KEENEY BONUS SUPER BELLS, ALL MODELS — BLACK CHERRIES — JEWEL BELLS.

NEW VENDORS

- ACORN VENDOR \$ 13.95
- ATLAS DE LUXE 1c NUT & B G VENDOR 14.50
- ATLAS 5c BANTAM TRAY VENDOR 12.50
- N.W. STAMP VENDOR 69.00
- POP CORN WARMER 69.50
- KLEENEX VENDOR 49.50
- MARION SCALE 79.50
- FRANTZ SCALE 115.00
- AMERICAN SCALE 169.50
- SILVER KING 13.95
- S. K. HOT NUT VENDOR 29.95
- 5c 4-WAY MINT 14.50

NORTHWESTERN

- NEW 49 SPECIAL\$13.75
- MODEL '49 15.95
- DUAL NUT 45.00
- DE LUXE 27.00
- MODEL 33 11.50
- MODEL 39 12.75
- MODEL 40 9.50
- 33 BALL GUM 10.50
- 49 SPECIAL 12.75

ABT SKILL GUNS

- Like New\$39.50
- ALUMINUM STANDS FOR ABT GUNS 12.50

UNITED'S SHUFFLE-ALLEY
ALL THE THRILLS OF BOWLING!



ORDER AT ONCE FOR IMMEDIATE DELIVERY!
IT IS... TERRIFIC

ROLL DOWNS

- TOTAL ROLL\$ 49.50
- ADVANCE ROLL 74.50
- SUPER ROLL 69.50
- ESSO ARROWS 74.50
- PRO SCORE 79.50
- BOX SCORE 119.50

HOLLY CRANES

Finest and Greatest Money Maker. Attractive and Eye Appealing. The Only Console Size Crane on the Market. Write for Fullest Details.

NEW REBUILT SLOTS

- BLUE BELL
- BLACK BEAUTY, H.L.
- JEWEL BELL
- CRISS CROSS
- 5c-10c-25c\$165.00 Ea.
- 50c 245.00 Ea.

CANDY AND CIGARETTE VENDORS

- STONER UNIVENDOR, 6 Col., 120 Bar\$115.00
- ROWE STANDARD, 8 Col., 120 Bar 90.00
- ROWE DELUXE, 8 Col., 120 Bar 100.00
- U-SELECT-IT, 52 Bar 35.00
- U-SELECT-IT, 74 Bar 45.00
- ROWE CRUSADER, 10 Col. .. 115.00
- U-NEED-A-PAK 500, 15 Col.. 105.00
- U-NEED-A-PAK E, 8 Col., 240 Pk. 65.00

5c - 10c - 25c JEWEL BELL CABINETS

Complete With Drill-Proof Handles and Instructions
WHILE 200 LAST \$34.50 EA.

FLIPPER TYPE 5 BALLS

- | | |
|----------------------------|-------------------------|
| Sharpshooter \$169.50 | Jack 'N Jill ..\$ 99.50 |
| Super Hockey 164.50 | Trade Winds. 99.50 |
| Black Gold .. 159.50 | Star Dust ... 89.50 |
| Big Top 149.50 | Merry Widow 89.50 |
| Floating Power 149.50 | Crazy Ball .. 89.50 |
| Holiday 149.50 | Mardi Gras .. 89.50 |
| Majors '49 ... 144.50 | Triple Action 89.50 |
| Grand Award 139.50 | Spin Ball 89.50 |
| Buccaneer .. 139.50 | Contact 89.50 |
| Round Up ... 139.50 | Cinderella ... 89.50 |
| Moon Glow .. 134.50 | Ballerina 79.50 |
| Barnacle Bill. 134.50 | Robin Hood.. 79.50 |
| One-Two-Three 129.50 | Trinidad 79.50 |
| Blue Skies ... 129.50 | Bermuda 79.50 |
| Sally 124.50 | Catalina 79.50 |
| Morocco 114.50 | Humpty D'ity. 79.50 |
| Puddin' Head 119.50 | Rondeavoo .. 79.50 |
| All Baba 119.50 | Tennessee ... 74.50 |
| Carnival 109.50 | Shanghai ... 69.50 |
| Screw Ball .. 109.50 | Maj. Leag. B.B. 69.50 |
| Gizmo 104.50 | Yanks 69.50 |
| Thrill 99.50 | Stormy 69.50 |
| | Melody 59.50 |

RECONDITIONED COUNTER GAMES

- DEUCES WILD, 4 Way\$14.50
- JOKER WILD, 4 Way 14.50
- DAVAL'S 21, 1c or 5c 14.50
- LUCKY PACK, 1c, Cig. 14.50
- SPARKS, Token Payout 17.50
- GINGER, Token Payout 17.50
- MERCURY, Token Payout .. 19.50
- LIBERTY, Token Payout.... 24.50

ONE BALLS

- CITATION, F.P., LIKE NEW\$369.50
- TROPHY, P.O. 295.00
- GOLD CUP, F.P. 219.50
- JOCKEY CLUB, P.O., '47 MOD. 189.50
- JOCKEY SPECIAL, F.P. 169.50
- BALLY ENTRY, P.O. 149.50
- SPECIAL ENTRY, F.P. 129.50
- VICTORY DERBY, P.O. 99.50
- VICTORY SPECIAL, F.P. 79.50
- GOTT. DAILY RACES, F.P. 79.50
- TURF KING, P.O. 49.50
- LONGACRE, F.P. 49.50
- JOCKEY CLUB, P.O., '42 MOD. 49.50
- KENTUCKY, P.O. 49.50
- LONGSHOT, P.O. 49.50

CONSOLES

- KEENEY 3-WAY BONUS SUPER ..\$499.50
- EV. WINTERBOOK, Late Mod. 395.00
- 5-25c TWIN BONUS SUPER 369.50
- BALLY TRIPLE BELL 365.00
- EV RACES, Comb. F.P. & P.O. 345.00
- MILLS 3 BELLS, Fir. Sample 325.00
- EVANS 48 BANGTAILS, J.P. 295.00
- JENN. CHALLENGER, 5-25c, LATE 25c KEENEY BONUS SUPER BELL 269.50
- 5c KEENEY BONUS SUPER BELL . 235.00
- BALLY DE LUXE DRAW BELL 225.00
- BALLY HY BOY, Like New 175.00
- BALLY DRAW BELLS, Reg 165.00
- TWIN SUPER BELL 5-25c Prewar 109.50
- MILLS 4-BELLS, 5-5-5 99.50
- KEENEY 5c SUPER BELL, COMB 79.50
- WATLING BIG GAME F.P. 69.50
- BALLY BIG TOP, P.O. or F.P. 69.50
- MILLS JUMBO LATE HEAD 69.50
- PACE REELS—CHR. RAIL COMB. 69.50
- JENN. SILVER MOON, P.O. or F.P. 69.50

HUNDREDS OF PRE-FLIPPER 5-BALLS, thoroly reconditioned and with flippers installed. \$39.50 Ea.

PARTS SPECIALS OF THE WEEK!

- Tubular Coin Wrappers, 65c per M.
- Shuffleboard Wax, \$4.80 doz.

THE GREATEST ONE-BALL EVER MADE!!

PHOTO-FINISH

FREE PLAY, PAYOUT OR COMBINATION IMMEDIATE SHIPMENT



Write for Prices on This Terrific Money-Maker!



Empire Coin

MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone: EVERGLADE 4-2600

• CHICAGO 22, ILL

Distributors for All the Leading Manufacturers

Williams

and



Freshie



LEAD AGAIN with
... Another Original Williams
Dependable Play Appeal Feature—

NEW TILT FORFEIT!

When player tilts machine he loses scoring only on the ball in play! Previous score counts toward winning play and scores on following balls are registered!

... INCREASED 5TH BALL SCORING!

The most widely imitated Williams Origination!

... ORIGINAL "THUMPER" BUMPERS!

and

AMAZING NEW PROGRESSIVE
SPECIAL HANDICAPS!

Beginning with 6th consecutive game, player receives increasing scoring opportunities for replays through Handicap Rollovers!

6TH GAME: top left Rollover lights up on 5th ball.

7TH GAME: top left and right side Rollovers light up on 5th ball.

8TH GAME: bottom left Rollover lights up on 5th ball.

9TH GAME: bottom right Rollover lights up on 5th ball.

10TH GAME: all three bottom Rollovers light up.



BE THE B. M. O. L. (Big Man on Locations!)
SEE IT—BUY IT AT YOUR
DISTRIBUTOR
NOW!



CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

IT'S HERE—

GENCO GLIDER

**test location PLAY
BREAKS ALL RECORDS!**

GLIDER..

.. fast paying ... Fast playing ... fast scoring

GLIDER..

..all the thrills of shuffleboard... scores in millions



**SLANTED PLAYING FIELD
RETURNS PUCK FAST**

**PERMITS FANCY SHOTS
FROM ANY ANGLE**

**GLASS TOP PREVENTS
SCORE TAMPERING**

**WRITE!
WIRE! PHONE!
YOUR DISTRIBUTOR—
NOW!**

15 SHOTS 5c

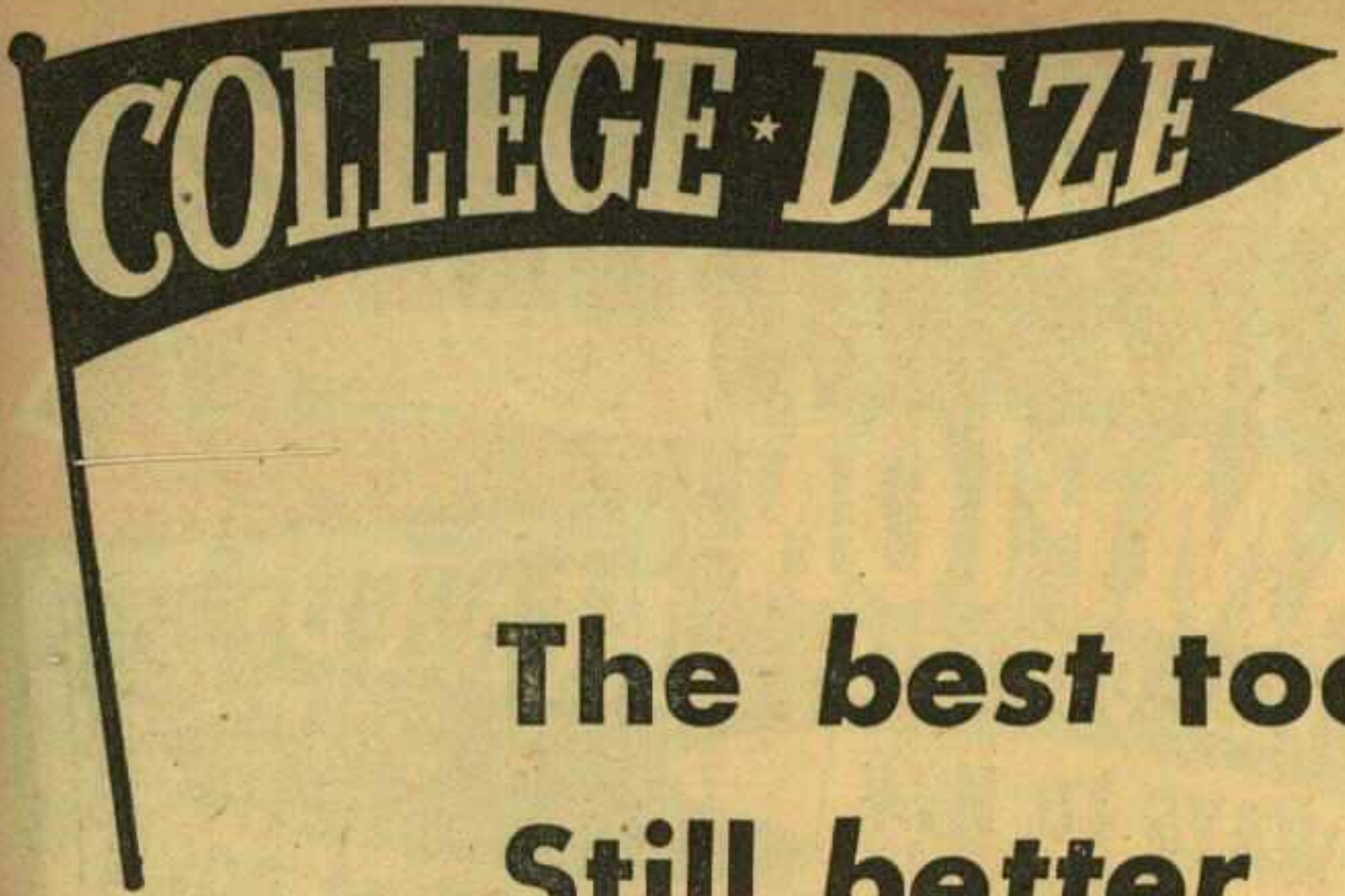
**ONE PLAYER
AT A TIME**

**MECHANICALLY
PERFECT**

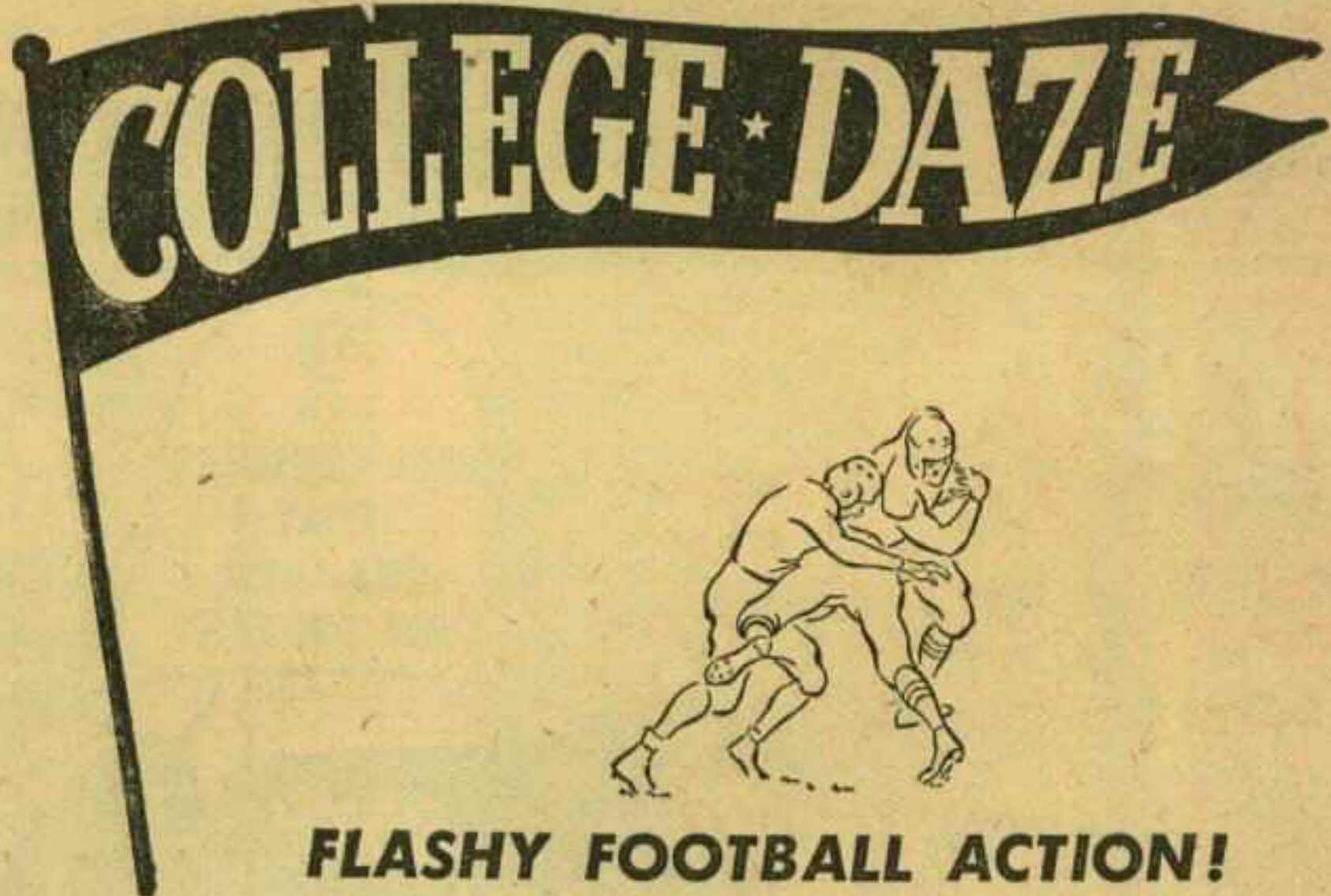
GLIDER made by **GENCO** you know it's **TOPS**

GENCO

2621 N. ASHLAND AVE., CHICAGO 14



**The best today --
Still better
tomorrow !**



FLASHY FOOTBALL ACTION!

Blocking! Touchdowns! Field Goals! 5th Ball Special Scoring! Football Point and High Scores! Plus Gottlieb "POP" Bumpers—New Island Bumpers—Original Gottlieb Flippers.

You'll Have COLLEGE DAZE on Your Locations Sooner If You Order From Your Distributor RIGHT NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

TWENTY-TWO YEARS OF LEADERSHIP!

STILL SMASHING ALL ONE-BALL RECORDS!



Bally
CHAMPION
FREE PLAY ONE-BALL
MORE WAYS TO WIN...

Bally
KENTUCKY
AUTOMATIC ONE-BALL

MORE EARNING POWER!

MORE ways to win! CHAMPION gives player MORE fun for his money. MORE skill-thrills, MORE action! That is why CHAMPION is earning MORE money for operators . . . smashing all profit-records from coast to coast. Get your share . . . get CHAMPION on location now!

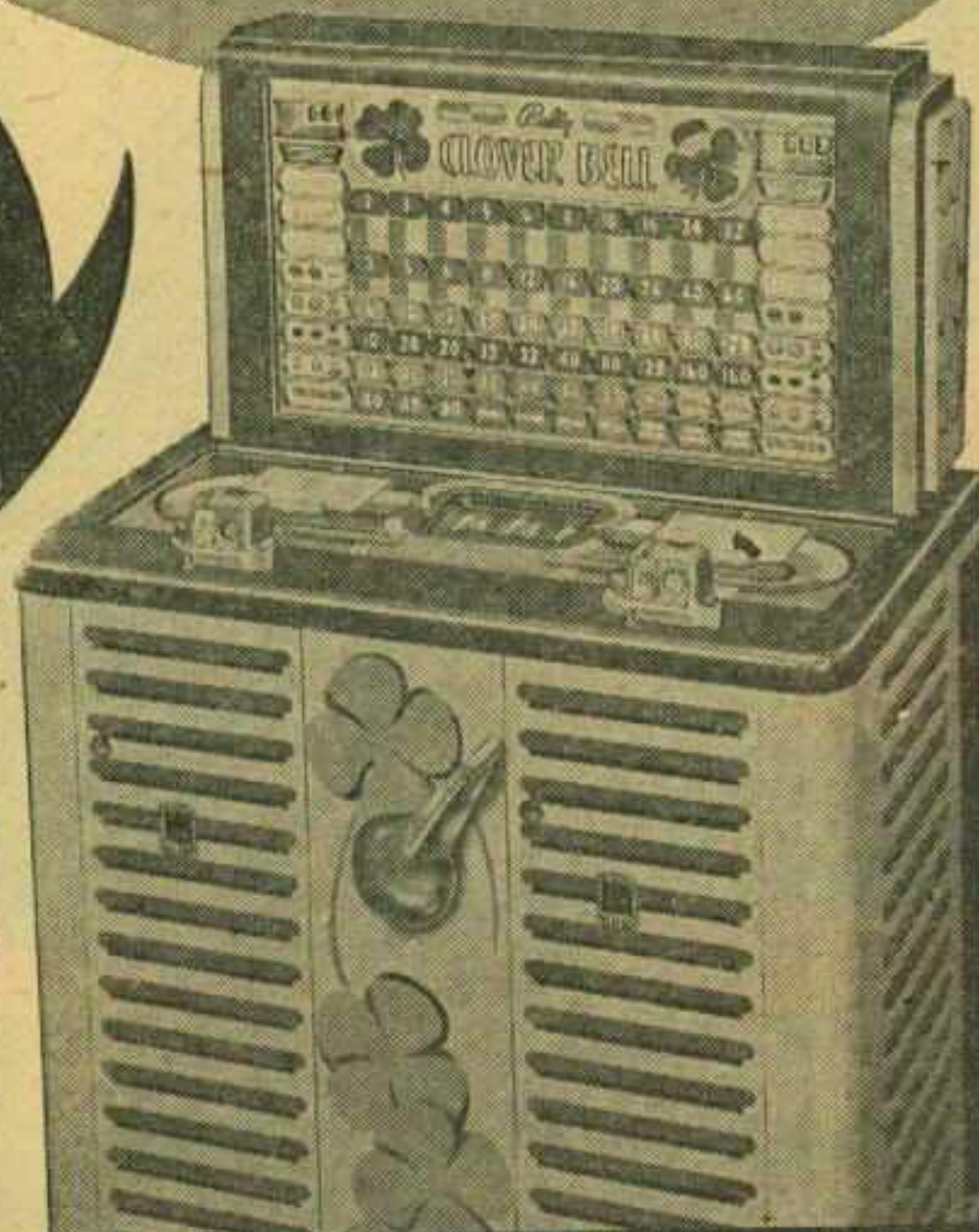
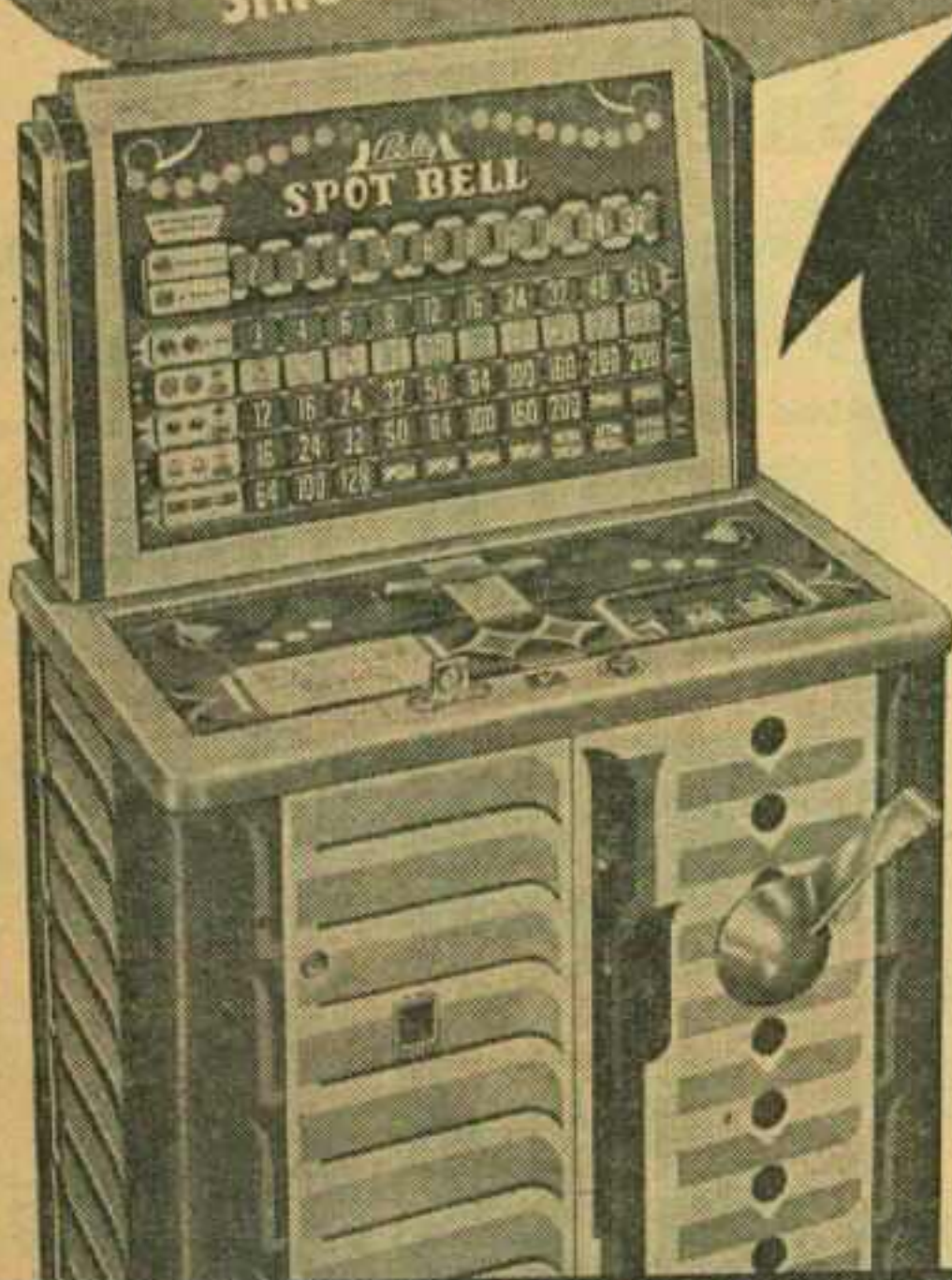
DON'T WAIT... SEE YOUR BALLY DISTRIBUTOR TODAY!

Bally
SPOT-BELL
SINGLE CHUTE BELL CONSOLE

2
BELL CONSOLES
THAT
OUT-EARN
ALL OTHERS

Bally
CLOVER-BELL
TWIN MULTIPLE-COIN BELL CONSOLE

BOTH
EQUIPPED WITH FAMOUS
ADVANCING ODDS
GET FAST
MULTIPLE-COIN
PLAY!



Famous "Citation" Odds on SPOT-BELL and CLOVER-BELL always advance, never drop back, insure plenty of multiple-coin play. SINGLE-SYMBOL winners attract and hold biggest, steadiest play in console class. See SPOT-BELL and CLOVER-BELL at your distributor today. You'll be convinced.

Bally **MANUFACTURING COMPANY**
DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

IT'S **HARVEST TIME**
FOR OPERATORS OF
UNIVERSAL'S

PHOTO-FINISH

SENSATIONAL TOP MONEY 1-BALL WINNER
SEVEN MONTHS OF STEADY PRODUCTION conclusively
prove Universal's PHOTO-FINISH to be the outstanding 1-ball
of all time. Cash in... increase your Fall business with
PHOTO-FINISH the one game with greater player appeal,
GREATER EARNINGS and trouble-free operation.



FREE PLAY
Convertible to
1 or 5 Ball Play.
Also
AUTOMATIC
Each Armor Plated



TWIN
MULTIPLE
5¢ and 25¢
COIN HEAD



CONSOLE OPERATORS ARE REAPING A
"BUMPER CROP" OF RICH COLLECTIONS
WITH UNIVERSAL'S

Arrow Bell

- ★ "WILD" ARROWS make every symbol wild!
- ★ POSITIVE ADVANCING ODDS!
- ★ BIG JUMBO MOTOR-DRIVEN REELS sus-
tain everlasting suspense!

UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

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See Your
iversal Distributor



there's "Music for everyone" with

100 SELECTIONS

**ONLY *Select-o-matic* MUSIC SYSTEMS
OFFER NEW OPPORTUNITIES TO MUSIC MEN**

With 100 selections there's "music for everyone." Music for tots. Music for teenagers. Music for old timers.

Thanks to the sensational Seeburg Select-O-Matic "100" mechanism, the field of coin-operated music has been measurably enlarged. Your business no longer depends on a few "popular" numbers—because with Select-O-Matic Music Systems, there's "Music for Everyone"—100 selections—all visible at one time—cataloged under five musical classifications.

See your Seeburg Distributor today for the complete story of the most remarkable mechanism in the history of coin-operated music.

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DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Illinois



The Select-O-Matic "100" Mechanism. Tried, tested and proved in industrial-commercial installations before being introduced as a coin-operated mechanism. It's the only mechanism that gives you more of everything—more selections—more sales appeal—more operating economy—more opportunity for maximum revenue.