

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 11, 1947



Currently sizzling on plenty of jukeboxes, as well as on disk shows and dealers' shelves, are platters by Johnny Moore's Three Blazers (Moore on guitar; Charles Brown, piano and vocals, and Eddie Williams, bass). In a happy session here with Prexy Leon Rene of Exclusive Records (for whom the boys record), the Blazers are counting on their current Exclusive platter of "I'm Looking for Love" and "Changeable Woman Blues" to follow the pop path set by previous disks such as "Moonrise," "New Orleans Blues," "Sunny Road" and "My Silent Love." After a string of solid box-office dates in theaters (including RKO Boston and Million Dollar, Los Angeles) and one-nighters, the Blazers are ready to take on other Eastern spots. Attraction is handled by the William Morris Agency.



**"I GROSS \$250 A WEEK FROM MY *Manley* POPCORN MACHINE"\***  
*—says an owner in a Small Town*

\*Name and address supplied on request



The beauty of this statement is that over 80% of that gross is pure, net profit! In addition, the Manley Popcorn Machine owner that we are quoting is located in a small town. The potential owner who has his eye on a city, carnival, boardwalk or park location, naturally can increase his earning substantially

Everybody loves hot, fresh and delicious popcorn served from a sparkling, bright Manley Popcorn Machine. If you have a location where plenty of people congregate or pass by, you can cash in on this popcorn popularity by coupling a sleek new Manley Popcorn Machine with Manley Seasoning, Salt and Boxes or Bags. That's a combination that never fails to click! When the crowds SEE the bright, colorful Manley Machine and the red and white, candy striped bags and boxes, and SMELL that wonderful popcorn aroma... they sell themselves!

It's a cinch for making BIG MONEY in a good location! Let us tell you how it is done. Send the coupon below for our new booklet, "How to Make Big Profits From Popcorn."

**THERE IS NO SUBSTITUTE FOR POPCORN THAT IS...**



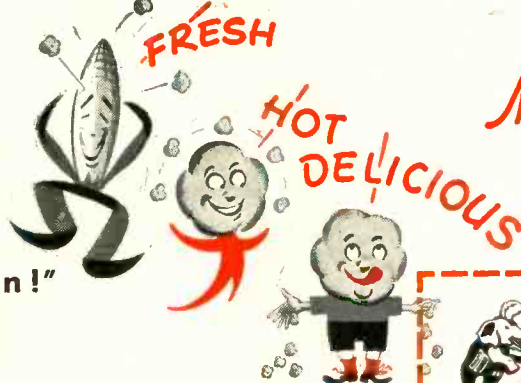
**Manley, Inc.**  
 BURCH MFG. CO.

**"The Biggest Name in Popcorn!"**

1920 Wyandotte St., Kansas City 8, Missouri

**SALES AND SERVICE OFFICES IN PRINCIPAL CITIES**

- |                  |                     |                      |                       |
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| Albion, Mich.    | Denver, Colo.       | New Orleans, La.     | San Francisco, Calif. |
| Atlanta, Ga.     | Detroit, Mich.      | New York City, N. Y. | Seattle, Wash.        |
| Boston, Mass.    | Indianapolis, Ind.  | Oklahoma City, Okla. | Syracuse, N. Y.       |
| Charlotte, N. C. | Los Angeles, Calif. | Omaha, Nebr.         | Toronto, Ontario      |
| Chicago, Ill.    | Memphis, Tenn.      | Roanoke, Va.         | Vancouver, B. C.      |
| Cleveland, Ohio  | Mexico City, Mex.   | St. Louis, Mo.       | Washington, D. C.     |
| Dallas, Texas    | Minneapolis, Minn.  | San Diego, Calif.    |                       |



**3 M's THAT MEAN**

**MONEY FOR YOU**

**MACHINES** The most important "M"—the Manley Popcorn Machine combines sparkling beauty and eye appeal with mechanical perfection, trouble-free operation and large capacity. Many exclusive features. Designed to make the handling of crowds easy... you'll make more money with Manley.

**MERCHANDISE** It takes the best merchandise to win the largest profits. Manley Popcorn is quality controlled—grown to meet high company standards. Pop it in Manley Popcorn Seasoning and use only Manley's Popcorn Salt. Serve in a Manley Carton or Bag and you'll make more money with Manley.

**METHODS** Manley has compiled a booklet explaining how to operate a successful popcorn business and included many proven, sales-building practices accumulated during twenty-five years of acknowledged leadership. Ask for free copy. Use the handy coupon and make more money with Manley.

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Without obligation please send me a copy of your booklet "How to Make Big Profits From Popcorn."



YOUR NAME \_\_\_\_\_  
 BUSINESS NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# HOME TV'S SERIES SCORE

## Showdown on Stand-By Issue Seen in N. Y. as Local 802 Puts It Up to Theater Ops

Meeting of Both Factions Called—Show May Be Yanked

NEW YORK, Oct. 4.—The question of stand-bys will be thrown right back into local theater ops' laps by Local 802, American Federation of Musicians (AFM), when its executive board meets with theatermen Wednesday (8) at the Warner offices.

The local's exec board has decided that the Taft-Hartley Act doesn't apply to the Paramount, Strand or Capitol and will use the same arguments made by other locals when the question of traveling bands vs. stand-by bands came up for settlement. The local will insist that houses resume their weekly stand-by payments and also kick in with the retroactive dough from August 22, when the T-H law went into effect

and houses stopped sending in their checks.

### May Yank Shows

Theater ops refused to be quoted directly, but the spokesman for the group insisted that, if the local (See *Stand-By Issue* on page 43)

### Week's Best Quote

Chicago has its stockyards and the noise from the animals. Pittsburgh has its smoke. Broadway has its white lights. People pay high rates in Times Square hotels and they expect these lights and their effect.—Ernest Mahler, attorney for United Artists Corporation, defending the blinking lights on the Broadway Theater, whose screen is showing *The Outlaw*, against complaints by 14 tenants of an apartment building across the street that the lights interfered with their sleep. The court ordered the lights dimmed.

## 1st Industry Video Survey A Milestone

WNBT Grabs Top Rating

By Joe Csida

NEW YORK, Oct. 4.—The C. E. Hooper organization this week conducted exclusively for *The Billboard* the first coincidental telephone rating survey (including practically all components of the established Hooperatings for radio) ever made for the television industry. Fittingly enough, the survey was made on the telecast of the New York Yankees-Brooklyn Dodgers World Series, first such dia- (See *First TV Survey* on page 16)

## Indie Bloc in AFRA Seeks 21 Seats on Election Board

NEW YORK, Oct. 4.—Tabbed the Independents, a new bloc was formed Wednesday (1) within the American Federation of Radio Artists for the purpose of campaigning against the Artists' Committee for the 21 seats on the local board in the forthcoming elections in November. The new faction, which already numbers 125 members, claims its opponents control 19 of the 21 members on the present board.

First action of new group was to draft a statement of principles which

includes an anti-Communist pledge. Idea behind this is to minimize mudslinging which would develop in the event the red-herring angle became a factor in the campaign. Statement also condemns secret organizations within the union, as well as permanent political machines (the Independents claim to be a temporary group) and pressure groups which the new group regards as undemocratic.

Org, in its statement, also says it (See *AFRA Indie Block* on page 18)

## There'll Be Less Liquor --But Enough

Niteries Fear No Famine

WASHINGTON, Oct. 4.—It looks as tho government curbs are soon going to curtail the nation's production of liquor, but there appears to be no immediate cause for alarm in niteries, taverns and hotel rooms. Stockpiles of most potables are at their highest level in six years, and the people are guzzling much less than they did last season, anyway.

Officials of the Distilled Spirits Institute, representing 60 per cent of the industry, conferred this week-end with President Truman's Citi- (See *Curb on Liquor* on page 38)

## AGVA To Pick 64 Delegates To Convention

NEW YORK, Oct. 4.—Sixty-four delegates are to be chosen by members of the American Guild of Variety Artists (AGVA) to attend the first national convention of the union early in December. Voting will start on or about October 25 and Chicago probably will be the convention city, tho that has not been decided.

While elections will be nationwide, not all names whose hats are in the ring will be eligible to run. In some instances, according to AGVA topper Matt Shelvey, nominees belong to jurisdictions other than those from which they were nominated. In other cases, particularly where nomination was by petition, the signers' good (See *AGVA to Pick 64*, on page 42)

## Theater Wing Sets Officers; Admit Non-Vets

NEW YORK, Oct. 4. — With the resignation of Vera Allen this week as chairman of the board and secretary of the American Theater Wing, Mrs. Martin Beck temporarily moves into her slot at the org as of November 1. Warren Munsell has been shifted to Mrs. Beck's former position as treasurer and Lee Shubert was chosen third vice-president; Paul Dullzell, fourth vice-president, and George Heller, fifth vice-president.

Wing also decided to admit professional students of civilian status to the Wing's training school, which is doing fine work in readjusting vets who formerly were in the entertainment biz. However, the school's registration this semester makes it certain that no civilians will be admitted there until at least next year.

## Shuberts Set Up Philanthropic Unit Honoring Brother

NEW YORK, Oct. 4.—The Sam S. Shubert Foundation, Inc., a non-profit philanthropic unit, has been set up by Lee and J. J. Shubert, theatrical producers, in honor of their brother, Sam S., who was killed in a train wreck in 1905.

Officers of the foundation, which was incorporated two years ago in Delaware and already has made contributions to religious organizations, groups and individuals of different faiths, include Jacob J. Shubert, president and treasurer; Lee Shubert, vice-president; John J. Shubert, assistant treasurer; Dora Shubert Wolf, secretary, and John F. Waters and Milton R. Weir, assistant secretaries. William Klein, Shubert attorney, is one of the directors.

The incorporation papers make it possible for outsiders to participate in the foundation's religious, charitable, scientific and literary activities, provided they are residents and citizens of the U. S.

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*  
NEAR YOU
- No. 1 *Sheet Music Seller*  
NEAR YOU
- No. 1 *Most Played on Disk Jockey Shows*  
NEAR YOU
- No. 1 *Disk Via Dealer Sales*  
NEAR YOU
- No. 1 *Disk in the Nation's Juke Boxes*  
NEAR YOU
- No. 1 *Popular Album Via Dealer Sales*  
DOROTHY SHAY (THE PARK AVENUE HILLBILLY) SINGS ALBUM by Dorothy Shay, Columbia C-119
- No. 1 *Classical Disk Via Dealer Sales*  
CLAIR DE LUNE by Jose Iturbi, Victor 11-8851
- No. 1 *Classical Album Via Dealer Sales*  
RACHMANINOFF CONCERTO NO. 2 IN C MINOR by Artur Schnabel, pianist, NBC ork; Vladimir Golschmann, conductor, Victor 1075
- No. 1 *Folk Disk in the Nation's Juke Boxes*  
SMOKE! SMOKE! SMOKE! (That Cigarette) by Tex Williams, Capitol Americana 40001
- No. 1 *Race Disk in the Nation's Juke Boxes*  
BOOGIE WOOGIE BLUE PLATE by Louis Jordan, Decca 24104
- No. 1 *Sheet Music Best Seller in England*  
NOW IS THE HOUR
- No. 1 *Sheet Music Best Sellers in Canada* (For two major jobbers)  
I WISH I DIDN'T LOVE YOU SO  
NEAR YOU
- The Billboard's Best Bets for Future Hit Disks*  
CIVILIZATION by Danny Kaye and the Andrews Sisters with Vic Schoen Ork, Decca 23940  
(I DON'T CARE) THAT'S ALL I WANT TO KNOW by Dick Haymes with Gordon Jenkins Ork, Decca 24225  
I UNDERSTAND by Gordon MacRae with Paul Weston Ork, Capitol 15002  
L-L-L-L-A by Tommy Dorsey Ork with vocal by Mae Williams and the Town Criers, Victor 20-2468

Full score on leading tunes and disks in the Music Department (MUSIC POPULARITY CHARTS THIS WEEK APPEAR ON PAGES 26 TO 37 IN THE MUSIC SECTION)

# Dozen Outlets Already Using NAB's Proposed Code, as Is, But Scores Demand Revisions

### Board Heartened by Early Favorable Reaction

WASHINGTON, Oct. 4.—In one of the most significant steps toward industry-wide acceptance and voluntary enforcement of the projected new code of the National Association of Broadcasters (NAB), nearly a dozen broadcast stations have notified NAB here that they have already

put new standards in operation, despite the fact that the code still awaits possible revision and final action by NAB's board of directors.

At the same time, scores of other letters are pouring into NAB headquarters from broadcast stations indicating general intention to support the code but calling for modification of several provisions, particularly those in the section on commercial tenets.

### NAB Heartened

Altho the number of stations which have already put the code into operation is extremely small, NAB officials are known to be greatly heartened by the unusual gesture, which is expected to become more widespread before the November meeting of the NAB board. A specific date for the board meeting has not yet been set, but it is expected to be in the latter half of the month, providing leeway for Justin Miller, NAB prexy, to consult officials of the Federal Communications Commission (See NAB Code Already on page 5)

## Pepsi With Music

NEW YORK, Oct. 4.—With the Pepsi-Cola radio singing jingle having long ago reached the stage where it was a positive musical identification for the product, the firm has now decided to tie in the popularity of the tune with the merchandising of their new cup vending machines. In the future, patrons who insert their nickel in one of the venders will find, as the drink begins to pour, that the machine automatically starts playing a music-box arrangement of *Pepsi-Cola Hits the Spot*.

## British \$\$ Crisis Tempers Desire For Yank Shows

LONDON, Oct. 4.—The British money crisis is tempering the welcome being shown here to American acts and productions. The English earnings of American entertainers are beginning to cause some comment because their sterling salaries—minus living expenses—go into a special Bank of England account and after 10 days are converted into dollars and credited in New York. (British Crisis Hits Yanks, page 38)

## Showbiz Fights 3% Chi Tax Proposal; Says Ceiling Is Hit

CHICAGO, Oct. 4.—Carrying on their fight to prevent passage of a local 3 per cent amusement admission tax, members of the joint committee for the amusement and recreation industry of Chicago made an appearance this week before the city license committee preparing the bill for presentation to the city council. The showbiz group, including reps from the movies, legit, radio, ballrooms, sports and other branches, begged the license committee to kill the bill. The license committee promised an answer some time next week.

The showbiz committee was formed about a week ago after the amusement tax, which had been talked about for two years, seemed likely to become a reality. Chairman is Edwin Silverman, head of the Essaness theater chain. Head of the license committee is Joseph P. Kostenkowski.

In a recent telegram sent to the city government, the showbiz committee stated: "Patrons of our industry are for the most part the great mass of people who are least able to afford increased taxes." It has also stated that theater license fees, which (See Biz Fights Chi Tax on page 38)

## D. C. Forecasts More Federal Showbiz Aid

WASHINGTON, Oct. 4.—A mild resurgence of federal activity in behalf of the entertainment industry is being forecast by administrative officials here as the stage is being carefully set for the House Appropriations Committee's examination of departmental budget needs for the next fiscal year. With the House committee scheduled to make an early December start on examining the needs, general belief prevails that activities affecting amusement biz will fare much better next year than this.

Congressional fiscal leaders are known to be ready to wield the pruning knife less vigorously than they did at last session, despite the fact that the Republican leaders in control of Congress will want to make a serious economy gesture again in view of the 1948 national election. It is generally agreed that much of the "savings" made by budget cuts early this year proved to be on paper only, and Republicans are convinced that it would be wiser strategy to go easy on some of the more popular departmental operations.

### Agriculture in Video

The Agriculture Department, which is anxious to develop extensively in television, is expected to get a moderate go-ahead from fiscal leaders. The department has blueprinted a fairly broad program for video filmmaking as well as for preparing more material for farm radio shows.

The Veterans Administration is also (Fed Showbiz Aid Seen on page 38)

## Co-Op Ousts Fulton Lewis

WASHINGTON, Oct. 4.—Fulton Lewis Jr., Mutual Broadcasting System commentator, was expelled from the Southern States Co-Operative yesterday on charges that his actions were "contrary to the aims and purposes and the best interests" of the co-op, which has a membership of 211,000. He was accused of a series of broadcasts supporting propaganda against the co-op.

## Get on That Freedom Train

Since *The Billboard* believes that the American Heritage Foundation's rededication program, climaxed in each city by the arrival of the Freedom Train (full story in August 30 issue), gives show business an opportunity to participate in one of the most vital national drives since the recent war, the train's route for the current and following weeks will be published in this space regularly. September thru November route appeared in the September 13 issue of *The Billboard*. Quarterly routes will be published in full considerably in advance.

Date	This Week City & Exhibition Terminal	Date	Next Week City & Exhibition Terminal
October 11	Boston Boston & Albany South Station	October 19	Lowell, Mass. Boston & Maine
October 12	Boston (Same as above)	October 20	(Open date in Lowell, Mass.)
October 13	Rutland, Vt. Rutland	October 21	Lawrence, Mass. Boston & Maine
October 15	Burlington, Vt. Rutland	October 22	Haverhill, Mass. Boston & Maine
October 16	Montpelier, Vt. Central of Vt.	October 23	Dover, N. H. Boston & Maine
October 17	Concord, N. H. Boston & Maine	October 24	Augusta, Me. Maine Central
October 18	Nashua, N. H. Boston & Maine	October 25	Bangor, Me. Maine Central

Show business personalities and organizations in these towns are urged to contact the local mayor's committee, which will be handling local details. Detailed stories of Freedom Train showbiz activity will continue to appear in *The Billboard* periodically thru the full run of the drive.

### 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, 1947.

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:

- That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, The Billboard Publishing Co., Cincinnati, Ohio; Editor, Joseph G. Csida, New York City; Managing Editor, R. S. Littleford Jr., Chicago, Ill.; Business Managers, E. W. Evans, Cincinnati, Ohio, and W. D. Littleford, New York City.
- That the owners are: The Billboard Publishing Co., a corporation, 2160 Patterson Street, Cincinnati, Ohio; Stockholders owning 1% or more stock: Mrs. Marjorie D. Littleford, Fort Thomas, Ky.; R. S. Littleford Sr., Trustee, Fort Thomas, Ky.; R. S. Littleford Jr., Chicago, Ill.; W. D. Littleford, New York City; J. L. Stegeman, Fort Thomas, Ky.; Marjorie S. Littleford, Fort Thomas, Ky.; L. M. McHenry, Fort Thomas, Ky.
- That the known bondholders, mortgagees, and other security holders owning or holding 1% or more of total amount of bonds, mortgages, or other securities are: None.
- That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.
- That the average number of copies of each issue of this publication sold or distributed, thru the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above is 58,028.

E. W. EVANS, Business Manager.  
Sworn to and subscribed before me this 27th day of September, 1947.  
LAWRENCE W. GATTO,  
Notary Public, Hamilton County, Ohio.  
(My commission expires July 17, 1950)

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The Billboard also publishes:  
The Billboard Encyclopedia of Music  
Vend

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# NAB CODE ALREADY IN USE

## 441 Stations Sign New AP News Pacts

### Major Webs Holding Out

NEW YORK, Oct. 4.—Altho the four major webs have thus far remained aloof from the Associated Press (AP) offer of "associate membership" at upgraded rates, the proposal was accepted this week by 441 stations, including all the owned-and-operated outlets of National Broadcasting Company (NBC) and Columbia Broadcasting System (CBS). Similar action was taken for their m.-and-o. stations by Texas State Network, Yankee Network and the Don Lee Broadcasting System. Latter's action was particularly interesting because, while NBC and CBS still retain their old AP news contracts, Mutual Broadcasting System (MBS), of which Don Lee is a part, dropped AP's service over a year ago.

The associate member status grants stations use of complete AP facilities, on a non-voting basis. Also associate members need not supply AP with their news on an exclusive basis, as do regular members. The non-voting aspect on top of the boosted rate structure had created considerable doubt in the industry as to how many stations and webs would go for the new set-up.

American Broadcasting Company (ABC) has indicated it does not intend to accept the new AP status, at least for the present. NBC and CBS, while still operating under the old contract, have adopted a wait-and-see attitude, measuring the advantages against the increased costs. MBS, of course, without any AP service at present, is an unlikely prospect, with one official of the web declaring that the web "is not suffering" from its lack of AP's facilities. However, entry of NBC and CBS m.-and-o. stations into the new associate status may presage early acceptance of the plan by those webs.

## WINS Signs Barney's and Nat'l Shoes

NEW YORK, Oct. 4.—Barney's Clothes, the firm which has been calling all men to its headquarters via radio since 1933, this week expanded its radio budget to include its eighth local station. It is WINS, which Barney's has not used for several years. National Shoes, another big local advertiser, also enlarged its sked to include WINS. Both National and Barney's purchased 14 programs and 35 spot announcements per week.

Barney's currently has 14 15-minute programs, 32 10-minute programs and 213 spot announcements on the air each week. National Shoes, on the air eight years, now is using 29 15-minute programs and 103 spot announcements per week on five outlets. Emil Mogul Company is the agency for both firms.

## Networks and Agencies Outline Food Drive Plans for Luckman

WASHINGTON, Oct. 4.—Networks and ad agencies did themselves proud Tuesday (30) by delivery to Charles Luckman, president of Lever Bros. and recently appointed head of President Truman's Civilian Food Conservation Committee, a presentation outlining radio's participation in the food problem drive. Luckman told the radio men who turned the material over to him that it was "the finest outline of a public service project I have seen in years."

The Lever top man considered the job particularly well done since his first call to the nets and agencies had only come on the previous Thursday, eliciting from one agency topper the remark to his promotion staff that "we are about to give over our weekend to two presidents, Luckman and Truman, in that order."

### Fulton Lewis's Potshot

On the other hand, Fulton Lewis Jr., on his Mutual co-op show Wednesday (1), took some potshots at Luckman, saying: "Some of the best brains in the country have struggled with the food problem, as it applies to inflationary trends at home and starvation abroad, and haven't yet found a satisfactory solution. But not the so-called boy wonder of industry, Charles Luckman, of Lever Bros., who in a few hours has come up with a five-point plan to solve the problem. Upon closer study of the five points, you may feel they aren't exactly original."

Among web men participating in

the preparation of the presentation were Charles Hammond, newly elected veepee of National Broadcasting; George Wallace, NBC; Lou Houseman, Dave Taylor and Bill Feinschreiber, of Columbia Broadcasting System, and Vic Rattner, who did the writing job.

## WBAL Hearing On Renewal Bid Set for Nov. 3

WASHINGTON, Oct. 4. — Federal Communications Commission (FCC) hearing on long-deferred WBAL renewal case is now scheduled for November 3 in Baltimore as result of an FCC motion late yesterday. Pre-hearing conference is slated for October 15.

FCC schedule of the proceedings came a week after U. S. Court of Appeals for District of Columbia turned down a petition of the William R. Hearst Baltimore station, WBAL, to delay FCC hearing. WBAL has been contesting FCC's Blue Book criticism of WBAL, while FCC has been priming for a consolidated hearing on WBAL's license renewal, together with a bid by newsmen Drew Pearson and Robert Allen for the frequency now held by WBAL.

## Station Reps' FCC Beef Says CBS Muscling In

NEW YORK, Oct. 6.—Aggravation of station reps over the activities of the Columbia Broadcasting System (CBS) in the station rep field burgeoned over the week-end. The National Association of Radio Station Representatives, the group which was organized recently to promote spot broadcasting, announced Sunday (5) it had filed a complaint with the U. S. Attorney General and Federal Communications Commission (FCC) against CBS. Complaint charged that the web has "illegally made inroads on their business activities by taking over the non-network time sales of a number of CBS-affiliated stations which heretofore were represented by members of the association."

This charge refers to deals recently concluded by CBS radio sales, the spot broadcasting division of the web, wherein it would represent KSL, affiliate in Salt Lake City, and WRVA, Richmond, Va., affiliate. Both are 50,000-watters. For years WRVA was repped by Paul H. Raymer and KSL by Ed Petry.

### Competition Seen Stopped

The rep org's complaint further claims that in the field of national advertising, the only competition with the web's own sale of time has come from national advertising sales made by station reps. To combine these two forms of radio advertising in the hands of the web, says the complaint, means the elimination of competition and the placing of control of time allocations and advertising rates for national advertising in the Columbia Broadcasting System. The reps state

this is a violation of the Sherman Anti-Trust Act.

In their beef to the FCC, the reps charge CBS is violating two regulations. One is the rule limiting the (See CBS Muscling In on page 18)

## Dozen Outlets Jump Gun on New Standards

### Others Demand Revisions

(Continued from page 4)

(FCC) and Federal Trade Commission (FTC) on possible governmental recognition of the new standards and practices.

As foretold in these columns, FTC at that time will advise Miller to make formal application in order to determine whether FTC has jurisdiction. If FTC decides that it has jurisdiction, the entire broadcast industry would be invited to send representation to FTC and an industry-government committee would be chosen to formulate a final code enforceable by the government.

It is considered unlikely that NAB would want to submit to this latter procedure, particularly if signs continue to grow that NAB members are willing voluntarily to enforce the new standards. Legality of this sort of operation is not yet determined, but Department of Justice officials with whom Miller had talked prior to NAB's Atlantic City convention, have broadly hinted that there appears to be no violation of the anti-trust laws.

### Cott Appointed

Considered to be a move toward solidified support once the code is finally passed upon by the board was an NAB announcement this week that Theodore Cott, director of programs and operations at WNEW, New York, has been added to NAB's program executive committee. Cott had militantly led opposition to some of the key provisions of the proposed standards during debate at the Atlantic City convention, and NAB, in assigning him to the committee which will have guiding influence over the code, has assured the insurgency of (See NAB Code in Use on page 18)

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9

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# "Der Tag" Hits NBC Pubserv

## Plans Board Set to Junk "Tired" Segs

### Shift in Personnel, Policy

NEW YORK, Oct. 4.—National Broadcasting Company (NBC) within a few days will announce a drastic change in its public service division, involving a reshuffling of top personnel and a new philosophy of what constitutes public service programming. The new set-up, which stems from the recent appointment of Brig. General Ken R. Dyke to the post of administrative vice-president in charge of programs, is intended to bring NBC's public service activities more in line with modern times and necessities. Salient factors to be included in the new set-up are:

(1) Creation of a public service planning board, which will include heads of all network departments concerned with programming. At press time, it was learned that programming, production, news, music, and script departments already were slated to be represented on the board.

(2) Pruning of so-called obsolete programs in favor of more vital shows is in the works. This will involve junking a couple of sacred cows in line with the new policy of accenting down-to-earth issues rather than appealing to a few intellectuals. This does not imply that needs of minorities will be neglected; rather, a greater effort will be made to treat issues of moment for the great mass of listeners.

(3) The web's managed and owned (M&O) stations will be brought definitely into the public service and programming picture and will be used as a testing ground for ideas and talent.

### Realignment Involved

All this will involve realignment of brass. Dyke, it's known, will keep a very firm hold on public service and programming activities—but it is believed that in order to carry out his modernization plans it will be necessary to short circuit some of the personnel now in the public service division. At press time it was learned that Dwight Herrick, currently manager of the public service department; Rowland Angell, web's public service counsellor, and Sterling Fisher, "would remain with the company," but their responsibilities probably will be altered.

Changes indicated in this story were not unexpected. When Dyke assumed his present post he stated he was vitally interested in the talent and public service phases of the web's operations, and was mulling the use of affiliates and managed and owned stations to further these plans. Additionally, he had the entire pubserv personnel submit recommendations or suggestions as to possible programming ideas. It also was known that a change in personnel was in the works.

### Modernization Under Way

The modernization of the pubserv line-up, in fact, has already quietly begun. For instance, a half-hour seg titled *The World We Face*, is soon scheduled to replace *Our Foreign Policy*, an oldie which now occupies the Saturday, 7-7:30 p.m. slot. Another show which the web (See "Der Tag" Hits NBC, page 18)

## 4-Man Decisions, With 3 Men Not Taking Part, Disturb FCC

WASHINGTON, Oct. 4.—The Federal Communications Commission (FCC) is becoming disturbed over its new trend of deciding contested standard radio cases with a bare majority of commissioners. In its latest full week of proposed decisions, five out of nine were issued over the signature of only four commissioners, with three FCC members not participating. At the same time, five final decisions were announced—one with three members not participating.

Since an FCC quorum consists of four members, the Commission is within its legal rights in making four-commissioner decisions, but some high-ranking officials feel that such edicts leave FCC open to criticism. For instance, the Commission recently ruled WORL, Boston, off the air in a 3-1 decision. WORL immediately filed a protest, contending that the ukase should be voided in view of the fact that less than a commission majority concurred in the result. The station is expected to lean heavily on this contention in the upcoming oral argument now slated for Thursday (9).

Several of the commissioners are said to feel that in cases where an FCC decision involves the loss or gain of much money for stations or applicants affected, the bidder deserves the right to have his application decided by a full slate of commissioners.

In a recent final decision, FCC reaffirmed a proposed grant to Gurnan

Company for a new station in Brockton, Mass., turning down bids from *The Bay State Beacon* and the Plymouth County Broadcasting Company. It proposed a denial of Radio Springfield's bid for a station in Springfield, Ill., and in another case, proposed to grant the bid of Brookhaven Broadcasting Company for a station in Brookhaven, Miss. In each case, only four commissioners took part in the decision.

## Hub Stations In Ed. Shows

BOSTON, Oct. 4.—With the return of the Hub radio educational programs to the local airways, both WEEI and WBZ have announced new and increased plans in co-operation with Massachusetts schools.

WEEI (CBS) *School of the Air* debuts this year as an in-school listening program Monday thru Friday from 10 to 10:30 a.m. The decision was reached as the result of requests from schools and principals throughout the State.

WBZ and WBZA, Westinghouse stations in Boston and Springfield, also announced added programs co-operating with the Massachusetts Department of Education and the New England Committee on Radio in Education. The new air sessions being scheduled are *The News in Review*, which will be heard on Mondays, and *Seeing America*, to be heard on Tuesdays. The news stanza will feature Arch MacDonald as news analyst, summarizing the week's highlights. The second program will spotlight a young family touring the country, pointing up how each section depends on other areas, yet has its own peculiar quality.

## Mel Allen Jumps From Diamonds to Disk Show on WINS

NEW YORK, Oct. 4.—It's apparently a small step from describing Yankees circling around bases to talking about records whirling on turntables as far as Mel Allen, WINS sportcaster, is concerned. Allen, who just shared world series announcing duties with Red Barber, was pacted this week by WINS to handle a three-hour disk jockey show, starting next Monday (13). Called the Mel Allen Show, program will air from 2 to 5 p.m., Mondays thru Saturdays until the 1948 baseball season. When the Yanks resume their diamond activities, Allen will turn platters for one hour mornings.

WINS also has named Wilmot H. Losee to the sales manager post which was vacated last week when Bill Robinson moved to WLW, Cincinnati, as program director. Losee has been an account executive at WINS since 1943.

## WKGN in Knoxville Bow

KNOXVILLE, Oct. 4.—With a fanfare that included talks by city, county and State officials, Knoxville's fifth radio station took to the air here Sunday (28). WKGN will air Mutual (MBS) programs in this area. All four networks now have Knoxville outlets. Clarence Beaman Jr. is WKGN's owner and manager.

## FCC Framing Stiffer Exam For Operators

### Talks Proposals With NAB

WASHINGTON, Oct. 4.—Stiffer examinations for broadcast operators are being readied by Federal Communications Commission (FCC) in preparation for the forthcoming shift in operator requirements. Representatives of National Association of Broadcasters (NAB) and FCC met in closed session this week to discuss the Commission's pending proposal to create three grades of operator licenses to replace the current single authorization.

NAB approved in substance the proposal—first advanced by FCC in early August—but suggested several changes. For instance, NAB Engineering Director Royal V. Howard urged the Commission to protect current operators by providing for automatic renewals to the top of the proposed grades for holders of first-class tickets with five years' experience. Howard further recommended the issuance of life-time licenses to present holders of first-class tickets with 10 years' experience.

License examination now being worked out will be in three classifications in line with the grade to be set up. Under the FCC proposal the grades are engineer-operator, technician-operator, and radio-operator. All standard stations above 1-kw. power will be required to have at least one engineer-operator. FM and small standard stations will need one technician-operator.

## Gene King, of WOR, Switching to WCOP

NEW YORK, Oct. 4.—Gene King, manager of program operations at WOR, has resigned from the station, effective October 17, to take over the program director's job at WCOP, Boston. King had been with WOR for seven years, working up from disk jockey, announcer and producer to production manager, and then to his present job. King joins the Boston affiliate of American Broadcasting Company October 20.

King is the fourth staffer to leave WOR in the past several days. His sign-off was preceded by those of Rod Erickson, program manager; Dick Pack, press chief, and Bert Briller, of the publicity department.

### N. Y. Office for WFIL

PHILADELPHIA, Oct. 4.—A Sales office in New York for WFIL and WFIL-TV was announced this week by Roger W. Clipp, general manager of the stations, in a move to establish closer contacts with advertisers and their ad agencies. The branch, at 11 West 42d Street, will be under the supervision of John E. Surrick, sales manager of WFIL stations, will be equipped with direct phone tie-lines to the local station offices, and its activities will be co-ordinated with the Katz agency, national representatives of WFIL and WFIL-TV. This is the second network station in Philadelphia with its own New York sales office, WCAU having maintained such a set-up for many years in the CBS building.

## Cornell U's WHCU Takes on Ed Fox As Commentator

ITHACA, N. Y., Oct. 4.—In a move to support its drive for radio stations to express editorial opinions, WHCU, Cornell University-owned station here, this week spotted Edward Fox, former chief of the State Department's policy analysis division, in a regular 10-minute show. Fox, who starts a regular stint tomorrow at 1:50 p.m., now is a member of Cornell's history department, and he thus becomes the first local analyst to interpret national and international affairs on the station. Previously, only commentators and analysts of Columbia Broadcasting System, with which WHCU is affiliated, had been aired over the station.

This summer WHCU petitioned the Federal Communications Commission (FCC) for a decision on the right of stations to editorialize. Soon afterward, the FCC set its open hearing on the subject for next January.

## NAB Expands Scope On Disk Standards

WASHINGTON, Oct. 4.—The recording and reproducing standards executive committee of the National Association of Broadcasters (NAB) will enlarge its activities under the chairmanship of Robert Z. Morrison, whose appointment was announced this week.

According to NAB, the committee will broaden its scope to include phonograph and magnetic recordings under authority granted at the Atlantic City convention. Morrison is manager of radio recording for National Broadcasting Company here.

## Air Commercials Incorporated in Chi Chest Drive

CHICAGO, Oct. 4. — Using techniques and an over-all plan not used by Community Chest offices in any other city, Chicago radio division of the local community fund, headed by Director Leon Schooler, will try to sell community fund support with typical commercial radio methods this year. Local office will send out to every station and some agencies here transcribed singing commercials, spot announcements, four special dramatic programs and other material. All material is designed for airing beginning October 13, which has been designated starting day of the fund raising campaign by Mayor Kenelley.

Stu Dawson, chairman of the fund's radio committee, and Schooler, are planning another innovation for airing here. Whereas in the past radio has been used only during the time of the drive, plan is being worked out now to have a year-round, once-a-week 15-minute dramatic series, to be titled *Red Feather Theater*. This series will be designed to sustain year-round interest in the community fund and thus make money raising easier during the actual fund-getting period next year. *Red Feather Theater* also is being designed to tell the public about year-round activity of social agencies benefiting from contributions.

## Now Bing May Come Directly Off the Tape

HOLLYWOOD, Oct. 4.—Engineers are now working on a device which would make feasible the airing of the Bing Crosby program directly off the tape. System now involves recording on a magnetized tape, editing, and then re-recording on regular transcription for broadcast. Tape used carries the trade name, *Magnetrack*, and is made by the W. A. Palmer Company of San Francisco.

Palmer engineers are now trying to work out the tape-to-air method. If it materializes, it would be used only in the Hollywood, Chicago and New York outlets of the American Broadcasting Company (ABC) for their respective regional airings of the show, since the equipment would be too expensive for other stations carrying the Crosby seg. Rumor is that ABC is dickering for an exclusive deal with Palmer whereby the web would be the only one to use the *Magnetrack* system of broadcasting.

## Mark Smith Named Prexy of Chi Club

CHICAGO, Oct. 4.—Chicago Radio Management Club this week held election for new officers and trustees to serve for 1947-'48 season. Nominated slate was elected unanimously.

New officers are: President, Mark Smith, Presba, Fellers & Presba Agency; vice-president, Kay Kennelly, Arthur Myerhoff Agency; secretary, Holly Shively, Ruthrauff & Ryan Agency; treasurer, Kenneth H. Shepard, head of his own agency.

Former officers were Holman Faust, president; Mark Smith, vice-president; Kay Kennelly, secretary, and Ken Shepard, treasurer.

Trustees are Faust and Bill McGuineas, of WGN; Evelyn Vanderploeg, Schwimmer & Scott Agency, and Hal Rorke, J. Walter Thompson Agency.

### Free for All!

DETROIT, Oct. 4.—An opportunity for the public to judge the relative merits of all candidates for a public office by having them appear on a single radio show is being provided here tomorrow (5) noon by WJR. That station's panel show, *In Our Opinion*, will feature all nine candidates for mayor in what is believed the first mass appearance of candidates in a free-for-all contest.

The show is airing just two days before election, on Tuesday.

## Rayve To Drop Sammy Kaye?

NEW YORK, Oct. 4.—Rayve Sham-poo has until Wednesday (8) to decide the fate of its Sammy Kaye show, which airs Sunday afternoons over American Broadcasting Company (ABC). Report is that Rayve probably will cancel as of the broadcast of November 9.

Since Kaye has been a long-time factor in ABC's programing, it is likely that in the event of cancellation the web will keep Kaye on sustaining.

### New Engineering Firm

DOVER, Del., Oct. 4.—A charter has been filed with the secretary of State by Broadcast Enterprises, Inc., a new firm which plans to deal in general engineering and developing business. Capital was 500 shares with no par value. Principal office is the Prentice-Hall Corporation Systems, Inc.

## WNBC Celebrates 25th Year With Housing Documentary

NEW YORK, Oct. 4.—WNBC, New York key of the National Broadcasting Company (NBC), Thursday (2) at 7:30-8 p.m. presented the last of a series of four broadcasts titled *Housing—1947*, a documentary of vast interest to literally hundreds of thousands of listeners in the metropolitan area.

There's a heartening story attached to this series, which was aired in connection with the station's observance of its 25th anniversary. Rather than go thru the usual promotional ballyhoo, Jim Gaines, WNBC manager, decided that a well-executed documentary would be infinitely more constructive in that (1) it would perhaps contribute toward the solution of a grave current problem, and (2) it would point up to listeners the station's 25 years of programing in the public interest.

To accomplish these ends the station harnessed all its energies and spent about \$5,000. It added personnel, and to document its analysis on housing it tapped virtually all facets of industry, labor and government connected with the subject. Much of the material for the program was obtained via wire-recorded interviews made by Fred Heywood, news and special events chief. This was edited, with Agnes Eckhardt tying it all together with a special script.

As a final fillip, WNBC commissioned the Pulse of New York to do a special housing poll, taking in all income groups, on such questions as "how has the housing shortage affected you and your family?" "Who do you think is most to blame?" The poll, combined with expert opinion via interviews and in debate periods on the program, offered listeners a tremendously comprehensive analysis of the

## Language Problem Hampers Radio in World Amity, Says Bryson; Reports on Europe

### Broadcasting Makes Slow Come-Back on Continent

NEW YORK, Oct. 4.—Chief stumbling block to the use of radio as a medium for international amity and peace is the lack of nations' acceptance of an international language. This point of view was expressed this week by Lyman Bryson, CBS counselor on public affairs, who recently returned from a three-month tour of Europe. Bryson, who is an adviser to Unesco on use of mass media, stated that Unesco now has a commission of language experts trying to work out a solution to this problem. Unesco considers the matter rather urgent, inasmuch as creation of a network operation which would broadcast in many languages entails tremendous duplication of work and excessive cost. As matters stand, English is considered the likeliest candidate for choice as an international language. However, there's much opposition from other countries that fear that they stand in danger of being overwhelmed culturally by English-speaking peoples. Elements of nationalism as well as cultural pride enter the picture.

### Esperanto as Alternative

Alternative to the choice of English, Bryson pointed out, is the adoption of an artificial international language such as Esperanto. Such action would be considered unwise in view of the already tremendous number of English-speaking peoples.

Should English be chosen, financial difficulties will be obviated inasmuch as parallel staffs in programing, scripting and other facets of broadcasting will be eliminated.

Commenting on European radio in general (exclusive of England and the BBC), Bryson stated broadcasting on the Continent cannot be considered as a great source of entertainment or relaxation as it is in the United States. Programwise, there is some good serious music, but it is sadly lacking in good drama and comedy. Nowhere on the Continent, added Bryson, is it considered as great a part of normal life as it is in America. Its chief functions, he continued, are as a medium for news and music, and—particularly in the more Eastern countries—for propaganda. In contrast with American radio, European radio is "so darned serious," Bryson stated. The lack of humor is a reflection of the depressed post-war condition of the people.

### Facilities Inadequate

Facilitieswise, according to Bryson, the come-back of European radio is slow. Unesco, in fact, is now making a survey on this, and it is expected that some accurate knowledge will be available soon. The bad facilities situation, tho, is matched by lack of receivers, and, according to Bryson, even in such key continental cities as Paris, Brussels, Vienna, etc., receivers are not numerous.

French radio, says Bryson, is quite good in its music programing, and far better in its discussion of public affairs than many people think. All political parties, he added, have a chance to air their views. German radio is gradually being returned to German hands, but still is being kept under strict American supervision and is doing a fair job of readjusting to German needs, according to Bryson. Belgian radio, he added, has some wonderful equipment in its national radio plant, and programs in French and Flemish are aired constantly. As one goes east, radio comes under increasingly tighter government control and its programing becomes essentially propaganda.

## Howard Paul Latest To Join Migration From Chi's WLS

CHICAGO, Oct. 4.—WLS, Chi station which has been going thru a period of personnel resignations and dismissals, this week had another resignation on its hands (*The Billboard*, September 20). Howard Paul, for 18 months assistant continuity director, resigned after what he termed a "difference with management."

Before going to WLS Paul was assistant radio director for the BBD&O Agency here. Before that he had been a navy public relations officer and program director for WTMJ, Milwaukee.

Upon resigning Paul released the following unique statement:

"Latest to join the migration from WLS, Chicago, is Howard M. Paul, for the past 18 months assistant continuity director. Paul, who resigned from the WLS staff October 3, defied radio tradition by revealing future plans. They include getting another job, and damn quick."

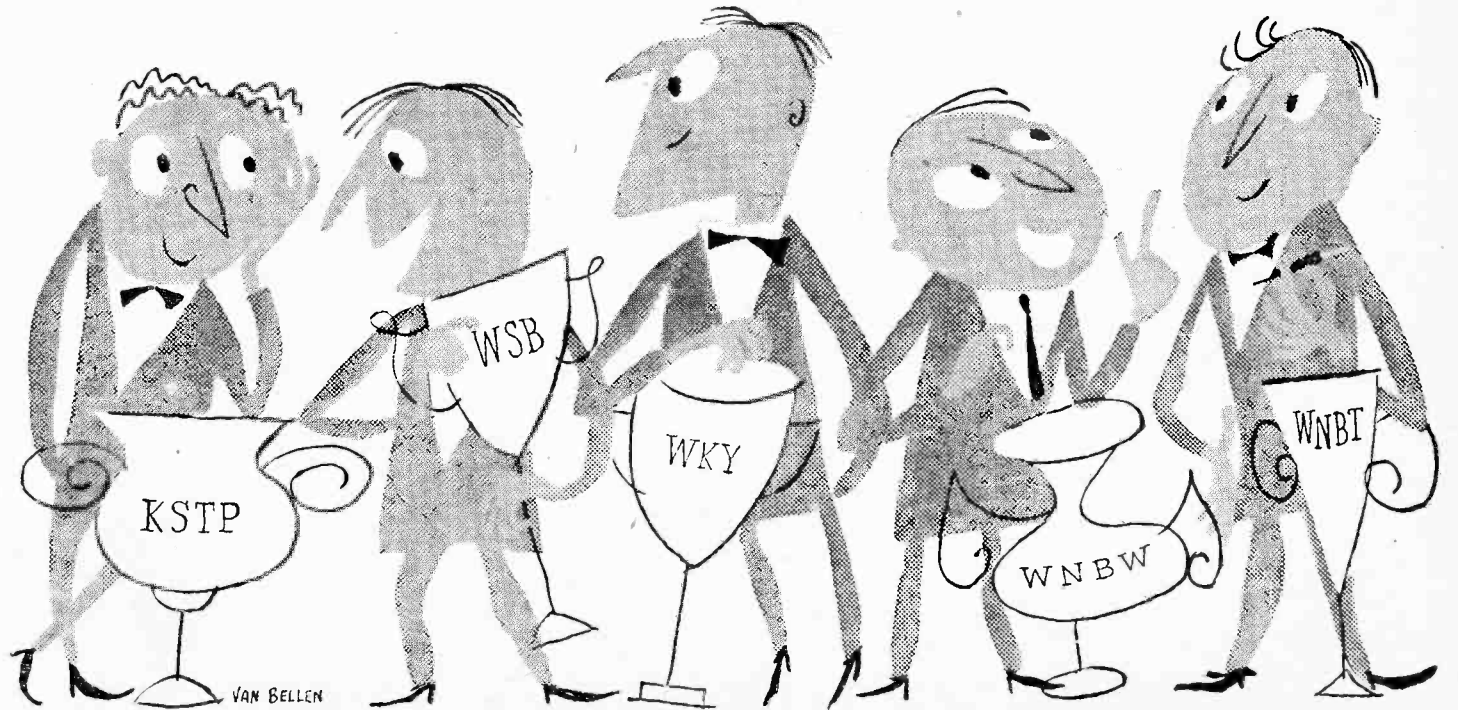
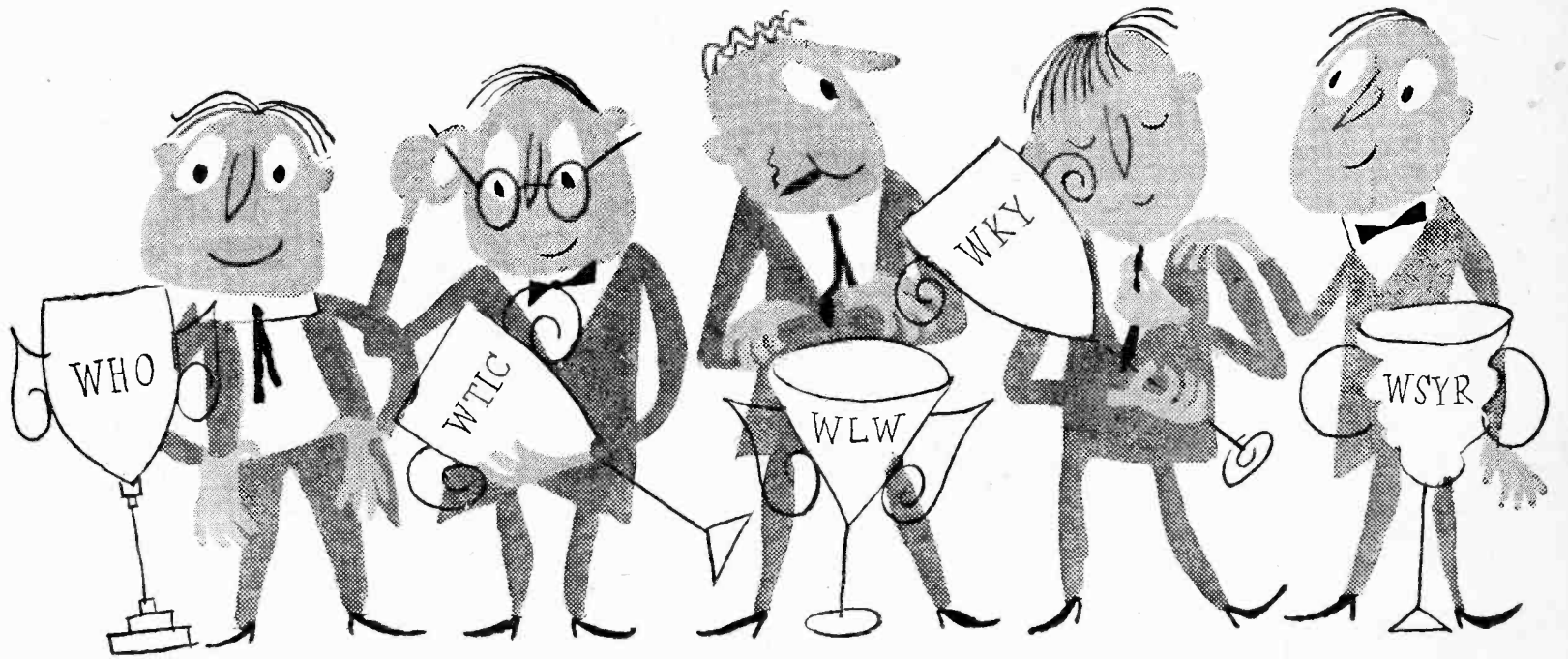
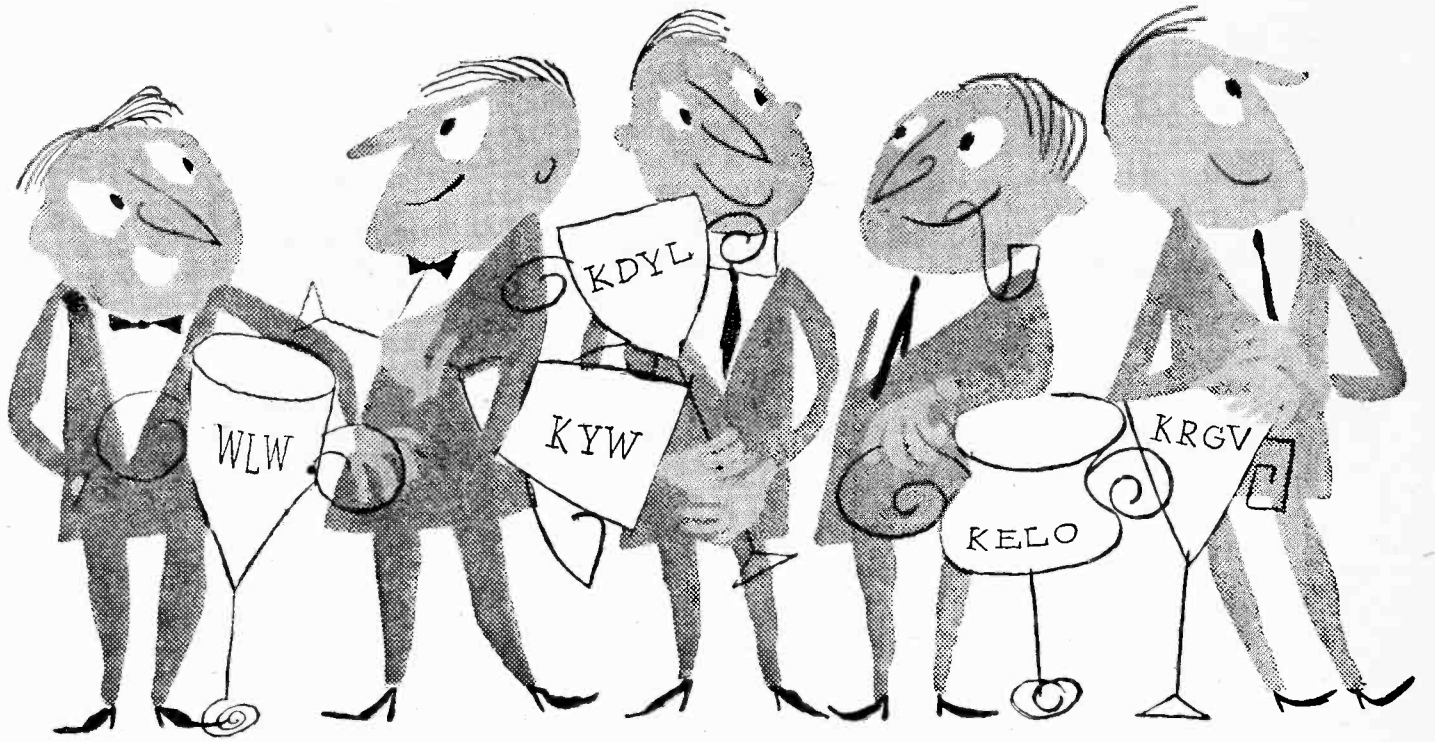
housing shortage, its whys and wherefores, its possible solution, pros and cons of government versus private housing, aspects of such legislation as the Taft-Ellender bill, and opinion as to whether the building industry is outmoded and requires production line methods.

### Superb Production

Production-wise, the series was superb. It proved that public service programing can be informative and provocative to a degree that will hold listeners. This was indicated by a very large mail pull, despite the fact that no pitch for audience response was made until the last program. It proved, too, that a station operating locally (for the housing series was conceived and executed independently of NBC) can do a documentary ranking with the best efforts of major networks.

There's one more interesting aspect to the series. WNBC did not expect to solve the housing problem. It merely hoped to clarify all aspects of the emergency and encouraging thinking and perhaps action. This action may be forthcoming—for following the final broadcast a member of the city council requested copies of the scripts with the intention of investigating housing in the metropolitan area. Scripts, incidentally, are being printed and will be mailed to educators, listeners who request them, and all interested groups.

*Housing—1947* was produced under the supervision of Thomas B. McFadden, WNBC assistant manager, with direction by Clay Daniel. It shaped up as another milestone in community service, a type of programing which has been emphasized since Gaines took over the management reins some 20 months ago. *Paul Ackerman.*





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Overall Promotion	Public Service Promotion	Single Campaign
WLW Cincinnati	WHO Des Moines	KSTP Minneapolis
KYW Philadelphia	WTIC Hartford	WSB Atlanta
KDYL Salt Lake City	WLW Cincinnati	WKY Oklahoma City
KELO Sioux Falls, S. D.	WKY Oklahoma City	
KRGV Weslaco, Texas	WSYR Syracuse	

TELEVISION AWARDS: Overall Promotion, WNBW Washington • Single Campaign, WNBTV New York

THERE'S NO LIMIT to the imagination and energy put forth by NBC affiliated stations in promoting their activities. WLW in Cincinnati sprouted wings and carried passengers on a fact finding tour of Europe—KSTP in Minneapolis jumped into the surrounding lakes, tagged the fish and came up with a superlative bit of imaginative promotion. WHO in Des Moines helped support Iowa's tall corn stories with a Corn Plowing and Soil Conservation Field Day. Other NBC affiliated stations displayed equal ingenuity.

On the serious side, NBC affiliates placed one-two-three in the Public Service Promotion Awards for clear channel affiliates, and took two out of four Public Service Awards in the regional channel classification.

While its stations were reaping nearly half of all the Billboard awards given to network affiliates, NBC was not idle. It was polishing up its own entry in the Single Campaign Division—its *It Happened on NBC* series. The result: First Prize.

What does all this prove? It's the stations that make a network—America's Number One Stations add up to NBC—

America's No. 1 Network



the National Broadcasting Company

A service of Radio Corporation of America

# Lawyers Give Petrillo Okay On FM-AM Music Dupe Ban

WASHINGTON, Oct. 4.—James C. Petrillo, president of the American Federation of Musicians (AFM), was advised by his legal aids this week that, in their opinion, Petrillo's ban on AM-FM music duplication does not constitute violation of the Lea-Vandenberg Act. This legal view was offered to Petrillo solely as background information for his negotiations with broadcast industry representatives on the stormy issue, but it is not regarded as binding Petrillo to his declared policy.

Petrillo, who conferred with network representatives on the issue yesterday (3) and who earlier this week met with FM Association (FMA) officials and Rep. Carroll Kearns (R., Pa.), has already indicated that his "mind is not closed" on the question of music duplication. FMA officials are indicating that they were somewhat encouraged by the AFM prexy's "sympathetic attitude" at his conference with them in New York this week, but Petrillo's eventual decision is regarded as highly unpredictable.

### Girding for Legal Fight

One reason seen for the action of Petrillo's legalists in proffering a new opinion on the duplication issue is the preparation by the U. S. Attorney General's office to start proceedings anew in the Federal District Court case in Chicago against Petrillo on grounds of violation of the Lea-Vandenberg Act. When this case was originally started on its way to the

U. S. Supreme Court last year, Petrillo had made it clear that he was entering into it on a test-case basis, and it is believed that he may have asked his legalists for additional information on which to determine his course in the latest action being brought against him by the government.

Regarded by some of the more sanguine FM folk here as a favorable portent was a communication from Petrillo to local WASH-FM giving a go-ahead on the Continental Network *Treasury of Music* program, which previously had been considered barred under Petrillo's ban of music on FM. The Stromberg-Carlson show was restored by the AFM chief on the grounds that, while Rochester local AFM men had no right to enter into a contract for a web show, he would not break an agreement already signed by an AFM representative. Whether Petrillo would follow thru with further exemptions was a subject of considerable speculation. Realistic FMA bigwigs are reluctant to go far out on a limb in their predictions, although all are hoping that Petrillo will lift the bars.

### Kearns-Petrillo

Rep. Kearns has conferred with Petrillo privately at least once since the formal meeting this week attended by Petrillo, Kearns and FMA officials, including J. N. (Bill) Bailey, executive director of FMA. Kearns, head of a House subcommittee on AFM activities, has been serving as a sort of mediator in the negotiations, and has openly urged Petrillo to alter his policy so that FM may have an improved chance.

## AM-FM Duplication Favored by 85% of FM Broadcasters

WASHINGTON, Oct. 4.—AM-FM program duplication is favored by more than 85 per cent of the FM broadcasters who have answered questionnaires submitted to them several weeks ago by J. N. (Bill) Bailey, executive director of FM Association (FMA), it was learned today. The survey also revealed that relatively few FM broadcasters who are now on the air under the duplication ban are finding the operation profitable.

More than 260 FM-ers responded to the questionnaires, and the replies are now being analyzed and tabulated by FMA. The survey reveals that some independent FM stations believe FM might have a better chance by operating independently of AM programming as a means of showing improvement over some of the highly criticized AM programming. However, overwhelming sentiment favors duplicate programming as the surest way to bring FM industry to full bloom.

## Dearborn Station Gets Army Games

DETROIT, Oct. 4.—Deal for the army football broadcasts for the season has been signed by WKMH, local AM station, with CKLW, the regular Mutual outlet, taking the Notre Dame games instead. WKMH is a 1,000-watt suburban station in Dearborn, Mich., but has good metropolitan area coverage and outranks the three older local stations, WEXL, WJBK and WJLB, 250-watters.

WKMH is cutting out the Mutual identifications on Ted Husing's broadcast and making no attempt to identify its program with the network, which is normally carried by CKLW in this territory.

## New Navy Recruiting Gimmick for Radio

NEW YORK, Oct. 4.—The promotion division of the navy's recruiting department came up with a new gimmick this week in its spot announcement campaign. Going out in the mails are booklets resembling check books, each page of which contains a station break or spot of 15 to 30 seconds length. A note in the front of the "check book" advises that after each announcement is used, the station need only tear it out of the book to have a fresh spot on hand.

Books will be sent to nine AM stations in New York which co-operate with the navy, as well as to WGYN-FM, and DuMont video outlet WABD. They also are going to 16 stations in Connecticut, Pennsylvania, New Jersey and New York's Westchester County.

## CBS Sets Staff For 'School of Air'

NEW YORK, Oct. 4.—Columbia Broadcasting System (CBS) has set the director and announcer personnel for *School of the Air*, which comes back to the web Monday (6) in the 5-5:30 p.m. slot, Monday thru Friday.

Monday's show, *Liberty Road*, a series on the rights of man, will be directed by Albert Ward with Bern Bennett announcing. *Tales of Adventure*, which will air great stories of literature every Tuesday, will be directed by Albert Ward, with Bennett announcing. *March of Science*, Wednesdays, will be directed by Oliver Daniel, with Bennett again in the gabber's spot.

*Gateways to Music*, Thursdays, will have Oliver Daniel as megger and

## BBC Schedules In for Shake-Up

Program reshuffling keyed to staggered working hours in British economic crisis

LONDON, Oct. 4.—Drastic shake-up of programming is in the works for British Broadcasting Corporation (BBC), which is likely to have repercussions on gramophone companies, the Musicians' Union and Actors' Equity. BBC's two main national networks, the Home and Light, will reshuffle programs to key daytime shows for workers off duty rather than for housewives. The switch rises out of staggered hours which 2,500,000 workers are keeping starting this week, in order to ease winter electricity demands such as broke down the industrial set-up last year. For these evening and night workers, peak hours thus will come at times completely different from current times.

At least one of the major program services will drop nondescript tunes and children's hour talks such as marked mid-day programming in the past. Also, both programs will be more closely co-ordinated and an attempt made to prevent the overlapping of programs on Home and Light which frequently exists at present. Plans include use of considerable recorded and repeat shows. Plans are afoot to air late night pop music shows and possibly all-night disk jockey programs for the benefit of workers in factories.

### May Affect Agreements

All these switches may affect some agreements negotiated only last summer, with the unions restricting use of recorded music and others promising both diskers and orksters better royalty fees. But it is expected that everyone will fall in line with a government ukase directing BBC to resume its wartime role of a great national institution providing a stricken nation with dawn-to-dawn entertainment. BBC also has regained the 21 hours per week of broadcasting time lopped off its skeds during the fuel crisis last winter.

Radio is expected to take on an even more important role in national life this winter, inasmuch as the tax on foreign films may restrict that source of entertainment. British movie houses may go to a five-day week, totaling 25 hours, in the near future.

## Smith Davis Sets Up Efficiency Bureau

NEW YORK, Oct. 4.—The radio and newspaper brokerage house of Smith Davis Corporation announced this week it had set up a newspaper and radio station efficiency department, to be headed by Orville MacPherson, former director of the procurement division of the War Production Board. The new department will supply sick properties with information on reducing expenses and adding new income.

Smith Davis is understood to be negotiating for purchase of a building of its own, to replace the suites the organization has been occupying in the Waldorf Towers. Plans include using three floors of such a building for Smith Davis operations and one floor for the new efficiency set-up. J. Robert Mendte, former vice-president of John Falkner Arndt & Company, Inc., Philadelphia agency, has been named New York manager of Smith Davis.

Olin Tice announcing. *Opinton*, Please, Fridays, has Dario Soria directing and Harry Marble announcing. Series will wind up April 30.



## "Triple-Threat Star"

Running . . . punting . . . passing. The player who's best at all three is key man of the team. AM . . . FM . . . TELEVISION. The station that's first in all three is key station of the city. IN DETROIT, it's WWJ—The Detroit News, with its record of consistent aggressiveness and constant "firsts" in every phase of radio broadcasting. WWJ . . . first AM station in the nation in 1920. WWJ—FM . . . pioneer in Michigan in 1940. And now WWJ—TV . . . the only television station in Detroit today . . . broadcasting regularly scheduled commercial and sustaining programs to a fast-increasing audience. It's little wonder that WWJ are the most familiar letters of the alphabet to Detroiters . . . and best source of results for both national and local advertisers.

First in Detroit . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY



Basic NBC Affiliate

950 KILOCYCLES  
5000 WATTS

Associate FM Station WWJ-FM . . . Television Station WWJ-TV

NO. 2 IN A SERIES

**A tough-minded examination  
of 1947 radio values shows  
CBS is the most effective  
network in America, today**

---

There is one yardstick of radio effectiveness the tough-minded advertiser looks at hardest—the actual cost of audiences delivered to *his* program. And the figures show that:



**CBS leads all other networks  
in delivering actual audiences  
at lowest cost to advertisers**

The facts on this have just been summarized in a new CBS study that covers not any one week or month but the entire period of standard time, October 1946—April 1947. And the facts show that for the entire evening schedule on all networks seven nights a week:

The second-best network is only 96% as effective as CBS—and the fourth-best network is only 66% as effective as CBS—in *delivering actual audiences for each advertising dollar expended.*

To see the complete study... and to get the utmost in Radio...

**SEE CBS...THE COMPLETE NETWORK**

# Martin Block and KFWB's Million-Dollar Deal Nixed

HOLLYWOOD, Oct. 4.—Much-heralded deal between million-dollar platter spinner Martin Block and Station KFWB came to an abrupt end last night when Block and KFWB's General Manager Harry Maizlish agreed to a parting. Split ends a four-month tie and comes after growing dissatisfaction on both sides reached the breaking point.

Block's bow-out from KFWB, which becomes effective November 3, will in no way affect the platter spinner's deal with Mutual. Under the present system, Block was being heard locally for three hours, with one of the hours being fed by KFWB to Mutual. Mutual was paying KFWB \$3,000 per week for the right to use Block. Station is forfeiting that biz. In return, Block has agreed not to broadcast for any local indie for the duration of his KFWB pact, which expires in 1950.

Block's time will be replaced by

## Campeau New Head Of CKLW, Detroit

DETROIT, Oct. 4.—J. E. Campeau was appointed president and general manager of CKLW at a recent board meeting of the Western Ontario Broadcasting Company, Ltd., and Essex Broadcasters, Inc. He succeeds the late Malcolm G. Campbell.

Elevated from his previous position of vice-president, Campeau has spent 16 years in the sales, administrative and management end of radio.

# WLW

700 ON YOUR DIAL

THE NATION'S  
MOST  
MERCHANDISE-ABLE  
STATION

PERSONALIZED  
RECORDING SERVICE

Have your programs recorded on regular 78 revolution, 10-inch recordings. Highest grade work and materials. Write or wire  
**NICK KIRIKOS—VAN STAMATAS**  
67 Union Street FRANKLIN, MASS.

one of the disk jockeys now on KFWB, probably Bill Anson.

According to Maizlish, Block was not willing to co-operate with the station and was too busy with his other deals (New York show, MGM pic work, etc.). Maizlish pointed to Block's recent trip to New York, during which he did not find time to sit down with sponsors or do anything in the interest of his KFWB show. Block, in turn, stated Maizlish was too demanding.

## Elgin Returns To Net Airers; Buys Quizzer

CHICAGO, Oct. 4.—Rescinding its recent decision to buy only spot radio and to forsake network airing, the Elgin-American division of the Illinois Watch Company, Elgin, Ill., this week bought the Groucho Marx quiz program, *You Bet Your Life* and made plans to air it on ABC Mondays from 7 to 7:30 p.m., starting October 27 or November 3. Program will originate in Hollywood and will be produced by John Guedel. William Morris was in on the sale here.

Nets have been shooting at Elgin-American for months. A few months ago it took an option for night time on ABC, but then dropped the option. Up to the last minute Mutual was still in the running and lost out only because its presentation was not prepared in time for complete consideration by company execs, who were anxious to get on the air as soon as possible in order to move present stocks from dealers' shelves to make way for new Christmas orders.

Weiss & Geller, Chicago, is the agency on the account.

## Husing Heps Happy

NEW YORK, Oct. 4.—Baseball Commissioner Happy Chandler and sportscaster and disk jockey Ted Husing, of WHN, were having a heated discussion during the opening game of the World Series at the Yankee Stadium this week. Fans saw them both gesticulating and for a while the television camera focused on them. Viewers wondered.

On Wednesday Husing broke down and told all. It seems Chandler's daughter, Mimi, wants to become a disk jockey on a Kentucky station, and Husing was giving pop some angles on the business.

## Overseas Jockeys

SAN FRANCISCO, Oct. 4.—When it comes to gimmicks for a platter show, Bob Goerner, of the KQW nightly *Curfew Club*, is in a fair way to accomplish something out of the ordinary right here in town.

Here's how it works: Goerner whips up a record of what's doing in the field of popular music in this country and sends it to a fellow jockey in Sydney, Australia, named Bill McColl.

McColl, in turn, makes a survey of the situation Down Under, dubs in a few samples of the band-playing of local combinations, and ships it up to the *Curfew Club*. Both jocks play these transcriptions back over their respective programs.

Anyway, the citizens of both countries come a bit closer together—in the field of pop recordings, that is.

## Code Puts Radio On Spot, Says "Times" Editor

NEW YORK, Oct. 4.—By virtue of adopting the code at the Atlantic City convention of the National Association of Broadcasters, "radio has put itself squarely on the spot," according to Jack Gould, radio editor of *The New York Times*.

Speaking at the season's first luncheon meeting of the Radio Executives' Club Thursday (2), Gould stated that whether the code is to be a "phony" or a turning point in radio's relations with the public depends on whether all facets of the industry live up to it or use it merely as a false front.

"If you talk good in your press-agent handouts and talk bad over the microphone, are you willing to brave the inevitable storm? . . . That decision rests with you," he stated.

### Code Won't Satisfy All

Gould said he didn't think the code ever would satisfy all segments of the industry. "A code must represent a compromise," he said, and added that "if radio cannot make a reasonable and healthy profit without stooping to standards which even it admits are low, then indeed we have come to a disastrous pass." He stated, however, that adoption of the code did not represent a confession that radio has been guilty of "everything under the sun" the past 25 years. "The industry's achievements are too real . . . to warrant any such nonsense as that."

Gould's talk pointed up the necessity for putting teeth in the code and the possibility of increased government control and public criticism if radio did not regulate itself. He discounted reports that advertisers would withdraw from radio in the event of increased self-policing by the industry, adding that a code is as essential to the advertiser as the radio exec.

## Flacks Sell Video Show

NEW YORK, Oct. 4.—Joe Ranson and Dick Pack, publicity directors of WHN and WNEW, respectively, have sold a video show to General Foods based on *Quiz Book of the Seven Arts*, a tome written by the flacks. Show will be televised for a four-week run, Thursdays, 8-8:30 p.m., starting next week. Program will plug Jello.

Young & Rubicam is the agency.

## Hammond and Eiges Upped to NBC Veepees

NEW YORK, Oct. 4.—Board of directors of the National Broadcasting Company (NBC) this week raised to vice-presidents Charles H. Hammond, who is assistant to Executive Vice-President Frank Mullen, and Sydney H. Eiges, chief of the press department. The appointments were noteworthy from various angles. Both men are young and their promotions are in line with the web's policy of placing fresh talent in high operational and administrative posts.

Hammond was named assistant to Mullen earlier this month. He will be concerned with operational matters, for the most part concerned with sound broadcasting. It is expected that this will enable Mullen to devote more time to television.

Eiges' promotion occasioned much interest in the trade, many execs construing it as an indication of the increasing importance of public relations to the radio industry. Eiges' advancement was in a sense accidental—no other public relations chief having risen to veepee in that field.

Eiges joined NBC's press department in 1941, becoming assistant manager one year later. His prior experience included 11 years with International News Service, including the posts of night editor and cable editor of the New York office.

Hammond until recently was director of advertising and promotion for NBC, a post he had held since 1944. He came to the web in 1943, leaving a position as manager of the advertising bureau of the American Newspaper Publishers Association. Prior to that he was a reporter on *The New York Post*, *The New York World* and also worked on the old *Literary Digest*.

## Detroit School Outlet's Aims

DETROIT, Oct. 4.—Detroit Board of Education's FM station WDTR, whose opening is tentatively scheduled for November 1, is intended to supplement commercial radio and increase co-operation between education board authorities and aircasters, rather than offer competition. For at least 11 years Detroit commercial stations each have carried one program weekly produced by the board. They welcome educational activities—in contrast to the cold reception given them in many cities. The standing of Detroit educational radio is indicated by the award of merit last year, by the National School Broadcast Conference, to Mrs. Kathleen Nichols Laride, Detroit supervisor of radio education.

WDTR's schedule calls for three hours of more of programming a day, five days a week, with the station going off the air while educational shows are carried by any other station.

Of the 16 programs logged for WDTR nearly all are locally originated. However, it will also carry the Columbia Broadcasting System (CBS) series *School of the Air*, each day, with a direct wire hook-up from WJR, local CBS outlet. In addition, special transcribed shows will be presented.

## 30-Min. Abe Burrows Seg

NEW YORK, Oct. 4.—Columbia Broadcasting System (CBS) is preparing a half-hour version of the Abe Burrows show and will cut a record in two or three weeks. Margaret Whiting will be used as the vocalist. The four-piece musical combo now on the Burrows seg will be expanded to 13.

PROGRAMS  
RATE HIGHER  
ON  
WBNS

"BLONDIE"  
Hooperating  
(Fall-Winter '46-'47)  
**23.**

ASK JOHN BLAIR  
In Columbus It's



WBNS

COVERS CENTRAL OHIO

163,550 WBNS FAMILIES IN CENTRAL OHIO

### Educational Crisis Gets Spotlight in CBS Documentary

NEW YORK, Oct. 4.—Latest effort of the documentary division Columbia Broadcasting System (CBS) gets under way Monday (6), when several members of the CBS staff, in collaboration with the Rutgers University Sociology Department, begin an exhaustive six-week study of the educational crisis. The final result, which will air for one hour late in November or early in December will delineate the need for preparing

the present generation of students for the complex problems of living in the atomic era.

The CBS staffers will take up residence in an unnamed New Jersey town and integrate their lives with the educational system there. Result, they believe, will enable them to bare certain fundamental defects in our educational structure. The town selected for the survey was carefully chosen and actually represents a higher level than most.

Entire operation will be under the supervision of Bob Heller, head of CBS's documentary division. Heller said no decision had yet been made as to the show's ultimate format, which would depend upon the material accumulated. Scripting will be done by Charles Munroe, of CBS's

### Wene May Sell Half Of WTTM in Trenton

TRENTON, N. J., Oct. 4.—Sen. Elmer H. Wene, president and owner of WTTM, Trenton, and WSNJ, Bridgeton, N. J., is negotiating to sell a half interest in WTTM to S. Carl Mark, radio director of the Al Paul Lefton Agency. The price is understood to run into six figures.

Wene is expected to be a candidate for the Democratic gubernatorial nomination.

program writing division. Munroe is among the staffers who have taken up residence in the guinea pig community.

### Sponsor of Silence

DETROIT, Oct. 4.—The one and a half hours from 4 to 5:30 a.m., the only time CKLW is off the air, will be literally as silent as the grave from now on. The sign-off announcement at 4 a.m. has been bought by J. Sutton & Son, undertaking firm, and in effect offers the listener 90 minutes of silence. Richard E. Jones, sales and promotion manager of the station, went all-out to get the most appropriate customer for this period.



"Best individual record was scored neither by a network nor a network affiliate, but by an independent—WOV, New York. The only outfit to win two awards each year."

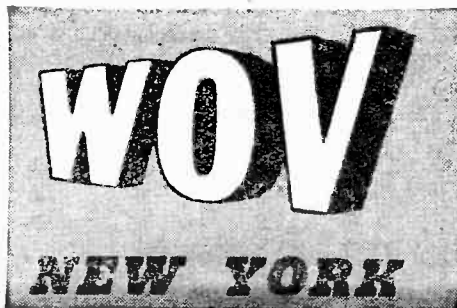
BILLBOARD—SEPTEMBER 20, 1947

## Billboard again honors WOV

Accepting these distinguished citations with understandable pride, WOV expresses its gratitude to the agency and sponsor executives who selected us as winners for the second consecutive year.

We declare our continued dedication to an even more concerted effort toward our basic policy of radio broadcasting, that in serving the public interest we best serve listeners and sponsors alike.

Ralph N. Weil, General Manager  
Arnold B. Hartley, Program Director  
John E. Pearson Co., National Representative



Part I

The Billboard



DAYTIME Talent Cost Index

Tabulations are based on sponsored programs only. Based on first 15 daytime shows and first three Saturday afternoon shows in September 15 Hooper report.



Program Sponsor, Agency, Network and Stations	Hooper Rating	Previous Rating and Rank	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Urban Listeners
1—MA PERKINS Procter & Gamble Oxydol	5.8	6.4—1	NSP—ABC NSP—MBS NSP—NBC	\$1,300	\$ 224.15	—
2—OUR GAL SUNDAY Whitehall Pharmacal Anacin	5.7	5.0—3	NSP—ABC NSP—MBS NSP—NBC	\$1,750	\$ 307.02	—
3—LORENZO JONES (TWTF) Sterling Drug Various Products D-F-S, NBC 142	5.3	4.9—4	Eddy Duchin (MWF)—ABC NSP—CBS NSP—MBS	\$2,000	\$ 377.36	\$.69
4—YOUNG WIDDER BROWN Sterling Drug Haley's M-O Phillips Toothpaste D-F-S, NBC 142	5.1	4.9—4	Dick Tracy LN-Co-Op—ABC NSP—CBS NSP—MBS	\$1,600	\$ 313.73	\$.53
4—RIGHT TO HAPPINESS Procter & Gamble Ivory Soap Compton, NBC 142	5.1	5.0—3	Paul Whiteman— ABC NSP—CBS NSP—MBS	\$2,250	\$ 441.18	\$.85
4—AUNT JENNY Lever Bros. Spry, Lux Soap R&R, CBS 65	5.1	4.3—3	Welcome Travelers —ABC Victor H. Lindlahr (Sub)—MBS NSP—NBC	25,000	\$ 392.16	—
5—WHEN A GIRL MARRIES General Foods Certo (B&B), Sanka (Y&R)	5.0	4.7—5	Tennessee Jed LN—ABC NSP—CBS NSP—MBS	\$2,300	\$ 460.00	—
6—STELLA DALLAS Sterling Drug Various Products D-F-S, NBC 142	4.9	5.0—3	Paul Whiteman —ABC Hint Hunt—CBS NSP—MBS	\$1,750	\$ 357.14	\$.64
6—PEPPER YOUNG'S FAMILY Procter & Gamble Camay Soap (P&R) Tide (B&B) NBC 130	4.9	4.5—6	Paul Whiteman —ABC NSP—CBS NSP—MBS	\$2,650	\$ 540.82	\$.91
7—HELEN TRENT Whitehall Pharmacal Heat Liniment Kolynoc, Bisdodol D-F-S, CBS 84	4.8	5.3—2	NSP—ABC NSP—MBS NSP—NBC	\$1,800	\$ 375.00	—
8—BIG SISTER Procter & Gamble Ivory Soap Compton, CBS 68	4.7	5.3—2	Baukhage Talking LN—Co-Op—ABC Cedric Foster—LN— Co-Op—MBS NSP—NBC	\$2,500	\$ 531.91	—
9—BREAKFAST IN HOLLYWOOD Kellogg Co. Kellogg's All-Bran K&E, ABC 240	4.6	4.5—6	Arthur Godfrey —CBS NSP—MBS Fred Waring—NBC	\$1,500	\$ 328.09	\$.61
10—BREAKFAST CLUB Swift & Co. McC-E (Thurs.) J.W.T. (MTWF) ABC 274	4.4	*	NSP—CBS NSP—MBS NSP—NBC	\$3,000	\$ 681.82	\$1.15
10—PORTIA FACES LIFE General Foods Post's Bran Flakes, Post's Raisin Bran (B&B) Instant Postum (F.C.&B.) NBC 87	4.4	4.4—7	Terry and the Pirates —ABC NSP—CBS NSP—MBS	\$2,750	\$ 625.00	—
11—FRED WARING SHOW (TT) American Meat Institute Meat and Allied Products Leo Burnett, NBC 152	4.3	*	Breakfast In Holly- wood (P&G)—ABC Breakfast in Hollywood (Kellogg)—ABC Arthur Godfrey—CBS NSP—MBS	\$7,000	\$1,027.91	\$2.76
11—BREAKFAST IN HOLLYWOOD Procter & Gamble Ivory Flakes Compton, ABC 239	4.3	*	Arthur Godfrey —CBS NSP—MBS Fred Waring—NBC	\$1,500	\$ 348.84	\$.66

TOP THREE SATURDAY AFTERNOON PROGRAMS:

1—GRAND CENTRAL STATION Pillsbury Flour Various Products McC-E, CBS 132	5.4	5.8—1	NSP—ABC NSP—MBS NSP—NBC	\$2,200	\$ 407.41	\$.54
2—COUNTY FAIR Borden Co. Borden's Instant Coffee K&E, NBC 157	5.3	5.0—2	NSP—ABC NSP—MBS NSP—NBC	\$4,000	\$ 754.72	—
3—STARS OVER HOLLYWOOD Bowe's, Inc. Darl-Rich Chocolate Flavoring Sorenson, CBS 54	5.1	4.8—3	NSP—ABC NSP—CBS Smilin' Ed McConnell —NBC	\$4,000	\$ 784.31	—

Average daytime rating is 3.4, as against 3.5 last report, 3.7 a year ago. Average sets-in-use is 14.8 as against 14.3 last report, 14.7 a year ago. Available homes are 71.4 as against 69.3 last report, 71.3 a year ago. Number of sponsored hours reported is 89 1/4 as against 87 1/4 last report, 84 1/4 a year ago.

\* Not in top 15 last report. LN—Limited Network. NSP—No Sponsored Programs.

L. & M.—Lennen & Mitchell. F., C. & B.—Foote, Cone & Belding. Y. & R.—Young & Rubicam. W. & L.—Warwick & Legler. W. & C.—Williams & Cleary. L. W. R.—L. W. Ramsey. J. W. T.—J. Walter Thompson. McK. & A.—McKee & Albright. R. & R.—Ruthrauf & Ryan. D. C. & S.—Doherty, Clifford & Shenfield. S. & S.—Schwimmer & Scott. R. W. & C.—Roche. Williams & Cleary. A. M. & W.—Audrey, Moore & Wallace. W. H. W.—William H. Weintraub. McC-E.—McCann-Erickson. P. & R.—Pedlar & Ryan. D. F. S.—Dancer-Fitzgerald-Sample. N. L. & B.—Nearham, Lewis & Brorby. R. M. S.—Russell M. Seeds. B. & B.—Benton & Bowles.

Illinois Brewer Angels La Davis In 25-35 Markets

CHICAGO, Oct. 4.—Climaxing its rapid climb as a user of radio and television, started a year ago, Canadian Ace Brewing Company, largest in Illinois, this week announced it would sponsor the Joan Davis CBS co-op show in as many markets as it could get, starting October 11 when the show hits the air. So far the company has signed to sponsor the show (Saturdays 8-8:30 p.m.) on the West Coast, in Chi over WBBM, and over WEEL, Boston. According to George Cooper, advertising head of the company, the brewery will have the show in 25 to 35 markets in a few weeks and will add to the list.

Company, which has coast-to-coast distribution in several hundred markets, uses spots extensively here. It also airs about two hours of local shows daily, is to sponsor telecasts of Chicago Bears' games on WBKB here, and also buys local programs elsewhere.

It has been estimated that in the next year the firm will spend about \$1,000,000 for advertising, much of it in radio and television.

Company practically handles its own advertising. It has an agency, the Lou Wietzman org on the West Coast, but most radio-television and other advertising plans are made by company execs.

Firm decided to go in heavy for radio and television advertising because of anticipated increased production and the realization that competition is stiffening.

"Ma Perkins" Holds No. 1 Daytime Spot

But TCI Rating Off a Bit

NEW YORK, Oct. 4.—Procter & Gamble's Ma Perkins dived in rating somewhat since the last daytime Talent Cost Index, which appeared in the September 6 issue of The Billboard—but the soapie still holds the No. 1 spot in the daytime field rating-wise and is the standout buy. Cost per point is estimated at \$224.14, as predicted on a Hooper of 5.8. Next best buy in the daytime field is Whitehall Pharmacal Company's Our Gal Sunday, which rates 5.7 as against Ma's 5.8. Sunday's cost per point, however, is \$307.02—very fine with regard to other shows on the chart, but nevertheless considerably more than the P&G topper. Sunday, incidentally, was in third position on the last chart.



Sterling Drug's Lorenzo Jones also moved up from fourth to third rank, scoring a Hooper of 5.3 and delivering at an estimated cost of \$377.36 per point, or \$.69 per 1,000 urban listeners. Sterling's Young Widder Brown, P&G's Right to Happiness and Lever Bros.' Aunt Jenny all show up in fourth place with ratings of 5.1; General Foods' When a Girl Marries is fifth; Sterling Drug's Stella Dallas and P&G's Pepper Young are tied for sixth. Runners-up can be ascertained from a glance at the listing.

In the Saturday afternoon line-up, Pillsbury Flour Company's Grand Central Station, Borden's County Fair and Bowey's Stars Over Hollywood grabbed first, second and third positions, respectively, with ratings of 5.4, 5.3 and 5.1. Station, according to the figures, is the best buy of the lot, with an estimated per point cost of \$407.41, as against \$754.72 for County Fair and \$784.31 for Hollywood.

KMBC-FM Files For Power Boost

KANSAS CITY, Mo., Oct. 4.—Midland Broadcasting Company, operators of KMBC, has filed application with the FCC for increase to 465,000 watts power for its FM station, KMBC-FM. Power boost would make KMBC-FM one of the most powerful FM stations in the country and increase its influential position in the radio industry in this territory.

KMBC-FM has been on the air daily since June, 1941. According to Arthur B. Church, president of Midland, increase in power of FM station will be part of over-all post-war expansion plans of the company. Other projects call for sending an AM signal to the Colorado borders and the purchase of the former Red Cross building here to house expanded activities.

WLEC, 250 Watts, Bows November 15

SANDUSKY, O., Oct. 4.—WLEC, a new 250-watter, will take the air about November 15, being operated by Lake Erie Broadcasting Company with Sandusky and Columbus men backing. The station, a 40 by 60 Quonset hut with 175-foot tower, will be on a six-acre plot in the east end of town. It will operate at 1450 standard broadcast, with about 30-mile range.

Albert Heiser, vice-president, hasn't announced program details, but it is expected he will rely on local talent for much of his air time. The town has a little theater group with 20 years' experience, a choral society with 12 years' backing, plus other varied talent, not counting high school groups.

HIGHEST FORM OF FLATTERY

It's imitation, I'm told. Guess no one can flatter me because no one can quite imitate my high quality, low cost, speedy work, as stage folk know!

8x10's, 5c ea. (In quantity)  
POSTCARDS, 2c ea. (In quantity)  
Mounted Blow-ups on heavy board, 20x30, \$2 ea.; 30x40, \$3 ea.

Write for FREE Samples and Price List B.

MOSS PHOTO 155 W. 46th St. N. Y. C. 19 BR 9-8482-8488



Burrell's ESTABLISHED 1888 PRESS CLIPPING BUREAU, Inc. 165 Church St., New York 7, N. Y. BR 9-4371

Part II

The Billboard



NETWORK PROGRAM Reviews & Analyses

Rating figures used are supplied by the C. E. Hooper organization. Data concerning advertiser expenditures, campaign themes, etc., is compiled by interviews with agencies and advertisers and is based on latest available information.



**Kraft Music Hall**

Reviewed October 2, 1947  
KRAFT FOODS COMPANY  
(KRAFT CHEESE)

John H. Platt, Vice-Pres. in Chg. of Advg.

Thru J. Walter Thompson Company  
W. F. Lockridge, Acct. Exec.

Via NBC—141 Stations  
Thursdays, 9-9:30 p.m.

**Estimated Talent Cost:** \$22,500; producer, Ezra McIntosh; writers, Manny Mannheim and Charles Isaacs; musical director, Lou Bring; announcer, Ken Carpenter; cast: Al Jolson, Oscar Levant (pianist), Milena Miller (vocalist); guest (Edgar Bergen on this show).

Current Hooperating for the program (June 18, 1947).....	6.5
Average Hooperating for shows of this type (Variety).....	5.8
Current Hooperating of show preceding (Burns and Allen).....	7.1
Current Hooperating of show following ("Village Store").....	4.6
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
ABC: "Willie Piper".....	2.5
CBS: "Lawyer Tucker".....	5.8
MBS: Gabriel Heatter (9-9:15).....	4.2
"Real Stories" (9:15-9:30).....	3.0

**ABOUT THE ADVERTISER**

Kraft Foods Company sponsors, besides the "Music Hall," another National Broadcasting Company (NBC) show in "The Great Gildersleeve." The firm's radio expenditures last year were approximately \$1,275,000. Magazine advertising got somewhat less from the Kraft till, taking about \$950,000 in 1946.

A bid to restore some of the faded glory of the old Bing Crosby hour-long *Kraft Music Hall* was made by the cheese outfit when it reopened the doors to that establishment with a show headed by the old minstrel man, Al Jolson. Assisting the *Mammy* yodeler are the redoubtable pianist-wit, Oscar Levant, fem vocalist Milena Miller, Lou Bring's ork and big name guests. Visiting KMH for the opener were Edgar Bergen and his wooden side-kick, Charlie McCarthy. The show supplants last year's version, which headlined Eddie Foy, Eddy Duchin, the Mills Brothers and Miss Miller.

It may be too early to pass final judgment on the opus, for the initial offering tended to be a bit disorganized, with almost too much and too varied entertainment on tap. When Jolson held the spotlight, the program sparkled, for Joley still can sell a song. His contributions to the proceedings were *Toot, Toot, Tootsie; All My Love* and *When You Were Sweet Sixteen*, and he put them all over in sensational style.

**Levant Lacks Lines**

Levant's lines, unfortunately, made him sound merely surly rather than sardonic. Oscar can be a funny fellow if given half a chance, but his only punch-line came when he explained he purposely had the planes, which usually mess up outdoor concerts, fly over when he played the hard parts. He also dished out a tastefully rendered keyboard version of *Malaguena*. Miss Miller remains a rather ordinary chirper who made with a so-so version of *Too Marvelous for Words*.

Bergen and McCarthy turned up with the expected round of castigations, but the biggest laugh came when the spritely dummy greeted (See *Kraft Music Hall* on page 18)

**Philco Radio Time**

Reviewed October 1, 1947

THE PHILCO CORPORATION

John Gilligan, Adv. Mgr.  
Thru Hutchins Adv. Co., Inc.  
H. Pierson Mapes, Acct. Exec.

Via ABC

Wednesdays, 10-10:30 p.m.

**Estimated Talent Cost:** \$22,500; producer-writer, Bill Morrow; director, Murdo McKenzie; music, John Scott Trotter and orchestra; announcer, Ken Carpenter; cast: Bing Crosby, Gary Cooper (guest this program only), Peggy Lee (Vocalist), Rhythmairs (vocal group).

Last Hooperating for the program (June 18, 1947).....	13.6
Average Hooperating for shows of this type (Variety).....	5.8
Current Hooperating of show preceding (Special Event).....	4.8
Current Hooperating of show following (Special Event).....	4.8
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
CBS: "The Whistler".....	5.0
MBS: Sustaining.....	None
NBC: "Big Story".....	6.8

**ABOUT THE ADVERTISER**

Philco has consistently increased its radio advertising budget in recent years. In 1946, when the company undertook sponsorship of Crosby's transcribed program, the budget was estimated at close to \$2,000,000. This represented an increase of about \$700,000 over 1945. Philco has supported its Crosby program with extensive display advertising in newspapers. In magazines, the budget has hovered between \$500,000 and \$600,000 for the past five years.

When Der Bingle returns to the air each fall it seems that radio programming takes a jump forward. This year, too, the Groaner's show promises a half-hour of lush melody, rhythm and bright chatter, all delivered in that facile, showmanly manner inescapably coupled with Crosby.

The debut show Wednesday was essentially the same package that made network program history last year, altho one difference was notable—the quality of the initial recordings of last year's Philco series was much inferior to the 1947 debut program. The improvement is attributed to the use of the tape recording technique, which provides greater fidelity. Wednesday show had no noticeable mechanical defects.

**Bing Is Still Bing**

Entertainment-wise, Crosby delivered with the old charm, scoring with a medley of such top pops as *Mam'selle, Chi-Baba* and *Peg o' My Heart*—tunes which Crosby does as no one else can. The fem warbling assignment was ably handled by Peggy Lee, whose rendition of *It Takes a Long, Long Train*, had an enjoyable rhythm and blues quality. The John Scott Trotter ork has no peer as a studio group.

The Crosby programs have always had a certain amount of musical high jinks. Wednesday's program was tops in this respect, with guest Gary Cooper, Bing and Miss Lee burlesquing a Hollywood horse opera. The denouement had them all chiming in with *El Rancho Grande*—hokey and effective.

Philco last year claimed that the Crosby program measurably boosted sales. This is encouraging, inas-

**Duffy's Tavern**

Reviewed October 1, 1947

THE BRISTOL-MYERS COMPANY

Roger C. Whitman, Asst. Adv. Mgr., Agency Contact

Thru Young & Rubicam, Inc.  
Ed Grimm, Acct. Exec.

Via NBC—134 Stations

Wednesdays, 9-9:30 p.m.

**Estimated Talent Cost:** \$12,000; producer, Tony Stanford; writers, Vincent Bogert, Al Johansen, Herbert Finn, Robert Schiller, Lee Karson, Larry Rhine, Lou Grant, Phil Sharp, William Freedman, Morris Freedman; musical director, Matty Malneck; announcer, Jay Stewart; cast: Ed Gardner (Archie), Charles Cantor (Clifton Finnegan), Eddie Green (Eddie), Helen Eley (Miss Duffy).

Last Hooperating for the program (June 18, 1947).....	12.4
Average Hooperating for shows of this type (Variety).....	5.8
Current Hooperating of show preceding ("Summerfield Bandstand").....	4.3
Current Hooperating of show following ("Mr. District Attorney").....	10.9
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
ABC: (Special Event).....	4.8
CBS: "Rhapsody in Rhythm".....	4.2
MBS: Gabriel Heatter (9-9:15).....	4.6
"Real Stories" (MTWTF, 9:15-9:30).....	3.0

**ABOUT THE ADVERTISER**

Bristol-Myers is one of the top advertisers in radio, having such network airers as "Mr. District Attorney" and "Break the Bank" in addition to "Duffy's Tavern." Company's radio budget has held up well in recent years, estimated 1946 figure being approximately \$2,600,000 as compared with \$2,275,000 in 1945, and \$2,375,000 in 1944. B-M spends heavily in newspapers, last year's budget reaching nearly \$3,500,000. This figure represented an increase of nearly \$1,000,000 over the newspaper budget in years prior to 1946.

*Duffy's Tavern* hung out the open-for-business sign Wednesday (1), with Ed Gardner resuming his harassed existence as Archie. The unheard Duffy was there as usual—at the other end of the phone—and so were a batch of returning regulars such as Eddie Green playing the waiter, Charlie Cantor as Finnegan, and Helen Eley as Miss Duffy. Matty Malneck again handles the music assignment capably.

The characters are still laugh-getters, and on this debut show they had the advantage of a script which attained high levels of nonsense. There was Miss Duffy, for instance, who returned from Goldfarb's dude ranch in the Catskills "with the hottest lover since Herbert Hoover." There also was a typical tavern situation involving mistaken identities, which the writers built up into a climactic potpourri of nonsensical comedy. In addition to good overall comedy situations, lines were crisp and bright.

New announcer on the show, Jay Stewart, delivered the plugs for Ipana and Trushay. Copy was in good taste. Paul Ackerman.

much as it indicates that a commercial can be pleasant and still carry an effective sales message. The Philco blurbs, with Crosby leading into them in chatter with Carpenter, are easy to take. Paul Ackerman.

**The Aldrich Family**

Reviewed October 2, 1947

GENERAL FOODS CORPORATION  
(JELLO PUDDINGS)

John Allen, Assoc. Adv. Mgr., Agency Contact

Thru Young & Rubicam, Inc.  
O. A. Saunders, Acct. Exec.

Via NBC

Thursdays, 8-8:30 p.m.

**Estimated Talent Cost:** \$12,000; producer-director, Lester Vail; writers, Norman Tokar, Mr. and Mrs. Dell Dinsdale; based on characters by Clifford Goldsmith; music, Jack Miller's orchestra; cast: Ezra Stone (Henry Aldrich), Jack Kelk (Homer), Mary Rolfe (Mary Aldrich), House Jameson (Mr. Aldrich), Katherine Raht (Mrs. Aldrich), Mary Shipp (Cathleen), Judith Abbott (Agnes), Joan Jackson (Stringbean Kittinger).

Last Hooperating for the program (June 19, 1947).....	7.9
Average Hooperating for shows of this type (Dramatic).....	6.3
Current Hooperating of show preceding (H. V. Kaltenborn, MTWTF).....	3.7
Current Hooperating of show following (Burns and Allen).....	7.1
<b>CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS</b>	
ABC: "Lum 'N' Abner" (8-8:15).....	3.0
Sustaining (8:15-8:30).....	None
CBS: "Suspense".....	9.0
MBS: Sustaining.....	None

**ABOUT THE ADVERTISER**

General Foods, third among radio's bankrollers, put out about \$7,750,000 in airing its programs last year. This was a dip of about \$75,000 from the previous year, and considerably below the \$9,500,000 the firm spent in 1944. The Jello and Jello Puddings division, which last year used the Fannie Brice show as its prime medium, was responsible for about \$300,000 of the General Foods radio expenditures in that year. Magazines, while decidedly a secondary medium for General Foods as a whole (about \$2,600,000 in 1946), took a larger appropriation from the Jello division last semester than radio. About \$350,000 of Jello funds went into magazine advertising in 1946.

The misunderstandings and misadventures of the *Aldrich Family* began airing for the ninth year this week, after the usual hiatus period, and the well-intentioned bunglings seem good for another season of laughs. The left-footed characters first invented by Clifford Goldsmith back in 1938 seem to fall into difficult situations with just as much enthusiasm as when the show first evolved out of a 10-minute sketch on the Kate Smith program. If the situations themselves have become a bit tired, well, how much trouble can one family have?

Initial stanza of the new series had the well-meaning but long-suffering parents of Henry Aldrich and his pal, Homer, reach the obvious conclusion that the lads were a bad influence on each other and should see each other less. As might be expected, this led only to trouble, in this case with the school authorities, as one mishap after another wrapped the juvenile delinquent's mantle tighter around the two. Ultimately, of course, the parents saw the error of their ways, concluding that Henry and Homer would get into less trouble via their previous relationship.

**Near-Perfect Cast**

The cast remained near perfect, with Ezra Stone as Henry and Jack Kelk as Homer making as gruesome a duo of brats as one could desire. House Jameson and Katherine Raht probably will continue to play Henry's parents to a fare-thee-well for years to come, with the rest of the cast fitting into roles admirably. Jack Miller's ork supplied suitable musical bridges. If (See *The Aldrich Family*, page 18)

# FIRST TV SURVEY OF SERIES

## 63,941 Fans See Ball Game On Home Sets

1,181 Homes Sampled

(Continued from page 3)

mond classic to be videoed.

Since the sample (1,181 homes with video receivers) is by far the largest base yet used for any TV study, there is little doubt that the survey constitutes another strong indication of the speed with which television is coming of age as a practical, commercial advertising medium. The survey also figures to set a pattern for TV rating studies in the future. This story and the survey chart accompanying it cover only homes, and do not include bars, taverns and other public places. A second and separate study, based on TV World Series viewing in the drinkeries and other mob hangouts, is in preparation and the results will appear exclusively in next week's (October 18) issue of *The Billboard*.

### 40.3 Sets in Use

The present home sets survey, at any rate, shows 40.3 sets in use and indicates that of these more were tuned to WNBT (National Broadcasting Company's outlet) than to either the Columbia station, CBS-TV, or DuMont's WABD. WNBT hit a 14.1 rating and had a 35.1 share of audience figure. DuMont topped CBS-TV with 11.5, as against 8.9 on the rating, and 28.5 for its share of audience, as against 22.1 for the CBS outlet. A somewhat surprising fact is that AM radio Station WOR, with exclusive radio broadcast of the series, hung up a 4.0 rating and took a 10.0 share of audience in homes which had video receivers. Nature of querying on this section of the study makes it impossible to pin down in detail specific reasons for WOR's radio showing against the telecasts. In some cases, due to inadequate audio reception on the TV receivers, people had WOR tuned in on their radios and watched the picture on

## C. E. HOOPER - THE BILLBOARD COINCIDENTAL RATING STUDY OF 1947 WORLD SERIES TELECAST

(HOME SETS "ONLY")

TELEVISION SETS IN USE 40.3\*

VIDEO STATIONS	RATING	SHARE OF AUDIENCE
WNBT	14.1	35.1%
WABD	11.5	28.5%
WCBS-TV	8.9	22.1%
RADIO STATIONS**		
WOR	4.0	10%
Other Stations (combined)	1.8	4.3%
Total Number of persons in each home with television sets in use viewing game		
Number of men		2.9
Number of Women		1.1
Number of Children		0.3

### SPONSOR IDENTIFICATION

Ford	69.6
Gillette	61.6

\*1,181 television set owners (list supplied by WNBT) in the Metropolitan New York area were phoned during the hours of 1:30 to 3:30 p.m. standard time during the game played at Ebbets Field, Thursday October 2. This happened to be the game which ran 3 hours and 5 minutes, longest time for a nine-inning World Series game in the history of baseball.

\*\*This refers to AM stations tuned in, in homes interviewed in which there were television receivers. (See accompanying story for details.)

the telescreen. In other instances, telecasts were out of order or delivering so unsatisfactory a signal that people just didn't care to suffer the eye-strain involved. In still others, the folks just plainly preferred the broadcasts to the telecasts. It is reasonable to assume here that (baseball fans being baseball fans) Red Barber and Mel Allen, who broadcast the Dodger and Yankee games, respectively, all thru the regular season, had built up a certain number of loyal tuners who would rather listen to their word pictures than look at TV's camera shots. Another fair assumption might be that video announcers at ball games (1) have not yet had the time to develop similar followings and (2) have not yet hit upon a 100 per cent effective technique for doing the talking in an interesting enough manner to add to the TV pictorial appeal.

### Some Not Ball Fans

People totaling a 1.8 rating and representing a 4.3 share of the audience were tuned in to other radio stations, which is simply taken to mean that World Series or no, some folks still like their soap operas, disk shows, quizzes, etc., and just aren't ball fans.

The study showed an average of 4.3 people looking in at each home set. Of these 2.9 were men, 1.1 women and 0.3 children. The 4.3 figure is considered a healthy one, tho it causes a little eyebrow lifting when compared to the 6-point plus figure generally used as the number of people looking at each video set regularly, and the 6.2 people-per-set figure developed in a recent Hooper study made for CBS-TV during the course of a Dodger-Chicago Cubs night game. One clue to the mystery (if any) here is in the words "night game." All the series games, of course (including the Thursday game on which this study was made), are afternoon sessions, and many of the

menfolks (who represent the greatest part of ball fans) are chained to jobs, whereas they figure to be sitting around TV sets watching a night game during the course of a hot pennant race.

Despite this fact, however, the 2.9 men viewers-per-set is an extremely healthy one. The figure for women is good, tho not spectacular (when compared to radio), and the kids' figure is just about what would be expected.

### Game Peculiarities Important

In any beneath-the-surface analysis of the figures, however, one other important factor must be kept in mind. The survey was made from 1:30 to 3:30 p.m., Eastern Standard Time, Thursday (2). This, the third game of the series, followed two games in which the Yankees had begun to give strong indications that the Series would be a walk-away. Anyone who understands the psychology of the ball fan would likely concede that the opening game, or even the second one, might have developed heftier figures. Also in this direction, the Thursday (survey) game was the one in which the Dodgers scored six runs in the second inning to lead the New York club 6-0, making it appear a runaway at an unusually early moment, and probably chasing some mild fans from TV to other pursuits. If the study had been made Friday (3), for example, when Bevins came just a cookie's breadth from tossing baseball's first Series no-hitter and when the score was 2-1 down to the ninth, the show probably would have held a larger audience thru the two hour stretch.

### Sock Commercial Impact

The study showed once again that TV's commercial impact is little short of sensational. Ford scored a 69.6 sponsor identification and Gillette a 61.6. When stacked against top winter time radio s.i. figures such as the February report on which Lux gets an 88.3, Hope a 77.1, Fibber 78.5, Benny 63.7, etc., the shallow thinking analyst might do nip-ups over video's commercial impact. But when it is remembered that these shows have been building their s.i.'s for many years at the cost of millions of dollars, the Ford-Gillette identifications shine like Lavagetto in the ninth. And when further probing reveals that such high-rated airers as Duffy's

Tavern, Mr. D. A., Fred Allen (to name just three) hit s.i.'s like 30.6, 34.7 and 30.8, respectively, on last February's report, the one-time TV impact of the auto and razor outfits really sparkles. It is interesting to note that Ford tops Gillette's s.i., despite the fact that the shave firm has been the Series radio sponsor for years. This may be taken as a commentary on the quality and forcefulness of the respective sponsor's TV commercials.

### Publicity a Strong Plus

And the commercial value Ford and Gillette got for the \$65,000 they laid on the line for the Series telecast rights can hardly be estimated by the sponsor identification figures alone. Both firms got countless thousands of lines of valuable publicity in newspapers and magazines as a result of bankrolling the blue ribbon ball games. *Life* magazine, in its next issue, out Friday (10), will have a spread on the Series telecasts. Practically every newspaper in the metropolitan area carried stories concerning the telecasting and sponsorship of the games on their sports pages and many carried news and feature yarns in their news pages. Among these was a two-column news piece in *The New York Herald Tribune*, a solid feature with pictures in *The Newark Evening News*, etc. The latter story really sold TV, like this: "... The remote control audiences hung on every turn of the video cameras and the 'oohs and aahs' at a slide or strike-out were something radio broadcasters would give their eye teeth to hear. ..." And again: "... Even the halls of education were invaded by visions of the game. At Nutley High School students were allowed to spend free period watching the baseball battle on the school's set in the auditorium. ..."

### The Projection Try

Tho an effort to project the figures revealed in this study of home TV Series viewing into the number of people who looked in homes in New York, plus Philadelphia, Washington and Schenectady (where WPTZ, Philco outlet; WNBW and WTTG, NBC and DuMont stations, and WGRB, GE station, respectively, also carried the telecasts), begins to get out of the realm of strict statistical accuracy, it may nevertheless prove interesting. Accepting the following figures as the latest and most authoritative on number of TV set homes in the cities under discussion, the projection works out like this:

#### NEW YORK

40,400 homes with TV receivers.  
345 sets in use (if WOR and other radio stations subtracted from 4.3 sets in use figure developed in survey.)

13,938 sets in use.  
4.3 people per set looking in.

59,933 people saw games on TV sets in homes in New York.

#### PHILADELPHIA

5,200 homes with TV receivers.  
.17 sets in use. (The *Billboard* arbitrarily divided the New York-sets-in-use figure in half for Philly and other cities on the theory that interest in these cities in an all-New York Series would not be as high as in New York. This is an arbitrary figure and you can use a larger or smaller sets-in-use number and get your own result if you don't agree with this.)

884 sets in use.  
3 people per set looking in. (Here again we have decided a somewhat smaller number of people may have been looking in, for the same reason as outlined above.)  
2,652 people saw games on TV sets in homes in Philly.

#### WASHINGTON

960 homes with TV receivers.  
.17 sets in use.  
163.2 sets in use.  
3 people per set looking in.  
489 people saw games on TV sets in homes in Washington.

(See TV Survey of Series on page 18)

Every One of the top 15 Hooper Rated programs in Worcester is on WTAG. So are 27 of the next 30. Hooper Ratings Oct. '46 to March '47

**WTAG WORCESTER**

**SPECIAL PRINTED TICKETS**  
ROLL OR MACHINE  
100,000 FOR \$28.00

RESERVED SEAT — PAD — STRIP  
COUPON BOOKS — RESTAURANT  
CHECKS — SALES BOOKS AND  
ALL ALLIED FORMS

409 LAFAYETTE ST. N. Y. C.  
82 W. WASHINGTON ST. Chicago  
1615 CHESTNUT ST. Philadelphia

**ELLIOTT TICKET CO.**

**STOCK ROLL TICKETS**  
One Roll \$ 1.25  
Ten Rolls 5.64  
Fifty Rolls 21.75  
Rolls, 2,000 Each  
Double Coupons  
Double Price.  
No C.O.D. Orders  
Accepted.



# COMIC STRIPS FOR VIDEO

## Chi Tele Set Dealers Shun Co-Op Shows

### 3G Weekly Package Rejected

CHICAGO, Oct. 4.—Despite a cry on the part of video set dealers here for afternoon programing when they are trying to demonstrate sets to potential customers, local distributors have indicated they are willing to spend only \$800 a week to put on afternoon shows via WBKB. Distributors have turned down a proposal from Television Advertising Productions (TAP), local package org, which offered to do a one-hour-a-day, five-day-a-week series, for an estimated cost of about \$3,000 a week including time. Instead, the distributors, it now appears, will buy time for about \$800-\$900 a week from WBKB, with the provision that station is to throw in programing free.

TAP created a series of shows—home economics, drama, special events, etc.—and presented them as a package to distributors in this area, with the idea that the total cost was to be split among distributors. At a meeting about a week ago TAP's proposal was presented to representatives of Philco, Stromberg-Carlson, RCA, Motorola, Stewart-Warner and Crosley. At the same meeting, reps of Commonwealth Edison, local electric utility, backed the plan and stated that if distributors came up with a sizable hunk of the needed budget, but not all that was needed, Edison would make up the difference. This week an exec of Edison reported that the distributors were willing to come up with only \$800, and that company did not see why it should be stuck for a share as large as \$2,200. The plan, therefore, had to be junked.

### May Sign Direct

According to Bill Eddy, head of WBKB, likelihood was that distributors would sign directly with WBKB and would not only get a reduced rate for time because there would be no direct commercials (only mention of names of companies co-operating), but also would get shows thrown in gratis.

Shows under the new deal are expected to start in a couple of weeks and, according to present indications, will include stock films and other run-of-the-mill material—hardly the kind of programing, it has been said, to promote television set sales here. Some of the largest manufacturers, as a result of the final turn down of the co-op idea, are planning to buy their own shows to get the kind of programing they want.

## Coast Tele Set Owner Survey Endorses Pay-as-You-Go Fare

HOLLYWOOD, Oct. 4.—Results of first independent survey of Hollywood television set owners was made known to *The Billboard* recently, giving first semi-official inkling of audience tastes and attitudes on the West Coast. Survey, which covered a wide variety of queries, was made by Alexander Korn, research director of Television Research Company (*The Billboard*, August 30). Questionnaires were sent to set owners who have owned tele receivers for three months or longer, ignoring the more than 1,100 bars, stores, and other business establishments boasting of tele receivers. Town now has an estimated 3,000 sets in operation, and bulk of 1,900 home receivers were covered in the survey.

One of the most important facts uncovered by Korn's study was that 76 per cent of set owners polled endorsed Zenith's "phonovision," agreeing to pay a 30 to 80 cent fee for programs on a pay as you go basis. This is first West Coast indication of set owners attitude to this much discussed proposal.

Only 39 per cent of local lookers found video reception very good while 57 per cent said transmissions were fair and 4 per cent declared reception to be poor. Average size of tele family was 3.6 persons, while 5.0 persons viewed telecastings during an average evening, 2.3 on an average morning and 2.7 viewers in afternoon. Only 36 per cent of lookers said sets were turned off during afternoon hours. Whopping 85 per cent of set owners watched shows during an average evening. By comparison, a recent survey of Chicago tele lookers found only 68 per cent of total audience turned on sets during average evening.

The study further gave indication that tele will definitely have some adverse effect on sports attendance if present trend continues. Sports fans in general said they went to sporting events less frequently since purchasing tele sets. Of those who attended sporting events at least once a month before owning tele sets, 55 per cent now go less frequently, 37 per cent the same number of times, and 8 per cent more. On the other hand, owning sets has made new fans as shown by the fact that 20 per cent of set owners who didn't attend sports events before video sets entered their homes, now pass thru the sporting turnstiles. Survey pointed out, however, that the next effect of tele on a specific sport can only be judged after an audience survey to determine the percentages applying to that sport and the number of fans among set owners. For the Los Angeles area, sports attendance in general among tele set owners was reduced 13 per cent.

The effect on radio listening habits also showed tele's power. A healthy 77 per cent of video set owners said they had decreased radio listening in favor of video shows, reducing radio listening hours from 3.3 hours per evening to 1.6 per evening, or a 51 per cent drop. The effect on movie attendance, also a hotly contested argument by anti-videotes, showed that set owners had cut movie attendance 36 per cent since acquiring tele receivers.

Programwise, survey revealed that at least two-thirds of local telecasting time in Los Angeles is given to

sports programs. Most liked audience faves in order of popularity were wrestling, night baseball, day baseball, pro boxing, amateur boxing, and midget auto racing. Oddly enough, women rated wrestling, baseball and pro boxing higher than male audience. Of non-sports shows, the W6XAO (Don Lee) five-a-week morning airing of *Queen for a Day* was rated the most popular. Other favorites in order of appeal were cartoons, *Streamliner Time* (interview from railroad station over Paramount's KTLA), musical shorts, *Hollywood Varieties* and *Hits and Bits* (both Paramount KTLA features).

A study of audience likes showed that more than 90 per cent would like to see first run movies regularly. Also missed at present are newsreels, demanded by 85 per cent of area's lookers. Sports were next in demand with football heading the list, tailed by wrestling, boxing, baseball, hockey, basketball, and horseracing in that order. Other audience likes leaned to musical comedy segs, comedy shows, variety stanzas, and more and better cartoons. Mystery, travelogue, and science programs were also high on the list.

The survey is based on consistent offerings of two local outlets, KTLA and W6XAO, and was mailed to lookers before the impact of Philco's budding tele production program (currently on KTLA only) could be felt. A follow-up study to determine audience reaction to Philco's eight new shows at KTLA might well indicate new trends in program thinking among home viewers, since new batch of shows includes a tele disk jockey show, a Hollywood gossip commentary, household hints, beauty do's and don'ts, a kiddie seg, and an audience participation stanza, all of which were not on the air when the study began.

### Henry Houston Heads Up Detroit TV Round Table

DETROIT, Oct. 4.—The informal Detroit Television Round Table took shape Monday (29) with the election of its first officers: President Henry Houston, J. Walter Thompson Company; vice-president, Dana Rose, Michigan Bell Telephone Company; treasurer, Tom Diggles, General Electric Supply; secretary, William B. Saunders, Detroit Edison Company. Members of the executive committee, Oscar Kusisto, Ingram Distributing Company; Paul L. Penfield, Detroit Edison Company; Williard E. Waldbridge, WWJ-TV, and Dan Walker, Grinnell's.

Group will continue as a luncheon club, meeting the last Tuesday of each month at the Statler Hotel here.

### WMAL-TV, D. C.'s 3d Video, On Air After 30-Day Rush

WASHINGTON, Oct. 4.—Three video stations are now in operation here, with WMAL-TV having gone on the air for the first time Friday (3) with a telecast of the Georgetown-Fordham football game.

WMAL-TV is claiming a record for speed of completion, having started telecasting 30 days after receipt of its tower.

## Smith Davis Head of Big New Venture

### Both Live and Film Shows

By Sam Chase

NEW YORK, Oct. 4.—A new video production organization, Century Television Corporation, has been organized to prepare leading comic strips and other well-known syndicated newspaper features for use on television. Toppers in the new org include men who are major factors in radio, films, television and newspapers. Extensive stock holdings are credited to Smith Davis, who heads the radio station and newspaper brokerage firm bearing his name. Davis is said to hold a large part, tho not a majority, of Century's stock, and is the new firm's president. Albert Zugsmith, executive vice-president of Smith Davis Corporation, is secretary-treasurer of Century, and Vincent J. Manno, general manager with Smith Davis, is Century's veepee.

Another large stockholder in the new outfit is said to be an important radio manufacturer who had considerable to do with the inception of television and still is an active video figure. Gene Autry, who is reported to be represented by Smith Davis in various newspaper and radio ventures, also is believed to be affiliated with Century, as are some top newspaper people, including a publisher who owns half of a video station, and several big-time columnists and cartoonists.

### Live and Film Shows

The organization intends to produce both live and film tele shows, making use of names and cartoon characters that have become household words thru national newspaper syndication. Century expects to have tele rights to the entire output of some syndicates, while in other cases it would represent individual artists who retain their own tele rights. A majority of newspaper syndicates already are said to have been lined up by Century under this plan. A number of prominent individuals also have been pacted, but names are being withheld pending clearance of rights.

The new org plans to deal both with tele stations and with advertising agencies. In cases where an agency is producing its own show for a client, Century would sell rights for its syndicated material. If an agency should want an animated cartoon show already produced, Century has facilities here and in California to package its own properties. It will deal with television stations for its packages such as syndicates do with newspapers, and will in turn be paid on a percentage basis.

### Long-Range Program

Century officials currently are working out a long-range program, beginning with production of one-minute film commercials, working thru animated cartoon film package shows and, finally, entering into the live video programing field. One Century official said this week that the org has developed to turn out every two weeks an animated or semi-animated one-minute cartoon commercial based upon a well- (See *Comic Strips* on page 18)

**REAL PROFESSIONAL**  
**8x10 PHOTOS**  
**\$2.95**  
 FOR 25  
 SEND NEGATIVE OR GLOSSY PRINT  
 Negative Charge \$1.50 first order  
 50% WITH ORDER BALANCE C.O.D.  
**100 POST CARDS**  
**\$2.95**  
**GLOBE PHOTOS**  
 P.O. BOX 1242  
 BALTIMORE 3, MD.

# International Harvester Maps Hefty Air Plans for Centennial

CHICAGO, Oct. 4.—Utilizing local radio to an extent never before tried by any industry celebrating an anniversary here, International Harvester Company will mark its 100th birthday with 16 days of intensive airing of local spots and shows.

Over-all cost of production is estimated to be at least a half million dollars. Spots will be aired on all 15 commercial stations here, and placement will average two to five per day on each station, with the exception of WBBM, which will air about one spot a day for the period. On WBBM, however, it will do its most intense local programming, airing a half-hour show each day for the 16 days of October 18 thru November 2.

This show, which will have a musical variety format, will cost about \$25,000 for time and talent and is being handled by the McCann-Erickson Agency. Spots are being placed thru Aubrey, Moore & Wallace Agency.

WBBM show will be aired Monday thru Friday from 3:30 to 4 p.m. Program, using a 20-piece orchestra under the direction of Ford Canfield, plus musical talent comprising Gloria Van, Louise King, Billy Leach, Jack Searle and the King's Jesters, will be emceed by John Harrington and

Cliff Johnson. Shows will originate on eight-acre tract south of Soldier Field, where firm will display a replica of Chicago about 100 years ago and products the company makes. Programs will originate in the 347-foot entertainment tent.

## WHRV, ABC Outlet, In Regular Operation

ANN ARBOR, Mich., Oct. 4.—WHRV, local outlet of the American Broadcasting Company (ABC), will open its regular operations here tomorrow (5). It is owned and operated by the Huron Valley Broadcasters, Inc., whose principals, R. A. Connell and James F. Hopkins, recently disposed of WJBK, Detroit, at a price above \$750,000.

WHRV is announcing its opening thru the use of 75-inch advertising space in 11 dailies and weeklies thru-out Washtenaw County and the area adjoining, strongly featuring its ABC affiliation and the fact that it is the first full-time AM facility in the county. Hopkins will manage the station. He and Connell also continue their association in the Michigan Music Company, Detroit, franchise holders for Muzak, Inc.

## Lee Hat Dealers' Convensh Will Hear Drew Pearson

DANBURY, Conn., Oct. 4.—The national convention of Lee Hat dealers, skedded for Tuesday (7) and Wednesday (8) here, will feature an appearance before the delegates by Drew Pearson, who broadcasts for Lee on Sunday night over American Broadcasting Company (ABC).

A feature of the confab will be the introduction of the speakers at the convention by Les Tremayne, who handles the announcing on Pearson's show. Tremayne will work from New York by closed-circuit remote.

## "DER TAG" HITS NBC

(Continued from page 6) dropped shortly after Dyke's appointment was *Consumer Time*, a household hint opus produced in co-operation with the Department of Agriculture. In place of this the web substituted *Public Affairs*, wherein leaders of national organizations, such as the YMCA, discuss their work. Another indication of the web's new accent on public service occurred just a few days ago, when the web announced that worthwhile public service campaigns, such as major charitable drives, will be promoted thru announcements on the NBC Symphony program and during football games carried this fall and winter. This is only the beginning.

Currently, most interest centers on the planning board and the use of the M&O stations. In connection with the latter, it's believed that Jim Gaines, M&O chief and manager of WNBC, web's New York key, will work very close with Dyke on pub- serv, in view of Gaines' success with—and interest in—this type of programming.

## NAB CODE IN USE

(Continued from page 5) a strong voice in the final shaping of the regulations.

The special NAB screening committee is rapidly processing the scores of letters which have been pouring into the association's headquarters here, and it appears certain that there will be some modification of commercial standards before the board finally approves the code. The letters of recommendation for re-

## AFRA Indie Bloc Seeks 21 Seats on Election Board

(Continued from page 3)

will strive for election of board members "capable of independent decisions . . . without guidance from any unofficial group, including ourselves." This is apropos the frequently made charge that AC controls the votes of its members. Statement also asks for the development of election campaigning solely thru union channels. Intention here is to strike at the AC's alleged practice of lining up votes prior to election.

### Smear Campaign Charged

The Independents also claim AC has undertaken a campaign of smear and innuendo. To offset this, the new org wants "to raise the level of election campaigning by encouraging discussion of specific merits of candidates. . ." The Independents also question whether AC's first loyalty is to its own group or to AFRA.

Meanwhile, the AFRA board Thursday (2) passed a resolution asking for a committee to study the political situation within AFRA and to make a formal report, including recommendations for recognition of political activity within AFRA, methods of establishing responsibility of any political group to the entire membership, and securing minority representation in the government of AFRA. However, even tho the board passed the resolution, George Heller, national executive secretary of AFRA, claims the board does not endorse it. This interpretation mystifies many in the trade, but the best explanation is that many AC members are on the board and did not wish to endorse a committee ostensibly formed for the purpose of investigating activities with which they are connected.

The resolution originally was drafted by Dan Seymour for presentation at the union's quarterly meeting some weeks ago, but he never received the opportunity to present it. Seymour was present at the Thursday meeting but left after a 45-minute wait, and a watered down version of his resolution presumably was presented by Clayton Collyer, prexy of AFRA.

## TV SURVEY OF SERIES

(Continued from page 16)

### SCHENECTADY

1,700 homes with TV receivers.  
.17 sets in use.

289 sets in use.  
3 people per set looking in.

867 people saw games on TV sets in homes in Schenectady.

### 63,941 Total

Or if you take the total of all four cities, you have an extremely conservative estimate of 63,941 people who saw the Series via home television sets.

### Bar Study Next Week

Next week's survey on the number of people who watched the games on sets in bars, taverns and other public places probably will show an even more staggering picture, since all indications are that the Series jammed every spot which had a television set. But that's the other half (or more) of the story.

visions are coming from practically every section of the nation, mostly directed first to local NAB district directors. Harold Fair, head of NAB's program operations, is serving as secretary of the special screening committee, which will meet later this month for a preliminary analysis of the communications, and another session will be held just before the NAB board meeting.

## Comic Strips For Television

(Continued from page 17)

known cartoon character. These would cost about \$1,500 for a fully animated cartoon, and about \$1,000 for a semi-animated film, with the actual price dependent on fame of the cartoon involved. Sales pitch on the commercials is expected to get under way within two weeks.

One semi-animation process which may be used by Century has still cartoon pictures on film, with a change of pictures about once per second. There would be no balloon conversations, but actual dialogue on a sound track behind the cartoons. Plans are being mapped for a series of experimental 10-minute shows using this process on some of the nation's best-known comic strips. Price for making a fully animated comic strip is believed to be prohibitive. Cartoonists involved are said to be intrigued by the idea of experimenting with the video medium, not only with their standard characters but also with regular shows yet to be developed.

### Dramatic Segs

In the realm of live programming, Century intends to adapt some of the more realistic comic characters into dramatic segs. Additionally, the firm plans to set shows featuring prominent conductors of syndicated columns, beginning with cookery and shopping guides.

Following early production of film commercials Century hopes to start its program activity with several series of film shows, each with 26 programs.

## KRAFT MUSIC HALL

(Continued from page 15)

his host by calling him Asa Yoelson, his true moniker. They then combined in the classic vaude take-off on *Sonny Boy*, with Charlie asking the questions leading into each line of the song, culminating with the coy query, "What's my name?" to which Jolson replied with the tune's title.

The commercials for Velveeta cheese, stressing its use as a main dish and as a sauce, were succinctly and smoothly rendered by Ken Carpenter.

From all appearances, as the program gets a chance to develop, it is likely to turn into a top Hooper-getter. Jolson, currently at the peak of his popularity as the result of the biographical film and his radio guest shots, romped thru his paces with confidence and elan, and dominated proceedings by sheer force of personality. With Levant's lines given a bit more sparkle and continuation of the name-guest policy, it is hard to see how KMH can do anything but s.r.o. biz. Sam Chase.

## THE ALDRICH FAMILY

(Continued from page 15)

only a little freshness could be injected into the scripting, *Aldrich Family* would rate even higher than excellent family fare.

Commercials this season are pushing General Foods' Jello puddings, rather than the Grape Nuts Flakes they stressed previously. Middle commercial, featuring *Aldrich* character named Stringbean Kittinger, was particularly well done, staying right in the flavor of the show. Stringbean proved to be an obstreperous kid who insisted on eating Jello puddings as the first part of the meal instead of the last, because they're so good. Closing commercial, with an "answering reporter" plugging the desserts, also was above average. Hitch-hike, however, had a choral group rhapsodize musically about "havin' Log Cabin on your pancakes! Yeah!" Too sirupy. Sam Chase.

## CBS MUSCLING IN

(Continued from page 5)

amount of time the web may control by option on each station. The second is the ruling which forbids a web to fix rates which stations may charge for non-network advertising. The reps contend that when a web becomes the national rep of an affiliate, control of all rates and station time remains with the web.

### Dominant Position

Such activities by a network, according to the reps, places the web in a more dominant position over stations than existed prior to the FCC's adoption of its chain broadcasting regulations. These regulations stemmed from the FCC's monopoly probe of the webs, carried out about six years ago under the FCC chairmanship of Lawrence Fly.

The station rep org, which went on record recently as indorsing the NAB code, is made up of 20 organizations. Its officers include Paul H. Raymer, chairman; H. Preston Peters, vice-chairman; Joseph Weed, secretary, and Lewis Avery, treasurer.

## WJR Signs Arch Shawd

DETROIT, Oct. 4.—Arch Shawd has been named sales manager of Station WJR, Detroit, by Harry Wismer, assistant to G. A. Richards, president of the station. He succeeds Tom Harker. Shawd, identified with the Detroit radio and newspaper industry for many years, has been executive vice-president and general manager of WTOS, Toledo, for eight years, but maintained residence in Detroit.

LARGEST REPRODUCTION HOUSE

GENUINE GLOSSY PHOTOS 5 1/2" EA.

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND	MOUNTED ENLARGEMENTS
100, 8"x10", \$6.73	30"x40" \$3.85 EA.
1000, 8"x10", \$55.00	20"x30" \$2.50 EA.
Fan Mail Photos	
1000, 5"x7", \$34.00	
1000 Postcards, \$22.00	

Made By J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

COPYART Photographers 165 West 46th St. N.Y. 18

WE DELIVER WHAT WE ADVERTISE

Video Workmen—No. 14 of a Series

# Publicity Pins: DuMont's WABD Flack Discusses TV's Unknown Quantity, Quality

By Evelyn Lawson

Public Relations Director of WABD-DuMont

**B**ACK in the old days on *The Baltimore Sun* when the young reporters would whine piteously about their lack of adequate remuneration, I. L. Mencksen would soften them up with, "But think of the interesting people you meet!" As much of a gag as this old chestnut has become, the fact is that the boys who have weated it out from then till now have met some mighty interesting people, which, I suppose, is a fine thing for newspapermen, at that.

Today the advertising agencies may say, "But television doesn't get the coverage." To that we answer: "Not only are we getting out more sets by the hundreds every day, but think of the publicity you'll get for yourselves and the client!" And space to an agency should be important. They spend millions of dollars a year buying it. So if you will grant me that good, well-placed space in the national press sells, then let me say that television contains more acceptable "pins" than any other form of advertising that is available or has ever been available.

After her graduation from Wellesley, Miss Lawson's first job was in the Ziegfeld press office, where she learned the rudiments of press agency under Walter Kingsley. Then followed two years of editorial work in London and Paris and, upon her return, a stint as by-line feature writer for the old *New York Journal*. But her drum-beating instincts won out over literary ambition and Miss Lawson became advertising manager of Consolidated Distillers of Baltimore, then promotion director for several New England dailies, including *The Boston Herald*.

Following the war, during which she did public relations for the navy, Miss Lawson handled promotion for *Newsweek* and *The New York Post*, then became public relations director for United Feature Syndicate, which position she held until her interest in television brought her to DuMont.

### Fins Do It

When I speak of large amounts of free space to the agencies they go bug-eyed and say, "But how?"

And then I say, "Pins." Then they say, "What's 'pins'?" "Pins," I say, "are the shiny sharp things we hang news stories on."

Your first big pin is the word "television" itself. When people see the word television they read what's under the word. Everyone wants to know who's cooking what in video. Editors know this. Editors use material of interest to their circulation.

And there is another reason why a television article or story gets immediate editorial attention. Many great newspaper chains have already bought television stations and others intend to within a few months. It is only a question of time before the newspapers will be selling time and programs themselves. This is known in the back office. It is also understood that any material that stimulates public interest in television will ultimately benefit the chain.

### Studio Staff

I consider the next big pin the television studio staff. The men and women who work daily in television, the physicists, the engineers, the executives, the directors, the scene designers, the writers, the cameramen, the electricians, the mixers, the salesmen and all the working staff members. These men

and women are talented, alive and adventurous. Almost all of them have rejected more lucrative employment—theater, movies, radio and press — to stick with and build a new idea. Their experiments, their achievements, and yes, even their failures, make excellent copy.

New scientific devices to better television come from our labs almost daily. These I consider strong pins. Ever hear of a portable television set? You will soon. See what I mean?

Then the cast: Your stars come from the theater, ballet, radio, the movies and all branches and offshoots of the entertainment world. Many of these performers are already well known, and consequently have a sound background of good press. Some are old hands at television; some are trying our medium for the first time. But it's a pretty poor press agent who can't make a good story out of a newsworthy personality blooming in a new field.

### Du-Tel Girls

After that I like my manufactured or tailored pins. The best examples of these are my beautiful Du-Tel Girls, who are being groomed specially to add glamour to television. These lovelies have appeared in all Paul Belanger-James McNaughton television productions in the past and will be featured intensively in the big television extravaganza, *Carnival*, now in production.

Of course, when you have 10 of the most beautiful girls in the country who are not only intelligent but good actresses, famous models and cover girls in their own right, you have more than a pin. You have a safety pin—and the way we dress them for *Carnival!* makes them practically a brooch.

And then, of course, there are my behind-the-scene shots and stories. Everyone wants to be in on the inside. So let them. From time to time show people how television operates.

### Time To Latch On

And these are only a few of the solid gold pins that television offers the alert sponsor. The sponsor can make all of these pins into one big pin for his product. He can latch on. And the nice thing about it is that the sponsor's big pin can be as flamboyant as a diamond sunburst or as conservative and institutional as your grandmother's cameo—according to his product's selling needs.

The main thing is to have a sharp pin for every editor. Something for everybody. Lab news for the scientific sheets, trade news for the fashion pubs, pix for the cheesecake boys. That's how it's done.

Television's greatest gift to its present sponsors is its pins. And we at DuMont know how to fasten them.

## Mel Torme Off Air Oct. 25; Bankroller Hunts New Show

**NEW YORK, Oct. 4.**—Mel Torme winds up his air show October 15. His sponsor, Toni Home Wave, decided not to take up his option and is also dropping the Saturday 5:30 p.m. time slot over the National Broadcasting Company (NBC).

Foote, Cone & Belding, agency on the account, is looking for a nighttime quiz show for the sponsor.

# SEC May Be Asked To Rule On Para-DuMont Control

**WASHINGTON, Oct. 4.**—Federal Communications Commission (FCC) may ask the aid of Securities and Exchange Commission (SEC) in arriving at a decision on what is considered to be one of the hottest video cases in FCC history—the question of interlocking television stock-ownership of Paramount Pictures. The commission this week received a letter from Paramount admitting ownership of about 30 per cent of the total stock in DuMont Laboratories, but denying this constitutes control.

Question of the degree of control exercised over DuMont by Paramount is FCC's No. 1 criterion for permitting either of the two companies or Paramount subsidiaries to receive additional video grants. FCC has set a limit of five television stations for one licensee, with DuMont now having three construction permits and Paramount's wholly owned subsidiaries—Balaban & Katz and Television Productions, Inc.—holding one each.

Should FCC decide Paramount controls DuMont, four pending bids by Paramount-linked companies will be dismissed. DuMont has pending applications for video stations in Cleveland and Cincinnati, and wholly owned Paramount subsidiaries, New England Theaters and United Detroit Theaters, have bids pending for outlets in Boston and Detroit, respectively.

In its letter to FCC, Paramount stated that it owns 2.8 per cent of DuMont's Class A (voting) stock and all of the Class B stock. The film company offered to waive all rights in obtaining proxies on elections to DuMont's Board of Directors. Paramount further offered to transfer its voting stock to a trust "in such a manner as to relinquish all voting privileges."

### Control Disclaimed

Paramount contended that, even under the present stock set-up, it "can exercise no measure of control over DuMont that cannot be exercised generally by minority stockholders in any corporation."

FCC is expected to consult SEC experts for information on degree of control contained in ownership of Class B stocks as well as specific details on Paramount's stock tie-ups before scheduling hearings on the case. The hearings are expected to attract wide interest beyond the television industry as the issue is a basic one in government deals with many corporations.

The Paramount proceedings originated from an FCC memorandum in late 1946 expressing the opinion that DuMont was under the control of Paramount and hence neither company was eligible for further video grants. With several time extensions, Paramount was given until October 15, 1947, to reply to the FCC opinion.

## Talk of the Trade

**LEN TRAUBE**, of the Earle Ferris office, New York, parted with his tonsils a few days ago at Kew Gardens General Hospital. . . . Dick Gilbert, featured singing disk jock for four years on WHN, New York, and now with KRUX, Phoenix, Ariz., planned into New York recently to record 10 of Irving Caesar's *Songs of Safety* for Adventure Records. The company plans to release the album in November. . . . D. L. Provost, program manager of WNBC, New York, named chairman of the radio committee of the fire prevention program of the New York Fire Department.

Allen Stout, news and special features director of WROL, NBC outlet in Knoxville, received the national award for outstanding radio reporting from Sigma Delta Chi, national journalism fraternity, at a dinner recently. . . . Bob Tucker, formerly of Foote, Cone & Belding, now casting director for J. Walter Thompson's Kraft television show over WNBC, New York.

**THREE ROYAL CANADIAN** naval veterans, all ex-lieutenants, have joined the staff of CFRN, Edmonton, Can. Tony LeFroy is with sales, Tommy Graham has taken over post of promotion and publicity director, and Wally Clarke has joined continuity. . . . Stefan Schnabel has been added to the cast of NBC's daytime serial, *Backstage Wife*, aired Monday thru Friday at 4 p. m. . . . Newcomers to the cast of NBC's *Lora Lawton*, Monday thru Friday morning seg, are Spencer Bentley and Rene Gekiere.

Jim Bradford, free-lance announcer, handled the narration on "The Ten Commandments," first in a series of Bible story recordings issued by the Catholic Record Company. . . . Bret Morrison, busy with his thesping as "The Shadow" and on "Song of the Stranger," nevertheless is finding time to pen a tome on mysticism, his favorite ism. . . . Basil Fomene, veteran band leader-accordionist, holding forth

at the New York Ambassador, finally has accepted radio as here to stay and is prepping a show. . . . Les Tremayne, who hosts for CBS's "Radio Reader's Digest," is considering an offer to take over the top comic's spot in a situation comedy show currently suffering from Hooper-anemia.

**JULIAN BENTLEY**, former news chief of WLS, Chicago, has joined WBBM to do two daily news shots in the morning for rural listeners. . . . WENR, American Broadcasting Company's Chi station, promoting web's Wednesday night airings by broadcasting each Monday night a shot titled *Wednesday Preview*, giving excerpts from the work of Bing Crosby, et al. . . . Harold Meyer, head of the Connecticut State Network, has left WSTC, Stamford, Conn., where he's been vice-president and general manager, to become vice-president and general manager of WRWR, New Albany. Latter outlet is scheduled for a December bow under ownership of Stephen R. Rintoul, who founded WSTC. The new Stamford exec will be J. Schwartz.

Samuel C. Fuller and Edward Merrill Jr. have rejoined Young & Rubicam, Inc., in executive posts in the agency's Hollywood radio office. The agency also named Walter Bunker, production supervisor at the agency, to head up its Hollywood office, and appointed Charles Henry producer of the General Electric program, *House Party*. . . . David White has moved to the Hollywood office of Batten, Barton, Durstine & Osborn. White has been radio executive producer-director with BBD&O for the past 15 years.

## WATCH "AMERICAN" IN 1948

Something sensationally new and different. American Broadcasting System.

Owned and operated by

**BILL ARMS**

2014 San Pedro Street Los Angeles, Calif.

# GOV'T CHECKS ORK DISK \$\$\$

## Ask for Involved Data on Ork's Wax-Finance Picture

**Taxers believed paving way to settle question of who pays SS, unemployment tax—the maestro or the diskery; leaders balk at 20-day deadline**

By John Sippel

CHICAGO, Oct. 4.—The Internal Revenue Department this week started what appears to be an intensive survey to determine whether ork leaders or record firms are responsible for the payment of Federal Unemployment and Social Security withholding payments, judging from letters received by two frontiers here. The directive from revenue execs asks for 11 involved statements, ranging from recording contracts to a history of the band, and demands the information within 20 days. If the data cannot be furnished within that period, batoneers are asked to give an estimate of when the info will be ready.

First portion of the missive states that the revenue office "has under consideration the status for the purpose of the Federal Unemployment Tax statutes and the income tax withholding provisions of the Revenue Act of 1945 and prior acts, or yourself (the frontier) and the members of your band, with respect to service performed making records." Check with local band leaders and record makers revealed that since June there has been a vague interpretation of the Form B portion of a recording pact, with the waxery, in some cases, paying Unemployment and Social Security assessments on musikers playing for platters, while in other cases the fees have been taken from sidemen's wages.

### Seek Statements

The IR seeks statements concerning: (1) Negotiations between the frontier and the record corporation, indicating whether the price agreed upon was over union scale, whether the number of sidemen was fixed by the waxery, and whether the instrumentation was fixed by the diskery; (2) information relative to the nature of orders issued by the waxery to a band leader about tunes to be waxed, tempo and volume to be utilized, sidemen who were to do solo work, and if the band was required to rehearse before the cutting; (3) equipment and waxing facilities furnished by the plattery for the band's use at a cutting session, and (4) the history of the band—when it was organized and by whom, how long each sideman has been with the outfit, how much the band's name has been advertised and promoted, and the approximate number of dates the band had during a calendar year.

### Leader and Position

The IR survey also asks a leader whether the ork is a group of permanent sidemen or pick-ups and, if it is a pick-up group, to explain conditions under which "such changes" are made. A band leader is also asked to explain his position as leader, the manner in which he became leader, and his duties and obligations, especially citing his authority over sidemen and his business relationship with them, together with copies of executed contracts or statements of complete terms and conditions of oral agreements made with sidemen. In the case of musicker's salaries, the IR Department asks a recording band frontier to show if a fixed salary is guaranteed to sidemen, irrespective of the hours worked; whether responsibility for salary is assumed by you in the event a guaranteed price is not received from a music buyer, and if the guaranteed price asked for a date is above scale, whether the frontier pockets the profit or shares it. Fronters are asked to show if they

## Morales MGM's By End of Year

NEW YORK, Oct. 4.—A deal was set this week for rumba titan Nora Morales to record for MGM Records beginning January 1, 1948. Set by newly formed Continental Artists, the pact runs for two years and calls for a guarantee of 16 sides per and a hefty production quota. The five-by-five maestro moves his bongos over from Majestic Records, where his current contract expires as of December.

The signing of Morales marks another step in the all-out campaign of the movie-sponsored diskery to get into serious competition with the Big Four and follows by only a week Decca's signing of Enric Madriguera, another top-line Latin crew. Morales, currently at New York's Havana-Madrid Club, came into the Continental Artists stable, along with Miguelito Valdes, when Jack Archer and Milt Deutsch bought out the Buddy Robbins band holdings.

## Buddy Morrow Ork Booked to December

NEW YORK, Oct. 4.—Reports that the Buddy Morrow ork would disband (printed elsewhere) are untrue. Both the frontier and his manager, Al Herman, vehemently denied the alleged fold-up and cited bookings clear thru December to prove the band's permanence.

Morrow goes into Casa Loma Ballroom, St. Louis, October 10-16; Stephens College, Columbus, Mo., 18; Adams Theater, Newark, N. J., week of the 23d; Hartford, Conn., 31-November 2; Famous Ballroom, Baltimore, November 6 for two weeks, and the Blackhawk, Chi., in December.

have complete right to hire and fire and fix wages for sidemen. Last demand is for a statement of the capital investment they have made in building the band, i.e., music racks, uniforms, arrangements, p.-a. system, etc.

### Ask AFM

When queried, both leaders said they were taking the matter to the American Federation of Musicians and their attorneys to see if they couldn't get a longer extension of time, for the list of statements required would necessitate legal and accounting assistance. One frontier said he is (See *Government Checks* on page 23)

## Laine's Disk Shop P. A. Drags in 45,000 B-Soxers

DETROIT, Oct. 4.—Personal appearance by Mercury star Frankie Laine at Grinnell Bros., leading music store here, Saturday (27) drew a record all-day turnout, clocked at 45,000, mostly bobby-soxers.

The store was celebrating its radio and television fair for the week and thought it had hit an all-time high when Roy Rogers drew 10,500 Tuesday. The crowd jammed the stairways and elevators of the store when Laine showed up and swarmed over the grand pianos and video sets. Twelve cops were needed to clear the way for Laine to his broadcast spot in the store.

## Connie Haines To Signature

NEW YORK, Oct. 4.—Signature diskery this week signed chirp Connie Haines to a term waxing contract. The diskery recently lost Monica Lewis to Decca and thrush Haines (formerly with Mercury) will replace her as the firm's top fem vocal single. She will slice her initial Signature wax on the West Coast next week with an ork conducted by Ray Bloch, who will fly west especially for this session.

The next Haines date will be done in New York in November, when the chirp is here for a Paramount Theater engagement on a bill with Frankie Laine. She will also appear on the Mutual *Block Party* airer for the five weeks she will spend at the theater here.

## DeLuxe, Borrah M. London Tie; Annie Laurie Wax Moves

NEW YORK, Oct. 4.—DeLuxe Records, which is struggling out of the throes of labor difficulties in its Linden, N. J., plant, sliced back with renewed disk biz activity this week. The firm is laying plans in England to tie in with the skedded overseas concert tour of Borrah Minevitch and His Harmonica Rascals, whose DeLuxe album has just been released here, and is hoping to square away export problems before Minevitch leaves this month.

The DeLuxe firm meanwhile claims that activity on an Annie Laurie recording of *Since I Fell for You* gives promise of another indie sleeper hit. The company offers figures to show over 135,000 platters already sold... approximately 44,000, Chicago; 19,000, New York; 30,000, Cleveland, and 42,000, New Orleans. A check with Majestic and Sonora (who do outside pressings for DeLuxe) substantiates the count.

The high New Orleans figure stems from the fact that the Laurie gal was causing attention at the Robin Hood Club in that territory (along with trio leader Paul Gayten when DeLuxe cut a hasty four-sided session right in N. O. The firm put out the first two sides—Gayten instrumentals—and had almost decided to forget Laurie chirp vocals when a break in the release schedule came along. They threw in the extra platters as an afterthought.

## Baron Planes To Europe on Waxing Deals

NEW YORK, Oct. 4.—Paul Baron Majestic diskery veepee and artists and rep exec, will fly to Europe tomorrow night (5) to cut a number of non-pop masters for his firm with French and Swiss artists. Baron will split his two-week jaunt between Paris and Switzerland.

The exec admitted that the waxing dates are set and that the artists also have been pacted. But he refused to give any further info regarding the waxings he will make. He added that he has been negotiating for the artists via a European agent for almost a year.

### Dickering for Film Tracks

It is also understood that Baron has been negotiating with the Swiss government for some already recorded stuff taken from film soundtracks which he would bring back here for pressing on Majestic. It is believed that the Swiss deal involves payment of a comparatively small royalty.

Baron's European expedition further illuminates two current disk biz trends—first, to seek sources for additional waxings should the American Federation of Musicians (AFM) impose its threatened recording ban the first of the year, and second, for foreign countries to use the recording industry as a minor source for getting American dollar credits (see story on the London record deal, *The Billboard*, October 4).

## 3-Way Fight Looms Over Pubbing Rights To "My Sombrero"

HOLLYWOOD, Oct. 4.—A three-way song squabble may break out here involving Hill & Range pubbery in Los Angeles, Berl Adams' Pic & Review firms in Chicago and cleffer Lee Penny, who is now associated with Adams.

Penny's newest ditty, *With the Sweep of My Sombrero*, reportedly was considered set in the Adams catalog with Xavier Cugat, Jack McClean and other platters already cut. But Hill & Range outfit, for whom Penny worked about three years ago, is understood to be claiming publication rights to the ditty under an alleged written contract with Penny. The writer, in turn, claims his pact was broken verbally.

## Mellin Purchased Kreisler Copyrights

NEW YORK, Oct. 4.—Correcting reports that orkster Charlie Spivak was shifting his music pub interest in Stevens Music to Mellin Music firm, Bobby Mellin revealed this week that the only Spivak connection with the firm stemmed from Mellin's purchase of the Fritz Kreisler copyrights formerly owned by Spivak as part of his Stevens Music holdings.

Spivak last week disposed of his Stevens Music interests to Jack Johnstone, who reportedly received support from Broadcast Music, Inc. (BMI), in a deal to buy the orkster's pub property.

### De Vol Tries Pop Arranging on Multi-Sales Basis

HOLLYWOOD, Oct. 4.—Throwing a new twist into the arranging biz, Frank De Vol last week disclosed he will place his scorings on the sales block, making them available to hotel bands. Arrangements for a 21-piece ork will come complete with the *Music From Hollywood* tag, following a system De Vol has been using for the past month with a Cleveland ork.

According to De Vol, the success of the Cleveland plan is responsible for its expanded use at this time, whereby other batoners would be able to acquire the *Music From Hollywood* tag and use the De Vol arrangements. In an effort to hypo biz at the Continental Restaurant in Cleveland, Jacques Pollack boosted the size of his 10-man crew to 21 for the dinner period. After 9 o'clock band was trimmed down to its former 10-man size to provide music for dancing. The note placer shared in the billing, with the Continental offering "Jacques Pollack and His Music From Hollywood, with arrangements by Frank De Vol." Since there are no vocals or dancing during De Vol's *Music From Hollywood* session, spot does not have to add 20 per cent federal tax to the customer's bills.

Reported boost in biz at the Continental is said to be getting the eye from other spots. If the plan spreads, use of a larger ork only during the dinner period and a regular dance crew later in the evening should spell more jobs for sidemen.

### 81 Platters Plug Disney Pic Score

NEW YORK, Oct. 4. — Probably setting a record for the number of disks plugging a film score is the music from the Walt Disney *Fun and Fancy Free* pic released by RKO Radio. The score, which is published by the Santly-Joy group, has no fewer than 81 platters, ranging from Dinah Shore's Columbia cuttings of three pops from the pic thru three *Fun and Fancy Free* albums issued by RCA Victor, Columbia and Capitol, to a kidisk package build around the *Beanstalk* tale (from the film), featuring Johnny Mercer.

### 3 Nights a Week For the Gout-Set At K. C. Ballroom

KANSAS CITY, Mo., Oct. 4.—Plam-Mor Ballroom's op, Will Wittig, has been cadging extra dividends with a policy aimed at bringing older folks into the terpery. Formerly Wittig had run "over 30" dances on Tuesdays and Fridays to the music of a local ork, Tom and Kate Beckman's band, but he now is setting aside Wednesdays as well for the older group and will play location orks for that night. Wittig found that his "over 30" terps were highly profitable, the elder customers indicating solid disdain for jitterbugs.

The spot had a name band one-nighter last Saturday (27) with Freddy Martin's ork and drew a strong \$4,132 paid by some 2,200 persons. Frankie Carle is due in tonight for one night, while Tex Benke comes in October 26.

### ALAN COURTNEY BACK

NEW YORK, Oct. 4.—One-time w.-k. disk jockey in the New York area, Alan Courtney has returned from a long siege in Denver to become chief platter pilot over WGEB, Freeport, N. Y., 3:30-5 p.m.

# Dreyer To Run Words & Music

## Disk Retailers Net \$1,400 From Cuffo Record Artist Show

NEW YORK, Oct. 4.—The Retail Record Dealers' Association (RRDA) netted close to \$1,400 for its treasury from a combined dance and recording artist guest shot gimmick at the Manhattan Center last Sunday, September 28. The gross ran around \$3,300, with \$1,900 coming in from the ticket sales and another \$1,400 picked up in advertising sold for a journal specially made up for this first annual shindig.

The affair drew a long list of cuffo artists for five and 10-minute appearances. Co-operating diskeries included Columbia, Signature, Apollo, Capitol, MGM, Sonora, Crown, Modern, Musicraft, Mercury and Vitacoustic. Among artists who showed and were introduced by emcee-disk jockey Paul Brenner were: Larry Douglas, Billy Eckstine, Mary Osborne Trio, Clark Dennis, the Polka Dots, Harmonicats, Hadda Brooks, Alan Dale, Mel Torme, Nellie Lutcher, Vic Damone, Three Blazers, Sam Levinson, Ginny Simms, Jack Fina, Fran Warren, Gene Williams, Enoch Light, Ruby Hill, Art Mooney with the Galli Sisters, Wilmouth Houdini, Ray Dorey, and the Barton Brothers. Disk jockeys included Barry Gray, Fred Robbins, Hal Tunis and Andre Baruch.

### Membership Drive

RRDA reports that the money will be used to spark a drive for members for the local org and for the National Federation of Retail Record Dealers, with part of it already allocated toward defraying the cost of hiring two field representatives to round up new members.

Music for the evening was furnished by an all-star ork conducted by Jerry Jerome.

## "Two Loves" Click Sends Pubbers on Mechanical Spree

NEW YORK, Oct. 4.—Breakout of Frankie Laine's *Two Loves Have I* (Mercury platter picked as a *Billboard* possibility two weeks ago) in Chicago, where the distrib was sold out on day of release, sent the Metro-Robbins pub group off on a mad mechanical spree.

Within a week of the initial Laine record, Abe Olman, general manager of the M-R combine, scooped up okays on five major disks. At Columbia, Buddy Clark-Ray Noble cut the ditty Friday (3); Capitol set Gordon MacRae; Eli Oberstein has cleared it for Perry Como on Victor, while Decca, Majestic and MGM have promised diskings. Unusual spurt of mechanical activity saw Olman remove the tune from the Miller catalog and drop it into Robbins' for an immediate plug.

The song, a 1931 copyright of the original French *J'ai Deux Amours*, was published by Miller under the title *Two Loves*.

## WHITING IN PLUG DEAL

HOLLYWOOD, Oct. 4.—Free plug co-op deal was set last week for Margaret Whiting with General Electric radio-phonographs whereby the Capitol Records' songstress will appear in G-E full-page color ads in *Collier's*, *Life*, *Look* and *Saturday Evening Post* starting November 8. Ad will also be run in 1200 key metropolitan dailies. Deal, which was set for Miss Whiting by Bobby Weiss, also calls for 12,000 reproductions of the ad to be sent to Capitol Records distributors for display in dealer windows.

# Jazz Upswing in Chicago Bookings Good for Lengthy Stay; Rag Doll Eyes Names

## Peritz Bros. Set Satchmo for 6 Concerts in Midwest

CHICAGO, Oct. 4.—The jazz upswing in the Chicago area, first reported three months ago, looks like a lengthy trend, according to the latest set of name bookings reported by swing spot bookers. Another bistro was added to the list this week when Lou and Jack Peritz, ops of the Rag Doll, Northwest Chi lounge which booked Louis Armstrong's all-star combo for a four-week stay ending October 14, were reported inking another ace jazz unit headed by Jess Stacy and Lee Wiley, with Wingy Mannone and several other name sidemen, to follow. The Peritz brothers are so sold on the Armstrong combo that they are currently setting up six days of concerts in Midwest cities, between Armstrong's closing at the Rag Doll and his October 21 opening at Tunetown Ballroom, St. Louis, where Satchmo does a one-weeker.

Vido Musso, earlier reported rehearsing a big band, has dropped his plans and is currently heading a six-piece at Jumpstown, Southside estaminet. Musso moves to the Continental Theater Bar October 6, to be followed by Butch Stone's combo

October 20, with Boyd Raeburn's 15-piece jazz crew, currently rehearsing in New York, tentatively set for November 5. Raeburn's date would be the first stab at using big bands by any of the Midwest lounges.

Dick Shelton, McConkey Music Corporation booker, who is handling three of the five jazz centers, has set Bill DeArango's Quintet and Lynn Stevens, ex-Herman chirp, at Jump-town October 7, with Frances Wayne and either Bill Funkey's local crew or Terry Shard's Gotham combo following October 21; Butch Stone, November 11, and Charlie Ventura's Sextet to follow.

The Silhouette, Northside lounge, continues its name singer policy, bringing in Billy Eckstine with Bill DeArango's Quintet October 21, following Sarah Vaughn, with an all-star Dixieland combo, including Muggsy Spanier, Miff Mole and Pee-wee Russell, to follow November 11.

The Stage Door, Milwaukee stand, is currently using Herbie Fields's small band, which closes October 21, with the ops angling for a top swing name but none as yet available.

# O'Keefe Keeps Ownership of Pubbing Firm

## Stock Option to Dreyer

NEW YORK, Oct. 4.—Cork O'Keefe and Dave Dreyer clinched a deal this week for the Dreyer Music Corporation (recently formed pubbery in which orkster Frankie Carle and music man Dick Succin hold interests along with the ex-Irving Berlin general manager) to take over complete operation of the Words & Music catalog.

### O'Keefe Still Owner

O'Keefe retains ownership but in the contract Dreyer gets an option to purchase a substantial chunk of the stock at a future date provided certain minimum gross and net stipulations are met. In the meantime, Dreyer will boss the catalog under a percentage arrangement. It is known that for purposes of consummating the transaction, the catalog was evaluated at about \$100,000. O'Keefe told *The Billboard* he was turning over operation of the catalog to Dreyer because he felt the latter "could do a sensational exploitation job," and that a revitalization of the copyrights which he was too busy to undertake himself would serve as a profitable annuity. Presumably, O'Keefe could render some help to the pubbery, however, thru his personally managed properties; e. g., Glen Gray, Helen Carroll-Satisfiers, etc.

Words & Music includes the former Davis, Coots & Engel catalog which was taken over some years ago by a group of top-name orksters who formed a co-operative publishing venture. These included Guy Lombardo, Fred Waring, Paul Whiteman, Jack Denny and Abe Lyman, as well as Johnny O'Connor, who just last week disposed of his Warock holdings to the E. H. (Buddy) Morris firms. When the co-venture soured, Fred Waring took the operation upon himself, but soon was reported looking for an "out," his other duties taking higher priority. At the same time the W & M catalog was bruited as up for sale to various publishers but no final settlement was affected.

### Waring Deal

A few years ago O'Keefe elicited agreement from Waring to sell his interest in W & M provided O'Keefe could secure the stock from other owners. After two years of working on the individuals involved, O'Keefe delivered his end of the bargain. The clearance finally led to the Dreyer deal.

Altho small in size, the Words & Music catalog (ASCAP rating probably averages about 225 points) is considered one of the more valuable independent properties in the biz. With the Dreyer firm training profession guns on such copyrights as *We Just Couldn't Say Good-Bye*, *The Night Is Young and You're So Beautiful*, and *You Desire Me, Farewell To Arms, Gypsy in My Soul, I Still Get a Thrill, Pink Elephants*, etc., performance potential of the catalog probably will be revised upward.

## ROSS RUSSELL TO N. Y.

NEW YORK, Oct. 4.—Dial Records' boss, Ross Russell, is moving his disk-ing operation from the West Coast to New York. Gotham offices for the diskery, which specializes in be-bop platters (Charlie Parker, Dizzy Gillespie, etc.), should be set up by next week.

## MUSIC—AS WRITTEN

### New York:

Doris Day and Michael North co-hosting a sip-and-sandwich party at the Waldorf October 9. . . . Sidney Mills, out to the Coast for three weeks, will stop off in Chi to confer with Hugh Keough, Mills Music rep in the Windy City.

Disk jockey Red Benson to cut four sides for Rainbow Records under a piece-work deal. Rainbow firm also dickered with orkster Claude Hopkins for extraneous platters. . . . Eddie Lane goes with Columbia Records in Bridgeport, Conn. . . . Shapiro-Bernstein's George Pincus back from Philly over the week-end and out to Chicago this week. . . . Florian ZaBach ork in at the Mayflower Hotel, Washington, Hilton chain moves ZaBach to the Palmer House, Chicago, in March, 1948. . . . Gene Pringle's ork in its 46th week at Wardman Park Hotel, Washington.

Billy Hueston, of Bee Music pubbery, traveling to Chicago and the Coast to set up professional offices. He hired Margie Carr, arranger gal, to head up pro and standard departments here. . . . Nassau-Suffolk Record Dealers' Association will stage an inaugural dance and entertainment at the Hempstead Elks Club Ballroom October 22.

Someone should have declared World Series time a music biz holiday judging by the number of diskers and publishers who hot-footed it to the games. The whole Chicago Mercury crowd—Irving Green, Jimmy Hilliard, Art Talmadge—came into New York for the series week.

#### Opening Night Notes:

Vaughn Monroe's Thursday (2) preem at the Commodore Hotel saw fittingly stimulated biz in the new refurbished room. Willard Alexander and Jack Marshard were beaming brightly as the music trade turned out en masse. Beryl Davis and Skitch Henderson paced the onlooking artists.

Same night, the Nat Brandwynne-Jean Sablon opener at the Waldorf suffered patiently thru a Sister Kenny benefit that had headwaiter Ambros and MCA's Marty Goodman wondering where to find room for the supper-show press and music biz crowd. Turnover finally was accomplished, with press boys Earl Wilson, Lee Mortimer and Oleg Cassini and music men Dave Dreyer, Mike Surcin, Norm Foley and Dick Voltter among others being seated for the late show.

Bregman, Vocco & Conn pubbery this week bought Phil Moore's tune, *I Feel So Smoochie*, already waxed by Georgia Gibbs on Majestic, and Lena Horne on Black & White. . . . Mel Torme will follow up his coming New York Paramount Theater appearance with dates at the Chicago Theater and Hotel Sherman in Chicago. . . . Carlos Gastel due into town over the week-end to set up theater dates for Nellie Lutcher and the King Cole Trio. . . . Savoy diskery this week signed Paul Williams Sextette to a wax

pact. . . . Lester Young will open at the Downbeat Club here October 9 with a small band. . . . *Music From Palestine*, an album of songs from the Palestinian flick, *My Father's House*, will be released shortly by Disc waxery.

Four-week-one-nighter concert tour set for Paul Whiteman has been canceled. . . . Keynote diskery Prexy John Hammond will fly to Prague, Czechoslovakia, in a couple of weeks to consult with Czech recording execs with whom he has an exchange deal set. . . . Billy Eckstein set for the Club Silhouette, Chicago, for four weeks beginning October 21. . . . Miguelito Valdes' rumba ork set for theater dates at the Golden Gate, San Francisco, for four weeks beginning October 22 or 29 and the Orpheum in Omaha for a week early in December.

Signature will issue an album of Johnny Bothwell disks made up of early masters the saxist cut with the Boyd Raeburn ork. . . . Bill De Arango Quintet set for an engagement at Jumptown, Chi nitery, beginning Tuesday (7). . . . Capitol's Walter Rivers will plane to the Coast next week-end for confabs with Jim Conklin and other firm execs. . . . Henry Jerome's ork opened Pelham Heath Inn Tuesday (7). . . . King Guion's double rhythm ork will make its Eastern debut October 14 at the Rustic Cabins in Englewood Cliffs, N. J., where it is skedded to stay for three months. . . . Elliot Lawrence set for one week at Tunetown Ballroom, St. Louis, beginning October 28. . . . Chirp Edith Allaire signed for a Disc Record album.

Keynote diskery added four new distribs this week, which will give firm coverage in Kansas City, Los Angeles, Pittsburgh and San Francisco, and also added a new Eastern sales representative, Jim Bray, who formerly was with World Broadcasting and Decca Records, and a local flack, Nat Shapiro, formerly of National Records.

Be-bopper Dizzy Gillespie set by Gale's Billy Shaw for Cornell University October 18 and Boston's Symphony Hall October 19. . . . Vox Records springing their first single platters in the pop Spotlight series, till now an album proposition. First will be a Marlene Dietrich pair to retail at a buck. . . . Benny Goodman, in from the Coast for a gander at the World Series, also huddling with his agent, Mark Hanna re a possible transcription deal for his sextet.

Blind jazz pianist Lennie Tristano cut three sides for Victor last week. Titles were *Just Judy*, *Spontaneous Combustion* and *Ghost of a Chance*, to be used in an upcoming piano album. . . . Frankie Laine set for a Coca-Cola guesster October 18. . . . Daddy of the disk jock, Martin Block was in New York for a respite from plucking avocados off the vine in Encino and discovered one of his voice platters had failed to arrive at WNEW due to a shipping tie-up so he did his *Make-Believe Ballroom* "live" for the first time in almost a year.

(See MUSIC AS WRITTEN on page 39)

LES BROWN'S GREAT NEW COLUMBIA RECORD 37830

# Sentimental Rhapsody

(Melody based on a theme from "Street Scene")

Lyric by Harold Adamson • Music by Alfred Newman

Themed as background throughout 20th Century-Fox's

## "KISS OF DEATH"

SENTIMENTAL RHAPSODY has created the same kind of public enthusiasm shown last Spring for "Mam'selle" and previously for "Laura"! In first-run screenings millions of movie fans, disc jockeys and juke box operators have responded so sensationally that we are scheduling an all-out campaign!

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## ON THE STAND

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

### Buddy Clarke

(Reviewed at El Morocco, Montreal, September 29. Booked thru Music Corporation of America.)

TRUMPETS: Walter Newman (violin); Leo Ashby (violin); Irving Dahlgren.  
SAXES: Niek Martoni, Dominique Ramaglia, Ezio Appignanese (flute); Harry Sloane (violin).  
RHYTHM: Freddie Padgham, piano; Bert Brown, bass; Johnny Nadeau, drums.  
ARRANGER: Freddie Padgham.  
LEADER: Buddy Clarke (violin, vocalist).

It was a smart move on the part of Buddy Clarke to take the offer of plushy El Morocco, but it was equally smart for the El to grab the ork when it left the neighboring Normandie Roof. The payers had been accustomed to seeing and hearing Clarke's band in the swanky but inhibited atmosphere of the Roof, there's no doubt that he's fitted himself perfectly into the more tumultuous atmosphere of this spot. He's going to click here, and solidly at that.

Clarke has the personality to go with this room. He's a good mixer, a solid personality for introing the acts and generally keeps the show moving.

Musically, the band sounds as good as or better than at the Roof, concentrated into a smaller area the sound is under control all the time. Clarke also has been smart enough to pick up sidemen who double on enough instruments for three bands. Thus he can mix it up nicely between schmaltz and bounce, and for special effect he's even got a flute to throw in.

### Strong Brass Choir

The brass choir is strong and smooth and is a big help in the show cutting, because the boys are right on the button with the attack. The fiddle section, the rhythm, the whole combo works smoothly all the time. The music is danceable and listenable.

Ork rates a special nod for its show cutting forte. Freddie Padgham's pianistics and arrangements are really worth digging.

Clarke does the odd vocal, which he sells in good enough fashion.

Charles J. Lazarus.

### Jimmy Dorsey

(Reviewed at Hollywood Palladium, Hollywood, September 24. Booked thru Mus-Art Agency. Personal manager, Howard Christensen. Road manager, Red Alabaster.)

TRUMPETS: Tony Faso (lead), John Martel and Frank Lepinto.  
TROMBONES: Homer Alexander (lead), Chauncey Welsh and Don Matteson.  
SAXES: Norman Stern and Kenneth Dehlin, altos; Gilbert Koerner and James Giuffre, tenors, and Danny Bank, baritone.  
RHYTHM: Karl Kiffe, drums; Alan Haig, piano, and Barney Spieler, bass.  
VOCALISTS: Dee Parker, Bill Lawrence and Skylarks (vocal quintet).  
ARRANGERS: Johnny Martel and James Giuffre.  
LEADER: (sax and clary) Jimmy Dorsey.

For the most part, Jimmy Dorsey has to rely on the JD trademark to pull in the customers, since he has as yet to gain enough disk power on the MGM label to have the spinning stature prove a box-office drawing factor. Dorsey expects this condition soon to be remedied and looks to his newly acquired booking agency, Mus-Art, for the answer to his platter problems. He feels the bookery will concentrate all efforts on the disk side of the picture, thereby paving his way to the top money-making band category.

Since the JD crew played last in these parts, it has undergone noticeable changes. Dorsey has somewhat trimmed the ranks of his sidemen, replacing the dropped instrumentalists with a vocal quintet, the Skylarks. He has also brought into his fold a new balladist, Bill Lawrence, who bears watching. This is the lullaby-lad's first band affiliation but he sells like a veteran. A set of honeyed baritone pipes and a sincere style give his ballad selections full romantic expression. With the vocal-

### Stan Kenton

(Reviewed at Balboa Beach Rendezvous Ballroom, Balboa Beach, Calif., September 26. Booked thru General Artists Corporation. Personal manager, Carlos Gastel. Publicity, Gene Howard and Milton Karle.)

TRUMPETS: Buddy Childers, Ray Wetzel, Al Porcino, Chico Alvarez and Ken Hanna.  
TROMBONES: Milton Bernhart, Eddie Bart, Harry Forbes, Harry Betts and Bart Varsalona.  
SAXES: George Weidner, Bob Cooper, Warner Weidner and Bob Gloga.  
RHYTHM: Stan Kenton, piano and leader; Eddie Safranski, bass; Shelly Manne, drums; Laurindo Almeida, guitar; Jack Costanza, bongo.  
VOCALISTS: June Christy and Ray Wetzel.  
ARRANGERS: Pete Rugolo, Stan Kenton and Ken Hanna.

Six years ago, a youthful ivory-dusting frontier brought his freshly rehearsed crew into this dancery for its first date. Their stay stretched into a four-month engagement. It was here that personal manager Carlos Gastel first heard the ork and brought it under his p.m. wing, and it was here that the band sky-rocketed into prominence.

Hence, it is little wonder that Stan Kenton would return to the Balboa Beach Rendezvous Ballroom for his re-entry into the band biz, following his nine-month rest period. When health forced the disbanding of his aggregation, Kenton promised that when he reorganized the new band, it would include all his former men available at that time. Fact that the majority of his key men have returned to the fold is responsible for his ability to maintain the same spirit and flavor that was a part of the old aggregation. Only saxman Vido Musso is noticed in his absence. (Musso, after an earlier unsuccessful try, is again turning frontier.)

### Tram Section

In Kenton's all-important trumpet wing there's only one replacement, Al Porcino. Milton Bernhart and Harry Forbes are two former members who form the nucleus in the new tram section. Three Kenton oldsters hold down the five-man sax department while Eddie Safranski (bass) and Shelly Manne (drum) are in their former rhythm chairs. Incidentally, Kenton has introduced the bongo into his rhythm wing striving to inject a fresh sound into the beat department.

Kenton's rest has noticeably helped him. He works with renewed vitality but never loses his easy and relaxed stage manners. The ork has not irreparably suffered from the layoff. It still packs the old powerhouse punch and can pour out the flashes of instrumental color to match last year's product. True, this was opening night for an ork that had not worked together for a number of months and there are a couple of fluffs and rough spots here and there which must be expected in the circumstances. Only more playing time will iron out these slight flaws. However, as a whole, the ork has bounced back into its old groove with amazing ease.

June Christy, who had worked as a single during the band's layoff and seriously considered staying on her own, was welcomed with open arms by the customers. *Lee Zhitto.*

ly winsome Dee Parker held over from the former crew, the recent addition of Lawrence and the Skylarks is a reformation of the song department. This can be interpreted as a drive to regain the position held by the ork when Bob Eberle and Helen O'Connell worked under the JD banner.

Book leans heavily on the JD stand-bys, oldies and standards—as a matter of fact, too heavily. Current "plug" tunes are dangerously few and far between. At the performance caught, only *Kokomo* represented the current crop. *Lee Zhitto.*

### Freddy Martin

(Reviewed at Coconut Grove, Los Angeles Ambassador Hotel, Los Angeles, September 30. Booked thru Music Corporation of America. Publicity, Barney McDevitt.)

VIOLINS: Charles Bilek, Truman Boardman, Jacques Marx and Irving Weinger.  
CELLO: Virgil Gates.  
TRUMPETS: Clayton Cash, Norman Bailey and Harry McKeehan.  
TROMBONES: Glenn Hughes and Charles Probert.  
SAXES: Clyde Rogers, Gene Conklin, Reed Christensen, Rus Klein and Charles Thompson.  
RHYTHM: Barclay Allen, piano; Arnold Olson, bass, and Bob White, drums.  
VOCALISTS: Stuart Wade and the Martin Men (composed of Stuart Wade, Clyde Rogers, Glenn Hughes, Gene Conklin and Charles Probert). Gene Conklin is featured whistler.  
ARRANGER: Bob Ballard.

For the Grove's regular patrons, this was a dual occasion. They turned out en masse to (1) welcome back Freddy Martin from his summer's coast-to-coast theater tour and (2) greet him as he opened his eighth consecutive year in the plushery.

After all these years, the Martin style of music-making has become as much a part of the room as its coconut tree-adorned aisles. Performing smooth as silk, the Martin ork offers the knife-and-fork crowd a brand of music that can either enhance the pleasure of dinner or serve as excellent dance music after dessert.

### How He Does It

Martin achieves this twin purpose by throwing full emphasis on the melody line which is scored against a refreshing counter-figured background. To this is added an easy, terpsable beat which is light yet always well defined. With an eye to both diners and dancers, volume and tempo are moderate at all times. Change in pace, however, is carefully watched, with the batoner alternating ballads with novelties, Latin rhythms with the fox trot, etc.

In addition to his appealing playing style and carefully wrought arrangements, Martin owes a sizeable portion of his regular customers to his well stocked library. Here in rich display can be found synco adaptations of better known melodies from the classics and standards, counter-balanced by a choice assortment of the latest in current plug tunes. Entries in the Martin book since his eastern jaunt last spring included *Come to the Mardi Gras*, sung by the Martin Men; *Beginners' Boogie*, a clever instrumental novelty in the theme-and-variations form based on *Chopsticks*, and spotlighting Barclay Allen's *Steinwaying*.

Allen displays full command of the instrument and performs with interpretive insight. His pianology when encased in the background of mellow Strads and muted horns takes on new meaning. *Lee Zhitto.*

## Robbins Taking Over Paul Small Offices

NEW YORK, Oct. 4.—Jack Robbins is reported to be taking over the Paul Small offices on 52d Street between Broadway and Seventh Avenue. The w.-k. music biz figure who last year sold his interest in the Metro-Robbins empire to go into biz for himself purchased the space, it is understood, in order to consolidate the six pub firms and offices he has acquired.

He finalized his Heitor Villa-Lobos Corporation this week (deal with the Brazilian composer was worked out months ago), thus adding to the Walter Fuller Monogram (be-bop copyrights) catalog and the Consolidated Music Publishers, J. J. Robbins & Sons, Hamilton Gordon and John Franklin properties.

Move to the new quarters will be effected, it is said, as soon as Robbins finds suitable stockroom space. He's looking for a 10th Avenue storage site.

## Apollo Revamps Distribution and Promotion Setup

NEW YORK, Oct. 4.—Apollo Records this week reported that in the past two weeks it had extensively revamped its distribution and promotional facilities. Firm, which earlier had set up eight key, self-owned distribution outlets, supplemented these with 10 new independent distribs. Firm also revealed that it was fishing around for a field man to operate nationally in radio promotional work as a disk jockey and radio station contact man.

Creation of the independent distrib set-up was achieved by the firm's general sales manager, Henry Servais, who returned this week from a country-wide tour. In addition to the new appointments, Servais also made exec post changes in two of the firm's own distrib web and accomplished the moving of one of these, the New Orleans branch, to Dallas with the aid of his assistant, Jim Frangos. New appointment to head the Los Angeles branch was J. Delson, while the new Dallas branch will be topped by W. S. Rountree.

### New Distribs

Apollo's new independent distribs include: United Record Sales, under the direction of Ray Coen and Gordon Wolf; C. & C. Distributing Company, Seattle, under Lou Lavintal and Stan Sulman; Music Suppliers of New England, Boston, managed by Sam Clark; Penn Midland Sales, Pittsburgh, under Merle Weiss; Eddie's Record Distributing Company, Houston, under Joseph Moline; F & M Record Distributing Company, Cleveland, under Morton Frankel, and the William B. Allen Supply Company, New Orleans, topped by Jim McCarter. Other independent distribs added earlier were Millner Record Sales, St. Louis, and the Thurow Distributing Company, Tampa.

Latest recording activity for the firm (conducted by Musical Director Jerry Jerome) includes making some new Charlie Barnet sides on the West Coast and a number of others with undisclosed artists in Chicago.

## Government Checks Ork Platter Dough

(Continued from page 20)

huddling with his attorney soon to see if the IR Department has legal basis for demanding so much info.

The current IR survey is the result of the June decision of the Supreme Court in the Bartels vs. Birmingham case, in which the court decided in favor of the band leader as employer and, therefore, responsible for payment of Social Security and Federal Unemployment assessments for sidemen. Previously, under the Form B pact, ballroom and nitery ops playing the bands laid out the moo. The decision in the Bartels case, however, applied only to contracts covering one-night and short location (up to three days) dates and did not extend to recording pacts or long location dates.

### WELK FOR MIDWEST

HOLLYWOOD, Oct. 4.—Lawrence Welk will kick off a Midwestern tour next week on a \$1,500 guarantee and 60 per cent take basis. Welk will open Thursday (8) at Sioux City, Ia., at the Tomba Ballroom.

Other dates include October 10, Des Moines Tombar Ballroom; 11, Olwein, Ia., Coliseum; 12, Sheboygan, Wis., Pla-Mor Ballroom; 13, Madison, Wis., Orpheum Theater (50-50 deal, no guarantee); 14-19, Schroeder Hotel, Milwaukee; 20, Kaukauna, Wis., Nightingale Ballroom.

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 to a hit record?  
 Ask the artists that have one!

**EDDY ARNOLD**  
**DON'T BOTHER TO CRY**

Victor

**JIMMY WAKELY**  
**HERE TODAY AND GONE TOMORROW**

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**BILL BOYD**  
**NOW OR NEVER**

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**WESLEY TUTTLE**  
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*Watch for this big hit!*  
**TEX "SMOKE SMOKE SMOKE" WILLIAMS**

(DON'T TELEPHONE, DON'T TELEGRAPH)

**TELL A WOMAN**

(AND THE NEWS WILL TRAVEL FAST)

To be released soon on Capitol Records

*Fairway* MUSIC CORPORATION

FRED STRYKER, Prof. Mgr.

1651 Cosmo Street • Hollywood 28, California

**MUSIC PUBLISHERS' BATTING AVGS.**  
 (BY INDIVIDUAL FIRMS)

JUNE, 1947, THRU SEPTEMBER, 1947



The following batting averages of music publishers (a regular quarterly feature) are based on the numbers of points scored in the third quarter of 1947 in *The Billboard's* Honor Roll of Hits. Scoring was done as follows: Ten points for every week a song was No. 1 in the Honor Roll; nine per week for No. 2 song, and so on, down to one point for No. 10 song. These totals cover only the third quarter of the year; each quarter a similar breakdown is made, with the entire annual breakdown appearing at end of year.

Publishers	Points (Per Tune and Total)	Tune	Number of Weeks and Position in Honor Roll of Hits
1. ROBBINS	129 84 <b>TOTAL 213</b>	PEG O' MY HEART I WONDER, I WONDER, I WONDER	Twelve Weeks #1, One Week #2. Six Weeks #2, Two Weeks #3, One Week #4, One Week #7, One Week #9, One Week #10.
2. MILLS	101 <b>TOTAL 101</b>	THAT'S MY DESIRE	Five Weeks #2, Two Weeks #3, Four Weeks #4, Two Weeks #5.
3. E. B. MARKS	69 <b>TOTAL 69</b>	I WONDER WHO'S KISSING HER NOW	Two Weeks #2, Three Weeks #3, Two Weeks #4, Two Weeks #6, One Week #8.
4. OXFORD	61 <b>TOTAL 61</b>	CHI-BABA, CHI-BABA	Three Weeks #3, Three Weeks #4, Two Weeks #5, One Week #7.
5. CAPITOL SONGS	43 <b>TOTAL 43</b>	ACROSS THE ALLEY FROM THE ALAMO	Five Weeks #5, Two Weeks #6, One Week #8.
6. AMERICAN	36 <b>TOTAL 36</b>	SMOKE, SMOKE, SMOKE (That Cigarette)	Two Weeks #3, Two Weeks #4, One Week #5.
7. CHAPPELL	30 <b>TOTAL 30</b>	FEUDIN' AND FIGHTIN'	Two Weeks #5, Three Weeks #6, One Week #8.
8. FEIST	28 <b>TOTAL 28</b>	MAM'SELLE	One Week #3, Three Weeks #6, One Week #8, Two Weeks #10.
8. SHAPIRO-BERNSTEIN	25 3 <b>TOTAL 28</b>	WHEN YOU WERE SWEET SIXTEEN MIDNIGHT MASQUERADE	One Week #5, Three Weeks #7, One Week #8, One Week #9, One Week #10. One Week #9, One Week #10.
9. SUPREME	27 <b>TOTAL 27</b>	NEAR YOU	One Week #1, One Week #4, Two Weeks #6.
10. WITMARK	22 <b>TOTAL 22</b>	ASK ANYONE WHO KNOWS	Four Weeks #7, Three Weeks #9.
11. E. H. MORRIS	16 <b>TOTAL 16</b>	LINDA	Four Weeks #7.
12. FAMOUS	15 <b>TOTAL 15</b>	TALLAHASSEE	One Week #6, Two Weeks #8, One Week #9, Two Weeks #10.
13. PEER	14 <b>TOTAL 14</b>	MY ADOBE HACIENDA	One Week #6, Three Weeks #8.
14. PARAMOUNT	11 <b>TOTAL 11</b>	I WISH I DIDN'T LOVE YOU SO	Two Weeks #8, One Week #9, Three Weeks #10.
15. MARTIN	9 <b>TOTAL 9</b>	THE LADY FROM 29 PALMS	One Week #8, Three Weeks #9.
16. LEEDS	2 <b>TOTAL 2</b>	HEARTACHES	One Week #9.
16. BURKE-VAN HEUSEN	2 <b>TOTAL 2</b>	IVY	One Week #9.
17. SAM FOX	1 <b>TOTAL 1</b>	ALMOST LIKE BEING IN LOVE	One Week #10.
17. BARTON	1 <b>TOTAL 1</b>	I HAVE BUT ONE HEART	One Week #10.

**DENNEY TO N. Y. MCA**

NEW YORK, Oct. 4.—Music Corporation of America (MCA) band department was further enlarged this week with the addition of Jack Denney to the New York office. Denney was formerly with the Chicago office of General Artists Corporation (GAC), where he booked concerts. He also was a personal manager for singer Irene Manning and before that was a Midwest promoter. His MCA duties have not yet been determined. Just last week MCA added Erv Brabec to the band department.

**Shelley and Bernie Form Own Pub Firm**

HOLLYWOOD, Oct. 4. — Dave Shelley, former Majestic exec who departed from the diskery September 30, and Dave Bernie, ex-Santly-Joy West Coast rep, have gone into their own music publishing venture. New firm combines the names of the two partners under the title of Shelbern Music.



### MUSIC PUBLISHERS' BATTING AVGS.

(BY PUBLISHING GROUPS)

JULY, 1947, THRU SEPTEMBER, 1947



In the adjoining columns the music publishers' batting averages are scored individually. Robbins, Feist and Miller, for example, are listed singly, altho all are controlled by one management. To give both sides of the picture, *The Billboard* has broken down the breakdown and presents below an additional batting average revealing which group or combine or business management had the highest point-scoring songs for the third quarter of the year.

Publishing Group	Points (Per Tune and Total)	Tune
<b>1. ROBBINS-FEIST-MILLER</b>		
Robbins	129	PEG O' MY HEART
Feist	84	I WONDER, I WONDER, I WONDER
	28	MAM'SELLE
<b>TOTAL</b>	<b>241</b>	
<b>2. MILLS</b>	101	THAT'S MY DESIRE
<b>TOTAL</b>	<b>101</b>	
<b>3. E. B. MARKS</b>	69	I WONDER WHO'S KISSING HER NOW
<b>TOTAL</b>	<b>69</b>	
<b>4. SANTLY-JOY</b>		
Oxford	61	CHI-BABA, CHI-BABA
<b>TOTAL</b>	<b>61</b>	
<b>5. CAPITOL SONGS</b>	43	ACROSS THE ALLEY FROM THE ALAMO
<b>TOTAL</b>	<b>43</b>	
<b>6. AMERICAN</b>	36	SMOKE, SMOKE, SMOKE (That Cigarette)
<b>TOTAL</b>	<b>36</b>	
<b>7. CHAPPELL</b>	30	FEUDIN' AND FIGHTIN'
<b>TOTAL</b>	<b>30</b>	
<b>8. SHAPIRO-BERNSTEIN</b>	25	WHEN YOU WERE SWEET SIXTEEN
	3	MIDNIGHT MASQUERADE
<b>TOTAL</b>	<b>28</b>	
<b>9. BREGMAN-VOCCO-CONN</b>		
Supreme	27	NEAR YOU
<b>TOTAL</b>	<b>27</b>	
<b>10. FAMOUS-PARAMOUNT</b>		
Famous	15	TALLAHASSEE
Paramount	11	I WISH I DIDN'T LOVE YOU SO
<b>TOTAL</b>	<b>26</b>	
<b>11. WARNER'S MPHC</b>		
Wilmark	22	ASK ANYONE WHO KNOWS
<b>TOTAL</b>	<b>22</b>	
<b>12. E. H. (BUDDY) MORRIS</b>		
E. H. Morris	16	LINDA
Burke-Van Heusen	2	IVY
<b>TOTAL</b>	<b>18</b>	
<b>13. PEER INTERNATIONAL</b>	14	MY ADOBE HACIENDA
<b>TOTAL</b>	<b>14</b>	
<b>14. MARTIN</b>	9	THE LADY FROM 29 PALMS
<b>TOTAL</b>	<b>9</b>	
<b>15. LEEDS</b>	2	HEARTACHES
<b>TOTAL</b>	<b>2</b>	
<b>16. SAM FOX</b>	1	ALMOST LIKE BEING IN LOVE
<b>TOTAL</b>	<b>1</b>	
<b>17. BARTON</b>	1	I HAVE BUT ONE HEART
<b>TOTAL</b>	<b>1</b>	

### Stymie Pursues Hugh Martin in Waxing Own Tune

NEW YORK, Oct. 4.—Songwriter Hugh Martin, recently signed by Signature Records as an entrant in the composer-crooner sweepstakes that already numbers Hoagy Carmichael, Johnny Mercer and Jack Lawrence, was ticketed to cut a version of the much-fought-over *Pass That Peace Pipe*.

First stall took place when Martin developed throat trouble. Next, the tunesmith, also an ace vocal arranger, was called to Philadelphia to administer last-minute doctoring to the Broadway-bound musical, *High Button Shoes*. Final hitch, upon Martin's return to New York was that Monica Lewis, with whom he was to duet on the reverse of *Pipe*, had shifted over to Decca. Now, says

### Howard Set for Chi; Pacts One-Nighters

HOLLYWOOD, Oct. 4.—Following his closing at the Los Angeles Ambassador's Coconut Grove, Eddy Howard has returned to Chicago where his *Sunday Shaeffer Parade* broadcast will originate for the next three months. Prior to his opening at Chicago's Aragon October 28, Howard will use the Windy City as a pivot point for a series of one-nighters, playing the area during the week but returning to Chicago for his Sunday broadcast.

Dates set include: October 7—Austin, Minn.; 8—St. Paul; 9—Freeport, Ill.; 10—Davenport, Ia.; 14—Marshalltown, Ia.; 15—Dubuque, Ia.; 16—Cedar Rapids, Ia.; 17—Peoria, Ill.; 23—Ottumwa, Ia., and 24—Coloma, Mich.

Martin, it may be too late to wax the number.

P. S.—Hugh Martin only wrote *Pass the Peace Pipe*.

## "Double in Brass!"



### YOU CAN REALLY DO IT WITH A SOLOVOX

WITH THE AMAZING SOLOVOX you can produce the tonal effects of brasses, strings, or woodwinds while you accompany yourself on the piano.

Play sweet or hot, barrelhouse or blues, whatever you choose! How the customers love it!

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Here is an instrument that can

broaden your repertoire, improve your music, increase your popularity, and multiply your income. And it's all so easy with the Solovox\*!

It is portable—easily attached to and detached from any piano—and plugs into the lighting circuit. It doesn't interfere with the normal use of the piano, and it adds welcome variety to any piece you play.

To learn more about this remarkable instrument—and what it can do for you—see your dealer or mail the coupon today!

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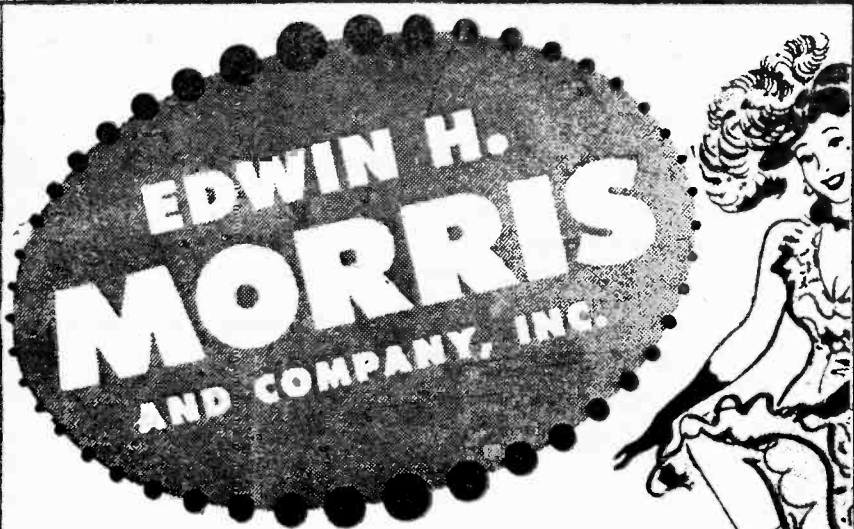
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We Are Pleased to Announce

PUBLICATION OF THE  
MONTE PROSER-JOSEPH KIPNESS PRODUCTION

HIGH  
BUTTON  
SHOES

Lyrics by Sammy Cahn  
Music by Jule Styne

I STILL GET JEALOUS  
PAPA, WON'T YOU DANCE  
WITH ME?

YOU'RE MY GIRL  
CAN'T YOU JUST SEE  
YOURSELF!

GET AWAY FOR A DAY

NEW YORK • CHICAGO • HOLLYWOOD

The Billboard  
MUSIC POPULARITY CHARTS  
PART I  
The Nation's Top Tunes

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

Week Ending  
October 3



HONOR ROLL OF HITS

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week

Last Week

1. **NEAR YOU** 1  
By Kermit Goell and Francis Craig  
Published by Supreme (ASCAP)  
Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Audiotones, Rainbow 10025; Dolores Brown-Audiotones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502.  
Electrical transcription libraries: Music of Manhattan Ork, NBC Thesaurus; Lawrence Welk, Standard.
2. **I WONDER WHO'S KISSING HER NOW** 3  
By W. M. Hough, F. R. Adams and J. E. Howard  
Published by E. B. Marks (BMI)  
Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-aires, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-239; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilotone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15, Phil Reed, Dance-Tone 119; Jack McLean Ork-Wayne Gregg, Coast 8013; Jean Sablon, Victor 25-0101.  
Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozie Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Serenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor; Lawrence Welk, Standard.
3. **I WISH I DIDN'T LOVE YOU SO** 6  
By Frank Loesser  
Published by Paramount (ASCAP)  
From the Paramount film "Perils of Pauline."  
Records available: Dick Farney, Majestic 7225; Helen Forrest, MGM 10040; Dick Haymes, Decca 23977; Betty Hutton, Capitol 409; Vaughn Monroe, Victor 20-2294; Dinah Shore, Columbia 37506; Phil Reed, Dance-Tone 120; Carol Gable, Radio Artist 211.  
Electrical transcription libraries: Mindy Carson, Associated; Eddy Howard, World; Lenny Herman, Lang-Worth; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus; Phil Brito, Musicraft 15117.
4. **PEG O' MY HEART** 2  
By Alfred Bryan and Fred Fisher  
Published by Robbins (ASCAP)  
Records available: Buddy Clark, Columbia 37392; Glenn Davis, Skating Rhythms SR-235; Clark Dennis, Capitol 346; the Harmonicats, Vitacoustic 1 & 2; Dolph Hewitt, Dixie 115; Eddie Heywood Ork, Decca 23960; Art Lund, MGM 10037; Ted Martin, DeLuxe 1080; Red McKenzie, National 9027; Glenn Miller Ork, Decca 25075; Miff Mile Nicksleland Band, Commodore C-1518; Danny O'Neil, Majestic 7238; Phil Regan, Decca 25076; Floyd Sherman-the Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052.  
Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrivaneck Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.
5. **FEUDIN' AND FIGHTIN'** 5  
By Al Dubin and Burton Lane  
Published by Chappell (ASCAP)  
Records available: Tex Beneke, Victor 20-2313; Dorothy Shay, Columbia 37189 (also in Dorothy Shay Sings Album, Columbia C-119); Rex Allen, Mercury 6049; Bing Crosby, Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith, MGM 10041; Jo Stafford, Capitol B443; Phil Reed, Dance-Tone 133.  
Electrical transcription libraries: The Song Spinners, World.
6. **WHEN YOU WERE SWEET SIXTEEN** 7  
By James Thornton; published by Shapiro-Bernstein (ASCAP)  
Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627; Dick Jergens, Columbia 37803; Phil Reed, Dance-Tone 120; Herb Kern, Temp TR 1034; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502.  
Electrical transcription libraries: Phil Brito, Associated; Foursome Quartet, MacGregor; Emile Cote, Lang-Worth; Collins Driggs, Standard; Knickerbocker Four, NBC Thesaurus; Lawrence Welk, Standard.
7. **AN APPLE BLOSSOM WEDDING** 9  
By Jimmy Kennedy and Nat Simon; published by Shapiro-Bernstein (ASCAP)  
Records available: Kenny Baker-Russ Morgan, Decca 24117; Phil Brito, Musicraft 15112; Buddy Clark, Columbia 37488; Jerry Cooper, Diamond 2081; Hal Derwin Ork, Capitol 430; Joe Dosh, Continental C-1101; Eddy Howard, Majestic 1156V; Sammy Kaye, Victor 20-2330; Ginny Simms, Sonora 3044.  
Electrical transcription libraries: Nat Brandwynne Ork, World; Lenny Herman, Lang-Worth.
8. **THAT'S MY DESIRE** 4  
By Carroll Loveday and Helmy Kresa  
Published by Mills (ASCAP)  
Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1054; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-514; Martha Tilton, Capitol 395; Glenn Davis, Skating Rhythms, SR-235; Phil Reed, Dance-Tone 118.  
Electrical transcription libraries: Barclay Allen, MacGregor; Lenny Herman, Lang-Worth; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Leighton Noble, Standard; Skinnay Ennis, Standard.
9. **THE LADY FROM 29 PALMS** 10  
By Allie Wrubel  
Published by Martin (ASCAP)  
Records available: Andrews Sisters, Decca 23976; Henry Busse, Vitacoustic 6; Victor Lombardo Ork, Majestic 7250; Freddy Martin, Victor 20-2347; Curt Massey, Coast 8011; Tony Pastor, Columbia 37562; The Pied Pipers, Capitol B460; Phil Reed, Dance-Tone 133.  
Electrical transcription libraries: Eddy Howard, World; Tony Pastor, Lang-Worth; Sweetwood Serenaders, NBC Thesaurus; Vic Damone-Ted Dale Ork, Associated; Lawrence Welk, Standard.
10. **SMOKE, SMOKE, SMOKE (THAT CIGARETTE)** 8  
By Merle Travis and Tex Williams; published by American (BMI)  
Records available: Johnny Bond, Columbia 37831; Phil Harris, Victor 20-2370; Deuce Spriggins, Coast 263; Lawrence Welk, Decca 24113; Tex Williams, Capitol Americana 40001; Cal Shrum and His Rhythm Rangers, Westernair 101.  
Electrical transcription libraries: Lawrence Welk, Standard.

RCA VICTOR'S  
**SAMMY KAYE!**

The band-behind-the-vocals delivers on both sides in that special Kaye style of "The Old Lamplighter."

**Forgiving You**

Sweet and sentimental, sung in slow beat by Your Sunday Serenade Sweetheart.

**The Little Old Mill**

(Went 'Round and 'Round)

Novelty bounce ditty, with vocal by The Three Kaydets and Choir.  
RCA Victor 20-2434



RCA VICTOR'S  
**FREDDY MARTIN!**

**When I Write My Song**

Another melody everybody loves . . . Martin's sentimental adaptation of "My Heart At Thy Sweet Voice." Stuart Wade's vocal will push it sky high.

**Don't You Love Me Anymore**

A delightful new tune . . . a neat vocal arrangement by Clyde Rogers and The Martin Men. Danceable slow-bounce tempo.  
RCA Victor 20-2473



RCA VICTOR'S  
**THE THREE SUNS!**

**Papa, Won't You Dance With Me?**

Mixed voices of Artie Dunn and The Sun Maids with lots of umph.

**I Still Get Jealous**

It's the hit tune from "High Button Shoes" . . . another "Peg O' My Heart" for the Sun!  
RCA Victor 20-2469



RCA VICTOR'S  
**CHARLIE SPIVAK!**

**Tennessee**

Watch this! Sounds like "Chattanooga Choo Choo" and with Irene Daye's sell, it'll be big!

**—And Mimi**

Tommy Mercer vocalizes about Mimi to Charlie's sweet trumpet strains. Publishers are plugging it.  
RCA Victor 20-2422



RCA VICTOR'S  
**ERSKINE HAWKINS!**

**Fool That I Am**

First major recording of a big Mid-West hit. Languid tempo, with rich brasses pointing up the swell Laura Washington vocal.

**Wiggle Worm**

Catchy rhythm in fast riff tempo with outstanding instrumental solos.  
RCA Victor 20-2470



RCA VICTOR'S  
**ROY ROGERS!**

(King of the Cowboys)

with Country Washburn and his Orchestra Roy sings these free and easy Westerns in his inimitable straight-from-the-saddle style.

**Do Ya or Don'tcha**

AND

**Saddle Serenade**

RCA Victor 20-2437



• **DONALD DAME,** Tenor with Russ Case and his Orchestra (RCA Victor Musical Smart Set "Love Songs" P-172)

**A Dream AND Auf Wiederseh'n!**  
RCA Victor 20-2112

**Lonesome—That's All AND A Little Love, A Little Kiss**  
RCA Victor 20-2113

**To the Land of My Own Romance AND My Dream Girl (I Loved You Long Ago)**  
RCA Victor 20-2114

**Kathleen Mavourneen AND I'll Take You Home Again, Kathleen**  
RCA Victor 20-2125

• **HARMONEERS QUARTET**

**Lord, Build Me a Cabin in Glory**  
AND

**My Labor Will be O'er**

RCA Victor 20-2475

• **HENRI RENÉ** and his Musette Orchestra

**Cuckoo Waltz**  
AND

**Dancing Doll**  
(Poupée Valsante)

RCA Victor 25-1098

— HEBREW —

• **SAUL MEISELS** with Orchestra Accompaniment

**Hatikva**  
(Hebrew National Anthem)  
AND

**Adama**  
(Song of the Earth)

RCA Victor 25-5030

— GREEK —

• **SOFIA VEMBO** with M. Sougioul Orchestra

**A Thia Mi' I Amirsoula** (My Aunt Amirsoula)  
AND

**SOFIA VEMBO** with Orchestra under dir. of K. Giannidis

**Mia Fora Monaha Zoume**—Slow  
(You Live Only Once)

RCA Victor 26-8195

— LATIN-AMERICAN —

• **JOSÉ CURBELO** and his Orchestra

**Rumba Mejoral AND Clarinet Samba**

RCA Victor 23-0691

• **FERNANDO FERNANDEZ** with Andres Huesca and his Group

**China De Los Ojos Negros** (My Black-eyed Baby)  
AND

**Guajolote**—Corrido (The Turkey)

RCA Victor 23-0697

THE STARS WHO MAKE THE HITS ARE ON

**RCA VICTOR**  
RECORDS



**MORE JACK-POT HITS!**

**HERE'S ONE FOR THE MONEY!**



**JOHNNY MERCER**

and

**NAT "KING" COLE WITH THE KING COLE TRIO**



together in

**"SAVE THE BONES FOR HENRY JONES"**

(CAUSE HENRY DON'T EAT NO MEAT)

plus

**"HARMONY"**

(From the Paramount Picture "Variety Girl")

**CAPITOL RECORD 15000**



The **Billboard**

**MUSIC POPULARITY CHARTS**

**PART II**

**Sheet Music**

Week Ending October 3



**BEST-SELLING SHEET MUSIC**

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

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
6	1	1.	NEAR YOU (R)	Supreme
12	2	2.	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
9	3	3.	FEUDIN' AND FIGHTIN' (R)	Chappell
9	6	4.	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
9	4	5.	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
13	8	6.	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
5	15	7.	THE LADY FROM 29 PALMS (R)	Martin
3	11	8.	YOU DO (F) (R)	Bregman-Vocco-Conn
20	5	9.	PEG O' MY HEART (R)	Robbins
6	12	9.	THE WHIFFENPOOF SONG (R)	Miller
22	5	10.	THAT'S MY DESIRE (R)	Mills
7	9	11.	I HAVE BUT ONE HEART (R)	Barton
3	14	12.	KATE (R)	Berlin
14	7	13.	ASK ANYONE WHO KNOWS (R)	Witmark
1	—	14.	KOKOMO, INDIANA (F) (R)	Bregman-Vocco-Conn
1	—	15.	ON THE AVENUE (R)	Leeds

**ENGLAND'S TOP TWENTY**

Weeks to date	POSITION		Song	English	American
	Last Week	This Week			
10	1	1.	NOW IS THE HOUR	Keith Prowse	Leeds
18	2	2.	COME BACK TO SORRENTO	Ricordi	Public Domain
6	3	3.	CHI-BABA, CHI-BABA	Sun	Oxford
7	4	4.	GUILTY	Francis Day	Feist
9	6	5.	THE LITTLE OLD MILL	Irwin Dash	Shapiro-Bernstein
8	7	6.	I BELIEVE	E. H. Morris	Sinatra Songs
13	9	7.	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
12	8	7.	MAM'SELLE	Francis Day	Feist
20	5	8.	PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
23	14	9.	AMONG MY SOUVENIRS	Lawrence Wright	T. B. Harms
5	10	10.	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
1	—	11.	FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	*
15	11	12.	I GOT THE SUN IN THE MORNING	Chappell	Berlin
37	15	13.	ANNIVERSARY SONG	Campbell-Connelly	Mood
17	12	14.	OH, WHAT A BEAUTIFUL MORNING	Chappell	Williamson
14	16	15.	THEY SAY IT'S WONDERFUL	Chappell	Berlin
16	13	16.	HEARTACHES	Campbell-Connelly	Leeds
17	19	17.	TIME AFTER TIME	E. H. Morris	Sinatra Songs
16	20	18.	DEAR OLD DONEGAL	Leeds	Leeds
22	17	19.	A GAL IN CALICO	Feldman	Remick

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

**CANADA'S TOP TUNES**

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the two largest wholesalers in the dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and publish songs themselves (and consequently push different songs), The Billboard presents the song titles and the sales rank order in which each of the two firms rate the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music and by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

SONG	Rank Order According to		SONG	Rank Order According to	
	CMS	GVT		CMS	GVT
I WISH I DIDN'T LOVE YOU SO	1	—	COUNTRY STYLE	16	—
THAT'S MY DESIRE	2	12	ASK ANYONE WHO KNOWS	17	—
WHEN YOU WERE SWEET SIXTEEN	3	3	THERE'S THAT LONELY FEELING AGAIN	18	—
AN APPLE BLOSSOM WEDDING	4	5	APRIL SHOWERS	19	—
I WONDER WHO'S KISSING HER NOW	5	2	THE LADY FROM 29 PALMS	20	—
FEUDIN' AND FIGHTIN'	6	14	NEAR YOU	—	1
PEG O' MY HEART	7	4	NAUGHTY ANGELINE	—	6
ALL MY LOVE	8	19	I HAVE BUT ONE HEART	—	7
JE VOUS AIME	9	—	I WONDER, I WONDER, I WONDER	—	8
MY HEART IS A HOBO	10	—	CHI-BABA, CHI-BABA	—	10
ON THE OLD SPANISH TRAIL	11	—	THE ECHO SAID "NO"	—	11
TALLAHASSEE	12	15	ANNIVERSARY SONG	—	13
WHAT ARE YOU DOING NEW YEAR'S EVE?	13	—	ALMOST LIKE BEING IN LOVE	—	16
AIN'TCHA EVER COMIN' BACK	14	—	YOU DO	—	17
ACROSS THE ALLEY FROM THE ALAMO	15	9	KOKOMO, INDIANA	—	18
			MAM'SELLE	—	20

**FOR THE FIRST TIME!**  
*Before A Show Opened In New York!*  
*More Than Forty*  
*Important Records*

A  
 TRIBUTE  
 TO THE GREAT  
 SCORE BY

**RICHARD RODGERS and OSCAR HAMMERSTEIN II**

# ALLEGRO

A Theater Guild production supervised by Lawrence Langner and Theresa Helburn. Dances, musical numbers and production staged by Agnes DeMille. Settings and lighting by Jo Zielziner. Costumes by Lucinda Ballard.

## SO FAR

Associated ..... Vic Damone	Langworth ... Lenny Herman	NBC Thesaurus ... Norman Cloutier (Music of Manhattan Orch.)
Capitol ..... Margaret Whiting	Langworth ... D'Artega	Signature ..... Alan Dale & Ray Bloch
Capitol Trans..... Skitch Henderson	Mercury ..... John Laurenz	Victor ..... Perry Como
Columbia ..... Frank Sinatra	MGM ..... Jack Fina with Harry Prime	Ziv ..... Guy Lombardo
Decca ..... Guy Lombardo	Muzak ..... Jack Fina	
Langworth ..... Shep Fields		

## A FELLOW NEEDS A GIRL

Associated ..... Vic Damone	Langworth ..... Shep Fields	Mercury ..... John Laurenz
Capitol ..... Gordon MacRae	Langworth ..... Lenny Herman	Muzak ..... Jack Fina
Columbia ..... Frank Sinatra	Langworth ..... D'Artega	NBC Thesaurus ... Sweetwood Serenaders
Continental ..... Jimmy Atkins	Majestic ..... Martha Tilton	Victor ..... Perry Como
Decca ..... Guy Lombardo		Ziv ..... Guy Lombardo

## THE GENTLEMAN IS A DOPE

Associated ..... Mindy Carson	Columbia .... Dinah Shore	Victor ..... Beryl Davis
Capitol ..... Jo Stafford	NBC Thesaurus. Patti Dugan-Jumpin' Jacks	

## YOU ARE NEVER AWAY

Victor ..... Freddy Martin

**In Preparation—A Victor Album of the Entire Score by the Original Cast**

# WILLIAMSON MUSIC INC.

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**KATE**

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The **Billboard**

**MUSIC POPULARITY CHARTS**

PART III

**Radio Popularity**

Week Ending  
October 3



**SONGS WITH GREATEST RADIO AUDIENCES**

(Beginning Friday, September 26, 8 a.m., and ending Friday, October 3, 8 a.m.)  
Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.  
(F) Indicates tune is from a film; (M) Indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.  
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**The Top 30 Tunes (plus ties)**

Ain'tcha Ever Comin' Back? (R)	.....	Sinatra Songs—ASCAP
All My Love (R)	.....	Harms, Inc.—ASCAP
Almost Like Being in Love (M) (R)	.....	Sam Fox—ASCAP
An Apple Blossom Wedding (R)	.....	Shapiro-Bernstein—ASCAP
Ask Anyone Who Knows (R)	.....	Witmark—ASCAP
Come to the Mardi Gras (R)	.....	Peer—BMI
Feudin' and Fightin' (R)	.....	Chappell—ASCAP
Fun and Fancy Free (F) (R)	.....	Santly-Joy—ASCAP
I Wish I Didn't Love You So (F) (R)	.....	Paramount—ASCAP
I Wonder Who's Kissing Her Now (F) (R)	.....	E. B. Marks—BMI
Just an Old Love of Mine (R)	.....	Campbell-Porgie—BMI
Just Plain Love (R)	.....	E. H. Morris—ASCAP
Kate (R)	.....	Berlin—ASCAP
Kokomo, Indiana (F) (R)	.....	Bregman-Vocco-Conn—ASCAP
Love and the Weather (R)	.....	Berlin—ASCAP
My Heart Is a Hobo (F) (R)	.....	Burke-Van Heusen—ASCAP
Naughty Angelina	.....	George Simon—ASCAP
Near You (R)	.....	Supreme—ASCAP
On the Avenue (R)	.....	Leeds—ASCAP
Peg o' My Heart (R)	.....	Robbins—ASCAP
So Far (M) (R)	.....	Williamson—ASCAP
Tallahassee (F) (R)	.....	Famous—ASCAP
That's My Desire (R)	.....	Mills—ASCAP
The Freedom Train (R)	.....	Berlin—ASCAP
The Lady From 29 Palms (R)	.....	Martin—ASCAP
The Stanley Steamer (R)	.....	Harry Warren—ASCAP
The Whiffenpoof Song (R)	.....	Miller—ASCAP
When You Were Sweet Sixteen (R)	.....	Shapiro-Bernstein—ASCAP
You Do (F) (R)	.....	Bregman-Vocco-Conn—ASCAP
You're Not So Easy To Forget (R)	.....	Feist—ASCAP

**The Remaining 20 Songs of the Week**

Across the Alley From the Alamo (R)	.....	Capitol Songs—ASCAP
All of Me (R)	.....	Bourne—ASCAP
Christmas Dreaming (R)	.....	Leeds—ASCAP
Don't Tell Me (R)	.....	Robbins—ASCAP
Every So Often (R)	.....	Harry Warren—ASCAP
Home Is Where the Heart Is (R)	.....	Advanced—ASCAP
How Lucky You Are (R)	.....	Peter Maurice—ASCAP
I Can't Get Off My Horse (R)	.....	Feist—ASCAP
I Have But One Heart (R)	.....	Barton—ASCAP
It Happened in Hawaii (R)	.....	Remick—ASCAP
Je Vous Aime (R)	.....	Crawford—ASCAP
Lazy Countryside (F) (R)	.....	Santly-Joy—ASCAP
Let's Pick Up Where We Left Off	.....	Bel-Air—ASCAP
My Future Just Passed (R)	.....	Beverly—ASCAP
Oh, My Achin' Heart (R)	.....	Mood—ASCAP
On the Old Spanish Trail (R)	.....	Peter Maurice—ASCAP
The Story of Sorrento (R)	.....	Pemora—BMI
The Turntable Song (R)	.....	Miller—ASCAP
What Are You Doing New Year's Eve? (R)	.....	Famous—ASCAP
Why Should I Cry Over You? (R)	.....	Feist—ASCAP

**RECORDS MOST-PLAYED ON THE AIR**

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

POSITION	Weeks to date	Last Week	This Week	Going Strong		Lc. By
				1	2	
10	1	1	1	NEAR YOU	Francis Craig	Bullet 1001—ASCAP
9	3	2	2	I WONDER WHO'S KISSING HER NOW (F)	Perry Como-Ted Weems	Decca 25078—BMI
4	6	3	3	NEAR YOU	Alvino Rey (Jimmy Joyce)	Capitol B-452—ASCAP
15	2	4	4	SMOKE! SMOKE! (That Cigarette)	Tex Williams Western Caravan (Tex Willette)	Capitol Americana 40001—BMI
2	11	5	5	NEAR YOU	Andrews Sisters (Vic Schoen Ork)	Decca 24171—ASCAP
3	8	6	6	I WISH I DIDN'T LOVE YOU SO (F)	Betty Hutton (Joe Lilley Ork)	Capitol 409—ASCAP
7	8	7	7	FEUDIN' AND FIGHTIN' (M)	Jo Stafford (The Starlighters-Paul Weston Ork)	Capitol B-443—ASCAP
3	13	7	7	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Moon Maids)	Victor 20-2294—ASCAP
17	7	8	8	PEG O' MY HEART	Three Suns	Victor 20-2272—ASCAP
23	4	8	8	THAT'S MY DESIRE	Frankie Laine	Mercury 5007—ASCAP
2	9	9	9	NEAR YOU	Elliot Lawrence (Rosalind Patton)	Columbia 37838—ASCAP
6	—	10	10	THE LADY FROM 29 PALMS	Tony Pastor (Tony Pastor)	Columbia 37562—ASCAP
7	6	10	10	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Shaffer)	Victor 20-2259—ASCAP
19	12	11	11	PEG O' MY HEART	The Harmonicats	Vitacoustic 1—ASCAP
1	—	11	11	THE STANLEY STEAMER	Jo Stafford (Paul Weston Ork)	Capitol B-454—ASCAP
1	—	12	12	I WONDER WHO'S KISSING HER NOW (F)	Georgia Gibbs (Glenn Osser Ork), Majestic 12012; Tony Martin (Victor Young Ork and Chorus), Victor 20-2425; Dinah Shore-The Modernaires (Sonny Burke Ork), Columbia 37850	Capitol 433—BMI

(Continued on page 121)

We wish to thank  
**7,935,861** people  
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**RECORDS** \* last year  
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*Direction*

**GENEAL ARTISTS CORPORATION**

**ART LUND**  
calling  
**JACK FINA**  
FROM HOLLYWOOD



"The good news is out, Jack, that you and your band are on M-G-M Records. And your first waxing of 'GOLDEN EARRINGS' and 'SO FAR' will be great news to dealers and coin operators."



"Glad to be aboard, Art. And speaking of news, your latest M-G-M Record of 'JEALOUS' looks like another bull's-eye."

**ART LUND**  
with orchestra conducted by Johnny Thompson  
**JEALOUS - AND MIMI**  
M-G-M 10082

The Ten Talented Fingers of  
**JACK FINA**  
and his Orchestra  
**GOLDEN EARRINGS - SO FAR**  
Both vocals by Harry Pine M-G-M 10085

OTHER  
NEW  
M-G-M  
HITS

**LAURITZ MELCHIOR**  
with orchestra conducted by  
Georgie Scoll  
**EMPEROR WALTZ**  
**THE KISS IN YOUR EYES**  
M-G-M 30030

**SY OLIVER**  
and his Orchestra  
**CIVILIZATION ("Bongo, Bongo, Bongo")**  
**YOU CAN'T TELL THE DEPTH OF THE WELL**  
Both vocals by Sy Oliver  
M-G-M 10083

**BLUE BARRON**  
and his Orchestra  
**THE STANLEY STEAMER**  
**CHRISTMAS DREAMING**  
M-G-M 10081

**DENVER DARLING**  
with the Ozark Playboys  
**I COME FROM MISSOURI**  
**WHEN YOUR HAIR HAS TURNED TO SILVER**  
M-G-M 10084

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

The **Billboard** MUSIC POPULARITY CHARTS

PART  
IV

**Retail Record Sales**

Week Ending  
October 3



**BEST-SELLING POPULAR RETAIL RECORDS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
6	1	1	NEAR YOU	Francis Craig	Bullet 1001
			<i>Red Rose</i>		
11	4	2	WHEN YOU WERE SWEET	Perry Como (The Satisfiers-SIXTEEN)	Victor 20-2259
			<i>Chi-Baba, Chi-Baba</i>	Lloyd Shaffer	
7	3	3	I WONDER WHO'S KISSING HER NOW (F)	Ted Weems-Perry Como	Decca 25078
			<i>That Old Gang of Mine</i>		
12	2	4	SMOKE! SMOKE! SMOKE!	Tex Williams Western Caravan (That Cigarette)	(Tex Williams-Trio)
			<i>Round-Up Polka</i>	Capitol Americana	40001
4	7	5	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Moon Maids)	Victor 20-2294
			<i>Tallahassee (F)</i>		
1	—	6	NEAR YOU	Andrews Sisters (Vic Schoen)	Decca 24171
			<i>How Lucky You Are</i>	Ork	
16	8	7	PEG O' MY HEART	Three Suns	Victor 20-2272
			<i>Across the Alley From the Alamo</i>		
6	5	8	FEUDIN' AND FIGHTIN'	Dorothy Shay (Mischa Russell)	Columbia 37189
			<i>Say That We're Sweethearts Again</i>	Ork	
1	—	9	NEAR YOU	Elliot Lawrence (Rosaline Patton)	Columbia 37838
			<i>How Lucky You Are</i>		
17	9	10	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Green Perfume)	Victor 20-2251

**BEST-SELLING POPULAR RECORD ALBUMS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Album Title	Artist	Label
25	2	1	Dorothy Shay (The Park Avenue Hillbilly) Sings Album	Dorothy Shay (Mischa Russell)	Columbia C-119
9	1	2	Al Jolson Album	Al Jolson	Decca A-575
37	3	3	Al Jolson Album	Al Jolson	Decca 469
2	—	4	The Three Suns Present Album	Three Suns	Victor P-185
1	—	5	Prom Date	Tex Beneke-Miller	Victor P-183
83	4	6	Glenn Miller	Glenn Miller	Victor P-148

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
105	3	1	Clair de Lune	Jose Iturbi	Victor 11-8851
78	2	2	Jalousie	Boston Pops; Arthur Fiedler, conductor	Victor 12160
120	1	3	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
94	4	4	Warsaw Concerto	The Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863
21	5	5	The Whiffenpoof Song	Robert Merrill	Victor 10-1313

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

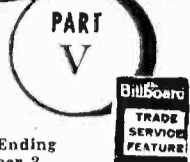
Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

Weeks to date	POSITION Last Week	POSITION This Week	Album Title	Artist	Label
56	2	1	Rachmaninoff Concerto No. 2 in C Minor	Artur Schnabel, pianist, NBC Ork; Vladimir Golschmann, conductor	Victor 1075
111	1	2	Rhapsody in Blue	Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor	Columbia X-251
23	3	3	Rhapsody in Blue	Paul Whiteman	Signature GP-1
20	—	4	Tchaikowsky Nutcracker Suite	New York Philharmonic Symphony Ork; Rodzinski, conductor	Columbia MM-627
2	—	5	Strauss Waltzes	Andre Kostelanetz and His Ork	Columbia 481



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

**Juke Box Record Plays**



Week Ending  
October 3

**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		Record	Label
Weeks to date	Last/This Week		
6	1	1. NEAR YOU ..... Francis Craig	Bullet 1001
9	2	2. I WONDER WHO'S KISSING HER NOW (F) ..... Ted Weems-Perry Como	Decca 25078
13	3	3. SMOKE! SMOKE! SMOKE! (That Cig-Tex Williams Caravan (Tex Williams-Trio) arette) ..... Capitol Americana	40001
2	11	4. NEAR YOU ..... Andrews Sisters (Vic Schoen Ork)	Decca 24171
20	6	5. THAT'S MY DE-SIRE ..... Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251
16	4	6. PEG O' MY HEART ..... Three Suns	Victor 20-2272
14	5	7. WHEN YOU WERE SWEET SIXTEEN ..... Perry Como (The Satisfiers-Lloyd Shaffer)	Victor 20-2259
24	7	8. PEG O' MY HEART ..... The Harmonicats	Vitacoustic 1
3	12	9. I WISH I DIDN'T LOVE YOU SO (F) ..... Vaughn Monroe (Moon Maids)	Victor 20-2294
23	8	10. THAT'S MY DE-SIRE ..... Frankie Laine	Mercury 5007
2	—	11. I HAVE BUT ONE HEART ..... Vic Damone (Tex Beneke-Miller Ork (Garry Stevens-The Moonlight Serenaders), Victor 20-2424; Carmen Cavallaro, Decca 24154; Gay Claridge Ork (Thelma Graen), Future F-105; Monica Lewis (Ray Bloch Ork), Signature 15130; The Pied Pipers (The Ernie Pillec Quintet), Capitol B-460; Frank Sinatra (Axel Stordahl Ork), Columbia 37554)	Mercury 5053
2	15	12. SUGAR BLUES ..... Johnny Mercer (Paul Weston Ork)	Capitol B-448
3	14	13. FEUDIN' AND FIGHTIN' (M) ..... Jo Stafford (The Starlighters-Paul Weston Ork)	Capitol B-443
12	—	14. PEG O' MY HEART ..... Art Lund (Johnny Thompson Ork)	MGM 10037
1	—	15. KATE (Have I Come Too Early, Too Late?) ..... Eddy Howard	Majestic 1160
6	9	15. THE LADY FROM 29 PALMS ..... Freddy Martin (The Martin Men)	Victor 20-2347

**Coming Up**

THE ECHO SAID NO	Guy Lombardo	Decca 24115
NEAR YOU	Two Ton Baker	Mercury 5066

**MOST-PLAYED JUKE BOX HILLBILLY RECORDS**

Records listed are hillbilly records most played in juke boxes according to The Billboard's weekly survey among juke box operators.

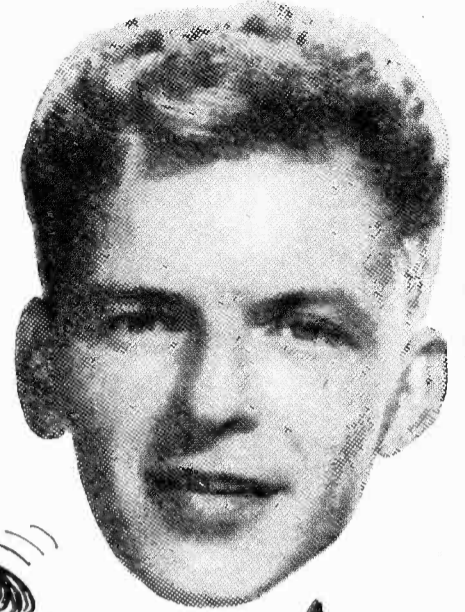
POSITION		Record	Label
Weeks to date	Last/This Week		
16	1	1. SMOKE! SMOKE! SMOKE! (That Cigarette) ..... Tex Williams Western Caravan (Tex Williams-Trio)	Capitol Americana 40001
8	3	2. I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms) ..... Eddy Arnold and His Tennessee Plowboys	Victor 20-2332
17	2	3. TIMTAYSHUN ..... Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle)	Capitol 412
20	4	4. IT'S A SIN ..... Eddy Arnold and His Tennessee Plowboys	Victor 20-2241
2	—	5. FEUDIN' AND FIGHTIN' ..... Jo Stafford (The Starlighters-Paul Weston Ork)	Capitol B-443
2	5	5. THAT'S WHAT I LIKE ABOUT THE WEST ..... Tex Williams and His Western Caravan	Capitol Americana A-40031

**MOST-PLAYED JUKE BOX RACE RECORDS**

Records listed are race-type disks most played in the nation's juke boxes, according to The Billboard's weekly survey among juke box operators.

POSITION		Record	Label
Weeks to date	Last/This Week		
7	1	1. BOOGIE WOOGIE BLUE PLATE ..... Louis Jordan	Decca 24104
3	4	2. HE'S A REAL GONE GUY ..... Nellie Lutcher	Capitol Americana 40017
5	2	3. HURRY ON DOWN ..... Nellie Lutcher and Her Rhythm	Capitol Americana 40002
1	—	3. SNATCH IT AND GRAB IT ..... Julia Lee and Her Boy Friends (Julia Lee)	Capitol Americana 40028
2	5	4. SINCE I FELL FOR YOU ..... Paul Gayten and His Trio (Annie Laurie)	DeLuxe 1082
18	3	5. JACK, YOUR'E DEAD ..... Louis Jordan	Decca 23901

Here's perpetual motion for your machines!



four sure hits by

**FRANK SINATRA**

With orchestra conducted by Axel Stordahl

"A FELLOW NEEDS A GIRL"

"SO FAR"

(Both from "Allegro")

COLUMBIA 37883

"THE STARS WILL REMEMBER"

(So Will I)

"CHRISTMAS DREAMING"

(A Little Early This Year)

COLUMBIA 37809



HEAR THE GREAT ARTISTS AT THEIR BEST ON

**Columbia Records**

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





**Don't You Love Me Anymore**

Order These TOP RECORDINGS!

- ♥ VICTOR ..... FREDDY MARTIN
- ♥ DECCA . . . BOB EBERLE-EDDY HEYWOOD
- ♥ COLUMBIA ..... BUDDY CLARK
- ♥ CAPITOL ..... JACK SMITH
- ♥ MERCURY ..... JOSE MELIS
- ♥ MGM ..... HELEN FORREST
- ♥ TEMPO ..... HERB KERN

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 JACK PERRY Chicago  
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The **Billboard** MUSIC POPULARITY CHARTS  
 PART VI  
 Record Reviews and Possibilities  
 Week Ending October 3

**RECORD POSSIBILITIES**

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.

- CIVILIZATION** ..... Danny Kaye and the Andrews Sisters  
 with Vic Schoen Ork. . . . Decca 23940  
 With the market already well filled with several versions of this witty ditty with the bongo, bongo, bongo refrain, it would appear difficult to come up with a dishing that should top them all. But that's what happens with this hunk of wax. The Andrews Sisters inject plenty of spirit into the novelty, while Danny Kaye lends a bit of his zaniness to the platter, and all is made complete by a good Vic Schoen ork backing. This biscuit should clean up on the jukes. Flip is a weak novelty, "Bread and Butter Woman," which gets the performance but just hasn't got the material.
- (I DON'T CARE) THAT'S ALL I WANT TO KNOW** ..... Dick Haymes with Gordon Jenkins Ork  
 Decca 24225  
 Here's another pretty ballad by the singer Haymes. He sings at his relaxed best and receives excellent musical support from the Gordon Jenkins ork. Flip is a pretty slow ballad, "With the Roses in Her Hair." If it catches on, it could become a strong coin possibility. Incidentally, credit Decca with the usual stress on lyric enunciation. It's good to hear the words. Other diskers please copy.
- I UNDERSTAND** ..... Gordon MacRae with Paul Weston Ork  
 Capitol 15002  
 A commendable revival of a recent oldie by the young man with the big voice, Gordon MacRae. If the song gets any kind of publisher (it actually was never plugged to the maximum, since the song originally gained favor at the time of the ASCAP-radio war when no ASCAP tunes were being aired) impetus, this waxing could grab off a healthy hunk of coin. Wherever they like their music soothing and romantic—which is most everywhere—they'll also like MacRae's job with the "I Still Get Jealous" tune from the "High Button Shoes" legitser, on the reverse side. Paul Weston's accompanying ork cuts fine backgrounds for MacRae. Disk is on the new Capitol purple-label 75-cent product.
- L-L-L-L-A** ..... Tommy Dorsey Ork with vocal by Mae Williams and the Town Criers. . . .  
 Victor 20-2468  
 Cute novelty which gets lilting treatment from the ever-impeccable Tommy Dorsey, who here seems to have that record which he hasn't had in many a moon. A dedication to Los Angeles, this ditty has a catchy melody and clever enough lyrics which are well sung by Mae Williams with the aid of the Town Criers vocal group. This one should make ideal juke material. Flip is "The Old Chaperone" with Stuart Foster, May Williams and the Criers kicking around a long set of lyrics which make up only a fair tune heard before on a Crosby disking.

**RECORD REVIEWS**

Lightface portion of reviews is intended for information of all record and music users. Boldface portion is intended for guidance of juke box operators.

**FRANK SINATRA—THE CHARIOTEERS**  
 (Columbia 37853 and 37883)  
*I've Got a Home in That Rock*—FT; V.  
*Jesus Is a Rock in the Weary Land*—FT; V.  
*A Fellow Needs a Girl*—FT; V.  
*So Far*—FT; V.

Frank Sinatra joins with the Charioteers to sing the Negro spirituals for one of the pairings and takes two alone from the new "Allegro" show score for the second set. All cuttings comes thru handsomely. For sheer vocal enjoyment, it's when The Voice blends his pipes with the fully-imaginative spiritual harmonies of the Charioteers. Singing with a deep religious feeling, it's a beautiful blend for the sedate and spiritual "Home in the Rock," the rich harmonies of the quartet responding to Sinatra's song. Contrasting and entirely exciting as they impart a righteous rhythmic flavor to "Weary Land," with the accompanying piano and drums beating out a rumba-like rhythm, their interpretation makes it a classic for this spiritual as well. For the two show ballads, maestro Axel Stordahl subdues the strings and woodwinds as Sinatra sings it intimately and with a deep note of sincerity for the easy-flowing and pretty "Fellow Needs a Girl" melody, with as much romantic expression for the more vigorous "So Far" ballad. Both songs, particularly the "Fellow" piece, rate high as hit potentials. A platter performance that will rate higher for home spinning.

**TONY MARTIN** (Victor 20-2396 and 20-2478)  
*Lazy Country Side*—FT; V.  
*Too Good To Be True*—FT; V.  
*The Christmas Song*—FT; V.  
*Begin the Beguine*—FT; V.

From the "Fun and Fancy Free" movie, the warm tenor piping of Tony Martin, with vocal assist by a mixed chorus and a colorful musical background painted by the soft strings and woodwinds of Earl Hagen's orchestra, provides an easy and rhythmic lyrical flow for "Lazy Country Side" and tender treatment for the "Too Good To Be True" ballad. Plattering is pleasant enough for the two movie ballads, but it's when ringing out for the slow and tuneful holiday serenade, Mel Torme's new "Christmas Song," that Martin puts more of that heartfelt feeling into his singing. And the lyricizing is just as lush, again on his own with just the orchestra in a more rhythmic frame, for

a stirring sing to the ever-popular "Begin the Beguine."  
 While the movie may attract some attention to the screen songs, it's the topical "Christmas Song" that should count mostly for the machines.

**CARMEN CAVALLARO** (Decca 24154)  
*Aintcha Ever Comin' Back*—FT; VC.  
*I Have But One Heart*—FT; VC.

The smooth and polished dance rhythms of Carmen Cavallaro, with the maestro's Steinway flourish adding class luster to the cutting, it's entirely smartly styled and thoroughly danceable for both of these ballad frames. Most striking is the lovely "One Heart" lullaby with the maestro's piano octaves striking out the lovely Italian folk melody to set the stage for Bob Allen's romantic song. Similar treatment, and it spins just as smoothly, is provided by Cavallaro and Allen for the flipover in the easy-flowing "Aintcha Ever Coming Back" ballad.

"I Have But One Heart" packs the nickel promise.

**LEE WILEY** (Majestic 7259)  
*Memories*—FT; V.  
*But Not for Me*—FT; V.

While the voice is husky and hazy, Lee Wiley still phrases the wordage with a full measure of jazz feeling to make the plattering palatable for those seeking out such inflections in a song. With the small accompanying band, paced by Jess Stacy at the piano, sustaining the rhythmic flow, Miss Wiley makes it an easy and relaxed lyrical hit for Gershwin's "But Not for Me," singing it slowly and with subdued tones for "Memories."

For the hot jazz cults.

(Continued on opposite page)

**Album Reviews**

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 40. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the Music Machines department this week.

(Continued from opposite page)

**WASHBOARD SAM (Victor 20-2440)**

*Soap and Water Blues*—FT; V.  
*You Can't Make the Grade*—FT; V.

Returned to the records for the race blues shouting after an absence of several years, Washboard Sam gets off to a fine start with some rugged and sultry-toned chanting with strong rhythmic support from Roosevelt Sykes' piano, J. T. Brown's bluesy alto sax and the trap sounds of the washboard. And while it's in the slow tempo, it's a solid beat as Sam shouts it low-down for "Soap and Water Blues," replete with unsavory remarks about his b.o. gal friend. Just as rough and ready as he takes the flip at a more moderate pace to pipe the philosophical saga about the man who is too old to make the grade with women.

Race spots will spot both sides.

**PHIL BRITO (Musicraft 15113)**

*Fun and Fancy Free*—FT; V.  
*How Lucky You Are*—W; V.

Making too many rhythmic demands of his singing style, and with Ted Dale's subdued music no more carefree or playful than the piping, it's no great shakes as Phil Brito gives out in straightforward fashion for the light-tempered and bouncy "Fun and Fancy Free" movie title tune. For the flip, it's a slow waltz melody in "How Lucky You Are," and while Brito gives to it a romantic expression in song, there's no lit to his lyricizing to make for any attention-getting.

Little here to make the folks give up their coins.

**MEL TORME (Musicraft 15114)**

*Boulevard of Memories*—FT; V.  
*—And Mimi*—FT; V.

Two lush nostalgic melodies, they lend themselves well to the soft and whispery intimacy in Mel Torme's song. However, it's a slow dirge as he drags it out unearthy for "Boulevard of Dreams," losing much of the effect of his phrasings. His uncanny sense of lyric projection serves even better for "—And Mimi," but here again tempo keeps the spin almost at a stand-still. Small unit led by Walter Gross at the piano, taking in flute, harp and rhythm instruments, heightens the intimacy of his chant but without giving any color to the musical frame for piping that depends solely on styling.

Mel Torme followers, where they manifest themselves, will show some interest in "Mimi."

**BUDDY CLARK (Columbia 37889)**

*Freedom Train*—FT; V.  
*Sincerely Yours*—FT; V.

Singing with good spirit, with the spirited harmonies of an assisting vocal group and Mitchell Ayres's music adding to the rhythmic brightness, Buddy Clark makes it a meaningful chant for "Freedom Train." The singing and playing is subdued for the flip as the troubadour takes to the torch, but not too convincingly as he pipes out the slow "Sincerely Yours" ballad to which he adds a dramatic recitation that is completely corn.

"Freedom Train" provides an effective patriotic tie-up for the phono ops.

**HUM AND STRUM (Stellar SR-1001 and 1003)**

*The Gang That Sang Heart of My Heart*—FT; V.  
*Peggy O'Neil*—W; V.  
*Bridget O'Flynn*—FT; V.  
*Steve O'Donnell's Wake*—FT; V.

It's the shamrock singing to which this bary and tenor team of Hum and Strum are entirely devoted. And with an added brogue to their pattering, it's a bright and breezy spin for the two Irish folk classics in "Bridget O'Flynn" and "Steve O'Donnell's Wake." With piano, accordion and bass setting forth lively rhythms in support, the boys blend their voices smoothly for the "Gang" song, and take it at a hitting three quarter tempo for "Peggy O'Neil" to which they add the old vaudeville routine of double-timing the lyrics in typewriter fashion. Plenty of nostalgia packed in this needling spinning out on smooth-surfaced vinylites.

Plenty of coin charm in these cuttings for the taps and taverns, particularly where they wear the green.

**BOB HOUSTON (MGM 10074)**

*Castanets and Lace*—FT; V.  
*A-N-G-E-L Spells Mary*—FT; V.

While possessing a full-ranged and pleasant baritone voice, it's without the romantic flavor or personality styling to set off his efforts so that the spin might brush against fem ears in more than just the casual way. With Hugo Winterhalter's music providing a tropical setting with a strong beguine beat, Houston carries it at a moderate tempo for "Castanets and Lace," with a slow ballad pace for the "Mary" song.

Hardly strong enough to snare coins.

**MILTON LARKIN (Sonora 116)**

*Bring the Money In*—FT; VC.  
*Lovin' Woman Blues*—FT; VC.

It's the rough and rugged race jive singing of Milton Larkin with his small band keeping up a bounce background thruout for "Bring the Money In." An original Harlesem novelty, Larkin shouts it in patter style with the band boys on the vocal responses to make for a rowdy

but rhythmic spin. For the flip, Larkin dips into the slow race blues register with the alto sax blowing it blue to set the stage for his rhythmic phrasings to his own "Lovin' Woman Blues."

For the backroom locations in Harlem quarters where "Bring the Money In" will count for coins:

**PAUL RICH-JACK CURTIS (Raven 413)**

*St. Louis Blues*—FT.  
*I Gotta Know Where I Stand With You*—FT; V.

With the waxing trend taking to the harmonicas, this new label spins out promise of hitting pay dirt with the harmonica blowing of Paul Rich, long spotlighted along the nitery belt. A small and rhythmic combo (in Charlie Mohacey's Men of Note sustaining a bright solid beat thruout, Rich blows out a torrid interpretation of the "St. Louis Blues" classic, interloping with the familiar melody licks to make it a thoroly commercial show piece. For the flip, it's the romantic baritone of Jack Curtis falling easy on the ears as he sings it will full sincerity for an original and tuneful ballad in "I Gotta Know." And just as easy to take is the musical setting of the Don Henry Harmonica Trio to frame the setting.

Coin spenders will take to the "St. Louis Blues" show piece.

**JULIE HAYDEN (Willida WR-6)**

*Christmas Story—Parts I & II.*

To a soft and subdued fiddle background provided by Al Rickey, with the youthful voices of a choir from the Children's Opera of New York cutting thru with the traditional carols, Julie Hayden gives a dramatic reading of the story of Christmas as adapted for the disk by Julie Marvin. Story is told in a simple fashion with full expression and meaning to the stage star's reading to make it a favored single for the children's marts during the holiday season. Spins on both sides of a 10-inch vinylite and packaged in an illustrated envelope in keeping with the religious spirit of the yuletide.

For the kiddies at home.

**NORA MORALES (Majestic 1167)**

*Un Poquito de Amor*—FT; VC.  
*Pan, Pan, Pan*—FT; VC.

The rich and riotous Latin rhythms of Nora Morales' band, peppered with the maestro's octave keyboard sparkle, make it a jam-packed plattering of hip-swaying urges for the lively "Pan, Pan, Pan" guaracha with an unnamed Afro-Cuban chanter singing it in spirited fashion for the familiar song. For the flip, it's a smooth spin in the beguine tempo for "Un Poquito de Amor" with Bob Johnstone singing it romantically for the English lyrics of the Latin lullaby stemming from the movie score of "This Time For Keeps." Rumba enthusiasts will be enthusiastic for "Pan, Pan, Pan."

**JOHNNIE JOHNSTON (MGM 10076)**

*Forgiving You*—FT; V.  
*Lazy Countryside*—FT; V.

Back in the disk whirl with this label, Johnnie Johnston makes an impressive pitch when lifting it lyrically in an easy rhythmic pace for "Lazy Countryside" with the assistance of the harmonizing Crew Chiefs and the bright beats of Dick Jones's music to add to the attraction of the spin. For the flip, he sings it casually and pleasantly enough for the "Forgiving You" ballad but without causing any undue attention.

The "Fun and Fancy Free" movie will help draw coin attention to "Lazy Countryside."

**JASCHA HEIFETZ (Victor 10-1324 and 10-1328)**

*La Fille Aux Cheveux de Lin*—FT.  
*Jota*—FT.  
*Sea Murmurs and the Bumblebee*—FT.  
*Zapateado*—FT.

Ten-inch singles, it's the full brilliance of Jascha Heifetz adding with purity of tone and striking technique for these familiar recital pieces. With Emanuel Bay ever the capable piano accompanist, there is thrilling virtuosity in Helfetz's playing of the colorful and whimsical Spanish dance melody by Sarasate in "Zapateado" ("The Cobbler"), coupling with a medley of the rich "Sea Murmurs" melody and the flighty "Bumblebee." Two more miniatures, previously plattered, in the tender and toney Debussy transcription, "La Fille Aux Cheveux de Lin" ("The Girl With the Flaxen Hair"), coupled with the vivacious and colorful Spanish ballet music in Falla's "Jota."

For the home collections of better music on the record.

**LUIS ORITIZ (Standard F-4027)**

*My Feelings*—FT; VC.  
*When the Bongo Sounds*—FT; VC.

A fine little Latin group with trumpet, guitars and gourd, Luis Ortiz cuts both of these Latin melodies in bright and breezy fashion. Making it all the more contagious are the blended bary and tenor voices of Yayo and Alvarado, who sing it smoothly for a sweet serenade in "My Feelings" ("Mi Sentir"), and in a more spirited style for the brighter guaracha rhythms set to "When the Bongo Sounds" ("Al Sonar El Bongo"). All pleasant for the ear and for the hip-swags.

For the rumba addicts.

(Continued on page 115)

honk! honk! chug! chug!

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Lyric by RALPH BLANE

Music by HARRY WARREN

The hit song from M-G-M's "SUMMER HOLIDAY", technicolor production starring Mickey Rooney and Gloria De Haven . . . featured on the radio and records by the country's leading singers and bands.



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MAJESTIC RECORD NO. 12012



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VICTOR RECORD NO. 20-2425



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with THE MODERNAIRES

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**The Billboard** MUSIC POPULARITY CHARTS

**Part VII**

**Advance Information**

Week Ending October 3

TRADE SERVICE FEATURE

**ADVANCE RECORD RELEASES**

Records listed are generally approx- | supplied in advance by record companies, mately two weeks in advance of actual | Only records of those manufacturers vol- release date. List is based on information | untarily supplying information are listed.

**POPULAR**

A FELLOW NEEDS A GIRL	Guy Lombardo (SO FAR)	Decca 24194
A GIRL THAT I REMEMBER	Tommy Tucker (Don Brown) (SIPPING CIDER)	Columbia 37941
ABSENCE MAKES THE HEART GROW FONDER	Wayne King (A. Kenneth Stevens) (LOVE WILL)	Victor 20-2474
AFTER YOU	Les Brown (DARDANELLA)	Columbia 37933
AMOUR	Phil Reed (HABANERA)	Dance-Tone 53
AT DAWNING	Charlie Spivak (HOW LUCKY)	Victor 20-2500
AT SUNDOWN	Ted Meyn (TALES FROM)	Harmonia H-1908
*AU REVOIR—PLEASANT DREAMS	Ben Bernie Ork (IT'S A)	Decca 25282
BABY BE GOOD	Vaughn Monroe (Vaughn Monroe) (LOVE FOR)	Victor 20-2514
BEAUTIFUL DREAMER	Ted Meyn (MOONLIGHT AND)	Harmonia H-1913
BEAUTIFUL OHIO	Ted Meyn (CIRIBIRIBIN)	Harmonia H-1915
BEHIND THOSE SWINGING DOORS	Spike Jones (Del Porter) (THE SHEIK)	Victor 20-2507
BONGO ALBUM	Dinah Shore (Sonny Burke Ork)	Columbia MJ-41
CAROLINA IN THE MORNING	Tony Martin (Earle Hagen Ork) (ILL DANCE)	Victor 20-2512
CHOPIN'S WALTZ IN C SHARP MINOR	Ted Meyn (INDIAN LOVE)	Harmonia H-1912
CIRIBIRIBIN (Chiribiribee)	Ted Meyn (BEAUTIFUL OHIO)	Harmonia H-1915
CLARINET POLKA	Phil Reed (WHAT ELSE)	Dance-Tone 60
COME ON AND WHISTLE	Phil Reed (I'M THINKING)	Dance-Tone 40
CONCERTO IN B FLAT MINOR (Tchaikovsky)	Ted Meyn (EMBRACEABLE YOU)	Harmonia H-1914
*CONGAS ALBUM	Eddie LeBaron Ork	Decca A-590
Alegre Conga		Decca 25215
La Conga Se Va		Decca 25217
Los Indios Del Caney		Decca 25215
Por Corriente Va Una Conga		Decca 25216
Rosita La Bonita		Decca 25217
Se Pue La Comparsa		Decca 25218
Una, Dos Y Tres		Decca 25216
Viene La Conga		Decca 25218
DANUBE WAVES	Phil Reed (MERRY WIDOW)	Dance-Tone 63
DARDANELLA	Les Brown (Eileen Wilson) (AFTER YOU)	Columbia 37933
DEDICATION (TO SCHUMANN)	Wayne King (Franklyn MacCormack) (TRAUMERIE)	Victor 20-2492
*DODGIN' THE BEAN	Larry Clinton (HEART AND)	Victor 26046
EMBRACEABLE YOU	Ted Meyn (CONCERTO IN)	Harmonia H-1914
EMPEROR WALTZ	Ted Meyn (SWANEE RIVER)	Harmonia H-1911
GOLDMAN MARCHES ALBUM	The Goldman Band-Edwin Franko Gold- man, Dir.	Sonora MS-497
Anniversary March	Sonora 1198	Sonora 1195
Birthday March	Sonora 1198	Sonora 1197
Bugles and Drums	Sonora 1195	Sonora 1196
Hail Brooklyn	Sonora 1197	Sonora 1196
Hail World Peace	Sonora 1197	Sonora 1196
HABANERA	Phil Reed (AMOUR)	Dance-Tone 53
*HEART AND SOUL	Larry Clinton-Bea Wain (DODGIN' THE)	Victor 26046
HORSES	Ted Meyn (WINE, WOMEN)	Harmonia H-1910
HOW LUCKY ARE YOU?	Charlie Spivak (Tommy Mercer) (AT DAWNING)	Victor 20-2500
*IDA! SWEET AS APPLE CIDER	Glenn Miller (Tex Beneke) (JINGLE BELLS)	Victor 20-2510
I LOVE YOU	The Harmonicats (MY GAL)	Universal U-850
*IF IT'S TRUE	Mills Brothers (THE VERY)	Decca 25284
*I'LL BE SEEING YOU	Tommy Dorsey-Frank Sinatra (WELL GIT)	Victor 20-2508
I'LL DANCE AT YOUR WEDDING	Tony Martin (Earl Hagen Ork) (CARO- LINA IN)	Victor 20-2512
I'M NOT JUST A WHISTLIN' DIXIE	Jimmy Blade Ork (Melodeers) (THE MERRYMAKERS)	Sullivan 502
I'M THINKING TONIGHT OF MY BLUE EYES	Phil Reed (COME ON)	Dance-Tone 40
I'M WAITING FOR SHIPS THAT NEVER COME IN	Buddy Clark (Mitchell Ayres Ork) (THE EMPEROR)	Columbia 37934
*I'M WAITING FOR SHIPS THAT NEVER COME IN	Bing Crosby (John Scott Trotter Ork) (WHEN DAY)	Decca 25281
INDIAN LOVE CALL	Ted Meyn (CHOPIN'S WALTZ)	Harmonia H-1912
*IT'S A LONESOME OLD TOWN (When You're Not Around)	Ben Bernie Ork (AU REVOIR)	Decca 25282
*JINGLE BELLS	Glenn Miller (Tex Beneke-Ernie Caceres- The Modernaires) (IDA! SWEET)	Victor 20-2510
LA PALOMA	Ted Meyn (SLEEPY TIME)	Harmonia H-1909
LOVE FOR LOVE	Claude Thornhill (Fran Warren) (WAR- SAW CONCERTO)	Columbia 37940
LOVE FOR LOVE	Vaughn Monroe (Vaughn Monroe) (BABY BE)	Victor 20-2514
LOVE WILL KEEP US YOUNG	Wayne King (Nancy Evans) (ABSENCE MAKES)	Victor 20-2474
MADE FOR EACH OTHER (Tu Felecidad)	Xavier Cugat-Buddy Clark (RHUMBA FANTASY)	Columbia 37939
*MARTHA (Ah, So Pure)	Connie Boswell-Bob Crosby and the Bob Cats (THE DOUBLE)	Decca 25283
MERRY WIDOW WALTZ	Phil Reed (DANUBE WAVES)	Dance-Tone 63
MOONLIGHT AND ROSES	Ted Meyn (BEAUTIFUL DREAMER)	Harmonia H-1913
MY GAL SAL	The Harmonicats (I LOVE)	Universal U-850

(Continued on opposite page)

POPULAR

(Continued from opposite page)

Table listing popular records including 'MY WILD IRISH ROSE ALBUM', 'PAPER DOLL', 'POOR BUTTERFLY', 'RHUMBA FANTASY', 'RAGTIME COWBOY JOE', 'SEEMS LIKE A MONTH OF SUN-DAYS', 'DOROTHY SHAY (The Park Avenue Hillbillie) GOES TO TOWN ALBUM', 'SIPPING CIDER BY THE ZUYDER ZEE', 'SLEEPY TIME GAL', 'SO FAR STARS IN YOUR EYES', 'SWANEE RIVER (Old Folks at Home)', 'TALES FROM THE VIENNA WOODS', 'TALES FROM THE VIENNA WOODS', 'TENNESSEE (I Don't Care) THAT'S ALL I WANT TO KNOW', 'THE SHEIK OF ARABY', 'THE SKATERS', 'THE THUNDERER', 'THE VERY THOUGHT OF YOU', 'THE WHIFFENPOOF SONG', 'THERE'S SOMETHING ABOUT A SOLDIER TRAUMEREI', 'VALSE BLUETTE', 'VOICE OF SPRING', 'WARSAW CONCERTO', 'WELL GIT IT', 'WHAT A DIFFERENCE A DAY MADE', 'WHAT ELSE AIN'T-CHA GOT?', 'WHEN DAY IS DONE', 'GEORGE WHITE'S SCANDALS MEDLEY, Part I & II', 'WHITE CHRISTMAS', 'WINE, WOMEN AND SONG', 'WINE, WOMEN AND SONG', 'WITH A SWEEP OF MY SOMBRERO'.

RACE

Table listing race records including 'ECHOES OF HARLEM', 'HASTINGS STREET BLUES', 'HEY, SISTER LUCY (What Makes Your Lips So Juicy?)', 'I SHOULD O' BEEN THINKIN' INSTEAD OF DRINKIN'', 'I'LL LOVE YOU TILL YOUR MONEY'S GONE BLUES', 'IT'S BEEN SO LONG', 'OH! ME! OH! BLUES', 'PLEASE, MR. JOHNSON', 'SAVE THE BONES FOR HENRY JONES', 'SOAP AND WATER BLUES', 'STOP PRETENDING (So Hip You See)', 'SWEET LORRAINE', 'THEY RAIDED THE JOINT', 'WAY LATE', 'WE'RE LIVING HUMBLE', 'WORRIED MAN BLUES', 'YOU BETTER WATCH YOURSELF, BOB', 'YOU CAN'T MAKE THE GRADE'.

IMMEDIATE DELIVERY section with six boxes for Philadelphia, Chicago, Cleveland, New York City, San Francisco, and New Orleans, listing local distributors.

ANNIE LAURIE and the PAUL GAYTON TRIO advertisement for 'SINCE I FELL FOR YOU' (DE LUXE #1082) with 'Terrific Hit!' and 'LOVE THAT MAN'.

JOHNNY HAD A YO-YO advertisement for 'YOUR DADDY WAS A SOLDIER' by RUTH WALLIS (DE LUXE #1089) with 'Ask your fellow operators if this isn't their HOTTEST JUKE BOX NUMBER!'.

OUT OF THIS WORLD advertisement for 'DONKEY SERENADE and INDIAN SUMMER' by BORRAH MINEVITCH (DE LUXE #1100) with 'IT'S TERRIFIC-SENSATIONAL' and 'as only and His Harmonica Rascals could do them!'.

IMMEDIATE DELIVERY section with six boxes for Detroit, Pittsburgh, Minnesota, St. Louis, Kansas City, Boston, Baltimore, Hartford, and New Jersey, listing local distributors.

IMMEDIATE DELIVERY banner at the bottom of the page.

HELLO AMERICA

DECCA RECORDING STARS

FIRST EUROPEAN TOUR

the INK SPOTS

Sixth and Final Week  
CASINO THEATER  
LONDON

RETURNING TO AMERICA  
SEE YOU SOON!

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NEW YORK

EXCLUSIVE REPRESENTATION  
UNIVERSAL ATTRACTIONS  
565 FIFTH AVENUE • NEW YORK, N. Y.

## Curb on Liquor Distillers Won't Stymie Showbiz

(Continued from page 3)

zens Food Committee and agreed to use no more wheat and to cut the use of other grains in half for the "duration of the emergency"—which government officials estimated at four to 10 months. The emergency is caused by Europe's shortage of food.

### Guzzling Off 40%

But even tho the distillers are to be limited in the amount of giggle water they can turn loose this winter, they are confident of being able to meet public demand for some time to come. The Department of Commerce reports that consumption of liquor is off as much as 40 per cent from last year. Not so much moola around, maybe.

This week-end's federal action on liquor control strengthens the growing belief that Congress, when it goes into session early in the year, will respond to mounting agitation for restoration of some wartime controls. If so, showbiz is sure to feel the effect. Republican leaders are considering a course of action on grain, sugar and building controls, and informed sources size up the outlook like this:

1. Controls over use of grains in distillation of liquor may be extended and tightened.
2. Congressional leaders are averse to restoring sugar controls, but the Agricultural Department favors it.
3. Building construction controls may be lifted. If so, showbiz will be among the chief gainers.

### Threat to Soft Drinks

Many officials in the Agriculture Department's production and marketing administration would like to see the reappearance of sugar limitations. Such action would be a blow to soft drink and candy manufacturers, who are just beginning to approach pre-war production. Size of the current domestic sugar beet harvest is likely to be the determining factor in any recommendation to Congress by Agriculture chiefs. Stocks of imported cane sugar are ebbing fast, according to the Department, and only a heavy sugar beet harvest can restore the sugar stockpile.

The sole remaining building control—the curb on amusement construction—is almost certain to be eliminated early in the next congressional session. Originally designed to route scarce building material to the veterans' housing program, the control has been criticized as unsuccessful because of difficulty of administration with a small staff.

## BIZ FIGHTS CHI TAX

(Continued from page 4)

have been increased more than 160 per cent in the last 10 years, with no appreciable increase in the price of admissions other than in taxes, are the "highest license fees of any business in the city" and the highest showbiz fees levied "by any large city in the country."

The tax, if passed, would apply only to spots charging admission. It would not be added to tabs in niteries not charging admission, for example, as is the case with the federal government's 20 per cent bite.

## MOSE GUMBLE SERVICES

NEW YORK, Oct. 4.—Funeral services for the "grand old man of the music biz," Mose Gumble, were held Wednesday (1) at Riverside Memorial Chapel. Gene Buck delivered the eulogy for the Warner Bros.-MPHC dean of song pluggers who "fathered" so many of the top professional and music biz people in showbiz today.

## British \$\$ Crisis Tempers Welcome To Yank Shows

(Continued from page 4)

In addition, if American entertainers are employed by U. S. producers or managers here, they do not have to pay British income tax for the first six months. Show business people fear that continued talk may arouse patriotic sentiment against American entertainment, stemming from the line of reason that "it costs dollars, so we mustn't go to see any American shows or acts."

The British can point to the Theater Guild's phenomenal success with *Oklahoma* which in 200 performances has taken in about \$745,000 and paid the British treasury more than \$240,000 in entertainment tax, a new record; Mae West's \$5,000 a week for *Diamond Lil*, and the Ink Spots' \$8,000 a week. Plays such as *Born Yesterday*, *Life With Father*, *Deep Are the Roots*, and *Tobacco Road* also have had a steady take in recent months. Altho they do not refer to the aforementioned, some people have the impression that U. S. turns may be taking more money out of the country than they are worth.

It is hoped that Americans will follow the example of the Theater Guild, which has agreed to leave most of the *Oklahoma* profits in Britain to finance other Theater Guild productions here and to present British companies in the U. S. The entertainment profession here thinks some arrangement will have to be made to limit the converting of earnings. One showman suggested that Treasury Minister Dalton tell West End managers that they can spend on American talent as many dollars as they can earn with shows in the U. S.

## FED SHOWBIZ AID SEEN

(Continued from page 4)

interested in television and hopes to get Congress to make available money to put on dramas illustrating veterans' benefits. Many War Department officials hope to get not only money to continue its sports broadcasts for the army recruiting service but also enough to expand them.

### Coin Machine Survey

Commerce Department officials are prepared to ask for money to conduct the first complete business census in a decade. Present Commerce methods of estimating numbers and progress of businesses are based on spot checks and frequently prove unreliable. One puzzle a business census would clear up is just how many coin machines are now in service around the nation and exactly how operators are making out. Commerce recently made an estimate of coindom's take last year and arrived at a figure that trade circles feel is highly erroneous. To questions about the number of machines, Commerce officials frankly admit they don't know.

A business census would also go into such other showbiz statistics as theaters, night clubs and amusement parks.

In addition to getting an official authorization and more money for their international broadcasts, State Department officials plan to ask Congress for increased funds to purchase commercial recordings for shipment to U. S. information offices abroad.

## LOMBARDO'S 17TH YEAR

NEW YORK, Oct. 4.—Lombardo—Guy, that is—comes "home" again next week when his ork opens its 17th consecutive fall and winter season at the grill of the Hotel Roosevelt here October 13.

Join the **RECORD MANUFACTURERS** who are proving that

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A product of J. W. Neff Laboratories, Inc.

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Test it on your own presses. Write for free sample to

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These leading coin-phonograph manufacturers have already entrusted their prestige to

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For 17 years PERMO POINTS have been the choice of manufacturers and operators alike... They realize the needle is the heart of every phonograph... Better order some PERMO POINTS today!

Aireon MILLS

PACKARD PLAMOR

THE HOUSE OF CABELL

ELLIPTICAL **PERMO** INCORPORATED **ROUND**  
Chicago 26

The original and world's largest manufacturer of longlife phonograph needle

At all Decca, R.C.A. Victor, Columbia Distributors

# MUSIC—AS WRITTEN

(Continued from page 22)

## Chicago:

Fred Lowery and Dorothy Rae have broken all records at the 1,500-seat Pappy's Showland, Dallas, Lowery's home town, and are being held over until October 15. . . . Mel Henke will move his family to the West Coast from Chicago after his closing at the Copacabana, Omaha, October 12. . . . Bob Dinker, disk jockey at WIND, has a major supporting role in *Northside 777*, gangster flicker currently being filmed here. . . . Sam Lutz has inked Dave LeWinter's Sextet, a fixture at the Pump Room of the Ambassador East, to a personal management pact.

Carl Bean's territory ork was pacted to a McConkey Music Corporation pact by Henry Durst, who has changed the ex-Frankie Masters musical director's monicker from Bean to Beam. Francis Bigley, Mankato, Minn., continues as personal manager. . . . Clyde McCoy's band taking a 10-day layoff due to the serious illness of the *Sugar Blues* maestro's wife, Maxine, the former Maxine Bennett, of the Bennett Sisters, who once sang with McCoy.

Shep Fields's ork is being booked exclusively by Mus-Art. Jack Whittemore, of the Gotham M-A office, is working on the inking of a management pact with Fields. . . . Jimmy Palmer's band, now a Mus-Art property, has broken a long precedent at Hugo Giovagnoli's Lake Club, Springfield, Ill., being held over indefinitely. Previously the spot worked on a two-week basis. . . . Jack Kennedy, San Diego, Calif., ballroom chain op, and his wife in town conferring with Jack McLean, whose band is at Verdebar's Oh Henry Ballroom, Willow Springs, Ill.

Paul Bannister, GAC one-night booker, squiring Jo Hiatt (Miss Chicago) frequently. . . . Aristocrat platters has added Leonard Chess in the sales staff, and Jo-Jo Adams, Annie Laurie and the Tri-Tones to its recording stable. . . . As a special promotion, George Devine, op of the Million Dollar Ballroom, Milwaukee, threw open his ballroom free to the public, offering free drinks and a local band September 30, drawing 9,000. . . . Hawk Grant, WGN singer, has been signed by Vitacoustic Records.

## Hollywood:

Hill & Range is after the publishing rights to Lee Penny's latest ditty, *With the Sweep of My Sombrero*, claiming that it holds a pact with the cfeffer. . . . Spike Jones is jamming a lot of work into this week, opening his *Music Depreciation Revue* at the Philharmonic Aud for a six-day stand, doing a pic short, guesting on *Queen for a Day*, making a personal appearance at Fresno, Calif., plus a recording session for Victor. . . . Meadowbrook, Culver City dancery, will be pulling in the teen-agers with a Saturday matinee of plattered music spun by disk jockey Bill Anson for airing over KFWB from 1 to 4 p.m. No liquor will be served nor will there be live

music for the terpsing kids. . . . With Steinwayers Jack Fina and Murray Arnold going out on their own as ork frontiers, Freddy Martin will lose his current pianist, Barclay Allen, who will form his own band. He expects to leave the Martin crew within the next six months.

Chirp Lorry Raine set for a recording session under the Mercury label and a McGregor transcription date, with Eddy Scrivanic backing. . . . Songwriters Harold Arlen and Leo Robin are teamed with music director Walter Scharf in cleffing for Universal-International's Yvonne De Carlo-Tony Martin pic, *Casbah*. . . . The Modernaires have just been signed to a new three-year contract by Columbia Records. Deal was handled by their personal manager, Tom Shiels. . . . Frankie Masters will make a short at Universal-International before closing his current Casino Gardens engagement October 22.

## Philadelphia:

Al Rose introducing an Arkay record label devoted to le jazz hot, with a Dan Burley waxing for the first issue. . . . Dick Wharton gets the bandstand call for the relighting of the 212 Club. . . . Johnny Bar's music at Lexington Casino. . . . New record manufacturing firm, to press outside labels, set up here in the Matsen Phonograph Records Manufacturing Company.

Bill Borrelli, who had an independent label of his own here, now the factory man here for the Sonora label. . . . Nellie Lutcher set for a local jazz concert November 5 at Town Hall under Jazz Festival Society auspices, with Louis Armstrong's new band set by the society for a December jazz-fest at the Academy of Music.

## London:

Former Joe Loss violinist Phil Silvertone will soon become leader of a sextet, with a date set in November for the unit at a new nitery which is being completed in the Piccadilly here. . . . Bob Farnon, assistant conductor and arranger for top English orkster Geraldo, left that org last week to write and arrange film music. . . . Trombonist Woolf Phillips cut four sides for Parlophone Records with his ork.

Leading guitman Ivor M. Mairants doubling between Decca recording dates and movie studio work. . . . Maurice Winnick will return to Ciro's as house orkster with a bigger band than he had there earlier in the year. . . . Don Leonard and His Caribbeans, a group imported from Jamaica, B. W. I., now playing at the Regency nitery here.

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## ALBUM REVIEWS

**MOZART: QUINTET FOR CLARINET AND STRINGS**—Reginald Kell-Philharmonia String Quartet (Columbia MM-702)

One of the most popular of the instrumental quintets among the lovers of chamber music, this *Quintet in A Major* is the only one that Mozart had written for clarinet and strings. Reginald Kell, England's foremost clarinetist, and the Philharmonia String Quartet, turn in a notable needle performance for four 12-inch platters, marked by the smoothness, balance and liquid tones for this serene musical masterpiece with its variety and richness of melody. Only the presence of surface noises in some spots in this set sent for review marred a perfect performance. Otherwise this importation from England's shores will be widely hailed by lovers of chamber music on wax. The instrumental figures makes for a fetching box cover design, records packed in the Recordtainer.

**BEETHOVEN: CONCERTO NO. 2**—William Kapell (Victor DM-1132)

Too long neglected by the concert halls and not heard on wax since Artur Schnabel's performance in 1936, William Kapell has produced an exceptionally sympathetic interpretation of Beethoven's *Piano Concerto No. 2 in B-Flat* for this set of four 12-inch records. A thoroughly charming work, embodying all the classicism of the composer, Kapell's playing is technically and artistically all to be desired. And there is full collaboration with the orchestral background played by the NBC Symphony Orchestra under the direction of Valadimir Golschmann. The *Concerto* takes seven of the sides in the set, Kapell filling out alone at the piano for a favorite recital piece in Brahms's *Intermezzo in E, Opus 116, No. 6*. Bust of Beethoven attracts attention to the album cover with notes on the least known of the five Beethoven piano concertos carried on the inside page.

### Continental Agency Swings Into Action With Three Deals

NEW YORK, Oct. 4.—The month-old Continental Artists Agency swung into action with Jack Archer, Milt Deutsch and key property Woody Herman planing into New York from the West Coast to set three developments:

(1) Herman, whose new band debuts on the West Coast October 18, will switch from the New York Paramount to the Capitol Theater in 1948. Herman is due into the Loew house the last week in April and at a reported sizeable hunk of coin.

(2) Noro Morales, another of the new combine's properties, was set with an MGM Records contract (see other story).

(3) Negotiations were started with Moe Gale Agency for Continental to spot book some of the former's attractions along the West Coast. No papers were signed, nor was the deal exclusive.

Archer, Deutsch and Herman left yesterday for a Chicago stopover to set further Midwest deals and to locate a Windy City rep. Archer will handle things from Hollywood, with Deutsch headquartering in New York.

**CAMPUS FAVORITES**—Kay Kyser (Columbia C-150)

The musical professor strings together a set of 15 college songs from Army, Navy, Notre Dame, Wisconsin, Yale, University of Southern California and Washington and Lee to make up this set of four records. However, there's little of the campus breeze in these biscuits and even less of the rah-rah spirit in the rhythms. Instead, Kay Kyser bends low to the nostalgia of the old grads in having Harry Babbitt and the Glee Club drag out all the alma mater melodies. Added to the overflowing measure of nostalgia, the maestro takes over a side to recite tender campus poetry. Hardly leaves enough grooves for the band to dig into the lively football songs. College pennants make for a bizarre title page, and while the University of North Carolina is listed, the *Tar Heel* music of Kyser's own school is conspicuous by its absence in the spinning. Inside cover blank altho the space could have been used to better advantage pictorially.

**BIX AND TRAM** (Columbia C-144)

This package of le jazz hot goes back to the golden era of jazz, bringing eight examples of choice collector items that date back to circa 1927 when Frankie Trumbauer's music made it choice cuttings for the old Okeh label. For in addition to "Tram's" C-Melody sax sorcery, the all-star group gives the supple cornet hot of the late Bix Beiderbecke, with the clarinetting of Jimmy Dorsey and Don Murray, the trombone twerls of Bill Rank, and the guitar pickings of the late Eddie Lang to mention merely a few of the all-time jazz greats sitting in on these historic sessions. All familiars to the hot diskophiles, without which no collection could be complete, it's a rare opportunity to catch up with *Singin' the Blues*, *Clarinet Marmalade*, *Riverboat Shuffle*, *Ostrich Walk*, *Way Down Yonder in New Orleans*, *Wringin' and Twistin'* (which has Bix at the piano for a trio turn with Tram and Eddie Lang), and with the added rhythmic vocal phrasings of Trumbauer's *Take Your Tomorrow and Baby*, *Won't You Please Come Home*. For the neophytes, it's a real excursion into the realm of le jazz hot and well worth looking inside the set in spite of the bizarre and unbefitting caricature sketches of "Bix and Tram" on the album cover. More becoming and in better taste are the printed notes on the music filling the inside page.

(See Album Reviews on page 115)

### Pelican Productions Adds Concert Dept.

HOLLYWOOD, Oct. 4.—Organization of a new department of Pelican Productions (local legit producing group) was disclosed last week with the appointment of Dale Wasserman, producer and concert manager, as head of a new bureau to be known as Pelican Concerts. Appointment of Wasserman, former manager and producer for Katharine Dunham and other concert performers, was accompanied by the announcement that Pelican Concerts has been formed to arrange musical and concert attractions for the Las Palmas and Coronet theaters.

Following the Los Angeles debut of these programs, Pelican Concerts further plans to invade a field which has been monopolized by Eastern booking offices and book these concerts on the West Coast in theaters, auditoriums and schools.

### Rosemary Wayne Takes Platters To Steak House

CHICAGO, Oct. 4.—Second disk jockey show emanating from a local bistro started here Friday (3) when Rosemary Wayne switched her mid-night to 1 a.m. nightly show from the studios of WCFL to the Steak House, North Side club. Format and arrangements for the show are still vague, for deal was completed a day before the start of the show. Steak House show, which will air via WCFL, will run from midnight to 2 a.m., with la Wayne spinning disks in between table-hopping stints during which she'll interview customers and conduct a quiz show, with a \$5 bill giveaway to a Steak House patron every 15 minutes. Platters will be played at the studios of WCFL, with plans being worked out so that the disks can also be heard over the Steak House p.a. system. However, spot is using a combo and a single pianist, so they may run into AFM trouble, as did the first Chicago disk jockey show coming from a night spot, which was started several weeks ago by Linn Burton from the College Inn of the Hotel Sherman. When Burton tried to have recorded music piped into the Inn, from WENR, plans were stymied quickly by Local 10 here.

The Wayne two-hour show, which will be aired six times weekly, is being sponsored by the Kaiser-Frazer Dealers' Association. Miss Wayne, who is also heard on an hour show daily over WJJD, now has 17 hours on the air.

### New 350G Ballroom For Clear Lake, Ia.

CLEAR LAKE, Ia., Oct. 4.—Contracts have been let for the construction of a new and larger Surf ballroom at Clear Lake, Ia., to replace the building destroyed by fire several months ago, it was announced by Kenneth W. Moore, of Chicago, president of Prom, Inc.

The new structure is expected to cost \$350,000 and have 50 per cent more dancing space. Work will start immediately and the ballroom is expected to be ready for operation next summer.

The ballroom formerly was owned and operated by Carl Fox, but sold along with the Prom of St. Paul, and the Terp at Austin, Minn., to the Prom, Inc., group.

### KENTON BALBOA HIGH

HOLLYWOOD, Oct. 4.—Stan Kenton broke all previous records at Balboa Beach Ballroom when he kicked off his reorganized band Saturday, September 27. Kenton pulled in 5,170, breaking the previous high mark set four years ago by Tommy Dorsey.

Kenton returned to the Balboa for the first date of his new band, since that was the location where his band got its start in 1941.

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# State Dept. Disk Exports Creating Foreign Market

WASHINGTON, Oct. 4.—State Department officials believe that their modest program of shipping American commercial records to agency libraries abroad is creating a large potential foreign market for U. S. disk manufacturers. Officials told *The Billboard* this week that while the State budget for this activity is small, interest is "amazingly high" in the 44 foreign nations where the program is in force. In Montevideo, for instance, several hundred persons packed the department's information office recently to hear a concert of George Gershwin records. The department's international library division, which handles the program, is concentrating exclusively on sending American records of American-composed music in an effort "to show foreign nations that all good music is not of European origin."

Of the 44 countries to which records have been sent by the international library, half are in Latin America, the rest being scattered around Europe, with a few in the Near East. Officials hope to add China in the near future.

Altho the number of records shipped by the library is small, many overseas information offices have a good disk collection inherited from the Office of War Information and from Red Cross outposts. Since many of these inherited disks are of popular music, the library is concentrating mainly on purchasing what semi-classical American music is now available. At the same time, many countries have developed an interest in American folk ballads, and a number of Burl Ives records and albums have been shipped.

Records which library officials believe suitable for overseas shipment are first checked by a jury of American composers and conductors who serve without pay. Records which have been given a green light by the jury are then purchased for shipment. Officials were reluctant to give figures on the amount of records bought, but admitted that a recent order for 50 albums was one of the largest purchases.

The international library works in close collaboration with State Department's international broadcast division (IBD) in order to avoid disk duplication. IBD is concerned with maintaining record collections for State's short-wave broadcasts.

## Columbia Records Doubling Up Names

NEW YORK, Oct. 4.—Columbia Records is moving up some of its big guns to get in on the "double feature" take (up to now a fave Decca gimmick) by teaming two name artists together on a single platter. Frank Sinatra already has waxed sides with Kay Kyser's ork and Woody Herman, recently returned to the band wars after a short period as a Columbia balladist, cut two vocal disks backed by Duke Ellington's crew.

Sinatra, who already has teamed up with Cugat and Dinah Shore on past sessions, is said to be set for a date with Ellington, and others may follow.

## Libby Holman Cuts "Body and Soul"

NEW YORK, Oct. 4.—Libby Holman, torch singer who was the toast of Broadway in the '30's, yesterday (3) cut a wax reprise of *Body and Soul*, the tune with which she has been most identified for a dozen years, for Mercury Records. Deal was set by flack Jerry Breitman to cash in on the song's rejuvenation via the coming *Body and Soul* film. Arranger Johnny Richards backed the singer for the two-sided session, second tune being *Something to Remember You By*, another evergreen originally introduced by la Holman.

## "Wake Up My Heart" In Copyright Suit

NEW YORK, Oct. 4.—Claiming that *Wake Up My Heart* is her copyrighted and unpublished song, fem tunesmith Hilda Katz has filed suit against RCA Victor, Shapiro-Bernstein pubbery, Wood Music pubbery and writers Teddy Powell, Little Jack Little and Jack Palmer in U. S. District Court charging infringement. The action seeks an injunction and an accounting of profits derived from the alleged infringement by the defendants.

Plaintiff alleges that she wrote the tune prior to April 1, 1944, and that the infringement occurred after that date when the defendants recorded, published and gave public performance of the song without her consent.

The suit seeks to impound all copies of the song pending outcome of the action.

## Ascher Handling Publicity For London Gramophone

NEW YORK, Oct. 4.—London Gramophone Corporation, British-owned Yank diskery formed recently, this week appointed Sidney Ascher Associates to handle publicity, advertising and promotion.

Head of the firm, as reported in *The Billboard*, October 4, is E. R. Lewis (who also heads British Decca). U. S. operating chief is Toller Bond.

## Gerald Marks Pubbery Set Up

NEW YORK, Oct. 4.—Newest Brill Building tenant is the recently organized Gerald Marks pubbery. The firm, topped by vet tunesmith Gerald

Marks, who wrote *All of Me* and other standards, also includes vet pubber Bob Miller (not the topper of the Music Publishers' Contact Employees), as treasurer, and Esther Van Sciver, as secretary.

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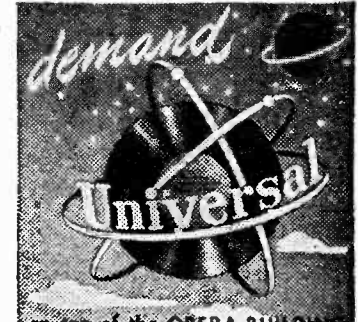
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# COCKTAIL BONANAZA FOR FEMS

## Singles, Pairs And Trios All In Big Demand

### Talent Agencies Swamped

NEW YORK, Oct. 4.—A round-up of the talent agencies servicing cocktail units finds the present situation a bonanza for girls in single, pairs or trio units. The demand for entertaining fems is so much greater than the supply that practically every booker has an immediate dating for any and all types and classes of distaffers. The trend, as had been unanimously forecast in a pre-season survey of the cocktail situation (*The Billboard*, August 23), is toward the entertaining rather than the playing units. Also, the smaller combos have the edge, to comply with smaller budgets.

Ten percenter Bill Foster, who specializes in cocktail units, claims his business is at a peak. Foster, who says he ordinarily signs only the better talented units, will book any and all comers. At least 10 girl piano players and organists could be spotted within an hour. Good Negro trios and quartets would have little trouble finding work. Average price in New York area is scale, tax and commissions, except in the very low-scale spots. This amounts to \$250-300 for the metropolitan area, with Newark in the \$300-350 range for trios. The \$500-550 out-of-town jobs of the war years are now in the \$375-425 class. However, the op gets what he pays for—no more, no less. Foster sums up with: "Immediate cocktail biz is very enthusiastic."

### MEA's Report

Musical Entertainment Agency (MEA), a newcomer formed by oldies in the field, reports a shortage of all kinds of units. "Entertaining singles to quartets," according to Walter Bloom, "can have their choice of spots between New York and Chicago, with the Florida season getting under way the ops are pleading to fill their skeds. The demand is for a re-converted type of entertainment to satisfy the family trade. Noisy bands are on the way out, with sweet music, novelty comedy and intelligent dialog having caught on."

Frederick Brothers' Larry Funk admits to difficulty in placing straight

## Review

### Teddy Bunn Trio

(Reviewed at Billy Berg's, Hollywood, Wednesday, September 10)

This new threesome (consisting of Ted Bunn on guitar and vocals; Jack La Rue on piano, and Julian Gilmore, bass) has a refreshing style that gives it promise. Group has zip and sparkle in its arrangements which are performed in a clean-cut, well-phrased manner. Interplay of guitar and piano is particularly fetching while Gilmore's bass adds considerable in defining the pulse.

However, rhythm is the thing with this group. Combo lays down the beat in a manner that gets toes tapping thruout the house. Bunn's vocal style is relaxed and easy, in some respects smacking of the Nat Cole style. Items winning best response are a groovy version of *The Time Has Come, Flying Home* and a particularly novel treatment of *Tea for Two*. Chief weakness is a limited library which forces too much repetition in selections. However, time should remedy this. Since group has had so little playing time together its facility as displayed here is particularly noteworthy. *Lee Zhitto*.

musical trios and quartets. "Cafe owners today are performer-wise," says Funk. "Also, there are not enough small musical name units. We need girl trios most, with fem singles close runners-up. Comedy bands are also a preferred."

Funk finds operators reluctant to spend any worth-while money on non-names. However, musical bars and lounges which formerly had two fairly strong units now want a \$1,000 single name act backed up by local music. This seems to indicate an owners' desire to draw new customers rather than have quantity of performance in the satisfaction of his established trade.

### MCA's View

Music Corporation of America (MCA) says there are too many ordinary units and not enough good ones. This agency, claiming biz the same as last year, finds no difficulty in placing a better one-five-person entertaining unit. Most ops these days up the budget, instead of cutting, at the first sign of bad business to give the spot a shot in the arm.

Bill Weems, of General Amusement Corporation (GAC), says this year's post-summer slump was not as sharp as last year's. The office is receiving requests from many new spots in the Midwest and on the Coast, and 90 per cent want entertaining girls, from singles to trios. "The definite shortage of girl performers," states Weems, "is most keenly felt in the accordion division." Generally, according to Weems, the ops want something different, even going to the point of filling cheaper budgets with better singles and teams rather than with inferior trios and quartets.

Johnny Brown has hit upon an idea which he claims is meeting with success. Brown books name singles into smaller lounges and bars during their two-day or three-day or week lay-offs. This gives the mediocre spot a chance to splurge on the attraction and hope for the atmosphere to build up a repeat trade. The money is surprisingly good for the proportionate shortie, but the name act has to be coaxed, fearing lowered prestige.

## AGVA To Pick 64 Delegates This Month for Dec. Confab; Stiff Fights in N. Y. and L. A.

### Dues Deadline for Good Standing Is Put Off to Oct. 11

(Continued from page 3) standing in AGVA may be open to question. To permit members in bad standing to get paid up, the union has extended its dues deadline from October 6 to October 11. Dues post-marked October 11 will establish good standing even if received later, Shelvey said.

### One for 200

Delegates are apportioned one for every 200, or one for any part of over 200. Areas which don't have 200 members but where AGVA maintains service will also be entitled to one delegate.

The biggest battle is expected in the New York area, which is entitled to 12 delegates, and some 50 names have been placed in nomination. The next biggest fight is due in Los Angeles, which is entitled to seven delegates and has 17 names in nomination. Boston has 12 names on the list for three delegates.

Chicago, which is permitted seven delegates, has a nominee list of the same number—seven. Same proportion holds true of Allentown, Pa.; Baltimore, Buffalo; Cincinnati, Columbus, O.; Denver; Hartford, Conn.; Houston, Indianapolis, Miami, New Orleans; Reading, Pa.; Rochester, N. Y.; St. Louis, and Springfield, Providence and Worcester, Mass. In some regions where three delegates are called for only four nominees are on the list. Philadelphia is an example.

### List of Candidates

The list of nominees follows. Figure in parenthesis next to city indicates number of delegates to which local is entitled.

- |                                  |   |
|----------------------------------|---|
| <b>CITIES AND NOMINEES</b>       |   |
| AKRON (1)                        | Mildred Swartz Jayne Goeman   |
| ALLENTOWN, PA. (1)               | Betty Reed  |
| BALTIMORE (1)                    | Tony Lansa  |
| BOSTON (3)                       | Danny Fitz Tommy Hart<br>Billy Cronin Ralph Morgan<br>Norman Bolster Eddie Laverne<br>Jimmie Skelton Chas. Brett<br>Queenie Dunedin Danny Creedon<br>Chas. Rosselle Tiny Sinclair   |
| BUFFALO (1)                      | Lenny Palge   |
| CHICAGO (7)                      | Joe Wallace Jean McDonough<br>Charles Weaver B. Haven<br>Mrs. Charles Weaver Lucille Carewe<br>Herbert Homar  |
| CINCINNATI (2)                   | Jean Carpenter Jack Gibson  |
| CLEVELAND (2)                    | Jeff Cardinal Bessie Brown<br>Lucky Richards Al Sterling  |
| COLUMBUS, O. (1)                 | Marty Joyce   |
| DALLAS (1)                       | Whitney Carson Janice O'Brien<br>Chuck Wingo  |
| DENVER (1)                       | Tiny Grant Art Bonger<br>(alternate)  |
| DETROIT (4)                      | Russ Wright Ted Stanley<br>Jerry Varga Larry Kent<br>Bea Vester Betty Van Camp  |
| HARTFORD, CONN. (1)              | Fred Bannon   |
| HOUSTON (1)                      | Cal Emmet   |
| INDIANAPOLIS (1)                 | Lloyd (Shorty) Lewis  |
| KANSAS CITY, MO. (1)             | Joe Page George R. Rhoades<br>Harry Otto  |
| LOS ANGELES (7)                  | Dick Barclay Leo Richmond<br>Vince Silk Jean Arthur<br>Maxine Gates Ray Bourbon<br>Bob Hope Jackie LeFleur<br>Evelyn Isles Harry Jolson<br>Violet Barlow Joe Mole<br>Bert Boyer Genevieve Chinita<br>Jesse Cryor Marvin<br>Mae Williams Harry Mendoza   |
| MTJAMI (1)                       | Al Fast   |
| MONTREAL (1)                     | Tom Auburn Armand Marion  |
| NEW ORLEANS (1)                  | Earl Warner Eddie Mack<br>(alternate)   |
| NEW YORK (12)                    | Murray Lane Phil Irving<br>Harry Eaton Shavo Sherman<br>Billy Lyons Virginia Richmond<br>Danny White Rene Wilde<br>Stubby Kaye Claudia McNeill<br>Rex Weber Henry Dunne<br>Irving Grossman Sid Demay<br>Marty Barrett Phil Foster<br>Jerry Baker Frances Carlyle<br>Jackie Bright Hazel Scott<br>Bert Rose Arthur Summers<br>Manny Tyler Mary Norris<br>Joe Smith Jack Zero<br>Charles Banks Dewey Barto<br>Chick Darrow Thelma Nevins<br>George Stone Willie Bryant<br>Ben Haskell Helen Peter<br>Don Saxon Lee Rains<br>Murray White Rex Barton<br>Lou Handman Cleo Hayes<br>Margie Taylor Diane Adrian<br>Bond Morse Jimmy Lyons<br>Bob Fitzgerald Benny Fields<br>Sol Brilliant Frank Ross<br>Art Lewis Sid Stone<br>Larry Ross |
| NORTHERN NEW JERSEY (NEWARK) (1) | Bert Fay  |
| PHILADELPHIA (3)                 | Harry Lewis Frank Richardson<br>Billy Maples Adam DiGatano  |
| PHOENIX, ARIZ. (1)               | Paul G. Roberts Lynn Russell<br>Tony Bridiece Al Best<br>Art Palmer   |
| PITTSBURGH (2)                   | Lois Dunn Jim Flannery<br>Eva Herbert Don Venture<br>Jim Loster   |
| PORTLAND, ORE. (1)               | Raymond Wray Phil Downing   |
| PROVIDENCE, R. I. (1)            | Chas. Cillingham  |
| READING, PA. (1)                 | Virginia Gregg  |
| ROCHESTER, N. Y. (1)             | Joe Valone  |
| SAN FRANCISCO (3)                | Fran Ryar Guy Cherney<br>Billy Grant Chas. Aaron<br>Frank Rollett Larry Chan  |
| SEATTLE (1)                      | George Peckham Bernice Richardson   |
| SPRINGFIELD, MASS. (1)           | David Rubin   |
| ST. LOUIS (1)                    | Al Mack   |
| TOLEDO (1)                       | Alma Coolay Louise Hofman   |
| WORCESTER, MASS. (1)             | Chas. Farrell   |
| YOUNGSTOWN, O. (1)               | Patricia Louise Jane Hart   |

## Bojangles Show Pulls 18G In Indianapolis Coliseum

INDIANAPOLIS, Oct. 4. — The stage season opened here September 28, sponsored by the Sunday Music Hall, with an all-Negro variety show at the Indianapolis Coliseum (1,200 seats, \$1.80 to \$3.60), grossing 18,000. Show was headlined by Bill (Bojangles) Robinson. Katherine Dunham, Ethel Waters, Willie Bryant, Step Wharton, Dorothy Donnegan, Helen Humes, King Kolax and Tiny Bradshaw's ork and Dusty Fletcher were on the talent roster.

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# STAND-BY ISSUE IN SHOWDOWN

## Year's Biz Off In Two Regions

WASHINGTON, Oct. 4. — Heavy declines in nitery and tavern business on the Pacific Coast and in the North Central region for the first eight months of 1947 compared with a similar period last year were reported by the Commerce Department this week. The biggest decrease, 29 per cent, was in Long Beach, Calif. The only city in the two regions to hold its own was Milwaukee, which registered almost identical business for the two eight-month stretches.

Decreases amounted to 9 per cent in Chicago, 8 per cent in San Francisco, 7 per cent in Detroit and Sacramento, 6 per cent in Youngstown, O., 5 per cent in Los Angeles and 4 per cent in Cleveland.

Gains were noted in Grand Rapids, Mich., and Fort Wayne, Ind., but in these two cities restaurants not serving drinks were lumped into the statistics.

### August Tops July

On the brighter side, nitery business in the two regions generally saw a pick-up in August over July, with Long Beach jumping 11 per cent. Chicago, Milwaukee and Sacramento each showed a gain of 6 per cent; Los Angeles 4 per cent, Detroit and San Francisco each 2 per cent.

Business barometer for all types of retail trade showed the Pacific Coast with a 14 per cent gain for the first eight months of the year and a 6 per cent increase for August over July. The North Central region was also up 14 per cent for the eight-month period, but retail trade, on the average, was 1 per cent less in August than in July.

## Flesh Revival In Des Moines

DES MOINES, Oct. 4. — Stageshows will get another try at Des Moines with the Tri-State Theater Corporation booking in Tony Pastor at the Paramount Theater for four days, starting November 14. It will be the first stagershow in some time for any of the Des Moines Tri-State houses.

The revival has caused some speculation whether the theater will be required to hire a stand-by band for the engagement. Reports are that the local union has received word directly from the American Federation of Musicians requiring use of a stand-by. The theater, however, is expected to inject the Taft-Hartley Act.

Tri-State is unlikely to bring in any further stagershows if stand-bys are required on the Pastor date.

## Murtah Sisters End Pact With Paul Small

NEW YORK, Oct. 4. — The Murtah Sisters got their release from Paul Small after payment to him of \$250. Sister act brought charges before Dave Fox, New York head of American Guild of Variety Artists (AGVA), charging that Small had not lived up to his agreement under the exclusive agency contract and had not given them enough work.

Bob Broder fronted for Small, while Fox repped the sisters in the conciliation proceedings. Contract ran until November, 1949.

## Squeeze Play

NEW YORK, Oct. 4. — Jacquin Garay, who hasn't been seen here since he worked at the Roxy 15 years ago, was bought by Dario to open at La Martiniere September 25, but found himself in the middle of a squeeze play and out of the club before he could even open.

Garay was sold to Dario by Music Corporation of America (MCA), which reached him in Dallas. Garay agreed to the terms, signed the contract, mailed it in and started East. When he got here he discovered that despite the ads, Dario hadn't signed the contract and wouldn't let him on unless MCA agreed to let Dario out of the deal if the first show shouldn't be satisfactory. Garay did a burn, charging that he didn't come 2,000 miles for an audition, and walked out. He reported the deal to American Guild of Variety Artists (AGVA), which said it had no power because the contract had not been signed.

## Ray Lyte, I. Rose Form Own Booking Agencies in Chi

CHICAGO, Oct. 4. — Two new agencies swung into operation here this week, with agents from two major offices severing their connections to go on their own. Ray Lyte, for five years in charge of the nitery section of the MCA local act department, ankled that office Wednesday (1) to set up his own booking and personal management office. Lyte, who was with Dave O'Malley before joining MCA, will take with him three exclu-

## Heavy-Spending Series Mob Gives Niteries a Hefty Hypo

NEW YORK, Oct. 4. — Stem niteries and those off in the side streets did a big business from the World Series mob here from out of town. For the first time in months the hot spots had the ropes up not only for dinner, but in some cases for the second shows as well.

Biggest grosser was the Copa, even tho its take hasn't risen much more than 10 per cent over the same period last year. The spot, with Joe E. Lewis, has been doing almost capacity biz right along, even for the night's third show, so that any increase must of necessity be limited.

The Blue Angel, Ruban Bleu and the hotel rooms have also been helped by the series. The Plaza, preeming Monday (29) with Hildegarde, and the Waldorf with Sablon, also jumped their takes. In their case, however, they benefited as much from United Nations delegates as they did from the baseball crowd.

### Versailles Picks Up

The Versailles, with Dwight Fiske on tap, is doing well for its first show. The odds-on lads as a rule don't give the club a heavy play. But this week, whether it's Fiske or not, the second show grosses have also hiked up.

Over on the West Side, the Latin Quarter, Diamond Horseshoe, Carni-

## Local 802 Tosses Ball Back To Ops; Says T-H Doesn't Apply to Stem Theaters

### Yanking of Shows Threatened; Union and Theatermen Meet

(Continued from page 3)

persisted in the stand-by rule, the houses would yank their shows.

One informed source doubted that the chains would pull their shows, because of possible retaliatory action by the national AFM against major studios. "The only theater that can do it is an independent," this source stated. "But Metro, Warner and Paramount, or any other chain which has ties to production, won't take a chance of getting their brains knocked out in Hollywood."

The theater spokesman disagreed completely with this reasoning. "Petrillo will refuse to do anything about it," he said. "The studios have nothing to do with us, and furthermore, Petrillo hates stand-bys as much as we do." He further pointed out that with England's recently announced 75 per cent tax, picture companies and theater operators in this country must cut their expenses, and if stage-

sive booking deals with the Plantation, Moline, Ill.; The Flame, St. Paul and the Atomic Club, Houston. He is working out a number of personal management and booking properties. Lyte's MCA duties will be absorbed by other staff members. Irvin Rose, who joined Frederick Bros.' cocktail skedders several months ago, is setting up National Attractions, which will be primarily a lounge talent office.

shows were to be continued they'd have to run without the additional burden of a stand-by bite.

### Lawsuits Likely

It was pointed out that dropping of stagershows might involve theaters in lawsuits from bands and other attractions for which contracts were outstanding. Paramount, for example, has about \$500,000 worth of talent set ahead, with the Capitol and the Strand close behind. It is reasoned that, if the theater should drop stagershows, none of the attractions would start suing over broken contracts. The other side, however, argues that a band leader, or any other attraction, may get tough and refuse to be canceled. Theatermen agree that the chance of lawsuits is present, but they say it won't stop them.

The union states that even if the Taft-Hartley Act is in effect it doesn't permit the bypassing of contracts which have been agreed to prior to the enactment of the law and which the union says it has with the three houses, tho it admits the contracts are oral. The agreement runs until Labor Day of 1948.

The theater spokesman refused to deny or affirm the presence of such a contract. He flatly said, "We have no contract." He was asked whether if it came to a showdown, he and other theater ops would pay under protest and then sue. He replied, "We won't pay, period."

## Hartford Gets Taft-H. Case

HARTFORD, Conn., Oct. 4. — Local regional office of the National Labor Relations Board has announced receipt of its first case under the Taft-Hartley Act in which an employer charges a union with unfair labor practices.

The regional director, Bernard Alpert, revealed that the complaint accused the union of trying to have the employer pay for services not performed. He withheld the names of the two parties, but said that the complaint was filed by a Hartford theater operator and that the employees involved were musicians.

### State Theater Accuser

Ted Harris, manager of the 4,000-seat State Theater, Hartford vaude-film house, said that the dispute involves his theater and the Hartford Local (400) of the American Federation of Musicians (AFM). He added that he believed "the matter has been temporarily settled."

William Appleton, president of Hartford's Local 400, said that the State's pit orchestra did not want to change the labor practices which it had followed for 11 years. Appleton pointed out that the union's contract with the theater expired September 1, and the negotiations had been carried on for a new contract, none had yet been agreed upon. He said the union would continue to work without one, adding that the union would agree to all provisions of the expired contract, but insisted that no changes be made in the drawing of a new one.

### 52d Street Perks Up

The 52d Street spots have also picked up, with Leon and Eddie's in the lead. The spot has had about a 25 per cent jump, with competition on the street getting about a 15 per cent lift.

Where, during the Legion convention, the small eateries got the big play, this week the class restaurants are getting the cream. Spots like 21, the Barberry Room and the Stork, not to mention Toots Shor's and Lindy's, are doing what amounts to S. R. O. biz.

## The Harem, New York

(Tuesday, September 30)

Capacity, 675. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Nat Harris. Booker, Arthur Fisher. Publicity, Carl Erbe. Estimated budget, \$12,500.

If a fast show, highlighting two of what are probably the best entertaining acts around today, plus colorful productions, can do business, this show of Lou Walters should do it.

Room has been redecorated carefully, if not lavishly. Lighting is good and atmosphere is an attempt at lushness rather than intimacy. Waiters wear red fezzes and red coats. Members of the show band wear white fezzes and the rumba ork sports green fezzes. Biggest investment apparently is the center revolving stage used for the middle production number.

Incidentally, the productions, while full of bizarre costumes (15 in the line) are reminiscent of Walters' shows at his Latin Quarter. Opening number, *The Whip*, is similar to the LQ *Scheherazade*; middle is a switcheroo on the LQ boogie number, while the finale, a Scotch thing, resembles Walters' *Scotch and Soda* production of some four years ago. But, despite the similarity, enough new touches were added to give the entire production a freshness and zip that are interesting and at times exciting.

### Commercial Appeal

Entire show is loaded with commercial appeal. The longhair trade can't see a better dance group than Jack Cole and his six people (three boys and three girls). Group's precision dancing was delightful. Its street-costume routine involving a girl and boy motif was thrilling to watch. It was good enough to stop the show and bring it back for extra bows.

It seemed almost impossible to follow Jack Cole, but Patti Moore and Ben Lessy did, and right away they were in. Team's delivery of parodies on oldies like *Oh, Mr. Gallagher* and *Wait Till the Sun Shines Nellie*, a Jack Cole burlesque, and *Sheik of Araby* was showmanship right out of those almost forgotten Monday afternoons at the Palace. Lessy's eye-roll, shy turn of the head, little halfback kick and other bits of business were beautiful to watch. Miss Moore's belting to the back rows was equally effective. Between them they tied the show into knots and were forced to beg off. Sure, it was corn, but corn full of nostalgia and an appeal that can't be denied.

Pinky Lee, who worked the opening spot and came back later to follow Moore and Lessy, suffered by comparison. Lee is a low comic with some old burly routines. In a proper spot, he's adequate. Following Moore and Lessy, he was way out of his class. In his first spot, Lee in tails and topper started with a cute song,

## NIGHT CLUB REVIEWS

### Persian Room, Hotel Plaza, New York

(Monday, September 29)

Capacity: 275. Price policy, \$1.50-\$2. Shows at 9:30 and 12:30. Owner-operators, Hilton chain. Booking policy, non-exclusive. Publicity, Dorothy King. Estimated budget current show \$2,500 (plus percentage of covers), previous show estimate, \$1,500.

Maybe Hildegard can't sing, maybe she can't play the piano. But whatever she does, it will have to do until something a lot better comes along. For a chi-chi audience, the frizzle-topped chantoosey is made to order. She can take a room full of staid citizens—even a Henry Kaiser who joined her on the floor—and pull them into the show and make them like it. Even her studied ad libs, which few performers could throw at a Persian Room audience with impunity, brings her giggles and laughs. There is little doubt that Hildegard is an entertainer par excellence.

The lighting job was a masterpiece of production. The way the spots moved in and out, faded and came up was a revelation in presenting an artist. Anna Sosenko, Hildegard's Svengali, was in the background, but her touch was clearly apparent. Incidentally, the Hal Kanner show cutting was a gem. The way that guy played her music, followed the cues, was a thing of beauty.

### Limited Engagement

Current date is a shortie, nine days, to help celebrate the Plaza's 40th anniversary, a condition that had Hildegard break out into "happy anniversary to you" with the boiled shirts and low cut gowns joining in on the vocals.

Routine this time around was a typical Hildegard melange, some of it good, some indifferent but all of it sold so beautifully and backed so skillfully that each number won sock plaudits. Gal was on for almost two hours (on at 10:40, off at 12:35), which is a lot of time for any performer. During her spot there's no service, so two hours taken out of an evening can make her a very expensive buy.

Salvatori, her arranger and piano accompanist, did nicely behind the effervescent Hildegard. Mark Monte's Continentals played the lulls in commendable fashion.

Bill Smith.

*I'm a Roue*, then killed himself with his strip segue. A smartly dressed comic doing bumps and grinds isn't funny.

Paul Remos and his two midgets were adequate with their standard act. Low ceiling, however, hindered them.

John Elliott, handsome bary, (See *The Harem*, N. Y., on opp. page)

### Le Ruban Bleu, New York

(Tuesday, September 30)

Capacity, 150. Price policy, \$3.00 minimum. Continuous entertainment. Owner, Anthony Mele. Booking policy, non-exclusive. Publicity, Charles Dreyfus. Estimated budget current show, \$1,400. Estimated budget previous show, \$1,500.

The first intimate room in the city is the last word in sophistication. Satiated with adroit singles, Maxine Sullivan, George Kreisler, Paul Villard and Bill Dillard, the over-all effect, despite excellent individual performances, indicated poor production management. Too much of a good thing can become just as dull as too little.

With fixed stance under a dimmed baby-spot, Maxine Sullivan wrapped up the ultra set with her inimitable slow, clear chanting of special arrangements plus her standard *Molly Malone* and *Loch Lomond*. The carriage trade approved every number, bringing her back for seven repeats.

George Kreisler, a stylist with a slight Continental accent, accompanied himself at the 88 as he pianologued his way thru adult-witted numbers in charming manner. He was as good as his material, which was excellent. His *It's Great To Lead an Antiseptic Life* was refreshing, and *Lydia, I Want To Get Ridda Yer* had Shavian caliber. Customers caught everything he pitched. The accordion-voiced Paul Villard was excellent with his sea-jargoned song patter.

Bill Dillard, the man with the fine muted horn and powerful lungs, woke them up with standard jazz classics, *St. Louis Blues* and *Basin Street Blues*, then was mitted handsomely for *I Got Plenty of Nothin'*.

Jean Palmer was billed but didn't show. Wally Blacker keyboarded between emcee chores and the Norman Paris Trio (piano-accordion, bass and electric guitar) filled a short spot adequately in addition to playing low background for the singles.

Jack Tell.

### Sert Room, Hotel Waldorf-Astoria, New York

(Thursday, October 2)

Capacity, 263. Price policy, \$2 cover after 10:30 p.m. Floorshow at 12:30, continuous dancing. Owner-Operator, Waldorf-Astoria Hotel. Booking policy, Music Corporation of America. Publicity, Ted Saucier. Estimated budget current show, \$4,000.

Jean Sablon, minus about 15 pounds, opened the fall season at this hostelry's lower chamber, having lost none of his infectious quality or magnetic personality since last seen here. The swank set greeted his entrance, gushed over his every movement and stayed with him all the way for five encores.

Sablon's andante-toned whispering baritone communicated with ease thru 50 minutes of French romantic ballads broken by an occasional American standard or show tune in keeping with his sentimental offerings. His *I Wonder Who's Kissing Her Now*, in semi-English, and *The Girl That I Marry*, sung straight, were most appreciated by the non-Frenchmen out front. With *Serenade*, Sablon's usual sotto voce hit a tenor note with clarity. His preliminary build-up interpreting the all-French musical odes seemed to have more entertainment value than the foreign-tongued carols which only the linguists fully understood. However, Sablon's charming nonchalance carried him to big receptions after every number to a rousing send-off.

Nat Brandwynne and his ork (12): Three saxes, three fiddles, three trumpets, drums, base and piano) backed Sablon flawlessly, then went on to play good dance arrangements. Mischa Borr handled the Latin relief assignment capably.

Jack Tell.

### Chase Club, St. Louis

(Thursday, September 25)

Capacity, 1,000. Price policy, \$1-\$1.50 cover. Shows at 8:30 and 11:30. Manager, Harold Koplar. Booking policy, non-exclusive. Publicity, Jeanne Dunaway. Estimated budget this show, \$8,000.

Moving down from the Starlight Roof of the Chase Hotel into the newly redecorated Chase Club, the Chase Hotel's fall season got off to an auspicious start with a raucous show headed by Martha Raye. First-nighters were enthusiastic about the appearance of the room with its flexible glass walls, and happy about the boisterous, fast-moving show bill.

Del Courtney's fine, sweet-styled hotel band took care of musical honors, opening the show with its latest Mercury waxing, *Hawaiian War Chant*. Courtney, emceeing, brought on sideman Johnny Strong to do *Huggin' and Chalkin'* and a fair impression of Jimmy Durante. On next were the colorful Ben Yost Royal Guardsmen, five huskies who sang a rousing medley of semi-classics and operatic arias. The quintet, who were last seen in St. Louis with the Earl Carroll unit, possess five of the top voices making the rounds today, both in unison and solo work.

Martha Raye took over next and to say she took over is putting it mildly. She did some Rabelaisian parodies, some comedy falls and mixed a little bit of everything into her act. She clowning with ringsiders, which on opening night included picture names. Miss Raye is endowed with a bubbling personality and an ingratiating sense of humor. Her high spot was her famous *Mr. Paganini* number. She brought out the Yost singers again and returned in one of their colorful costumes to clown thru some numbers with them. Her antics were strictly for the adult trade, but represented tops on the laugh meter. The Courtney band cut the difficult show in fine style.

Abie L. Morris.

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**El Morocco, Montreal**

(Monday, September 22)

Capacity, 275. Price policy, \$1.50 minimum. Shows at 8:45 and 12:45. Manager, William Druick. Publicity, E. W. Ferguson. Estimated budget this show (exclusive of line), \$2,000. Estimated budget last show, \$2,300.

Comic Eddie Schaeffer is the surprise of the local nitery season by showing up with a style of tomfoolery that's got the habitués asking, "Where's this guy been?" Apparently since Schaeffer played a date at the Gayety here about two years ago, he's been out developing a style and garnering material that is for the most part fresh and to the point for cafe-goers here. On opening night he was getting screams all the way and had to beg off. It's gotten around town about the new "find" and the rope is now up for most nights.

Schaeffer's success here can be laid to the fact that he shows up with a fresh, breezy personality and material that's funny. His Indian number, e.g. goes great, and it's a good thing he does it before anybody else shows up to do it ahead of him. Schaeffer, who is now going around under an assumed nose, looks good with the new schnozz.

His gagging is neat and never over-sold. Schaeffer is still in the process of getting new stuff, but right now, on projection and showmanship basis alone, he should be all set for steady booking in the better spots.

Alys Robi, favorite French-Canadian thrush, is back from Europe and there's no doubt that she herself is drawing plenty of customers. Gal is somewhat overshadowed by Schaeffer's boffing 'em, and tho she got top billing before the show opened, Schaeffer is now getting equal billing. Her voice wasn't in top shape on the show caught, but she registered nevertheless for some good mitting. Basically, she's got a good set of pipes and sells the French

lingo items like *Vive le Canadien* and *Petit Vin Blanc* for good results. Fault lies in the fact that she still hasn't learned not to monkey with hair and gown, direct the band and throw asides to the audience while doing a number. She's got the goods all right, but like a rough diamond, she needs polish.

Armand and Anita fit well into the tee-off spot with some slick Latin-American ballroom dancing. They're a good-looking commercial team.

Milray line's (6) three routines are above average, as are the general looks of the dolls. Biz hot.

Charles J. Lazarus.

**THE HAREM, N. Y.**

(Continued from opposite page)

showed a strong pair of legit pipes in the production numbers. The Villagers (three boys), who formed the singing group with Elliott, also did well.

Lucille Page's acro terps and body twists were well presented, with gal winding up to a good hand.

Surprise announcement was Marjorie Jackson, assistant to dance director Mme. Kamarova. Miss Jackson stepped in at the last moment to pinch hit for Rona Lord, who fell out. Gal read the lyrics from a sheet of paper and was understandably nervous. But, despite Miss Jackson's guts and looks, she hasn't the voice to fill the job, except as a stop-gap.

Nevada Smith's specialty (straightened for Lee) was effective tho over-acted.

Line girls wear odd hairdos calling for vari-colored hair wound in and out of their own manes. Gimmick was devised by Eve Wygod and may catch on.

Show music by Arthur Roman was splendidly handled. Fausto Curbello's rumbas had the zip to crowd the floor.

Bill Smith.

**Venezuela Niteries Snap Out of Slump As Autumn Arrives**

CARACAS, Venezuela, Oct. 4.—After two months of drab business, night spots are beginning to drag in the dinero. Cooler weather, flock of tourists with bank rolls, plus a better grade of entertainers, are accounting for the bigger crowds.

Floorshow followers are flocking to the Yumury night club, which has longest and most varied program. Present show features dancers Camile Fulet, Nellie America, Juanita Martinez, Melva, Luisita Cortes, Marituria; singers Alicia del Valle and Esperancita Schumann, and pianist Perla Negra.

**Other Bills**

Cissy and Hugo are at Johnny's Music Box, Melba Luis at the Broadway; Gloria Reyes, Elena Brito, Totin Fabregas and Arthur del Real at the Esplendor; Juanita Martinez, Martha Edwige, Magliano's swing quartet and pianist Otto Luttinger at Maxim's, and Los Panchos at the Hotel Waldorf.

Le Canari features a girl line, dancers Tania and Robert, the Artegga acrobats and the Guadalupe singers. Ciro's, downtown spot, has Virginia Stay, Nieto and Calderon, dancers, and a Cuban band.

In addition to the night spots, the Susana Montes girl show is at the El Pinar Theater, and Los Bocheros and Argentina, musical trio, are playing the neighborhood theaters in Caracas.

A Mexican musical show, Estampas Mexicanas, is at El Nacional Theater, following a Spanish group which did big business.

Coney Island, amusement spot, is featuring Venezuelan talent at its outdoor theater.

**Arrangements!**

NEW YORK, Oct. 4.—Joe E. Lewis, weaving around during a last minute show at the Copa, stumbled down to put his kisser into the mike, when it up and cracked him a wallop on the lip. Lewis rubbed the lip gingerly and looked reproachfully at the mike. "These songs," he said ruefully, "are getting harder to sing every year."

**Fernandez Unit in Honolulu**

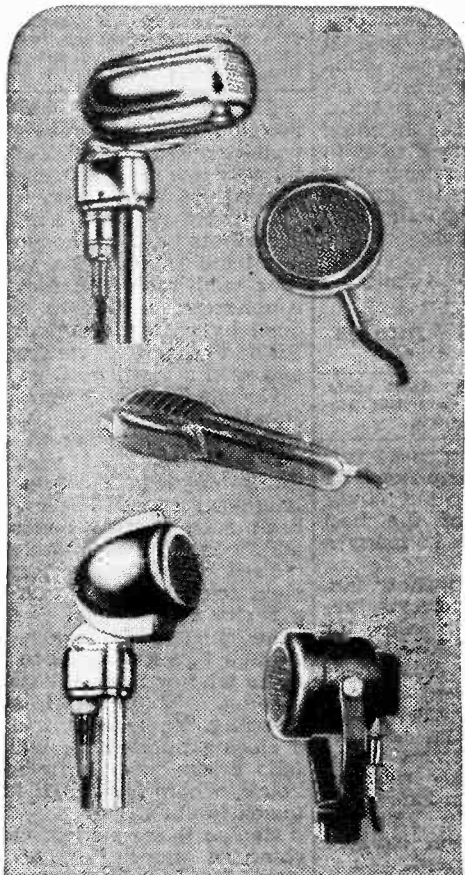
HONOLULU, Oct. 4.—A vaude unit, flown in here from California by E. K. Fernandez, opened here September 15 for a two-week stand. Those who made the plane trip were Boris Petroff and his *Hollywood Ice Revue*; Vernon Colbert, magician; Wilbur and Rene Hall; the Joyettes, dancers; Hollywood Girl Friend Quartet; Loretta LaPearl and Her Dogs; the Andrini Brothers, musical act; Leonardo, vent; Don Derry, tenor, and an all-girl ork. Icer closed September 28, but the remainder of the group continues on a 45-day jaunt thru the rest of the islands.

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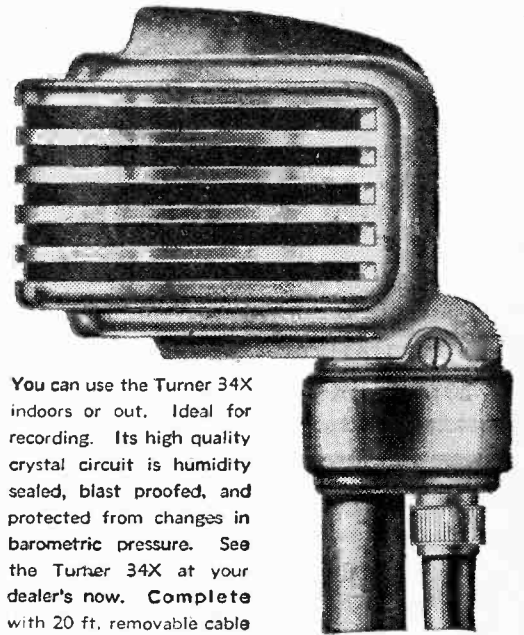


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**VAUDEVILLE REVIEWS**

**Loew's State, New York**  
(Thursday, October 2)

Capacity, 3,500. Prices, 50 cents-\$1.10. Four shows daily; five Saturdays. House booker, Sidney Piermont. Show played by Louis Basil's house ork.

Pleasant show, fairly well paced, gets its major lift from Myron Cohen doing his first vauder since he broke into the biz via club dates and nitery jobs. Cohen works thruout the show as a pleasant, polite emcee, doing a couple of minutes between acts until his spot, No. 3, where he did about 14 minutes. Bald-headed storyteller's dialect stories hit them right where they lived. It was yock after yock as

Cohen sold his yarns with the characteristic shrugs and underplaying bits. Stuff was mixed between Irish, Italian and Jewish dialect gags, tho stress was on the last. In a garment center area, or one frequented by people in that industry, Cohen is a sure-fire hit. It is doubtful if his material would be equally effective in other regions.

The Bunin Puppets was the second best crowd pleaser on the bill. As described in previous reviews, the act doesn't depend on straight doll manipulation for its effectiveness. Its clever satirical pokes at fumbling magicians and clumsy emsees is what makes the act outstanding.

**Hal LeRoy in Form**

Hal LeRoy's hoofery was as skillful as ever. But skill in itself is not showmanship. LeRoy has been doing the same stuff so long that he makes it look easy. Because it looked that way it didn't get the hands it deserved.

Beverly Tyler, a pretty auburn-haired MGM contract player, showed a fair prima donna voice plus an attractive appearance. Routine was unimaginative, consisting of standards and light opera tunes. Like most tyros, Miss Tyler over-acted instead of letting her voice sell the lyrics. Another mistake was the irritating one of introing a song with, "One of my farovite songs by one of my favorite composers." It's presumptuous to think because the performer has the arrangement that it automatically becomes a favorite of the listeners.

**Zarco and Beryl**

Zarco and Beryl, working on a flossy set consisting of a red carpeted stepped center opening flanked by large candelabras on both sides, showed an effective stage routine with their dance act. Good-looking couple has merged a typical Castillian number with what has become commercial ballroomology, added lifts and spins and sold it handily. Wound up with a rumba finishing with a cute walk-off bit that was good for additional mitting.

Flesher teed off with the Juggling Jewels (four fems), who flashed with their Indian club and hoop juggling routines. Sequin-covered gowns, black lights and feathered hair dress made the act a good opener.

Pic, *Perils of Pauline*.

Bill Smith.

**Million Dollar, Los Angeles**

(Tuesday, September 30)

Capacity: 2,400 seats. Prices: 55-98 cents. Four shows daily. House booker: Bill McElwain. Show played by name ork.

Jive addicts who thronged to this house for a taste of top jam not only got their musical fill, but their ducats' worth of one of the best shows to hit these boards in many a month.

Lionel Hampton, a top showman, had the customers yelling themselves hoarse and pounding their palms for more, altho the show had already run 20 minutes overtime! Stager was well balanced and moved at top speed. In addition to the Hamp crew's sock music making, bill included the boogie-paced gyrations of dancer Mara Kim, comedy routines of Leonard Barr and Helen Estes, and gagsters Red and Curly. Winnie Brown and Roland Burton capably repped ork's song department.

Show kicked off to a flying start with the tootlers pouring on the rhythmic contagion for *Airmail Special*. For added flavor to the musical dish, Hamp threw the solo spot on Britt Woodman's tram, Kenny Durham's trumpet and Jackson Kelson's clary for *Play Boy* as they grooved with the ork. Pace continued to mount as the batoneer took over the tom-tom and was joined in a drum duet by the crew's regular skin man, Carl Walker. Customers rocked along with the rafter for *Tom Tom Special* (Million Dollar, L. A. on opp. page)

**Strand, New York**

(Friday, October 10)

Capacity, 2,700 seats. Prices, 75 cents-\$1.50. Four shows daily, five Saturdays. House bookers, Harry Mayer-Milton Berger. Show played by Blue Barron's ork.

Good music, but poor showmanship occupied the first half of the bill until Joey Adams came on and set a terrific pace which lasted until the stage was lowered for the wind-up. Adams machine-gunned short, punchy quips with expert marksmanship, getting proportionate yocks in his own 15-minute spot.

Adams then brought on Tony Canzoneri, whose ring rep helped carry him thru as a competent straight man. The comic clowning after every bit maintaining a constant flow of chuckles. Mark Plant's fine towering voice was lost in Adams' incessant wise-crack interruptions — to good show advantage. Standard act ran smooth, sending them away happy and contented.

**Blue Barron Ork**

Blue Barron and his ork (14) monopolized the first portion with six straight band numbers bringing members out to the mike in ones, twos and fours for vocal, whistling and record-playback assignments. Betty Clark handled the femme chirp chores to advantage. Altho the individuals were adequately talented and the band of good musical caliber, the mitting was mild due to the steady overplay on musician-performances. Adams would be a pleasant break-up of the monotony if he, not Barron, gag-introed the numbers.

Tari Vance showed some clear cut tapping in her short spot between Barran and Adams. A good hand indicated the audience wanted more than it got of her.

Pic, *The Unsuspected*. Jack Tell.

**Chicago, Chicago**

(Friday, October 3)

Capacity, 3,900. Price, 95 cents straight. Five shows daily, six on week-ends. House booker, Nate Platt. Shows played by Lou Breese's house ork.

This Loop house adheres to its recent variety bill policy, offering a well-rounded selection of acts which, thru previous appearances, have proved their popularity.

Lou Breese and his stage band contributed one of the smartest opening band bits of the year, offering four well-known themes from radio commercials as they might have been done by various longhair composers. Bit had comedy as well as top melody and won a swell mitt.

George Prentice has refurbished his standard Punch and Judy bit with some new costumes and several cute gimmicks, best of which was the saucy-tongued monkey with the laugh-netting razzberry. Tho he's been seen in this house often, the additions to his turn won attention.

Fred and Elaine Barry were just right for this huge stage. Pair work a series of ballroom routines which show plenty of movement and just enough lifts and spins to excite even those who don't go for the lofty-type terping. They excel at sprightly stepping. Their eccentric dance and a closing number, in which the fem falls asleep, won hefty mitts in this house, where it's rough for ballroom teams to click.

Cookie Bowers stuck closely to the standard impreshees of every-day characters one meets on the street. He has inserted some good new lines. His animation, especially in the bit about the Jewish mother and daughter at the beach, was tops.

Larry Adler proved himself an established favorite by opening with an original ballad of his own composition, which was pretty but not outstanding. Ditty, because of his mouth-organ wizardry, garnered solid response and then he went into his standard numbers. His patter between numbers is equally as inter- (See *Chicago, Chicago* on opp. page)

**CONSOLO and MELBA**



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WEEK  
OF  
OCTOBER  
9th  
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NEW YORK, Oct. 4.—The World Series, including its television broadcasts in most Times Square Bars, dented the total gross of the six Stem flesh-flicker houses for afternoon biz at least, but the fall nip in the air, plus a juicy Roxy \$126,000 opener, accounted for a healthy \$464,000 take.

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jackpotted a smash \$126,000 (including a first day's record \$24,000) for the initial week of Milton Berle, Nancy Donovan, Four Moroccans, Stan Fisher and the Vikings. Pic, *The Foxes of Harrow*.

Capitol (4,627 seats; average \$72,000) preemed Gene Krupa, Rose Marie, the Vagabonds, Cardini and *Desire Me* for a respectable \$73,000.

Radio City Music Hall (6,200 seats; average \$100,000) hit \$115,000 for the third inning after chalking up a \$148,000 opener and a middle stanza of \$135,000. The three-period total was \$398,000 for Patricia Bowman, Rudolph Kroeller, Esther Borja, Brunhilda Rogue, Salici Puppets and *Down to Earth*.

The Strand (2,700 seats; average \$40,000) slid to \$42,000 in the fourth round after successive weeks of \$70,000, \$60,000 and \$52,000 for a total so far of \$224,000 with Vic Lombardo's band, Borrah Minevitch, the Marshall Brothers, Dorothy Keller and *Dark Passage*.

Paramount (3,654 seats; average \$85,000) opened with Desi Arnaz, Marion Hutton, Rudy Cardenas, the Three Nonchalants and *Desert Fury* for a fair \$83,000.

Loew's State (3,500 seats, average \$25,000) broke par with \$25,000 for Lew Parker, Dolinoffs and Raya Sisters, Three Flames, Elsa and Waldo, Allen Stanley Jr., Billy Ardely and *The Other Love*. New show (reviewed this issue) has Myron Cohen, Hal Le Roy, Beverly Tyler, Zarco and Beryl Bunin Puppets, the Juggling Jewels and *The Perils of Pauline*.

Boston:

## Cab Draws Hefty 35G at the Boston

BOSTON, Oct. 4.—Dropping temperatures took the heat off the box office at the Boston. Biz bounced back to \$35,000 for the week ended Wednesday (1), with Cab Calloway and ork, plus the Berry Brothers, heading the stagershow. The pic, *Stepchild*, was small help at the box office. Receipts were \$8,000 above average.

Jack Haley and Constance Moore top the current stagershow. Pic, *Wyoming*. Opening biz was slow but built rapidly.

## L. A. Mil \$ Takes Tidy 22G

LOS ANGELES, Oct. 4.—Biz at the Million Dollar Theater (2,400 seats, 55-98 cents) is riding along at a solid clip, racking up a tidy \$22,600 take for the week ended Tuesday (30). Erskine Hawkins and ork headed the stagershow for the seven-day session, sharing billing with screen character actress Hattie McDaniel. Others in the flesh package included gagsters Patterson and Jackson and hoofer Calvin Davis. Pic, *Stepchild*.

Current show, which started off with strong biz, is headed by Lionel Hampton and ork and includes dancer Mara Kim; comedy dance duo, Leonard Barr and Helen Estes, and gagsters Red and Curly. Pic, *Gas House Kids in Hollywood*.

## K. C. Floorshow Click

KANSAS CITY, Mo., Oct. 4.—The Drum Room of the Hotel President here, which put in a floorshow several weeks ago, reportedly has broken all records since the room's policy was changed. The Drum previously used small bands only, and two acts were added under the new set-up. First show, which closes this week, includes Mandrake.

## Dan Kaye Hits Road Nov. 13

NEW YORK, Oct. 4.—Danny Kaye will resume his theater dates when he opens at the RKO Palace, Cleveland, November 13. Deal calls for a 50-50 split after the take hits an undisclosed figure.

Last time Kaye worked for an RKO house (Boston, last Thanksgiving Day), the theater grossed \$64,000.

After the Cleveland date, Kaye will open at the Detroit, December 26.

## Paradise Theater, Detroit, Preems Oct. 10 With Basie

DETROIT, Oct. 4.—Paradise Theater, first-run house, reopened October 10 with Count Basie and Pearl Bailey as star attractions. House will continue the policy which has proven successful in the past several years of playing star Negro names together with Class B films on a first-run basis, catering primarily to Negro audiences.

Bookings include: October 17, Cab Calloway; October 24, Duke Ellington; October 31, Illinois Jacquet; November 14, Dizzy Gillespie and Ella Fitzgerald, and November 21, Erskine Hawkins and Arnett Cobb.

House is expected to close early in December for a few weeks, but will reopen again in January with a similar policy to run until approximately April.

## Artists' Society in Detroit Is Designed for Insurance

DETROIT, Oct. 4.—Organization of American Society of Arts and Talents (ASAT), which has agitated the local talent field, is aimed at insurance protection rather than union activity, according to Les Golden, who is acting national chairman.

Golden has been the stormy petrel of local American Guild of Variety Artists since his deposition as executive secretary of the Detroit local in 1942. At present he is on the union's suspended list.

Many acts had the notion Golden was organizing a dual union, but according to his own statement the ASAT will be devoted solely to group insurance and includes other fields, such as newspaper people, in addition to acts.

## MILLION DOLLAR, L. A.

(Continued from opposite page) cially. This was followed by a few relaxing solos by Hamp at the vibes. His audience cooled off a bit; he turned to them and shouted: "Do you wanna jump?" and the reply was an ear-splitting "Yeah!" Getting the green light, Hamp opened all the stops and ripped out with an electrifying version of *Flying Home*. This was climaxed by an equally sizzling session on *Hamp's Boogie*. While the ork continued to pour on the rhythmic fire, the maestro and two sidemen (trumpet and clarinetist) jumped off the stage to march thru the aisles.

Did the customers like it? The house reached near-hysteria!

Biz, good. Pic, *Gas House Kids in Hollywood*. Lee Zhitto.

## CHICAGO, CHICAGO

(Continued from opposite page) esting as his harmonica playing. Adler hit a peak in selling himself to the crowd when, after Lou Breese's ork made an obvious mistake in background music, Adler waited until after the number and then had Breese play the skipped part. Playing to the audience won him a good laugh return and two call-backs.

Johnny Sippel.

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# No Equity Library Theater Likely Before Next Year

NEW YORK, Oct. 4.—In spite of announcements to the contrary, as of this moment there is no Equity Library Theater (ELT) in existence and it is likely that none will be on the boards until at least the beginning of 1948. The reason for the ELT's suspension, according to announcement from the New York Public Library System, is that three of the four branches where legit plays are performed will be unavailable in the fall and winter because of needed repairs and painting.

However, even after the announcement, John Golden, on Wednesday (1), met with a committee from Actors' Equity to discuss ways and means of carrying on at new show-cases this season. After a stormy session, the group accepted Golden's plan to broaden the committee and have each committee member responsible for a production so as to exercise stronger supervision over the shows. The committee was to have 50 members on it, Helen Hayes being the first of the new members, and five new locations were to be found—Greenwich Mews, the Jewish Lighthouse for the Blind and several others being under consideration. Suggestion was made to dub the new organization the Golden Equity Theater.

### Equity Library Theater

Nevertheless, Equity granted certain concessions to a unit known as the Equity Theater to be administered by an Equity committee. It is thought by union execs that Golden's plan puts the entire project in a new light, with re-examination of the ELT contract as the need. If the labor org should decide to stick with the Library Theater set-up, it is evident that only one Equity committee will be available to administer the project and that would leave Golden out on a limb.

According to insiders, the producer has had several verbal tilts with committee members Sam Jaffe and George Freedley, and very nearly did not begin the 1946-'47 season because of dissension with them. Last year, according to the same informants, Golden was disappointed with the standard of performances and expressed his feelings strongly, alienating several committee members.

The possibility is that, when the ELT does reorganize, it will be under the sponsorship of the American National Theater and Academy in conjunction with Equity, with the financial burden being carried by the

former organization. The ELT means a great deal to the younger Equity members because for most of them it has become a showshop where agents can and have shopped for talent. In addition, it gives most a good chance to cut to increase their acting experience considerably.

## Equity Council Acts on Four New Motions

NEW YORK, Oct. 4. — Actors' Equity at its Tuesday (30) council meeting acted on four recommendations brought up by the membership at the quarterly meeting.

It was decided that when a major issue is up for action by the council a councilor could request a record of the vote be kept and published in the monthly magazine of the union together with the councilor's reasons for voting. Execs felt that it was unwise to publish action on all council matters because some might involve routine administration and a record vote in such cases might put execs in a bad position with the rest of the trade—for example, when voting penalty action on an agent.

As part of its action on this recommendation, the council's decision was to publish attendance records of its members. A committee headed by Philip Ober and including Edna Thomas and Alan Hewitt was formed to examine the reasons for absence.

### Join in T-H Campaign

Council pledged itself to co-operate with the American Federation of Labor in its campaign to alter the Taft-Hartley Law and will also oppose at the polls those legislators who voted for the law.

It granted a request from the Equity Committee on Segregation that it be permitted to join with similar groups from the Dramatists' Guild and the League of New York Theaters to work out the details of an educational program it expects to undertake shortly in Washington. The three outfits all have pledged dough to that end.

Equity council also will form a committee to study the causes and cure for unemployment in legit. Union has tabled the Experimental Theater, Inc., request for \$2,000 until October 14 to get more information on the subject.

## Dramatists' Guild Doubles Its Dues

NEW YORK, Oct. 4.—Dues at the Dramatists' Guild have been raised from \$10 to \$20 for active members and from \$8 to \$16 for associate members. All assessments, except that on motion picture sales, which remains at 2 per cent also have been doubled.

Specifically, the one assessment which will take the biggest chunk out of active members' incomes will be the weekly assessment based upon the gross.

### 'Swing Mikado' in Des Moines

DES MOINES, Oct. 4.—The KRNT Radio Theater opened its fall season with *Swing Mikado* on Tuesday (31) and the late booking produced only 1,500 customers and a gross of \$3,600. The show was booked as the opener, with only two weeks notice.

## BROADWAY SHOWLOG

Performances Thru October 4, 1947

Dramas		
	Opened	Perfs.
A Young Man's Fancy (Plymouth)	4-29, '47	183
All My Sons (Coronet)	1-29, '47	286
Anna Lucasta (National)	9-22, '47	1,003
Born Yesterday (Lyceum)	2-4, '46	704
Happy Birthday (Broadhurst)	10-32, '46	384
Harvey (48th Street)	11-1, '44	1,238
John Loves Mary (Music Box)	2-4, '47	279
Our Lan' (Royale)	9-27, '47	9
Voice of the Turtle, The (Morosco)	12-3, '43	1,455
DRAMA REVIVALS		
Burlesque (Belasco)	12-25, '46	326
Musicals		
Annie, Get Your Gun (Imperial)	5-16, '46	580
Brigadoon (Ziegfeld)	3-13, '47	236
Call Me Mister (National)	4-18, '46	615
Finian's Rainbow (46th Street Theater)	1-10, '47	307
Oklahoma (St. James)	3-13, '43	2,052
The Telephone and The Medium (Barrymore)	8-2, '47	179
ICE SHOWS		
Ice-time of 1948 (Center)	5-23, '47	170
OPENED		
Heiress, The (Biltmore)	9-29, '47	8
This is the first script to win the majority of the crix. The score was six to three. No: Howard Barnes (Herald Tribune), John Chapman (News) and William Hawkins (World-Telegram). Yes: Brooks Atkinson (Times); Robert Garland (Journal-American), Robert Coleman (Mirror), Ward Morehouse (Sun), Richard Watts Jr. (Post) and Louis Kronenberger (PM).		
How I Wonder (Hudson)	9-30, '47	7
The crix handed this one a hay-maker. When the victim got to his feet the count was nine to nothing. No: Louis Kronenberger (PM), Brooks Atkinson (Times), John Chapman (News), Robert Coleman (Mirror), Howard Barnes (Herald Tribune), William Hawkins (World-Telegram), Ward Morehouse (Sun), Robert Garland (Journal-American) and Richard Watts Jr. (Post).		
Command Decision (Fulton)	10-1, '47	5
Rated a solid hit. Here the tab was nine to zero favoring the show. Yes: Louis Kronenberger (PM), Howard Barnes (Herald Tribune), William Hawkins (World-Telegram), John Chapman (News), Robert Coleman (Mirror), Brooks Atkinson (Times), Richard Watts Jr. (Post), Robert Garland (Journal-American) and Ward Morehouse (Sun).		
Music in My Heart (Adelphi)	10-2, '47	4
The crix didn't have much music in their hearts when they landed on this one for the full count of a nine to zero score. No: Louis Kronenberger (PM), Brooks Atkinson (Times), Richard Watts Jr. (Post), John Chapman (News), Robert Coleman (Mirror), Robert Garland (Journal-American), Ward Morehouse (Sun), William Hawkins (World-Telegram) and Howard Barnes (Herald Tribune).		
Under the Counter (Shubert)	10-3, '47	3
COMING UP		
(Week of October 6, 1947)		
Dear Judas (Mansfield)	10-8, '47	
Duet For Two Hands (Booth)	10-7, '47	
Man and Superman (Alvin)	10-8, '47	
High Button Shoes (Century)	10-9, '47	
Allegro (Majestic)	10-10, '47	

### Hartford Books 'Show Boat'

HARTFORD, Conn., Oct. 4.—*Show Boat*, presented by Rodgers and Hammerstein, is booked for one week, starting October 20, at the Bushnell Memorial, at a \$3.60 top.

# Amer Theater Will Sponsor Barter Tour

## 3 Units To Cover U. S.

NEW YORK, Oct. 4.—The nationwide tour of the Barter Theater this season will be held under the sponsorship of the American National Theater and Academy. The three separate companies of the legit producing outfit expect to bring repertory to every State in the Union before they return to their home base in Abingdon, Va.

Vinton Freedley, head of ANTA, said he considered sponsorship an important step toward bringing good drama to cities and towns that have been without round actors. The repertory covered by the three units includes *Arms and the Man*, *Twelfth Night*, *The Importance of Being Earnest*, *The Barretts of Wimpole Street*, *The Hasty Heart* and *Candida*.

## Max Jelin Defends Refusal to Vacate Belasco Theater

NEW YORK, Oct. 4.—In District Court here Monday (6), Maxwell Shapiro, attorney for Max Jelin, former lessee of the Belasco Theater, will claim as defense for his client's refusal to vacate the theater when his lease ended Tuesday (30) that the theater and its 22 sub-tenants are within the rent law which ordinarily exempts theaters. Jelin's aces in the hole are the sub-tenants, who have also been given notice to leave. Leonard B. Sang, acting for the Belasco Theater Corporation, which owns the house, probably will make the point that since the house is a theater it does come under the exemption of the rent law.

Since Tuesday the theater has been operating with two staffs of treasurers, one appointed by Sang and the other Jelin's crew. Negotiations for sale of the house were entered into by Jelin, but he did not offer as much as the owners demanded. Current attraction at the Belasco is *Burlesque*, which takes to the road shortly.

## ROUTES Dramatic and Musical

- An Inspector Calls (Plymouth) Boston.
- Another Part of the Forest (Hartman) Columbus, O., 6-8; (English) Indianapolis, Ind., 9-11.
- Blackstone (Walnut) Philadelphia.
- Born Yesterday (Erlanger) Chicago.
- Chocolate Soldier (Blackstone) Chicago.
- Carousel (Shubert) Chicago.
- Call Me Mister (Biltmore) Los Angeles.
- Druid Circle (Wilbur) Boston.
- Fatal Weakness, with Ina Claire (Cox) Cincinnati.
- Girl of the Golden West (Curran) San Francisco.
- Harvey (Cass) Detroit.
- I Remember Mama (Metropolitan) Seattle.
- Kob & Dill (Belasco) Los Angeles.
- Lady Windemere's Fan (Ford) Baltimore.
- Medea, with Judith Anderson (Locust St.) Philadelphia.
- Oklahoma (Colonial) Boston.
- Private Lives, with Tallulah Bankhead (Harris) Chicago.
- Red Mill (Nixon) Pittsburgh.
- Rose Marie-Merry Widow (Shubert) Philadelphia.
- Sweethearts, with Bobby Clark (Shubert) Boston.
- Song of Norway (Auditorium) Denver 9-11.
- State of the Union (Empire) Syracuse, N. Y., 8; (Strand) Ithaca 9; (Auditorium) Rochester 10-11.
- Topitzky of Notre Dame (Studebaker) Chicago.
- This Time Tomorrow (Selwyn) Chicago.
- Tobacco Road (American) St. Louis.
- Voice of the Turtle (Geary) San Francisco.
- Winslow Boy (National) Washington.



MUSIC IN MY HEART

(Opened Thursday, October 2, 1947)

ADELPHI THEATER

A musical. Book by Patsy Ruth Miller. Lyrics by Forman Brown. Score adapted by Franz Steininger. Staged and lighted by Hassard Short. Dances by Ruth Page. Sets and costumes by Alvin Colt. Musical director, Franz Steininger. Company manager, Harry Benson. Stage manager, Eddie Diamond. Press representatives, Richard Maney and Frank Goodman. Presented by Henry Duffy.

Stage Manager.....Harold Norman  
Tatiana Kerskaya.....Vivienne Segal  
Mischa.....George Lambrose  
Peter Hych Tchaikovsky.....Robert Carroll  
Stage Doorman.....Allan Lowell  
Desiree Artot.....Martha Wright  
Maurice Cabanne.....Jan Murray  
Cap. Nicholas Gregorovitch.....  
.....Charles Fredericks  
Ivan Petrofski.....James Starbuck  
Natuscha.....Dorothy Etheridge  
Gypsy.....Jean Handziik  
Joseph.....Robert Hayden  
Princess Katherine Dolgoruki.....Della Lind  
Lady in Waiting.....Martha Flynn  
Olga.....Pauline Goddard  
Messenger of the Tsar.....Edward White  
Sonya.....Jeanne Shelby  
Vera Remisova.....Olga Suarez  
Lord Chamberlain.....Ralph Glover  
Prima Ballerina.....Olga Suarez  
Premier Danseur.....Nicholas Magallanes

BALLET: Misses Dorothy Bauer, Iris Burton, Barbara Cole, Fanny Falk, Mary Haywood, Ann Hubbell, Clara Knox, Shella Lawrence, Nanon Mills, Carol Nelson, Nina Popova, Yvonne Tibor, Marjorie Winters. Messrs. James Barron, Robert Cadwallader, Ronald Chetwood, Charles Dickson, Charles L. Grasse, Jack Miller, Nicolai Polajenko.

VOCAL ENSEMBLE: Misses Dorthea, Bertelsen, Anne Marie Biggs, Eleanor Burrow, Audrey Dearden, Jane Flynn, Martha Flynn, Joyce Homiere, Joan Kibrig, Barbara Weaver, Athleen Zaranova. Messrs. Jack Cassidy, Peter Hagen, Bernie Kovelar, Allan Lowell, Harold Norman, Robert Rippey, Michael Risk, John Vanderhoof, Frank Whitmore.

STAGEHANDS, FOOTMEN, CLAUQUE, ETC.: Jack Cassidy, Peter Hagen, Bernie Kovelar, Robert Rippey, Michal Risk.

SONGS: "Flower Waltz," "Natuscha," "Love Is a Game for Soldiers," "Stolen Kisses," "No, No, No," "While There's a Song to Sing," "The Balalalka Serenade," "Trepak," "Am I Enchanted," "Gossip," "Once Upon a Time," "Three's a Crowd," "Song of the Troika," "The Ballerina's Story," "Song of the Claque," "Love Song," "Love Is the Sovereign of My Heart."

Since Mr. Grieg and his music were brought to life so satisfactorily by *Song of Norway*, it is natural enough that Peter Hych Tchaikovsky should be booked in as an operetta hero. However, *Norway*, aside from an imaginative rearrangement of Grieg's melodies, had also a book which seemed to have a beginning, a middle and an end and got on pleasantly in the telling. The report is quite opposite on *Music in My Heart*. Its book is feeble and dull, with long stretches of enervating dialog. Nobody expects much in the matter of comedy from operetta, but the brand that *Music* provides for such competent funsters as Vivienne Segal and Jan Murray is strictly from hunger.

Patsy Ruth Miller has concocted a fable about the maestro's frustrated passion for a French singer. Also in order to eke out a song-and-dance plot she has him commissioned by the Czar to write a ballet to be performed in the Royal Opera House in honor of his majesty's birthday. This latter notion gives an opportunity for effective terping and plenty of lavishness in the way of body-draping. Anyway, the gal falls into the arms of Peter's handsome military pal, after Tchaikovsky has written a special love song for her. The maestro is left on a deserted stage, sore and disillusioned. It seems to do him good, however, for as the curtain comes down, he is busily knocking out his concerto. It doesn't seem quite historical, but that's the way Patsy Ruth Miller dreamed it up.

Paper-Doll Characters

The real trouble with *Music* is that it is completely lacking in warmth and charm. Tchaikovsky is definitely not the stuff of which heroes are made. And the story paints him a pretty colorless sort of gent. Robert Carroll does his best to endow him with some interest, but when he's not at the piano, Peter isn't any bargain. Charles Fredericks makes a dashing Russian cap-

BROADWAY OPENINGS

THE HEIRESS

(Opened Monday, September 29, 1947)

BILTMORE THEATER

A comedy-drama by Ruth and Augustus Goetz, based on Henry James's novel, "Washington Square." Staged by Jed Harris. Setting by Raymond Sovey. Company Manager, Rube Bernstein. Stage manager, Herman Shapiro. Press representative, Bill Doll. Presented by Fred F. Finklehoffe.

Maria.....Flona O'Shiel  
Dr. Austin Sloper.....Basil Rathbone  
Lavinia Penniman.....Patricia Collinge  
Catherine Sloper.....Wendy Hiller  
Elizabeth Almond.....Katharine Raht  
Arthur Townsend.....Craig Kelly  
Marian Almond.....Augusta Roeland  
Morris Townsend.....Peter Cookson  
Mrs. Montgomery.....Betty Linley

Last winter a play called *Washington Square* took a quick out-of-town try-out flop. It was given scant consideration by local critics. Now, revised and retitled *The Heiress*, and with a new production and top-flight cast, it arrives on the Stem. Somewhere in between, authors Ruth and Augustus Goetz, plus Jed Harris's direction, have evidently combined to accomplish a major face-lifting. *The Heiress* unveils as no season's beacon, but it is good, sharp comedy-drama, beautifully produced and superbly acted. Off to a solid 50G advance, there isn't much doubt that Producer Fred Finklehoffe will be holding his tenancy of the Biltmore for some time to come.

Based on the Henry James novel of the original title, *The Heiress* is strictly a period piece. It has primarily to do with a shy, gawky, ugly-duckling daughter of a wealthy medico of a hundred years ago. Papa is more than a bit of a tyrant and the gal is obviously an emotional target for the first young heel who comes along with an eye on her bankroll. About to elope with her, he gives her a brush-off when he discovers that she'll be disinherited.

The Plot Unfolds

Then pap dies and the lass comes into her money. Two years go by and the heelish lad comes back after a futile gamble on the California gold rush. He wants to talk himself back into the gal's good graces. It looks as if he might. But when his cab rolls up for a second elopement, she bolts the door and goes upstairs to bed.

It is a simple tale, but the authors have managed the telling of it in taut and bitter terms and Harris's staging, for the most part, etches its sharp characterizations.

What it might be with less expert playing is hard to say. But Finklehoffe and Harris have given it a hand-picked cast which is excellent thruout. As for Wendy Hiller's performance as the shy, awkward daughter, it can only be said that her 11-year absence from Broadway has been just that much too long. It is a beautifully sensitive creation and one to be long remembered.

Rathbone at Best

Basil Rathbone is at his best as her brow-beating father, and Patricia Collinge turns in another expert portrait as a misguided aunt who wants to see her niece find affection. Peter Cookson, also, is exactly right as the fortune-hunting cad, and there are fine contributions from Betty Linley, Augusta Roeland and Fiona O'Shiel.

Productionwise, *The Heiress* is as handsome as its performance warrants. Raymond Sovey's parlor of a Washington Square mansion of the '50's is about perfect in period. Finklehoffe has stunted on nothing to give it the right frame. In sum, *The Heiress* may not be everybody's dish, but it is good theater, superbly mounted and acted. It is a bet to lure hefty fem trade at the b.-o.

Bob Francis.

UNDER THE COUNTER

(Opened Friday, October 3, 1947)

SHUBERT THEATER

Comedy with music by Arthur Macrea. Music by Manning Sherwin. Lyrics by Harold Purcell. Staged by Jack Hurlbert. Sets by Clifford Palmer. Dances by Jack Hurlbert and John Gregory. Company manager, Jack Small. Stage manager, Bertram Parham. Press representatives, Phyllis Perlman and Marian Byram. Presented by Lee Ephraim in association with Messrs. Shubert.

Eva.....Winifred Hindle  
Detective Inspector Baxter.....Francis Roberts  
Mike Kenderdine.....Ballard Berkeley  
Tim Garret.....Thorley Walters  
Jo Fox.....Cicely Courtneidge  
Mr. Burroughs.....George Street  
Zoe Tritton.....Glen Alyn  
Kitty.....Ingrid Forrest  
Sir Alec Dunne.....Wilfrid Hyde White  
Lt. Cmdr. Hugo Conway, RNVR, John Gregory  
Mr. Appleyard.....Frederick Farley

SONGS: "Everywhere," "No One's Tried To Kiss Me," "The Moment I Saw You," "Let's Get Back to Glamour" and "AI YI YI."

General Stem opinion usually concedes two strikes against any show arriving here after a protracted London success. It is pleasant to report that *Under the Counter*, the farce with music bringing back Cicely Courtneidge to these shores, may prove an exception.

*Counter* is nothing to write home about on the elaborate side. Its music is somewhat negligible and little or no imagination has been put into the dance patterns for its pretty, streamlined chorus. *Counter* is strictly a vehicle for the comic talents of Cicely Courtneidge, and since she is on stage practically without a break, the proceedings move with zing and gusto, frequently arriving at a crescendo of horseplay. The tunes and the gals are just occasional serviceable interludes for Miss Courtneidge's clowning.

The Plot

As an excuse to have the gals and tunes around, Miss Courtneidge is pictured as a musical comedy star, rehearsing charity mats at home. She also is engaged in a lot of other things in the way of mild black-market chicanery and in wangling the transfer of her old beau from a staff job in Paris to London. There are various consequences involving a composer who is secretary to a cabinet minister, the minister himself, a gal who has her eye on the main chance and a navy lieutenant who is also a ballet dancer. Thru it all the star bounces, flounces, tosses away wisecracks, smacks across two or three comic specialty numbers and then, just to show that she can jerk a tear, does a sock job of pathos with a ballad, *The Moment I Saw You*, which can conceivably come in for a play via the music marts. She gets amusing support in her antics from Thorley Walters and Wilfrid Hyde White, with Ballard Berkeley backing them up as straight man. Glen Alyn makes a properly seductive lass on the marital make, and John Gregory contrives plenty of chuckles with his toe-terping lieutenant.

Nicely Staged

Lee Ephraim and the Shuberts have given these matters a nice Broadway framing. Jack Hurlbert's staging keeps things going at a rollicking pace—and if a lull occurs there's always la Courtneidge to fill in the gaps. Of course, there is the point that such entertainment may be tuned to a specialized ear—one gaited to British comic approach. It is more possible that *Counter* will have a tough time competing against big Broadway song and dancers. But it is fresh, intimate and played with zest by players who evidently know their business. The Courtneidge personal enthusiasm is boundless. It won her a deserved ovation at preeminent curtain. *Counter* should have every hope of making the success bracket.

Bob Francis.

HOW I WONDER

(Opened Tuesday, September 30, 1947)

HUDSON THEATER

A play by Donald Ogden Stewart. Staged by Garson Kanin. Setting and lighting, Donald Oenslager. Costumes, Helene Pons. Production executive, George Greenberg. Stage manager, Kip Good. Press representative, William Fields. Presented by Ruth Gordon and Garson Kanin in association with Victor Samrock and William Fields.

Prof. Lemuel Stevenson.....Raymond Massey  
Lem's Mind.....Everett Sloane  
Walter Smith.....Henry Jones  
Cliff Saunders.....John Marriott  
Margaret Stevenson.....Carol Goodner  
Christina Stevenson.....Bethel Leslie  
George Drummond.....Byron McGrath  
Dr. Hiller.....John Sweet  
Lisa.....Meg Mundy  
Henry Harkrider.....Wyrley Birch

It is a pity that anyone with the background wit of Donald Ogden Stewart should elect to go moody. But truth to tell, Stewart's return to the Stem, after a long absence, with an item called *How I Wonder* is not only moody but dismal. The scripter is wondering about a variety of things—the atom bomb, the potential next war. Racial intolerance, selling his intellectual integrity down the river—in short, Stewart is deeply concerned with the future of mankind and what's to be done about it.

To this end, he has selected an astronomer as his chief aid in doing his wondering. And so that the astronomer can do his wondering in dialog, Stewart has included an impish character representing the stargazer's mind and an extraordinary gal from the outer fringes of space who seems to have something to do with his Inner Self. These, with an innocuous wife, a pleasant daughter and some assorted campus pooh-bahs, take up the matter of the future public weal.

It seems that the professor has an opportunity to become prexy of another college if he will only keep his big mouth shut and knuckle down to a solid tycoon who holds the strings. But the professor figures the (See *How I Wonder* on page 50)

COMMAND DECISION

(Opened Wednesday, October 1, 1947)

FULTON THEATER

A drama by William Wister Haines. Staged by John O'Shaughnessy. Setting and lighting by Jo Mielziner. Costumes supervised by Julla Sze. General manager, Max Allentuck. Stage manager, Del Hughes. Press representatives, Richard Maney and Frank Goodman. Presented by Kermit Bloomgarden.

Tech. Sgt. Harold Evans.....James Whitmore  
War Correspondent Elmer Brockhurst.....  
.....Edmon Ryan  
Brig. Gen. K. C. Dennis.....Paul Kelly  
Col. Ernest Haley.....Edward Binns  
Capt. Lucius Jenks.....Arthur Franz  
Enlisted Armed Guard.....West Hooker  
Maj. Gen. Roland Goodlow Kane.....Jay Fassett  
Brig. Gen. Clifton C. Garnett.....Paul McGrath  
Maj. Homer Prescott.....William Layton  
Col. Edward Martin.....Stephen Elliott  
Lieut. Jake Goldberg.....John Randolph  
Maj. Desmond Lansing.....Lewis Martin  
Maj. Belding Davis.....Robert Pike  
Maj. Rufus Dayhuff.....Walter Black  
Arthur Malcolm.....Paul Ford  
Oliver Stone.....Frank McNeills  
NCO Photographer.....Leonard Patrick  
Capt. G. W. G. Lee.....James Holden

William Wister Haines has been to war and he has definitely observed. Out of his observations has come a play—an angry arraignment of brass-hat stupidity. Occasionally, *Command Decision* misses. It is overtalky and over-technical in detail. With an all-male cast, sans any romantic interest, it will be no mat draw for the fem trade. But Haines has been extremely successful with his characterizations in his first play-scripting attempt. *Command Decision* emerges as a bitter, gripping document. It has an impact that can make it the *Journey's End* of World War II.

Haines's protagonist is a hard-bit-ten, two-fisted fighter of an air force brigadier. He believes that only by precision-bombing Germany out of the war can our side achieve victory most quickly and at the least cost. Without fighter plane protection his losses reach a mounting peak, but he has the vision and the integrity to fight stuffed-shirt brass and trim- (See *Command Decision* on page 50)

# Theater Party Biz Lagging; Scarcity of Shows Blamed

NEW YORK, Oct. 4.—The theater party biz got off to a slow start this season due to the Jewish holidays and the scarcity of shows with name values in performers, producers and playwrights. So far, the show with the most theater parties is *Allegro*, which had 28 booked back in June, followed by *How I Wonder*, a straight play rating theater parties only on the basis of Raymond Massey's name value.

Among the party agents the claim is that there is a shortage of musicals for their clients. Both *High Button Shoes* and *Music In My Heart* have received more than their share of musical biz only because of the lack of competition.

## Brokers Worried

Some of the theater party bookers are frankly worried about the season because there are few shows coming in which can be sold to their clients easily—meaning that they have names of one sort or another to attract the parties. A show like *Druid Circle*, which stars Leo G. Carroll and bears the scripting touch of John Van Dru-

## MUSIC IN MY HEART

(Continued from page 49)

voice and sings her numbers with clear precision, but the same lack of warmth prevails. Della Lind comes off somewhat better with a portrait of a spoiled court beauty. As has been noted above, Vivienne Segal and Jan Murray are practically wasted on the material that falls their way. The former has a bluish number in the second act which she sells with all the Segal skill. But the lyrics are forced and uninspired.

On the better side of the ledger there is some picturesque white ballet, led effectively by Olga Saurez and Nicholas Magallanes. James Starbuck and Dorothy Etheridge also contribute handsomely on the stepping side.

## Costly Venture

It is too bad that the report on *Music* can't be better. Henry Duffy has sunk a hatful of coin in the production. Alvin Colt's costumes are really something to see and his sets are good, too. *Music* has had the benefit of Hassard Short's expert staging. Franz Steininger has culled and arranged a fine selection from the maestro's works to make a tuneful score. But over all, the result is a colossal bore. Not even Tchaikovsky's tunes can save this one.

Bob Francis.

## Aussies To Post Stragglers

SYDNEY, Oct. 4. — Actors and Announcers' Equity has decided, in view of the number of members who remain delinquent in fees for long periods, to publish in the official *Equity Journal* a list of all those in arrears next December 31. Receipts for membership fees will close December 17 and will not reopen until January 19. The list will be published in the January issue of the journal each year.

## 24,000 See Norfolk Icer

NORFOLK, Oct. 4.—*Holiday on Ice*, concluding an eight-day engagement at the Municipal Arena, drew 24,000 spectators at 10 performances, turned away 500, and enriched the city treasury by \$6,100 in rental and amusement taxes. Only one performance was not completely sold out.

ten, ordinarily would be expected to attract parties, but so far few have been booked. This can probably be accounted for because of the fact that Van Drueten's last play, *The Mermaid Singing*, tho heavily booked with parties, flopped critically and did not last long.

Some producers are not offering brokers their usual 5 per cent commission. One of these is *A Street Car Named Desire*, which Irene Selznick is producing. Where a broker gets no rake-off from a manager, usually the outfit booking the parties gives him a cut. Last season *Years Ago*, *Present Laughter* and *Christopher Blake* did not give commissions.

## HOW I WONDER

(Continued from page 49)

st.'s way of life spells another war and talks right up. In fact, he talks himself out of the new job and almost out of his current one, except that a last-minute discovery of a new star saves his bacon.

## Drowsy Evening

Stewart is doubtless sincere, but in the whimsy terms of his play his warnings are soporific rather than alerting. A pewsitter's reaction is one of startled confusion followed by drowsiness.

Raymond Massey, as the principal mouthpiece of Stewart's imaginings, does all that he can to make the professor likable and interesting. Everett Sloane does likewise for the impish lad who is supposed to be his mind. But Sloane's material gets pretty sickening as the play wears on. Carol Goodner, Byron McGrath and a number of other good players contribute what they may to the proceedings, and Garson Kanin has, a

## COMMAND DECISION

(Continued from page 49)

ming politicians until he finally gets himself relieved of his command. It is a simple, straightforward tale—but by the forcefulness of his character drawing, Haines has achieved factual honesty. *Decision* has the ring of truth thruout. His final curtain comes down on a note of hope out of all the political middling—General Dennis has expected desk oblivion in Washington, but his final orders call for the Pacific area and a B-29 command. Apparently the air force knows its real guys, after all.

## Superb Cast

Kermit Bloomgarden has cast *Decision* superbly and John O'Shaughnessy has staged it intelligently. Paul Kelly is ideal as the vigorous brigadier who knows his trade; his is a portrait of distinction. There is another from Jay Fassett as his superior. Stephen Elliott, Paul McGrath and Edmon Ryan are all vitally helpful and James Whitmore registers a splendid stem debut as a cynical sergeant who knows all the brass ropes. Paul Ford also rates a special salute for his creation of a bumptuous congressman to end all such.

Whether or not *Decision* packs the man-in-the-street lure to put it in the top hit class is a question. Its technicalities are sometimes a bit confusing for the average customer. But there is no question as to its drive and power, and it has the obvious ring of truth. This reporter's guess is that on the basis of its acting alone, Haines's indictment of army high-ups will get a substantial run.

Bob Francis.

reporter may suppose, put them thru their paces as well as the script permits. But outside of Donald Oenslager's canny setting of a star-studded rooftop for them all to do their wondering in, however worthy in theme, *How I Wonder* is just another dull play.

Bob Francis.

## Equity Grants Contract Option Allowing Switch To Run-of-Play

NEW YORK, Oct. 4.—At the suggestion of several legit producers, notably Lawrence Langner, of the Theater Guild, Actors' Equity has decided to experiment for the 1947-'48 season with an optioning system which will allow managers to change actors' standard minimum contracts (guaranteeing two weeks' employment) to run-of-the-play contracts provided it is done prior to the third consecutive performance of the show.

In addition, when producers decide to convert to run-of-the-play contracts, they must waive the five-day probationary period in the minimum

agreement, the actors' salary must be \$100 or over, they must guarantee the actor five weeks' employment instead of the minimum two weeks, the actor is to receive an increase in salary and immediately on receipt of the notice exercising the option both parties must execute a standard run-of-the-play contract.

Opinion of Equity execs is that not many options will be exercised by managers because of the provision which makes it mandatory that actors get five weeks' work. The new plan will be in the form of a rider to the contract.

## Vienna Opera Uses Own Ork; Defies Pickets in London

LONDON, Oct. 4.—In spite of a stagedoor demonstration by members of various London orks, the curtain rose last night according to plan for the Vienna State Opera's production of *Don Giovanni* at the Covent Garden Opera House. Regardless of the Opera House management's defiance, British orksters were expecting up to the last minute that the Vienna Philharmonic would not be allowed to play from the pit. The Covent Garden trustees, however, had agreed that since the ork is an integral part of Vienna opera, it should perform its usual function in London.

Members of the musicians' union will picket the stage entrance every night while the Vienna's season is on, with placards bearing such slogans

as: "London Musicians Out, Vienna Musicians In," "Stop Importing Orchestras, We Have the Best!" and "Reciprocal Exchange, Yes—Alien Musicians By Force, No."

The manager of the Royal Opera House, George Webster, told a deputation from the union that "the union will be consulted the next time a foreign orchestra is to play with a foreign company." The picketing will, however, be continued until similar assurances are given by the Ministry of Labor and the Home Office.

Seats-at-one-third above the usual price—have been booked for every performance and the opera house looks as if it will make money for the first time since it reopened last winter.

## Out-of-Town Opening

### DRUID CIRCLE

(Opened Thursday, October 2, 1947)

### SHUBERT THEATER, NEW HAVEN, CONN.

A new play by John Van Drueten. Staged by Van Drueten. Settings, Stewart Chaney. General manager, Samuel V. Schwartz. Company manager, Abe Cohen. Press representative, Gertrude Bromberg. Stage manager, Edwin Gordon. Presented by Alfred Deliaigre Jr.

Miss Dagnall.....Lillian Bronson  
Professor White.....Leo G. Carroll  
Professor Parry Phillips.....Noel Leslie  
Maddox.....Boyd Crawford  
Robin.....Aidan Turner  
Tom Lloyd-Ellis.....Walter Starkey  
Megan Lewis.....Ellen Humphrey  
Brenda Maddox.....Neva Patterson  
Mrs. White.....Ethel Griffies  
Miss Trevelyan.....Merle Maddern  
Blodwen.....Cherry Hardy

If Broadway is looking for a completely absorbing and beautifully written play to start off the new season on the right foot, it need look no farther than John Van Drueten's latest brainchild, *Druid Circle*. The happy triple-threat combination of a Van Drueten play, a Deliaigre production and the superb acting of Leo G. Carroll has been molded together in this offering so that there can be no question of its ready acceptance by audiences anywhere.

While it might be said that *Druid Circle* doesn't glitter at any time, it certainly maintains a warm, steady glow that only flickers out in the last few moments of the play. If Van Drueten simply writes a new third-act curtain to replace the lame ending he has now, the play will be certain to be fondly and heartily embraced by a Main Stem audience.

Van Drueten's magic with words was never so capably demonstrated as in this story of the resentment of elder professors (The *Druid Circle*) toward the younger students who are preparing to enjoy a full life, while they must stay condemned to a life of seclusion. The play is liberally sprinkled with laugh lines, as well as dramatic ones, and it all blends well.

Leo G. Carroll as Professor White does a truly remarkable characterization of the frustrated pedagogue, and at all times is both believable and understanding. While the author has given his leading character many chances to "ham," Carroll doesn't succumb once, and his brilliant portrayal leaves nothing to be desired.

Ethel Griffies as the professor's aged mother crowds Carroll's performance for the top acting honors. Her portrayal of the mother is truly superb.

## Others Register

Deliaigre has assembled a capable cast, with each member of the troupe coming thru with faultless support. Ellen Humphrey and Walter Starkey as the student lovers make an appealing pair, and in a highly emotional scene in the second act with the professor they prove they are real troupers despite tender years. Boyd Crawford and Neva Patterson, as a young instructor and his actress wife, also do their roles to perfection.

In the bit parts Lillian Bronson proves herself an adroit comedienne, and Noel Leslie, Aidan Turner, Merle Maddern and Cherry Hardy furnish the principals excellent framework.

Stewart Chaney has done his customarily excellent job with lights and settings, and in Van Drueten's staging nothing is lacking.

There should be no question of the reception that *Druid Circle* will receive in New York, and immediately after the author repairs his final curtain, it should be set and ready for a long life in the theater.

Sidney Golly.

## Magic

By Bill Sachs

**EDDIE PUGHE**, wife of George W. Pughe, well known in magicdom and formerly associated with the late Howard Thurston, is seriously ill in Room 309, St. Joseph's Hospital, Kansas City, Mo. Friends are urged to drop her a cheery note. . . . Harry King and Zorita have just concluded a two-weeker at the Jefferson Hotel, St. Louis. . . . The Amazing Dr. K, with a cast of six, opened the new season at Pittsford Hall, Rochester, N. Y., September 12-13, with a full-evening show of magic, mentalism and vent. . . . Frankie Gallagher, formerly with the Calvert and Marquis magic shows, is now on tour with the Great Blackstone. . . . L. E. Collins has his Roba's Magic Circus clicking along successfully in schools in the Missouri Ozarks. At Ironton, Mo., recently he bumped into Ole Olson, magicker, and Doc Bates, vent, who were there with the Victory Players. . . . Chanda the Magician and Princess Zeella have launched their new season in Pennsylvania, from whence they will soon head southward. . . . Mara Rottonar, still taking it easy in Florida following a recent school stint, typewrites from Jacksonville: "George Gray and wife were here recently at the Sky Way Club in a kibitz magic act replete with clown shows, turban and flowing robe. Make-up was superb and he pulled the crowds but he isn't getting all he should from his talent. The Grays hopped from here to Peoria, Ill. Prof. Ralph M. Pabst has out the welcome mat for all incoming magi. He is preparing to hit the road again with a new assistant, Josephine Booth. His newspaper prediction is one of the best I've ever seen. He is planning on a Nelson gadget that he says will be a boost. Saw Princess Tomahontas in a sealed-billet stint that is a corker. She has the wardrobe that it takes to put over an act and a lecture on the Great White Father gives her a good send-off."

**BOB NELSON**, of the Nelson Enterprises, Columbus, O., is the subject of a lengthy feature, "Ghosts for Sale," in the October 4 issue of *Collier's*. The author's name isn't given, but if Bob had written the piece himself he couldn't have come with a neater assortment of commercial plugs. Even Bob's pet nifty, the talking teakettle, rates a hefty bally-hoo. . . . Gene Pronk writes from Big Springs, Tex.: "The statements I made recently in your column concerning John Calvert came from the mouth of John himself. However, I'll let Hal Haviland think that he is topping me, but someday I will introduce him to John and let John take up the argument from there. I have quit Kroger Babb's Chasm of Spasms to continue exclusively as Dr. London on the *Inner Sanctum* hour, spook thriller, which I will plug and work from now on." . . . George Marquis, who this summer managed the E. R. Braly Circus, which concluded its season October 4 at the Mississippi-Alabama Dairy Show and Livestock Exposition at Tupelo, Miss., infos that he will launch his magic show in the Deep South October 20. Marquis will sport several new illusions created for him by Percy Abbott, of Colon, Mich. . . . Tom Auburn, Canadian conjuror, who in recent weeks has been doing his two-hour magic show in French in the Canadian gold-mining country, moves into Vanity Fair, King Edward Hotel, Toronto, for a two-week stand beginning October 24. On October 10-11 he will do several Thanksgiving kiddie shows at Tudor Hall, Montreal. . . . Bert A. Howard, veteran magic and spook-show impresario, begins a tour this week with a scarer featuring Dr. Paul Barer as the bogieman. . . . Approximately 250 persons gathered at the Chicago Naval Army Sep-

# Jap Burly and "Legit" Tease Yen; How? Via Yen for Tease

**TOKYO, Oct. 4.**—Strip tease—a la Japonaise—is all the rage thruout Japan, with police seemingly powerless except in exceptional cases, according to Tokyo's *Mainichi*, one of Japan's leading dailies.

The city of Osaka was recently in a state of excitement over a "scientific" depicting of the birth of a baby shown on the screen for the first time. Usually staid Ibaraki was the town where a theatrical presentation of the life of a Japanese Bluebeard—one Yoshio Kodaira—was a box-office hit. Down on the southernmost island of Kyushu, Fukuoka Theater's hit was based on the life and loves of "O-Sada"—a 43-year-old former geisha of notorious mutilation tendencies.

### "Crazing" Awakening

Tokyo itself has caught the naughty-naughties with its stage presentation of the immortal *Awakening of Spring* by the German dramatist, Frank Wedekind. His play, according to Japan's press, is "crazing local youths with its very realistic performance of the stable scene."

Artist's Studio is the vehicle used

## Rychtarick Joins Met

### As Technical Director

**NEW YORK, Oct. 4.**—Richard Rychtarick was hired last week as technical director for the Metropolitan Opera Company. He will coordinate all the departments concerned with the actual stage productions for the coming season and for the annual spring tour.

Rychtarick formerly designed the scenery and supervised the technical departments of the Cleveland Playhouse, designed several projects for both the Chicago and New York world's fairs and supervised the Cleveland Great Lakes Exposition.

In the opera field, he served in similar capacities with the companies in New York, Chicago, St. Louis, Toronto, Montreal and Havana.

## Dinner Dancing Resumed

### At Du Pont in Wilmington

**WILMINGTON, Del., Oct. 4.**—Dinner dancing returned to the Grill Room of the Hotel Du Pont Tuesday night (23) with the appearance of Herbie Collins and his ork. (The Grill Room had closed August 3 for a vacation.) The pre-war custom, enthusiastically received, will operate Tuesday thru Saturdays from 6:30 to midnight.

Donna King supplied the vocals for the music, which ranged from rumbas to the older favorites. The orchestra, coming from a 10-month engagement at the Hotel Warwick, Philadelphia, is composed of ex-service men.

A portion of the initial program was broadcast by Station WDEL.

tember 30 to pay homage to W. C. (Dorny) Dornfield with a surprising birthday party. Dorny, who had been booked to play a date (supposedly) there, was introduced as emcee. When he entered the darkened auditorium and pulled his usual flash-of-fire opening, he was greeted by hundreds of duplicate flashes all over the room. The secret thus revealed, Chic Schoke presented Dorny with a wire recorder as a birthday gift and, after a buffet lunch, a topnotch show was presented, despite an unruly audience and the lack of a p.a. system. Appearing on the show were Mary Kaye and her ork, Clark Crandall, Florinne Manners, Louis Topps and Ross-ko, Alexiana, Mel Cardo, Sam Berman, Julie Dawn and Walt Williams, with Jim Sherman as master of ceremonies.

in Asakusa's vaudeville house, thru which a girl in the role of a painter's model calmly undresses and sits on a stool awaiting the cue to cross her legs—an act "shocking" (?) the eager spectators.

A sensational revue in Shibuya is piling up the yen with its showing of scenes in which nudes stalk the stage—speaking no lines.

### Only Two Court Cases

Only two cases since last year have been brought into court—*Bamboo Sprout Dance* as performed in Mie Prefecture last March, and the startling *Nagasaki Tales*, which was featured this late summer in Hyogo Prefecture. Final action in neither case has yet been announced.

A 15-yen fine was imposed "on persons responsible for presenting *The Young Lord and the Model* in Chiba in June. No person has as yet appeared to pay the fine—and no "takers" are expected. Just a quaint Japanese custom of announcing a "censorship."

## Burlesque

By UNO

**HANK HENRY** opens at Jacques, Waterbury, Conn., October 5 for four weeks. . . . Jimmie Allerton producing line girls for Eddie Kaplan (Philadelphia) agency. . . . Murry Pickford, fan and dove dancer, is now on a tour of vaude houses. . . . The Barnetts, Morris and Clarice, vaude aces, celebrated their 25th wedding anniversary September 28 by throwing a party to relatives and friends at Sam Sabatino's new and elegantly appointed Black Horse Inn, Manhattan. Among those who helped in the festivities were Felice Ridgeway, secretary of the RKO Jefferson Theater; Daisy Doro, Minnie and Eddie Loye, Mr. and Mrs. Joseph Barnett, Frank Tresa, Kitty Barnett, Mr. and Mrs. J. Hymes, Mr. and Mrs. H. Rothenberg and Mr. and Mrs. Jules Rosenfeld. A huge Sabatino-baked cake featured the eats. . . . Eddie Lynch replaced Jack Montgomery as producer and Ronnie Sterling succeeded Walter Collins as house singer at the Grand, St. Louis, where Betty and Vickie King are new chorines, and Janie Cleland, formerly of the Moulin Rouge, New Orleans, is a recent addition to the strip clan. . . . Art Gardner, comic, taken ill with a cold, was forced to leave the Billy Hagen-Beverly Lane unit in Pittsburgh. Replacing was Scratch Wallace.

**LYNN MILLER**, absent from burly for four years, during which time she worked niteries and was labeled "Best Undressed Doll of the Week" by Lee Mortimer while at the Swing Club, Manhattan, is back on the Hirst circuit doubling as strip teaser and writer of poems, her hobby. . . . Empress, Detroit, has Buddy O'Day tripling as straight man, comic and sketch artist; Billy Lewis as co-comic, back after nine years in other shows, and Mark Eckoff, as cashier, switched over from the National. . . . Dave Hamill is the new lessee and operator, succeeding Jack Kane, of the Embassy, Rochester, a Midwest wheel spoke. . . . Billy Koud moved from the Roxy, Cleveland, to the Hudson, Union City, to take over the ensemble producing end. . . . Danny Davenport, former burly house manager, after five years on the out front staff of the Rialto, Manhattan, has shifted to the Broadway, now featuring *The Outlaw* pic. . . . Danny Jacobs and Billy Hagan, during their week at the Hudson, Union City, were surprise-partied and feasted by co-comic Scratch Wallace and his Italian cooking art. . . . Lorraine Gilbert, strip tease and talking woman with

the Lane-Hagan unit on the Hirst wheel, has split partnership with Charlie Robinson, comic on the Midwest circuit. . . . Jimmie Cavanaugh and Bob Ridley, house singers, switched houses, former moving from the Casino, Pittsburgh, to the Hudson, Union City, and the latter vice versa. . . . Rube Bernstein now managing new legit play, *The Heiress*, which opened Septemehr 29 at the Biltmore on Broadway. . . . Hazel Walker, straight woman, opened at the Embassy, Rochester, last week.

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## THE FINAL CURTAIN

**AUGUST**—Joseph, 57, movie cameraman, at the Selznick film studio, Culver City, Calif., September 25, of a heart attack. Since 1911 he had photographed practically every top star. He won the 1936 Academy Award for his work on *The Informer*. During World War II he served with John Ford's O.S.S. unit and was wounded while filming *The Battle of Midway* from the deck of an aircraft carrier. He also photographed *They Were Expendable*, navy documentary movie. At the time of his death he was filming *Portrait of Jenny*, his 277th film. Survived by his widow and a son.

**BESSEY**—Jack, 80, actor, recently in Chicago. He was at one time part owner of the Hickman & Bessey Stock Company.

**BORDEN**—Olive, 40, former silent screen star and one of the highest paid actresses of her era, in Los Angeles October 1. She began her career in Hal Roach comedies and in 1925 was named the Wampus baby star of the year. In 1926 and 1927 she starred in 11 pictures for Fox Studios. Among her better known films were *Three Bad Men*, *Wedding Rings*, *Yellow Fingers* and *Love in the Desert*. Survived by her mother.

**CLIFTON**—Herbert, 63, stage and screen actor, September 26 in Hollywood. He appeared in the *Ziegfeld Follies* and other musicals and had been a headliner on the Orpheum vaude circuit. A son survives.

**COLLEY**—Stanley, 17, circus and carnival laborer, drowned recently at Port Hawkesbury, N. S. Burial in Halifax, N. S.

**DAVIDSON**—William B., 59, veteran film character actor, in Hollywood September 28. He played in his first film in 1914 in the New York studio of the Vitagraph Company. An active member of the Hollywood Masquers Club, he served as president of that group in 1939. His latest pictures include *Miss Hagen* and *The Farmer's Daughter*. Survived by his widow. Services in Hollywood September 30.

**DOYLE**—William J., well-known in fifers' and drummers' activities for more than 50 years, in Hartford, Conn., September 27. Was a charter member of the Connecticut Fifers and Drummers' Association, formed in 1886, and founder of the Father Matthews Drum Corps, of which he was drum major.

**DRAKE**—Logan J., 84, proprietor of Silver Lake Amusement Park, St. Joseph, Mich., September 30 in that city. (Details in the Park Section.)

**FAIRBANKS**—Janet, 44, prominent Chicago lyric soprano, September 26 in Chicago. She sang with the Chicago Symphony Orchestra, the Grant Park orchestras and the San Carlo Opera Company. She was known in concert as an exponent of modern songs and consequently a boon to new composers. Her mother and two brothers survive.

**FORENTAIN**—Joe, former electrician with the Clyde Beatty Circus, August 24 in St. Mary's Hospital, Oakland, Calif.

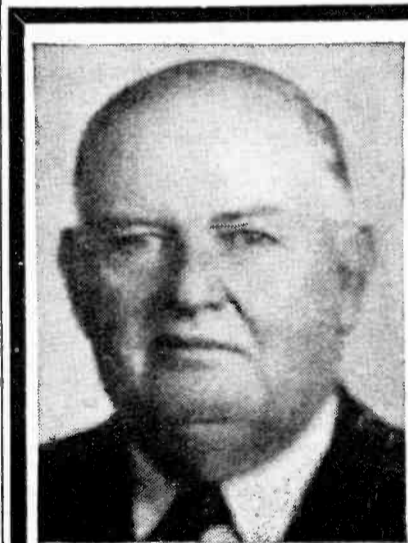
**FRANOSCH**—Anna, 80, former legit actress, September 28 in Chicago. She had once been a co-star with such notables as Richard Mansfield and John Drew. In private life she was Mrs. Anna Diehl Haagen. Her daughter, Mrs. Ilka Keegan, survives.

**GARNIER**—Peter, 62, carnival trouper, recently at Halifax, N. S. He had been with the Lynch and Frank Elliott shows. Survived by his widow, a brother and two sisters.

**GERMAN**—Misha, 60, actor on the Yiddish stage, September 26 in New York. He and his wife, Lucy, appeared in many shows with the Yiddish Art Theater and the Yiddish Folks Theater and toured extensively in this country, South America and Europe. His last appearance was in vaude last spring. His widow survives.

**GILCHRIST**—Carl C., carnival concessionaire, in Las Vegas, Nev., September 21. Surviving are his widow, Mae; his mother, Mrs. Jennie Gilchrist; six sisters, Mrs. Roy Bass, Mrs. Aldie Smith, Mrs. Lena Howard, Mrs. Carrie Shupp, Mrs. Litha Manley and Collie Gilchrist, and four brothers, Coleman, Mack, Allen and Ernest. Burial in the showman's lot in Greenwood Memorial Park, Phoenix, September 25.

**GRAHAM**—Frederick, 81, British-born veteran legit actor, September 26 in Sharon, Conn. He appeared on Broadway for 25 years. Among the plays in which he appeared were *The Little Cafe*, *A Bill of Divorcement*, *White Horse Inn* and *Barchester Towers*.



In Loving Memory  
of Our Father

**C. N. HILL**

WHO PASSED AWAY  
OCTOBER 10, 1946

DEEPLY MISSED BY HIS  
TWO SONS

**H. P. AND CLYDE  
HILL**

AND MANY FRIENDS

**GRESHLER**—Mrs. Fannie, mother of Abner Greshler, talent agent, September 29 in New York.

**GROUPE**—Ralph, 72, retired musician, September 30 in Poughkeepsie, N. Y. His widow, Florence, and a son, Irving, survive.

**GUMBLE**—Mose, 71, veteran music contact man and song plugger, September 27 at Elkart, Ind., while en route to Hollywood. Known as the

dean of song pluggers, he was partly responsible for the success of *In the Shade of the Old Apple Tree*, *Smiles*, *April Shows*; *Oh, You Beautiful Doll* and other songs. He had been associated with the Remick Music Corporation and the company of Donaldson, Douglas & Gumble. He was also the founder of the Music Publishers' Contact Men's Association. A sister survives.

**HATTON**—Thomas L., carnival and circus trouper, September 2 in American Legion Hospital, Battle Creek, Mich. Survived by his mother, Anna, of Anderson, Ind.

**KOENIGSBERG**—Max, 70, department store promotion and advertising executive and one of the founders of the St. Louis Municipal Opera, September 27 in Denver. In 1936 he formed his own promotion and public relations organization, subsequently serving as managing director of the Dallas Municipal Opera and the Detroit Civic Light Opera Association. Survived by his widow, Della, and a daughter, Mrs. Joseph Cohen, of Jackson, Tenn.

**LAHRHEIM**—Jacob, 77, father of Bert Lahr, the comedian, September 27 in New Rochelle, N. Y. He also leaves his wife and a daughter.

**LaTIER**—Harry C., 66, former rep and stock player, September 20 in Pleasant Hill, Ill., of coronary thrombosis. The LaTier rep troupe appeared in nearly every State in this country and in Canada. Survived by his widow, Cora; two sons, Harry Jr. and Maurice; two daughters, Harriet LaTier Lister Smith, Griggsville, Ill.; Bernice Smith, Jacksonville, N. C., and a step-daughter, Marguerite Kehoe. Burial in Griggsville September 23.

**LEVY**—Mrs. Lena, 76, mother of Sam Levy, co-owner of Lawrence Greater Shows, in New York October 1. She leaves two other sons, Harry and Morris, and two daughters, Esther and Minnie. Services in New York October 2, with interment in Mount Hebron (L. I.) Cemetery.

**LISZIEWSKI**—Dr. Dorothy N., osteopath and wife of Dr. Karol Lisziewski, concert pianist and teacher at the Cincinnati Conservatory of Music, September 25 in Jewish Hospital, Cincinnati. She also leaves a daughter and a brother. Burial in Spring Grove Cemetery, Cincinnati.

**LITTLE**—Silas Conn, 64, former treasurer of Ford's Theater, Baltimore, October 2 in that city. Associated with showbiz for almost 50 years, Little worked for David Belasco and Al Wood and managed Alla Nazimova, Raymond Hitchcock, Marie Cahill and Mr. and Mrs. Charles Coburn.

**MAYER**—J. G., 56, connected with the movie industry for 25 years and a brother of movie executive Louis B. Mayer, in Hollywood September 30. At the time of death he was manager of Metro-Goldwyn-Mayer Studios.

**McSHERRY**—Francis L., 30, midget racing car driver, September 17 in Fairfax, Calif., when his car plunged over a 250-foot embankment on White's Grade, near Fairfax. He leaves his wife, who suffered critical injuries, and two children.

**MARY C. MORRISON**

OCTOBER 7TH, 1943  
In loving memory of my dear wife who passed away four years ago today; and while she lies in peaceful sleep her memory I shall always keep.

**HARLEY A. MORRISON**

**PARKER**—Henry B., 56, former film director, at Birmingham Hospital, Van Nuys, Calif., October 1 of burns. Semi-paralyzed, he had been ill since 1937. A veteran of World

War I, he was admitted to Birmingham Hospital in April, 1946. He was found unconscious in his burning bed and died without regaining consciousness. Survived by two sisters and three brothers.

**PASCOE**—Edward B., 85, father of Richard W. Pascoe, songwriter, September 25 at Walled Lake, Mich. Survived by his widow and seven children. Interment at Walled Lake.

**IN MEMORY**

Of My Beloved Husband

**DAVID EDW. NELSON**

Some may think you are forgotten when I smile. No one knows my heartaches a smile hides all the while. Times of sadness come over me. Tears often flow. Your memory keeps you near me, though you left me one year ago. Oct. 4th, 1946.

Missed by His Wife,  
**Lorraine Nelson**

**ROGERS**—J. E., father of H. V. Rogers, owner of Rogers Greater Shows, in Bessemer, Ala., September 28.

**SANDBERG**—Milton J., 48, concessionaire and side show operator, September 9 from an overdose of sleeping tablets. He had been associated with the C. A. Vernon and Foley & Burk shows and the West Coast Amusement Company. Survived by a sister, Mrs. Albert Georges, Oakland, Calif. Burial in Sawtell, Calif., September 12.

**SARLY**—Albert, 59, Belgian composer, September 29 in Tirlemont, Belgium. Besides being a composer he was also the director of the musical academy there.

**SECKINGER**—Jefferson V., 36, manager of the Arcade Theater, West Palm Beach, Fla., and associated with the Florida Theater Corporation for the past 16 years, September 28 when his auto apparently went out of control and plunged into a drainage canal 17 miles west of Vero Beach. Survived by his widow, a son and a daughter.

**SIERRA**—Martinez, 66, Spanish playwright and novelist, October 1 in Madrid. He was best known in this country for his play *Cradle Song*, produced by the Civic Repertory Company with Eva Le Gallienne, the several of his plays saw New York productions. They included *Navidad*, *Kingdom of God* and *Love Magic*. Sierra died 15 days after returning to Spain following a 16-year voluntary exile in America and Argentina.

**SPENCER**—Mrs. Helen Rosena, 61, former dancer, September 24 in Saratoga, N. Y. She was the widow of her dancing partner, George Niblo Spencer. A brother and two sisters survive.

**TAIT**—David W. (Whitey), 78, carnival, circus and minstrel man for 50 years, October 1 in Detroit. He started in 1896 as butcher boy, ticket seller and side-show worker successively with the Sells-Floto Circus. Tait took out one of the first motion picture shows under canvas the following year with the Gaskell-Munday-Levett carnival. He headed Tait's Original Georgia Minstrels in the South, 1902 and '03; had his minstrel show on the P. J. Munday carnival, 1903; had the Tait & Woods Original Georgia Minstrels, 1905; was concessionaire at Riverview Park, Chicago, 1905-1917; owned the Happyland Shows in 1923-'24; was general agent for Wallace Bros.' Shows in Canada, 1925-'30; for World of Pleasure Shows and then for the Wallace Shows from 1939 until his illness last month. His widow is the former Marie Nichols, glass blower on the Munday show. Five children also survive. Interment in Grand Lawn Cemetery, Detroit.

**WEEKS**—Dan M., 27, auto race driver, of injuries sustained in a crash during a race at the Portland (Ore.) Speedway September 21.

**WIRTHLIN**—Rosalie, 75, former concert singer, recently in University City, Mo.

In Loving Memory  
of My Wife

**EILEEN HOS DUNLAP**

AND SISTER

who passed away  
OCTOBER 7, 1945

Husband, **C. F. (SLIM) DUNLAP**  
Brother, **CHAS. HOS**

## FINAL SCORE ON UTAH CENT.

### Dubinsky Rids Self of Model Home Trouble

#### Charity Gets Hartford Deal

WORCESTER, Mass., Oct. 4.—Sale of a model home here Tuesday (7) will end what has been a long series of headaches for promoter Frank Dubinsky, of Hartford, Conn. It all began at a home and food exposition which Dubinsky staged at the Auditorium here in May, 1946.

On the final day, police acting on a complaint, banned the awarding of the grand prize, a \$10,000 model home. The charge was that an additional sale of tickets inside the auditorium constituted a lottery.

#### Do It, But How?

Later the charges were withdrawn and the matter dropped, but Dubinsky was left with the problem of disposing of the home. Each plan he proposed ran into opposition by officials or the public.

While still trying to find a way out, the promoter in August, 1946, ran into more trouble. A veteran, under an obscure State law which permits a suit for treble damages where a lottery is alleged to have existed, brought a \$300,000 suit against Dubinsky, Master Home Builders' Association and New England Stores, Inc., co-sponsors of the show. (*The Billboard*, August 24, 1946.)

#### Charity Gets All

The suit finally was settled out of court when both sides agreed that a public auction with proceeds going to charity would be satisfactory to all concerned.

Money from the sale will be divided equally among Catholic, Jewish and Protestant charities. A leader of each denomination will be asked to select the charities.

All fees in the preparation of the sale and the sale itself are reported to have been waived.

### Fort Worth Considering Sale of N. S. Coliseum

FORT WORTH, Oct. 4.—Fort Worth city council is considering offering for sale the North Side Coliseum which for years was the site for the rodeo and horse show of the Southwestern Exposition and Fat Stock Show which now is at the Will Rogers Memorial Coliseum site.

Dances, wrestling matches and other attractions are being held regularly now at the Coliseum with good attendance.

### "Ice Fantasy" Big in Sydney

SYDNEY, Oct. 4.—Hollywood *Ice Fantasy*, which opened here September 25 in the Glaciarium, is doing brisk business following a capacity opening night crowd. About 170 skaters, recruited mostly from amateur competition, make up the personnel.

#### A Flying Bug Is Speaking —

### It Seems Quite Simple To Call On Your Customers in Your Ship

By Art Briese

*Editor's Note—Anyone understanding the persistency and loquaciousness of Art Briese, demon salesman for the Thearle-Duffield Fireworks Company, Chicago, will realize this is the easy way of letting him tell his story.*

CHICAGO, Oct. 4.—Having traveled much over 100,000 air miles on commercial planes, if anyone had told me that I'd own my own plane, especially for pleasure, I'd have told them they were nuts.

Coming off the road one Sunday morning my wife suggested driving out to the country in the afternoon. I found myself among a group of my friends, who had been bitten by the flying bug, at a small airport outside of Chicago. Before I knew it, I was on the runway in one of these so-called "puddle-jumpers." Mind you, I had never had my hands on the so-called "stick" or wheel of a plane and in two minutes I was handling the controls, when it hit an air speed of 60-miles an hour, there I was pulling on the wheel and finding myself 100 feet above the ground and still climbing.

My friend told me to watch the altimeter until we were 400 feet above the ground and then make a 90-degree turn to the left to follow the so-called "pattern," of which I knew absolutely nothing. We climbed to 600 feet, made a right turn to get out of this pattern, and before I knew it we were 2000 feet above the ground. My friend, who owned the plane, then requested me to leave the wheel loose and here we were flying with neither of us holding the wheel. Yes, that's how simple it is to fly one of these new-type personal planes. However, it isn't all that simple I found out later. It takes hours of flying, hours of practicing 720-degree turns, doing 8's around pylons, and stalls with power on and power off.

Well, to make a long story short, I signed up for the plane when I came down. In five and a half hours of

flying I was given my solo. It is quite a sensation when your instructor steps out of the plane and tells you to take it up and follow this pattern and bring it down in one piece. To tell the truth, the first time it never bothered me, but the second time I went up it occurred to me there wasn't anyone next to me to ask a question or rely on, but that is the thing that gives you confidence. After 20 hours of solo work, two cross-country flights and a test by a Civil Aeronautic Authority inspector who has 80-octane gas running thru his veins, I was awarded that wonderful little piece of paper which calls you a pilot and allows you to fly your plane anywhere in this country.

Then came the thought: Here is this plane out at the airport and I'm on the road about nine months a year. Of the more than 90 personal planes at my airport I began to find out that more than 50 per cent of the men use them in their business. Who am I not to fly around the country? Look at the time I save. (*See Flyer Briese Speaks on page 57*)

### Hamid Office Plants Hefty Booking Sked

NEW YORK, Oct. 4.—One of the busiest weeks in the history of the George A. Hamid booking office will get under way Monday (6) when talent will be furnished for two major indoor circuses, four fairs using heavy grandstand shows, and numerous lesser annuals using only a few acts.

The Hamid-Morton Circus, which opens in Toronto, will be under the direction of Col. Robert H. Morton. Talent will include Les Kimris, Loyal Repensky Troupe, Janet and Paul, the Flying Hartzells, Shirley Lavelle, Adamsons, Rosales Sisters, Florence Hin Lowe, Peaches Sky Revue, Miss Victory, the Plutocrats, Berosinis, Roberta's Circus, the Briants, Hamid-Morton Elephants, Betty Gaynelle, Dick Clemens, Three Barretts, Joe Basile's Band, Gergetty Brothers, Sa So, Austin Truell, Hip Raymond, Slim Collins, Smoky Rousch, Cosmo, Flying Zacchinis, Harry Froboess, Bob Parry and the movie horses Flicker, Smoky and Thunderhead.

#### Cleveland Unit

The Cleveland Hamid-Morton Circus unit, which will run simultaneously with the Toronto show, will be under the direction of Herman Blumefeld, New York office manager. Talent includes the Flying Valentinos, Hanneford and Company, Norbertys, Zacchini Cannon Act, Canestrelli, La Tosca, Cole elephants, Francisco, Buschbom horses, Flying Romas, Two Mirths, Sir Frederick, Terrell Jacobs, Will Hill, Harry Parroff, Joe Basile's Band, Bill Tumbler, Hal Griffen, Billy Hudson, Kenneth Waite and Partner, Bill Bailey, Scotty, Bernard Beatty, Aggie Glaggmen, Kirk Adams, Romig's Comedy Mule, Laddie Lamont and Ullaine Malloy.

Hamid, already in the South, will (*See Hamid's Hefty Sked on page 97*)

### Increased Licenses For Outdoor Biz In Effect in Wash.

WASHINGTON, Oct. 4. — Sharply increased license fees for most types of outdoor amusements went into effect here this week. Levies were hiked by D. C. commissioners because of rising inspection costs.

Under the new schedule, the fee for circuses jumps 300 per cent to \$6 daily for each carload of equipment up to a maximum of \$250. Carnival fees are boosted from former charge of \$35 daily to \$50. License to operate a swim pool goes to \$50 a year from the old fee of \$15. Shooting gallery fee increases from \$10 a year to \$20.

### State To Get Back 500G

Loss from all events put at \$861,000—State Fair benefits by 258G improvements

SALT LAKE CITY, Oct. 4. — Thru its director, Gus P. Backman, of Salt Lake City, the Utah Centennial Commission will turn back to the State of Utah more than \$500,000 of its original appropriation of \$1,361,000, it was announced this week. The remaining \$861,000 represents entertainment values for which no admission was charged, capital improvements to State properties, and some losses on entertainment ventures.

Non-returnable expenditures were made as follows: Improvements to Utah State Fairgrounds for the centennial exposition, \$258,000; improvements to University of Utah Stadium, \$25,000; installation of horseshoe pitching courts, \$6,000, and improvements to State tennis courts, \$6,000.

#### Cost of Free Features

The National Horseshoe Pitching Championships, National Men and Women's Downhill and Slalom Ski meets, National Archery Field Championships, Western Open Motorboat Championships, and John Cobb land-speed record run of 403 miles per hour were all held without admittance fees. The latter cost \$20,000 and others in smaller amounts. A national governor's conference cost \$30,000.

Losses of \$25,000 for a sagebrush tour of the Utah Symphony under the baton of Werner Janssen; \$20,000 for State tour of a *Blossom Time* Company; \$12,000 for three stage plays, with semi-pro talent; \$7,000 for the Western open golf championships, and \$13,000 for a horse show were the major losses. Added to this was a grant of \$100,000 to counties for the promotion of local fairs, celebrations, race meets.

#### Sports Events Won

On the black side of the ledger was the NCAA Track and Field Championships, Chicago Rockets-Brooklyn Dodgers pro football game, a basketball tourney, all-star football game (*See Final Score On page 57*)

### Rogers Opens In Chi Oct. 9

CHICAGO, Oct. 4.—Roy Rogers' World Championship Rodeo will move into the Chicago Stadium here Thursday (9) for an 18-day stand. In the cast with Rogers are Dale Evans, his leading lady, and 150 cowpunchers. Rogers, of course, will have his famous horse, Trigger, with him.

The cowboys will compete for \$27,000 in prize money in contests of bronk-busting, bareback riding, bull riding, calf roping and steer wrestling. Animal stock will include 150 bronks, 35 steers, 30 Brahma bulls and 40 roping calves.

Thirty-five Sioux Indians in native costume will perform in Western specialty numbers.

## Work Starts On Funspot In San Diego

### Dream Spot To Cost 14 Mil

SAN DIEGO, Calif., Oct. 4.—Bulldozers and steamshovels are at work here transforming what was once one of the world's biggest mudholes into a palm tree recreation paradise—a "Coney Island of the Pacific Coast."

In an island-dotted 4,400-acre area that was once useful for nothing but depositing tin cans and empty beer bottles, the city and federal governments are building a \$14,000,000 park.

It is to be an aqueous resort where once sub-aqueous tide lands threw out a waterfront wasteland. Constructed on a lavish scale, even luxury liners will be able to tie up at its piers and discharge pleasure-bound passengers.

#### Two Airstrips

Included in the plans are two airstrips, one for land planes and one for amphibians and hydroplanes.

City officials term it the "atomic age" park, but the park is the result of a flood control project. "It will not only harness floods," said a chamber of commerce official, "but it also will harness a stream of tourist dollars."

Dredging operations have moved millions of tons of mud and silt in the last six months and created nearly a dozen artificial islands in preparation for Mission Bay Park, scheduled to be one of the nation's largest and most elaborate water recreation resorts.

The swimming beaches and amusement concession strips will be dotted with palm trees and shrubbery.

A 200-acre section has been dredged to a depth of 20 feet for ocean-going vessels. City Planning Director Glen Rick estimates that 200 to 1,000 such vessels can be handled at one time after wharves and docks are installed.

#### Canals Dredged

Canals and inter-island water passageways have been dredged to eight-foot depths in another 1,700 acre section of the bay to handle more than 6,000 smaller craft, including luxury cruisers and small sailing yachts.

Tom Haynes, director for concessions, said as soon as landscaping is completed a series of lunch stands, beer gardens and hot dog stands will pop up on the islands and beaches.

"We have ordered a large number of electrically operated Venetian Gondolas for rentals," Haynes said. "They'll be able to churn up alongside stands for a spot of refreshment, or tie up while the occupants take a dip in the swimming area."

"Everything we are doing is with the idea of offering tourists as much of everything as we can at a reasonable price. We feel that by doing it on a mass production basis, we'll be able to give tourists exclusive resort treatment while keeping prices in line."

The park will include picnic areas, a marine stadium, riding stables, bridle paths, a golf course and a ball park.

### Julian Frazier Takes Over Zoo Post at Oklahoma City

FORT WORTH, Oct. 4.—Julian Frazier, member of the Forest Park Zoo staff for 15 years, has accepted the position of director of the Oklahoma City Zoo. He took over his new duties Wednesday (1).

He succeeds the late Leo Blondin. Frazier has been assistant Forest Park Zoo director for several years.

## Sitting 'Round the Table

(Editor's Note: "Do you believe the expense of a first-aid department in your park is financially worthwhile?" That is the current question under discussion in this column, and from the returns, there is plenty of interest in such a question. There is still time for you to get in your views on the subject. Just mail your views to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill., and they will be printed here.)

#### A Nay Vote

No, it is not financially worth while, but we consider it a necessity for the use of the general public.—Winnipeg Beach Amusement Park, Winnipeg.

#### Called Indispensable

We would like to inform you that we have been operating an aid station at our park and beach, and that it shows no direct profit, it has proved an accommodation that is indispensable in our operation and has caused much public comment and good will.—S. W. STIEFFEN, assistant manager, Buckroe Beach, Buckroe Beach, Va.

#### Necessary Part of Park

We keep a first-aid kit in our auto park and office. The major part of the first aid, however, is handled by the lifeguard station, which has a complete first-aid station on the pier. If the lifeguards did not have this station, we certainly would provide one, as it is a very necessary part of our service. It is financially worthwhile.—Santa Monica Pier.

#### Shouldn't Advertise It

First-aid equipment is, of course, necessary. I know of no reason, however, for maintaining an expensive, or even an inexpensive staff, unless the park is so large or that they have an unusually large number of injuries and accidents. And even then a first-aid station should not be advertised.

Never have I thought it a good idea for any park to have first-aid advertisements. They simply suggest to patrons the idea that there must be many injuries and accidents.

By all means, have a complete first-aid department without signs. Instruct all employees to bring or send any injured to that spot. If more than first aid is required, call for a doctor. A first-aid station need

be only a minor expense.—LEO HAENLEIN, Zoo Park, Columbus, O.

I believe the expense of a first-aid department in an amusement park is financially worth while and should be publicized.

When people know there is a first-aid department to cover any emergency, they are more willing to patronize the park.

Beaches with lifeguards are frequented more because the people realize they are being watched over and are free to spend the day enjoying themselves instead of worrying about themselves or their children. The same thing applies to a park with a first-aid department.—JOSEPH L. CARROLO, Oakland Beach, Rhode Island.

## L. J. Drake, 84, Silver Beach Prop., Succumbs

ST. JOSEPH, Mich., Oct. 4.—Logan J. Drake, 84, owner of Silver Lake Amusement Park here, died Tuesday, September 30 of heart disease.

Surviving are his widow, a son, Milton J. Drake, Detroit; a daughter, Mrs. H. J. Terrill, and three grandchildren.

Funeral services were held in the Kerlikowsky Funeral Home here Thursday (2), with burial in City Cemetery. Pallbearers were Fred Williams, Harry Morrison, Edward Brown, H. R. Hoffman, Willis Goodrich, W. C. Eden, Alex Wallace and John De Vries.

Born in St. Joseph, April 22, 1863, Drake, long a member of the National Association of Amusement Parks, Pools and Beaches, spent most of his life here.

With the late Louie Wallace, Drake formed the Silver Beach enterprises in 1891 when he purchased 10 cabins on the present site and from that meager beginning built Silver Beach into one of the outstanding amusement parks in this section.

## "Hero" Tactics Go For Naught in Zoo

MEXICO CITY, Oct. 4.—Damaging government property here is a serious offense as one Valentin Gamilla Heredia found out recently—tho all the time he thought he was being a hero.

Heredia was jailed after he was discovered shooting at two Chapultepec Park Zoo polar bears with a small caliber pistol. That should be enough to establish his guilt—and it was, as far as the police were concerned—but Heredia still thinks it's a bum beef, or rather, bear.

It seems the bears were contentedly chewing on an over-enthusiastic zoo-goer who had jumped into the bears' pool for a swim. Heredia, arresting officers said, finally tired of watching the unequal 30-minute battle between the man and the bears, drew his pistol and pumped several shots into the animals.

The swimmer suffered a badly mangled arm and leg; the bears incurred several minor wounds—and Heredia?

He's still in the pokey.

## Portland Oaks Plans Separate Spot for Kids

PORTLAND, Ore., Oct. 4.—"One lesson I learned this summer," said Ira S. Shellenberger, manager of Oaks Park, "is the value of kiddie rides. If you can get the kiddies in, you can get their parents."

With this season-end comment, Shellenberger disclosed the park's plans for establishing a segregated kiddieland next year, adding rides for children. Park added two such rides for the 1947 season, making a total of five, and more will be purchased during the winter.

Operations have tapered off at the park until only the Scooter and Merry-Go-Round are being operated evenings, Saturdays and Sundays, this to continue as long as weather permits. Ironically, after a season that saw only five rainless week-ends up to Labor Day, weather has now turned into a beautiful autumn with warm, clear days and nights.

With 10 rides now back and in winter crates after use at Western Washington Fair, Puyallup, operation of the roller rink is the chief activity at Oaks.

## Rolling Green Winds Up Okay

SUNBURY, Pa., Oct. 4.—Rolling Green Park here, owned and operated by R. M. Spangler, concluded the 1947 season September 28, after operating only week-ends during September.

"The season was good, despite some bad weather in May and June," Spangler said, "and a final tabulation shows our gross was off only about 5 per cent from last year."

Spangler, who with his wife is leaving here Monday (6) for a three weeks' vacation and business trip thru New England and Canada, says he will keep a crew of seven men at the park working under direction of George Gower, superintendent.

Spangler said he plans several innovations for next season but because they are not definite he declined to tell about them.

## Pleasure Beach, Seaside Record 39G Net Income

BRIDGEPORT, Conn., Oct. 4.—In a report submitted by City Auditor Milton H. Friedberg, it was revealed that municipally operated Pleasure Beach and Seaside Park turned in a net income of \$39,354 for the past fiscal year. Operating receipts were \$451,714, with operating expenditures being \$402,427 and capital expenditures of \$9,933.

Chief expenses were concession percentage payments and performance contracts, \$168,373; salaries and wages, \$76,807; food supplies for resale, \$62,167, and the cost of operating ferryboat S. S. Brinckerhoff, \$24,588.

## Toledo Zoo Baby Animals Selling Well, Skeldon Says

TOLEDO, Oct. 4.—Baby animals, made surplus by this year's tremendous birth rate at the Toledo Zoo, are "selling like hot cakes," Director Frank L. Skeldon reports.

Already sold to eager purchasers, Skeldon said, are two water buffaloes, a llama, two oriental deer and two fallow deer. Sale inquiries have been received from points as far distant as New York, Skeldon reports.

The zoo's current offerings include 48 head of young lions, boars, deer, elk, buffaloes and sheep.

## Mardi Gras Set At Lincoln Park

NORTH DARTMOUTH, Mass., Oct. 4.—Lincoln Park here will stage a Mardi Gras week starting Monday (6) and continuing thru Saturday (11). Among the features will be a parade Tuesday (7) and the awarding of a 1947 Oldsmobile Wednesday (8).

Roland S. Gamache, public relations director at Lincoln, says the midway, rides and amusements at the park have been operating on Wednesdays, Fridays, Saturdays and Sundays since Labor Day and "we have found it to be very successful."

During the winter, Gamache says, the ballroom will operate every Wednesday, Friday and Saturday, in addition to special nights when name bands will be presented. The bowling alley and skating rink, beer garden and Fun Arcade will remain open thruout the winter.

Tuesday, September 23, the Lincoln Park management was host to park employees at a clambake. Members of the New England Chapter, Roller Skating Rink Operators' Association of the United States, held their September meeting the same day and joined in the clambake. Fred Freeman presided at the gathering.

## Palatka Festival Date Set

PALATKA, Fla., Oct. 4.—Eighth annual Azalea Festival will be held at Ravine Gardens here February 22. Harry Brown is general chairman.



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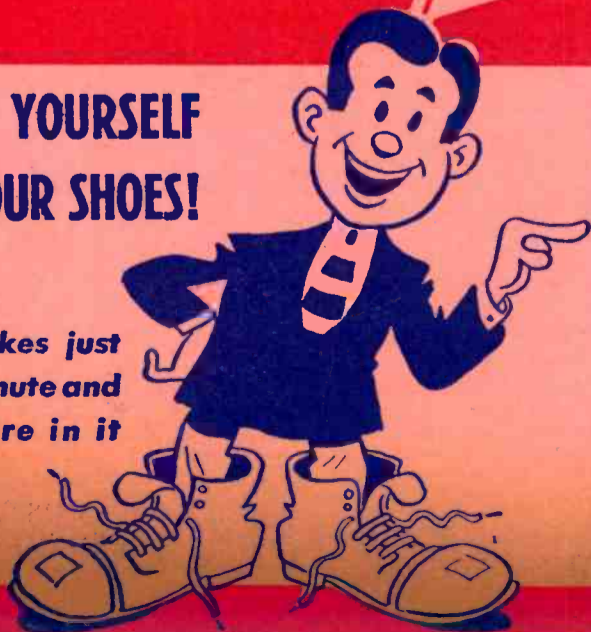
And to do this he sometimes has to seek his reader's advice—**YOUR** advice. That's what this questionnaire is for. **YOU** are being asked to be Publisher of The Billboard . . . it takes just a minute. You are being asked to determine the section or department or service features that means most to you and thus should, in your estimation, be developed and expanded.

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2. Which specific department or service feature interests you most? (For list of departments or service features, see index, page 4.) Write the name of **ONLY** the **ONE** department or service feature you like most in this space:

3. Do any other people, besides you, read your copy of The Billboard? If so, in this space, write the number of people, beside yourself, who usually refer to your copy: \_\_\_\_\_ other readers.

4. How often do you read The Billboard? Check only the box () alongside the period of time that comes closest to applying to you.

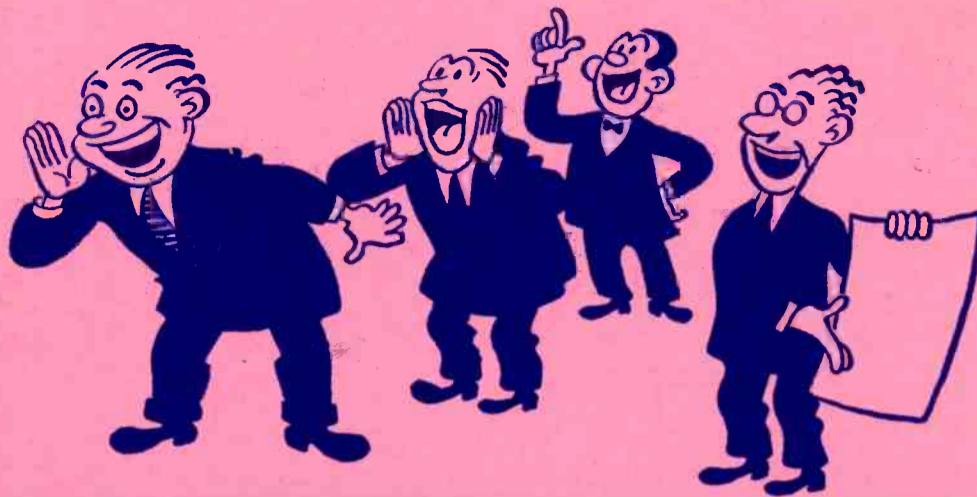
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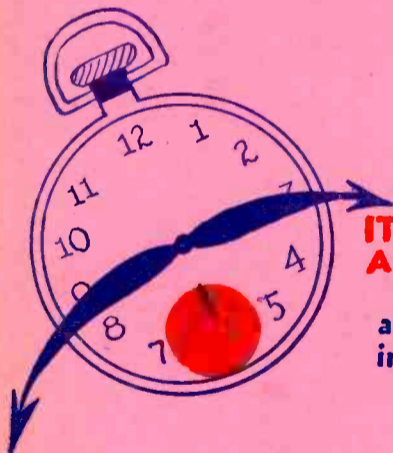
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IT  
NOW!**



# Final Score on Utah Centen.; State To Get 500G Refund

(Continued from page 53)  
and National Clay Court Tennis Championships.

Outstanding floperoo of the centennial from a financial standpoint, is the centennial exposition produced by the Utah State Fair Board, with Sheldon R. Brewster as production manager, which will account for a money loss of \$258,000 on its 16-

week run from June 2 to September 20. However, the show was a bit of a success artistically since the old grounds of the Utah annual, not a particularly inviting place, was converted into a city showplace. Practically \$160,000 of the loss represents capital improvements on the grounds, other than the annual renovation work, and included a new sewer system, building of theme center, hard-surfacing the entire grounds, rebuilding the 5,000 capacity coliseum; installation of a midway with 21 major rides, and the creation of a six-acre landscaped park. Slightly more than \$90,000 was chargeable to operational loss.

### Early Weather Hurt

The major error of the producers was in over-estimating the possible play. Sixteen weeks was fully six weeks, and possibly more, too long. Preliminary plans were made by the State fair board but the show was taken over by the centennial commission, which left the fair board in charge. The commission allowed the play dates to stand, but rejected a contract with the midway corporation which guaranteed 1,300,000 attendance. The attendance was just over 600,000.

The early weeks were hampered by atrocious weather, with rain and cold the first 11 days, snow one day, and the wettest June in local weather bureau history. The final weeks it died on the vine. Of the nearly \$100,000 lost on operations, \$52,000 was checked against the final three weeks. Among the stellar attractions, which made money, were *Holiday on Ice*, Sam Snyder's *Water Follies of 1947*, National Speedway auto races (Gaylord White-Al Sweeney), the *Days of '47 Rodeo*. Losses were suffered by four grandstand production units playing five weeks and by the comic balloons. The centennial officially closes Wednesday (15).

### FLYER BRIESE SPEAKS

(Continued from page 53)  
Not only that, I average around 18 to 20 miles on a gallon of gas.

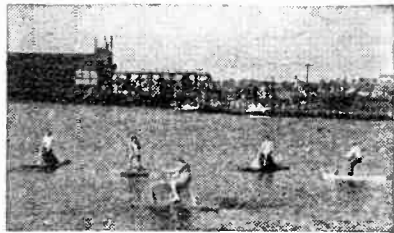
Being publicity minded, off I go on my first selling trip in my plane. I call up my client 180 miles from Chicago and tell him to meet me at the airport in Davenport in 2 hours. I arrive there in an hour and 40 minutes and am awaiting my friend when he arrives in his car. He can't realize that just two hours ago I talked to him from the airport in Chicago.

Then who am I not to acknowledge the publicity value in this, something new in show business. A man selling "shootin-crackers" comes to town by air. So from now on, I make my contacts with the numerous fair secretaries either by mail or phone in advance of my coming to town. Result: There isn't a newspaper in any city that has a fair that doesn't give you Page 1 publicity, and what fair or show representatives isn't interest in publicity?

Truly, something new has been added, both in showmanship and salesmanship.

Loren J. Langer, publicity director Rockaway's Playland, visited *The Billboard* New York offices Wednesday (1) with a portfolio of striking black and white color photographs taken at the park during the past season.

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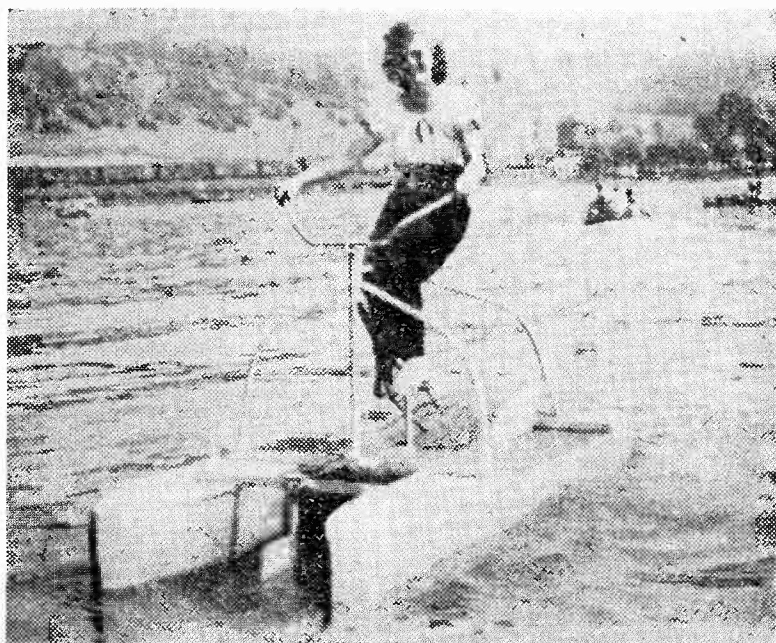
For anyone having at least four new Rides (no junk). Reliable firm will pay freight and fare from West Palm Beach or Tampa, Fla., and will furnish lot in the heart of Havana; also license, light, labor, all year on percentage basis; or will buy the rides after duly installed, beginning on January, 1948. Write at once to

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## Durham, N. C., Sport Events Battle Cole

### Grid Games Hurt Draw

DURHAM, N. C., Oct. 4.—Cole Bros. tangled with football and baseball contests here and as a result business at the circus wasn't up to par. Org had the toughest kind of opposition from two football games, plus the Durham-Raleigh Carolina League championship baseball series. Business at the matinee was light but a three-quarter house was on tap at night.

At Asheville, N. C., it was a polio scare which hurt Cole. Business at the matinee was light and night was three-quarters. Hickory, N. C., gave with the largest matinee crowd in several weeks and came back with a capacity crowd for the night show. Business at Statesville, N. C., was similar to that at Hickory, both matinee and night shows drawing big houses.

Columbia, S. C., gave with good business, despite cloudy weather in the afternoon and rain at night. Matinee was three-quarters and night house was full. Gastonia, N. C., business was light, matinee being only fair and night show getting a three-quarter house.

## High Seat Price Beef, Blowdown Handicap Mills

LONDON, Oct. 4.—Bertram Mills Circus, on its extended tour of Scotland, ran into considerable trouble during its run at Glasgow, with the public shying at high prices of reserved seats and with the weatherman unleashing a gale which completely wrecked the Mills big top.

Top prices at the Mills show were slightly over \$2.50, which irked the Glaswegians, who compared this charge with the modest fee of 70 cents for reserved seats at the city's annual Christmas Circus season at Kelvin Hall, which always presents an outstanding program.

On the afternoon of September 10 a gale swept Glasgow about two hours before show time and hit the Mills tent with such force that two of its six sections of canvas were ripped to pieces and the big top collapsed. A workman atop one of (See *Seat-Price Beef* on page 96)

## Cold Weather Hits King Org

MARTINSVILLE, Va., Oct. 4.—Unseasonably cold weather, with the thermometer registering 29 degrees, hurt King Bros.' draw here, but despite the weather the show drew three-quarter houses at both the matinee and night shows, which, considering the cold, was good, officials said.

At Reidsville, the show drew a three-quarter matinee and a full one at night in the face of cloudy and threatening weather. Ralph Holt, CFA, Burlington, N. C., visited the show in Reidsville.

Raleigh, N. C., gave with a near-capacity house at night after a light matinee. College and high school football games offered opposition at night. At Kinston, N. C., matinee was three-quarters, with the night show a full one.



A RECENT PERFORMANCE of the Third Annual Hippodrome Thrill Circus of the Greenville (S. C.) Lions Club was graced by the presence of the State's Gov. J. Strom Thurmond, of Columbia, who attended a barbecue after the show for performers. Left to right, standing: Mayor C. Fred McCullough, Greenville; Nesta Diacoff, cycledrome; Winnifred Colleano, trapeze; E. Roy Stone, committee co-chairman; Winona Diacoff; Governor Thurmond; Virginia and Mr. and Mrs. Perry Dekohl, of the Dekohl Trio; Mrs. Diacoff, and Mary Stevens, of the Flying Wards. In front are (left) John F. Drake, general committee chairman, and Edwin N. Williams, producer-director.

## Ringling-Barnum, Its Texas Tour Okay, Moves Into La.

HOUSTON, Oct. 4.—Ringling Bros. and Barnum & Bailey moved in here early today for a three-day stand, Saturday, Sunday and Monday (4-6), its finale in Texas before pushing into Louisiana. First stand for the Big Show in Louisiana will be Tuesday (7) in Lake Charles. Texas business for R-B has been more than satisfactory, Austin, Waco and a two-day stand in Fort Worth being all that could be asked. Aided by clear, warm weather in Austin, the Big One played to a capacity matinee Tuesday, September 30, and came back at night with a straw. For the first time in six years Ringling-Barnum came to Waco and was greeted by large and enthusiastic audiences. The matinee was just short of capacity and the night crowd was a trifle beyond the capacity mark.

Heralded by the best advance press publicity in years, the show's two-day stand in Fort Worth was well worth while. Opening matinee, September 27, saw a three-quarter house and the night show drew capacity. Attendance at the matinee the second day was the same as opening day—three-quarters—with the night house a trifle smaller than opening night.

The Fort Worth Press ran a three-column picture, plus a lengthy feature (See *R-B Into Louisiana* on page 96)

### Plenty of Opposish Hurts Polack in Midland, Tex.

MIDLAND, Tex., Oct. 4.—Opposition in the form of the Harley Sadler Tent Theater and the Kiwanis Club Community Theater hurt the draw for Polack Bros. here September 28-29.

Show drew estimated attendance of 2,300 at four performances.

## Bailey Forced To Give Extra Show in Bryan

BRYAN, Tex., Oct. 4.—Business was so good here for Bailey Bros. that the show was forced to give an extra matinee so that all the kids could see the show. The first matinee was packed to capacity and the second was well filled. Night show drew a full one.

At Athens, Tex., org drew a full matinee and a three-quarter night house. Things were different, however, at Mexia, Tex., where both matinee and night show attendance was light.

At Jacksonville, Tex., Bailey drew three-quarter houses at both shows and probably would have played to capacity had it not been for the fact Ringling-Barnum was playing Tyler, Tex., only 30 miles away.

## WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold  
By Starr De Belle

Dear Pat:

Regardless of how big or how little a circus may be, to the owner it's the biggest thing that rolls. The co-owners of the Won, Horse & Upp Circus boasts of the fact that it's the only five-car show in America. To ignore a circus of this size is about the worst insult that can be thrown at it. That's why we don't like carnivals or mid-way troupers.

Last Saturday we day-and-dated the Drawhead Sisters' Cultured Carnival at Bovinefodder, Tenn. To give them the works the bosses sent every billposter that money could hire into the burg with orders to wrap the

town up in paper. The Sisters' single-biller ignored what we thought would be a helluva billing war by using only a few window cards, thus showing disdain for not only the long-handle crews, but the show as well. Their biller also acted as press agent for the show and placed a half-page ad in the *Fodder Cutters' Weekly*, which is owned and published by a former sheetwriter, who is a lover of carnivals and fairs. That gave the Drawhead show a little the best of it.

To teach the opposition a lesson, Manager Upp rented a lot that had plenty of open spaces around it while hoping the the Sisters would grab

## Dailey Bucks Heavy Rain at Fairbury, Neb.

### Missouri Spots Prove Big

FAIRBURY, Neb., Oct. 4.—Dailey Bros. bucked cold weather and a heavy rain here Tuesday, September 30 to register a good day. Matinee drew a half house and the night show three-quarters.

When the show arrived here that morning, the weather was miserably cold. Workmen had just started getting the big top up when the rains came. It let up a few hours later, but remained cloudy and misty. Rain started again at 2:30 p.m. and continued off and on thru the night.

Among visitors were Ed and Virg Campbell, who enjoyed visits with Hazel King, Ralph Knobel, Mr. and Mrs. Dave Curtis and Owner Ben Davenport, the latter being a dinner guest in the home of Virg Campbell. Dave Curtis enjoyed a visit from his son from Belleville, Kan., about 50 miles from here.

Mario Iwanow and Josephine Medel, Dailey tight wire performers, were married here Tuesday, September 30.

At Beatrice, Neb., Dailey drew a (See *Dailey Bucks Rain* on page 96)

## Five Missouri Spots Give K-M Top Business

CLINTON, Mo., Oct. 4.—This town kept pace with the last four in Missouri played by the Al G. Kelly-Miller Bros.' Circus, org getting a full house at the matinee and an overflow at night.

That's the way business has been recently in Missouri for the K-M org, with full houses and overflows the rule, rather than the exception.

Warrensburg, despite cool weather, gave with a full one at the matinee and an overflow at night. Rain held off until almost the end of the night show.

Weather at Higginsville, Mo., was ideal and business was good, especially at night when a full house was on hand. Matinee attendance was lighter than in other Missouri spots.

The matinee outdrew the night show at Carrollton, Mo., a full house catching the matinee and a three-quarter house on tap at night.

### Mills Gets Capacity House at Camden, Ark.

CAMDEN, Ark., Oct. 4.—Mills Bros. drew a capacity house at the night show here after a three-quarter house caught the matinee.

At El Dorado, Ark., two three-quarter houses were registered. At Sheridan, Ark., show drew two full ones.

some of the space as their lot to catch our come-outs or overflows. Did they accept the boss's challenge? I'll say they didn't. They rented a lot across town giving us a wide berth. As I said before, "To ignore a show of this size is an insult."

On that day and date our parade hit the main drag to be witnessed by a (See *Won, Horse & Upp* on page 96)

# Report Beatty Closing Date

Rumor says org will wind up season in Corpus Christi Oct. 27—may W. Q. in L. A.

HATTIESBURG, Miss., Oct. 4.—The Clyde Beatty Circus, which has been enjoying good business on its Southern tour, moved into Hattiesburg today and indications were the show would chalk up okay business.

Altho not officially confirmed, reports here had it the Beatty org would conclude the season in Corpus Christi Monday (27). Regarding where the show will winter, there were two reports current here. One said the show would winter in Texas, while another persisted that Beatty will jump it to Los Angeles in order to be the first to open there next spring.

Beatty is finding that bargain matinees yield worth-while results. In Anniston, Ala., the show set the matinee back to 3 p.m. for the kids and played to a profitable two-thirds house. A further proof of the price appeal was shown in the fact that fully 40 per cent of the patrons were grown-ups. The night house was near capacity.

The tent used by the show last year was trucked to Anniston to replace the big top which was ripped during the recent hurricane when the show was playing South Alabama.

Edward Hard, a circus laborer, suffered a fractured left leg in Anniston when he was accidentally hit by another worker with a sledge hammer while driving stakes.

# W. E. Franks Named To Produce Macon Shrine Show Nov. 20

MACON, Ga., Oct. 4.—W. E. Franks, carnival owner, has been awarded the contract to produce the 1947 Macon Shrine Circus, J. P. Kennington, potentate of Al Sihah Temple, announces.

After a lapse of one year, the annual indoor event will be resumed with a complete change of policy and type of entertainment, Kennington revealed.

This year the event will be held three nights and two matinees, November 20-22, at the Macon Auditorium.

Instead of presenting individual acts on stage, with frequent intermissions for concession play, new plans call for a regular two-ring circus giving a two-hour performance. Rings will be on the ground floor, with bleacher seats erected around them.

Franks, an active member of the Temple the past two years, is handling the date on a professional basis and states he plans to book an organized unit instead of making individual bookings of acts as in the past.

The principal revenue in former years came from concessions. They'll be missing under the new set-up. Admission tickets, formerly selling for 25 cents, will be upped to a dollar, plus tax. There will be no car giveaway or door prizes.

Before World War II Franks was active in indoor promotions. He has

# Dailey Visit to Maine Recalls Harriman Story

FORT KENT, Me., Oct. 4.—When Dailey Bros.' Circus played Fort Kent during its recent tour of Maine, the show used Mrs. Jerome Harriman's riverside lot at the northeasterly tip of the Pine Tree State.

It was while contracting the same lot for Downie Bros.' truck show nearly a decade before that the late Harriman met Mrs. Harriman, then Elizabeth Deprey, their meeting blossoming into a romance unique in circus annuals, and soon after culminating in their marriage.

Mrs. Harriman took up the sawdust trail with her husband while he was general agent for a number of shows. Every winter the Harrimans returned to the old Deprey home for a few months' rest.

When Harriman passed on, Mrs. Harriman returned to Fort Kent, where she has since made her home. Her teen-age son, Jerome, attends St. John's Preparatory School in Danvers, Mass.

The Dailey show had excellent business at Fort Kent which had not seen a railroad show since 1924 when Andrew Downie's 15-car Walter L. Main Circus played there July 15. Dramatically enough, Harriman was with the Main show at the time, but on that occasion missed meeting his future spouse.

# Braly Concludes '47 Season at Tupelo

TUPELO, Miss., Oct. 4.—E. R. Braly Circus concludes the season here tonight at the Tupelo Fair. The show opened September 8 and played at Lawrenceburg, Tenn.; Florence, Ala. and Athens, Ala., in addition to Tupelo.

Org was under direction and management of Dr. E. R. Braly, Lawrenceburg, Tenn., assisted by Tommy Thompson, Fayetteville, Tenn. George Marquis, magician, acted as emcee. Show ran two hours and the big show was preceded by the clowning of Whitey Harris and Roy Barrett, followed by a 15-minute musical program by Princess White Cloud at the Hammond organ.

Acts included Harry Haag's elephants, Ruby Fisher's dogs, the Connors, Jimmy and Dolly, tight wire, rolling globes and dogs; Archie and Josephine Silverlake, Roman rings and whip; the Roscoe Armstrong Trio, bucking car; the Irvings, teeterboard and comedy knockabouts; Mel Hall, unicycle, and the Flying Melzoras.

Destinations of various personnel follow: Harry Haag and Ruby Fisher, East St. Louis, Ill., and then Medora, Ind.; Jimmy and Dolly Connor, Houston; Archie Silverlake and family, Medora, Ind.; the Armstrong Trio, Montezuma, Ind., then winter dates; the Irvings, Sheboygan, Wis., then winter dates; Mel Hall, East St. Louis, Ill., followed by a visit to his home in Rochester, Ind., before leaving for Hawaii to play the Hawaii Territorial Exposition; the Flying Melzoras, Saginaw, Mich., to prepare for winter dates; Whitey Harris, Detroit, and George Marquis, who will work his magic show in the North.

been in carnival biz since 1914. He's already opened offices in Al Sihah Temple's Mosque on Poplar Street.

# HM Launches Indoor Season In Philly; Advance Sales Top 1946 Figure by \$6,000

Morton Pessimistic Despite Good Biz Outlook

PHILADELPHIA, Oct. 4.—Another indoor season was launched successfully here during the week ended yesterday (3) by the Hamid-Morton Circus, which was making its eighth annual appearance at the Arena under the auspices of the Shriners' Lu Lu Temple. A smoothly paced 2½-hour performance, loaded with top standard talent, drew crowds bigger than other years and the final accounting is expected to show a slight gross increase over the 1946 record take.

Col. Robert H. Morton, circus director, was loaded with pessimism,

despite the business done here, which included a jump in advance sales from \$38,000 a year ago to \$44,000 this year under the guidance of Elwood MacBeth. A reported increase of 30 per cent in the Boston advance for the week of the 13th, a surging ahead in the Toronto sales and a report that Cleveland "looks good" failed to stop Morton from predicting a 30 per cent drop in seasonal business. Costs have jumped 40 per cent, he said.

Success of this date was attributed by Morton to powerful advance ex-

(See H-M Launches on page 96)

# Attention!

# CIRCUS PRODUCERS

THE EXECUTIVE COMMITTEE OF THE ST. LOUIS POLICE RELIEF ASSOCIATION WILL HOLD THEIR MEETING FOR CIRCUS PRODUCERS IN ROOM 605, POLICE HEADQUARTERS BLDG., 1200 CLARK AVE., ST. LOUIS, MO., AT 9:30 A.M., MONDAY, OCTOBER 13, 1947.

ALL PRODUCERS WHO ARE INTERESTED, PLEASE COMMUNICATE WITH THE SECRETARY IMMEDIATELY. This Circus May Be Held Indoors or Out of Doors.

JOHN C. HARDING, Sec.  
Room 605, Police Headquarters Bldg.,  
1200 Clark Ave., St. Louis, Mo.

## WANT FOR MACON SHRINE CIRCUS

Two more high class Telephone Ticket Salesmen and three Program and Banner Salesmen. Must report at once. Office now open. Show runs November 20, 21 and 22.

ATTENTION CIRCUS UNIT OWNERS: Interested in booking organized Indoor Unit for this and other dates in Georgia. Must have Elephant Act. All reply: W. E. FRANKS, Producer, Al Sihah Shrine Temple, Macon, Georgia

## NOTICE, COMMITTEES—WANTED

AMERICAN LEGION, V.F.W., POLICE AND LIONS

Building to seat from 1500 to 3000 for greatest one-night road show—no school houses. For open dates between now and Dec. 10—Iowa, North and South Dakota, Montana, Minnesota, Michigan. Need Fiddler for dancing and Bass Player, good Comedian (white or colored), Hambone, wire, Jack Moore, wire. Man to do good imitations. Must have good wardrobe. Show furnishes transportation and hotels and contract hotel. Must be available to work by Oct. 15. All winter's work. Wire, none collect. No letters.

Chillicothe, Mo., Oct. 8; Sedalia, Mo., Oct. 9; Jefferson City, Mo., Oct. 10. This is original

### BRADLEY-BENSON

<p><b>STOCK TICKETS</b></p> <p>One Roll ..... \$ 1.00 Five Rolls ..... 4.00 Ten Rolls ..... 6.00 Fifty Rolls ..... 20.00 100 Rolls ..... 38.00</p> <p><b>ROLLS 2,000 EACH.</b> Double Coupons. Double Prices.</p> <p>No C. O. D. Orders. Size: Single Tkt. 1x2"</p>	<p>"Any Hill Is Too High for a Poor Climber."</p> <h2 style="margin: 0;">TICKETS</h2> <p>RESERVE SEAT — STRIP — ROLL — MACHINE FOLDED — COUPON BOOK — WHEEL — CHECK ROOM</p> <p><b>THE TOLEDO TICKET COMPANY</b> Toledo 2 (Ticket City), Ohio</p>	<p><b>SPECIAL PRINTED</b> Cash With Order. Prices:</p> <table style="font-size: 0.8em; border-collapse: collapse;"> <tr><td>2,000 .. \$ 6.60</td></tr> <tr><td>4,000 .. 7.45</td></tr> <tr><td>6,000 .. 8.30</td></tr> <tr><td>8,000 .. 9.15</td></tr> <tr><td>10,000 .. 10.00</td></tr> <tr><td>30,000 .. 14.00</td></tr> <tr><td>50,000 .. 18.00</td></tr> <tr><td>100,000 .. 28.00</td></tr> <tr><td>500,000 .. 103.00</td></tr> <tr><td>1,000,000 .. 208.00</td></tr> </table> <p>Roll or Machine Double coupons, Double Prices.</p>	2,000 .. \$ 6.60	4,000 .. 7.45	6,000 .. 8.30	8,000 .. 9.15	10,000 .. 10.00	30,000 .. 14.00	50,000 .. 18.00	100,000 .. 28.00	500,000 .. 103.00	1,000,000 .. 208.00
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### Ringling-Barnum

We closed our Texas stand Thursday (2) and are now in the Pelican State of Louisiana, with everyone waiting for the New Orleans stand to partake of the French food and the gin fizzes.

Visitors: A. Morton Smith, Shirley Byron, Bobbie Peck, Ted Bowman, Kitty Clark, James Thompson, former clown with Sells-Floto; Elmer Santana, Red Larkin and his shadow, Knoxie; Ernest Terry, Myles Bennett, Nicky and Roddy Bell, Frank and Edna Matausch, Skinny Matlock, Bert Miller, Mr. and Mrs. Christian, Mr. and Mrs. Behee, who visited their sons, bobby and Clayton, and Polly Stark.

In Corsicana, Tex., everyone got in on the free roll served by the fruit cake man, who received many orders from folks on the show for cakes to be delivered for the holidays.

Around the lot: Julius (Blocks) Gerlick, assistant head usher, passed out cigars to the men and ice cream to the ladies during our stand in Waco, Tex. Reason was the birth of a son to Mrs. Gerlick in Montreal. . . . Busiest man on the lot is Eddie Decker, keeper of the prop tent. . . . Poker, rummy and checkers continue to be the in-between shows pastime. . . . Watching Red Grumley doing his pantomime take-offs of various persons around the lot is a riot. . . . The many heated arguments on the outcome of the World Series was something to hear. . . . Looks like the dog wagon will have to be enlarged to take care of the overflow of dogs around the lot. Seems like every department has a dog for a mascot. . . . Chicken Charley quips: "Comes fall, them that has it made ain't studing about them that ain't."—DICK MILLER.

### ATTENTION

## ACTS!

Wanted—Animal and Circus Acts  
Week Dec. 14th to 21st.

### HUNTER ARTIST BUREAU

3834 N. Maryland Ave.  
MILWAUKEE, WIS.

### ATTENTION

AGENTS FOR CLUBS, THEATERS AND RODEO

First time available, featured six consecutive years with Polack Bros.' Circus.

### OPEN

COMMENCING DECEMBER 20, 1947

WORLD RENOWN

# PALLENBERG'S BEARS

Write

EMIL PALLENBERG, JR.  
1426 Schley Avenue, SAN ANTONIO, TEXAS

### SPAR BROS.' CIRCUS WANTS

Circus Acts to open indoors Oct. 14. Young Acrobatic Clown.

WALTER HARTER  
R. R. 4, Greenfield, Ind.

### ATTENTION, AERIALISTS

For Sale—Complete Aerial and Ground Bar Riggings. Also Nets, Cable, Rope, Pulley Blocks, etc. All sizes.

### BOB EUGENE

R. D. #1, North Adams, Mass.

## DRESSING ROOM GOSSIP

### Cole Bros.

Our season is getting shorter by the day. Most of the folks are planning their home-going; others are planning their winter dates. Otto Griebing plans a trip to Rochester, Minn., to go thru the Mayo Clinic for a physical check-up before starting his winter dates.

Harry J. McFarlan, equestrian director, won the pennant. Not the same one, to be sure, that the Yankees and Dodgers copped. This one is the pennant that flies over the cook-house. Mac is just 30 meals ahead of anyone else, so it looks like he's in.

Jack Voise got himself a sizeable check from the State of Michigan. It was his army bonus and amounted to \$500. John Smith says he's enlisting tomorrow! Milt Herriot expects to be a grandpa any day now and the writer expects to become one in February. Grandpa Freeman; ain't that sumpin'!

I hear we have a new checker champ in the person of Harry Excellio. He recently defeated Mogador Cristiani. Eileen Voise took a nasty buster in the flying act and will be out for a week or so. George Voise took her place and is doing a great job, considering he has been off the rigging for over two years. Marian Partello is on the sick list.

Visitors: Charles Sparks, the Conleys, Jack Dempsey, Billy Ward, Mrs. Kenneth Drake, Ralph Holt, Mrs. Ray Rogers, Baron Novak, Midge Lewis, Mr. and Mrs. T. P. Lewis; Betty Biller, of King Bros.; Mrs. Arthur Hoffman and daughter, wife and daughter of our side show manager, and a host of Fred Hartis's friends from Gaffney, S. C. — FREDDIE FREEMAN.

### Bailey Bros.

Opal Stevens's father, W. L. Epperson, died in Birmingham. Personnel of the show sent several floral pieces. Ernie White, banner man, was called home by the serious illness of his mother.

In Tyler, Tex., our band sleeper was driven to the Ringling-Barnum lot and our band visited Merle Evans and his boys. Refreshments were served and everyone had a big time.

Visitors to our lot included Joe Bonhomme, Happy and Marie Louter, Billie and Byron Wood, James Haley, Mr. and Mrs. George Smith, Laura and Pat Valdo, Leonard Aylesworth, Fred DeWolf, Herb Duvall, Red Larkin, Josephine Helbring, Joe Toasis, Slats Parker, Betty Broadback and her husband; Paul Miller, Buzzy Potts, Roy Brown and Clyde O'Neil.

Holly Howard returned as chief electrician.—GEORGE L. MYERS.

### Stevens Bros.

The gentleman who makes the maps of this flat plains country should have spent the last week or so pioneering with us. I'll bet he would have put in a few mountains or oversized hills and named at least one of them for yours truly. It's a cinch I paid more for one hill than the Indians received for Manhattan. Canada, to be sure, isn't the only place with gravel roads, but this section I speak of certainly has the dust. What we can't stir up on the dirt roads, the wind does. We have sand in our eyes, soup in our hair and our trailers are veritable dust bowls. Paging Marion Hamilton, please.

Laura Stevens had cake and all the trimmings for Tommy Thompson's birthday party. The band didn't play, so Tommy sang, *Happy Birthday to Me*.

Joe Hartman joined, doing fire and hanging. Shorty Gilson again has folded his tent. Johnny Grady is happy again after falling for the

### Clyde Beatty

On a recent visit to see Mrs. Beatty, Clyde met with some excitement. On the flight to Houston his plane encountered engine trouble and on the return trip a wheel was lost in mid-air. The landing was made safely. Mrs. Beatty is reported improving. She has received many gifts, cards and flowers from friends on the show.

Most readers of *The Billboard* are aware of the trouble Royal Crown Shows reported running into in Huntsville, Ala. Our engagement there was just the opposite. Our only difficulty was on Sunday which presented the problem of gaining entry to the fairgrounds after the show was set up. It was almost forbidden territory and one practically had to have a passport or visa to get in. However, the city folks were anxious to see the show, being previously denied such canvas entertainment, and we enjoyed a most pleasant engagement.

Seen during the week was Jorgen M. Christiansen jovially giving advice on horses to a young aspirant. The young one actually was awed by it all. The menagerie has been increased by the birth of two lion cubs and the addition of two huge Rhesus monkeys.

This cool weather has brought out the heavy clothing, and all the dog owners are either knitting or buying sweaters for the canine aggregation. Nowadays the current saying around the lot is remember Dallas.

Col. Frank Walters is now the proud owner of a set of figurines carved by Mark Anthony. Each is an exact replica of everyone in the men's dressing room and others on the show.

Recent visitors have been Bud Valier, Ernie White and Mr. and Mrs. McGrath from the Sparks show. Joining recently were Tom Short and George Penney.

Sam Alexander and H. DeWitt, our two leading fishing enthusiasts, really had a case of mistaken identity recently. Seems they were gliding down the river, lazy like, when they tied up to an old river boat to take a rest and refreshments. Along came two strangers, approaching our showmen at gun point, insinuating they were federal agents, Alexander and DeWitt, that is, and nothing could convince them otherwise. Just when things were brewing to a climax the two moonshiners began arguing between themselves, and our two heroes fled down the river as the others could be seen and heard fighting all over the place.—DICK ANDERSON.

### Polack Western

Our second longest jump of the season, from Portland, Ore., to Denver, was made without incident. Rudy Ducky, one of our clowns, purchased five boxer dogs which he will train for next season. On a Sunday off, several performers drove up to see Buffalo Bill's grave.

Mr. and Mrs. Willys drove about 200 miles to take their son home to Mrs. Willys' mother. Ross Paul flew to California to be with his father, who is seriously ill. Adolph Delbosq purchased a new xylophone. Uncle Cliff please note: Clara Delbosq is going to take lessons.

Celebrating birthdays were Raymo Loyal, Babe Siegrist and Eddie Kohl, the latter surprising us on his birthday by doing a quadruple somersault to the net.—IRENE LEFFERTY.

gag about his daughter's dog being lost, strayed or stolen.

Johnny Latrski is piloting the bull truck these days while Coy Lee convalesces. Lee now is able to hobble about with the aid of a quarter-pole like cane and he gets quite annoyed when the customers call him pappy.—DOLLY JACOBS.

### Roger Bros.

Texas may have its sand, horned toads, heat and scorpions, but it also has plenty of that medium of exchange known as money and this org is getting its quota. Full houses and straws are not uncommon.

Carl and Gene Stove joined the side show, Gene doing sword swallowing. Others include Scotty Copper, inside manager and magician; Ira Gaskill, snakes; Willi Dean Black and Terry Riley, sword box and four-legged girl; Doc Tamb and Lloyd Black, tickets.

Visitors recently included Doc Wilson, Harley Sadler's advance crew, and members of the Bill Hames Show. Virginia Smith gets plenty of applause for her ladder and traps. Charlie Smith is doing an excellent job with his ponies, dogs and Liberty horses. Jack and Mac Miller continue to entertain with their comedy acrobatics. Doc Tamb, assisted by Willa Dean Black, does the whip act in the big show. Doc also works Rusty, our rumba and wrestling bear.

Dan Skanklin, calliope player, joined the band. Others in the band are Frenchy Lobouff, Frank Verdie and Don. The writer is the big show announcer and producing clown. Larry Dean joined clown alley.—LLOYD O. BLACK.

### Mills Bros.

As we round another curve in Arkansas, the gears in our cars are squeaking, clutches are burning out and axles are breaking. We manage, however, to reach the next lot and everyone is all smiles again when the band plays and we hear the applause from the audience.

Teresa Morales was kept busy entertaining various friends recently in Arkansas. Arkansas also is the home of Johnnie Mae Snyder's husband. Johnnie Mae was so full of chicken when time came for her to work she hardly could make the revolutions when she went into the muscle grind.

Mrs. Janie Moser returned after accompanying her two sons, Raymond and Jimmie, to school in Greenville, S. C.

Birthdays of the month: Vernell Coriell, Burt Pettes and little Patty Goodie. A surprise party for all of them was held, September 18, between shows. Mom Morales was agreeably surprised when a group of her friends gathered to mark her 60th birthday.—KAY BARNEY.

### Dailey Bros.

Mario Iwanow and Pina Medell were united in marriage. Following the ceremony they drove their blue car and trailer, decorated with gay streamers of crepe paper, onto the lot and served treats to the backyard.

The birthday party given by Norman Plunkett for her husband, Corky, was a gala affair. Presents were piled high in the big top for Corky to open between shows. Ice cream and cake were served. Prior to the party, clown alley decorated Corky's trunk with flora indigent.

There have been so many relatives of the Davenports and of Rosemary Stock visiting it looked like the show was doing an enormous business. Tommy Tumpkins had to put up two more tables and provide extra waiters.

Mrs. Dave Miget returned from a visit with relatives in Chester, Ill.

(See Dailey Bros. on page 97)

## SPORTSMAN'S SHOWS INDOOR CIRCUSES

(It's a natural)

### MILO VAGGE

Representative: WM. SHILLING

1560 Broadway New York City

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**



**MANEY INC., KANSAS CITY, MO.**  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

**UNDER THE MARQUEE**

Joe Baker, who closed with Polack Bros., visited Harry Perry and Floy Bentley in Little Rock recently.

Buddy Valien and Danny visited Lou Walton when the Clyde Beatty show played Chattanooga.

When dating a side show fat girl, a show swain refrains from telling rumble seat gags.

Frank Miller, Ringling concessionaire, left New York Friday (3) to rejoin the Big Show at Houston.

Soldier Hampton, kid worker with Sparks Circus, joined the Johnny J. Jones Exposition at Nashville.

Joe Rossi, Dailey Bros. bandmaster, made an interesting 15-minute broadcast over WASK at La Fayette, Ind., between performances.

Chief White Eagle is now directing the Wild West after-show on Mills Bros., with Buffalo Ben, Carlos and Princess Red Wing featured.

At this time of the year one never hears an aerialist complain about the heat in big top peaks.

Faith King and her dogs (16) played Hillbilly Park, Etna, O., September 21. She reports that a storm broke up the night show, sending a big audience scurrying for home.

Floyd Gee, former electrician on Cole Bros. and Clyde Beatty circuses, is residing at 11415 South Avalon Boulevard, Los Angeles, and for the present is off the road.

Robert Reynolds, of the Clyde Beatty Circus, recently presented his wife, Ann, a pet monkey purchased from C. G. Cox, also with the circus. Ann has returned to the Reynolds's home in Sarasota, Fla.

Raymond Wilbert, hoop manipulator, after a leave of absence to fill some contracted fair dates, will rejoin Polack Bros. Wilbert has been with the Polack org the last five years.

Everything is circus around a circus except the yokel who joins merely to meet the ballet gals.

Dick Leamans, promotional director of the Oriental Temple Hamid-Morton Shrine Circus in Troy, N. Y., October 28-November 1, has named George J. Yamin to handle the publicity and art work.

Robert and Marie Henry report that they have concluded a successful season of fairs for the Barnes-Carruthers office, Chicago, and are vacationing in Des Moines before joining Clyde Bros.' Circus.

Veterinarian J. Y. Henderson, of the Ringling circus, and some of his charges are featured in a photo story in the October-November issue of Pageant magazine.

Captain Bernard is seriously ill in the Winnipeg Military Hospital. His address is W. K. Bernard MacKay, 237 Assiniboine Avenue, Winnipeg, Man., Can.

Cookhouse on the Chariot & Tableau fed so many powdered eggs that all of the help took powders.

Jake Disch (Corrigan the cop) visited The Billboard in Chicago September 27 and reported that he had an excellent season. Jake says he has yet to miss a meeting as a city councilman at his home in Cudahy, Wis., in eight years.

Roy Vincent, trick roper on various circuses and carnivals, reports that his horse was killed and he was injured in a mishap near Columbus, O., September 29, en route to Montana. Vincent is a patient in Berger Hospital, Circleville, O.

Mrs. Karl Wallenda, member of the well-known aerialist family, has a collection of more than 300 spoons at her Sarasota, Fla., home. The spoons were gathered during the travels of the family both here and abroad.

Doc Waddell reports that Charlie Baker and wife, clowns, now reside at Salem, Ill. Baker is the stepson of C. R. Lamont, a former trouper. Also residing at Salem are Mr. and Mrs. H. Marcum, Mr. and Mrs. William Keigley and Mr. and Mrs. Jess Rainey.

Big top canvas, borrowed by the Fort Myers, Fla., Chamber of Commerce from the Ringling circus, probably saved an estimated 5,000,000 gladiolus bulbs, valued at more than \$400,000, when it was used to cover a cold storage plant which was unroofed during the recent hurricane.

Strolling thru the lobby of the Monticello Hotel, Norfolk, Va., recently, William M. (Billy) Breese, agent for Frank Peters (Ketrow)

Animal Oddities, encountered Col. Charles H. Consolvo, Al Butler, William Lester and Frank D. (Doc) Shean in a jackpot-cutting bee.

It looks as tho the folks of Raleigh, N. C., will be offered ample entertainment. King Bros. played there September 29; Cole Bros. follow on October 4; the North Carolina State Fair is set October 14-18, and the Ringling-Barnum org has "wait" paper up for November 2.

Elmer Lindquist, 58, who became a member of clown alley on the Sparks Circus upon his retirement from the regular army about a year ago, recently joined the Connecticut Air National Guard in Hartford. Simultaneously he became the newest re- (See Under the Marquee on page 98)

**FOR SALE**  
Fine Working Dog Act, five Chow Chows, two Spitz, a real money maker. Goat Act—Eight pure white Angora Mountain Goats, easy to handle and go over big everywhere. Also like new, Pony Saddles, English and Western Saddles, various small Riggings, Single Traps, Double Traps, Teeter Board Riggings, Revolving Balancing Ladder including Uprights, Ground Cradle Riggings for Rings and Trapeze Bar, Muscle Grind Bar, Ball Bearing Rolling Bar, Spot Lights, Flood Lights, Popcorn Machine, Mickey Mouse Circus for Mice Circus, Teeter Trotter for Animal Acts; Tolling Globe, 24 inch, for Animals Only; Portable Dog Cages; Bucking Mule, fine worker and beautiful mule. We have a barn full of odds and ends, not going out of business, just cutting down.  
**PAUL M. LEWIS, Fox Road, Jackson, Mich.**

**ROGER BROS.' CIRCUS WANTS**  
Several Clowns, also Trumpet Player. Can use Animal Act, not Horses or Dogs. Side Show Acts. Curley Booth, come on. Like to hear from Wire Act or Act doing 2 or more. Calliope Player wanted. Long season. Eastland, 6; Dublin, 7; Hico, 8; Hamilton, 9; Gatesville, 10; McGregor, 11; Georgetown, 13; all Texas.

**FOR SALE CIRCUS EQUIPMENT**  
Stored in Elizabeth and Newark, N. J. Light Plants, Rubber Cable, Ring Curb, Star Backs, Blues, Poles, Stake Puller and other equipment for Circus. Sell all or part. Cash only.  
**CHARLES J. MEYER**  
625 Westminster Ave. Elizabeth 3, N. J.

**AT LIBERTY DOLLY JACOBS**  
**World Famous Elephants**  
For Indoor Circuses, Special Events, etc.  
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**Elastic Net Opera Hose**  
Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings. Metal Spangles, all sizes and colors. Chainette Fringes. Other items. Folder? Yes.  
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OLD-TIMERS: Set of 6 Bill Cars and Crews, 5x7. Ringling 1895, B. & B. 1897, Forebaugh-Sells 1904, H.-W. 1910, H.-W. 1914, and Eschman Shows 1915, \$2.00 postpaid. Six riding acts—(Cottrill, Powell, The Buttons, May Wirth, Riding Rowneys, Konyot Family, and Davenport Family, \$2.00. Parades, Clowns, and many others. List for stamp.  
**NAT GREEN**  
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**SEA LIONS WANTED**  
1 or 2. Young and healthy. Must be able to juggle ball. Write or wire  
**BOX 126, BILLBOARD PUB. CO.**  
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**WANTED**  
Program Advertising Salesmen. Ticket Telephone Men: four cities to work in area. Acts for Midwest Sport Show, Nov. 19 through 23. Rock Island, Ill. Armory. Sponsors, Navy Clubs, Rock Island, Davenport. Write  
**RAY L. DOAN, Director**  
P. O. BOX 1 DAVENPORT, IOWA



EVA DAVENPORT, wife of Ben Davenport, owner of Dailey Bros.' Circus, spends a good portion of her waking hours with the tiny elephant that has been the top hit of the show. The baby has a disposition which matches that of the Davenports—uniformly good.

**ATTENTION ACTS!**  
I am now contracting Feature Acts for my 1947-'48 Circuses and Fairs.  
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155 No. Clark St. CHICAGO, ILL.

**THE NEW George Hanneford Family**  
**HAMID-MORTON SHRINE CIRCUS**  
Public Auditorium  
Cleveland, Ohio, Oct. 6th to 12th.

**FOR INDOOR DATES AFTER NOV. 10**  
**Bailey Bros.' Circus**  
Famous Herd of Trained Elephants, 3 Acts, 4 Elephants, Smallest Trained Elephants in America. Co any place. Wire or write  
**BOB STEVENS**  
PER ROUTE IN BILLBOARD Acts and Clowns, write now for 1948 season. Address: Mineral Wells, Tex., Oct. 9; Graham, Tex., 10; Breckenridge, Tex., 11; Cisco, 13; Stephenville, Tex., 14; Brownwood, Tex., 15; Coleman, Tex., 16.

**AVAILABLE NOW FOR OCTOBER DATES**  
**HUNT'S BIG 3 ELEPHANTS**  
A Feature Act for Indoor Dates.  
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**17 EAST 16 STREET**  
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**2 PHONE MEN WANTED**  
25% PRO. and TICKETS. Strong Auspices. High class Man with car, 30%, or Promotional Mgr., Partner this unit. NOW! **CHARLES KYLE**, Hotel Green, Danbury, Conn. Mgr., come on!

**ACTS WANTED**  
1948 fair season. Acts suitable for fairs, also acts for nite clubs and conventions.  
**NORTHWESTERN AMUSE. CO.**  
868 Raymond ST. PAUL 4, MINN.

# BIRMINGHAM GETS \$\$, PRAISE

## City Operation Winner Bound

Ala. State Fair declared "off the nut" after 4 days—given strong support

BIRMINGHAM, Oct. 4.—Alabama State Fair, operating for the first time as a city-operated event, this week sailed along to a financial success and to an accolade of praise from press and radio without precedent in the history of the event.

Thru Thursday (2) after four days of its run, the event was "off the nut and headed into the clover," according to Dick McIntosh, general manager, who had been one of the key men in the management before the city took over the plant. As McIntosh then put it, "There won't be any loss to any one." And two days then remained before the close of the fair tonight.

### Night Show Clicks

Gross revenue was running almost even with last year, the most successful from a financial angle up to that time. Nighttime patronage was heavy, and the night grandstand show, booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago, was pulling folks at a clip comparable to the record '46 year. The show itself was widely acclaimed as one of the best presented at the fair. Drawing high praise, too, was the fireworks presented nightly by Thearle-Duffield Fireworks, Chicago.

Daytime attendance was off, and this was attributed to the fact the fairgrounds plant, unlike last year, was used this season in the pre-fair months for speed events and this served to lessen the public's appetite for the auto and motorcycle races on the fair's program. Last year the fair's patrons, starved for speed events, thronged out in huge numbers.

### Edge Off Races

The auto races Tuesday and Wednesday (September 30-October 1), staged by National Speedways (Al Sweeney and Gaylord White), offered big crowds, were financially successful to all concerned but did not match the '46 turnouts. The motorcycle races, presented Thursday (2) by Buck Kidd, of Springfield, Ill., also netted a profitable crowd, but were off due to the pre-fair season speed events at the plant. Cycle races also were skedded for Friday (3) and auto races for this afternoon.

From an exposition angle, the event offered a better-balanced program than in previous years. The dairy and cattle show, representing for the first time the screening of potential entries, was up both in number and quality of entries. Also outstanding was a State conservation exhibit, which surpassed anything of its kind ever offered here.

### Big Kids' Day

For the first time the annual offered an art department, with some 500 entries. This is in line with plans to further extend the exposition phase of the event. Next year, for instance, it is planned to include a poultry show and a women's department.

Biggest single day's attendance thru the first four days was Wednesday (1), when approximately 50,000 turned out. Officials pointed out that (Birmingham Gets Dollars, page 65)



JOE ENGEL, president of the Chattanooga Interstate Fair, was not satisfied with having a new march named for him—he insisted on running over the score himself! Morris Bales, left, composer of "The Joe Engel March," appears to detect a foul odor in Joe's rendition, while Bob Morrison, right, band director, winces in pain. Engel has announced that he will practice and play the march solo at the 1948 Chattanooga Fair. Maybe he could try it at the Showmen's League of America banquet in Chicago.

### Around the Grounds:

## Grand Nat'l Cuts Seat Prices; No Frame Bldgs. at Shreveport

Grand National Livestock Show, skedded for a nine-day 13-performance run beginning November 1 in San Francisco's Cow Palace, has announced a 25 per cent cut in seat prices. The reduction is made, Carl L. Garrison, executive secretary, said "to conform with the current purse and to make the exposition available to all." Show has also programed two "family matinees"—for both Saturdays of the event—with special events and prices aimed at the family trade. Scale for these matinees are 7,500 seats at \$1.20 and 2,000 seats at 50 cents. For other performances, the prices, as reduced, are 1,600 seats at \$1.80; 1,400 at \$1.20 and 2,000 at 60 cents, with boxes at \$3. General admission to the grounds is set at 60 cents for adults, 30 cents for children under 12, and 34 cents for FFA and 4-H Club members.

Montgomery, Ala., is to get a \$1,500,000 livestock coliseum. The Legislature recently passed a bill appropriating the money.

Directors of the Palmyra (N. Y.) Fair are already planning for the '48 event following the smashing success of the recent fair which pulled an estimated 50,000 attendance, an all-time record. Ideal weather prevailed thruout the run of the event, which featured night running races, harness racing, fireworks, a revue booked thru George A. Hamid, N. Y., the WLS National Barn Dance, horse show and competitive band drills. All concession and commercial exhibit space had been sold before the opening. Directors are Charles H. Johnson, Robert Coveney, W. Ray Converse, Charles McLouth Jr., Morton Adams and John Meyers.

When Louisiana State Fair, Shreveport, opens Saturday (18), all the buildings for the first time will be of permanent-type construction. Last

of the frame buildings, a combination cigar stand and post office near the grandstand, have been reconstructed of yellow brick. Another new building is a recently completed \$50,000 comfort station, located directly opposite the grandstand. The livestock barn has been doubled in size at a cost of about \$110,000 and can accommodate 1,500 head of cattle.

John Gilbody, owner-manager of Middleboro (Mass.) Fair, will ask the State racing commission for additional dates next year to stage night harness racing. The Middleboro annual reopened this year, after being closed during the war. Gilbody reports several new permanent buildings will be erected in time for next year's fair.

Aided by the excellent fair season, Williams & Lee Attractions recently closed its most successful outdoor (See Around the Grounds on page 65)

## Fullerton, Calif., Event Pulls 30,000

FULLERTON, Calif., Oct. 4.—Celebrating the 60th anniversary of its founding, this city played host to 30,000 Orange County residents at the second annual Fall Festival Thursday (25).

Festivities began with a parade in which more than 1,000 persons participated. Parade included 70 entries with seven bands, 50 floats and 250 horses. Grand marshal was Western star Bill Elliott, with Mary Doyle, California's Centennial Girl as parade queen.

A free barbeque, sponsored by the local chamber of commerce, was served to 6,000 guests at Amerige Park.

A two-hour vaude show and presentation of parade awards concluded the celebration.

## Muskogee Up On Midway In Grandstand

### Okla. Free One Ahead of '46

MUSKOGEE, Okla., Oct. 4.—Oklahoma Free State Fair, which opened here Sunday, September 28, thru Thursday (2), was topping 1946 in both midway business and in afternoon grandstand patronage. Fair ends tomorrow.

Daytime attendance thru the first five days was ideal. Nights were cool, and this did not help grandstand attendance, which, nevertheless, was running close to last year. Combined afternoon and night grandstand business was ahead of '46.

On the midway, the Royal American Shows up to Wednesday (1) grossed as much as for the corresponding period last year. Midway play both Wednesday and Thursday was up over the corresponding days last year, and this put the rides and shows take ahead of '46 for the first five days.

Auto races, staged by John Sloan, were the attraction opening day afternoon, and the speed events played to a sell-out grandstand. Jimmie Lynch's Death Dodgers followed Monday and Tuesday, and their draw was rated close to fair. A rodeo presented by A. C. Ellis, of this city, played in front of the grandstand for the next three afternoons and pulled excellent business. In the first two performances and indications were that Friday's (3) matinee would also lure a good turnout.

### Night Show Pleases

Featured afternoon attraction today and tomorrow will be auto races. The fair officially closes tonight, with the Royal American Shows moving off the midway and the livestock entries being released, but with auto races as the holdover attraction tomorrow.

The night grandstand show, contracted thru the Music Corporation of America, has been drawing much praise. Featured are Charles Agne and his ork and Molly O'Day and a line of eight gals. Seven acts also are offered.

The farm machinery display is the largest in the history of the event, according to Ethel Murray Simonds, veteran fair secretary, who points out it is unusual to have a large display of this type at the fair due to the fact this city is remote from the principal distributors of such equipment and it is up to the local outlets to set up their own exhibits.

## Weymouth Pari-Mut Handles 50G per Day

WEYMOUTH, Mass., Oct. 4.—Weymouth Fair, which closed September 21 after an eight-day run, drew more than 125,000 persons and registered a pari-mutuel handle of \$50,000 per day, an increase over a year ago.

Lagasse Amusement Company, Haverhill, Mass., occupied the midway and Al Martin booked acts for night grandstand shows.

Officials announced two new buildings are planned for next year to house industrial and agricultural exhibits. The new grandstand, which seats around 1,500 persons, was used for the first time this year.

# New Records At Barrington Despite Cold

Gate, Betting Ahead of '46

GREAT BARRINGTON, Mass., Oct. 4.—Despite temperatures in the low 30's, the 106th consecutive Great Barrington Fair established a new gate record and set a new high in pari-mutuel betting for its nine-day run ending September 28. Total attendance was 211,433. Betting totaled \$1,218,938 for the six afternoons of running horse racing. Night attendance was the best on record.

Feature on opening day, Saturday, September 20, was Jean Gros's giant balloon spectacle with LaLage, aerialist, and Will Hill's elephants and ponies. The Jimmie Lynch Death Dodgers played both Sundays, with Helen Howe and fireworks added attractions. Unit was managed by Jimmy Van Cise. Attendance on both weekends was high when sunny skies prevailed but eased off at night when the mercury tumbled. President Edward J. Carroll was well pleased with results.

### Improvements Pay

Pre-opening improvements costing about \$100,000 paid dividends in every department, according to the management. A new clubhouse on the mezzanine of the grandstand with extra mutual windows was a big factor in increasing betting. The congestion of former years was missing. A new tote board was in operation in the infield.

Alfred W. Lombard, director of the livestock and agricultural exhibits, opened a new poultry building to provide much-needed exhibit space. Commercial exhibit space was largely sold well in advance of opening.

Talent, booked thru Al Martin, Boston, included LaLage; Hill's ponies and dogs; Potas and Folsom; Vern Orton, aerialist; Watkins's chimps; Billetti Troupe; Fordon and Olivia; Will Hill's elephants; Louis and the Oliver Sisters, and Jimmy Lawton, emcee. Chet Nelson's band played the show.

### Governor Attends

Gov. Robert F. Bradford attended Thursday, Governor's Day. He addressed the crowd from the steward's stand.

Annual was heavily publicized as in the past thru press and radio. Campaign was handled by Harry Storin, Carroll's public relations chief here and at his Riverside Park, Agawam, Mass.

# Colusa, Calif., Wins; Contests Emphasized

COLUSA, Calif., Oct. 4.—The eighth annual Colusa Harvest Festival closed a successful four-day run here September 27, with a five-division parade in the morning and climaxed by a night horse show. Total attendance figures were not immediately available pending the auditor's report, but officials said that paid attendance for the first three days exceeded 5,000.

Friday (26) was given over to school students of the country. An estimated 1,800 boys and girls jammed the fairgrounds to take part in contests, band and glee club programs and other juvenile events. All school students were admitted free.

There were more than 150 entries in the 15-event horse show given on the closing afternoon, with the night show augmented by 10 additional events and a professional vaude show.

Premiums for the horse show totaled \$2,275. Parade prizes were \$360, including \$60 for the special children's parade, which featured

# Masked Carnival Night Added To Tampa's Gasparilla Show

TAMPA, Oct. 4.—After a successful comeback last year from the inactivity of war years, Tampa's Gasparilla pirates plan to go big time in promoting a spectacle during their annual "invasion" of these shores next year, during Florida State Fair.

First of all, the buccaneers got "the pot right"—the exact amount they did not disclose, but it is more than the 1947 expenditure of more than \$50,000. Then, directors of Ye Mystic Krewe decided to make the Gasparilla Carnival more of a community

affair—such as the New Orleans Mardi Gras, Memphis Cotton Carnival, et al.

To wrap up the deal, Tampa business men decided to adopt as their theme for '48 a "visit to the mythical lands of the Arabian Nights."

Adding a new touch to the annual affair, which attracts thousands of winter visitors to this Florida West Coast capital, will be a masked carnival night in Ybor City's four Latin Clubs—Centro, Espanol, Centro Asturiano, Circulo Cubano, and the Italian Club. It will be featured by an illuminated parade of floats taking part in the Invasion Day parade. The Royal Family of Gasparilla will visit each of the colorful Latin clubs during the evening.

Invasion Day has been set for February 9, the coronation ball will be held February 10, and the masked carnival night February 12.

# Atlanta Take Slightly Off From Last Yr.

Cool Nights Hit Attendance

ATLANTA, Oct. 4.—Given eight days of good weather, the Southeastern World's Fair here Friday (3) with two days still to go, was doing well, altho the attendance was not up to '46, when the event pulled 883,771 for the full 10-day run.

Daytime weather was ideal, but the nights were cool or cold, and this had its effect, not only on grandstand patronage but also on the midway, where the Endy Bros.' Shows and the permanent fairgrounds attractions held forth.

The cool or cold nights held grandstand attendance down, and on the midway it cut ride play but sent the folks into the shows. The Endy Bros.' Shows, while business was under the '46 peak, were reported doing satisfactory.

At noon Friday every indication was that the day's attendance would top that of the corresponding day last year. Devoted to the Atlanta school kids, with admission free, the youngsters turned out in droves, and the day's gate was expected to narrow the gap with last year's gate. Thru the early days of the fair's run, the gate was off about 20 per cent from last year, yet well above the past average for the event.

Afternoon and night grandstand attractions, beginning Monday, September 28, and continuing daily are a revue, plus acts booked thru the George A. Hamid office, New York.

Featured attraction this afternoon will be motorcycle races. Tonight Jack Kockman's Hell Drivers will be presented and the stunters will repeat again tomorrow afternoon.

# Move To Inaugurate Annual In Waycross, Ga., in 1948

WAYCROSS, Ga., Oct. 4.—The Waycross Exchange Club has appointed a committee to plan an annual South Georgia fair to be started in 1948, President E. William Johnson announced.

The committee includes Branch Cullens, Robert Hill, Al Ball, Bill Bates and Hoke Walden.

decorated bicycles and a pet pageant.

Forty-two exhibits were displayed in the main exhibition building with overflow exhibits in a circus tent.

Cattle and sheep were on the judging schedule for the first time in the history of the fair. There were more than 70 swine entries. Floriculture, poultry and rabbits were also displayed.

Event went heavy on contests. Closing day program included horse amateur vaude show and dancing.

# Ia. Board Hit By Democrats

Change in set-up asked—charge annual has lost its commanding position

DES MOINES, Oct. 4.—Possibility of the Iowa State Fair board becoming a target in the political campaign next year was seen following a blast by the Democratic State central committee which criticized the fair board on a number of counts.

The Democrats called for changing the set-up, claiming the board is self-perpetuating in that it selects directors for the convention to nominate.

The Democrats charged that during the last 15 months the fair board had "earned" \$905,000, of which nothing was reverted to taxpayers. The claim was the fair board received \$535,000 for rental of the fairgrounds (See Dems Hit Ia. Board, page 64)

**NORTHEAST FLORIDA STATE FAIR**

**JACKSONVILLE, FLA.**

**NOVEMBER 10 TO NOVEMBER 16**

**CAN PLACE CONCESSIONS OF ALL KINDS**

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**FAIRFIELD COUNTY FAIR**  
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**Day and Night, October 14-15-16-17 and 18**

**Want Concessions**

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**WASHINGTON COUNTY FAIR**

**Sandersville, Ga., October 13-18**

**Independent Midway—Want Novelties and legitimate Games. No Fortune Tellers.**

**Address**

**ROBERT STEWART**  
**Fairgrounds, Sandersville, Ga.**

# Danbury Nudges 1946 Marks Despite Inclement Weather; Grounds Sport Eye-Appeal

### Free Parking Launched; Buck, Manning on Midway

DANBURY, Conn., Oct. 4.—Attendance losses resulting from a spell of near-freezing weather lasting thru Thursday (2) may be offset today and tomorrow when the nine-day Danbury Fair closes, if the seasonal temperatures which returned yesterday continue to prevail. Attendance thru Thursday was about 70,000, several thousand under the total for a comparable period a year ago.

Fair got away to a good start last Saturday (27), when 10,933 contributed \$13,119.60 (admission is \$1.20), and Sunday, when the turnstiles clicked off 34,242. Altho the show was admirably set up to handle crowds, the saturation point was nearly reached Sunday when the huge parking lots became jammed with cars, necessitating the turning away of late arrivals. No space was wasted, thanks to careful spotting of vehicles by uniformed attendants.

#### Day-by-Day Figures

Attendance Monday was 4,496, as compared to 840 last year when inclement weather prevailed. Tuesday 3,986 turned out as compared to 6,670 a year ago. Wednesday was down to 8,291 from 10,505 last year. Top attendance was attained in 1941 when the annual drew 141,148. The fair continued to operate during the daytime only and no effort was made to build a night audience.

General Manager John W. Leahy had the grounds and buildings in first

rate shape and loaded with eye-appealing features. Every unit was enveloped in fresh paint, while gravel walks and drives had been laid out and maintained in geometrical precision. A new chain link fence and numerous mounted shell casings, all painted a glittering aluminum, were new decorative features.

Leahy and the fair are sure to win additional favor with the public thru the inauguration of free, no tipping, parking service and numerous clean, sanitary rest rooms which are also free.

Yesterday was children's day and 6,000 city school children were given a holiday. When this custom was discontinued last year the youngsters went on "strike."

The circus big top was used again this year to house a number of exhibits. Several of the barns, used in the past to stable horses and other domestic animals, this year contained elephants and other menagerie animals belonging to Hunt Bros. Circus. Hunt Bros. furnished part of the grandstand show, which was presented in the form of a circus.

Gov. James L. McConaughy was a guest of the fair Wednesday (1), in keeping with a custom of long standing.

The annual rated notable publicity breaks again this year in nearly all the New York dailies, headed by *The Times*. Much of the fair's patronage is made up of city workers dwelling in the country, most of them with better than average incomes and free spenders.

The O. C. Buck and Ross Manning Shows combined to furnish the midway as they did last year.

### Klein Winds Up Season

CARROLLTON, O., Oct. 4.—Klein's Attractions closed its fair season here last Saturday (27) after a successful 10-week run. Closing show had the Kolth Brothers, horizontal bar; the Armstrongs, acrobats; Paul Koehler, xylophone; Chic Yale, table rock; Lamont's Cockatoos; Haney, illusionist, and Eddy Polo, high act.

### DEMS HIT IA. BOARD

(Continued from page 63) to the federal government, \$125,000 profits from the 1947 fair and \$50,000 from the Legislature.

The charge was also leveled that Iowa State Fair has lost its "once commanding position as the greatest farm fair in the United States."

The claim was made that during 1946 more than 15 per cent of the stalls in the cattle barn were vacant, that about two-thirds as many beef cattle were on exhibition as during former years, that only 386 head were shown in the baby beef department as compared with 525 in former years, about 15 per cent of the pens in the swine department were vacant, and more than 100 vacant stalls in the horse barns.

The Democrats quoted an old-time exhibitor as saying he believed there had been more exhibits at the first State fair at Fairfield, Ia., in 1854 than at the centennial fair held last year.

Other charges were the board did not publish an official daily program or a catalog of livestock entries in 1946 or provide ring cards to identify exhibitors and animals in the show ring, permitted the sale of beer during both the 1946 and 1947 fairs and allowed hanky-panky gip shows to run.

## Fair Dates



A list of fairs a week in advance, arranged according to dates, States and cities, will appear in each issue. The complete list of Fair Dates was published in the issue dated August 16.

### October 12-18

#### ALABAMA

Roanoke—Randolph Co. Legion Fair. Oct. 12-18. William A. Radney.

#### ARKANSAS

Danville—Yell Co. Free Fair. Oct. 15-18. J. E. Chambers.

#### FLORIDA

Pensacola—Pensacola Interstate Fair. Oct. 13-19. J. E. Frenkel.

#### GEORGIA

Bainbridge—Decatur Co. Fair. Oct. 13-18. T. E. Rich.

Cordele—Central Georgia Fair. Oct. 13-18. J. D. Rainey.

Eatonton—Putnam Co. Am. Legion Fair. Oct. 13-18. Maj. W. D. Candler.

Gainesville—Northeast Ga. Fair. Week of Oct. 13. Herbert H. Adderholdt.

Macon—Georgia State Fair. Oct. 13-18. E. Ross Jordan.

Monroe—Walton Co. Am. Legion Fair. Oct. 13-18. H. H. Shores.

Sandersville—Washington Co. Fair. Oct. 13-18. Gordon S. Chapman.

Summersville—Chattooga Co. Fair Assn. Oct. 15-17. Herbert Gilkerson.

Warrenton—Warren Co. Fair. Oct. 13-18. Alton W. Davis Jr.

#### KANSAS

Inman—Community Fair. Oct. 16-18. William J. Braun.

#### LOUISIANA

Bastrop—Morehouse Parish Fair. Oct. 16-17. C. V. Shear.

Franklinton—Washington Parish Fair Assn. Oct. 15-18. Mrs. Letha C. Bateman.

Houma—Terrebonne Fair Assn. Oct. 10-17. Gibson J. Austin Jr.

Independence—Tangipahoa Parish Fair. Oct. 16-19. E. S. Towles.

Ruston—North La. State Fair Assn. Oct. 14-18. F. W. Stewart.

Shreveport—Caddo Parish Fair. Oct. 16-17. Neal Dry.

Shreveport—State Fair of Louisiana. Oct. 18-27. W. R. Hirsch.

Winnsboro—Franklin Parish Fair. Oct. 15-18. E. S. Landis Jr.

#### MAINE

Topsham—Topsham Fair. Oct. 14-15. Samuel Woodward, Brunswick, Me.

#### MARYLAND

Prince Frederick—Calvert Co. Fair. Oct. 14-16. J. B. Morsell.

#### MICHIGAN

Barryton—Barryton Community Fair. Oct. 15-16. Howard Malcolmson.

#### MISSISSIPPI

Forest—Scott Co. Colored Fair Assn. Oct. 13-18. Ananias Ware.

Jackson—Miss. Negro State Fair. Oct. 13-17. W. Jackson.

Laurel—South Miss. Fair. Oct. 13-18. R. B. Jeffries.

Waynesboro—Wayne Co. Free Fair. Oct. 13-18. H. S. Cassell.

#### MISSOURI

Kansas City—American Royal Livestock Show. Oct. 18-25. A. M. Paterson.

#### NEW HAMPSHIRE

Sandwich—Sandwich Town Grange Fair. Oct. 13. Mrs. Mabel E. Ambrose, N. Sandwich.

#### NEW MEXICO

Deming—Luna Co. Fair. Oct. 17-19. J. Cloyd Miller.

#### NORTH CAROLINA

Ahoklie—Atlantic District Fair Assn. Oct. 14-17. E. M. Weaver.

Durham—Durham Negro Fair. Oct. 13-18. Thompson-Rumley.

Mebane—Mebane Six-County Fair. Oct. 13-18. Thompson-Rumley, Durham.

Monroe—Union Co. Fair Assn. Oct. 13-18. M. W. Williams.

Raleigh—North Carolina State Fair. Oct. 13-18. Dr. J. S. Dorton.

Winston-Salem—Western Carolina Negro Fair. Oct. 14-18. W. Avery Jones.

#### OHIO

Lancaster—Fairfield Co. Agrl. Soc. Oct. 14-18. Russell W. Alt, R. 1, Baltimore.

#### OKLAHOMA

Fairview—Major Co. Free Fair. Oct. 14-16. W. K. Cunningham.

#### PENNSYLVANIA

East Greenville—Upper Perkiomen Community Fair. Oct. 16-18. V. S. Ensminger.

Coopersburg—S. Lehigh Home Fair. Oct. 16-18. Charles Coyne.

Mount Joy—Mt. Joy Community Exhibit. Oct. 16-18. Joseph C. Shaeffer.

Schaefferstown—Heidelberg Community Fair Assn. Oct. 15-17. R. W. Smith.

Washingtonville—Montour-DeLong Community Fair. Oct. 14-17. John E. Slder.

Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 16-18. Ray M. Fisher.

#### SOUTH CAROLINA

Anderson—Anderson Fair. Oct. 13-18. Bishopville—Lee Co. Fair Assn. Oct. 13-18. H. G. Martin Jr.

## Chattanooga Sets Record

### Turnstile clicks 118,600 admissions — Endy tops last year's take by 25%

CHATTANOOGA, Oct. 4.—All attendance records at Chattanooga-Hamilton County Interstate Fair since Joe Engel, baseball mogul here, became president of the fair association in 1938, were broken this year. According to officials, 118,600 paid admissions were registered for the six-day event. Previous record was 112,000.

Endy Bros. Shows, on the midway, reported grosses were 25 per cent over a year ago.

Weather was excellent thruout and with free grandstand seats included in the admission price, the SRO sign was present daily for 3 p.m. and 7:30 p.m. performances of Ethel D'Arcy, aerialist; Los Rancheros Troupe and Camille's Dog Circus, all booked thru the Gus Sun agency, Springfield, O. Leo Hamilton was emcee.

Farm exhibits and farm machinery displays were equal to, and in some cases surpassed the best years in the fair's long history of success under the direction of Engel and Mrs. Maude H. Atwood, who completed her 32d year as fair secretary. Two new buildings were constructed this year to take care of the predicted overflow.

## Name Fred Bowditch Hillsdale, Mich., Prez

HILLSDALE, Mich., Oct. 4.—Fred Bowditch, Osseo, was named president of Hillsdale County Fair, replacing Fred Giddings, North Adams. J. I. Post, Hillsdale, was renamed treasurer, and H. B. Kelley, Hillsdale, was re-elected secretary for the 19th year.

The Hillsdale annual, held September 21-27, grossed more than \$50,000, which is \$8,000 over any previous year, with the exception of last year which was the annual's top year, according to Kelley.

Annual this year had the most commercial and industrial displays in history. There were five days of harness racing, with grandstand attendance, both afternoon and night, being good. Grandstand show was furnished by Gertrude Avery, thru the Barnes-Carruthers Theatrical Agency, Chicago.

The new 4-H Club building, 260 by 40 feet, was used for the first time this year.

Chester—Chester Co. Fair. Oct. 13-18. Jake S. Colvin.  
Mount Carmel—Mount Carmel Fair. Oct. 15-18. A. N. Saxon, Owings.  
Newberry—Legion Newberry Co. Fair. Oct. 13-18. Frank Sutton.  
Orangeburg—Orangeburg Co. Colored Fair. Oct. 13-18. W. C. Lewis.  
Rock Hill—York Co. Fair Assn. Oct. 13-19. H. D. Black.

#### TENNESSEE

Brownsville—Haywood Co. Colored Fair. Oct. 15-18. F. E. Jeffries.

#### TEXAS

Angleton—Brazoria Co. Fair Assn. Oct. 15-19. J. S. Hostetter.  
Beaumont—South Texas State Fair. Oct. 6-15. K. D. Schwartz.  
Nacogdoches—Nacogdoches Co. Fair. Oct. 13-18. John L. Bailey.  
Palestine—Anderson Co. Fair. Oct. 13-18. C. O. Miller Jr.  
Tomball—Harris Co. Fair Assn. Oct. 16-19. R. D. Spell.  
Woodville—Tyler Co. Memorial Fair. Oct. 14-18. E. M. Pitts.

#### VIRGINIA

Petersburg—Petersburg Fair. Oct. 13-18. R. Willard Eanes.  
South Boston—Hallfax Co. Fair Assn. Oct. 14-18. W. W. Wilkins.

#### WEST VIRGINIA

Oak Hill—Fayette Co. Negro Fair. Oct. 16-18. J. Edgar Jordan, Fayetteville.

#### CANADA

Erin, Ont.—Erin Agrl. Soc. Oct. 11-13. George C. Burt, Hillsburg, Ont.

Bring them in with **POSTERS!** Immediate service. CARDS AND POSTERS FOR EVERY PURPOSE. SPECIAL CARNIVAL FAIRS CIRCUSES. FOR PROVEN RESULTS CONTACT. **Posters INCORPORATED** 835 CHERRY ST. PHILA. 7, PA. CHANGE TO POSTERS AND FEEL THE DIFFERENCE!

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**PIMA COUNTY FAIR** In conjunction with **TUCSON LIVESTOCK SHOW** and **TUCSON RACING ASS'N QUARTERHORSE RACES**. February 12, 13, 14 and 15, 1947. Booking Concessions, October 15, 1947. **NORMAN B. COBB**, Secretary. 3026 Geronimo Ave., Tucson, Ariz.



## Bakersfield Sets Mark -- 132,000

132,000 persons turn out for free-gater—113 qtr. hour programs broadcast

BAKERSFIELD, Calif., Oct. 4.—Eleventh annual Kern County Fair, the only free fair in the State (Great Western Livestock Show excepted), pulled 132,000 people, 39,000 more than 1946, during its six-day run here ending Sunday (28). George Wendt, fair secretary-manager, turns the administration of the event over to Lee Clarke to produce in 1948.

This fair, one of the few to operate during the war, again featured the Foley & Burk Shows. The carnival had played the date last year after skipping this event for several years.

Fair had 1,400 exhibitors and offered \$80,000 in premiums in addition to \$10,000 in prizes offered in the three-day nationally sanctioned horse show. To provide space for the exhibitors, tents providing 90,000 square feet were erected.

With Lisle Sheldon, who also handles the Great Western Livestock Show press, as publicity director, the fair had layouts and spreads in nine of the 16 county papers. During the fair's run, 113 quarter-hour programs from the grounds were aired over stations KERN, KERO, KAFY and KPMC, all network affiliates, with as many as four broadcasts going on simultaneously. Network shows included *Queen for a Day* and the *McClatchy Farm Hour*.

With the exception of the horse show, there was no other paid entertainment. Local talent shows were free.

## Birmingham Gets Dollars and Praise

(Continued from page 62)

it was impossible to give an exact attendance figure for the day, inasmuch as all children were admitted free. And the turnout of children was tremendous. School busses from 16 counties of the State were noted.

The members of the Alabama State Legislature turned out en masse one afternoon, making the trip from Montgomery, the State capital, in special busses. Gov. Jim Folsom, accompanied by members of his family, also attended, and they spent much time at the fair.

### Midway Biz Holds

On the midway, the Hennies Bros.' Shows were enjoying nice business. J. C. McCaffery, the org's general agent, termed the rides and shows take as being on a par with '46, which was the peak year for the midway here. Andy Markham, styled the Mayor of the Midway, supervised concession row.

Doubtless, the most striking feature attendant to the fair was the press and radio support. Never before was it given such powerful publicity as this year. The fair was consistent Page 1 material before the opening and continued as such after the opening. The result of the shift to city operation, the pre-opening publicity hailed the event as "The people's fair."

What's more, the papers and radio stations are not only "for" but "with" the fair. The newspapers, *The Age-Herald*, *News* and *Post*, all have arresting set-ups on the grounds. And four radio stations, WSGN, WTNB, WAPI and WBRC have outlets and are airing many programs from the grounds. The fair, also for the first time, is operating a newsroom for use by press and radio.

The city commission now operating the fair is comprised of members who serve for free, and among them are representatives of the newspapers.

## Around the Grounds

(Continued from page 62)

booking period, reports Gladys M. Williams. Three revue units, one of which played 16 weeks of fairs, plus numerous acts were on the road for the agency this year.

Something of a record for continuous service as manager of a State fair will be set in Macon, Ga., this year by E. Ross Jordan, general manager of Georgia State Fair. The 1947 State exposition, scheduled October 13-18, will be the 25th consecutive State fair under his direction. Members of the Exchange Club, which operates the fair under lease from the Chamber of Commerce, will pay him a tribute. During his tenure, Jordan has seen the ownership of the fair change hands five times, but each group has continued Jordan as full-time manager. Jordan, too, has retained many of his department heads and there are five serving with him this year who have a score of years' service to their credit.

Fred H. Kressman, Chicago, has been renamed program director of the third annual Grand National Livestock Exposition, San Francisco, November 1-9, Nion R. Tucker, exposition president, announces. Kressman directed the program at the initial showing in 1941 and again in 1946 when the Cow Palace was returned to the exposition after being used by the army during the war. Several circus acts have been contracted thru the Barnes-Carruthers Theatrical Enterprises, Inc., Chicago. It will be Kressman's duty to co-ordinate the horse show, rodeo and circus features.

The half-mile race track at Three County Fairgrounds, Northampton, Mass., is being moved 25 feet farther away from the grandstand. Estimated cost of the project is \$10,000.

Booker Frank Wirth left Thursday (2) for Florida where he plans to vacation before staging some winter indoor dates.

## Kentucky To Retire Outstanding Bonds, Become Debt-Free

LOUISVILLE, Oct. 4.—Kentucky State Fair here will become debt-free as a result of a decision of the State fair board to pay off \$278,000 worth of outstanding bonds.

Bonds, issued in 1940 with retirement set at intervals over 25 years, are to be redeemed with a 4 per cent premium. Funds derived from Tube Turns, Inc., which occupied the fairgrounds during the war, and from operations will be used in payment.

The State fair board at a recent meeting also approved renewal of a lease on the Merchants and Manufacturers building for 10 months, with rental set at \$1,500 per month. The lease is with the Ford Motor Car Company, which uses the building for storage purposes during the fair's off-months.

Representatives of the United Sports Enterprises, Indianapolis, who appeared before the fair board to determine the possibility of renting the horse show pavilion for various sports activities, including midget auto races, were told to submit a detailed written proposal.

Manager Jack O. Matlick was instructed to determine whether C. Waitman Taylor should be paid for the time he served as manager. Taylor, in his appearance before the board sought \$2,100 in back salary. His appointment was voided by the State Court of Appeals, which held that his status as manager was invalid because he was a member of the Legislature which passed an act under which he was appointed.

## Mass. Annuals Register Best Year in History

BOSTON, Oct. 4.—Massachusetts celebrated its return to the county fair circuit this year, following World War II and its closing of many of these fairs, with the biggest fair season in the history of the old Bay State.

While 85 fairs were held in Massachusetts, it is safe to take the records of the "big dozen" fairs as a criterion of what went on throughout the State.

In Massachusetts there is actually no such thing as a "State" fair. For no fair receives any appreciable amount of State aid. For example, one fair which plays to some 50,000 persons receives about \$300 from the State. On the other hand, pari-mutuel betting is allowed at six of the Massachusetts fairs and this produces 15 per cent for the fair associations.

### Six Fairs Listed

The six largest fairs were the Eastern States Exposition, with an attendance of 383,000; Brockton, with attendance of 282,000; Marshfield, 156,000; Topsfield, 125,000; Great Barrington, 250,000, and Northampton, 125,000. Weymouth, also with pari-mutuels, had 110,000.

The State will profit greatly from the emphasis placed this year on agriculture and livestock at the Massachusetts fairs. Governor Tom Dewey came over from neighboring New York to the Eastern States show this year, along with eight other governors, to compliment the State upon its livestock. Governor Gibson, of Vermont, and Governor Dale, of New Hampshire, dropped in at Brockton, along with Governor Robert F. Bradford, of Massachusetts, who visited all the State fairs this year.

The World of Mirth did tremendous business at Brockton this year. The midways at all of the other fairs likewise did big business.

### Rodeos, Dog Shows Big

Rodeos and dog shows proved stellar attractions at Springfield, Brockton, Springfield, Marshfield and Topsfield all went in for dog shows. The dog show at Marshfield pulled a crowd of 22,000 opening day.

In two instances the pari-mutuel handle was above that of 1946, setting new records at Northampton and Great Barrington. At Marshfield and Brockton the handle was only slightly off, while Topsfield experimented with trotting races and pari-mutuels at night. Weymouth showed a slight increase over last year.

Al Martin booked many of the attractions in the eastern half of the State, while George Hamid booked as many in the western.

### Franklin To Reopen

One thing is certain and that is there will be another one to join the big ones next year when the Franklin Fair reopens under the direction of Joseph Di Pasquale. Di Pasquale already is starting work on permanent buildings and additions.

Sturbridge is another which reopened this year and did splendid business. The Weymouth Fair will expand also next year and will erect new buildings for its industrial arts, new paddock for its thorbreds and new bleachers for racing fans adjacent to its steel grandstand.

Advertising for the Brockton Fair was handled by the Harry M. Frost Agency, of Boston; for Marshfield by John W. Queen, of Boston; for Topsfield by Connelly & Clapp, of Boston, and for Weymouth by the Daniel F. Sullivan Agency, Boston.

### Gilbody Set

John Gilbody plans to again "go" at Middleboro where he will again have pari-mutuel racing and may petition for 30 nights of harness racing following the fair. Middleboro is located at the entrance of Cape Cod. Massachusetts likewise has scores

## Florida Annual Fires First Gun In Flack Set-Up

TAMPA, Oct. 4.—Florida State Fair and Gasparilla Association opened its 1948 promotion campaign here Monday, September 29, with the start of national distribution of booklets outlining features of the exposition.

Dates for the annual are February 3-14. Gasparilla Day is Monday, February 9, and Shrine Day is scheduled Thursday, February 12. A special program has been arranged for each of the other days during the 11-day fair period.

An innovation will be inauguration of Gasparilla Week with a junior Gasparilla carnival and the crowning of junior pirate royalty, Saturday, February 14.

Features this year will include an expanded livestock show; the second annual Florida Electrical Exposition, inaugurated last winter, and an enlarged representation from Latin American countries in the Pan American Building.

## Orland, Calif., Attendance Tops Previous Peak Mark

ORLAND, Calif., Oct. 4.—All previous attendance records were shattered at the Glenn County Fair here September 17-20, according to figures just released. A total of 18,526 persons went thru the gates, said Gus E. Franke, in charge of the gate.

The figure exceeded the previous record by 4,172.

## La Grange, Ky., Annual Chartered as Corporation

FRANKFORT, Ky., Oct. 4.—Secretary of State has issued a charter to the Oldham County Fair Association of La Grange, a non-stock organization.

The incorporators include Milton Stoess, Joseph Wilhoye and A. D. Hampton.

of grange fairs, lasting from one to three days, and all of these reported increased attendance this year. Latest plan is for a big indoor fair, an annual event, in Mechanics Building, probably sponsored by Campbell-Fairbanks and managed by Cort Hincken, veteran fair manager.

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# CAVALCADE GETS TAMPA STILL

## Naylor Inks Choice Date

Nudges in ahead of Royal American, with Optimist Club as sponsor of stand

TAMPA, Oct. 4.—William B. Naylor, who does everything for the Cavalcade of Amusements but sweep out the coaches, today announced he has contracted for the C. of A. to play Tampa October 22 thru November 2 under the auspices of the Optimist Club.

Naylor's contracting job is considered unique, or unusual, to say the least, because for more than 10 years Tampa has been considered a Royal American town.

The job was accomplished by the use of the Tampa Boys' Club as the beneficiary, as the Optimists apparently do not need money. The Boys' Club is the pet project of the majority of Tampa's leading business men.

The Cavalcade lot is Cass and Willow, a stone's throw from Phillips Stadium, and a mashie niblick shot from the lot the Royal American has contracted for use under Shrine auspices a trifle later in October.

This week Naylor also closed with the city pops of Venice, Fla., for winter quarters. The lot is the ex-army air base where James Edgar built the Sparks Circus last winter, but Cavalcade will use two of the larger hangars.

Al Wagner, now the manager of Cavalcade, reported from Tupelo, Miss., that extensive building plans have been developed for the 1948 version of the huge Cavalcade. He declared all fronts will be rebuilt in a completely new fashion and that three new rides have been ordered from the Allen Herschell Company, and that four new railroad coaches have been ordered to replace four now being lugged on the train.

## Carolinas, Virginias Give Okay Biz But Not Up to Year Ago

ATLANTA, Oct. 4.—Shows playing the Carolinas and the two Virginias as a whole have not scored the same high business as they did in 1946. But most of them will go in the barn with a winning season behind them, according to reports received here.

The Marks Shows, which held its route to Virginia, West Virginia and North Carolina, has been out since April 20. And it will stay out until the week of Armistice Day, Owner John H. Marks advises. Marks says his shows' business to date has been satisfactory.

The Wallace & Murray Shows, owned by Al Wallace and Jack Murray, experienced fair business. Organized last winter, the shows have been out since March 14, when they teed off in Aiken, S. C. Wallace and Murray plan to stay out until November 11, when they will close in Northern Florida. The season was notable in that the org ran into no accidents of any kind.

Harrison Greater Shows, out since March 7, will stay out until November 15, Owner Frank Harrison announced. The org will play fairs thru to the close of its season. It carries 9 shows, 11 rides, about 50 concessions and its own power plants. This is the third year out for the organization, which will winter in Columbia, S. C.



AL AND HATTIE WAGNER took time off September 24 to attend a party for the children of the Cavalcade of Amusements, it being the first birthday of Al's namesake, Albert Lee Nash. From left to right: Mrs. Eddie Fitzgerald holding Betty Fitzgerald, Jimmie Lantow, Eddie Marconi, Wendall Faley, Kenneth Maynard and Hattie and Al Wagner. In front in the chair is Albert Lee (Butch) Nash.

## Peppers Beats Big Blow (?) by Laying It Down; Gets Wet

CHICAGO, Oct. 4.—Frank W. Peppers, owner of Peppers All-State Shows, made a flying visit to Chicago this week and took time out from his business to visit *The Billboard* office and relate his experience in the recent storm.

Peppers was sitting at Wallace, N. C. when storm signals were flashed in that territory. A representative of the Red Cross called on him with the warning that the blow was only 15 miles away and that he'd better get ready.

"We dropped all our canvas, stripped the rides, fastened everything, and then held our breath," he related. "That was Tuesday, September 23, and the wind never did get there, but it rained all that day and all the next—over an inch and a half—and when it cleared Thursday everything was floating. We managed to get it back in the air Thursday night and did a little business. Then the folks came Friday and Saturday and they spent as tho they were thankful the big wind had missed their territory.

"And believe me, we were thankful, too."

## Franks' Playland Ends Season; Biz Down 25% From '46

MACON, Ga., Oct. 4.—W. E. Franks has called it a season for his Playland org after 26 weeks. As a whole, the season was a winner, but Franks said business was 25 per cent below last year's and about 35 per cent off from the war years.

Much of the equipment was sent to the Franks farm in Wilcox County for storage.

N. C. Pettit, lessor of the rides, moved the Ferris Wheel to Arlington to join the Monarch Shows.

Reason for closing, Franks said, was to enable him to devote his entire time to promotion of the seventh annual Middle Georgia Colored Fair, for which he holds the midway contract.

"When the first cold snap came the grosses dropped and it didn't look profitable to hold the outfit together three more weeks for one worthwhile

## Collins Plans Bldg. Program

New show fronts, trucks planned in 1948—org will boast 12 rides, 10 shows

ALEXANDRIA, Minn., Oct. 4.—William T. Collins, owner of the shows bearing his name, has his org in winter quarters here after a good season. Org pulled in September 20, closing at Hutchinson, Minn.

"I had a good season in spite of bad weather encountered the early part of the year. It hit me hard at early North Dakota fairs. Out of the eight, I was rained out of five," Collins said.

The show owner said winter quarters will hum with activity because of the planned building program. Collins plans four new show fronts, which will be built on 30-foot semis. Each semi will expand 80 feet and it will be possible to put the shows up in 30 minutes. Eight new light towers will be added and 10 International trucks in '48. Collins plans to come out next year with 12 rides and 10 shows, all office owned, and new canvas from front to back.

At present, Collins said, eight men are rebuilding and painting rides. Henry Hingst, who at present is in Mitchell, S. D., at the Corn Palace Show, will build the show fronts. He will start work shortly after returning from Mitchell.

With the closing of the shows, personnel scattered for various points. Here is a partial list of the personnel, together with their destinations: Slim Donaldson to Texas to join Bill Hames Shows; Blackie Hyson and Henry Hingst, Mitchell, S. D.; Marvin and Mary Jones, Clear Lake, Ia.; Ben and Elsie Blikas and Herman Henderson, Omaha; Ivan Handrich, New London, Wis.; Manager Stanley Warwick, St. Louis; Mr. and Mrs. A. Drescher, Bemidji, Minn.; the Philip Sloans, New York; Ted Pappas, Birmingham; Jack and Emily Wilson, Rochester, Minn., where Emily will undergo an operation, and Mr. and Mrs. Sitki, Arkansas.

date," Franks said. "I decided to put the show in the barn, book another organized show for the fair and devote my entire time to promoting the event."

## Strates 7% Over '46 at Bloomsburg

More Cars for Dixie

BLOOMSBURG, Pa., Oct. 4.—In spite of cold weather during the run of the Bloomsburg Fair here (September 22-27), the James E. Strates Shows bettered their record gross of last year by nearly 7 per cent. Increase was largely due to more attractions on the midway, which carried some 31 rides and 21 shows. Several of the independent rides were booked for just two dates, York and Bloomsburg, Pa. The Strates org has played this date for the past 11 years and it was a homecoming for most of the shows' folks.

Harry Correll, Bloomsburg Fair manager, and Carl Fleckenstein, concession secretary, relinquished space on the independent concession midway to accommodate several of the new attractions. Nate Eagle and his troupe of *Hollywood Midget Movie Stars* were transported to Wilkes-Barre, Pa., Wednesday (24) for a coast-to-coast broadcast over the Mutual network.

Visitors and fair officials from all parts of the East were on hand Friday (26) for the annual get-together and banquet, which was held in the administration building.

Three more flats and one sleeper were added here for the trip to Dixie and the shows now boast some 132 pieces of equipment, including two new Diesel plants, which were unloaded here.

Jerry Jackson, of the *Hep Cats Revue*, announced the signing of Caledonia, Negro night club comedian, who is making his first appearance under canvas and is reputed to be a find. *Hep Cats* personnel now consists of 40 persons, including a nine-piece ork.

## Alabama's Governor Visits Royal Crown

ALEXANDER CITY, Ala., Oct. 4.—Alabama's governor, "Big Jim" Folsom, while in Alexander City for a speech last Wednesday (24), stopped off on the Royal Crown Shows' lot, where he was personally escorted around the midway by Manager E. L. Young.

Later he was entertained in the shows' office by Eddie and Dolly Young, E. B. Braden and E. H. Smith. The governor complimented Manager Young on the shows' attractiveness.

The Royal Crown personnel is looking forward to another visit from Governor Folsom during the run of the Dothan (Ala.) Fair, week of October 26.

## McCall Shows Boast Eight Rides at Dallas, Ga., Fair

DALLAS, Ga., Oct. 4.—Jim McCall, owner of the shows bearing his name, added two more rides, a Merry-Go-Round and a Ferris Wheel, for the Paulding County Fair here, bringing the ride total to eight.

Rain and chilly nights cut biz, but it turned out a winner, McCall said.

### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, 15¢; same weight as 15¢. Colored Heavy Cards, 15¢; same weight as 15¢. In Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1, size 5 1/2 x 14 1/2, 10¢ each.

### 3000 KENO

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3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00  
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4 1/2 x 7 1/4 1.50  
3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3; 5 colors; loose, no pads. M Adv. Display Posters, Size 24x36, Each .10  
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00  
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Red or Green Plastic Markers, 3/4 Square, Round or Scalloped, \$2.50 M; 3/4 Size \$2.00 M

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## C. A. Goree Holds Sunflower State

ST. LOUIS, Oct. 4.—C. A. Goree, in a letter dated September 24 to *The Billboard*, reveals he is still owner of the Sunflower State Shows. Goree said:

"Last week while at Perry, Okla., I sold my show to Danny Ferguson, of Las Vegas, Nev. Today I received a wire from him saying he would not take the show.

"Everyone on my show knows I sold it, as Mr. Ferguson booked about all of them to stay with it.

"... I guess about every showman in this part of the country knows I was supposed to have sold.

"I wish you would run a reader in *The Billboard* saying I have not sold and will be on the road the balance of this season and next year also, as one fair sec called me last night saying a carnival agent was there with him then trying to book his fair, the carnival man saying I had sold out."

## Foley & Burk Okay At Bakersfield

BAKERSFIELD, Calif., Oct. 4.—Foley & Burk Shows, headed by L. G. Chapman as general manager, played a successful six days here at the 11th annual Kern County Fair, which pulled 132,000 people for the run ending September 28. Shows' appearance at this event was its second since the war. F&B have played the fair off and on since 1916.

The 20-car shows did big week-end business, with the rides, shows and concessions getting the biggest play Saturday night.

F&B moved out Monday for the Ventura County Fair which closes tomorrow night after a six-day run. Shows move on to Santa Barbara for a still date, and then to the barn. Season has been successful with 70 per cent of the dates played being California fairs.

## Taffy Purveyors Now Fixtures at Chattanooga Fair

CHATTANOOGA, Oct. 4.—Salt water taffy has always been popular with fair-goers in this area and when Chattanooga Interstate Fair closed, Mr. and Mrs. E. H. Spencer, of Chicago, completed the 24th consecutive year that they sold taffy from the same location, the Women's Building, at the local annual.

"If anyone offered \$1,000 for the location used by the Spencers for the past 24 years the offer would be refused," said Mrs. Maude Atwood, fair secretary. "I never consider our fair really open until the Spencers arrive."

Other old-timers at Chattanooga were the E. J. Desplenter Bros., of Chicago, who for 26 years have operated novelty concessions, and the champion old-timer of them all, L. E. Miller, of Chattanooga and Knoxville, who for the 32d year sold popcorn and peanuts.

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BANDERA, TEXAS, OCT. 6-11  
Out All Winter

Can place Stock Concessions of all kinds, Hoop-La, Clothes Pins, Jewelry, Coke Bottles, Basket Ball, Huckley Buck, Bingo, Darts, Novelties, or what have you? Can also use Agents for free owned Concessions. Can place any 10¢ Grand Show with own transportation. Can place Second Man on Wheel that can drive Semi. Glen Allen, can use your Concessions. Come on or wire.

**MELVIN EASLEY**

## FOR SALE

Three Rides — Merry-Go-Round, No. 5 Eli Wheel, Kid Ride. Tractors and Trailers; new Concession Top, 16x20; Popcorn Machine, Root Beer Barrels.

**F. J. DOWLAND**

60 Warndt St., Fond du Lac, Wis.

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**IRENE FERRILL**

Double Body Girl, Boy and girl in one body. Positively not a half and half. Both sections, male and female, and both sections perfect. Would like to connect with slideshow or museum playing all winter. Percentage only. My manager handles tickets, inside lecture or openings. There is never any squawk or heat with this attraction. Address all letters or wires to **BILLIE WINTERS**, General Delivery, Paducah, Ky.

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POPCORN MACHINES AND SUPPLIES

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THE PRIDE OF OLD KENTUCKY

CAN PLACE FOR

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**MORGAN COUNTY FAIR**

ENTIRE WEEK **OCT. 13 TO 18**  
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And the Following Bona Fide  
**GEORGIA COUNTY FAIRS**

**GREENSBORO**

**MONTICELLO**

**AND A LONG ROUTE IN SOUTH GEORGIA UNTIL DECEMBER 1**

Can place Stock and Slum Concessions of all kinds. Ball Games, Cane Racks, Devil's Bowling Alley, Pitch-Till-You-Win, or any Hanky Panks. Place Cookhouse that will cater to show folks. Novelties, Jewelry, Custard and Rotaries open on Exclusive basis. Will book any Show with own outfit. Place Ride Help for all Major Rides. High salaries for reliable help. ALL WIRE

**C. C. GROSCURTH, Gen. Mgr. "BLUE GRASS STATE SHOWS"**  
All this week: LAWRENCEVILLE, GA.;  
All next week, MADISON, GA.; and then as per route.

### FOR SALE—COMPLETE CARNIVAL

No. 5 Ferris Wheel, 7-Tub Tilt-a-Whirl, 2-Abreast Parker Merry-Go-Round, Chairplane, 2 30x60 Tents, 1 Bingo Stand, Jingle Board, Penny Pitch, Mouse Game, Cigarette Game, Big 6 Wheel, Beat the Dealer, 7 Over and Under Game, Bowling Alleys, 4 Number Wheels, 3 Straight Trucks, 4 Semi Trucks, 1 32-ft. 1947 Fruehauf Van, 2 25Kw. Transformers mounted on truck, 1,000 ft. of new Rubber Cable, 3 Public Address Systems, 1 extra Model A Power Unit, plus all miscellaneous equipment in winter quarters. All above equipment is in first-class condition, including Trucks. Can be seen at winter quarters at Milwaukee, Wis. Rent on winter quarters paid until April 1, 1948. New owner can use same if so desired. NO LETTERS.

PRICE, \$32,500.00.

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Tilt Foreman, Second Man for Wheels and Octopus. Also Assistant Electrician. Must drive semi truck. No drunks tolerated. Long season in Florida. Reply

**E. L. YOUNG, Mgr.**

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Thomasville, Ga.

### RIDES FOR SALE

One Octopus, in good condition, complete, with Fence, Motor, priced \$3,750.00; one 24-Horse, 2-Chariot Parker Merry-Go-Round, good condition, priced \$4,250.00; one Streamline Miniature Train, Engine, two Cars, Track, good condition, priced \$1,500.00; one Air-o-Plane Kiddie Ride, good condition, priced \$1,250.00; one 8-Car Mangles Whip, good condition, priced \$2,000.00. Also have 30 by 60 Show Top, with Wall; Bingo, Cigarette Gallery, Fish Pond, Clothes Pin, Hoop-La, Bowling Alley, complete with Tops, Frames and Stock. Address

**HARRY H. ZIMDARS**  
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### MIDGET CATTLE & ANIMAL ODDITIES SHOW FOR SALE

Consisting of 4 head of Midget Cattle, 4 head of Freak and Odd Animals; all gentle, halter broke and young; 20x40 flameproof Tent, new this spring; new Sound System, 1940 Chev. Truck and Trailer to haul all equipment, Ticket Box; 72-ft. Banner Line, all new Banners this year; Switch Box and all Lighting equipment. This is the best money-making Show in America. No competition. Reason for selling, I have 2 Shows and can't handle both of them, and am thru making capitalists out of floaters and tramps. For somebody that can stand prosperity, will make a good buy.

**J. HERON, Dallas, Texas, Fair Grounds, until Oct. 20th; then 390 Arcade Bldg., St. Louis, Mo.**



**PENNY PITCH GAMES**  
 Size 46x46", Price \$37.50.  
 Size 48x48", With 1 Jack Pot, \$45.00.  
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**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$22.50

**BINGO GAMES**  
 75-Player Complete .....\$8.00  
 100-Player Complete ..... 8.00

1/3 Deposit on All Orders.  
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 116-122 W. Illinois St., CHICAGO, ILL.

**ASTRO FORECASTS**  
 CRYSTAL BALLS  
 Imported. On hand in these sizes: 2 1/2; 3 Inch; 3 3/16; 4 3/16. Write for prices. All Readings now complete for 1948.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
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**"WHAT IS WRITTEN IN THE STARS."** Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢

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 Sample of each of the above 4 items for ..... 25¢

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 120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

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Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit. Our name or ads to do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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100 LBS. NET WHEN PACKED

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**COMPLETE POPPERS SUPPLIES**

**READY-TO-EAT POPCORN PRODUCTS**

**CONCESSION TRAILERS**



Write today for illustrated catalog showing 35 new models

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**1 8-CAR PORTABLE MANGELS WHIP**

In good condition. Cars upholstered and painted this season; platforms completely rebuilt this season. New modern front, spare parts and spare car. No reasonable offer refused.

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**'KNOCK MABEL OUT OF BED'**

BALL GAME  
 BUILT IN 20-FT. TRAILER

Can be made stationary for park. A consistent money maker. First \$5,000.00 takes it. See it at a Shreveport or write

**H. J. SHANKLAND**  
 BOX 7-A, ARMA, KANSAS

**MIDWAY CONFAB**

Cecil Eddington, clown, visited the St. Louis office of *The Billboard*.

Wild Life Show sheetwriters can always flatter a rustic by asking him the number of his postal zone.

Mrs. Jack Wilson recently underwent a major operation in St. Mary's Hospital, Rochester, Minn.

Walter B. Fox cards that he is pinch-hitting as agent for Jake Shapiro (Triangle Shows) in Alabama and Georgia.

Gate & Banner Shows play so far out of towns that their searchlights are invisible to the customers.

Leon Long visited Harry Brock and Roy Boldin in the Minstrel Show on World of Mirth org at Charlotte, N. C., September 30.

Carl (Doc) Hagaar, ride builder and concessionaire, is incorporating his business as Zombies, Inc., with Thomas J. Rafferty as a partner.

When Grimm's Gayland Shows played Friar Point, Miss., Mrs. Grimm and Mrs. Miller were hostesses at a surprise birthday party for Mr. Grimm. He received many gifts.

The Robinson Family, frozen custard concessionaires, recently took delivery on a new refrigerated truck in Atlanta. They will play a few Southern fairs before heading for California for the winter.

James Heron's midget cattle from the Lost Canyon in Arizona and animal oddities played a successful engagement at Okmulgee (Okla.) Free Fair and is now a midway attraction at State Fair of Texas, Dallas.

James Thompson and daughter, Edith, closed their side show on the B & V Shows and are now pitching horoscopes. While working Great Barrington (Mass.) Fair they renewed friendships with many folks on the O. C. Buck midway.

Almost every carnival talker winds up his opening with, "I'll tell you what I'm going to do."

Bozo Baugh, who has been residing in Chicago the last few years, reports that he recently completed 10 weeks with the girl show on the Johnny J. Jones Exposition and is now in St. Louis, working concessions at the Grand Theater for Harry Wald.

Eugene (Doodle Bug) Charest, son of Mr. and Mrs. Albert A. (Frenchy) Charest, celebrated his first birthday



PICTURED ABOVE ARE GUESTS who attended a recent wedding anniversary party held at the Bon Ton Club, Lynchburg, Va., for Mr. and Mrs. Tony Bares. In the group are Dorothy Miller, Pat Finnerty, Mr. and Mrs. Carl Lee, Mr. and Mrs. John Keller, Mr. and Mrs. Julius Oakley, Mr. and Mrs. Abe Prell, Mr. and Mrs. Joe Ross, Mr. and Mrs. Paul Prell, Elaine Schropshire, Joe Bazile, Louise Hawkins, Eddie Murrah, Mr. and Mrs. Joe Kane, John Miller, Joe Prell, Red Russell, David Fields, Charley Parker and Mr. and Mrs. Bares.

**Popcorn Profits Doubled**  
 with CRETORS auxiliary  
**GIANT MODEL 41**

*Pops corn direct in seasoning and salt. 2 lbs. of raw corn each popping, giving about 19 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed. Enclosed transmission.*

<b>PURDUE HYBRID S. A. CORN</b>	<i>Immediate delivery on Coconut Oil, Peanut Oil, Salt, Boxes</i>
<b>\$10.75</b> Per 100 Lb. Bag	



**POPPERS BOY PRODUCTS CO.** 60 E. 13TH ST. CHICAGO 5

**WHEELS OF ALL KINDS**

*Tickets—Paddles—Laydowns*

**Complete BINGO Outfits FAIR AND CARNIVAL SUPPLIES AND EQUIPMENT**

**DEVIL'S ALLEY**  
**CANDY RACE TRACK**  
**JUMBO DICE**  
**SKILLOS**  
**COUNTRY STORE WHEELS, 42'**  
**ALUMINUM MILK BOTTLES**  
**CHUCK CAGES**  
**WATCH-LA BLOCKS**  
**HOOPLA BOXES**

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**OHIO SUPER YELLOW**  
 and  
**DWARF WHITE HULLESS POPCORN**

In 50 lb. and 100 lb. moisture-proof bags. Write for catalog.

**BETTY ZANE CORN PRODUCTS, INC.**  
 638 Bellefontaine Ave. Marion, Ohio

**FOR SALE**

Gorilla Show complete, ready to operate; includes one very large male Chimpanzee, steel cage, in seven by twelve foot Trailer, vacuum brakes, butane tank, new tires, top, pipe banner line for five banners, records and sound equipment.

**E. DOUGLAS**  
 Box 65, Redondo, Wash.

**ACTS WANTED**

**FOR 1948 FAIRS IN KANSAS, NEBRASKA, OKLAHOMA, MISSOURI**

ALSO SOME INDOOR CIRCUS DATES THIS WINTER.

SEND PHOTOS, STATE SALARY FIRST LETTER. LONG SEASON GUARANTEED.

**Ben C. Truex Attractions**  
 217 South Water Wichita, Kansas

**FOR SALE**

1946 Spitfire with special 1946 Trailer to haul same. This equipment in A-1 condition. Can be seen on Gold Medal Shows, Little Rock, Ark., week Oct. 6 to 12; then per route.

Price, \$7,500.00 Cash. Contact

**CHARLES G. PANACEK**  
 Per Address Above.

**FOR SALE**

**7 TUB TILT-A-WHIRL**

Located at Erhardt's Grove, Park Ridge, Ill.  
**\$5,500.00**

Contact  
**JESS BUEHLER**  
 Box 163 Park Ridge, Ill. Phone: 2431-M

**FOR SALE**

**ROLLOPLANE**

Can be seen in operation at Ecorse, Michigan, all this week. In perfect running order.

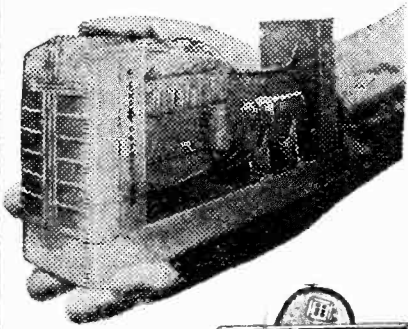
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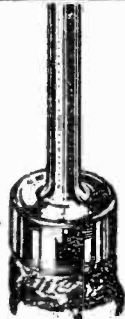
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**STEWART & STEVENSON SERVICES, inc.**

Anywhere  
SERVICE • PARTS  
Anytime

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**More Profits From Hamburgers!!**

The New Invention  
"The Handy-Burger" solves your problems. A neat meat patty cutter that enables concessionaires to tell the number of patties to be secured from a pound of meat. Made sturdily and chrome plated. Sanitary—Adjustable—Used over the Nation. Order today. Shipped Prepaid—When cash accompanies order.

Price \$3.50

**HANDY-BURGER CO.**  
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Popcorn Machines & Concession Equipment & Supplies  
**BLEVINS POPCORN CO.**  
NASHVILLE, TENN.

**TINY DEMPSEY**  
Contact Billboard for letter or address  
Box 762, Penticton, B. C.

**FOR SALE**  
MECHANICAL SHOW  
Built inside a two-wheel trailer. One side neatly flashed, both doors open on each end. A dandy walk-thru show. Can be seen in operation on Folks Celebration Shows. Complete, \$1600.00.  
**R. ROMMEL**  
121 Riverside Blvd. Ft. Collins, Col.

on the Cetlin & Wilson Shows when the org played the Trenton (N. J.) Fair. Party was held in the bingo stand and there were plenty of presents and refreshments.

Then there's the pit show act that offers \$100 to anyone who can make him smile. Probably hasn't been paid off this season.

Maxwell Kane, business manager of Majestic Greater Shows; Mrs. Frankie Hamilton and Irma Kane narrowly escaped being shot last Saturday (27) when police battled and killed a purse snatcher in the lobby of a Newport News, Va., hotel, where the showfolks were caught in the line of fire as thief and police shot it out.

In his journeys thru Georgia recently, Paul M. Conaway, Macon, visited Al Wagner and the Cavalcade of Amusements at Columbus. Show used a break-in lot outside the city and did surprisingly good business, he reports. Earlier in the week Conaway visited Pete Jones, owner of Jones Greater Shows, at the Cedartown Fair, where a new grandstand and new exhibit halls have been constructed. The Jones org had seven rides.

Disclosure thru the '47 season shows how some little shows can grow up to be big ones and then suddenly lose faith in Santa Claus.

Edward C. (Doc) Andrews, veteran side show performer, who is critically ill in Ward 103, Room 4, Newton D. Baker Veterans' Administration Hospital, Martinsburg, W. Va., is showing slight improvement, according to Mrs. Andrews, but will be confined for many weeks more. Andrews, who last was with the Mark Williams Side Show on one of the Gooding units, was forced to close in June, 1946, and enter the hospital. He has been bedridden since March.

Including the words "turkey, fly-by-night and ragbag," every indignity has been visited upon the Duke & Shilling Odorless Midway except calling it a "rhubarb."

Dale L. Hall, cookhouse operator on Wallace Bros.' Shows, is in Baptist Hospital, Memphis, with injuries sustained when his car was crowded off the road by a truck while he was en route from Jackson, Tenn., to Memphis. Hall's car overturned, pinning him in the wreckage for over six hours. His injuries included a broken leg, fractured collarbone, chest injuries and lacerations about the face, head and arms. Hall is the brother- (See Midway Confab on page 70)

**HOT TAMALES MACHINES**  
Daily Dollars with wholesale and retail Tamale business. Positive proof many making \$15 to \$30 per day with this 30-lb., all-Aluminum, Hand-Operated Machine.  
Price \$165.00 with good Tamale recipe.  
1/4 Deposit, balance on delivery.

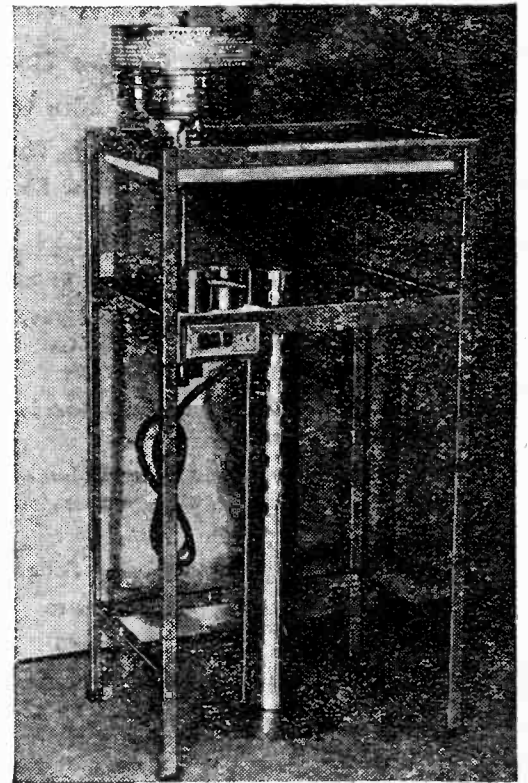
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**OLD MEXICO DISTRIBUTING COMPANY**  
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*Be Sure... with O. V. T.\**

**New Standard Popcorn**  
\*OFFICIAL VOLUME TESTER

Creators O. V. T. is the only official measuring yardstick of the popcorn industry. For the first time, you are assured of a uniform method and standard tester that allows you the same margin of profit EVERY time.

Capacity of 6 ounces per popping. Frame of heavy welded steel with stainless steel hopper and accessories. Measures are accurately calibrated. May be plugged in ordinary base plug. A.C. motor. D.C. when available (at extra cost). Dimensions: height 48", width 24", depth 18".



**\$298.50** F. O. B. Chicago

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**POPCORN HEADQUARTERS**

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags. 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks. Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

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**FLYING SCOOTERS**  
**BISCH-ROCCO AMUSEMENT CO.**  
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**CHAIRPLANE AND KIDDIE AIRPLANE RIDE**  
WRITE FOR CATALOGUE.  
Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.  
**SMITH & SMITH, SPRINGVILLE, N. Y.**

**WANT  
FOR THREE OUTSTANDING LATE FAIRS**

Panama City, Fla., October 13th to 18th  
Marianna, Fla., October 20th to 25th  
Dothan, Ala., October 27th Thru November 1  
Then Winter Dates in Florida.

**CONCESSIONS** — Short Range Gallery, High Striker, Penny Arcade, Scales, Ball Games, String Game, or any Hanky Pank.

**SHOWS** — Monkey Show, Midget, Snake, Hillbilly, Illusion, or any outstanding attraction not conflicting. No Girl Shows. Must have own equipment and transportation.

**RIDES** — Will book Fly-o-Plane, Rocket, Looper, Scooter, Dark Ride. (Harry Beach, contact.)

**RIDE HELP** — Foreman and Second Men for Rides. Must drive Semi truck. Drunks, stay where you are, no drinking tolerated here. Long season in Florida.

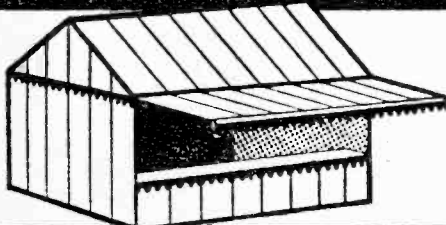
**DROME RIDERS** — Can place sober Riders for balance of season.

All replies to

**E. L. YOUNG, Mgr.**

Thomasville, Ga., this week; then Panama City, Fla., Fair, Oct. 13th.

**ANCHOR TENTS**



**SQUARE UMBRELLAS FOR NOVELTY STANDS**  
CONCESSION — TRAVELERS — BINGO — CIRCUS — BALL GAME — MERRY-GO-ROUND — GREEN — BLUE — KHAKI — FLAMEPROOF GREEN — BRIGHT CONTRASTING TRIM.

ORDER NOW TO ASSURE PROMPT DELIVERY

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**TENTS**

BINGO — CONCESSIONS — SHOW — MERRY-GO-ROUND — CIRCUS  
khaki, blue, olive, baker bold stripe

Jimmy Morrissey

**ALL-STATE TENT & AWNING CO.**

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**TENTS**

All Sizes—NEW AND USED—All Styles.

**BRIGHT FLAME-PROOF FABRICS**—Khaki, Blue, Forest Green, Olive Green, Tangerine.

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**TENTS**

TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

**ANYTHING IN CANVAS**  
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**6 DAYS NIGHTS MISSISSIPPI STATE NEGRO FAIR 6 DAYS NIGHTS**

JACKSON, MISS., OCT. 13-18

**ALL STOCK CONCESSIONS OPEN**

Will book Pea Pool, Over and Under, Rat Game, Pan Games. Can place Ace and Weight. All Eats open except Popcorn and Custard. ALL WIRE.

**WALLACE BROS.' SHOWS**

CLEVELAND, MISS., this week.

**Midway Confab**

(Continued from page 69)  
in-law of Glen Osborn, legal adjuster for Wallace Bros. He'd like to read letters from friends during his hospitalization.

Leo Allen had 14 concessions at the Southeastern World's Fair, Atlanta. In the same spot George Reinhardt operated six cookhouses.

Joe Rowan, special agent for Endy Bros.' Shows, is counting the days when he'll be back in Florida, working behind the ticket windows at the dog tracks.

Visitors to Endy Bros.' Shows at the Southeastern World's Fair, Atlanta, included J. C. (Tommy) Thomas, of the Ringling-Barnum circus; Shan Wilcox, Shan Bros.' Shows, and Buddy Paddock.

Fifty cocktails often book a fair, but that first cost doesn't amount to much—it's how badly the fairman thinks you need his date that costs.

Hal Eifort, secretary of Endy Bros.' Shows, expressed himself at Atlanta as being more than pleased at being in the East. Before joining Endy, he was with the Crafts 20 Big Shows on the West Coast.

Manager Lou Rice, of Endy Bros.' Shows, delights in the role of being host. He also worries at the job—lest any visitor doesn't enjoy himself fully. But Lou sees that the visitor does.

Carl Sedlmayr Sr., owner of the Royal American Shows, was a visitor at the Alabama State Fair, Birmingham. . . . Ida Cohen visited the Tennessee State Fair, Memphis. . . . Bill Cowan, concession manager of the John R. Ward Shows, expressed himself as pleased with his connection and happy over the 1948 prospects.

Bakersfield, Calif., Banter: Pat Treanor had three novelty stands with the Foley & Burk Shows at the 11th annual Kern County Fair in Bakersfield. . . . Bill Stone giving out plenty of merchandise at his hoop-la on the show. . . . Cal Lipps dickering with a Hollywood radio station that wants to use a flea circus. . . . L. G. Chapman, F&B general manager, and George Wendt cutting up a few jackpots. . . . Joe Krug with Eddie New, Florence and Lloyd Lushby had his hot dog stand located on the fairgrounds near the exhibit building. . . . Mush Ellison rounding out the season as auditor for Charlie Albright,

**RIDES FOR SALE**

1946 Flying Scooter, like new, with Cetlin & Wilson Shows; also Super Roll-o-Plane, stored in Palisades Park, completely overhauled, including new lift and top motors, new chain back seats, floors, painted three weeks ago, better than a new Ride,

\$3,500.00,

or will trade for Tilt-a-Whirl or Wheel.

**EARL PURTLE**

7612 Sweet Briar Rd. RICHMOND, VA.

**PEACH STATE SHOWS**

"DIXIE'S OWN"

Want for Morgan, Leary, Newton, Ga., Fair Ferris Wheel, Merry-Go-Round, Concessions—Long and Short Lead Gallery, High Striker, Coke, Darts, Age and Scales. Want man and wife to operate Sit Down Grab. P.C. or will sell outfit. All mail and wires

**TOM B. MARTIN**

Morgan, Ga., this week; or per route.

**WESTBURY (L. I., N. Y.)**

**HOME AND INDUSTRIAL EXPOSITION**

Oct. 29-31  
PITCHMEN WANTED. Space open. Here's a good chance for you.  
JOHN J. GREENE, 173 Post Ave., Westbury, N. Y. Westbury 1316

**FLAMEPROOFED TENTS  
IN STOCK — ALL NEW**

60'x120'	40'x100'	40'x80'
30'x90'	30'x60'	20'x60'
20'x50'	20'x40'	20'x30'
20'x20'	14'x21'	14'x14'

Prompt Delivery Any Type Tents to Order. Bright Flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hoopers Flameproofing Compound.

Write Today

**UNITED STATES  
TENT & AWNING CO.**

2315-24 W. MURPHY CHICAGO 32  
Chicago's Big Tent House Since 1870

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**TENTS**

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New and Slightly Used for rent and for sale. Quick Delivery.

**INDIANAPOLIS TENT & AWNING CO.**

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**GALLERY AMMUNITION  
.22 SHORTS, \$61.50 CASE**

SPATTERLESS, \$66.60 CASE  
NEW RIFLES, Winchester 62 Gallery  
Pumps . . . . . \$37.50 Ea.  
Send 1/2 deposit, balance C. O. D.

**SHOWMEN'S EXCHANGE**

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THEATRES, CARNIVALS, FAIRS, ETC.  
Another odd lot purchase of 6,000,000 Sheets  
8 1/2 x 12 Yellow Herald Paper, printed F.O.B.  
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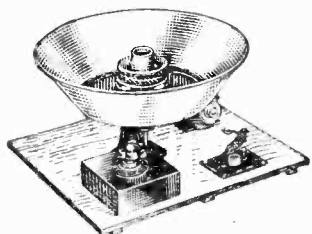
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Portable Merry-Go-Round**

24 Horses, 2 Chariots, Gasoline Engine, Music Box, Ticket Box, Top and Sidewall, complete. Can be seen in operation. Address:

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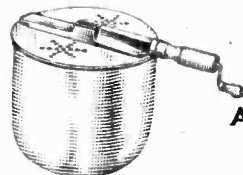
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★ ALL ELECTRIC CANDY  
FLOSS MACHINE



Concession Super Model #111 is extremely easy to operate—even a child can do it. Single Spinnerhead, \$227.50; Double Spinnerhead, \$245.00; Single Bands and Ribbons, \$5.00 each; Double Bands, \$15.00 each.

We repair all makes of machines.



★ NEW  
**SARATOGA  
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POPPER**

Makes delicious French Fried Popcorn—sells fast! Easy to operate... very profitable! Lowest priced corn popper on the market of equal capacity and excellence. 3/32" aluminum, 12-qt. capacity, \$20.00 each. Meets all state health requirements. Durable cast aluminum top. Dependable. Also 35-qt. gearless kettle, \$37.50; 8-qt. kettle, \$10.00; 6x6 tops with frames, \$150.00. Write.

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"GET THE ORIGINALS"**



Large 4" commercial size of cast aluminum. Light and easy to handle. Made in three designs: round, six-sided, and scalloped. Complete with wooden handles and formulas, \$2.50 each. We've sold these money makers since 1905!

Immediate shipment. Terms: 25% with order, balance on delivery. F. O. B. Toledo.

**CONCESSION SUPPLY CO.**  
BOX 133, STATION B TOLEDO 6, OHIO  
Phone: Kingswood 2408

who has concessions on the F&B midway. . . . Mickey Hogan doing all right with his jewelry stand on the midway. . . . Council Raiford looking forward to the Show Folks of America banquet in San Francisco in December.

About 40 friends gave a surprise birthday party for Martha Weise at Shaker's Inn on the outskirts of Danbury, Conn., September 30. A steak dinner and ample liquid refreshments were provided. Guests included her husband, Benny, Mrs. Dave Epstein, Ann Goldberg, Oscar Buck, Ross Manning, Sid Goodwalt, Sid Roamer, Harry Schwartz, Mr. and Mrs. Sherman, Orest Devaney, Mr. and Mrs. Dave Ricci, Jack Capria, Jack Bloom, Tommy Coffee, Sammy Robbins, Ruth Robbins, Joe Weiserman, Harry Frankel, Curly Clifford, Jimmie Corcoran, Al Kirk, Millie Kirk, Mr. and Mrs. Sam Potokowitz, Earl Griggs, John Hodgsett, Mr. and Mrs. Arnold, Mr. and Mrs. Frank Miller and Al Katzen. Daddy Simmons was emcee and made the presentation of gifts which were numerous.

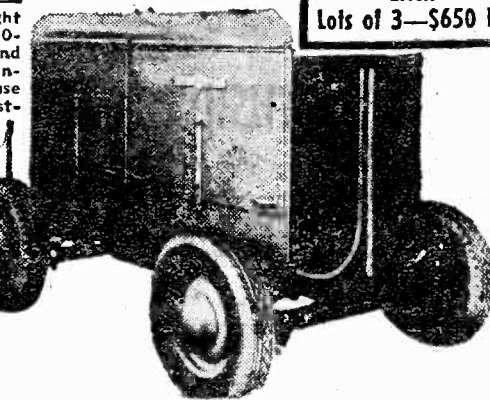
Years ago a midway side showman visited a circus. Wanting to be recognized at the circus's side show, he said to its manager, "I'm the side show operator on So-and-So's midway." "Don't crack it so loud," answered the circus side showman "and nobody will know it."

William C. Bradley, operator of the Rolloplane and Octopus on the Golden West Shows, letters from Red Bluff, Calif., that business on the season has been only fair, while the tour of fairs has proved worse than anticipated. During the season, Bradley says, his Rolloplane truck tipped over and was damaged to the tune of \$1,000, and Daryle Lathrop lost a finger while putting light globes in the sweep of the ride during the stand in Orland, Calif. Bradley's ride roster included Mrs. Bradley, secretary; Tex King, Rolloplane foreman; Daryle Lathrop, second man; Jack Nash, third man. Octopus, A. J. Jones, foreman and mechanic; Gilbert Fonseca, second man; Charles Wood, third man, and Peggy Bradley, tickets.

GOVERNMENT PAID \$15,000 FOR COMPLETE UNIT . . .  
**PORTABLE POWER PLANT**

Same unit NOW  
**\$695**  
EACH  
Lots of 3—\$650 Ea.

Mobile Tow Bar—72" Wheelbase—5 Ft. High—600x16 Tires—Tail Light—Hand Brake—Ford V8 Axles—30-Gal. Gas Tank—All Steel Frame and Chassis—Ideal for hundreds of industrial uses. Also suitable for use as Electric Welder with small adjustments.



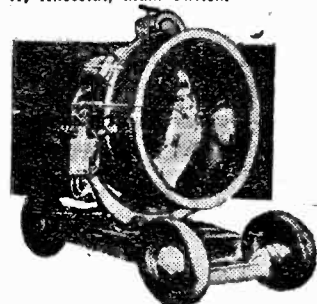
**HERCULES 6 cyl. gas engine. Model JXD 4x4 1/2.** Air cleaner—self starter. Westinghouse 1/2 HP fan motor. Six blade fan, 24" diameter. Operating panel, complete. Gas Gauge, Ammeter, Oil Pr. Gauge, Temperature Gauge. Tachometer, Choke Starter Button Throttle, 115V Plug, 115V Switch, Fan Switch (Winter, Summer), Ignition Switch, 6V Plug, Voltmeter, 115V; Amp-meter, 300 A; Rheostat, Main Switch.



Westinghouse Marine Generator. Type SK. Direct Current. Style 1B7494.

1100RPM, 16.2KW, 162Amp, 100 Volts.  
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**800 MILLION CANDLE POWER SEARCHLIGHTS**  
Complete With Remote Control Station



Mobile Unit has four 600x16 Tires. Performs perfectly with Power Plant. Ideal for carnivals, outdoor games, advertising purposes. Hundreds of other uses.

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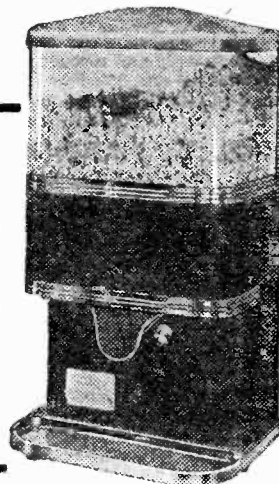
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- MODERN
- Illuminated Plastic features trimmed in stainless steel, which will beautify any back bar, counter, soda fountain, etc. Chromalox heating elements (not a bulb).
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- Guaranteed against mechanical defects. No service calls necessary.
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- IN PRODUCTION \$55.00
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ON NEW AND IMPROVED, BIGGER AND BETTER  
**1948 MODEL SUNSHINE ELECTRIC CHOO CHOO TRAIN**

This isn't a streamliner, but an old-fashioned train with smoke stack and bell—a real flash on any Midway or Amusement spot. Children and adults come miles to ride and re-ride. A proven portable moneymaker that sets up in less than one hour in a thirty-five foot circle. One person operates it from ticket box. Runs on 110 or 220 volt current. All steel, fabricated metal fence, ticket box, light stringer (no bulbs). Complete and ready to run. Will stand years of hard service. It's the hit ride of the year. There's plenty of time to make it pay for itself yet this season.



Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla. Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

**SUNSHINE MFG. CO., 2105 E. Chelsea St., Tampa, Fla.**

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The **TILT-A-WHIRL** Ride

On Midways All Over America  
Its Grosses Are Getting Better All the Time

—Manufactured by—

**SELLNER MFG. CO.** Faribault, Minnesota

FOR PROFIT AND FLASH THE  
**SPITFIRE**

IS "SUREFIRE"

WORLD'S MOST BEAUTIFUL RIDE

FRANK HRUBETZ & CO.

SALEM, ORE.



**POPCORN CARTONS**

We have a complete stock of the most popular concession sizes, Large 10¢ Medium 10¢ and Small 10¢ size. All you want, no limit. Stock up now and be all set for the Fair season.

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**WANTED**

For the Largest Amusement Park in Latin America. Winter season or all year round. Rides of all kinds, Roller Coaster, Roller Skating Rink, Ice Skating Rink, Shows of all kinds, Fun House. All concessions open; everything. All on percentage basis.

Write or wire at once

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**HABANA, CUBA**

**WHITESIDE'S CONCESSIONS**

WANT

FOR ALL WINTER'S WORK, FLORIDA FAIRS

WANT

RINGO CALLER, one who understands all angles. AGENTS for 18-foot Slum Skilloos. Also Slum Store AGENTS, LADY BALL GAME Workers, and useful Concession Help. Must be sober and reliable. FOR SALE: Several new blue Concession Tops and Frames, with or without Merchandise. Have complete 18-ft. Blower Concession for sale. All replies:

A. R. WHITESIDE  
c/o MIGHTY VAN DYKE SHOWS  
Jacksonville, Fla., this week; then Gainesville, Fla., Fair, next week.

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WORLD ON PARADE

## SOUTHSIDE VIRGINIA FAIR

Petersburg, Va., October 13 to 18 Inclusive

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Wilson, N. C., October 20 to 25 Inclusive

We will place all legitimate Merchandise Concessions and Eating and Drinking Stands.

**WANTED** — Experienced Carnival Workingmen in all departments.

**FOR SALE** — 1947 new Spitfire Ride and Smith & Smith Chair-o-Plane. All load on wagons and will be booked with this show.

Address Richmond, Va., this week; then as per route.

## FOR SALE—SHOW EQUIPMENT—FOR SALE

- 1 1936 1 1/2 Ton Ford Truck (no body), \$450.00.
  - 1 1936 1 1/2 Ton Ford Truck with new all metal Nabors Trailer Body. Now being used as Transformer and Shop Truck. Has Tower on top and one 20Kw. and one 30Kw. Transformer. Will sell complete or separate.
  - 1 C35 1 1/2 Ton International Truck. Has solid sides, body that will let down and make stage, \$400.00.
  - 1 CS-35 1 1/2 Ton International Tractor, \$400.00.
  - 1 1 1/2 Ton 1937 Chevrolet Tractor, \$450.00.
  - 2 24-Ft. Springfield Trailers, \$500.00 each.
  - 1 24-Ft. Kingham Trailer, \$450.00.
  - 1 22-Ft. Trailermobile Van Trailer. Now being used as office. Will sell complete, \$650.00.
  - 1 22-Ft. Carter Van Drop Frame Trailer, \$400.00.
- All above Trucks and Trailers have very good tires and are in exceptionally good shape. Also have 1947 license.
- 2 20x30 Blue Tops, fair shape, \$150.00 each.
  - 1 50-Ft. Panel Marquee with 20x50 new blue awning on back side. Lights built in, poles, everything complete. (Very nice), \$725.00.
  - 4 Le Roi Power Units, mounted on wheels, fair shape. Have some new parts for all, \$100.00 each.
  - 1 Set double decked Side Show Banners. Good shape, \$150.00.
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- Can give immediate delivery on all equipment. Address:

**E. E. FARROW, Mgr. Wallace Bros.' Shows**  
CLEVELAND, MISS., this week; JACKSON, MISS., BOX 1184, next week.  
Phone: Jackson, Miss. 3-7644 or 3-4045.

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### COMPLETE CARNIVAL OR ANY PART

2 #5 Eli Ferris Wheels (DeLuxe), with fancy main entrance; 1 32-foot Allan-Herschell Little Beauty Merry-Go-Round, complete with fence, modernistic decorated; 1 16-seat, factory-built Chair-o-Plane, complete with fence and ticket box; 1 10-car Allan-Herschell Kiddie Auto Ride, modernistic decorated; 1 16-foot high, 4 pillars, 30-ft. high aluminum main entrance; 1 50-Kw. Transformer, 110-220 volts, single phase, and 1 30-Kw. Generator, 110-220 volts, single phase plant mounted on truck (aluminum van), 3,000 ft. "O" cable and junction boxes. Also 4 van Semis, 3 tractors, all Chevrolet; 2 straight trucks, all repainted, first-class tires and motors in good condition. All above equipment is in first-class condition and can be seen in winter quarters and will be sold after Sept. 20. Wire, call or come see it.

HIGHEST BID TAKES ALL

Phone 136 **REGER BROS.** CANTON, MISSOURI  
Winter Quarter Address: 920 N. 7th Street, Canton, Mo.

## FOR SALE

### 12-CAR SILVER STREAK • 8-CAR OCTOPUS

Also the Following Tops:

- 28x72 Cable and Hip End, Royal Blue
- 36x64 Khaki, Cable and Hip End, 9-Foot Wall
- 30x40 Khaki, 9-Foot Wall

**O. C. BUCK**

66 POINT VIEW DRIVE

TROY, N. Y.

## WANTED 3 OR MORE RIDES

Prefer Eli No. 5 Wheel, 2-abreast Jinny, and Kiddie Autos. Pay cash.

Write or phone

**A. H. FREERS**

311 Fairview Avenue, Muscatine, Iowa

Phone 1290

## CLUB ACTIVITIES

### National

#### Showmen's Association

1564 Broadway, New York

NEW YORK, Oct. 4.—Clubrooms are being redecorated by the Palace Theater Building Company and will be completed in time for the Wednesday (8) meeting, first of the season.

Letter received from Ralph Decker with 16 applications for membership, advertisements for the year book totaling \$400, orders for two tables at the NSA banquet, and a \$200 contribution from his wife, Mollie, and son, J. Kirkwood.

Recent visitors were Samuel Rosenthal, Harry Mirsky, Joseph Shaw, Mort Messias, Joseph Bellinger, George Bernert, Emanuel Silver, Barney Rodnick, Sam S. Levy, Max Freedman, Siro Aurilio, Fred Murray, Joseph Hughes, Sam Rothstein, Sam Bibring, Edward Cohen, Harry Sandler, Frank Capell, Ben Merson, Arthur Campfield, Al Burt, Frank Blatsky, Neal Carr, Ross Manning; Willie Gottlieb, in from the Catskills, and William Glick and Willie Gottlieb, in from Baltimore.

Received a letter from Doc Charles Morris, who is in Milton, Fla. Mrs. Ann Marcaccio, of the Buck Shows, in for a visit with her niece from Ohio. Received word of the death of Mrs. Lena Levy, mother of Sam S. Levy, co-owner of Lawrence Greater Shows. Letters received from Jack Gilbert, Bucky Allen, Max Gruberg, Wendel Kuntz, Roy E. Peugh, Joseph J. Goodin, John E. Reynolds, Arthur L. S. McRorie, Angelo C. Giardino and Marshall L. Green. Green wrote that he is improving after a recent operation, but is still confined at Holmes Hospital, Cincinnati.

Dues are due and payable. A buffet lunch will be served at the Wednesday night meeting.

### Pacific Coast

#### Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, Oct. 4.—President Bill Hobday conducted the meeting September 29. Also on the rostrum were Secretary Ed Mann, and Ross Ogilvie, a guest.

A moment of silence was observed in memory of Billy Pilgrim, George Rosen, Joe Rogers and Josephine Foley.

New members elected were William Sullivan, Leon Trotter, Morris J. Shaw, Ray Hodges, Spud Olson, Ray B. Wilson, Thomas A. Armstrong, N. E. Gresham, Lloyd O. Russell, W. A. Fergusson, Lee W. Porter, Walt Mika, William E. Jones Jr., Chester Cochran, Charles E. Stevens, Benjamin H. Stone, Paul W. Dayton, John Owsley, Hap Young, August Sepp and Fred M. Wiedmann. Hap Young and John Crotte were initiated by Bill Hobday and J. Ed Brown.

Visitors were Frank Eaton and Milton O'Rourke.

Members present after absences were Gus Lind, Rudy Jacobi, Overland Murphy, Ross Ogilvie, Moe Levine and Sammy Correnson.

President Hobday presented to John Backman, chairman of the cemetery fund, checks totaling \$400. Half of the total donated by Frank Zambriano and Dudy Illions; the other half from Hubert Cole and John M. Holmes.

The ladies' auxiliary invited the members to their party Monday (6).

Past President Harry Hargrave recently returned from a trip to the Northwest.

In an impromptu selling campaign on the floor of the club, Harry Rawlins sold \$36 worth of building fund tickets. George Lauerman presented a check for \$50 as a booster prize for the member selling the most building fund tickets in October.

Drawing was won by Harry Taylor.

### Show Folks of America

San Francisco

SAN FRANCISCO, Oct. 4.—Regular meeting was held Monday, September 22, with President Harry Seber presiding. He announced the deaths of Joe Rogers, Billy Pilgrim and Harry Reynolds. Sympathy telegrams and flowers were sent. Harry Reynolds died in Hassler Health Home September 17 and services were held in Morrison's Funeral Home, September 20, with burial by Show Folks in Show Folks Rest, Olivet Memorial Park.

Elected to membership were William H. and Nancy S. Meyer, Mickey McVary, George W. Childs, Charles Ford, Mike Adams, Maxine Bazinet, C. P. Stevens, John D. Lopez, Mike LaFazio, Joseph Friday, Monty D. Morgan, Vance Horton, Herbert H. Wachtman and Vera Gonzales. The president thanked Edith Walker, of Pacific United Shows, who signed most of the new members.

Those present after absences and who were called on for short talks were Al Lindenberg, second vice-president; Tony Soares, Pacific United Shows; Ernie Norvinger, P. Charles Camp, Harry and Rita Freidman, Edith Walker and Eddie Harris, McCluskey Shows; Joe Franks; Lee Hahn, our first life member; Joe Queen, John McKinnon, Butch Geggus; Mrs. Euenna Mack, chairman of the entertainment committee; Vida Wharton and Rose Labelle.

Treasurer Milt Williams is confined to his home. Billie Hodges reported visiting Jo-Ann Rhodes, Mrs. Gertrude Coutts and Mrs. Lee Hahn.

Adam McBride reported the new fall bulletin, containing 16 pages of news, is in the mail. Billie Hodges reported 69 gold label buttons have been sold and more have been ordered. The president reported the advance sale of tickets for the third annual charity banquet and ball, in the Gold Room of the Palace Hotel, progressing.

The president's special penny march for the benefit of the Christmas dinner netted \$16.52. Other contributions included Al Lindenberg, \$10 to the cemetery fund in memory of Jack Rhodes; Eddie Harris, \$66 to the cemetery fund, the proceeds of two bank nights on the McCluskey Shows; Lee Hahn, \$10 to the sick and relief fund on behalf of Mrs. Hahn, and Ed Kennedy, \$5 to the sick and relief fund.

Council Raiford and Johnny Provenzale won the \$18 in the pot of gold.

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

### SECOND-HAND SHOW PROPERTY FOR SALE

\$40 Wax Head Carol Lombard, glass case, fine spec.  
\$35 Wax Head Cytosocoz, Russian anarchist leader.  
\$50 Wax Medical Subjects dissections various parts human body from \$5.00 up. Interest to doctors.  
We want Merry-Go-Round Horses, any size.  
**WELL'S CURIOSITY SHOP**  
12 Strawberry St. Philadelphia 6, Pa.

### ADDRESS WANTED

The present addresses of ANTHONY BARNELL, also known as TONY BARNELL, and of THOMAS JAMES BURNEY. They were connected with concessions at fairs and carnivals. Will be to their interest to send address to

**MICHAEL G. HEINTZ**  
18 E. 4th Street Cincinnati, Ohio



**Show Folks of America**  
1839 W. Monroe St., Chicago

CHICAGO, Oct. 4.—Regular meeting of the board was held Thursday (2), with Bus Schaeffer presiding in the absence of Darrell Lyall, regular chairman.

The board authorized turning over a check of \$724 to the Kathleen May Fund, Isaac Chappel and Mrs. Violet Lamey. Kathleen, it was reported, will soon receive a seeing-eye dog.

Nellie Grosch, welfare chairman, reports Mrs. Will Rossiter is undergoing surgery at the West Suburban Hospital, Oak Park, Ill. Mother Snow is a patient at the county hospital. Laura Roth Young is at the tuberculosis sanitarium.

Irwin Noveen, who sustained the loss of an eye in an accident, is confined to his home at 1025 Queen Ann Street, Woodstock, Ill. Frank Caesar is confined to his home at 1310 Roosevelt Road.

No social is planned at the home during October due to the barn dance.

**Showmen's League of America**  
400 So. State St., Chicago

CHICAGO, Oct. 4.—Lou Keller, vice-president, presided at the opening meeting of the 1947-48 season. With him at the table were Treasurer Walter F. Driver, Past President Jack Nelson and Secretary Joe Streibich.

Rube Liebman's membership committee received a boost with applications hitting 37, bringing the new membership total for the year to 150.

Walter Dupont entered Alexian Brothers Hospital. John Lefebvre is at the Denver General Hospital. Marshall Green says he is looking forward to being at the club in December. Irving Malitz continues under a doctor's care.

Bernie Mendelson has been appointed chairman in charge of the annual memorial service, and S. T. Jessop in charge of registrations during the convention. Both will name their respective committees.

Jack Kenyon, formerly of the Beckman & Gerety Shows, was a visitor to the clubrooms. Attending the meeting were Benjamin W. Mach and Jimmy Marks for the first time and also George Jacobson, St. Louis, the last named as a guest of Mike Wright.

M. J. Doolan advises he will leave soon for the West Coast but that he will be back for convention week.

Action has been taken to exercise the option and renew the lease on the clubrooms for three years.

**Regular Associated Troupers**  
106 E. Washington, Los Angeles

LOS ANGELES, Oct. 4.—Regular meeting Thursday, September 25, was called to order by First Vice-President Nell Robideaux. A moment of silence was observed in memory of George Rosen, who died recently.

The gavel was turned over to Second Vice-President Monroe Eisenmen. Morris Bennett and Joe Mead were invited to sit on the rostrum.

New members: Joseph Gass and Adrian and Marge Whalen. Donations are acknowledged from Fred Weidman, \$5, and Monroe Eisenmen, nylon brush and Max Factor beauty sets, both of which will be raffled for the sick and relief fund.

Sympathy is extended to Monroe Eisenmen and Elmer Green, both of whom lost their fathers recently. Lloyd Carlson is ill in a San Francisco hospital. Madame Delma is ill at her home in Long Beach, Calif.

Members called on for short talks were Morris Bennett, Joe Mead, Clarence Allton and Frank and Mabelle Bennett. Guests included Mr. and Mrs. W. Meredith, newlyweds. Communications were read from Harry and Marge Chipman, Ethel Krug, Madge Buckley, Johnny Castle, Madame Delma, Lillabelle Williams, Fred Weidmann, Doris Carlson; Show Folks of America, San Francisco; Lill Schue, I. B. McCoy and Pat Treanor. Sunshine Jackson won the door prize.

**Michigan Showmen's Association**  
3153 Cass Avenue, Detroit

DETROIT, Oct. 4.—The club home is in readiness for the first regular meeting Monday (13). The lunch counter, under supervision of Charles Schimmel, is open for business.

Ben Morrison returned from California, and Louis Maltin and Eddie Bennett are back for the winter. Now that Eastwood Park is closed, Herb Pence, Johnny Cargan, Jack Gallagher, Bill Ferguson, Louis Stone, Elmer Nagy and Mike Engelbrink are frequent visitors to the clubrooms.

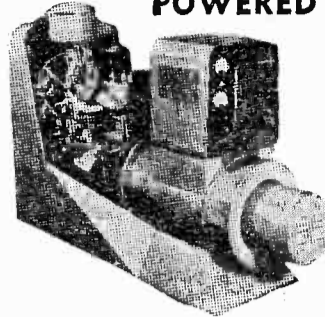
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**10 KW. I.D.E.A. GENERATOR SETS**  
POWERED BY SENSATIONAL JEEP ENGINE



**These are NOT Government Surplus**

These amazing generator units feature the famous 4 cylinder, 4 cycle L-Head Jeep Engine and Electric Machinery Generator. Fully guaranteed by the world-famous International Diesel Electric Co., makers of gasoline and Diesel powered units.

10 Kw., 120/240 Volts, 60 Cycle, Single Phase 3 Wire.

Ask for prices on gasoline or Diesel powered units 5 KW. to 250 KW.

F. O. B. \$1,145 Each  
New York

**HARRY HAYKIN**

25% Deposit With Order.

290 EMPIRE BLVD.

BROOKLYN 25, N. Y.

**Central Amusement Company**  
"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

**Wants for Agricultural Fair, Robersonville, N. C.**

and Balance of Season

Stock and P. C. Concessions, Custard, Arcade, Eats, any Hanky Panks. Want Shows of all kinds. Can use Ride Help on all Rides. Can place Flat Ride. All contact

**SHERMAN HUSTED**

Washington, N. C., this week; then as per route.

**"AMERICA'S FINEST SHOW CANVAS"**

PRACTICALLY NEW!

24x36 BINGO TENT—USED 1 WEEK

IMMEDIATE DELIVERY!

**QUICK CONCESSION TENTS, SHOW TENTS DELIVERY.. AND BANNERS**

The Best Flameproofed Available. } Forest Green } Royal Blue } Orange } Khaki }

**BERNIE MENDELSON—CHARLES DRIVER**

**O. Henry Tent & Awning Co.**

4862 N. CLARK ST. CHICAGO 40

**WANTED BY AMERICAN LEGION, KENNETT, MO.**

**CARNIVAL**

For October 16 Through 19  
AIRPORT DEDICATION

Contact

**A. M. RIGGS**

Phone 129

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Nashville, Tenn.

**OUTDOOR ORGAN RECORDS**

High Undistorted Volume. Used by Carnivals, Merry-Go-Rounds and Outdoor Shows throughout the country.

12 10" Records—\$11.40 (tax already included). These Records guaranteed to satisfy. Send for complete list.

**MIDWEST RECORDED SPECIALTIES**

113 LARCH ELMHURST, ILLINOIS

**WANTED**

Program Advertising Salesmen. Ticket Telephone Men: four cities to work in area. Acts for Midwest Sport Show, Nov. 19-23, Rock Island, Ill. Armory. Sponsors, Navy Clubs, Rock Island, Davenport. Write RAY L. DOAN, Director, P. O. BOX 1 DAVENPORT, IOWA

**DENNIS BROS.' SHOWS**

Can place any Show Concession that I do not have, also Photo, Grab, Novelty, Ace or Weight. Have for sale 8-Car Kiddie Ride, all cars new 4th July this year. All replies: F. B. DENNIS, Post, Texas, Oct. 6th to 11th; Anton, Texas, 13th to 18th. (What Ride do you have for sale or to book, '47 and '48 season?)

**MIGHTY HOOSIER STATE Shows**

**WANT! WANT! WANT!**  
**INDIANAPOLIS COLORED FAIR, October 13-18—East 25th Street**  
Want Eating Stands, Grab, Drinks.  
Concessions—Hanky Panks, stock only; Popcorn, Cracker Jack. Come on, will place you if you are there on October 12th.  
Want Shows—25 per cent plus tax. Be there on October 12th.  
This will be the largest Colored Fair ever in Indianapolis. All replies—"Wire": W. R. GEREN, Owner, Mighty Hoosier State Shows, this week, Red Key, Indiana.

**MIGHTY PAGE SHOWS**

**Now Booking for Atlantic District Fair**  
Ahsokle, N. Car., Oct. 13th through 18th; Eastern North Carolina's biggest fair date. Horse racing daily, fireworks nightly.  
Book any Show or Ride not conflicting, especially need Fun House and Motor Drome. Booking all Concessions, especially need Diggers, Novelty and Penny Arcade. Need Working Men in all departments. All replies to  
**BILL PAGE, Mgr. Mighty Page Shows**  
SPRING HOPE, N. CAR.  
P.S.: Ray Price wants Stock Store and P.C. Agent.

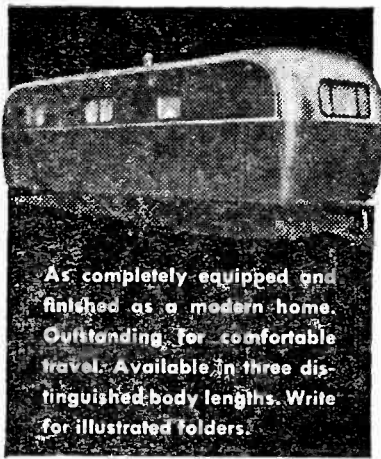
**BULLOCK AMUSEMENT CO.**  
*clean entertainment for the whole family*

**WANTS LEGITIMATE CONCESSIONS**  
Ball Games, Mug Outfit, Fish Pond, Bowling Alley, High Striker, Darts or any other legitimate Stock Concession. Winter rate, \$25 each. No gate, no racket. Can use Second Men on Wheel and Merry-Go-Round. Will book Pit Show, twenty per cent after tax. All Address:  
**J. S. BULLOCK**  
Red Springs, North Carolina, this week; Mt. Gilead, North Carolina, next week.

**A. J. BUDD WANTS**

for 1948—Outstanding Freaks to feature, Working Acts, Punch and Judy, Magicians that pitch, Talkers, Girls for Illusions. Long season. State all. Winter work at Long Beach.

**A. J. BUDD, 1815 Powell St., San Francisco, Calif.**

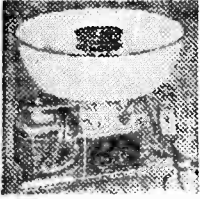


As completely equipped and finished as a modern home. Outstanding for comfortable travel. Available in three distinguished body lengths. Write for illustrated folders.

America's Finest Trailodge

ALMA TRAILER CO. ALMA, MICH.

### MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

ELECTRIC CANDY FLOSS MACHINE CO.  
202 Twelfth Ave., So.  
Nashville 4, Tenn.

### P AND P AMUSE. CO. WANTS

Concession Agents and P. C. Agents, no Flat Stores; also Man and Wife for Freak Horse and Snake Show, new top; also other Grand Show with own top and transportation. Want Major Rides, also Kid Rides. We have no Rides at present, just starting. Have lot of good spots booked, out all winter. Have good Pairs in Valley after Xmas. This week at Wheeler, Texas, American Legion Fall Festival. Gen. Santos, come on; also Hoppy Wood. No drunks.

P and P Amuse. Co.

Frank Prester, Mgr. Wheeler, Texas

### PHIL McGRATH

Contact me immediately.

Jackson, Miss., this week; Laurel, Miss., next week.

RALPH CLAWSON

### FOR SALE WILD LIFE EXHIBIT

28 Cages of Animals. Top, 30x60; new last spring. Will sell complete or without top. Can be seen in Jackson, Miss., this week.

KELLY & BEST

c/o CAVALCADE OF AMUSEMENTS  
Jackson, Miss., this week.

### WANTED

Shows, Rides and Hanky Panks, no Flat or Percentage, for Danville, Arkansas, Fair, Oct. 14-18.

RAINES AMUSEMENT CO.

### 2 PHONEMEN—2

U. E. W. Local No. 1001, C. I. O. Year Book.

CHAS. SNODGRASS, Chrm.

71 S. Tuxedo St. Indianapolis, Ind.

### Wanted—Used Kiddy Rides

Particularly MERRY-GO-ROUND and A-T-O RIDE. Not over two hundred miles away.

Park City Novelty Co.

39 CANNON ST. BRIDGEPORT, CONN.

### FOR SALE

Two Colors Popcorn Trailers, one \$400.00, one \$500.00; two Poppers in each Trailer. First here takes choice. Post, Texas, Oct. 6 to 11; Hermle, 13 to 18; per route.

E. E. HARPER  
c/o DENNIS BROS.' SHOWS

# Huntsville, Ala., Fair Exec Dissents With the Youngs On Royal Crown Engagement

## Says Annual Will Continue To Fulfill Representations

CHICAGO, Oct. 4.—Dissenting from a statement made by Eddie and Dolly Young, of the Royal Crown Shows, and published in *The Billboard*, September 27, regarding that org's recent stand at the Madison County Fair, Huntsville, Ala., D. C. Finney, general manager of that event, wrote *The Billboard* to give the fair's side of the story.

Eddie Young was quoted in the article as recommending that any show thinking of playing Huntsville in the future make certain that local political forces, the fair association and the police department are not at each others throats before they contract.

### Disclaims Politics

"The Madison County Fair Association, and its executive board, assures all carnivals or shows that in the future they will be as honest in their representations as to what will or will not be allowed as they were with the Royal Crown Shows when they provided by contract that only unquestionable concessions will be allowed, and certain kinds of concessions would not be allowed," Finney wrote.

Disclaiming that there was any politics involved and that there was any battle between the fair association and the local law, "except the battle by the fair association to see that the carnival got just and fair treatment by the law, if possible," Finney writes that "the trouble was principally due to a very set and determined opposition on the part of some members of the city council, the chief of police and *The Huntsville Times* to carnivals, which opposition was not lessened by the attitude assumed in the beginning by the carnival's legal adjuster.

### Points To Cause

"Due to some dispute between the carnival management and the chief of police in the beginning as to what could not be operated there was nothing

in the way of concessions opened in the beginning, and therefore nothing closed. Later, upon legal advice and insistence of the fair association, all requested concessions were open except the bingo game and three fish pond games, and still later, Thursday p.m., the bingo game was opened, leaving unopened only the three fish pond games of the requested concessions," Finney contended.

"Under their contract with the fair association, the Royal Crown Shows brought to Huntsville the cleanest show in the way of concessions we have seen, and did not request the operation of a single concession which could be properly and fairly questioned, and it is indeed unfortunate that they were confronted with unwarranted difficulties, which was a detriment to them, even tho they were allowed to operate the latter part of the week all but three of the requested concessions, apparently being punished because of the reputation of carnivals in general as viewed by prejudiced judges and biased witnesses," Finney pointed out.

### Calls for Success

Referring to a statement that the 1947 fair was the worst and most unprofitable in the city's history, Finney called this incorrect. "Despite the unfortunate circumstances and rain the first part of the week, the large attendance the last half of the week made of the fair as a whole an average in results, and probably second only to 1946 which was a banner year," Finney stated. He added that the total attendance was within a few thousand of 1946.

Finney also maintained that the fair did co-operate in advertising school day, citing catalogue and newspaper and radio advertising.

Eddie Young in *The Billboard* story was quoted as saying the org lost \$7,500 during the Huntsville stand.

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Oct. 4.—As has been customary, we will present our annual report in printed form at the Chicago December meeting and distribute copies. Members are asked to submit ideas or suggestions for subjects which they wish presented at the annual meeting.

The personnel membership race continues. During the past week an additional membership card was issued to Lee United Shows, for a total of 27.

The War Assets Administration has available for sale portable metal working tools, electrical instruments, power generating units, transformers and other items of similar character.

Attention is called to the fact the third quarter Social Security tax and the third quarter withholding tax must be filed and paid no later than October 31.

## Shan Bros.' Season Termed Better Than Average by Wilcox

ATLANTA, Oct. 4.—On a busman's holiday visit to the Southeastern World's Fair here, Shan Wilcox, owner of the Shan Bros.' Shows, expressed himself as being "more than satisfied" with the business his shows have met since the start of the season.

"To be sure, our business was not up to '46, but then we anticipated a drop-off. Judged by reports of other shows which played in the same territory, our business was better than average," Wilcox said.

The shows opened here, playing city lots for four weeks, and then found business off about 30 per cent. From here we swung into Eastern Kentucky and West Virginia where we encountered spotty business and bad weather.

Business then turned for the better when the shows headed into fairs and the org scored a banner week at the Lee County Fair, Pennington, Va. Beginning Labor Day, the org played in Tennessee and met with good business. Chief among the Tennessee spots played was Sevierville, which was up over '46.

After a short swing thru Tennessee, the shows headed back into Georgia and currently are showing at Canton, Ga. Org now carries 10 rides and eight shows. Wilcox plans to stay out until November 1.

## La Crosse Shows Conclude Successful 1947 Season

ST. ALBANS, Vt., Oct. 4.—La Cross Amusement Enterprises, owned by Paul R. La Cross, closed a successful 1947 season which took the org thru Vermont, New Hampshire and New York. It is now in winter quarters here. Mr. and Mrs. La Cross recently returned from Crystal Beach, N. C., where they purchased a 42-foot Spillman three-abreast Merry-Go-Round from R. H. Work, of White Lake. Ride is being shipped here.

La Cross's winter quarters and equipment recently were the subject of a feature story in the St. Albans newspaper.

## PEPPERS ALL STATES SHOWS

WANT COOK HOUSE

(Foleys, come on)

WANT RIDE HELP

Address Wendell, N. C., this week

Advertising in the Billboard Since 1905

## ROLL OR FOLDED TICKETS

DAY & NIGHT SERVICE  
SPECIALLY PRINTED  
CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M'S AT SAME ORDER, \$2.00  
Above price for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

1 ROLL	.....\$1.00
5 ROLLS	.....@.....75c
10 ROLLS	.....@.....60c

**STOCK TICKETS**

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

## SURPLUS

### WESTINGHOUSE GENERATING UNITS

#### 4-Cylinder Le Roi Engine

20 KW., 120 volt, AC, single phase, 900 RPM. Complete with voltage regulator, circuit breaker, ammeter, frequency meter, voltmeter. Skid-mounted. Size 111 3/4" long, 35" wide, 64 1/8" high. Condition A-1. Unit cost government \$3,390.00 each. Our price \$895.00, F.O.B. Baltimore, Maryland. Shipping weight, 4,995 lbs. Write, wire or phone

## H. H. COFFIELD

Rockdale, Texas

# O. C. Buck, Manning End Up Winners

## Danbury Close Is Red One

DANBURY, Conn., Oct. 4.—Oscar C. Buck and Ross Manning, both owners of shows bearing their names, and collaborators in furnishing the midway at the nine-day Danbury Fair, which closes tomorrow, will also wind up their respective tours here after having garnered seasonal grosses equal to last year's phenomenal hefty takes.

Business here will likely exceed last year's record gross, as it has at several other spots played by the two orgs, with the result that balanced ledgers will continue to prevail. Bum weather accounted for some worrisome early season dates but, except in a few instances, folks have spent freely when they were warm and dry.

Buck and Manning, both territorial specialists, confine their activities to relatively small geographical areas as show routes go. Buck makes mostly bicycle jumps in New York, while Manning's route practically makes him a summer resident of Maine. The success of their strategy is readily apparent in the equipment sported by their orgs.

Buck, by far the largest of the two, has one of the finest truck shows in this sector. Tip-top equipment, most of it new, is hauled on 43 tractor-trailer units, all late models.

Next season's debut of the Buck Shows is already assured of spectacular success with the first time presentation of a new front with three revolving light towers, one more than 50 feet high. The towers are mounted on individual trailers while a fourth unit is used to haul electric signs and miscellaneous marquee equipment. Unit was built by John Courtney at a cost reputed to be around \$10,000.

### Cold Weather Items Go

Among concessionaires things were just as rosy, particularly for the agents with the cold weather items, blankets and robes. Daddy Simmons, who has a half-dozen stores; Benny Weise, bingo operator, and most of the others were reported off the nut following the huge opening week-end play. With Governor's Day, Children's Day and the final week-end still in the offing, the lads were definitely on the gravy train.

That it has been a good season for all concerned could not be doubted as the boys gathered in Buck's office wagon to gulp gallons of hot coffee to offset the near-freezing temperatures that prevailed at mid-week. Arthur Campfield, of the Ernest Chandler Company, New York tent makers, was present and was deluged by folks wanting to order canvas in preparation for next season. It wasn't so many years ago that show folks used to wait until spring and then wound up by putting it on the cuff.

This date was sour for at least one individual, Harry Schwartz, a pur-

## NSA Monument Unveiling Plans Set for Ferncliff

NEW YORK, Oct. 4.—At a meeting of the monument committee of the National Showmen's Association Thursday (2), presided over by the administrative chairman, Clemens F. Schmitz, final arrangements were made for the unveiling ceremony at Ferncliff Cemetery November 23.

Committee members attending the meeting were Fred Murray, Arthur Campfield, Joe McKee, Rev. Dr. Allen Claxton, Stuart Constable and Executive Secretary Walter K. Sibley. Committee decided to leave all arrangements for the unveiling to Dr. Claxton, who is mapping out a program which, while impressive, will not consume more than 30 minutes. Joe McKee will be host to the committee at a dinner prior to Wednesday's (8) regular meeting of the NSA.

Committee reported that donations for the monument fund have reached \$11,300, which will cover practically the entire cost of the memorial. Latest contributions received were from Mrs. Mollie Decker, wife of Assistant Treasurer Ralph Decker, and their son, J. Kirkwood.

## Underwood Set By Ward as P. A.

MERIDIAN, Miss., Oct. 4.—Charles Underwood, until recently with the Sparks Circus, this week joined John R. Ward's World's Fair Shows as press agent. In discussing the acquisition of Underwood, Ward said, "It was another step in my plan to build a strong, capable staff."

In his first date for the show at the fair here, Underwood was credited with doing an effective job.

The Ward aggregation will continue out until November 15. Bobby Kline, late of Cavalcade of Amusements, is on the road as general agent, working primarily to build a stronger fair route for '48.

The Ward org came here from Vicksburg, Miss., where it experienced a bad week. Vicksburg was caught in the path of the high winds which lashed the State, but the show, heeding warnings given in advance, sustained no damage, altho winds slashed business the last few days of the stand.

High equipment was knocked down before the winds hit. Show trucks were drawn in a circle around concession stands and tents, saving them from serious damage.

veyor of frozen custard. However, he and Sid Goodwalt, Buck's cookhouse operator who couldn't make the date because of routing difficulties, were along for the ride during their last week out and using their time to advantage to rehash the season.

### Toss Surprise Party

About 40 show folks pitched a notable surprise birthday party September 29 for Martha Weise. Daddy Simmons handled the details, which included steaks and liquid refreshments for all, and emceed the festivities.

Buck, the proud daddy of a robust son born only a few months ago and appropriately tagged Junior, was commuting from here to his Troy, N. Y., home, a lengthy distance, and probably arriving only in time to assist in a 3 a.m. feeding.

Buck will winter his org in Troy, as usual, while Manning, who wintered on the grounds here last year, will store his equipment on the Trenton (N. J.) Fairgrounds.

25TH JUBILEE TOUR 25TH

# STRATES SHOWS

A MIDWAY UNSURPASSED

General Offices  
48 Insurance Bldg., Utica, N. Y.

Winter Quarters  
Fairgrounds, Jax., Fla.

## WANTED FOR SEASON 1948

Now booking Rides and worth-while Attractions for '48. Will build and finance anything new, novel or spectacular, but it must be in keeping with the standards of our midway. Nothing too large for us to finance if you have a constructive idea.

**WANTED** Machinists, Mechanics, Welders, Carpenters, Blacksmiths, Pictorial Painters, Sign Artists, Wagon and Front Builders, Ride Foremen and General Winterquarters Help of all kinds. Winterquarters open Dec. 15th.

## FAIR OFFICIALS, COMMITTEES

YOU ARE CORDIALLY INVITED TO INSPECT



40 — RAILROAD CARS — 40

## PIEDMONT INTERSTATE FAIR

SPARTANBURG, S. C.,

This Week; Then as Per Route

### LOOK AT THIS UNPARALLELED RECORD

Erie Co. Fair, Hamburg, N. Y. . . . . 22 Yrs.

Cortland Fair, Cortland, N. Y. . . . . 5 Yrs.

Great York Fair, York, Pa. . . . . 11 Yrs.

Bloomsburg, Pa., Fair . . . . . 11 Yrs.

Great Danville, Va., Fair . . . . . 8 Yrs.

New York State Fair . . . . . 3 Yrs.

Spartanburg, S. C., Fair . . . . . 3 Yrs.

Anderson, S. C., Fair . . . . . 3 Yrs.

For consistency this record is unsurpassed in carnival and fair history.

# CARAVELLA AMUSEMENTS

CAMDEN, S. C., this week; NEWBERRY, S. C., next week

5 MORE BIG FAIRS TO FOLLOW

Concessions all open except Bingo. Want First, Second Men for Moon Rocket, also First and Second Men for all Rides; highest paid salaries to sober men.

Shows—Hank Sylow wants Half and Half, also Side Show People. Snake Show, Girl Show. Good Jig Show.

## AGENTS WANTED FOR STOCK CONCESSIONS

STAN REED  
Asst. Mgr.

R. W. ROCCO  
Bus. Mgr.

KIRBY MCGARY  
Lot Supt.

## F. H. CARAVELLA OWNER AND GEN. MGR.

Sarsfield Hotel, Camden, S. C., this week; Newberry, S. C., next week.

## LEWIS WILLIAMS SHOWS WANT WANT

For Crifton, N. Car., week October 5; Benson, N. Car., October 13th; then the big one. Jones County Fair, October 20th.

Ferris Wheel or any Flat Ride not conflicting. Concessions—Ball Game, Bowling Alley, Duck Pond, Dart, Bumper, Coke, or what have you? Will book Pan with other Concessions. SHOWS—Girl, Jig or any worth-while Show.

LEWIS WILLIAMS, Owner and Manager  
FRANK HARRIS, Agent

# Prescient AMUSEMENT COMPANY

Dependable Attractions Since 1912

**WANTS WANTS WANTS WANTS**  
Western Carolina State Colored Fair, Winston-Salem, N. C., week October 13th, positively the biggest and best Colored Fair in the South, with Salisbury, Georgetown, Walterboro following. These are FAIRS, not promotions.  
CONCESSIONS of all kinds, especially want 10 Line-Up Stores, Skillos, Wheels, Rolldowns, Wm. (Bill) Moore, legal adjuster. Wire Bill Moore, you will work. Mitt Canons, Eating-Drink Stands. No exclusive at this spot. We have 14 Rides, 8 Shows. Want Working Men, Semi-Drivers. FOR SALE—All equipment will be sold on or before Walterboro, S. C. Trucks, Tents, Light Towers; positively the finest carnival equipment on the road. Don't write or wire, come and look it over. We have sold a lot of this show now. Have a real buy in a fine Transformer Truck with two 100 kw. pots. Come and see it. Address:

L. C. McHENRY, Manager  
Statesville, N. C., this week; then per route.

**FIVE MORE BIG FAIRS**

Week October 13th-18th

**HALIFAX COUNTY GREATER FAIR**  
SOUTH BOSTON, VIRGINIA

POSITIVELY THE CREAM OF ALL VIRGINIA FAIRS.  
A NATURAL FOR ANYONE . . . DON'T MISS . . . DON'T MISS . . . DON'T MISS.  
WANT CONCESSIONS OF ALL KINDS . . . WANT CONCESSIONS OF ALL KINDS.

**PRELL'S BROADWAY SHOWS**

Week October 20-25

**LANCASTER COUNTY MAMMOTH FAIR**  
LANCASTER, S. C.

THIS IS THE BIGGEST AND BEST FAIR IN CENTRAL SOUTH CAROLINA  
CAN PLACE ALL KINDS OF EATING STANDS.

Will place any worth-while Attraction. What have you? Curley Shoemaker wants all types  
Cookhouse Help. Bob White wants young, attractive Ladies for our Scandals Revue. Ride  
Help of all type wanted, those driving Semis preferred. NOVELTIES . . . NOVELTIES . . .  
NOVELTIES . . . Can use. Will place.

WIRE WIRE WIRE  
**SAM E. PRELL, PRELL'S BROADWAY SHOWS**  
Henderson Fair, Henderson, N. C., this week; then as per route.

**MARKS SHOWS**

MILE LONG PLEASURE TRAIL

**UNION COUNTY FAIR, Monroe, N. C.**

OCTOBER 13 TO 18

**PITT COUNTY FAIR, Greenville, N. C.**

OCTOBER 20 TO 25

**KINSTON, N. C., TOBACCO FESTIVAL**

OCTOBER 27 TO NOVEMBER 1

Wanted—Legitimate Merchandise Concessions for above dates.

For Sale—Moon Rocket Ride, first-class condition, with new Diesel Power  
Unit. One 8-Car Whip, first-class condition. Both rides can be seen in  
operation. Also twenty-eight (28) foot Semi-Trailers and late model  
International Tractors used for transportation. Can be bought for these  
rides or will sell without transportation. Address

Hickory, N. C., this week; then as route.

**WARNER'S**MANUFACTURERS OF  
MERRY-GO-ROUNDS, MIX-UPS AND BABY RIDES

One Merry-Go-Round, all new, 20 jumping horses, aluminum, 2 chariots. This ride is for adults  
and children. The horses are 54 inches long. Inside and outside scenery beautifully decorated, top  
and sidewall, waterproof and fireproof. Allis-Chalmers engine pulls same. All horse rods and platform  
rods are covered with aluminum, with knock-down ticket box. This ride is 30 ft. Just as good-looking  
ride as any ride ever made. One brand-new Mix-Up, 12 seats, everything steel, all gears and pulleys  
steel, pulled by Allis-Chalmers engine. One Whip, with 10 cars rebuilt. If you're interested in these  
rides you had better come and see them, as all material and steel is getting scarce. There won't be  
many rides built this year. We guarantee our Merry-Go-Round and Mix-Up to be as good as any on  
the road. Bank reference: Hancock Bank, Bay St. Louis, Miss.

JAY WARNER, BOX 181, BAY ST. LOUIS, MISS.

**FOR SALE**

Eyerly's FLY-O-PLANE . . . . . \$12,000.00  
CATERPILLAR . . . . . 5,000.00  
Miniature KIDDIE TRAIN . . . . . 1,500.00  
A.B.T. RIFLE GALLERY, Including Tent . . . . . 1,500.00

F. O. B. LAKE WINNEPESAUKAH, Chattanooga, Tenn.

MRS. MINETTE DIXON

**WANT**

Ride Help—First and Second Men for Wheel and Chairplane. Want Concessions—Bowling  
Alley, Novelties, French Fries, Glass Pitch, Merchandise Wheels and Stores. Need Bingo  
and Digger. Five more weeks in choice Georgia posts, then Florida all winter.

MIGHTY MONARCH SHOWS, Meigs this week, Ocilla next; all Georgia.

**WANTED FOR LEPANTO, ARK., FESTIVAL**

Will book Scale, Age, Jewelry, Bowling Alley, String Game, Shooting Gallery, 10-in-1  
Show and Concessions that work for stock.

**BIG FOUR AMUSEMENT**

LEPANTO, ARK., OCT. 6-11.

**FROM THE LOTS****Bright Lights**

EAST BEND, N. C., Oct. 4.—Seven  
more weeks to go before the band  
plays *Home, Sweet Home* and the  
shows goes into quarters at Lynch-  
burg, Va.

Nashville, N. C., would have been a  
real spot but for the weather turn-  
ing bad, with plenty of rain and near-  
freezing winds. Despite the weather,  
the shows did some business and were  
signed for next year by Mayor Milton  
Strickland, head of the sponsoring  
committee.

Preceding week (September 15-20)  
at Clarksville, Va., was the first blank  
of the season. On the other hand the  
Rockymount (Va.) Fair, September  
8-13, was one of the best spots of the  
season, with more than 10,000 thru  
the gate on Saturday night. Weather,  
with the exception of one rainy day,  
was good. Contracts for 1948 were  
signed. Joe Kane joined with several  
concessions. Many members of the  
W. C. Kaus Shows visited.—MRS.  
H. C. KETCHUM.

**Crescent Amusement**

LEXINGTON, N. C., Oct. 4.—Stand  
here last week at the Rutherford  
County Fair was good but not up to  
expectations. Children's Day was  
slow due to a recently passed State  
law which prohibits the use of school  
busses to transport school children to  
and from the fair.

Several concessions joined here  
and rides and shows all reported  
good business Saturday, September  
27, with the twin Ferris Wheels tak-  
ing top money among the rides and  
Doc Anderson's Minstrel topping the  
shows. Jim Chavan's Side Show  
ran a close second. Jack Lydick's  
corn game is clicking.

Among the visitors here were Mrs.  
H. B. Smith, Gastonia, N. C., the  
daughter of Mr. and Mrs. L. C. Mc-  
Henry, and her two children, Rolfe  
and David; Mr. and Mrs. Frank Har-  
rison, Harry Heller and Mr. and Mrs.  
Peatrea, Salem, Ore. — LOUIS  
BRIGHT.

**Stebler's Greater**

RIDGEWAY, Va., Oct. 4.—H. O.  
Edgar closed to return to his home  
in Bloomsburg, Pa., because of ill-  
ness. He has booked his concessions  
with the show for 1948. Mrs. J. G.  
Stebler, wife of the shows' owner,  
rejoined after her discharge from a  
Brooklyn hospital where she under-  
went an operation. Harold Barnette  
returned to the shows after conclud-  
ing his tenure with the merchant  
marines. Tommie Scott is no longer  
with the shows.

**Alamo Exposition**

DENTON, Tex., Oct. 4.—The run  
from Pittsburg, Tex., here, a jump of  
153 miles, was made in good time.  
Shows and rides were up in plenty of  
time and did a good biz opening night.

O. L. Fowler and Dr. J. Skiles, fair  
secretary and president, respectively,  
did a good job in lining up exhibits  
and livestock. Fowler was instru-  
mental in helping attendance by cut-  
ting the gate from 50 to 25 cents and  
one night admitted war veterans and  
their families free.

Visitors included Ada Bishop and  
her party from Fort Worth; Mr. and  
Mrs. Bob Harris, Mr. and Mrs. Chuck  
Moss and Mrs. Lil Scofield, Dallas.

Jean Marsh joined here with his  
iron lung. Dave Miller, of the girl  
show, closed here.

**ADVANCE MEN**Rides and Carnivals with clean  
Shows.

NEW SHOW LOT just outside  
city limits of Lenoir. Well drained  
and in industrial section.

Wire or contact personally

H. D. McLEAN

McLEAN MOTOR SALES, INC.

Phone 305 Lenoir, N. C.

**SCHAEFER'S****JUST FOR FUN SHOWS**Want Two Ferris Wheel Foremen.  
Contact

W. A. SCHAFER

Galveston, Texas.

**WANT**Eli Foreman. Also Stock  
Concessions.**Midway of Mirth Shows**

Caraway, Ark., this week.

**FOR SALE**

Gallery Ammunition, spatterproof. New low price,  
\$18.50 per case. No less than 5 cases shipped  
at this price.

**AUTOMATIC PHOTOS CO.**  
Casino Park, Virginia Beach, Virginia

**WANT TO BUY FOR CASH**

SMALL 2-ABREAST

**MERRY-GO-ROUND**

JOHN FRANCIS

4570 North 2nd St. St. Louis 7, Mo.

(Phone: Central 8818)

**PINE STATE SHOWS****WANTS FOR DOUGLAS, GA., AND FLORIDA FAIRS**

Concessions of All Kinds, Cookhouse, Grab, Hanky Panks for Perry,  
Live Oak, Cross City, Lake City, Fla. All fairs. Novelties, Custard,  
Penny Arcade. Shows with own equipment. Agents for office owned  
joints. Contact Geo. Emerson. These are all bona fide fairs. No exclu-  
sive for these dates. Can place Rolloplane, Octopus and Flat Ride.  
Can place reliable Ride Help that can drive semi trailers. Bennett and  
Capp, wire or come. All this show booked solid. All Winter in Florida.  
Wire Douglas, Ga., this week, or Perry, Fla.

**JOHNNY T. TINSLEY SHOWS**

"America's Most Modern Midway"

**WANT . . . SHOWS—CONCESSIONS . . . WANT**

FOR OUTSTANDING DATES

TOCCOA, GEORGIA, October 13th thru Oct. 18th. Auspices Stephens County Youth Council.  
Better than a fair (6 days and nights). SPALDING COUNTY FAIR, GRIFFIN, GEORGIA,  
October 20th thru October 25th. Sponsored by the Chamber of Commerce and Kiwanis Club.  
CONCESSIONS—Can place legitimate Merchandise Concessions of all kinds: Ball Games, Bowling  
Alley, String Game, Guess Your Age, Scales, Custard, Bowling Alley, Candy Class, etc. SHOWS—Can  
place high-class money-getting Shows not conflicting with Minstrel, Big Snake, Mechanical Form.  
Good opportunity for Motordrome, Midgets, Side Show, Animal, Fat Show or any good Show. Address:  
JOHNNY T. TINSLEY SHOWS, Greenville, S. C., October 6th thru 11th.

**Caravella**

KINGSTREE, S. C., Oct. 4.—It was a 650-mile jump from Gratz, Pa., to this spot, but it was made in good time. We pulled down in Gratz Friday night, September 19, and all trucks arrived in Kingstree Tuesday morning, September 23. Everything was up and ready to go Tuesday night, but a storm forced postponement of the opening until Wednesday. Opening was fair but about 9:30 p.m. rain hit and that ended things. Thursday, September 25, was big and all concessions reported excellent night business. Rides and shows also reported good takes.

Friday was Children's Day and school busses started arriving at 9 a.m. Saturday was colored Children's Day and this, too, proved big.

Org had 10 rides, 7 shows and 50 concessions here, with the Aerial LaSalles as free attraction.

Concessionaires joining here were R. W. Rocco, 4; H. C. Morsey, 3; Lee Mitchell and Charles Pannybaker, each 2, and George Seede and George Pappas, each 1. Al Boxall's bingo did well.

Visitors included Al Boxall; Mr. Saunders, of Norfolk Tent Company; F. E. Spann, Marion Greater Shows; Joe Murray, and Harry Carver, Regal Shows.—PADDY RYAN.



**JET PLANE**

Star of All Youngster Rides

They steer, spin, bank, half-roll, skid, dip and roar in a 36-ft. circle. Jet motor in rear of each plane. Acclaimed and proved by carnival men the most thrilling and popular repeater ever made. THEY ACTUALLY FLY THEM.

Assemble and disassemble in less than one hour. One man sets up and operates—the maneuverability, attractive appearance, the demand, performance, profit, portability and low cost make it today's greatest buy. Complete with trailer as shown, weight 1900 lbs. Order now for spring delivery.

**HAROLD AUSTIN**

ENGINEERING AND AMUSEMENT CO.  
6624 Occidental Ave. SEATTLE, WASH.

**SAM'S FUNLAND SHOWS WANT**

High Act for Robeson County Indian Fair, week October 27th. Can place now Grind Stores. Shows with own outfits; also Agent for Pond and Ball Game.

**SAM FOGLEMAN**

Chadburn, N. C., this week.

**RIDES FOR SALE**

Ferris Wheel, 8 seats, 39 feet high. Looks same as Eli. Merry Mix-Up, 24 seats. Kiddy Merry-Go-Round, Penton. One Dodge Truck, 1 1/2 ton, '37, new motor, new tires. All rides good running order. You can see same running. Will sell all for quick sale, \$3,250.00.  
Cambridge, Md., Oct. 6 to 11.

**SUN VALLEY SHOWS**

c/o GENERAL MANAGER  
P.S.: 40 G.M.C. with 24 foot box, \$600.00—  
All Concessions open for Cambridge.

**C-O-O-K-H-O-U-S-E**

That will cater to showfolk  
Join at once, Cardwell, Mo.

**Fay's Silver Derby Shows**

**ROGERS AND POWELL**

Want Bingo, one Major Ride. Concessions of all kinds, come on. Jack Doty, legal adjuster, wants his friends to come on. Forest Fair, week Oct. 6; Lucedale Fair, week Oct. 13; Canton, week Oct. 20; Etta Bina Fair, Oct. 27; all Mississippi.

**Virginia Greater**

CLINTON, N. C., Oct. 4.—Shows moved in here from Williamston, N. C., for the week of September 22 under fire department auspices, arriving on time. Weather the first part of the week was story and cold, keeping natives indoors.

Chet Klinetop and family left. Chet was foreman of the Whip. Mr. and Mrs. Frank Rudeck, ball game operators, closed and left for their home in Hazleton, Pa.

Visitors here included Jim Ward and Earl Maynard, Dunn, N. C.; Mr. and Mrs. Rome Harris, ride operators of Dillon, S. C., and Graves Perry, general agent for the Peppers Shows.

Mr. and Mrs. Harry Harrison returned from Massachusetts where they attended the funeral of a relative. Harry has his arm in a sling. Frankie Carleo rejoined after spending a week in Burlington, N. C. He will operate a concession. Shorty Carr joined here for a week with popcorn and candy apples. Mrs. Oliver Jones, wife of the novelty concessionaire, is the front gate ticket seller.

Raleigh Gibson is rebuilding the Roll-o-Plane truck. Dad Noxon is busy lettering all trucks and fronts. Louis Augustino's Wild Life Show went over big here.

The latter part of the week found the weather clearing but cool. Business was down considerably from last year.

**B & D Amusements**

KANNAPOLIS, N. C., Oct. 4.—C. E. Davis, erstwhile trail blazer with circuses and South Carolina park operator, brought his organization here on its third week out of the resort at Ocean Drive, Myrtle Beach, S. C.

Shows, rides and concessions are dressed up after the Labor Day doings at the beach and the outfit has a full staff and personnel.

B. C. McDonald, who closed as one of Zack Terrell's Cole Bros. lieutenants, came on here as "watch dog" of receipts and expenditures.

Show is now carrying 10 rides 6 shows, 30 concessions and a free act featuring Taylor and Mickey Trout. Davis has a couple more North Carolina spots booked then gathers his family to trek southward.

Visitors here included Steve Kuznic, advertising car manager for King Bros., and billposters Casey and Park; Bob Hallock, Majestic Shows; Louis Bright, McHenry's Crescent Amusements, and Sam Sorrell, Endy Bros. Concord, seven miles away, being the home of the manager and shows winter quarters, Davis entertained a host of friends and relatives.—BEN T. TROUT.

**Caravella**

MANNING, S. C., Oct. 4.—Org, now in its second week in South Carolina, has been getting good weather on the whole. Rain, however, did fall a few nights at Kingstree.

Recent visitors included John Stover, of Kewshaw County Fair, Camden; Bull Martin, Regal Shows; Mr. and Mrs. Sewall, of Lancaster; Rammie Best, of Meadville, Pa.; Walter Kenton, of Bishopville, and Arch Hudson, Camden.

Aerial La Salls continue to thrill the natives, and they all remain for the free attraction. Al Boxall's bingo, under management of Frank Welch and Jimmy (Shiek) Crowley, is doing okay.—PADDY RYAN.

**Merit**

CUMBERLAND, Me., Oct. 4.—Show did better than okay at the Oxford County Fair, Norway-South Paris, Me. The fair's attendance was excellent. The org's seven rides and its concessions and shows, representing its greatest money-getting strength of any date, excepting Showhegan, Me., this season all did excellent business.

Cold weather hurt business at the Cumberland, Me., Fair.

**GEORGE CLYDE SMITH SHOWS**

**WANT FOR HENDERSON, N. C., COLORED FAIR**

Ball Games, Fishponds, Photos, American Palmistry, Skillo, Wheels, Cigarette Shooting Gallery. All Concessions open except Bingo.

Want Colored Girl Plantation Show, Wild Life, Geek. Wire all communications

**GEORGE CLYDE SMITH SHOWS**

Blackstone, Va., this week; Henderson, N. C., next week.

**Original "BARNEY TASSELL UNIT SHOWS"**

**WANT FOR "BETTER THAN FAIRS" FALL AND TOBACCO FESTIVALS**

A Number of Clean Shows—Any and All Rides Not Conflicting.  
What Have You?

This Week, Oct. 6-11—KENBRIDGE, VA. (Right on the Streets)  
Week of Oct. 13-18—SO. ROBESON COUNTY FAIR, FAIRMONT, N. C.  
Week of Oct. 20-25—WILLIAMSBURG COUNTY FAIR (Colored), KINGSTREE, S. C.  
Week of Oct. 27-Nov. 1—SAVANNAH (Colored) FAIR, SAVANNAH, GA.

ALL CONCESSIONS OPEN—For the Above Dates and Our Florida Tour  
CAN ESPECIALLY PLACE COLORED MINSTREL SHOW for Colored FAIRS  
VERY GOOD OPENING FOR "COLORED GIRL SHOW" for Kingsree and Savannah  
CAN PLACE AT ONCE—HELP. Streamlined "Caterpillar" and "Spiffire"  
NOW BOOKING! For Our 17TH ANNUAL TOUR OF FLORIDA  
WRITE OR WIRE—THIS WEEK KENBRIDGE, VA.  
SOLE OWNER BARNEY TASSELL

**BRIGHT LIGHTS EXPOSITION SHOWS**  
World's Brightest Midway

**WANT FOR MR. AIRY, N. C., NEXT WEEK**

AND BALANCE OF SEASON

Shows not conflicting. Place Concessions of all kinds. All Hanky Panks open, also Custard. Dannie Donnie wants Wheel Agent, Clothes Pin and Doll Down Agents. Cliff Osteen wants Girls for Girl Shows. Pete Howard wants Minstrel Show People. Write or wire

**JOHN GECOMA or L. C. HECK**  
ELKIN, N. C., THIS WEEK.

**NOW FOR THE BIG ONES!**

**MAJESTIC GREATER SHOWS**

Can place for Chester County Fair, Chester, S. C., Oct. 13-18, and four more big ones. Concessions of all kinds, including Ice Cream, Bumper, Penny Pitches. Opening for few choice Wheels and Grind Stores. Can place Jig Show with own equipment. Address:

**SAM GOLDSTEIN**  
THOMASVILLE, N. C., THIS WEEK.

**Racchini Bros.**

**WANTED** **WANTED** **WANTED**  
FOR COTTON FIELDS IN FULL BLAST  
Bingo, Candy Apple, Popcorn, Watch-La, Dart Game, Cork Gallery, Pitch Till You Win and all 10¢ Grind Stores. Can place Octopus, Shows with own transportation.  
This week, Croesbeck, Tex., Cotton Festival; week following, Mexia, Tex., Firemen's Festival. We work all winter. All answer: Croesbeck, Tex.

**CHARLIE BAILEY**

**WANT** **AGENTS** **WANT**  
For Roll-down, Razzle Dazzle, Skillo, Buckets, Blower and Viewing Stores. Agents that want winter's work and can do as told. Eastwood Park boys, answer. (Jack Oliver, legal adjuster.)  
Address: c/o MADISON BROS.' SHOWS, Spring Hill, La. (on Streets), this week; Natchitoches, La. (Street Fair), to follow.

### Carnival Routes

Send to

2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: (Fair) Lufkin, Tex.; (Fair) Carthage 13-18.  
 American Eagle: (Fair) Shelby, Miss.  
 A. M. P.: (Fair) Hamlet, N. C.  
 Anderson's Greater: Okolona, Miss.; Guin, Ala., 13-18.  
 B. & D.: Kershaw, S. C.  
 Bee's Old Reliable: (Fair) Wrightsville, Ga.; (Fair) Warrenton 13-18.  
 Bell & Vinson: Paragould, Ark.; Walnut Ridge 13-18.  
 B & H.: Estill, S. C.  
 Big Four Amusement: Lepanto, Ark.  
 Big State Am. Co.: Killeen, Tex.  
 Blue Grass State: Lawrenceville, Ga.; Madison 13-18.  
 Bohu & Sons United: Calion, Ark.  
 Brewer's United: (Fair) Trinity, Tex.; (Fair) Tomba 13-18.  
 Bright Lights Expo.: Edenton, N. C.; Mt. Airy 13-18.

Bullock Am. Co.: Red Springs, N. C.  
 Cable Am.: Wilnot, Ark.  
 California Shows: Corcoran, Calif.  
 Capell Bros.: Stigler, Okla., 7-12.  
 Capital City: (Fair) Hartwell, Ga.; (Fair) Monroe 13-18.  
 Caravella Am.: Camden, S. C.; Newberry 13-18.  
 Cavalcade of Amusements: (Fair) Jackson, Miss.  
 Central Am. Co.: (Fair) Washington, N. C.; (Fair) Robersonville 13-18.  
 Central State: Coleman, Tex.  
 Cetlin & Wilson: (Fair) Richmond, Va.; (Fair) Petersburg 13-18.  
 Cherokee Am. Co.: Fredonia, Kan.  
 Coastal Plain: St. Paul, N. C.  
 Coleman's, C.: Lamar, S. C.  
 Crafts Expo.: Delano, Calif.  
 Crafts 20 Big: North Sacramento, Calif.  
 Craig, Harry: Frederick, Okla.  
 Crandell's Midway: Savannah, Tenn.  
 Crescent Am. Co.: (Fair) Statesville, N. C.; (Fair) Winston-Salem 13-18.  
 Crescent Canadian: Ossoyoos, B. C., Can.; season closes.  
 Cumberland Valley: (Fair) La Fayette, Ga.; (Fair) Summerville 13-18; season ends.  
 Dennis Bros.: Post, Tex.; Hermitage 13-18.  
 Denton, Johnny J.: Athens, Ga.  
 D. & H.: Pikeville, N. C.; Lucama 13-18.  
 Dudley, D. S.: Paducah, Tex.  
 Dyer's Greater: Marianna, Ark.; Tunica, Miss., 13-18.  
 Endy Bros.: Greenville, S. C.; (State Fair) Macon, Ga., 13-18.  
 Exposition at Home: Vidalia, Ga.  
 Pay's Silver Derby: Cardwell, Mo.

Fleming, Mad Cody: (Fair) McDonough, Ga.; (Fair) Eatonton 13-18.  
 Folk Celebration: (Fair) Roswell, N. M.  
 Franklin, Don: (Fair) Rosenberg, Tex.; Alvin 14-18.  
 Funland: Aurora, Mo.  
 Gem Carnival: Augusta, Ark.  
 Gem City: (Fair) Monroe, La.  
 Gentsch, J. A.: Louisville, Miss.  
 Gold Bond: Mount Sterling, Ill.  
 Gold Medal: (Fair) Little Rock, Ark.  
 Gooding Am. Co., No. 1: Hillsboro, O.  
 Gooding Park Attrs.: Loudonville, O., 7-9.  
 Greater Sutton: West Memphis, Ark.  
 Greater United: (Fair) Caldwell, Tex.  
 Groves Greater: (Fair) Tallulah, La.; (Fair) Ville Platte 13-19.  
 Gulf Coast: (Fair) Holly Springs, Miss.  
 Hames, Bill: (Fair) Marshall, Tex.; (Fair) Palestine 13-18.  
 Hannum, Morris: (Fair) Reidsville, N. C.; (Fair) Laurinburg 13-18.  
 Happy Attrs.: (Fair) Coshocton, O.  
 Harrison Greater: Lexington, S. C.; (Fair) Orangeburg 13-18.  
 Hennies Bros.: (Fair) Columbus, Ga.; (Fair) Pensacola, Fla., 13-18.  
 Henson, J. L.: Dablonaga, Ga.  
 Heth Expo.: Marked Tree, Ark.  
 Heth, L. J.: (Fair) Covington, Ga.  
 Hill's Greater: Corsicana, Tex.  
 Hottle, Buff: (Fair) Oberlin, La.  
 Howard Bros.: (Pumpkin Show) Bradford, O.  
 Imperial: Dell, Ark.  
 International: Foreman, Ark.  
 Jayhawk Am. Co.: Erie, Kan.  
 Johnny's United: Waynesboro, Tenn.  
 Jones Greater: Swainsboro, Ga.  
 Jones, Johnny J., Expo.: (Fair) Rocky Mount, N. C.  
 Kaus, W. C.: (Fair) Shelby, N. C.  
 Kilgore: (Fair) Bullard, Tex.; Terrell 13-18.  
 Kirkwood, Joseph J.: Dalton, Ga.; Gainesville 13-18.  
 Lamb, L. B.: West Point, Miss.  
 Lawrence Greater: (Fair) Durham, N. C., 6-8.  
 Leeright, J. R.: Sayre, Okla.  
 Long's United: Albany, Calif., 6-12.  
 Lottridge, Harry: (Fair) Jay, Fla.; Port Walton 13-18.  
 Madison Bros.: Springhill, La.; Natchitoches 13-18.  
 Magic Empire: (Fair) Booneville, Miss.; (Fair) Brownsville, Tenn., 13-18.  
 Majestic Greater: Thomasville, N. C.; (Fair) Chester, S. C., 13-18.  
 Marlon Greater: Pelzer, S. C.; (Fair) York 13-18.  
 Marks, John H.: (Fair) Hickory, N. C.; (Fair) Monroe 13-18.  
 Martin United: San Bernardino, Calif., 6-12.  
 (Fair) South Pasadena 13-19.  
 McBride Bros.: Spray, N. C.  
 McCall's, Jim: (Fair) Jackson, Ga.  
 McKee, John: Hornersville, Mo.  
 Merit: (Fair) Topsham, Me., 14-15.  
 Merry Midway: Oran, Mo.  
 Midway of Mirth: Caraway, Ark.  
 Midwest: Salida, Colo.  
 Midwestern Expo.: (Fair) Minden, La.  
 Mighty Hoosier State: Red Key, Ind.  
 Mighty Hoosier State, No. 2: Jasonville, Ind.  
 Mighty Monarch: Meigs, Ga.; Ocella 13-18.  
 Mighty Page: (Fair) Spring Hope, N. C.; (Fair) Ahsokle 13-18.  
 Mighty Van Dyke: (Fair) Jacksonville, Fla.; (Fair) Gainesville 13-18.  
 Moore's Modern: Truman, Ark.  
 Omar's Greater Am.: (Fair) Farmerville, La., 7-11; also (Fair) Arcadia, La., 7-11.  
 Page Bros.: (Fair) Springfield, Tenn.  
 Paul's Am. Co.: Dardanelle, Ark.  
 Peach State: Morgan, Ga.  
 Peerless: Pond Creek, Okla., 7-10.  
 Peerless Celebration Am.: New Castle, Va.; Gretna 13-18.  
 Penn Premier: (Fair) Chase City, Va.  
 Peppers All-State: Wendell, N. C.; (Fair) Mebane, N. C., 13-18.  
 Pike Am.: (Fair) Melbourne, Ark.; (Fair) Wardell, Mo., 13-18.  
 Pine State: Douglas, Ga.; Perry, Fla., 13-18.  
 Pioneer: Turbotville, Pa.  
 Powlson Greater: Frankfort, O., 8-11; Midport 13-18.  
 Prell's Broadway: Henderson, N. C.; (Fair) South Boston, Va., 13-18.  
 Raftery, James M.: (Fair) Littleton, N. C.; Mt. Olive 13-18.  
 Regal Expo.: Laurens, S. C.; Saluda 13-18.  
 Rogers & Powell: (Fair) Forest, Miss.  
 Royal American: (Fair) Beaumont, Tex., 6-15; (State Fair) Shreveport, La., 16-27.  
 Royal Amusement: Jeffersonville, Ga.  
 Royal Crown: Thomasville, Ga.; Panama City, Fla., 13-18.  
 Royal Expo.: (Fair) Milledgeville, Ga.; (Fair) Louisville 13-18.  
 Sun's Midway For Fun: Hermitage, Tex.  
 Sun's Funland: Chadbourne, N. C.  
 Scheefer's Just for Fun: Galveston, Tex.; (Fair) Angleton 13-18.  
 Shen Bros.: (Colored Fair) Atlanta, Ga.; (Fair) Sandersville 13-18.  
 Shebrand Bros.: Yuma, Ariz.  
 Silver Shiner: Smithville, Tenn.  
 Silver States: Thayer, Mo.  
 Smith Am. Co.: Durant, Okla.  
 Smith, Casey: Sallisaw, Okla.  
 Smith, Geo. Clyde: Blackstone, Va.; Henderson, N. C., 13-18.  
 Snap Greater: Paris, Ark.  
 Songer, Capt. Slim: Spring Hope, N. C.  
 Southern Am. Co.: (Fair) Livingston, Tex.  
 Southern States: Sylvester, Ga.  
 Southern Valley: (Fair) Olla, La.; (Fair) Winnsboro 13-18.  
 Spader, M. A.: Kinsman, Kan.  
 Star Am. Co.: Morrilton, Ark.; Forrest City 13-18.  
 Steblar Greater: Marietta, S. C.; Mt. Carmel 13-18.  
 Stephens, C. A.: (Fair) Jonesboro, Ga.; (Fair) Chatsworth 13-18.  
 Strates, James E.: (Fair) Spartanburg, S. C.  
 Sunflower State: Marietta, Okla.  
 Sun Valley: Cambridge, Md.  
 Tassell, Barney: Kenbridge, Va.  
 Texas Expo.: Bandera, Tex.  
 Thomas Playland: Kingwood, W. Va.  
 Tidwell, T. J.: Monahans, Tex.  
 Tinsley, Johnny: Greenville, S. C.; Toccoa, Ga., 13-18.  
 Triangle: (Fair) Sylacauga, Ala.; (Fair) Roanoke 13-18.  
 Turner Bros.: East Prairie, Mo.  
 United Expo.: Giddings, Tex.  
 United States: Cleveland, Tenn.  
 Utah Expo.: Helber, Utah.  
 Victory Expo.: (Fair) Center, Tex.; (Fair) Nacogdoches 13-18.

### Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Hillsboro, Tex., 7; Cleburne 8; Mineral Wells 9; Graham 10; Breckenridge 11; Cisco 13; Stephenville 14; Brownwood 15; Coleman 16.  
 Beatty, Clyde: Columbia, Miss., 7; McComb 8; Brookhaven 9; Natchez 10; Vicksburg 11.  
 Clyde Bros.: Ottumwa, Ia., 6-8; Cedar Rapids 9-12; Iowa City 13-15; Clinton 16-19.  
 Cole Bros.: Wilmington, N. C., 7; New Bern 8; Kingston 9; Williamston 10; Greenville 11.  
 Dalley Bros.: Colby, Kan., 7; Norton 8; Phillipsburg 9; Belleville 10; Clay Center 11; Ottawa 13; Marion 14; Newton 15; Eldorado 16; Iola 17; Pittsburg 18.  
 Gran Circo Americano: Guayaquil, Ecuador, until Oct. 26.  
 Hamid-Morton: Cleveland, O., 6-11; (Boston Garden) Boston, Mass., 13-18.  
 Kelly, Al G., & Miller Bros.: Southwest City, Mo., 7; Neosho 8; Ozark 9; Ava 10; Mountain Home, Ark., 11.  
 King Bros.: Concord, N. C., 7; Albemarle 8; Asheboro 9; Roxboro 10; Sanford 11; Lumberton 13.  
 Maynard, Tex: Prattburg, N. Y., 7; Paluted Post 8; Manchester 9; Gorham 10; Watkins Glen 11; Penn Yan 13; Naples 14.  
 Mills Bros.: Mount Pleasant, Tex., 7; Greenville 8; Mineola 9; Terrell 10; Grand Prairie 11; Brownwood 13; Stephenville 14; Coleman 15; Abilene 16; Ranger 17; Hamilton 18.  
 Polack Bros. (Eastern): Tuscaloosa, Ala., 9-10.  
 Polack Bros. (Western): (Auditorium) Wichita Falls, Tex., 8-10; (Auditorium) San Antonio 13-19.  
 Ringling Bros. and Barnum & Bailey: Lake Charles, La., 7; Alexandria 8; Baton Rouge 9; New Orleans 10-12.  
 Roger Bros.: Dublin, Tex., 7; Hico 8; Hamilton 9; Gatesville 10; McGregg 11; Killeen 12; Georgetown 13.  
 Stevens Bros.: Sublette, Kan., 5; Plains 6; Fowler 7.

### Misc. Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Mustard and Gravy with Gorilla Show: Zebulon, N. C., 7; Black Creek 8; Sarasota 9; Fountain 10; Pinetops 11; Farmville 13.  
 Plunkett's Stage Show: Canadian, Tex., 6-8; Borger 9-11; Tulla 13-15.  
 Renfro Valley Folks: Clanton, Ala., 8; Grayville 9; Greenville 10; Laverne 11; Clayton 13; Eufaula 14; Abbeville 15; Headland 16; Geneva 17; Opp 18.  
 Ross, Nickl, Thrill Circus: Piney Grove, Md., 19.  
 Slout Players Tent Show: Houston, Mo., 6-11; Mountain Grove 13-18.  
 Wise, Johnny, Thrill Circus: Hyattsville, Md., 12.  
 Wolcott's, F. S., Rabbit Foot Minstrels: Earle, Ark., 9; Forrest City 10; Elaine 11; Hughes 13; Marked Tree 14; Newport 15; Tuckerman 16; Augusta 17; Cotton Plant 18.  
 Virginia Greater: Wadesboro, N. C.  
 Wallace Bros.: Cleveland, Miss.; Jackson 13-18.  
 Wallace Bros. of Canada: (Fair) Simcoe, Ont., Can.  
 Wallace & Murray: Perry, Ga.  
 West Coast: Tulare, Calif.  
 Western Empire: Cedar City, Utah.  
 White Star Attrs.: Humboldt, Tenn.  
 Williams, Lewis: Grifton, N. C.; Benson 13-18.  
 Wilson Greater: St. Johns, Ariz.  
 Wolfe Am.: Fountain Inn, S. C.  
 Wonder City: (Fair) Dumas, Ark.  
 World of Mirth: (Fair) Winston-Salem, N. C.  
 Zucchini Bros.: Groesbeck, Tex.; Mexia 13-18.  
 Zeiger, C. F., United: Tucson, Ariz., 7-18.

## BEACON BLANKETS

ONE CASE OR A CARLOAD PLACE YOUR ORDER NOW

No.	Description	Size	Case Lots of 30 Each	Less Than Case Lots Each
No. 140	Toba Indian Hemmed Edge	Size 60x80	\$2.50	\$2.60
No. 144	Midway Plaid Hemmed Edge	Size 60x80	2.50	2.60
No. 145	Magnet Plaid Bound Edge	Size 66x80	3.15	3.25
No. 146	Mingo Indian Bound Edge	Size 66x80	3.15	3.25
No. 141	Curlew Plaid Bound Edge	Size 72x84	3.75	3.85
No. 142	Wigwam Indian Bound Edge	Size 72x84	3.75	3.85
No. 154	Curlew Plaid Hemmed Edge	Size 72x84	3.25	3.35
No. 155	Wigwam Indian Hemmed Edge	Size 72x84	3.25	3.35

Our 1947 catalog is ready. Write for your copy. State business.

NEW LOW PRICES ON BALLOONS. COMPLETE LINE OF PREMIUM MERCHANDISE.

WISCONSIN DELUXE COMPANY 1902 NO. THIRD ST. MILWAUKEE 12, WIS.



FAIRS TILL DECEMBER 6

CAN PLACE CAN PLACE

Legitimate Merchandise Concessions of all kinds. Opening for Scales, Diggers, Photo Gallery and Rotaries.

SHOWS—Snake, Wild Life, 10-in-1. Good opening for Fun House. Marie Jones wants two Girls for Posing Show. All replies

J. L. KEEF

Hartwell, Ga. (Fair), this week; Mouroe, Ga. (Fair), next week.



High Class Attractions for Fairs and Celebrations

WANT CONCESSIONS

Popecorn and Apples, Bingo, Photos, Cook House, Palmistry, Pan Game. Book any Concessions; come on. Want Sound Truck. Will book on small percentage any Rides or Shows not conflicting. Mike Gatto wants Roll-Down Agents.

ROX GATTO, Mgr.

Vidalia, Georgia



Jefferson County Fair, Louisville, Ga., October 13 to 18, followed by Bulloch County Fair, Statesboro, Ga.; Chatham County Fair, Savannah, Ga., and Bacon County Fair, Alma, Ga., then Florida for the winter.

WANT

A couple of nice Kiddie Rides, Octopus, Spitfire, Motordrome, Penny Arcade, Animal Show to feature. Can also use various Concessions. Address this week, Milledgeville, Ga.

### ACCOUNT SERIOUS ACCIDENT

To our Roll-o-Plane, will book Roll-o-Plane balance of season. Am also booking Rides and Shows for my seventeenth annual tour of Florida. All answers:

This week, Kenbridge, Va.; next week, South Robeson County Fair, Fairmont, N. C.

BARNEY TASSELL UNIT SHOW

### WANTED

Experienced Long Range Shooting Callery Operator. Good proposition for man or man and wife. Year round work. Guarantee and percentage basis. (No drunks! That is the reason for this ad.) Now in operation and ready to go. Write, wire

Wonderland Arcade 462 South State St. CHICAGO, ILL.

### WANT

A few more Hanky Panks. Playing jim towns, out all winter.

A. & P. Amusement Co. Bay, Ark., this week; Tyronza next.

**W. E. ATTRACTIONS WANT WANT**

For Claxton, Ga., in the heart of town. Concessions of all kinds except Photos. Good opening for Pop Corn, Grab, any Stock Concessions, Pan Game. All Hanky Panks \$20.00. Elmer Reid will place your Concessions. Book or lease No. 5 or 10 Wheel; Kid Ride, Train or Auto. Want A-1 Chairplane Operator, must drive truck. All downtown locations, playing pay-roll towns. Out all winter Florida and Georgia. All replies as per route.

This week, Glennville, Ga.  
**W. E. WEST, Manager**  
**EARL MILLER, Bus. Mgr.**

**STEBLAR GREATER SHOWS WANT**

For Marietta, S. C., Oct. 6 to 11; followed by Mt. Carmel Colored Fair, Oct. 13 to 18.

Can place Cook House, Bowling Alley, Photos, two Mitt Camps, Pitch Till Win, Snake Show, Five in One. Want Chairplane Foreman, Leaping Lena Foreman. Tommy Scott no longer with this show.

Address All Mail:  
**Steblar Greater Shows**

**"Best on Bicycles"**

Place Athletic Show Manager and Talent. Colored Fighters, come on; we have complete outfit. Stock Concessions, no ex.; Cook House, Candy Apples, French Fries open. Marianna, Ark., this week; Tunica, Miss., V.F.W. Fair follows. All fairs free gate balance season.

**Dyer's Greater Shows**  
P.S.: For Sale—1 25 K.V.A. A.C. Universal Light Plant, \$650.00; 1 Le Roi Motor, suitable any ride, V belt drive, \$100.00.

**INTERNATIONAL SHOWS WANT**

SLUM STORE AGENTS, COUNT STORE AGENTS AND CLOTHES PIN STORE AGENTS.

**WILL BOOK**  
SLUM STORES OF ALL KINDS. A money-making winter tour, ending with Big Armistice Day Celebration at Texarkana. Wire for space now. Address:  
Foreman, Ark., this week; then per route.

**D. & H. SHOWS**

Want for Lucama, N. C., Firemen's Fair, Oct. 13-18.  
Ferris Wheel, Kiddie Merry-Go-Round or Kiddie Auto. Mrs. Purvis, contact me at once. Pikeville, N. C., now.  
**FRANK DICKERSON—ART HINNANT.**

**MARION GREATER SHOWS**

**EIGHT MORE WEEKS TO GO**  
**All Fairs, 1 Festival**

Pelzer Lions' Club Fall Festival, Pelzer, S. C.; York County Colored Fair, York, S. C.; Chester County Colored Fair, Chester, S. C.; Rock Hill, S. C., Colored Fair; Dorchester County Fair, St. George, S. C.; Barnwell, S. C., Lions' Club Fall Fair and Festival; Bowman Community Fair, Bowman, S. C.; Beaufort, S. C. These fairs are all bona fide fairs. Now booking legitimate Concessions of all kinds. Will also book Fun House, Mechanical City or Motordrome.

**MARION GREATER SHOWS**  
**M. H. SPILLERS, Owner** **F. E. SPAIN, Business Manager**  
All replies: Pelzer, S. C., this week.

**ANDERSON'S GREATER SHOWS**  
*the fine old show with the grand old name*

**WANT WANT WANT**  
For Okolona, Miss., this week, and the big Tri-County Fair, Guin, Ala., next week. Out until Christmas in the Cotton Belt.  
Good opening for Bingo, Penny Arcade, Digners, Fish Pond and Cork Gallery. Make it "red," come on. Book any Show with own outfit, 25 per cent. Have Front and Banners for Geek, Half and Half, and Girl Show. Wire, don't call.  
**NORMAN ANDERSON, Anderson's Greater Shows**  
P.S.: John Gallagan, the Ball Game is 24 ft.; Tip Board open for 1948. Bee Hale, contact at once.

**35th ANNUAL TOUR BEST ILLUMINATED MIDWAY IN AMERICA**  
**SUTTON SHOWS**

"AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"  
**CAN PLACE BINGO FOR BALANCE OF SEASON**  
Also any legitimate Concessions. Want people for nicely framed Side Show, managed by Jess O'Dell. Need Half and Half, Mind Reading Act, Pin Cushion, Frog Boy or Girl and any other Working Acts. (Gene Mercer, Jackie Dale, Gene Jeanette, Sir Cook and all others who have worked for Jess O'Dell, get in touch with him at once.) Five Mississippi Fairs and out till the snow flies. Address:  
**ABERDEEN, MISS., this week; then the Big One, GRENADA COUNTY FAIR, GRENADA, MISS.**

**Buck, Manning NSA Benefit Draws Full House at Danbury**

DANBURY, Conn., Oct. 4.—Peacock Room of the Hotel Green was filled Thursday night (2) for the jamboree staged by Oscar C. Buck and Ross Manning for the benefit of the National Showmen's Association.

Jamboree opened with a brief show put on by talent from the various shows on the O. C. Buck and Ross Manning shows, which jointly occupied the midway of the Danbury Fair. Whitey Sutton emceed, presenting the following numbers: Hatty, tap dancer; Ida, rumba routine; Martha Quinn, acro dance, and Robin, vocalist, all from the Buck Shows; Tex Cody, from the Manning Shows, and Rose Sirod, of Meyer's Side Show with the Manning org. Music was provided by a local combo.

Jamboree wound up with a hilarious Kangaroo Court presided over by William Riley as judge, assisted by Whitey Sutton and Bibs Malang. Fines were slapped on Gene O'Donnell, D. D. Simmons, Frank Millet, Ross Manning, Humpy Evans, Ben Weiss, Louis Light, O. C. Buck, Arthur Campfield (in absentia), Sid Goodwalt, Jim Quinn, Whitey Sutton, Jack Burke, Frank Tostella, Barney Dambex, Ray Coffein, Charles Zuker, Sid Roemed, Charles Hilbert, F. T. Fitzpatrick, William Riley, A. W. Morris, Earl Meyers and Harry Schwartz.

Secretary and Mrs. Walter K. Sibley came up from New York to attend the jamboree.

**Gem City Shows Score At Camden, Ark., Fair**

CAMDEN, Ark., Oct. 4.—Gem City Shows enjoyed a good week at the Ouachita County Fair here September 22-27.

Early part of the stand was hurt by bad weather, which delayed opening by one night, but the midway was thronged during the latter part of week, more than offsetting that loss.

**JOSEPH J. KIRKWOOD SHOWS**  
**America's Best Advertised Midway**

**WANT FOR SIX FAIRS**

Starting Gainesville, Ga., next week, Oct. 13, ending in Florida, Nov. 22. Can place Minstrel or Plant Show, complete outfit, including transportation. Place Snake Show with or without equipment, Girl Revue with a show in keeping with our outfit.

**CONCESSIONS**—Place any Ten-Cent Slum Store at Gainesville like Duck Pond, Hoopla, Penny Pitch, Ball Games, Age, Scales, Photo, Palmistry. No buy backs or PC at Gainesville; after, wire what you have. All wires answered. **HELP**—Always place real Carnival People, Ride Men, Semi Drivers, Canvas Men, Useful Help. All address Dalton, Ga., this week; then Gainesville, Ga.

**Morris Hannum Shows**  
*A tradition at Veterans' Conventions*

**LAURINBURG FAIR, Laurinburg, N. C., Oct. 13-18**  
AND  
**CHESTERFIELD COUNTY FAIR, Pageland, S. C., Oct. 20-25**

**WANT** Concessions of all kinds; no exclusive.  
Reidsville, N. C., Fair, now; Laurinburg, N. C., Fair, Oct. 13-18.

**HARRISON GREATER SHOWS**  
*a clean modern midway*

Want for the following bona fide fairs: Orangeburg, S. C., Colored Fair, Oct. 13-18; Charleston, S. C., Colored Fair, Oct. 20-25; South Carolina State Colored Fair, Oct. 27-Nov. 2, Columbia, S. C.; Lancaster County Fair, Nov. 4-8; with two more pending.  
Can place Concessions of all kind, Eating and Drinking Stands, a few choice Concessions open. Can place some Percentage. Will book Eli Wheel, Kiddie Rides and Roll-o-Plane or any new novel Rides for this line of fairs. Buster Jordan, contact. Can place Monkey Show or any Grind Show of merit. Want capable Manager for complete Side Show for this line of fairs. White Usher, contact. Want Foreman for following Rides: Ferris Wheel, Octopus and Caterpillar. All mail and wires to  
**FRANK HARRISON, Mgr.** **REID McDONALD, Bus. Mgr.**  
LEXINGTON, S. C., THIS WEEK; THEN AS PER ROUTE.

**JONES GREATER SHOWS**

**WANT**  
**FOR VIDALIA-LYONS, GA., STOCK SHOW, WEEK OCT. 13;**  
**APPLING COUNTY FAIR, BAXLEY, GA., WEEK OCT. 20**  
**SHOWS**—Can place worth-while Shows with own outfits.  
**CONCESSIONS**—Want Arcade, Palmistry and Hanky Panks of all kinds.  
*All address*  
**JONES GREATER SHOWS, Swainsboro, Georgia**

**WANT—McBRIDE BROS.' SHOWS—WANT**

For some of the best money proved spots in North Carolina and South Carolina—Flat Ride, Trains. Hanky Panks, Small Shows with own outfits. Good proposition. Out until December. All replies to  
**McBRIDE BROS.' SHOWS**  
Spray, N. C., this week.

**STAR AMUSEMENT CO.**

**WANTS WANTS**  
Shows, Rides and Stock Concessions. Have twenty by thirty Top. What have you to put in it? Might consider cutting in with complete Carnival to play the following spots: Morrilton, Ark., week of Oct. 6th; Forrest City, week of Oct. 13th, and England, week of Oct. 20th. All celebrations. Good still spots in the cotton to follow, probably out till Christmas. Wire  
**"KID BURNS"**  
At Above-Mentioned Spots or Home Address: Rt. 2, Box 143, Judsonia, Ark.

# DALLAS GETS RECORD START

## 212,622 Out Opening Day

Grounds in beautiful shape for progressive annual—midway shows get 40¢

By Pat Purcell

DALLAS, Oct. 6.—State Fair of Texas got away to a record-breaking start here Saturday when 212,622 people pressed thru the gates to view an amazing array of exhibit buildings, whirl on 26 rides, visit 19 midway shows and enjoy free entertainment of almost every known variety.

This opening day made W. H. Hitzelberger and his associates happy indeed, as last year's record-breaker was 171,944, the increase of 40,678 over the post-war revival year being a tribute to the industry and ingenuity of all concerned with the task of interesting the people of Texas and surrounding States in this great annual.

The grounds truly presented a teeming mass of people from early morning until almost midnight, and in this swirl of folks were 46,000 4-H Clubbers, Future Farmers of America and Future Homemakers, an increase of 10,000 over last year.

"It was particularly gratifying to see so many of these farm youngsters on the grounds, as we feel that not only are we entertaining a great group of future citizens, but we are building interest in the fair that will aid us in keeping it as one of America's top annuals," Hitzelberger said. These youngsters came in 1,500 motor busses, were admitted to the grounds free, were given free box lunches that included fried chicken, and all rides operated at reduced prices so their spending money would give them a maximum of entertainment.

### "Key Club" Big

The opening day also saw the "Key Club" in action. This is the first-day promotion handled by the Dallas Junior Chamber of Commerce, and this group sold 68,000 keys at 50 cents each, which entitles the wearer to a free roll at the outside gate, reduced prices for shows and rides, and a chance on an automobile.

Another strong promotion was handled by the Variety Club of Dallas. The Texas Pre-Fabricated Home Company bought a location on the main plaza, donated a complete pre-fabricated house, a garage, an automobile and many other prizes, and turned it all over to the Variety Club. (Dallas in Socko on opposite page)

## Mrs. Issy Cetlin Dies Following Operation

LEBANON, Pa., Oct. 6.—Mrs. Margie Cetlin, 48, wife of Issy Cetlin, who with Jack Wilson is owner of the Cetlin & Wilson Shows, died at a local hospital Sunday afternoon (5) following an emergency operation.

Stricken suddenly ill at her home here at 3 a.m. Sunday she was rushed immediately to the hospital where she passed on at 4:15 p.m. Her husband, who rushed here from Richmond, Va., where the shows were playing, arrived a half hour after his wife had died.

Funeral services will be held here at 2 p.m. Wednesday (8), with burial in the family plot. Surviving besides her husband are her parents, a brother and two sisters.

## Eight Performers Win Happy Verdict in Deportation Case

TAMPA, Oct. 4.—A group of tumblers and acrobats with the Ringling Bros. and Barnum & Bailey Circus performed their tricks with a little more abandon. The keeper of the gorillas, Gargantua and Tot, gave his charges a little extra helping at mealtime (even with the high cost of living). And some place else in the United States, Arturo the Great tried a little harder to thrill his audience as he swung a little higher on his tight wire.

And all in the group of eight people who winter in Tampa and environs had good reason. They are now in the United States legally and immigration authorities will not ask them to leave. They can even apply for citizenship.

Last winter the eight were given hearings before Immigration Deportation Examiner W. J. Munroe here on their appeals from deportation orders. They came to the United States as "visitors" to display their circus acts. While here one married an American. Appeals from deportation were on grounds that to return to their native countries would break up their families and cause them hardship. Their appeal on the hardship grounds, recognized by immigration officials, won them legal status in the States.

The acrobatic group consists of Adriana Borza-Lopez, 39, from Spain; her husband, Juan, who was an American; Antonio Borza, 37, from Spain, and his wife, Thea Borza, 36, from Italy, who had a child born here. The troupe was brought to the U. S. in 1940.

Arturo the Great, the high wire walker, is 37. He and his wife, Hedwig, 31, were brought to this country by the Ringling org in 1936

and traveled with the circus until this season. Since they came here they had a son, born in Sarasota, Fla., where the circus spends the winter. Arturo, whose real name is Arthur Trostl, spends the winters in Tampa.

Gargantua and Toto were given extra helpings by Jose Tomas, 41, who came from Spain in 1941. Tomas and his wife, Emelia, 24, a Cuban, also have a child born in the U. S.

## Malibu Beach, Calif., Spectacle Pulls 5,000

MALIBU BEACH, Calif., Oct. 4.—The first annual Malibu Remuda, a two-day spectacle sponsored by the Malibu Post 605, American Legion, and staged by numerous celebrities who reside in this exclusive resort, came to a successful close here September 28, with attendance estimated near 5,000 persons.

Feature of the event was a re-enactment of the Southern California Coast landing 400 years ago of Juan Rodriguez Cabrillo. Actor Frank Morgan, garbed in breastplate and helmet and attended by other movie stars, portrayed Cabrillo.

June Havoc, actress, was crowned Remuda Queen. Among the other flicker celebs who participated were Warner Baxter, honorary mayor of Malibu; Jimmy Wallington, radio announcer and president of the Remuda Association, and Frank Reed, general manager of the event.

Reed said the celebration will be made an annual event with proceeds to be devoted to worthy causes.

Aquatic events, a horse show with a 3,000 seating capacity arena, bathing beauty contest and a society circus followed opening of the Remuda, which got underway Saturday (25) with Los Angeles County Sheriff Eugene Biscailuz leading 900 horsemen in a parade. Twenty carnival booths manned by stars and starlets, a Western steer barbecue and a marine air show completed the entertainment program.

## Red Bluff, Calif., Shows Improvements

RED BLUFF, Calif., Oct. 4. — The Tehama County Fair closed its gates here September 28, after a successful three-day run, according to officials. No attendance figures were available, pending the auditor's report.

The second post-war fair was a big improvement over last year's event, said George Blake, fair secretary. Grounds have been improved and the parking area enlarged. A total of 327 entries were made in the dairy cattle division, 95 head in the beef cattle division, 197 in the swine class and 115 in the sheep display. Judging was done at night for the first time under the new lights of the cattle pavilion.

Another change from the practice of former years was the method used in displaying the exhibits. They were arranged so that visitors might see but not handle products on show.

Entertainment included a horse show, a vaudeville show and a seven-ride midway.

Several new buildings are in the plans for next year as well as further development of the present plant.

## Week-End Sales Fatten Garden Rodeo Bankroll

NEW YORK, Oct. 4.—Madison Square Garden's 22d Annual World's Championship Rodeo yesterday attracted the first hefty audiences since its September 24 opening. Capacity crowds at today's matinee and night show, plus a heavy advance sale for tomorrow's performances, may do much to offset the estimated 20 per cent tumble the show took in comparison with last year's opening week.

Altho currently competing with a subway World's Series, the cause for the drop in attendance is difficult to analyze because the demand for the luxury \$3.50-\$6 pews remains constant and the slump has been proportionately reflected in all brackets, including the \$1.25 rush seats. Rodeo can still pace last year's record gross because each capacity house will account for about a \$30,000 gross.

### Publicity Sparse

Publicity has been sparse, compared to former years. That department is expected to pick up next week when Autry and his horse Champion, and numerous cowhands are scheduled to entertain Bellevue Hospital patients Tuesday (7).

Casualties during the first week were fairly heavy, with one contestant definitely out of the show and four others seriously hurt. Phil Manix, Augusta, Mont., bowed out with a broken collarbone after winning \$660 in steer wrestling. Richard Gonzales, New York, broke his arm opening night. Jimmie Hazen, Tucson, Ariz., is benched with head injuries. Manuel Enos, Fort Worth, is out temporarily with leg injuries. Tommy Cahoe, Newhall, Calif., suffered three fractures of the right arm when he was thrown and kicked by a steer.

## Octave Blake Again Grand Circuit Prexy; '48 Dates Scheduled

LEXINGTON, Ky., Oct. 4.—Octave Blake, South Plainfield, N. J., was re-elected president of the Grand Circuit Harness Racing Association by the board of stewards at the annual meeting held here September 29. Elected vice-president were E. Roland Harriman, New York; Joseph A. Neville, Delaware, O.; Leo C. McNamara, Carmel, Ind.; Charles W. Thellis, Greenwich, Conn., and James B. Johnson Jr., Castleton Farm, Lexington.

Tentative dates set for 15 trotting and pacing meets next year follow:

Santa Anita, Calif., April 17-June 5. Maywood Track, Chicago, June 14-19.

Old Country Racing Association, Westburg, L. I., N. Y., June 25-July 3. Historic Track, Goshen, N. Y., July 5-10.

Saratoga Raceway, July 12-24. Nassau Racing Association, Westbury, L. I., N. Y., July 26-August 7. Goodtime Track, Goshen, N. Y., August 9-14.

Springfield, Ill., August 16-24. Milwaukee, August 23-28.

Du Quoin, Ill., August 30-September 4.

Indianapolis, September 6-11. Reading, Pa., September 13-18. Delaware, O., September 20-25. Aurora, Ill., October 11-23.



**Virginia Bearden Works in Endy Show Despite Broken Arm**

ATLANTA, Oct. 4.—Virginia Lee Bearden, fan dancer in the *Scandals of '47*, with Endy Bros.' Shows now at the Southeastern World's Fair here, has scored solidly with the show personnel for continuing in the unit despite the fact she works with her right arm in a cast.

Virginia sustained a fractured arm in an automobile accident September 14, just before the Endy Shows were to open in Chattanooga. But shortly after her arm was set and encased, she rejoined her unit and, regardless of the cast and its discomfort, she has continued to work steadily here.

Another recent casualty on the show was George Karsten, ride superintendent, who sustained a fractured hip and severe cuts in an automobile mishap at Dalton, Ga. He was returned to Chattanooga for hospitalization.

**Manchester, Ia., Profit \$3,753, Williams Reports**

MANCHESTER, Ia., Oct. 4.—Delaware County Fair Association reported a balance on hand of \$3,753, according to a financial statement released by E. W. (Deak) Williams, secretary.

Total receipts amounted to \$11,572 while expenses, including \$1,098 for improvements, amounted to \$7,819. The report showed total receipts of the fair at \$8,255 and \$1,848 other than the fair. Receipts from the outside gate amounted to \$1,525, day grandstand \$1,087, and night grandstand \$1,170.

**Circus Historical Society**

The fall round-up of Division No. 1 will be held in Peru, Ind., October 25-26. Members of other circus groups have been invited and there will be a banquet Saturday night, October 25. Also featured will be a display of circus collections by the members. Don Smith is in charge of reservations.

William Woodcock is at his home in Little Rock. His son, who was injured on the Cole show, is okay again and back in school.

The New England fans are planning their third annual fall gathering at the Boston Garden during the Hamid-Morton Shrine Circus. John J. Crowley is chairman.

J. A. Havirland and Burt Wilson visited Dailey Bros. at Kankakee, Ill. Tom Farkinson also was on the lot. Mr. and Mrs. Joe Tracy, Buffalo, visited at the home of the Havirlands, as did Alex Clark, the calliope man from Connecticut. Allen Wescott presented the writer with a book on horses, written by Lady Wentworth.

Some time ago personnel of the second division (the Two Hemispheres Bandwagon Division) of CHS decided to honor the name of a former circus trouper coming from the divisional territory and choose an honorary director for the band from among present-day band leaders. The band was named Hessel's Royal Imperial, honoring the late Carl Hessel, former circus bandmaster and native of Maine. Victor O. Robbins, also of Maine and at present with the Clyde Beatty Circus, was named honorary director.

Perhaps other CHS divisions would like to honor some local trouper or take the name of some former circus band and name an honorary director. Among famous circus bands of the past, to mention a few, are Walter English's Military Band, Gorton's Famous Cornet Band, Sweeney's Cowboy Band, J. A. Emidy's British Cornet Band, Ned Brill's Concert Band, Prof. George Granweiler's orchestra, La Pearl's Marine Band, Shelton's

**Dallas In Socko Get-Away; Opener Attracts 212,622**

(Continued from opposite page)

Ticket booths were established in the lobbies of all Interstate theaters far in advance of the fair, where tickets were sold at 50 cents each for a chance on the prizes. The entire proceeds from the drawings go to the Variety Club's charitable activities, and the promotion is strong for the fair as the tickets must be placed in a huge drum located at the exhibit on the grounds. The Variety Club, in order to bally sales, supplies a continuous vaude show for free.

Exhibit buildings will have to be covered in subsequent issues of *The Billboard*, as even a champion walker couldn't hoof thru the throngs in a day and see half of it. For the time being it will have to suffice to say that the grounds were in beautiful condition, the building apparently has been improved considerably since the first post-war renovation last year, and those who made it around declare the entire show is a great picture of Texas industry and life.

**Vast Fun Area**

Down the midway the first enterprise encountered is the vast fun area managed by Denny Pugh and Joe Murphy. These Texans go for games and fun and Pugh and Murphy have made it possible for them to play for everything except a grand piano. The agents were all flashed to perfection and an added touch was that all wore white shirts with black ties, a deft touch for the neat side which might be copied by operators everywhere for the best interests of the business.

As was noted above, there are 26 riding devices ranging from pony tracks to the giant Coaster the management built this past spring.

There is no official name for the show area, but Ray Marsh Brydon assembled 19 pay attractions, and Hitzelberger was not the least bit reticent in praising this department. Brydon has come up with several new ideas in showmanship during the years he has been around but when he parked shows on the sides of the Cotton Bowl, giving it a definite Alpine village touch, it is reasonable to assume he has made another mark in the record book.

Attractions and their managers include *Pin-Up Parade* and *Nudist Colony*, Walter Hale; *American Cuties*, Ray Ayres; *Monkey Circus*, T. W. Framan; *Animal Oddities* and *Wild Life Exhibit*, James Heron; *Wonderland*, George W. Haley; world's strangest baby, Babe LaBaire; *World's Fair Freaks*, Jack Korie; *Artists' Models*, Bob Halzel; *Life Exhibit*, E. C. McWilliams; two-headed cow, C. F. Thompson; *Motor-drome*, Sam Caldwell; *Canadian timber wolves*, Roy Lisogar; *Mickey Mouse Circus*, Jim Dunleavy; *little horse show*, Bill Duskin; *large reptiles*, Cal Carrolton; *Monkey Drome*, W. P. Stevenson, and *Lovers' Lane* (Funhouse), Noble C. Fairly.

**Life Exhibit's 1G**

Brydon reported that the take on these 19 attractions Saturday topped

American Brass Band, the Barnum and London Great Brass and String Band, Carl Clair's Grand Military Band, Spader Johnson's Clown Band and Otto Griebing's Clown Band on the present Cole Bros.' Circus. Among current circus band leaders are Post, Basile, Evans, Gilson, Woeckener, King, Gerlach, Kyes, Guy, Goe, Hinckley, Hale, Cervone, Rossi and Stevens.

Walter Pietschmann spent four anxious days at Timmins, Ont., sweating out a forest fire raging between his camp and the air strip. Rain finally put out the fire and a plane took Walter safely back to Detroit.—BETTE LEONARD.

\$40,000, and to back this up he let the writer take a peep at the sheet which showed that the Life Exhibit snared a snappy \$1,100, which makes the figure quite believable.

Cal and Ruth Thompson's White Horse Troupe is the day and night grandstand attraction. For years the grandstand has been a larry, but the first day's business indicates this attraction, heavily billed thruout the territory, has a chance. Under the management of Sunny Bernet, aided by Ez Kehoe, the regular performance has been augmented into an entertaining two-hour show. Acts include the Gallagher Family; the Grettonas, featuring Baby Shirley; Bill and Nancy Long's adagio balancing; Ernie Wiswell's Funny Ford; Roy Sims, high pole; Andy Boyette's hill-billy singing; Earl Shipley's clowning, and Bernet as emcee.

*Ice Cycles* plays the Coliseum, with capacity crowds assured, and the Broadway production, *Annie, Get Your Gun*, featuring Texas's own Mary Martin, is in the theater, also to capacity.

Pepsi-Cola has sponsored a free show at the head of the midway featuring Selden, the Stratosphere Man.

**Clawson Named Cavalcade Boss**

CHICAGO, Oct. 4. — Al Wagner, manager of Cavalcade of Amusements, since selling the org to a company headed by Frank Dirago, Tusculumbia, Ala., and O. J. (Whitey) Weiss, who has concessions on Cavalcade (*The Billboard*, October 4), announced today in a wire from Tupelo, Miss., that Ralph Clawson has been appointed general manager of the Cavalcade of Amusements.

Clawson is well known in outdoor show business, having been with various shows, the latest of which was the John R. Ward Shows.

Another story on Cavalcade of Amusements getting a still date in Tampa will be found on page 66.

Lillian Harris left Toronto after playing at the Canadian National Exhibition and now is at 606 South Decatur Street, Montgomery, Ala., where she was called by the illness of her sister.

Bill Harris, general agent for Ohio Valley Shows, closed for the season and returned to his home in Findlay, O., for a visit before leaving for the West Coast for the winter. He will resume his duties as general agent for the Ohio Valley org next spring.

**REGAL EXPOSITION SHOWS**  
**Now Headed for Southern Georgia and Florida**  
*Out All Winter*  
 If you are interested in a long season's work, I can use Merry-Go-Round and Ferris Wheel Foremen. Must be truck drivers. Blackie Henry, acknowledge. Will book Octopus, Flyoplane, Kiddie Auto Ride or Pony Ride. Good proposition.  
 Will book Grind Stores, \$20.00 a week; also Scales, Floss and Custard. Bill Hunter wants Skillo, Count Store and Grind Store Agents.  
 Want organized Minstrel Show. Bull Martin wants Magician for pitch and lecture, novelty acts. Peggy Atkins, communicate. Want Mechanic who will take care of trucks.  
 Address this week, Laurens, S. C.; week of October 13, Saluda, S. C.

**AL G. KELLY & MILLER BROS.' CIRCUS**  
**HAVE THE FOLLOWING PROPERTY FOR SALE**  
 Set of 8 Banners, 7x12; 1 50x135 Round End Tent; 1 70x180, 10-Ft. Wall; 1 20x40; 1 Marquee, 28x26, 10-Ft. Wall. 1 extra nice Semi House Trailer, modern equipped, and '41 Cab-Over-Engine Chev. Tractor, tires like new. A few small Shetland Ponies, 1 very small Black Mule, all young stock; 2 White Horses, 3 and 4 years old, nice ones; small Light Plant and few Seat Stringers, 5 and 7 high. All the above property can be seen with the AL G. KELLY & MILLER BROS.' CIRCUS, per route or Hugo, Okla., after Nov. 2. OBERT MILLER.

**THANKS, CHAS. A. LENZ,**  
**FOR INSURANCE THAT PAID OFF**  
**NEW BILOXI AMUSEMENT PARK**  
**WILL OPEN OCTOBER 30**  
 Want for all year, seven days per week: Wheel, Jenny, Tilt, Pretzel, Fly-o-Plane, Rocket, Scooter. No gate, grift or passes. Building boom plus more soldiers to field here. Mild climate and best folks on earth. Ex. Custard and few Stock Stores open. All replies:  
**T. L. DEDRICK, Mgr.**  
 209 BUENA VISTA HOTEL BILOXI, MISS.

**C. A. STEPHENS SHOWS**  
**WANT**  
 For Adairville, Ga., first in 3 years, and Chatsworth, Ga., Murray County Fair; Elberton, Ga., Elberton Colored Fair, and others to follow.  
 CONCESSIONS—No X except Bingo, Popcorn, Photo Gallery, Cigarette Gallery, Jewelry, Snow, Darts and Custard. Johnny Green needs Agents for Line-Up, Rollidown and Skillo. Out all winter.  
 SHOWS—Will book complete Sideshow, or can use Acts for our Show. Doc Womack wants Girls for 2 Girl Shows.  
 RIDES—Spitfire, Octopus, Tilt or Kiddie Train. Edward Bryant, answer. Can place your Loop and Snake Show.  
 All answers to Jonesboro, Ga., this week.

**WANTED FOR**  
**SOUTHERN STATES SHOWS**  
 Few more Stock Concessions, also useful Ride Help in all departments. Would like to hear from Harry Froboess also. Small Bingo. All answers to  
**JOHN B. DAVIS**  
 Sylvester, Ga.

# Bloomsburg's Final Count Hits 140,000

## 25,000 Under Best Year

BLOOMSBURG, Pa., Oct. 4.—Altho it failed to equal last year's record-breaking paid attendance, the Bloomsburg Fair, which closed here September 27, had one of its most successful showings. Total paid admissions will run over 140,000, compared with 165,281 a year ago, but this is still 9,000 higher than the previous record, set in 1945. Total attendance was about 200,000, including 40,000 school children.

Both opening Monday (22) and Thursday (25) were largely lost because of rain. Revenue lost thru a drop in attendance was made up in part by the increased numbers of exhibitors, some of whom had to take space in a reclaimed parking area. Secretary Harry B. Correll said the sale of exhibit and concession space this year shattered all previous records.

### Harness Racing

The grandstand afternoon program featured harness racing and included the richest stake events in the State. The program drew the largest number of entries in the 93-year history of the fair. Racing admissions totaled 26,483. Frank Wirth's night stage-show, *Make Mine Music*, featuring Tess Gardella, the original Aunt Jemima, drew a paid attendance of 25,610.

Midget racing on closing day, staged by Harry Richwine, of Williams Grove, Pa., attracted a paid grandstand attendance of 6,339, with several thousand hanging on the rails. Mike Joseph, Philadelphia, won the featured 25-lap event.

The cattle show was the largest in years and the poultry show, absent last year, was back with one of the finest shows in history.

The James E. Strates Shows were on the midway.

## Blackpool To Resume Christmas Circus Season

LONDON, Oct. 4.—Blackpool, England's top seashore resort, will have a Christmas circus season at the Blackpool Tower Circus for the first time since 1928. Season will open December 22 with a big bill, including the cavalry of Jean Yves De Cour; the Alexanders, teeterboard; aerialist Fritz Bartoni (former Ringling circus feature); Swan and Leigh, bar act; Pongo, novelty rope act; Cynthia and Gladys, jugglers; aerialist Dernos and two clown acts, the Musical Cavalinis and the George Trio.

The present circus season at Blackpool Tower Circus, which ends soon, opened on Easter and has registered a solid success, attendance averaging around 36,000 a week.

## Carroll Host to Riverside Men on Caribbean Cruise

AGAWAM, Mass., Oct. 4.—Edward J. Carroll, owner of the Riverside Park here, will be host to key staff men on a Caribbean cruise. The party will leave New York Friday (24). Those making the trip will be, in addition to Mr. and Mrs. Carroll, Mr. and Mrs. Harry Storin, Mr. and Mrs. Vernon A. Trigger, Thomas E. Morrissey and W. E. Stevenson.

Storin is public relations manager at the park, Trigger is park superintendent, Morrissey is general manager, and Stevenson is head cashier.

## Motor Speed Round-Up:

# Charley Pehlman Killed in Big Car Crash at Kutztown, Pa.

KUTZTOWN, Pa., Oct. 4.—Charley (Ducky) Pehlman, 41, of Stony Creek Mills, Pa., was killed September 28 in the big-car feature race at the Kutztown Fairgrounds. The race was won by George (Buster) Keller, of Fairlawn, N. J. Pehlman was killed when he apparently lost control of his car and crashed thru a fence, breaking his neck.

WILLIAMS GROVE, Pa. — Bill Holland, Bridgeport, Conn., won the feature big car race at the Williams Grove Speedway Wednesday (11). The race was halted as Holland was going into the 27th lap after Lee Wallard, Lebanon, Pa., crashed into a fence when his car threw a wheel. Ted Horn, Paterson, N. J., was second; Tommy Matson, Wilmington, Del., third, and Hank Rogers, Trenton, N. J., fourth.

### Lamoreaux Wins Two

LOS ANGELES—Lammy Lamoreaux scored a double motorcycle win at Lincoln Park Stadium here September 26, taking both the handicap and scratch finals. Jimmy Gibb was second in both races.

### Share Culver City Honors

CULVER CITY, Calif.—Rod Simms and Troy Ruttman divided honors in the twin 25-lap midget car race features at the stadium here September 26. Simms won the first event in 5:34.23 and Ruttman the co-feature in 5:32.69.

### Tipton First at Bonelli

SAUGUS, Calif.—Wayne Tipton won the 30-lap hot-rod main event at Bonelli Ranch Stadium here September 27. Ed Barnett was second and Bud Van Mannon, third.

### Wins a Bayshore

SAN FRANCISCO—Bill Baker, San Francisco, won the 25-lap midget auto race feature at Bayshore Stadium here September 26. Marvin Burke, Oakland, was second and Eddie Wendt, San Francisco, third.

### Agabashian Scores

SAN JOSE, Calif.—Fred Agabashian outclassed a field of classy midget race drivers here September 25, winning the 35-lap main event with ease. It was his fourth main event victory in seven days. Marvin Burke was second, Fred Friday, third. Semi-feature went to Johnny Smith, with Johnny Soares taking the trophy dash.

### Holtkamp Flips at Gilmore

LOS ANGELES—Ed Haddad won a thrill-packed 40-lap main event, but an accident in a heat race overshadowed the feature midget auto race at Gilmore Stadium here September 25, when Norman Holtkamp, Alameda, flipped upside down before 11,000 fans. Holtkamp's car, running over the rear wheel of Joe Garson's spinning car at the start of the heat race, rode up the fence, made a twist in mid-air and came down on its side outside the oval. Holtkamp walked away from the wreck uninjured. Louis Foy was second in the main event and Karl Young, third. Semi-main was taken by Bob Hornbrook and the trophy dash was won by Holtkamp.

### Zaring in Close Win

SACRAMENTO—Bill Zaring nosed out Dick Ferguson in the feature event of the midget auto races at Hughes Stadium here September 27. A double crash marred the program earlier in the evening when Bill Johnson, Sacramento, went too wide on a

turn in the semi-main and crashed into a wall. Gil Golloday, following, smashed into the wreckage. Neither Johnson or Golloday were hurt. Ferguson won the semi-main and Billy Cantrell was first in the trophy dash.

### Bill Dils in Hospital

HARTFORD, Conn.—Bill Dils, the first serious midget auto race casualty of the season at Cherry Park Speedway in suburban Avon, Conn., was reported resting comfortably in Hartford Hospital here as a result of a nine-car pile-up last week in which he sustained a severe back injury. Avon promoter, Eddie Otto, announced plans to continue the midget auto racing until the end of October. Night racing ended last week. Events hereafter will be held Sunday afternoons.

### Santa Monica Results

SANTA MONICA, Calif.—Cordy Milne and Lammy Lamoreaux shared motorcycle honors at Municipal Stadium here Tuesday, September 30, each winning a feature race before 4,000 fans. Lamoreaux took the scratch final, with Jack Milne second and Cordy Milne, third. Cordy won the handicap final, with Lamoreaux second and Peewee Collum, third.

### Wins at Culver City

CULVER CITY, Calif.—Bill Steves captured the 25-lap main roadster race at the speedway here Tuesday, September 30, before 4,850 spectators. With Bruce Emmons close on his heels, Steves's car threw a rod on the last turn and Emmons gallantly pushed him on over the line as Steves backed off the throttle. George Seegar was third. Jess Pompa passed the checkered flag first in the semi main. Steves also took the trophy dash.

### Wins at Trenton, N. J.

TRENTON, N. J.—Joie Chitwood, Reading, Pa., won the 20-mile big car feature at the New Jersey State Fair here Sunday (28) before a crowd of 20,000 persons. Lou Mattson, Wilmington, Del., was second; Mark Light, Lebanon, Pa., third, and Hank Rogers, Trenton, fourth.

## Tom Brady Dies in Brooklyn; Had Been Active NSA Worker

NEW YORK, Oct. 4.—Thomas Brady, 70, head of the Thomas Brady, Inc., lecture bureau, died at his home in Brooklyn early this morning. He had taken a deep interest in the outdoor amusement field, having in his early days been a promoter of fairs and other outdoor events.

For many years Brady served as chairman of the dais and distinguished guests committee at the annual banquets of the National Showmen's Association, of which he was a member since its inception in 1938.

## Macon Shrine May Operate Nov. Show Sans Concessions

MACON, Ga., Oct. 4.—Officials of uniformed bodies of Al Sihah Shrine Temple are mulling idea of changing type of Shrine Circus being planned for late November. For past 14 years circus has derived most of its revenue from concessions operated by Shriners.

Potentate J. P. Kennington and heads of Degree team, Patrol and Band Corps are now considering a full-scale two-ring circus performance in Macon auditorium sans gaming concessions.

# Albuquerque Grandstand, Gate Up 20%

## Midway Biz Runs 10% Ahead

ALBUQUERQUE, N. M., Oct. 4.—The New Mexico State Fair, which opened Monday, September 29, thru Thursday (2) was piling up gate and grandstand attendance 20 per cent higher than last year. Fair closes tomorrow.

Pari-mutuel betting meanwhile was up 10 per cent. On Thursday the handle totaled more than \$200,000.

Midway business also was up 10 per cent. The Folks Celebration Shows have 14 rides and 11 shows in operation.

The afternoon program is given over to horse races. Night grandstand feature is Butler Bros.' Rodeo, of Elk City, Okla., and fireworks by Thearle-Duffield Fireworks Company, Chicago, which is represented by Art Briese.

A record cattle show is one of the features. The new Dairy building and the old livestock barns are crammed. Industrial space is almost double 1946's total.

The Palomino Horse Show drew 1.5 entries. A total of 600 head of race horses are on the grounds.

## Hubert Thompson, R-B Employee, Is Acquitted

BALTIMORE, Oct. 4.—Hubert Thompson, assistant foreman with Ringling Bros. and Barnum & Bailey Circus, was found innocent in Criminal Court here, September 26, on a murder charge stemming from the fatal shooting of Richard Sheehan, a contractual employee, on the lot when the Big Show played here July 12.

Thompson's lawyer pleaded self defense, saying his client was being threatened with an upraised chair by Sheehan when he shot. Assistant State's Attorney John C. Weiss said several witnesses' statements justified the self defense plea and that none of the statements gathered from circus personnel justified conviction.

## Tex Maynard's Hillbilly Show Bows in Savona, N. Y.

SAVONA, N. Y., Oct. 4.—Tex Maynard's Hillbilly Circus will make its bow here Monday (6). Charles Cuthbert, general agent, reports the following dates, in addition to Savona, booked in New York State: Prattsburg, October 7; Painted Post, October 8; Manchester, October 9; Gorham, October 10; Watkins Glenn, October 11; Pen Yan, October 13, and Naples, October 14.

E. W. Somers, of Hunt Bros., will have all concessions and Hilman Jorden the front door. Maynard, Cuthbert and Jorden are formerly of the James M. Cole Circus.

## Jackie Worthington Wins In Amarillo, Tex., Rodeo

AMARILLO, Tex., Oct. 4.—Jackie Worthington, Jacksboro, Tex., was the bronk riding champion at the Tri-State All-Girl Rodeo which ended September 27. Rae Beach, Monterey Park, Calif., was second and Maxine Gingles, Tulsa, Okla., third.

Miss Worthington won the champion bull riding contest, being unopposed. Calf roping winners were Dude Barton, Flomot, Tex., first; Margaret Montgomery, Ozona, Tex., second, and Fern Sawyer, Crossroads, N. M., third.

# Gosh's Season Winds Up Okay; Prep for 1948

DIXON, Tenn., Oct. 4.—Byron Gosh's Hit Parade concluded a successful 32-week tour here last week. Business on the week stand here was good. Show opened in Southern Georgia last January and toured Tennessee, Georgia, Florida, Mississippi and Alabama with dates ranging from one nighters to week stands.

Tent is a 60 by 160 feet, with a seating capacity of 2,000, and show was transported on three trucks, with each jump averaging about 30 miles.

Gosh said that considering the inclement weather encountered over the season, business on the tour was fair, with the show winding up in the black. Gosh added the unit will go into the 1948 season bigger and better.

# Winstead Minstrels' North Carolina Biz Continues Good Pace

HENDERSON, N. C., Oct. 4.—Business for Winstead's Mighty Minstrels continues to hold up well on org's tour thru North Carolina. C. E. McPherson said here this week.

Altho organization is not as large as in the past, the performances are clicking off on a par with other years, and Producer David Wiles is doing a good job of giving patrons what they like, as is Manager Frank Slone.

W. B. Dixon's band is giving a good account of itself, McPherson says. Staff includes David G. Surles, owner; Frank Slone, manager; David Wiles, stage manager and producer; Tiny Dixon, assistant stage manager; W. B. Dixon, bandmaster, and C. E. McPherson, agent.

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# Rep Ripples

COONEY PLAYERS, four people, flesh org, will operate around Memphis on sponsored dates.

Willis Cheney is promoting amateur minstrels in the Birmingham area.

Burke's Show is using E. F. Hannan's *The Paperhanger* in Southwestern Kansas. Trick also has 16mm. films. . . . Edward E. Clifford is lining up a monthly circuit for 16mm. pix around Fayetteville, Ark.

A. M. March, who has had school shows in Idaho and Eastern Washington, will have a new two-people outfit for assembly shows in his established territory.

Alfred Lang soon will have a miniature minstrel org, six in cast, in the Savannah, Ga., area. . . . Frank Portillo, who has furnished children's shows around Washington, will soon offer amateur dramatic bills in the same sector.

Henry T. Carroll has 16mm. pictures around Knoxville. . . . Mr. and Mrs. F. Arnold Busher, who have a school show in the Portland, Ore., area, will soon play towns in Central Washington.

Bird's Show, recently kayoed by a windstorm in Alabama, suffered considerable loss of equipment in the big blow.

John E. Quinn, in his third season, is planning sponsored dates with religious pix in New England. . . . Crowell Players, a new group, are booking sponsored dates around Indianapolis.

LEE'S SHOW, Leon Lee, owner, playing E. F. Hannan's *Henry Goes to Town* around Fayetteville, Ark., reports okay returns. Three people make up the org.

Thomas and Francis Talmadge have a 16mm. pic outfit working around Macon, Ga. . . . William P. Quinn is forming a four-people flesh group to play sponsored dates around Colorado Springs, Colo.

He has had religious films in the past. . . . H. H. Taylor is readying a seven-people minstrel org to play sponsored dates around New Orleans.

Writing from Hunt County, Texas, Mel Ellwell says he recently closed his tent and is now in halls. He has short-cast bills and pictures. . . . Franchet Players, a new group, will operate in the Sedalia, Mo., area with cast of five. He will start the season with Hannan's *On Vacation*.

# Caufman Succumbs To Lengthy Illness

FLINT, Mich., Oct. 4.—Guy Caufman, widely known in repertoire and tent show circles and manager of the Guy and Constance Caufman Players who played the Midwest and East under canvas and in theaters for many years, died at his home here September 19 following a lingering illness.

Caufman, whose widow, Constance, survives, also had starring roles in and managed such shows as *The Wolf*, *The Arab* and *The Virginian*.

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# Nostalgia Rules as Harcourt Recounts Old-Time Tomming

CINCINNATI, Oct. 4.—An item in the September 27 edition of the *Rep Ripples* pillar with reference to the history of Tom shows, *The World's Greatest Hit*, by Harry Birdoff, and published by Vanni Publications, New York, forcefully recalled to James N. Harcourt the time he enacted Haley in Doc Bailey's *Ideals* about 20 years ago.

Writing from Jersey City, N. J., Harcourt says: "At that time we Tommed the fishing villages of Cape Cod and found it rather lucrative, for it was the only live entertainment the natives had ever seen. When we reached Provincetown at the end of the season our secretary was in ill health and the Doc decided to patch up and retouch the Sunny South sets. Since Doc usually visited an old friend whenever he reached the extremity of the Cape, he dropped in on Captain Matthewson, a retired fisherman, who took in boarders. There the Doc spotted a young artist, and being frugal to a fault, he figured it would be much cheaper to make the young fellow a member of his troupe than to hire him for the repaint job.

"I believe it is the same Harry Birdoff whom the column mentioned as the author of the forthcoming history. The young fellow later did our posters. Doc resurrected a role for him seldom given in Tom shows,

that of Senator Bird, because he thought there was a resemblance in the names.

"In the street parade we doubled in brass, but so many of us faked the instruments with ready tissue paper that another addition would have spoiled the effect. Doc thought it best for the new rookie to carry, instead, a plaster bust of Mrs. Stowe, with which he usually dressed the lobby.

"Our troupe was a family affair, with Ma Bailey doing the cooking. She also knew all the female roles and on occasion she donned a wig of blond curls and appeared as Little Eva. Doc enacted Colonel Skeggs and looked the part to perfection without benefit of make-up.

"During the auction scene he stopped Uncle Tom's sale long enough to sell his bottle of 'Kure-All' to the audience. He usually gave away the last bottle with a show of philanthropy. I played Doc Bailey's *Ideals* for several seasons. My Tomming experience was gained earlier with Stetson's, Kibble's and Martin's Toms, and I could go on at a moment's notice for any part, like any other Tommer in the business.

"I hope that some big city revival of the play starts Tomming all over again. It always did in the past, and it is rediscovered ever so often."

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# Mt. Vernon Hits Pay Dirt As AOW Racing Gong Rings

MOUNT VERNON, N. Y., Oct. 4.—Mount Vernon Arena set a mark September 27 for other rinks in the America on Wheels chain to shoot at when a capacity crowd turned out for the debut of AOW's inter-rink race season under a set-up that puts racing on the same basis as figure and dance skating in annual competition for the chain's challenge trophy.

Highly elated, Jack Edwards, AOW director of speed, declared box-office results were "terrific," and was just as enthusiastic about the entire program in which 76 skaters competed. Spectator interest also was high, a crowd survey by two checkers revealing enthusiasm by practically everyone—even dance and figure competitors and AOW pros, the latter turning out en masse for the contests. Four busses transported skaters from New Jersey's Capitol Arena, Trenton; Perth Amboy Arena; Twin City Arena, Elizabeth; Hackensack Arena, and Boulevard Arena, Bayonne.

Mount Vernon's plastic floor, minus powder, was clean and just as fast as a wood surface, said Edwards.

### The Scoreboard

A short talk by General Manager William Schmitz preceded the events, which were dominated by the Hackensack and Mount Vernon teams, each of which scored 25 points. Twin City scored a poor third with five points, while Perth Amboy, Capitol, Boulevard and Passaic were goose-gagged.

Results: Half-mile novice open (no points), Harold Terry, Hackensack (1:39) and David Downey Boulevard. Half-mile novice open (no points), Joe Marinaro (1:37) and Louis Gibbons, Hackensack. Half-mile novice open (no points), Robert Elfert (1:38) and James Murray, Hackensack. Half-mile senior men, John Sukovich, Twin City (1:35); Dan Manning, Boulevard, and Ray Dillon, Mount Vernon. Half-mile ladies open, Jane Conroy, Hackensack (1:46); Dorothy Laboucky, Perth Amboy, and Miriam Hoey, Boulevard. Quarter-mile midget open, Marion Eckwerth, Mount Vernon (0:52); Butchie Eckwerth, Mount Vernon, and Francis Mahovetz, Boulevard.

Half-mile senior men, Herb Plump,

Hackensack (1:35), and Larry Bisinger, Mount Vernon. Half-mile Ladies open, Ginger Mann, Mount Vernon (1:40.5); Marge McCoppin, Mount Vernon, and Tessie Raiffe, Twin City. Half-mile juvenile boys, Donald Meerdink, Hackensack (1:41.5); Billy Butler, Hackensack, and Edward MacIntyre, Twin City. Half-mile men's open, Ernest Waldorf (1:35), John Gregory and Harold Hand, Mount Vernon. One-mile Ladies open, Marge McCoppin, Mount Vernon (3:29), and Tessie Raiffe, Twin City. Two-mile men's open, Herb Plump, Hackensack (6:21.5); Larry Bisinger and Harold Hand, Mount Vernon.

Officials were George Apdale and Leroy Jay, referees; Ozzie Nelson, starter; Tom Leahey and Ed Benford, timekeepers; Irving Lasser, lap man; John Mann, track; D. Meerdink and Violet Moore, scoring; Walter Zitniak, Frank Johnston, Walter Babcock and Charles Lanzotti, judges; Jack Edwards, announcer, and Joseph Ligouri, arena manager.

Novices who placed first here will score at the next meet, to be held at Twin City October 11.

Tonight Mount Vernon races here in a home-to-home meet with the Reading (Pa.) Racing Club.

Edwards plans on taking eight of his racers to Washington November 22 for the opening of AOW's new National Arena there.

## Martin Leaving Detroit Arena

DETROIT, Oct. 4.—Fred Martin, secretary-treasurer of the Roller Skating Rink Operators' Association, is resigning as general manager of the Arena Gardens Roller Rink here, effective October 15.

Martin has served in that capacity since the opening of the Arena as a skating rink some 12 years ago, and has achieved national reputation for his operation.

Martin said the Arena would continue with the same schedule and under the same corporate management as in the past.

### Sefferino To Visit in East

CINCINNATI, Oct. 4.—C. V. (Cap) Sefferino, assistant manager of Sefferino Rollerdrome here, and Frank Marino, his partner in the development of a new skate (The Billboard, September 27), plan an early visit with Victor J. Brown, operator of New Dreamland Arena, Newark, N. J. While in Newark they will discuss the skate with Perry B. Rawson, skating technician of Asbury Park, N. J.

### Pro Acts at Kish Opening

LIMA, O., Oct. 4.—A large crowd turned out September 18 for the re-opening of Al W. Kish's Lima Roller Rink, featuring Rex and Betty Powers, pro skating act, and Great Jaxon and his skating duck, Dennis. Rink has been redecorated and resurfaced. Joe Hamm is at the organ.

## Personnel Shuffle By AOW; Victor to Head Nat'l Arena

ELIZABETH, N. J., Oct. 4.—Don Victor, manager of the America on Wheels (Hackensack (N. J.) Arena, has been appointed manager of the new AOW National Arena which is to open soon in Washington, it was announced this week by AOW General Manager William Schmitz. Victor will be assisted by Ralph Canary, floor manager at Boulevard Arena, Bayonne, N. J.

John Schneider, manager of Passaic (N. J.) Arena, is to succeed Victor at Hackensack, while the new manager at Passaic will be Bob Kinsley, present Hackensack floor manager.

Ruth Eisenberg will be the Washington organist and Artie Giese will be skate mechanic. The remainder of National employees will be engaged in Washington.

Beginning October 9 Twin City Arena here inaugurates Thursday night square dancing on skates, with a bazaar and games added features. Informal dress will be permitted on this night.

## Yakima Arena Preps For October 15 Bow

YAKIMA, Wash., Oct. 4.—A four-month season opening October 15 is planned by the recently reorganized Yakima Arena, Inc., it was announced this week by George W. McLaughlin, secretary.

Since the March 17 close, marked by a revue sponsored by the local Junior Chamber of Commerce and directed by Mr. and Mrs. Gordon Thompson, Arena pros, additional equipment has been installed and the refrigeration system improved. New equipment includes an additional tractor and a rotary power-driven sweeper to maintain the skating surface.

Constructed in 1939, the plant now affords ample parking space, an 80 by 200-foot open-air skating surface, bleachers seating about 1,600 people, and a bandstand. Machine sheds are at one end of the rink, below the surface, while the entrance, skate shop, lunch counter and offices are at the other end. The lighting system is powered by a Diesel generator, as are the two ammonia compressors. The exhaust goes thru a heat exchanger, furnishing hot water for the direct-expansion flooded refrigeration system.

## World Meet Dates Changed by ARSA

NEW YORK, Oct. 4.—Dates of the world skating championship of the United States Amateur Roller Skating Association have been changed to December 5-7, it was announced this week by USARSA President George F. Apdale from his offices here.

The change was made because of delay in completion of the new America on Wheels National Arena, Washington, site of the contests.

### Gilbert, Mrs. Barker Marry

ELIZABETH, N. J., Oct. 4.—Paul Gilbert, former manager of Skateland, Martinez, Calif., and Mrs. Hazel G. Barker, who recently sold the rink to Mr. and Mrs. J. T. Jarvis, of Monterey, Calif., were married in Yuma, Ariz., September 23, it was learned here recently at the offices of William Schmitz, secretary of the United Rink Operators. Mr. and Mrs. Gilbert are members of the URO.

## Kellogg New Head of Ore. RSROA Group

PORTLAND, Ore., Oct. 4.—George H. Kellogg, Salem, was elected chairman of the Oregon chapter, Roller Skating Rink Operators' Association of the United States, at a recent meeting at Oaks Rink here. He succeeds L. W. Hendrickson, Gresham, who has withdrawn from rink operation. Jess Fee, operator of the Rollerdrome here, was retained as secretary-treasurer.

The chapter meeting was in conjunction with a session of the Oregon Rink Operators' Association, and the delegates were dinner guests of Robert E. Bollinger, operator of Oaks Rink.

With Jack Nasholm, Eugene, association president, conducting a session of the association, discussion was held with a representative of the American Society of Composers, Authors and Publishers (ASCAP) over rates charged for rink music. The representative indicated a more equitable rate basis might be found if the association took its problems to the December meeting of the ASCAP board at Detroit. Bolinger was named a delegate to the Detroit meeting.

## Van Horn's Mineola Rollery Sets Dance, Figure Classes

MINEOLA, L. I., N. Y., Oct. 4.—Closed September 6-16 for renovations, Mineola Roller Rink reopened September 17 featuring skating exhibitions, reported Operator Earl Van Horn.

As in previous years, Mineola is giving much attention to class work. Gladys and George Werner, pros, are again teaching Tuesday (advanced) and Wednesday (elementary) night dance classes and Sunday figure classes. From the figure class skaters graduate to the Earl Van Horn Dance and Figure Skating Club. The 25-cent Saturday morning club sessions, featuring dancing, started September 20. Regular Saturday, Sunday and holiday matinee are scheduled thruout the season.

Bobbie Weeden and Paul Hope are again at the consoles of the electric organ and Novachord.



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"Information, Please," Say Ops --- and Rawson Gives Out

IN THIS ISSUE Perry B. Rawson, author of the article, Mass-Produce Meal Tickets To Skate Thru a Depression, published recently in The Billboard, answers the remaining questions he has received from operators on his plan to build box-office receipts thru the use of mechanized beginner rooms.

Q. Should public-session skaters own their own skates and shoes? A. Absolutely. The skate balance is delicate. Forcing customers to readjust balance to a different skate each trip to the rink is a costly procedure for the operators; a very bad spot in our campaign. Selling of skates to the customers has been a bottleneck. Operators should make a study of this matter. Best study is made on skates. This bottleneck can be a very costly one.

Q. Can the Rawson system be learned from the Rawson books? A. Certainly, if there is no skipping of what is in the books. Nothing but failure will result if fundamentals are skipped.

Q. These specialized Class M (Mass) professionals—what is the difference between them and Class O (Competition) professionals? A. An entirely different body action mostly. They are hip skaters instead of shoulder skaters; are on a different balance. Being edge runners and teaching edge running right from the start, they have to be users of the flexible skate. Class C has been getting away with the tight skate in competition work.

Q. If the public comes into skating, what will hold it? A. Only the plain skating, the dancing and a certain kind of music. The latter item looms large. It is little understood. The music will have to be dance rhythm. Even in spots where there is no

dancing it will have to be dance rhythm (this includes marches). Only one type of music will move the feet—dance rhythm. To move the skate, one has to move the feet. Dance rhythm is the only music that will move the feet, the skate, the crowd. The stuff is quite rare. Composers compose songs, not dances. Songs, ballads and croons may be pleasant to listen to, but will not move the feet, the skate, the crowd. This is real box office stuff; has been tested thoroughly. A permanent library of dance rhythm phonograph records should be built up and maintained. It may be selected from output of recording companies specializing in production of skating records. It's useless to hunt for this material among the output of big-name recording companies. Even if a few happen to appear, the metronome speed is out of line for skating requirements. Rink organizers should concentrate on study and interpretation of dance rhythm. They will advance the movement and their own fortunes as and when they improve their dance rhythm. They should start immediately learning how to swing all Hit Parade songs into dance rhythm.

Psychology Angle

Q. You say in Bulletin No. 60 that the degree of flexibility is not important at first, as the customer is on flats. Why is this? A. The customer is in the pipeline alleyway; is started on flats. Any old skate will do. But at the end of 30 minutes or when he is taken onto edges the skate will have to be changed. Psychologically, it is better to put him in the alleyway with anything available and talk skate flexibility when he is finished with the (See Information on page 95)

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\*235-B—That's My Desire Fox Trot 92
\*236-A—I Wonder, I Wonder, I Wonder Fox Trot 92
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**COIN-OPERATED MACHINES, SECONDHAND**

A Large List of Second-Hand Coin Machine Bargains will be found on page 99 of this issue.

**COSTUMES, UNIFORMS, WARDROBES**

**ALL BRAIDED CELLOPHANE WAISTBAND** Hula Skirts with leis, \$7.50; Oriental and Strip Costumes, \$12.50; Chorus or Strip Panties, \$1.35; Bras, 75c; Rhinestone Punches, \$4.50; Rhinestones with Settings, \$1.85 a gross. Folder? Yes! C. Guyette, 346 West 45th St., New York 19, Tel.: Circle 6-4137.

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**CREATIVE PAPER MACHE DECORATIONS,** Plastic Display, Masks made to order. No cata-log. John Praetorius, 603 W. 45th St., New York City. CI-rele 6-7672. no8

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**ABOUT ALL MAKES POPPERS AVAILABLE—** 50 complete Candy Corn Machines and Cookers, \$225.00 complete set 50 all electric, from \$155.00. Krispy Korn, 120 S. Halsted, Chicago, Illinois. oc18

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**FOR SALE—200 PAIRS CHICAGO RINK** Skates already to roll, \$3.40 per pair. Sylvan Gardens Rink, R. F. D. No. 1, Onsted, Mich. oc11

**FOR SALE—TRADE COUPONS FOR DRILLED** Ball Gum, 1,000, 25c; A.B.T. Guns, \$25.00; Gen. Target Skills, \$15.00. Hanson, Penny Weighing Scale and Case, \$12.50. Rock Ola Low Boy Scale, \$45.00. Al Hoff, 1918 Rose, Baltimore 13, Md.

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**12 GAUGE SHOT GUN SHELLS—WIN-chester No. 8 shot, \$1.25 box in case lots.** \$1.80 single boxes. J. Pollanski, 1523 Hazel St., Baltimore 26, Md.

**.22 CALIBER RIFLE RANGE, 10 FT. WIDE,** 35 ft. long, steel walls and four Winchester Guns, new year ago. One Victory model Wurlitzer juke box. J. Adair, 3206 W. North Ave., Chicago, Ill. Alb. 9351 or Spa. 1936.

**250 PAIRS OF CHICAGO SKATES—GOOD** condition, assorted sizes, \$2.50 pair. Will sell all or part. Irvine Roller Rink, Irvine, Ky.

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If the items you're selling seem faded and jaded . . . if your customers turn up their noses at your hottest items . . . and your cash register has the no-sales blues . . .

**Don't Worry! CHRISTMAS IS JUST AROUND THE CORNER . . .**  
 . . . and timed especially to help you sell is The Billboard's Big Christmas Merchandise Special.

**DATED OCTOBER 25th**  
 Geared to cover markets untapped by any other single advertising medium . . . The Billboard will carry your advertising to the small and large town jewelry, novelty, gift and art stores . . . arcade owners . . . salesboard operators . . . concessioners and pitchmen who will be setting up their Christmas items.

**These markets are ready and "open-to-buy."**  
 In addition to The Bill-board's complete coverage\* of these great merchandise markets . . . 5,000 reprints of the entire merchandise section will be sent to a select list of large quantity merchandise buyers in all parts of the country.



Here's a bonus for advertisers using 1/4 page or more in the merchandise special. A write-up and picture of your hottest item will be featured in a column called "POPULAR CHRISTMAS ITEMS" . . . contact your Billboard representative or nearest Billboard office for further details.

\*Proof that The Billboard's extra large circulation is paying off is the fact that the merchandise pages now carry twice as much advertising as in pre-war years. There must be a reason.

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**ADVERTISING DEADLINE IS WEDNESDAY, OCTOBER 15**  
**THIS IS YOUR ISSUE — MAKE IT PAY!**

**WATCH IMPORTERS**  
**PRICE \$23.75 ONLY**  
**SAVINGS UP TO \$50.00**



Handsomely Men's Watch, Gold Case, Fine Swiss 15-jewel Movement, Sturdy Strap.

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**GOLD WIRE ARTISTS**

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Immediate Possession of Formula by Return Mail. Send \$3.00 to

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Operators' Assortments. 25% Deposit.

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 Projectors, Arcs, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. oc25

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 Chairs, Screens, Tents, sell 16mm. Film, Fibre Cases, Blue Seats. Lone Star Film Co., Dallas, Tex.

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**WHITE HAMMOND ORGAN MODEL B**  
 Console, B. X. Speaker, Vibrato Control. Perfect condition, complete in every detail, ready to ship. B. W. Social Club, Pottsville, Pa.

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 Star Jumbo-Giant Popping Unit including two twenty-five pound gas cylinders. Can be seen Penn Premier Midway, Chase City, Virginia, Fair this week.—Lucile Anderson.

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**KERN, PUNCH DRUNK BUT INTERESTED** Amazon. Address now Compton, Calif., General Delivery. Your address, please. Irene.

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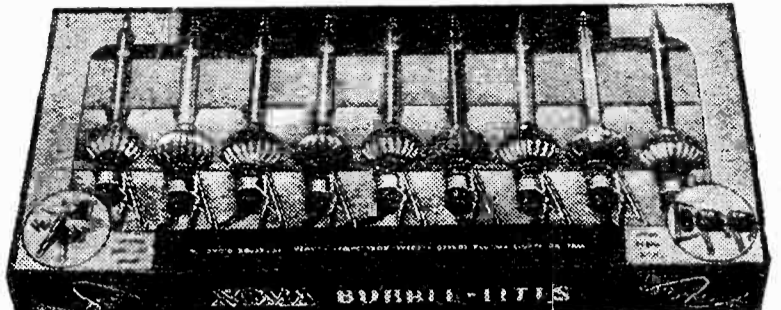
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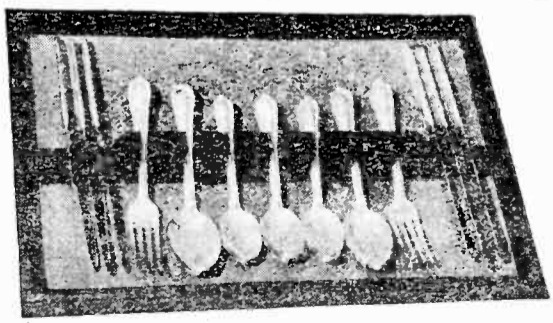
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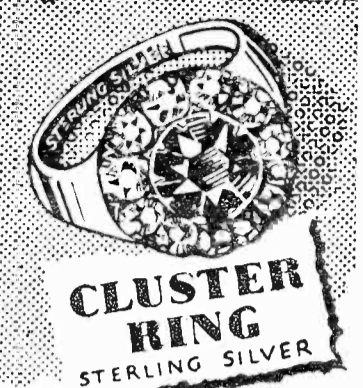
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A brand new item that is destined to be the biggest seller in its field. A beautiful plastic container manufactured of heavy lucite and is non-breakable and can't be bent with the hand. It offers the most convenient way to carry coins, tokens, pills, vitamins and other small articles. Attached is a strong key chain made of stainless metal and connected with a safety catch at each end. In time for Christmas as a wonderful premium, giveaway, and sells from beautiful display cards for 25¢. We offer the following special to introduce this new wonderful plastic item.



**\$4.00** a 100 with a free display card.  
**\$30.00** a 1000 with 10 free display cards.

25% Deposit, Balance C. O. D.  
**JACK GRAY**  
1303 S. Broad St. Philadelphia 47, Pa.

## THE NEW \*CHIP TYPE EARRING

IS OUR SPECIALTY

Our new styles are money getters. White stones, initials, Dangles. Send \$5 or \$10 for samples and prices. Manufacturer of Gold Wire Jewelry.  
**ALL BEN CREATIONS**  
760 E. 27th St. Paterson, N. J.

EARN \$50 EXTRA MONEY  
**Sell Christmas Cards**  
24 Largest Variety Box Assortments, \$1 sellers; up to 50% profit, plus bonus. Religious, Christmas Cards, etc.  
**G.H. GREETING CARDS**  
377 William St. New York 7, N.Y.

## NATIONALLY FAMOUS

- ELGIN
- BULOVA
- WALTHAM

### MEN'S WRIST WATCHES

Your PROFITS start with the first order! They sell on sight!

7 JEWEL ..... \$12.95  
15 JEWEL ..... 15.95  
17 JEWEL ..... 18.95  
(Wholesale Only)

Handsome 10K F.O.P. case • Steel Back • Genuine leather band • Beautiful dial • Reconditioned like new. FULLY GUARANTEED! 25% with order, balance C. O. D. Sample orders—\$1.00 Extra

**Write for Our New Catalog Showing Our Complete Jewelry Line**

**LOUIS PERLOFF**  
737 Walnut St. Dept. C  
PHILADELPHIA 6, PA.

## SLUM

(GIVE-AWAYS)

Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention.  
3,000 Pieces, Asst.

**\$25.00**

SOME ITEMS RETAIL UP TO 25¢ EACH.

**NEW ITEM!**  
LUCKY NOVELTY

### PRIZE BOXES

ASSORTED NOVELTIES OF ALL KINDS  
**\$4.50 Gr. Boxes**  
5 Gross Lots—\$4.00 Gr.  
25% Deposit, Balance C. O. D.  
**Mdse. Distributing Co.**  
19 E. 16 ST. NEW YORK, N. Y.

**NOW!**

turn to  
**INSIDE FRONT COVER**  
for an important story on

## POPCORN PROFITS

**MANLEY INC., KANSAS CITY, MO.**  
The Biggest Name in Popcorn  
POPCORN MACHINES AND SUPPLIES

## ELGIN-WALTHAM

RECONDITIONED MOVEMENT—  
BRAND NEW CASES

Fancy or Round Shape 10K F. O. P. Yellow case, steel back, strap, boxed.

7 JEWEL ..... \$10.75  
15 JEWEL ..... 12.75

Minimum order, 6 watches. All watches guaranteed. 25% Deposit, bal. C. O. D.

1948 Catalog Now Ready

**IRVING BERK**  
145 W. 45 ST. NEW YORK 19

Headquarters for

## COUNTER CARD MERCHANDISE

NOTIONS-SUNDRIES

FOR IMMEDIATE DELIVERY

## LEE RAZOR BLADES

Write for Price List  
**LEE PRODUCTS CO.**  
437 WHITEHALL ST. S.W.  
ATLANTA 2, GA.



Findall, Mrs. Stella  
Tomb, Doc  
Townsend, Calvert  
Trankus, Mrs.  
Travis, Margaret  
Travis, Mrs. Alverta  
Trinaudey, Alfred  
Tucker, B. O.  
Turner, Allen  
Turner, Virgie & Luke  
Vandegrift, Karl P.  
Vanhattan, Sydne  
Vandewall, Henry  
VanWert, Mrs.  
Varn, James  
Veillon, Milton  
Vincent, (Frenchie)  
Vincent, Alfred  
Vincent, Frenchie  
Virginia Rose  
Vondy, Fred L.  
Walcott, Wm.  
Walden, J. W.  
Warner, Mrs.  
Wasso, Joe  
Waters, Tom & Betty  
Watts, J. E.  
W.B.J. Show  
Weatherly, Paul  
Webb, John L.  
Wells, Louis  
Wells, Ben L.  
Welsh, Donald F.  
Westerman, Mrs.  
Bennie J.

**MAIL ON HAND AT  
CHICAGO OFFICE**  
155 No. Clark St.,  
Chicago 1, Ill.

Allen, Texas & His  
Fun Show  
Barnes, Mike  
Blakely, Tom  
Bradley, A. C.  
Cameron, Ed  
Carr, Genevieve  
Cecord, Ernest  
Clare, James  
Clemens, Dick  
Coleman, Alton  
Dempsey, Tiny  
Dever, Miss A.  
Erbrough, Ethel  
Fields, Benny  
Gamble, Henry  
Geneva, Harry  
Goote, W. L.  
Halley, Leo  
Hastings, Tilly  
Herman, Maxie  
Herard, Walter  
Hodgins, Ted  
Hoffman, J. C.  
Jacobs, Dolly  
James, H. E.  
Kaplan, Jack  
Kempson Sisters  
Lady Barbara-Circus  
Lane, C. W.  
"Chuck"  
Lynn, Sharon  
McLaren, R. L.  
Meicer, Hazel  
Nation, Gene  
Perez, Roy  
Rand, Sally  
The Redingtons  
Stafford, Cleo  
Jordan  
Start, Mable  
Halley, Leo  
Hastings, Tilly  
Herman, Maxie  
Herard, Walter  
Hodgins, Ted

**MAIL ON HAND AT  
ST. LOUIS OFFICE**  
390 Arcade Bldg.,  
St. Louis 1, Mo.

Adlbison, G. D.  
Aldrich, Mr. & Mrs. Ed  
Allen, Harry  
Anthony, Mrs. Marvel  
Barlow, Mr. & Mrs. Edward  
Barr, Estil E.  
Bell, Argie E.  
Brady, L. P.  
Bronzer, Manfred  
Bryer, Mrs. Mae  
Buck, Buddy  
Bunkley, E. L.  
Burch, Mr. & Mrs. C. O.  
Burns, W. J.  
Calkins, Boby & Ann  
Cannon, Mrs. J. O.  
Carnaack, James Roy  
Carson, Rex W.  
Causar, Jack Lee  
Cecord, Ernest  
Chaney, Chas.  
Cobbs, Thea  
Coffelt, Jack  
Coleman, Alton  
Dallman, Alma  
Davies, John C.  
Davis, J. W.  
Davis, Mr. & Mrs. N. B.  
Deal, Mrs. Ethel  
Deal, Mr. James E.  
DeWitt, T. R.  
Earle, Chief Ed  
Erwin, Ethel  
Babanks, John M.  
Fairly, Mrs. Noble  
Fant, Walter P.  
Ford, Mr. & Mrs. Grady  
Forster, Jack  
Gates, Jack  
Gelb, Joe  
Glenn, Red & Lucky  
Graham, Lavan  
Grainger, Allen  
Grimm, H. L.  
Hall, Albert Jack  
Hartley, William  
Hastings, Carleton  
Henderson, Mr. & Mrs.  
Herman, Fred  
Hess, Fred  
Holt, Clayton L.  
Holt, Miss Stella  
Howe, Joe P.  
Howington, Charles  
Hook, Mr. & Mrs. Eddie  
Hughes, Estella  
Jellison, Francis H.  
Jones, Miss Frances  
Keith, Kenneth R.  
Kelly, Mr. and Mrs. Jack C.  
Kreager, Earl  
Laubert, Charles  
Lang, Mrs. Ho F.  
Layette, Elmer  
Ledbetter, Floyd  
Lee, Geo. L.  
Lewis, Jo Lee  
Lonsdon, Elizabeth  
Lonsdon, Walter  
Long, R. B.  
Lovely, Mr. and Mrs. Ted  
McIntyre, John P.  
Smith, Lon  
Smith, Martin O.  
Snyder, W. L.  
Steffen, J. O. (Bill)  
(Jack)  
Stegall, Lloyd J.  
Stevens, G. W.  
Stevens, Grant  
Stoner, Lee  
Stratton, Clarence  
Stutz, Jim  
Sufford, Miss June  
Swan, Walter  
Sweeney, John J.  
Teska, Mrs. Joe  
Vreeland, Jack Henry  
Ware, Carl  
Washburne, William  
Webb, John Ellis  
Webster, Mrs. Jean  
Wells, Bill  
West, Eddie (Bobo)  
Westmoreland, Melvin (Stixx)  
Wild Bill  
Williams, Orval C.  
Wilson, Miss Dixie L.  
Wingert, Mr. & Mrs. Bill  
Worley, Robert  
Wright, Mrs. Laura  
Wright, Marvin  
Wizker, Fred W.  
Yuen, Kenneth  
Zebiek, Mrs. Anna  
Zlomko, Robert T.

**MAIL ON HAND AT  
NEW YORK OFFICE**  
1564 Broadway,  
New York 19, N. Y.

Adams, Diana  
Arkensen, Don  
Bloodfield, Mrs. Augusta  
Bort, Dorothy  
Butler, Ernest  
Calkins, Bob & Ann  
Cattiani, George  
Cecord, Ernest  
Clemments, Curley  
Cook, Phil  
Corrigan, Charles  
De Marr, Peggy  
Demetry, June  
Dubin, Joseph  
Faye, Herbert  
Fontez, Louise  
Brown  
Gentri, Tony  
Gold, Lou  
Goley, Larry  
Grauer, Ernie  
Greenman, Marguerite  
Groner, Ida  
Jackson, Dixie  
Jeffrey, W. H.  
Joyce, Robert  
Kalina, Madeline  
Keller, Blanch  
Kelley, Joseph H.  
La Fleur, Arthur  
Lasher, Hazard W.  
Lineberger, Perry  
Lloyd, Willis  
Mansfield, Audrey  
May, Bobby  
McKenna, Charles  
McLellan, Robert  
Morgan, Todd  
Nazzo, Joseph  
O'Hara, Beatrice  
Padrone, Charles  
Parrott, Patricia  
Rector, Patricia  
Reynolds, Rae  
Rivkin, Joseph  
Ross, Peter  
Rudynoff, Rudy  
Ryan, John  
Ryan, Margaret  
Sadly, Pete  
Sanborn, Beatrice  
Schubert, Erwin  
Smitzen, Olya  
Spiller's Seals  
Thomas, Eugenia  
Urich, George  
Velez, Mickey  
Wallace, Frank  
Walsh, Connie  
Walter, Clarence  
West, Paul & D'Arcy, John  
Whalen, George  
Worthley, Harold  
Young, Raymond  
Zanger, Raymond  
Zubryn, Emil

**LEAD WITH "ACE" STUFFED TOYS!**

**DOWN GO OUR PRICES!**

**No. 252X—GRIZZLY BEAR**

Beautiful animal in long-hair fur, 30" tall. Assorted colors. Packed 1 dozen to the carton.  
**ONLY \$42 DOZEN**

**No. 240—Same Grizzly Bear in Rayon**

Push. Assfd. colors. 28" tall.  
**SPECIAL \$27 DOZEN**

**No. 10—PLUSH SCOTTY**

Size 12"x10". Assf. colors. **\$8.00 Doz. SPECIAL**

**No. 99X—SITTING DOLL**

16"x8" PRESSED MASK **\$9.00 Doz. FACE, RAYON PLUSH.**

25% deposit with orders, balance C. O. D. (if not rated)



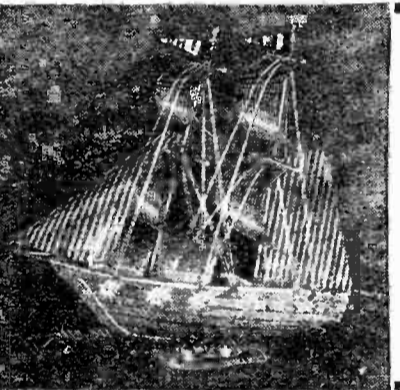
Send for 16 page Catalog listing 37 other numbers.



**REAL FUR SCOTTY DOGS**

Wonderful, life-like, Black, White or Colored Scotty in 3 different sizes and prices:  
**No. 22B—Size 12"x10"**, black or white, long hair.....**\$24.00 Doz.**  
**No. 118B—Size 16"x12"**, black or colored, long hair, Dog Skin...**\$30.00 Doz.**  
**No. 208B—Size 19"x16"**, black or white, Dog Skin.....**\$48.00 Doz.**  
**EXCLUSIVE! BIG PROFITS! FAST MOVING!**  
STATE DEPT. B

**ACE TOY MANUFACTURING CO.**  
Manufacturers of Fur Stuffed Toys  
122 WEST 27TH STREET  
NEW YORK 1, NEW YORK



**SHIP LAMP**

All metal, chrome plated, 12 inches high, 12 inches long, complete with bulb and 5 ft. of cord. Shipped set up, ready for use.  
**\$3.65 each**  
Individually boxed.

**\$1.50 - SPECIALS - \$1.50**

The following items are terrific values at \$1.50 each: Candid type Cameras, Fan Dancer Statuette Lighters, Dice Lamps, Cedar Chesis, Combination Mirror and Leatherette Boxes.

**SYLVAN CO.**  
154 E. ERIE  
CHICAGO, ILL.

**Fast-Selling Big Profit Maker!**  
**TAUSCARAY NECKLACES**  
A Sensational Value!  
RETAILS FOR \$5.00  
SPECIALLY PRICED AT **\$12.00 DOZ.**  
SAMPLE, \$1.50 POSTPAID  
Famous La Tausca, exquisitely styled choker necklace of graduated polished plastic beads in translucent red, blue, pink or green. Hand-knotted. Non tarnishable clasps. Packed in smart gift box. An outstanding buy at this low price. Order now! Immediate delivery. Include check with order.  
**LOUIS A. LANDA**  
7 W. Madison St., Chicago 2, Ill.

**COLLEGE PENNANTS**  
WITH AUTHENTIC SEALS AND COLORS.  
4x9 and 12x30 inch. Write for our Stock List for Immediate Shipment.  
**MICHIGAN**  
**SOUVENIR PENNANTS**  
For CONVENTIONS, CITIES, PARKS.  
All Sizes. Artistically Designed and Colored.

**OVERSEAS HATS**  
**HEAD BANDS**  
**ARM BANDS**  
**WELCOME / LEGIONNAIRES**  
**INSPECTOR**  
**WELCOME LEGIONNAIRES**  
**COMMERCIAL ART PRODUCTS**  
7645 E. Jefferson  
Detroit 14, Mich.

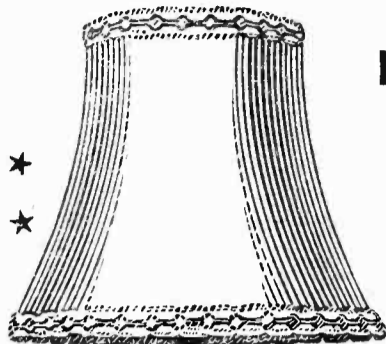
**Merchandise You Have Been Looking For**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.  
**Catalog Now Ready - Write for Copy Today**  
**IMPORTANT** To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.  
**ACME PREMIUM SUPPLY CORP.**  
1117 South 12th St. St. Louis 4, Mo

**EVER SEE ANYTHING TO EQUAL THIS!**  
**AMAZING CLOS-IT DOOR CLOSER**  
EAGERLY BOUGHT ON SIGHT  
Imagine the instant sales you will make with this amazing clever patented door closer that does the work of high priced door closers! For 35¢ thousands will eagerly buy what "til now they would have to pay several dollars to get! Saves fuel. Installed without screws in 5 seconds. You simply spread the "wings" and place on pintle of hinge. Nothing more to it. No metal to mar woodwork. Every Home, Store, Factory, Office—every outside door you see needs one. Sells for 35¢ or 3 for \$1.00. \$1.50 per doz. \$4.25 for 50. \$2.50 for 25. F. O. B. Detroit. Order now or write for details. Sample postpaid 25¢. Rush TODAY.  
**CLOS-IT MFG. CO., 5434 15th St., Dept. 15, Detroit 8, Mich.**

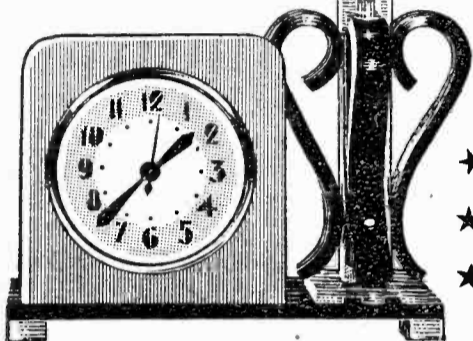
Utility Knife #407 7"  
Blade - \$9.00 per dozen  
Paring Knife #100 4"  
Blade - \$4.20 per dozen  
Aluminum Handle-Saw  
Steel Blade-Hand Made  
C.O.D. Shipment.  
Knife Manufacturers for over 20 Years  
**P. M. HENRY • Knife Works**  
6412 GLASGOW AVE.  
BIRMINGHAM, ALABAMA

# Another CARTER Original!

PREMIUMS ★  
GIFTS ★



BRAND  
NEW!



★ PUNCH BOARDS  
★ CARNIVALS  
★ PRIZES

Beautiful Lucite or Catalin  
**ELECTRIC CLOCK and LAMP Combination**  
FULLY GUARANTEED

Available in red, green, blue and canary with ivory front and solid colors at no extra cost.

Samples, \$8.50 each. Twelve or more, \$8.00 each, F. O. B. New York. (\*Slight additional charge if alarm clock requested.)

Nationally Advertised OXFORD Electric Clock.  
\*Alarm with Clock Optional

WRITE, WIRE OR PHONE

**CARTER RADIO & APPLIANCE, INC.**  
43-45 43d St., Dept. BB-1 Long Island City 4, N. Y.

## NOW READY! DISTRIBUTORS WANTED! MAGIC PHOTO RACES



Packed 24, 25c packages in counter display box. Merchant collects \$6.00. Merchant's cost, \$3.00 per box.

New Package of 6 Races for 25c  
Greatest Value Ever Offered!

Every cigar, drug and novelty store wants this fast seller and repeater. Actual photo-finish of race appears when blank card is wet with magic tissue. Impossible to tell winner in advance!

DISTRIBUTORS' COST, \$2.75 PER BOX. F. O. B. NEW YORK

Minimum Shipment to Distributors 12 Boxes

TERMS—1/2 Deposit With Order, Balance C. O. D.

**D. ROBBINS & CO.** 152-B W. 42ND ST., NEW YORK 18, N. Y.

### NEW NUMBERS

IN VALVE, SQUAWKER AND TOSS-UP BALLOONS

Latex Easy Blowing



A twist of balloon shuts out air.

To deflate twist balloon in opposite direction.

Jobbers, write for prices and samples

**EAGLE SPECIALTY CO.**

AKRON 11, OHIO

### NEW IMPORTED SWISS WRIST WATCHES



- ★ Precision Built
- ★ Stainless Steel Back
- ★ Genuine Leather Band
- ★ Styled for Beauty
- ★ Built for Accuracy
- ★ Immediate Delivery

**\$3.25** Each  
In Lots of 6 or More.  
Sample orders, \$1.00 extra.  
25% deposit with order, balance C. O. D.

**ALLIED SERVICE CO.**  
929 Fifth Ave.  
Pittsburgh 19, Pa.

### CARNIVAL ENGRAVERS STORE ENGRAVERS

Handling MORSE Fine Line of Engraving Jewelry

(These are not Larries)  
1927 ACH—Alum. Tag and Silver Plated Chain \$5.50 Doz.  
1927 AA—All Alum. Idents. 4.40 Doz.  
Send for Illustrated Catalog

**MILLER CREATIONS**  
6628 Kenwood Ave. CHICAGO 37, ILL.

## Pipes For Pitchmen

By Bill Baker

**BOB DAVIE** . . . blasts from Milwaukee, where he's working the Schroeder Hotel, that he recently married a local girl and plans to stay put in the Beer City.

Get into action and you'll get the kale.

**SAM FREED** . . . pipes from Schenectady, N. Y., that he made a flying trip to Cobleskill, N. Y., where he met three old-timers working the fair. They were George Kinum, programs; Al Fisher, gadgets, and Sol Gastles, paper.

**HARRY MAIERS** . . . erstwhile Mayor of Park Row, cards from Corbin, Ky., that the cold weather is chasing him south for the winter.

Fancy Freddie says: "You'll never influence a tip by antagonizing it."

**STANLEY NALDRETT** . . . reopened in the H. L. Green store in Greenville, S. C., September 29 with a line of kitchen gadgets put up for him by the Acme Metal Goods Manufacturing Company. He plans to remain at his present location until the middle of November when he heads for a South Bend, Ind., store with his usual holiday layout of pokes and sticks.

**FRENCHY LaBOE** . . . letters from St. Louis that he's all in favor of organized pitchmen. "Such an organization," says Frenchy, "could develop into a point where each pitchman could be issued a button indicating he's a member of the group and each could let his contemporaries know when an item clicks and when it doesn't. Why not work good merchandise at a fair price and make the way for rehashing a town an easy one?"

Accumulated inertia goes a long way in guaranteeing failure.

**"JUST PASSING** . . . thru here from Bloomsburg, Pa., Fair, which was way off for the boys and girls who made it," letters B. McCrory Dixon from Wilkes-Barre, Pa. "Saw Gabe Grimson here with two gadget layouts, one in McCrory's and the other in the Boston Store. Business at both spots has been good and Gabe is a credit to the business and a good worker. He recently purchased a grill and bar here and I attended the opening, which was a success. Gabe says he doesn't plan to give up the pitch business for some time."

Your future depends on how you handle today's opportunities.

**LET'S HAVE SOME** . . . pipes from the following: Archie E. Smith, Paul E. Kramer, Toby Johnson, Professor Hudson, Bobby Marsh, Al K. Hall, Jeanette G. Arbiter, Lou Yessner, John H. Andrews, Harry W. Hentchel, Joey and Alice Lewis, Big Al Ross, Roy Purcell, Doc Phil Bradley, L. E. (Roba) and Gladys Collins, Harry Randall, Dick Frazier, Doc Meador, Chick Townsend, Scotty Conlin, Nathan Goldberg, Jimmy Wells, Herb Casper, Sheeie Goldberg, Morris Kantroff and Mary and Madaline Ragan.

Having acquired a reader, the successful pitchman's first thought is to promote good working conditions for himself and others who follow him.

**JACK SCHARDING** . . . with a record of 43 years on the road, 33 of which have been spent in the pitch field, the other 10 in outdoor show business, letters from Shreveport, La., that he has made up his mind that this year will be his last in the business. "It has gotten to a point now," says Jack, "that in order to obtain a location at a State fair



Sold Through Jobbers Only

**Top Money Getters**  
\* Safeguard your profits... buy only OAK-HYTEX in the Blue Box with the Yellow Diamond label.



**The OAK RUBBER CO.**  
RAVENNA, OHIO

### THE #1 HOT DEAL

New Improved "Dippy Dilly"

- Ass'ted Colors
- Each Boxed
- Stand and Instruction



Dippy Dilly (the original YES Bird) is the fastest selling dipping bird on the market and is unconditionally guaranteed.

**\$7.20** Per Dz.

To retail about \$1.00. Sample, \$1.00 postpaid. Jobbers, write for quantity prices. Immediate delivery.

Dippy Dilly is a HELLUVA seller

WATCH FOR #2 HOT DEAL "ELMO THE CLOWN"

**Ramley Products** 43 E. 19th St. New York 3, N. Y.

### Monel Rings

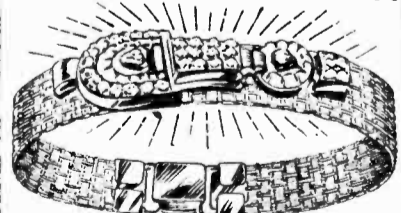
Guaranteed not to turn or tarnish



12 types, Cameo, Mother of Pearl, Horse-shoe, Abalone Pearl, Lodge, Intaglio, Knight-Head and Signets. 1 doz. sample assortment, \$18.00.

**L. L. BONNETT MFG. CO.**  
P. O. Box 284 BILOXI, MISS.

### MFR. SLASHES PRICES!



- Very latest styles.
  - Czechoslovakian stones.
  - Polished 14K gold plate.
  - Mesh or expansion band.
  - Sample, \$2.00, 1/3 Dep. with order, bal. C.O.D. New Fall Styles Ready!
- MESH \$8.00 Doz.  
\$7.50 Doz. in Gross  
Lots. Expansion, \$7.50 Doz.—\$7.00 in Gross Lots. (Add 50¢ per doz. if individual boxing desired.) Allow for postage.  
Chatelaines, Pin and Earring Sets and Bracelets.  
**STAR IMPORT NOVELTY CO.**  
535 Eighth Ave. New York 18, N. Y.

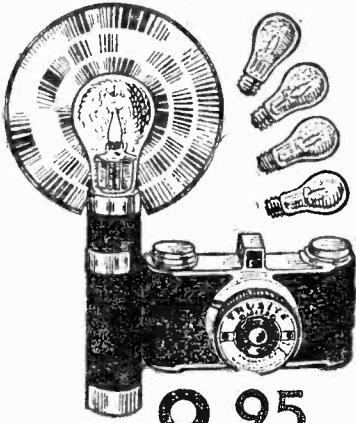
### MEDICINE MEN!

THERE IS NO SUBSTITUTE FOR QUALITY  
WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are **MANUFACTURING PHARMACEUTISTS** established 1934.  
**GENERAL PRODUCTS LABORATORIES, INC.**  
127 E. SPRING ST. Dept. X COLUMBUS 4, OHIO

**OPERATORS,  
CASH IN  
NOW**

**YOUR DOZ. \$6.65  
PRICE LOTS EA.**  
Sample, \$9.95 Ea.

**THE NEW  
TRUSITE MINICAM  
with synchronized  
FLASH PLUS 4 WABASH  
PRESS 40 BULBS**



**9.95**  
Tax Included

- Fluoride Coated Lens Ground and Polished
- Optical View Finder
- All Aluminum Construction
- Instantaneous and Time Exposure Pictures
- Flash Gun Is Detachable for Sunlight Photography
- Uses No. 127 Roll Film.

NOW you can catch those intimate indoor shots at parties, weddings and anniversaries that you will treasure forever. Makes picture taking possible the year round.

25% DEPOSIT, BALANCE C. O. D.

**GOTTLIEB-CUTTNER, CORP.**  
925 BROADWAY NEW YORK CITY

**TARGET BALLOONS**

Advertising—Home Comings—Decorations. A sure fire, quick seller for fast turnovers and profit to you. The big season is on—you can't go wrong—order now and order plenty.

8 Ft. Balloons ..... 21¢ Ea.  
40 In. Red ..... 15¢ Ea.  
40 In. Orange ..... 10¢ Ea.  
24 In. Assort. Red, Blue, Yellow, Orange ..... 8¢ Ea.  
T-29 Orange, Lots of 100 .. 7¢ Ea.  
A 25% deposit with all orders.

**THE S. & P. NOVELTY CO.**  
428 Sixth St., N. W. Washington, D. C.

one must slip a concession man a \$50 or \$100 tip in order to be able to work. This has happened at two fairs that I know of and the boys who have done this have ruined it for the rest of us and themselves. Other fairs, it seems, have barred high pitchmen and it's now a condition of dog eat dog when you finally do get space, what with all the loud speakers fighting each other. This has been my worst season out of the 33 I have spent in the game. I plan to make one more fair in Texas and then head for Long Beach, Calif., where I will settle for good and enter the mail order business."

It's too late to discount a person after you've agreed to a transaction. Do it before and everyone will be happy.

**INFORMATION, PLEASE**  
(Continued from page 85)

pipeline alleyway. Technically, it is better to start him with the live skate.

Q. Are synthetic rubber-cushions satisfactory? We have not been able to find many. A. A fair makeshift.

Q. Will professionals trained for the masses be able to use tight skates? A. No, only flexible skates. The mass technique for money and box office has to be the real thing, not an imitation.

Q. Can the baby walker be motorized; if so, how? A. Yes, either by electric motor, storage battery and charger or by a tricycle arrangement using foot power.

Q. You advocate mirrors at the far ends. Are they essential? A. Not essential, but the finest investment you can make.

**Two Pros a Precaution**

Q. Why are two professionals needed to take the pupil from the pipe rail alleyway to the main floor? A. Just an added precaution to eliminate stage fright. Note that directions in Bulletin No. 60 say: "For the first few minutes." After five minutes one helper is sufficient. Usually this is the customer's tough spot. Nurse him along. Need not be professionals, friends will do.

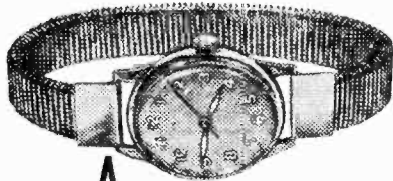
Q. Are the gloves necessary? A. No, but very worth while.

Q. Is this modern skating and its teaching a brand-new art? A. Only the teaching methods are new. The art itself is a grand old art, but needs a revival and rebirth. It went to pieces and got itself lost somewhere between 1880 and 1910. The Rawson mechanical training system is safest, fastest and cheapest restoration scheme yet developed. The new technique is the only skating technique that is box office.

Q. How would you rate the new and old comparatively? A. The question is not clear. The automobile and horse and buggy is a good comparison, or the airplane and the kite.

Q. Will it have to be sold to the masses? A. Undoubtedly, it being so different from what they think it is.

**WRIST WATCH**



**A Super-Value ONLY \$4.15 Ea.**  
Accurate precision movement. Chrome case. Sweep second hand. Radium Dial and Hands.

**EXTRA!** BOTH Stainless Steel Expansion Band and Strap included with each watch.  
25% DEPOSIT, BALANCE C. O. D.  
**BURTON SALES CO., Dept. AK-27**  
809 W. Madison St. Chicago 7, Ill.



**ATTENTION! AGENTS, SALESBOARD MEN, CONCESSIONERS, STORES**

The 2-In-1 Ball Pen and Pencil is a sensation! Mechanically perfect, everybody wants one!

Wholesale Price, \$7.20 per doz. SAMPLE SENT FOR \$1.00

**D. ROBBINS & CO.**  
152-B W. 42nd St. New York 19, N. Y.

**PAPER HATS**

Complete line. Mfr. wants jobbers and specialty men. Samples, \$1.00. Open account to rated jobbers.

**John F. Houghtaling**  
Box 7034, Station G Los Angeles 37, Calif.

**The Sensation of 1947  
Little Gerty**

With Eyes That **SPARKLE PLENTY** and Long Blond Hair!

This Beautiful **DOLL** Looks Like Feels Like **REAL SKIN**

IS 13 1/2" TALL OPENS and CLOSES **HER EYES**

And Her Long **BLOND HAIR** can be **BRUSHED COMBED & BRAIDED**

What a Doll ONLY **\$24.00** A DOZ.

Non-Rated Accounts 25% Deposit Required, Balance C. O. D.

**ORDER NOW!**



This Beautiful **DOLL** Has Everything Plus Tremendous **SALES-APPEAL**

Get on the **Bandwagon** and Finish the Year With **A WINNER**

They Come Individually Boxed **6 Doz. to a Master Carton**

What a Doll ONLY **\$24.00** A DOZ.

Sample Order, \$2.75 Each.

**ORDER NOW!**

**EXHIBIT SALES CO.**

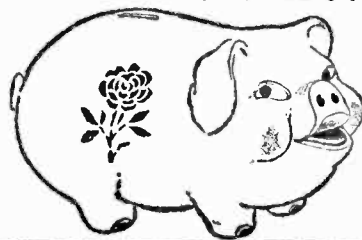
423 Market Street PHILADELPHIA 6, PA.

**IF YOU HAVE NOT YET PUT IN OUR GIANT PIG SAVINGS BANKS do so at once, they sell bigger than ever.**

Up to date we have sold 342% more than we did in '46, and we are getting a few days behind in delivery.

**ORDER THEM FOR XMAS NOW!!!**

DON'T WAIT UNTIL IT IS TOO LATE. We have them in two sizes and four finishes. THE ONE RETAILING FOR \$2.00 COSTS \$12.00 PER DOZ. THE ONE RETAILING FOR \$3.00 COSTS \$21.50 PER DOZ. THE ONE RETAILING FOR \$5.00 COSTS \$36.00 PER DOZ.



Completely illustrated price list #286-K mailed to any re-seller on request.

Agents wanted all over the country to sell these fast-selling articles to dealers, liberal commission on orders and re-orders. Some of our men are making as high as \$150.00 per week.

Jobbers, write for jobbers' setup and order your Xmas supply quick.

**LEO KAUL**

IMPORTING AGENCY, Inc.

339 and 335-K South Market St. CHICAGO 6, ILL.

**Attention!**

**ELECTRIC BOW TIE MANUFACTURERS**

Buy your bow ties direct from the manufacturer. Bright, flashy goods, made expressly for the electric bow trade.

**\$2.00 Per Dozen**

Terms to rated houses

**KERTZNER NECKWEAR CO.**

504 Blake Ave. Brooklyn 7, N. Y. Dickens 2-6930

**NEW PLASTIC BUBBLE BALLOONS!**

**—WIRE YOUR ORDERS— STOCK UP NOW! NEW FAST SELLING SPECIALTY ITEM**

Children can now make their own Balloons, Comical Clowns, Figures, etc.

Each set complete with tube, blower and descriptive circular .....

25% deposit with all C.O.D. orders. **Dozen \$1.80 Gross \$21.00** Special Prices to quantity users. 1,000,000 were sold and still selling.

**BENGR PRODUCTS CO.**  
119 Fifth Ave. New York City

**NOW!**  
turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

**EXTRA SPECIAL!**

In the original containers—  
BRAND NEW U. S. GOVERNMENT  
GENUINE NYLON  
**PILOT PARACHUTES**

(30-inch diameter)  
Complete with Automatic Metal Release  
Device as used in the U. S. Air Forces.

**A TERRIFIC 69¢ SELLER**

As a toy, kids have loads of fun tossing this well-made, light-weight parachute into the air and watching same float gently to the ground. This item actually cost the government \$4.80. It is being offered to dealers for resale as a toy.

**\$36.00 Per Gross**

SAMPLE DOZEN SENT POSTPAID FOR \$4.00



**DANCING  
HEPCATS**

Still selling in a big way, wherever shown. Comes complete with instructions and bags.

**\$12.00**

Per Gross

SIX SAMPLES \$1.00

**GIANT 1030  
AIRSHIPS**

These are the largest packaged SILVER AIRSHIPS, WITH CABINS AND FINS. Every one is a worker. A terrific 35¢ seller from now until after Xmas. Fair workers are selling five to ten gross per day at 35¢ each.

**\$9.50 Per Gross**

TEN SAMPLES \$1.00



Here is a brand new, pure rubber, noise making doll. Stands over ten inches high. Just squeeze them and the customers start buying. Comes in an assortment of colors and facial characters. A fast 35¢ seller.

**\$24.00**

Per Gross

FOUR SAMPLES FOR \$1.00

HERE ARE OUR LOW PRICES ON  
AIR TESTED  
**FIRST QUALITY TOY BALLOONS**  
(PURE LATEX)

#5's	Gr.	#13 Paddles	\$5.50
#7's	2.25	#16 Paddles	7.50
#9's	3.25	#7 Catheads	3.60
#418	1.65	#10 Catheads	5.25
#624	3.25	#78 Footballs	6.25

All prices F. O. B. Washington, D. C.  
25% deposit required.

**TERRELL-KOEHLEH ENTERPRISES**

802 F ST., N.W. WASHINGTON, D. C.

**H-M Launches  
Indoor Season  
In Philadelphia**

(Continued from page 59)

plotation. Bulk of the gross resulted from the sale of general admission tickets, since folks were reported reluctant to spring for the more expensive ducats. "The days of Broadway musical comedy prices are over," Morton said. "In the last five years ticket prices have jumped from 60 cents to \$1.25 for general admission and from \$1.25 to \$2.50 for reserved seats. At those prices it gets to be a little rough on a family with a couple of kids. The price scale will have to drop."

There was a sellout last night, plus near capacity on other nights and hefty matinee crowds. They seemed well pleased with the stereotyped circus presentation. The Arena seats about 6,500. The show was competing with the World Series, which was televised in this area. Afternoon audiences must have been curtailed by interest in the baseball games, and the circus personnel huddled around radios in dressing rooms.

**Acts in Fine Form**

All of the acts, most of them in from the fair routes, were in excellent form. The total of 19 displays in three rings had a well arranged balance of ground and aerial routines with a sock opening, featuring Dick Clemens and his lions, and an awesome closing, featuring Miss Victory (Zachinni) shot from a cannon.

Peaches O'Neill and her troupe of girls (6) worked trapezes first and webs later to provide a measure of production and aerial ballet. Their usual rigging was delayed in transit.

Two ground perch acts, both imports this year, the Rosales Sisters from Brazil and the Adamsons from Denmark, worked with exceptionally high perches. The Adamsons' perch is surmounted by a quarter-moon structure to provide a setting for the precision calisthenics of the girl member of the act.

The Seven Brannocks, in their usual sprightly teeterboard and tumbling routine, were followed by Jeannette and Paul in a fine display of showmanship in the presentation of their aerial number. Act is Stroblited at night with spectacular results. The Briants, having plenty of audience appeal, especially with the small fry, soloed with their pantomime act.

A trio of contortionists, Shirley

**H-M Program**

- Display 1. The National Anthem; Joe Basile's Madison Square Garden Band, with Lois Lynn, vocalist.
- Display 2. Dime Wilson, table rock; Georgetti Bros., comedy clowns; Irma and Rio, unsupported ladders.
- Display 3. Dick Clemens and His Lions.
- Display 4. Peaches O'Neill and Her Girls (6), trapeze.
- Display 5. Rosales Sisters and the Adamsons, perch.
- Display 6. Clown Band.
- Display 7. Seven Brannocks, teeterboard and tumbling.
- Display 8. Jeannette and Paul, aerialists.
- Display 9. Peaches O'Neill and girls on webs.
- Display 10. The Briants, comedy pantomime.
- Display 11. Shirley Lavell, Florence Hin Lowe and Arlene Renault, contortionists.
- Display 12. The Berosinis, high wire.
- Display 13. Les Kimris, aerialists.
- Display 14. The Loyal Repensky Troupe.
- Display 15. Clown production number.
- Display 16. The Flying Hartzells, trapeze.
- Display 17. Hamid-Morton elephants.
- Display 18. Clown walk around.
- Display 19. Miss Victory, cannon act.

Lavell, Arlene Renault and Florence Hin Lowe, worked simultaneously in three rings. The Chinese girl worked exceptionally fast, going thru the usual muscle straining exercises with the rapidly, grace and sureness of a tumbler. Les Kimris, featuring Lee Wallenda, presented their usual act and novel rigging in a featured spot.

The Loyal Repensky Troupe (10 people, 8 horses) presented a massive riding act, with the entire personnel working simultaneously. The Berosinis on the high wire worked smooth and fast, featuring three full-size bicycles in a pyramid.

The Flying Hartzells presented their novel back-dive from a platform to a catcher with an over and under pass thrown in for good measure. The Hamid-Morton elephants (Robinson's) did their usual nifty plank walking and tricycle riding as a prelude to the cannon act.

Clown alley was well populated with 12 joeys. Dime Wilson, table rock; Georgetti Brothers, comedy clowns, and Andirma and Rio, unsupported ladders, worked two displays.

Joe Basile and His Madison Square Garden Band played the show. The entire opening performance was televised by WFIL.

Route includes Cleveland and Toronto, October 6-11; Boston 13-18; Troy, N. Y., and Wilkes-Barre Pa., October 28-November 1.

Staff here included Col. Robert H. Morton, director and general manager; Elwood MacBeth, promoter; Len Humphries, manager; Ed Thompson, auditor; Mike Malas, boss property man, and A. (Fingers) Castle, assistant props.

**WON, HORSE & UPP**

(Continued from page 58)

few of the burg's barflies, store clerks, two pitchers, a sheetwriter, the show's novelty butchers and the town constable. Suddenly from a side street three auto loads of dancing girls, a stilt-walker and a sound truck swung onto the back end of our parade with the sound truck announcer saying, "Following this alleged parade, the most sensational free act of all times will be presented on the Drawhead Sisters' Cultured Carnival midway. See the man shot out of a cannon over two Ferris Wheels. Special kiddies' matinee. All shows and rides have been reduced to five cents." That pleased the boss mightily. They had given us some recognition and had to participate in our parade to keep their heads above water.

To show how little their opposition amounted to, we packed and jammed the blues with lithograph pass holders (grandstand empty), which proves that if you put out enough paper, you are bound to get a house. Rain at opening time killed both shows at night.

"Oppositioning this show must have been a bad move for them," the boss thought when Abigail Drawhead suggested that, because we would be day-and-date on Monday at Shortfeed, Tenn., to save railroad moves the two show trains combine, and in order to let us unload first our train was to be intact and in the combined trains so that it could easily be shunted onto an unloading siding on Sunday. What did they do? They placed it behind the engine and pulled their 35-car train behind it. As drawbar after drawbar pulled on our wooden flatcars, stockcar and coach they were switched onto sidings one at a time until we had cars in five different towns, which caused us to blow Monday, leaving the burg clear for the carnival.

P. S. Forgot to mention that we are in the big show class. Trailers have started following this show. Last Saturday at matinee-time a Mexican sold tamales out of a bucket across the street from our marquee.

**DAILEY BUCKS RAIN**

(Continued from page 58)

three-quarter night house after a light matinee.

Two Missouri spots, Maryville and Chillicothe, gave with top business. Both spots registered full houses at both matinee and night shows. Weather in both places was ideal. At Maryville, Howard Saunders, veteran press agent with the show, reported this will be his last season with the show.

**SPECIAL FOR FAIRS**

DeLuxe Yellow Flying Birds, loud whistle.	Per Gross	\$10.00
Long Cowboy Lash Whips	Per Gross	12.00
Lancaster Batons, R.W.B., With Bells.	Per Gross	14.50
Maple Walking Canes	Per Gross	45.00
DeLuxe Fur Monkeys	Per Doz.	2.50
Fur Monkeys With Stick and Feather and Hat	\$2.00 Per Doz. Per Gross	21.00
Jumbo White Fox Tails With Comic Sayings	\$4.00 Per Doz. Per Gross	45.00
Large Fox Tails	\$3.25 Per Doz. Per Gross	36.00
Rabbit Feet With Key Chains, jumbo size.	Per 100	6.00
Large Rabbit Feet Key Chains	Per 100	4.50
Large Gun & Holster, complete	\$13.00	
Per Gross, Per Doz.	1.25	
Large Lels.	Per Gross	6.25
Medium Lels.	Per Gross	3.25
Comic Hat Bands, long length	\$1.50 Per 100	13.00
Comic Buttons, 50 ligne	\$1.50 Per 100.	14.00
Per 1000		
Feather Backs for Dolls	Per Gross	9.00
Green Wiggle Snakes	Per Gross	7.75
12-inch Metal Horns	Per Gross	10.00
12-inch Saxophone, assorted colors, plastic.	Per Doz.	4.00
Plastic Water Bird Warblers that sing	90¢ Per Doz. Per Gross	9.00
Chinese Paper Snakes, complete with sticks.	Per Gross	12.00

**HATS**

Cowboy Hats (Felt)	\$2.75 Per Doz.	30.00
Spanish Hats	\$2.50 Per Doz.	27.00
Mexican Cholo Hats	\$2.00 Per Doz.	22.50
Per Gross		
Fireman Hats	\$2.00 Per Doz.	21.00
Robin Hood Hats with comic sayings.	Per Gross	15.00
Yodel Hats With Feathers.	Per Gross	15.00
Miniature Hats With Feathers.	Per Gross	5.50

We take orders to put advertisements on Balloons. Also take orders for special made Pennants and Buttons. We ship all orders same day we receive them. 25% deposit required on all orders. We ship to Canada, Mexico, Cuba, Honolulu, Philippines and all parts of the world. Write for 1947 catalog.

**HARRIS NOVELTY COMPANY**

1102 ARCH STREET Phone: Market 7-9848 PHILADELPHIA 7, PENNA.

**R-B INTO LOUISIANA**

(Continued from page 58)

ture story, on Page 1 opening day. The Star-Telegram gave with a full column review in Sunday's edition after the first two Saturday performances. In addition, Jack Gordon, in his Fort Worth Press column, defended circuses in general in advance of the opening, replying to critics who said "circuses just take money out of town." Gordon cited that a circus spends plenty of money in a city for advertising, groceries, lot rental, feed for animals, taxes, etc.

Business in Corsicana was only fair, mainly, many believed, because of a high school football game scheduled the same night. Matinee draw was light, with a three-quarter house at night.

**SEAT-PRICE BEEF**

(Continued from page 58)

the 73-foot center poles crashed to the ground with the canvas but escaped with minor bruises. Spare canvas was rushed to the lot and repairs were made in time for the show to resume its performances the next day. Big top seats 3,500. The Mills Circus suffered a similar blow-down on the same lot at same date in 1938.

**SPECIAL OFFERING  
FAMOUS SINDACO  
WATERPROOF WATCH**

15  
JEWELS



- Radium Dial
- Sweep Second
- Stainless Steel Back
- Shockproof

With guaranteed \$6.95 Expansion Band

Retails for \$27.50. Your Cost **\$12.50**

Min. order 3 watches—Single Watch, \$13.50.  
DEALERS INVITED  
25% Deposit—Balance C. O. D.  
Write for Latest 1947 Catalog on New and Reconditioned Watches.

**M. FRIEDMAN, Watch Importer**

29 Forsyth St. New York 2, N. Y.  
Reference: Dun & Bradstreet and Jewelers' Board of Trade.



# SALESBOARD SIDELIGHTS

## New York:

Hy Greenglass, head of Greenglass Sales Company, took most of the firm's distributors and visiting buyers to the race track Saturday (11) to celebrate the sale of the 10,000th Sport of Kings salesboard. A party was held after the race track visit, with Greenglass as the host. The firm has now started to deliver its new board, the electric Christmas tree-shaped board.

Jack Glass, Globe Printing salesman, left Monday (13) for a trip thru the New England States. Otto Goldman, Globe sales manager, plans to leave this week for a four or five-day swing thru the Eastern Seaboard States. . . . Joseph Rake, of Rake Coin Machine Exchange, Philadelphia, reports more and more lines being added to their salesboard department. . . . A N S Sales, Elmira, N. Y., is currently doing one of the best jobs in their history.

American Premium Company, Baltimore, is reported to be about set to spring into their latest salesboard venture. . . . Bill Metz, Metz Sales, Atlantic City, was a visitor last week to the city to combine World Series games and business. . . . New prices have been delaying Profit Manufacturing Company's new catalog, but it is expected out in another week.

Dolls and novelty merchandise are still reported doing big biz on salesboard deals in the East. . . . N. F. Katz, of N. F. Katz Specialties, is back

## DAILEY BROS.

(Continued from page 60)

Former employees visiting included Mr. and Mrs. Jack Harrison and daughter, Peggy; Electrician Jones and Dutch and Lois LeBlair. Other visitors included Mike Noble, Paul Van Pool, Thomas Ely and family, who visited Chief Sugar-Brown; John Peters, Bill Blomberg, Bill and Gee Gee Powell, Mr. and Mrs. Bernard Brooks, Mr. and Mrs. Tom Kennedy, Mrs. Kennedy being a daughter of Milt Robbins; the John Larsens, Princess Nelson, Jessie Arbaugh, Dr. Mathers, Arthur and May Larsen, Mr. and Mrs. Clarence Prothers and son, Fred Schlotzhauer, brother of Justus Edwards; Doc Clare and his sister; Orville Skinner, Obert Miller and Rex Rossi, trick rider with Roy Rogers's Rodeo, who brought his mother, Mrs. Mary Pease for a day's visit.

Joe Wallace is back on the show after a four weeks hospital stay. Slim Farley returned from the hospital.—HAZEL KING.

**PUSH CARDS**

All sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 800 Holes.

FREE Catalog. Write.

**W. H. BRADY CO., MFRS.**  
CHIPPEWA FALLS, WISC.

**SALESBOARDS**  
ALL TYPES  
LOWEST PRICES IN 10 YRS.  
FREE ILLUS. CATALOGUE  
PROFIT MFG. CO. 39 W. 23, N. Y. 10

on the job expecting record biz. . . . Representatives from several Chicago board manufacturing firms are expected within the next few days in the East. . . . Four new numbers are expected to be put out shortly—the first next week—by Globe Printing Company.

## Chicago:

Joseph Zimmerman, Empire Press head, and new veepee, Dave Rice, were out together covering Illinois territory last week. It was a short jaunt, as both returned to headquarters October 4. . . . Al Schechter, Howard Machine Products Company, is now delivering a new candy salesboard deal called Talk o' the Town. New three-color boards offer 20 half-pound cashew nugget rolls and four one-pound rolls to each 600-hole board.

Gardner & Company's sales manager, Charles B. Leedy, says that because of the upswing in business these days they are adding to the sales force in every territory. Gardner's program of training salesmen in the Chicago plant is progressing well, and as it consists of a thoro presentation of the field during a two-month period, is productive of some fine salesmen, Charles says.

Sam Feldman, sales manager at Harlich Manufacturing Company, is enthusiastic about the new idea in seals being presented in the two new boards, Triple Sawbucks and Ten'er Five. Seals, designed by Sam, are triangular and the first of their type ever used in the industry. Both boards, 840 holes each, are now in production. Sam says Harlich is preparing to release a series of new boards with the triangle-type seal.

Sylvan Miller, v.-p. of production at Superior Products, says firm's production facilities are currently concentrated on the Big Hits board, which, in addition to general popularity over the country is experiencing heavy play on the West Coast. Jack Morley, president, is out of town on a business trip, scheduled to be back sometime this week. Seymour Trott, sales manager and veepee, is also out on one of his periodic trips, high-spotting surrounding territory with salesmen.

## HAMID'S HEFTY SKED

(Continued from page 53) make as many of the following fairs as possible.

Winston-Salem, N. C., will feature the *Fantasies Revue* with the following acts: Florida Trio, Four Cantons, Marima Aires, Slivers Johnson, Harold Barnes, Gautier's Steeplechase and the Spring Garden Band.

**Hickory Line-Up**  
Acts set for the Hickory (N. C.) Fair are Montana Kid and Campbell Sisters, California Queens, Cycleonians, Johnny and Jackie Wages, Charlie Frank and Elise Gross at the Hammond organ.

The Rocky Mount (N. C.) Fair will have Reg Kehoe and His Marimba Queens, Bedell Troupe, Clemens Belling and Company, Wilfred Mae Trio, Great Telesco and musical revue.

The Richmond (Va.) Fair will feature the *Grandstand Follies* revue plus Lott and Joe Anders, Rob Cims and Company, Gaudsmith Brothers, Parker Brothers, Paul Sydell, Winter Sisters, Art and Marie Henry's Circus, Ben Yost Cavaliers and Joe Basile's Band.

Other acts booked on Southern fairs are the Three Barretts, Klara Torina, Skating Earls, Bill Behney Musical Revue, McCall's Huskies, Kay and Kay, Aerial Downies, Helen Harvey Girls, Lawrence Trio, Woolford's Dachhunds, Balzar Sisters, Patterson Duo and the Flying Siegrists.

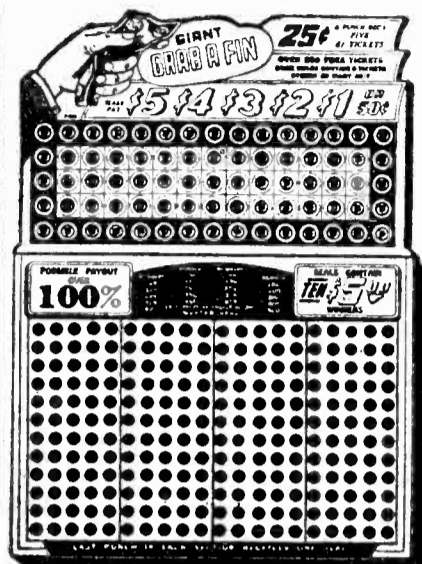
The Juggling Jewels are booked into Loew's State here.

# BEE JAY

**THE LEADER OF THE INDUSTRY!** "GIANT GRAB-A-FIN"

**THE MOST KNOWN NAME IN THE BOARD BUSINESS TODAY**

**EXTRA THICK BOARD**



**6**  
TICKETS  
IN  
ONE HOLE

**WRITE TODAY FOR LITERATURE**

**SPECIAL DISCOUNT TO BIG DISTRIBUTORS**

BOARD TAKES IN 240 HOLES @ 25¢		\$60.00
SEALS CONTAIN:		
10 @ \$5.00		\$50.00
1 @ 4.00		4.00
1 @ 3.00		3.00
1 @ 2.00		2.00
2 @ \$1.00		2.00
60 @ .50		30.00
75 AVERAGE		\$ 1.21
PAYS OUT:		
20 @ \$1.21		\$24.20
4 SECTIONS @ \$1.21		4.84
AVERAGE PAYOUT		\$29.04
AVERAGE PROFIT		\$30.96
MAXIMUM PROFIT		\$48.00

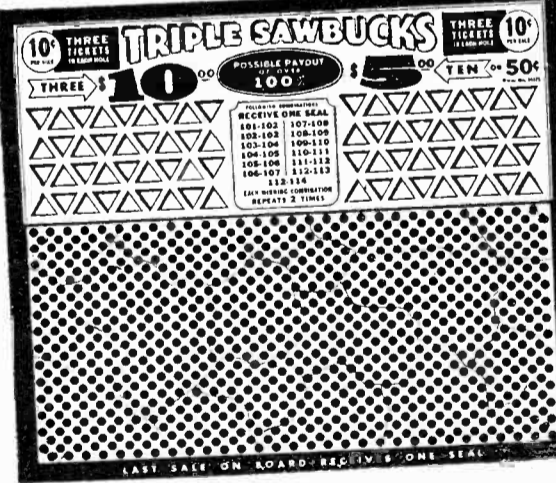
**BEE-JAY PRODUCTS, INC.**

"THE HOUSE OF QUALITY"

6320-32 S. HARVARD CHICAGO 21, ILL.

*Scooping Again!* **3 For 10¢ PLAY!**

**THREE TICKETS IN EACH HOLE**



**Now is the right time for low priced play!**

"TRIPLE SAWBUCKS"

840 G L Holes  
**10¢ PLAY**  
Three Tickets Per Hole

SPECIAL THICK  
No. 18171

Takes In..... \$84.00  
Av. Payout... 41.04  
PROFIT..... \$42.96

**Extra! ANOTHER FIRST! TRIANGLE SHAPED SEALS!**

**HARLICH**  
MANUFACTURING COMPANY • 1200 N. HOMAN, CHICAGO 51, ILL.

"Where boards of BETTER QUALITY for BETTER PROFITS are made"

**SALESBOARDS—All Orders Shipped Same Day Received**

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ .85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.87	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	2.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	165.30	2.25
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	2.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	2.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.76	2.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	2.50
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	2.50

**WRITE FOR OUR LATEST PRICE LIST**

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

### SALESBOARDS

**SPECIALS—25% DEPOSIT**

Holes	Name	Profit	Price
400	5¢ Dollar Board, Thick	\$ 7.00	\$ .85
600	25¢ Charley	Def. 51.00	.78
1000	5¢ Double Fin	Def. 24.50	1.08
1800	5¢ Lulu, X Thick	18.00	1.89

**NEW! 6 TICKETS PER HOLE BOARDS!**

200	25¢ Kwik Fin	Max. Avr. \$37.50	\$2.92 1/2
200	25¢ 6 in 1	Max. Avr. 37.50	2.92 1/2
1000	25¢ Jack Pot Charley	Avr. \$52.08	\$1.25
1200	25¢ Texas Charley, Seal	Avr. 102.28	1.85
1000	5¢ Win-a-Fin, Jumbo	Avr. 25.20	1.98
1020	25¢ Block Buster, X Tk.	Avr. 81.56	2.59
1200	5¢ 3 Grand Prize	48.45	2.39
1000	25¢ J.P. Girlie, X Tk.	Avr. 27.00	2.89
2170	Rd. Wh. Bl. Sgls. Tickets	\$36.50	\$1.67
120	Tip Ticket Books	Gr. \$19.85; Doz. \$1.86	

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 Write for prices  
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**HIT-A-FIN—8**  
 1000 Tickets at 5c

Takes in	\$50.00
Pays out (Average)	23.00
Profit (Average)	\$27.00
Profit (Maximum)	39.50

(21 Seals Are Opened)  
 60 Hand-Stamped Seals Contain: 8—\$5.00  
 Seals, 1—\$2.00 Seal, 1—\$1.00 Seal and  
 50—50¢ Seals.

**Price per Complete Deal . . . \$3.59**  
**Price for Refills**  
 60 Hand Stamped Seal Card  
 & 1000 Tickets . . . . . \$1.59

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**Make \$250 to \$500 a week**  
**BE YOUR OWN OPERATOR OF PUSH CARDS**

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

**Watches Styled for Beauty and Built for Accuracy!**

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, good sale out in 2 or 3 days. You can place hundreds of these cards each week.

25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

**PUSH CARD WITH 2 WATCHES**  
 1 Watch to the seller and 1 Watch to the winning seal.  
 Push Card Takes in \$21.  
 Your Cost . . . . . \$10.  
 EXTRA PUSH CARDS 10¢ EA.

*Your Profit \$11.00*

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

**MULTI-GIANTS (6 TICKETS IN EACH HOLE)**

Holes	Play	Name	Profit	List Price
200	25¢	They All Go (Def.)	\$24.25	\$5.55
200	25¢	Prize Game	26.50	7.47
240	25¢	Sparkling	33.00	8.70
200	25¢	Trial Treat (Def.)	27.00	5.55
200	25¢	Hat Box	25.15	7.47
200	25¢	Striking	28.50	7.47
200	25¢	Hawaiian Money	25.40	7.37
200	25¢	Play Time	28.00	7.48

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 RWB, Pasted, Each . . . . . \$1.90  
 RWB Tickets, Plain, Each . . . . . 1.65  
 RWB Big "6" Sixes, Each . . . . . 2.35

### UNDER THE MARQUEE

(Continued from page 61)  
 cruit and the oldest member of the unit.

T. P. and Jackie Lewis have left Dailey Bros.' Circus to work for Larry Sunbrock Rodeo, Inc. Eddie Hendricks, also with Dailey, has gone to his home in Michigan for hospitalization for a hip injury and will be confined for a month or more. Trio worked in riding act.

H. J. Wills, Mytie Daines, and Clyde Widner, former circus troupers, recently motored from La Fayette, Ind., to Frankfort, Ind., to visit Dailey Bros. They reported visits with Joe Rossi, Tiger Bill and Ben Davenport. George Foltz aided the Dailey advance man to get many main street windows for their paper.

Mrs. Harvey Moore (Yvette) is in her second season on the Western and Eastern burlesque wheels, currently filling a 11-week contract with Herbie Barns and Joey Faye, of the Western division. Moore, currently with Bailey Bros.' Circus, will join his wife at the conclusion of the outdoor season.

Dr. Byron N. Hulbard, veteran trainer of dogs and bears, who recently suffered a stroke while showing in Arkansas, is in County Hospital, Nashville, in critical condition. His wife is at his bedside. Friends are urged to write him at their home, 1301 Brick Church Road, Nashville 7. Hulbard had as a recent visitor J. G. Younger, hillbilly performer.

Educated by an early-day manager an assistant manager took out his own show.

The second week out he chased his best source of income, a jam pitcher, because he wasn't seen in his privilege car.

Fred Bradna was the guest of honor at the recent meeting of the Sara-Circo Club, Sarasota, Fla. New members include Janie Guyer, Thelma Hunter, Susan and Gladys Staley, Margaret Erdlitz, Bess Dhotre, Mrs. K. Yu, Magie Naitto Lawson, Nio Yu Neuberger and Florine Blood. Mrs. Maude Millette and Mrs. Vivian Webster celebrated birthdays.

Chester Sherman, of Sherman Brothers, clowns, has been released from Spears Hospital, Dayton, Ky., where he had been confined since September 16. It was necessary for the Shermans to cancel several engagements as a result of his illness. They will appear with Orrin Davenport's show for the Shrine in Duluth, Minn., opening October 20.

George W. Pughe is again promotional director of the Ararat Shrine Circus to be held in Municipal Auditorium, Kansas City, Mo., November 10-16. Pughe and his staff already have their promotional work in full swing. Mrs. Pughe, known to her many showfolk friends as Eddie, is seriously ill in Room 309, St. Joseph Hospital, Kansas City. Friends are urged to drop her a line.

John Richard Mueller, 5-year-old son of Mr. and Mrs. Fred S. Mueller, Springfield, Ill., had a regular circus on his fifth birthday. Johnny was host to kids at a circus party at Bunn Park and the next day was host at another party in his home. Gifts and cards from circus folks and circus fans all over the country, not to mention Merle Evans's band recordings, littered the floor of the Muellers' living room.

Carolina Slim Biggs writes from Durham, N. C., that he caught the Cole show in Durham, September 27, and visited with Owner Zack Terrell; Mr. and Mrs. Arthur Hoffman; Joe Haworth; Capt. Bill Curtis, with whom he tramped on the Hagenbeck-Wallace Circus years ago; Frankie Ormond, and John Williams and his three sons, Alex, Warren and John Jr., who also were visiting the Cole org.

Leo Francis, musical clown, reports he got caught in a cloudburst while working the midway at Berrien Springs, Mich. Francis concludes his fair tour at Mitchell, Ind., October 9-11, and opens at Block's Toyland, Indianapolis, November 17, for his ninth consecutive year. He also will play a return engagement thru Illinois with his blackface act on an International Harvester Show, opening in January.

Years ago a group of Indians squatted in front of a marquee. Noticing that they weren't going in, a manager walked over to inquire why with, "You should see our circus. It travels on 30 cars." "Not pay to see much cars," answered the chief, "we pay to see how much show."

Kit Noble, who was in Cincinnati last week-end on a business trip, stated that Col. Buck Lucas's Rodeo recently concluded a successful fair season and that the outfit has returned to quarters at Etna, O. Among fairs played was the Indiana State Fair, Indianapolis, which he reported big. Noble, who will go to Etna, also reported that Midwestern winter dates will be played. He worked on the front for the Colonel.

On the eve of their departure from the Clyde Beatty Circus, Mr. and Mrs. William McGough were tendered a going-away party by their friends on the org. In attendance were Robert Reynolds, Mrs. Marie Kortes, Frank Walters, Jorgen M.

Christensen, Mr. and Mrs. Max Tubic, Mr. and Mrs. William Anka, Mr. and Mrs. James Albanese, Buddy Riccardo, Billy Hammond, Clara Levine, Charles Cox, Jean Sleeter, Mark Anthony, Benny Levine, Eckhart Lawson, Mrs. Bill Moore and Slim Dunbar.

H. R. Mueller, CFA, Springfield, Ill., reports that he had a visit from Carmita Radtke, aerialist, who was en route east; Patricia Cartier is back home in Brooklyn for a few weeks before leaving for Sarasota, Fla.; Bea and Bill Dann are back home in St. Louis after an extended trip with the Big Show; a letter from Bill Elliott informs that La Lage was on the program with him at the Plymouth, N. H., Fair, and that he visited his mother, now 87, in Danville, Ill., where she makes her home with another son, Dick.

Ringling-Barnum plays Knoxville, October 30-31 on a new lot about a quarter-mile outside of the city limits. Since the old Sutherland Avenue showgrounds was made unavailable in 1946, due to protests from the Kiwanis Club to city officials, and since the smaller lot across from the old grounds is inadequate to house the Big Show, altho both Sparks and Dailey Bros. played it last spring, officials on both sides have co-operated in assuring a Knoxville showing. The new location is four miles from the heart of Knoxville, between the New Clinton Highway and Central Avenue Pike.

George and Jo May, of Rockford, Ill., have entertained numerous show people this summer and fall at their Trampolium and diving tower at Clear Lake, near Madison, Wis. Visitors the week of September 21 included June and George Paul, of Paul and Paulette, and June's brothers, John and Tony Schaller, who bill themselves as the Roberts Brothers. The Bounding Olympians—Don Stringfellow, Ron Kramer and LeRoy Hart, all of Vancouver, Wash.—also spent some time at the lake recently. Marion Seifert, Dutch Bull, Terry Di Haime and Jimmy Millette, of the Ringling circus, were guests of the Mays recently when the Big One played Madison, Wis.

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Holes	Name	Average Profit	Net Price
1000	1¢ Cigarette Board, Pays Out 30 Packs		\$ .78
500	5¢ Silver Peak, Coins Not Included (8)	\$15.00	1.73
1500	15 Section Plain Board		1.78
2500	25 Section Plain Board		3.09
960	5¢ Fill	26.70	3.28
1250	25¢ Cheery Charley	89.00	2.58
800	5¢ Lotta Bucks	9.00	1.15
1020	5¢ Everything Goes	24.55	2.18
1200	5¢ Stuntin' Pretty	24.30	3.69
1000	5/25¢ Pak a Seal Ticket Pad	31.50	1.74
2040	5¢ Single Sewed Red, White, Blue Ticket	30.00	.90

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# COIN CHANGER USE GAINS

## Lease, Rental Main Methods For Handling

### Nine Companies in Biz

CHICAGO, Oct. 4.—Altho still the center of pro-and-con debate after their first full year of production, coin changers are gaining increasing nods of approval from vending machine manufacturers, operators, location owners, soft drink companies and the general public.

While the built-in electric and mechanical changers (latter for non-electric venders) are sold directly to manufacturers, the predominant method of handling the stand-type changer has turned from direct sale to operator or location owner to lease or rental arrangements.

The manufacturer of the service-type units sells them to his distributors who in turn lease them out on a monthly fee, retaining ownership of the changer. Two of the three firms making stand-type units exclusively require their distributors to place changers on a lease basis only, tho at first direct sale was attempted. This was abandoned mainly because all contact with the location and control of the unit was lost when such a sale was made. One firm, Vendo Company, Kansas City, Mo., is advocating placement of a sponsored advertisement on the face of its changers.

### Six Built-In Changers

Built-in coin changers, produced by six companies, are being extensively used by cup and bottle beverage vender manufacturers in their new machines. ABT Manufacturing Corporation, Chicago, which produces the only unit that does not accept quarters, is currently in limited production on an electric changer, according to R. L. Budde, assistant to the president.

Bell Aircraft Corporation's Burlington Division, Burlington, Vt., which announced the Change-King electric built-in changer a year ago, is not as yet in production on this model. Frank Herschede, of Bell's Burlington plant, states that it is still in the test stage, with actual production not to be started in the immediate future.

The Harris Automatic Changer, another electric built-in unit, made by Johnson Fare Box, Chicago, is in full production. C. F. Harris, inventor of the changer, says that 25 beverages (See Coin Changer Use on page 122)

## Elam and Gottlieb New NAAMO Execs

NEW YORK, Oct. 4.—Bert Elam, of Bert's Amusement Company, Charleston, S. C., and William Gottlieb, of Mardi Gras Arcade, Baltimore, were announced Wednesday (1) as new regional directors for the National Association of Amusement Machine Owners (NAAMO) in South Carolina and Maryland respectively.

F. McKim Smith, NAAMO president, announced the appointments, which bring the number of regional directors to 22.

## Lay Plans for Coin Machine Census by Government Bureau

WASHINGTON, Oct. 4.—Commerce Department officials believe prospects are good that Congress will advance the agency money to make the first complete survey of the coin machine field in the past 10 years. The survey would be part of a general business census, funds for which Commerce is expected to ask as part of its 1949 fiscal year budget.

If money is forthcoming, Commerce—thru the census bureau—will quiz coin machine manufacturers, distributors and operators for information on numbers, type and "take" of their machines. All individual answers will be held confidential and only gross totals will be released.

Such a census would be the first

complete enumeration of nationwide business conditions since 1937. Figures released periodically for different industries by Commerce are usually estimates based on a spot-check of a few organizations and are subject to various errors. For instance, an estimate by Commerce on the total coin machine receipts for last year was criticized in trade circles as being far out of line.

Commerce's current budget suffered a heavy cut at the hands of Congress last session, but officials point out that a business census is of intense interest to most parts of the business world. It is also pointed out that all value of the last census has now vanished because of the business upheaval caused by the war.

## Fourteen Voted to CMI Membership at Special Meeting of Assn. Execs

### Discuss Plans for Acceleration of Cancer Fund Drive

CHICAGO, Oct. 4.—Executives of Coin Machine Industries, Inc. (CMI), met here Thursday night (2) to consider applications for new members and discuss ways and means of accelerating the industry's contribution to the Damon Runyon Cancer Fund. CMI officials revealed this week that the industry thus far has collected over \$117,000 for the cancer fund.

As a result of the meeting, seven new regular and seven new associate members were voted into the association's membership. This brings the total of regular manufacturer-members to 77, James A. Gilmore, secretary-manager, said.

Details of the concerted effort which will intensify the association's drive for the cancer fund will not be released, Gilmore said, until some time next week.

### New Regular Members

Voted in as regular manufacturer members of CMI were the following firms:

P & S Machine Company, Chicago, manufacturer of pin games and arcade equipment; the Wilcox-Gay Corporation, Charlotte, Mich., radio manufacturing company, which also makes a coin-operated voice recorder; Vendi-Freeze Corporation, San Diego, Calif., maker of ice cream bar venders; the Valley Specialty Company, Inc., Rochester, N. Y., manufacturer of chain-drive coin chutes and coin chute parts; Douglass Automatic Shoe-Shining Company, Inc., Oakland, Calif., maker of the Douglass shoe-shining machine; Esso Manufacturing Corporation, Hoboken, N. J., games manufacturer, and Mercury Steel Corporation, Detroit, builder of the Mercury athletic scale.

All seven of the new regular members, Gilmore said, would be among the exhibitors at CMI's January convention and exhibition.

Seven association members voted in at Thursday's meeting were:

Hamilton Glass Company, Chicago, glass suppliers; Star Title Strip Company, Inc., Pittsburgh, music machine title strip maker; Duotone Company, Inc., New York, needle manufacturer; Micarta Fabricators, Inc., maker of dial lights, terminal strips and bakelite parts; Commodity Vendors, Inc., Chicago, distributor and manufacturer agent; Scientific Radio & Television Company, St. Louis, ceiling and wall-type metal speaker baffle builder, and National Lock Company, Rockford, Ill. The seven new associate members will likewise have space in CMI's 1948 show.

Dave Gottlieb, president of CMI, presided over the meeting. Other directors present were John Chrest, Lou Gensburg, Harry Williams, Sam Wollberg and James A. Gilmore. Dick Hood and Herb Jones, also members of the board, were out of town. Jones was in Madisonville, Ky., where his father died earlier this week. Walter Tratsch, the other director who was unable to attend the meeting, was ill.

### P. R. Drive Report

Gilmore likewise reported on the association's September 22 mailing to secure new associate members in support of CMI's public relations program. Thus far, he said, the mailing brought in 42 operators and distributors as new associate members, bringing the total number of these members to over 700. First mailing to secure operator and distributor support for the public relations program was made in January, 1946, at which time over 600 members were enrolled.

CMI's membership has two kinds of associate members—operators and distributors who contribute to the support of the public relations drive and suppliers to the industry.

## Cancer Drive In N. Y. Starts Ball Rolling

### Mitnick Directs Campaign

NEW YORK, Oct. 4.—First steps in a concerted drive by the coin machine industry of New York and New Jersey to swell the Damon Runyon Cancer Fund were taken this week when local coinmen, meeting under the chairmanship of Jack Mitnick, Runyon Sales Company, laid plans for a gala jamboree program at the Manhattan Center November 3, election day eve.

With a minimum goal of \$30,000 to be raised by this one affair, guarantees were made that stars of stage, screen, radio, night clubs and recordings would appear to bolster the event.

### Many Pledge Support

Present at the preliminary meetings, held Wednesday (1) and Thursday (2), and pledging active support were Dave Simon, Simon Sales Company; Charles Aronson, Brooklyn Amusement Company; Mike Munves, Mike Munves Corporation; Mr. and Mrs. Barney Sugerman, Runyon Sales Company; Bennie Linn, Regal Music Company; Dave Stern, Seacoast Distributors, Inc.; Albert Denver, president, Automatic Music Operators' Association (AMOA); Barney Schlang, manager, AMOA; Sidney Levine, AMOA attorney; Bessie Berman, Gloria Friedman, and Harry Rosen, Atlantic and New York Seaboard corporations.

Those attending pledged maximum effort to insure that tickets for the jamboree, priced at \$5 each, would receive the widest possible distribution. It was pointed out by Mitnick and others that, in addition to the prime purpose of raising a sizable contribution for an urgent cause, coinmen participation in the cancer fund drive was bettering public opinion of the industry.

Appointed to act as co-treasurers, to handle the money were Harry Rosen and Mike Munves.

Bessie Berman, who will serve on the entertainment committee together with Harry Pearl, Jack Mitnick, Dave Stern; Eddie Smith, of Emby Distributing Company; Gloria Friedman, and Irv Katz, of Apollo Records, said music for the affair would be supplied by Jerry Jerome's orchestra.

Ticket committee, faced with the task of contacting prospective contributors and seeing that the money is collected and turned over to the treasurers, was the largest appointed. Announced as members of this committee were Eddie Smith, Dave Simon, Dave Stern; Joe Hirsh, chairman of the board of the Associated Amusement Machine Operators of New York (AAMONY); Barney Schlang, Charles Aronson; Joe Hahnin, president of AAMONY; Mike Dee, Abe Green, Barney Sugerman, Harry Pearl and Bennie Linn.

Jack Mitnick declared that all present committee members, as well as others yet to be appointed, would be called together shortly.

# Manufacture Of Games Set For N. Y. Plant

## Purchase Cole Company

POUGHKEEPSIE, N. Y., Oct. 4.—Plans to start one of the country's largest game factories here were revealed this week with the announcement that Al Schlesinger has purchased the controlling interest in Cole Enterprises, Inc., and has been named chairman of the board of the firm. Cole Enterprises is one of the largest cabinet makers in the East.

According to Schlesinger and Steve Quinn, who has been appointed sales manager of Cole Enterprises, the plant has been thoroughly reorganized for game manufacturing. Taking over more than 25,000 feet of space, the firm has built an almost completely self-sufficient plant which will specialize in the manufacture of games.

Company is developing its first amusement machine, but is not ready to announce it as yet, pending patent negotiations.

Schlesinger formerly was head of the Square Amusement Company, producers of Sportsman Roll. Quinn is a veteran in the coin machine field.

# Pre-War Game To Be Revived By Bradley Co.

CHICAGO, Oct. 4.—Bradley Associates, a company organized here to distribute Tradio coin-operated radios and a line of nut vending machines, will shortly enter the manufacturing end of the industry with a revival of a pre-war counter game produced by the Koplo Sales & Supply Company, Chicago.

Morrie Nozette, head of Bradley, announced this week that he acquired rights, tools and dies to produce Seven Grand from Koplo. Nozette said he expects to get into production within 60 days, altho the game will get its real impetus during the January coin machine show.

Cabinets and parts for the counter game will be fabricated on contract, Nozette said, and assembly of the game will be done at the Bradley shop, where facilities are being readied. Distributors for the game will be appointed in the near future.

Seven Grand measures approximately 20 inches in length, is 14 inches wide and 9 inches high. Cabinet is wood and has a large glass dial showing the rotating wheel which spins seven dice. Game operates on pennies, nickels, dimes and quarters.

# Coin Steam Cabinet Firm Appoints Two Distributors for East

NEW YORK, Oct. 4.—Kings Slenderizing Equipment, manufacturers of a coin-operated steam bath cabinet, this week announced two distributor appointments. Coin steam cabinets will be on display at the distributors' headquarters within three weeks.

Harry Berger, of West Side Distributing Corporation, 698 10th Avenue, will handle sales for the organization in New York, New Jersey and Connecticut.

M. Grojean, 23 Churchill Road, West Roxbury, Mass., has been named representative for New England.

## Note Air Freight Of Coin Machine Parts on Upswing

CHICAGO, Oct. 4.—With New York's railway express drivers out on strike this week, air freight forwarding companies in Chicago reported an upturn in the amount of parts shipments being made by coin machine manufacturers to the East.

Ed Murphy, district manager for Air Dispatch, Inc., Chicago, said his firm is handling more coin machine parts, destined for the East Coast, than at any time in the forwarding company's history. Most of the shipments, Murphy said, are parts for games, juke boxes and venders, altho occasionally a few completed machines have gone thru the company's offices.

## Change in Tourist Spending Means New Plans for Ore. Ops.

PORTLAND, Ore., Oct. 4.—Coinmen have begun reshaping their operations along the travel lanes in Oregon to fit the change in spending habits as disclosed by a study of the spending power of tourists in the State during the 1947 season. Figures released by the Oregon State Motor Association show that while total spending rose 25 per cent from \$83,500,000 in 1946 to \$105,000,000 in 1947, the average daily outlay per visitor slumped from \$6.21 in 1946 to \$5.91 in 1947.

This more careful spending per individual, who was more inclined to ask prices than he was a year ago, approximates the decline in revenues noted this year by coin machine operators. A sales appeal that will go over with this more cautious spender is the basis for new thoughts in operation, such as selection of locations, more careful catering to the customer's requirements and increased emphasis upon an atmosphere of hospitality in contrast to the wartime and immediate post-war attitude.

Suggestions as to improvement in locations are contained in the report, which shows that 77 per cent of the expenditures came from persons traveling by automobile. The number of cars bearing out-of-State licenses almost doubled this year, totaling 630,365 with an average occupancy of three persons.

# Exports Hit \$3,140,542 For First Seven Months Of Year; Juke Price Up

## Vender Exports Move Ahead of Games in July Shipments

WASHINGTON, Oct. 4.—Prices of juke boxes on the export market shot up during July, and the total dollar value of all machines exported showed a slight increase to boost total exports for the first seven months of this year to a new record of \$3,140,542. For the first month thus far reported during 1947, exports of vending equipment topped the total value of amusement games shipped out of this country to foreign buyers. These statistics are taken from a new export report just released by the U. S. Commerce Department.

Highest price paid for juke boxes shipped to foreign firms during July, the export report shows, came from Panama where two music machines were shipped for an average price of \$702 each. Lowest priced juke boxes went to Guatemala which paid an average of \$71 for each of 48 machines imported. Over-all average price of juke boxes on the export market during July was \$367, compared to an average of \$239 during June.

### Price Trend Upward

Trend of juke box prices on the export market has been upward since late winter, indicating that buyers are taking later model music equipment and that, in all probability, they are paying higher prices for that equipment than they previously paid.

The surprising jump in vender exports was caused by heavy purchases in a few countries, with Canada leading all other buyers. Canada, Cuba, Panama, Mexico, Curacao and at least one unnamed country accounted for all the venders shipped out of the

States. But the total dollar volume of vender exports was \$96,942, compared with \$25,541 in June.

Vending machine exports were only slightly larger in quantity than exports of amusement games, but dollar receipts for venders were nearly three times the dollar value of amusement games. The average price paid for venders during July was \$106, compared with an average price of \$56 for games.

Surprising are the number of Far-eastern countries which are now beginning to make coin machine purchases. Altho the market in this part of the world is now extremely limited, and will remain so for years to come, there are areas in the Far East which coin machine exporters are developing for the future.

### Link to Australia

Base of operations for the Pacific business is the West Coast, with the Philippines as a logical secondary, forwarding point. The Philippines, like most other countries in that part of the world, are still mostly concerned with recovering from the war. But they are worth while developing, exporters believe, since they may become an important link in shipments to Australia, once that nation's government lets down the import barriers.

Japan is listed on the July export table as having bought three juke boxes at an average price of \$367 each. India likewise made juke box purchases, but these two countries, and the Philippines, took a negligible dollar volume. The two music machines shipped to Japan were probably brought over by the armed services or one of the welfare agencies, since the market for equipment otherwise is negligible.

Altho France is listed in the July export table as having purchased two amusement games valued at an average of \$445 each, no one really expects the French market to open up, since that country is still in bad shape financially.

As they have since autumn, 1945, the Latin American countries and Canada and Mexico are taking the lion's share of exports as the accompanying chart shows.

## Telecoin Cites Average on Launderette Cost, Washers

NEW YORK, Oct. 4.—Telecoin officials this week reported that according to latest figures the average Launderette now includes 20 Bendix coin-operated washing machines, and the average minimum cost for setting up an installation is slightly less than \$10,000. However, in some cases the price will range from \$12,000 to \$20,000.

## Coin Machine Exports

July, 1947

Country	TOTALS		PHONOGRAPHS			VENDERS			AMUSEMENT GAMES		
	No.	Value	No.	Value	Av. Price	No.	Value	Av. Price	No.	Value	Av. Price
Canada .....	1,378	\$180,413	239	\$ 89,000	\$382	639	\$68,235	\$107	500	\$23,178	\$ 46
Cuba .....	211	74,594	183	70,539	389	6	2,255	377	22	1,800	82
Pahama .....	60	24,638	4	2,808	702	56	21,880	373	...	...	...
Mexico .....	96	21,342	72	18,163	252	16	2,640	165	8	539	67
Union of So. Africa....	38	20,504	38	20,504	539	...	...	...	...	...	...
Salvador .....	36	18,176	33	17,072	517	...	...	...	3	1,095	365
Argentina .....	28	14,470	28	14,470	517	...	...	...	...	...	...
Philippine Republic....	75	4,097	6	1,774	295	...	...	...	69	2,323	34
Canal Zone .....	24	4,070	...	...	...	...	...	...	24	4,070	169
Bermuda .....	6	3,485	6	3,485	581	...	...	...	...	...	...
Guatemala .....	48	3,439	48	3,439	71	...	...	...	...	...	...
Honduras .....	6	2,943	3	2,019	673	...	...	...	3	922	307
Japan .....	3	2,000	3	2,000	667	...	...	...	...	...	...
Curacao .....	6	1,874	...	...	...	6	1,874	312	...	...	...
Brazil .....	21	1,310	...	...	...	...	...	...	21	1,310	62
Newfoundland .....	4	1,272	4	1,272	318	...	...	...	...	...	...
India .....	2	1,221	2	1,221	610	...	...	...	...	...	...
Chile .....	2	1,040	2	1,040	520	...	...	...	...	...	...
Dominican Republic...	6	919	6	919	153	...	...	...	...	...	...
France .....	2	911	...	...	...	...	...	...	2	911	455
Venezuela .....	2	630	2	630	315	...	...	...	...	...	...
Bahamas .....	1	600	1	600	600	...	...	...	...	...	...
Other Countries .....	22	2,317	6	992	165	2	58	29	14	1,267	90
<b>TOTALS .....</b>	<b>2,077</b>	<b>\$386,304</b>	<b>686</b>	<b>\$251,947</b>	<b>\$367</b>	<b>725</b>	<b>\$96,942</b>	<b>\$106</b>	<b>666</b>	<b>\$37,415</b>	<b>\$ 56</b>

# NAMA Surveys Mfrs. on How Freight Rate Boost Would Affect Industry

## Six-Man Committee Campaigns Against Proposed Increase

CHICAGO, Oct. 4.—An intensive survey of leading manufacturers is under way by the National Automatic Merchandising Association (NAMA) to determine how proposed increases in freight classification ratings on automatic merchandising and service machines would affect the industry.

Monday (29) a six-man committee, representing as many manufacturers, gathered in the association's offices to prepare for a hearing the following day before the committee on uniform classification. The September 30 hearing was brief, with the classification committee asking the vending machine men to file a statement.

Legislative counsel Fred Brandstrader, of NAMA, requested that the association be given 60 days to complete its tabulation of statistics on manufacturers' transportation experience, and the request was granted.

Survey which the association is now conducting will attempt to determine the total volume of shipments in 1941 by rail, truck, water or other means, the percentage of rail shipments in 1941 by less than carload lots and by carload lots, type of containers used in shipments, total damage claims on rail shipments in 1941, dimensions, weight and value of each of the different merchandising vending units or service machines shipped in 1941.

The manufacturers surveyed are asked likewise to indicate, on the basis of current production, their estimates of increases or decreases

# Meetings Are Renewed by L. A. WVMOA

## Discuss Machine Decals

LOS ANGELES, Oct. 4.—After a month's vacation, Western Vending Machine Operators' Association resumed its meeting schedule Tuesday night (30) at McDonnell's Monterey. Application of stickers to machines, tax matters and a membership drive were discussed during the evening.

With M. I. Slater, president, conducting the meeting, Philip Sreden, secretary, presented quotations on the printing of a sticker to identify ownership of machines. Preston Coombs, treasurer, displayed samples of the proposed sticker as prepared by Jack Ott. After a discussion of the prices and other factors, the matter was held over for a later meeting.

President Slater called upon the members to disclose any new taxes or pending levies.

Members were urged to talk up the work being done by the association. It was pointed out that the dues are \$9 a year.

E. E. Sallee was voted into the membership. Also attending was Don Gusse, of Don Vendors, Inc.

## Kline Named Candy Co. Mgr.

NEW YORK, Oct. 4.—William N. Kline Jr. has been named manager of the Charlotte, N. C., branch office of Stein, Hall & Company, Inc., candy bar manufacturers.

probable in 1948 as compared with 1941.

Key questions asked the manufacturers include:

What are your three most frequent destinations? Using present classification ratings and rates in effect prior to August 22, what were your shipping costs per hundred pounds to each of these destinations?

Using proposed classification ratings and present rates, what were your shipping costs per hundred pounds to each of these destinations?

Using proposed classification ratings and present rates, what would be your shipping costs per hundred pounds to each of these destinations? What railroads do you ship over? (Manufacturers are asked to name the originating lines.)

### Information Confidential

NAMA officials point out that the association will protect the identity of each manufacturer-shipper to the fullest possible extent, and that all information received will be held confidential.

The association is not only protesting the proposed increases in freight rates, but is asking that a decrease in classification ratings be handed down. The NAMA committee says it will ask that venders be deleted from the docket or that the classification committee indicate the factors which would justify an increase in classification ratings.

Members who attended the Monday meeting were Arthur Schact, Automatic Canteen Company of America, Chicago; Ford S. Mason, Ford Gum & Machine Company, Inc., Lockport, N. Y.; C. D. Anderson, F. L. Jacobs Company, Indianapolis; Arthur Moeller, Rowe Manufacturing Company, Inc., Whippany, N. J.; Clarence Adelberg, Stoner Manufacturing Corporation, Aurora, Ill., and W. M. Boring, Vendo Company, Kansas City, Mo.

# NCWA Submits Draft for Fair Practice Rules to FTC Group

CHICAGO, Oct. 4.—Members of the candy industry and the Federal Trade Commission (FTC) are studying the preliminary draft of a set of fair practice rules for the wholesale confectionery industry which was presented by the National Candy Wholesalers' Association, Inc. (NCWA), at a recent hearing before the FTC in Washington.

Proposed rules were submitted to the commission by C. M. McMillan, NCWA executive secretary. They represent a voluntary attempt on the part of the wholesale candy industry to comply with federal regulations governing fair competition and fair trade practices.

Draft presented was split up into two groups. Rules in the first group embrace unfair trade practices that already are prohibited by one or more federal laws. Violation of these rules, once they are accepted and published by FTC, can result in appropriate action by the commission.

Rules in the first group cover such topics as imitation of trade-marks and brand names, false and misleading price quotations, misrepresentation, deception, use of lottery schemes, use of "loss leaders," false invoicing, breach of contract, combinations to

## No Popcorn

LOS ANGELES, Oct. 4.—Charles Young, of this city, found out the hard way that a coin machine doesn't have to be a beverage vender to deliver plenty of "punch."

Young's hunger prompted him to insert a coin in a street corner popcorn vending machine. No popcorn.

Young had a deep hunger but a short temper. Enraged at the machine's failure to deliver the goods he loosed a Sunday wallop and "popped" the popcorn vender with a hard right to the face.

The machine, however, won the decision. Young's hasty right hand was repaired at Georgia Street Receiving Hospital—but he still didn't get the popcorn.

# Johnson Raises Box Prices on Three Candies

CHICAGO, Oct. 4.—Walter H. Johnson Candy Company joined the parade of candy manufacturing firms raising their bar prices as they boosted the cost of Power House and Tasty Time De Luxe Fudge bars this week.

All shipments of Johnson products, firm officials said, will be invoiced at the following selling prices: Box of 24 Power House bars, 80 cents; box of 24 Tasty Time De Luxe Fudge bars, 80 cents; box of 24 Almond Delight bars (Johnson's 10-cent item), \$1.44, all prices delivered.

Price increases were necessary, officials claim, because of price hikes of corn sirup, cocoa butter, cocoa beans and peanuts.

## Auto Wash in Darlington

DARLINGTON, S. C., Oct. 4.—Washerette Self-Service Laundry was opened here recently by James B. Brown and David B. Brown. Store is equipped with 20 automatic washers.

# Auto Washers Get Augusta Sanitation OK

## Chi Test Results Soon

AUGUSTA, Ga., Oct. 4.—Officials of the Richmond County Board of Health have completed a survey test of automatic, self-service laundries in Augusta and, as a result of their find, have given the laundries a clean bill of health.

Dr. Abe J. Davis, county health commissioner, said this week that the tests showed a bacterial count ranging from 0 to 20, with the exception of one machine, on which the count was 334. Even the 334 count on the one machine is not considered high, Davis said.

The commissioner pointed out that in machines in which chlorine bleach is used, the test showed a range of only 0 to 4 in the bacterial count, which means that rinsing water flowing thru those machines compares favorably with the city's drinking water.

None of the bacteria found in the laundry machines were pathogenic, disease-producing bacteria, Davis said.

Meanwhile, in Chicago, Dr. Herman Bundesen, city health commissioner, told *The Billboard* that results of the extensive tests of automatic laundries in that city would be made public next week. He refused to comment on any of the results until the full account is made public.

# New Coan Company Plant in Madison Gets Under Way

MADISON, Wis., Oct. 24.—Ground was broken here recently for new headquarters for the Coan Manufacturing Company, makers of U-Select-It vending machines.

Company officials announced that the new Coan plant, when completed, will have twice the floor space and manufacturing facilities as are now used by the company. Intentions are to introduce "a couple of new ideas," they said.

This is the first step in a large overall expansion program for the firm, J. W. Coan, firm's president, said.

# New Package Ideas Discussed at Meet

NEW YORK, Oct. 4.—New packaging ideas and plans were scheduled for discussion at the 15th annual meeting of the Packaging Machinery Manufacturers' Institute Monday (6) and Tuesday at the Hotel Sheraton, Springfield, Mass. George Mohlman, president of the Package Machinery Company of East Longmeadow, Mass., is in charge of the program committee for the meet.

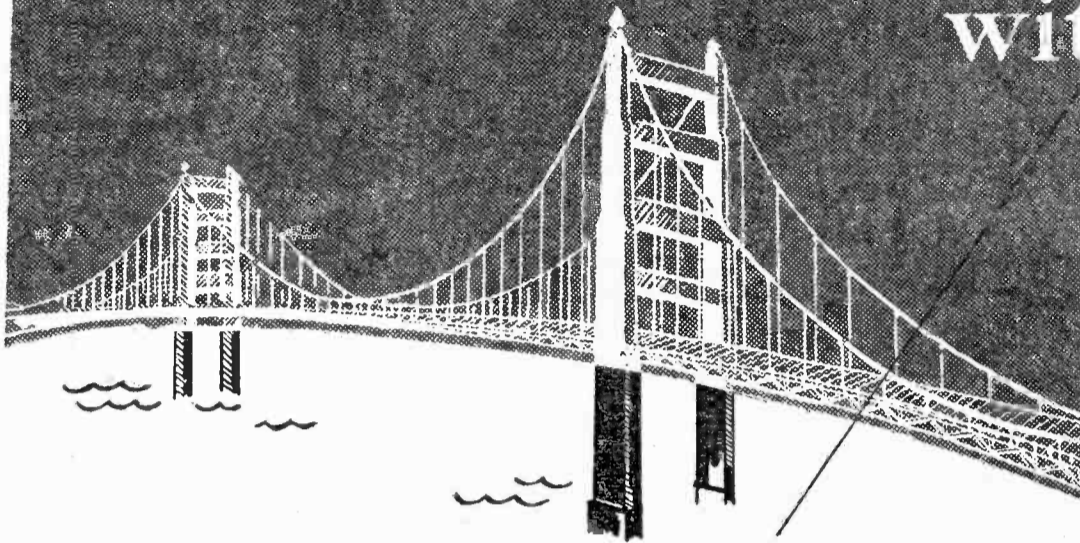
A dinner on Tuesday evening will be one of the highlights of the two-day gathering. An inspection will be made of the new plant of Mohlman's organization as part of the program.

# Establish First New Philly Coin Laundry Since Spring

PHILADELPHIA, Oct. 4.—First new automatic laundry operation to be established here since spring was set up in the North Philadelphia section of the city by Noah and Norman Center.

Located at 1524 West Columbia Avenue, the new operation is called the Wonder Wash Self-Service Laundry.

a-way out west in California  
there's a new gold rush  
with...



# DRINK-O-MAT

*Coca-Cola* CUP VENDOR  
FEATURING  
**COOLER-CARB\***



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The Exclusive Drink-O-Mat  
Distributor Is  
**MANHATTAN SALES  
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..another in our team of key distributors

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AMERICA'S FOREMOST PIONEERS OF BEVERAGE DISPENSERS

It's a gold rush, all right, to the new field that Drink-O-Mat is opening for millions in profits. Behind this machine is a combination of the most experienced distributors in the country plus 12 years of manufacturing and operating experience by men nationally known as originators and specialists in the cup vending field.

Here is the dispenser that incorporates the most amazing technical developments ever included in one machine. Designed from the serviceman's viewpoint for PERFORMANCE under any and all operating conditions.

A Perfect Drink—FRESHLY MADE—Delivered Ice Cold And Sparkling In A Sanitary Paper Cup Within 6 Seconds!

*\*COOLER-CARB is exclusive with Drink-O-Mat. Gives instantaneous DRY refrigeration and carbonation.*

- 1,000 Cup Capacity—The equivalent of over 41½ cases of bottles. Reduces overhead.
- Automatic Chagemaker—Accepts nickels, dimes and quarters. Gives drink plus change, automatically.
- Plus Many Other Features That Mean Positive Constant Performance.

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DISTRIBUTORS: A few franchised territories are open.  
Write to our General Sales Office.

Northwestern World's Finest Bulk Vendors



DELUXE 1¢ or 5¢ Combination \$27.00
MODEL 39 ..... 14.40
MODEL 33 ..... 12.60
33 BALL GUM .. 11.40
MODEL 40 ..... 10.85

LESS IN QUANTITY

BRAND NEW IMPS

EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels \$12.95 ea. LOTS OF 12 OR MORE 5 or More Ea. \$13.75 Sample 14.50



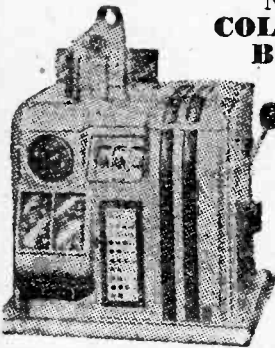
MILLS VEST BELL SIZE 8"x8"x8"

A 5¢ pocket size slot with automatic payout system. Awards from 3 to 20 nickels.

OPERATOR'S PRICE \$65.00



NEW COLUMBIA BELLS



Twin Jackpot 1947 Models \$99.50 EA. \$95.00 8 or More Changeable to 1¢, 5¢, 10¢, 25¢ Play

COUNTER GAMES

- Kicker & Catcher (New) \$37.50
Acme Electric Shockers (New) 18.50
Gottlieb Grip Scales (New) 34.50
Amer. Elec. 1¢ Token Payout 17.50
Marvels, 1¢, Token Payout 25.50
Marvels, Brand New 39.50
Daval Skill Thrill, New, Penny Back 39.50
Liberty & Mercury, 1¢ 14.50
Champion-Sparks, 1¢ or 5¢, Token Payout 19.50
Klix Blackjack, 1¢ 12.50
Bat-a-Ball (New) 25.50
Star Card Vendor (New) with 1000 Cards 19.50
Pop-Up (New) 29.50
Champion Basketball (New) 29.50

SUPPLIES AND ACCESSORIES

- Hard Shell B.B. Beans, 35¢ Ctn. Per lb. 29¢
Hard Shell Army-Navy Mix, 35¢ Ctn. Per lb. 29¢
Hard Shell Rainbow, 35¢ Ctn. Per lb. 29¢
Licorice Lozenges, 38¢ Ctn. Per lb. 30¢
Pee Wee B.B. Beans, 32¢ Ctn. Per lb. 27¢
Pee Wee Rainbow Peanuts, 32¢ Ctn. Per lb. 27¢
Pee Wee Cinnamon, 32¢ Ctn. Per lb. 27¢
Charms, Large, Per 1000 \$4.50
Charms, Small, Per 1000 3.50
Bubble Gum, 144 and 170 Count, 35¢ Ctn. Per lb. 39¢
Spanish Peanuts, 30¢ Ctn. Per lb. 22¢
Virginia Peanuts, 30¢ Ctn. Per lb. 28¢

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609 Spring Garden St., Philadelphia 23, Pa. Lombard 3-2676

NEW SILVER KING VENDORS

1¢-5¢ MODEL SAMPLE \$13.95

10 or More \$12.50 Ea.

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Also Silver King Ball Gum Vendors.

Send for Literature and Quantity Prices on All Machines. 1/3 Deposit Required With Orders. Address All Mail to Dept. BB

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Report Popcorn Crop Tight As Fall Harvesting Begins

CHICAGO, Oct. 4.—Predictions of a low popcorn harvest this year were borne out this week as farmers in the Midwest began harvest of the 1947 popcorn crop.

"Indications are that there will be enough popcorn to go around, but the situation will definitely be tight," A. J. Villiesse, executive secretary of the National Association of Popcorn Manufacturers (NAPM), told The Billboard.

Villiesse said that the yield in most sections where harvesting has started are in keeping with the reports of a low harvest and the quality of the corn is varying considerably.

Some popcorn raisers report fears that part of their crop will not get by frosts which are due in the next few weeks, but wholesale fears which were expressed earlier that frost would knock out a large portion of

the crop seem to have disappeared.

"We will know the exact picture in two or three weeks," Villiesse said. By that time the harvest will be far enough along to show the general quality and quantity of the 1947 crop, he pointed out.

It was also pointed out that the popcorn picture does not necessarily follow that of the general corn harvest, since popcorn is a "touchier" item. Small damages, which do not necessarily make any difference in the quality of field and sweet corn, are extremely damaging to popcorn.

Government reports indicate that the general corn harvest is above the expectations of earlier reports.

Canadian Bottlers Ask Elimination of 2-Cent Drink Tax

KENTVILLE, N. S., Oct. 4.—During the fifth annual convention of the Maritime Provinces of Carbonated Beverage Bottlers held here recently, members urged that the 2-cent tax on each 5-cent bottle of soft drink in Canada be eliminated.

During the meeting, industry spokesmen predicted reduced soft drink production during the fall and winter was certain unless the tax is removed. At present, indications are that gross production for 1947 will be about 65,000,000 gallons for Canada, with 445 plants participating.

Consumption of carbonated beverages per person is 95 bottles per year in Canada, compared to 133 bottles in the United States. Brought out, too, was the fact that there is \$47,000,000 invested in Canadian carbonated beverage plants.

J. A. Whitmore, Toronto, secretary of the bottlers association, pointed out that soft drinks are now recognized as a food product by the pure foods division of the Canadian government. Also speaking during the convention, Dr. R. McQueen, Montreal research expert, revealed that increasingly larger numbers of Canadian hospitals are giving carbonated beverages to patients.

George Kunz New York Candy Club President

NEW YORK, Oct. 4.—George Kunz, Kunz & Eitelberg, was elected president of the New York Candy Club to succeed Abe Josephsohn at the initial fall meeting of the club last week at the Park Central Hotel.

Annual dinner for the organization will be held December 13 at the Park Central Hotel, according to Harry Pincus, Arden Candies executive and chairman of the entertainment committee of the group.

Other new officers are Arthur Raphael, of Bunte Bros., vice-president; Herman Eitelberg, of Kunz & Eitelberg, treasurer, and Robert M. Kelly, of Cracker Jack Company, secretary. Sam Dublin, of Frank H. Fler Corporation, was named to the board of directors of the club for three years, and Martha Weinberg, of Weinberg & Company, was named to serve on the welfare commission for one year.

The Wholesale Confectioners of Philadelphia invited members at the meeting to an open-house party November 3 in the Benjamin Franklin Hotel, Philadelphia.

N. Y. Unveiling For Kwik Kafe

NEW YORK, Oct. 4.—At a local demonstration of Kwik Kafe, new coffee vending machine, in the Hotel New Yorker September 24, S. L. Lubner, sales director of Rudd-Melikian, Inc., Philadelphia, predicted that within a short time vending machines might become one of the largest distribution channels for coffee.

Vending a 5-cent cup, Kwik Kafe machines each have a capacity of 425 cups and incorporate push-button controls which allows customer choice of cream and sugar mixture. Cream and coffee concentrate are kept under refrigeration.

The Rudd-Melikian machine, which occupies floor space about two by three feet, stands six feet high. It is the product of a two-year development program. Possible locations include factories, schools, public buildings, amusement places and cafeterias. Lubner stated that individual orders have gone as high as 600 units.

Ice Cream Mix Group Slate Oct. Sessions

WASHINGTON, Oct. 4.—Annual convention of the National Ice Cream Mix Association (NICMA), October 13-14, in the Stevens Hotel, Chicago, will be of special interest to ice cream vending machine operators who plan to make their own ice cream for their machines. E. L. Koepenick is executive secretary of the organization, which makes its headquarters here.

Organization formerly was called the National Conference of Ice Cream Industries. Following the NICMA convention, the National Retail Ice Cream Manufacturers (NRICM) will meet in the Congress Hotel. NRICM is made up of retail ice cream stores that manufacture their own ice cream—in many cases these organizations are now also operating ice cream vending machines.

Both of these associations spoke of the coin machine future in their operations at their last national conventions.

Four New Bendix Laundries To Open

CHICAGO, Oct. 4.—Telecoin Corporation's Chicago office announced here this week four new Launderette stores to be opened in this area during October.

Launderettes set to bow are Blank & Shapiro, Omaha; Ruck & Sultzman, Hannibal, Mo.; Buffington Bros., Minneapolis, and Don L. Speck, Austin, Minn.



NOW AVAILABLE

THE Challenger

The most efficient profit-making Hot Nut Dispenser

3-way vending means 3-way profits!

Heavy Chrome Stand \$12.50

- Uniform heat in all 3 units • Its attractiveness means finer locations • Operates at 5c-5c-5c, 10c-10c-10c, 10c-5c-10c, 5c-10c-5c (25c slot soon) • Each slot reversible • Beautifully designed with highly polished finish • Engineered for economy • Lifetime construction—Inexpensive part replacement.

\$59.50 F.O.B. Chicago Cup Dispenser \$1.25 extra

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CANDY FOR BULK VENDORS

Prompt Shipment PEP UP

THOSE DEAD SPOTS WITH

DANDY ANDY PEANUT SPARKLES

Tiny little peanut hearts panned in sugar—deliciously flavored—assorted in six brilliant colors.

Price: 18 1/2¢ lb.

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ELECTRO "SERV"

HOT POPCORN VENDOR

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**Asco Vending Machine  
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Evansville 10, Ind.

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Port Huron, Mich.

**L. M. Becker Vending  
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105 Dewey St.  
Brillion, Wis.

**Bernard K. Bitterman**  
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Kansas City 6, Mo.

**Buckman Novelty Co.**  
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Green Bay, Wisc.

**Champion Nut & Choco-  
late Co.**  
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Boston 20, Mass.

**Cleveland Coin Machine  
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Cleveland 15, Ohio

**Cogswell Novelty Co.**  
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Twin Falls, Idaho

**A. Connors Distributing  
Corp.**  
19 E. Utica St.  
Buffalo, N. Y.

**Co-Operative Distributing  
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234 Jefferson St.  
Louisville, Ky.

**Eastern Carolina Candy Co.**  
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Morehead City, N. C.

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Minneapolis, Minn.

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**T. B. Holiday Co., Inc.**  
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Charlotte 1, N. C.

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330 W. Norman Ave.  
Dayton 5, Ohio

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Chicago 47, Ill.

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Baltimore 17, Md.

**Penn-Jersey Distributing Co.**  
Stratford, N. J.

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461 Sackman St.  
Brooklyn 12, N. Y.

**J. Rosenfeld Co.**  
3218 Olive St.  
St. Louis 3, Mo.

**Leon "Hi Ho" Silver**  
760A Hayes St.  
San Francisco, Calif.

**Southern Coin-o-Matic Dist.  
Co.**  
948 N. W. 7th Ave.  
Miami 36, Fla.

**Southwest Distributing Co.**  
17 N. 7th St.  
Fort Smith, Ark.

**Star Vending Co.**  
510 W. 4th Ave.  
Denver 9, Colo.

**Russ Thomas**  
2189 Central Ave.  
Memphis, Tenn.

**T. O. Thomas Novelty Co.**  
1572 Jefferson St.  
Paducah, Ky.

**Roy Torr**  
Lansdowne, Pa.

**Vending Machine Co.**  
207 Franklin St.  
Fayetteville, N. C.

**Veterans Vending Co.**  
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Port Huron, Mich.

**Wisconsin Novelty Co.**  
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Milwaukee 6, Wis.



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70 — 210 COUNT

per pound  
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To Your Door

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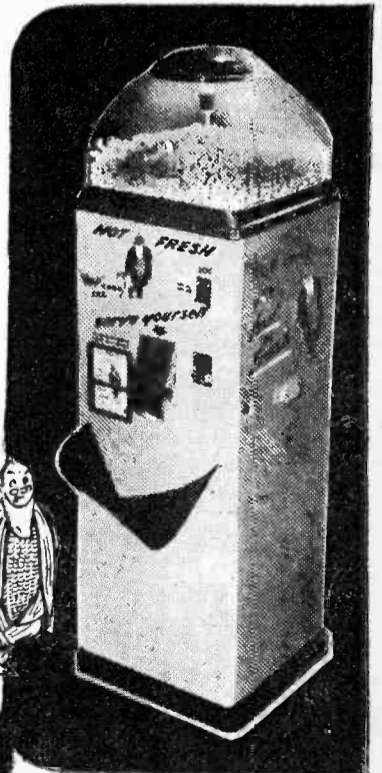
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Corn Sez because here is the  
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**HOT NUT VENDOR**

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Announcing the New  
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\*\*\*\*\*



- Ball Gum Vendor for 140, 170, 210 size with no adjustments — over 1000 5/8" ball capacity.
- 1¢ Bulk Vendor — peanuts, candies, charms, etc. 6 lb. capacity.
- 5¢ Bulk Vendor — almonds, cashews, pistachios, etc. 6 lb. capacity.
- 2 sizes plastic globes ready.
- More beautiful — smoother operating.

Distributors! Operators! Salesmen!

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Whitewater, Wis.

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### BUBBLE BALL GUM

5/8's, 170's 210's

**39¢** FREIGHT PAID

Quantities 500# or more, 40c lb. smaller quantities. Full cash with order, minimum prepaid shipment, 100 lbs. Prompt shipments.

L. M. Becker Vending Service  
106-5 DEWEY ST. BRILLION, WIS.

## Candy Sales for August 16 Per Cent Above July

WASHINGTON, Oct. 4. — Dollar value of candy sales during August soared 16 per cent higher than July and 18 per cent higher than August, 1946, Commerce Department disclosed this week. In pounds sold, package goods increased about 10 per cent over the same month last year, while bar and bulk candy dropped off by about the same amount.

In dollar value, sales of bar candy surpassed sales of all other types combined, with the 34 largest manufacturers reporting August sales of \$19,715,000 as compared with sales of \$15,966,000 in August of 1946. Average wholesale price of bar candy increased from \$264 a pound last year to \$348 this past August.

Bulk candy sales increased slightly in value—to \$2,627,000 from \$2,198,000 in August, 1946. Sales in pounds for this product, however, dropped almost 2,000,000 pounds.

Sales, both by pounds and value, of package candy increased over the preceding August, while the average manufacturers' price dropped off a fraction of a cent. About 7,420,000 pounds of package goods worth \$3,101,000 were sold last August com-

pared with 6,353,000 pounds worth \$2,660,000 in August, 1946.

Comparing the past August with July, dollar sales of all types of candy registered seasonal gains for the three types of manufacturers as follows: Chocolate manufacturers, up 25 per cent; manufacturers who sell at retail, up 9 per cent, and manufacturers who sell at wholesale, up 14 per cent.

Tracing the trend of dollar sales over the past seven years, Commerce Department reveals that sales last year were about 225 per cent over 1939, with this year running slightly ahead of last year's record. Candy sales have shown a steady yearly increase from 1939, except for 1945, which showed a drop of about 10 per cent from 1944.

## Snively Mchs. Near Delivery

WINTER HAVEN, Fla., Oct. 4.—Officials of Snively Groves, Inc., here, report that first shipments of the Snively Dispens-o-Lator will be ready for distribution to locations within the next 60 days.

Vender, which is built to dispense nickel drinks of fruit juice, is the third model built for Snively by American Machinery Company at Orlando, Fla. It will be marketed nationally by Snively Vending & Sales, of Winter Haven. It was recently displayed in Youngstown, O., by the A. J. Monaco Vending Machine Company of Sharon, Pa. (The Billboard, September 20.)

## Liley, K. C. Vender Op, New Distrib for Ic Candy Machines

KANSAS CITY, Mo., Oct. 4. — Bob Liley, who has been operating cigarette venders here for the past three years, has established an office to distribute penny candy venders.

Liley said he also will handle a small-size soft drink bottling machine which is being manufactured by Liley Industries of St. Louis, Mo., a firm in which he and his brother, James A. Liley, are associated. James Liley is in charge of the factory. Bob Liley, who heads up the sales organization, said his company has been appointed distributors for Variety Shops, a three and five-column bulk penny vender made by Andrews & Company of Clawson, Mich. He said he will distribute in Missouri, Kansas, Arkansas, Oklahoma and Nebraska. First shipments were received last week, he reported.

Liley will continue to operate his Cigarette Vending Service, but he said he does not plan to distribute cigarette venders, at least for the present. He is associated with Myer Nightingale in the vending operation.

## Nat'l Dairy Council Readies Program for Jan. Winter Meeting

CHICAGO, Oct. 4. — National Dairy Council, preparing for the 1948 annual winter conference to be held in Milwaukee January 22-23 at the Hotel Schroeder, has assigned staff committees to start work on meeting details. An advisory committee from the council's board of directors is assisting the committees. The committees will also be aided by representatives of the council's affiliated unit, the Dairy Council of Milwaukee, President Milton Hult announced.

Hult, speaking of the coming conference, said: "We are making plans to have nationally prominent speakers and professional men and women who will contribute much to the knowledge of those who attend. In addition to industry representatives, staff members from our affiliated units, in 50 of the nation's leading dairy markets, will be present."

Serving a twofold purpose, the winter council meet is intended to bring council workers up to date on professional topics and give them and industry representatives an over-all report on new business trends that affect their activities.

Members of the Dairy Council's board of directors who are assisting in conference preparations are H. Stanley Wanzer, Sidney Wanzer & Sons, Chicago; W. J. Ashbaugh, Durham Dairy Products, Durham, N. C.; Will A. Foster, Borden Cheese Company, New York; John W. Ladd, Cherry-Burrell Corporation, Chicago, and Russell Wilhelm, Owens-Illinois Glass Company, Toledo.

## Males Large Users Of Coin Laundries

MINNEAPOLIS, Oct. 4. — Recent feature story appearing in The Minneapolis Star concerning the Minneapolis Launderette pointed up how this automatic laundry service attracts male customers in a field traditionally set aside for women.

According to men interviewed at the scene, they are "scrubbing back" at their feminine counterparts who have made so many inroads on privileges and rights formerly reserved for men.

## Appoint 2 Distribs For New Drink-o-Mat

NEW YORK, Oct. 4.—Formation of a network of distributors for Drink-o-Mat, the Coca-Cola cup vender, was reported this week by Sam Kresberg and Al Cole, principals of Drink-o-Mat industries. First two distributors to be appointed by the firm are Morris Hankin and Jack Lovelady, of H & L Distributors, Atlanta, who will handle the Georgia, Alabama and Northern Florida territories, and B. J. O'Connor, Manhattan Sales Company, San Francisco, who will have the exclusive distributorship for California.

**SPECIAL DEAL!**

**VICTOR MODEL V**  
FAMOUS PRE-WAR VENDORS  
6 Globe Type Model V  
\$58.75 plus 50 Lbs. Bubble Ball Gum, all for \$76.25

Mention Deal B When Ordering

We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30 Lb. Ctns., 28¢ lb.  
**RAISINS**  
Candy Coated Chocolate  
Pistachio Nuts, Med., 25 Lb. Ctns. 35¢ lb.  
Spanish Peanuts, 30-Lb. Ctns. 58¢ lb.  
M&M's, Ass't Colors, Limited Quantity  
Model V Deluxe Cab. Type 40¢ lb. **\$13.75**

**BUBBLE BALL GUM**  
3/8" 144 Count 38¢  
170 Count, 25 Lb. Cartons 40¢  
Ball Gum Orders—Full Cash.

1/2 Deposit, Certified Check or Money Order. Balance C. O. D.

**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
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This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

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### YOUR BEST BUY!

Arist-o-Scale Mir-o-Scale



These modern, accurate weighing scales will make extra profit for you in any of your locations! Black porcelain foot base. Takes only 12" by 20" floor space! Aluminum cast column for strength and lightness! Baked enamel finish. Simple, foolproof weighing mechanism!

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**Mir-O-Scale. Ea. 125.00**

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for an important story on

## POPCORN PROFITS



**MANLEY INC., KANSAS CITY, MO.**  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

# St. Paul Ops Win Fight on Vender Taxes

## Lower Fees Approved

ST. PAUL, Oct. 4.—Vending machine operators here won their battle with the city council for lower vending machine license fees.

A council proposal would have set fees at \$10 per location, plus a \$25 fee on the operator's shop and 50 cents per machine (*The Billboard*, September 27). However, protests by St. Paul operators, represented by Raymond Carson, brought council action that resulted in a continuance of the \$5 per location with a nickel or higher vender fee which has prevailed since 1941, and dropping of a \$2 per location fee for locations with penny venders, which was passed in July.

### Lower Per Machine

The council retained the \$25 fee proposed for each vending machine operators' place of business, but lowered the proposed per machine fee to 25 cents. Penny venders were exempted from the taxation. License fees are paid annually.

For purposes of licensing, the St. Paul council decided to define a vending machine as a machine operated by a coin in excess of a penny. Council action came after the proposed measure was referred to Hilary Lynn, head of the council's bureau of investigation and research, who, after discussing it with representatives of vending machine operators, recommended changes in the measure.

# Announce Plans for Mexico City Plant for Bendix Washers

SOUTH BEND, Ind., Oct. 4.—Harold K. Lyons, export manager for Bendix Home Appliances, Inc., announced here this week that assembly of Bendix automatic washers in a Mexico City assembly plant will begin in November.

Plant was established to make washers and other parts for the washers and to install them on the chassis which are to be shipped duty free from the U. S. Lyons said that approximately 300 units a month will be completed in Mexico.

By this method, Bendix will be able to overcome the embargo on home appliances which went into effect in July. Plans for the plant are under way when the embargo was announced, Lyons said.

## Freese Opens Detroit Distrib Firm for Star

DETROIT, Oct. 4.—Martin Freese, formerly in the coin machine business on the West Coast, is taking over distribution for the entire territory east of the Rocky Mountains for Star Nickel Candy Vendor Company.

He opened his headquarters at 7441 Grand River Avenue, Detroit, under the name of the Continental Vending Machine Company.

## Point Gilmour Personnel Manager of Candy Company

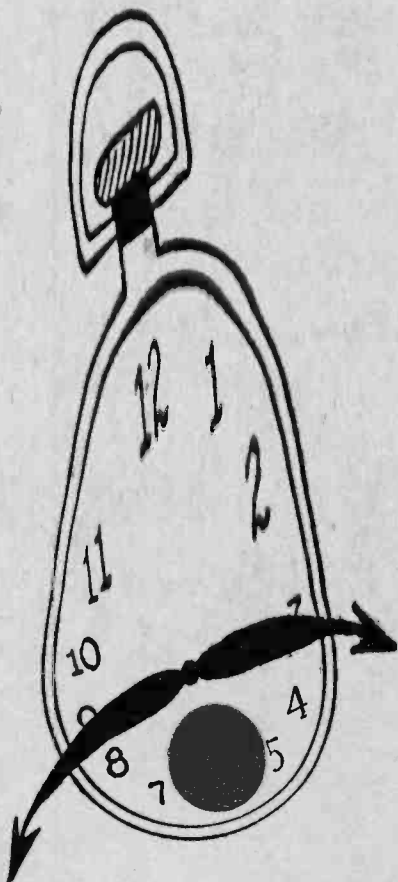
NEW YORK, Oct. 4.—James H. Gilmour has been appointed to the newly created post of personnel manager for Lamont, Corliss & Company, distributor of Nestle's and Peter's chocolate products here.

Gilmour formerly was with the Export Sulphur Company in a similar post.

SEE INSERT MAIL CARD



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IT TAKES JUST A MINUTE

# 7 REASONS WHY The POSTMASTER

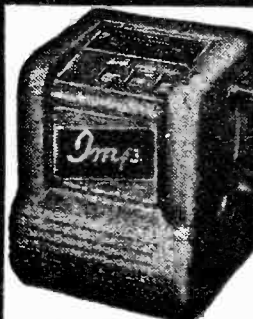
is the PREFERRED POSTAGE STAMP VENDER!



ORDER A SAMPLE NOW! See Your Nearest Distributor

1. Vends choice of three sanitary stamps directly from U. S. Government rolls!
2. Each unit adjustable to vend 2 to 5 stamps.
3. Stamps are accurately cut off on perforations!
4. Full rolls of 500 or 1000 stamps inserted in a few seconds. Eliminates expense and nuisance of tearing sheets and inserting stamps into folders.
5. Capacity 2 to 3 times greater than folder-type venders. Takes only a few minutes to service.
6. Aluminum cabinet (11" x 11 1/2" x 8" deep), finished in attractive colors and trimmed in chrome. Precision-built mechanism constructed to last a lifetime.
7. Merchants welcome Postmaster because of its compactness, streamlined beauty, time-saving and money-making features.

DAVAL PRODUCTS CORPORATION 1512 N. FREMONT ST., CHICAGO 22, ILL.



1948 IMPS

1¢ or 5¢  
Cigarette or Fruit  
\$12.95

Lots of 12

\$13.75, Lots of 6. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

SHIPMAN TRIPLEX STAMP MACHINE



STAMP FOLDERS For Shipman, Scherneck, Victory. 10,000 ... \$ 5.75 25,000 ... 13.95

Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps.

Slugproof, compact, foolproof. Immediate Delivery.

Operator's Price \$39.50

Distributors interested in selling our advertised machines write for details.

1/3 Deposit on All Orders.

Write for Catalog on Bulk Venders, Games, etc.

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Sell fast as counter goods or bulk venders. If you are not on our mailing list, write us today.

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# FOR SALE SEVEN ELECTRO SERVE HOT POP CORN MACHINES

With 5¢ slots, good as new, used two weeks, \$65.00 each or \$400.00 for all. Includes crating. 25% with order, balance C. O. D.

SOUTHERN POPCORN SERVICE

505 S. LAFAYETTE ST.

SHELBY, NORTH CAROLINA

# DRINK-O-MAT

Invites you to inspect its

## NEW 1,000-Cup Automatic Drink Dispenser

The perfect drink . . . freshly made . . . delivered ice-cold and sparkling within six seconds!

**AUTOMATIC CHANGEMAKER**

SEE IT AT THE **GALA SHOWING** OCTOBER 18-19

**SHERMAN HOTEL PENTHOUSE**  
CHICAGO

**BUFFET-BAR . . . ENTIRE SHOW FROM CHICAGO'S FAMOUS LATIN QUARTER**

## NAMA Plans '48 P. R. Program at Oct. 7 Chi Meet

CHICAGO, Oct. 4.—Plans for the National Automatic Merchandising Association's (NAMA) 1948 public relations program will be laid at a meeting of NAMA's public relations committee at the Morrison Hotel here Tuesday (7).

Committee Chairman R. L. Strain, of the American Locker Company, will outline proposals for the development of the program during 1948. A resume of the work done by NAMA's public relations bureau during 1947 will be given by T. B. Hungerford, association public relations director.

"NAMA's public relations program is needed more than ever now," Strain pointed out, "to educate customers and lawmakers to an understanding of a sympathy for the problems of the vending machine operator. For this reason, the meeting will be one of the most important ever held by the committee."

Attending the meeting, in addition to Strain, will be Martin Gluchow, East Liverpool Cigarette Service, East Liverpool, Ind.; John Haddock, Grand Rapids, Mich.; I. H. Houston, Spacarb, Inc., New York; Charles Morris, Automatic Canteen Company of America, Chicago; H. W. Nelson, Ford Gum & Machine Company, Lockport, N. Y.; Ben Schwartz, Cigarette Service Company, Inc., Minneapolis, and George M. Seedman, the Rowe Corporation, New York.

## Cedar Rapids Club Starts Gum Vender Route for Charity

CEDAR RAPIDS, Ia., Oct. 4.—Kiwanis Club officials here have begun placing the first of 400 penny gum venders on location in Cedar Rapids as part of a fund-raising campaign for underprivileged children.

The Cedar Rapids program is part of a nationwide Kiwanis program to use penny venders as fund raisers. The program is in co-operation with the Ford Gum and Machine Company, of Lockport, N. Y., which furnishes venders and gum supplies and services the machines. Kiwanis Club members arrange with the locations for placement of the machines.

Under the program, 20 per cent of the receipts of the machines go to the local Kiwanis club for the underprivileged children fund.

First shipment of venders for the Cedar Rapids area arrived in the city aboard one of the Ford company's DC-3 planes. A. T. Pleune, chairman of the local club's committee in charge of work for underprivileged children, will head the project in Cedar Rapids.

A similar program was recently announced by the Kiwanis clubs of St. Louis. Over 400 Kiwanis clubs throughout the nation are presently co-operating with the Ford company in this program, according to Ford Mason, Ford president (*The Billboard*, June 7).

## CIGARETTE MACHINES

NEW LEHIGH PX, 10 COLS., 425 PACK CAP., AVAILABLE FOR IMMEDIATE DELIVERY!!!

NEW EASTERN ELECTRIC . . . \$222.50

NEW DU GRENIER CHALLENGER, 7 COLS. . . . .	\$125.00	NATIONAL 950 . . . . .	\$100.00
NEW UNEEDA, 8 COLS. . . . .	159.50	NATIONAL 750 . . . . .	90.00
NEW UNEEDA, 6 COLS. . . . .	149.50	ROWE ROYALS, 10 COLS. . . . .	105.00
DU GRENIER CHAMPION, 9 COLS. . . . .	92.50	ROWE, 6 COLS., 150 PK. . . . .	32.50
DU GRENIER CHAMPION, 7 COLS. . . . .	82.50	DU GRENIER CHAMPION, 9 COLS. . . . .	92.50
DU GRENIER MODEL WD, 9 COLS., 385 PACK CAP. . . . .	72.50	DU GRENIER CHAMPION, 7 COLS. . . . .	82.50
DU GRENIER "S," 7 COLS., 210 PACK CAP. . . . .	50.00	DU GRENIER MODEL WD, 9 COLS., 385 PACK CAP. . . . .	72.50
DU GRENIER, 6 COLS., 150 PACK CAP. . . . .	32.50	DU GRENIER "S," 7 COLS., 210 PACK CAP. . . . .	50.00
STEWART-McGUIRE, 8 COLS. . . . .	35.00	DU GRENIER, 6 COLS., 150 PACK CAP. . . . .	32.50
UNEEDA MODEL 500, 15 COLS. . . . .	\$100.00	STEWART-McGUIRE, 8 COLS. . . . .	35.00
UNEEDA MODEL E, 15 COLS. . . . .	72.50		
UNEEDA MODEL E, 12 COLS. . . . .	62.50		
UNEEDA MODEL E, 8 COLS. . . . .	57.50		
NATIONAL 930 . . . . .	75.00		
NATIONAL 630, 150 PACK CAP. . . . .	32.50		



WEEKLY SPECIAL! DU GRENIER "W," 9 COLS., 300 Pack Cap. \$62.50

## CANDY MACHINES

NATIONAL 9-18, 9 COLS. . . . .	\$110.00	UNEEDA, 5 COLS., 102 BAR CAP. . . . .	\$ 75.00
ROWE STANDARD, 8 COLS., 120 BAR CAP. . . . .	95.00	DU GRENIER CANDY-MAN, 72 BAR CAP. . . . .	62.50
ROWE 5¢ MINT GUM . . . . .	\$15.00		

10c CIGAR MACHINES, Cap. 175, 7 Col. . . . \$32.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED  
One-Third Deposit With Orders—Balance C. O. D.  
Parts and Mirrors available, including the 25c vending changeover parts 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

## NORTHWESTERN BULK VENDERS

MEAN MORE FOR YOUR MONEY

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

Pistachio Queens, Red, 5 Lb. Bags . . . . .	72¢ Per Lb.		
Pistachio Large, Tulip Red, 5 Lb. Bags . . . . .	50¢ Per Lb.		
Jumbo Peanuts, 30 Lb. Ctn. . . . .	31¢ Per Lb.		
Spanish Peanuts, 30 Lb. Ctn. . . . .	24¢ Per Lb.		
Cashew, 480 Count, 30 Lb. Ctn. . . . .	56¢ Per Lb.		
Squash, Red or White, 25 Lb. Ctn. . . . .	20¢ Per Lb.		
Boston Baked Beans, 32 Lb. Ctn. . . . .	28¢ Per Lb.		
Rainbow Peanuts, 32 Lb. Ctn. . . . .	28¢ Per Lb.		
Cinnamon Peanuts, 32 Lb. Ctn. . . . .	28¢ Per Lb.		
Licorice Lozenges, 38 Lb. Ctn. . . . .	30¢ Per Lb.		
M & M, Ass'd Colors, 16 1/2 Lb. . . . .	42¢ Per Lb.		
Ball Gum, 3/4, 140 Count, 25 Lb. Ctn. . . . .	40¢ Per Lb.		
Ball Gum, 170 Count, 25 Lb. Ctn. . . . .	50¢ Per Lb.		
Adams Gum, All Flavors, Tab or Candy Coated. Box 100 . . . . .	54¢		

1/3 Deposit With All Orders, Balance C. O. D.

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4105 16TH AVENUE Telephone: Windsor 8-3600 BROOKLYN 4, NEW YORK  
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MODEL 33

Less than 25 . . . \$12.60  
Less than 100 . . . 12.40  
100 or more . . . 12.25

Charms • Stands • Brackets • Globes (Glass and Plastic) • Used Machines • Send for Free List.

## St. Louis Firm Announces New Nickel Vender

ST. LOUIS, Oct. 4.—A new nickel candy bar vender has been placed in production by Vendors, Inc., of this city, according to J. M. Bryan, an official of the company. Vender has a capacity of 50 bars.

Cabinet, Bryan says, is made of aluminum and steel, and the vender is equipped with a slug rejector. Merchandise delivery is actuated by a side control knob. The machine is likewise equipped with a coin return plunger in event the vender's single column is empty or the mechanism refuses to accept the coin.

Vender is 25 inches high, 5 inches deep and 7 1/2 inches wide, can be used with a stand, or as a counter or wall installation. The merchandise magazine is adjustable as to length, width and thickness so that the operator can vend sizes from as small as a chewing gum package to a large candy bar.

Bryan said the firm is now appointing distributors and jobbers. McClure Distributing Company, St. Louis, and the Munro-Matlack Company, Cleveland, are already signed to distribute the vender.

## Credit Mich. Cig Tax For Ohio Sales Rise

TOLEDO, Oct. 4.—Ohio cigarette sales have climbed since the tax in Michigan drove prices there above the Ohio price.

Ohio per package price now averages 17 cents, while the Michigan price, with tax, is generally 19 cents.

## Sunshine Biscuits Gives 75 Cents Share Dividend

KANSAS CITY, Mo., Oct. 4.—Sunshine Biscuits, Inc., makers of cookies for vending machines, announced that its board of directors has declared a quarterly dividend of 75 cents per share of common stock. Dividend is payable November 1 to stockholders of record October 17.

AVAILABLE NOW!!! UP TO 200 NEW ADVANCE MODEL D BALL GUM VENDORS!!!



First Come, First Served. Orders Filled in Rotation.  
Sample . . . . . \$13.25  
2 thru 11 . . . . . 10.85  
12 thru 49 . . . . . 10.35  
50 and up . . . . . 9.95  
1/3 Deposit. Balance C. O. D.

## T. O. THOMAS CO.

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**NOW!**  
turn to **INSIDE FRONT COVER** for an important story on **POPCORNI PROFITS**  
MANLEY INC., KANSAS CITY, MO.  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES



# Juke Op Surveys Video Effect

## ABC Music Service Finds Television Isn't as Hard On Phono Biz as Predicted

### High-Play Locations Show Biggest Loss on Chi Route

CHICAGO, Oct. 4.—Effect television sets in taverns has had on one Chicago music operation is shown in a survey just concluded by ABC Music Service Company here. Survey tabulation shows that, on this one Chicago route, tavern television has not been as big a bogey to juke box earnings as was first anticipated.

ABC, headed by Bob Gnarro and Bob Manning, conducted the survey during July and August when they had their 10 servicemen make a regular check with each tavern location to determine how many of these locations have television, what the location owners think about television as an aid to their business and finally what television installations means to juke box grosses.

As the two officials of ABC pointed out to *The Billboard*, there is margin for error in the survey since many of the tavern owners questioned were vague about the length of time they had owned tele sets. It should be remembered, too, Gnarro said, that ABC has found July and August slower-than-average months in taverns because of vacations.

#### Two-Month Comparison

The survey tabulations were made to compare juke box receipts for a month prior to the installation of a tele set with a full month after the set had been placed in the location. Gnarro pointed out that the monthly check after installation of tele sets did not mean the first full month after the set had appeared in the tavern.

These two general facts came out of the ABC survey—the number of taverns on this particular route having television was lower than anticipated, and the decrease in gross receipts, where decreases were shown,

were smaller than expected.

Gnarro said that between 60 and 75 per cent of ABC's juke boxes are located in taverns. The survey showed that 12 per cent of the operation's tavern stops had television at the time the survey was made. A number of tavern owners indicated, however, that they were planning to install video sets, and Gnarro said that the percentage of their tavern stops (See *Juke Op* on page 112)

## Chicago Operators Report 10% Increase in Juke Play

CHICAGO, Oct. 4.—Juke box operators in the Chicago area report gross receipts for the past three weeks have increased as high as 10 per cent above earnings at the middle of September. Part of the increase, operators reason, can be traced to the closing of the baseball season, but most operators expected the increase to hold, perhaps even grow, despite the World Series this week.

In what may develop into a full-fledged effort to put new life in the music operating business in the city, several of the larger operators were talking this week about the possibility of increase price per play.

Altho most of the music operators locally were opposed to the idea of increase play prices when two major juke box manufacturers were urging such a price change last year, they believe they have hit upon a workable formula for accomplishing the price hike without alienating the

### Showings Pay!

CHICAGO, Oct. 4.—One of the values of a "showing" of a new juke box line was demonstrated here this week.

Illinois Simplex exhibited the 1948 Wurlitzer line at the Bismarck Hotel here last week (*The Billboard*, October 4). This week a new Wurlitzer Colonial model featuring the Zenith Cobra Tone Arm took over the music needs of the Bismarck Inn, one of the hotel's dining and wining spots, which had previously depended on non-coin-operated telephone music.

### Sceburg Sales Meet

CHICAGO, Oct. 4. — Distributors and factory executives of the J. P. Sceburg Corporation here met yesterday (3) for the corporation's annual sales meeting.

public. Details of the program, which is now being tried out experimentally, will be released in the near future.

In an effort to operate more efficiently, most of Chicago's older operations are now taking front money with an established guarantee.

Both larger and smaller operators report that they are urging servicemen to devote more attention to the location owner and to the music equipment on location. At least one operation, ABC Music Service (for other news of ABC see the television survey story elsewhere on this page), reported this week that its juke boxes are now being serviced on a one-week instead of a two-week basis.

Purpose of the one-week service is to give locations a better break on records. In addition, officials of the larger music operating companies in Chicago are putting on a drive to encourage location owners to pass along requests for particular recordings they would like to have.

## New Chapter Of Op Assn. In Saginaw

### Elect Gardner Prexy

DETROIT, Oct. 4.—The new Saginaw Chapter of the Michigan Automatic Phonograph Owners' Association, Inc., elected temporary officers and trustees to serve until permanent officers could be elected at their next meeting.

President is Earl Gardner; vice-president, Joseph Catizone; secretary-treasurer, William Crinzi; trustees, C. Owen Smith and Mrs. Parks.

Headquarters for the new chapter have been set up at the Ace Automatic Music Company, located at 127 N. Jefferson. Jack G. Hickson, owner of Ace Automatic Music, has donated office space and part of his secretary's time to give the new chapter its home.

There was also an organizational meeting of the new Grand Rapids Chapter of the Michigan Automatic Phonograph Owners' Association, Inc., held in the Morton Hotel, in Grand Rapids September 25. Purpose of this meeting was to lay the groundwork for a third chapter in Michigan.

## Musical Sales Named Packard Distrib in K. C.

INDIANAPOLIS, Oct. 4.—Musical Sales Company, of St. Louis, has been named Kansas City, Mo., distributor for the Packard Manufacturing Corporation, according to an announcement from Charles L. Cade, general sales manager for the manufacturer. Musical Sales will occupy headquarters formerly used by the Frankel Distributing Company, of Rock Island and Omaha. Frankel closed his Kansas City office to concentrate on distributing Packard equipment in Rock Island and Omaha.

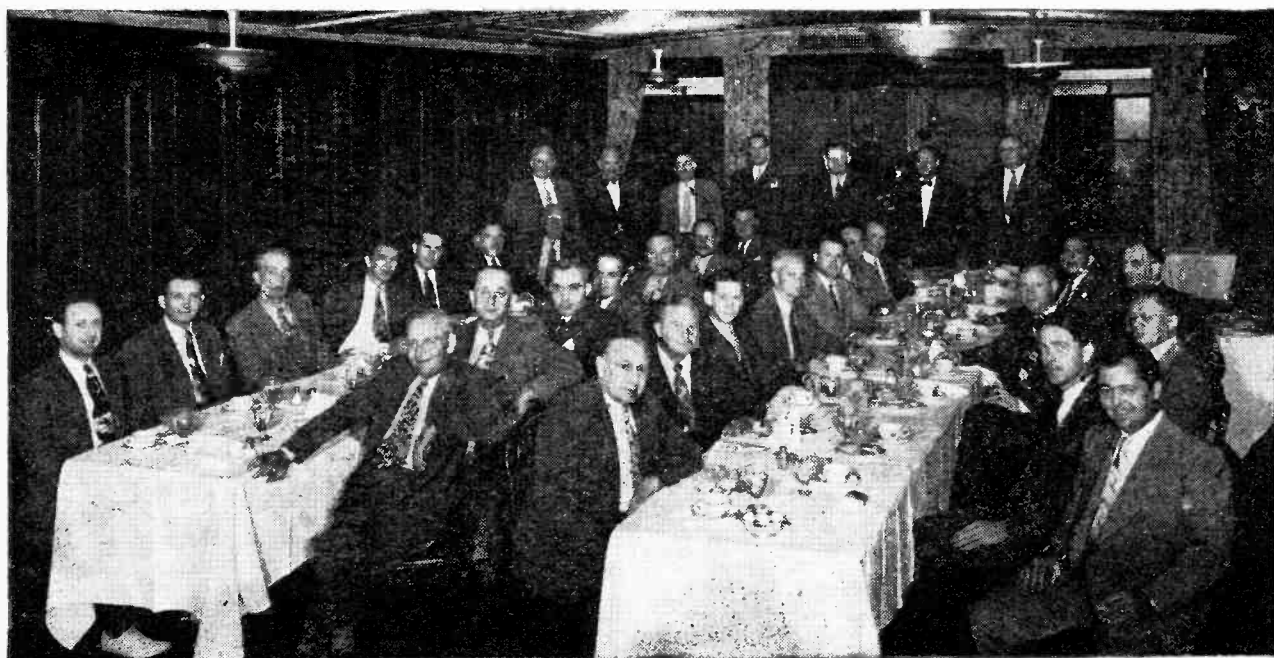
Musical Sales, headed by Stu Jenny and Bob Padfield, also distributes Packard music equipment from its main offices in St. Louis. Kansas City Musical Sales will be run as a branch office.

Jenny and Padfield were appointed distributors for St. Louis last spring after years of experience in distributing. Jenny likewise has been associated with the Merchandise National Bank and the Bankers' Commercial Corporation, both of Chicago.

## Cleveland Juke Ops Co-Op in Presenting Weekly Radio Show

CLEVELAND, Oct. 4.—Cleveland Phonograph Merchants' Association is co-operating with disk jockey Howie Lund and the Lyon Tailoring Company in the presentation of *Cleveland's Top Ten*, a new weekly radio show featuring the most popular 10 records on juke boxes in the city during the week.

Show is heard every Sunday between 4:05 and 5:00 p.m. over WJMO. The Lyon company sponsors the program.



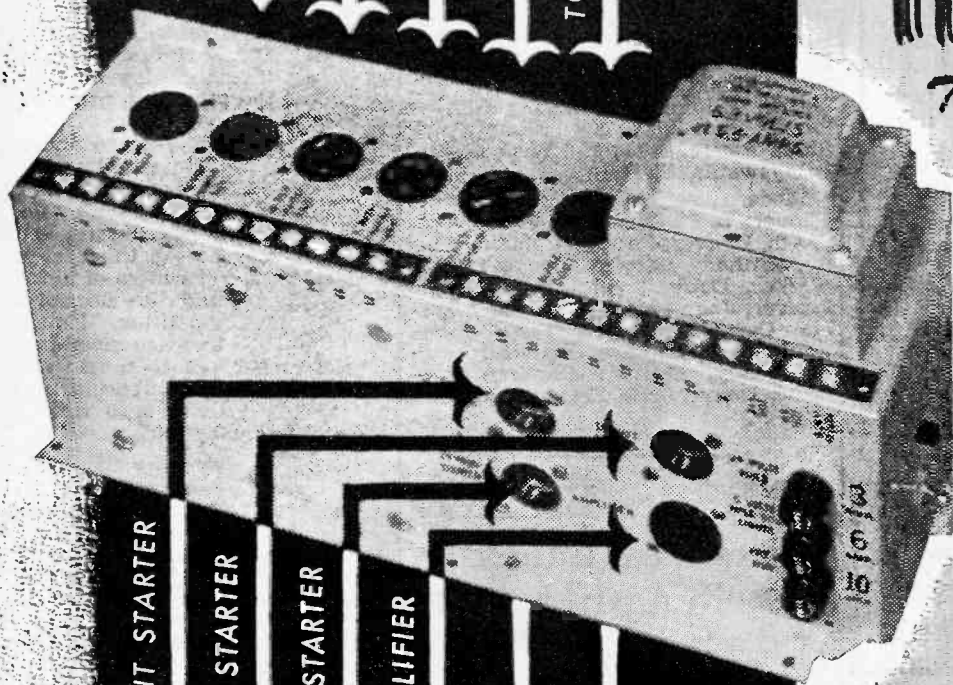
REGIONAL MANAGERS and other factory personnel of the Packard Manufacturing Corporation are pictured here at their recent dinner in the Indianapolis Athletic Club. Standing at the rear, third from right, is Homer E. Capehart, with Charles L. Cade, general sales manager, and William H. Krieg, president, at the left and right side.

*For Easier Servicing  
and Greater Operating  
Efficiency—*

all lines lead to the Rock-ola  
ELECTRONIC NERVE CENTER  
The New Electric Distribution Panel

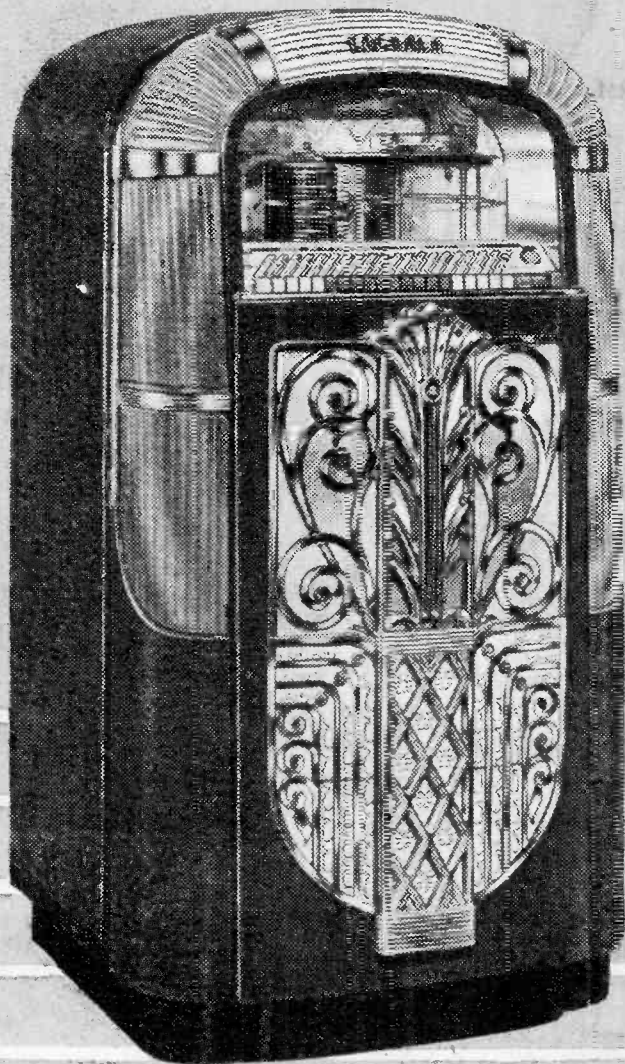
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*The Phonograph That Sells Music*



TO FRONT DOOR LIGHTS AND MOTOR  
TO 20 WATT PILASTER LIGHT  
TO 20 WATT PILASTER LIGHT  
TO 15 WATT PROGRAM LIGHT  
TO CHANGER MECHANISM  
TO SERVICE OUTLET

TO 15 WATT FLUORESCENT STARTER  
TO 15 WATT FLUORESCENT STARTER  
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TO AMPLIFIER



ROCK-OLA MANUFACTURING CORP. 800 N. Kedzie Ave.  
Chicago 51, Illinois

### Dewitt Young, Ky. Juke Op, Drowned

CARROLLTON, Ky., Oct. 4.—Dewitt Young, local juke box operator and well-known amateur boxer in Cincinnati, Louisville and Indianapolis rings, was drowned here when his small speedboat capsized in the Ohio River.

## Rock-Ola Awards Diplomas To Service Course Grads

CHICAGO, Oct. 4.—Rock-Ola Manufacturing Corporation this week announced the awarding of diplomas to 45 servicemen who recently completed the company's service training course (*The Billboard*, August 30).

Upon completion of the course each serviceman is given an examination covering the mechanical and electrical operation of the Rock-Ola phonograph. The examination papers are then forwarded to the factory where they are corrected by the service staff.

Every serviceman receiving a passing grade on his exam is immediately forwarded a diploma, framed and signed by David C. Rockola, president of the company, and by the distributor in whose territory the serviceman operates. A personal letter from the company is also sent to the serviceman congratulating him on the satisfactory completion of the course.

Those awarded diplomas this week and the name of the distributor conducting the course for them are Badger Novelty Company, Milwaukee; Laddie Steinhoff, Kenosha; Irving Barrett, Racine; R. E. VanToor, Milwaukee; Charles F. Meissner, Waukesha; Wesley Wight, Kenosha.

LaBeau Novelty Sales Company, St. Paul; Duane J. Adams, Blue Earth; Harold R. Steiro, Minneapolis; L. Labrie, Northome; F. Nager, Grand Rapids; Albert P. Wagner, Winnebago; Jerome L. Awe, St. Paul; O. Lodgaard, St. Paul; Frank Cornwell, St. Paul; Bud Labrie, Northome; John Howe, Foley; George Gerry, St. Paul; H. Thompson, St. Paul; C. M. Iversen, St. Paul; Bob Earley, International Falls; Carlten Gedorey, International Falls; Wade Carpenter, Bemidji; Harold Peterson, Bethel; Nels E. Nelson, Wilmar; Bruce Rufing, Wells; A. H. Quade, Rochester; Ben Jahnke, Hutchinson; W. T. Marsh, Bridgewater, S. D.; Gordon Stout, Pierre, S. D.; Bernard M. Stout, Pierre, S. D., and W. J. Quinn, Bridgewater, S. D.

Modern Distributing Company, Denver; L. K. Vosburgh, Denver; A. Smith, Denver; Edward Ciancio, Welby; Anthony Mazone, Denver; H. E. Walker, Denver; John D. Zarlengo, Denver; John Noguchi, Denver; Harold Carnal, Denver; Jerry King, Boulder; Al Sandow, Boulder; L. A. Sherbondy, Denver; Clarence Muchow, Denver, and Frank J. Prechtl, Denver.

### Juke Operator Find Tele Effect Not as Tough as Predicted

(Continued from page 110) which now have tele sets is undoubtedly larger than 12 per cent.

**Check on Gross**  
The survey conducted by ABC shows that average weekly gross per machine dropped \$1.86 for each week of the four-week period studied after tele sets were installed. Of the 64 taverns having television on their routes, Gnarro and Manning found 11 could not be checked for a change in receipts since they had video during the first checking period; 17 stops showed no change in weekly gross; 24 showed a drop in receipts, and one tavern showed an increase.

As might be expected, the high-play tavern location showed more of a drop in juke box earnings than the low or medium-pay spot after tele sets were installed.

"These locations," Manning said, "in the average group are not affected by television to as great an extent as the high-play stops, since the former, with their low weekly grosses, allow for more free time when the phono is not playing anyway. In the high-play spot, the juke box must be kept playing steadily to bring in the larger gross."

Manning said he thought that the one tavern, which showed an increase in juke earnings after the video set was installed, must have been the result of the larger-than-usual crowd which stayed on after the telecasts, dropping coins into the music machine. "This is an isolated instance," Manning commented, "where lost time during tele shows was made up by more constant play of the juke box after the television program had ended."

On their route, Gnarro and Manning found that the small or average neighborhood tavern locations were more thoroly covered with tele sets than the larger cocktail lounges. Manning said he felt this fact is explained by the closeness of neighborhood taverns and the necessity for more direct competition. He said he felt that the average neighborhood tavern owner put in a tele set, not with the idea of increasing business but simply to hold onto what business they already had.

#### What Owners Said

Servicemen were likewise instructed to tabulate tavern owners' comments on the results of television. The survey discloses that 16 of the 64 taverns having video on ABC's routes said the sets were "no help to business, did not increase gross sales over the bar"; 16 tavern owners said they thought the video sets a "fair help," and 29 said that they believed a set behind the bar was an asset. Three of the tavern owners surveyed made no comment on this question.

Later this month, members of the Illinois Phonograph Owners' Association are expected to get together to study and discuss ABC's survey as well as to make plans for future association activities.

### New Houston Branch Opened by Griffin

HOUSTON, Oct. 4.—Lester Griffin, head of the Griffin Distributing Company, has announced the opening of a new branch office at the M & M Building here. New office will service Galveston, Houston, Beaumont and Port Arthur, Tex., and Lake Charles, La.

Griffin, well-known operator in Mississippi, has offices in New Orleans and Jackson, Miss. Billy Jefferson will be in charge of the Houston office. He was until recently on the sales staff at the Jackson branch of the firm.

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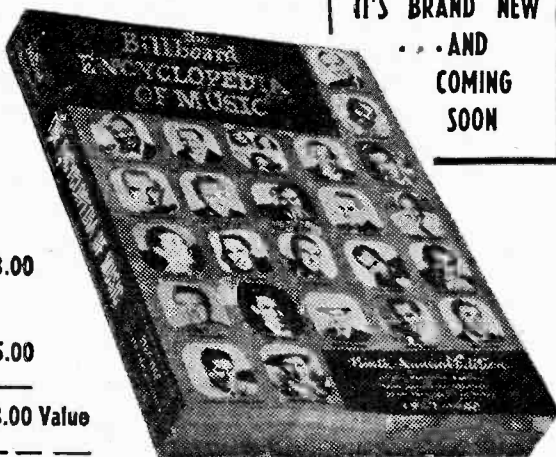
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FOR ONLY \$12.50 YOU GET:

52 Issues of The Billboard, worth .....\$13.00

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IT'S BRAND NEW

...AND COMING SOON

### AMI Sales Engineer Tours West Checking Distrib Applicants

CHICAGO, Oct. 4.—Monte West, AMI, Inc., sales engineer, is now on an extensive trip thru the Rocky Mountain States to interview distributing firms that have made application to handle AMI products in that area, Lyndon C. Force, firm manager of general sales said Monday (29).

While on the tour West also will visit the four West Coast offices of the M. S. Wolf Distributing Company, located in Seattle, Portland, San Francisco and Los Angeles to orientate operators and servicemen on the technical points covered by AMI's recently released service manual.

High point of the trip will be Texas, where West will represent AMI and assist in the formal opening of two recently appointed distributors. First stop will be at the R. Warncke Company, San Antonio, an established firm that handles amusement games and Mexican records; second opening party will be held at the newly established office of the Griffin Distributing Company, Houston. Both events are tentatively scheduled for November with definite dates to be announced later.

The Billboard  
2160 Patterson St.  
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Gentlemen: Please ship upon publication (on or about Oct. 1, 1947) one copy of The Billboard 1947-'48 Encyclopedia of Music and enter my subscription to The Billboard for one year—52 issues—(or renew my current subscription upon expiration).

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ABOUT

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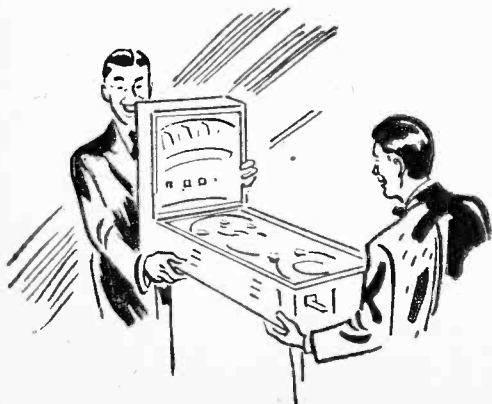


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## See New Oregon Locations With Interpretation

PORTLAND, Ore., Oct. 4.—Coinmen saw prospects of more locations of a freer-spending type in a recent Circuit Court decision holding the Oregon Liquor Control Commission to be without authority to demand that to obtain a liquor service license an establishment maintain adequate resaurant service. Commission policy has been to restrict service licenses to establishments in connection with a restaurant, hotel or private club.

Under State law, public drinking is done legally only in establishments licensed to serve drinks from the customer's own bottle, this constituting a service license.

Circuit Judge Walter L. Tooze, in overturning the revocation of Sam Sugura to operate the Nob Hill Club, declared the commission is without authority to establish such a policy and suggested that such authority must be obtained from the Legislature.

Coinmen see in the court's stand an opportunity for expansion of operation into locations where play is higher than in the restaurant type location. Also, with this freer interpretation of requirements, prospects arise for opening of drinking places that formerly could not meet the rigid liquor commission requirements.

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## AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

### KMOX Hillbillies Growing

The hillbilly contingent of KMOX, St. Louis CBS outlet, is growing with veteran members like Brother Bob Hastings, Billy Starr, Frankie Taylor, Skeets Yaney, Tommy Watson, Banjo Murphy McClees, Jack Austin, and Kaiman and Mose, just joined by the Range Riders, composed of Wally Proctor, Guy Blakeman and Roland Gaines.

Danny Dedmon left KSAM, Huntsville, Tex., recently to rejoin Bill Nettles' combo at KMLB, Monroe, La. . . . Eddy Arnold and Rod Brasfield, Roy Wiggins, Minnie Pearl, Alonzo and Oscar and a big supporting cast take folk music into the symphony hall when they play two performances on Connie B. Gay's Radio Ranch show from Constitution Hall, Washington, October 31.

Radio Station WPDZ, Clarksburg, W. Va., held its first Homecoming Jamboree September 6, drawing 2,500. Line-up included Cherokee Sue, Little John Graham, Stan Carson, Perky Perkins, Buddy Starcher, Mary Ann Estes, Uncle Bill Tabor, Patsy Jean Steele, Mel Steele, Little Buddy, Red Richardson, Big John, Little Betty, Sammy Ash, Floyd Houser, John Peters and Dewitt Wyatt.

Jimmie Walker, of WWVA, Wheeling, W. Va., has just come to that station from WSM, Nashville. He left Nashville this spring and played rodeo jobs until going with WWVA. He has cut 20 sides for Coast platters and was on the *Hollywood Barn-dance* over KNX, Hollywood. . . . Pete Cassell, the Blind Minstrel, who is cutting for Majestic label, is now heard daily over KWTO, Springfield, Mo. He is also heard over the Mutual web show, *Korn's a Krakin*.

### Lee Has Own Show

Ernie Lee, the WLW, Cincinnati, balladeer, who also cuts for Victor, now is heard on his own daily show, in addition to the *Hayride* on Saturday night. . . . WWVA, Wheeling, W. Va., held a unique *Jamboree* September 20, when the children of the folk entertainers on the station were the featured attractions. Peeper, Pooch and Punkin, three daughters of Doc and Chickie Williams; Nancy Lee and Joseph Jr., daughter of the Barkers; Sunflower, daughter of Bonnie Baldwin, and Si Sneezeweed's son were in the line-up. The moppets recited and sang.

Uncle Tom, prominent rustic disk jockey over WNOX, Knoxville, has another platter session daily in the morning, making the day a full one for him, because he's already heard on afternoon and evening stints. His new sponsored show will feature pops as well as hillbilly. . . . *The Mid-Day Merry-Go-Round*, live WNOX, Knoxville, folk show aired directly from the State fairgrounds last week.

A. R. Scammell, whose platter of *Squid Jidding' Ground* hit a sales peak in his native Newfoundland, has recorded three more folk songs for the Newfoundland label, including *Shooting of the Bawks* and *Squarin' Up*. These folk songs are done in Newfoundland patois, but Scammell's disks are catching on even in the U. S.

### Messer on Tour

Don Messer and His Islanders, who have a dance hall base at Charlottetown, Prince Edward Island, have been touring the mainland of New Brunswick, playing one-nighters. Charlie Chamberlin continues as vocalist with the Messer group. . . .

Uncle Henry's Original Kentucky Mountaineers who have appeared over WJJD, Chicago, are now on a personal appearance tour. They recorded some new tunes, including *Are You Ashamed of Me, Achin' and*

*Cryin', Red-Headed Woman* and *Misery To My Soul* for Capitol October 3 in Chicago.

The Rusty Keepers (he's with the Santa Fe Trail Blazers on the WFIL, Philadelphia, *Hayloft Hoedown*) were gifted by the stork with a fourth daughter, Linda, named after Roy Rogers' daughter. The Trail Blazers are pulling stakes for a six-month tour of niteries and theaters. Their personnel, after re-organization, includes Keefer, Pat Patreau, Al Rea, Montana Harry and Mickie Evans.

Jesse Rogers recently made a belated homecoming to Philadelphia. During a *Hayloft Hoedown* show, Rogers was featured and in between numbers he renewed acquaintances with old friends, for Rogers was an original member of the *Hoedown* cast before going to St. Louis, where he originated the *Barnyard Follies*.

Eddie Arnold, with Roy Wiggins, notched 7,300 paid admissions recently at the armory, Lynchburg, Va., where the promotion was staged by Art Ring and His Dude Ranchers. . . . Ray Whitley, who appeared on the *Hayloft Hoedown*, WFIL, Philadelphia, September 26, also conferred that week with execs of the Cowboy label, for which he waxes, with arrangements set up for another wax session.

Jolly Joyce Agency, Philadelphia, reports a new high in money guarantees for a Western star in Eddie Arnold, who, together with his *Opry* cast, got \$2,500 guarantee for a one-day stop at the Memphis ball park.

Melody Mac (Len MacClain), Philadelphia folk singer, and His Merry Men, recorded two more tunes for the Quaker waxery. . . . The Sons of the Range, heard daily over WDAS, Philadelphia, are doing local niteries jobs in between their radio appearances.

Jimmie Osborne, Kentucky folk singer, heard daily over Station KWKH, Shreveport, La., recently inked a three-year paper with King Recording Company, Cincinnati, cutting four sides for the plattery September 21 in Dallas. He's set for four additional waxings October 12.

## Cohen Distributing Co. Holds Open House for Showing

ATLANTA, Oct. 4.—Filben's Mirrocle Music line got its first Southern showing at the Cohen Distributing Company here last Saturday and Sunday (27-28).

Sam Cohen and Mrs. Cohen played hosts for the occasion which brought many operators from the Georgia and North and South Carolina area for which the Cohen company is Filben distributor, to see the new equipment.

Bert Davidson, Filben general sales manager, and William Zogg, chief service engineer, were present at the showing.

## R. Warncke New AMI Distributor in Texas

CHICAGO, Oct. 4.—Appointment of the R. Warncke Company as distributor of AMI products in five cities in Texas was announced this week by Lyndon C. Force, AMI general sales manager. Warncke firm is headed by R. Warncke, with offices at 121 Navarro Street, San Antonio.

Distributing concern, which also handles amusement games and Mexican records, will distribute in San Antonio, Austin, Corpus Christi, Brownsville and Laredo. M. H. Gildart is Warncke sales manager.

## Name Dick Farr Prexy of Miss. Music Op Group

JACKSON, Miss., Oct. 4.—Dick Farr has been elected the new president of the Mississippi Phonograph Operators' Association, Inc. (MPOA). Farr, an operator in this area for more than 15 years and until now MPOA vice-president, succeeds Lester Griffin, head of the Griffin Distributing Company. Griffin resigned the association's top post because the recent expansion of his firm, which now has offices in New Orleans, Houston and Jackson, kept his from devoting the time required to fulfill his duties as president.

MPOA also announced that its next meeting will be held in the Heidelberg Hotel, Jackson, October 8, beginning at 4 p.m.

Officers of the association, in addition to Farr, are S. P. McCormick, Jackson, treasurer, and W. F. Pratt, Jackson, attorney. Board of directors includes Charlie Hall, Meridian; John Haley, Canton; J. D. Farris, Vicksburg; C. D. Shive, Yazoo City; Guy Slay, Hattiesburg; J. C. Herman, Laurel; H. E. Hill, Greenwood; A. B. Fort, Columbus, and Emile Kalil, McComb.

## TV Set Shown By Brunswick

NEW YORK, Oct. 4.—Radio & Television, Inc., manufacturer of Brunswick radios, this week held a local showing of its first television receiver in a demonstration at the National Democratic Club. The new set, designed specifically for hotels, bars, grills, taverns and other public locations, features a screen 48 by 36 inches. It includes AM and FM radio receiving facilities, a wire recorder and an automatic record changer if desired.

It was pointed out that the record changer is purely optional and must be serviced and handled by the owner. Prices of the sets range from \$2,000 to \$3,000, depending upon the additional equipment ordered. Equipment is non-coin-operated.

Firm will start initial shipments of the sets in the next month and will fill 100 orders now on hand. Later distribution of the sets will be made thru more than 300 Brunswick dealers.

## Blame Tavern Noise For Vote Closing 71 Pennsylvania Spots

HARRISBURG, Pa., Oct. 4.—Officials of the Pennsylvania State Brewers' Association hastened to lay the blame for growing public disfavor of taverns in Pennsylvania at other doors than their own.

In a public announcement commenting on the closing of 71 establishments serving alcoholic beverages thru some 200 local option contests held in conjunction with the State primary elections, William T. Burton, secretary of the brewers' association, said that 95 per cent of State tavern owners "operate their places thoughtlessly and unwittingly perhaps, as to be objectionable, varying in degree and kind, to their immediate neighbors."

Burton claimed that noisy juke boxes in State taverns were an element involved. "In this election, as in others past, most people were not voting against alcoholic beverages; they were not condemning their use," he said. Instead, Burton claimed, they were voting to eliminate abuse in the method in which they are being served.



New York:

Taverns, bars and grills featured television coverage of the World Series here this week and drew heavy crowds. However, many tavern owners expressed the thought that this would be the end of tele's day-time draw, except for week-end football coverage, until the baseball season resumes next spring.

Nat Cohn, Modern Music Sales, returned from Chicago in time to witness the initial World Series game. Nat reports he sold his Higgins cruiser, but intends to buy a bigger boat next summer. Herb Kradin is a recent addition at Modern Music. . . . Bert Lane, Meyer Parkoff and Harry Rosen, major domos of Atlantic Corporation of New York, left for Chicago on business.

Al Blendow, sales manager of International Mutoscope Corporation, saved the day last week during Pathe's filming of a short on new vending machines at the local offices of Vend magazine. Al loaned his firm's converter (1,000-watt) to four other companies exhibiting their machines for the newsreel organization. . . . Johnnie Halonka has resigned from the record department of Runyon Sales.

Bob Jacobs, Coney Island arcade owner and juke box operator, reports biz on the island holding up in spite of cold weather. . . . Henry Rivington, service manager for Klune Sales, celebrated an addition to his family last Sunday (28). It's a girl. . . . Ed Ravreby, Associated Amusements, Boston, reports op interest high on the new Mills juke. . . . New angle that seems to be spreading has firms renting rolldowns and juke boxes to smaller operators who have new locations but are pressed for ready cash to buy machines.

Battle between the Yankees and the Dodgers drew many coinmen to town. It got so there were no hotel rooms at any price. Ted Shane, Indiana Harbor operator, got accommodations in Newark. After a struggle Sol Bloom, of Dallas, found a room in Philadelphia. Seems they are hard to get there, too. Sol commuted every day for the series. Harry Robins, Boston operator, went him one better. Harry beat the room shortage by flying to New York and back for each game.

Harry Berger, West Side Distributing Corporation, will handle three (See NEW YORK on page 119)

COINMEN YOU KNOW

Chicago:

Jimmy Johnson and Vince Murphy, Globe Distributing, have been comfortably ensconced in their larger, more modern office for some time now; the new set-up was effected when Jimmy took over space next door to his headquarters, enlarging the show and storage space in the older section. . . . Amusematic Corporation is now concentrating production on Tumbler games, Ted Kruse and Vince Connors say.

Clayton Nemeroff, Monarch Coin Machine Company, reports there was a big increase in sales of animated arcade equipment last week. Operators seem to be on the search for additional and replacement pieces for their spots, Clayton says. One of the out-of-town callers during the week was L. Holbrooke, Huntington, Ind. . . . Coinex Corporation made a shipment to a Puerto Rico coinman this past week, Murray Rosenthal says. Other foreign orders are coming in right along, he adds. Cliff Sorenson, Coinex serviceman, took delivery on a new 1947 Willys station wagon this week. Murray hied off to New York week-end of October 4.

Coven Distributing Company debuted the newest Bally 5-ball pin-game, Nudgey, at a special three-day showing October 1-3. Ben Coven furnished refreshments for all attending and reports that response to the new game was excellent. Visitors at Coven during the week before the new game showing were Frank Bannister, of Bannister & Bannister, Indianapolis; Stanley Miller, Kenosha, Wis.; Joe Conny, Muncie, Ind.; Spot Austmann, Forrest, Ill., and a local looker-in, Charlie Fox.

J. L. O'Neill, general manager of Christian C. Buehler & Company, Vendo distributors in Chicago area, reports that several local vending operators have contracted to install the coin changers beside their equipment. . . . Theodore Griesener, in charge of milk vending machine operations of Bowman Dairy Company, says that he is investigating new units coming on the market with a view to possible expansion of on-location consumption sales.

(See CHICAGO on page 120)

Detroit:

Roy Small, one-time trade association co-ordinator in the juke box field here, has sold out his interests here, in the Arrow Electric Company and the Automatic Hostess Music Company, in which Mrs. Bernice Small was associated. Max Marston, of the Marston Distributing Company, handled the disposition of the routes, with a large portion of units going to Ben Okum, of the Okay Vending Company, with smaller lots to individual operators. Small's future plans are not known. . . . Betty Kepler, of the Michigan Automatic Phonograph Owners' Association (MAPOA) office, is convalescing from the fracture of a little toe which she received when the car in which she was riding turned over three times.

Young Distributing Company, local Wurlitzer representative, held open house for two days, introducing operators to the new models at the Detroit Leland Hotel. . . . James J. Paris, general manager of J. Paris & Sons, cigarette machine operators, is honeymooning with his bride, the former Dorothy Sinclair, on a trip to Bermuda, New York and Mexico City, and is due back home early in October. . . . Rankin P. Peck, key figure in the Automatic Towel Cabinet Company, which has been developing a new coin-operated washroom vender, was elected president of the National Congress of Petroleum Retailers—he's headed the Detroit gas dealers' trade group for several years, also.

James Martin, former partner in the Penobscot Club, swank sky club night spot, and attorney Joseph Louisell are reportedly dickering to take over Coffee Vendors of America and move the factory here. . . . Morris Richman and Myer Brenner, who established the Triangle Vending Company just a year ago, have done a neat job of building up their business, and are currently operating about 2,000 Northwestern candy vendors. . . . Ben Filkoff has opened a new office for American Distributors, headed by M. Abelson, of Pittsburgh, on Linwood Avenue. The company will specialize in the vending field, particularly Northwestern vendors. (See DETROIT on page 120)

Portland, Ore.:

Bob Portale, manager of M. S. Wolf Distributing Company, reports "remarkable improvement" in demand the last month, signaling the end of what the trade considers the summer doldrums. . . . J. H. Harris, leading cigarette vending operator in the Portland area, is watching with interest the current campaign to enact an Oregon tax of 2 cents a package on cigarettes. If the proposal carries at the polls, vendors feel the price situation would be equalized and need for pennyng the packs eliminated.

John Loew, vending operator, is developing new locations in line with improvement in supplies. . . . Bill Goble, operator, was host recently to a group of newspaper men. . . . Frank Sandberg, manager of Mills Sales Company, Ltd., reports the recent Saturday closing observed by distributors worked out satisfactorily and that its continuance depends on whether all firms are willing to abide.

Recent Portland visitors from Oregon points included Asa Goddard, Bend; Dick Arndt, Medford; Bob Sears, Ashland; Dick Fair and Bill Noland, Crescent Lake; E. S. Woodman, Pendleton; C. A. Hill, Grants Pass; Merrill Short and W. R. McPherson, Eugene; Marshall McGee, Woodburn; Pete Sorenson, Salem, and Victor David, Silverton.

Kansas City:

Ralph DeNoon, Olathe, Kan., music and pinball operator, is still getting congratulations from fellow townsmen for the part he played in making the chamber of commerce rodeo there such a success. . . . Joe Adair, former Kansas City operator who established a route of pinball games in Stillwater, Okla., is reported to have sold out to Keith Jones, of Stillwater. . . . Richard Schultz, son of E. M. Schultz, Wichita, Kan., record distributor, who recently signed up with Consolidated Distributing Company of Kansas City as a sub-distributor for Rock-Ola phonographs in Kansas, is expected to handle a good part of the phono sales.

Jerry Adams, sales manager at Consolidated, shot some good golf in the Santa Fe Hills Country Club tourney, but he was eliminated in the semifinals. . . . Ben Butler, Consolidated office manager, off for a vacation in Colorado and New Mexico. Friends don't expect to see him back for a couple of months if he goes all the places he had planned. . . . Irvin Weiler, Consolidated boss, was down (See KANSAS CITY on page 118)

Los Angeles:

Nick Carter, of Nickabob, in Fresno on business for his Central California branch. . . . E. T. Mape Distributing Company staged its showing on the Filben Mirrocle in San Francisco Sunday (5). The Los Angeles showing is set for October 12, according to Ray Powers, manager of the local branch. He attended the San Francisco show, and Leonard Baskfield, of the Bay City branch, will be here for the Southern California showing. . . . Hal Sherry, business agent of Local 1052, International Brotherhood of Electrical Workers, to San Francisco to meet with IBEW biggies.

According to Ken Bevins, of Commercial Radio, that firm is mapping 1948 sales and distribution policies. . . . Leo Rice, of Phoenix, is operating coin-controlled radios in the Bakersfield section. . . . Jean Minthorne and Mike Hobart, of Minthorne Music, now in Chicago, are due back soon following a meeting with Seeburg officials. (See LOS ANGELES on page 120)

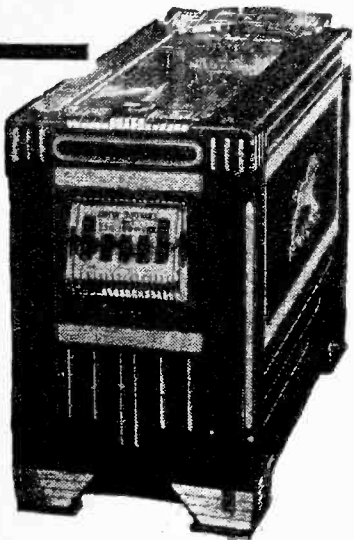
Indianapolis:

Mrs. George Burch gave birth to a six-pound girl, September 20, at the Methodist Hospital here. The father, George Burch, is a bookkeeper at the office of the Southern Automatic Music Company. . . . Joseph Robillard, who operates the Record Music Company, visited Chicago during the week on business. . . . Peter Stone, of the Indiana Automatic Sales Company, Rock-Ola distributor, called on operators in Terre Haute, Ind., last week. He is leaving for Chicago, where he will visit the Rock-Ola factory.

Frank Banister, head of Banister & Banister Distributing Company, left for Chicago to visit pin ball manufacturers. . . . Russell Pennington, Columbus, Ind., operator, was buying parts. . . . Donald Hyten, operator at Bainbridge, Ind., bought new equipment during the week. . . . Richard Wagner, manager of Brandt Distributing Company, reports the addition of a new salesman, Thomas Kelso, who will cover Southern Indiana, Northern Kentucky and Southeastern Illinois. . . . The Brandt Distributing Company is having an oil burning heater installed at its headquarters.

New Wurlitzer phonograph is meeting the approval of operators over the State, according to Richard Wagner, manager at Brandt Distributing Company. . . . Leon Bane, Oxford Amusement Company, Oxford, Ind., was a coin row visitor during the week, interested in new equipment. . . . Mrs. Peter Stone is recuperating at home after a major operation at the Methodist Hospital.

MAKE THE HIGHEST SCORE OF YOUR LIFE... GIVE TO THE CMI DAMON RUNYON CANCER FUND. Includes a cartoon illustration of a man pointing to a 'GOVERNMENT' sign and a form for contributions to Coin Machine Industries.



**GET IN THE MONEY WITH THE NEW BAKERS PACERS**

The Aristocrat of Consoles  
Gallopers • Flashing Odds • 7 Coin Play • Illuminated Track.

**GUARANTEED! The Best Money Maker Ever Built or Your Money Back!**

SEE YOUR DISTRIBUTOR OR WRITE TODAY!

**BAKER NOVELTY CO., Inc.**  
1700 W. Washington Blvd., Chicago 12, Ill.

**Twin Cities:**

Hy-G Music Company sent quite a delegation to Chicago to take in the Seeburg phonograph show. Hy Greenstein and Jonas Bessler, firm executives, head up the local group which included Solly Rose, Sidney Levin and Al Lieberman. . . . Matt Engel, of Mayflower Novelty Company, reports business as holding up in fair shape, with some new Wurlitzer models coming thru and five-balls plentiful.

Twin Ports Sales Company is busy shipping Packard Manhattans, according to Mel Goldstein, manager. Twin Ports recently conducted a service school attended by some 50 operators from this area. Factory men attending were Bill Jordan and Art Nagel. Lorraine Fortune, singer appearing at the Curly's Night Club in Minneapolis, attended the school and was photographed posing with several of the operators alongside a Packard unit.

Leo Clavin, Long Prairie, Minn., operator, sold his music and pinball route to Oscar Hockrein, also of Long Prairie. . . . Pearl Rifkin, secretary at Hy-G Music Company, away from her job for several days because of illness, left Friday (3) for a one-month vacation in Los Angeles and other California cities.

Operators who came to the Twin Cities to shop and buy equipment this past week included John Howe, of Foley, Minn.; Henry Kruger, Fairfax, Minn.; Robert A'Hearn, LaMoure, N. D.; Stanley Woznack, Little Falls, Minn. . . . Herman Paster, head of Paster Distributing Company and Mayflower Novelty Company, St. Paul, Wurlitzer distributors, spent the week at his Milwaukee office, going from there to Chicago. . . . Tommy Showgren, Minneapolis operator, is busy adding phonographs and five-balls to his local route.

Fred Gates, Minneapolis coinman and operator of Playland Arcade in the heart of the Mill City loop, reports that his recent front-page splurge on streetcar tokens brought him nationwide publicity. Gates said wire services picked up the story and the photograph and sent them across the land. He still is getting clippings from every section of the nation.

Since publication in *The Billboard* of news that St. Mary Hospital, Minneapolis, has installed a coin changer for convenience of doctors, nurses, visitors and patients, other hospitals are reported becoming interested in following suit. The St. Mary's coin changer gets a constant workout as visitors seeking nickels for use of the telephone near by avail themselves of the accommodation.

Marty Kantor, of Harmony Music, Minneapolis music machine route owner, reports his outlets are enjoying steadily increased business and he looks ahead to a good fall and winter season. . . . Harry Lerner, H & L Novelty Company, Minneapolis, is so busy with his record and appliance shops which he operates at Plymouth and Morgan avenues, N., that it keeps him moving constantly to take care of the needs of his music route.

St. Paul City Council once more has postponed any final action on the proposed 1-cent city cigarette tax. Cigarette venders are uniting in the campaign to fight the levy, already being opposed by cigarette wholesalers and over-the-counter retailers. Every delay makes enactment of the proposal that much farther away. With smokers but recently initiated to the State 3-cent-per-pack levy, it is expected that consumer reaction to any new tax assessment will be very bad. The St. Paul councilmen also have taken no further action on the proposed increase in vending machine licenses.

*Look To The* **GENERAL** *For LEADERSHIP*

**SPECIAL! JUST 15 BALLY'S VICTORY SPECIAL \$249.50**  
With Chrome Rails, Clean

**NOW DELIVERING Bally's JOCKEY SPECIAL Gottlieb's DAILY RACES**

**SLOTS**

**NEW:**  
5¢-10¢-25¢-50¢-51.00 Play  
Jennings **STANDARD CHIEF**  
Jennings **SUPER DE LUXE CHIEF**  
Jennings **STANDARD CLUB CONSOLE**  
Jennings **SUPER DE LUXE CLUB CONSOLE**

**RECONDITIONED:**  
**MILLS BLACK CHERRY**, 25¢ \$139.50  
**BLUE FRONT**, 5¢ 109.50  
**BLUE FRONT**, 10¢ 114.50  
**ORIGINAL CHROME**, 10¢ 124.50  
**BROWN FRONT**, 5¢ 114.50  
**BROWN FRONT**, 10¢ 119.50  
**GOLD CHROME**, 10¢ 160.00  
All above are Mills factory originals—no revamps. Completely overhauled, refinished and repainted like new. New reel strips, club handles, new award cards.

**CONSOLES**  
**NEW:**  
JENNINGS CHALLENGER 5-5¢, 5-10¢, 5-25¢  
**RECONDITIONED:**  
BAKER'S PACERS, DD & JP \$175.00  
GALLOPING DOMINOES, walnut cab., clean 99.50  
LUCKY LUCRE, walnut cab. 99.50  
KEENEY PASTIME 150.00  
KEENEY TRIPLE ENTRY 140.00  
KEENEY BONUS SUPER BELLS, Clean 395.00

Write for prices on all new equipment. Send for complete bulletin. **CMI** MEMBER

TERMS: 1/3 cash with order, balance C.O.D.

★ ★ ★ 5 BALLS ★ ★ ★

Gottlieb's FLYING TRAPEZE  
Bally's SILVER STREAK  
Chico's GOLD BALL  
Exhibit's COED  
Genco's BRONCHO  
United's HAWAII  
Williams' FLAMINGO

**RECONDITIONED**

Baffle Card . . . \$150.00	Spellbound . . . \$129.50
Big Hit . . . 79.50	Stage Door . . . 79.50
Big League . . . 79.50	Canteen . . . 79.50
Dynamite . . . 110.00	State Fair . . . 119.50
Lucky Star . . . 189.50	Step-Up . . . 109.50
Maisie . . . 189.50	Superliner . . . 119.50
Miss America . . . 149.50	Surf Queen . . . 89.50
Rio . . . 149.50	Suspense . . . 99.50
Smarty . . . 119.50	Super Score . . . 139.50
	Tornado . . . 149.50

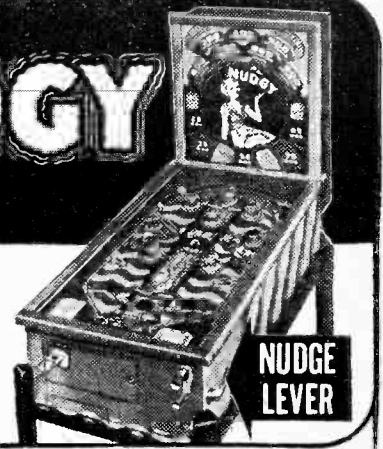
Established 1925

Growing Steadily Ever Since

**GENERAL Vending Sales Corp.**  
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

*Bally* **NUDGY**

New player-controlled playfield in Bally NUDGY. Nudge-Lever shifts, shakes, vibrates the board to kick the ball and build up high scores. Only NUDGY has this exclusive feature. Get NUDGY on location now! Order at once!



Patent Pending

**MINTHORNE MUSIC CO.**

512 W. Washington

Phoenix, Arizor

We Join Heartily in Helping To Make the **DAMON RUNYON CANCER FUND DRIVE** A Great Success

**King Pin**

**EQUIPMENT COMPANY**  
KALAMAZOO 21, MICH.  
826 Mills Street Phone 2-0021  
**DISTRIBUTING COMPANY**  
DETROIT 1, MICH.  
3004 Grand River Phone TEmple 2-5788

**RENT A MACHINE KEEP THAT LOCATION HOT**

Established operators — Save money by renting games and phonographs. 1/2 rental fee may be applied against purchase. Send Us Your Name and Address To Receive Our Monthly Newsletter

**NATIONAL NOVELTY COMPANY** 183 Merrick Road, Merrick, Long Island Phone: Freeport 8-8320

FOREIGN ORDERS A SPECIALTY!

I BET YOU DID NOT KNOW THAT YOU CAN BUY KICKERS AND CATCHERS AND PAY FOR SAME IN 26 WEEKLY PAYMENTS ON THE TORR TIME PAYMENT PLAN. SUGGEST YOU WRITE FOR DETAILS TODAY.

**ROY TORR** LANSDOWNE PENNA

**MUST CLOSE OUT**

1 Mills Empress, Phono	\$90.00
1 Wurlitzer, Model 600	140.00
5 Victory Derbys	@ 190.00
1 Jockey Club	60.00
1 Junior Saratoga	35.00
1 Silver Bell Console, old	35.00
1 Mills Blue Front 5¢ Slot, Serial H. 32687	75.00
1 Paces 5¢ Slot	50.00
1 Paces 10¢ Black Cherry, slightly used	175.00
1 Jennings 10¢ Black Hawk, slightly used	190.00
1 Jennings 25¢ Standard Chief, slightly used	250.00
1 25¢ gold plated Mills	100.00
1 Mills Blue Front 10¢, Serial 397523	100.00

Terms: One-third deposit, balance C. O. D., F. O. B. Pipestone, Minn.

**FELDMAN & HELLMER**

4201 Cedar Lake Rd., Minneapolis 5, Minn.

**CLOSING OUT**

1 Wat. Fortune Scale	\$100.00
2 10¢ Grotchen Typers. Each	285.00
3 Exhibit's Rot. Pushers. Each	185.00

Complete Penny Arcade in storage, including new Photomatic, Recorder. Sell or trade. What have you?  
2 25¢—1 5¢ Watling, 1 5¢ Caille, 1 25¢ Caille. Will trade even up for a good Total Roll. No crating. Bring it down.

**ASSID**

340 Monroe Ave., N. W., Grand Rapids, Mich.

**ONE BALLS**

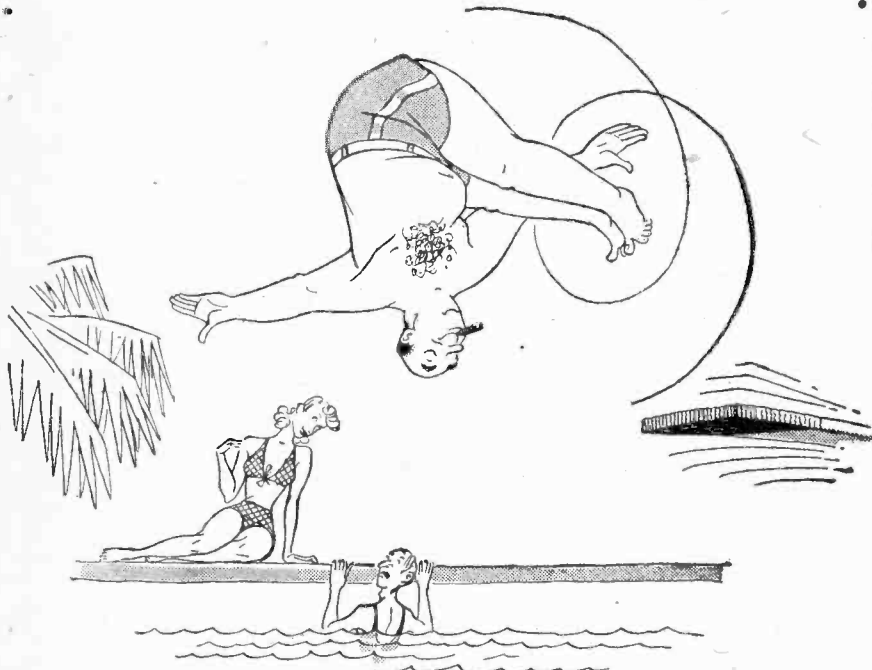
JUST OFF LOCATION

3 THOROBRED	} \$65.00 EACH
3 LONGACRE	
2 MUST WHIRLS	

Terms: 1/3 Deposit.

**C. & M. SPECIALTY COMPANY**

832 Camp St. New Orleans, La.



"Pinkerton's a new man since he got shipment on G-E lamps for all his coin machines." Yes, burnout worries scurry when you outfit your machines with dependable G-E lamps. They may be hard to get—but it's worthwhile to keep asking! General Electric Co., Nela Park, Cleveland 12, Ohio.

# COINMEN YOU KNOW

## Kansas City:

(Continued from page 116)

in Wichita last week ironing out details on the deal for Schultz to open a Rock-Ola office there. . . . Albert Thompson is the new mechanic at Consolidated.

Fred Meter, veteran operator of music and pins at Ottawa, Kan., is reported to have sold his route to Jack Keller, of Ottawa, a friend of Les Brubaker, who has Bru's Amusement at Baldwin, Kan. . . . H. J. Todd, of Medicine Lodge, Kan., is another Kansan reported to have sold. . . . Joe Lazinski, who also has the Elks Bottling Works at Leavenworth, Kan., is said to be expanding his phonograph and pinball operation up there at a pretty good clip. . . . Don't ask B. I. Smith, of McPherson Vending Company at McPherson, Kan., how he liked the Texas Christian-Kansas University football game the other night. At last report he was still burning about the downpour of rain which kept him in his hotel room hearing the game by radio after he put in a lot of hard work getting the scarce ducts for the game.

deal on the radios is a pillow-speaker attachment which is being attached to radios placed in hospitals. . . . Gene Lefler, well-known ham radio operator hereabouts who used to have a 500-watt amateur station, is adapting the radios for connection of the small speakers, which can be heard within a radius of only a few feet.

Park T. Davis, manager of Dime-chine, Inc., big Kansas City coin washing machine operation, reports that August business was the biggest in the history of the firm in spite of the continuing acute shortage of parts for wringers. Wringer gears, he said, are the scarcest item. . . . Carl Hoelzel, of United Amusement, was in Chicago for the CMI cancer fund dinner, and to confer with manufacturers about his new game.

Visitors around the Kansas City coin machine shops last week included Sonny Nelson, of Richmond, Mo.; C. C. Green, of Harrisonville, Mo.; Ted Miller, of Clarinda, Ia.; L. C. Honeywell, of Slater, Mo.; C. D. Liggett, of St. Joseph, Mo., and Chet H. Troyer, of St. Joseph, who is said to be expanding his music operation substantially.

Harold R. Matheny, who is president of Matheny Vending Co., Inc., at Wichita, said he has given up distributorship of Aireon phonographs there in order to devote his full time to his operation. He says play on music and pinballs both have picked up there about 10 or 15 per cent in the past 30 days. . . . Lawrence Salman, head mechanic, was in charge of the shop while Matheny was in Kansas City. . . . Tommy Buser is the new book-keeper with Matheny's company.

Add girls who are key employees in K. C. distributing firms: Dora Beason, of W. B. Music Company. Her boss, Harry Silverburg, says it is uncanny the way she can figure out just how many new machines they will need to take care of sales for the coming month. . . . Barbara Wolberg, also of the W. B. office staff, will middle-aise it October 12, which is Columbus Day. With their anniversary falling on a holiday, she and her bridegroom-to-be should never forget one. . . . James Ball, new salesman at W. B., has been making the rounds of his Western Missouri territory in company with Reed Whitney, district manager for Seeburg. . . . Ed Lyons, Kansas salesman for W. B.; Ball and Silverburg are going to Chicago this week for the Seeburg sales convention.

Kansans shopping the K.C. marts for new machines included John Wickware, who has Wickware Amusement at Pittsburg; John Ballard, of Kansas City; Howard McAie, who has Parsons Vending at Parsons; Jack Miller, of Leavenworth; Byron McCullough, who has Midwest Sales Company at Great Bend, and R. L. McAllister, of Arkansas City. Mr. and Mrs. Harold Roten, of McPherson, also were in to combine a little family shopping with coin machine buying.

Marvin Purviance is the new routeman at Cigarette Vending Service, operated by Bob Liley and Myer Nightingale. He will work with Don Bridges, veteran routeman with the firm. Liley said he is planning to expand into penny candy and nut vending shortly. Like other cigarette venders here, he put the scorching month of August down for a record on cigarette sales.

Jerry Wilson, sales manager at Central Distributing Company, reports that nearly 200 Kansas and Missouri music operators turned out for the firm's two-day showing of the new Wurlitzer at the Continental Hotel. T. C. Crummett, resident partner in the firm, presided at the sessions. . . . Glenn Yarberry, of Dodge City, Kan., flew in for the display in his own plane. . . . Lee Cole, who has Air Capital Music at Wichita; Tom Schwartz, headman of Shawnee Vending Company at Topeka, and M. A. Hubbell, of Hubbell Amusement Company at Eureka, were among other Kansans in for the show.

Bill Shankman, salesman at Advance Music Company, is back beating the drum for Aireons after a bad siege with an abscessed ear. Infection, however, left him with a punctured eardrum. . . . Frank Palmisano, Kansas City, Kan., pinball operator, reports that play has been picking up since the cool weather but it is still lagging somewhat. . . . Ben Hadden, veteran operator here who has been with Frankel Distributing as a salesman, and Nelson Williams, also a Frankel salesman, have set up a pinball route. . . . Leo Erb is the new mechanic at Frankel's, Charley Page, manager, reports.

C. Ray Franklin, local representative of E. J. Brach & Company, is probably the only candy man in the Midwest who also is mayor of his home town. Franklin is the headman of Liberty, Mo. . . . Fred Wilson, representative of Paul F. Beich, says that a survey by candymakers reveals that 87 per cent of the candy sold by vending machines is sold by sight. That is, people who had no intention of buying candy see it in the machine, have their appetite whetted, and buy.

Barbara Farrell is the new girl helping Mildred Nelson at United Amusement, and Miss Nelson says it is wonderful to be catching up with the books again after the record August business. . . . Art Hamilton, head of the coin radio department at United, is all smiles after his trip back to the RCA factory at Camden, N. J. A large order of radios arrived the same day he got back. . . . Al Craven is going to handle the Southern Illinois and part of the Kansas territory for Hamilton. . . . George W. Crowley has set up office for the radios at Springfield, Mo., and Harry G. Wall has been named to handle the Iowa territory. Wall, who is originally from Topeka, Kan., is currently working out of Cedar Rapids. . . . Hamilton reports newest

**G-E LAMPS**  
GENERAL ELECTRIC

### PRICES REDUCED USED PHONOGRAPHS

SEEBURG			
8200, 8800 or 9800, ES	\$200.00	Concert Grand Mech. Sel.	\$415.00
8200, 8800 or 9800, RC	225.00	Regal, ES, RC	275.00
8200, 8800, 9800, ES, Lo-Tone	279.50	Regal Mech. Sel.	150.00
8200, 8800, 9800, RC, Lo-Tone	304.50	Royal Mech. Sel.	125.00
Colonel, ES, RC	250.00	Melody King, K-20	125.00
Vogue	250.00	Console with New 5-10-25	
Concert Master, ES, RC	175.00	Wireless WOM	165.00
RC Special, Factory Made	250.00	Victory Model	100.00
Plaza Mech. Sel.	140.00	Console	95.00
Casino Mech. Sel.	140.00		
WURLITZER			
950 E	\$325.00	71, Counter Model	\$125.00
500	300.00	81, Counter Model	90.00
800	195.00	Victory 24, Rotary Sel.	100.00
24	140.00	412	75.00
616, Plain Cabinet	100.00	412, Grilled	75.00
616, Lite-Up	125.00	312	75.00
716, Lite-Up	125.00		
ROCK-OLA			
Master	\$200.00	Windsor	\$ 65.00
Super	175.00	#2 (12-Record)	75.00
Deluxe	145.00	Standard	150.00
MILLS			
Throne	\$100.00	Empress	\$125.00
A. M. I.			
Streamliner	\$ 90.00	1948 Model	\$395.00
AUXILIARY MUSIC EQUIPMENT			
Speak Organs, Seeburg	\$ 15.00	Seeburg Selectomatic DS 20-12 (3-Wire), 5¢	\$ 18.00
Amplifier for Many Models (Seeburg), New	45.00	Wurlitzer Model 331 Bar Box	10.00
Seeburg WS2Z Wallomatic (Wireless), 5¢	22.50	Packard Wall Boxes	22.50
Seeburg WB1Z Baromatic, 5-10-25	35.00	Universal Stand (New)	19.50
Seeburg DS 20-10Z Wallomatic (3-Wire), 5-10-25)	30.00	Seeburg DeLuxe (New)	24.50
		U. S. R2 Unit	65.00

TERMS: One-Third Deposit, Balance C. O. D.

**W. B. NOVELTY CO., INC.** 1012 MARKET ST. ST. LOUIS 1, MO

Only Bally NUDGY has player-controlled playfield. Board actually shakes and vibrates. Kicks ball up the board to build up fantastic high scores. Don't let competition nudge you out... order NUDGY today.

Patent Pending

**CHRISTOPHER-LUKER CO.**  
763 S. W. 8th St. Miami, Florida

**SLOT SPECIAL**

\$1000.00 for Lot

- 4 50 Cent Pace Deluxe, like new
- 2 50 Cent Mills Blue Fronts, A-1
- 1 5 Cent Mills Brown Front
- 1 5 Cent Jennings Silver Chief
- 1 10 Cent Jennings Dixie Bell
- 1 10 Cent Jennings 4 Star Chief
- 1 25 Cent Rol-a-Top

All 3/5 Pay, 1/3 Cash, Bal. C. O. D.

**J. EDWIN THAMERT**  
1212 FORT ST. BOISE, IDAHO

We are now delivering

- Williams All Star
- Bally Silver Streak
- Bally Jockey Club
- Gottlieb Bowling League
- ChiCoin Gold Ball
- Exhibit Coed
- Exhibit Mam'selle
- United Hawaii
- Keeney Click
- Genco Honey

Terms: 1/2 Certified Deposit. Bal. C.O.D.



**Sterling**  
NOVELTY CO.

669-671 S. Broadway  
LEXINGTON 20, KY.

**New York:**

(Continued from page 116)

States for the coin steam cabinet baths announced by a Brooklyn firm. H. F. Dennison plans to open showrooms in the city shortly. . . . New model of Automatic Book Machine Company's vender is now entering production, according to Irv Goldstein, firm executive.

Lawrence Reiss, president of Statler Manufacturing Corporation, is still issuing franchises for his biscuit venders in Eastern cities. . . . Four Strikes 'n' Spares bowling machines are operating in the Shork & Schaffer Arcade at 52d and Broadway. . . . Al Bloom, Speedway prexy, is proud of the new colors used in his plastic grille cloth, Talking Gold.

New idea being tried in many New York bars and grills is to turn on television sets, as far as the picture goes—but no sound. Hence, juke was going and television cartoon was on without voice in the Hickory Log on 48th Street the other day. During baseball game, radio was used for sound and tele for pix.

F. D. Munson, terminal arcade owner, Indianapolis, and Alfred Bergman, head of Alfred Sales, Buffalo, are latest to send used coin machines to the National Association of Amusement Owners Coin Machine Mechanics' School. . . . Murray Fox, Detroit; Samuel Carlisle, Philadelphia, and Harry Schwartz, Baltimore, were visitors to the avenue.

Bill Hemminger, Aero Needle Company president, announced the appointment of Mort Gellard, Philadelphia, as representative for Aeropoint phonograph needles in Southern New Jersey, Eastern Pennsylvania, Maryland, Delaware and the District of Columbia. . . . Phil Mason, of Dave Lowy & Company, informs of a new mail piece for the export trade which the firm is distributing.

Sid Levine, attorney for the Automatic Music Operators' Association, bet on the wrong side at Wednesday's (1) series game. . . . George Lanbrea, of Colombia, S. A.; Arthur Klemft, Poughkeepsie; L. Hickok, Schenec-

tady; Ed Rousch, Monroe, La., and R. A. Davila, of Texas, were seen on the avenue last week.

Barney Schlang, manager of the Automatic Music Operators' Association (AMOA), reports that tickets for AMOA's 10th annual dinner and dance at the Waldorf October 18 are moving fast. The affair, featuring top recording artists, is drawing leading operators of the country. Schlang urges those who want to attend, but haven't gotten around to ordering tickets, to hurry and get those reservations into AMOA's office.

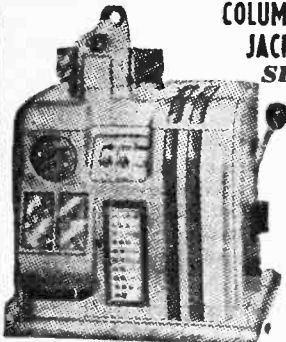
Maurice Schack, Milk-o-Mat prexy, in Canada on business. . . . Al Schlesinger, of Cole Enterprises, Inc., in town. . . . Max Brown, Philadelphia Coin Machine Exchange head, and co-operator of poker tables in Playland Arcade (Times Square), reports biz holding better than expected. . . . Miss E. Vaughn, acting executive secretary of the National Association of Amusement Machine Owners, is down with a cold.

Harry Van Kirk, of George E. Briggs Company, suffered a heart attack Friday (3). . . . Ben Brenner informs that Imperial pic machines are on location at Schaffer's two arcades, 52d and Broadway, and Sixth Avenue and 45th Street. . . . C. M. Frost, Frost Vending Machines, Boston, is busy on a new vender. . . . Al Simon, of Simon Sales, is ready to open the firm's 10th Avenue game machine headquarters.

E. E. Kern, Boggota Heights, Pa., arcade owner, spent last week resting in Atlantic City. . . . Herb Weaver, of Forest Hills, is making a swing thru the East with his new grip machine. . . . Ben Roddins and Stephan Maroney, Washington coinmen, have sent a truckload of used coin machines to the National Association of Amusement Machine Owners' mechanic training school. . . . Pageant magazine (October-November issue) has a story on coin machines by Louis Wolfe.

J. Walker Henderson, 62, former head of a Baltimore coin machine distributing firm, died September 28 in Newark, N. J. He leaves his wife, Marion, and a daughter, Mrs. Ketty K. Reilly.

**COLUMBIA DOUBLE JACKPOT BELL SPECIAL**



**\$85.00 Ea.**

Changeable eight on location in a few moments! Time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/2" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

1/3 DEPOSIT. BAL. C.O.D., F.O.B. CHICAGO

Write for Free New Catalog!

**WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!**

Send for complete list of Coin Operated Equipments and Counter Games. Complete line of Salesboards, and Tickets. We Repair Machines.

**Abco Novelty Co.**

311 W. Randolph St.    HAYMARKET 9876    CHICAGO 2, ILLINOIS

**MANUFACTURER'S TRADE-IN OFFER**

Obtain a NEW Model B2H ACE COIN COUNTER

Your old machine plus \$25.00 will bring immediate delivery on the NEW IMPROVED, LARGER ACE COIN COUNTER

This Offer Good for 60 Days

Send in your old model Ace Coin Counter prepaid and we will send a new model C. O. D.

**ACE COIN COUNTING MACHINE CO.**  
3715 N. Southport    CHICAGO

**You'll have fewer out-of-order calls with a Jennings!**

**O. D. Jennings & Co.**    4309 W. Lake St.    Chicago 24, Ill.

**AT LAST!**

WE START SHIPPING **TOM TOM** TO OUR DISTRIBUTORS **OCTOBER 7th**

ASK US WHO THEY ARE

**P&S MACHINE CO.**    3017 N. Sheffield Ave.    Chicago, Ill.

**SALES MANAGER WHO CAN PRODUCE**

This job calls for a man who has contacts in the coin machine business or who knows the field. The right type of man will have unlimited earning possibilities.

All replies held in strictest confidence.

Address: Box No. 129, The Billboard, 155 N. Clark St., Chicago, Ill.

**For Pay As You Play... It's TRADIO All The Way!**

There's A TRADIO Distributor IN YOUR AREA



**TRADIO, Inc.**

ASBURY PARK  
NEW JERSEY

Phone  
Asbury Park 2-7447-3-9



M. S. CISSER, Sales Mgr.

**SPECIAL—THIS WEEK ONLY  
BUBBLE BALL GUM**

In lots of 100 pounds or more... 39¢ per pound  
In smaller lots... 45¢ per pound  
Packed in 25-pound cartons. Cash in full required with all orders.

**USED VENDING MACHINES**

**CIGARETTE VENDERS**

- 5 Stewart-McGuire, 7 Column... \$ 65.00
- 2 National 9-30's... 85.00
- 50 Goretta, 7 Column, 2 dime operation, complete with bases and mirrors, Single 20.00
- All for \$750.00.

**VENDERS**

- 125 Esquires... \$ 8.50
- 12 Silver King 1¢ Ball Gums... 8.50
- 2 Shipman Postage Stamp Venders... 15.00
- 2 Asco Postage Stamp Venders... 15.00
- 8 University Postage Stamp Venders... 15.00
- 100 Cash Tray Venders... 6.95

**BOWLING GAMES**

- 10 Wurlitzer Skee Balls, 14 ft... \$185.00
- 4 Bowling Leagues... 85.00
- 2 Jafco Barrel Rolls, 9 ft... 140.00
- 2 Premier Barrel Rolls, 11 ft... 175.00
- 7 Jafco Sportsman Roll Downs... 195.00
- 3 Total Rolls... 210.00

**NEW VENDERS**

- Victor V 1¢ Globe Type... \$11.75
- Silver King 1¢ '47 Ball Gum Venders... 10.50
- Silver King 1¢ '48 Ball Gum Venders, Samples... 13.95
- Silver King 1¢ Nut Venders, Samples... 13.95
- Silver King 5¢ Nut Venders, Samples... 13.95
- Lots of 10 or more on the above... 11.50
- Master 1¢-5¢ Comb... 15.95
- Advance 1¢ Nut Venders... 11.25
- Advance 1¢ Ball Gum Venders... 11.25
- Advance 5¢ Pistachio Venders... 13.75
- Advance 1¢ Stick Gum Venders... 15.50
- Write for Prices on Advance Venders for special products.

**ORIGINAL BELLS**

- 2 5¢ Blue Fronts... \$ 65.00
- 2 5¢ Black Cherrys... 125.00
- 2 5¢ Cherry Bells... 70.00
- 2 10¢ Paces Comets... 60.00
- 2 10¢ Rol-a-Tops... 60.00
- 1 5¢ Jennings Chief... 65.00
- 1 10¢ Jennings Chief... 75.00
- 1 Cigarolla... 110.00

**BRAND NEW SCALES**

- Waiting Tom Thumb Jr. Write
- Watling 500 Write
- Ideal Lo Boy... \$125.00

**ARCADE EQUIPMENT**

- 2 Lite-o-Leagues... \$175.00
- 1 Evans in the Barrel... 110.00
- 2 Rapid Fires... 110.00
- 1 Plochem & Katchem... 85.00
- 1 Radiogram... 125.00
- 1 Voice Recorder, F.S... 895.00
- 3 Panorams... 195.00
- 1 Brand New Jack Rabbit... 250.00
- 1 Anti-Aircraft... 49.50
- Brand New Midget Movies... 365.00
- 1 Undersea Raider... 175.00
- 2 Exhibit Iron Claws... 69.50
- 5 Ten Strikes... \$ 69.50
- New Chi Coin Basket-ball... 499.50
- Jafco 9 Ft. Barrel Roll... 150.00
- 2 Batting Practices... 95.00
- 3 Chicken Sams... 95.00
- 3 Keeney Air Raiders... 110.00
- 3 New Bowl-a-Scores... 125.00
- 1 Scientific Baseball... 95.00
- 1 Buckley Deluxe Digger... 75.00
- 15 Boomerangs... 150.00
- Atomic Bomber... 250.00
- Champion Hockey... 65.00

**POP UP**



Originally \$39.50. Special price, \$25.00. In lots of five or more, \$19.50.

**USED COUNTER GAMES**

- 3 Home Run Guns... \$12.00
- 2 Bombers Gum Venders... 12.00
- 3 Smilies... 12.00
- 1 Wind Mill... 12.00
- 2 Genco Pee Wee... 25.00
- 8 Champion Basket Balls... 30.00

**8 MILLS VEST POCKETS**

Reconditioned, \$35.00

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS, BALANCE C. O. D., F. O. B. CLEVELAND

**Cleveland Coin Machine Exchange**

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO  
Phones: PProspect 6316-17

**COINMEN YOU KNOW**

**Chicago:**

(Continued from page 116)

Bruno Kosek, of Midwest Distributing Company, reports his business is going great guns right now, with Marvel Manufacturing Company's Oscar. Shipments to ops started last week, he said.

Shirley Corush, secretary at Empire Coin Machine Exchange, is back from her California vacation which included a trip to Yosemite National Park. She reports that Bob Schaffer and Paul Glaser are out on the road this week covering Wisconsin. The Empire office staff will be moving into their new offices in the expanded headquarters on Milwaukee Avenue this week. All are looking forward to seeing Ralph Sheffield, Empire partner, in a business suit again after a long period in working clothes as "chief construction engineer" in charge of the Empire expansion program.

**Correction**

Last week's Chicago Coinmen notes unintentionally carried Harold Schwartz as a member of the National Coin Machine Exchange firm. Joe Schwartz is head of National Coin Machine Exchange. Harold Schwartz is with Atlas Novelty, Chicago.

Empire visitors this week included Phil Hanna, of Hanna Distributing Company, Utica, N. Y.; Hymie Rosenberg, H. Rosenberg Company, and Barney Kahn, Metropolitan Coin Machine Company, New York; Abe Stept, American Distributors, Johnstown, Pa.; Dave Bond, Boston, and Woolf Solomon, Central Ohio Coin Machine Exchange, Columbus, O.

Bert Davidson, of National Filben Corporation, is off this week for the first West Coast showings of the new Filben Mirrocle Music line in Los Angeles and San Francisco. Recent out-of-town callers at the Chicago Filben offices were Sam Coan, of Coan Distributing Company, Atlanta; and Harry Jacobs Jr. and Sr., of United Coin Machine Company, Milwaukee.

Billy DeSelm, of United Manufacturing Company, says that everyone at United is hard at work. Among those entertained at the Chicago plant of United during the past week were S. H. Laird, Pioneer Distributing Company, Columbia, S. C.; W. H. Richardson, Pioneer Distributing Company Raleigh, N. C.; I. H. Rothstein, Banner Specialties, Philadelphia; Joe Ash, Active Amusement Company, Philadelphia; Dave Simon, Simon Sales, Inc., New York; and Buster Williams, Music Sales, Memphis.

Recent visitors at the Rock-Ola Manufacturing Company were both the junior and senior Warren Deatons, Rock-Ola distributors in Columbus, O.

Herb Jones, Bally Manufacturing Company, received condolences from the folks at Bally when his father, E. A. Jones, died in Madisonville, Ky., September 29. Herb went to Madisonville upon receiving the sad news... Fall issue of *Success Today* carries a digest of *The Knack of Selling Yourself* by James T. Mangin, director of CMI's public relations bureau. Book deals with the theme that every individual has to do a public relations job on himself.

H. E. (Tom) Forester, Johnson Fare Box Company sales engineer, left Chicago this week-end to check on field results of the recent five-day coin changer and cup dispenser mechanism school held in plant headquarters here. So far, he states, results indi-

cate that the five-day period is sufficient to train Bowser, Inc., servicemen in repair and maintenance of the two devices.

Parts catalog that Exhibit Supply Company is compiling for operators of its equipment is expected to be ready by the end of this month. Frank Mercuri reports minor revisions and detailed photographs that should prove valuable service aids are holding up its release temporarily. Firm visitors recently were Izzy Alpert, of Twin Port Sales in Minneapolis and Duluth, Minn.; Roy McGinnis, who heads the Roy McGinnis Company, Baltimore, and Dave Simon, Simon Sales, New York. Staffers at Exhibit are all pulling for Mercuri's daughter who is hospitalized for medical observation.

A. J. Villiesse, executive secretary of the National Association of Popcorn Manufacturers and well known to men in the coin-operated popcorn machine business, is spending much of his time at a local hospital where his 10-year-old son is still unconscious after being struck by a North Shore train last week-end.

**Los Angeles:**

(Continued from page 116)

During their absence remodeling is taking place in preparation of an open house October 12... Hank Tronic soon rounds out a year in the parts department at the Minthorne Music Company.

Bill Leuenhagen reports plenty of activity around his record bar... C. Aron, head of the Aristocrat Record Company, is in the city on business... Carl Collard, of San Bernardino, making his usual buying trip to Los Angeles... R. H. Bradford, of San Fernando, in the city and stopping off at Badger Sales Company... Harvey Mourlam, of Hanford, also a Badger visitor.

Nate Smith, Barstow; Al Hall, Glendale, and Serrals & Son, Long Beach, signing the visitors' book at Paul Laymon's... Stewart Ashler, of Long Beach, a buyer on coin row... Bill Fyfe received his initial shipment of Douglas automatic shoe-shine machines... George Burke, of Coinmatic, reports that business is moving along satisfactorily... Charley Robinson back from Reno and Northern California.

**Detroit:**

(Continued from page 116)

Harry Friedman and I. Edelman are incorporating the General Amusement Products with a capitalization of \$28,000 to operate coin machines... Al Curtis, of Curtis Coin Machine Company, headed up the regular meeting of the Michigan Miniature Bowling Association Monday (20) night... Michael Weinberger, of the S & W Coin Machine Exchange, has just returned from a business trip to New York... Albert A. Weidman, of the Weidman National Sales Company, is taking over distribution for scales, in addition to his long-established cigarette and candy venders, for three States.

**DISTRIBUTORS**  
of the  
**CONCERTONE COIN RADIO**  
in Nebraska, South Dakota  
and Wyoming.  
**STAR DISTRIBUTING CO.**  
Box 856, Thermopolis, Wyo.

**INVESTMENT OPPORTUNITY**

Well known Coin Machine Manufacturer expanding and needs additional \$80,000 for working capital.

New game already set up and in production. Our firm open for rigid investigation. All inquiries will be treated in strictest confidence.

Address: BOX NO. 128, The Billboard  
155 N. Clark St. Chicago, Illinois

**\$19.50 EACH**

- Major '41
- Knockout
- Invasion
- Big Chief
- Dixie
- Big Parade
- Esoco
- Landslide
- Major '42
- Major Bubbles
- Capt. Kidd
- 5-10-20
- Venus
- Tall Gunner
- Sea Raider
- Sky Blazer
- Formation
- Double Play
- Sunbeam
- Mustang
- HI Hat
- Fox Hunt
- Argentine
- West Wind
- Stratolliner
- Production
- 4 Diamonds
- Do Ra MI
- Snappy

**LEHIGH SPECIALTY CO.**

1407 W. MONTGOMERY AVE. PHILADELPHIA 21, PA.



# Feature Nudge Lever in New Game by Bally

CHICAGO, Oct. 4.—Bally Manufacturing Company this week announced its new five-ball game, featuring a unique departure in pin-game play action. Called Nudge, the game features "player controlled" action.

By the use of a "nudge lever" on the right hand side of the play field board, the player can control the action of the ball by pressing the lever with his thumb, Jenkins said. As the entire play field moves up and down on roller bearings and travels an inch either way, the skillful player can "wiggle the ball back up to the top of the board even after it has reached the bottom."

Every bumper scores 5,000 points; when a score of 300,000 is reached, a hit on either of the two diamond-shaped bumpers on the play field brings on a red light at the bottom of the field and makes all subsequent bumper hits register 10,000 points. The four kick-out pockets also automatically give increased scoring from 25,000 to 50,000 points after 300,000 points are scored.

First distributor showing of the new game was held October 1-3 by Coven Distributing Company here, for Indiana, Wisconsin and Northern Illinois territory. Ben Coven, firm head, said the games on display drew over 100 operators and jobbers during the three-day showing.

# Contribs to CMI Cancer Drive Boost Receipts to \$117,242.81

CHICAGO, Oct. 4.—Donations to the Coin Machine Industries, Inc. (CMI), drive to aid the Damon Runyon Memorial Fund for Cancer Research boosted the total thus far collected by CMI to \$117,242.81.

Special campaigns are being conducted among employees of various coin machine manufacturing plants for contributions from that source. A collection of this type at the D. Gottlieb & Company plant in Chicago brought \$103.10, which was announced in the contributors' list published last week (*The Billboard*, October 4). A similar campaign is in progress at the Lion Manufacturing plant in Chicago, and other firms have reported intentions to conduct such drives.

Contributors announced this week are: W. C. Gullickesen, Churchill Cabinet Company, Chicago, \$500; Jack Simon, Sicking Distributing Company, Los Angeles, \$250; G. W. Hendrickson, Corpus Christi Novelty Company, Corpus Christi, Tex., \$250; W. V. Morris, Illinois Amusement Association, Rockford, Ill., \$200; M. H. Rosenberg, Central Distributing Company, Omaha, \$142.16; Joseph Fishman, Seaboard New Jersey Corporation, Newark, N. J., \$100; Phil Moss, Atlas Music Company, Des Moines, \$100; John J. Slisy, Chicago Metal Products, Chicago, \$100; Monarch Coin Machine Company, Chicago, \$100; Albert J. Malpede, Service Metal Fabricators, Inc., Chicago, \$100; Ely A. Clemetsen, Anton Clemetsen Company, Chicago, \$100.

E. H. Gustafson, Merit Screw Machine Products, Chicago, \$50; Ray Proctor, California Amusement Company of Sacramento, Sacramento, \$50; Herbert B. Jones, Bally Manufacturing Company, Chicago, \$50; Jack Rocklin, Industrial Screw Company, Chicago, \$50; Lloyd S. Hale, Jaycee Club, Tekoa, Wash., \$40; Gee Brothers, Indianapolis, \$35; George C. Royer, L. C. Foisy's Amusements, Grand Coulee, Wash., \$34.45.

J. H. Phillips, Phillips Novelty Company, Inc., Washington, \$25; Max Roth, Roth Novelty Company, Wilkes-Barre, Pa., \$25; Earl A. Mitchell, Mitchell's Music, Grinnell, Ia., \$25; Lileen A. Weeks, D. B. A.-H. R. Weeks Trust, St. Johnsbury, Vt., \$25; Helen Moloney, Bally Manufacturing Company, Chicago, \$25; Otis P. Murphy, Bally Manufacturing Company, Chicago, \$25; Robert J. Dooley, William Maxwell Company, Chicago, \$25; W. R. Patton, Patton Music, Turlock, Calif., \$25.

John J. Berchtold, Meadville, Pa., \$20; Dan Baum, Baum Distributing

Company, St. Louis, \$20; Dan Baum, Automatic Bowling Corporation, St. Louis, \$20; Ralph M. Denby, Canandaigua, N. Y., \$10; Salvatore Alioto, San Francisco, \$10; Ray Carrico, Roseburg, Ore., \$10; Irving Stept, Seattle, \$10; W. H. Frye, the Quadriga Manufacturing Company, Chicago, \$10; Spurgeon B. Miles, United-Carr Fastener Corporation, Chicago, \$10; R. A. Savoie, Gilman, Ill., \$10; Edward Thompson, Chicago, \$10; Walter Giermek, Olean, N. Y., \$15; Anonymous, Chicago, \$5; Ralph Korngold, Bally Manufacturing Company, Chicago, \$5, and Kenneth Hernan, Granby, Colo., \$3.

# West Side Appoints Three Service Mgrs.

NEW YORK, Oct. 4.—Announcement of three service managers to handle the three divisions of West Side Distributing Corporation's non-sales sections was made this week by Harry Berger, firm president. Moe Bitter, former service manager, has organized the Star Amusement Company, rolldown machine operating firm.

Under the new plan James Blancato will head the parts department; Tony Ferraro will be in charge of the vending machine service department, and Johnny Blancato will head the amusement and phonograph service sections.

## MONARCH COIN'S FALL EXTRA-SPECIALS!

Come and Get 'Em! PHOTOMATICS

Just off location! Ea. \$295.00

NEW 4-BELL CABINETS \$15.00

BRAND NEW In Original Cases SHOOTING STARS.....\$124.50

### NEW EQUIPMENT—IMMEDIATE DELIVERY

Williams All Stars Coed Jockey Club, PO Advance Roll Click Jockey Special Broncho Carousel Jenn. Challenger Gold Ball Bowling League DeLuxe Draw Bells Honey Nudge Bally Triple Bells Heavy Hitter Nevada ABT Challengers Silver Streak Eureka Target Stands

### RECONDITIONED 1-BALLS

Victory Specials \$275.00 Longacres \$139.50 Victory Derbys 175.00 Fairmount 119.50 Turf King \$99.50

WRITE FOR LATEST LIST of New and Used Consoles, 1-Balls, 5-Balls, Arcade Equipment, Vending Machines, Counter Games, Phonographs, Slots and other choice equipment.

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated literature. CABLE: MOCOIN.

Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

## MONARCH COIN MACHINE CO.

1345 N. FAIRFIELD AVE., (PHONE ARMADAGE 1434) CHICAGO 22, ILL.

# Michigan Miniature Bowling Association Votes \$500 to Fund

DETROIT, Oct. 4.—Regular meeting of the Michigan Miniature Bowling Association was held September 29 at the Detroit Hotel here. Meeting was presided over by President Al Curtis, of the Curtis Coin Machine Company. The association voted a \$500 donation to the cancer fund, in addition to the pledges made by individual members.

Motion was also made to secure permanent headquarters and store-room in the Northwest section of the city where they will have a paid secretary to assume the various duties previously handled by President Al Curtis and Vice-President Maurice Feldman, of the F & M Amusement Company.

Association is putting on a drive for new Detroit members who operate bowling machines.

# Fort Worth Cafe Reopens

FORT WORTH, Oct. 4.—The Big Apple, well-known local eatery, reopened this week after closing down a month ago when the owner, Sol Promer, died. Location has been one of the top local spots for juke play and pin games. Promer's sister, Mrs. Lucille Hester, is now in charge.

# Wolf Reiwitz Changes Name

DENVER, Oct. 4. — Wolf Sales Company head, Wolf Reiwitz, announced this week that he has changed his name to Wolf E. Roberts. Firm name will remain the same.

## RECORDS MOST-PLAYED ON THE AIR

(Continued from page 30)

- |    |                                     |                               |                      |
|----|-------------------------------------|-------------------------------|----------------------|
| 1  | 12. I WISH I DIDN'T LOVE YOU SO (F) | Dinah Shore (Sonny Burke Ork) | Columbia 37506—ASCAP |
| 1  | 13. NEAR YOU                        | Larry Green Ork               | Victor 20-2421—ASCAP |
| 20 | 14. I NEVER KNEW                    | Sam Donahue (Bill Lockwood)   | Capitol 405—ASCAP    |
| 2  | 15. I HAVE BUT ONE HEART            | Vic Damone                    | Mercury 5053—ASCAP   |
- (Tex Beneke-Miller Ork (Garry Stevens-The Moonlight Serenaders), Victor 20-2424; Carmen Cavallaro, Decca 24154; Gay Claridge Ork (Thelma Gracen), Future F-105; Monica Lewis (Ray Bloch Ork), Signature 15130; The Pied Pipers (The Ernie Filice Quintet), Capitol B-460; Frank Sinatra (Axel Stordahl Ork), Columbia 37554)

### Coming Up

CIVILIZATION .....Louis Prima (Louis Prima Ork)..... Victor 20-2400—ASCAP



**Lightning Fast** \$27.50 (Distributor Discount)

*The Master Changer*

- All metal, highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- Solid die cast construction with precision machined coin slides.
- Fully balanced on heavily weighted non-slip base.
- Time-tested for absolute accuracy.
- Sold on a money-back guarantee.

**Northwest Sales Co.**  
3144 ELLIOTT AVENUE SEATTLE 1, WASH.



**Bally NUDGY**

First really new game since Bumper! New player-controlled SHIFTING playfield . . . kicks ball back up the board to pile up fantastic high-scores. No other game has this exclusive Bally feature. Order NUDGY today!

Patent Pending

**PAUL A. LAYMON CO.**  
1503 West Pico Blvd. Los Angeles, California



# New Alabama Levy Groups Juke and Venders Together; Leaves Tax Up to Cities

## Several Types of Venders Exempt From New License Tax

MONTGOMERY, Ala., Oct. 4.—Juke boxes and automatic merchandising machines were grouped together in an enabling act passed by the State Legislature here and signed recently by the governor. Measure was House Bill 371, authorizing Alabama cities and towns to impose a "reasonable license" on the operation of vending machines and music equipment.

When the law was approved, it set aside "all laws that impose any limitation on the amount of privilege license tax that the municipality may levy, as well as other laws in conflict herewith."

### Some Exempt

The new Alabama law makes a distinction between those vending machines which are operated in industrial plants for the exclusive use of employees of those plants. In such instances, cities and towns must, according to terms of the new law, levy an occupational license, with a fee based on a percentage of the gross receipts of the sale of such merchandise.

Specifically exempt from any kind of license tax are coin-operated gas meters, stamp vending machines and pay telephones. Another group of venders is likewise put outside the tax scope. This latter group is composed of machines which vend "other necessary articles on a non-profit basis for emergency use only by the employees of such person, firm or corporation."

Altho the new law does not specifically mention any amount, nor does it set the percentage of gross receipts, it does give cities and towns regulatory powers over music machines. A special section of the new law provides that "the governing body of such city or town may regulate and control the location and use of such vending machines on which music is played by refusing to issue a license therefor and may revoke any license so issued when in its judgment the manner of operation or location of such machine becomes a nuisance, or is obnoxious, or is otherwise objectionable to the public."

### Stamp Vender Trend

Exemption of stamp vending machines—since stamps are a "necessary" item—seems to be a new trend in the licensing of automatic merchandising equipment. The Florida Legislature was the first to make specific exemption for stamp merchandisers this year and Alabama is the latest State to fall in line.

The section of the new law which defines which machines are taxable, and which are not, is reprinted below for operators who would like to keep it in their files:

"Section 1. That the governing body of each city and town within the State of Alabama is authorized and empowered to levy and collect

from every person, firm, company, corporation or association, receiver or trustee, but not a governmental subdivision, who possess and operate or who maintain for operation by others, vending machines for vending gum, candy, cigarettes, milk, soft drinks or any other type or kind of article, or on which a person is weighed, or on which music is played, a license in amounts that are reasonable at the discretion of such governing bodies authorized hereby to levy and collect such sums, for each vending machine so possessed and operated or that is maintained for operation by others within the limits of such city or town and within the police jurisdiction thereof.

"Provided, however, that such city or town shall not be authorized or empowered to levy or collect a license from any such persons, firm, company, corporation or association, receiver or trustee who possess and operate or who maintain for operation by others coin-operated gas meters, coin-operated telephones, machines vending postage stamps, or other necessary articles on a non-profit basis for emergency use only by the employees of such person, firm or corporation. Provided further, that in cases where vending machines, vending merchandise, are located in industrial plants or on private property for use of employees, the person, firm or corporation operating such vending machines shall be entitled to an occupational license, the fee for which shall be based on a percentage of the gross receipts of the sale of such merchandise."

## Gott Manufacturing Company Announces New Coin-Op Radio

LOS ANGELES, Oct. 4.—George Gott, of Gott Manufacturing Company, manufacturers of the Concertone coin-operated radio, announced the release to the trade of the Concertone 9000, a complete super-heterodyne radio that gives instantaneous warm-up playback and supplies 7½ minutes of service for a nickel.

"The Concertone 9000," Gott said, "is designed to go in to new types of locations where juke boxes are not on location. The set is six by five by nine inches and easily installed by plugging the cord into a light outlet."

Concertone 9000 is being produced in ribbon-stripped oak blond finish. Universal dial picks up a wide range of stations on the wave band. Set has an automatic pre-set volume control that can be adjusted to the acoustics of the booth or location.

Distributors for the line are now being appointed, Gott said.

## Vote Two New Taverns for Des Plaines, Chi Suburb

CHICAGO, Oct. 4.—Two new location possibilities were made available at a recent meeting of the city council of Des Plaines, a Chicago suburb, when Mayor G. Walter Pflughaupt, with an affirmative vote, broke up a 5-5 tie on the authorization of two additional tavern licenses for the community of 9,518.

At the same time, however, tavern fees were boosted \$420 per year, from \$580 to \$1,000. The addition of two taverns will bring the Des Plaines total of such establishments to 13.

## Trade Directory

Following tabulation of trade reports received during the weeks of September 27 and October 4 is made for the convenience of the industry.

### New Machines

Drink-o-Mat (cup vender). Drink-o-Mat Industries, 250 West 57th Street, New York 19.

Ex-Cell dual beverage vender (cup). Ex-Cell Products Sales Company, 1233 South Wabash, Chicago.

Buccaneer (roll-down game). Abbott Specialty Company, New York.

Coed (5-ball game). Exhibit Supply Company, 4222-30 West Lake Street, Chicago.

Pistol Range. Dale Engineering Company, 6744 Orizaba Avenue, Long Beach 5, Calif.

Broncho (pinball game). Genco Manufacturing & Sales Company, 2621 North Ashland Avenue, Chicago 14.

Oscar (5-ball game). Marvel Manufacturing Company, 2124 Milwaukee Avenue, Chicago.

Cash-Trio (three varieties of bulk merchandise). Adams-Fairfax Corporation, 5729 West Jefferson Boulevard, Los Angeles 16.

Pik-Ups (refrigerated candy vender). United States Vending Corporation, Board of Trade Building, 141 West Jackson Boulevard, Chicago.

Videograph (coin-operated automatic phonograph combined with television). Videograph Corporation, Starrett-Lehigh Building, 601 West 26th Street, New York.

Concertone 9000 (coin-operated radio). Gott Radio Manufacturing Company, 6517 West Boulevard, Inglewood, Calif.

### Personnel Notices

Bob Schaefer has joined the sales staff of Empire Coin Machine Exchange, Chicago.

William J. Downing has been appointed director of engineering of the United States Vending Corporation, Chicago.

Harold (Perk) Perkins has been appointed sales manager of the American Amusement Company, Chicago.

John P. Perro III has been appointed national sales and advertising manager for Spacarb, New York.

James L. Barron, vice-president in charge of manufacturing for the J. P. Seeburg Corporation, passed away September 22 in Oak Park, Ill.

### New Firms

Coast Distributing Company, 2510 Pacific Avenue, Atlantic City.

### Distributors Appointed

Mills Industries, Inc., Chicago, has appointed the following firm as distributor for the Mills Constellation: C & T Distributing Company, Oklahoma City, for Oklahoma.

Bally Manufacturing Company, Chicago, has appointed the following distributors:

Minthorne Music Company, Phoenix, for Arizona.

Ben Becker Sales Company, New York, for New York, New Jersey and New England.

## STANDARD METAL TYPERS



NEW AND USED MACHINES

MACHINE PARTS AND SUPPLIES

EXPERT REPAIR SERVICE

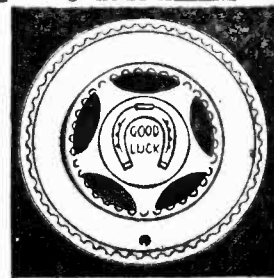
## FINEST QUALITY METAL TYPER DISCS

Priced from \$7.50 Per 1,000

LUMIFRAME LIGHT-UP TOP SIGNS

## NEW COLORED DISCS

NOW AVAILABLE Guaranteed to increase your receipts. WRITE FOR SAMPLES AND PRICES.



## STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

## Bally NUDGY

New player-controlled playfield in Bally NUDGY. Nudge-Lever shifts, shakes, vibrates the board to kick the ball and build up high scores. Only NUDGY has this exclusive feature. Get NUDGY on location now! Order at once!

Patent Pending

### UNITED NOVELTY CO.

DeLAUNEY & DIVISION STREETS  
BILOXI, MISSISSIPPI

### UNITED DIXIE CO., INC.

617 W. CAPITOL STREET  
JACKSON, MISSISSIPPI

## Name Dave Simon To NAAMO Board

NEW YORK, Oct. 4.—Dave Simon, head of Dave Simon Distributing Company, has been named to the executive board of the National Association of Amusement Machine Owners (NAAMO) by F. McKim Smith, president of the association.

Simon, a former president of a New York City amusement machine operators' association, is an arcade owner and an amusement machine operator besides heading his own distributing organization here.

# Southern Automatic Execs Stage 24th Annual Dinner

CHICAGO, Oct. 4.—Executives of Southern Automatic Music Company, who were in Chicago for the yearly sales meeting of the J. P. Seeburg Corporation, held their 24th annual Southern Automatic dinner Thursday evening (2) at the Stevens Hotel. Southern Automatic regularly times its own annual dinner to coincide with the Seeburg sales meeting.

After dinner the distributing company officials discussed company policies for the coming year, supply and distribution of equipment and

operators' problems.

Leon Weinberger, contacted after the dinner, said the firm expects no sudden changes in the industry during the coming year, added that everything depends upon the over-all economic condition of the country.

One of the biggest problems facing distributors, Weinberger pointed out, is their dealings with operators in the matter of financing. "It is next to impossible," he said, "for a distributor to be in business today on a strictly cash basis."

### Ops in Good Shape

Asked whether he thought that operators generally were in good shape, despite increases in the amount of paper written during the past year, Weinberger said it has been his own experience that, where the operators' financial problems are studied thoroughly, the percentage of delinquency will hardly run 1 per cent.

Weinberger said he could see no reason why the risk should be greater in financing coin-operated equipment than in financing any other kind of business. But, he added, it is up to the distributors to be a strong enough organization to carry their accounts so that they can help experienced, capable operators expand and new operators grow.

### One Main Caution

The principal danger to be watched, Weinberger said, is that the operator does not over-extend and that he has a certain equity of his own in the equipment he operates. Distributors must do a careful job sifting the facts about each operator, and the operators themselves must be careful in their buying to make certain of their progress.

Guests at the dinner and during the forum were Irv McClelland, district manager for J. P. Seeburg; Jack Keeney and Bill Ryan, J. H. Keeney & Company, Inc.; Dave and Sol Gottlieb, D. Gottlieb & Company, and John Chrest, Exhibit Supply Co. Southern Automatic officials attending were Leon Weinberger and Bernard Radford, Louisville; Joe Weinberger and Matt Maley, Cincinnati; Sam Weinberger, Bryce Grey and Richard White, Indianapolis; Sam Dieter, Fort Wayne, Ind.; Homer Sharp, Lexington, Ky., and Al Nigh, Dayton, O.

### New Coin Laundry in S. C.

CHARLESTON, S. C., Oct. 4.—New Laundromat-equipped, half-hour laundry was opened here Monday (29) featuring separate accommodations for white and colored.

# RECORD REVIEWS

(Continued from page 115)

### FOUR CHICKS AND A CHUCK (MGM 10070)

*Kokomo, Indiana*—FT; V.  
*The Turntable Song*—FT; V.

With plenty of rhythmic enthusiasm in their phrasings and a fine blend in the harmonies, the Four Chicks and a Chuck spin it bright and spirited for both of these movie songs. Take it at a moderate tempo, sustained by Jack Miller's music, for *Kokomo, Indiana*, which spins in an engaging bounce frame, with a livelier beat set for an equally effective *Turntable Song*.

With the screen spotlighting the songs, both sides may take in coin pieces.

### THE MERRY MACS (Majestic 7268)

*Anyone Can Dream*—FT; V.  
*Baby Darlin'*—FT; V.

The mixed voices of the Merry Macs singing it slowly and dreamily in close harmony, makes it smooth and soothing for *Anyone Can Dream*. And doing a take on the Ink Spots, the gal member talks out the song story in dreamy fashion for the second stanza. Celeste, guitar and bass sustain the musical bank for their song. For the flip, the Merry Macs sing it rhythmically for a *Baby ditty*, without cutting any fancy capers in their chant that might make for a measure of attraction.

No special interest in this spin that might count for coins unless the *Dream* treatment strikes the player's fancy.

### THE VELVETONES (Sonora 2014 and 2015)

*Ask Anyone Who Knows*—FT; V.  
*Can You Look Me in the Eyes?*—FT; V.  
*I Want Some Bread, I Said*—FT; V.  
*Don't Bring Me No News*—FT; V.

The soft and smooth harmonies of the Velvetones, banking a pleasant tenor lead, spin with a high degree of intimate appeal for *Ask Anyone Who Knows*. And with the guitar, piano and bass sustaining the rhythmic flow in accord with the singing, this spin is easily the best of the batch. Same mood is established for the slow and sentimental *Can You Look Me in the Eyes?* excepting that the tenor gives way to a bary lead. For the slow race blues, *Don't Bring Me No News*, the guitar picker has a better feel for the blues than the singers, nor can they dish out the jive for the *Harlemese Bread, I Said* novelty.

*Ask Anyone Who Knows* should catch plenty of coins with song and singing both tops.

### CHARLES KULLMAN (Columbia 4500-M)

*The Whiffenpoof Song*—W; V.  
*The Sweetheart of Sigma Chi*—W; V.

The rich and lyrical tenor pipes of Charles Kullman, entirely of concert caliber, provides a concert coating for both of these campus favorites. And with a male chorus and the Metropolitan Opera Chorus, directed by Julius Berger, providing a rich vocal and instrumental frame, Kullman gives big voice to both songs with a winning charm to his chant.

For the home play.

### CHRISTOPHER LYNCH (Victor 10-1316)

*I'll Take You Home Again, Kathleen*—FT; V.  
*By the Old Turf Fire*—FT; V.

Singing the traditional folk songs of his native Erin, Christopher Lynch's sweet tenor voice spins out with a beautiful pianissimo with a large measure of enchantment. Takes both songs slow and leisurely with the orchestra, directed by Maximilian Pilzer, subdued to set off the romantic warmth of his singing.

For the home buyers.

### DIMITRI MITROPOLIS (Victor 11-9654)

*Minstrel Show*—Parts I and II

Marking his return to the label, Dimitri Mitropoulis and the Minneapolis Symphony give a zestful interpretation to Morton Gould's descriptive and satirical *Minstrel Show* show. The symphonic treatment for the old-time minstrel music is entirely tongue-in-cheek, and Mitro-

poulis makes the most of it to provide maximum enjoyment for the listener. Spins over both sides of a 12-inch track.

For the home collections of lighter music.

### LEOPOLD STOKOWSKI (Victor 11-9653)

*Toccata and Fugue in D Minor*—Parts I and II

For his own symphonic transcription of Bach's *Toccata and Fugue*, Leopold Stokowski has gotten together a hand-picked studio orchestra. And for both sides of the 12-inch track, the music sets forth the brilliance and richness of the harmonic texture in the classical melody as transcribed by the maestro. Stokowski's favorite concert piece, he first recorded it for the label with the Philadelphia Orchestra. Bach enthusiasts will find delight in this disk as well.

For the home library.

### LESLIE SCOTT (Victor 20-2381)

*The Man I Love*—FT; V.  
*It's a Long Story*—FT; V.

His deep baritone voice ringing out with a rich and full resonance, Leslie Scott, former word slinger for Louie Armstrong's band, turns in a first-rate performance for these slow-spinning sides. Impresses best for the traditional race blues in *Long Story* as he wails out the story of a lovers' quarrel in an indigo mood for which he blends a rhythmic feeling. Making it all the more engaging is the rhythm figured background created by the band boys rounded up by Billy Moore Jr., with Charlie Shavers' trumpet helping that blues feeling along no end. For the flip, Scott sings it feelingly to a sustained harmony background for George Gershwin's *The Man I Love*, paraphrased to make it come out *The Girl I Love*.

Race locations will lap up the vocal romantics on both sides of the shellac.

### SAM NICHOLS (MGM 10061)

*Red Hair and Green Eyes*—FT; V.  
*Ain't That Too Bad*—FT; V.

The lusty and spirited singing of Sam Nichols packs the tang of the countryside for both of these lively girlie songs. But instead of framing his piping in a rustic rhythm setting, he gets studio musicians in the fiddles, guitar, accordion and bass who make up the Melody Rangers, who strum it out rhythmically enough but without that Western feeling to make the singing ring true.

Prairie phonos will pass these by.

### J. E. MAINER (King 661)

*Lonely Tombs*—Sacred  
*Gathering Flowers From the Hillside*—Sacred

J. E. Mainer's Mountaineers provide a pairing for fans of the higher-altitude inspired folk music, with *Tombs*, a Mainer original, telling the doleful tale of the sepulchres, with the hill combo doing authentic job of backing Mainer's solo vocal. Reverse is the traditional favorite, *Gathering Flowers From the Hillside*, with the Mountaineers blending pipes, for a second side, filled with pathos.

Not the type of tune to hit with juke locations.

### BABY DEE (Sonora 113)

*Like He Never Loved Me Before*—FT; VC.  
*It Feels So Doggone Good*—FT; VC.

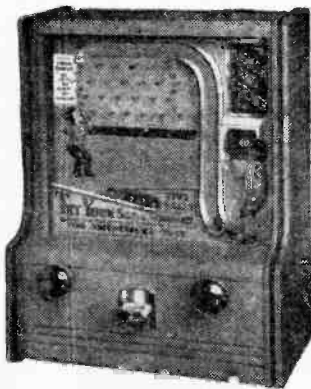
Singing the blues in lusty style and with sultry tones as her small band sets forth a sturdy and steady beat, big-voiced Baby Dee fares best when keeping close to the traditional race blues line in *It Feels So Doggone Good*. Phrases it hot and hard, with a searing trumpet in back, as she shouts it rhythmically in singing about her sugar daddy. It's a slow blues torch in *Never Loved Me Before*, with La Belle Baby talking her way thru most of the wordage to make it count as much as her lusty chant.

Race spots may show some interest in these sides.

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**CLYDE BERNHARDT (Musicraft 506)**  
*Blues Behind Bars*—FT; V.  
*Blues Without Booze*—FT; V.

There are two good race blues in the traditional pattern for this platter. And the background beats of Leonard Feather's Blue Six, sparked by the fine blues blowing of alto saxist Pete Brown, makes it a perfect set-up. Only trombonist Clyde Bernhardt is more right and rugged in his horn sliding than in his blues chanting. Is entirely without the earthy blues feeling as he sings it with entire restraint for the slow-spinning jailhouse wail, *Blues Behind Bars*. Fares better when the band sets a brighter beat and cuts in more of Brown's saxology in *Blues Without Booze*, saga of a thirsty guy in a dry town. But more blues convincing than his chant is the trombone chorus Bernhardt slides out.

Attraction of the title and the music may make some phono meaning for *Blues Without Booze*.

**JOSE LUIS MONERO (Davis 619)**  
*Talvez*—FT; V.  
*Tilin Tilin*—FT; V.

His tenor voice scaled sweetly and intimately, fairly whispering the Spanish wordage, Jose Luis Monero sings it smoothly and romantically for the lovely *Talvez (Could Be)* lullaby in the bolero tempo, getting

full band support in the Latin frame from Alberto Iznaga's music. For the flip, as a lively Pregon, sings it just as effectively in a more spirited style for the tuneful *Tilin Tilin*, with the band boys taking a stanza in dance style to carry out the spin.

For the Spanish colony buyers.

**DIAMOND JUBILEE SINGERS**  
 (Sterling 1504-1505-1506-1507)

*Didn't It Rain?*—FT; V.  
*The Prayer Wheel in My Heart*—FT; V.  
*I'll Be Satisfied*—FT; V.  
*We'll Stand the Storm*—FT; V.  
*I've Heard of a Home on Canaan Shore*—FT; V.  
*All I Need Is Jesus*—FT; V.  
*Lord, Be With Me*—FT; V.  
*Weep, Little Children*—FT; V.

Making their bow on this label, the Negro spiritual Diamond Jubilee Singers make a most favorable impression with these first four records. All in good voice, with a full-voiced and widely ranged tenor for the lead, the quartet bank the soloist with an easy flow of sustained harmonies for *All I Need Is Jesus, A Home on Canaan Shore* and *Lord, Be With Me*. Singing entirely in the religious spirit, the Jubilee Singers harmonize with poignant and pronounced rhythmic feeling for the remaining five sides, all spinning brightly at a moderate tempo. Guitar strums accompany.

For home buyers.

**GUADALUPE LA CHINACA**  
 (Standard F-4026)

*Primavera*—W; V.  
*Soy de Coahuila*—W; V.

A Mexicali folk singer, singing it expressively with full voice and folk feeling, Miss Chinaca impresses for both of these Cancion Rancheros folk melodies, spinning at a lively and lilting three-quarter tempo to guitar strums. Gal is a radio songbird below the border.

For those seeking out the Mexicali nationality music.

**HERMANOS MERCADO QUARTET**  
 (Davis 617)

*Joe! Joe! Joe!*—FT; VC.  
*Dire lo Mismo de Ti*—FT; VC.

This quartet of guitars, gourds and bass, with Yiye and Pepe duetting the Spanish songs in sweet voice but with plenty of spirit in their singing, makes it a desirable spin for both sides of the disk. Mercado introduces a catchy and lively rumba rhythm novelty in *Joe! Joe! Joe!* which can easily duplicate the popularity pull of *Jack! Jack! Jack!* And for the flip, *Dire lo Mismo de Ti (I Feel the Same About You)*, the two boys sing sweetly and with fine Spanish spirit for the melodic melody spinning in a bolero tempo.

Spanish set will favor both sides with special interest for *Joe! Joe! Joe!*

**ELLIS LARKINS AND NICK PERITO**  
 (Keynote 10001)

*Beer Barrel Polka*—FT.  
*Who Can I Turn To?*—FT.

It's the hot figurations at the keyboard of Ellis Larkins and the rhythmic squeezings of Nick Perito on accordion for this coupling, with an unnamed bull fiddler to make the beats more pronounced. But they never get going for either side, rambling aimlessly in various tempos for *Beer Barrel Polka* and giving a colorless play to Alec Wilder's mood ballad on the mated side.

No coin appeal in this cutting.

**HENRI RENE (Victor 25-0102)**

*Speak to Me of Love*—FT.  
*Rosenkavalier Waltz*—W.

It's salon music in strict dance tempo that Henri Rene offers in his colorful arrangements of these two classics. And while the emphasis is not on the dance appeal, the spinning makes for pleasant enough listening. The orchestra rich in string harmonies, with Tosha Samaroff the violin lead, it's a pleasurable play for *Speak to Me of Love*, with the full orchestra giving it a lively and lilting play in the three-quarter tempo for Richard Strauss' *Rosenkavalier Waltz*.

For the home library.

(Continued on page 127)

### Demonstration for New Coin Mailomat

NEW YORK, Oct. 4.—Visitors to the business show at Grand Central Palace last week helped demonstrate the new coin-operated combination postage meter and U. S. mailbox, Mailomat, by mailing free souvenir post cards to any part of the United States with coins supplied by the machine's manufacturer, Pitney-Bowes. Ed Liberty, New York service manager, explained the operation of the vender and assisted at the demonstration.

Approximately 50 Mailomats are on location in post offices throught the country.

### Winter Tour Trade Wooed by Florida

MIAMI BEACH, Fla., Oct. 4.—Transportation company delegates, at a conference here recently, told the advertising and tourist division of the Florida Chamber of Commerce that their firms will have spent \$65,000,000 on new equipment to bring tourists into Florida by the time the winter season starts. In addition, they are spending over \$6,000,000 to advertise Florida in the North this winter, company spokesmen stated.

As an aid to the "winter in Florida" theme, the State will cease winter-time highway construction so as not to interfere with the flow of tourist travel, making only emergency repairs.

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# Meeting of Packard Staff Honors Capehart and Cade

INDIANAPOLIS, Oct. 4.—Nine of the Packard Manufacturing Corporation's 12 regional managers met with other factory executives in the Indianapolis Athletic Club September 21 as a testimonial to Sen. Homer E. Capehart, chairman of the board, and the recently appointed sales manager, Charles L. Cade.

The meeting opened with a trip thru the corporation's factory which has just undergone a face-lifting. The firm's service department has been expanded and moved to Packard's Niagara plant located in downtown Indianapolis.

In charge of all service parts sales, shipping and receiving, according to an announcement made by William H. Krieg, president and general counsel, is Louis G. Stewart. Stewart will also head the firm's special group of traveling regional service instructors.

Stewart joined the firm in 1946 as service manager after serving three years with the signal corps as a captain. Prior to entering service, he spent 15 years with the engineering department of Western Union assisting the development of automatic switching and transmission of photographs by wire. He is a graduate

of Ohio State University's School of Electrical Engineering.

Principal topic discussed at the regional managers' banquet was the new continuing incentive plan inaugurated for regional managers. Called the Homer E. Capehart \$20,000 Christmas Contest, the program got under way the first of September.

Quotas for each quarterly period of the year have been set for all 12 regional managers. At the end of every three months regional managers' records will be examined. Every regional manager who meets his quota will then be entitled to participate in the pre-determined bonus sum. Since the end of the first quarterly contest will fall at the holiday season, checks will be mailed out as a Christmas present from the company. Bill Bolles, advertising manager for Packard, said this week that all 12 regional managers made their quotas for September.

### Department Talks

On September 22 the regional managers started off with a business session, with the main discussion centering on sales and advertising. The afternoon was spent in 15-minute sessions with the corporation's department heads.

Attending the meeting were Homer E. Capehart, chairman of the board; William H. Krieg, president and general counsel; M. J. Smith, secretary and treasurer; Charles L. Cade, general vice-president and factory manager; William Woodworth, production manager; Gus Erickson, chief engineer; Joseph F. Ratliff, collection and credit manager; W. P. Bolles, advertising manager; John F. Giga, purchasing agent; Louis G. Stewart, service manager; Tony J. Hicklin, assistant sales manager, and Charles Pheasant, personnel manager.

Other Packard factory personnel present included Robert Chessman, Joseph Weaver, Clarence Drollinger, Oliver Kennedy, Dorman McShan and Harley Griggs.

Regional managers included Art Nagel, J. Harry Payne, William Mossbarger, Robert Bleekman, Harry Drollinger, William Merchant, Herbert Wedewen, Earl Hess and Donald Kennedy. Leonard Branson, Maxwell LeGallienne, Samuel Burnstein, Harry Cullen and William Jordan, all servicemen, were also present.

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  - Paces Saratoga w/Rails, FP/Comb. 32.50
  - Watling Big Game, FP 29.50
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  - Columbia Bell, GA Cig. Reels 29.50
  - Daval, FP (Fruit or Cig. Reels) 22.50
  - Daval, FP, New (Fruit or Cig. Reels) 32.50
  - Jennings 5¢ Silver Chief 74.50
  - Jennings 5¢ Bronze Chief, '46 149.50
  - Jennings 10¢ 4-Star Chief 74.50
  - Mills 5¢ Copper Chrome 84.50
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  - Ten Strike, '46, FP 189.50
  - Undersea Raider 129.50
  - Voice-o-Graph, 35¢ Slot, '46 (Like New) Write
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## Tradio Begins Production on Hospital Model

ASBURY PARK, N. J., Oct. 4.—Special coin-operated radio for hospital use is now in full production by Tradio, Inc., Victor Trad, president of the firm, announced this week.

New radio, which has been on extensive location tests during the past year, is a six-tube, all-aluminum table model engineered for hospitals where reception conditions are generally very bad. It is finished in hard enamel and comes in a variety of colors, including white.

Optional equipment for the set includes an under-the-pillow speaker for wards or semi-private rooms. Volume on the receiver is pre-set to permit performance without disturbing other patients when the main speaker is used. Coin operation is set at 25 cents for three hours.

### Appoint UST Dealers for LA

NEW YORK, Oct. 4.—Appointment of Electrophone Company, Los Angeles, and the Teletronic Laboratories, Lynwood, Calif., as United States Television Manufacturing Corporation (UST), service dealers for the Los Angeles area, was set this week by Hamilton Hoge, UST president. The two firms will concentrate on selling and servicing of tavern, bar and grill television receivers as well as home sets.

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**ROME JOHNSON (MGM 10068)**  
*The Waltz of the Wind*—W; V.  
*Someday You'll Thank Me*—FT; V.

With a marked note of sincerity in his baritone singing, Rome Johnson sings it smoothly in the outdoor tradition with fiddles, guitar, clarinet and accordion making up his Saddle Pals, providing a standardized instrumental support. Impresses best for a tuneful torch in Fred Rose's *Someday You'll Thank Me*, spinning at a lively clip. For the flip, it's a repetitious outdoor waltz melody in the nostalgic *Waltz of the Wind*.

*Someday You'll Thank Me* suited for the phono strips.

**ROY ACUFF (Columbia 37822)**  
*Blue Eyes Crying in the Rain*—FT; V.  
*The Devil's Train*—FT; V.

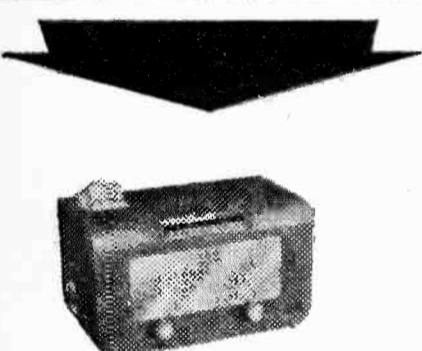
Singing with plenty of pathos in his pipes, Roy Acuff gives it a real folk spin for the down-to-earth torch in *Blue Eyes*, with the strings and strums of his Smoky Mountain Boys providing a good rustic tang to their rhythms. For the flip, taken at a lively tempo, Acuff sings it even more emphatically with an almost religious fervor for *The Devil's Train*, telling tale of the drunken train engineer.

Phono cps will put *Blue Eyes Crying in the Rain* face up.

**ADOLPH HOFNER (Columbia 37817)**  
*Alamo Steel Serenade*—FT.  
*Swing With Music*—FT; VC.

With the steel guitar picking it hot, the fiddler scraping it in four-string hot style and the piano pounding out the hot Western rhythms, it's a fine brand of country-style swing that Adolph Hofner has his San Antonians dishing out at a bright tempo for *Alamo Steel Serenade*. Boys carry their Western hot music to the mated side, *Swing With the Music*, with maestro Adolph and his brother Emil duetting in spirited singing style for the novelty dance ditty.

Country dance fans will favor *Alamo Steel Serenade*.



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**RECORD REVIEWS**

(Continued from page 125)

**BUCHANAN BROTHERS (Victor 20-2385)**  
*Those Flying Saucers*—FT; V.  
*The Silver Meteor*—FT; V.

With a heavy rustic accent in their song duets, the Buchanan Brothers (2) sing it in mountain music style for both of these sides. The banjos, guitars and fiddle of the Georgia Catamounts setting a toe-tapping rhythm background at a moderate tempo, the Buchanans sing it rousing-ly for *Those Flying Saucers*, which they explain as a warning for folks to mend their evil ways. For the flip, it's a pleasing patter train song in the fast spinning, *Silver Meteor*.

Keyed to the recent headlines, *Flying Saucers* will get the phono play.

**PETE CASSELL (Majestic 6017)**  
*Just a Message*—FT; V.  
*I'm Waiting for Ships That Never Come In*—FT; V.

Singing with a full measure of tenderness in his bary pipings, heavy loaded with pathos, Pete Cassell (the Blind Minstrel) makes it mean most for an old-time pop favorite in *I'm Waiting for Ships*. Sings it at a moderate tempo to the strums of mandolins and guitars, adding to the spin a fitting piece of poetry about life being like a game of poker. For the flip, in the slow tempo pipes it with a tear in his voice for his own sad song *Just a Message*.

*I'm Waiting for Ships That Never Come In* should click at the Western taverns.

**JOHNNY BOND (Columbia 37831)**  
*Smoke! Smoke! Smoke!*—FT; V.  
*Wasted Tears*—FT; V.

The carefree and easy-flowing song of Johnny Bond is especially suited for the cigarette novelty, *Smoke! Smoke! Smoke!*, pattering his way thru the song with the Red Valley Boys, including clarinet, accordion, guitar and piano, providing the pert rhythms in support. Modulates his soft and sweet tenor voice to make it a torch song sold with tender feeling for his own *Wasted Tears*, spinning at a moderate tempo with the band boys keeping it entirely toe-tappy.

Both sides stack up strong for the phono strips.

**BOB HARTER (Sterling 211 and 212)**  
*Rainbow Valley*—FT; V.  
*You Don't Need Cushions to Pray*—FT; V.  
*Cindy*—FT; V.  
*The First Man*—FT; V.

His baritone voice spinning with the rugged flavor of the outdoors, Bob Harter has added vocal gloss to his grooving in the smooth harmonies of a male trio. But fortunately, the organ, accordion and guitar background music of the Ranchmen is hardly the proper frame for his song. However, his delivery gets the lyric across for *Rainbow Valley*, a song of the trail that leads to his girl, and for the girlie serenade in *Cindy*. Country spirit also pronounced in his chant for the two sermons in song making for his second set.

Prairie phonos won't find these any too inviting for the coin play.

**TERRY MURAD'S HARMONICATS (Universal 4)**  
*My Gal Sal*—Instr.  
*I Love You*—Instr.

The Harmonicats' first effort for this new Chi firm comes out nicely, with *I Love You* outshining its mate because tune has not been heard much of late on wax, while flip-over has been revised several times. *Sal* differs from the *Peg o' My Heart* hit of the Cats, in that first half features a tenor harmonica lead, with a mid-portion by bass harmonica. *Love You* is more in the *Peg* metier, featuring same tempo and more of echo chamber guitar obligato that made their Irish effort a success.

Both sides are solid clicks and should ride on the crest of the *Peg* wave.

**LEO DIAMOND (Vitacoustic 9)**  
*My Sin*—Instr.  
*They Call It Dixieland*—Instr.

Mouth organ virtuoso Leo Diamond makes an auspicious bow, acting as arranger and soloist on these unusual harmonica sides. Diamond, a schooled musician, shows something entirely different in the way of musicianship and scoring, with the effect totally commercial. He has surrounded himself with unusual instrumentation of French horn, trumpet, trombone, harp and three rhythm. *My Sin*, the top hit of two decades ago, richly deserves this unearthing and Diamond's treatment may start a landslide on tune. He shows wonderfully rich vibrato on this side. Reverse is even more in the sleeper class, showing Diamond as a commercial jazz ace, doing an up-tempo job on this old minstrel tune.

A new Diamond to shine on the jukes.

**GAY CLARIDGE (Future Music 1005-6)**  
*Gotta Date With an Angel*—FT; VC.  
*I Have But One Heart*—FT; VC.  
*My Baby-Kins*—FT; VC.  
*Juke Box Serenade*—FT; VC.

Gay Claridge's clean commercial crew bows with a good imitation of the late Hal Kemp's band doing this prominent oldie. Side is even better than the original technically, because of the improved conditions it was made under. Claridge even adds

a very Skinnay Ennis-ish vocal to complete the rendition. Reverse is the only fem vocal on the rising *I Have But One Heart*, with Thelma Gracen handling the lyrics soulfully. For *Baby-Kins*, Claridge again leans toward the Kemp styling, with lots of ensemble clary and staccato brass to back la Gracen, who does another exceptional job. Tune is an original, with good lyrics and a melody to match. Flip, a Claridge original, may prove a dark horse, especially for the boxes. Lyric and melody are simple but contagious and may get plenty of replays. La Gracen shows she can do equally well with an up-tempo novelty on this side.

*Gotta Date With an Angel* for locations with older customers, while *Juke Box Serenade* will click anywhere.

**STEVE GIBSON AND THE RED CAPS (Mercury 8052)**

*You'll Never Miss the Water Till the Well Runs Dry*—FT; VC.  
*I Don't Want to Set the World on Fire*—FT; VC.

The Red Caps do their best job yet on this pairing, with the harmony team doing much better on their blending and offering Earl Plummer's mellow bass in a semi-Hoppy Jones style, but guy does actual song instead of singing the lines. Steve Gibson's lead voice stands out on the *Well* side, while he does a Bill Kenny aping on the reverse. Instrumental backing is also top-notch, with the piano showing influence of the Ink Spots.

*World On Fire* will certainly click, while reverse may build.

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# ALBUM REVIEWS

(Continued from page 115)

## THE YOUNG PERSON'S GUIDE TO THE ORCHESTRA—Sir Malcolm Sargent (Columbia MM-703)

Imported from England, this set affords a musical guide to the instruments comprising the symphony orchestra that is as much educational for the uninitiated folk among the older sets as among the "young persons" for whom it was originally intended. The instruments are introduced thru a series of variations and fugues based on a theme from Purcell's incidental music to *Abdelazar* and composed by Benjamin Britten expressly for a film intended to acquaint students with the sight and sound of the musical instruments. And apart from its educational value, it's a full-bodied and absorbing symphonic elaboration of variations based on a classical melody, and brilliantly recorded by the Liverpool Philharmonic Orchestra under the direction of Sir Malcolm Sargent. The musical *Guide* carries over three 12-inch sides, completing the set with Bach's familiar *Air for the G String*. Meaningless picture of a young girl graces the album cover. Guide notes to the instruments are printed on the inside page with photographs of the instrumental sections of the orchestra on the inside page of the back cover.

## TCHAIKOVSKY: SYMPHONY NO. 5—Paul Kletski-London Philharmonia (Columbia MM-701)

The ever-popular Tchaikovsky *Symphony No. 5 in E Minor* is given a vivid and thoroly dramatic interpretation by Paul Kletski, the Polish maestro, conducting the Philharmonia Orchestra of London. The masters imported by the label, it's a richly toned reproduction with full instrumental quality for one of the most beloved works in musical literature. Music that is sombre, melodious, gracious and triumphant, the entire symphony spins on six 12-inch records, boxed in a Recordtainer package. Box cover embellished as a colorful title page with an accompanying booklet containing a photo of the conductor and notes on the music.

## LET'S DANCE—Benny Goodman (Victor P-188)

For the hot jazz fans failing in some of the better Benny Goodman sides for their collections, this re-issue of his *Let's Dance* album of a decade ago is a most desirable one. It's the music of the Goodman band with the liquid flow of hot clarinet licks and the added instrumental sorcery in the trumpets of the late Bunny Berigan and Harry James and Ziggy Elman, the saxology of Vido Musso and Toots Mondello, the trombone of Jack Lacey, the piano of Jess Stacey and a driving rhythm section sparked by the drum-beats of Gene Krupa. Entirely the plattering of Goodman at his peak, with eight B. G. classics arranged in part by Fletcher Henderson, the album brings back *King Porter Stomp*, *Madhouse*, *Roll 'Em*, *I've Found a New Baby*, *Sometimes I'm Happy*, *Changes*, *Afraid To Dream* and *Good-Bye*.

## IRVING, THE UNEMPLOYED HORSE (MGM L-1-A)

A soft-back album of two records, with the effort geared entirely to the youngsters, this spins out a highly engaging and fanciful tale by Richard Condon of *Irving*, an unemployed talking horse. And Allan Melvin, in his narration, makes it entirely exciting and interesting as he tells how Irving ran all the way from New York to the North Pole to save Gus, the snowflake, from catching his death of warm. And for added measure, Irving winds up with a job on Santa's horse team. Kids will lap up the story and the story telling. Inside and outside covers illustrate the story.

## NEW ORLEANS JAZZ—Irving Fazola (Victor HJ-12)

A waxed session of New Orleans jazz led by clarinetist Irving Fazola, who is ordinarily much at home in such musical surroundings. And the small band of hot horn blowers are unquestionably adept at riding out on the musical themes of the eight Dixieland standards selected for this set. But while the improvisings of Fazola and some of the other lads are

all according to scale, their collective efforts are entirely without the spontaneity and rhythmic excitement that means so much in making for that Dixieland style. Nor is there the martial flavor that is so characteristic of New Orleans jazz. Plenty of substance in the selections, altho it isn't delivered up by the band boys who are more concerned with their singularly improvised creations. All two-beat classics, cuttings carry *Original Dixieland One Step*, *Bluin' the Blues*, *Satanic Blues*, *Ostrich Walk*, *Sensation*, *Mournin' Blues*, and *Fidgety Feet*. Clarinet figures grace the title page with photo of the waxing session and notes on the music filling the inside cover.

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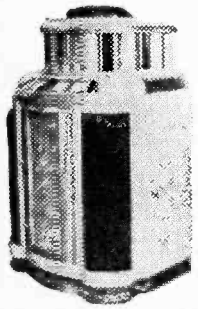
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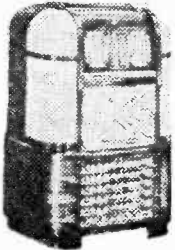
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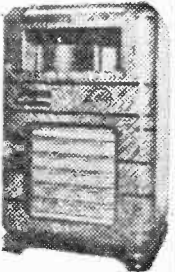
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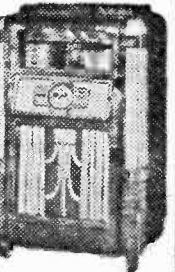


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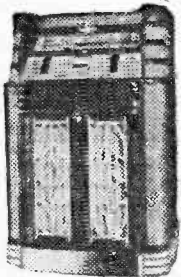
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Bringing back the voices from the past on smooth 12-inch vinolyte surfaces colored red, and each record singly packaged in gold leaf envelopes, this third in the label's Heritage Series brings together five noted grand opera singers of old. And all make for choice classical collector items. Recorded between 1905 and 1914, in Milan, Berlin and in this country, it's the operatic favorites closely identified with the careers of Mattia Battistini, dramatic baritone who is heard in the florid passages of *A Tanto Amor* from *La Favorita* and *Il Mio Lionello* from *Martha*; the magnificent contralto voice of Louise Homer heard in *Nobil Signors, Saluta* from *Les Huguenots* and Schubert's *Die Allmacht* concert piece; the contralto loveliness of Ernestine Schumann-Heink for *Brindisi* from *Lucrezia Borgia* and *Leggiero Invisible* from *Bolero*; the fine operatic tenor voice of Charles Dalmores for *Ah! Leve-Toi Soleil* from *Romeo et Juliette* and *The Flower Song* from *Carmen*, and the brilliant Czechoslovakian soprano, Emmy Destinn, for *Un Bel Di, Vedremo* from *Madame Butterfly* and the *Suicidio* aria from *La Gioconda*.

**THE THREE SUNS PRESENT (Victor P-185)**

It's the smooth and silky blend of organ, accordion and guitar that make up the Three Suns. And with contrast in their melodies and tempos, it's a prize package of four records for both the listening and the dancing as they cut it instrumentally for standard favorites in *Twilight Time*, *Hindustan*, *Dardanella*, *Deep Purple*, *When Day Is Done*, *I Never Wish for More Than This*, *The Breeze and I* and *Sunrise Serenade*. Cover carries individual photos of the Three Suns, but without identifying them by instrument or name. And the blank inside page could well have gone for pictorial play and build-up notes. Nonetheless, it's the spinning itself that will sell the set.

**BACH: SUITE NO. 2 IN B MINOR FOR FLUTE AND STRINGS—**

Sebastian Caratelli (Columbia MM-695)

A group of classical dance melodies, flutist Sebastian Caratelli with Fritz Reiner conducting the strings of the Pittsburgh Symphony Orchestra, provide a crisp and entirely clear performance of Bach's *Suite No. 2 in B Minor*, taking five sides of the three 12-inch records in the set. The brilliant flute solos and the strings ceremoniously bring forth the melodic flavor in the delightful dances and the more dignified musical passages that Bach invested in his work. Reiner, conducting the full orchestra, completes the set with Bach's *Fugue in G Minor*. And it all adds up to a worthy addition to the Bach shelf of recorded music. Symbolic dance figures embellish the cover title page, with photo of Reiner and notes on the music printed on the inside cover page.

**LOUIS ARMSTRONG AND HIS HOT FIVE**  
—Vol. II (Columbia C-139)

For this second Armstrong set, the label goes back to 1927 when the striking Sachmo hot blended with Kid Ory's trombone, Johnny Dodds' clary, Johnny St. Cyr's banjo, and Lil Armstrong's piano. All choice collectors' items, it's the florid jazz phrasings of Armstrong's trumpet for *Once in a While*, *Savoy Blues*, *Struttin' With Some Barbecue* and *Got No Blues*, adding his characteristic chanting for *Put 'Em Down Blues*, *I'm Not Rough* and *The Last Time*. And polishing off the set, Ory's trombone is in the rugged spotlight for *Ory's Creole Trombone*. Improvisations of all are both exciting and sincere, and for the *Savoy* and *I'm Not Rough* sides, the blues guit-box pickings of Lonnie Johnson make it a sextet. Caricature of Satcho on the front cover, with photo and hot jazz notes filling the inside cover page.

(Continued on page 130)

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New player-controlled playfield in Bally NUDGY. Nudge-Lever shifts, shakes, vibrates the board to kick the ball and build up high scores. Only NUDGY has this exclusive feature. Get NUDGY on location now! Order at once!

Patent Pending

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Black Cherry, 3/5, 5¢	\$125	Gold Chrome, 2/5, 5¢	\$115
Black Cherry, 3/5, 10¢	135	Gold Chrome, 2/5, 10¢	125
Black Cherry, 3/5, 25¢	145	Gold Chrome, 2/5, 25¢	135
WATLING		Black Cherry, 2/5, 5¢	175
Roll-a-Top, 10¢	\$ 45	Black Cherry, 2/5, 10¢	175
JENNINGS		Black Cherry, 2/5, 25¢	195
4-Star Victory Chief, 10¢	\$ 85	Black Cherry, 3/5, 5¢	160
4-Star Victory Chief, 25¢	95	Silver Chrome, 3/5, 5¢	125
Silver Chief, 5¢	85	Silver Chrome, 3/5, 10¢	135
Victory Chief, Model M, 5¢	95	Silver Chrome, 2/5, 50¢	250
Victory Chief, Model M, 25¢	125	Blue Front, 3/5, 5¢	90
		Blue Front, 3/5, 10¢	95
		Blue Front, 3/5, 25¢	100
		Brown Front, 3/5, 5¢	100
		Brown Front, 3/5, 10¢	105
		Brown Front, 3/5, 25¢	110

**KEENEY'S**  
New Five Ball  
**CLICK**  
For Action!  
For Profits!

**WILLIAMS'**  
**ALL-STARS**  
5¢-10¢-25¢ Coin  
Chutes. Guaranteed  
Mechanically Perfect!

**KEENEY'S**  
**SUPER**  
**BONUS BELL**  
One-Way Two-Way  
"World's Greatest  
Console"

CONSOLES

Mills Three Bells, 5-10-25¢	\$250
Jennings Silver Moon, 5¢	75
Pace Twin Reels, 10-25¢	125
Pace Saratoga, 10¢	65
Pace Saratoga, 25¢	75

ONE-BALLS

NEW Bally Entry	Write
Big Parlay, latest model	\$350
Victory Derby, guar. perfect	225
Jockey Club, Payout	95
Turf King, Payout	95
Santa Anita, Payout	50
Blue Grass, Free Play	75

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NEW FIVE BALLS

Williams Torchy	\$195
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ALBUM REVIEWS

(Continued from page 129)

THE BEAR THAT WASN'T—Keenan Wynn (MGM 12-A)

Adapted from Frank Tashlin's satirical saga of factory presidents and vice-presidents, *The Bear That Wasn't*, this set of four records directed and scripted by Robert Welch spins out an adult satire on a child's fancy story. Keenan Wynn, in his narration, and Walter Schumann, in his music, have captured the fantasy spirit of the story about the bear who is mistaken for a silly man with a mustache and a heavy overcoat. And with all the satire, Wynn's narration makes the listening fun and refreshing for young and old alike. Etching of the bear mingling with factory workers makes for the album cover attraction, with another illustration from Tashlin's book added to the story notes about the novel printed on the inside page.

GROFE: MISSISSIPPI SUITE—

Andre Kostelanetz (Columbia MX-284)

For three of the four 12-inch sides, Andre Kostelanetz and the orchestra gives a skillful and stirring interpretation of Ferde Grofe's familiar *Mississippi Suite*, rich in moonlight and carnival melodies and rhythms. And to round out the set, Kostelanetz groups two well-loved Indian melodies in *By the Waters of Minnetonka* and *From the Land of the Sky Blue Waters*. Apart from making an admirable addition to American music on wax, album introduces a new packaging by the wax works. Instead of the standard envelope form, the two records are placed in a cardboard box called a Recordainer, with a plastic spindle holding the records in place. Box cover carries the descriptive album cover design, in this instance, a Mississippi steamboat. Records packed without any covering envelopes and accompanying folder suggest they be kept that way for longer life of the disk.

CHURCH SOLOS (Bibletone U)

Liturgical music taken from church service, and the spinning meeting the needs of churches where soloists are not always available, this set of eight sacred songs is a distinctive addition of inspirational music on wax. The cathedral organ accompanying, each record offers a vocalist who sings with artistic and spiritual perfection. Included are *How Beautiful Upon the Mountain* and *Great Peace Have They*, sung by Lura Stover, soprano; *Open the Gates of the Temple* and *Calvary*, sung by J. Alden Edkins, bass; *The City Foursquare* and *Ninety-First Psalm*, sung by Lydia Summers, contralto; and *I Heard the Voice of Jesus Say* and *That Sweet Story of Old*, sung by Harold Haugh, tenor. Photos of the four church soloists against a church window design makes for an attractive cover page, with the inside page listing all of the sacred and inspirational records released by the label.

JENNIE TOUREL IN ROSSINI ARIAS (Columbia MM-691)

The coloratura soprano voice of Jennie Tourel, displaying full flexibility and color range from deep richness to light brilliance, sings in good taste and refinement for four arias from Rossini's operas—usually reserved for the mezzo-soprano. With Pietro Cimara conducting the Metropolitan Opera Orchestra with full sensitivity, Miss Tourel gives best evidence of her vocal and artistic qualities for the recitative and rondo from *Cinderella*, but also does well for the Cavatina from *Semiramide*, *Cruda Sorte!* from *The Italian in Algiers*, and *Una Voce Poco Fa* from *The Barber of Seville*. Four arias, sung in Italian, spin over three 12-inch records. Album cover a colorful title page with photo of the operatic

canary and notes on the music filling the inside page.

HANDEL: CONCERTO IN B MINOR—William Primrose-RCA Victor Orchestra (Victor DM-1131)

The tonal warmth and technical brilliancy of William Primrose in his playing of the viola is skillfully displayed in this three 12-inch record set spinning out Handel's only concerto for viola and orchestra. Henri Casadesus, who uncovered the forgotten composition, is responsible for the scoring, having worked out the figured bass and orchestration completely complementing the solo. And the direction of the RCA Victor orchestra under Dr. Frieder Weissmann, keeping the instrumentation to the strings prevalent in Handel's time, provides Primrose an accompaniment that is in complete accord with the soloist's interpretation and playing. As a result, there is the charm of chamber music in the recording of this full-length concerto for each of the contrasting three movements. Cover is designed as a title page, with notes on the Handel music filling the inside page.

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REAL BASEBALL ACTION

WILLIAMS ALL STARS

Operators everywhere report that All Stars skill game is making more money than any machine in years. It has everything! Miniature ball player figures run the bases in the backboard. It's 100% mechanically perfect. 3-coin drophead chute takes in 5¢-10¢-25¢. Not a Pin Game.

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Patent Pending



NUDGE LEVER

CLIFF WILSON DISTRIBUTING CO.

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Tulsa, Oklahoma

## Coin Radio Biz Gets Boost With Use of Pillow Speakers

KANSAS CITY, Mo., Oct. 4.—Pillow speakers are opening new locations for coin-operated radios in hospitals, according to A. T. Hamilton, manager of the coin radio department of United Amusement Company here.

Devices are simply small low-volume speakers similar to those used in telephone music boxes but placed in flat plastic cases which can be put under the listeners' pillow. They are available with either magnetic or crystal speakers.

These devices work to the benefit of both operator and hospital, Claude Crowley, assistant to Hamilton, pointed out in a demonstration at the shop of Gene Lefler, Kansas City radio man who is adapting the RCA coin radios sold by Hamilton's firm for use with the pillow speaker. For the hospital, the advantage of the speaker is that it prevents the radio from disturbing patients who wish to sleep, particularly in large wards.

It opens the way to placing of radios in many hospitals which formerly prohibited radios except in private rooms.

Hamilton is having radios his firm handles adapted so that pillow speakers can be simply plugged into the set, cutting off the regular speaker. Volume can be adjusted by the regular volume control. He is using Telex magnetic speakers, which he pointed out are completely sealed into the white plastic case. This is important in a hospital radio because it makes it possible to dip the speaker in disinfectant without damaging the wiring, coil or cone.

## Hospital Use Arranged for Coin Changers

### Diaper Service Sponsor

CHICAGO, Oct. 4.—Christian Buehler & Company, Chicago area distributor for Vendo Company's coin changer, has concluded an arrangement with Crib Diaper Service, Chicago. The diaper service pays monthly rental fee on changers placed in hospital locations in return for advertising space on the face of the changer, according to J. L. O'Neill, general manager of Buehler.

Changers, which are now being placed on the maternity floors of those hospitals accepting the free service, will be offered to each of the 52 hospitals in the Chicago area, O'Neill said. While no charge will be made to the institutions, they are required to keep the changer charged with nickels.

Another placement program has been worked out with the aid of Ex-Cell Products Sales Company, Chicago, newly formed national distributing firm handling the Ex-Cell cup vender, O'Neill stated. Bill Perry, head of Ex-Cell Sales, has announced his firm's intention to recommend to its regional distributors that they, in turn, suggest to operators the pairing of both vender and changer on each location.

One Chicago soft drink vender operator, Seymour L. Gale, heading the Drink-o-Matic Company, has had four changers on trial locations beside four of his cup vendors and is adding changers to each of his locations.

## Minn. Plants Put Safety Bulletins On Vendo Changers

ST. PAUL, Oct. 4.—Bergstedt Sales Company, distributor for Vendo coin changers in Minnesota, is currently placing changers in a number of St. Paul and Minneapolis industrial plants who pay the full rental fee and retain the right to use the advertising space on the changer face themselves, Henry C. Schulte, Vendo area manager, reports.

Instead of sharing the rental fee of the changer with an advertiser, these firms are placing safety bulletins in the ad spot on each changer. Bulletins are changed weekly or monthly.

Bergstedt Sales also has a number of changers sponsored by two local florist houses who advertise on the changers, thus giving free placement to hotels, hospitals and similar locations.

### Bendix Production Soars

SOUTH BEND, Ind., Oct. 4.—Bendix automatic washer production hit an all-time high during September when a total of 60,000 units rolled off the assembly line, according to Harry L. Spencer, vice-president of Bendix Home Appliances, Inc. Also manufactured last month were more than 6,000 automatic clothes driers and about 5,000 automatic ironers.

**Southern Amusement Co.**  
628 MADISON AVENUE  
MEMPHIS, TENNESSEE

**Ark-Tenn Dist. Corp.**  
507-11 E. MARKAM  
LITTLE ROCK, ARK.

**Wisconsin's LEADING DISTRIBUTOR**

**ONE STOP SERVICE ON ALL TYPES OF EQUIPMENT AND SUPPLIES**

**GAMES . MUSIC . VENDERS**

**NOW DELIVERING**

**FILBEN'S MIRROCLE MUSIC**  
The Most Sensible NEW Idea in Automatic Music

**MARVEL'S OSCAR**

**UNITED'S Rolldown TAMPICO 5-Ball HAWAII**

**DAVAL'S POSTMASTER**  
Three Stamp Venders in One

**VENDIT'S CANDY VENDER**  
All-Steel, Selective 5c Bar Machine

**ADAMS-FAIRFAX CASH TRAY and CASH TRIO**

**STILL MORE TO COME!!**

Get on our mailing list for the latest and best in all types of coin-operated equipment.

### DOWN GO PRICES

**TOP QUALITY RECONDITIONED EQUIPMENT PRICED FOR QUICK SALE!**

PIN GAMES		PHONOGRAPHS	
Anabel	\$ 19.50	Rock-Ola Imperial (Illuminated)	\$ 99.50
All American	19.50	Rock-Ola Standard	139.50
Attention	19.50	Rock-Ola Master	169.50
Big Chief	19.50	Seeburg Regal	129.50
Gold Star	19.50		
Paradise	19.50	ARCADE MACHINES	
School Days	19.50	Champion Hockey	\$ 29.50
Silver Spray	19.50	Bat-a-Ball (Stand)	29.50
Sport Parade	19.50	Bowling Games	39.50
Stratoliner	19.50	All-Star Hockey	49.50
Broadcast	19.50	Bowling Games (Barrel)	69.50
Target Skill	19.50	Bolascopes	79.50
Red-White-Blue	19.50	Genco Playball	99.50
Horoscope	24.50	Supreme Skee Roll	99.50
Spot Pool	24.50	Bowlaway, 11' 6"	125.00
Victory	39.50	Goatee	125.00
Bumper (Owl)	49.50	Super Triangle	175.00
Sea Breeze	99.50	Ten Strike, '46 Model	195.00
Midget Racer	100.00	Total Rolls	199.50
Rio	149.50	Ten Strike, '47 Model (Used)	225.00
Carousel	150.00	Sportsman (Used)	250.00
Havana	159.50	Ten Strike, '47 Model (New)	295.00
		Rolascopes	295.00
		Sportsman (New)	300.00

Terms—1/3 Deposit, Balance C. O. D.

### WISCONSIN'S LEADING DISTRIBUTOR

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Proven money maker for the operator. Be the first in your territory. Immediate delivery. Send that wire or letter today.

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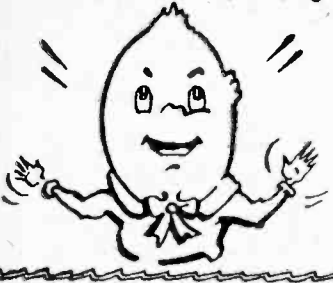
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Detroit 1, Mich.

Phone TEMple 3-3965

"Michigan Headquarters for the Genco Line"

# WHAT IS HUMPTY DUMPTY?



## State Tax Calendar

**Alabama**  
October 10: Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.  
October 20: Sales tax report and payment due.

**Arizona**  
October 15: Gross income report and payment due.

**Arkansas**  
October 20: Gross receipts tax report and payment due.

**California**  
October 31: Sales tax report and payment due.

**Colorado**  
October 14: Sales tax report and payment due.  
October 15: Income tax third installment due.

**Delaware**  
October 30: Income tax third installment due.

**Georgia**  
October 10: Cigar and cigarette wholesale dealers' report due.

**Idaho**  
October 15: Cigarette wholesalers' drop shipment report due.

**Illinois**  
October 15: Cigarette tax return due.

**Indiana**  
October 10: Cigarette distributors' interstate business report due.  
October 15: Cigarette distributors' drop shipment report due.  
October 31: Gross income tax report and payment due.

**Iowa**  
October 20: Sales tax report and payment due.

**Kansas**  
October 20: Sales tax report and payment due.

**Kentucky**  
October 10: Cigarette wholesalers' report due.

**Louisiana**  
October 20: New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

**Maryland**  
October 15: Sales and use tax report and payment due.

**Massachusetts**  
October 20: Cigarette tax report and payment due. Excise (income) tax second installment due.

**Michigan**  
October 15: Sales tax report and payment due.

**Mississippi**  
October 15: Manufacturers, distributors and wholesalers of tobacco report due. Sales tax report and payment due.

**Missouri**  
October 31: Soft drinks manufacturers' report and payment due.

**New Mexico**  
October 15: Occupational gross income tax report and payment due.

**North Carolina**  
October 15: Sales tax report and payment due.

**North Dakota**  
October 20: Sales tax report and payment due.

**Ohio**  
October 10: Cigarette wholesalers' report due.  
October 15: Cigarette use tax and report due.

**Oklahoma**  
October 10: Cigarette wholesalers', retailers' and vending machine owners' report due.  
October 15: Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

**Tennessee**  
October 20: Sales and use tax report and payment due.

**West Virginia**  
October 15: Cigarette use tax report and payment due. Sales tax report and payment due.  
October 30: Occupational gross income tax quarterly report and payment due.

**Wisconsin**  
October 10: Cigarette wholesalers' and manufacturers' report due.

# Gov't Reports Production of Materials Up

## Wood Shortage Over

WASHINGTON, Oct. 4.—Production of various materials used in the manufacture and repair of coin machines is on the increase, Commerce Department officials told *The Billboard* this week, but supplies of such items as steel and copper wire are expected to be on the scant side for some time.

The wire shortage has eased up considerably since the first of the year, officials say, but many manufacturers are still rationing the product thru an informal priority system. Copper wire is expected to be in short supply for another 8 or 10 months.

Better grades of steel are still hard to get, Commerce Department reports, the run-of-the-mill grades are fairly plentiful. Small steel consumers are apt to be side-tracked by mills in favor of big users, it is reported. Interruptions caused by coal strikes since the end of the war are said to be responsible for most of the difficulty.

Wood of good finish and durability will be in good supply within the next few months, according to Commerce officials, tho there is little shortage now, except for housing lumber.

Production of glass—both sheet and soft drink bottles—is soaring, with no more shortage difficulties in any type of glass expected. Heavy production of rubber, chromium and nickel has brought these items into what Commerce calls "normal supply."

## Report Kansas City Radio Manufacturer Suspends Production

KANSAS CITY, Mo., Oct. 4.—Midwest Radio Manufacturing Corporation and National Sales and Supply Company, Kansas City, Mo., makers of coin-operated radios, have suspended manufacturing operations, it was reported here by associates of Michael J. Licausi, president of both companies.

National Sales and Supply, however, has closed its offices formerly at 25th Street and Troost Avenue. A man identifying himself as the brother of Licausi said both companies had discontinued operation and that Licausi withdrew from the business in order to devote more time to other interests.

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### FOR SALE

IN LANCASTER COUNTY, PENNA., PHONOGRAPH AND PIN BALL ROUTE, consisting of 24 Phonographs, 15 1947 Wurlitzer, 40 Pin Balls, mostly all late models. This route is well established, not just another route. Would consider selling half interest to good mechanic. All returns confidential. BOX D-127, c/o The Billboard, Cincinnati 22, O.

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Immediate Delivery—the Sensational JEWEL BELL

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WAR EAGLE, 3/5, 10¢	74.50
WAR EAGLE, 3/5, 25¢	79.50
BLUE FRONT, 5¢	89.50
BLUE FRONT, 10¢	94.50
BLUE FRONT, 25¢	99.50
BROWN FRONT, 5¢	89.50
BROWN FRONT, 10¢	94.50
BROWN FRONT, 25¢	99.50
BONUS BELL, 5¢	119.50
BONUS BELL, 10¢	124.50
BONUS BELL, 25¢	129.50
SILVER CHROME, 5¢	139.50
SILVER CHROME, 10¢	144.50
SILVER CHROME, 25¢	149.50



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### SLOT SPECIALS

WATLING ROLATOP, 5¢ or 10¢	\$59.50
JENN. 4-STAR CHIEF, 5¢ or 10¢	69.50
JENN. CLUB SPECIAL, 5¢ or 25¢	69.50
5¢ VICTORY CHIEF	69.50

Mills 5¢ Jumbo, P.O., Late Head, Fruit or Animal \$69.50

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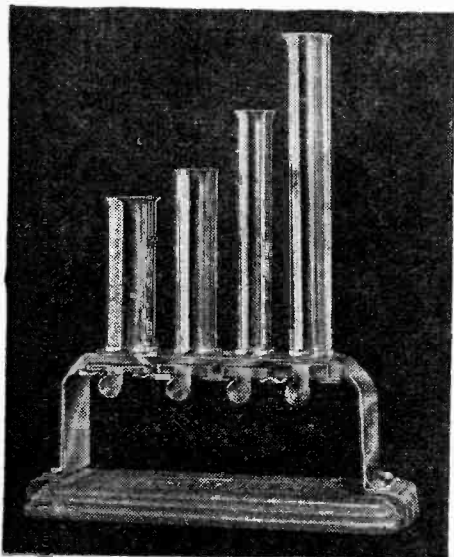
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# COIN CHANGERS



**ATTRACTIVE  
FAST—ACCURATE**

- All metal — highly polished chrome finish.
- A flick of the finger automatically dispenses 5 nickels, 5 dimes, 4 quarters or 2 halves in the palm of your hand.
- No unnecessary trips to the cash register, as coin tubes hold quarters and halves offered for change.
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Color-coded completely insulated copper wires with two extra-heavy wires for lighting circuit. Use Buckley 30 conductor cable and rest assured that your music box installation will give trouble-free and profitable service. Available in two styles: Plastic covered for bar and damp installations. Fabric covered for ordinary installations.

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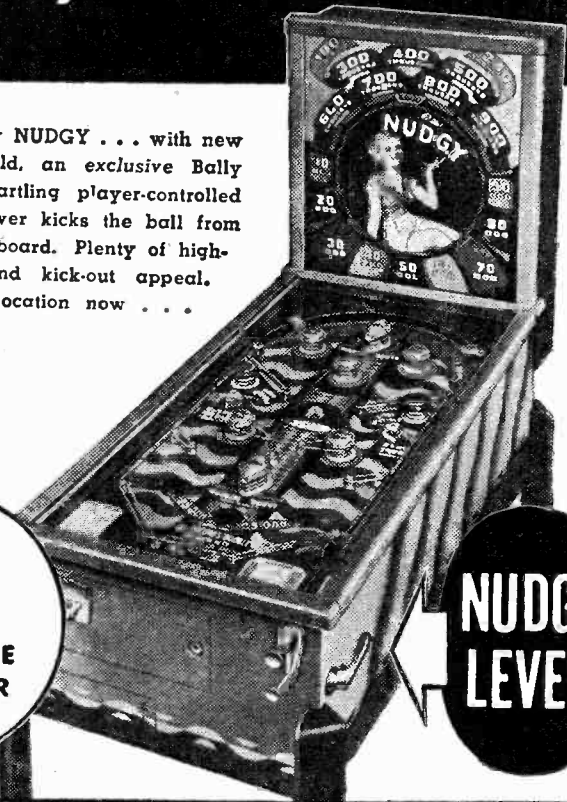
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**FAST  
5-BALL  
PLAY  
CONVERTIBLE  
NOVELTY OR  
FREE PLAY**

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LEVER**

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**THE GREATEST AMUSEMENT MACHINE BUILT  
Profit and Mechanically Perfect!**

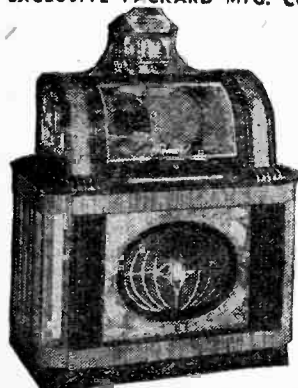
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**BANK BALLS (Skee Ball) 9' . . . special \$179.50**  
(Factory Reconditioned)

**NEW GENCO ADVANCE BALL and OTHER ROLL DOWN GAMES ON YOUR ROUTE.  
THEY HAVE BEEN PROVEN MONEY MAKERS!**

**WRITE!**

**EXCLUSIVE PACKARD MFG. CORP. DIST. in Minnesota, No. Dakota, So. Dakota,  
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**WE NEED SPACE YOU SAVE MONEY**

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DAVAL "SKILL THRILL"	\$29.50
PEE WEES (with stand)	\$19.50
BEST HAND (counter game)	\$24.50
OOMPH (counter game)	\$24.50
WHIRL-A-BALLS	\$19.50
POP UPS	\$19.50
TOTAL ROLLS	\$224.50
GENCO "WHIZZ'S"	\$49.50
KEENEY "AIR RAIDERS"	\$49.50
"SMILEY" (counter game)	\$ 4.50
DAVAL "FREE PLAY" COUNTER GAME	\$44.50
DAVAL "AMERICAN EAGLE", 5c	\$39.50
DAVAL "AMERICAN EAGLE" (free play), 5c	\$39.50
DAVAL "GUSHER", 5c	\$39.50
DAVAL "AMERICAN EAGLE", 1c	\$39.50

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| Vermont       | Columbia       |
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| Massachusetts | Georgia        |
| New York      | Florida        |
| New Jersey    | Alabama        |
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| Maryland      | Louisiana      |
| Delaware      | Texas          |

## SEABOARD

SEABOARD N. Y. CORP.  
540-550 W. 58th St., N. Y. C.  
CO 5-4585

There's more action in one play than a whole corral full of wild cayutes. That ball comes a-roarin' out of the chute looking for something to hit, then twists and turns and goes on a high-scorin', bumper-smashin' rampage. A terrific game with new and sturdy Genco features.

# Bally NUDGY

Only Bally NUDGY has player controlled playfield. Board actually shakes and vibrates. Kicks ball up the board to build up fantastic high scores. Don't let competition nudge you out... order NUDGY today.



Patent Pending

**FAST 5-BALL PLAY**  
CONVERTIBLE NOVELTY OR FREE PLAY

**NUDGE LEVER**

**UNITED AMUSEMENT CO.**

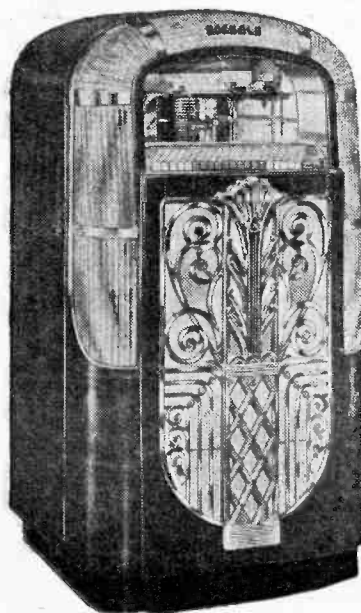
3410 Main Street

Kansas City, Mo.

**The Phonograph That Makes Music Really Profitable for Locations!**

## ROCK-OLA

Model 1422-6



Young and old alike just naturally "take to" this marvelous new Rock-Ola music maker! It has everything: beautiful design, amazing color and lighting effects, unique animation and superlative tone quality. Performance? It's a Rock-Ola — 'nuff said!

"After 28 years, being a friend becomes a habit!"

**B. D. Lazar Co.**

1635 FIFTH AVENUE  
PITTSBURGH  
Phone Grant 7818

Member of Coin Machine Industries, Inc.

# NEW LOW PRICES

## BRAND NEW MACHINES

5c ROL-A-TOP BELL . . .	Was \$175.00	Now \$150.00
10c ROL-A-TOP BELL . . .	Was 200.00	Now 150.00
25c ROL-A-TOP BELL . . .	Was 225.00	Now 150.00
50c ROL-A-TOP BELL . . .	Was 300.00	Now 250.00

THE ABOVE PRICES ARE NET F. O. B. CHICAGO

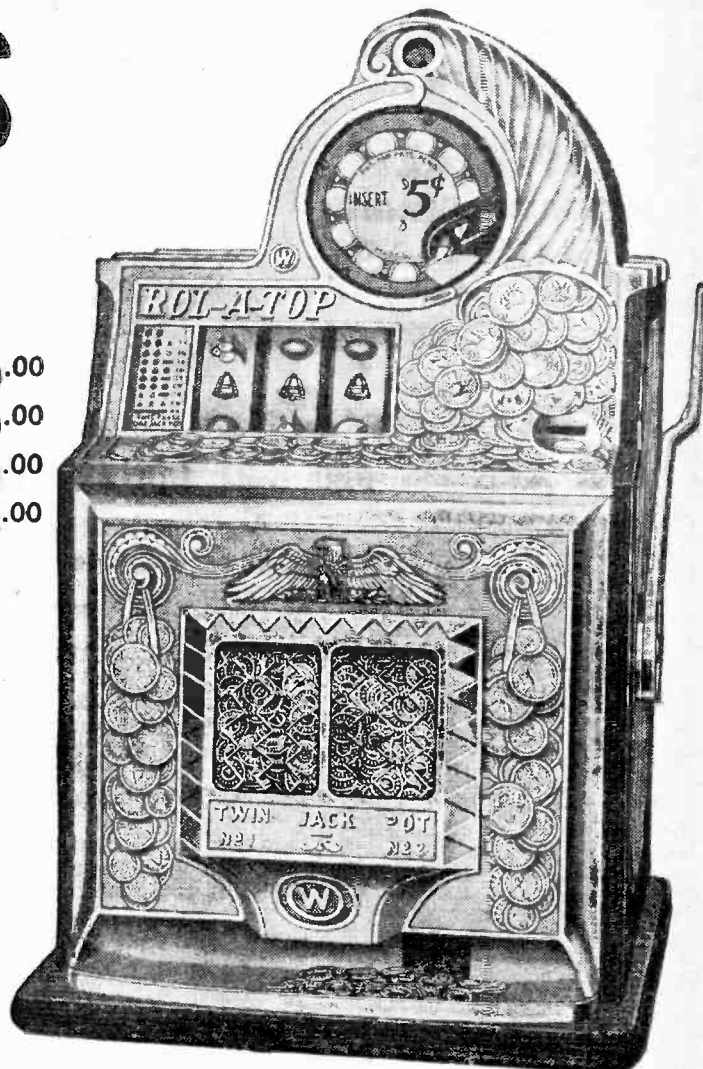
WE CAN FURNISH ALL TYPES OF REEL COMBINATIONS TO MEET YOUR REQUIREMENTS:

- 1 Cherry Pay 2 — 1 Cherry Pay 3 — Mystery 3-5 Payout, Standard
- Mystery 3-5 Payout, Club — No Lemon on First Reel

**DON'T WRITE - WIRE!**  
**WATLING MFG. CO.**

Est. 1889 — Tel.: COL. 2770

4650 W. FULTON ST. CHICAGO 44, ILLINOIS  
 Cable Address: "WATLINGITE," Chicago



**ROL-A-TOP**

IN PRODUCTION—ORDER NOW!

## The NEW Mercury ATHLETIC SCALE

Operators report it the best Penny money maker ever made.

15 different moneymakers in one great machine. Invites repeat plays.

NEW — SENSATIONAL — LEGAL — BUGPROOF — DURABLE

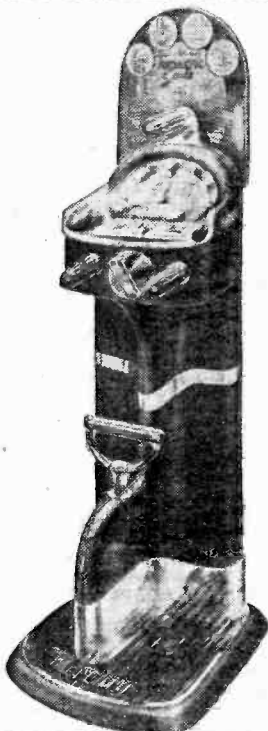
PRICE \$195.00 F. O. B. Detroit

1/3 Deposit with order, balance C. O. D.

Some protected territories open for bona fide distributors

**MERCURY STEEL CORPORATION**

3830 Holbrook Ave. Detroit 12, Michigan



## Bally NUDGY

New player-controlled playfield in Bally NUDGY. Nudge-Lever shifts, shakes, vibrates the board to kick the ball and build up high scores. Only NUDGY has this exclusive feature. Get NUDGY on location now! Order at once!

**FAST 5-BALL PLAY**  
 CONVERTIBLE NOVELTY OR FREE PLAY

Patent Pending



**JACK ROSENFELD CO.**

3218 Olive Street

Saint Louis, Missouri

COIN-O-MATIC COIN CHANGER

\$99.50

NEW! NEW!  
**VEST POCKETS**

WRITE FOR PRICES

NEW GAMES: Oscar—Silver Streak—Mexico—Gold Ball—Lightning—Hawaii

**SLOTS**

5c Silver Chrome . . .	\$100.00
Hand Made . . .	100.00
5c Silver Chrome . . .	100.00
10c Bonus Bell . . .	100.00
5c Brown Front . . .	90.00
10c Brown Front . . .	100.00
25c Brown Front . . .	110.00
5c Blue Front . . .	75.00
5c Jennings Cigaretola . . .	45.00

**SLOTS (Cont'd)**

10c Blue Front . . .	\$ 90.00
25c Blue Front . . .	105.00
Chicago Metal Double and Triple Revolv-a-Round Safe Stands.	

TERMS: 1/3 Deposit, Balance C. C. D.  
**SLOT PARTS**  
 We have all Mills Slot and Jumbo Parts.

**COIN-A-MATIC DISTRIBUTORS**

3924 W. Chicago Ave. • Chicago 54 • Belmont 7005

**New!**

**SPECIAL Announcement**  
ALL NEW 1 WAY AND 2 WAY

*Keeney*

**BONUS Super Bells**

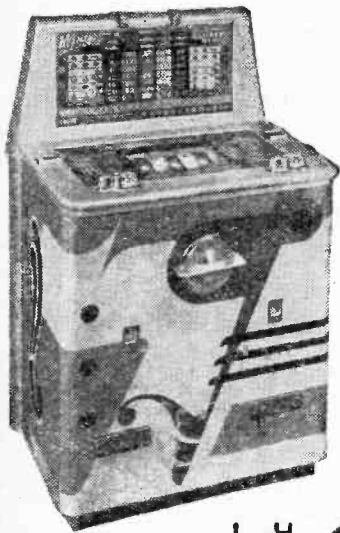
**NOW Available with HALF DOLLAR Coin Chutes!**



Any combination obtainable  
in 5-10-25-50c Coin Chutes!

★ Think what it means to take in up to \$2.50 per play thru one 50c coin chute. Actually **DOUBLE** your top earnings in "hot spot" locations. Your choice of 5c-10c-25c chutes comes to you as standard equipment—your half dollar chute together with 50c mechanism priced at fifty dollars extra. Operate 50c coin chutes with Keeney's 1 Way or 2 Way Bonus Super Bell consoles and become financially independent. You're missing a **GREAT DEAL** if you don't act today.

Order from your Keeney distributor NOW!



J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

**FOR SALE 10 BALLY SKILL DRAWS**

The Skill Draw has all the features of Deluxe Draw Bell plus a skill field built into it. The skill field features a "Skill hole," a "Bally hole" and an "Out hole." A player must shoot a ball into "Skill hole" to qualify for reel awards. The "Out hole" is a miss. The player can shoot a ball every game to try for "Bally hole," which awards the player 2 to 4 games.

This machine is a game of SKILL and can be operated in Pingame territory. It is available without the skill field.

**Write for prices.**

*Bally* **SKILL DRAW**



WITH SKILL FIELD

New EXTRA DRAW Feature

New SUPER SPECIAL Award

**DURSELL NOVELTY CO.**  
PHONE 5154W  
AMUSEMENT GAMES OF ALL KINDS 176 ARCH STREET NEW BRITAIN CONN

**BADGER'S Bargains**  
"Often a few dollars less - Seldom a penny more"

LOS ANGELES Bill Happel  
MILWAUKEE Carl Happel

**GUARANTEED RECONDITIONED CONSOLES**

KEENEY BONUS, 1-WAY	\$350.00	KEENEY BONUS, 2-WAY	\$650.00
BALLY TRIPLE BELLS	595.00	KEENEY BONUS, 3-WAY	895.00
MILLS THREE BELLS	250.00	BALLY DRAW BELLS	275.00
MILLS 1947 THREE BELLS	595.00	MILLS 4-BELLS, ORIG. 5-5-5-5	149.50
BALLY CLUB BELLS, F.P., P.O.	49.50	MILLS 4-BELLS, LATE, 5-5-5-5	225.00
BALLY HI HANDS, F.P., P.O.	49.50	KEENEY TWINS, F.P., P.O. 5c-25c	139.50
MILLS JUMBO, LATE, F.P., P.O.	69.50	KEENEY SUPER BELLS, F.P., P.O.	59.50
MILLS JUMBO, LATE, F.P., P.O.	49.50	MILLS JUMBO, LATE, P.O.	49.50
BALLY HI HAND, 25c F.P., P.O.	49.50	JENNINGS SILVER MOON, F.P.	49.50
PACE SARATOGA, F.P., P.O.	59.50	EVANS LUCKY LUCRE, 5-5c	69.50
LATE MILLS 4-BELLS, 3-5c, 1-25c	245.00	EVANS LUCKY LUCRE, 3-5c, 2-25c	89.50
		KEENEY TWINS, 5c-25c, P.O.	125.00

**RECONDITIONED SLOTS & NEW SAFE & STANDS**

MILLS BLACK CHERRY, ORIG., 5c	\$165.00	MILLS BLUE FRONT, ORIG., 5c	\$84.50
MILLS BLACK CHERRY, ORIG., 10c	175.00	MILLS BLUE FRONT, ORIG., 10c	89.50
MILLS BLACK CHERRY, ORIG., 25c	185.00	MILLS BLUE FRONT, ORIG., 25c	99.50
NEW BLACK CHERRY	Write	SINGLE WEIGHTED STAND	24.50
NEW GOLDEN FALLS	Write	SINGLE REVOLV-A-ROUND SAFE	84.50
TRIPLE REVOLV-A-ROUND SAFE	269.50	DOUBLE REVOLV-A-ROUND SAFE	123.50

**MORE FOR YOUR MONEY WITH THESE BADGER PARTS SPECIALS**

12" Speaker Cabinet	\$ 4.95	Flash 15 Second Solder Gun	\$ 4.95
12" Utah P.M. Speaker	5.95	5c Coin Changer	7.50
Heavy Duty All Steel Tool Box	3.25	30 Wire Cable, Per Ft.	19
Universal Box Brackets	3.95	Coin Stacker & Counter (1c or 5c)	1.35
Collection Books, 90c Doz.; C	7.25	7/8" Standard Game Lock, Doz.	6.80
1/4" Electric Hand Drill	11.80	B-3 Rock-Ola Pickups, \$2.95, Doz.	32.50
Rock-Ola Belts (Sm. or Lg.), 75c Ea.; Per Doz.	7.50	Program Strips, \$4.75 M; 5 M	22.50
Rock-Ola Selector Coils, 75c Ea.; Per Doz.	8.25	Operator's Contact Switch Kit	9.50
Also Parts in Stock for Keeney, Rock-Ola, Bally, Mills, Genco Exhibit, Gottlieb, etc.		Coin Wrappers, 70c M; Case Lots	65c M
		Westinghouse 28-Volt Min. Bulbs, Per C	15.00

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

**Badger Sales Co., Inc.**

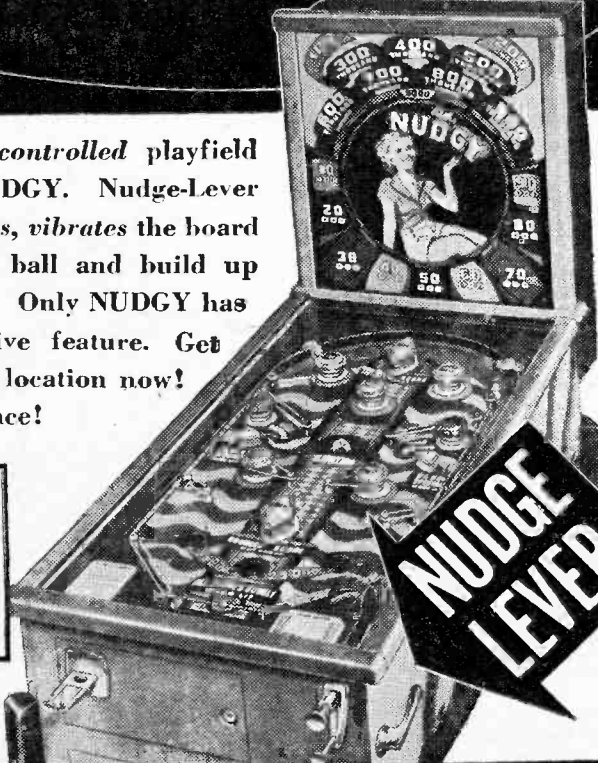
2251 WEST PICO BLVD.,  
LOS ANGELES 6, CALIF.  
ALL PHONE DR. 4326.

**Badger Novelty Co.**

2546 NORTH 30TH STREET,  
MILWAUKEE 10, WIS.  
ALL PHONE KIL. 3030.

*Bally* **NUDGY**

New player-controlled playfield in Bally NUDGY. Nudge-Lever shifts, shakes, vibrates the board to kick the ball and build up high scores. Only NUDGY has this exclusive feature. Get NUDGY on location now! Order at once!



**FAST 5-BALL PLAY**  
• CONVERTIBLE NOVELTY OR FREE PLAY

Patent Pending

**NUDGE LEVER**

**JONES DIST. CO.**

127 E. 2ND ST. S.  
SALT LAKE CITY, UTAH

1454 WELTON STREET  
DENVER, COLORADO

**REDUCED PRICES ON USED AMI HOSTESS PARTS**

Subscriber Cabinets	\$115.00	Mikes With Shelves	\$ 7.00
Amplifiers	75.00	Coin Chutes (Comp.)	40.00
Pre-Amps	50.00	Speakers	15.00
Turn Tables	8.00	Coin Drive Motors	5.00
Turn Tables (Comp.)	15.00	Record Racks	66.00

Switch Boards (Comp.).....Write for Prices  
Consoles with 5 Turn Tables and Pre-Amps.....Write for Prices

**COMPLETE AMI HOSTESS UNITS OF 10 OR MORE**  
WRITE OR PHONE FOR REAL LOW PRICES

Send Shipping Instructions and 1/3 Deposit With Order

**RUNYON SALES COMPANY**

123 W. RUNYON ST., NEWARK 8, NEW JERSEY - TEL: BIGELOW 3-8777



**Special!**

**SHOOT the BEAR RAY GUN**

Completely reconditioned. Fully repainted.

**\$124.50**

Money-back guarantee

**SEEBURG RAY GUN**

Amplifiers, Motors and Rifles Repaired.

COMPLETE STOCK OF SEEBURG RAY GUN PARTS. Write for list.

**COINEX CORPORATION**

1346 ROSCOE ST. CHICAGO 13, ILL. Gra. 0317

**WE ARE NOW DELIVERING**

- United Mexico
- Gottlieb Lucky Stars
- Chi Coin Gold Ball
- Chi Coin Basketball
- Chi Coin Playboy
- Bally Heavy Hitter
- Bally Ballyhoo
- Bally Special Entry
- Bally Eureka
- Exhibit Ranger
- Keeney Carousel
- Genco Honey

Terms:

1/3 Deposit, Balance C. O. D.

**O. K. MACHINES, INC.**

509 Kearney Ave., Cliffside Park, N. J. Phone: Cliffside 6-2893

**COIN MACHINE PARTS**

Yessir, every type of part of any type of coin-operated machine. Send for new list.

**COIN MACHINE SERVICE CO.**

1547 N. Fairfield Ave., Chicago 22, Ill. Phone: Humboldt 3476

**ALL PROFIT MAKERS**

For Arcades and General Operation

Counter Games, Baseballs, Basketballs, Hockeys, Roll Downs, Athletics, Fortune Telling, Joy Makers, Skill Testers, Strength Checkers, Skee Balls, Pokerinos, Moving Pictures, Photomatics, Voice Recorders, Panorams, Music Machines, Scales, Card and other Vending Machines.

FREE! 6 Page Illustrated Catalog. New or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies and Cards—Munves Has Them All.

**MIKE MUNVES**  
610-514 W. 34th St. N.Y. 1, N.Y. (Bryant 9-6677)

**PHONOGRAPHS**

- Wurlitzer Victory Models \$189.50
  - (Like New) 189.50
  - Wurlitzer 500's (Very Clean) 219.50
  - Wurlitzer Colonials (Like New): 239.50
  - 780M
  - 780E
- 1/3 Deposit, Balance C. O. D.  
WE BUY, SELL AND EXCHANGE  
Phone: Jefferson 1644

3147 Locust St. St. Louis 3, Mo. **CALL NOVELTY CO.**

**Halifax Op Expands Operations To Cover Maritime Provinces**

HALIFAX, N. S., Oct. 4.—Halifax Coin Machine Exchange, which formerly limited coverage to the Halifax district of Nova Scotia province, has broadened its territory to include the maritime provinces of New Brunswick and Prince Edward Island.

Firm handles all types of coin machines and concentrates on hotel, roadside stand, tourists camp, and service station locations. Company is currently organizing a sales force, divided into zones, which will have traveling representatives in each.

**Turkish Report**

CINCINNATI, Oct. 4.—A letter from an American consul in Turkey, received at *The Billboard's* circulation office here, reports there are at least 11 firms operating and jobbing coin machines in that Near-Eastern country. Coin machines, the American consul wrote, "at present do not appear on the Turkish positive list of articles allowed to be imported into Turkey. From time to time, positive lists are revised and time may prevail when coin-operated vending machines and juke boxes may be allowed to be imported."

**MAKE US A REASONABLE OFFER ON 60 UNIT AMI HOSTESS OR ANY PART OF IT**

Envoy, R.C. ....	\$200.00
500 Wurlitzer .....	169.50
600 Wurlitzer .....	149.50
700 Wurlitzer .....	249.50
750 Wurlitzer .....	325.00
800 Wurlitzer .....	300.00
850 Wurlitzer .....	325.00
1/3 Deposit, Balance C. O. D.	

**SUPREME DISTRIBUTORS, INC.**

3817 N.E. 2nd Ave. 49 Riverside Ave. Miami 37, Fla. Jacksonville, Fla. Phone 7-7450 Phone 3-3516

**3 GOOD REASONS**

Why Buckley Built Equipment . . belongs on your operating schedule



**Buckley Chrome MUSIC BOX**

Available in 20 or 24 Selections

**Buckley TRACK ODDS**

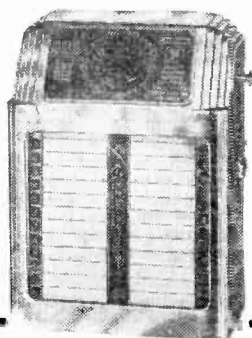
A New 7 COIN RACE HORSE CONSOLE, Cash or Check Play

**Buckley BELLES** Available in the Following Models:

- **CRISS CROSS BELLES** Newest idea in payout combinations.
- **BUCKLEY GUARANTEED JACKPOT BELLES** For Clubs and Locations desiring to give definite Jackpot Payouts.
- **HAND LOAD JACKPOT BELLES** • **AUTOMATIC JACKPOT BELLES**

All Models Incorporate NEW Features and IMPROVEMENTS Not Found on Other Machines

(1)



**THE WALL BOX**  
OPERATORS PREFER!

(2)



(3)



**Buckley Manufacturing Co.**

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533



IDEAL FOOTBALLS, Floor Samples \$199.50  
 JACK RABBIT 149.50  
 UNDERSEA RAIDER 169.50  
 DRIVEMOBILE 139.50  
 ACE BOMBER 129.50  
 SKY FIGHTER 129.50  
 SCIENTIFIC BATTING PRACTICE 69.50  
 PERISCOPE 69.50

**METAL TYPER DISCS**  
**FOR GROETCHEN TYPER**  
 Finest Aluminum—Per \$8.50 1000  
 Standard Thickness  
 Satin Finish  
**PRECISION DIES** Sample on Request

**MONEY BACK GUARANTEE**  
 1/3 With Order, Balance C. O. D.

**MAX GLASS**  
**DISTRIBUTING COMPANY**

914 DIVERSEY • CHICAGO 14, ILL.

## Expand Service Organization of Nat'l Rejectors

CHICAGO, Oct. 4.—National Rejectors, Inc., of St. Louis, announced this week the opening of a regional service office located in New York.

The New York office, to be known as the National Rejectors Service Company of New York, brings to four the number of regional service units throughout the U. S. Other offices are located in Los Angeles, Chicago and at National's main plant in St. Louis.

The Los Angeles office was the first regional unit to supplement the firm, which was formerly known as

National Slug Rejectors, Inc., service unit at the St. Louis plant. In August, 1946, the Chicago office was established.

Typical of the service rendered by the regional units is that of the office in Chicago which serves eight States and parts of two others with sales, repair and parts service and technical advice on National's rejectors and coin changers.

Most unusual feature of the Chicago unit is that it is a man and wife affair, both being experts in the repair and service of National equipment. The pair is Al and Arline Pierz, who met while working in the final assembly section of National's St. Louis plant.

The Chicago office works not only with distributors and operators in the service of National equipment but also with manufacturers in this area using the firm's equipment in their products. The majority of their work, however, Pierz explains, is in the servicing of equipment in use by distributors and operators and supplying of parts.

Main selling feature of the service units is the speed with which they work. Pierz says that, with the exception of items received on weekends, they give four-day service to any section covered by his office, including the time required for shipment. Costs, too, are kept to a figure which, according to Pierz, makes it cheaper than servicing locally.

So far the Chicago office has done little field work, concentrating on requests which come into Chicago by mail. Because of the area covered, a complete supply of parts and finished units are kept on hand to avoid delays which would be required by having to send to St. Louis for needed items.

The Los Angeles office, headed by Heinz Heddergott, and the New York office, with W. D. Boone in charge, offer similar service to coinmen in their respective territories.

### K. C. SPECIALS

ORDER THEM QUICK!

NEW BALLY DE LUXE DRAW BELLS  
 NEW BALLY RED BUTTON DRAW BELLS  
 NEW BALLY 5-5-25 TRIPLE BELL  
 NEW BALLY JOCKEY SPECIALS

WRITE FOR PRICES

3 Perfect Genco Total Rolls	Each \$225.00
2 Perfect Like New Super Triangles	150.00
1 Perfect Like New Sportsman Roll	200.00
25 New Bat-a-Ball Jr.	24.50
2 New Bat-a-Ball Sr.	75.00

#### 1946 POST-WAR GAMES

Stage Door Canteen	\$ 44.50
Midget Racers	49.50
Surf Queens	49.50
Williams Show Girl	85.00
Williams Suspense	64.50

Write for prices on new Hawaii, Gold Ball, Bowling League, Ranger, Carousel, Marjorie and other new games.

TERMS: 1/3 Deposit, Balance C. O. D.

**K. C. NOVELTY CO.**  
 419 MARKET ST. PHILA. 6, PA.  
 MARKET 7-4641

## Bally NUDGY

Exclusive! Only Bally NUDGY has the player-controlled SHIFTING playfield. NUDGE-LEVER allows player to work the ball from bottom of board right up to the top. Plenty of high-score, bumper and kick-out appeal. Holds play by the hour. Order NUDGY today!



Patent Pending

NUDGE LEVER

### HEATH DISTRIBUTING CO.

217 Third St.

Macon, Georgia

### COUNTER GAMES

All A-1 Reconditioned  
 MILLS VEST POCKET CHROME... \$49.50  
 MILLS VEST POCKET BLUE AND GOLD... 39.50  
 MILLS VEST POCKET GREEN... 29.50

1/3 Deposit, Balance C. O. D.  
 WE BUY, SELL AND EXCHANGE  
 Phone: Jefferson 1844  
 3147 Locust St.  
 St. Louis 8, Mo. **CALL NOVETY CO.**

### MIXED ROUTE FOR SALE IN FLORIDA

Owner must sell account health. Price \$27,500. Includes living quarters, shop and all equipment. Route can be expanded; over 100 machines on hand and in operation. BOX D-125 c/o The Billboard Cincinnati 22, O.

#### SPECIAL!

#18 ZIP CORD

1 1/2¢ per ft.

## LONDON SLASHES PRICES!

DON'T BE A "FALL GUY"! PROTECT YOURSELF WITH LONDON'S SENSATIONAL FALL CLEARANCE BUYS!

#### SPECIAL!

Seeburg Distributors and Operators—  
**13338 MOTORS (new) for WB1Z BAROMATICS**  
 \$3.75 Ea.

#### PIN TABLES

All cleaned, checked, ready for immediate location! Specify 1st and 2nd choice when ordering.

**\$29.50 EACH—4 for \$100.00**

Big Show	School Days	Hi Stepper
Dixie	Ten Spot	Brite Spot
Gold Star	Formation	Boom Town
Lone Star	Limelight	Speed Demon
Metro	Flying Squadron	Paratroops
Line Up	Stars	Star Attraction
Dough Boy	Velvet	Rebound
Big Chief	Hold Over	Belle Hop
G.I. Joe	Super Charger	Wild Fire

**\$39.50 EACH—4 for \$130.00**

Jungle	5-10-20	Bol-a-Way
Hi Dive	Exh. Bowling Alley	Production

Keep 'Em Flying \$ 69.50  
 Step Up 89.50  
 Torchy 179.50  
 Western Baseball 49.50  
 Miss America 129.50  
 Amber 129.50

#### MISCELLANEOUS

A.B.T. Challengers, slightly used	\$ 24.50
A.B.T. Challengers (New)	Write for Price
Gottlieb 3-Way Grippers	12.50
Supreme Ski Roll, 9 1/2 ft. (like new), crating included	89.50
Supreme Ski Roll, 7 ft. (like new), crating included	74.50
Bank Roll, 7 ft. (like new), crating included	74.50
Keeney Air Raider, crating included	49.50
Tail Gunner, crating included	49.50
Bang-a-Deer, crating included	74.50
Bally Rapid Fire, crating included	49.50
Chicken Sam, with Rifle Range Conv., crating included	74.50
Champion Hockey, crating included	29.50
Goalee, crating included	124.50
Mills Owl, crating included	15.00
Total Rolls (like new), crating included	199.50
Chicago Coin All Star Hockey, crating included	49.50
Scientific Batting Practice, crating included	49.50

#### PHONOGRAPH ACCESSORIES

Seeburg Selectomatic, 20-Selection, 24-Wire. Ea.	\$ 5.00
WS2Z Seeburg Wireless Wallomatics	19.50
3-Wire Seeburg Wired Wallomatic	15.00
WS10Z Seeburg Wireless 5-10-25 Wallomatic	39.50
WB1Z Seeburg Wireless 5-10-25 Baromatic	44.50
Rock-Ola Dial-a-Tune Wall and Bar Boxes. Ea.	5.00
Wurlitzer Model 100, 5¢ Wall Boxes. Ea.	5.00
Wurlitzer Model 125, 5-10-25¢ Wall Boxes. Ea.	15.00
Buckley 24-Selection Wall Boxes. Ea.	5.00

#### PHONOGRAPHS

All phonographs completely reconditioned and ready for immediate location!

##### WURLITZERS

412	\$ 49.50
616	79.50
24 and 24A	89.50
600-R	99.50
500K or 600K	125.00
Victory Model, Rotary	79.50
Victory Model, Keyboard	124.50
780-W	229.50
780-E	249.50
1015 (like new)	Write for Prices

##### ROCK-OLA

Imperial 20	\$ 49.50
Standard or DeLuxe	119.50
Masters or Supers	139.50
1946 Rock-Olas	Write for Prices
AMI Top Flite	49.50
AMI Singing Tower, with Rock-Ola 20 Mechanism	49.50

##### SEEBURG

K20	\$ 69.50
Gem	94.50
Regals or Crowns	139.50
Plaza or Mayfair	124.50
Classics or Vogue	154.50
Colonel or Envoy, ES	250.00
Colonel or Envoy, ESRC	275.00
8800 or 9800, ES	175.00
8800 or 9800, ESRC	210.00
8200, ES	200.00
8200, ESRC	235.00

AIREONS, Used, Like New \$325.00  
 Write for Quantity Prices.

These Bargains Will Go Fast!  
 Rush Your Order Without Delay!

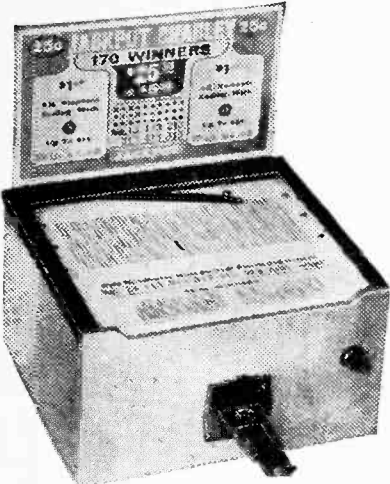
SEND FOR OUR COMPLETE LIST

**S. L. London Music Co., Inc.**  
 3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

Terms: 1/3 Deposit, Balance C. O. D.  
**FORMERLY MILWAUKEE COIN MACHINE CO.**



### OUR THIRD GREAT SEASON



### COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds  
Write for particulars

**R. C. WALTERS MFG. CO.**  
4201 NORFOLK ST. LOUIS 10, MO.

### FOR SALE EAST TEXAS PINBALL AND MUSIC ROUTE

Consists of 40 Phonographs, 18 post-war; 25 new Boxes, Auxiliary Speakers, Records, Parts, Supplies and Service Car, 35 5-Ball Free Play, mostly post-war. Long established route. Will gross \$37,000.00. Sell all or take reliable partner. Price \$40,000.00.  
BOX D-Y24, THE BILLBOARD, CINCINNATI 22, OHIO.

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2 LATE MODEL MUTOSCOPE VOICE-O-GRAPHS ..... \$750.00 EACH  
2 LATE MODEL MUTOSCOPE PHOTOMATICS ..... 950.00 EACH  
Guaranteed perfect condition. Offered subject prior sale. Rush 1/3 deposit.

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416 BROAD STREET

NASHVILLE, TENN.

### SPECIAL BRAND NEW VENDERS!

IMMEDIATE DELIVERY

Each  
Silver Kings (1¢ or 5¢) ..... \$13.95  
Columbus Nut or Ball Gum (1¢ or 5¢) 12.50  
Reliable Cash Trays (Almonds), 5¢. 9.85  
Victor Model V (Ball Gum or Nut, 1¢) 11.75

200 5¢ Cash Trays, 1947 Model, used 2 weeks ..... \$7.85 ea.

California Teeny Almonds (A-F), in 5 lb. cartons ..... 90¢ lb.  
3/4 Ball Gum 40¢ lb. 170 Ball Gum 45¢ lb.  
Pistachios 60¢ lb. Va. Peanuts 28¢ lb.  
Adams Gum 55¢ box Boston Beans 28¢ lb.  
1/3 Dep.—Balance C. O. D.

Wanted To Buy—Cigarette Machines, 1¢ Snack Nut Machines, Counter Machines.

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#### GOLDEN FALLS

Regular Reserve Jackpot  
5c ..... \$135.00  
10c ..... 140.00  
25c ..... 145.00

#### GOLDEN FALLS—Hand Load

5c ..... \$140.00  
10c ..... 145.00  
25c ..... 150.00  
50c ..... 195.00

Write for Special Prices on Golden Falls Cabinets

### American Amusement Co.

158 E. Grand Ave. Chicago 11, Ill.  
Phone: WHItchall 4370  
Buy "AMERICAN" and you buy the "FINEST"

### RECONDITIONED SLOTS

1947 Watling  
  Rol-A-Top .. 5c \$125.00  
1947 Watling  
  Rol-A-Top ... 10c 135.00  
1947 Watling  
  Rol-A-Top ... 25c 150.00  
1947 DeLuxe Club  
  Columbia, like new 135.00  
  Small Columbia... 65.00  
Mills Gold Chrome . 5c 100.00  
Mills Silver Chrome. 25c 125.00  
Mills Brown Front. 25c 100.00  
Mills Black Hand  
  Load ..... 5c 130.00  
Mills Vest Pocket .. 5c 40.00  
2 25c Mills Original Black  
  Cherry Bell ..... 165.00  
25% Deposit—Balance C. O. D.  
Write for Circulars on Coin Changers and Coin Machine Safe Cabinets  
In stock, new Buckley Criss Cross Bells and Track Odds Console. Write for circulars.  
**INTERSTATE COIN MACHINE CO., INC.**  
314 Locust St. SPRINGFIELD, MASS.  
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Good Condition—Make Offer. Write, Wire or Phone AL HOFFMAN, 3298 Sturtevant, Detroit 6, Mich. Phone: TOWNSEND 8-4904.

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28,000 Sq. Ft. Better Display—Super Service!

LESS THAN MANUFACTURER'S COST!

### BAT-A-BALL UPRIGHT MODEL \$84.50 JR., WITH STAND 29.50

BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

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GRIP-VUE 49.95	SKILL THRILL 30.00
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WITH STAND 49.50	HEAVY HITTER 160.00
KICK & CATCHER 37.50	WITH STAND 175.00

#### NEW SLOTS

JENNINGS LITE-UP CHIEF 5¢ 10¢ 25¢ 50¢	\$324 \$334 \$344 \$454
JENNINGS STANDARD CHIEF	289 279 289 399
MILLS BLACK CHERRY	248 253 258 338
MILLS GOLDEN FALLS, H.L. 2-5	258 263 268 348
WATLING ROTAPOP	175 200 225 300
GROETCHEN DE LUXE CLUB COLUMBIA	\$149.50
GROETCHEN COLUMBIA, JP	145.00
MILLS VEST POCKETS	\$74.50. LOTS OF 5 65.00

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CHICAGO METAL REVOLVING SAFES—  
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WILLIAMS' GREATEST MONEY MAKER!

### ALL STARS .. WRITE

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5¢ MILLS BLUE FRONT, ORIG. 99.50  
5¢ SILVER CHROME 119.50  
10¢ BROWN FRONTS 119.50  
5¢ BONUS BELL 119.50  
10¢ BONUS BELL 129.50  
25¢ BONUS BELL 129.50  
5¢ GOLD CHROME, 2-5 139.50  
5¢ GOLD CHROME, H.L. 119.50  
10¢ GOLD CHROME, H.L. 139.50  
25¢ MILLS CLUB CONSOLE 149.50  
5¢ MILLS Q.T. 69.50  
VEST POCKETS, 1946 Model 49.50  
10¢ BLACK CHERRY, NEW REB. 134.50  
25¢ BLACK CHERRY, REB. 2-5 139.50  
5¢ JENN. SILVER CHIEF 99.50  
5¢ JENN. CLUB CONSOLE CHIEF 109.50  
COLUMBIA'S J.P., 1946 Model 89.50  
5¢ JENN. BRONZE CHIEF 199.50  
JENN. CIGAROLA XV 99.50  
JENN. LITE-UP CHIEFS, Used 10 Days.  
5¢ \$215; 10¢ \$225; 25¢ 235.00

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5¢ KEEN, BONUS SUPER BELL 395.00  
25¢ KEEN, BONUS SUPER BELL 449.50  
BAKER'S PACERS, D.D., J.P. 395.00  
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HI HAND, COMB. 99.50  
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5¢ PACE SARATOGA SR., P.O. 69.50  
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JENN FAST TIME, P.O. 89.50  
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#### NEW CONSOLES

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MILLS 3 BELLS 339.50  
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EV. WINTERBOOK 671.50  
EVANS RACES 826.00  
BAKERS PACERS 931.00  
5¢ Q.D. 629.50  
GROET. TWIN FALLS 485.00

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JOCKEY CLUB, P.O. \$645.00  
JOCKEY SPECIAL 645.00  
GOTT. DAILY RACES 650.00  
BALLY EUREKA 489.50

#### ONE BALLS

VICTORY SPECIAL, Auto. Shuf. \$315.00  
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CLUB TROPHY, F.P. 74.50  
DARK HORSE, F.P. 69.50  
'41 DERBY, F.P. 79.50  
RECORD TIME, F.P. 69.50  
LONGACRE, F.P. 129.50  
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Be first with Bally NUDGY . . . with new SHIFTING playfield, an exclusive Bally feature. New, startling player-controlled action. Nudge Lever kicks the ball from bottom to top of board. Plenty of high-score, bumper and kick-out appeal. Get NUDGY on location now . . . order today!



Patent Pending

**FAST 5-BALL PLAY**  
CONVERTIBLE NOVELTY OR FREE PLAY

**NUDGE LEVER**

**CHRIS NOVELTY CO.**

1217 N. Charles Street Baltimore, Md.

**NOW DELIVERING PRESENTING THE WINNER**

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# OSCAR

**NOW ON DISPLAY AT DISTRIBUTORS EVERYWHERE**

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**OSCAR AWARDS 6 WAYS TO WIN SUPER HIGH SCORES MYSTERY ROLL-OVER SCORES**

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**ANNOUNCING . . .**

## NEW CHAIN DRIVE COIN CHUTE

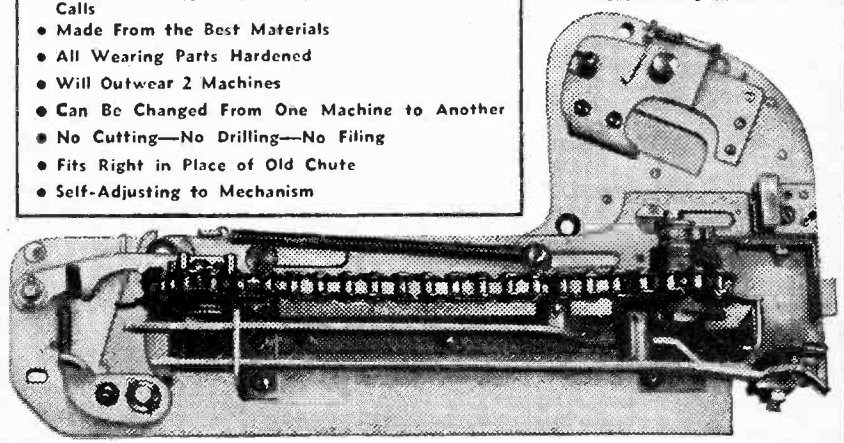
FOR ALL MODELS OF MILLS MACHINES

The GREATEST improvement since the BELL was invented

MADE ONLY IN 5c-10c-25c PLAY

- Won't Take Steel Slugs
- Cannot Clog or Jam
- Throws Out Bent Coins
- Coins Cannot Shingle
- Won't Take Any Coin Thicker Than a Good Coin
- Eliminates 99% of All Your Coin Chute Trouble Calls
- Made From the Best Materials
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- Can Be Changed From One Machine to Another
- No Cutting—No Drilling—No Filing
- Fits Right in Place of Old Chute
- Self-Adjusting to Mechanism

TESTED AND PROVEN ON ALL TYPES OF LOCATIONS FOR 2 YEARS. Can be installed right on location in 5 minutes.



10 DAYS' FREE TRIAL — 1 YEAR GUARANTEE

**MODEL A**  
Fits All Escalator Mills Machines Up to the Jewel

**MODEL B**  
Fits the New Jewel Bell

"ALL SAMPLES" \$35.00

Your money back in 10 days if it does not prove what we claim. \$10.00 deposit, balance C. O. D., or full amount with order and we will ship prepaid.

IMMEDIATE DELIVERY

MADE ONLY BY

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"20 YEARS OF COIN MACHINE MANUFACTURING"

# HERE'S A PICK-UP FOR DROOPING COLLECTIONS

Chicago Coin's

# GOLD BALL

IT'S PATENTED GOLD BALL AUTOMATICALLY SCORES DOUBLE



It's Got ALL the NEW FEATURES  
Plus the GOLD BALL Idea

FOUR SILVER BALLS AND ONE GOLD BALL. Silver balls register from 10,000 to 50,000. The gold ball automatically registers double score.

FREE! SEND FOR CHICAGO COIN'S NEW COMPLETE PARTS CATALOG!



**Chicago Coin MACHINE CO.**  
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WURLITZER	SEEBURG
Wurlitzer 616, Plain ..... \$ 65 00	Seeburg Casino ..... \$ 75.00
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Wurlitzer 61, Counter Model ..... 75 00	Seeburg Gem ..... 125.00
Wurlitzer 71, Counter Model ..... 89 50	Seeburg Vogue ..... 149.50
Wurlitzer 600, Rotary ..... 125 00	Seeburg Classico ..... 149.50
Wurlitzer 500K ..... 125 00	Seeburg Hi-Tone 8800, ES ..... 185.00
Wurlitzer 600 Keyboard ..... 149 50	Seeburg Hi-Tone 8800, ESRC ..... 195.00
Wurlitzer 950 ..... 250 00	
Wurlitzer 850 ..... 275 00	
Wurlitzer 720 ..... 295 00	
Wurlitzer 750, E & M ..... 295 00	

### ROCK-OLA

Rock-Ola Windsor or Monarch ..... \$ 79.50
Rock-Ola Standard ..... 125.00
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Rock-Ola Master ..... 149.50

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Wurlitzer #120 Boxes, 52 ..... \$12 50	Seeburg 20 Sel. Wall-o-Matic, Remote .. \$19.50
Seeburg 24 Sel. Wall-o-Matic, Remote .. 17 50	Seeburg Bar-o-Matic, 5-10-25¢ ..... 39.50

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Kilroy	Fast Ball	Surf Queen	Havana
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Smarty	Step Up	Sea Breeze	State Fairs
Spellbound	Midget Races	Tornado	Suspense
Dynamite	Big League	Rios	Rocket
			Fiesta

All games must be in working order but not cleaned. State price and games you have in first letter. The listing of games above are for resale.

*Mid-State Co.*

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Qualified by experience to sell and handle operators. Liberal drawing account against commissions. Must have car. Unless you are a ten thousand dollar a year man, don't waste time. Give full details and submit photo with first letter.

**International Mutoscope Corporation**  
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EXHIBIT CO-ED GENCO BRONCHO  
EXHIBIT MAM'SELLE KEENEY HOT TIP (1 Ball)  
GOTTLIEB BOWLING LEAGUE

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Exclusive! Only Bally NUDGY has the player-controlled SHIFTING playfield. NUDGE-LEVER allows player to work the ball from bottom of board right up to the top. Plenty of high-score, bumper and kick-out appeal. Holds play by the hour. Order NUDGY today!

Patent Pending



**FAST  
5-BALL  
PLAY**  
CONVERTIBLE  
NOVELTY OR  
FREE PLAY

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LEVER**

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## ROME AIN'T BURNIN' AND WE AIN'T FIDDLIN'

CHECK THESE PRICES . . . . .

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Paces Saratoga . . . \$ 39.50	Silver Moon, FP . . . \$ 59.50	Super Bell 5¢ Comb. \$ 95.00
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Jumbo Parade, FP . . 59.50	Evans Galloping Dominoes . . . . . 129.50	Keeney Bonus Super, 5¢ . . . . . 375.00

### ONE BALLS

Club Trophy, FP . . . \$ 59.50	Lonsacre . . . . . \$129.50	Turf King . . . . . \$ 79.50
Dark Horse, FP . . . 39.50	Pimlico, FP . . . . . 79.50	Victory Derby . . . . 169.50
'41 Derby, FP . . . . 69.50	Record Time, FP . . 39.50	Victory Special . . . 295.00
Jockey Club . . . . . 79.50		

### ARCADE EQUIPMENT

Bally Defender . . . \$119.50	Evans Ten Strike, HD . . . . . \$ 47.50	Seeburg Chicken Sam \$ 57.50
Bally King Pin . . . 59.50	Genco Total Roll . . 157.50	Seeburg Shoot the Chute . . . . . 57.50
Chicoin Goalee . . . 119.50	Keeney Air Raider . . 37.50	Supreme Skee Roll . . 87.50
Chicoin Hockey . . . 47.50		

### FIVE BALL FREE PLAYS

Amber . . . . . \$124.50	Fiesta . . . . . \$129.50	Smarty . . . . . \$119.50
Baffle Card . . . 139.50	Havana . . . . . 149.50	Spellobound . . . . . 99.50
Big Hit, Single Play . 69.50	Kilroy . . . . . 179.50	Stage Door Canteen. 69.50
Big League . . . . . 69.50	Laura . . . . . 59.50	State Fair . . . . . 99.50
Carousel . . . . . 169.50	Lightning . . . . . 149.50	Step Up . . . . . 99.50
Cover Girl . . . . . 59.50	Midget Racer . . . . 89.50	Superliner . . . . . 99.50
Cyclone . . . . . 169.50	Miss America . . . . 164.50	Superscore . . . . . 99.50
Double Barrel . . . . 79.50	Rio . . . . . 139.50	Surf Queens . . . . . 69.50
Dynamite . . . . . 119.50	Rocket . . . . . 144.50	Suspense . . . . . 89.50
Fast Ball . . . . . 99.50	Show Girl . . . . . 129.50	

### NEW PIN GAMES

Exhibit Coed	Gottlieb Trapeze	Genco Broncho
Bally Ballyhoo	United Nevada	Keeney Click
Bally Silver Streak	Williams Torch	Marvel Lightning
Bally Nudgy		

### NEW ONE BALLS

Bally Jockey Special, F.P.
Bally Jockey Club, P.O.
Bally Eureka

### NEW ARCADE EQUIPMENT

Williams All Stars	Chicago Coin Basketball Champ
Genco Advance Rolls	Chicago Coin Goalee



AL SEBRING

Terms: 1/3 Deposit (Certified), Balance C. O. D., F. O. B. Chicago.

ALL USED EQUIPMENT THOROUGHLY RECONDITIONED AND READY FOR LOCATION

## BELL PRODUCTS CO.

2000 N. OAKLEY CHICAGO, ILL.

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INFORMATION  
ON REQUEST**

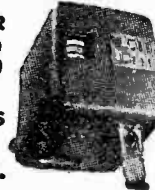
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MILLS NEW Q. T. BELL  
\$115.00 EACH

BRAND NEW

Write for Quantity Prices

WRITE FOR OUR SPECIAL QUANTITY PRICES

**ORDER YOUR  
MILLS**  
NEW VEST  
POCKET BELLS  
TODAY!  
\$65.00 Ea.



FULLY RECONDITIONED BELL MACHINES

5¢ Silver Chrome . . . . .	\$ 99.50
5¢ Black Chrome . . . . .	99.50
5¢ Pace Deluxe Chrome (46 Model) . . . . .	400.00
5¢ Brown Front . . . . .	60.00
5¢ Gold Chrome . . . . .	84.00
10¢ Brown Front . . . . .	62.50
10¢ Pace Deluxe Chrome (46 Model) . . . . .	105.00
10¢ Black Cherry Bell (Org.) . . . .	139.50
25¢ Silver Chrome . . . . .	109.50
25¢ Black Cherry Bell (Org.) . . . .	149.50
Columbia Bell, DJP (46 Mod.) . . . .	69.50

Established  
1913

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### MUST HAVE ROOM FOR CIGARETTE STOCK

All or Any of the Following—\$20.00 Each:		
2 Big Chief	1 Dude Ranch	1 Salute
1 Double Play	1 Flicker	1 A.B.C. Metro
1 West Wind	1 Horoscope	1 Captain Kidd
2 Glamour Girls (Conv. From Sports Parade)	2 Major, 1941 (Baseball)	2 Mills 1-2-3 (Free Play)
All or Any of the Following—\$15.00 Each:		
1 Speed Demon	1 Baseball, 1940 (New Bumpers)	1 Rascal
1 Lone Star		1 Glamour
1 Strat-o-Liner		

6 Roll-a-Ball, seven-foot ski-ball alleys, one year old, originally \$379.50. Each . \$75.00	1 Keeney Anti-Aircraft Gun . . . . . \$30.00
1 Six-Foot Midget Ski-Ball Alley . . . . . 50.00	10 Seeburg 10 Record Music Machines, perfect. Each . . . . . 35.00
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All prices F. O. B. Lakewood, N. J. 1/3 deposit required with order.

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216 SECOND STREET LAKEWOOD, NEW JERSEY

Earnings Go Up with the Greatest of Ease  
When You Operate GOTTLIEB'S New

# FLYING TRAPEZE

A CIRCUS OF ACTION!

... On the Backboard — Colorful Light-in-Motion presents  
Animated Trapeze Act, High Wire Act, Human Cannonball!  
... On the Field — A Three-Ring Whirlwind of Balls,  
Bumpers and Kick-Outs!

FOR MULTIPLIED PROFITS

## DAILY RACES

UNDISPUTED LEADER IN 1-BALL MULTIPLES

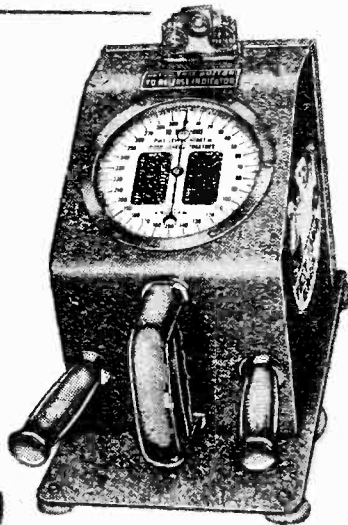
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ORDER FROM YOUR DISTRIBUTOR

TOPS IN DEPENDABILITY  
Improved, Deluxe

## GRIP SCALE

3-WAY STRENGTH TESTER  
Consistently Best Since 1927



"There is no substitute for Quality!"



**D. GOTTLIEB & CO.**

TWENTY YEARS OF LEADERSHIP  
1140 N. Kostner Ave., Chicago 51, Ill.

WRITE TO **ATLAS** FOR "YOUR HIT PARADE OF COIN MACHINES"

### NEW BELLS

Jennings Standard Chief, 5¢	\$269.00
Jennings Standard Chief, 10¢	279.00
Jennings Standard Chief, 25¢	289.00
50¢	399.00
\$1.00	599.00
Jennings Super DeLuxe (Lite-Up) Chief, 5¢	324.00
10¢	334.00
25¢	344.00
50¢	454.00
Jenn. Std. Club Console	369.00
Jenn. Super DeLuxe Club Cons.	424.00
\$1.00 Pace DeLuxe Bell	550.00
Columbia DeLuxe Bell	179.50
Columbia Jackpot Bell	145.00
Weighted Slot Stands	27.50
Double Revolve A Round Safes	175.00
Triple Revolve A Round Safes	262.00

### The Finest in New and Used Equipment

#### RIDE HIGH

#### WITH GENCO'S BRONCHO

6 WAYS TO WIN

PLUS 1,000,000 HIGH SCORE

May also be operated as a 3-Ball.



ORDER TODAY!

### PHONOGRAPHS

ROCK-OLA COMMANDO	\$295.00
WURLITZER 500	219.50
WURLITZER 750	325.00
WURLITZER 600	199.50
WURLITZER 616	95.00
WURLITZER 24	149.50
SEEBURG ROYAL	149.50
SEEBURG VOGUE	245.00
SEEBURG CLASSIC	245.00
SEEBURG GEM	199.50
SEEBURG HI-TONE, R.C.	300.00
SEEBURG LO-TONE	350.00
SEEBURG CONCERT GRAND	199.50
SEEBURG CROWN	199.50
ROCK-OLA DELUXE	225.00
CONCERT MASTER, '40	245.00

Prices Slashed on Brand New

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Daval Free Play	\$29.50
Champion Basketball	29.50
American Eagle (non-coin)	19.50
Gusher	19.50
Skill Thrill	39.50

### NEW EQUIPMENT

- BRONCHO • CO-ED • HAWAII • BALLYHOO • PLAY-BOY • GOLD BALL • JENNINGS CHALLENGER • BANGTAILS, Comb.

IMMEDIATE DELIVERY

IN ORIGINAL CRATES	
HAVANA	\$175.00
SHOOTING STARS	124.50

# ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARmitage 5005 CHICAGO 47

Assoc. ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8  
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19  
Offices ATLAS MUSIC CO., 271 NINTH ST., DES MOINES 9

FRIENDLY PERSONAL SERVICE



TERMS: 1/3 DEPOSIT BALANCE C. O. D.



PRICES SLASHED ON CENTRAL OHIO COIN QUALITY BUYS

"There Is No Substitute for Quality"



Wolf Solomon

PIN BALLS

- BIG HITS \$119.50
SURF QUEENS 89.50
BIG LEAGUE 89.50
FAST BALL 119.50
MYSTERY 149.50
STEP UP 129.50
SMARTY 149.50
SHOW GIRL 129.50
SUSPENSE 129.50
HAVANA 179.50
DOUBLE BARREL 139.50
STAGE DOOR 89.50
SUPERLINER 119.50
MIDGET RACES 119.50
KILROY 155.00
ABC BOWLER 29.50
AIR CIRCUS 59.50
ALL AMERICAN 29.50
AMERICAN BEAUTY 49.50
ARGENTINE 29.50
ATTENTION 29.50
BANDWAGON 29.50
BELLE HOP 39.50
BIG CHIEF 29.50
BIG PARADE 59.50
BLOWWAY 49.50
BOMBARDIER 59.50
BOSCO 49.50
BUBBLES 69.50
CATALINA 69.50
DEFENSE 49.50
DIXIE 29.50
DUDE RANCH 29.50
EAGLE SQUADRON 49.50
B-10-20 49.50

MUSIC

- RECONDITIONED
ROCK-OLA STANDARD \$145.00
ROCK-OLA DE LUXE 179.50
ROCK-OLA MASTER 195.00
SEEBURG 9800, RC 285.00
SEEBURG ENVOY, RC 249.50
WURLITZER 600R 139.50
WURLITZER, VICTORY CABINET 195.00
SINGING TOWERS 139.50
AIREON, LIKE NEW 495.00
ROCK-OLA, 1946 449.50
AMI HIGHWAY, 40 Selections 369.50
MANY OTHERS, WRITE FOR COMPLETE LIST.

NEW MACHINES—PROMPT DELIVERY

- PIN BALLS
EXHIBIT COED \$299.50
HAWAII 299.50
GOLD BALL 279.50
HONEY 279.50
CAROUSEL 279.50
ROCKET 249.50
BALLYHOO 279.50
SILVER STREAK 289.50
ADVANCE ROLL 499.50
JOCKEY SPECIAL \$661.00
BALLY ENTRY 595.00
COALEE, NEW 279.50
GUSHER 49.50
GOTTIEB GRIP 39.50
BASKETBALL, 1¢ 49.50
DAVAL FREE PLAY 59.50
MIRO-SCALE 125.00
ARISTO-SCALE 115.00
POKERINO 249.50

NEW SLOTS

- 5¢ 10¢ 25¢ 50¢
MILLS BLACK CHERRY \$248.50 253.00 258.00 338.00
MILLS JEWEL BELLS 248.00 253.00 258.00 350.00
MILLS GOLDEN FALLS 248.50 253.50 258.50 350.00
MILLS VEST POCKETS 74.50
JENNINGS STD. CHIEF 269.50 279.50 289.50 399.00
JENNINGS CLUB CHIEF 324.00 334.00 344.00 454.00
GROETCHEN COLUMBIA
WATLING ROLATOP 175.00 200.00 225.00 300.00
PACE DE LUXE CHROME 245.00 255.00 265.00 375.00
\$1.00 PACE DE LUXE 550.00

NEW CONSOLES

- MILLS 3-BELLS
EVANS RACES
EVANS BANGTAILS
JENNINGS CHALLENGER
BALLY TRIPLE BELL
BALLY DRAW BELL
PACES 3-WAY
EVANS WINTER BOOK

SAFES & STANDS

- REVOLVAROUNDS
SINGLE \$ 79.50
SINGLE DELUXE 119.50
DOUBLE 116.50
DOUBLE DE LUXE 162.50
TRIPLE DE LUXE 262.50
BOX STANDS 25.00

WRITE OR PHONE FOR SPECIAL PRICES

ARCANE AND PARK EQUIPMENT

- TOTAL ROLL \$275.00
PINCH HITTER (New) 399.50
BATTING PRACTICE 89.50
SKY FIGHTER 149.50
AIR RIDER 119.50
TOMMY GUN (Late) 109.50
WINDJAMMER 89.50
PANORAMS 275.00
RAPID FIRES 119.50
CHICKEN SAMS 82.50
UNDERSEA 250.00
RAIDER 250.00
OUTSTAR MACHINES, 5 Ql. Cap. \$595.00
NEW RADIOTONE VOICE RECORDER AND BOOTH—Easy for Attendant to Operate \$795.00

AMUSEMATIC JACK

- RABBIT (New) \$475.00
CHAMPION BASKET BALL, 1¢ (New) 74.50
10 1/2 FT. SUPER SKEE ROLLS WRITE
10 1/2 FT. PREMIER SKEE ROLLS WRITE
12 1/2 FT. PREMIER SKEE ROLLS WRITE
14 FT. WURL. SKEE ROLL A-1 269.50
ROLL, Week Score 295.00

CONSOLES

- 5¢ SUPER BELLS, Comb. C.P., F.P. \$149.50
5¢ BALLY HIGH HANDS, Comb. 125.00
25¢ BOBTAILS, F.P. 129.50
5¢ BOBTAILS, F.P. 78.50
5¢ BIG GAMES, F.P. 89.50
25¢ PACES REELS, C.P. 149.50
MILLS 4 BELLS, A-1 295.00
MILLS 4 BELLS, LATE HEADS 395.00
MILLS 3 BELLS, A-1 295.00
2-WAY SUPERS, 5-25¢ 243.50
2-WAY SUPERS, 5-5¢ 225.00
JUMBO PARADES, C.P., LATE \$109.50
JUMBO PARADES, Comb. F.P., C.P. 139.50
JUMBO PARADES, A-1, F.P. 79.50
KENTUCKY CLUBS, A-1, C.P. 89.50
KEENEY'S 2-WAY 5-25¢ SUPER 675.00
BONUS BELLS KEENEY'S 3-WAY SUPER 985.00
SARATOGA, F.P. 49.50
JUMBO, F.P. 49.50
SILVER MOON, F.P. 49.50

CENTRAL OHIO COIN MACHINE EXCHANGE COLUMBUS 15, OHIO

PHONES: AD 7949 AD 7993

DOWN GO PHONOGRAPH PRICES

FOLLOWING ARE NEW LOW PRICES ON USED PHONOGRAPHS

- WURLITZER
850 \$269.50
750M 249.50
780 249.50
500 129.50
600K 119.50
600 109.50
24 89.50
24 Cello Job 69.50
24 Victory 79.50
61 59.50
616, Ill. 59.50
616, Plain 49.50
50 39.50
412 29.50
ROCK-OLA
Commando \$149.50
Super 139.50
Deluxe 120.00
Standard 115.00
Playmaster & Spectravox 99.50
Twin Twelve 69.50
5-Wire Cello Job 69.50
Monarch 59.50
SEEBURG
Hitone, R.C. \$209.50
Hitone, E.S. 179.50
Commander, Cadet, Maestro, Major 189.50
Plaza 89.50
Casino 89.50
Concert Grand 89.50
Regal 89.50
8200 Conversion 79.50
Royal 69.50
Melody Queen 69.50
Rex 30-Wire Cello Job 59.50
1941 Factory R.C. Special, R.C. 169.50
Factory R.C. Special, 30-Wire 139.50
MILLS
Empress \$ 89.50
AMI
Streamliner \$119.50

WALL BOXES

- Seeburg S-24-1Z \$ 5.95
Seeburg S-20-1Z 5.95
Seeburg Wireless Baromatic 29.50
Seeburg 3-Wire Baromatic 22.50
WS-2Z Wireless 19.50
DS-20-1Z 3-Wire 17.50
Talking Gold 75¢ Per 100 Sq. Inches
Wurlitzer 120 \$ 7.50
Rock-Ola Dial-a-Tune 5.95
Seeburg Remote Console:
Wireless 219.50
3-Wire 199.50
Needles Write
10,000 Title Slips 3.75

1946 PHONOGRAPHS—LIKE NEW

- Wurlitzer \$650.00
Rock-Ola 395.00
Seeburg Write

All Tubes and Miniature Bulbs—40% Discount.

Terms: 1/3 cash with order, balance C. O. D.

DAVIS DISTRIBUTING CORPORATION

Seeburg Factory Distributors

12 Years of Operator Confidence

Buffalo, New York 738 Erie Blvd., E., Syracuse, New York, 5-5194 Rochester, New York

Bally NUDGY advertisement featuring a pinball machine image and text: 'First really new game since Bumper! New player-controlled SHIFTING playfield...'

ATLAS NOVELTY COMPANY 2217 Fifth Avenue Pittsburgh, Pa.

PARTS and SUPPLIES advertisement for coin machine parts and supplies, listing Heath Distributing Company.

UTMOST Security! ASSURED! advertisement for CHICAGO ACE LOCK CO. featuring an image of a lock.

COME TO HEADQUARTERS FOR THE LATEST MODELS SLOT MACHINES BOUGHT, SOLD AND EXCHANGED advertisement for BAKER NOVELTY CO.



# SENSATIONALLY NEW! CASINO BELL Sr.

ACCEPTS 5c AND 25c COINS ON SAME PLAY. PAYS OUT NICKELS OR QUARTERS, ACCORDING TO COIN PLAYED

For lasting appeal . . . dependable earnings rely on these peerless EVANS features:

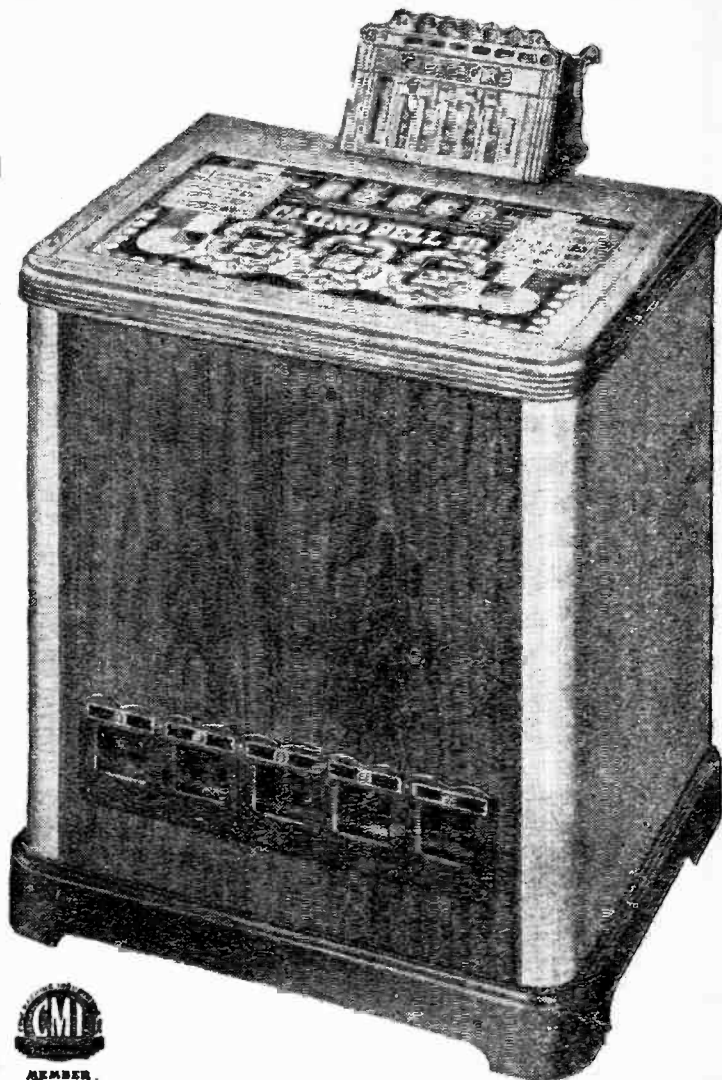
- 5-COIN HEAD! 5 PLAYERS!
- 5 INDIVIDUAL PAYOUT CUPS!
- 5 JACKPOTS WITH RESERVES!
- SINGLE COIN "MACHINE GUN" ACTION PAYOUT!
- EVANS' FAMOUS TROUBLE-FREE MECHANISM!
- LONG-LIFE, ATTRACTIVE EVANS-BUILT CABINET!
- BRILLIANT, COLORFUL TOP DESIGN!
- STANDARD BELL FRUIT REELS!
- STANDARD MODEL, 3/5c and 2/25c. ALSO AVAILABLE IN STRAIGHT 5c or 25c FIVE PLAY MODELS!

SEE YOUR DISTRIBUTOR TODAY

## H. C. EVANS & CO.

1520-1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS



### BARGAIN CLOSEOUTS

Sensationally low prices for machines that are thoroughly remodeled and reconditioned. Not just cleaned, but reconditioned in our own shop, and that means . . .

- chassis completely overhauled
- cabinet resprayed
- amplifier thoroughly checked and every part perfect
- all plastics intact
- look and work like new

<b>SEEBURG</b>	
Hi-Tone 8800, ES	\$210.00
Hi-Tone 8800, RC	250.00
Rex	125.00
Gem	150.00
<b>WURLITZER</b>	
500	\$165.00
24/42 Victory	100.00
600/42 Victory	100.00
24	129.50
800	325.00
850E	375.00
<b>ROCK-OLA</b>	
1939 De Luxe	\$150.00
1939 Standard	150.00
Master	175.00
<b>MILLS</b>	
Empress	\$125.00
<b>WALL BOXES</b>	
W52Z (20 Button, 5c)	\$ 17.50
W510Z (20 Button, 5-10-25c)	25.00
1/3 Deposit, Bal. C. O. D.	
Crating on Phones Only, \$15.00 Additional.	

**Atlantic TRIPLE TEST TAG**

✓ Good Appearance!  
✓ Mechanically Perfect!  
✓ Properly packed for shipment anywhere in the world!

**IF THIS MACHINE DOES NOT MEET EVERY CLAIM WE MAKE RETURN IT AND WE WILL PAY FREIGHT BOTH WAYS!**

**THE ATLANTIC TRIPLE TEST GUARANTEE. THE STRONGEST GUARANTEE EVER MADE**

Our Export Department is completely equipped to convert all reconditioned phonographs according to voltages, currents and coins for any country. Write for our Export Catalogue and Price List.

**America's Largest Coin Machine Distributor**

Occupying 15,000 Square feet of FAITH in the future.

## ATLANTIC

ATLANTIC N. Y. CORP.: 540-550 W 58th St., N.Y.C. CO 5-4885  
 ATLANTIC N. J. CORP.: 27-29 Austin St., Newark. NJ 8-4105  
 ATLANTIC CONN. CORP.: 1825 Main St., Hartford. HA 2-6141  
 Exclusive Seeburg Distributors

# Bally NUDGY

Only Bally NUDGY has player-controlled playfield. Board actually shakes and vibrates. Kicks ball up the board to build up fantastic high scores. Don't let competition nudge you out . . . order NUDGY today.

Patent Pending

**FAST 5-BALL PLAY**  
 CONVERTIBLE NOVELTY OR FREE PLAY

**NUDGE LEVER**

## SICKING, INC.

1401 Central Parkway Cincinnati, Ohio

# Bally NUDGY

**GIVE**  
TO THE  
DAMON  
RUNYON  
CANCER FUND



**NUDGE  
LEVER**

**FAST  
5-BALL  
PLAY**  
•  
CONVERTIBLE  
NOVELTY OR  
FREE PLAY

## SENSATIONAL

SHIFTING — SHAKING — SHOCKING  
PLAYFIELD — THAT'S NUDGY!

"A PINBALL JOCKEY'S DREAM"

That's what OPERATORS said at our PREMIERE  
Showing. Startling Player-Controlled Action.  
YOU CAN'T AFFORD TO WAIT!

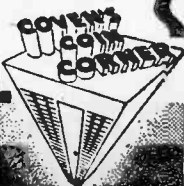
**PHONE**

YOUR ORDER TODAY!

EXCLUSIVE BALLY DISTRIBUTOR

**COVEN distributing Co.**  
3181 ELSTON AVE. CHICAGO, ILL.

Phone INDEPENDENCE 2-10



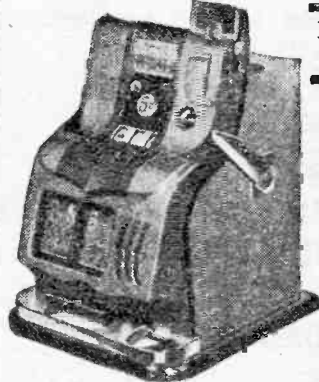
## MILLS LATEST MACHINES



**GOLDEN FALLS**  
You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**



**JEWEL BELL**  
If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**



**MILLS Q T**  
A "Pony-Size" Bell. Weighs only 35 lbs.  
The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

**\$115.00** 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

**SICKING, INC.**

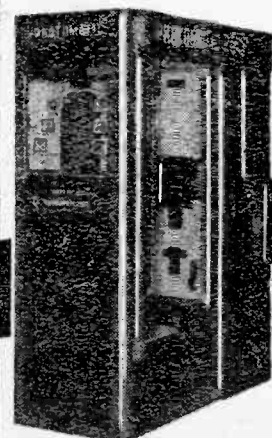


**NEW VEST POCKET BELL**  
The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

You'll have fewer  
out-of-order calls  
with a Jennings!

**O. D. Jennings & Co.** 4309 W. Lake St. Chicago 24, Ill.



**DID YOU GET  
THE FACTS ON-  
PHOTOMATICS?**

If you haven't yet received the facts on the remarkable year in-year out profit-features of Photomatics then send for them—NOW! Discover how these automatic picture-taking machines can build a permanent, dignified, profitable business for you.



**INTERNATIONAL MUTOSCOPE CORPORATION**

Wm. RABKIN, President  
44-01 114th Street Long Island City 1, New York



the greatest name in Bell Machines since 1889



*Fifty-nine years, a long, long time, yet all through these years Mills Bells and related coin products have been rated "tops." This long period of Coin Machine experience has been exemplified in the New Mills Jewel Bell. Here is a perfect Bell — Beautiful to look at — Wonderful to play — Ideal to operate. Operators report daily of the big coin increase, and that their patrons rave about the Jewel's good looks and its easy smooth playing action. "It's a Jewel of a Bell—This Mills Jewel Bell!"*

**BELL-O-MATIC CORPORATION**

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

# "SOUTHERN'S" OCTOBER SPECIALS

<b>\$59.50</b> Each	BIG HIT — BIG LEAGUE DOUBLE BARREL — SURF QUEEN	CAROUSEL . . . . .	<b>\$149.50</b>	FAST BALL . . . . .	<b>\$99.50</b>
VICTORY DERBY, PAYOUT . . . . .	<b>\$185.50</b>	KEENEY BIG PARLAY . . . . .	<b>\$159.50</b>	<b>\$89.50</b> Each	SUPERLINER STAGE DOOR CANTEEN

**\$14.50** Each

FREE PLAY GAMES AT LOW PRICES **\$14.50** Each

BANDWAGON • BIG SIX • DOUGHBOY • GI JOE • GLAMOUR GIRL • MYSTIC • MAJOR OF '41 • METRO • PLAY BALL POLO • SKY RIDER • SMACK THE JAP • SHOWBOAT THUMBS UP • THREE SCORE • VICTORY • VICTORIOUS

**\$24.50** Each

ACTION — AIR FORCE **\$24.50** Each  
ALL AMERICAN

BIG PARADE • DOUBLE PLAY • DEFENSE • FOUR ACES  
FIVE, TEN, TWENTY • FOREIGN COLORS • GOBS • JUNGLE  
LEGIONNAIRE • MONICKER • MIDWAY • LIBERTY • SPOT  
POOL • SOUTH PAW • SEVEN UP • SLUGGER • TEN  
SPOT • TOPIC • VENUS • YANKS • ZIG ZAG

**BRAND NEW CLOSEOUTS**

DAVAL FREE PLAY . . . . .	\$ 24.50	BEST HAND . . . . .	\$29.50
25c WATLINGS . . . . .	150.00	GUSHERS . . . . .	14.50
KICKER & CATCHER . . . . .	WRITE	SKILL THRILL . . . . .	24.50
MARVELS . . . . .	24.50	AMERICAN EAGLE . . . . .	19.50
BUDDY . . . . .	14.50	OOMPH . . . . .	24.50

**\$34.50** Each

ARIZONA — BOSCO **\$34.50** Each  
BRAZIL — FLAT TOP

GRAND CANYON • JEEP • KNOCKOUT • KEEP 'EM FLYING  
LAURA • HOLLYWOOD • MIAMI BEACH • RIVIERA  
SHANGRI-LA • SUN VALLEY • STREAMLINER • SKY  
CHIEF • SANTA FE • TEXAS MUSTANG • WAGON WHEELS

"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN  
CINCINNATI • DAYTON • FT. WAYNE  
INDIANAPOLIS • LEXINGTON



TERMS: 1/3 DEPOSIT,  
Balance Sight Draft

624 S. Third St.  
LOUISVILLE 2, KY.  
242 Jefferson St.  
LEXINGTON 2, KY.  
1329 S. Calhoun St.  
FORT WAYNE 2, IND.  
228 W. 7th St.  
CINCINNATI 2, OHIO

WRITE FOR COMPLETE LIST OF ALL TYPES  
OF MACHINES. NEW LIST NOW READY.

603 Linden Ave.  
DAYTON 3, OHIO  
529 Fourth Ave., S.  
NASHVILLE 10, TENN.  
325 N. Illinois St.  
INDIANAPOLIS 4, IND.  
410 Market St.  
CHATTANOOGA 2, TENN.



MEMBER

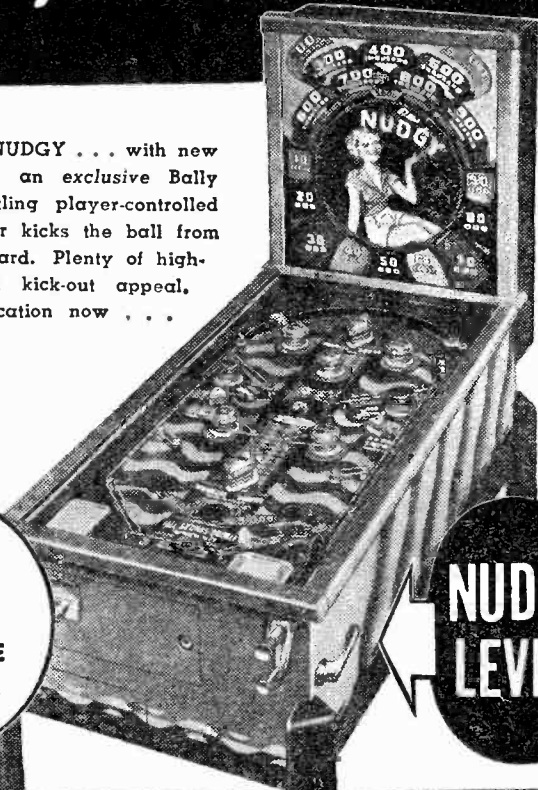
NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS!

# Bally NUDGY

Be first with Bally NUDGY . . . with new SHIFTING playfield, an exclusive Bally feature. New, startling player-controlled action. Nudge Lever kicks the ball from bottom to top of board. Plenty of high-score, bumper and kick-out appeal. Get NUDGY on location now . . . order today!

Patent Pending

**FAST 5-BALL PLAY**  
CONVERTIBLE NOVELTY OR FREE PLAY



**NUDGE LEVER**

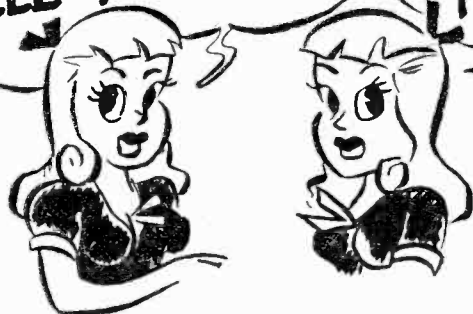
## MAYFLOWER DISTRIBUTING CO.

2218 UNIVERSITY AVE.  
ST. PAUL, MINN.

615 TENTH ST.  
DES MOINES, IOWA

DOUBLE YOUR BELL PROFITS

WITH TWIN PLAY



## Jennings TWIN PLAY CHALLENGER CONSOLE

- Two coin chutes, two jackpots but only one mechanism.
- Handsome walnut finish, sparkling chrome jackpot, rich lite-up effect.
- Available in 5c-5c, 5c-10c and 5c-25c play.

IMMEDIATE DELIVERY  
Phone • Wire • Write



## SHAFFER MUSIC COMPANY

606 South High St.

Columbus 15, Ohio

PHONE: MAIN 5563

# GENCO'S Broncho

**NOW and ALWAYS — A GREAT GAME**

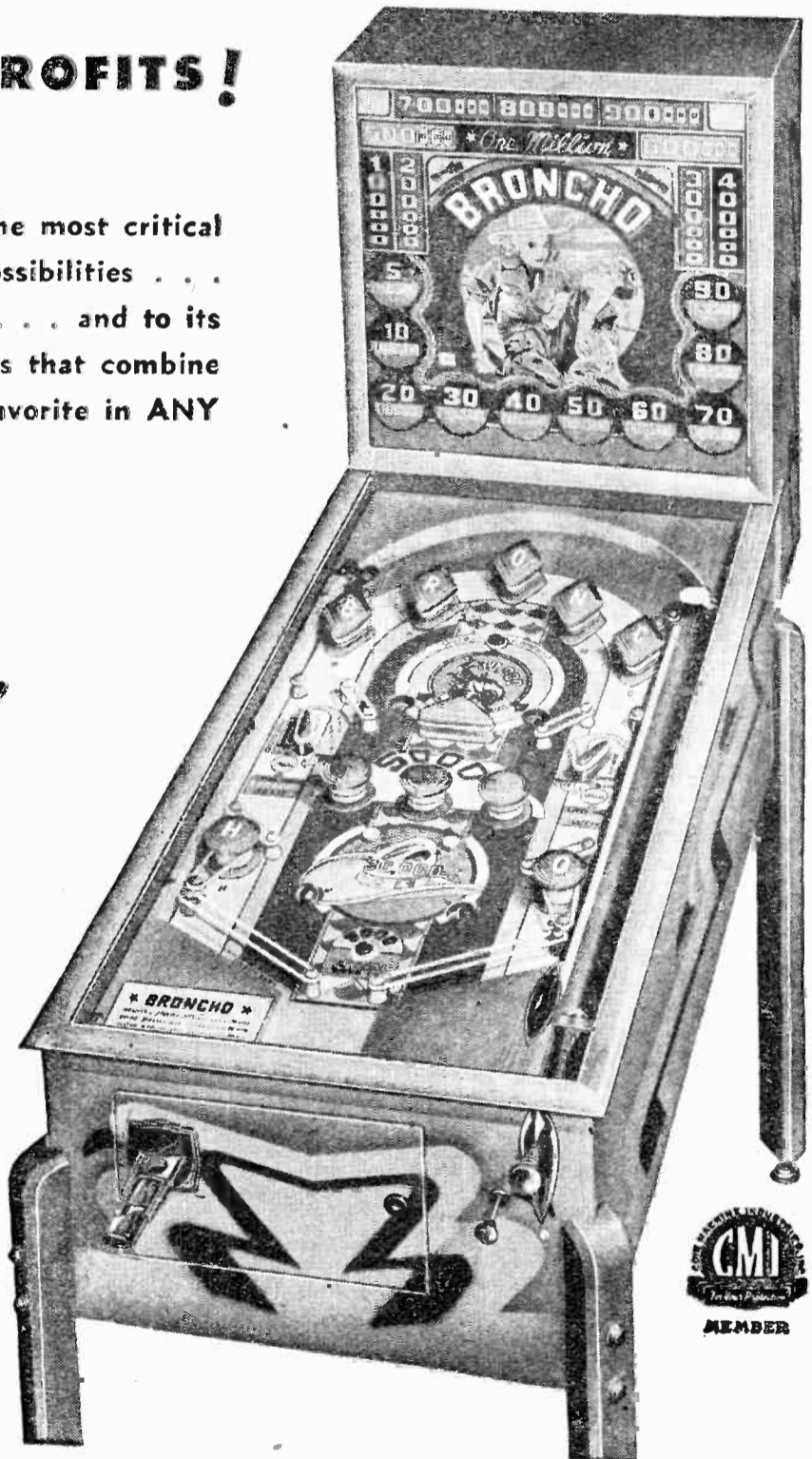
*plus* **GREATER PROFITS!**

BRONCHO will more than satisfy the most critical operators as to its money-earning possibilities . . . its power to draw and hold players . . . and to its many NEW and IMPROVED features that combine to make BRONCHO an all time favorite in ANY location . . . large or small!



**LOOK HERE  
PARDNER!**

**ORDER FROM  
YOUR NEAREST  
DISTRIBUTOR**



# Genco

**MANUFACTURING and SALES CO.**  
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

# Bally's

## 2 Sensational New Consoles

# WILD LEMON DOUBLE-UP

READY FOR DELIVERY NOW

To Get Yours First and Profit The Most... See Your Distributor Today!

### COIN MACHINE OF PITTSBURGH

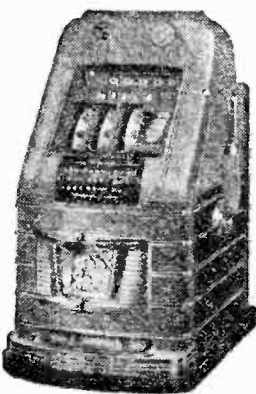
Is Pleased To Announce That They Are Now Making Deliveries of

- FILBEN MIRRO-CLE CABINETS ..... \$325.00
- FILBEN HIDE-A-WAYS ..... 398.00

Also Delivering Mills Latest Machines

### JEWEL BELL

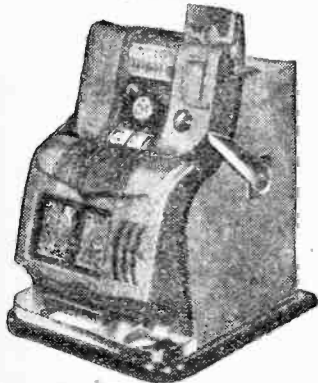
Available in 5c-10c-25c Play



Exclusive Distributor for Mills Slots in Western Pennsylvania, Ohio and West Virginia.

### BRAND NEW MILLS

5c Q T .. \$115.00



### NEW FIVE BALLS

- Bally Rocket
- Williams Flamingo
- United Mexico
- United Hawaii
- Gottlieb Marjorie
- Exhibit Ranger
- Exhibit Mam'selle
- Chicago Coin Gold Ball
- Genco Honey
- Keeney Click

### NEW

- Keeney Bonus Super Bell, 5c. .... Write
- Bally Triple Bell ..... Write
- Buckley Track Odds ..... Write
- Evans Bang Tails ..... Write
- Champion Hockeys ..... 75.00

### USED SLOT MACHINES

- Slightly Used Columbia Bells... \$ 55.00
- 3 Way Keeney Bonus Bells.... 795.00
- 5c Mills Blue Fronts ..... 50.00
- 10c Mills Blue Fronts ..... 55.00
- 25c Mills Blue Fronts ..... 60.00
- 5c Mills Brown Fronts ..... \$60.00
- 10c Mills Brown Fronts ..... 65.00
- 25c Mills Brown Fronts ..... 70.00
- 5c Mills Vest Pockets ..... 35.00

1/3 Deposit Required With Order

## COIN MACHINE DISTRIBUTING COMPANY

500 NORTH CRAIG STREET

PITTSBURGH 13, PENNA.



JOE ASH

## ACTIVE RECONDITIONED GAMES 'NUFF SAID

COMPLETELY RECONDITIONED—READY FOR LOCATION!

### \$22.50 EA.

YOUR CHOICE—ANY 3 FOR \$59.50

- BIG PARADE
- BOLAWAY
- BOSCO
- 5-10-20
- GUN CLUB
- JUNGLE
- KNOCKOUT
- MAJORS
- 7 UP
- VENUS
- VICTORY

ALL POST-WAR MACHINES

- BIG LEAGUE ..... \$ 54.50
- HAVANAS ..... 134.50
- BIG HIT ..... 49.50
- SUSPENSE ..... 64.50
- STAGE DOOR
- CANTEEN ..... 49.50
- SUPER LINER ..... 89.50
- SURF QUEENS ..... 49.50

GOTTLIEB'S GRIP TESTERS  
BRAND NEW IN ORIGINAL  
Cartons ..... Write

EXHIBIT CARD VENDORS  
BRAND NEW IN ORIGINAL  
Cartons ..... Write

1/3 WITH ORDER, BALANCE C. O. D.

## ACTIVE AMUSEMENT MACHINES CO.

666 No. Broad St.  
Philadelphia 30, Pa.  
Fremont 7-4495

1060 Broad St.  
Newark 2, N. J.  
Mitchell 2-7646

1120 Wyoming Ave.  
Scranton, Pa.  
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS"

# NEW - IMPROVED

*Williams*

# ALL STARS

⌈ 100% MECHANICALLY PERFECT ⌋



**Sam Stern**  
 SCOTT-CROSSE CO., PHILADELPHIA

says:

**"ALL STARS**  
 earns more money  
 than any machine  
 you've seen in years!"

**ORDER NOW!**

*Remember, only a limited quantity are being manufactured. See your Distributor Today!*



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 MANUFACTURING  
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# Bally's New Era

FOR NEW YORK • NEW JERSEY • NEW ENGLAND

Presented by

**BERNARD "BEN" BECKER**

**Bally Regional Sales Distributor**



**BEN BECKER SALES CO.**

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. . . providing complete BALLY Regional Sales Service  
in their respective local territories and supported by  
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This combination, welded together by Ben's able,  
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the incomparable BALLY line—1-ball multiples—  
5-ball free plays—consoles—arcade skill games  
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**GET TOGETHER WITH BEN AND...LET'S GO!**

George Jenkins, Vice President and General Sales Manager

**BALLY MANUFACTURING COMPANY**





**WHEN YOU BOIL IT DOWN**  
**Seeburg** IS THE MUSIC SYSTEM  
**MUSIC SYSTEMS**  
**THAT HAS EVERYTHING . . .**

When you boil it all down.. Seeburg is the logical music system for operators to stake their future on.. because Seeburg pioneered all of the really important features of the phonograph industry and Seeburg is the originator of Scientific Sound Distribution. This remarkable music system distributes music volume as evenly as a good air-conditioning system distributes cool air. Seeburg music is never too loud.. never too soft. Stay ahead with Seeburg!

★ Consult your nearest  
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 for further information.



**S. H. LYNCH & CO.**  
*Exclusive Southwest Distributors*

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## SUPER BONUS FEATURE



- INCENTIVE SCORING POCKETS
- HIGH SCORE BUILD-UP
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PROFITS**

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FIVE-BALL  
NOVELTY  
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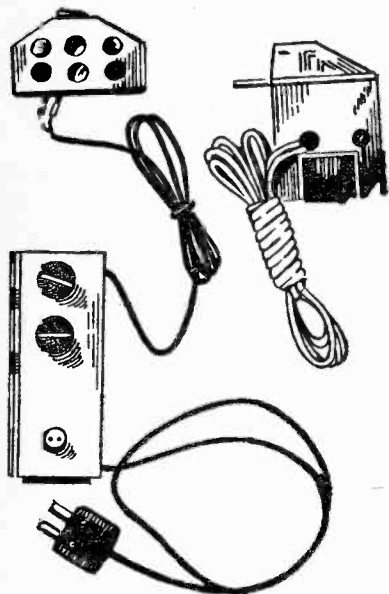
CHICAGO 40, ILLINOIS

# Sensational . . . Unbelievable!

DESCRIBES THE NEW

## HEATH'S SILK-TONE SYSTEM

For Wurlitzer Phonographs



- Astatic Crystal
- Complete Tone and Volume Control Already Wired
- Micro-Electric Cut-Off
- Shielded Hook-Up Wire
- All Parts Furnished
- Wired Ready To Install
- Nothing To Change or Add to Amplifier

NOT JUST ANOTHER CONVERSION KIT—THIS IS A COMPLETE SYSTEM

REDUCES RECORD WEAR TO A MINIMUM

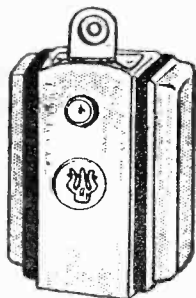
PRICE \$19.75 EACH SYSTEM — SPECIFY MODEL MACHINE

Round Head Type Fits 700, 750, 800, 850, 950, 1015  
Square Head Type Fits 616, 24, 600 and 500

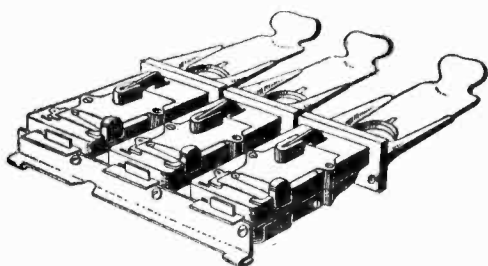
DON'T order but ONE — Try it and judge for yourself whether our system will Save You Money or not. We want YOU to be the judge. If our system is good, then order as many as you like. It's hard to believe but this system sounds as good as phonograph did when new and perfect. Rush your order for only one to let us prove this unbelievable fact. Try two weeks and return for full refund if not completely satisfied. No arguments whatsoever. We know we have something in this system.

America's Foremost Distributor of Coin Machine Parts is FIRST again.

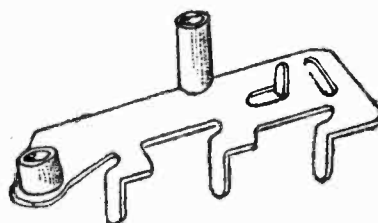
### NEW QUALITY PARTS AND ACCESSORIES FOR PHONOGRAPHS



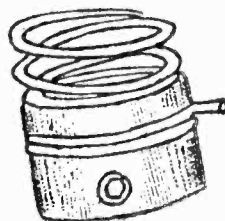
All metal non-selective, wall boxes, 5c or 10c play — \$7.95



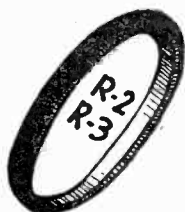
New phonograph coin chutes for Wurlitzers 412, 616, 24, 500 and 600. Complete set of three chutes, 5c-10c-25c, to replace three chutes now on your machine. Easily and quickly installed. Per unit of three — \$16.85



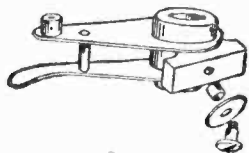
Wurlitzer motor drive fingers, per set of two — 35c



Turntable clutch assembly — 60c



Rock-Ola belts, large or small, 60c each



Wurlitzer lift link assembly, complete — \$1.95



Wurlitzer brake band, spring and clip assembly — 35c



Actuating Lever complete for Wurlitzers 500, 700, 750, 850, 950 — \$1.95

#### MINIATURE BASE BULBS

Right prices on quality brand bulbs. New stock, no Government surplus. Do not be misled, our price includes tax.

Lamp No.	List Price Per 100	Our Price Per 100
40-44-46-47	\$ 9.00	\$ 4.95
51-55-63	8.00	4.40
50-1455-1456	10.00	5.50
81	11.00	6.05
1129	18.00	9.90
1458	15.00	8.25
313	30.00	16.50

JUKE BOX BULBS	List Price Per Case	Our Price Tax Incl. Per Case
7 1/2 watt	\$13.20	\$10.50
15 watt	13.20	10.50

48% discount allowed on lots of 500. Again remember, we absorb all tax.



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# NEW SHIFTING PLAYFIELD!

# IN Bally NUDGY

First really new game since original Bumper! Not merely a new score-system, but a new, startling **PLAYER-CONTROLLED** action! Playboard actually shakes and vibrates when player flips the Nudge-Lever . . . kicks the ball back up the field! Plenty of high-score, bumper, and kick-out appeal . . . plus revolutionary **SHIFTING, SHAKING, SHOCKING** playfield! Be first! **NUDGY** starts a new craze that will sweep the country like wild-fire. Don't let competition nudge you out—order **NUDGY** from your distributor today!

**PATENT PENDING**

**FAST 5-BALL PLAY**  
•  
**CONVERTIBLE NOVELTY OR FREE PLAY**

A BALLY GAME FOR EVERY SPOT  
**EUREKA • HEAVY HITTER • HI BOY  
TRIPLE BELL • DELUXE DRAW BELL  
JOCKEY CLUB • JOCKEY SPECIAL**



**NUDGE-LEVER**

Snap the lever and see what happens! Entire playboard jumps like a jackrabbit . . . actually shakes and vibrates . . . kicks ball back up the field to pile up fantastic high scores. By skillful manipulation, player can work and wiggle the ball from bottom of board right up to the top.

# It's All Aluminium

## IN '48

Naturally, on past performance, you look to Seeburg for leadership.

Here is another Seeburg first.

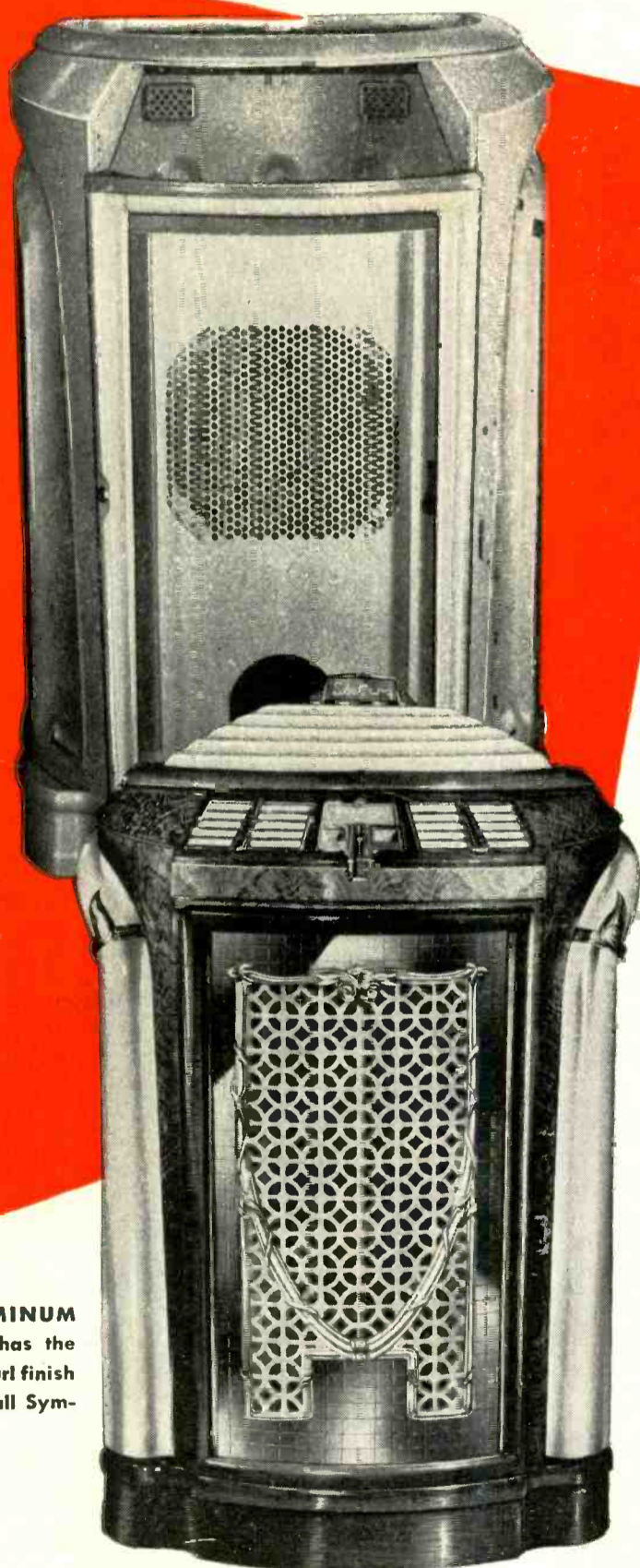
The cabinet of the Symphonola is all aluminum.

- Unaffected by age
- Unaffected by moisture
- Unaffected by changes in temperature
- Danger of warpage or shrinkage is eliminated
- All parts remain in alignment

Throughout 1947, in hundreds of communities, Symphonolas with all-aluminum cabinets have been demonstrating Seeburg's policy of constant improvement that makes Seeburg Music Systems, "America's Finest and Most Complete Music Systems."

Watch for announcement of Seeburg Distributor showings in your community.

Throughout 1947  
Seeburg has  
been delivering  
Symphonolas with  
all-aluminum cabinets  
by the thousands



THE ALL-ALUMINUM SYMPHONOLA has the same rich walnut burl finish that characterizes all Symphonola 47'S.

**Seeburg**  
1902 • DEPENDABLE MUSIC SYSTEMS • 1947  
J. P. SEEBURG CORPORATION  
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*America's Finest and Most Complete Music Systems*

*If it's a Mills, I always play it—*

**sounds like the real thing!**

*The public prefers*  
**THE MILLS CONSTELLATION**  
*The coin box concurs*



**Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois**