Billboard

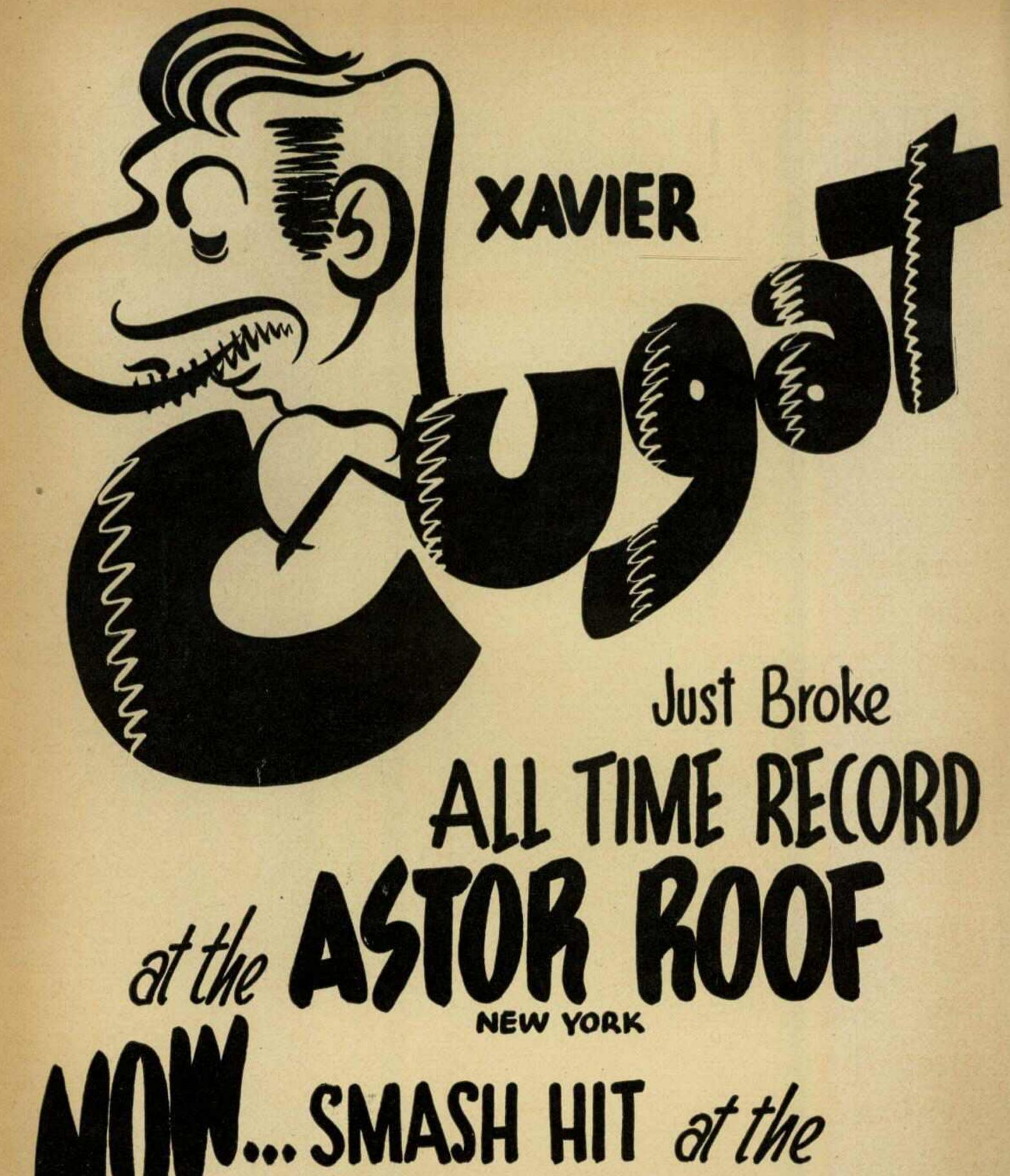


HE WORLD'S FOREMOST AMUSEMENT WEEKLY

25 CENTS

OCTOBER 1, 1949





M...SMASH HIT at the STRAND Theatre

COLUMBIA RECORDS - MGM PICTURES - MCA

The World's Foremost Amusement Weekly

UNIONIZE TV, PIXERS OR NO

AGVA-AFM War Goes West; Strictly Kosher Bookers and Agents Told To Pull Acts From Rival Camps

Battle of Unions Puts Everyone Else in Middle

Hearing on Color TV To Keep Freeze

Month's Delay Foreseen

Federal Communications Commission smaller bookers, especially those (FCC) opened its full-dress television whose clients are mostly AGVA perhearing today it became increasingly formers, hinted they'd side with apparent that the commission's freeze AGVA, altho aware of AFM's everon new TV stations won't be lifted present threat of pulling orks from this year-and some guesses in FCC stands in defiance. Others among circles point to a delay of the thaw smaller percentagers said they'd hold based on the virtual certainty that the inter-union beef is resolved. hearing which started today with the Larger talent houses, however,

HOLLYWOOD, Sept. 24.-Impact unions. The AFM ukase, dated Sepof the battle between the American tember 9 but delivered only this week, Guild of Variety Artists (AGVA) and stated Petrillo's case in no uncertain for 6:30 p.m. Saturday night, startthe American Federation of Musi- terms, demanding that AFM mem- ing around October 15. cians (AFM) finally hit the Coast bers drop dual AGVA membership at this week as town's bookers and tal- once on penalty of immediate susent agents received warning letters pension from the musicians' org. from both AGVA and AFM Prexy Agents were warned that booking James C. Petrillo demanding with- acts under AGVA contracts would redrawal of performers from rival sult in AFM franchise cancellation. As a consequence, WOR-TV is giving No "incidents" were reported by the sponsor the right to move to a either union, but quiet was viewed as later time spot. "the lull before the storm."

AGVA, meanwhile, circulated the trade with a bulletin demanding that agents disregard Petrillo's orders and continue to book acts under AGVA contracts. Rule applies to all performers working on stage or nitery floor, regardless of any musical chores coincident with their act. Penalty for ignoring AGVA regulations would likewise result in revocation of booking license.

Put squarely in the middle of a jurisdictional war, agents as well as performers were having a muddled WASHINGTON, Sept. 26 .- As the time in choosing sides. Many of town's

Time in TV Pact

NEW YORK, Sept. 24.-A rare instance, if not the first, of a radio or TV time contract's being written to include a clause providing for a time change because of orthodox Jewish religious laws has come up in a deal set this week by WOR-TV and the Kosher Provision Company. The sponsor has bought Alibi, an audience participation series slated

In Jewish orthodoxy, the Sabbath does not end until sundown Saturday night. This means that as time passes, and the sundown occurs after 6:30, it would violate the Sabbath.

Telecasters in Blanket Accord WithASCAP

WASHINGTON, Sept. 24 .- In the wake of an all-day meeting here yesterday (23) at which representatives of a majority of the nation's tele-Won't Drop casters indorsed terms of a blanket program formula for contracts with the American Society of Composers, Authors and Publishers (ASCAP), a special delegation of the TV group prepared to huddle with ASCAP next week in an intensified quest for a "satisfactory" per program formula.

With ASCAP and TV'ers still far until spring. These calculations are off on all bookings if possible until apart on the per-program issue, an extension of the cuffo music deadline is expected despite ASCAP's asser-

4-A's Decide To Go Ahead, Risk Warfare

Will Circularize 30,000

By Leon Morse

NEW YORK, Sept. 24.-A decision affecting virtually every union performer in the country, other than musicians, has been made by the Associated Actors and Artistes of America (Four A's), the over-all actors' union. The decision is to move ahead immediately on the organization of video thru Television Authority (TVA), the combination of Four A's branches which has been in the process of organization for about two years. The Four A's decision was made in the face of bitter opposition from two of its own members, the Screen Actors' Guild (SAG) and Screen Extras' Guild (SEG).

Execs of the two film unions are heading east soon to meet with Four A's execs in a last-ditch attempt to (See Unionize TV, Pixers on page 8)

Bars on Alien **Music Troupes**

Pall Group an Exception

WASHINGTON, Sept. 24. - The immigration service will make no relaxation in restrictions placed on foreign musicians, despite the 10-day visa granted the Irving Pall group, agency spokesmen told The Billboard this week. After being stopped at the Canadian border June 15 under the Contract Labor Act, which bans foreign musicians unless of "distinctive merit," the Pall outfit got permission to enter this country for 10 days as comedians.

Even to come in for such a short period Pall must post a \$500 bond to guarantee that the period of grace will not be overstayed and that no musician work is performed, immigration officials said. Pall's appeal to Washington, however, asked only for 10 days to fulfill an engagement at the Latin Casino, Philadelphia, in a comedian capacity, officials said. Subsequent dates in Atlantic City and Las Vegas-originally (See U. S. WON'T DROP on page 41)

(See Hearing on Color on page 8) | (See AGVA-AFM War on page 41) | (See Telecasters in Blanket, page 8) How New Pound Affects Showbiz

ExpectedFrom Devaluation

Indoor and Outdoor Involved

showbiz in general, but despite many speculations on what it will mean, its immediate effect is expected to be

For details on how devaluation of the pound will affect various fields in show business see separate stories in Music, Legitimate and General Outdoor depart-

NEW YORK, Sept. 24.-Margaret Truman will make her first professional appearance here at Carnegie Hall Tuesday, December 20, when she will be heard as guest soloist on Carnegie Hall, a network series broadcast by American Broadcasting Company (ABC), Charles H. Wagner, NEW YORK, Sept. 24.—The cut president of the sponsoring American of 30 per cent in the pound is ex- Oil Company, announced this week. pected to have varying effects on The broadcasts start a new series September 27, when they will be heard Tuesdays at 8 p.m. (E.S.T.).

Miss Truman, a soprano, will be All branches of showbiz which do by Dr. Frank Black. The Robert business with sterling block countries | Shaw Chorale also will sing. Admission to Carnegie Hall will be by invitation; no sale of tix.

of James A. Davidson, Miss Truman's won't. There'll be salary cuts even concert manager. She will start a if they're not visible ones. and get part of their cash in pounds will get hurt in varying degrees: The (How New Pound Affects page 40)

The question is, what does all this juggling in high finance mean to the lad or gal who is offered a job and her only radio broadcast in 1949

(See Vauders: Don't Worry, page 43)

The question is, what does all this juggling in high finance mean to the lad or gal who is offered a job and her only radio broadcast in 1949

(See Vauders: Don't Worry, page 43)

Little Change Margaret Truman's Vauders: Don't Worry About Devaluation

New Pound No Big Worry

NEW YORK, Sept. 24 .- The devaluation of the pound may have agents scratching their heads and many American performers worrying themselves into new ulcers as to whether or not they should take a London heard with the orchestra conducted job. But actually, the immediate effect of this financial juggling will little for Americans working abroad. This doesn't mean that The deal was inked in the offices everything's going to be okay. It

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U. S. Blueprints Showbiz Tax Cut

Treasury Sifts Ways To Ease Excise Burden

Many Fields May Benefit

WASHINGTON, Sept. 24. - The Treasury Department came up this week with its formal blueprint to reduce duplication of excise taxes by the federal government and the States. The blueprint, which is slated for a lengthy study, proposes the following major alternatives: Reduce the federal bite on admissions to 10 per cent; eliminate the federal excise entirely; exempt from the 20 per cent tax all admission prices below a certain level, so as to allow a federal credit for levies paid to a State; continue the present tax but share the federal revenue with those States which eliminate their own amusement levies.

amusement field in the hope that a operas and concerts which would tax relief plan can be evolved in time still be taxed by Uncle Sam. for congressional deliberations on the excise issue next year. The blueprint at present is focused largely on admission taxes, and Treasury tax experts are not satisfied that any one of the alternatives thus far proposed There are such disadvantages, howoffers the final answer. It is admitted that the present rate of 1 cent on every nickle of admission price is a barrier to the development of the with the combined admission levies flict with the State and local object cared for in part by good standard ities.

Factors Weighed

In its studies, the Treasury is keeping the following factors in mind: Administrative feasibility, potential revenue losses, possible effects on competitive conditions within the amusement business, and effectiveness in removing barriers to increased State and local use of the tax.

Virtually discarded by the Treasury is complete federal withdrawal from the amusement tax field. The contention is that the present low cost of collecting the tax is made possible only thru the use of Form 170W required by Uncle Sam. Officials feel that if the government were to abandon the field, the cost of enforcement would be greatly increased. Treasury officials further feel that it is doubtful that State and local governments would use rates as high as the federal bite, resulting in an over-all loss of revenue from the source.

There is also the consideration of the present uniform rates among amusement classifications. The conprehensive system covering general admissions, cabarets, bowling alleys, pool tables, coin machines and club dues was designed to insure substantial equality of rates. Any serious departure from uniform rates, officials feel, might introduce discrimination among firms competing for the amusement dollar.

Local Problems

Federal rate reduction would not remove all the obstacles to State and local adoption, it is felt. In most States, authorization for local taxation would need to be granted by legislatures, and legislative delays and local resistance would persist. Treasury experts believe inter-local differentials would continue to discourage local enactment of admissions taxes even tho authorized.

The chief difficulty in the use of a price exemption for lower priced admissions tickets is the discrimi-

New Detroit Booker For TV and Stage

DETROIT, Sept. 24 .- Offices for Trans-Continental Television, Inc., and for a new booking office, Famous Artists, are being opened by Maxwell M. Chetkin, former partner in the Joy Theater here. Chetkin, owner of Famous Artists, will operate the concern as a theatrical booking agency.

The Trans-Continental office will firm, of which a nephew, Arthur Simon, former trade paper writer, is now president. The new office, which will serve as the liaison for the automotive and other sponsors here, was established by Simon. Production and distribution of 16mm, film exclusively for television, on a basis non-comwill be the specialty of the firm.

nation in favor of types of entertain-The Treasury is readying to spread ment which have lower price scales

> Federal collection of the tax and with State-local governments avoids of the cast ledger. some of the objections Treasury officials have toward other methods. ever, as administrative complications arising from the allocation of revenues, the extreme difficulty of cortive of securing independent revenue sources.

> > Precedent Cited

admissions at the current rate but taxes paid to State-local bodies has a precedent in the State and gift tax and the unemployment insurance levy. The chief disadvantage is the inevitable increase in duplication of tax collections by various levels of government.

Talks among Treasury tax officials and leaders of State and local government associations are continuing in an effort to reach the most satisfactory solution of tax overlap. Discussions started late last year when Treasury Secretary John Snyder met with members of a municipal association (The Billboard, December 25, Kendry, Needham, Louis & Brorby

SKATING VANITIES OF 1950

(Reviewed at the Chicago Stadium, Septem-

Producer, Gae Poster; costumes, Joan Personette; musical director, Ben Schwartz; choregraphy, Flo Kelly; skating director, Betty Hand; producer-owner, Harold Stein-Line, Dorothy Bishop, Caroline Buchanan, Martha Cornelius, Eleanor Foss, Elaine Barnes, Anne Hall, Bernie Howard, Pat Hughes, Jeannie Kenyon, Marian Knoll. Grace Kwiett, Peggy Lambert, Doris Martin, Louis McDougall, Bernadette O'Malley, Mary O'Malley, Bille Scott, Dottie Unger, Betty Clauss, Irene Cross, Dorothy Waish.

Harold Steinman has welded together another fast-moving two-anda-half hour roller skate extravaganza for this eight edition. With veteran star Gloria Nord leading the parade, be a local branch, headed by Chetkin, the current SV has an outstanding who is vice-president of the national array of stellar ball-bearing artists whose work is paced nicely by intermittent lavish production bits.

Holdover Tony Mirrelli has teamed with Ernie Whettler for a thrillpacked jump-over-obstacles number is back doing the high-speed figure petitive with regular theatrical films, skating bits that were a high spot of last year's show. La Nord's work is enhanced by the expert handling she gets from Douglas Breniser, a blond youngster, whose appearance makes him a perfect partner for Its study to all excise levies in the and against the legitimate theater, the diminutive star. Rose Piccola and Eileen McDonnel showed up well in a number of duo and solo bits, while Frank Foster and Tommy the subsequent sharing of revenues Lane pulled credits on the male side

Show cast is weak on comedy, failing badly in an attempt on a burlesque of beach lifeguards, and a "Pansy the Horse" precision pro- Freedom House, federal building and duction bit that suffers from the Hall of States, and an industry-labor relating distributions with local fi- age of the idea, lacking punch late group to comprise three buildings tax by State and local governments, nancial needs, and the obvious con- in the show. Comedy deficiency is

(See Skating Vanities on page 49)

The method of continuing to tax Chi Radio Mgt. Club giving a credit to the taxpayers for Elects New Officers

CHICAGO, Sept. 24. - Roy Mc-Laughlin, general manager of WENR, local American Broadcasting Company station, last week was elected president of the Chicago Radio Management Club at its first meeting of the fall-winter season. McLaughlin succeeds Bill McGuineas, commercial manager of WGN, Inc.

Other officers elected for the one year term were Frank Reed, Grant advertising agency, first vice-president; John Blair, station rep, second vice-president; Jane Daly, Earl Ludgin agency, treasurer, and Jane Mcagency, secretary.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 On the Honor Roll of Hits YOU'RE BREAKING MY HEART

No. 1 Sheet Music Seller

YOU'RE BREAKING MY HEART

No. 1 Most Played on Disk Jockey Shows

YOU'RE BREAKING MY HEART, V. Damone-G. Osser Ork., Mercury 5271

No. 1 Disk via Dealer Sales

THAT LUCKY OLD SUN, F. Laine, Mercury 5316 No. 1 Disk in the Nation's July Boxes

SOMEDAY, V. Monroe Ork., V (78) 20-2510, (45) 47-2986 No. 1 Most Played Juke Box Country and Western Record

WHY DON'T YOU HAUL OFF AND LOVE ME?, Wayne Raney, King 791 and LOVESICK BLUES, Hank Williams and His Drifting Cowboys, MGM 10352

No. 1 Best Selling Retail Country and Western Record

LOVESICK BLUES, H. Williams and His Drifting Cowboys, MGM 10352 No. 1 Most Played Juke Box Blues and Rhythm Record

ALL SHE WANTS TO DO IS ROCK, W. Harris, King 4304 No. 1 Best Selling Retail Blues and Rhythm Record

ALL SHE WANTS TO DO IS ROCK, W. Harris, King 4304

No. I Sheet Music Seller in England

RIDERS IN THE SKY.

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 38.

Senate Action Nears on D. C. Sesqui Outlay

Committee Approves Bill

WASHINGTON, Sept. 24.—A drive for congressional authorization of a \$3,000,000 outlay to finance the capital's sesquicentennial celebration is headed for a new showdown. The Senate Appropriations Committee this week voted its approval of the bill. which seeks the government's underwriting of a gigante exposition to be staged in the capital next year.

The bill has been twice rejected in the House, once in committee and once on the floor. If approved by the Senate, as a result of the Senate Appropriation Committee's favorable action, the measure will go into conthat could run even longer because ference with the House. It must be of the lads' ability. Peggy Wallace finally approved in compromise form by both bodies before it can go to the White House.

Okayed by Truman

President Truman has given a stamp of strong approval to the sesqui celebration, which is to have a "freedom fair" theme in which heavy emphasis will go to outdoor and indoor entertainment. Preliminary plans call for a continuing program of drama and pageantry "portraying America's progress thru freedom," and, if the blueprint goes thru, a large amusement area will with Jim Rush and Vernon Braun be developed along with a memorial amphitheater, a Pan-American center and several buildings, including a housing exhibits of industry and labor. The recreation area will provide opportunity for a big-scale exposition in which outdoor shows will have a chance to bid for participation. Concert stars, dance teams and others of the show world will get the spotlight in what may be a year-long (See SENATE ACTION on page 52)

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Roger S. Littleford Jr. William D. Littleford

Editors

Roger S. Littleford Jr. Editor in Chief William J. Sachs Executive News Editor

Dick Armstrong Executive News Editor (New York)

Managers and Divisions W. D. Littleford, Gen. Manager Eastern Division 1564 Broadway, New York 19, N. Y. Phone: PLaza 7-2800

M. L. Reuter, Gen. Manager Western Division 188 W. Randolph St., Chicago 1, III. Phone: CEntral 6-8761

Sam Abbott, Gen. Manager West Coast Division 6000 Sunset Blvd., Hollywood 28, Calif. Phone: Hollywood 9-5831

F. B. Joerling, Gen. Manager Southwest Division 390 Arcade Bldg., St. Louis 1, Mo. Phone: CHestnut 0443

C. J. Latscha Advertising Director K. Kemper Advertising Mgr., New York M. L. Reuter Advertising Mgr., Chicago B. A. Bruns Circulation Manager Main Advertising, Circulation & Printing Offices

2160 Patterson St., Cincinnati 22, Ohio Phone: DUnbar 6450

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The Billboard also publishes

Vend, the monthly magazine of automatic merchandising.

Turnover, the monthly magazine for radio, television, record and phonograph dealers.



NBC'S TOPECHELON'S BLANG

WINS Sale to Pope May Put Paige Quits MBS N. Trammell N. Y. Yank Rights on Market

NEW YORK, Sept. 24.-Negotia- 000. The decision to sell represents tions for the sale of WINS, owned by a change, with Avco first putting the Avco Manufacturing Company, to station on the block and then deciding Generoso Pope, publisher of Il Prog- to write off part of its investment and resso Italiano here and WHOM, Jersey keep the property. City, were virtually completed here this week. It is anticipated that a stall a foreign language policy, it sales agreement will be signed Monday (26), with a price reported around \$1,000,000.

Acquisition by Pope of WINS would first require the disposal of WHOM it is believed under duopoly regulations of the Federal Communications Commission (FCC). Pope, according to one report, plans to convert WINS, a 50,000-watt daytime and 10,000watt nighttime operation, to a foreign language policy, comparable to WHOM's. He is said to hope to arrange conversion of WHOM to an English language station by any new owner. Pope recently applied to the FCC for a transfer of WHOM from Jersey City to New York, but was turned down.

Pope tought WHOM from the Cowles brothers, while Avco acquired WINS from Hearst Radio for \$1,700.

FCC Nixes WLW Bid for WHAS

WASHINGTON, Sept. 24.—The matter of overlap was made decisive this week as the Federal Communications Commission (FCC) issued a final decision denying the bid of the Crosley Broadcasting Company to buy WHAS, and associated FM and TV properties in Louisville from The Louisville Courier-Journal The FCC said the sale was rejected because of "substantial overlap" between WHAS and Crosley's WLW, Cincinnati,

The Commission said, "The control of WLW and WHAS by Crosley is so complete, the overlap areas and populations so vast, and the competitive service to the nighttime overlap area so restricted that it appears that public interest would not be serviced by the multiple ownership proposed."

WNEW's Fall Sked Brings Freud Yet!

NEW YORK, Sept. 24. - WNEW New York, this week set its new fall programing schedule, including a New York historical drama series, Freudian analyses of popular music, modernized fables and a party-givers' quiz.

His Honor the Mayor which dramatizes colorful civic events of the last 150 years, tees off October 13, Each airer will be rebroadcast over municipal stations WNYC and WNYC-FM and piped to schools twice a week via the official Board of Education station, WNYE. Promotion-wise, The New York Journal-American is set to carry weekly news features on the civic broadcasts, which were produred in co-operation with the New York Civic Center Association, New York Public Library, New York Historical Association and the City History Club.

gimmick, is slated for a six-week tern is followed, it is estimated by a run, the idea being to present old manager of one of the four stations yarns in the literary style of modern interested in transit radio that passwriters First in the series will be lenger rides will drop about 7.000,000 Aesop's Tortoise and the Hare per month This, of course, would scripted a la Norman Corwin and necessitate new rate structures Gabriel Heatter.

Should Pope acquire WINS and inwould probably mean the New York Yankee baseball rights would go on brothers radio stations. He assumes the open market. WINS now has a his new berth around November 1. deal with the ball club, but the club has the option to renew, both for 1950 and 1951. Radio circles consider it doubtful that the club would want to air on WINS if the program policy were changed.

Fletch Markle Turns Pkg'er

NEW YORK, Sept. 24.—Recently returned from their two-month European trip Fletcher Markle and Vincent O'Connor, former script editor of the Columbia Broadcasting System (CBS), this week formed Centuria Productions, a new packaging outfit to peddle two radio shows -Mr. Manhattan and Please To Be-

The former is a half-hour show with a New York background which makes ample use of glamour, sex and sophistication. Please To Begin the Markle verbal trade ark, is an hour long program built around great stories never before dramatized.

It would be on tape, with 13 shows being done within three weeks using the same cast, except for a different name each week. The scriptingdirecting duo have also optioned several scripts to film companies.

For Interm't'n Net

NEW YORK, Sept. 24. - Jack Paige this week resigned as assistant program head of the Mutual Broadcasting System (MBS) to become vice-president in charge of programs and promotion of the Intermountain Network, with headquarters in Salt Lake City. The highly rated program exec came to Mutual from the Cowles

Also out at Mutual is Walter Lurie, executive producer for the past three years. Ur confirmed reports have him joining the Bernard Schubert package office.

Paige's sucessor has been tentatively set but his identity is not being disclosed by Bill Fineschriber, MBS program veepee. Lurie will not be replaced for some time; Fineschrieber is planning to go to the Coast before coming to a decision.

Frigidaire Eyes "Lum & Abner"

NEW YORK, Sept .24 .- The Frigidaire division of General Motors, which formerly sponsored Lum and Abner this week was reconsidering putting up the loot for the hillbilly duo on the Columbia Broadcasting System (CBS) The web has offered the bankrolle the Wednesday 10:30-11 p.m. slot, following Burns and Allen. A decision is expected shortly.

No sponsor will either mean a move of I um and Abner into TV or, if the team refuses, the possibility that their contract with the net will be bought out. This last contingency will only be used after a l other stratagems fail.

Two Clinkers Stall Transit Radio Pitch in Windy City

stallation of transit radio in public rates based on exact rider flow. vehicles here, a few months ago one of the hottest local trade subjects, apparently a.e in a suspended state, and advent of FM in busses, streetcars and elevated trains is at least six months off reliable reports indicated this week. Shelving of original plans are due to two factors. First the Chicago Transit Authority (CTA) is proposing a fare increase which is meeting with considerable public resistance. This has put the future of the CTA in a rather doubtful state. Secondly, receiver manufacturers are reported to be developing new equipment which would overcome some of the public reactions against the disturbance factor of transit radio, and investors are holding off until new equipment can be put into use.

The proposed rate increase is causing plan postponement for a number of reasons. Most important is the belief that any increase will cause a drop in number of passengers carried Past increases have resulted in a rider drop of about 7 per cent. It. Keep in Style the modernized fable with the new increase a similar pat-Backers, therefore, are not proceed-

CHICAGO Sept. 24 .- Plans for in- | ing until they can figure out accurate

It is also rumored that if a new rate is put into effect, public reaction might be strong enough to bring about a change in structure and management in the publicly owned CTA which controls streetcars, some bus and all elevated lines Motor coaches on some streets are operated by the Chicago Motor Coach Company, privately owned organization But since CTA is the larger operation and because investors recognize the necessity for strong political ties, money will not be forthcoming for transit radio until backers know exactly with whom they have to deal, and under what legal requirements.

One of the complaints of the public tested with sample uses of transit radio here has been irritation caused by lack of controlled volume. When vehicles were crowded top volume was used But when there were fewer riders, ontinued high volume was disturbing General Electric, REL and Stromberg-Carlson are reported to be working on new receivers that to number of riders in each vehicle. This new equipment is expected to months, and those interested proceeding with installation plans.

Emerges Top Net Salesman

Sarnoff Does Well

NEW YORK, Sept. 24.—The sales resurgence by National Broadcasting Company (NBC) since Columbia Broadcasting System (CBS) started its program raids at the beginning of this year has served to spotlight the fact that Niles Trammell, NBC's president, is emerging as the top sa'---an in radio. So much so is this the case that Trammell now is credited with being personally responsible for millions of NBC's 1949 gross with his latest feat resulting in this week's copping by NBC of the half-hour Fatima show (Liggett & Myers) from CBS.

Insiders at NBC state that Trammell has figured prominently in a number of top sales, including the hour-long Theater Guild (U. S. Steel); Wildroot's Sam Spade and the hour-long video stanza for Buick, starring Olsen and Johnson, Trammell also handled the sale this week of the Fanny Brice show to Tums, replacing George O'Hanlon, a deal which also resulted in Miss Brice becoming an NBC property under a package deal set up with her agents, William Morris. Miss Brice, whose last price was reported around \$11,000 weekly, is reported going to Tums for \$6,500.

Along with salvaging the Tums stanza, Trammell is credited with saving Take It or Leave It for NBC at a time when the sponsor, Eversharp, was being romanced by CBS. Trammell's pitch on this resulted in casting Eddie Cantor in his new role of quizmaster. Trammell is also credited with keeping the Philco hour TV show on NBC, when that show was headed toward Columbia.

Salesman Sarnoff

It is also reported that Gen. David Sarnoff, president of RCA, NBC's parent organization, figured in one sale, a commentary on NBC's "high echelon" sales technique. The info is that Sarnoff swung the Blatz Beer-Duffy's Tavern sale into the NBC camp.

Also credited to Trammell are the deals whereby Sealtest and Kraft allotted heavy daytime budgets to radio. Both accounts had canceled out their nighttime programs, partly, at least, because of TV.

Currently, Trammell is working on the Gulf Oil account, in the hope of luring that firm's We, the People over from CBS.

Both CBS and NBC were fighting for the Fatima account, which had been sponsoring a Basil Rathbone series on Columbia. The firm wanted Groucho Marx's quiz show, but could not get an exclusive deal from Elgin American, Marx's present sponsor. As a result, Fatima bought the NBC package Dragnet, and will spot it after Chesterfield Cigarette's Supper Club with Perry Como. The same firm manufacturers both cigarettes. automatically contro' volume in ratio and while the two will "compete," being t k to back, Liggett & Myers is getting the advantage of be on the market in about two contiguous time discounts. CBS had in offered a like deal with Marx to pretransit radio here state they will cede Bing Crosby on Wednesday wait until it is procurable before night. Bing also being a Chesterfield salesman.

MBS To Pursue "Pin Point" Program Pushing Policy

Broadcasting System (MBS) has de- moved from Thursday night as part cided upon a program policy of building up certain time slots while leaving others dormant for the time being, ing to go all out building selected reliable trade sources revealed here time slots is the fact that Ladies Fair this week. The thinking of the top is reported backed with a budget of MBS execs, it is said, is that the net \$100,000. This is for sustaining, not can't revamp its entire program structure at the present time because of lack of money and that money available must be used to build only cer- is the determination of White and tain periods. If initial building is successful, the net plans to slowly in which to succeed or fail. The two but surely spread its program structure changes.

It is reported that New York heads of the web (particularily Frank White, president, and William Fineshriber, vice-president in charge of programs) have decided upon the following strat- step in the next few months. egy: Nucleus of the Monday thru Friday morning schedule are to be Queen for a Day and Ladies Fair, new Chicago originated program. Tom Mix and Captain Midnight are expected to hold up Monday thru Friday afternoon listening. Sunday night is to be ignored for the time being because of top competition from other nets, but Sunday afternoon is to get full promotion because of its successful mystery block. Monday, Tuesday and Wednesday nights are to be left as is, with the belief that they are okay now, and Thursday and Friday nights are to be ignored, based on a policy that they are not too good, but that building of these slots will have to wait until later. Saturday night is to be built as a quiz and audienceparticipation slot, with back-to-back scheduling of 20 Questions, Take a Number, Meet Your Match and True

Transit Re-Elects Thomas as Prexy

CINCINNATI, Sept. 24. — Veteran radio exec C. L. Thomas, general manager of KXOK and KXOK-FM, St. Louis, was re-elected to the presidency of Transit Radio, Inc., Friday (16) at the organization's annual board of directors meeting here at the Netherland Plaza Hotel.

Other officers elected to one-year terms were Hulbert Taft Jr., managing director of WKRC here, chairman of the board; R. C. Crisler, executive vice-president and treasurer; William M. O'Neil Jr., president of WJW, Cleveland, director and vice-president; Frank Pellegrin, vice-president in charge of sales; David Gamble, Radio Writers' Guild. The appointsecretary.

ABC May Audition New, Longer "Ethel"

NEW YORK, Sept. 24.-American Broadcasting Company (ABC) this week was considering auditioning a new half-hour version of Ethel and Albert, to replace its former 15-minute strip which was canceled this spring. The program was on the web for several years as a co-op.

Ethel is played by Peg Lynch. who also scripts the show. If it clicks, the show is slated for a nighttime spot.

Robert Taishoff Killed in Bike Accident in Washington

NEW YORK, Sept. 24. - Robert Charles Taishoff, eight-year-old son of Sol and Betty Taishoff, was killed its Chesterfield Supper Club, which In addition, Lewis's stock has Tuesday (20) in a bicycling accident ington circles.

In addition to his parents, the sur- field shows this summer.

CHICAGO, Sept. 24.—The Mutual or False. Meet Your Match is being of this plan.

Indicative of the way MBS is willcommercial airing and is said to be a healthy nut for a sustainer.

A part of this policy, it is stated Fineshriber to give MBS one year are said to have complete authority from the board. What they say goes, contrary to top executive working conditions of the net in the past few years. They are going to try to build the net slowly, but surely, step by

Chi TV Outlets Hike Rates 25%

CHICAGO, Sept. 24 .- Two local TV stations, WBKB and WGN-TV, are planning rate increases effective next month. Each station is planning a general increase of 25 per cent, Increase of set circulation here is responsible for the hikes.

WGN-TV now has a basic hourly show rate of \$550. Its basic film rate is \$400 per hour. WGN-TV's increase will become effective October 1.

WBKB now has a base hourly rate of \$500. Its 25 per cent increase will apply for all charges-live, film and aster.

said.

The National Broadcasting Company station, WNBQ, which has a basic hourly rate of \$500, is not planning a rate increase at this time, Oliver Morton, local national spot sales manager, stated. He intimated, however, that as set circulation increased, rate increases undoubtedly would be considered.

RWG To Pick Stabile For Langham Post?

NEW YORK, Sept. 24.-Indications this week were that James Stabile will be selected to replace the recently resigned Roy Langham as national executive secretary of the ment is expected to be confirmed at a meeting of both the national executive committee and the national executive council of the organization Wednesday (28).

Stabile has been the Eastern regional executive secretary for several years.

CHUM Beats Toronto Stations On S. S. Noronic Fire Coverage

youngest and least powerful station, requested by National Broadcasting CHUM, knocked over top honors for Company (NBC)-TV and flown to its coverage of the S. S. Noronic fire New York early Saturday morning. on the Toronto waterfront Saturday Most of the passengers were from

when a cab driver, Chuck Accette, phoned Program Director Larry Mann. Altho the station is only a daylight operation, Mann collected his crew. Actually, reporter Bob Hall was the first radio reporter on the scene, and by 3 a.m. CHUM had four men on the dock, Mann, Hall, sportscaster Phil Stone and newscaster Mike Hopkins.

On-the-Spot Tape

other four stations paid off with actual descriptions and on-the-spot interviews taped over the objection of officials of the ship's owners, the Canada Steamship Lines (CSL), Thruout the day, the station covered activities at the fire, at temporary Red Cross headquarters in the Royal York Hotel, at other hotels where survivors were taken, at the city morgue and at the temporary morgue in the Horticultural Building at the Canadian National Exhibition (CNE), where the bodies were housed as the death toll increased.

From the time Larry Mann opened the station at 7 a.m. with his deejay shot, until close-down at sunset, the schedule was given over entirely to reporting developments in the dis-Most sponsors voluntarily skipped commercials. Thru their on-WENR-TV, which has a basic the-spot interviews with survivors, hourly rate of \$600, is not planning CHUM managed to reunite two fam-an increase at this time, station execs liles separated in the confusion on Ford Dealers Saturday and helped bring two more together Sunday.

Station Manager Rolly Ford shot

Stratford Approves **NBC Video Outlet**

HARTFORD, Conn., Sept. 24.-The National Broadcasting Company (NBC) has been given a building permit by the town of Stratford to construct a \$15,000 transmitter building and \$8,000 antenna tower for its proposed experimental untra-high-frequency (UHF) television station in Stratford.

According to NBC spokesmen station construction will get under way as soon as the plans have received approval of the Civil Aeronautics Administration. The station has been authorized by the Federal Communications Commission (FCC). It will Lewin, for 14 years a top motion pic be operated as a satellite of NBC's television station, relaying WNBT programs but utilizing an ultra-highfrequency band which present television receivers cannot tune in.

Switch May Find Robert Q., After CBS Build-Up, on NBC

NEW YORK, Sept. 24 .- Robert Q. mission of the web. However, the rates is interested in fitting him into a solo comedy spot.

16, and a sister, Mrs. Kenneth Cowan. Chesterfield first must get the per- will whip up the audition platter.

Lewis, who has been the subject of tobacco company is a big CBS spender a 250G build-up at Columbia Broad- and shouldn't find too much trouble casting System (CBS) may wind up in clearing him. The next step is with a sponsor, but if so it probably to get the okay of Perry Como, star will be on National Broadcasting of the NBC show. Lewis is expected Company (NBC). Chesterfield Ciga- to spiel the commercials and handle

on NBC Thursday evenings, 10- jumped sky high at CBS after his in Washington. Taishoff is editor 10:30. The cigarette company became summer click, and the web is in the and publisher of Broadcasting maga- impressed with the bespectacled comic throes of working out a nighttime zine, and both he and Mrs. Taishoff after the fine job he did keeping the show for him. This would be an are well known in radio and Wash- Hoopers up while acting as Arthur extra CBS chore, since he is already Godfrey's replacement on Chester- scheduled to do a twice-monthly vivors include a brother, Lawrence, Since Lewis is CBS property, Irving Mansfield and Lester Gottlieb Queenie Smith's Theater, shot by

TORONTO, Sept. 24 .- The town's 300 feet of 16mm, film which was Detroit and Cleveland and, at the Five minutes after the blaze was request of WTAM, Cleveland, CHUM discovered, CHUM's pay-off system shipped an hour and 20 minutes of on local news leads paid dividends recordings which were later fed to NBC.

CKEY on Job

At CKEY, Toronto's sole 24-hour station, everybody, including President Jack Cooke, was on the job. They were the second station on the scene when all-night disk jockey Johnny Williams went to the dock at 7 a.m. He was joined later by Hal Kelly, of the special events department, who also experienced opposi-Their four-hour beat on Toronto's tion from CSL officials when trying to locate power for his tape recorder.

Newscaster John Collingwood Reid, as well as giving eye-witness reports on his own station (CFRB), provided coverage for the Columbia Broadcasting System (CBS) on instructions from New York. The other U. S. networks were covered by local newsmen Bob Kesten, Bill Beatty and those mentioned above.

The Canadian Broadcasting Corporacion (CBC) was mostly concorned with its own two networks. For this purpose, it used taped interviews by Beatty and eye-witness accounts by Kesten and Phil Carscallen,

In a town where the press is only just starting to show a friendly attitude toward radio, broadcasters received several tributes from local newspapers for their all-out efforts.

Hunt TV Act

NEW YORK, Sept. 24.-The Ford Dealers of America, thru J. Walter Thompson, their agency, this week started shopping for a TV variety show for this fall. They prefer a halfhour program, but might spring for an hour-length show if the price is

The last program the dealers had on a network was Thru the Crystal Ball. This fall, dealers in various sections of the country are sponsoring football films.

Lewin for KLAC-TV Cenemascope Duties

HOLLYWOOD, Sept. 24. - Louis producer-director, last week closed a deal to join KLAC-TV, tele indie, in an exec berth. He will be responsible for development and programing of the station's highly touted cenemascope tele transcription system. One of first film producers to switch full-time to video, Lewin's appointment is preliminary to KLAC-TV's full-scale invasion of the tele network programing origination field.

To date, KLAC-TV has spent offthe-air hours auditioning cenemascope packages, with many of the town's top showbiz names already inked to exclusive releasing pacts. Shows auditioned and filmed include Arch Oboler's Run, Man, Run series which featured film actress Martha Scott, and Big Time, variety show starring Jerry Colonna and featuring Robert Alda and Virginia O'Brien. Others are: Screen Writers' Theater, dramatic series written by top flicker scripters with first show featuring Jane Wyatt and Frank Lovejoy and direction by pic megger John Larkin; American Drama Guild show with Leif Erickson and Russell Hicks in top roles was filmed by pic producer show on TV for the net. Producers Phil Nasser and John Darrow, and Minifilms, Inc.

Schlitz Wants "Ivy," But NBC Can't Slot It

HOLLYWOOD, Sept. 24.—National Broadcasting Company (NBC) programers were still plagued this weekend with the headache of selling its Halls of Ivy airer to Schlitz Beer. Altho the bankroller wants to buy the new show created by scripter Don Quinn, and starring Ronald Colman air. and wife Benita Hume in top roles, Schlitz wants no part of NBC time slots so far proposed, refusing to be slotted on any night carrying the show of competing beer maker. Columbia Broadcasting System (CBS), meanwhile, has offered Schlitz the top slot on its Wednesday night line-up -if Ivy can be torn lose from NBC. Since the show was built by NBC as will obviously give CBS the brush in any request to borrow or buy the show.

Solution was in sight this week when NBC offered to put the show in the 8 p.m., EST. slot, Fridays, but the move was killed by Schlitz's y&R realized the show would compete with The Goldbergs, another Y&R property. Another thorn in NBC's hide was the Benton & Bowles (B&B) claim that Colman was exclusively tied up with that agency's Family Hour of Stars. NBC held that Colman was a free agent, but was prepared to sell the show sans the stars if it came to a showdown. Sale price minus the Colmans is \$5,800; with the stars the price would jump to \$10,000 weekly.

At press-time, NBC offered to spot Ivy at 8 p.m. Tuesday evenings, thus giving bankroller the advantage of NBC's request, when the network

CBS To Drop "Spin," Third Giveaway Flop

NEW YORK, Sept. 24.—Columbia Broadcasting System (CBS) this week decided to drop Spin to Win after tonight's broadcast, thus making it the third giveaway sustainer within three weeks to be axed at the web. Beat the Clock and Winner Take All were canceled September 9.

The cancellations have nothing to do with the recent ruling of the Federal Communications Commission. The web couldn't peddle the shows. Winner Take All came closest to getting a radio sponsor when Camel Cigarettes became interested in it for both AM and TV. However, when the cigarette company couldn't make up its mind, Chevrolet bought the program for TV. Spin to Win, a real low-budget program, couldn't come up with a sponsor after a summer's sustaining ride.

RF's "Tello-Test" Bought by Don Lee

CHICAGO, Sept. 24.—In line with increased trade acceptance of giveaway programs following federal court injunctions against the Federal Communications Commission (FCC), the Don Lee network this week bought Radio Features' Tello-Test program, one of the shows considered by the federal court here in a suit against the FCC.

According to Ken Houston, vicepresident of Radio Features, the 45station Don Lee network will use Tello-Test commencing October 3. The 15-minute phone giveaway will be originated five days a week at the West Coast network's San Francisco station and will be sponsored on a co-op basis.

Houston also stated Tello-Test sales had been made to five other stations this week.

WASHINGTON, Sept. 24. - The army is considering whether to make the documentary film of the Nuremberg trials available to TV stations, it was learned this week. It has been decided that the film will not be permitted to be used on TV for commercial purposes, but its possible use on a sustaining basis is still up in the

The film, now being processed for 16mm, projectors, runs about 60 minutes and gives the highlights of the war-guilt trials of high-ranking Nazis. The original film was made by documentary producer Pare Lorentz, but it has since been revised by the army. Made three years ago, the film has been shown many times in Germany, but has so far been repart of its programing drive, the net served in this country for high brass only.

The 16mm, prints will be made available without cost after October 1 for private groups such as churches and schools, but not for commercial theater showings.

Mars Wants New Slot for "I. Q."

NEW YORK, Sept. 24.-Mars, Inc., this week put the heat on the National Broadcasting Company (NBC) to shift Dr. I. Q. to another spot on the web's schedule. The show is now on NBC Friday evenings 10-10:30 p.m.

The current rating of the program is 7.1. Dr. I. Q. was formerly on the network Monday evenings at 9:30 but moved a few months ago, at the sponsor's ire.

Nuremberg Trial Pic for Video? NBC Takes Affil Gallup Pole As Guide for Sustainers

tional Broadcasting Company (NBC) has started a new wrinkle, that of asking its affiliates to vote on the sustaining packages the network origicompleted this week. The purpose to guide the web's program departavailable for future use or elimination. The idea of polling the stations

NBC May Buck MBS 5 P.M. "Shadow"; "Am. Forum" Moves

NEW YORK, Sept. 24.—The shift by the National Broadcasting Company (NBC) of Raido City Playhouse to 5 p.m. Sunday afternoon as of tomorrow (25) may mark the beginning of a campaign by that web to try and cut into the hefty Sunday afternoon listening on the Mutual Broadcasting System (MBS). MBS, with The Shadow and several other Stations Near Chi whodunits on Sundays, has been the strongest web at that time for years.

As a consequence, NBC, should Playhouse garner a rating, may move some of its pubsery shows out of the Sunday afternoon time and bolster Playhouse with other suspense programs. Current pubservers include Voices and Events, and Living,

a comedy line-up which includes the decided on a classical music format NBC, both for AM and TV, and is mond; WJOL, Joliet; WRMN, Elgin, new Fanny Brice show, Bob Hope, for its Monday p.m. schedule. A slated for a 4.30 time. For its Monday p.m. schedule. A slated for a 4.30 time. For its Monday p.m. schedule. A slated for a 4.30 time. For its Monday p.m. schedule. A slated for a 4.30 time. For its Monday p.m. schedule. A slated for a 4.30 time. For its Monday p.m. schedule. A slated for a 4.30 time. For its Monday p.m. schedule. A slated for a 4.30 time. For its Monday p.m. schedule. A slated for a 4.30 time. For its Monday p.m. schedule. A slated for a 4.30 time. For its Monday p.m. schedule. A slated for a 4.30 time. For its Monday p.m. schedule. A slated for a 4.30 time.

NEW YORK, Sept. 24.—The Na- stemmed from Tom McCray, NBC program director.

Oddly enough, the highest ranking sustainer, Dragnet, this week was sold commercially to Liggett & Myers, for nates. The first of such tallies was Fatima cigarettes. Under the voting system, stations are asked to vote of the NBC "affiliate Gallup poll" is "excellent," "good" or "poor." Dragnet got 102 excellent votes, 17 good ment in evaluating the packages votes and no poor votes, a really high batting average. Other shows voted on shaped as follows:

and distributed and another district	CALC ELIPTIC		
Program	Excel-	Good	Poor
Radio City Playhouse	98	21	1
Richard Diamond	57	59	5
Who Said That?	71	41	8
Four Star Playhouse	56	58	
Voices and Events	44	64	4
Hollywood Calling	50	59	12
James and Pamela Mason	.20	79	15
Tree Grows in Brooklyn	16	69	24
Chicken Every Sunday .	17	78	23
Silent Partner	12	80	20
My Good Wife	8	70	32
	ME	W. C. C.	

Only shows airing after May 1, except for Ethel Merman, were voted on. Martin and Lewis, who started in January, were not included.

Form CPBA To Sell **National Sponsors**

CEICAGO, Sept. 24.—In an effort to sell to national advertisers subarban stations that rank high in their own community and also penetrate the Chicago market, four stations in The change may also affect Ted this area last week formed the Chi-Granik's American Forum, which cago Perimeter Broadcasting Assoshifts October 30 from Mutual to ciation. Stations are WJOB, Hamand WKRS, Waukegan, all AM out-

> The association was the result of a recent Conlon listenership survey which showed that the Joliet station was No. 1 in its community, outranking all Chicago stations, and the Hammond outlet was second to WBBM, local Columbia Broadcasting System station.

For national advertisers the group is planning a special discount system. Advertisers buying two of the stations will get a 5 per cent discount off the national rate, while those buying three will receive a 10 per cent cut, and buyers of all four will save 15 per cent. Basic hourly rate for all four stations will be about \$350.

The Joseph Hershey McGillvra Company represents all the stations in the association, said to be the first of its kind in the country.

NBC Leads in Gross Billings

NEW YORK, Sept. 24.—The National Broadcasting Company (NBC), for the first seven months of this year, has surged ahead in gross network billings, according to Publishers' Information Bureau (PIB) figures. NBC now has a small edge over the Columbia Broadcasting System (CBS), which had been leading the pack thru June. Indications now point to a total gross figure for NBC of around \$66,000,000 or \$67,000,000, and a shade less for CBS. Both will run behind their 1948 revenues, it is anticipated.

As far as gross billings are concerned, 1949 will be the second highest year in radio history for networks, hitting a mark of \$197,-200,000, only about \$2,000,000 short of the 1948 record, government statisticians figured this week on the basis of billings for the halfyear.

\$100,000,000 in Six Months

For the first six months of 1949 web time sales, before discounts, amounted to \$100,838,000 as compared with \$102,123,000 for the first half of 1948. If the same ratio holds true for the last half of the year, 1949 totals will be \$197,200,000. The all-time record was set last year when the total was \$199,748,000. Even should sales for the last half tail off, 1949 is still virtually certain to mark the sixth successive year of gross sales in excess of \$190,000,000.

Month-to-month comparisons of gross billings show 1949 running only slightly behind last year. January of this year actually ran ahead of its 1948 counterparts with the other five months trailing.

	Network Gross Dillings	
	1949	1948
January	\$17,702,000	\$17,544,000
February	16,117,000	16,715,000
	17,698,000	17,803,000
	16,762,000	17,078,000
	17,072,000	17,327,000
	15,487,000	15,656,000

\$100,838,000 \$102,123,000 With sales recorded this week, NBC has four open evening half hours, and CBS has 11. There is a possibility NBC may lose another half hour spot, with Mars candy considering canceling or shifting "Dr. I. Q."

July revenue, according to the PIB, was as follows:

	PIB N	etwork Billings
July, 1949		7 Months, 1949
NBC\$4,384,305	NBC	\$37,873,390
CBS 3,784,861	CBS	37,323,652
ABC 2,788,098	ABC	26,253,259
MBS 1,133,315	MBS	11,412,589
\$12,090,579	HON THE BUILDING	\$112,862,890



Unionize TV, Pixers or No. Says Four A's

8

(Continued from page 3) effect a peace. Should the screen performers hold to their position, it is conceivable a bitter internecine battle could come to pass in which SAG and SEG could even ask for government intervention to protect their TV jurisdictional claims.

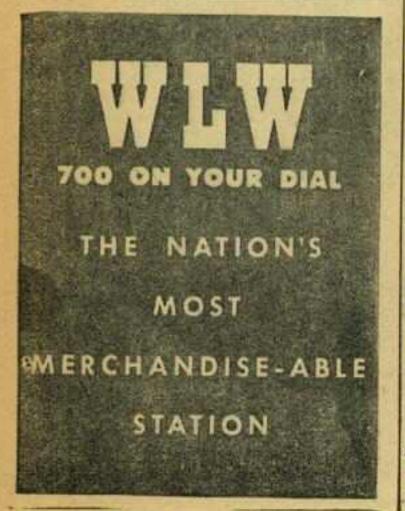
Members To Get Facts

To get its position on the record, the Four A's next week plans an unprecedented move. This will be to mail to the 30,000 Four A's members a lengthy explanation of the entire TVA background and the dispute between its supporters and SAG and SEG. Four A's unions supporting TVA include Actors' Equity (AE). the American Federation of Radio Artists (AFRA), the American Guild of Variety Artists (AGVA), the concert performers in the American Guild of Music Artists (AGMA) and Chorus Equity (CE). The letter, to be mailed next week, is signed by the national president of each of those unions.

SAG and SEG have entered these points in opposition to TVA: That it must have control of film-television and TVA control o' live video; that Screen Guild performers working in TV should remain in a separate domain; that TVA performers at their convention may make decisions hurting the interests of film actors; that the formation of TVA creates a new union for actors in motion pictures; that TVA will be governed from New York and that the TVA will be controlled by the Eastern unions.

Four A's Answer

The Four A's answer to the points brought up by the SAG and SEG is that video is a new industry and that jurisdiction cannot be split without hurting the performer. It furthermore claims that it can gain repeat fees for films that are re-used, whereas the screen guilds have proved themselves unable to get additional films whenever theater films are replayed. The Four A's say also that TV performers for their own safety must be in one big union, not split up in segments; that the members of TVA will be from the Four A's, including the screen guilds, and will not harm the latter; that the TVA is not a new union, but a unification of the country with ample safeguards for protecting the interests of all regions. and that the TVA performers will vote for what will benefit them as a whole, not as regions, and that two of the five Four A's unions are national unions, and it is unwarranted to assume that they will vote or combine as Eastern unions.



TV Set Circulation

Television receiver circulation hit a total of 2,310,000 as of September 1, 1949, according to estimates prepared by the research department of the National Broadcasting Company (NBC). Breakdown by cities follows:

No of Families

	No. of	No. of Families	No. of
The state of the s	Stations	40-Mile	TV Sets
City	Operating.	(Service Area)	Installed
New York	6	3,597,000	755,000
Baltimore	3	732,000	76,100
Boston	2	1,175,000	125,000
Buffalo	1	323,000	28,500
Chicago	4	1,438,000	178,000
Cleveland	2	695,000	75,500
Detroit	3		NAME OF TAXABLE PARTY.
Detroit		839,000	81,000
Erie		112,000	8,300
Grand Rapids	*****	182,000	4,500
Lancaster		85,000	11,000
Milwaukee	1	327,000	32,800
New Haven	1	557,000	40,100
Philadelphia	3	1,184,000	215,000
Pittsburgh		742,000	25,000
Providence	1	1,011,000	14,300
Richmond	1	130,000	14,400
Rochester		208,000	6,000
Schenectady	1	258,000	29,100
St. Louis	1	474,000	40,800
Toledo		241,000	20,000
Washington		691,000	57,400
Wilmington	1	183,000	15,400
Albuquerque	1	22,000	1,100
Atlanta	2	233,000	16,000
Birmingham	2	196,000	4,000
Charlotte	1	171,000	4,500
Cincinnati	3	384,000	29,100
Columbus	1	225,000	8,900
Dayton	2	291,000	10,700
Ft. Worth	1	269,000	6,500
Dallas	account.	277,000	6,800
Houston		217,000	7,500
Los Angeles	6	1,372,000	
Louisville		188,000	187,000
Mamphie	*****		9,200
Memphis	*****	177,000	6,600
Minnespolie St. Paul	1	117,000	9,100
Minneapolis-St. Paul	*****	333,000	29,300
New Orleans		225,000	7,500
Oklahoma City	*****	138,000	6,900
Omaha	2	132,000	4,000
Salt Lake City	4	93,000	6,300
San Diego		113,000	7,100
San Francisco	2	825,000	12,000
Seattle		307,000	8,600
Indianapolis	1	281,000	7,600
Syracuse	1	199,000	8,400
m to I constitute out to			The same of the sa
Total Operating Station	ns78		2,257,900

TV OWNERSHIP IN CITIES WITHOUT OPERATING STATION

City Greensboro Johnstown Kansas City Utica All Others	Sept., 1949 Oct., 1949	No, of Families 40-Mile (Service Area) 165,000 250,000 275,000 127,000	No. of TV Sets Installed 1,200 3,600 3,500 1,700 42,100
Total TV Sets i	n U. S.		2,310,000

old unions; that meetings of the TVA will be held in three sections of the Hearing on Color TV Starts; Will Keep Freeze on Video

(Continued from page 3) color-TV phase will run a good two after which it will demonstrate the months and possibly longer because system on a number of receivers of the line-up of some 200 industry witnesses. It is further figured that Broadcasting System (CBS) will ofdeliberations by the commission after fer its direct color testimony this week the testimony is taken will take a couple of months and maybe much its system at the Carlton Hotel Ocmore. Consequently, the freeze which tober 7, altho CBS already has given is already more than a year old will a demonstration at the Armory here. remain unless the commission can find a way to get out of its committime it decides on final TV allocations and on the color standards issue.

The fateful question of color television hung in the balance as the sidered essential for use in the RCA hearing opened today in the Commerce Department auditorium, with testimony from the Joint Technical Advisory Committee (JTAC) slated to be followed by the Radio Manufacturers' Association (RMA) and the Radio Corporation of America (RCA). The RCA testimony will follow along the lines of briefs already | the cheapest available. filed showing RCA's electronic color system compatible with present black- follow direct testimony, it is figured white receivers. RCA, meanwhile, is that the color TV phase of the hearreadying to demonstrate its system ing will last until mid-November.

at the Washington Hotel October 10, scattered thru the city. The Columbia along with RCA and will demonstrate

2,310,000

With RCA and CBS as the leading contenders in the color fight, chief ments to thaw the freeze at the same question in the minds of FCC engineers as the hearings began was whether RCA will be able to demonstrate a small-size tube which is consystem.

> Also paramount in the testimony of RCA and CBS will be cost figures for converters and regular color receivers. FCC has placed on each demonstrator of color systems the burden of proving that his system not only works satisfactorily, but is also

With cross-examination slated to

Barkley Cuts Tape at KBTV Dallas Debut

DALLAS, Sept. 24.-KBTV, this city's first television station, made an impressive bow Saturday (17) with Vice-President Alben W. Barkley as ribbon cutter and honor guest.

Barkley caught local Democratic biggies with their plans down when he accepted an invitation from Tom Potter, KBTV owner, to break the tape and appear on Dallas's first video program after his 10-minute opening address. KBTV offered a staff show for the thousands who crowded a circus tent pitched by the 387-foot tower. Emsee was Bob Stanford, chief announcer, former film actor and WFAA staffer before joining KBTV.

The station is affiliated with the newly created Paramount television network. Equipment, including a \$92,000 telecruiser for on-the-spot telecasting, was supplied by DuMont Laboratories. Test programs have reached 260 miles and good reception has been reported at 150 miles. On Channel 8, KBTV represents an investment of more than \$600,000 by Potter, said to be the first individual owner of a video cutlet. He is a Dallas oil man who has radio stations in

Oklahoma and Texas. KBTV is the third such outlet in Texas. Others are WBAP-TV, Fort Worth, and KLEE-TV, Houston. KRLD-TV, Dallas, is due for test patterns by October 1, and will be a video cutlet of the Columbia Proadcasting System (CBS).

Telecasters in Blanket Accord With ASCAP

(Continued from page 3) tion last month that there would be no extension beyond next Friday's (30) deadline. Meanwhile, yesterday's action by the TV'ers in approving the blanket program terms paves the way for individual telecasters to negotiate "tentative" contracts with ASCAP immediately, while ASCAP readies its membership for a formal green light for this segment of the TV music pact.

Since web stations and affiliates use blanket program licensing agreements while indies go in for perprogram contracts, the indies have been insisting upon "a reasonable relationship" between the terms of the two classes of contracts. It was learned that yesterday's closed-door session which began at 10:30 a.m. and wound up at 4:40 p.m., reached stormy peaks on this issue. Representatives of indie stations stood adamant against proposals put forth for a per-program agreement, and carried the fight for creation of a special delegation to get a "satisfactory" agreement from ASCAP.

TV indie operators insisted that the rates proposed by ASCAP for per-program contracts are far out of (See Telecasters in Blanket, page 18)

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FILMERS OUT TO FIGHT KINE

U. S. Move To Split Warners, CBS Follows Vogue | Film Methods Fox Leaves AM-TV in Air

ture of the TV and radio interests of remain with it. Warner Bros. and 20th Century-Fox is left unclear in the decree filed by the Justice Department this week demanding divorce of the flickertheater holdings of the two, along with those of Metro-Goldwyn-Mayer. Probability is that radio-TV holdings will wind up with the film-producing half of any split-up, but no mention is made of such holdings in the proposed decree, which the Justice Department filed in a New York court.

If the court agrees to the decree, the flicker outfits will have three months after the verdict to submit divorce proposals, with the government having an additional two months to file any objections.

Like Para and RKO

The Justice Department's proposed decree is similar in effect to consent decrees already signed between the agency and Paramount Pictures and Radio-Keith-Orpheum. Under the Paramount divorce, custody of the TV offspring was split between the new theater corporation and the new movie corporation. RKO had no TVradio properties.

volved as far as radio-TV is con- program efforts on participation cerned than is the case with Warners shows. As a result, it expects to have and 20th Century. Para's TV holdings were in some cases already mitments by debut time. licensed to a theater. Warners dropped out of the TV field with the Piel's beer, Seidenberg cigars, the collapse of the deal to buy Dorothy Schiff's KLAC-TV. Warners' radio holdings, chiefly tied up in KFWB, Los Angeles, are licensed directly by

NBC To Dicker With Meggers; Averts Strike

NEW YORK, Sept. 24.—Breaking a deadlock which almost culminated in a strike, the National Broadcasting Company (NBC) Thursday (22) recognized the Radio and Television Directors Guild (RTDG) as the official bargaining agent for the meggers at NBC-TV at a meeting held at State Mediator Mabel Leslie's office. Negotiations will begin Monday (26).

The RTDG is expected to ask for a wage scale similar to that in force for TV directors at the American Broadcasting Company (ABC). Salaries there are \$130 per week for meggers and \$95 weekly for associate directors. Rates will also have to be set for program assistants, a category that few other video stations have. The standard two-week vacation period is expected to be another demand. Sentiment at the union is for a short-term pact.

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WASHINGTON, Sept. 24.—The fu- the flicker firm and will presumably

Theater TV Unaffected

Twentieth Century's holdings are limited to experimental theater-TV stations, which are expected to remain with the film company. The same is likely to be true of any TV grants made by the Federal Communications Commission (FCC) in response to the half dozen bids filed by 20th Century.

WOR-TV Sales Signpost 60G By End of Oct.

NEW YORK, Sept. 24.-The sales outlook for WOR-TV is such that there is a likelihood the station may gross \$50,000 to \$60,000 by the end of October, R. C. (Pete) Maddux, WOR and WOR-TV sales manager, reported this week. The new station, slated to tee off a regular program service October 5, with the World The Paramount case was more in- Series, is concentrating much of its a heavy schedule of commercial com-

> Sponsors already signed include Kosher Provision Company, La Primadora cigars and Ronson lighters. A number of other deals are expected to be wrapped up within the next two weeks.

> WOR-TV will start off with a fivenight-a-week, four-hour schedule, Tuesdays thru Saturdays. Shows already set include Dinner at Sardi's, Alibi, Meet Your Match, Knickerbocker Music Hall, Barry Gray, John Reed King and the Westchester County Center fights Wednesday nights.

Jimmy Powers will announce the latter events.

DuMont Video Net Lops 35 Off Payroll

NEW YORK, Sept. 24 .- The anticipated staff cuts at the DuMont video network were effected this week, with a total of 35 reported lopped off the payroll. These followed last week's lamming of Leonard Hole, operations manager, and Tony Kraber, production supervisor.

Directors and clerical help were involved in the staff trims. Among the meggers to go are Les Tomlin and Byron McKinney.

At the same time, the network is putting thru drastic economy measures on its entire production schedule. chopping all overtime and increasing its sustaining pick-ups from its Chicago affiliate, WGN-TV.

Don Lee Announces Electra-Zoom Lens

HOLLYWOOD, Sept. 24.-A new 'variable focus" tele lens of the "zoom" type was unveiled this week by Willet Brown, president of Don Lee Broadcasting System. Developed by motion pic cameraman Joseph B. Walker and Don Lee researchers, the studio shows airing over W6XAO.

Station claimed its new lens was controlled by camera operator.

On Participations

NEW YORK, Sept. 24 .- Joining the parade of TV networks angling for new bankrollers' coin, the Columbia Broadcasting System (CBS)-TV this week realigned its schedule to move into daytime programing on a participating sponsor basis. Beginning October 10 at CBS-TV, each weekday programing will start at 4 p.m. with the Homemaker's Exchange, featuring Louise Leslie. Dorothy Doan follows from 4:30 to 5 and Ted Steele will occupy the 5-5:30 slot.

Both the Homemaker's Exchange and the Steele show will be sold in 10-minute segments to participating sponsors. Miss Doan is already sponsored co-operatively.

The National Broadcasting Company (NBC) and the Crosley TV stations already are planning to expand participating operations. NBC has set aside three hours Saturday evethe hours from 11:30 a.m. to 6 p.m. have been set aside for joint sponsorship on the three Crosley stations in Ohio.

WCAUTo Hype Day TV, Revise Sales Staff Plan

PHILADELPHIA, Sept. 24.-Aiming to "break even" on television, Donald W. Thornburgh, new president and general manager of WCAU and WCAU-TV, this week revealed an ambitious video plan for the coming year, including a complete revision of the station's sales staff and added emphasis on daytime TV programing.

Citing "low rates" as TV's major shortcoming. Thornburgh contends that television can reach the "breakeven" point "if all the stations will increase their rates so as to keep pace with TV set sales." In line with this, the new station prexy has scheduled a daily afternoon variety show for sale in quarter-hour segs, which, he points out, opens up more spot sale opportunities. According to Thornburgh, WCAU will have only four station-break spots open between the hours of 6 and 10 after October 1.

Sales Staff Revamp

Regarding radio and television as "competitive media," Thornburgh plans to revise the station's present combination AM-TV sales staff of three into two separate departments, with Alex Rosenman, currently acting as general sales manager, set to head both sections. The TV sales personnel will be increased to five. and the AM staff to four, with a sales serviceman appointed for each department.

Thornburgh, formerly vice-president of the Western division of the Columbia Broadcasting System, will meet the local trade Wednesday (28). when the Television Association of Philadelphia stages a dinner in his honor at the Barclay Hotel. He'll speak on "How Hollywood Looks at Television Television, and How Looks at Hollywood."

radically different from the Zoomar lens currently in use, boasting an aperture of F3.1, with focal length of from three to eight inches and overlens is called "Electra-Zoom" and all length of only a foot. New device has already been used on Don Lee is equally practical for both outdoor and studio use and is push-button

To Cut Time Are Devised

Claim Costs Competitive

HOLLYWOOD, Sept. 24.—Newest weapon in Hollywood's race for video supremacy is slowly being unveiled in the form of radical developments in the field of motion pic filming as applied to tele. Film makers, in an attempt to take the play away from kinescope recording, claim to have developed systems for filming tele shows in a fraction of time required for motion pic production and at a price well in the range of kine costs.

On the kine side, nets and indies nings for participating sponsors, while have made strides to perfect kine's quality and overcome objections of Eastern agencies and bankrollers to canned Coast telefare. Highly praised have been kine samples of National Broadcasting Company (NBC), Columbia Broadcasting System (CBS) and American Broadcasting Company (ABC).

Among indie outlets, Paramount's KTLA has developed its video transcription system to a point said to be comparable in quality to any known kine system. KLAC-TV, which recently unveiled its Cinemascope, likewise claims supremacy, boasting that new techniques in studio lighting and film processing give Cinemascope an edge over standard kine. Costs are relatively equal, averaging \$500 per hour of kine recording, and all systems are basically the same in principal, recording programs from the kine tube.

Not to be outdone, film men have come up with methods which, they claim, have the same basic advantages of kine but boast greater clarity and fidelity in pic quality. First such outfit to snare contract is Filmtone, Inc.; which was inked to film and process the Life of Riley teleshow for Pabst.

According to Filmtone's chief engineer, Dr. Ferenz Fodor, set-up boasts complete control of all cameras (both film or video) from a central location, operated by one lenser. System is an off-shoot of wartime remote gun control used on B-29 bombers, developed by Fodor for the army. Applied to television, the remote control device enables producers to make the films using only one cameraman. In contrast to standard shooting practices of theater films, Riley is prerehearsed. shot in short takes, and edited into a complete show. Average shooting time for the half-hour stanza is six hours. Cost of doing live shows via Filmtone's set-up ranges from \$190 for a five-minute stanza to about \$740 for a full hour. Since the system is in effect a streamlined motion pic

GLOSSY PROFESSIONAL 8×10 PHOTOS

production technique inventors claim

(See Filmers Fight Kine on page 47)

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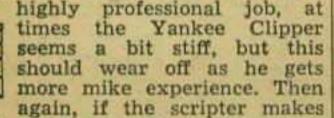
Box 1941

Bridgeport 1, Conn.

The Joe Di Maggio Show

Reviewed Tuesday (17), 10-10:30 a.m. EDT. Sponsored by M & M Candies thru the Lynn Baker agency via the Columbia Broadcasting System (CBS), Produced by Jack Barry and Dan Ehrenreich. Director, Dan Ehrenreich. Writer, Mike Oppenheimer. Announcer, Ted Brown. Emsees, Joe Di Maggio and Jack Barry. Guest, Joe E. Louis,

Joe Di Maggio proves an adept emsee in the initial broadcast of his new kids' show. Tho he turns in a



certain that he feeds him good speaking dialog, not such big words as he occasionally did, Di Maggio will really shine.

The program is actually an audience participation show, with its main feature a sports quiz. There is also an award of the week and a dramatization of the life of a prominent sports figure. Di Maggio is also on hand to answer any sports questions the kids can throw at him. The award this week went to three youngsters who put on a show to collect money for the Heart Fund.

Life of Louis

Joe E. Louis was on hand for the dramatization of his life. It seemed a bit incongruous, however, to hear the real Joe when a few seconds before the audience heard the different voice of an actor playing him.

Di Maggio also has Jack Barry to pinch hit for him on occasion, but he carries the main burden of emseeing on the show.

The too frequent commercials continually praise the virtues of M & M Candies. Leon Morse.

Messing's Prize Party

Reviewed Tuesday (20), 7-7:30 p.m. EDT. Sponsored by the Messing Bread Company thru the Blaine, Thompson agency via WCBS-TV. Produced by Margo and Minnabess Lewis, Scripted, Minnabess Lewis. Director, Alan Dinehart. Announcer, Joel Bryan, Emsee, Tom Slater, assisted by Hugh Benson.

This is a splendid show for viewers shopping for Christmas gifts. They are all there-TV sets, bicycles, elec-

tric mixers, etc. It seemed as if half a department store were on display with interminable time taken up showing the audience what wonderful things they could win, if they

were successful contestants on Messing's prize party. Incidentally, there was also some entertainment.

Nominally, the show consists of parlor games, but the program begins with a description and display of all the jackpot prizes, and after each game the winner's loot must also be shown. Add to this the numerous commercials, and the show is painfully overladen with plugs.

Parlor Games

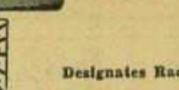
Several of the parlor games were mildly diverting. The best had the contestants put animal, vegetable and mineral objects in boxes, when emsee Tom Slater read a passage containing words identifying these elements. The confusion of the participants trying to keep pace with Slater made for laughs.

Other items included a charade of identifying a well-known author. Slater and his assistant, Hugh Benson, told two old jokes, but the author was not Joe Miller, he was Whittier. "I was wittier than he," said Slater. Dope that one out, if your i. q. is over 200.

After the celebrity game, Sam their bread.



Radio and Television **Program Reviews**



Designates Radio Review



Designates Television Review

The Ed Wynn Show

Reviewed Thursday (22), 9-9:30 p.m. PST. Sponsored by Speidel Corp. (Spiedel watch bands), thru Cecil & Presbrey Advertising Agency via KTTV (CBS) Hollywood. Producer, Harlan Thompson; director, Ralph Levy; associate director, Maurice Murphy. Writers, Hal Kantor, Leo Solomon, Seaman Jacobs, Announcer, Robert Le Mond. Music, Lud Gluskin. Supervisor, Harry Ackerman for CBS. Cast: Ed Wynn, Gertrude Niesen, guest star: Francois and Giselle Szonyi, dance act: Charlotte Henker, Alice Wallace, Kathleen O'Malley and Joanne Joyce, showgirls,

With the Ed Wynn show, CBS-Hollywood hopes to forge an opening for Coast kine in the East, and from

the over-all looks of the debut show, the web may achieve its objective. Kines of the curtain-raiser will be carried by 14 CBS Eastern stations, starting October 8, and will continue airing Wynn's tele wares two weeks after the Coast live telecast.

First show goes along at a leisurely pace, with Wynn's typical monologs, pulling laughs. Comedy-wise, Wynn gags from start to finish. However, future shows will have to be somewhat tightened, possibly by trimming the monologs and replacing them with a couple of faster moving situation gimmicks.

natural, clicks in a calypso production like the English pound.") number displaying her song and dance talents to advantage. She's first introed to viewers via a stage door skit which does not come up to Wynn's comedy standards.

Remainder of show is given a jewelry store setting. The brothersister dance team of Francois and Giselle Szonyi is one of the seg's highlights. Act is worked into the show easily. Pair come in to look at rings. Wynn tries to catch up with them as the dancers go into their spins and lifts, in one instance, climbing a ladder to show the fem a piece of jewelry.

While Wynn devotees can never get enough of his buffoonery, the show would have wider appeal if two acts were used with a guestar.

Speidel commercials were beautifully integrated, pulling as many laughs as Wynn's gags. Anouncer comes on reading plug. Wynn, who kids video thruout show, cautions gabber against reading on tele. Pushes him aside to show how commercials should be handled. Tops is the guy in a medic's frock endorsing product because it prevents wrist decay. Final scene shows nightgowned Wynn climbing into repeating sponsor's name.

All in all, Wynn proves he can take tele in easy stride, and with a bit of touching up, show should prove west-to-east trailblazer. Lee Zhito.

Levene, the big wheel involved, went forward and took his reward, a clock.

The genial Slatter turned in a very competent job as emsee. He was aided by excellent camera work and direction.

The numerous Messing commercials told about the long lasting virtues of Leon Morse.

SPECIAL STOCK ROLL TICKETS PRINTED One Roll \$1.45 ROLL or MACHINE Five Rolls ... 4.15 Ten Rolls ... 6.90 Fifty Rolls ... 25.50 Rolls, 2,000 Each Double Coupons Double Price. No C. O. D. Orders BOOKS WAITER CHECKS PARKING & LAUNDERETTE TAGS. ALL FORMS OF TRANSPORTATION TICKETS 409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chic. 1001 CHESTNUT ST., Phila. Accepted.

The Bob Hope Show

Reviewed Tuesday (21), 9-9:30 p.m. EDT. Sponsored by Lever Bros. for Swan, thru Batten, Barton, Durstine & Osborn, via National Broadcasting Company, Producer, Al Capstaff. Assistant producer, Jack Hope. Writers, Al Schwadz, Larry Marks, Larry Gelbart, Marvin Fisher, Mort Lachman, Cy Rose. Cast: Bob Hope, Doris Day, Irene Ryan, Jack Kirkwood. Announcer, Hy Averbach, Music, Russ Brown and his orchestra.

Bob Hope revived his old format on his preem broadcast last Tuesday and his rapid-fire opening monolog on current events set a breezy

pace. Unfortunately, tho, a bad script slowed the rest of the show to a crawl. A skit about the possibility of TV putting radio out of business

smacked too much of kidding-on-thesquare for comfortable humor, and some of "e swish dialog was way out of bounds. (i.e., "I'll pull the string on your girdle." "You do and I'll sag all over you.")

Hope's long distance chat with would-be c'annel swimmer Shirley use of props and facial expressions Mae France picked up the pace a bit, but the sweet-voiced teen-ager was has never been a fast puncher and a disappointing straight woman. The shoudn't be expected to keep firing call served as an obvious lead into another skit, with Hope padelling around the channel in over-sized bathing trunks. The quality of the jokes involved is indicated by the fact that Hope drew his biggest laugh

Good Vocal Job

Singer Doris Day did a good vocal job on the torch-ba'lad Where Are You? but the gal's exuberant bounce and gift for comedy were obscured by her thankless job as chief linefeeder to Hope. Script-wise, comedienne Ryan didn't fare any better.

with a pat on the back for a deserving public servant. First pat went to the policeman, which, in view of recent goings-on in L. A. political circles, must have seemed an odd choice to the local studio audience.

The commercials concentrated most of their plugs on Swan's current campaign for CARE. (Send in one Swan wrapper and Swan will send a cake of soap overseas.) Admittedly this scheme does a lot of good, but it also sells a lot of soap, and the maudlinstyled copy pitch is hard to take.

June Bundy.

Report Uncensored

Reviewed Friday (16), 9:30 to 10 p.m. Public service series presented by WBBM Chicago. Writer-producer, Skee Wolff, Music written and directed by Frank Smith. Narrator, Fahey Flynn; reporter, Dave Moore, Cast: Art Peterson, Norma Ransom, Tony Parrish, Ted Liss, Art Lawrence, Sam Siegel.

The second program in a four-part series devoted to an expose of Chicago's traffic problem, this show

proved to be listenable radio as well as a definite public service contribution. It spared nobody and got right down to the heart of causes of local traffic tie-ups and showed how

improper governmental administration was creating a problem costing Chicagoans hundreds of thousands of

dollars yearly in wasted time. The program is to be applauded for its effort not to be too sensational and present only one side of the picture—the graft, politics and ticketfixing which have prevailed for years. It also showed that an attempt was

Olsen and Johnson

Reviewed Thursday (22), 9-10 p.m. EDT. Sponsored by Buick thru Kudner Agency via National Broadcasting Company (NBC). Director, Edward F. Cline. Scenery, Frederick Fox. Costumes, Paul DuPont. Music, Charlie Sanford. Cast: Olsen and Johnson, J. C. Olsen, June Johnson, Bill Hayes, Marty May, Lyn Duddy Singers and guest star Betty Bruce, Florida Trio, the Olguins,

Olsen and Johnson's vaude-styled madhouse is undoubtedly one of the fastest-paced variety hours on tele-

vision. The jokes are ancient and the puns are pretty bad, but for sheer quantity, the show's loaded. The veteran showmen's gag-a-second comedy technique utilizes flying

props, gorgeous gals, fantastic costumes and second-hand slapstick. This indiscriminate lunacy is never subtle, and seldom clever, but most of the time it's quite funny, and the show's spirited opener topped any this season.

Teeing off with a mock hurricane ("Is it an earthquake? Is it a typhoon? No, it's Olsen and Johnson"), the boys staged a magnificent entrance via a block party parade featuring American flags, pictures of George Washington, little old ladies carrying signs reading "I'm Olsen's mother" and vice-versa, Civil War soldiers, the spirit of '76 and a troupe of penguins.

Nobody could have topped that entrance, but the likable comics did their best during the ensuing hour. Cows fell from the ceiling, midgets flew thru the windows and an offcourse channel swimmer broke thru the floor. All in all, the anonymous prop men gave a great performance.

When it came to the commercials, tho, Buick apparently drew the line. Humorless and dull, the straightfaced, dignified copy pitch about the when he cracked wise at the expense new Buick was in startling contrast Guestar Gertrude Neisen, a tele of the script. (i.e., "That laid there to the zany goings-on. It might also be dubious sales psychology to use on typical Olsen and Johnson telefans.

In the guest spot, the Olguins, an acro-balance team, and the Florida Trio, a wonderful rubber man routine, maintained the same swift tempo set by the comedy portions of the show. Musically, tho, the production lacked zing. Singer Betty Bruce's vocal-terp number, It's a Hope plans to sign off each show Long Way From St. Louis, was chiefly distinguished by her excellent terping, and a sentimental School Days routine with the Lyn Duddy Singers clashed with the show's rough format. June Bundy.

> to date new efforts in law enforcemer.t and traffic control had paid off. At the end the show really drew no clear-cut conclusion as to where blame for trouble could be laid or whether the problem was being completely solved. The show was honest enough to admit the situation was too complex for conclusive generalities.

> Production technique utilized a narrator, a "chief reporter" who gave his findings on investigations, and actors and actresses taking the parts of citizens and law enforcement officers. At one point a tape recorded interview with a traffic accident victim was presented. This was the highlight of the program because of its impact of realism.

Altho the present Report series (See Report Uncensored on page 47)



The Croupier

Reviewed Wednesday (21), 9:30-10 p.m. EDT. Sustaining over the American Broadcasting Company (ABC). Writer, Milton Gelger. Producer, Dwight Hauser. Cast: Vincent Price, Dan O. Herlihy, Margaret Brayton, Paul Frees and David

There has been lamentably little original radio writing these past few years and the contributions of the

Corwins, Obolers, Coopers and McDougalls have certainly been missed. So both ABC and Milton Geiger rate a bow for their attempt, as part of the ABC whodunit line-up

Wednesday nights, to foster Geiger's new dramatic series, The Croupier. Unhappily, about the best that can be said is a B plus for effort.

Actually, Geiger's premise is flexible enough to permit unrestrained imagination, and the requirements for plausibility which bedevil writers in other media place no handicap on the radio writer. Thus, his concept of a croupier at the wheel of life, rather than merely the gaming table, as a lead to recounting the story of one of the players, offers any number of possibilities. His tee-off story, tho, was tiresome old hat, failing to evoke any semblance of imagery or tension.

A Roman Doomed

The story dealt with a Roman, a centurion doomed, because he murdered a comrade, to roam the earth until the genuine compassion of a woman should free him, and who rescues a married couple whose boat has foundered in the Pacific. The rescue takes place on a deserted aircraft carrier in the Pacific, and the ultimate liberation of the centurion has its counterpoint in the eradication, from the wife's memory, of a previous husband, a memory which has virtually wrecked her later marriage. Even Geiger, thru one of his characters, commented on the similarity to by intoning "You all alone now. You the Flying Dutchman legend.

that properly executed the story could episode ended with the Ranger clinghave held water, in actuality an overwritten script and an unbelievable performance by Vincent Price just botched the whole works. Accompanied by a clanking of armor, Price declaimed in fine rounded tones, matching the preposterous dialog with unrestrained scene chewing. Geiger's verbiage sounded as the he were trying to out-Corwin Norman Corwin, giving full rein to an almost ludicrous collection of high-blown phrases in which the Roman lamented his plight. In The Croupier, Geiger has all the room to move in he could ever want; might be better if he traveled less. Jerry Franken.

Bing Crosby Program

Reviewed Wednesday (21), 9:30-10 p.m. EDT. Sponsored by Chesterfield soaked buckskin close-ups and bloodcigarettes, thru the Newell-Emmett ier dialog. (i.e. "When a man goes Agency via the Columbia Broadcasting down I want you to keep pouring System, Hollywood. Producers, Bill Morrow and Murdo MacKenzie. Writers, Bill Morrow, Hal Kanter, Seaman Jacobs, Larry Clemmons. Cast: Bing Crosby, Peggy Lee, Abe Burrows, the Rhythmaires, Music conductor, John Scott Trotter, Announcer, Ken Carpenter.

Bing's back and all's right with the airwaves. Sparked by the crooner's mellow mike manners and a show-

manly assist from guest stars Peggy Lee and Abe Burrows. the preem show sailed along effortlessly in the warm, relaxed groove so characteristic of the groaner. Master of the

throw-away, Crosby opened up with a breezy line of chatter and got the most out of a running gag about his brother Everett running the grease concession during the channel swimming hullabaloo. He also touched lightly upon his return to the CBS network after a lengthy sojourn at NBC. "Pure sentiment," explained fine. Crosby ambled thru a ballad, Bing. "My first radio show was on CBS. Mr. Paley made the coffee and I swept out the station."

High spot of the broadcast, tho, was

The Lone Ranger

Reviewed Thursday (15), 7:30-8 p.m. EDT. Sponsored by General Mills, Inc., via American Broadcasting Company (ABC)-TV. Produced by the Apex Film Company. Producer, Jack Chertok. Director-writer, George M. Seitz Jr. Associate producer, Harry Poppe. Supervisor of photography, Robert Pitack. Cameraman, Max Stengler. Supervisory film editor, Jack Ruggerio. Original story material, George Trendle, president of Lone Ranger, Inc. Cast: Clayton Moore (The Lone Ranger), Jay Silverheals (Tonto), others.

Translating The Lone Ranger from radio to video was a task that even the phantom sage-brusher himself might hesitate to attack. The

show has been one of radio's most popular cowboy-and-injun series since 1934. Today it's practically a kid classic, and televising such can be a tough job.

Fortunately, Apex Films has turned out a first-rate, true-to-formula video version of the masked rider's adventures, which should live up to the expectations of the most exacting young fan. Utilizing a narrationflashback technique to tell the story of the Lone Ranger's origin, the initial stanza, first in a 52-week line-up, got off to a slow start, but there was enough flash and gunfire to portend more exciting events on future broadcasts.

Hero's History

According to the plot, our hero originally belonged to a band of Texas Rangers. One dark day, tho, the boys were led into ambush and shot down by "the notorious Cavendish gang." Unbeknownst to the gang, our hero survived, and a kind Indian nursed him back to health. Tonto natch! Back in his boots again, he vowed to devote his life to preserving law and order. (i.e. "From now on I'll wear a mask.") Tonto made the first out-and-out identification the Lone Ranger." At that point, the However, while there is no doubt script went into real action, and the ing to the side of a cliff, while a tough hombre prepared to bounce a huge boulder off his unprotected bean. ("Will the Lone Ranger triumph? Tune in again next week ...")

Disguise Complete

The camera work was excellent thruout, with fine scenic values and several pace-setting montage effects. Prior to his mask-donning, the Lone Ranger's face was hidden in shadows, via various camera tricks. Some of these angles made for awkward lensing, but the mystery-preserving illusion more than compensated.

In line with his established radio code, the Ranger vowed never to shoot to kill, only to capture, which should placate the parents. However, last Thursday's massacre scene hardly adhered to this policy, with its bloodlead into him until he looks like a sieve.")

The spirited background music was in the best "chase" tradition, and the commercials, also filmed by Apex, did an elaborate selling job on General Mills' various food products. Some of the kiddie-slanted copy was on the precious side, but the producers mercifully by-passed the idea of having the Lone Ranger whip up a batch of Bisquick in between ambushes. June Bundy.

Abe Burrows' tongue-in-cheek takeoff on a "Nelson-type Eddy" musical tagged Salute to the Canadian believable as a human being. Fonda Rockies. Crosby warbled the "loudmouthed baritone" role, Burrows job, particularly on the poetic pasplayed Pierre, a native guide, and Miss Lee turned up later as a singing "nature girl." It was top-drawer sa-

Musically the airer was equally Katrina, and a lyrical Irish ditty from his latest flicker, Top o' the every mood of the drama and espe-Morning, with able backing by the cially effective during the Jerusalem (See Bing Crosby Program page 47)

Sometime Before Morning

Reviewed Sunday (18), 2-3 p.m. EDT. Sustaining via National Broadcasting Company. Producer, Gerald Keane. Writerdirector, Millard Lampell. Conductor and composer of original music, Elmer Bernstein. Cast: Henry Fonda, Dots Johnson, Ian Martin, Louis Van Rooten, Adelaide Klein, Danny Ocko, John Randolph, Anne Shepherd, Paul Mann, George Keene, Leslie Woods, Jonathan Leff, Neil O'Malley, Henry Sott, Victor Thorley, Nick Persoff, Mort Freeman, George Hendricks, Charlotte Holland, Stefan Schnabel, Studs Terkel, Leila Doss. Announcer, Lionel Ricau.

Sometime Before Morning, second in a series of six National Broadcasting Company-United Nations radio

broadcasts, was a timely, re-

markably fair dramatization of

the UN's truce mission to

Israel last year. The swiftpaced, hour-long script told the story thru the eyes of a UN liaison man (Henry Fonda), who was routed out of bed "sometime before morning" with orders to leave for Palestine the next day. His family didn't think much of the idea (i. e., "You've got yourself tied up with an organization with a future of exactly zero"), but 48 hours later he was on a plane with an international group of UN mediators. In Jeruselum they found complete chaos . . . a city "where anybody who could beg, borrow or steal a rifle went out and de-

Hardships of UN

clared a personal war of his own."

With no real authority and scotched on all sides by the red tape of four countries, the UN was apparently pleading a futile cause. The 30-day mission turned into three months of bloody warfare and broken truses. Peace finally came, but even waile they were celebrating, Count Folke Bernadotte was shot down in the new city. In spite of their ultimate success, the men were deeply shocked by the apathy and cynical indifference generally displayed by the people in Israel and Europe toward the UN (i. e., "Why are you so proud of stopping the war in Palestine? You started it. You should have stopped it."). Back home the liaison man brooded over the ominous implications of a German newspaper clipping headed "Germany Knows Now That its Only Mistake Was Not To Gas All the Jews." The play ended on a hopeful note, tho, with the UN official finally deciding that, regardless of how many questions were raised as to the efficiency of the United Nations' operation, "better a thousand years of talk than one moment of murder."

Finger Leveled

Pulling no punches, Director-Writer Millard Lampell blamed all four factions for the Israel mess. . . . America's concern for its oil corporations, Britain's interest in the Suez Canal and the religious fanaticism of both the Arabs and the Jews. The vivid wordage of his facile script skillfully blended warm human interest and homey dialog with an effective message—an urgent plea for immediate and active support for the United Nations. It was powerful peace propaganda.

Second only to the magnificent script was Henry Fonda's tender, understanding performance. Aided by a fine supporting cast, he quietly understated his role in such a way that the character was somehow representative of every man, yet always thoroly also turned in a masterly narration sages, which, in less expert hands, might have sounded pretentious. (i. e., "The sky crouched low like a sick animal. Peace had its throat cut in a dark alley.")

Elmer Bernstein's stirring background music was adroitly keyed to street scene. June Bundy.

Starring Boris Karloff

Radio version reviewed Wednesday (21), 9-9:30 p.m., sustaining over American Broadcasting Company. Director, Charles Warburton. Orchestra, Bernie Green. Story, 'Five Golden. Guineas," by Stephen Brode.

Television version reviewed Thursday. 9:30-10 p.m., sustaining over ABC. Director, Alex Segal. Organ, George Henniger. Cast: Boris Karloff, Mildred Natwick, Michael Sivy, Raymond Bramley.

This is a new combination series in which ABC is presenting Boris Karloff as one of its Wednesday night

AM mystery features, and as a Thursday night video attraction. On the initial airings, at least, the same story was used. with necessary modifications. Both time periods face tough

competition-on AM it's Bing Crosby and the potent Mr. District Attorney; on TV it's Olsen and Johnson, and certainly neither of the twin Karloff showings revealed much to lead to the belief that it will dent the opposition to any extent.

Not that Karloff's to blame. It may well be that he may be the actor to go down in history as the classic case of a guy given a label and forever unable to escape it. Certainly all producers, whether in films, legit or radio seem to think in terms of Karloff-Frankenstein-horror. An added tough rap is the difficulty of maintaining any sort of standard insofar as story material is concerned.

Distressing Vehicle

In any event, a more distressing vehicle for the dual premiere couldn't be imagined. Five Golden Guineas was the title and the story is a morbid, implausible, malodorous item about a man with a psychotic compulsion to be a hangman and who eventually hangs his own son. In his lust to hang he destroys a letter proving the son's innocence. The endings differed in the two media. In radio the hangman destroys himself when he is told by his wife-who left him before the child was born when appraised of his calling-what he has done. In the TV version he kills his wife in a frenzied rage and in turn walks to the gallows where he himself officiated for so many years.

Even had time or the script permitted any room for the development of character or motivation, nothing could have rescued this tasteless morsel from its odorous self. Nothing in the way of any performance, in either medium, added to the shows altho the script itself presented an almost insurmountable barrier.

The production nod, however, went to the TV version; the radio presentation was dull, unimaginative and plodding, burdened by an overdose of narration. The video presentation, however, while essentially static, was effectively lighted and directed and maintained, in general, a satisfactory. fluidity. Jerry Franken.

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Strikes, Reduction in Pound Now It's Goggles Keep AM-TV Tongues A-Wag

strike, a possible steel strike, mass devaluations of foreign currencies and possible walkouts against General manufacturers could keep their pro-Electric and Westinghouse created a duction lines going with parts on great deal of talk but not too much hand. anxiety in the radio and television industry this week.

The reason for the talk is obvious, but the reason for so little worry is that any effects to be felt from the strikes or currency changes would be either minor or long-range, Most set manufacturers are doing little importing and exporting, making the money situation a minor one in the general financial outlook. Since foreign set producers have never so much as made a dent in the American market, the fact that they could now sell at reduced prices would mean nothing to the consumer.

While the steel strike has been postponed temporarily, the walkout in the coal mines is not of immediate importance, since coal stocks above ground are said to be sufficient for six to eight weeks before steel mills or component parts suppliers would be affected.

Benjamin Abrams, president of Emerson Radio, told The Billboard

Retailers Gun For 1/2-Billion Tax Refunds

WASHINGTON, Sept. 24. — A strong campaign will be launched this fall to gain congressional approval of a retroactive bookkeeping device which would result in tax refunds for retailers totaling some \$500,000,000. The drive will be pushed by the National Retail Dry Goods Association (NRDGA), which hopes to win action early next session.

The objective is to bring about enactment of a measure to allow retailers to use retroactively to 1941 the accounting system known as LIFO (last in, first out). Use of such a method of computing inventories for tax purposes was supposed to have been approved by Congress in 1939. However, the Internal Revenue Bureau ruled in 1941 that LIFO could not be used for evaluating retail inventories. The ruling was upset by a tax court six years later. Because of the ruling, however, few retailers used LIFO The 1947. between 1941 and NRDGA contends Uncle Sam illegally collected higher taxes because most retailers thought they had to use FIFO (first in, first out)

Here's a rough example of the way LIFO works to a retailer's advantage during a period of cost advances. A set dealer has a stock of 100 radios which cost him \$20 each; he buys 200 more, which cost \$30 each; and he sells 200 radios. LIFO assumes that the higher-cost radios were the ones sold, leaving an inventory of \$2,000. Under the old FIFO system, it is assumed that the 100 low-cost radios sold first and then 100 of the \$30 radios, leaving an inventory of \$3,000. The \$1,000 difference between the two inventory figures represents unrealized profit from inventory price inflation, according to the retail trade group.

Balt. TV Firms Set Price Control A'ssn

BALTIMORE, Sept. 24. - With tighter sales price control as its goal an association comprised of this city's 40 television firms was organized here Monday (19).

Paul E. Burke was elected temporary chairman of a steering committee.

NEW YORK, Sept. 24 .- The coal | that he felt the strike situation would most certainly hurt the industry, but for quite some time to come most

TDA Elects Officers, Board

NEW YORK, Sept. 24 .- The election of officers and a board of governors was the new Television Dealers Association's (TDA) first step in a move to organize another group of TV retailers in New York. At a TDA meeting held Wednesday (21), the association also made plans to contact manufacturers and distributors on "general dealer problems" and to set up a group buying system.

The complete slate of officers includes Philip O. Valenti, Marconi Radio, president; Maxwell R. Schneller, Tempo Radio; Stephen Sipos, Stevens Radio, and Victor Scimeca, Esco Radio, vice-presidents; Charles Rozelle, Winters Radio, secretarytreasurer, and Aaron Manson, Dollar Radio, sergeant at arms. Rozelle organized an ill-fated record dealers' association a few years ago.

As a board of governors, the TDA elected Murray Winters, Winters Radio; Murray Rosenbaum, Towne Merchant; Joseph M. McGuire, J. M. McGuire Company; Milton S. Bershad, Sutton Electrical Appliances; Tony Marotta, Boulevard Television; Max Sandler, University Radio, and Robert Schmetterer, Electronic Factors.

The next TDA meeting is scheduled for October 19 at Manhattan Center. A spokesman for the group stated that the membership roster has already reached 200 dealers in metropolitan New York.

Average Vet's Divvy Can Buy Video Set

WASHINGTON, Sept. 24. - The average veteran will receive from the National Life Insurance kitty just about enough to buy a TV set, according to the payment formula announced by the Veterans' Administration (VA). The maximum amount any one of the 16,000,000 veterans eligible for dividends can receive is \$580, with the average payment to be about \$200. These payments will be tax-free, according to the VA.

In the first four months of 1950 approximately \$2,800,000,000 will be where a normal TV signal prevails." distributed by VA. Federal economists expect this sum to have a stimulating effect on sales of all types of consumer goods, including radio and tion of the all-plastic "Wonder Set" TV sets.

For Tele Viewing

NEWARK, N. J., Sept. 24.—One of the newest "by-products" of the still embryonic television industry is being sold here by mail order thru the Esse Products Company operating from a post office box. The company is offering television glasses which their ads state are "scientifically designed to eliminte television glare."

Among the other ad claims are "actually help you avoid eyestrain," "meniscus curved and polished lenses" and "ideal for night driving and movies." The "aviation type goggles" are priced at \$3.95.

DuMont's Bow To Show 3 Sets

NEW YORK, Sept. 24.—The opening of the new DuMont television plant in East Paterson, N. J., Monday (26) will see the company introduce three new models-all using the Du-Mont developed 19-inch "short necked" tube. The sets are all console models with FM radio. Shipments to distributors are scheduled to begin within a week on the \$495 Sairfield, the \$545 Westwood and the \$645 Mansfield.

The plant's opening plans for about 1,500 people including Gov. Alfred E. Driscoll of New Jersey, Dr. Lee De Forest, DuMont officials and various local political officeholiers. The new factory is on the 511-acre site of the former Wright Aeronautical plant and was purchased from the War Assets Administration for \$1,-350,000. At full production capacity, the plant is said to be able to turn out one video set every 22 seconds.

Admiral Intros 10-In. Set, Built-In Antenna

CHICAGO, Sept. 24.-Admiral this week entered both the built-in antenna and 10-inch set fields with the introduction of two sets at sharply reduced prices from anything ever before offered by the the question of obsolescence of TV company. The new antenna is called sets and to encourage public buying the "Rotoscope" and is said to be the only directional antenna on the Radio Manufacturers' Association market. The company states "ne 'cure-all' claims are made for this new feature. It is first and foremost, an added convenience for metropolitan residents living in areas

One of the new Admiral sets is a table model to retail at \$169.95 and the other, a consolette, is an adaptaand will sell for \$199.95.

Products, Prices and People

The Ampro Corporation has announced a new magnetic type recorder and play-back unit to retail at \$94.50. The unit is said to weigh only 15 pounds and be able to record a full two-hour program on a single seven-inch reel of tape. . . . Sylvania is expected to announce several new distributors next week. . . . Igoe Brothers, Newark, N. J., has been appointed New Jersey distributor for the Andrea line. . . . DuMont's latest promotion device is a 1949 football guide and counter-dispenser being made available to dealers. F. A. Lyman has been named assistant national sales manager for DuMont and will work under Walter L. Stickel. Both men were formerly with the Leo Meyberg Company, Los Angeles. . . Sales Manager R. D. Payne, of Air King, announced that the company's television sets were now on allocation. . . . Garod appointed Philadelphia Wholesale Distributors, Inc., to handle the line in Eastern Pennsylvania. E. E. Sayre has been named regional sales manager for Starrett. The

video firm also announced that the Nelson R. Thomas Agency will be the factory representative in Lower California, and Lynn Dickerson Appliances in Texas, Oklahoma, Arkansas and Louisiana. . . . The Radio Manufacturers' Association and the Television Broadcasters' Association previewed a series of 20 and 60-second motion picture shorts on proper handling of video sets. The films are being offered free of charge to all TV stations in the country. . . . Vidcraft showed a new line of receivers in New York last week, including a 12-inch table model, with FM, for \$199.95, and a 16-inch table model at \$199.95.

Private Brand Sales Menaced By FTC Probe

AM-TV Field in Jeopardy

WASHINGTON, Sept. 24. — The merchandising of radio and TV sets on a "private brand" basis may be wiped out as a result of the current campaign of the Federal Trade Commission (FTC) against the practice of manufacturers in any field marketing identical products under different names at varying prices.

The case in point involves a spark plug firm which sells plugs under its trade name and also under another name at a lower price for use by mail order houses. FTC contends that the spark plugs are exactly the same, regardless of the name, and the cheaper price for the private brand represents unlawful price discrimination under the Robinson-Patman Act.

The spark plug case is being used as a test. If FTC wins in the courts, it plans to step up its drive. In the set field, FTC officials say that some manufacturers follow the practice of using private brands. Whether or not the private brand is the same as the trade-marked set and is wholesaled at a cheaper price will be investigated by the Commission if it wins the spark plug case.

Among the largest users of private brand video sets are the Macy's chain, Sears & Roebuck, Montgomery Ward, Western Auto, Vim stores, Firestone stores and almost every major department and chain store in the country. It is doubtful, however, that dealers who have been making up their own sets (by buying chassis, tubes, cabinets, etc., from various wholesalers and supplying their own labor) will be affected by the FTC investigation.

RMA To Counter Obsolescence Talk

WASHINGTON, Sept. 24 .- In a new move to head off confusion on of black and white receivers, the (RMA) yesterday (23) announced the appointment of the public relations firm of Salvage and Lee to handle the task.

With the color TV fight in the Federal Communications Commission's (FCC) hearing likely to contribute to the confusion on the question of set obsolescence, the RMA is determined to seek to clarify the issues

for the public. One thing which will be made clear is the fact that even tho the FCC establishes color standards, present black and white sets will not be obsolete since any new standards must be compatible with present receivers. Also, it will be emphasized that color converters and receivers could not reach the market until late next fall at the earliest if color standards are approved by next spring, and these sets would merely arrive in trickles since it would require a year or two for the manufacturing industry to gear itself to large-scale production.

4 New Offices for Crosley

CINCINNATI, Sept. 24.—The Crosley division of the Avco Manufacturing Corporation has established new regional sales offices in St. Louis, Cleveland, Philadelphia and Kansas City, Mo., according to an announcement by W. A. Blees, vice-president and general sales manager of Crosley. Harry McCullough, now manager of the Cincinnati office, will be in charge of the new Cleveland office,



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In keeping with its national popularity Folk Music will come in for a full share of attention in The Billboard's Big 1949 Disk Jockey Supplement, published as a special section of the October 22 issue. Six—yes, six—specific features of The Billboard 1949 Disk Jockey Supplement-and all of them valuable, helpful programing aids-will treat on Folk Music.

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ASCAP TAKES TO THE HILLS

BMI Success With Corncrib Is the Reason

Gotta Get Them Yokel Tunes

By Hal Webman and Jerry Wexler NEW YORK, Sept. 24. - With Broadcast Music, Inc. (BMI) pubbers currently dominating the song field via timely exploitation of the public craving for transplanted country ditties and adaptations of platitudinous public domain melodies, old-line American Society of Composers, Authors and Publishers (ASCAP) music merchants are scurrying to the Kentucky hills and the plains of Napoli in a quest for like material.

As of this writing, BMI licenses the first three songs on The Billboard Honor Roll of Hits-Tou're Breaking My Heart, Room Full of Roses and Someday. A fourth, Jealous Heart. is in seventh place. Three of the four are hillbillies, the other is an old Italian song. BMI's ascendency can be traced, paradoxically enough, to the fact that they don't have the services of top Tin Pan Alley tunesmiths. This lack has forced them to develop acuity in the off-Broadway field. BMI has long had a death grip on the hillbilly market, and BMI pubof discovering commercial possibilities in p.d.'s.

Many a Hit

A list of the hill tunes which have been done by pop performers in the pop manners would stretch from here to the Smokies. Some of them are legitimate hillbillies which saw light on records cut by bona fide country artists. Most of these are BMI. To another by Phil Brito. mention a few-Bouquet of Roses, Cool Water, Slipping Around, I'm Throwing Rice, Candy Kisses, Bluebird on Your Windowsill. As against these, one ASCAP mountain tune, Wedding Bells, is making the grade as a pop.

However, a hybrid genre has made its appearance as a result of ASCAP pubbers' recognition of the rural phenomenon. This is the country-type pop - written for and initially recorded by pop artists. These rarely mean anything in the foothills because the homefolk notoriously eschew tunes carrying the taint of city popularity.

Exceptions

There are exceptions-Room Full of Roses is one, cut first by Dick Haymes, Sammy Kaye and Eddy Howard, and later made into an authentic country hit by George Morgan-but they are (See ASCAP to Hills on page 41)

London Absorbs New Indie Disks

NEW YORK, Sept. 24.-London Records this week continued its practice of taking over masters from smaller indies, obtaining a number of sides from Manny Koppelman's Crystaltone and Solitaire labels. From Crystaltone, London got Jimmy Wood's cuttings of Heart and Soul and Penthouse Serenade, and also 16 sides by Sabby Lewis's Band of Boston. All of these sides will be issued in the label's new blues and rhythm series.

From Solitaire, London got Wunderbar and Yours for a Song by Judy Kaye, Chris O'Brein and organist Ben Douglas.

Sing It, Lil!

WASHINGTON, Sept. 24. -Into the midst of a what's wrong-with-Washington clinic held this week by the Senate District Committee there was dropped a big song. Testimony delivered by Mme. Lillian Evanti, local concert singer, was sung in a high soprano as follows: "We want to vote, home rule to promote, in the seat of the democratic nation. Why should we wait? Why hesitate? Yes, we want representation."

MGM To Issue Platters on New Metrolite

NEW YORK, Sept. 24.—Effective with the firm's October 27 release, MGM Records will issue all its platters on the diskery's self-developed non-breakable material, Metrolite. The switch to an unbreakable disk will not alter the diskery's current 60-cent pop disk retail price. MGM thus joins Mercury in the allunbreakable business. However, the Mercury products are pegged at a 75-cent retail figure.

The conversion to Metrolite will extend to the entire MGM catalog. bers have developed the special skill once a two-month inventory of finished shellacs and shellac materials are disposed of. The initial all-Metrolite release will also feature the release of a first pair of disks which MGM obtained in its deal for the rights to the Musicraft Records' catalog. Initial diskings out of the Musicraft masters will include a pairing by Sarah Vaughan and

NAMM'S Confab Returns to Chi

CHICAGO, Sept. 24.-The National Association of Music Merchants (NAMM) will return its annual convention here at the Palmer House for a July 16-19 session, a meeting of the NAMM's executive committee decided here last week. The decision was reached after reviewing membership questionnaires which showed a two-to-one preference for Chicago as convention site. executive committee has decided to switch the annual banquet to July 18, making it possible for members who wish to depart early to do so without missing the banquet.

The NAMM brass made the following committee chairmen appointmens: sales training film, Eldred Byerly, Peoria, Ill.; legislative, Earl Campbell, Washington; membership, Emert S. Rice, Columbia, S. C.; membership promotion, co-chairmen J. M. Wylie, Fargo, N. D.; George Beasley, Texarkana, and Si Galperin, Charleston, W. Va., and class piano committee, Ray S. Erlandson, San Antonio. B. E. Neal was named NAMM rep to the trade practice committee of the music industry.

The mid-year meeting of directors will be held in Houston, at the Shamrock Hotel, January 30-31. A twoday regional confab will be held at the Shamrock February 1-2, with area meetings set for Atlanta in February, Cleveland in March and Washington in April. Exact dates for the meetings will be set later.

Columbia in Big Xmas Push; Stress on LP, Some on 78, Too

NEW YORK, Sept. 24.—Columbia | counter displays, mailing pieces, chil-Records' Christmas promotion sched- dren's displays, hangers, gift wraps ule will be the most extensive ever undertaken by the company. No figure is available as to what the total co-op ad mats, etc. cost will be, but in national advertising space, display material and co-op ads and radio time the diskery is set for a major push. Emphasis of the drive will be on LP, but the company's 78 catalog will be given strong

promotion, too.

The drive will be on the consumer, distributor and dealer level. The campaign in national mags, extending into December, includes full page ads in Life October 3 and November 11, plus ads in Time, Newsweek, New Yorker, Holiday, Esquire, Seventeen, Good Housekeeping, Better Homes and Gardens, American Home, House Beautiful, House and Garden, National Geographic, Atlantic, Harper's magazine, Saturday Review of Literature, Listen, American Record Guide and Review of Recorded Music. Columbia estimates the national ad campaign will reach 200,000,000 readers. This will be supplemented by a heavy co-op schedule on a local level in daily newspapers and radio.

more extensive than ever. Some 5,500 kits being mailed to distributors include motorized window displays, flashing lights, pennant streamers,

The New Pound Means Little Music

NEW YORK, Sept. 24. - The immediate effect on music and record interests of the devaluation of the English pound and subsequent devaluations of other foreign currencies was much confusion, some worry, but not too much interest. One fact was obvious, tho-the ultimate consumer of disks and sheet music would neither gain nor lose. The music publishers in the United States could gain, the English pubs would probably lose, and the only record company to feel any great change would be the London FFRR label, subsidiary of E. R. (Ted) Lewis's English Decca Company.

While the general devaluation was about 30 per cent, it will probably mean little more than a 15 per cent difference to American pubbing interests since only half of their earnings in countries like Great Britain can be withdrawn. In order to take full advantage of the devaluation, tho, English firms will have to increase their efforts to place more songs with American pubbers. At the same time, the English firms will also have to keep at a minimum the number of American tunes reaching their market. At present, American songs account for about 60 per cent of the music business in the British

Must Work Harder

In all, American firms probably will have to work harder to keep up their take from the English markets and at the same time fight off the probable English drive to place more material in this country.

Record-wise, the English Decca firm (London, here) will bear the Polito Galindez and orkster Anselmo brunt of any monetary shifts. Capitol and American Decca, as well as several other lebels, also will be affected

(See New Pound on page 95)

promoting multiple sales, gift suggestion books, folk music displays,

Columbia's promotional policy, incidentally, has been undergoing a change during the past six months. According to Ken McAllister, Columbia exec, promotion thruout the year is generally being hypoed, with a number of supplementary campaigns converging on major sales pushes. This will have the effect of stabilizing the year-round promotion activity, in contrast to the older system of peaks and lows.

Victor Pushes Album Exports To the Latins

NEW YORK, Sept. 24.—RCA Victor is set this season to make the Latin-American market album-conscious. Columbia's display material will be With the accelerated influx of American and European-manufactured phonographs into the Latin lands since the war, a broad enough market has apparently been created to warrant profitable production of the packages, and Victor has five sets ready for October 1 shipment.

> Previously Victor's active listing included only 10 Latin package items, most of which were aimed at the Yankee market. The new sets, according to Herman Diaz, Victor's L-A repertoire chief, will be aimed primarily at Latins, but will also be slated at students and teachers of Spanish. Most of the material will have content familiar to Americans. For example, the children's albums are Caperucita Roja (Little Red Riding Hood), La Cenicienta (Cinderella) and Blanca Nieves y Los Siete Enanitos' (Snow White and the Seven Dwarfs). The album liners will follow the story in Spanish, but will also include a come-on in English.

Christmas Faves

In another set, Felices Pascuas (Merry Christmas), top crooner Pedro Vargas does six Christmas favorites in Spanish, including White Christmas, Silent Night and The First Noel. This is the diskery's first Latin yule package. Sides were cut in the New York studios July 1, with Vincent Lopez's ork providing the back-

The first in a series of zarzuelas, or musical comedies, waxed in Spain, will also be released here in October. The work is Los Gavilanes, by Jacinto Guerrero. These sets will be comparable to our Yankee Oklahoma and South Pacific capsules.

Altho the kiddie sets were waxed in Argentina, the art and album work for these, as for the others, is handled in the U. S. under Diaz's supervision. The kidisks are on non-breakable plastic, the first time this has been used in the Latin line. The albums are all box type.

Mano Lopez's New Group

Meanwhile, the diskery is stepping up its cutting of Latin pops following the annual summer lull. Mano Lopez, formerly with the Lecuona Cuban Boys, cut with his own new group last week. Vocalists Yayo El Indio and Sacasas were also skedded for early dates. Galindez, a former Seeco artist, has been inked to an exclusive Victor contract.

Guy Lombardo: 25 Years in Music

Maestro, Outlasting Fads, Now a Symbol for a Stable and Prosperous Show Business

HERE are the shows of yesteryear? The question, when applied to the show business, has more than romantic interest—for as the years go by it becomes increasingly evident that the artist with a perennial appeal gives to the show business a needed measure of stability. Much of the talent of 25 years ago has disappeared, their names and careers having little more than academic and historic interest today. But a handful of performers have remained great attractions thru the years—outlasting fads, fancies and abortive trends.

Outstanding in this select talent group is Guy Lombardo, who this week celebrates his 25th year in the band business, his 20th at the Roosevelt Grill, and his 15th as a Decca recording artist.

Certainly one of the aspirants for the mythical title of Mr. Music, Lombardo has meant many things to the many-faceted show business. Thru the decades, during lean as well as lush periods, Lombardo has meant money in the till for the ballroom operator, the record manufacturer, the music publisher. He has become a byword on the kilocycles. He has made films for MGM, Paramount, United Artists and others. In the larger sense, he has become a name, one of the magic circle of performers who intuitively have been able to gauge public taste over a long period.

Those who have this capacity perform a function far beyond that of the average artist—for they supply the ballast which permits the show business to operate profitably year in and year out.

Early Years

Lombardo's band really crystalized in 1924. The Billboard cover this week, showing Guy celebrating his 25th anni, carries an insert of the original band circa 1924. The original crew came to the United States from Canada in 1923, with Mike Shea agenting. In prior years, with Guy playing the violin, Lebert on drums; Carmen, flute, and Fred Kreitzer, piano, the band, with the musicians working on a part-time basis, played church socials and summer resorts. In those early 1920's the Lombardo organization was greatly influenced by Paul Whiteman, who had given the dance music field a new respectability. Lombardo really never deviated from the Whiteman philosophy which emphasized dance tempo and melody, and thru the mad years of the 20's, the lean 30's and the current 40's he refused to compromise.

This insistence on a dignified approach to the work of music has paid off, for it is estimated that the maestro grosses over \$1,000,000 annually. This figure accrues from Lombardo's work as an artist in the fields of recording, radio, personal appearances, supper clubs. It does not include income from his business enterprises, including the publishing firm, Lombardo Music, and the restaurant.

Recordings

Business acumen is not common among performers. When talent displays that acumen, that talent is generally of the Lombardo type—that is, conservative, but with a subtle sense of entertainment values. Some idea of how evenly Lombardo has judged the public taste is indicated by the maestro's career as a recording artist. Dave Kapp, Decca vice-president in charge of recording, has said that Lombardo never cuts a bad record. The disks always go beyond the break-even point, often continuing to sell for years. Royalties accruing to Lombardo from his records total over \$200,000 annually—be-

lieved to be among the highest royalty figures drawn by a band. Perhaps the biggest all-time Lombardo record seller is "Humoresque," now at the 1,000,000 mark. Another perpetual seller is his version of "St. Louis Blues." Others are "White Christmas," "Easter Parade." The list is virtually endless, including such hits thru the years as "Managua Nicaragua," "I'm My Own Grandpa," "Anniversary Song," "Merry Go Round Waltz," "Everywhere You Go," "Stars Fell on Alabama," "Red Sails in the Sunset," "Red Roses for a Blue Lady," the Lombardo Twin Piano Album, Waltz Album and numerous others.

Interestingly enough, Lombardo considers his best disk "A Boat That's Leaving for New York." It didn't sell well.

During his 15 years with Decca Lombardo cut more than 800 sides. It is estimated that for labels other than Decca, including Victor (he was with that company for two years in the mid-'30's), Brunswick, Columbia and others, he recorded about 100 sides.

Air Shows

The band, a perennial winner of music popularity polls, had its first air show on WTAM, Cleveland, in 1924. In 1927 Lombardo aired over WBBM, Chicago flagship of the Columbia Broadcasting System. This was a local program, too. It was not until 1929 that Lombardo broadcast over a network wire. The program originated from the Granada, a Chicago nitery, over WBBM and the web. Guy did his first commercial in 1929, handling the musical assignment on the Robert Burns Panatella Cigar program with Burns and Allen. His use of the theme, "Auld Lang Syne," dates back to this program. Since then his sponsors have included Bond Bread, Chelsea Cigarettes, Lady Esther, Cola-Cola, Old Gold, Kaiser-Frazer, Rexall Drugs, etc. Currently he is heard via a syndicated 30-minute transcribed show. sold to about 200 sponsors over about 300 stations by Frederic W. Ziv, Inc.

Hit Tunes

On his air time Lombardo has introduced many notable song hits—his programs always ranking as of top importance to music publishers. It has been estimated, for instance, that of the vast number of tunes introduced by Lombardo, more than 300 achieved hit status. Some of these introductions were "Stardust," "Easter Parade," "Bei Mir Bist Du Schoen," "St. Louis Blues," "Boo Hoo," "The Music Goes Round," "Everywhere You Go," "The Four Winds and the Seven Seas," "Powde: Your Face With Sunshine," "Seems Like Old Times"; "South America, Take It Away"; "Red Roses for a Blue Lady" and others.

On Tuesday Lombardo and His Royal Canadians celebrate their 20th season at the Roosevelt Grill. It's a notable occasion. Eight of the nine original musicians who came to the United States with the maestro in 1923 are still with him. Missing is guitarist Francis M. Henry, now an executive with a shipping company. The crew first opened at the Grill during the first week of October, 1929. It was shortly after Black Thursday. Lombardo had succeeded Ben Bernie. For a while he played to tablecloths, but he showed such strong drawing power that the original Music Corporation of America (MCA) booking — reportedly for eight months at \$3,500 per week—stretched into 20 years.

This week the entire trade congratulates the maestro in a heart-warming salute. He has been good for show business.



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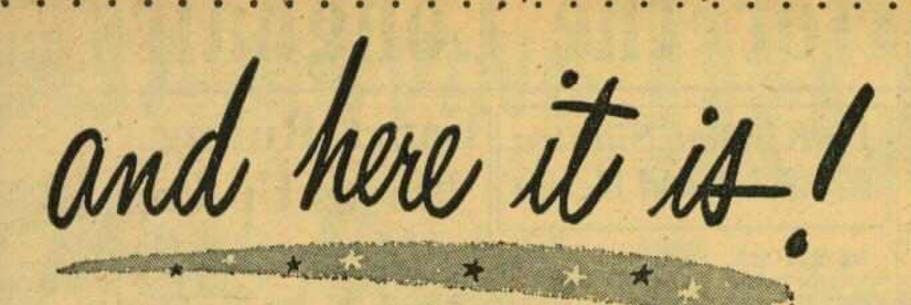
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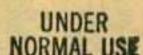
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ART

and his Orchestra

TOOT, TOOT, TOOTSIE (Good-Bye)

(From the Columbia picture "Joison Sings Again") Vocal by The Art Mooney Choir

I NEVER SEE MAGGIE ALONE

Vocal by Tex Fletcher and The Art Mooney Choir

M-G-M 10548



Orchestra conducted by Leroy Holmes

SO BLUE BYE BYE BABY

(from the stage production "Gentlemen Prefer Blondes")

M-G-M 10542



SARAH

THE MAN I LOVE

(From the Warner Bros. picture "Rhapsody In Blue") ONCE IN A WHILE

M-G-M 10549



ZIGGY

and his Orchestra

IRRESISTIBLE YOU ME AND MY SHADOW

M-G-M 10543



JUDY

Orchestra conducted by Sid Ramin

I'M COOKED, BOILED AND TOASTED PLEASE TAKE ME HOME THIS MOMENT

M-G-M 10546



JACK

and his Orchestra

DOWN HOME RAG WALTZ IN C SHARP MINOR

M-G-M 10544



DIANE COURTNEY

Orchestra conducted by Russ Case

EVERYTHING THEY SAID CAME TRUE A SONG FOR MY MOTHER (Raisins and Almonds)

M-G-M 10545



PHIL

Orchestra conducted by Walter Gross

VIENI SU MATTINATA

(Both sung in Italian)

M-G-M 10550



CARSON ROBISON

and his Pleasant Valley Boys

SETTIN' BY THE FIRE REMEMBER THIS SONG

Both vocals by Carson Robison

M-G-M 10541

RED SOVINE

with Instrumental Accompaniment

A HARD ROAD TO TRAVEL I'LL WORRY YOU OUT OF MY MIND

M-G-M 10547

THE SINGING CRUSADERS

I KNOW IT WAS THE BLOOD MOTHERLESS CHILDREN

M-G-M 10540

M-G-M RECORDS The state of the s

THE GREATEST NAME (IN ENTERTAINMENT 701 SEVENTH AVE., NEW YORK 19, N.Y.



Pop Trim tor the Longhairs Telecaster in Blanket Accord

Project Would Make Classic Music Popular

Chotzinoff Mulls Idea

By Bill Simon

NEW YORK, Sept. 24.—A project whereby classical music would receive greatly broadened popular acceptance is being mulled by Samuel Chotzinoff, RCA Victor and National Broadcasting Company (NBC) executive. Chotzinoff, who points out that classics currently don't pay in any way comparable to popular music in this country, has scheduled as one major step in such a project the televising of operas in English and their possible commitment to Victor Red Seal wax.

Chotzinoff, of course, via his positions as general music director at NBC, and director of RCA Victor's Red Seal division, is in a peculiarly suitable position to attempt such a project, inasmuch as he would have recourse to three entertainment media, NBC, NBC-TV and RCA Victor disks.

Four operas for TV are already in the works for this winter, Offenbach's Tales of Hoffman, Kurt Weill's Down in the Valley, Puccini's Madame Butterfly and Strauss' Die Fledermaus. All but the Weill work require English translations which NBC has commissioned, and months of preparation will precede each performance. The singers are being selected for photogenic quality and good diction. Voice is important, of course, altho the ensemble effect will be paramount. NBC is training the performers who are mostly unknowns.

One-Shot Trial

It is interesting to note that NBC last year made a one-shot trial attempt at TV opera, with a half-hour production of the last act of Puccini's La Boheme. Several months of preparation went into this, and the end product was considered a success, not only as art, but also as popular entertainment.

As Chotzinoff points out, opera has always been popular entertainment in Italy and Germany, where the works are performed in the native language, and every word is followed with interest, just as Gilbert and Your Gun are accepted in Englishspeaking countries. Here grand opera for 1950. A new wrinkle in music son, Kenton's band manager for two and symphonic music are offered purely as art, rather than as entertainment, and "people are afraid of the words 'symphony' and 'opera'." Operas must be done in English, and three months, after which Kenton the corn must be eliminated. As for popularizing of symphonic works, plans have not yet been formulated, the the probable method will be to yearly Kenton concerts, releasing urge their understanding as dramas, which in essence they are. "We must broaden the base. . . . get more people to like good music, before large scale (See Project Would on page 39)

MCA RETIRING FIELDS

DETROIT, Sept. 24.—Buddy Fields. veteran booker with the Music Corporation of America (MCA) office here since its opening, is retiring at the end of this month, under MCA's standard retirement procedure. After 29 years in show business, he plans to take a short vacation and will return either with another Detroit office or his own.

La Kirsten, Sinatra | Court Ruling For Richm'd Reign

NEW YORK, Sept. 24. - Frank Sinatra and Dorothy Kirsten will reign as king and queen of the American Tobacco Company's annual Tobacco Festival at Richmond, Va., Friday and Saturday (14-15). They will sing the Hit Parade show from the festival grounds Saturday (15).

Sinatra is also skedded for a personal appearance at the Thalheimer department store in Richmond Friday (14), and will make the rounds of local disk jockeys.

Col'bia Keeping Selvin on Coast

HOLLYWOOD, Sept. 24.—Columbia Records Coast artist and rep director Ben Selvin will headquarter in Hollywood permanently, it was disclosed following confabs between Selvin and home office execs. Selvin will continue to handle all pop department artists in addition to supervision of longhair sessions.

Selvin came west early this year to relieve Joe Higgins, who returned to the plattery's home office after a brief stint here. Deal was for Selvin to handle the job for one year, after which the diskery would appoint a permanent Coast topper. Change of plans came as the result of heavy concentration of top Columbia artists here and the need for a clude ukulele and guitar chords on strong exec to straddle the hot seat all popular sheet music. Walter Dougof handling artists and pubbers in this area.

National Signs Two New Singers, Quartet

NEW YORK, Sept. 24.—National Records has signed term pacts with two new singers and a vocal group. They are thrush Florence Wright, a discovery of disk jockey Bill Cook; Phil Reyes, a ballad singer, and the expected that all pop publishers will Syncopators quartet.

Moves Up Cap, Mercury Suit

NEW YORK, Sept. 24.-Following Federal Judge Sylvester J. Ryan's denial of motions for a summary judgment by both Capitol Records and Mercury Records this week, the suit initiated by Capitol will come to trial. Judge Ryan found that questions of fact must be determined and that a judgment can not be granted on questions of law.

Capitol is suing to enjoin Mercury from releasing disks in the U. S. pressed from Telefunken masters and is asking damages and the impounding of such records. Capitol has an agreement with Telefunken for exclusive American rights; Mercury has access to certain Telefunken diskings thru a deal with the Czech government (The Billboard, April 2).

Judge Ryan's decision has the effect of a stalemate, since it will probably be some time before the case comes to trial. Till it does, both parties are free to continue to release the European platters.

Guitar and Uke Sheets Sought

NEW YORK, Sept. 24.-A move is afoot to have music publishers inlas, Music Publishers' Protective Association (MPPA) topper, sent out a letter to pubbers this week apprising them of the fact that uke and guitar sales are booming, as well as a demand for such music. Music stores, according to Douglas, cannot keep pace with the demand for the string instruments.

Years ago it was customary for all pop sheet music to carry the ukulele and guitar chords. Lately, some pubs have been printing the chords. It's do likewise.

"Innovations" Series Marks Kenton's Return as Fronter

Kenton will return to the podium in said his seven-year pact with Gen-February to baton a 40-man ork in eral Artists Corporation (GAC) Sullivan operettas or an Annie Get a series of production concerts to be lapsed last year, therefore he will tagged Innovations in Modern Music book dates independently. Bob Allipresentation, aggregatio will move with a specially constructed stage setting, lighting equipment and crew. Concert tour will last approximately will immediately start work on preparing the following year's edition. Capitol will tie in directly with the prior to each tour kick-off special album containing recordings of the complete concert program. Cap will issue the first Innovations album the latter part of this year, package containing four 12-inch disks. Album will be released in Cap's three speeds, 45, 331/3 and standard 78 r.p.m. In addition to the annual album, diskery will release four single Kenton disks each year. Latter will not necessarily be part of the Innovations

> Kenton will unveil his concert group in February at San Diego's

HOLLYWOOD, Sept. 24. - Stan | did not disclose asking price. Kenton years, is lining up the tour and will handle bookings.

> June Christy, along with a number of ex-Kenton crew members, will return to the maestro's fold. Kenton did not name rejoining sideman but said three or four of his featured instrumentalists will return to their old chairs. Miss Christy, for sometime associated with the Kenton crew, will resume recording with the Steinway-squatting maestro in addition to continuing her own Cap diskings. Kenton will use his former instrumentation as a nucleus for his 40-man ork to which he will add a 16-man string ensemble, French horns and harp Line-up gives Kenton 6 trumpets, 5 trombones, 5 saxes (doubling in other woodwinds), 5 French horns, harp, 3 cellos, 3 violas and 10 violins.

Capitol's enthusiasm for the Ken-(Calif.) Russ Auditorium. From there ton Innovations concerts will be rethe crew will start on its nationwide flected in its promotional assists. In tour. Kenton told The Billboard the addition to Kenton advance men, Cap weekly nut would near \$10,000. He distribs in towns on the tour route music" scorings.

WithASCAP

(Continued from page 8) line with the blanket program terms. The indies also insist that the AM perprogram rates should not necessarily be a criterion for the TV per-program contracts, since TV is up against heavier odds in its pioneer stage.

Another problem besetting negotiators involves the clearance of motion pictures for use on television. As a result of the two Federal Court decisions involving ASCAP in the Southern district of New York and in Minneapolis the question has risen whether ASCAP is required to divest itself of TV film rights, and consequently this phase of the contract-making is up in the air.

The formula for blanket program contracts will become final as soon as ASCAP's membership is polled, but contract can be entered into immediately by individual telecasters who prefer blanket program agreements. Under the resolution adopted here yesterday, the terms are considered by th TV'ers as "the best blanket licenses obtainable in all the circumstances." Contracts will be on a basis of at least three years and with a fiveyear top limit.

Mooney-Glaser Divorce Nears

NEW YORK, Sept. 24.-Reports late this week indicated that orkster Art Mooney would gain a release from his management pact with Joe Glaser's Associated Booking Corporation (ABC). Mooney's pact with ABC expires in March, 1950, but he has been negotiating with Glaser to draw his walking papers prior to that date. It is understood that Glaser may agree to let Mooney go early next week.

Mooney, who has picked up new steam via his current waxing of Hop Scotch Polka and a coming plattering of Toot Tootsie, reportedly has been talking with agent Abbe Greschler, who handles Dean Martin and Jerry Lewis, to take over the Mooney crew for radio, television and flickers. Mooney also has been approached by the General Artists Corporation and the Music Corporation of America for management and will probably go with one of these biggies to handle his location and one-nighter bookings.

Mercury Signs Cats To Three-Year Pact

CHICAGO, Sept. 24.—Mercury Records last week inked Jerry Murad's Harmonicats to a three-year waxing pact. The trio, who catapulted to the top in 1947 with their Vitacoustic waxing of Peg o' My Heart, later returned to Universal Recording Company, where they cut their last record over a year ago. Mercury expects to have their first release out this week.

Their Vitacoustic and Universal diskings were sold last week by Bill Putnam, of Universal, to London label (The Billboard, September 24).

will throw their weight behind the concerts. Concert programs will include former Kenton faves, such as Artistry in Rhythm and Artistry in Percussion, along with new scorings by Kenton and Pete Rugulo. Maestro. who retired from band biz last December 14, feels that the production concert idea provides him with a new medium of expression. He said he rhythm (including Congo drum), 2 had gone as far as he could with his last 21-man band. Conditions permitting, Kenton will take his concert group on a European tour. As part of the second year's edition of Innovations, Kenton plans to present a ballet supported by his "progressive

THESE FAST-MOVING DECCA HITS Mean More Profits For You!

TERRIFIC SMASH HIT!

THAT LUCKY OLD SUN

(Just Rolls Around Heaven All Day)

coupled with

BLUEBERRY HILL

LOUIS ARMSTRONG and GORDON JENKINS

and His Orchestra and Chorus
DECCA 24752

EXCLUSIVE SMASH HIT!

SATURDAY NIGHT FISH FRY

2 Parts

LOUIS JORDAN

and his Tympany Five

DECCA 24725

FAST SWEEPING THE COUNTRY!

DON'T CRY JOE

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

coupled with

PERHAPS, PERHAPS, PERHAPS (Quizas, Quizas, Quizas)

GORDON JENKINS

and His Orchestra and Chorus

DECCA 24720

FIRST ON DECCA!

ON A CHINESE HONEYMOON

coupled with

SOMEDAY (You'll Want Me To Want You)

MILLS BROTHERS

DECCA 24694

Single Records 75¢ (plus tax)



AMERICA'S FASTEST SELLING RECORDS!

Mercury, MPHC Feudin' On Warner Plug Tune Nix

NEW YORK, Sept. 24. - There's stems from an incident which transome feudin' goin' on between Mercury Records and the Music Publishers' Holding Corporation (MPHC) which houses all the Warner Bros.' owned pubberies. Allegedly because called One Sunday Afternoon. The Mitch Miller, Mercury artists and repertoire chief, turned down some Warner plug tunes for recording, the MPHC pubberies, Miller says, insisted on immediate payment of all | Mercury into slicing the title tune outstanding royalty money. Mercury, which has been paying off its pub- | fused to do the song, not necessarily lisher royalties on an installment plan basis with the blessings of agent simply because he could not get with Harry Fox, this week paid off the Warner firms, which collect thru MPHC, in full for all royalty indebtedness, Meanwhile, the diskery asserted that it will cut no Warner songs unless there be an absolute necessity to do so.

Campbell, BMI Member, Seeks ASCAP Affil

NEW YORK, Sept. 24. - Nick Campbell, owner of Campbell Music, a Broadcast Music, Inc. (BMI) affiliate, has applied for a publisher membership in the American Society of Composers, Authors and Publishers (ASCAP) following his acquisition of the English novelty ditty. I've Got a Lovely Bunch of Coconuts.

Campbell's projected ASCAP firm, to be called Cornell Music, is being set up so that he may publish the tune, for which he recently acquired American rights from the English firm of Box & Cox. Because the English pubbery is a member of the British Performing Rights Society, for which ASCAP collects American performance fees, Coconuts may not be published by a BMI firm. The consensus is that no British tune is likely to be published by BMI here, because there would be no way in which the British pubber could collect for performances.

Coconuts, cockney novelty, has been cut by Primo Scala on London, Freddy Martin on Victor, Tony Pastor on Columbia and Tommy Tucker on MGM. -

6 Race Disks By Sensation

DETROIT, Sept. 24. - Sensation Record Company, which recently resumed pressing after dissolving its contract with King Records, is returning strong in the race field, making its bow with a bevy of six releases which go on the market this week. Initial releases are Miss Sadie Mae, Burnin' Hell, by John Lee Hooker: Moonlight Blues, Midnight Session, by Todd Rhodes: Autumn Breeze, Bobbin' With Robin, by Milt Jackson All Stars; Solitude, Detroit Boogie, by Jack Surrell, and Football Boogie, Blue Journey, by Wild Bill Moore.

Sensation has lined up 13 distributors covering most major areas in the Eastern half of the country, according to Bernard Besman, one of the partners. Distribs are Pan American Record Distributors, Detroit; Cosnat Distributors, New York; M. S. Distributors, Chicago; Pasco Distributors, Philadelphia; Supreme Distributors, Cincinnati; Record Sales Company, Birmingham; Triangle Record Distributors, Pittsburgh; Allen Distributing Company, Richmond, Va.; Saratoga Distributors, Baltimore: Milner Record Distributors, St. Louis; Music Sales Company, Memphis, and Macy's Distributors, Houston.

spired during the 1948 recording ban. At that time the Warner firms were working on a score from a movie pubbery managed to pick up some a capella waxings on the songs and allegedly tried to pressure Miller and from the picture. However, Miller re-

But nothing more on consequence happened afterwards. The ban situation arose again several weeks ago with the Warner The Mercury - Warner situation pubber reps submitting and drawing pink slips on a couple of plugs. And again the royalty question was thrown up at Mercury. This time payment was paid in full, and the diskery made a flat ruling that no Warner songs were to be cut for the

because of the ban restrictions, but

the song. Warner reps came back at

Miller by threatening to force pay-

ment of unpaid royalties at that time.

label unless an absolute urgency to wax them arose.

Two "O Sole Mios" Are One Too Many for George Paxton

tale of how a little slipping around will foist on the public at least two different "modern" adaptations of O Sole Mio on records.

George Paxton, who recently moved from the podium into the publing business, submitted an adaptation of O Sole Mio (a public domain song), called There's No Tomorrow, to Mitch Miller, head of Mercury Records' artists and repertoire division on an "exclusive" for Vic Damone as a follow-up to You're Breaking My Heart. The latter is an adaptation from another Italian p.d., Mattinata, Miller several weeks ago sliced the Paxton song with Damone.

Early this week Miller learned that the Paxton tune had been sliced on Victor by Tony Martin. He was infuriated with Paxton, who had granted the exclusive to Mercury. Paxton explained that it wasn't he who had given the tune to Martin and Victor, but that the writers had handed it out. Nevertheless, Miller told Paxton that he intended to scrap the Damone disking and did so.

Then Miller fished around in his

NEW YORK, Sept. 24.—This is the | song files and came up with an unpublished adaptation of O Sole Mio. titled Will You Remember? Miller cut Remember on Wednesday (21) with new warbler Richard Hayes. He put a rush release on the disking and it will be shipped to distribs, dealers and disk jocks Monday (26). Martin's etching of the Paxton version is not skedded for release for at least a few weeks.

Simon Sets BMI Firm; Patmar Joins New Org

NEW YORK, Sept. 24. - Music publisher George Simon has launched Simon House, Inc., a Broadcast Music, Inc. (BMI) affiliate, on a substantial advance guarantee basis. Dennis Day's Patmar Music has been merged with the new firm, in which the warbler maintains an interest.

Simon has a working agreement with Goldwyn Studios whereby the producer will use some BMI tunes in flickers, such tunes to be published by Simon House. This is the first time a BMI publisher has effected any such arrangement with a major studio.

As part of Simon's deal with BMI, he will soft-pedal activity in his American Society of Composers, Authors and Publishers (ASCAP) firm, George Simon Music. This is in line with BMI's recent policy of insisting that pubbers with so-called "dual" firms curtail ASCAP activity. Simon who currently has two ASCAP tunes with good record coverage. Shally Go Shee and The Jolly Old Man in the Bright Red Coat, says that he will turn them over to some other pubber if they show signs of breaking.

Execs in Line

Max Scholl, who managed the Patmar firm, will come here from the Coast to serve as general manager of the new firm. Harry Smith, business manager of Simon's ASCAP firm, will serve in the same capacity for Simon House. The Coast rep may be Irving Weiss. The Chicago man has not yet been designated.

The first plug song will be I Must Have Done Something Wonderful, cleffed by Imogene Carpenter, who recently was signed to a BMI writer contract.

Shaw Diskery In Cincy Bow

CINCINNATI, Sept. 24.—Stephen J. Shaw and George W. Weitlauf, ex-King Records execs, are partners in the new Shaw Record Processing. Inc., of 1914 Dana Avenue here. which will specialize in job work pressing of semi-unbreakable records and matrice work, it was announced this week by Shaw.

The partners spent the past five years with the local King diskery. Shaw, who left August 31, was plating engineer, while Weitlauf, who departed September 1, was plant engineer.

Shaw and Weitlauf expect to be in production on records in six to eight weeks, and will be able to handle matrice work on or before October 15. Currently the firm has no plans to produce disks on its own label, but may do so at a later date.

Ernie Worley, formerly Shaw's assistant, has been appointed plating engineer at King. Weitlauf's position is being temporarily filled by Howard Kessel, president of Royal Plastics Corporation, the manufacturing division of King.

Agenda for Ballroom Ops

The annual convention of the National Ballroom Operators' Association (NBOA) kicks off in Chicago Tuesday, October 4, at the La Salle Hotel. Following is the schedule of events during the three days of activity. All those attending must register, and admittance will be by badge only. Wives are invited.

Tuesday, October 4

9:00 a.m.—Registration. (Ballroom foyer, 19th floor.)

12:00 Noon-Board of directors' luncheon.

2:00 p.m.-Call to order by President Larry Geer. (Century Room, 19th floor.)

President's report. Secretary's report.

Announcements. Appointment of convention committees.

2:20 p.m .- Value of State Ballroom Associations, by Herb Pauley,

Turnpike Ballroom, Lincoln, Neb. 2:35 p.m .- Value of State Ballroom Associations to the NBOA, by Kenneth Moore, Prom, Inc., Chicago.

2:45 p.m.-National Dance Week.

2:55 p.m .- Promotions and West Coast Ballrooms, by Eddie Gilmartin, Casino Gardens, Ocean Park, Calif.

3:10 p.m.—Intermission.

3:20 p.m.—Vending Machines—Increased Profits, by Dick Schreiber. Coin Machine Editor, The Billboard.

3:40 p.m.—The Band Leader's Side, by Frankie Masters.

4:00 p.m.—Forum on ballroom problems.

8:00 p.m.-Get-together for everyone (wives, bookers, band leaders and guests invited), Lincoln Room and press gallery, 18th floor.

Wednesday, October 5

9:00 a.m.-Registration (press gallery, 18th floor).

9:00 a.m.-Board of directors' meeting. 12:30 p.m.—Luncheon (Chicago Room, mezzanine).

1:30 p.m.-Call to order by President Larry Geer (Lincoln Room,

18th floor). 1:35 p.m.—Report by Tom Archer, Des Moines, chairman of com-

mittee on music licensing (ASCAP) and BMI). Discussion. 2:15 p.m.—Report on cabaret tax by Tom Roberts, Des Moines, legal counsel. Discussion.

3:00 p.m.—Intermission,

3:10 p.m.-What Next? by Doc Chinn, Crystal Ballroom, Fargo, N. D.

3:30 p.m.—Election of officers. Other business.

7:00 p.m.—Banquet and floorshow (Illinois Room, mezzanine), Arthur Brayton, Chamber of Commerce, Des Moines, speaker.

Thursday, October 6

9:30 a.m.-Call to order (Parlor D, mezzanine).

(Clinic on Ballroom Problems). 9:35 a.m.—Competition of Private Clubs, by Alice McMahon, Indiana

Roof, Indianapolis. Discussion.

9:50 a.m.—Proper Accounting Practices for Inventory Control and Business Analysis, by R. E. McIlrath, Prom. Inc., Chicago. Discussion.

10:10 a.m.-Wedding Dances, by Herb Martinka, Kato Ballroom,

Mankato, Minn.

10:20 a.m.—Desirable Provisions for Inclusion in Orchestra Contracts. by Jerry Jones, Rainbow Randevu, Salt Lake City. Discussion.

10:40 a.m.—Should the NBOA Take Action on Bands Employing Unethical Practices? by Robert Soderholm, Grande Ballroom, Detroit. Discussion.

11:00 a.m.-Mutual Problems of AFM and NBOA, by Joe Malec. Peony Park, Omaha. Discussion.

11:30 a.m.—Resolutions. Adjournment.

Music-As Written

New York:

Raymond Scott, whose quintet is holding forth at the Blue Note nitery in Chicago, will move from there into Detroit's London Chop House October 17 for 21/2 weeks and follow that with four weeks at the Hollenden Hotel, Cleveland, November 3. At the latter two spots the managements will supply a piano player to work with Scott's unit for dance sets, while the maestro will tickle the ivories during his concert shows. . . . Shep Fields's ork is skedded to go into the Peabody Hotel, Memphis, October 24 for a couple of weeks. . . . Ray Anthony's crew goes into the Roosevelt Hotel, New Orleans, October 19 for four weeks.

Doc Richardson last week resigned his one-night booking post with the Willard Alexander Agency. . . . Jack Bregman, of the Bregman, Vocco, Conn pubbery, completed renewal papers with the English branch of the Chappell firm on his recent trip to the continent. . . . Dizzy Gillespie's ork, George Shearing's group and Harry Belafonte will comprise the bill for a Carnegie Hall concert October 17. . . . Sarah Vaughan heads into the Paramount Theater November 2 for at least three weeks. . . . Teddy Phillips's ork is due into Roseland Ballroom for six weeks beginning mid-October.

A new warbler will succeed Bill Harrington on the Hit Parade some time in October. . . . Disk flack Jerry Simon has added Atlantic Records and Bruce Distributors. . . . Local 802 renewed its pact with the legit theaters on a status quo basis. . . . The Songwriters' Protective Association added 76 new members during the summer. In last week's Billboard it was reported that only 16 had been added—these were the 16 professionally known signees.

Vincent Lopez is cutting two albums for RCA Victor, "Paso Dobles" and "South American Dances." . . . Seena Hamilton, former MGM disk flack, has joined Edward B. Marks Music. . . . W. Jack Walker is handling publicity and promotion for Apollo Records. . . Thrush Marion Bruce, protege of Columbia a. and r. chief Mannie Sacks, opened at Cafe Society Thursday (22). . . . Manor Records has moved to Newark, and is now located in the Mosque Theater Building. . . . Bob Shad, head of Sittin' In diskery, has returned from a Southern trip in the course of which he cut sides and contacted distribs. . . . Saul Bihari, of Modern Records, was in town last week en route to Memphis to record.

RCA Victor's International artists-repertoire chief, Alex Bard, is in Chicago recording Lawrence Duchow, Six Fat Dutchmen and Ernie Benedict orks. . . . Hungarian maestro Emery Deutsch, whose new gypsy album has just been released by Victor, plays the Fall Rose Ball at the Central Opera House here October 8, then embarks on a national concert-dance tour. The ball is the biggest annual Hungarian affair held in this country, with more than 3,000 tickets already sold. . . . Kathy Page, formerly with Santly-Joy, is secretary to Helmy Kresa at Irving Berlin Music. . . . Lina (See Music-As Written on page 42)

Songwriters' Assn. Moves Vs. Unauthorized Pact Use

Association (SPA) contracts has been cropping up, and SPA has been clamping down.

The most recent abuse was per- tion. petrated by a job printer who print- The SPA is also concerned over been buying this contract.

NEW YORK, Sept. 24 .- Unauthor- | sharks, who advertised offering SPA ized use of Songwriters' Protective contracts to aspiring tunesmiths. They stopped immediately after hearing a few home truths from the associa-

ed facsimiles of the SPA 1939 con- use of SPA contracts by pubbers tract, with only the SPA seal re- under conditions not covered in the moved, for sale to publishers at \$5 basic agreement, i.e., any use of SPA per 100 copies. The printer ceased contracts by pubbers not signed with offering these contracts for sale after the association, use of outdated receiving a letter from the SPA. It is forms, or signing of non-SPA writnot known how many publishers had ers to SPA contracts. SPA's attorneys are investigating the extent Others who have been misusing and nature of such misuses and are the SPA imprimatur are the song studying possible avenues of redress.

Columbia and London To Swap Classical Names on Wax Deals

NEW YORK, Sept. 24.—Columbia | Alban Berg's Wozzeck may be cut. Columbia artist, who will accom- seasons. pany Miss Ferrier at the piano. Giuseppe Valdengo, Metopera baritone who signed with London recently, was also loaned to Columbia complete Madame Butterfly.

in the near future. Excerpts from deals, they believe.

and London Records, in their most | According to Goddard Lieberson, recent efforts to broaden their re- Columbia Masterworks topper, simispective longhair repertoires, have lar reciprocity was sought recently agreed to swap some of their big with RCA Victor for a proposed soname artists for use on specific wax- nata series with Victor's pianist ings. London's top fem vocalist, Kath- Arthur Schnabel and Columbia's leen Ferrier, will be loaned to Co- violinist Joseph Szigeti, but Victor lumbia for a cutting of Mahler's refused to release Schnabel for the Kindertotenlieder, at the special re- dates. The two artists have been quest of conductor Bruno Walter, a playing some joint recitals in recent

Both Lieberson and Remy Farkas. London's local longhair chief, expressed a desire for much broader swapping with the long-range view for its recently waxed version of the of raising repertoire standards. If one company has no particular in-Soprano Ljuba Welitsch, Columbia terest in cutting a work that another disker who carried off debut honors diskery is scheduling, the best artists at the Met last year, will cut some for the performance should be made novel operatic material for London available, regardless of any exclusive

*HOT OFF THE PRESSES! ... these sizzling NEW VOCALION RECORDS INCLUDING FEDERAL TAX

THAT LUCKY OLD

(Just Rolls Around Heaven All Day)

coupled with

YOU'RE SO UNDERSTANDING

CHUCK FOSTER and His Orchestra VOCALION 55035

MY BOLERO (Where the Bolero Began)

coupled with

CHUCK FOSTER and His Orchestra VOCALION 55034

LBOARD

JEALOUS HEART AIN'T SHE SWEET

LEIGHTON NOBLE Vocalion 55030

THAT'S MY WEAKNESS NOW DIME A DOZEN

LEIGHTON NOBLE Vocalion 55031

- FAST MOVERS YOU'RE BREAKING MY HEART I'LL KEEP THE LOVELIGHT BURNING
- ROOM FULL OF ROSES THERE'S YES! YES! IN YOUR EYES
- SOME ENCHANTED EVENING BALI HA'I
- SOMEDAY
 - HARRY BABBITT with THE VELTONES WHO DO YOU KNOW IN HEAVEN
- SLIPPING AROUND I'M THROWING RICE (At the Girl I Love)
- MAYBE IT'S BECAUSE THE FOUR WINDS AND THE SEVEN SEAS
- . LET'S TAKE AN OLD-FASHIONED WALK Just One Way to Say I LOVE YOU
- TWENTY-FOUR HOURS OF SUNSHINE OH, YOU SWEET ONE (e Schnitzelbank Song)
- AGAIN I DON'T SEE ME IN YOUR EYES ANYMORE
- THE HUCKLE-BUCK CLOSE YOUR EYES

BILL HARRINGTON Vocalion 55019

> CHUCK FOSTER Vocalion 55013

BILL HARRINGTON Vocalion 55000

> Vocalion 55021 JIMMIE DALE

Vocalion 55022 HARRY BABBITT

Vocalion 55014

BILL HARRINGTON Vocalion 55018

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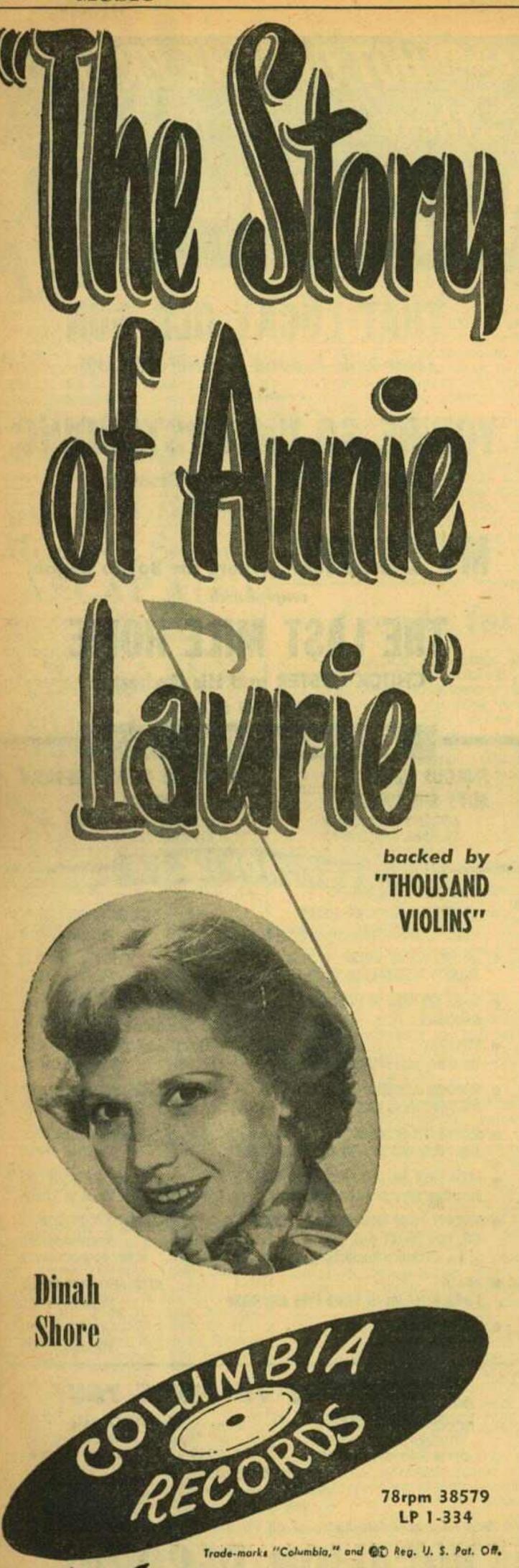
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Billboard MUSIC POPULARITY CHARTS The Nation's Top Tunes

Based on reports received last three days of Week Ending September 23 The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific

tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF

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

By Genaro and Skylar 1. YOU'RE BREAKING MY HEART Published by Algonquin (BMI) Records available; P. Brito. Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78)38546, (LP)1-296: V Damone-G. Osser Ork, Mer 5271; Ink Spots, Dec 24693. J Garber, Cap 57-719; B. Harrington, Vocalion 55019; P Reed,

Dance-Tone 351; T. Manners, Varsity 160; R. Planagan Ork, Bluebird 30-0001 Electrical transcription libraries Bob Eberle, World, Chuck Foster, Lang-Worth; Johnny Guarnieri, Thesaurus; Eddie Skrivanek, MacGregor; Frankie Masters, Lang-Worth.

By Jimmy Hodges 2. SOMEDAY (YOU'LL WANT ME TO WANT YOU) Published by Duchess (BMI) Records available: P. Best-Four Tunes, Manor 1195; R. Bloch Ork, Hi-Tone 134; Mills Brothers, Dec 24694; V. Monroe Ork, V(78)20-2510; (45)47-2986; A. Smith, MGM 10496; T. Tucker, Harmony 1056; Philadelphia String Band, Tempo TR 658; P Reed, Dance-Tone 375; The Ravens, National 9089; Elton Britt, V 20-1864; H. Winterhalter-J. Thompson, Col 38593; P. Todd Ork, Electrical transcription libraries: Nat Brandwynne Ork, World; Chuck Foster,

Lang-Worth: Novatime Trio, Thesaurus,

By Tim Spencer Published by Hill & Range Songs (BMI) Records available: P. Brito, Barmony 1051; Cass County Boys, Dec 46174; C. Foster Vocalion 55013; D. Haymes, Dec 24632; E. Howard, Mer 5295; S. Kaye-D. Cornell, V 20-3441; G Morgan, Col (78) 20594, (LP) 2-272; P. Reed, Dancetone 355; S. Sims Coral 60067; The Starlighters-P. Weston Ork. Cap 57-617. Sons of the Pioneers V 21-0065; P. Terry-R. Arthur Quartet Hi-Tone 145; J. Searle Ork, Bluebird 31-0012; J. Wayne, Col (78)38525, (LP)1-278; Cousin Abner, Talent 747; M. Hogan, ABC-Eagle 197.

Electrical transcription libraries: George Wright, Thesaurus; Jan Garber, Capitol; Eddy Howard, World; Eddle Skrivanes, MacGregor; George Towne, Associated: Al Trace, Lang-Worth: Poy Willing, Lang-Worth; George Wright, Thesaurus; Dave Terry, Muzak.

By Smith-Gillespie 4. THAT LUCKY OLD SUN Published by Robbins Music Corp. (ASCAP) Records available: F. Laine, Mer 5316; T. Manners, Varsity 191; D. Martin, Cap 57-726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 534; V. Monroe Ork, V(78)20-3531; (45)47-3018; S. Vaughan, Col 38559; L. Armstrong-G. Jenkins Ork, Dec 24752. Electrical transcription libraries: The Swingtones-The Jumpin' Jacks,

Thespurus, By Rodgers and Hammerstein 5. SOME ENCHANTED EVENING Published by Williamson (ASCAP) From the Broadway musical, "South Pacific" Records available: S. Black Ork, London 455; B. Brees-The Paulette Sisters, Capri 2001; P Como-M. Ayres Ork, V(78)20-3402, 745)47-3896, B. Crosby-J. S. Trotter Ork, Dec 24600; J. Davis, Harmony 1048; B Harrington, Vocalion 55000; A. Jolson-V. Young Ork, Dec 24667; J. Laurenz-J Carroll Ork, Mer

5276; J. Saunders-R. Bloch Ork, Hi-Tone 122; F. Sinatra, Col 38446; J. Stafford-P. Weston Ork, Cap 57-544; P. Weston Ork, Cap 57-629; H. Winter-haiter Ork, MGM 10399; E. Young, Bluebird 31-0009; Eadle and Rack, Dec 24707; D. Blanchard-S, Ellison, ABC 107. Electrical transcription libraries: Jimmy Dorsey Ork, Standard; Shep Fields, Lang-Worth; Dick Haymes-Carmen Dragon Ork, World; Elliot Lawrence, Associated; David LeWinter Ork, Standard; The Music of Manhattan, NBC

Thesaurus

goes to press.)

World: The Manhattan Nighthawks, Thesaurus.

By Harry Ruby and Johnny Scott 6. MAYBE IT'S BECAUSE Published by Bregman-Vocco-Conn (ASCAP) Records available: H. Babbitt-The Veitones, Vocalion 55014; Bob Crosby-M. Morgan, Col 38504; D. Haymes-G. Jenkins Ork, Dec 24650; E. Howard Ork, Mer 5314; A. & D. Russell-B. Cole Ork, Cap 57-559; C. Thornhill Ork-R. McIntyre, V 20-3456; Connie Haines-The Highliters, Coral 60070; P. Reed, Dance-Tone 363; L. Armstrong, Dec 24751. Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard Ork,

By Jennie Lou Carson 7. JEALOUS HEART Published by Acuff-Rose Publications (BM1) Records available: C. Bailey, Bullet 1083; J. L. Carson, Dec 46176; E. Duchin, Harmony 1060; D. Falligant, MGM 10521; B. Lawrence, V(78)20-3539, (45) 47-3029; A. Morgan Ork, London 500; J. Owens, Dec 24711; H. Winterhalter Ork, Col 38593; Ivory Joe Hunter, King 4314; L. Nobel, Vocalion 55030; T. Ritter, Cap 15256; H. Perryman, Col 20128; K. Roberts, Coral 64021; R. Turner, Varsity 213. (No information on electrical transcription libraries available as The Billboard

8. LET'S TAKE AN OLD-FASHIONED WALK Published by Irving Berlin (ASCAP) From the Broadway musical, "Miss Liberty" Records available: J. Bradford, Bluebird 31-0010; P. Como-M. Ayres Ork, V(78)20-3469, (45)47-2931; B. Harrington, Vocalion 55018; D. Haymes-G. Jenkins Ork, Dec 24666; P. Masters Ork, MGM 10465; The Pepperettes-H. Parr, Horace Heidt M 1012; F. Sinatra-D. Day, Col (78)38513, (33)1-260; J. Wayne-J. Wilson Harmony 1047; M. Whiting-F. DeVol Ork, Cap 57-666; P. Reed, Dance-Tone 363; A. Dale-The Riddlers-S. Fisher Quartet, Signa-

By Irving Berlin

Electrical transcription libraries: Kay Armen, Associated; Louise Carlyle-The Music of Manhattan Ork, Thesaurus; Cavalcade Ork-D'Artega, Dir., Lang-Worth.

By Roy Alfred and Andy Gibson 9. HUCKLEBUCK Published by United (ASCAP) Records available: Big Sis Andrews, Cap 57-70000; P. Bailey-Hot Lips Page, Harmony 1049; C. Calloway & His Cab Jivers, Hi-Tone 135; T. Dorsey Ork, V 20-3427; B Goodman, Cap 57-576; L. Hampton Ork, Dec 24652; A. Kirk, Vocalion 55009; B. Marshall-Cozy Cole Ork, Dec 48099; R. Milton & His Solid Senders, Specialty SP 328; The Pig Footers, Mer 8130; F. Sinatra, Col (78)38486, (LP)1-222; P. Williams, Savoy 683. Electrical transcription libraries: Ray Anthony Ork, Lang-Worth; The Jumpin' Jacks, Thesaurus.

By Frank Loesser 10. (WHERE ARE YOU) NOW THAT I NEED YOU Published by Famous (ASCAP)
Records available: D. Day-The Mellomen, Col (78)38507, (LP)1-251; E. Duchin Ork, Harmony 1058; J. Garber, Cap 57-719; J. Harvey, MGM 10453; B. Hutton, Cap 57-620; P. Laine-C. Pisher's Ork, Mer 5311; V. Lynn-B. Farnon Ork, London 459; T. Manners, Varsity 191; P. Reed, Dance-Tone 371; K. Thompson, Dec 24695; F. Warren, V (78)20-3482, (45)47-2941. Electrical transcription libraries: D. Haymes-C. Dragon Ork, World.





Tex BENEKE

OVER THREE HILLS

I Can Dream, Can't I

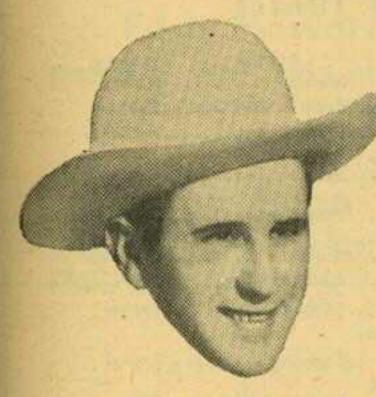
RCA VICTOR 20-3553 (47-3046*)

Freddy MARTIN

BLUEBIRD ON YOUR WINDOWSILL

I've Got A Lovely Bunch of Coconuts

RCA VICTOR 20-3554 (47-3047*)



Pee KING

THE WALTZ OF REGRET

Bonaparte's Retreat

RCA VICTOR 21-0111 (48-0114*)

JOHNNY MOORES THREE BLAZERS

CUT OFF THE FAT

Shuffle Shuck

RCA VICTOR 22-0047 (50-0031*)



Bill LAWRENCE

IF YOU EVER FALL IN LOVE AGAIN

Jealous Heart

RCA VICTOR 20-3539 (47-3029*)

The stars who make the <u>hits</u> are on



THIS WEEK'S RELEASE BOTH 78 RPM AND 45 RPM!

(Numbers marked * are 45 rpm.)

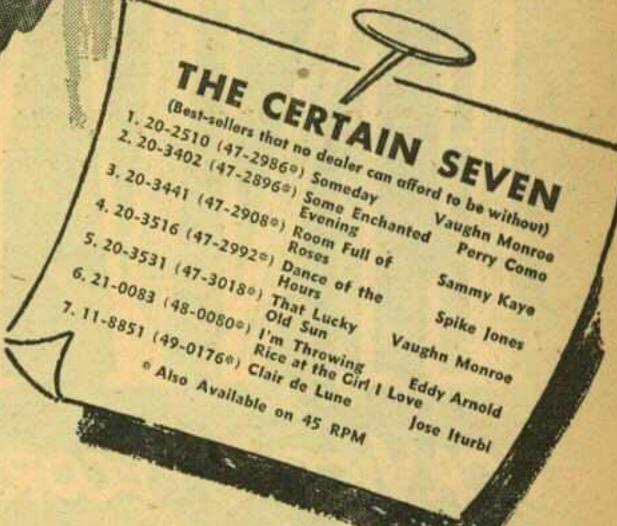
Love's A Precious Thing JUANITA HALL Don't Cry Joe 20-3557 (47-3050*)

DEALERS! Are you ringing up those extra profits
with RCA Victor's new Multi-Play Needle? Counter
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RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



Billboard
MUSIC POPULARITY CHARTS
PART
II
Sheet Music

Based on reports received last three days of Week Ending September 23

BEST-SELLING SHEET MUSIC

Tunes fisted 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.

PO! Weeks!	SITIC) N This	
to date	Week		Publisher
11	1	1.	YOU'RE BREAKING MY HEART (R)Algonquin
14	3	2,	ROOM FULL OF ROSES (R)
6	2	3.	SOMEDAY (YOU'LL WANT ME TO WANT YOU) (R)Duchess
23	4	4.	SOME ENCHANTED EVENING (M) (R)Williamson
9	5	Б.	MAYBE IT'S BECAUSE (R)Bregman-Vocco-Conn
8	7	6.	THAT LUCKY OLD SUN (R)Robbins
10	6	7.	LET'S TAKE AN OLD-FASHIONED WALK (M) (R)Berlin
4	8	8.	JEALOUS HEART (R)Acuff-Rose
1	-	9.	NOW THAT I NEED YOU (R)Famous
22	10	10.	BALI HA'I (M) (R)
7	12	11.	(JUST ONE WAY TO SAY) I LOVE YOU (M) (R)Berlin
. 2	15	12.	HOP SCOTCH POLKA (R)Cromwell
	9	13.	TWENTY-FOUR HOURS OF SUNSHINE (R)Advanced
	11	14.	YOU'RE SO UNDERSTANDING (R)Barron-Pemora
	14	15.	FIDDLE DEE DEE (F) (R)

ENGLAND'S TOP TWENTY

no	SITIO		
Weeks			
to date	Week	Week	English American
12	1	1.	RIDERS IN THE SKY Morris Morris
14	2	2,	AGAIN
17	3	3.	FOREVER AND EVER Francis Day Robbins
20	4	4.	WEDDING OF LILI MAR- LENE Box and CoxLeeds
25	•	5.	HOW CAN YOU BUY KILLARNEY? Peter Maurice Peter Maurice
10	5	6.	WHILE THE ANGELUS Charles K. WAS RINGING Southern Harris
10	8	7.	CARELESS HANDS Edwin Morris Melrose Musi
15	7	8.	"A"-YOU'RE ADORABLE Connelly Laurel
8	9	9.	I DON'T SEE ME IN YOUR
			EYES ANYMORE Connelly Laurel
20	9	9.	RED ROSES FOR A BLUE LADYLawrence WrightMills
4	11	11.	CONFIDENTIALLY Chappell
1	15	12.	WEDDING SAMBALeeds*
12	14	13.	ECHO TOLD ME A LIE Chappell Chappell
29	12	14.	TWELFTH STREET KAGChappellShapiro-Bernstein
7	16	14.	BLUE RIBBON GAL Irwin Dash
25	13	16.	LAVENDER BLUE (Dilly Dilly)SunSantly-Joy
	17	17.	LEICESTER SQUARE RAG Norris
1	20	18.	TO WHIT TO WHOO Billy Reid
14	18	19.	CANDY KISSES Chappell Hill & Range
1	20	20.	SHAWL OF GALWAY GREY

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-NOW GET READY for ANOTHER BATCH of HIT BISCUITS!

Eddy Howard

'Everything They Said Came True'
'Crocodile Tears'
Mercury 5325

Patti Page

"Just Got To Have Him Around" Mercury 5323

Jerry Murad's

Harmonicats

'Gallop Of The Comedians'
'At Dawn'
Mercury 5331

Golden Gate Quartet

'Satisfied'
'Religion Is A Fortune'
Mercury 8155

Lawrence Welk

'I'm Throwing Rice'
'The Ring I Give You'
Mercury 5322

Dinah Washington

'Good Daddy Blues'
'Drummer Man'
Mercury 8154

Richard Hayes

'My Miracle'
'My Love Loves Me'
Mercury 5328

Rex Allen

'Over Three Hills'
'I'm So Alone With The Crowd'
Mercury 6124

Tiny Hill and Two Ton Baker

'Are You From Dixie'
'I'm A Bigger Man Than You'
Mercury 5324

Kitty Kallen

'A Man Wrote A Song'
'Mad About You'
Mercury 5327

Two Ton Baker

"I'm Just A Pansy In A Flower Pot"
"Why Fall In Love With A Stranger"
Mercury 5329

Eddie Skeets

'Barnswallow Polka'
'Meadowlark Waltz'
Mercury 2087

-AND DON'T FORGET THESE GREAT HITS!

VIC DAMONE

You're Breaking My Heart'

'Bolero'

'Again'

FRANKIE LAINE

'Lucky Old Sun'

'Now That I Need You'

'Georgia'

EDDY HOWARD

'Roomfull of Roses'

'Tell Me Why'

'Maybe It's Because'

-ONLY MERCURY has the HITS on NON-BREAKABLE

(AND WE DO MEAN HITSI)



MUSIC POPULARITY CHARTS, Ilboard

Radio Popularity

Based on reports received last three days of

Week Ending September 16



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys thruout the country. Uniess 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. (P) Indicates tune is from a film: (M) indicates tune is from a legit musical.

film; (M) in	Monte	es tune la from a legit musical.	C
Weeks to date	Last	This	Lic. By	in in
11			YOU'RE BREAK- V. Damone-G. Osser ING MY HEART. Mercury 5271-BM1	P
	3	2.	THAT LUCKY F. Laine Mercury 5316 Mercury 5316 —ASCAP	I
,	2	3.	SOMEDAYV. Monroe Ork V(78)20-2510;	I D
6	8	4.	WHISPERING J. Stafford-G. Mac- HOPE Rae-P. Weston Ork	f
17		5.	ROOM FULL OF S. Kaye Ork-D. Cor- ROSES nell-The Kaydets	1
7	7	6.	V 20-3441—EMI YOU'RE BREAK- B, Clark ING MY HEART	1
	12	7.	JEALOUS HEART A. Morgan Ork	
9	8	8.	ROOM FULL OF E. Howard	1
23	6	9.	SOME ENCHANT- P Como-M Ayres ED EVENING Ork V(78)20-3402;	1
			(45)47-2896 ASCAP	
	10	10.	SLIPPING J Wakety and M. Whiting	
	16	11.	RAGIIME COW- J. Stafford Cap 57-710	(1
	11	12.	HUCKLEBUCKT. Dorsey C. Shavers V 20-3427—ASCAP	100
11	26	13.	SOME ENCHANT- P. Weston Ork ED EVENING Cap 57-629—ASCAP	
3	26	14.	THAT LUCKY S. Vaughan OLD SUN Col 38559—ASCAP	100 m
,	-	15.	JEALOUS HEART B. Lawrence V(78)20-3539; (45)47-3029 — BM1	
7	-	16.	ROOM FULL OF D. Haymes ROSESD 24632—BM1	
	26	17.	ROOM FULL OF J. Wayne	
*	-	18.	HOMEWORKJ. Stafford P Westen Ork . Cap 57-665 -ASCAP	
	20	19.	I NEVER SEE K. Roberts MAGGIE ALONECoral 64012	
2	13	20.	SOMEDAY Mills Brothers D 24694—BMI	
2	7	21.	ROOM FULL OF Starlighters-P. Wes- ROSES ton Ork	1
,	-	22	THAT LUCKY V. Monroe Ork OLD SUN V(78)20-3531; (45)47-3018	
	25	23.	YOU'RE BREAK- Ink Spots	
	18	24.	HUCKLEBUCKF. Sinatra	1
2	30	25.	YOU'RE BREAK. R. Flanagan Ork ING MY HEART Bluebird 30-0001	
	17	26.	LET'S TAKE AN F. Staatra and Doris	
			OLD-FASHIONED Day	1
	22	26.	DANCE OF THE S. Jones U.S HOURS V(78)20-3516; (45)47-2992 — BM1	
-			DONUT ONLY TOR O	1

DON'T CRY, JOE G. Jenkins Utk ..

NEED YOU Col(78) 38507;

YOU'RE BREAK- R. Case Ork

NOW THAT I

ING MY HEART

.. D 24720-ASCAP

------ASCAP

Doris Day Mellomen

(LP)1-251

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Fiday, September 16, 8 a.m., and ending Friday, September 23, 8 a.m.)

funes 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 oy the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles Talated are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.

(P) Indicates tune from a film; (M) indicates tune is from 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)

The Top 30 Tunes (plus ties)
A Dreamer's Holiday (R) Shapiro-Bernstein-ASCAP
A Wonderful Guy (M) (R)Chappell-ASCAP
Again (F) (R)Robbins-ASCAP
Ain't She Sweet? (R)Advanced-ASCAP
Bali Ha'i (M) (R)
Dime a Dozen (R)E. H. Morris-ASCAP
Don't Cry. Joe (R)
Fiddle Dee Dee (F) (R)
Five Foot Two. Eyes of Blue (R)Feist-ASCAP
Georgia on My Mind (R)Peer-BMI
Hucklebuck (R)
It's a Great Feeling (F) (R)
(Just One Way To Say) I Love You (M) (R)
Berlin—ASCAP
Katrina (F) (R)Melrose—ASCAP
Let's Take an Old-Fashioned Walk (M) (R). Berlin-ASCAP
Maybe It's Because (R) Bregman-Vocco-Conn-ASCAP
Now That I Need You (R)Famous—ASCAP
Over the Hillside (R)Dreyer—ASCAP
Room Full of Roses (R)
Some Enchanted Evening (M) (R)Chappell—ASCAP Someday (You'll Want Me To Want You) (R)
Someday (Toull Want Me 16 Want 1607 18 Duchess-BM)
That Lucky Old Sun (R)
The Last Mile Home (R)Leeds-ASCAF
There's Yes, Yes, in Your Eyes (R) Witmark-ASCAF
Toot Toot Tootsie, Goodbye (F) (R) Feist-ASCAP
Through a Long and Sleepless Night (F) (R)
Twenty-Four Hours of Sunshine (R) Advanced-ASCAP
Who Do You Know in Heaven? (R) Robbins-ASCAP
Younger Than Springtime (M) (R) Chappell—ASCAP
You're Breaking My Heart (R)Algonquin-BM1
You're So Understanding (R)Barron-Pemora-BM1
(DII OVOMEM)
(RH SYSTEM)

CHERT DIDERTIF

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

(F) Indicates tune is from film; (M) indicates tune is from legitimate musical; (R) indicates tune is available on

Week of September 16-22

SONGS	Publisher . Tot. Pts.
A Dreamer's Holiday	Skidmore 98
A Wonderful Guy (M)	Williamson 75
Again (F)	Robbins 95
Ain't She Sweet	
Bali Ha'l (M)	
Fiddle Dee Dee (F)	
Four Winds and the Seven Seas	
Georgia on My Mind	
I Wish I Had a Record	
It's a Great Feeling (F)	Remick225
Just One Way To Say I Love You IMI	
Katrina (F)	
Last Mile Home	
Let's Take an Old-Fashioned Walk (M)	
Love Is a Beautiful Thing	Porgle /3
Maybe It's Because	
Now That I Need You (F)	
Over the Hillside	
Room Full of Roses	Hill & Range111
Some Enchanted Evening (M)	
Someday You'll Want Me	Duchess
That Lucky Old Sun	
There's Yes, Yes in Your Eyes	Witmark
Through a Long and Sleepless Night (F)	
(out Toot Tootsie (F)	Feist
Twenty-Four Hours of Sunshine	
Who Do You Know in Heaven?	Robbins75
You're Breaking My Heart	

Vox Jox

GOTHAM GAB . . . Jack Lazare, WOR, has a unique seg every Tuesday morning, during which he recreates via platters the shows that the station's entertainment bureau put on in the flesh. . . Fred Robbins's WIV 1280 Club segs are being moved up to 7 and 11 p.m. . . . Leonard Feather's Jazz at Its Best becomes a seven-day show with the addition of a Sunday stint at 7:30 p.m. . . . Vic Damone copped Barry Kaye's "best baritone" contest at WPAT.

EASTERN BEAT . . . George Lorenz has inaugurated a rhythm and blues show at WXRA, Kenmore. N. Y., co-sponsored by a local drugstore and major record distribbery. . . . Willis Conover's Tune Inn show. WWDC, Washington, is being piped direct into the wards of Bethesda Naval Hospital. . . . Pete Jameson has rejoined WNEB. Worcester, Mass., after a six-month stay with WCKY. Cincinnati. . . . George Peterson, WTWN, St. Johnsbury, Vt., is the wattery's news editor, but he does a once-weekly jockey stint on Saturdays trying, he says "to sell Dixle to the Yankees." . . Legit actor Larry Lawrence is spinning disks at WKPW, Buffalo.

STRICTLY FROM DIXIE . . . Johnny Murray, KLIF. Dallas, has added a new disk stanza, the 1190 Club, to his record-piano-vocal show, the Murray-Go-Round . . . Rome Hartman has taken over Bob Mackey's daily Matinee Merry-Go-Round canto as Bob expands his Hits of the Week to two full hours over WIRK, West Palm Beach, Fla. . . . Paul Howard, Top o' the Morning man at WTRF, Wheeling, W Va., recently invited his listeners up for coffee and cake to celebrate his 500th program. Dick Duncan, WBLK, Clarksburg, W. Va.,

recommends orchids to Capitol for releasing the Paul Weston "What Is This Thing Called Bop?" which he is using as a primer of the progressive for his listeners. . . Tobe Howard, only Negro deejay of the 20 active spinners in Louisville, has built his platter time to two hours and 40 minutes nightly six nights a week, having broken in a year and a half ago with one hour three nights a week. . . At WTIP, Charleston, W. Va., with a summertime program emphasis on night disk shows, Tom Coman is doing Uncle Tom's Cabin from 6 30 to 7.30 p.m. across the board, and Bob Bower runs Open House from 8:30 to 10:25 nightly. . At WSSV Petersburg, Va., Paul Hennings has been named program director and Richard Mayes

has joined the staff from Princeton University.

GIMMIX . . . jim Robinson, KPMO, Pomona, Calif. wants us to believe that "Scrappy," a canine listener, called in with a request for Trees. . . . Kernel Korn. KISD. Sioux Falls, S. D., has been getting good response to contests. He just completed a "Beautiful Hair" contest and is launching a completethe-last-line gimmick now. . Tad Tapley, WCOH, Newnan, Ga., is now spinning Hillbilly Jamboree in addition to announcing the baseball games. . . . Denny Walker. WIJM. Lewisburg, Tenn., hosted Roy Acuit recently. . Howard Malcolm, WCOP, Boston, has been running a not-weather item in a weekly Hit Parade in Shorts, a montage of the week's 10 top tunes as selected by The Billboard. . . . Bill Edwards. WJDA. Quincy. Mass., has begun his secand annual "back-to-school" session of the 1300 Club. It teatures, along with platters, local football skeds and high school style notes. Bill chatting on these topics with listeners over the phone on open mike. . . . Harry Martin, KGBC, Galveston, Tex., has a tripleheader tie-in with local theaters. Eastern Airlines and the Turt Club, local nitery. He does a talenthunt show once weekly at a local theater, flying with winners to New York via Eastern for a Godfrey audition. . . Al Baker, singing spinner at WKAX, Birmingham, has been flying the circuit of the South's big towns for quest shots with other jockeys.

WESTERN WAX WHIRL . . . Lee (Doc) Lemon, WJR. Detroit, was married September 2 to Barbara Lee, Detroit's "Miss Press Photographer . John Slagle, WXYZ, doing a video quiz show, I've Got Your Number, featuring questions about performers on American Broadcasting Company (ABC) radio shows. . . . Hugh Gray's request show on the air a month at WDZ. Tuscola, Ill., is pulling good mail. . . . Steve Uslan, new at KTNM. Tucumcari, N. M., does an across-theboard one-hour request show. . . . Bob Earle recorded an interview with Tommy Dorsey recently in the KSO (Des Moines) station wagon just before TD played a one-nighter at the local terpery. . . . Bill Silbert's WXYZ Pow Wow show, remoting six nights weekly from the Wonder Bar's Indian Room in Detroit at midnight, last week went from a onehour stint to two hours.

CONTEST CORNER . . . Art Kay. WKLK. Lexington Ky., ran a "So You Want To Be a Drummer" contest, with the winner sitting in with the Ray Mc-Kinley ork at Joyland Park. Ray presented the winner with a loving cup and autographed drumsticks. . . . Bob Kennedy, WHB. Kansas City, Mo., ran a Black Magic contest in conjunction with the flicker of that name: winners got ducats to a local theater.

The Interpretation to Outlive Them All!

LALA LUCKY OLD SUN'

and

COULD 'JA?

Columbia Record No.38608

Columbia Records





ROSEMARY CLOONEY

1071 DON'T CRY, JOE (LET HER GO, LET HER GO, LET HER GO)
OH YOU BEAUTIFUL DOLL

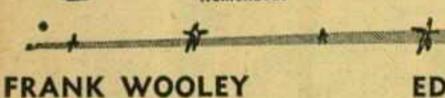
1074 THERE'S A BROKEN HEART FOR EVERY LIGHT ON BROADWAY CHICAGO



"HOT LIPS PAGE"

with orch.

1077 I NEVER SEE MAGGIE ALONE THAT LUCKY OLD SUN A sleeper steps out-advance orders tremendous



and MERRY MACS 1067 THE LEGEND OF THE ROSES THE MONKEY AND THE ORGAN EDDY DUCHIN and orch.

"Lips" tops his

Hucklebuck hit

1073 DANCING TAMBOURINE AND THE BAND PLAYED ON



RHYTHM BLUES

HORACE HEIDT

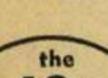
BILLIE HOLIDAY

1075 IT'S A SIN TO TELL A LIE WHEREVER YOU ARE

and orch.

featuring Frankie Carle

1072 BOOGIE WOOGIE LULLABY SHUT THE DOOR (They're Comin' Through the Window)



record manufactured and recorded by Columbia Records exclu-sively distributed by Varsity Records.

COUNTRY

DAVIS & TAYLOR

1076 WHAT'S WRONG WITH THE WOMEN TODAY AIN'T YOU ASHAMED?

The best news of all

Distributors to serve you fast and bring your cost down.

> All Harmony and Varsity Records are available at these branches. Send orders to nearest branch.

NEW YORK CITY:

Wright Record Dist. 776 10th Ave. New York, N. Y. Call: Circle 6-5296

CONNECTICUT:

Wright Record Corp. 48 Elm St. Meriden, Conn.

CLEVELAND:

Wright Record Dist. Corp. 220 W. St. Clair Cleveland, Ohlo

DETROIT:

Wright Record Dist. Detroit, Mich. Call: Temple 1-8313

CHICAGO:

Wright Record Dist.
Corp.
2232 So. Michigan
Chicago, III.

LITTLE ROCK, ARK .: United Record Co. 1217 Capitol Ave. Little Rock, Ark.

LOS ANGELES, CALIF.:

United Record Co. Los Angeles, Calif.

Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending September 23



BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION

Weeks Last | This to date: Week Week 1. THAT LUCKY OLD SUN ... F. Laine ... Mercury 5316-ASCAP I Get Sentimental Over Nothing

YOU'RE BREAKING MY HEART V. Damone-G. Osser Ork The Four Winds and the Mercury 5271-B Seven Sean V. Monroe Ork..... 3. SOMEDAY

And It Still Goes V(78)20-2510; (45)47-2986 4. JEALOUS HEART A. Morgan Ork. London 500-BMI Turnabout

ROOM FULL OF ROSES S. Kaye-D. Cornell-The Kaydets V 20-3441-BMI It's Summertime Again WHISPERING HOPE J. Stafford and G. MacRae-P. Wes-A Thought in My Heart ton Ork Cap 57-690-ASCAP (J Payior-The Radio Ranch Hands, Mer 6166)

7. SOME ENCHANTED EVE- P. Como-M. Ayres Ork...... 22 NING V(78)20-3402; (45)47-2896 Bali Ha'i 8. SOMEDAY Mills Brothers..... D 24694-BMI 11

On a Chinese Honeymoon 8. SLIPPING AROUND J. Wakely and M. Whiting 14 Wedding Bellz (W. Carter Macy's Recordings 100; J. Dale, Vocalion 55022;

E. Tubb, Dec 46173; Texas Jim Robertson & Panhandle Punchers, V 21-0074-48-0071; F. Tillman, Col 20581) 10. MAYBE IT'S BECAUSE G. Jenkins Ork-D. HaymesD 24650—ASCAP It Happens Every Spring

YOU'RE BREAKING MY HEART D 24693-BMI Who Do You Know in Heaven?

12. ROOM FULL OF ROSES....D. Haymes...... D 24632-BMI A Chapter in My Life Called Mary 12. SOME ENCHANTED EVE-

Optimist 14. DON'T CRY, JOE G. Jenkins Ork ... D 24720-ASCAP 27 Perhaps, Perhaps, Perhaps (J. Hall, V(78) 20-3557, (45) 47-3050; J. Desmond, MGM 10518;

F. Sinatra, Col 385551 15. ROOM FULL OF ROSES E. Howard ... Mercury 5296-BMI There's Yes, Yes, in Your

16. I NEVER SEE MAGGIE ALONE K. Roberts........... Coral 64012 Wedding Bellz (E. Lee & His Southerners, V 20-0023; B. Hannon-J. Ryan, Dec 24793; N. Lee, London 506)

17. HUCKLEBUCK T. Dorsey Ork-C. ShaversV 20-3427-ASCAP Again

YOU'RE BREAKING MY 22 HEART B. ClarkCol(78)38546; (LP)1-296-BMI Song of Surrender CAN DREAM, CAN'T 1? ... Andrews Sisters-G. Jenkins Ork .. 21

The Wedding of Lili Mar- D 24705 (T. Beneke Ork, V(78)20-3553, (45)47-3046; J. Saunders-Mandolin Ork, Rainbow 10038)

20. NOW THAT I NEED YOU. Doris Day-Mellomen...... Blame My Absent Minded Col(78)38507; (LP)1-251-ASCAP

21. DANCE OF THE HOURS.... S. Jones Ork...... None But the Lonely Heart V(78)20-3516; (45)47-2992

leaz Night

(R. Goff, London 491) 23. HOP SCOTCH POLKA.....G. Lombardo Ork.D 24704-ASCAP Dangerous Dan McGrew

(Bob Crosby, Harmony 1038; B. Gale Ork, Col 12419; A. Mooney Ork, MGM 10500; E. Logan, Bluebird 30-0003)

24. SOME ENCHANTED EVE-NING B. Crosby-J. S. Trotter Ork ... Bali Ha'i

26. MAYBE IT'S BECAUSE E. Howard OrkMercury 5314-ASCAP Tell Me Why YOU'RE BREAKING MY

SOPYRIGHTED METERIAL

(Continued on pae 35)

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

Billboard MUSIC POPULARITY CHARTS MUSIC POPULARITY CHARTS PART IV Based on reports received last three days of Week Ending September 23

BEST-SELLING CHILDREN'S RECORDS

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

POSITION Weeks Last This to date Week Week 1. LITTLE TOOT (One Record) Don Wilson-The Starlighters . . Cap (78) DAS-80; (45) CASE-3001 BUGS BUNNY IN STORYLAND (Two Records) BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance "Pinto" Colvig. . Cap BBX-34; DBX-114 4. BUGS BUNNY (Three Records) 5. BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May......Cap DBX-93 BOZO UNDER THE SEA (Two Records) Walt Disney-A. Livingston Cap BD-124; Cap DD-109 BOZO LAUGHS (One Record) P. Colvig LITTLE ORLEY-UNCLE LUMPY (Two Records) Fred Waring and Pennsylvanians....... D CUS-7 BOZO'S JUNGLES JINGLES (One Record) THREE LITTLE PIGS (Two Records) UNCLE REMUS (Three Records) Johnny Mercer and Original Cast-A. Livingston Cap CC-40 DUMBO (Three Records) LITTLE ORLEY-UNCLE LUMPY (One Record) Little Orley-Uncle Lumpy-Fred Waring and His Pennsyl-14. SPARKY'S MUSIC MIX-UP (Three Records)

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 Biliboard's weekly record dealer survey. Records are listed according to greatest sales.

Weeks to date	Last Week	This Week	
204	1	1.	Clair de Lune Jose Iturbi
18	2	2.	Bachianas Brasileiras B. Sayae
145	5	3.	Warsaw Concerto Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist
151	2	4.	Jalousie Boston Pops Ork; Arthur Fiedler, conductor V 12160
194	2	5.	Chopin's Polonaise Jose Iturbi

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.

POSITION

Weeks Last | This to date | Week | This | L. Welitsch, Metropolitan Opera Ork; F. Reiner, director | Col(78) MX-316; (LP) ML-2048 |

20 2 2. Rimsky-Korsakov: Scheherazade (Five Records) | San Francisco Symphony Ork; Pierre Monteaux, conductor | V DM-920 |

99 4 3. Tchaikovsky: Nutcracker Suite (Three Records) | Eugene Ormandy, conductor, Philadelphia Ork | V 1020 |

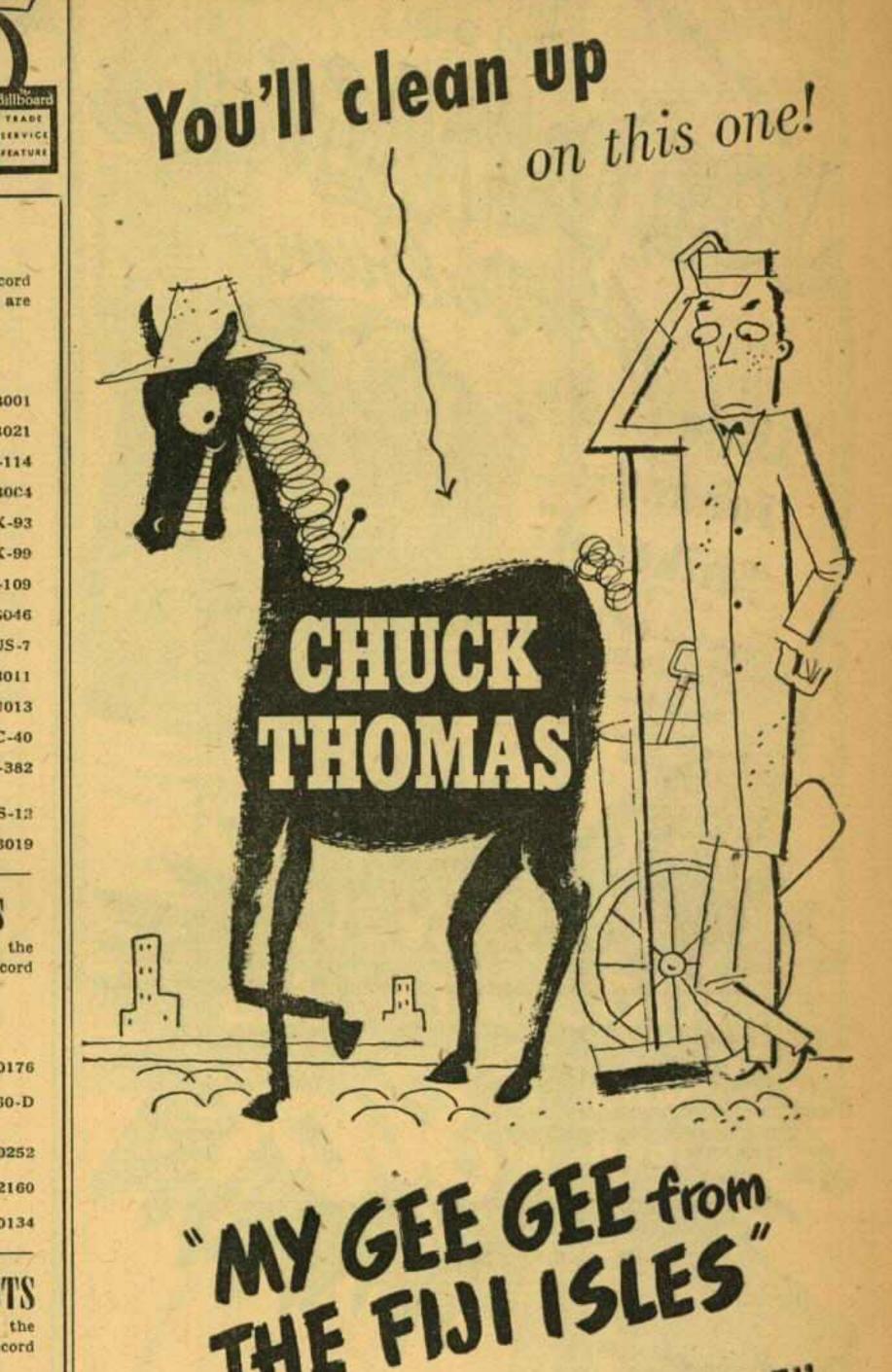
103 4 4. Rachmaninoff Concerto No. 2 in C Minor (Five Records) | A. Rubinstein, pianist, NBC Ork-Vladimir Golschmann | V 1075 |

19 - 4. Grieg's Concerto in A Minor (Three Records) | A. Rubinstein, Philadelphia Ork; E. Ormandy, director | V DM-900 | V DM

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 dealers in all sections of the
country. Albums are listed numerically according to greatest sales.

PO: Weeks	I Last		
to date			
20	1	1.	SOUTH PACIFIC (Seven Records) Mary Martin-Ezio PinzaCol(78)MM-850; (LP)ML-4180
5	2	2.	MISS LIBERTY (Six Records) M. McCarty-E. Albert-A. McLerie
4	4	3.	JOLSON SINGS AGAIN (Four Records) A. Jolson
32	3	4.	KISS ME, KATE (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark- J. Diamond
7	5	5.	V. Monroe and Ork
19	6	3.	DICK CONTINO (Four Records) Dick Contino, Accordion
4	8	7.	A. Goodman OrkBluebird BN-3
11	7	8.	SONGS WITHOUT WORDS (Three Records) P. Weston Ork
16	10	9.	SQUARE DANCES (Four Records) C. Stone and His Square Dance Band
2		10.	MISS LIBERTY (Four Records) A. Goodman OrkBluebird BN-4



Mr. Dealer! Mr. Operator!

A Great New Single by a great new band!....Dixieland music that's out of this world!... like "12th St. Rag", this record has everything... HEAR IT AND YOU'LL BUY IT!

"ROSE OF THE RIO GRANDE"

Capitol No. 57-746 78 rpm



First with the Hits from Hollywood

POSITION

Weeks Last This to date Week Week

....MGM 10050-ASCAP

SERVICE



aPrices shown are suggested prices and

do not include Federal, State or Local taxes.

HOLLYWOOD

Billboard MUSIC POPULARITY CHARTS

Jukė Box Record Plays

MOST-PLAYED JUKE BOX RECORDS

Based on reports received last three days of Week Ending September 23

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

	2	1.	SOMEDAYV. Monroe Ork.
		1000	V(78)20-2510; (45)47-2300
			ВМ
12	1	2.	YOU'RE BREAKING MY V. Damone-G. Osser Ork
1997			HEART Mercury 5271—BM
4	4	3.	THAT LUCKY OLD SIIN F. Laine Mercury 33:0-7500
14		- 4	DOOM FILL OF ROSES S. Rave Ura-D. Cornell the sent
14	3	- 4.	dets
			B Warrent S296-BM
13	4	5.	ROOM FULL OF ROSES E. Howard Mercury 5296-BM
13 19	6	6.	SOME ENCHANTED EVE- P. Como-M. Ayres Ork
2.00			V17812U-34U2: 143141-2030
			101011111111111111111111111111111111111
2.0	WEDGIN	150	JEALOUS HEARTA. Morgan Ork. London 500-BM
4	10	7.	JEALOUS HEART
12	7 9	8.	POOM FILL OF ROSES D. Playmes D. 24000
	0		MAVRE IT'S HELALISE E. Howard and Olk
0			Mercury 5314—A5CA
1000	200	-	Mills Brothers D 24694—BM
6	8	10.	SOMEDAY Mills Brothers D 24694-BM
6	15	11.	YOU'RE BREAKING MY
-			To 1. Company 11 24 (MA) 11 (MA)

6		HEART Ink Spots D 24693—BMI
14		HUCKLEBUCK T. Dorsey-C. Shavers V 20-3427—ASCAP
7	13 13.	MAYBE IT'S BECAUSEG. Jenkins Ork-D. Haymes D 24650-ASCAP
3	14 14.	SLIPPING AROUND J. Wakely and M. Whiting Cap 57-40224-EM1
		(W. Carter, Macy's Recordings 100; J. Dale, -Vocalion 55022; E. Tubb, Dec 45173; Texas Jim Robertson & the Panhandle Punchers, V 21-0074 & 48-0071; F. Tillman Col 20581)

17	12	15.	SOME ENCHANTED EVE- B. Crosby-J. S. Trotter Ork NING
2	23	16.	THAT LUCKY OLD SUN V. Monroe Ork
5	26	17.	THAT'S MY WEAKNESS NOW R. Morgan and Ork D 24692

3	16	17.	(B. Strong, Cap 57-718) I NEVER SEE MAGGIE ALONE (B. Hannon-J. Ryan, Dec	. K. Roberts
		100	V 20-0023)	A Manney Onk

	(Bob Crosby, Harmony 1038; B. Gale Ork, Col 12419; G. Lom- bardo, Dec 24704; E. Logan, Bluebird 30-0033)
1 - 20	. THE WEDDING OF LILI MADIENE Andrews Sisters. D 24705—ASCA
	(S. Conway, Col Graphophone FB 3500; R. Flanagan Ork, Blue- bird 30-0002; A. Shelton, London 477; G. MacRae, Cap 57-711;

-	tres.	100	F. Sinatra, Col 38555; J. Desmond, MGM 10499) AGAIN
23	17	21.	AGAIN D 24602—ASC/
			(J. Clay Ork, Hi-Tone 109; T. Dorsey Ork-M. Lutes, V 20-3427;
		9.6	Phil Reed Dance-Tone 330; L. Rucker & C. McLin Combo,
			Aristocrat 10001: G. Floyd, Supreme 1531; A. Mooney Ork, MGM
			10398; M. Torme-P. Rugolo Ork, Cap 15428; B. Harrington,

			Aristocrat 10001; G. Floyd, Supreme 1531; A. Mooney Ott.
			10398; M. Torme-P. Rugolo Ork. Cap 15428; B. Harrington,
			Vocalion 55001: D. Gardner, Getham G-181, V. Damone-G. Osser
			Ork, Mer 5261; M. Scott-The Paulette Sisters, Spotlite 516; D.
			Day-The Mellowmen, Col 38467)
1	_	21.	DON'T CRY JOE G. Jenkins Ork. D 24720-ASC
Contract of		1977	(J. Hall, V(78)20-3557, (45)47-3050; J. Desmond, MGM 10518; F.

4	17	23.	YOU'RE BREAKING MY B. "Clark
1		23.	HOP SCOTCH POLKA G. Lombardo D 24704-ASCAL
1	_	25.	JEALOUS HEARTJ. Owens 24711-Day
2	-	26.	GIVE ME YOUR HANDP. Como

•		-	V(78)20-3521; (45)47-2997
6	22	26.	Col(78)38486: (LP)1-222
1	-	28.	DIME A DOZENS. Kaye

		V(78)20-3532;	(45)47-3010
(Annie Kyser	Lou-Danny Hill, Bu Ork, Col (78) 38549, (1	Het 690; J. Atkins,	Coral 60086; K.
Smith	MCM TOJOS: M. With	og. Cap 57-709; K. S	mith, Happiness

24	-	29.	BLUE	SKIRT	& Ork, M. WALTZ.	er 5312)	. Yankovic	and	His	Yanks-Th
				-	-	- The base		Col	1239	4-F-ASC
			(The	Falcon	Singers-S.	Fisher	Ork, HI-To	one in	о, п.	marumg,

(F. Willing & His Riders of the Purple Sage, Cap 57-40164; P. Lee, Cap 57-608; Wingy Manone & His Go Group, Kem 2700; Song Spinners, Vocalion 55003; J. Rivers, ABC-Eagle 113; B. Crosby-K. Darby Singers, Dec 24618; E. McCurdy, Monogram 134; D. Falligant-H. Winterhalter Ork, MGM 10404; S. Jones & His Death Valley Rangers, Mer 5320; J. Saunders & R. Bloch's

His Death Valley Rangers, Mer 5320; J. Saunders & R. Bloch's Singers, Hi-Tone 122; Sons of the Pioneers, V 21-0065 & 48-0060; B. Ives, Col 38445)

29. YOU'RE BREAKING MY HEARTJ. Garber Ork....Cap 57-719—BM1

OFF AND LOVE ME?..... W. Raney....... King 791—BMI

(B. Atcher, Col 20611; K. Mervin, Cap 57-4023; B. Hall, Talent

745; B. Nettles & His Dixle Blue Boys, Mer 6209; P. Pyle, Bullet

689; M. Shiner, Dec 46178)

-WARNING!

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

TATURE



Based on reports received last three days of Week Ending September 23

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

Weeks Last | This

to dat	e Weel	Week	
	6	1.	
			IS ROCK
1		-	I Want My Fanny Brown
3	2	2.	ROOMING HOUSE BOOGIE. A. Milburn Aladdin 3032
	1		Empty Arm Blues BABY, GET LOSTD. Washington, Mercury 8148-BMI
10		3.	Long John Blues
4	10	4.	DOBY'S BOOGIEF. Mitchell Derby 713
		-	Hog Head
4	14	5.	IT'S MIDNIGHTLittle Willie Littlefield
			Midnight Whistle BROKEN HEARTEDE. WilliamsSupreme 1535
2	-	6.	
-			Red Head 'n' Cadillac
22	4	7.	TELL ME SO The Orioles Jubilee 5005-BMI
1	_	8.	NUMBERS BOOGIE Sugar Chile Robinson
100.00		0.	
24	8	9.	TROUBLE BLUES
25		HUE	Honey, Keep Your Mind on
	11321	1	Me
- 6	10	10.	
			THE SUN GOES DOWN C. Brown
27	3	41.	AIN'T NOBODY'S BUSI- J. Witherspoon
		***	NESS (Parts I and II) Supreme 1506-ASCAP
10	-	11.	BLUE AND LONESOME Memphis Slim Miracle 136
		-	Help Me Some
1	-	11.	
Server.		naise.	Drinking Woman
4	-	14.	COME BACK, BABY L. Fulson Downbeat 230
10	7	15.	I LOVE YOU SO Pee Wee Crayton Modern 20-675
	Town or other	40.	The Bop Hop
3	8	15.	
		100	It's Raining
2	14	15.	EMPTY ARM BLUES A. Milburn Aladdin 3032
	100		Rooming House Boogie

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

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

Weeks Last This to date Week Week

		-	
8		1.	ALL SHE WANTS TO DO IS ROCK W. Harris King 4304—BM1
100	12	- 2.	ROOMING HOUSE BOOGIE. A. Milburn Aladdin 3032
-			
	-	3.	IT'S MIDNIGHTLittle Willie LittlefieldModern 20-686
-	100		
7	3	- 4.	BEANS AND CORNBREAD. L. Jordan
23	12	5.	TROUBLE BLUES
7	1	6.	BABY, GET LOST D. Washington Mercury 8148-BMI
23	-	7.	AIN'T NOBODY'S BUSI- J. Witherspoon
			NESS (Parts I and II) Supreme 1506-ASCAP
19	a	8.	TELL ME SO The Orioles Jubilee 5005-BMI
3	6 4	9.	IN THE EVENING WHEN
3		D.	
			THE SUN GOES DOWN C. Brown Aladdin 3030
3	-	10.	A KISS AND A ROSE Orioles Jubilee 5009-ASCAP
DOLLAR T	-	10.	I WANT MY FANNY .
	ALC: UNITED BY	40.	
and the same		-	BROWN
8	. 7	12.	IN THE MIDDLE OF THE
			NIGHT A. Milburn Aladdin 3026-BMI
4	M-	12.	EMPTY ARM BLUES A. Milburn Aladdin 3032
-	Section 1		
3	7	14.	BROKEN HEARTED E. Williams Supreme 1535
2	_	14.	PLEASE DON'T GO R. Brown and His Mighty-Mighty
		- 1000	MenDe Luxe 3226—BMI
	9-5	4.6	
0	10000	X 184	LONG JOHN BLUES D. Washington Mercury 8148-BM

ADVANCE RHYTHM & BLUES RECORD RELEASES

Southern Dream

Snap Case

22-0046; (45)52-0030

Red Head 'n' Cadillac E. Williams (Broken Hearted) Supreme

Right From the Start E. Frank-R. Williams (Jam and) Wonder 100

Rubbin' B. Mitchell (Johnny's Hot) Blue 108

Rumor 'Bout the Roomer Peach Tree Logan (Brother-in-Law,

You've) MGM 10514 Saturday Night Fish Fry (Pt 1 & 2) L. Jordan Dec 24725

Six-Foot-Two Blues B. Tate Ork-J. Witherspoon (In the) Supreme 1533

So Help Me E. Jackson Ork (Woman Don't) Supreme 1532 So Long

Little Miss Cornshucks (For Old) Swing Master 26 Sophronia Jones

Gotham G-194 Start Talking, Baby Cats and the Fiddle (Fil Never) Gotham G-197 Stranger in Town J. B. Summers-E. Woodland's Ork (Back Door) Gotham G-190 Supersonie Sonia K. Parker Trio (Maple Leaf) Texstar This Is Everything I Prayed For

Sonny Boy Williamson (I Love) V(78)

E. Woodland Ork (Jumpin' With)

G. Floyd (Ain't I) Supreme 1534 Tont, Toot, Tootsle K. Parker Trio (Jack's Jump) Texstar

Talking Boogle J. Smith (Ma-Ma) Savoy 709 Then Was Then and Now Is Now Pat Man Robinson (Bye, Bye,) Regent Big Sia Andrews & Her Huckle-Busters (Satisfyin' Papa) Cap 57-70041 BMI

ALADDIN DOES IT AGAIN!

A Double Headed Hit!



Amos Milburn's

ALADDIN 3032

Coming Up Fast!

Charles Brown's

(When the Sun Goes Down) **ALADDIN 3030**

And No. 1 Across the Boards In Billboard

CHARLES BROWN



FOR THIS YEAR AND EVERY YEAR, THE FABULOUS NOVELTY SONG

RUDOEPE

RED-NOSED REINDEER

by Johnny Marks -Recorded by-

GENE AUTRY (Columbia)

EDDY HOWARD

(Mercury)

-More To Follow-

In Preparation

by Carmen Lombardo and Johnny Marks

ST. NICHOLAS MUSIC PUB. CO.

1619 Broadway, New York 19, N. Y.

CHICAGO **NEW YORK** Paul Salvatori

George E. Schottler

HOLLYWOOD Danny Camaron

Prof. Mgr.

Moving into the Spotlight

WITH

RCA VICTOR NO. 21-0104 (78 R.P.M.) NO. 48-0107 (45 R.P.M.)



ADAMS, VEE & ABBOTT (AVA)

216 SOUTH WABASH AVENUE CHICAGO 4. ILLINOIS

lboard

MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending September 23

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

734	OCTUTO	180	
	OSITIO		
Week	B Last	This	
to date	el Week		
30	1	1.	LOVESICK BLUES Hank Williams and His Drifting
			Never Again Cowboys MGM 10352-BM1
14	3	2,	I'M THROWING RICE AT
			THE GIRL I LOVE E. Arnold
			Show Me the Way Back to V(78)21-0083; (45)48-0080
- 27		9	Your Heart
10	1	3.	WHY DON'T YOU HAUL
-			OFF AND LOVE ME? Wayne Raney King 791-BMI
- 10	-	400	Don't Know Why SLIPPING AROUND M. Whiting-J. Wakely
4	5	4.	Wadding Ralle Can 57-40224—BM1
9	4	5.	Wedding Bells SLIPPING AROUND E. Tubb D 46173—EM1
		٥.	My Tennessee Baby
20	6	6.	WEDDING BELLS H. Williams and His Drifting
- 20			I've Just Told Mama Cowboys MGM 10401-ASCAP
			Goodbye
3	8	7.	WEDDING BELLS J. Wakely and M. Whiting
100			Slipping Around
3	12	8.	BLUES STAY AWAY FROM
			ME
			Goin' Back to the Blue
130	222		ROOM FULL OF ROSES George Morgan
9	12	9.	Put All Your Love in a .Col(78)20574; (LP)2-272-BM1
			Cookie Jar
2	-	10.	I NEVER SEE MAGGIE
		10.	ALONE
			Wedding Bells
.19	12	11.	THE ECHO OF YOUR
	1000	7	FOOTSTEPS Eddy Arnold, the Tennessee Plow-
			One Kiss Too Many boy V 21-0051-BM1
7	-	12.	BEFORE YOU CALL D. Landers MGM 10427
			Is There Any Need To
11 42		102	Werry?
2	-	13.	MY FILIPINO ROSE E. Tubb D 46175-BMI
			Warm Red Wine YOU'RE GONNA CHANGE. H. WilliamsMGM 10506
1		13.	Lost Highway
9	7	15.	TENNESSEE POLKA R. Foley D 46170-BMI
	100	200	I'm Throwing Rice at the
		1	Girl 1 Love
3	8	15.	SMOKEY MOUNTAIN
			BOOGIE
			You'll Find Her Name
			TIP CARLOW THE ASSESSMENT OF THE SECOND OF T

WARNING!

MIND YOUR OWN BUSI-

Written There

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

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Baby Sitter's Blues B. Faye (I Can't) ABC-Engle 194

Blue Christmas E. Tubb (White Christmas) Dec 46186

Blues Stay Away From Me Cousin Wilbur-Blondle Brooks (Why Not)

Bullet 691

Bonaparte's Retreat Pee Wee King (The Waltz V (78)21-0111,

(45)48-0114

Bordertown Fiesta B. Walker (We've Lived) Talent 701

But I'll Go Chasin' Women

S. Hamblen (Let's See) Col 20625

Christmas Reses K. Roberts (The Christmas) Coral 64025

Cry Baby Heart G. Morgan (I Love) Col (78) 20627; (33)

Double Cross

A. Inman (In My) Bullet 687 Down by the Railroad Track

E. Hubbard (My Hoosier) Mer 5330

Down the Road L. Platt-E. Scruggs (Why Don't) Mer

Dutch Warbler

D. Martin (Oklahoma Sweetheart) ABC-

Eagle 127 Here Comes Santa Claus

R. Foley (Our Christmas) Dec 46185 How Long Must I Long for You? J. Graydon (You're the) Coral 60102

I Came From Salem City C. Marshall (What Makes) ABC-Eagle

I Can't Fool My Heart B. Faye (Baby Sitter's) ABC-Eagle 194

I Love Everything About You G. Morgan (Cry Baby) Col (78) 20627;

I Wonder If You Burn All My Letters D. Martin (Oleomargarine) ABC-Eagle

121 Rainbow T. Dowdy (Don't Leave) Mer 6207

Riders in the Sky

J. Rivers (Wreath of) ABC-Eagle 113 Rose of Broken Heart Lane

J. Rivers (Love Sick) ABC-Eagle 149 Seven Year Blues

Louvin Brothers (Alabama) Dec 46187 She's My Arkie

B. Doss (Graveyard Boogle) Talent 756 Slipping Around

T. Wallace (Close Your) ABC-Eagle 148

Smiles Turn to Tears L. Wayne (Dreamy Old) Cowboy CR 1501

Sugar and Salt L. McAuiffe (Panhandle Waltz) Col-

Texas Brags Cousin Abner (A Room) Talent 747

The Angels Are Singing The Stanley Brothers-Clinch Mountain

Boys (It's Never) Col 20617

The Family That Prays Together
J. Rivers (Go to) ABC-Eagle 161
This Cold Cold War With You

H. Garland (I'll Never) Dec 46183

Tumbling Tumbleweeds F. Willing-Riders of the Purple Sage (Cool Water) Varsity 8018

Two Old Pals Old Brother Charlie (New River) Mer-

cury 6206

BATURE

Billboard

MUSIC POPULARITY CHARTS

Folk (Country & Western)

PART

VII

Record Section

Based on reports received last three days of Week Ending September 23

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

PO	SITIO	N.
Weeks	Last	This
to date		

377	111111111111111111111111111111111111111	a linear	
10	4	1.	WHY DON'T YOU HAUL. OFF AND LOVE ME 7 Wayne Raney King 791—BMI
31	8	1.	LOVESICK BLUES Hank Williams and His Drifting
10	12	1	CowboysMGM 10352—BMI
1000			SLIPPING AROUNDJ. Wakely and M. Whiting Cap 57-40224—BMI
13	1 .	4.	SLIPPING AROUND Ernest Tubb D 46173-BMI
13	3	5.	I'M THROWING RICE AT E. Arnold
			THE GIRL I LOVE V(78)21-0083; (45)48-0080
18		-	WEEDER TO THE STATE OF THE STAT
10	2	0.	WEDDING BELLS H. Williams and His Drifting Cow- boys MGM 10401—ASCAP
3	6	7.	WEDDING BELLS J. Wakely and M. Whiting
		1984	Cap 57-40224—ASCAP
10	6	8.	MIND YOUR OWN BUSI Hank Williams and His Drifting
-		List.	NESS
9	-	9.	COUNTRY BOY "Little" Jimmy Dickens
-		THE PERSON	
9	=	10.	SLIPPING AROUNDF. TillmanCol 20581-BMI
1	-	10.	The state of the s
	-	12.	TWO CENTS, THREE EGGS
-00			AND A POSTCARD R. Foley D 46165
20	12	13.	ONE KISS TOO MANY Eddy Arnold, the Tennessee Plow-
1	**	-	boy
200	12	13.	10 10 10 10 10 10 10 10 10 10 10 10 10 1
	-	13.	The state of the s
			ley BoysCap 57-40218-BMI

-WARNING!

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

FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Waumpum: In the final week of the September polling of the nation's folk music disk jockeys by The Billboard, the 52 platter spinners named Wayne Raney's "Why Don't You Haul Off and Love Me" (King) as their top request. The remaining nine, following in order, were: Jimmy Wakely and Margaret Whiting's "Slipping Around" (Capitol), second; Hank Williams's "Wedding Bells" (MGM), third; Floyd Tillman's "Slipping Around" (Columbia), fourth; George Morgan's "Roomful of Roses" (Columbia) and Hank Snow's "Marriage Vows" (Victor), fifth; Ernest Tubb's "Slipping Around" (Decca), seventh; Hank Williams's "Lovesick Blues" (MGM), eighth; Johnny Bond's "Somebody Loves You" (Columbia), ninth; Leon McAuliffe's "Panhandle Rag," 10th.

Steve Stebbins, of Americana Corporation, the Hollywood h. b. booking office, now has Red Murrell and the Ozark Playboys with Jimmie Dolan (Capitol). . . . Rex Allen emseed Cliffie Stone's "Hometown Jamboree" while Stone was on vacation recently. . . . Fred Edwards, working at KXOL and KFJZ, Fort Worth, has Ted Daffan and His New Texans Band, 10-piecer (Columbia), Bill Walker (Capitol) and Bill Callahan, new Columbia artist, previously with the Callahan Brothers on other labels, as house entertainers for his new "Lone Star Jamboree," Saturday night feature at the North Side Coliseum, Fort Worth. Edwards is hunting traveling names to head the shows. Hank Thompson (Capitol) drew 5,900 to top name guests thus far. Edwards is also doing other concert and sports promotions at the Coliseum. He is currently awaiting a deal that will put the Jamboree on a Texas network.

Budd Hobbs (MGM), of KCRA, Sacramento, is closing an e. t. deal for a daily show over XELO, the 150,000-watter in Mexico. . . . The Sunset Rhythm Boys, Chuck Secrest, emsee and guitar; Okey Oakes, accordion; Verle Clapper, fiddle, and Jim Gilliam, bass, are working at WAND, Canton, O.... Coxey's Jubilee Boys have replaced the Westernaires at WAOV, Vincennes, Ind. . . . The Bailes Brothers (King and Columbia) have jumped from KWKH, Shreveport, La., to KIBS, the Shreveport NBC outlet. Johnny Bailes is doing two d. j. slots daily, while the group is heard on its own show for a half-hour daily. . . . Reggie Ward reports that Owen Perry, of Shreveport, has signed with 4 Star Records. He also made sides for Bullet. . . . Danny Dedmon (Imperial) reports that Jelly Elliott and His Singing Cowboys, with whom he works, have moved to KTRM, Beaumont, Tex. ... Pee Wee King (Victor) and the Golden West Cowboys just did their 50th show over WAVE-TV.... Buffalo Johnson and His Melody Rangers, Mercury and Rich R'-Tone recording artists, formerly with WETB, Johnson City, Tenn., are making p. a. appearances in Cincinnati and vicinity. In addition to Johnson, band members are Dusty Rose, Guy Pealer and Sterling Simpson.

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

BEN LIGHT

THE "MONEY" ARTIST

of the

RECORD BUSINESS

12 GREAT RECORDS
ALL HITTING AT ONCE!

516 GETTING SENTIMENTAL OVER YOU I CRIED FOR YOU

520 TEA FOR TWO ROSE ROOM

556 MAMA INEZ SIBONEY

564 BEGIN THE BEGUINE I GOT RHYTHM

596 HINDUSTAN LAZY BONES

598 LIZA YOURS

600 I'LL GET BY IT HAD TO BE YOU

SOMEBODY STOLE MY GAL

618 SAY IT WITH MUSIC GYPSY LOVE SONG

622 ORCHIDS IN THE MOONLIGHT DO YOU EVER THINK OF ME?

678 YOU WERE MEANT FOR ME IF I HAD YOU

680 CHANGES
GREEN EYES

AND FOR RELEASE OCTOBER FIRST

THE GREATEST OF THEM ALL

TR #684
NEGRA CONSENTIDA
LIGHTNING FINGERS

THERE ARE TWO DOZEN MORE MONEY-MAKING BEN LIGHT DISKS IN THE TEMPO CATALOGUE ALL PRESSED FROM SUPER-OUALITY

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"The man who plays the sweetest trumpet in the world"

The only rhythm rendering of the great new hit

With a brilliant trumpet rendition by Charlie Spivak and featuring his great new vocal group, the "STARDREAMERS"

75c plus tax

DON'T CRY, JOE

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

backed by

(Vocal by Irene Daye)

Spivak's fine treatment of "Baby Won't You Please Come Home" will revive this famous oldie.

NOW RECORDING EXCLUSIVELY FOR



The Conton Gramophone Corp., 16-W. 22-51, N.Y. 10, N.Y.

Billboard

MUSIC POPULARITY CHARTS Record Reviews



RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

Records are reviewed three times: (1) for retaliers; (2) for How Ratings Are Determined operators; (3) for dirk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which

new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N S. indicates a record is not suitable for approval within the market.

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

ARTIST LABEL AND NO.

TUNES COMMENT

79--79--78--80

69--70--69--68

72--70--72--79

82--82--82--82

57--57--57

55--55--55

71-470--72--72

67--66--68--68

74--74--74

68--58--68--63

73--70--73--76

68--66--68--70

70--70--70

67--67--67

65--64--68

50--50--50

73--76--73--70

84--85--84--82

75--74--74--76

80--80--80

25--25--25--25

37--35--40

POPULAR

TOMMY DORSEY ORK V 20-3544

DENNIS DAY

V 20-3548

The Knock Song Fly noveity is done with light fivey beat. Band sounds fine, as warbler Jack Duffy sells number effectively.

Twilight An arty pop based on a classical theme from Borodin. Band and singer Sonny Colello get

Ona the Tarantellona

a good sound.

The rich tenor pipes toy with a rollicking Italian type novelty, with production treatment from vocal group and ork. A bit fancy

Shally-Go-Shee An attractive hunk of Gaelic whimay in lilting waltz time, affectingly delivered by Day and the mob

JIMMY SAUNDERS ORK Rainbow 100388

I Can Dream, Can't I? Unusual mandolin backing doesn't jell with vocal on the tune being brought back via a Gordon Jenkins waxing.

The Things You Left in My Heart
Ballad adaptation of 'Drigo's Serenade' fares no better from the disturbing backing, which sounds muffled and heavy.

BOB CROSBY Harmony 1068

Hop-Scotch Polka A bright, energetic job of covering, the earlier diskings of the tune won't be pushed too hard by this one.

The Last Mile Home Straightforward, somewhat prosaic reading of the nostalgic plug song.

NORO MORALES Varsity 174

Tea for Two Reissue of a gay rumba treatment of the Youmans classic. All piano and rhythm section and all hands sparkle. Manhattan-Latin style.

Tres Palabras Instrumental rumba treatment of a melodic ditty that achieved popularity when anglicized as "Without You." Not likely to raise much stir at this point,

DANNY O'NEIL (The Twilight Three) Varsity 178

Peggy O'Neil Nostaigic tenoring of the good Gaelle oldie, chorus and verse neatly backed by a Three Suns type trio.

Peg o' My Heart More pretty warbling and trio work, tho tune doesn't figure to re-revive now.

JOE GRAYDON Coral 60102

Graydon and a smooth mixed vocal quintet do a relaxed treatment of a simple, oldfashioned sentimentalizer.

How Long Must I Long for You?

You're the Only Gal in My Corral Easy projection of a fluffy Broadway western.

THE JESTERS 20th Century 20-71

The Gay Caballero Slightly amusing novelty handled well by the veteran group.

I Want To Go to the Football Game The group does as well as it could with this bounce tune.

HARRY JAMES-DICK HAYMES Col 38586

You Don't Know What Love Is A reissue of a fine James etching of a pretty ballad which Haymes warbles wonder-

fully well. Make Love to Me Harry James-Helen Forrest

This is a reissue which could make plenty loot. It's a wonderful grooving of a beautiful ballad set in a proper mood by James' horn and ork with Helen Forrest chirping superbly.

BOB CROSBY

Shally-Go-Shee Crosby with vocal group aid turns in an effective waxing of an Irish-tinged bounce tune.

Toot, Toot, Tootsie! The oldie, revived in the Joison sequel film, draws a romping rendition by Crosby.

THE TWILIGHTERS (Singing Tom!

Movie song which didn't happen originally is poorly rendered.

Sweet Little Girl Polka back lustre polka etching.

(Continued on page 96)

MUSIC POPULARITY CHARTS Billboard Record Possibilities

THE BILLBOARD PICKS:

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

THERE'S A BLUEBIRD ON YOUR

Cute as a button is this fine rhythm rendition of a tune which has been finding warm reception via the country disk route. Doris is in rare form and she is delightfully aided both musically and vocally by the Mellomen.

MERRY CHRISTMAS POLKA

Dinah, in decidedly different character, does a rousing job with a tune which should sweep the nation this Christmas. This etching of the song should keep stride in stride with the Guy Lombardo-Andrews Sisters Decca etching which was picked last week. On the flip, Dinah delivers a most sensitive and appealing rendition of a seasonal fave which should draw much jockey and retailer attention.

Add another potent package of yule merchandise to Bing's strongly established "Merry Christmas" album. Two of the selections are pops-"Here Comes Santa Claus," a strong seasonal item for Gene Autry on Columbia two years running, and "You're All I Want for Christmas," a click last year via Frank Gallagher's Dana disk. The remaining four sides are given to carols. Bing does the carols with special charm and feeling, and he sings the two pops smartly.

THE DISK JOCKEYS PICK:

PICKS the . have appeared for three consecutive weeks or three times with a a six-w k period are not repeated below. B d on a weekly survey among them " what tune di- jockeys think tomorrow's hits will

The state of the s	
1. A DREAMER'S HOLIDAYPerry ComoVictor 20	-3543
2. IF I EVER LOVE AGAIN	8572
3. LAND OF LOVE	7-716
4. GIVE ME YOUR HANDPerry ComoVictor 20	-3521
5. THE SLIDER	7-721
6. DON'T CRY, JOE Gordon Jenkins Decca	24720
7. WEDDING BELLS Dick Jurgens Columbia	38575
8. I KNOW, I KNOW, I KNOW	7-725
9. DIME A DOZEN	-3532
10. VIENI SU	-3549

PICAS that have appear- 'or three consecutive weeks or three times within a 'z-week period are not repeated below. Based on a weekly survey iem on what tune the record retailers think tomorrow's hits will be:

1. A DREAMER'S HOLIDAYPerry ComoVictor 20-3543
2. DIME A DOZEN
3. DIME A DOZEN
4. IF I EVER LOVE AGAINFrank SinatraColumbia 38572
5. VIENI SU
6. CIRCUS

THE OPERATORS PICK:

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

1. A DREAMER'S HOLIDAYPerry Como.........Victor 20-3543

2. THE WEDDING OF LILI MARLENE ... Andrews Sisters Decca 24705

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 28)

28. LET'S TAKE AN OLD-FASHIONED WALKP. Como..... Just One Way To Say I V(78)20-3469; (45)47-2931 NOW THAT I NEED YOU. F. Laine and C. Fisher Ork

My Own, My Only, My All Mercury 5311-ASCAP

HOP SCOTCH POLKA A. Mooney OrkMGM 10500-ASCAP Wouldn't It Be Fun?



Don't Cry Joe

(Let Her Go, Let Her Go, Let Her Go) vocal by the "Stardreamers"

"BABY, WON'T YOU PLEASE COME HOME"

vocal by Irene Days LONDON 513

Direction

MUSIC CORPORATION OF AMERICA

Personal Management LOUIS ZITO



Record Exploitation PAUL BROWN



YES, we are now offering you records that are sure to make money for you . . . featuring Name Artists all nationally known.

Thinking of You Just the Blues	Lover Boy Brown	#1007
New Jump Get It at the Savoy	Al Cooper and His Own Savoy Sultans	#1006
Bye, Bye, Roberta Sophronia Jones	Fat Man Robinson	#1005
Red Sails in the Sunset Undecided	Erroll Garner	#1004
The Old Square Dance Dude Ranch Hop	Roberta Lee with the Barndusters	#168
If I Were You "I'd Fall in Love With Me" Honeymoon Waltz	Artist Bill Pannell and his vocal by Allan King 'Gentlemen of Distinction'	#167
You've Got a Heart of Gold I Couldn't Believe You Anymore	Allan Foster with Randie Richards accom- panied by Johnnie Dee	#166

Lucrative Distributor Territories Available

REGENT Records, Inc., 58 Market Street, Newark Produced by the MAKERS OF SAVOY RECORDS

		D	I	TI	WT	
BIG	A	R	K	H	V	BI

VINNERS

TELL ME NOW HOW CAN I HELP ITS	The Cabineers	Abbey Rhythm & Blues Series 3001
SPORTIN' LIFE COOL THAT THING	Ralph Willis	Abbey* Rhythm & Blues Series 3002
WHIRLPOOL YOU'RE JUST A GREAT BIG HEARTACHE	The Cabineers	Abbey Rhythm & Blues Series 3003
DUSTY SERENADE SULTRY SERENADE	Tyree Glenn All Stars, featuring J. Hodges, J. Hamilton, H. Carney, etc.	Jazz Series 5001
ANSWER ME THIS DAY	Sister Rosa Mae Lane and Madame Barbara Shaw	Abbey Spiritual Series 7001
I'M PROUD TO BE IN THE SERVICE OF THE LORD NO ONE CAN LOVE ME LIKE HIM	Sister Rosa Mae Lane and Madame Barbara Shaw	Abbey Spiritual Series 7002
I'M BOUND FOR HIGHER GROUND SEARCH MY HEART	The Norfolk Four	Abbey Spiritual Series 7003
PLAYING WITH THE NUMBERS GRIN AND BEAR IT	The Original Calypso Boys	Abbey Calypso Series 9001
MATILDA MARY ANN	The Original Calypso Boys	Abbey Calypso Series 9002

Some Territories Still Open for Wide-Awake Distributors WRITE, WIRE OR PHONE

ABBEY RECORDS YOUR ORDERS TO PETER DORAINE, INC. (National Distributors)

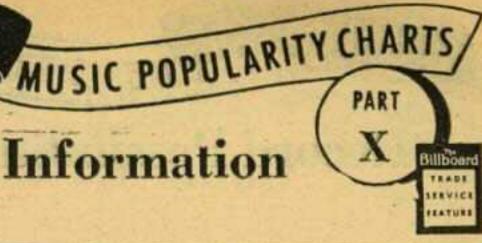
754 10th Avenue

New York 19, N. Y.

JUdson 6-5291

Billboard

Advance Information



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

POPULAR

After You've Gone

(78) 20-3558, (45) 47-3066

All I Want for Christmas (Is My Two Front

M. Kaye Trio (Down Christmas) Col (78) 38585, (33) 1-339

American Legionnaire

J. Clark Ork (Luz Maria) ABC-Eagle 156 An Organ Concert of Carols Album

R. K. Biggs (4-10") Col (78) C-190. (33) CL 6076 Baby Face

(78) 20-3559, (45) 47-3067

Baby, I'd Know It Was You L. Raine (I Sent) Serenade 501

Begin the Beguine J. Massey (It's Snow) ABC-Eagle 165

B. Crosby-Andrews Sisters (Weddin'

Day) Dec 24718 Blue Pacific Waltz

B. Starr (Danger Zone) London 16001 Blueberry Hill L. Armstrong-G. Jenkins Ork (That

Lucky) Dec 24752 (There's a) Bluebird on Your Windowsill F. Martin Ork (I've Got) V (78) 20-3554. (45) 3047

Boogie Woogie Yodel K. Roberts-N. Lee (I Never) London

By the River Sainte Marie G. Krupa Ork (Watch Out) Col 38590

F. Sinatra (Just a) Col (78) 38556, (33) 1-316

tollowing abbreviations are being used thruout the list of Advance Record Releases: Cap-Capitol Col-Columbia Dec-Decca Mer-Mercury

V-Victor All other labels will confinue to be spelled out. Where 78, 45 and 33 1/2 (LP) r.p.m.

numbers are listed, the speed is indicated in parantheses preceding the record number. For example: V (78) 20-1941: (45) 47-2354 etc.

California Orange Blossom R. Morgan Ork (Makin' Love) Dec 24737

Camp Meeting L. Raine (One More) Serenade 500

Canadian Capers

D. Day (It's Better) Col 38595 Chocolate Whiskey and Vanilla Gin H. Carmichael (Three Rivers) Dec 24753 Chocolate Whiskey and Vanilla Gin

S. & M. Clark (The Game) Dart 7000 Perry Como Sings Merry Christmas Music

P. Como (4-10") V P161 Danger Zone

B. Starr (Blue Pacific) London 16001 Down Christmas Tree Lane

M. Kaye Trio (All I) Col (78) 38585, (33) 1-339 F. Warren (You're in) V (78) 20-3551,

(45) 47-3044 Forever With You B. Eberly (Vieni Su) Coral 60101

Give Me Your Hand C. Dennis (Pal of) Cap 57-745 Good Fellow Medley, Parts I & II Ames Brothers Coral 60114

Here Comes Santa Claus D. Day (Old Saint) Col 38584 Here Comes Santa Claus B. Eberly (Jumpin' Jiminy) Coral 60112

Holiday Sweetheart P. Kendall (In the) Arcadia AP 2651 I Ain't Gonna Give Nobody None o' This Jelly Roll

P. Harris Ork (Row Row) V (78) 20-3571, (45) 47-3064 I Can Dream, Can't 1?

T. Beneke Ork (Over Three) V (78) 29-3553, (45) 47-3046 I Can Dream, Can't I? J. Saunders-Mandolin Ork (The Things)

Rainbow 10038 I Never See Maggie Alone N. Lee (Boogie Woogie) London 506

I Sent You an S.O.S. With Flowers L. Raine (Baby, I'd) Serenade 501 Want You To Want Me P. Carle Ork (Vieni Su) Col 38594

If I Ever Love Again J. Stafford (Red River) Cap 57-742 In the Pathway of the Moon F. Kendall (Holiday Sweetheart) Arcadia

It's Better To Conceal Than Reveal D. Day-D. Shore (Canadian Capers) Col 38597

It's Snow That Covers Lover's Lane J. Massey (Begin the) ABC-Eagle 165 I've Got a Lovely Bunch of Coconuts F. Martin Ork (Bluebird on) V (78) 20-3554, (45) 47-3047

I've Got a Lovely Bunch of Coconuts

P. Scala (The Echo) London 449 I Only Have Eyes for You (78) 20-3560, (45) 47-3068

Is It True What They Say About Dixie? (78) 20-3558, (45) 47-3066

Jolson Sings Again Album P. Harris Ork-C. Basie-T. Martin-S. Kaye-V. Monroe Ork-T. Dorsey Ork

(3-10") V (78) P-254; (45) WP-54 Jumpin' Jiminy Christmas

B. Eberly (Here Comes) Coral 60112 Just a Kiss Apart

F. Sinatra (Bye Bye) Col (78) 38556. (33) 1-316

Let's Harmonize S. Kaye Ork (Makin' Love) V (78) 20-3555, (45) 47-3048

Little Rock Getaway B. Crosby Ork (Wolverine Blues) Coral

Lonely Girl M. Carson (You're Different) V (78)

20-3530, (45) 47-3017 Lulubelle Schottische Six Fat Dutchmen (Malden Polls) V

(78) 25-1136, (45) 51-0027 Looking at the World Thru Rose Colored Glasses

P. Todd Ork (Someday) Coral 60104 Luz Maria J. Clark Ork (American, Legionnaire)

ABC-Eagle 156 Maiden Polka Six Fat Dutchmen (Lulubelle Schot-

tische) V (78) 25-1136, (45) 51-0027 Makin' Love Ukulele Style S. Kaye Ork (Let's Harmonize) V (78)

20-3555, (45) 47-3048 Makin' Love Ukulele Style R. Morgan Ork (California Orange) Dec

Monkey Polka M. Hogan (Room Full) ABC-Eagle 197 My Dream Concerto

P. Faith Ork (Whirlwind) V (78) 20-3570, (45) 47-3063 My Gee Gee From the Fiji Isles

C. Thomas (Rose of) Cap 57-748 My Own, My Only, My All

M. Lewis-S. Oliver Ork (The One) Dec My Pony Boy

P. Fisher Ork (Ouch!) Coral 60108 Oh, Brandy, Leave Me Alone T. Gilkyson (The Cry) Dec 24755

Oh, by Jingo B. Holleman (Oh! Katherina) Fortune Oh! Katherina

B. Holleman (Oh, by) Fortune 122 Ol' Saint Nicholas

D. Day (Here Comes) Col 38584 On the Night Before Christmas J. Graydon-The Skylarks (You're All)

Coral 64025 One More Tear L. Raine (Camp Meeting) Serenade 500 Ouch!

F. Fisher Ork (My Pony) Coral 60105 Over Three Hills T. Beneke Ork (I Can) V (78) 20-3553,

(45) 47-3046 Pal of My Cradle Days

C. Dennis (Give Me) Cap 57-745 Panama B. Crosby Ork (Swingin' at) Coral 60098

B. Crosby's Bob Cats (Washington and) Coral 60100

Red River Valley J. Stafford (If I) Cap 57-742 Ragtime Cowboy Joe P. Tomlin Ork (Twenty-Cent) ABC-

Eagle 187 Room Full of Roses M. Hogan (Monkey Polka) ABC-Eagle

Rose of the Rio Grande C. Thomas (My Gee) Cap 57-746

Row, Row, Row R. Harris Ork (I Ain't) V (78) 20-3571, (45) 47-3064

She's a Personal Friend of Mine B. Harvey Ork (Wouldn't It) London 504 Someday (You'll Want Me To Want You)

P. Todd Ork (Looking at) Coral 60104 Sonny Boy M. Torme (The Meadows) Cap 57-743

Sonny Boy (78) 20-3560, (45) 47-3068

Starlight Serenades G. Miller Ork-R. Eberle V P-255

A Handful of Stars V 20-3563

Shake Down the Stars V 20-3563

Stairway to the Stars V 20-3561

Starlit Hour V 20-3562

The Story of a Starry Night V 20-3561 When You Wish Upon a Star

Married with 1975 a

V 20-3562 Swingin' at the Sugar Bowl, B. Crosby Ork (Panama) Coral 60098

The Game of Broken Hearts 8. & M. Clark (Chocolate Whiskey) Dart That Lucky Old Sun

L. Armstrong-G. Jenkins Ork (Blueberry Hill) Dec 24752 (Continued on page 110)

ERVICE PEATURE

MUSIC POPULARITY CHARTS Album Reviews Billboard TRADE

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being con-

Suitability for luke box operators or disk lockeys is indicated in boldface comment under the separate headings within each

THE RATINGS

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80-89		,		X	X	8		ï		7	ij,	ö	8	ÿ	g	ÿ	Ø,	8											i	exc	cellent	F
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THE CATEGORIES

	Max. Pts.
	(grouping of selection continuity)
2,	"Name Value"15
	Caliber of Material
	Manufacturers' Distribution Power10
	(Record company and other adver- tiring-promotion, film, legit and other plugs)
6.	Interpretation
7.	Record Quality
8.	Manufacturers' Production Efficiency 5
9.	Parkaning

SWINGIN' AT THE SUGAR BOWL-Bob Crosby Ork and Bobcats (3-10") Coral CP-502

Swingin' at the Sugar Bowl; Peruna; Panama; Washington and Lee Swing; Little

Rock Getaway: Wolverine Blues. The fine two-beat productions of the prewar Bob Crosby big ork and the smaller Bobcats group have been culled for these aix sides, each of which represents or has some reflection on collegians. Thus the two-beat jazz dispensed by the Crosby groups has two markets available—both among collectors and among the jazzier school sets. At any rate, much of the musical content of the package is completely worth while and just as timeless today as when it originally was put down. Such star Crosby tootlers as Nappy Lamare. Eddie Miller, Matty Matlock, Billy Butterfield, Bob Zurke, etc., re-create the memories in their solo chores. Available on single disks as well.

JUKES For two-beat lovin' locations.

JOCKS Jazz and pop spinners should find place for these etchings.

Victor (45) WDM1330

Mamma Mia Che Vo' Sape?; Core 'Ngrato; Che Gelida Manina; Celeste Aida; I Know. I Know, I Know; They Didn't Believe Me. The handsome young tenor discovery makes his disk debut here with a well-rounded assortment of his wares. He offers two Hallan operatic arias, two Italian songs, a Kern standard and a pop plug from his film "The Midnight Kiss." The high hopes his handlers, MGM pix and RCA, have for developing him into a popular idel get a positive boost from this wax sampling. as he displays a powerful, rangy, compelling voice and a showy, theatrical style. He comes off best in the serious selections, which he sings in the grand, emotional manner. His rendition of "I Know" is tomewhat strained and grandlose, indicating that he'll need some work before he can relax with Tip Pay Alley's products. he can relax with Tin Pan Alley's products. However, the audience he's being prepped for will doubtless consume his every note with relish. JOCKS

JUKES The 78 r.p.m. pair-ing of pop and standard. Will greet Lanza

with joy.

ERIC COATES CONCERT - The 72 New Symphony Ork-Eric Coates, director (1-10")

Lendon (33) LPS 27 The Three Men; The Three Bears; The Dance of the Orange Blossoms, Galety and zest for life pervade these three

selections of light music, symphonically treated. Coates, with whom London record buyers have become familiar as a deft, imaginative purveyor of light, semi and pop concert fare, demonstrates again his talent for writing in the pop-classic vein winningly and without becoming vulgar or cloying. His conceptions are literary, and it's easy to follow story lines in "Three Men" and "Three Bears." Development of line, melody and voicings are strictly top-drawer thruout, with constantly shift-ing rhythms—folk dance, waltz and jazz— lending variety and color. Playing is de-voted and sincere, and the caliber of reproduction on the LP is superlative. JOCKS

JUKES Not suitable.

Fine for semiserious segs.

DIXIELAND JAZZ-New Orleans Rhythm Kings (3-10") Brunswick BR-103

Tin Roof Blues; Ostrich Walk; Original Dixieland One Step; San Antonio Shout; Bluin' the Blues; Sensation.

This envelope package is composed of half a dozen collectors' items culled from the circa 1934 recordings cut by the second generation New Orleans Rhythm Kings, reorganized under that title for these recordings by Wingy Manone. These still bright Dixieland sides are sparked by the Manone trumpet, George Brunles' trombone and Sidney Arodin's clary. These sides are ust items in collections of two-beat clasnics. They are available either in the envelope or as single disks,

JUKES Where two-beat is preferred.

JOCKS Jazz spinners should use these. TCHAIKOVSKY: SYMPHONY NO. 4 IN F MINOR, OP. 36-The Paris Conservatory Ork-Erich Kleiber, director (1-12") London (33) LLP 2

(art work, binding, wrapping)

Tchaikovksy's Fourth has been recorded many times, but there's always room for a rendition such as Kleiber and the Paris Conservatory offer here. This symphony. with its fateful, moody overcast, can be-come an emotional blitzkreig under the ministrations of a flamboyant conductor. Kleiber is happily restrained and sympathetie, as the ork responds with Gallie sencibility and nicety. The Scherzo-Pizzicate of the third movement is a triumph of composition and orchestration for strings and it is magnificently played here—a high point in the performance. Nor does it overshadow the sweeping final movement, a riotous allegro that follows it. Should be a big item in London's longplaying catalog.

JUKES Okay for those Not suitable. who can program a full symphony.

JAZZ AT THE PHILHARMONIC Vol. 10 (3-10")

Mercury JATP 10 Endido (Four Parts); I Surrender, Dear (Two Parts)

The Jazz at the Philharmonic album series has grown in commercial value with the last two sets issued. The latest should do at least as well as the last two volumes since the contents of each are comparable. "Endido" is a title slapped loosely on a series of honking, sensationalist solos by such steller tootlers as Flip Phillips, Bill Harris, Illinois Jacquet, Howard McGhee, etc. Harris's tram bit on side four of "Endido" is about the most musical as well as most convincing single effort in the backage. Phillips's soft-blown tenoring is the best thing in the two parts of "Surrender." David Stone-Martin artwork cover is excellent.

JUKES

1, 3, 4 of "Endido"

This should be a feast for jazz

aldes.

jocks.

BOZO AND THE BIRDS-"Pinto" Colvig-Billy May (2-10") Capitol DBX 3033

This has to be a big one. With kidisk buyers, Bozo apparently can do no wrong, and this is one of Capitol's big picture book affairs. It all consists of a series of interviews the clown has with various types of birds in their natural habitats. Gives a little, but not much, about their appearance, call and way of life. There are some amusing sounds and a little nonsense thrown in for funny-bone ticklers. Mr. Crow and the Kingfisher speak in deep Dix'e dialect, which may or may not be amusing.

Not suitable.

JOCKS
Could be built
into a bird show. JUKES

WOODY WOODPECKER AND BIAnc-Billy May (2-10")
Capitol DBX 3032

Blanc, the popular voice of animated cartoons, has one here on the level of his smash Bugs Bunny sets. Whole affair is breezy, elever and rib-tickling. The pictures in the bound-in book are especially good. Should do big business this season and thereafter, too.

JUKES Not suitable.

JOCKS Top kiddle entertainment.

WALT DISNEY'S THE GRASS-HOPPER AND THE ANTS-Don Wilson and Members of the Original Cast (2-10")

Capitol DBX 3034 Record-picture album is adapted from the Walt Disney cartoon film, score and all. Uses the original cast, which does fine, as does narrator Don Wilson.. Story, with its moral-work hard and save for the cold winter-has a classic quality. Art work is excellent. Looks like another winner for the label.

JUKES Not suitable.

JOCKS Classy, popular kiddle entertainment.



recorded by

(listed alphabetically)

Capitol _____ Paul Weston and the Starlighters Columbia _____ Frank Sinafra Decca _____ Evelyn Knight London _____ Kay Armen MGM George Paxion

> on transcription Mindy Carson - Muzac Louise Caryle - N.B.C.

AXTON MUSIC, INC.

1619 Broadway



Popular Songwriters



By Jack Burton

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No. 39-LOUIS A. HIRSCH

speed. Fame, too, is just as fleeting. As a result, yesterday's celebrities often become today's forgotten men. That, for instance, is the fate of Louis Achille Hirsch. This despite the fact that his Love Nest is one of the 10 or 12 production songs that have sold 1,000,000 copies or better and his music was being played in eight Broadway shows during the militant months of 1917 and 1918 when Yankee doughboys were persuading Kaiser Wilhelm to vacate his castle on the Rhine for a modest wood chopper's cottage in Holland.

Hirsch, who was born November 28, 1887, in the Sutton Place section of New York City, was the son of an expert cabinet maker of French descent whose firm provided the mahogany fixtures for such storied bars as the Waldorf, Astor and Knickerbocker. When Louis was only two and a half years old he gave promise of being a musical prodigy as he stood by the piano and followed his mother's accompaniment on his harmonica. When he was three he taught himself to play the piano by ear.

Time flies in Tin Pan Alley and his grammar and high school years along Broadway with jet-propelled Hirsch regarded music at this time solely as a cultural accomplishment. But during his senior year at the the premiere edition of this annual College of the City of New York a fatal accident indirectly shaped his life career. A companion with whom | berts near the close of 1912, Louis he was bicycling to school was struck | Hirsch went to London where the by a truck and killed. This so unnerved Louis that his mother and father decided to take him to Europe where he enrolled in the Berlin Conservatory of Music and joined a colony of American students that included Leonard Liebling and Geraldine Farrar.

foremost piano teacher of that time, highly successful revue, Hullo Rag-Hirsch decided to become a concert | time, in which Ethel Levey starred. pianist, but on his return to the Hirsch, in fact, was well along the United States in 1906 he concluded that it would require at least 10 more years of study and concentration to become a concert hall attraction and so turned to popular music instead

Success Gus Edwards gave Louis Hirsch his first job in Tin Pan Alley as a Shapiro-Bernstein hired him as a

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit. In listing of recordings, no so-called collector's items are given.

The record listing is representative, not necessarily complete.

strels, provided interpolated numbers for several Broadway productions and composed the scores for three musicals: He Came From Milwaukee, the Revue of Revues and the Passing Show of 1912, the last-named being Winter Garden revue.

Following a break with the Shupopularity of his Gaby Glide, written for Vera Violetta, in which Gaby Deslys starred, was a card of admission to the offices of Albert De-Courville and other producers in the English capital. During the next year and a half Hirsch provided scores for 15 productions playing in and While studying under Jedliczka, the around London, highlighted by the road to fame in the summer of 1914 when the German armies hit the road leading to France. With Great Britain's declaration of war he caught the last boat to leave England, the Mauretania, without a ticket, a reservation or a single piece of luggage.

Upon his arrival in New York staff pianist and six months later Hirsch was welcomed home by a telegram from the Western Union's best staff composer. During the next three customer, Florenz Ziegfeld. The Great Altho he studied the piano during years Hirsch wrote and arranged the Glorifier wanted him to write the days later.

music for Lew Dockstader's Min-| music for the 1915 edition of the Ziegfeld Follies in which W. C. Fields made his Follies debut and shared nightly applause with two big song hits: Hello, Frisco, Hello and Hold Me In Your Loving Arms. During the next decade Hirsch provided the music for three other revues in which "Ziggy" glorified the American girl, two editions of the Greenwich Village Follies and nine other Broadway musicals: My Home Town Girl, The Grass Widow, Going Up, The Rainbow Girl; Oh, My Dear; See-Saw, Mary; The O'Brien Girl and Betty

> Hirsch, during this 10-year period, first worked as a staff writer for the Witmarks and then became associated with his brother Lawrence and Max Dreyfus as a partner in the Victoria Publishing Company, a music firm which also produced several of the Hirsch shows. He also served as Victor Herbert's closest associate in the establishment of the American Society of Composers, Authors and Publishers (ASCAP) in 1914 and was the youngest of ASCAP's nine founding members. In passing, it is interesting to note that these two most aggressive of ASCAP's founders took their final curtain call within two weeks of one another, Louis Hirsch dying on May 13, 1924, and Victor Herbert 13

LOUIS A. HIRSCH'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

1914-SWEET KENTUCKY LADY (DRY YOUR EYES) Lyrics by William Jerome, M. Wit-

mark & Sons. Interpolated Numbers in Stage Musicals

1907—THE GAY WHITE WAY Starring Jefferson DeAngeles and Emma Carus, Lyrics by E. Ray Goetz. AREN'T YOU THE GIRL?

LOVE'S MERRY-CO-ROUND PARISIANA ANNA
DUCHESS OF KILLARNEY
RAGTIME BANJO SERENADE
YOU'VE GOT TO DO THAT SALOME DANCE

1908-THE SOUL KISS Starring Adeline Genee. Lyrics by Addison Burkhardt and Matt Woodward. THAT WASN'T ALL MISS INNOCENCE Starring Anna Held. Lyrics by Addison

Burkhardt and Matt Woodward. 1909-THE GIRL AND THE WIZARD Starring Kitty Gordon, Remick Music Corporation.

LA BELLE PARISIENNE Lyrics by Edward Madden. MILITARY MARY ANN Lyrics by Edward Madden.

1911-VERA VIOLETTA A revue starring Gaby Dealys in which a black-face comedian from Lew Dockstader's Minstrels, Al Joison, stole the show and made his first bid for star-

> THE GABY GLIDE Lyrics by Harry Pilcer. Shapiro, Bernstein & Company.

SONGWRITERS COMING UP!

October 8 Issue RUDOLPH FRIML

In Issues Subsequent to October 8 The Billboard Will Present

JEROME KERN COLE PORTER SIGMUND ROMBERG GEORGE GERSHWIN RICHARD RODGERS VINCENT YOUMANS BALDWIN SLOANE HARRY RUBY (with BERT KALMARI ARTHUR SCHWARTZ (with HOWARD DIETZ) MMMY MCHUGH

1912—THE WHIRL OF SOCIETY A Winter Garden revue starring Al MY SUMURUN GIRL

Lyrics by Harold Atteridge. Shapiro, Bernstein & Company. HOW DO YOU DO, MISS RACTIME? Lyrics by Harold Atteridge. Shapiro, Bernstein & Company.

1915-AROUND THE MAP A Broadway revue co-starring William

Norris and Georgia O'Ramey, Lyrics by C. M. S. McClennan. BILLY, THE BLUBBER THERE'S ONLY ONE THING A COON CAN DO

Stage Musicals

1910—HE CAME FROM MILWAUKEE

With Ben Jerome, Book by Mark Swan, lyrics by Edward B. Madden, and presented by a cast headed by Adele Rowland, Winona Winter, Amelia Summerville, Sam Bernard and Louis Harrison. Harms, Inc .- Jerry Vogel Music Company, Inc.

WHEN WE ARE MARRIED TO YOU AND ME LOVE IS LIKE A RED, RED ROSE

MERRY WEDDING BELLS COME BACK TO BOHEMIA CONSEQUENCES ZINGA ZULA MAN TIE A RED RIBBON ON ME SENTIMENTAL MOON THERE'S AN AEROPLANE AIR ABOUT YOU

1911—REVUE OF REVUES With Melville J. Gideon. Book by Edgar Smith, Jean Havez and Leo Donnelly, Lyrics by Havez, Donnelly and Harold Atteridge, Gaby Deslys, the girl friend of King Alphonso of Spain, made her American debut in this production in a cast that included Harry Jolson (Al's brother), Ernest Hare, Frank Tinney, Maud Raymond, Lydia Bery and Dor-

othy Jardon. VISIT LOONEY PARK BOXING BOYS THE CARMEN GIRL ON THE CONGO PITTSBURGH, PA. BOARDWALK CRAWL TWENTY YEARS ACO THE MINSTREL BAND ORIENTAL EYES SOUSA'S MARCHES TONI CAPONI TRA-LA-LI

THE CORONATION

1912—THE PASSING SHOW OF 1912 With Earl Carroll. This was the premiere production in this series of annual Winter Garden revues, with book and lyrics by Harold Atteridge and

starring Eugene and Willie Howard in a cast that included Jobyna Howland, Harry Fox, Anna Wheaton, Ernest Hare, Sydney Grant, Charlotte Greenwood, Trixle Friganza and Adelaide and Hughes. Shapiro, Bernstein & Com-

WE'VE BEEN TO EUROPE THERE YOU HAVE NEW YORK TOWN HANDY ANDY THE PIRATES AND THE QUAKER GIRL THE WEDDING GLIDE IDA

MODERN LOVE GIRLISH LAUGHTER WHEN WAS THERE EVER A NIGHT ALL THE WORLD IS MADLY PRANCING THE BACCHANAL RAG A POLICEMAN'S LOT IS A HAPPY ONE YOU NEVER COULD TELL WE WERE

MARRIED MY REUBEN GIRLIE IT'S ALL OVER NOW THE KANGAROO HOP COHEN'S BAND ALWAYS TOGETHER

IN 2010 In addition there were two interpolated

THE PHILADELPHIA DRAG By Harold Orlob. RAGTIME JOCKEY MAN By Irving Berlin, Irving Berlin Music Company, Inc.

1915—ZIEGFELD FOLLIES OF 1915

With Dave Stamper. Book and lyrics by Channing Pollock, Rennold Wolf and Dave Stamper. W. C. Fields made his "Follies" debut in a cast that included Ann Pennington, Mae Murray, Bert Williams, Bernard Granville, George White, Ina Claire, Leon Errol, Carl Randall and Ed Wynn, who got a clout over the head with a billiard cue from Pields one night for stealing laughs. Harms, Inc. MY ZEBRA LADY FAIR
I CAN'T DO WITHOUT GIRLS
MY RADIUM GIRL
HELLO, FRISCO, HELLO
WE'LL BUILD A LITTLE HOME IN THE U. S. A.

MARIE ODILE A GIRL FOR EVERY MONTH IN THE YEAR ORIENTAL LOVE I'M NEUTRAL IN THE EVENING HOLD ME IN YOUR LOVING ARMS

1916—ZIEGFELD FOLLIES OF 1916 Book and lyrics by George V. Hobart and Gene Buck. Presented by a cast headed by Emma Haig, William Rock, Carl Randall, Frances White, Tot Qualters, Bernard Granville, Don Bar-

clay, Ina Claire, Sam Hardy, Bert Wil-

MIDNIGHT FROLIC GLIDE

Pennington, Lilyan Tashman, W. C. Fields and Fannie Brice, Harms, Inc. I LEFT HER ON THE BEACH AT HONO-GOODBYE, DEAR OLD BACHELOR DAYS I WANT THAT STAR STOP AND GO BEAUTIFUL ISLAND OF GIRLS SIX LITTLE WIVES OF THE KING In addition to the above songs, the following numbers were interpolated in this production: Music by Jerome Kern. HAVE A HEART Music by Jerome Kern. WHEN LIGHTS ARE LOW Music by Jerome Kern.
AIN'T IT FUNNY WHAT A DIFFERENCE A FEW DRINKS MAKE Music by Jerome Kern. SOMNAMBULISTIC TUNE By Dave Stamper. By Dave Stamper. By Dave Stamper. I'VE SAID GOODBYE TO BROADWAY By Dave Stamper. THERE'S RACTIME IN THE AIR By Dave Stamper. MY HOME TOWN GIRL Book and lyrics by Frank Stammers and starring Lella McIntyre and John Hyams, M. Witmark & Sons. TONIGHT AT TEN HELLO, DOROTHY MAY
BOY OF MINE I'LL WAIT FOR YOU
THOUSANDS OF GIRLIES
TILL YOU BELONG TO ME MY HOME TOWN MY CIGARETTE PERFUME OF LOVE TAKE A LITTLE KISS THE FORTUNE TELLING MAN WHEN I FOUND YOU

1917—THE GRASS WIDOW Book and lyrics by Channing Pollock and Rennold Wolf, and presented by a cast headed by George Marion, Natalie Ault, Victor Morley and Howard Marsh. M. Witmark & Sons. SOUP C. D. Q. DANCE WITH MET SONG OF LOVE FAREWELL (LETTER SONG) YOU CAN'T BE A HUSBAND TODAY THE GRASS WIDOW SOMEWHERE THERE'S SOMEONE FOR ME JUST YOU AND ME ALL THE GIRLS HAVE GOT A FRIEND IN ME GOING UP A musical comedy based on James Montgomery's play, "The Aviator,"

with book and lyries by Otto Harbach

and presented by a cast headed by

Frank Craven, Ruth Dennelly, Donald

Micek and Marion Sunshine, M. Witmark & Sons.
I'LL BET YOU
I WANT A DETERMINED BOY
IF YOU LOOK IN HER EYES
COING UP
WHEN THE CURTAIN FALLS
THE TOUCH OF A WOMAN'S HAND
THERE'S A BRAND NEW HERO
DO IT FOR ME
THE TINKLE TOE
UP, DOWN, LEFT, RIGHT
HERE'S TO THE TWO OF YOU
KISS ME

DO IT FOR ME THE TINKLE TOE UP, DOWN, LEFT, RIGHT HERE'S TO THE TWO OF YOU KISS ME 1918—THE RAINBOW GIRL Book and lyrics by Rennold Wolf, and presented by a cast headed by Ethel Delmar, Laura Hamilton and Billy B. Van M. Witmark & Sons, MY RAINBOW CIRL WON'T SOME NICE BOY MARRY ME? JUST YOU ALONE ALIMONY BLUES IN A MONTH OR TWO WE FEAR YOU WILL NOT DO, LADY WETHERELL LET'S CO DOWN TO THE SHOP LOVE'S EVER NEW I'LL THINK OF YOU MISTER DRUMMER MAN I WONDER SOON WE'LL BE UPON THE SCREEN BEAUTIFUL LADY ZIEGFELD FOLLIES OF 1918 Book and lyrics by Rennold Wolf and Gene Buck. Marilyn Miller made her debut as a "Follies" star in a cast that included Eddie Cantor, Harry Kelly, Allyn King, Ann Pennington, W. C. Fields, Lillian Lorraine and the Fairbanks Twins, Harms, Inc. ANY OLD TIME AT ALL CARDEN OF YOUR DREAMS STARLICHT SYNCOPATED TUNE

Project Would Make Classical Music Popular

WHEN I'M LOOKING AT YOU

VENIENCE

MINE WAS A MARRIAGE OF CON-

I WANT TO LEARN TO JAZZ DANCE

(Continued from page 18)

classical recording can be made profitable to the manufacturer," he stated, citing the fact that in New York there are only 50,000 regular concert-goers among more than 1,000,000 people.

RCA Victor Plans

Chotzinoff's plans for the Victor red seal catalog call for the continued expansion of the "basic library," or the product n on disks of all works that have stood the test of time Some modern works will be selected if they show qualities of permanence but these will be picked very discriminately. "It's not enough for a work to be new. . . it must also be good," according to Chotzinoff. One "novelty" due for waxing this winter is the Bartok viola concerto, which will be given its first airing on the regular NBC Symphony series, with William Primrose as soloist, and Ansermet conductin'. Arturo Toscanini's nis toric broadcast version of La Traviata may be issued by Victor if the maestro has the opportunity to recut several sides he previously rejected. This year, when he conducts his air performance of Verdi's Falstaff, Victor will be trying for a waxing at the same time.

The Boston Symphony is already scheduling its Victor cutting well into 1950, with both its retiring conductor Serge Koussevitzky, and incoming Charles Munch batoning dates.

Hike Red Seal Waxing

During the coming month Victor's red seal recording will hit a fast pace, with sessions skedded for most of the leading artists, among whom are the Boston ork, Leopold Stokowski, Toscanini, the NBC Symphony, Artur Rubinstein, Byron Janis, Jose Iturbi Jascha Heifetz and Vladimir Horowitz. Many of Victor's big-selling catalog staples are to be recut by the original performers to meet the more exacting technical requirements of the new-type 45 r.p.m. disks.

Victor is not currently engaged in a new-talent drive, but Chotzinoff himself spent the summer in Europe scouting and intends to do so every year. Meanwhile, RCA reps in most European cities are kept alert for anything new and special on the musical scene. The diskery's most recent signing was that of the Metopera baritone, Mack Harrell.

SHIP BUILDING SONG LEFT BEHIND By Irving Berlin, Irving Berlin Music Company, Inc. By Irving Berlin, Irving Berlin Music Company, Inc. OH, MY DEAR! Book and lyrics by Guy Bolton and P. G. Wodehouse, and starring Ivy Bawyer and Joseph Santley in a cast that included Roy Atwell. Harms, Inc. CITY OF DREAMS I LOVE A MUSICAL COMEDY SHOW WONDER WHETHER I'VE LOVED YOU ALL MY LIFE YOU NEVER KNOW NOW AND THEN BUT NOT ALL THE I SHALL BE ALL RIGHT NOW ASK DAD COME WHERE NATURE CALLS PHOEBE SNOW GO LITTLE BOAT By Jerome Kern. TRY AGAIN IT SORT OF MAKES A FELLOW STOP AND THINK CHILDHOOD DAYS
I'D ASK NO MORE
IF THEY EVER PARTED ME FROM YOU 1919—SEE-SAW Book and lyrics by Earl Derr Biggers, and presented by a cast headed by Elizabeth Hines, Guy Robertson, Doro-thea McKaye and Frank Carter. Victoria Publishing Company.
THE HAPPIEST MOMENT I'VE EVER KNOWN I JUST WANT JAZZ SEE-SAW WHEN TWO HEARTS DISCOVER A WORLD FULL OF CIRLS GOODBYE, HELLO WHEN YOU DANCE

YOU'LL HAVE TO FIND OUT
WON'T YOU COME AND JOIN THE
NAVY

1920—MARY
Book and lyrics by Otto Harbach and
Frank Mandel, and starring Janet
Velle and Jack McGowan, Victoria
Publishing Company,
THAT MAY HAVE SATISFIED GRANDMA
DOWN ON THE OLD KANSAS FARM
ANYTHING YOU WANT TO DO, DEAR
EVERY TIME I MEET A LADY
TOM TOM TODDLE
LOVE NEST

SENORITA

PEEP-PEEP

(Available on the following records:
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Brandwynne orchestra; Columbia 36332
in Set C-70, Frankie Carle.)
MARY
WHEN A WOMAN EXITS LAUGHING
DON'T FALL UNTIL YOU'VE SEEN
THEM ALL
WAITING
MONEY, MONEY, MONEY
FLIRTATION DANCE
WE'LL GIVE A WONDERFUL PARTY

1921—THE O'BRIEN GIRL

Book and lyrics by Otto Harbach and Frank Mandel, and presented by a cast headed by Elizabeth Hines, Truman Stanley, Ada Mae Weeks and Georgia Caine, Victoria Publishing Company. CURIOSITY GIVE, GIVE I'LL TREAT YOU LIKE A SISTER I WONDER HOW I EVER PASSED YOU BY INDIAN PRANCE LEARN TO SMILE MY LITTLE CANOE I'M SO EXCITED MURDER THE CONVERSATION STEP THE O'BRIEN GIRL

PARTNERS
TO KEEP YOU IN YOUR SEATS

1922—GREENWICH VILLAGE FOLLIES OF

1922
Book and lyrics by George V. Hobart,
John Murray Anderson and Irving

Caesar, and presented by a cast headed by John Hazzard, Savoy and Brennan, Cari Randall and Lucille Chalfonte. Victoria Publishing Company.

BEAUTIFUL CIRLS

By Bert Kalmar and Harry Ruby.

YOU ARE MY RAIN-BEAU.

CINDERELLA BLUES

NICHTINGALE, BRING ME A ROSE

A KISS FROM A RED-HEADED MISS SIXTY SECONDS EVERY MINUTE ITHINK OF YOU

A CHAUVE-SOURIS OF OUR OWN GOODBYE TO DEAR OLD ALASKA GEORGETTE

By Lew Brown and Ray Henderson.

GREENWICH VILLAGE NIGHTS

Book and lyrics by Ring Lardner,
Ralph Spence and Gene Buck. Gilda
Gray made her "Follies" debut in a
cast that included Will Rogers, Evelyn
Law, Lulu McConnell, Mary Eaton,
Gallagher and Shean, and Olsen and
Johnson. Harms, Inc.
HELLO, HELLO, HELLO

MY MELODY

NEATH THE SOUTH SEA MOON WITH YOU RAMBLER ROSE THROW ME A KISS SUNNY SOUTH IT'S GETTING DARK ON OLD BROAD-WAY By Dave Stamper. BRING ON THE CIRLS By Dave Stamper. LISTENING ON THE RADIO By Dave Stamper. By Dave Stamper. FLAPPERS By Dave Stamper. WEAVING MY DREAM By Victor Herbert MR. GALLAGHER AND MR. SHEAN By Gallagher and Shean and Ernest Ball. M. Witmark & Sons. OH GEE, OH GOSH, OH GCLLY, I'M IN LOVE By Olsen and Johnson and Ernest Breuer. Mills Music, Inc.

1923
With Con Conrad. Book and lyrics by John Murray Anderson and Irving Caesar, and presented by a cast headed by Tom Howard, Sammy White, The Mandells Daphne Pollard, Eva Puck, Ruth Urban and Irene Delroy. Victoria Publishing Company.

LOVEY KAMA'S GARDEN

LOVEY
KAMA'S GARDEN
BUSTLE
COCK-A-DOODLE-DOO
SEEING STARS
GOLDEN TRAIL
THE BARCAROLE
RAISIN' THE ROOF
MOONLIGHT KISSES
DANCING STEP CHILD
JUST A BIT OF HEAVEN IN YOUR SMILE

With Con Conrad. A musical comedy based on the Paul Armstrong-Rex Beach play, "Going Some," with book and lyrics by Otto Harbach and Irving Caesar, and presented by a cast that included Gloria Foy, Hal Skelly and Joe E. Brown. Victoria Publishing Company.

ALONG THE RIO GRANDE LITTLE PONY OF MINE SWEET CACTUS ROSE ATHLETIC BOY

ATHLETIC BOY
MONTEREY
THE DAILY DOZEN
THEY ALWAYS RUN A LITTLE FASTER
SWEET ARABIAN DREAMS
GIVE HIM YOUR SYMPATHY
BABY BE GOOD

NOTICE

Lincoln Records, Inc., of 8 West 40th Street, New York City, N. Y., as exclusive licensee of Kleber Patent No. 2,346,760 relating to phonograph record molds, has filed suit in U. S. District Court, Southern District of New York, for infringement of that patent against Synthetic Plastics Corporation, manufacturers of the Peter Pan phonograph record.

The claim of infringement is based upon the unauthorized use of stamper molds by Synthetic Plastics Corporation covered by the Kleber patent used in the production of phonograph records.

Lincoln Records, Inc., demands an injunction and an ac-

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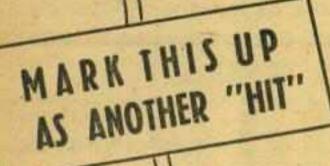
CO-WRITER "IT'S TOO LATE NOW"-ON RECORDS BY LORRY RAINE . . . EVELYN KNIGHT . . . MEL TORME ... GHUCK FOSTER TIM GAYLE PUBLICITY SONG
PUBLICITY SONG
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How New Pound Victor Aims Bally Affects Showbiz

(Continued from page 3) actor will take a cut on half of his salary equal to the 30 per cent reduction of the pound. But even that won't be too damaging because he could never take more than half his salary out of the country. So the cut will come on his send-home pay.

Legit performers in London on long-term deals will get the same salaries they've been hired for, as long as they're in pounds. What they spend inside England won't effect their pocketbooks. Where they'll be pinched is in what they'll try to-convert to dollars. Up to last week a pound was worth \$4.03. Today it's worth \$2.80.

Legit producers with plays runvalue of the pound, for internal use, of dollars. Even the there's been no books, local pubs. announcement of leaving royalties out of the freeze, the exchange differential probably will apply.

Record and sheet music biz, authorities say, won't be bothered too much. The 50 per cent withdrawal privilege by pubs will encourage larger deposits in British banks. English firms, however, will have to step up efforts and get more songs with American pubbers to get the same dough they received a year ago. By the same token, English pubs will try to keep down the number of American tunes reaching the British market.

Record companies will bear the brunt of the pound shift. Several American labels have distrib set-ups with English Decca. The latter outfit will have to pay bigger royalties to American firms whose disks it distributes in England. English Decca, however, stands to make 30 per cent more on its disks pressed abroad and sold here for the simple reason that the company doesn't plan to cut prices equivalent to the 30 per cent slice in the pound.

Canadian payments, like British, are 50 per cent native coin and 50 per cent U. S. dollars. The dollar payments will doubtless be reduced by the 10 per cent, tho it is expected that alfresco units working for straight admish will try to raise their prices to make up the 10 per cent loss. But competition from Canadian showmen is expected to keep that sort of a thing at a minimum.

Miracle Ankles Co-Op Distrib

CHICAGO, Sept. 24.-An attempt by the three blues and rhythm diskeries to work out co-operative distrib points across the country lost one of its key members. Miracle, operated by Lee Egalnick and Lou Simpkins here, is reportedly out of the co-op set-up, having severed its connection in Chicago, last point where the trio of firms was operating.

A year ago, Art Rupe, of Specialty, and the Messner brothers, of Aladdin, met with Egalnick and set up a projected series of co-operatively owned distrib points. The three firms worked out the deal in St. Louis, Detroit and Chicago. Egalnick's link with St. Louis was broken some time ago and Detroit and Chicago followed. Egalnick bowed out of Central Record Sales here a week ago, with Specialty and Aladdin continuing to operate. For the time being, Egalnick is working this area for Miracle from his home office here.

Art Stiegall, who operated Dal's, major South Side shop, until six months ago when he went with Central Record Sales, has left that org and was replaced by Harvey Thomas.

Guns at "Envy"

NEW YORK, Sept. 24. - With a special promotional disk going out to 3,000 jockeys, Victor is training its promotional guns on Fran Warren's new release, Envy. One side of the special disk has the thrush recapping the history of recent beguine hits, singing a fragment of each. She winds up expressing the hope that Envy will end up in the bracket of such tunes as Bequine.

The flipover is her recording of Envy.

Fourth Ballen Label

PHILADELPHIA, Sept. 24.—Ballen Record Company, which already ning in London will get less. If they issues the 20th Century Gotham and don't want to be hurt too much they'll Apex labels, introduces a fourth this have to spend more abroad where the week, Music Master. First release features Al Alberts and the Four remains unchanged. Author's royal- Aces, backing, Try, Try Again with ties and producer's cuts have so far Baby, Wha' Hoppen. Both tunes are been exempt from the general freeze from the Myers Music Company

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and just released "Your Love Is Worth More Than Money to Me" and "I'll Have Another's Name"

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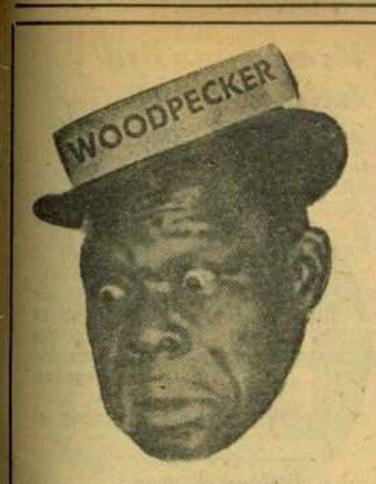
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U.S. Won't Drop Bars on Alien Music Troupers

(Continued from page 3)

booked by the Pall group—have been abandoned, according to the immigration office.

Turning thumbs down on the Pall group's bid for entry as musicians, on the grounds that they did not meet the stringent requirements of having "distinctive merit," the field office commented in a report to Washington that "on occasion they performed in what may be described as the burlesque type of comedy routine in connection with their work as instrumental musicians." It was explained in Washington that the comment was no reflection on the ability of the Pall group to perform its own kind of act, but simply that "distinctive merit" is interpreted to mean more the long hair type of entertainer.

It was further explained that permitting the troupe to enter as comedians "was easier" because restrictions on foreign actors and comedians are not as tough in the Contract Labor Act as those on musicians. A spokesman stated that the musician restrictions in the act were inserted in 1932 "because of strong support for them by the American Federation of Musicians which did not want foreigners competing for American jobs."

The fight to admit the Pall quartet was made by national counsel for American Guild of Variety Artists (AGVA) and thereby raises another problem. One of the troupe is an AGVA member, but the act was booked by the May Johnson office under a musicians' contract.

If they now go to work as musicians, AGVA, which did all the spade work on the case in the belief all in the quartet were AGVA members, will step in. If they work as musicians they'll also have the immigration people on their necks. If they work as AGVA people the musicians' union will step in.

AGVA-AFM WAR

(Continued from page 3)

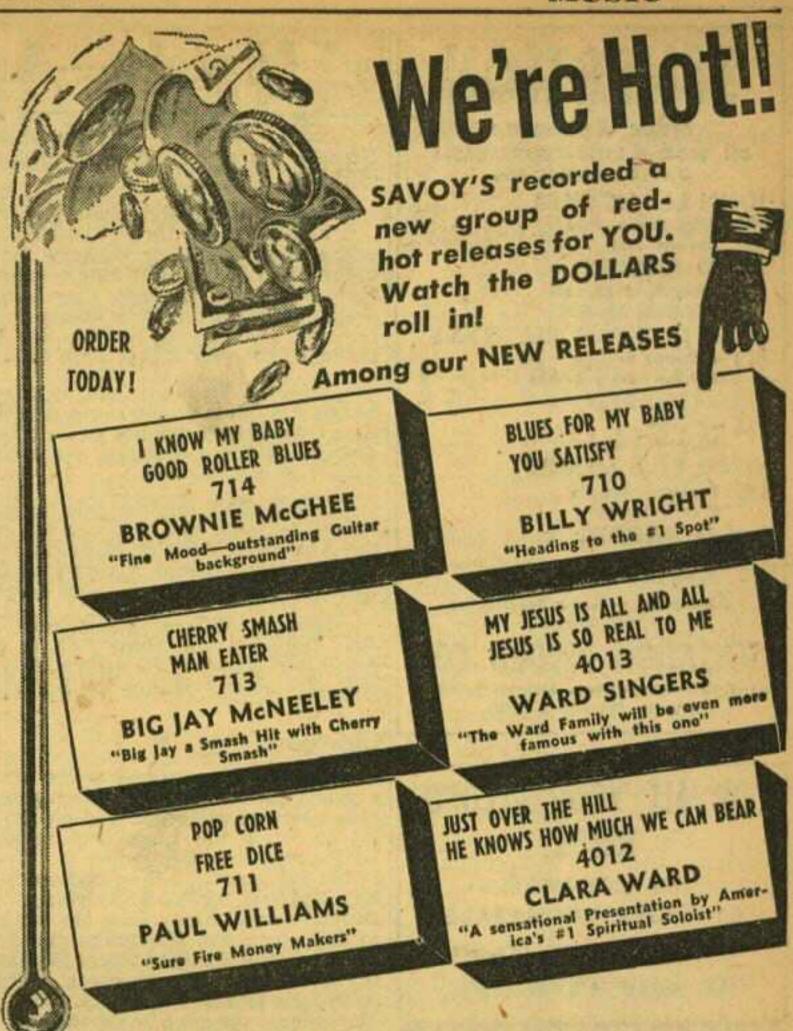
were in a different spot since their artists' stables included many from both unions. One top talent booker declared that he would observe fracas only as a spectator but felt that the artists themselves would be severely injured. Booker said he would continue to sign acts "in good faith," using both AGVA and AFM contracts despite union warnings. In most cases, however, acts will have to decide for themselves whether to switch union loyalty or defy the contradictory rulings.

To date, only a handful of AGVAites had elected to toss in with Petrillo, according to a check of local union offices. Resignations were received this week from AGVA members Pinky Tomlin, Nick Cochrane and harmonica players Joseph Pittello, Charles Leighton, and Harry Halicke. Cochrane, a member of both AGVA and AFM, has left showbiz for other employment, hence his resignation was not vital. In the case of the others, however, all withdrawal requests were being referred to the national AGVA office, with the advice that no withdrawal requests from active members be accepted.

ASCAP TO HILLS

few. Buddy Morris has specialized in this hybrid "pop-corn" groove, with songs like Riders in the Sky, Whirlwind, Careless Hands and Dime a Dozen. Other ASCAP pubbers have essayed tunes like Single Saddle; Put Your Shoes On, Lucy, and I Wish I Had a Record—all in the bucolic manner.

The search for P.D.'s, following the success of You're Breaking My Heart, has brought out two anglicized O Sole Mios, Vieni Su, Lovely Night (from Offenbach's Barcarolle) and various raids on Chopin.



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Music-As Written

Records has signed Cuban warbler Reinaldo Henriquez to an exclusive contract.

George and Sally Towne had a boy Thursday (15), their third child.
... Kappi Jordan threw a cocktail party Thursday (15) for Selma Rich, who's departing their flackery for wedlock. . . . BMI employees have organized a basketball team, coached by Al Feilich, of the logging department, to play in the Radio City League. . . . Buddy Friedlander is in record promotion, handling Eve Young and Bob Houston. . . . Al Gallico has arranged a promotional tie-in with a manufacturer of children's clothing for his tune "Blue for a Boy, Pink for a Girl."

The J. A. Williams Company, former MGM Records distribber in Pittsburgh, has taken on the Decca distributorship there. . . . W. H. Pintz is the new Columbia distribber in Salt Lake City. . . . Frankie Carle's ork is disbanding for a vacation until November 1. The band goes into the Statler December 26.

Buddy Rich left the tub thumping chair in the Les Brown ork, returned to town this week and is said to be reorganizing his ork under the Associated Booking Corporation's aegis. . . . Danny Hollywood left his sales post at General Artists Corporation after 13 years with the agency. He will go into a non-showbiz enterprise.

Leonard Wilson. Midwestern contact man for the Shapiro Bernstein pubbery, will come East to work on "Dreamer's Holiday" for the recently reactivated Skidmore Music subsid firm. . . . Singer Jack Leonard will slice some sides for the Signature-Hi Tone diskery this week.

Chicago:

Clyde McCoy returns to the band wars the last week in October, after a year's absence, during which time he set up a florist business in Memphis. McCoy will front a 14-piecer, plus a chirp. . . . Larry Fontine's band set to work the huge free registration dance at Purdue University, La Fayette, Ind., September 20. Terp session usually draws from 8,000 to 10,000 students . . . Stan Ratner is now covering 22 States in the South and Midwest for Vocalion platters. . . . Lawrence Duchow, the Six Fat Dutchmen and Romy Gosz are working a series of polka festivals together in Wisconsin and Minnesota during September. . . . Dan Gary, now sole owner of the "Sweethearts of Rhythm," all-girl ork, is talking of rebuilding the band, following the death of Rae Lee Jones, part owner of the band, in Omaha two weeks ago. . . . Don Ragon is set for a four-weeker at the Martinique, opening September 29. . . . Darryl Harpa has been set at the Kovakas Club, Washington, indefinitely. . . . McConkey Music has snared the Grove Club, Orange, Tex., long an MCA citadel, with Wilson Humber, the current attraction, to be followed by Joe Sanders late in November. Humber inked with McConkey the other day.... Columbia Records is shuttering its recording studios in Chicago. . . . Carson Harris, p. m. for the injured Barclay Allen, reports that the Capitol recording pianist, injured in an auto accident three weeks ago, is recovering slowly. There are no definite signs of Allen recovering the use of his legs, but doctors feel that he may walk again. Allen's ork has broken up and bookings have been canceled. Los Angeles and Hollywood d. j.'s are planning a benefit for Allen around October 10 at the Palladium. Les Brown's ork has volunteered to work the benefit, and Bob Hope probably will emsee.

Benny Strong has inked a p.m. pact with Don Haynes, the Tex Beneke guardian. Strong, currently doing Texas locations, did 12 sides for Capitol several weeks ago. . . . Mrs. Mort Ruby, wife of King Cole Trio's road manager, gave birth to a son, Michael Dennis, September 22 in Los Angeles. . . . Jimmy Featherstone's ork gets its first New-York date, opening November 11 indefinitely at Roseland Ballroom. . . . Chord Distributors has taken on Exclusive, New Jazz, Sunrise and Coleman labels. . . . Alice McMahon, of the Indiana Roof, Indianapolis, is returning to a fourday policy after cutting to three days per week last year. . . . Bob Christ, of the Casino, Quincy, Ill., is cutting down to three days. . . . Art Kassel has disbanded his ork to take his annual winter hiatus to California. . . . Gardner Benedict and Jose Melis are two more leaders who have cut down size of their orks in the GAC stable. Benedict has cut from 12 to seven men, while Melis has broken up his hotel society ork to work with a trio. . . . Francis Cashman, of Moonlight Gardens, East Dubuque, Ill., has taken over the management of Rainbow Gardens, Belvedere, Ill., following the death of his brother, Carrol, late in August. Another brother, Sylvester, operates Waverly Beach, Beloit, Wis. . . . Will Back and George Winslow became fathers recently. Back's wife, who sang with his ork under the name of Eunice Clark, presented him with a daughter, while Winslow's wife presented him with a son.

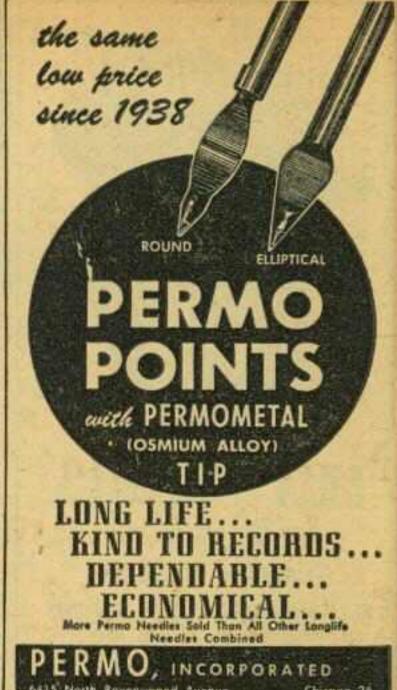
London:

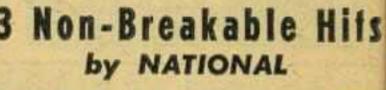
Santiago Lopez, who has been resident at the Milroy Club for several years, will take his band into the Astor Club and the newly formed Colony restaurant in place of Edmundo Ros. who, as previously reported, has decided to carry on at the Bagatelle Restaurant. Lopez's place at the Milroy will be taken by Francisco Conde, who has been leading his small group at Murray's Club. . . . Canadian trumpeter Moe Miller has joined Aidney Lipton at the Grosvenor House in place of Bill Shakespeare. . . . The Ink Spots arrived in London recently and went to the Morecambe, where they are topping the bill. . . Ivy Benson and her all-girl band, appearing at Butlin's Holiday Camp at Filey for the season, are scheduled for a major broadcasting spot this fall. Jim Davidson, chief of the British Broadcasting Corporation (BBC) dance music, has devised a new series to be heard every Sunday night titled "Goodnight, Ladies." This will be the first major all-women presentation ever heard at a good listening time over the BBC. Ivy will augment her ork to 30 pieces.

Robert Farmon, Canadian maestro begins a regular Sunday lunch time feature over the British Broadcasting Corporation (BBC) early in October, to run thru 1949. He will have a 46-piece outfit with two singers. Several well-known instrumentalists have already been signed, including Kenny Baker, who accompanied Benny Goodman during his stay.

Robert Inglez has taken his large rumba ork to the Casino in Estorial for three weeks. He will return to the Savoy Hotel at the end of the period.

Paul Adam and Santiago Lopez are doubling at the Astor and the Colony Restaurant.





9089—THE RAVENS—
"SOMEDAY"
"IF YOU DIDN'T MEAN IT"

9086—BILLY ECKSTINE—
"SOLITUDE"
"I DO, DO YOU!"

9085—THE RAVENS—
"CARELESS LOVE"
"THERE'S NOTHING LIKE A
WOMAN IN LOVE"

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Rose Drops Ads

NEW YORK, Sept. 24.—Billy Rose has dropped all newspaper advertising of his Diamond Horseshoe for two reasons. The first is that he figures out-oftowners, who make up most of the club's patronage, don't read local amusement pages, aren't interested in what's playing there, but go there because of its natural draw. The second is the saving of \$1,000 each month.

Rose says he'll start spending again when he's got something to say.

Martha's 3-Way %-er Tangle

NEW YORK, Sept. 24.-Martha Stewart, who just finished at the Roxy Theater, is going to be called by the American Guild of Variety Artists (AGVA) to explain her commission tangle involving three other agents.

Jack Lenny, of Radio Artists Corporation, has an exclusive agency contract with the singer which expires in April. The office claims it never released her. When Lenny discovered in dollars. that Miss Stewart was going into the Roxy, he made a claim for commission and was told she had been booked by Paul Small, who was deducting his full 10 per cent from her salary, which was being turned over to him by the Roxy.

Lenny asked Small what about it. Small told him he was already splitting with Danny Winkler, Miss Stewart's Coast rep who handles her for pictures, and he'd have to get his

(Lenny's) cut from him. AGVA maintains that Lenny, as exclusive contract holder, is entitled to the full 10 and has asked all parties

to present evidence.

Detroit's Harbor **Books Tab Version** Of Radio Program

DETROIT, Sept. 24.-The Harbor Theater, in the downriver suburb of Ecorse, makes a second venture into the vaude field October 1 with the first stage presentation of Land of Fun. booked for two one-hour shows a day for 52 Saturdays thru Broadcast Productions, Inc. (BPI). The program is a tab version of the radio show produced by BPI on WWJ for the past year. Each week's show will be built around a well-known fairy tale or folk story, with scenes written into the script to allow each act on the bill to use his own specialty.

The opening unit, based on Old King Cole, will have Bill Wendell, WWJ announcer, in the title role, with Dean Duane Trio playing the "fiddlers three." Other acts on the bill are Frank Kinney, comedy magic, and two single dance acts, Stello Montillo and Buddy Fisher. The second show will be Goldilocks and the

Three Bears

Plans call for booking the units across the State, with negotiations under way for later dates in Pennsylvania. Ultimate objective is expected to be a video version of the show. using the units as worked out on the stage.

The Harbor, operated by Andrew and Daniel Bzovi, will spearhead the probable "circuit," with the shows booked as a natural for Saturday jave audiences. The house will conlinue to play the Palace Theater vaude units, which opened last Sunday to good business, for the first three days of the week.

DETROIT, Sept. 24.-William C. Cassel, Detroit attorney who formerly was promoter for a series of Victor Borge dates, is returning to the promotion field with organization of General Promotions. The new firm is

AGVA-AFM Peace on Wing?

Vauders: Don't AGVA Cuts Coast Worry About Devaluation

New Pound No Big Worry

(Continued from page 3) at the Palladium or in the Provinces, and should he take it or not?

The Answers

Here are some of the answers An actor who formerly got 100 pounds for a week's work will get the same 100, assuming, of course, he can't make a deal for more dough. But where the 100 pounds was worth \$403 before, it will now be worth \$280. That, in effect, is what the 30 per cent cut in devaluation means

But if that sounds too bad, it actually isn't. First of all, no American can send over 50 per cent of his pay check home. So if he got \$403 he could only send \$201.50 home. The other half was used to live on in England. Under the new financial set-up, he'll get only \$280 for each 100 pounds, which gives him a theoretical \$140 to send home. But he'll still have to spend half of that in London, and on that half he won't take any beating. His actual loss, cent native fems. A decree to that therefore, will be on the dollars which will be deposited in his American account. This will mean a loss of \$61.50 on so-called take-home dough.

Where the real rub may come in is in a possible rise in living expenses abroad. If hotels, for example, raise their rates the full amount of the degoes up, the whole devaluation scheme higher wages than the native brand. will fall apart anyway. In that case, there'll be no dough for American performers and they'll be able to lay off in better comfort in America.

Fingers Crossed

don't think there'll be any sharp their fingers crossed.

In the meantime, however, London agents now in New York are booking ahead as if there were no money

Confabs in Move At Retrenchment

HOLLYWOOD, Sept. 24. - The economy wave of the American Guild of Variety Artists (AGVA) hit the Coast this week as Western Regional Director Eddie Rio was ordered to curtail monthly membership meetings to three yearly. Rio, accordingly, will notify his membership of the national executive board's ruling.

National's ruling arrived too late for discussion at the last meeting, hence the attitude of rank and filers is unknown. A similar proposal advanced last summer by members who wanted to suspend meetings during hot weather was killed, the belief being that regular meetings were vital at the time.

Principal cost involved locally is notification of members and various clerical duties connected with meetings. Huddles have been held at niteries, with bistro ops providing

halls rent free.

Cuba Lines Must Be 50% Native

HAVANA, Sept. 24.—Cuban Government has ordered that in the future all clubs and theaters using line girls must use at least 50 per effect was signed September 13, to take effect immediately.

The move was sparked by protests made by Cuban girls to the Ministry of Labor against hiring American and Mexican girls. The objection wasn't to their importation but to the belief that such imports valuation, 30 per cent; if food prices kept native girls out of work. They go up; in general, if the cost of living also claimed that American girls get

Local cafes and theaters said they prefer the foreign girls.

at and buying acts well into 1950. Money offered is about the average Financial big wheels, however, and many acts aren't too hard to make a deal with. What acts have rise in Eng' d's cost of living, tho been bought before the devaluation they're admittedly saying that with announcement are going along on their deals.

Leslie MacDonnell, of the Foster Agency, which books 90 per cent of the U. S. acts into London and surproblems. Lew Grade, of Lew & rounding areas, and already has about Leslie Grade, now in town, is looking (See Vauders: Don't Worry page 47)

Feelers Out? 4A's Meeting To Talk Sitch

Acts Lose Work

NEW YORK, Sept. 24.—The current battle between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM) has taken a couple of new tacks in the past few days.

There have been peace feelers sent out by emissaries from James C. Petrillo, AFM topper, to the Associated Actors and Artistes of America (Four A's); and an important resignation from AGVA has the latter union ready to take drastic action.

Late Friday (23) AGVA received a long wire from Ted Lewis, now current at the Bal Tabarin, San Francisco, tendering his resignation from the union. AGVA toppers said that, first of all, his resignation wouldn't be acted upon, then later added that he would be approached on his job by AGVA reps, and if he was adamant in his resignation proposal, all acts working for him or on the bill with him would be pulled.

So far there has been no major incident, outside of threats, between either AGVA or the AFM since the fight came out into the open. Well placed informants, however, say that this is a test of strength from which AGVA will not back away.

Peace Feelers

The peace feelers, tho not confirmed, were believed to have come to the Four A's in the following manner: Late Wednesday (21) a Petrillo rep let it be known to officials of the Four A's that Petrillo was willing to sit down and talk with them but wanted one condition. This condition limited the talks to Petrillo and the Four A's. AGVA and AGVA's head, Dewey Barto, were not to sit in.

Petrillo's office would not comment on such a move. But a high Four A's officer admitted: "I have heard the same thing, but not officially." He also said that the Four A's will not accept. or go into such a conference, with conditions set down by Petrillo.

In any event a meeting of the Four A's is skedded for early Monday (26) to discuss the Petrillo offer if, as and when it is formally made at that

The most immediate sufferers of the current AFM-AGVA feud are the border-line musical acts who are members of both unions. The large talent offices and indie agents have shown a reluctance to book such acts for fear of being caught in the middle. They argue if they sell the act under an AFM contract they'll get in a jam with AGVA. If they use an AGVA contract the AFM may throw the book at them. So the result is that the musical acts, the borderline cases, are finding jobs harder to get,

Stem Off Again, 436G to 377; MH 125G, Roxy 70, Cap 44

takes took another dive last week. The slump was accounted for mostly by the final weeks of old runs. The houses was \$377,000 against a previous week's \$436,000.

Radio City Music Hall (6,200 seats: average \$134,250) sank to \$125,000 for its second week with Bernie George, Landre and Vernon and Under Capricorn. The previous frame saw \$139,-

Roxy (6,000 seats; average \$78,500) went to \$70,000 for its fourth and last week with Jack Haley, Martha Stewart and Male War Bride. The show opened to \$118,000, went to \$121,000, sank to \$85,000. The new show has Ed Sullivan and Thieves' Holiday.

NEW YORK, Sept. 24 .- The Stem | Barton and Madame Bovary. The previous week it showed \$59,000. It opened to \$77,000, followed by \$76,000.

Paramount (3,654 seats; average over-all figure for the six vaude-pic \$73,250) slipped to \$58,000 for the third stanza with the Carmen Cavallaro ork, De Marco Sisters and Top o' the Morning. The previous chukker saw \$74,000 after a preem of \$100,000

> Strand (2,700 seats; average \$22,-750) with Xaviar Cugat's band backing White Heat, collected \$60,000 for its third week. It teed off to \$80,000 followed by \$70,000.

RKO Palace (1,700 seats; average \$22,000) shows a plus. It did \$20,-000 for West and Page, Bob Dupont, six other acts and Stampede, against \$19,000 for the previous week. The dickering for some top artists ex- 500) wound up its four-weeker with Pat Roopey, the Chordes, and six and the Dolinoff Sisters and Raya. sected to be available for tour. \$44,000 for David Rose ork, Eileen other acts plus Johnny Stool Pigeon. Pic, Red Stallion in the Rockies.

22G Gross for Hub Jubilee

BOSTON, Sept. 24.—The RKO Boston anniversary show, which ended Wednesday (21), headed by Pat Rooney Sr., did a fair \$22,000 for the week. The unit included Rooney. Berk and Hallow, the Chords, the Watson Sisters, Hammond's bird's; Capitol (4,627 seats; average \$55,- new bill (reviewed this issue) has Mack, Russ and Owen; Wally Brown,

Georgian Room, Olympic

44

Hotel, Seattle (Thursday, September 16)

Capacity, 250. Price policy, \$1.00-\$1.50 cover. Shows at 8:15 and 11:30. Booking policy for Olympic Hotel thru Fitzpatrick Agency. Estimated budget this show \$1,000.

Joan Brooks, billed singly as "The Lush Voiced Thrush," has been a heavy customer getter at Tom Gildersleve's Olympic Hotel here. The gal was on the floor 38 minutes at the supper show caught, receiving three call-backs in a room which is far from intimate. Her delivery had to be fairly socko to command attention.

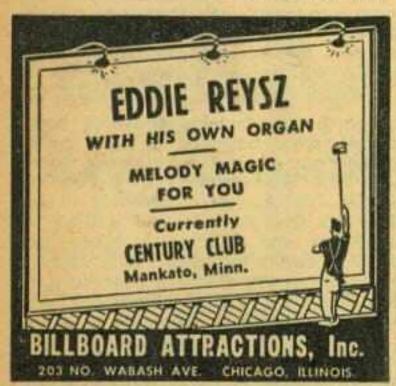
Blond Miss Brooks gowns well, looks well and intros her own stuff with excellent continuity patter, reminiscent of her years on sustaining and commercial Eastern air shows. On the night caught she gauged her crowd well, and following Wally Anderson and his ork's Kern medley, she opened with a strong It Had To Be You, followed by Homework from Miss Liberty and Don't Ever Forget I Love You.

The effortlessness and lack of blast in her delivery was clinched in her straight rendering of Don't Take Your Love From Me. Encores included Mountain Gal, It Goes in One Ear and Out the Other and Lorelei. There was still customer demand for her when she finished with A Man Could Be tering mitt. a Wonderful Thing.

Considering the success of her first appearance in Seattle (her next two Northwest preems will be Portland and Spokane), la Brooks should hit big at other cities where she is still better known, and where, as here, her very heavy skedding over the air during the war stands her in good stead As a cafe feature she's worth watch-

The singer was well supported by Wally Ander on and his outfit. Arrangements avoided corny diapason endings, which so many acts seem to need to wake up the spectators.

Wil Stevens.



NIGHT CLUB REVIEWS

Cotillion Room, Hotel Pierre, New York

(Wednesday, September 21)

Capacity, 265. Price policy, \$3-\$4 minimum Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking, non-exclusive with Stanley Melba buying. Publicity, Madeline Riordan, Estimated budget this show, \$750.

This fashionable room teed off the hotel fall season with Eddie Garr as the only act on the bill. Its usual policy was two acts, a novelty and a dance team. Whether a one-act policy using a standard name unfamiliar to East Side trade will pull is debatable.

Garr was understandably nervous when he came on. But after a few minutes he managed to get his sea legs and registered okay. His act, however, has been stretched to almost 30 minutes, and Garr's material isn't strong enough for that.

The comic showed a number of cute things in his return date (he worked here in 1944). Most of them, however, were geared to a hip Broadway trade, so they didn't register too strongly. His moody Refugee bit was a fine change-of-pacer between take-offs and comedy lines. When he was all finished he pulled a flat-

The big deal here this season is the square dances called by Ralph Tofferteller. It's good enough to make other spots think seriously of copying it.

Stanley Melba, talent buyer, room overseer and band leader, has acquired additional poise during the summer. His band's sweet society beats are always a fave here. It is Melba's personality, with the new assurance, that gives the band added

rhythms Ralph Lane's Latin spelled the Melba outfit.

Biltmore Bowl, Biltmore Hotel, Los Angeles

(Tuesday, September 20)

Capacity, 1,000. Price policy, \$1 cover. Shows at 8:45 and 12. Booking policy, non-exclusive. Owner, Biltmore Hotel. Operator, Joe Faber. Publicity, Maury Foladare. Estimated budget last show, \$2,000. Estimated budget this show,

New layout headlines comic Dave Barry with a supporting bill of show good family entertainment.

enough variety to make the four-act Barry, familiar to Coast audiences, is much improved in style and delivery. This material is basically the same, but timing is sharper, earning (See Biltmore Bowl on page 46) "THE GREATEST DANCE TEAM I'VE EVER SEEN" EONORE BUSHMAN ... PHILA . DAILY NEWS HELD OVER ... 12th WEEK Featuring Their Colorful and Authentic Native Trinidad 824 CATHARINE ST. PHILA,PA.

Vine Gardens, Chicago (Thursday, September 22)

Capacity, 200. Price policy, \$2.50 minimum. Shows at 8:30, 11:30 and 1:30. Exclusive booker, Paul Marr. Publicity, Helen Weiss. Estimated budget this show, \$2,000. Estimated budget last show, \$2,800.

This spot has become a proving ground for talent, and op Jimmy Pappas has two promising youngsters in Dick Lynn and Jerry Cole. Lynn should be a capable comic with good material. He has a flair for dialects. Cole, a good looking singer, is miscast in his attempt at comedy. Given a straight role, he could be more successful. The duo needs material, and experience, but their youth and enthusiasm help them along. Both lads should concentrate more on their impreshes.

Co-starred is Dolly Kaye, who's making a comeback. Miss Kaye, a husky-voiced shouter, is a song-belter of the old school and, judging from applause, she can teach the new crop plenty. She hit hard with standards and pops, pacing her work with a Jolson impresh. Was called back twice.

Tapstress Suzanne King could be a striking looker with proper costuming. She showed nifty stepping at times, but she needs a coach to reroutine her act. Johnny Sippel.

Empire Room, Palmer House, Chicago

(Thursday, September 22)

Capacity, 500. Price policy, \$1-1.50 cover charge and \$2 minimum. Exclusive booker, Merriel Abbott, Choregraphy, Eadle Barstow. Publicity, Fred Townsend, Estimated budget this show, \$6,000.

The stuff is here, but there'll be some changes made before it's fully disclosed. Major failing was the final hour of a show that ran an hour and 40 minutes. Hank Ladd and Julie Wilson were chief offenders. Ladd, a casual, rather sardonic wit, was at times just right for the room, but there were too many lulls. The ex-Bert Wheeler foil has good material, but he's got to cut the verbose descriptions.

Julie Wilson did 35 minutes of song. In her last appearance here, she was (See Empire Room on page 46)

Club Charles, Baltimore

(Tuesday, September 20)

Capacity, 285. Price policy, \$2 minimum. Operators, Tom Shaw, Lou Baumel and Mos Levy. Booking policy, non-exclusive. Booker this show, William Morris Agency. Publicity, Irv Klein. Estimated budget this show, \$3,000. Estimated budget last show, \$1,500.

Madcap Jerry Lester established rapport with the capacity audience at this popular Baltimore spot with his opening gag and held it until he cavorted off the stage at the finale.

The quick-witted comic had a group of local names, including Baltimore's Mayor Tommy D'Alesandro, present to help the Charles celebrate its 10th anniversary, gasping with laughter. Lester's best was his lampooning of Fred Waring and His Pennsylvanians, assisted by the house ork. The band dead-panned it and the patrons slapped their thighs in

Connie Anderson

Connie Anderson, a toothsome blonde tapster, opened the show, backed by the Wally Wanger Girls, the house chorus. Miss Anderson, who has the clean, good looks of a college co-ed, was well mitted.

Randolph, working with a cute redhead, followed with card tricks. His best was a "remote control" bit.

Frank Cook, plunking a guitar and chewing a miniature mouth organ, did an excellent job on My Blue Heaven and Twelfth Street Rag. His William Tell Overture, however, was straight from the corn crib. Cook, a clean-cut, personable lad, was well received. August Maher.

St. Regis Maisonette, New York

(Tuesday, September 20)

Capacity, 170, Shows at 9 and 12, Price policy, \$1.50-\$2 cover. Owner, St. Regis Hotel. Manager, Pierre Buitinick. Booking, non-exclusive. Publicity, Timmie Rogers. Estimated budget this show, \$1,500.

Kitty Kallen is being handled wisely. If she clicks here she'll be able to move up into the class spots with hardly a pause. Her opening pulled a galaxy of the blue bloods Who's Who, tho it was probably the opening of the fall season, rather than Miss Kaller that brought them.

The gal, looking like a million, was visibly nervous when she started off with Happy Talk. It wasn't until she

(See St. Regis on page 46)

"Salute to Cole Porter," New Type Show, May Set a Trend

NEW YORK, Sept. 24.—The Sher- or the dancers. It runs thru some of man Marks package tagged Salute to Cole Porter, which opened at the Hotel New Yorker Thursday (22), may change the entire formula for floorshows in class rooms and maybe some of the larger clubs.

The show has played the College Inn, Chicago, and the Cocoanut Grove on the West Coast, tho each time with a different cast.

The unit's basic pattern calls for a cast of 10, including the principals, most of whom have had acting as well as variety experience. Because it doesn't carry any names the package probably doesn't cost much to put together. For example, the Cole Porter unit's salary nut is not over \$1,200 or \$1,500.

Pleasing Melange

The formula, as caught at the New Yorker, is a delightful melange of excellent singing, exciting dancing and fine acting. The whole thing runs fast, has a zip and brings on a lot of fresh looking kids who've been well trained and bring a zest to their work that is refreshing to see.

The Cole Porter package carries a five-person mixed chorus, a boy and girl dancer, two singers and an actor

who does a "Cole Porter." The narrator, Stuart Wade, who

who also carries the heavy singing chores, sets a scene in a fixed baby spot, segues into a Porter song, which is then taken up by either the chorus (See "Salute to Porter" on page 46)

Porter's best known numbers, starting off with his Yale days and ending with a number from his current smash, Kiss Me, Kate. Among those used were Love for Sale, Miss Otis Regrets, Too Darn Hot and Night and

Betty George Gorgeous

Wade, a good looking lad with a pleasant bary (ex-Freddie Martin vocalist and recently of Lend an Ear), does a fine job in the lead singing male role. Betty George, an exceptionally well stacked, gorgeous jethaired canary, has moved far since her Copa line days, and tho her voice isn't strong, it is pleasant. She does an equally fine job. With her looks, tho, she wouldn't have to sing.

James MacColl turned in a topnotch performance as the cynical Cole Porter. The lad is a real actor who handles lines with intelligence and

plausibility.

Most exciting performer was Ruth Ann Koesun, girl dancer. She's a lithe, slim little thing with an Oriental cast to her eyes and has apparently had considerable ballet experience. The feeling and grace she puts into her work was strictly topdrawer stuff. Her opposite and partner, John Kriza, was equally adept, pulling juicy hands almost continually.

The Lynn Duddy singing group

Capitol, New York (Thursday, September 22)

Capacity, 4,627. Price range, 55 cents-\$1.50. Number of shows, four daily. Owners, Loew's, House booker, Sidney Piermont. Producer, Alian Zee. Show cut by Gene Krupa's band.

If the picture Midnight Kiss means anything, the stageshow should give it a top assist. It moves, it's funny and packs a powerful audience appeal.

Gene Krupa (plus his 17 sidemen) played a stage job rather than a dance date. His opening, Lemon Drop, gave all sections of the band a chance to flash. It included a bop vocal by blond band singer Dolores Hawkins and a challenge between Kupa on drums and Roy Eldridge on bongo that pulled a terrific mitt.

Krupa has a versatile outfit. He proved it with Swiss Lullaby (Miss Hawkins and boy singer Bill Black on vocals). He showed it again on Galloping Comedians and wrapped it up with his classic Columbia recording of Drum Boogie in a now standard silhouette lighting effect. Bill Black, a tall youngish, shy looking lad, showed a promising style and a pair of pipes to back it up.

Leonard in Comedy

The comedy slot was filled to overflowing by Jack E. Leonard's tanklike cavortings. Leonard is now an assured performer. He belts out gags in machine gun fashion, registering in like manner. In fact, his quickies and throw-aways threatened to tie the show up time and again. If Leonard was nervous when he came on, he gave no sign of it. He worked with all the confidence of a bigname performer. In fact, Leonard's ready to take on any kind of job. including TV.

Kitty Kallen has a real chore on (See Capitol, New York, on page 46)

VAUDEVILLE REVIEWS

Chicago, Chicago

(Friday, September 23)

Capacity, 4,200. Price policy, 50 to 98 cents dally. Five shows weekly, six shows weekends. House booker, Hary Levine. Show played by Lou Basil's house band.

Double-headliner bill runs off on a better-than-average basis, with all four acts contributing to a good variety bill, Film star Marie Wilson, in for opening day in connection with the preem of the pic, My Friend, thruout, Irma, doesn't measure up to remainder of the stageshow. Miss Wilson, in an oh-so-low strapless job, fails to play the Irma role which has revived her as a celeb. Gal opened with some of the trite talk that's associated with her high Hooperated characterization, but segued into some blue double entendre stuff that sounded more like something from Ken Murray's Blackouts. Locally, Miss Wilson is known only for her Irma rise and she'd do well to stay in character.

The Whitson Brothers are making their annual visit here, and their standard Risley turn clicked as usual. The wardrobe trunk finale sent them off to salvos.

Dick (Two-Ton) Baker got attention immediately, taking some comedy jibes at his own rotund exterior. Guy's happy-go-lucky personality and excellent showmanship, garnered from years as a cocktail single before he clicked in radio and on Mercury records, serve well as vaude media. Baker worked a series of his platter standards to excellent hands. He could use some new, special material, aimed at vaude audiences, if

(See Chicago, Chicago, on page 46)

Fox, St. Louis (Monday, September 12)

Capacity, 5,050 seats. Price range, 60 to 75 cents. Number of shows, two weekdays; four, week-ends. House booker, Doc Howe. Show played by Russ David's house ork.

This theater is in its third week of returning to flesh, and this varietypacked bill is strictly in the nostalgic vaude tradition. Acts are introed by stage-side cards, and the pace is fast

The opener was Armand Guerre's Seals which showed amazing talents in balancing and were accorded a fine reception.

Burton and Janet, on in two, garnered a sock quota of laughs, with the gal doing impressions of Katharine Hepburn and Mae West and the guy doing Durante and a very excellent take-off on Groucho Marx. The climax of act has Groucho and Mae doing a rumba.

A really outstanding hand-balancing duo were the Titans, two fellows who present almost unbelievable feats of equilibrium. They drew terrific hands from the payers.

Pansy the Horse

A standard act, Pansy the Horse, came on next, a real winner as far as the juveniles in the house were concerned. A shapely bundle of curves puts Pansy thru the usual dance steps and horsing around, with Pansy really breaking it up for the kiddies in the

Russ David, house ork leader, spotlighted his 88-ing on a medley of Showboat tunes, then brought Joe Schirmer out of the band for a banjo specialty, There's Yes, Yes, in Your Eyes. Charlie Ackerson, local radio personality, then led the house in a community sing. Ackerson has an

Palomar, Seattle

(Monday, September 19)

Capacity, 1,100. Price range, 40-69 cents, Number of shows, three daily, four on weekends. Show booked by Joe Daniels. Pit ork, Ray Watkins.

Cab Calloway's swing thru the Northwest reached for a solid sock in Seattle and got it, with the pews jammed for his opening matinee here. The Cab's five-man package (including himself) is a showstopper, with the St. James Infirmary and Minnie the Moocher routines as spontaneous as ever.

The Caballiers, saved for last and preceded by a weak set of acts, started with a smash Calloway miking of Do the Hucklebuck and-eased off with One for My Baby. Dancing, slinking, directing, and moaning for chorus support, the Cab followed with Everybody Eats When They Come to My House. One weak link in the act's current repertoire may be CC's "gay" rendering of Some Enchanted Evening, which does not have the mitt draw of the other numbers.

Jonah Jones Hot

Jonah Jones, horn man of the quintet, hit hard, up, and thru with the dependable I Can't Give You Anything But Love, Baby. The finale, Blue Skies, was a sender; with good spot spots for Panama Francis on the skins, Milt Hinton on bass, and Dave Rivera all over the keys. But thru it all it's still the Cab working out the act heigh-di-hi-ing in his palm beach suit right thru to pay dirt.

The show was opened by Michael Foster, who acts as emsee for two acts other than Calloway and has his own laugh chances. Foster, a personable enough performer, suffers from bad material and sporadic timing. His impressions of the Texas and Hollywood senators are pretty old hat and, with the exception of a good Lolly Parsons take-off, his radio imitations ingratiating smile and a pleasant bary have just enough of the barnyard in (See Fox, St. Louis, on page 46) (See Palomar, Seattle, on page 46)

.....

Palace Exploits "Vaude Week" To Fill Up Despite Pickets

at the Palace pulled all the stops to celebrate National Vaudeville Week. The house drum-thumped the gimmick for all it was worth, even getting Gov. Thomas E. Dewy to send a leter congratulating the RKO chain and Sol Schwartz, RKO wheel, for bringing back flesh.

But if the performers on stage inside the house were turning on the heat there was almost as much noise out front. A picket line of RKO office employees was marching outside yelling, "Don't go in!" with no appreciable effect on the box office. The house played to standing room packed four

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JOLLY JOYCE

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NEW YORK, Sept. 24. - The boys | deep Thursday (22), with lobby lines four abreast.

> The show inside was basically the same that opened the Palace's return to flesh last spring. Berk and Hallow opened with their hoofology for a fast six minutes or so. The Chords kept the pace with their musical instrumental take-offs. Fanny and Kitty Watson's standard dialog was as good as ever. Bob Hammond's Birds registered solidly. Mack, Russ and Owen's knockabout acros pulled the usual giggles, while Wally Brown's gags blew the giggles up to full throated yocks.

> Routining was changed for this one for an obvious reason. Dolinoff and the Raya Sisters were put into the next to closing spot and Pat Rooney closed so he could emsee the cuffo proceedings that followed the set bill.

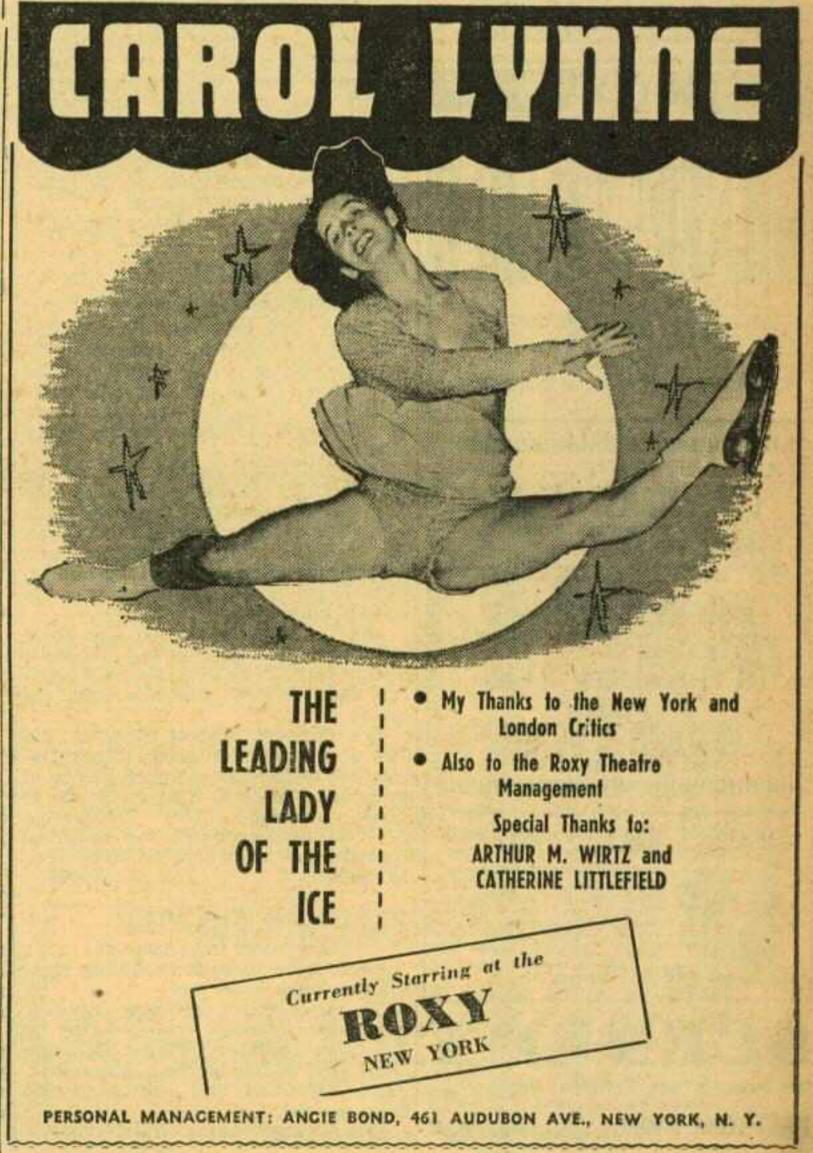
> Rooney turned on the nostalgia full force, milking hands and tears. On this note Joan Blondell went on and helped the mood by telling of her dad's (Ed Blondell) belief that vaude was never dead. Fritzie Scheff came on for a graceful bow and speech about vaude. Even Mike Todd grabbed a couple of stage minutes to tell the house about the return of flesh.

> All during the week, for each show, the Palace will have performers come up cuffo to give vaude the old zing, and incidentally give the rebirth of flesh a shot in the arm.

> > Bill Smith.



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Follow-Up Review

LEON AND EDDIE'S, NEW YORK: Myron Cohen, in for a week or so, for no dough, may not be the fast emsee that his boss, Eddie Davis (away on vacation), is. But as a dialectician with a flock of stories, he has no peer. Working to an audience made up of show people and round haircuts, Cohen just about fractured them.

Richard Hayes, boy singer and emsee, showed plenty of what it takes. A youngster (he's about 20) with an infectious personality, he showed a bary voice of unusual merit. His savvy goes beyond vocal quality. He also has a commercial routine consisting of pops and novelties that he knows how to sell. The boy is now ready for bigger things.

Marion Powers, almost a perennial here, is back again. The well-stacked brunette sings a good song, drawing fine mitts.

The rest of the show is a holdover. Rita and Allan, dance team, have added the tag "Farrell" to their handle. Bella Smaro, a dynamite novelty dancer, and the music remains the same. Bill Smith.

CHICAGO, CHICAGO

(Continued from page 45)

he makes more such theater dates. George Tapps needs to commercialize his aesthetic tapping to get his work across more fully to vaude fans. His routines are excellent, but his work is so subtle that it often passes over pewsitters' heads. He should insert more straight, flashy terping into his mood numbers in order to generate interest. Tapps came up with some new, original cleating in his opening number, more of which would benefit his too concertish presentations later.

Jo Stafford, looking mighty cute with a short coiffure, still packs a vocal wallop, mixing the tunes up to satisfy all. For her folk song presentation she chose Nightingale, a number that's again above a vaude audience's head. With so many more earthy and more easily understood tunes to select from, la Stafford should substitute something simpler. Wound up to solid mitting with her standard interpretation of Temptation, the Capitol best-seller.

Johnny Sippel.

EMPIRE ROOM

(Continued from page 44)

off tune, but she now sings better and has developed interludes of talking the lyrics. She unwisely did Tired, her version offering little competition to Pearl Bailey. Her Look, Mr. Kinsey is too strong for the crusty clientele.

Imogene Coca, ex-fem lead of the Admiral TV show, saves this one with her own original brand of comedy. The gal's material is earthy, and she embellishes it with gestures and costuming. Her caustic take-offs on Pola Negri and Clara Bow, was the show's high spot.

Los Gatos Trio started the show with their standard j-bug handbalancing turn. The three South American lads snappy routines won top hands.

The Merriel Abbott Dancers did two fine production bits. Nancy Doran, out of the line, showed plenty of potential. Eddy O'Neal continues to The 27-year-old show promise. Steinwayite Jooks like the brightest maestro the hostelery has uncovered in years. Johnny Sippel.

PALOMAR, SEATTLE

(Continued from page 45) them to keep them from falling right off the fence.

The Daltons are an okay flip-acro act, with a comedy vamp making up the trio's routine. Marian Callahan terps well and is worth another look.

Ray Watkins and ork supported

from the pit.

Pic, Africa Screams. Wil Stevens.

Vaude for New Britain, Conn.

HARTFORD, Conn., Sept. 24. -Peter Perakos, owner of the Palace Theater, New Britain, Conn., will resume vaudeville in October, after an absence of about 21 years. He plans to use five acts in addition to movies and if it goes, regular bookings will be made on a split week basis.

BILTMORE BOWL

(Continued from page 44)

the lad top returns. Barry's act is a mixture of mimicry, patter and satire, the latter being his strong suit. His satire on horror pix and television, and burly impressions of radio whodunits were solid. Barry's mimicry, which has been de-emphasized, is good and can be expanded. All that is needed is more sock material.

Mardoni and Louise, magic and mental act, are playing their umpteenth date at the Bowl, but the act is still a crowd pleaser. Ringsiders went for their magic even tho they use standard stunts. The mentalist turn is smooth, swift and appealing.

Bill is balanced by the terp team of the Mayo Brothers, who open with a table-top tap turn and acro followup, both clicking solidly. Ballroom team of Maurice and Maryea also score, dishing out four varied routines. Gal is lovely to watch, gorgeously gowned and works beautifully with partner Maurice.

Henry King is handling terp chores and cutting the show. King's smooth society band is just what the room calls for, and show chores are fine.

Alan Fischler.

FOX, ST. LOUIS

(Continued from page 45)

voice that registered solidily. The lad might easily develop into something big some day.

the usual costume portraying both sexes, Miss Moore does a dance and a love session.

Closing the show and walking off with top honors on all counts was The Amazing Mr. Ballantine. The act starts off as a supposed magic act, but Ballantine louses it up strictly for laughs, all tricks backfiring to hilarious results. Ballantine's accompanying patter was fast, original and clever.

Pic: The Big Cat.

Abie L. Morris.

CAPITOL, NEW YORK

(Continued from page 45) her hands. Not only does she do four shows here, but in doubling to the St. Regis she does two more a day there. The crowd loved her. They went for her looks, her style and her material. Her warbling was particularly tantalizing on Glocca Morra.

Tommy Wonder's standard hoofery opened the act part of the show. Always a fine performer, Wonder did a fine job here. Bill Smith.

"SALUTE TO PORTER"

(Continued from page 44) (Duddy works with them) has well blended voices and sings with infectious enthusiasm.

Sherman Marks's direction was crisp and at times even brilliant. If this is an example of his work he'll bear close watching. The Bently Stone and John Kriza choregraphy was well rehearsed and excellently presented. The special musical arrangements by William Snyder, Wayne Robinson and Cliff Parman added much to the ear appeal of the Cole Porter songs.

Lighting effects by Robert Graham, tho good, were limited. Performers need traveling spots to catch them in ACTS WANTED motion. Too often when they moved out of fixed spots they were lost.

The Don McGrane ork played a difficut show, full of involved cues, without a hitch. The band's only flaw was its tendency to blast out on occasion, drowning out the singing.

Bill Smith.

Maxie K.O.'d in 2 At Hoboken Rialto

HOBOKEN, N. J., Sept. 24. — The Rialto opened last week-end with vaude and before the week-end was over it decided to forget the whole thing-after a hefty wad of dough had been sunk.

The house, long a flicker grind spot, was sold recently to John Russo, who hired Mickey Owens to book it. His first bill, which opened Friday (16), had Maxie Rosenbloom and five other acts, plus a pic.

Before the opening the Rialto had a sound truck touring the area, spent money for ads, window cards, etc. Saturday night the 1,200-seat house had 60 customers at show time. Next day it drew 10.

Rosenbloom was paid \$500. The rest of the performers are to get their dough out of the bond. Stagehands and musicians will have to wait until some dough is raised. An effort is being made, it is understood, to interest new backing.

ST. REGIS

(Continued from page 44)

hit them with the snapper-line in Please Take Me Home This Moment that she broke the ice. From then on her selling registered a lot better and the yockety-yock audience gave her its attention. She followed with Glocca Morra and There's No Business Like Showbusiness, a la Ethel Merman, Lena Horne and Ella Logan. The lyrics of the Ella Logan take-off can stand sharp revamping. References to the cloak and suit trade at the Moisonette are hardly in good taste. Miss Kallen's I Wish I Had a Daddy in the White House was a natural for the St. Regis trade. From The standard man-woman act is then it was anything goes, tho the presented here by Lela Moore. Using canary should recognize the acoustic limitations of the room. There are too many dead spots, so when she leaves the mike she loses too much of her audience. The over-all reaction, however, was excellent. Milt Shaw's band cut a good show, Laszlo and Pepito's group relieved.

Bill Smith.

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XIIIIII XIIII X

Magic

By Bill Sachs

DUKE MONTAGUE, who closed a 15-week tour of Kansas and Nebraska at Blue Rapids, Kan., September 10, snatched a week's vacation before ushering in his fall season at Red Oak, Ia., on a trek that will take him thru Iowa, Indiana, Illinois, Michigan, Ohio, Pennsylvania and New York, and keep him lusy until the holidays. The Duke and Mrs. Montague plan a twomonth vacation in New Orleans and Florida beginning January 1. . Marcellus Gibbs, Leoti, Kan., trixster, stopped off in Blue Rapids, Kan., for a visit with the Montagues while en route to Percy Abbott's magic get-together in Colon, Mich. Gibbs is slated to start soon on a heavy school schedule in Texas. . William Weaver postals that he's keeping busy on church, school and club dates in and around his native Macon, Ga. . . . Gordon the Wizard and Goud the Mystic (Joe Goud) are in Indiana territory under guidance of Frank P. Admire, who sets them each independently on 45minute stanzas in schools during the day and combines 'em for a twohour show at night open to the general public. Bob Mason, who has just closed with the Cole Bros.' Circus, is slated to join the duo soon to do small magic, vent and hypnotism. Floyd Wadman, custom magic builder, out of whose shop in Ogden, Utah, have come many original effects used by topflight magicians and mentalists, is now in charge of the retail store of the Stull Magic Company, San Francisco. . . . Prince Julian, who went from his native Baltimore to Hollywood several months ago to enroll in a drama school, reports that he has transferred to the Chavez School of Magic. which he describes as "the finest school of its kind in the country." "Ben Chavez, himself, takes a personal interest in every student," Julian writes, "and is a conscientious and hard worker. Despite all my experience in the magic business, I realize that I have plenty to learn after watching the advance students at the school. The course is for eight months. I am kept busy in the evenings with private parties and children's shows."

GEORGE MARQUIS, now serving as arena director of Braly's Great Southern Circus, playing in front of grandstands at Southern fairs, launches his new magic show, in association with Barney Spear, October 14. Spear, meanwhile, is manager of a second Braly circus unit. ... Mal Lippincott is winding up a string of fair and celebration dates thru Kansas and Nebraska. . . . Loring Campbell cracked his new season September 12 in Nevada, with a heavy schedule booked for the season. . . . Bill Green, of Washington, Kan., is sporting a new station wagon and plans to knock off a number of dates in Northeastern Kansas this fall and winter. . . . Larry Weeks, juggler, well known in magicdom, is in Milwaukee rehearsing with "Ice Vogues of 1950," with which he holds a year's contract, with two years' options. The unit opens October 6 in Dayton, O. He had five days of learning to ice skate in New York before hitting out for Milwaukee, and already can manage to get around and still remain on the

CHORUS GIRLS WANTED

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Merc Steps Up Fall-Xmas Biz

NEW YORK, Sept. 24.—Mercury Records, in a move to accentuate its fall-Christmas business for the diskery's long-playing platter line, is making a special inducement merchandising offer to dealers. The diskery will give five LP's to any dealer who buys 100 or more LP disks and will grant a 10 per cent exchange privilege for LP in addition to the firm's normal return privileges. There will be 46 longplaying disks from which to choose on the plan, and delivery will be made by October 31.

Meanwhile, the diskery is readying a large LP release for October Fifteen new platters will be issued, including jazz, pop, longhair and folk music.

FILMERS FIGHT KINE

(Continued from page 9) film quality will far surpass even the best kine.

Still another film system revealed strip. recently is the Jerry Fairbanks continuous filming technique now being unveiled to agency reps. The Fairbanks technique combines regular pic technique with tele camera cutting. Show is filmed as in live tele shows with the director controlling film cameramen via headphones, thus editing show as it is being filmed. Fairbanks estimates that the average top tele show would cost \$1,000 more than kine, while smaller video offerings using fewer sets could be shot at cheaper rates, well in line with line costs.

all are solidly behind the experi- ler, manager; Midge Lia, treasurer menters insofar as industry acceptagency reps and program packagers other but to help toward eventual solution of the Coast's program origination problems, regardless of whether kine, film or any similar system wins out.

REPORT UNCENSORED

(Continued from page 10)

service content, it must be admitted koff, producer of a 10-girl chorus that it is not as good as previous series dealing with housing, juvenile delinquency and other local social ills. Past shows used more tape reording and fewer actors and actresses. The past series won just tured on the Midwest Circuit after about every radio accolade awarded. This series will not do so, primarily St. Louis, is a new Hirst Wheel because the tape interview technique was abolished. Use of simulation gives an aura of brittleness that can never compare with the force of portrayal of circumstances by the use of voices of people who have experienced Cy Wagner.

blades. He has three weeks to work out the combination of ice skating and juggling. According to present plans, Weeks will do a bit in a comedy production number in the first act, and then do his regular juggling routine on the ice skates in the second act. . . . Tommy Windsor, the Marietta, O., wizard, is heralding his magic-vent turn with a new four-page circular made up entirely of press clippings and photos. . . Lucille and Eddie Roberts are on another return at the Henry Grady Hotel, Atlanta, where they hold on until October 6. . . . Bob Nelson and his enchanted talking teakettle will be the feature at the Suburban Home Show, West Orange, N. J., October 15-22, sponsored by the Colonial Life Insurance Company of America. . . . Earl Morgan, manipulator and smoke magic expert, moved from the Gay '90s, Minneapolis, to the Venetia Room, Des Moines, Sep-

Burlesque

VADINE is back headlining on the circuits after an Atlantic City vacation. . . . Harry Levine is the replacement for Fred Binder opposite comic Jack Rosen. . . . Gayety, Baltimore, has reopened as another spoke on the three wheels to bring the season's total to 21 weeks. Burly map has Baltimore between Washington and Norfolk. New Gayety manager is Jack Beck. . . . Marcia Edgington, new road feature, has crashed Flirt and Eyeful mags for full-page photo layouts. . . . Vera Gillman, new Jack Montgomery parade girl at the Hudson, Union City, N. J., is a recent importation from London. . . . Don Trent will emsee the testimonial dinner to be given by Freddie Fulton for Bill Callahan, of "As the Girls Go," at Fulton's Studio, New York, Otcober 1. . Benita Francis and her "Paris Nights Revue," including Edwards and Lawton, Francis Knight, the Pheby Sisters and Collins and Devoe, are at Harry Seber's Rainbow Theater, Spokane. The house opened recently with vaude plus a featured

WINI SHAW opened a two-week stand at the Chez Ami, Buffalo, September 26 after a siege of malaria. . . . Joey Faye, Milton Berle, Carl Ritchie, Leo Cohen and Abe Feingold were among the invited guests, September 21, at the wedding reception of Milt Frome and Barbara Wallace, at the bride's home in New York. The newlyweds were co-principals in a recent overseas USO unit. . . . Princess R'Wanda (Laura Lewis), now at Club Savannah, New York, is headed for Paris Trade is quick to admit that much | bookings. . . . The staff at the Grand, pioneering has yet to be done, but St. Louis, comprises Richard Zeis-Maury Rome, assistant treasurer and ance is concerned. Feeling among secretary; Judge Reidelberger, ork leader; Al Weiner, concessionaire; is not to pit one system against the Billy Koud, producer; Joe Fritz, head doorman; Dexter Maitland, house singer, and Mary Veanes, captain of the 24-girl chorus. . . . Winsome Wynette, dancer and strip, is in St. Luke's Hospital, St. Louis. . . . Edward Ross, manager of the Folly, Kansas City, Mo., is introducing a policy of roadshows operating five days a week, with a special midnighter on Saturday. Stanley Montmust be commended for its public fort is house singer, and Paul Morogroup. . . . Dolores Dawson, dancer. has reopened at Jimmie Kelly's nitery, New York, after vacationing with her mother in Clementon, N. J. . . . Barbara Williams, formerly feadoing chorus work at the Grand, principal with the Hagan-Perri unit. . . . Sherry Shannon was tendered a surprise birthday party September 9 at the Avenue, Detroit.

BING CROSBY PROGRAM

(Continued from page 11)

Rhythmaires. Then he joined the personable Peggy Lee for some smooth dueting on Maybe It's Because.

The crooner did all right by his new sponsor, Chesterfield, too. He put in a powerful personal pitch for the cigs early in the show and chimed in later with a convincing ad lib comment on Ken Carpenter's slick commercial (i. e., "It's my cigarette, too."). June Bundy.

Vauders: Don't Worry About Devaluation

New Pound No Big Worry

(Continued from page 43)

200 acts booked for the 1949-'50 season, said he had no cancellations and didn't expect any.

Just a Holiday

The failure of big names to go back to England, assuming they won't go, isn't tied to any pound-dollar shenanigans. Most of the names go over for prestige and a holiday, rather than cash. Headliners like Jack Benny and the Andrews Sisters spent more dough inside England than they earned. So if they wanted to come back they wouldn't stop because the pound was worth less today than it was a few weeks ago.

The one country in the sterling bloc nations where showbiz for American performers will be tough is Australia. David Martin, head of the Australian Tivoli Circuit, now in town, pointed out that, under Australian law, no foreigner was permitted to take over 1,000 pounds out of the country. The Australian pound was worth \$3.20 before devaluation. Today its worth \$2.20. That means that no American actor can take over \$2,200 out of Australia, and the fact presents a hurdle that will be difficult to get over. It may mean that in the future Martin will have to import more English acts, but that, he says, remains to be seen. He thought the Australian government would make some provisions to tone down the differences.

Some of the American offices sending acts to London had anticipated devaluation and drew contracts partially protecting their clients up to a certain figure. In some cases it demanded that in the event of devaluation acts would get American equivalent up to \$3.30 per pound. When devaluation was made and \$2.80 became the official exchange, these acts stood to get the difference between \$3.30 and \$2.80, so their loss on the exchange would be only 50 cents.

Was It a Deal?

There is some belief in higher financial echelons that England didn't devaluate without getting something tangible from the U.S. These same sources think that a deal has been made to permit American investment in England with provisions to take profits out of the country. At present all profits, native as well as foreign, are taxed 90 per cent. This withdrawal of profits would be tied to the frozen sterling balances now in London.

Should the whispers develop into realities, it would mean that music publishers, for example, could buy into British firms; American picture companies with huge sums frozen abroad would get more out. In fact, investment in English business might be made easier. But all this is speculation.

In the meantime, American acts will still be able to get long runs, and British bookers say any Yank who wants to throw away guaranteed long runs will make a mistake.

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"Fancy" Moves to New Home With a Cast 50 Per Cent New

NEW YORK, Sept. 24 .- Now that | room seems infinitely larger. A small the departure of the road company of Goodbye My Fancy has spotted the home-town troupe with nearly 50 per cent of cast replacements, a further report on the play's local status seems in order. On Monday (19) the Fay Kanin comedy moved to a new base of operations at the Martin Beck Theater for its 350th performance. In the larger house the play has lost some of the previous charm of intimacy at the Fulton, and while there are actually only a few feet of difference in the stage areas of the two theaters, the interior of that college dormitory

Equity Okays 4-A's Tele Plan

NEW YORK, Sept. 24.—At yesterday's (23) first quarterly meeting at the Hotel Astor a majority of 800 members of Actors' Equity endorsed the report of the presidents' committee (repping the respective divisions of the Associated Actors and Artistes of America (Four A's) on the plan to place the organization and administration of television under the jurisdiction of an over-all Television Authority composed of members of Four A's.

The report was read to Equity membership by Clayton Collyer, president of the American Federation of Radio Artists (AFRA). The plan, as previously described, calls for a tri-section committee set-up, which will cover video activities of the East Coast, Middle West and West Coast.

The meeting also endorsed an open letter to the citizens of Baltimore, urging local persuasion of the Maryland Theater to return to its policy of non-segregation, which it adopted some months ago for a presentation of Anna Lucasta. The switch back was made last week on the claim of poor biz. The membership also upheld the right of three members of the At War With the Army cast to refuse to sign contracts booking them into that house. The actors concerned are Mike Kellin, Bernard Kates and Jerry Jarrett, who were set for the road tour after the Stem run but refused to sign up for the Maryland booking.

The acceptance by Equity of the tele report does not mean that all is smooth sailing. An all-branch meeting of the Four A's is skedded for the end of the month, when the Screen Actors' Guild and the Screen Extras' Guild will send on delegations from the Coast. The local bodies will try to work out arrangements with the past week Frank Milan has been fill-Coast contingents, and the results of ing in Joseph Boland's role of the their deliberations will be dropped stuffed-shirt college trustee. Boland in the lap of the international board returns to the company next Monof the Four A's which meets at the Astor October 4.

ROUTES Dramatic and Musical

A Streetcar Named Desire (Metropolitan) Afro-Cuban Revue (Geary) San Francisco. Blackstone (KRNT Radio Theater) Des Moines 25; (Memorial Hall) St. Joseph, Mo., 26-27;

(Memorial Hall) Salina, Kan., 28; (Arcadia) Wichita, Kan., 29. Brigadoon (St. Paul Aud.) St. Paul 25-26; (Davidson) Milwaukee 28-Oct. 1. Death of a Salesman (Erlanger) Chicago Evans, Maurice (Wilbur) Philadelphia. Finian's Rainbow (Philharmonic Aud.) Los

Angeles. Goodbye My Fancy, with Madeleine Carrol (Shubert) Philadelphia, High Button Shoes (Curran) San Francisco Kits Me, Kate (Shubert) Chicago,

Idfe With Mother (Ford's) Baltimore. Mr. Roberts (Nixon) Pittsburgh. Oklahoma: East Lansing, Mich., 26-27; (Palace) South Bend, Ind., 28-29; (Hall of Music) Lafayette, Ind., 30-Oct. 1. Student Prince (Shubert) New Haven, Conn.,

29-Oct. 1. Summer and Smoke (Harris) Chicago, Thanks, Just Looking (Forrest) Philadelphia, Two a Day (Shubert) Philadelphia 28-Oct. 1

matter to carp about, but it does do something to the play.

Last June, when Ruth Hussey took over the star slot from Madeleine Carroll, this department-reported her as giving a singularly warm and brilliant performance of the alumnacelebrity returning campusward for honors and a warmed-over romance. She is continuing in precisely that pattern. Conrad Nagel, who has been playing the somewhat vacillating object of her nostalgic affections since Fancy's unveiling last November, is still contributing excellent support. Bethel Leslie, now elevated to featured billing, continues splendid as his puzzled undergraduate daughter. and none of the rest of the troupe's veterans have let long-run doldrums dampen his playing ardor.

Newcomers Satisfy

Collectively, the newcomers give a good account of themselves, altho such wholesale recasting is bound to appear a little startling. Their new chores range all the way from principal supporting roles to bits. Florence Sundstrom, of course, can't be tabbed precisely as a newcomer, since she has played the congresswoman's gabby ex-roommate on a previous temporary assignment. She does extremely well by her permanent job. Fine also is Donald Curtis's ubiquitous Life mag photog, who wins out in the love sweepstakes. Curtis is getting his first real Stem break, having appeared locally in a turkey last year, so briefly as to have hardly afforded anyone a chance to see him. This time he has something to work with.

Probably the toughest chore in the new face line-up falls to Peggy Fenn as the wise-cracking secretary, the play's top laugh-getter so delightfully created by Shirley Booth and later ably followed up by Jean Casto. This newest Grace Woods gets the role's quota of obvious laughs, but she is a much gentler product than her predecessors. That wonderful wry overlay on a heart of gold, which makes her a standout in sheltered campus company, is missing. Doubtless Miss Fenn can and will catch that quality as she grows more familiar with the part, Aline Mc-Dermott and Justina Wayne are competent replacements as the harried alumnae secretary and the mousy professor who gets splendidly crocked at a cocktail party. Helen Seamon is properly giddy and decorative as a boy-struck undergraducte and Alison Prescott is ditto as another. Richard Abbott contributes a satisfactory bit as an elderly professor. During the

Over-all, the cast changes have done the play no bit of harm and there's no doubt that all the newcomers will get even more into the swing of things with a few additional performances under their belts. Fancy still rates an upper slot in the current Stem success bracket.

Bob Francis.

Blackfriars Prep Opener

NEW YORK, Sept. 24.-Shake Hands With the Devil, a new play by Robert Healey, is the choice of the Blackfriars Guild, off-Broadway experimental group, for its ninth season opener. The unveiling is set for October 20, with Tuesday-thru-Sunday performances skedded for a the vets completing training in the month's run. Dennis Gurney has returned to his staging chores for the fall term continues, with classes group.

Broker Front In Status Quo

NEW YORK, Sept. 24 .- Progress in the ticket scalping investigation remained pretty much in status quo this week, with Commissioner of Investigation John M. Murtagh declaring himself as "pretty much satisfied" with results to date. Murtagh's score against the ticket brokers totals 17 licenses voluntarily surrendered and 11 revoked. In addition, Thursday (22), the Julius Plaut Theater Ticket Service was on License Commissioner Edward T. McCaffrey's official carpet and decision was reserved at the end of the hearing. George Ziegler is skedded for an appearance next week.

Asked whether the rest of the 66 ducat brokers, in business when the investigation was launched, could now sit back and take a breather as far as additional summons are concerned, Murtagh refused to commit himself. He has, however, already submitted a draft of proposed changes in the theater code to Commissioner McCaffrey. He said that the recommendations incorporated many of the provisions of the code now in force governing the sale of tickets, but that they include sweeping changes to activate the license department's regulation of such sales. As soon as he and McCaffrey have agreed on a finished proposal, the result will go to the recently organized mayor's committee on the theater.

Meanwhile, the mayor's committee, composed of prominent representatives of the theatrical trades picked to assist the city administration in solving legit problems, has put off another full meeting until October 7. Chairman James E. Sauter, deputy commission of commerce, will attend a Tuesday (27) meeting at the offices of the League of New York Theaters at which City Councilman Hugh Quinn will discuss changes in the building operation code, signposted for theaters to be housed in office buildings. Later in the week Sauter will meet with representatives of Actors' Equity and the League for discussions on the trade's viewpoint in revising the current ticket code. Both of these items are at the top of the committee's agenda and the chairman will submit a full report at its next confab. Presumably, by that time, the McCaffrey-Murtagh proposal on ticket selling regulations will have been received and the practical and theoretical suggestions for reforms can be co-ordinated.

G.I. Bill Extended To Student Thesps

NEW YORK, Sept. 24.-The most recent ruling of the Veterans' Administration (VA) gives veteran students of the Dramatic Workshop and Technical Institute, formerly a division of the New School for Social Research, eligibility for educational benefits under the G.I. Bill of Rights, This reverses a ruling by VA as of last month.

Workshop's director, Irwin Piscator, announced that the switch followed Washington conferences, after which the VA agreed that the school was not disqualified under the law, being recognized as established "within one year prior to August 24, 1949." The Workshop became a separate entity in 1948 and was granted a charter by the New York State Board of Regents to continue the same educational program as it had provided as a division of the New School.

Piscator and Sen. Irving M. Ives (R., N. Y.) argued, in appealing the original decision, that 80 per cent of Workshop had obtained employment in the theater. Registration for the starting October 5.

Pound This One

NEW YORK, Sept. 24 .- An item about the reduction of the British pound was pointed out by Brock Pemberton this week. The Pemberton arithmetic adds up to the fact that his West End edition of Harvey and seven other American productions in London are going to be cut to two-thirds of their previous dollar grosses from now on. Producers, authors and actors are going to feel the one-third reduction pinch. At the moment, it does not seem the calculation which will cause Londoners to reach for a crying towel.

Meredith Due Back On Stem This Year

NEW YORK, Sept. 24.—Happy as Larry, the Donagh McDonagh comedy which Burgess Meredith has been holding in abeyance for a couple of years, is finally a definite Stem project. Leonard Sillman announced this week that he would present the Meredith production early in December after a break-in week of local previews. Meredith will double as star and director.

Larry, which had a considerable success in Dublin and London, got an American show-casing at Amherst College (Meredith's alma mater) a couple of seasons back. It was presented, as originally, as a straight play. Since that time Meredith has had Misha and Leslie Portner write a score for it, and the current production will be billed as "a play with music."

Louis J. Singer was originally associated with Meredith on Broadway production plans and when these faded out, there were local rumors that the Rodgers-Hammerstein office was interested. However, signing of contracts Thursday (22) by Sillman appears to insure Meredith a Stem return this season after an absence of three years.

Billboard TRADE SERVICE FEATURE

BROADWAY SHOWLOG

Performances Thru September 24, 1949

DRAM	AS	
A MANUAL PROPERTY AND ADDRESS OF THE PARTY O	Opened	Perfs.
A Street Car Named Desire	.12- 3, 47	727
(Barrymore)		
Anne of the Thousand Days	12- 8, '48	270
(Shubert)	0.01140	1,530
Born Yesterday	. 2-29, 90	A placety
Death of a Salesman (Morosco)	. 2-10, '49	260
Detective Story	. 3-22, '49	212
(Hudson) Diamond Lil		53
(Plymouth)		
Goodbye, My Fancy (Martin Beck)	.11-17 '48	357
Mister Roberts	. 2-13, '48	632
(Alvin) The Madwoman of		
Chaillet (Royale)	.12- 8, '48	248
MUSIC	ALS	
As the Girls Go		292
(Broadway)		- 01
Ken Murray's Blackout (Ziegfeld)	n. 9- 6, 49	24
Kiss Mc, Kate	12-30, '48	300
Lend an Ear	.12-16, '48	324
(Broadhurst) Miss Liberty		83
(Imperial)		0.3
South Pacific	4- 7, 49	196
Where's Charley?	10-11, '48	400
(St. James)		To the last
ICE SHO)WS	ST -
Howdy, Mr. Ice of 1950 (Center)	5-26, '49	164
COMING	UP	1
(Week of Octo		A TO ST
Twelfth Night	10- 3'49	ALC: NO
Yes M'Lord	10- 4 '49	2

(Opening bill-S. M. Chartock's G. and S. Repertory) (Mark Hellinger)

Ladies To Cut Down On Ticket Scalping

NEW YORK, Sept. 24.-Some 200 gals who reself legit tickets bought from theater party brokers for charity benefits got together at the Essex House this week. Each of the ladies heads a charity or two which raises funds via legit ticket markups. Some well-needed reforms were promised by one and all.

Prices will be cut and, henceforth, \$10 per ducat above the b.-o. tariff will be the maximum charge. There will be a spread in choices as to entertainment fodder. Each charity will buy at least one serious play per season. (Heretofore, song-and-dancers and comedies have got an almost exclusive nod.) An all-out effort will be made to save actors' feelings by getting theater parties into their seats on time. If there must be preparty dinners, they will be skedded earlier. The "over-buy" practice which has resulted in the past in the dumping back of surplus tickets to a hit on the b.-o. treasurer at the last minute will be stopped.

Hey, J., How Gorney Can You Get, Man?

NEW YORK, Sept. 24.—It appears that Hollywood is to get an opportunity to Meet the People again. George Wilner is currently negotiating for a lease on the El Capitan Theater with a view to reviving the revues produced some years back by Jay Gorney, Henry Myers and Eddie Eliscu. The revival project is to be titled Meet the "Meet the People" People and plans to use players from the original cast as guest stars for two-week periods. Phyllis Haver and Virginia O'Brien, two of People's more prominent alumnae, have already agreed to appear. Gorney will supply additional tune material for new numbers in the show.

SKATING VANITIES

(Continued from page 4)

vaude acts that supplement the 1950 stanza. Paul Remos and His Toy Boys pulled yocks from the 13,000 here opening night, with two midgets working on wheels in spots thru the show. Gautier's Steeplechase got terrific response, his handling of the trained ponies, dogs and monkey putting to shame the later "Pansy the Horse" bit. Harold Barnes contributed his standard highlighted by an opening colorful ballet wire walking, with all three of his production numbers getting rapt attention and well-deserved mitting.

Miss Foster and Miss Personette have combined their efforts to make this version of SV one of the most colorful roller editions thus far. The two gals have worked in a myriad of contrasting colors, plus splendid new ideas in the use of Strobe. Miss Foster's use of 16 Strobe puppets, handled by the line girls, was a highlight. Show has six major productions, with the Navajo Indian tribal dances and a flashy beach opener standing out, and the Spanish finale not far behind.

Steinman will tour SV until April 2 in the States, after which the troupe spends three months in Europe. Johnny Sippel.

New "Gingham Girl"

Tilzer song-and-dance hit of the mid stopped the show. 20s, The Gingham Girl, is skedded for a December revival by Gilbert Stucker, who has already signed Stewart Chaney to do the sets and ing at the Chaney offices here.

announces that the original script will span will be limited. be followed as closely as possible.

OUT-OF-TOWN OPENINGS

TOUCH AND GO

(Opened Wednesday, September 21) SHUBERT THEATER, NEW HAVEN, CONN.

A revue. Sketches and lyrics by Jean and Walter Kerr. Music by Jay Gorney. Choregraphy by Helen Tamiris. Directed by Walter Kerr. Orchestrations by Don Walker. Musical director, Antonio Morelli. Ballet music by Genevieve Pitot. Lighting by Peggy Clark. Production designed by John Robert Lloyd. General manager, Charles Harris. Press representatives, Richard Maney and Frank Goodman. Company manager, Joe Harris. Stage manager, Robert E. Griffith, Presented by George Abbott. CAST: Kyle MacDonnell, Nancy Andrews, Dick Sykes, Muriel O'Malley, J. Robert Dietz,

Peggy Cass, Pearl Lang, Daniel Nagrin, Helen Gallagher, Jonathan Lucas, Lewis Nye, Mary Anthony, David Lober, Richard Reed, Eleanor Boleyn, Greb Lober, George Reich, Art Carroll, Ilona Muria, Larry Robbins, Lydia Fredericks, Carl Nicholas, William Sumner, Arlene Frank, Ray Page, Beverly Tassoni, Nat Frey, Beverly Purvin, Bobby Trelease, Pearl Hacker and Parker Wilson.

One swallow doesn't make a drink. One big scene-great as it may bedoesn't make a show. Unless George Abbott gets to work on this one, and does it quickly, it can well be dismissed as the first major casualty of the season.

Touch and Go's score is completely without distinction, and the Tamiris choregraphy shows no imagination except in rare spots. There is an illusion of seeing the same stepping patterns over and over, with merely a change of scene or costume to herald a new dance.

The typical fast pace and youthful evident, but even this doesn't cover the all too many dull spots in the novel and amusing idea and then utterly collapses until the first act finale, when Abbott presents a brilliantly and cleverly staged that to his career girl for keeps. it could conceivably carry the entire production if the rest of the show were nearer to par.

The first act is slowed to the point of dullness by a completely meaningless and draggy comedy ballet intended as a satire on radio mystery stories, and further hindered by two sketches that can be called mildly amusing at best. The second stanza is much better than the first and is gambling scene and by a show-stopping comedy number on Academy Award winners. But again Miss Tamiris steps in with another ballet, almost a duplicate of her opening number, and brings on the yawns.

The finale, a really clever parody on Cinderella done in the Tennessee Williams manner, is another high spot, and along with Hamlet in the opening act could well be the foundation for a smash show after the scalpels get to work.

Individual honors must be given to Nancy Andrews, Dick Sykes, Pearl Lang and Daniel Nagrin, who carry off the vocal and dancing laurels, and to lovely Kyle MacDonnell for both her acting and solo chanting. Outside of the Hamlet and Cinderella sequences, the highligh, of the show is the teaming of Peggy Cass, Nancy Andrews and Kyle MacDonnell, as Olivia DeHavilland, Barbara Stanwyck and Jane Wyman in Be a Mess, NEW YORK, Sept. 24.—The Daniel a take-off on the Oscar award of last Kusell-Neville Fleeson-Albert von year. Despite a no encore rule, this

Direction by Walter Kerr leaves nothing lacking, and special mention goes to Peggy Clark for a grand lighting job. In sum, as it stands now, costumes. Stucker, who is doubling Touch and Go lives up to its title as as producer-director, is already cast- far as big-time acceptance is concerned. If Abbott can take the four Penny Edwards is wanted for the highlights he has now and build a title role, and current plans call for new show around them, including rehearsals to start in two weeks. music and sketches, he will bring a While the book will be somewhat grand show to the main Stem. If adapted to bring it up to date. Stucker he brings it in as shown here, its

DREAM OF FAIR WOMEN

(Opened Monday, September 19) CENTER THEATER, SEATTLE

A comedy by Reginald Lawrence. Staged by Jay Herrett. Sets by Robert Dinsmore, Costumes by Lela Joscelyn. Stage manager, Marian Robertson. Press representative,

Jean Ashford. Presented by Tryout Thea-Angela Whittlehouse Patricia A. Randles Henry Whittlehouse Dean Goodman Dr. ChinEdward Lu Valerie WhittlehouseEva Martin Lowell BestWilliam Simmons Police ChiefJohn Carawell PolicemanJoseph Savage

Tryout Theater's preeming of Dream of Fair Women makes the opening of the org's seventh season not quite as auspicious as it might be. Reginald Lawrence has written three acts of "sophisticated" comedy, philosophical polemic, and very often the kind of schmaltz one finds on a rainy night in an obscure roadhouse nitery. The amazing thing about the poor piece is that it does have an occasional yockish vitality, which precludes its being altogether thrown into a can of spirit gum.

Dream tells of a big-shot editor, whose travels into the mysterious East have netted him another wife. Little Valerie (partner 2) is the perfect French formula for his off hours, while his original mate, Angela, who dabbles electronically with the boys at Schenectady, is the sort of career gal any exec would love to have drive of all Abbott productions are formulating his policy. Under the urging of an Oriental Ph.D. from Columbia, Editor Whittlehouse foreprograming. The show opens on a stalls the inevitable annulment and keeps both wives, commuting from one to the other on a regular schedule. Of course, the schedule just satirical version of Hamlet, done in isn't practical; the ladies go against the current mode for fashioning musi- each other and then gang up on him. cals from melodramas and tragedy. A lawyer with a yen for wife No. 1 The result is one of the best bits of gets into the picture. The Ph.D. falls theater seen in many seasons and is in love with wife No. 2. After an definitely the one saving grace in interlude with a third lady, Occithe whole production. This scene, dental pressure triumphs over Ori-

> Thruout Dream the hero changes from Eastern to Western dress, along with the scenery, depending on what kind of philosophical jag he's on at the moment. Dean Goodman, a competent professional, takes him on his gambits with charm, persuasiveness and a proper amount of bewilderment. Eva Martin's Valerie is well timed in its precociousness and is the fem highlight of the evening. Director Jay Herett's luckiest find is Edward Lu for the Oriental philos-Lu's performance is restrained, affable and hilarious. The remainder of the cast is weak, but mention should be made that Patricia Randles as Angela took on a principal acting chore at the last moment.

Robert Dinsmore's set is one of the best in Tryout Theater's history. Dream is a play with ambitions. But the ambitions go in too many direc-Will Stevens. tions.

Showcasings by Brown

NEW YORK, Sept. 24.—Chamberlain Brown, agent, teed off another season of talent showcasings Tuesday (20) at the Carl Fisher Recital Hall. A new departure on the initial talent agenda was a professional reading of a new play for the benefit of potential backers in the audience. Brown plans to continue his series of talent mats each Tuesday afternoon until May.

Margo in "Prostitute"

NEW YORK, Sept. 24.—George Brandt has signed Margo for the title role in The Respectful Prostitute when the play starts its third swing around the Subway Circuit at the Flatbush Theater, Brooklyn, Tuesday (27). John Randolph, late of the Chicago company, will be featured opposite her. John Marriott and Arthur Jarrett are likewise skedded Sidney Golly. | to repeat previous chores,

Cahn, Stem Producer, \$147,638 Bankrupt

NEW YORK, Sept. 24 .- A voluntary petition in bankruptcy was filed yesterday (23) in United States District Court by William Cahn, theatrical producer. Liabilities are listed at \$147,638.55. There are no assets. Among 80 unsecured creditors are Elliot Nugent, \$1,000; Sammy Fain, \$1,284; Dave Dietz, \$3,200; Jack Effrat, \$3,134; John Popkin, \$8,000, and Howard Popkin, \$2,500.

Cahn, who did business as the William Cahn Productions, was last represented on Broadway with Toplisky of Notre Dame, a song and-dancer which opened in December, 1946. Toplitsky was thrown for a loss after 60 performances. At about the same time, Cahn sponsored an opus titled Darling, Darling, Darling, which shuttered on the road before it could endear itself to New York.

Stem Cast Lined Up For "Texas Darlin"

NEW YORK, Sept. 24. - Kenny Delmar, Danny Scholl and Fred Wayne have been signed for the slots they created in the tryout of Texas Lil' Darlin' at Westport (Conn.) Playhouse early this month. Mary Hatcher is to have the fem lead originated by Elaine Stritch.

The John Whedon-Sam Moore-Johnny Mercer-Robert Emmet Dolan song - and - dancer, according to reports, has been undergoing extensive script and musical doctoring. Anthony B. Farrell skeds rehearsals to start October 3. Thereafter, Darlin' will get a three-week road break-in prior to a Stem unveiling in early November.

Kibbee In, Choderov Play Nears Boards

NEW YORK, Sept. 24.—Signing of utilizing the entire company, is so ental culture and the lad goes back Guy Kibbee for a top role in his forthcoming Signor Chicago has enabled Joseph M. Hyman to step up production plans. The Edward Choderov comedy now skeds rehearsals starting October 10, with John Burrell staging.

> Likewise Hyman is charting a three-week break-in tour to start about November 1, with a Stem unveiling November 23 at the Lyceum Theater.

> Contrary to previous reports, Beulah Bondi, Rhys Williams and Marc Lawrence will not be in the cast. Along with Kibbee, Alfred Ryder has been signed for a lead spot.

ANTA Antes Up \$1,250 for ELT

NEW YORK, Sept. 24. - The American National Theater and Academy (ANTA) will duplicate its last year's contribution to Equity Library Theater (ELT) this season. ANTA's board of directors at its meeting Monday (19) earmarked \$1.250 for the ELT project.

The grant will boost ELT's financial backlog to about \$13,500. Equity Council set aside \$7,500 last March toward continuing the operation this season, and at the same time authorized a campaign for voluntary subscriptions which netted about \$4,700. Since the current schedule thru spring calls for some 50 productions on approximately a \$100 budget each, the total should assure ELT a good start without bill-paying head-

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Drive-In Notes

The Treasury Department, Wash-Ington, has ruled that admission taxes for drive-ins are to be based on the set price per car if the theater has no straight admission price per person. The ruling was made in a letter to Gael Sullivan, executive director of the Theater Operators of America (TOA).

A. W. Hall, Berlin, Conn., business man, has abondoned plans to construct an outdoor theater on his property there. . . . Piedmont Drive-In Theater, Greensboro, N. C., opened September New drive-in accommodates 400 cars. S. C. Clybourne is manager. ... Cecil Cupp, owner of Cupp Theaters, Arkadelphia, Ark., says he will construct for readiness by next spring a new drive-in theater with a 400-car capacity.

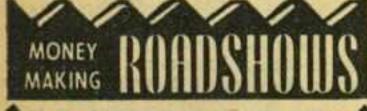
Kinsey Players In Okay Closer At Canton, O.

CANTON, O., Sept. 24.-The Madge Kinsey Players successfully concluded their 1949 tour with a click threeweek engagement here. Show's new location on West Tusculum Avenue, the second week of the three-week stand, panned out okay altho cool weather and competition from the local fair cut attendance for the week of September 5.

Business the final week, which ended September 17, was exceptionally good, with the two-night showing of 10 Nights in a Barroom proving

an especially strong lure.

A new member was added to the cast here in the person of Michele Graves, born to Mr. and Mrs. Glenn Graves. The baby's mother is the daughter of Madge and Harry Graff, managers, and Michele, along with Tech Murdock, marks the fourth generation of the Kinseys.



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the instructions furnished ACE CAMERA SUPPLY 180 N 'rby St. Tel.: 7487-J Florence, S. C | cost \$130,000.

"Stay Novel," Lawson Tells Magician Ops

Old Hat Stuff No Good

KNOXVILLE, Sept. 24.—Preservation of novelty is the success formula hinted at recently by Everett Lawson, who makes his headquarters here, for the magic show which anticipates playing school show dates this year. In defining his position, Lawson Mrs. J. M. Dakin will have a dancepointed out that too much sameness in the magician's school programs have resulted in a lack of interest on the part of school officials in booking shows of this type for school assemblies.

reason for bringing an attraction of magic into the school is the novelty and recreational value of the production. With virtually all magic numbers offering the same head and arm chopper tricks, linking-ring and billiard ball routines year after year the usual selling points of the show are devaluated because most attractions have little or nothing to offer as entertainment inducements, he contended.

An individual, skillful and novel presentation of time-worn, standard, run-of-the-mill effects is not enough to offset the fact that the effects themselves have become passe thru constant repetition by different performers, Lawson continued. "While the audience and school officials might be entertained with an artist's skillful and unique presentation of the linking-rings for instance," he said, "the fact will still remain deeply imbedded that the trick itself has been done over and over again and by almost every magician who comes into the school.

"As long as magicians playing schools rigidly adhere to the policy and booking will become increasingly are those magicians who will argue Troy, N. Y. with the age-old axiom that it isn't what you do that counts, but how you do it. This is true in the actual audience-test, but it never will ring true when you attempt to convince the principal of a school wherein the same tricks have been done over and over again, that he should book your show because you do it differently.

"To meet and overcome this situation there are but two things left to do. Either sacrifice your pet numbers for something that hasn't been done to death, or grossly misrepresent when you book the date. The showing of a picture of a floating lady illusion will no quicker book your show now in the average school than a child could entertain a juggler by bouncing a ball.

"This condition should cast no reflection against the quality of the magic show as a medium of Class A entertainment. Nor does the writer intend personal criticism of anyone indulging himself in the luxurious convenience of ready-made magical effects and patter. Rather it is a condition against which all school magicians, for their common good, should combine their intellectual forces to combat."

DANBURY, Conn., Sept. 24.—This city will get its first Drive-in Theater soon it was revealed by the Lockwood-Gordon Enterprises, Inc., of Boston, whose application for a site on Federal Road was approved by State Police Commissioner E. J. Hickey. Construction will start as

Rep Ripples

W. H. McDONALD, who has made three country-wide treks, is in Bakersfield, Calif., for his first sponsored date. He will reverse his usual east to west procedure this season by traveling east. He will feature E. F. Hannan's "Scenes From Road and Rep," with flashes from old bills like "Rags to Riches" and "Chimney Corner." . . . Herman Doble is readying his 16mm, pix to play Western Massachusetts and Southern Vermont. This is Doble's second in that territory. . . . E. H. Nolan will spring soon with his amateur promotions, with opening scheduled for Eastern Maine. . . . Mr. and show in the Frederick, Okla., area soon. They have had a platform show out for the past two months. . . . Lee Temple pens from Cowley County, Kansas, that "it is good to read of so many small shows on the He said that the educator's prime road, altho outside of 16mm. pic shows there are only a few small units in Kansas. I will open my second year with 16mm, pix about October 1. I have assurance of most of the dates I played last season and will have a strong program of film and some music and vaude." K. L. Carlisle, who has had a platform show in the Laramie, Wyo.,

sector the past three months, is changing to halls and schools and will have a dance show unit in Central and Western Wyoming. . . . D. M. Gable will promote amateur shows around Lincoln Neb., this winter.

. . . Gitt's family show is playing Northern Colorado to reported good business. . . . Chester Cobb will open date set for Maine late this month.

Northern New Hampshire with his 16mm. show. . . . Bolger's vaude-pic show has been playing Archer County, Texas, to good returns. . . Hal Ervin, who has 16mm, pix in the Georgetown, Tex., area, reports that he will add religious pix soon. . Huff's show, which closed its platof doing standard catalog tricks, ac- form season in Albany, Ore., recompanied by the usual hackneyed cently, will take to schools and halls patter, this condition will prevail soon. . . . Harry D. Drew will attempt to promote some amateur more difficult each year. Then there dramatic dates around Albany and

Hub's Councilors Beef Over Mayor's Drive-In Approvals

BOSTON, Sept. 24.-A row over the awarding of two licenses for drive-in theaters in this city's West Roxbury and Dorchester sections by Mayor James M. Curley, without first holding public hearings, developed September 12 when two city councilors, John J. Beades, Dorchester, and Walter D. Bryan, West Roxbury, accused the mayor of using dictatorial tactics, stating that he had indicated he would brook no opposition to the granting of the licenses.

Licenses were granted to Michael Redstone, who operates a drive-in at Dedham. Mayor Curley said: "Boston can't discourage tax-yielding enterprises that seek to open here. It's a legitimate business and I see no reason why there should be any objection to the granting of either of the two licenses." The permits were the first granted for open-air theaters in Boston.

Curley said that since the theaters would not be opened until next summer, with work not scheduled to start until the spring, he would arrange that public hearings be held. He pointed out that there is nothing in the law requiring a hearing. Councilor Beades said that he was opposed to the establishment of any open-air soon as present plans are approved. | theaters in Boston. He said: We The Boston firm says the theater will haven't any now, and we don't want any."

Drive-In Ops Set Up Nat'l Assn. Plans

Acts as Clearing House

PHILADELPHIA, Sept. 24.—Owners of drive-in-theaters thruout the country are joining together to form the National Association of Drive-In Theaters. The industry, which has mushroomed in recent years to include about 1,500 open-air theaters, has reached the stage where an association for the exchange of information has become a vital necessity.

Guy W. Meek, owner of a chain of drive-ins in Northern California, has agreed to act as interim president. Other officers include Ray Edmonson Jr., who operates the Dixie Drive-In Theaters in the South; John Wolfberg, operator of a drive-in chain in Denver, and James Sutton, local attorney for theater operators, who is acting as interim secretary.

Association will collect and disseminate reliable satistics of importance to individual members. Membership dues are \$50 per year per theater. Association will act as a clearing house for figures relating to the purchase of films for exhibition. It will be a source of determining how much is being paid for particular films; it will show ratios of flat charges to percentage charges, and it will indicate how well various films have done in a country-wide tour, with the debut other drive-ins thruout the country.

Statistics will be compiled in such .. George D. Gay will open his new a fashion as not to reveal the identity 16mm. pic show in Separ, Colo., soon. of any particular theater involved in . . George Spicer is returning to a transaction. These figures will not be made public by any general method of distribution. They will be maintained in the files of the association office established at the Fidelity-Philadelphia Building here, and will be made available to individual members upon request, but without disclosing the identity of the theater providing the information.

> Other aims of the association include the adoption of an industrywide code of ethics, a general promotion and publicity campaign to continue to educate the public concerning the attraction of drive-ins. It also will act as clearing house for information concerning court decisions and taxation regulations. A monthly newsletter will be issued to provide members with immediate answers to individual problems facing the drive-in owners.

> It is also expected that the association will be in a position to fight harmful legislation in localities as well as excessive and discriminatory taxes. Plans call for a national convention soon, at which time permanent officers will be elected by the members and by-laws will be adopted.

B&H Bows in Greelevville

GREELEYVILLE, S. C., Sept. 24 .-Bill and Henry's Carolina tent theater opens here Monday (26). The show offers movies only, with a change each night. The management plans to remain here several weeks.

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OTTO IMIG CO MADGE KINSEY PLAYERS

WITH DRIVE IN THEATER

Former Carnival Man, 45, wants to learn Drive-In business; any capacity, salary no object, go any place.

SIG SIGNOR

ANDERSON-Ernest S., 71, partner in the old-time vaude team of Anderson and Burt, September 17 in Bath, Me. The team appeared on the Keith-Albee and other leading vaude circuits. Survived by a son and two sisters. Burial in Bath September 19.

BLAKEY-Beverly Rae, 19, former Earl Carroll show girl, recently of injuries sustained in an accident near Bakersfield, Calif., while en route to fulfill a booking at Van- Fla. couver, B. C.

BORETZ-Steven, 5, son of Alvin Boretz, radio and film writer, recently in New York of virus infection.

DRAMBOUR-Joseph E., 57, associated with the Park and Beach Supply Company as a builder for 29 years, September 21 in Springfield, Mass. (See Outdoor Department for details.)

ELWOOD-Harry (Harry Elwood Green), female impersonator, recently in the Laguna Honda Hospital, San Francisco.

FALLON-Ellen G., 58, former secretary for 23 years to C. B. Maddock, vaude producer, September 16 in New Methodist Hospital, that city. Burial York. Five sisters and four brothers in Southern Pine, N. C.

survive. FIDLER-William P., 75, father Jimmy Fidler, September 15 in Hollywood. His widow also survives.

GENTER—Chester, 80, former co-owner of the Lloyd & Genter Stock

IN LOVING MEMORY

MRS. WALTER TANTANTA

I wish to thank our friends in Geneva, Ohio, and everywhere, for the kind and beautiful expressions of sympathy extended to us in our great sorrow.

Marian M. Rawson

Secretary to Walter L. Main

IN LOVING MEMORY

of My Wife and Buddy

HELEN

Passed Away Sept. 28, 1944

HANK SHELBY

In Memoriam EDGAR C. (CLAY) MAY September 12, 1949

MEMBER MICHIGAN SHOWMEN'S ASSOC.

FINAL CURTAIN

GLYN-Nick, veteran minstrel performer, who also had trouped for a time in vaude and with tent shows, recently at his home in Concord, N. H. In recent years he had been employed at the Elks Lodge in Daytona Beach,

GRANATOOR - Maurice A., 46, partner and attorney for the Cowboy Record Company, Philadelphia. September 16 in Roanoke (Va.) Hospital of a heart attack. His widow, Betty, and a daughter, Carole, survive. Burial in Philadelphia September 19.

HARRIS - Harry (Slim), Negro comedian, September 12 in Danville, Va. He had been with the James M. Strates Shows and Earl D. Backer and Nina Scott minstrel shows.

HUNTER-John H., 63, for several years clerk at the Milner Hotel, Hattiesburg, Miss., and well known to many troupers, September 21 in

JONES-Mrs. Rae Lee, ownermanager of the International Sweetof radio and newspaper columnist hearts of Rhythm, girls band, recently in Omaha.

KELLY-Mrs. T. H., 75, American legit actress before 1900, known as Ethel Knight Mollison, September 22 in Sydney, Australia. She retired from the stage in 1903 when she was married.

KENYON-Mrs. Rosalia Gloeckler, 85, widow of Thomas Kenyon, who built the old Kenyon and Pitt theaters in Pittsburgh, September 15 in that city. The Kenyon operated as a vaude house; the Pitt showed legit and stock before turning to vaude and, later, grind movies. Her late son. Elmer Kenyon, was a former agent for the Theater Guild and once head of the Carnegie Tech Drama School, Another son, T. Thomas, sur-

LINDBERG-Bernard W., 50, veteran Spokane entertainer, September 19 at his home in that city. A cowboy singer, he was one of the first Spokane radio entertainers and was with Station KHQ at the time of his death. Survived by his widow, Audrey; daughter, Patsy, and son, Jack, all of Spokane; his parents, Mr. and Mrs. Nels Lindberg, Post Falls, Idaho; two sisters, Elsie and Jenny, Post Falls, and two brothers, Brewer, New Ha-

ven, Conn., and Fred, Post Falls, MACARTHUR-Mary, 19, actressdaughter of Helen Hayes and playwright Charles MacArthur, in Lenox Hill Hospital, New York, September 22 of virus infection. A promising ingenue, she made her stage debut on her seventh birthday, giving one performance in Victoria Regina, her mother's starring vehicle. At 16 she made her first real professional appearance in Alice Sit-By-the-Fire in summer stock. Last summer she ap-

Richard Dix

Richard Dix, 54, veteran film star, died September 19 in Hollywood Presbyterian Hospital, Hollywood, of a heart ailment.

Born Ernest Carleton Brimmer, Dix got his first Broadway break with William Faversham's The Hawk.

Following a tour of duty in World War I, Dix entered films in 1920, debuting in Not Guilty. His successes included The Vanishing American, The Quarterback and Manpower. With the advent of sound he co-starred in Cimarron with Irene Dunne in 1931. Recently Dix had been working in a series of pictures taken from the radio show, The Whistler.

Dix, who had been residing in semi-retirement at his Santa Monica, Calif., ranch, is sur-vived by his widow, Virginia; two sons, Richard Jr. and Robert, and a daughter, Sarah Sue. Interment in Forest Lawn, Glendale, Calif.

N. Walley

Company, September 22 in Chicago. | peared with her mother in stock in Glass Menagerie. A graduate last year of the American Academy of Dramatic Arts, she was appearing with Miss Hayes in a summer stock tour when stricken ill Besides her parents, a brother, James, 11, sur-

MACDONALD-George (Jigger). 58, veterán concessionaire with the Bill Lynch Shows, in Chatham, N. B., September 11. Burial was in Halifax. N. S. Surviving are his widow, three daughters and a son.

MCCULLOUGH-Harold, 55, painter on carnivals, in St. John, N. B., recently.

MULGREW - John P., 65, newspaper columnist and vaude and radio writer, September 16 in Dubuque, Ia. In the radio field he wrote sequences for Ezry. Burial in Dubuque September 19.

Frank Morgan

Frank Morgan, 59, film and stage star, died September 18 at his home in Beverly Hills, Calif. Born Frank Wupperman, he acquired the same surname as his brother, Ralph, and followed him to Broadway where he had the juvenile lead in Mr. Wu in 1914. His Broadway appearances included roles in The Man Who Came Back, Seventh Heaven, My Lady Friends, Gentlemen Prefer Blondes, Among the Married, Topaz, Firebrand, The Band Wagon and Rockabye.

In 1932 his flair for comedy took him to Hollywood, where he was featured in over 50 pictures, his most recent being The Great Sinner, Green Dolphin Street, Casanova Brown, The Stratton Story, Any Number Can Play and Key to the City.

In 1938 he started in radio on the MGM Good News show. A yacht enthusiast Morgan skippered his boat, Dolphin II, to victory in the 1947 California-Honolulu race.

Survived by his widow, Alma; a son, George, his brother and two sisters, Mrs. Zoyla Cook and Mrs. Josephine Langdon.

Interment in Greenwood Cemetery, Brooklyn.

NUGENT-Dr. T. F., Lawrence County (Pennsylvania) coroner and well known to show folk playing New Castle, Pa., recently at his home in that city. Survived by his widow, Margaret, and a daughter. Burial in St. Joseph's Cemetery, New Castle.

PARKER - Anthony Walter (Tony), 68, former rider with Barnum & Bailey, September 22 in New York. He had spent 10 seasons with the circus and played the RKO Circuit. Traveling all over the world, he last appeared with the Wirth Family of riders. Burial in Easy Valley Stream, N. Y.

SCHUMANN-Henrietta, 39, pianist and radio artist, September 19 in Jefferson Hospital, Philadelphia. Coming to this country from Russia, she made her American debut in 1928 with the Rochester (N. Y.) Phil-

harmonic Orchestra and played in Philadelphia under the auspices of the Philadelphia Forum. Her father is retired professor of music at Syracuse (N. Y.) University. Other survivors include her husband, Thomas H. Barker, a daughter and her moth-

SCOTT-Alexander, 61, Brooklyn, an employee of the Ringling circus, (See Final Curtain on page 84)

> IN LOVING MEMORY

EDGAR CLAY MAY

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MRS. LILLIAN MAY

IN MEMORY of

GORDON

Died October 2, 1948

Kinky and Phil Wolff

IN MEMORY OF

"LFF" GORDON

Died October 2, 1948

Helen and Harry Julius

IN MEMORY OF MY LOVING WIFE

LEONE

Who passed away Oct. 2, 1948

SAM GORDON

Communications to 188 W. Randolph St., Chicago I, Ill.

RAS PUSHES TULSA FAIR UP

Hits Peak 61G State Fair in 1950 In 5-Day Run DETROIT, Sept. 24. — Plans to bring Bing Crosby in as the star of

Shortened Annual Nets 40G

TULSA, Okla., Sept. 24. — The mighty money-earning potential of the Royal American Shows, plus interest sparked by a change in the fair management set-up, sent the Tulsa State Fair here this week substantially ahead, dollar-wise, of 1948.

Tho its run was cut from seven days last year to five days, the event yielded a profit of about \$40,000 due largely to the receipts and pulling power of the Royal American Shows, which were new to the midway here.

The RAS piled up a whopping gross of \$61,000, a huge sum for the spot. The size of the ride and show take is emphasized by a comparison with the \$25,000 registered by another org in seven days last year.

Gypsy Lures 'Em

headed the powerful RAS pull, luring 'em not only into her show but onto here Wednesday (21), the fifth day the grounds. Gypsy did big business and was greeted at the first show by a line of patrons that filled her show top without the need of a bally. Leon Claxton's Harlem in Havana also proved a big money getter here.

Overcome Objection

The Royal American clicked solidly, fair's closing that local school authorities and the PTA, which had nixed Monday thru Wednesday was ideal. excusing children from school on (See RAS Booms Tulsa on page 84) | huge turnout.

the 1950 Michigan State Fair are being made by Manager James D. Friel, following the record attendance set this year with Bob Hope as the top lure. Overtures to Der Bingle have been made, it is understood.

Close budgeting of the recent fair was blamed for the untidy condition of the fairgrounds, criticized this week in the local press. Friel pointed out that he had cut the post-closing grounds crew to 42 men, in contrast to a normal force of about 125, and that, as a result, it would probably take about three weeks to clean up the grounds properly.

Puyallup Starts Strong; 400,000 Gate Indicated

Gypsy Rose Lee, the first name at- PUYALLUP, Wash., Sept. 24. - A traction ever to show at the fair, gate of 400,000 loomed for the nineday Western Washington State Fair

> Attendance Wednesday was estimated at 50,000, with the official count for the previous days as follows: Saturday (17), 32,664; Sunday (18), 54,405; Monday (19), 36,537, and Tuesday (20), 31,411.

Cloudy mist hit the first two days, with the surrounding areas getting and there were indications at the rain, the first heavy wetting in the territory since late spring. Weather

Friday (23), Seattle Day, drew a

Midway Gross Bing Crosby Eyed Mil & Pier Lessees Battle Eviction; Arson Probe On

ATLANTIC CITY, Sept. 24 .- A on improvements, and that the opermove by owners of the fire-ravaged Million Dollar Pier to evict the present lessee was resisted last week in the courts on the grounds that provisions of the lease could not be enforced because they violated the resort's Sunday Blue laws of 1877. County Judge Richard S. Mischitch took under advisement the eviction suit brought by Associated Realties Company, Philadelphia, owners of the amusement pier, against the Million Dollar Pier Operating Company, which holds a five-year lease on the establishment.

Operators, headed by George Costello, Staten Island, N. Y., ferry boat operator, closed the pier Labor Day. On Tuesday (13) it was gutted by a \$300,000 general alarm fire.

Costello was not present at the hearing. Mike Sursock, former performer on the Boardwalk, connected with the operating company, was present outside the courtroom but was not called.

Blue Law Cited

William Charlton, attorney for the Latin American nations. operating company, told Judge could not be enforced because they violated an 1877 Blue Law, Revised Statute 2-207-1, which prohibits any type of amusement on Sunday except for "works of necessity and charity." While the statute has long been on the resort's books, it would mean shuttering virtually all activity on Sunday if it were enforced

Butler, contended that the operators failed to live up to terms of the lease providing that \$25,000 should be spent

ators must keep open the circus arena, ballroom and Greek Temple.

Mrs. Elizabeth McMahon, an employee of the Associated Realties Company, testified that she was on the pier premises every day. She said that the circus area was operated intermittently ofter the pier opened Memorial Day and that it closed Au-

(See Mil \$ Pier Ops on page 61)

Senate Action Nears on D. C. Sesqui Outlay

Committee Approves Bill

(Continued from page 4) program. The Pan-American House, according to tentative plans, will feature song and dance troupes from

Lawmakers who have been oppos-Mischitch that provisions of the lease ing the government's underwriting the fair have argued that it should be financed by local business men who stand a chance to profit most. Another argument, championed by Rep. John Taber (R., N. Y.), ranking member of the House Appropriations Committee, has been that the exposition might become a "honkytonk" affair. Both argument have The owners, represented by James been refuted by the Sesquicentennial Commission, which has declared that the celebration will have "appropriate dignity."

Cost Set at \$17,888,750

The commission estimates that the exposition will bring a profitable return to the government. The cost of staging the exposition and its supporting program is figured by the commission at \$17,888,750. The commission estimates that income from space rental, admissions, concessions and the like will be \$20,875,000, bringing a net profit of \$2,986,250. The over-all profit is figured as \$13,-861,250. According to the commission, a direct gain to the government from the fair will be chalked up as follows: Buildings and grounds improvements, \$4,500,000; estimated tax revenue from admissions, \$1,500,000: estimated D. C. sales tax revenue, \$3,000,000; estimated net profit, \$2,986,250, and cost of congressional and federal exhibits, \$1,875,000.

J. Drambour Succumbs in

B'klyn at 56

Widely Known Builder

BROOKLYN, Sept. 24.-Joseph E. Drambour, building superintendent at Riverside Park, Agawam, Mass., for the past year, and one of the nation's best known builders of Roller Coasters and amusement rides, died at his home here Wednesday night (21) after a short illness. He was 56.

Drambour was born in Staten Island, October 10, 1892, the son of Commodore and Mrs. Rudolph Drambour, both of whom survive. Also of about 200,000. Federal and luxury surviving are his widow, Grace M. taxes clipped \$56,000 from the take, Drambour; a daughter, Mrs. Agnes G. Lowery; two grandchildren, Grace

(See J. E. Drambour on page 65)

"Ice Capades" Gross 297G in Atlantic City

ATLANTIC CITY, Sept. 24 .- Atlantic City received \$24,100, plus \$7,500 in luxury taxes, as its take from the 45-day run of Ice Capades ending September 4 in Convention

Hall. According to Philip E. M. Thompson, manager of the hall, the revue grossed \$297,000 from an attendance leaving producer John Harris \$241,-000 in gross receipts, from which the and Robert Lowery; a sister, Mrs. city received 10 per cent for the use of the hall, plus the local luxury tax.

Devaluation Effect Minimized

Ops Concerned Don't Talk, Chum! Solely With Can.

Favorable exchange seen aid to attendance at Canadian events

NEW YORK, Sept. 24.-The 10 per cent devaluation of Canada's currency is causing American outdoor showmen and their contractural partners across the border little concern. Devaluations announced by other nations during the past week have no direct bearing on American alfresco activities.

Outdoor segs principally concerned include booking agencies, carnivals, circuses and independent concessionaires and operators, but representative spokesmen, when queried this week, decried the need of panic.

Trading across the Northern border on a larger scale than any other individual in the industry and with some, 40 years of experience along these lines, George A. Hamid, head of the New York talent agency, George his event. H. H. McElroy, manager A. Hamid & Son, said that the same (See Devaluation of Little page 61)

BROCKTON, Mass., Sept. 24. -Secretary of Labor Maurice J. Tobin, listed as principal orator at the d lication of the new grandstand at the Brockton Fair Sun'ay (11) night, scored a show-stop by informing the crowd that he did not know what to say, so would sing-and did.

Tobin's rendition of the Boston College theme song, For Boston, drew cheers for an encore, which forced him to bow off with a brief speech. Apparently versatile, the secretary of labor 's a former mayor of Boston and Governor of Massachusetts, as well as an excellent baritone.

situation existed in the past and was overcome and that it does not now constitute, an insurmountable prob-

Elwood A. Hughes, general manager of the Canadian National Exhibition (CNE), Toronto, said that a favorable money exchange will stimulate the attendance of Americans at Close Ups:

Doc L. H. Firestone Is Mr. Fixit; He Pulls Teeth and Fixes Rides

-By H. F. Reves

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

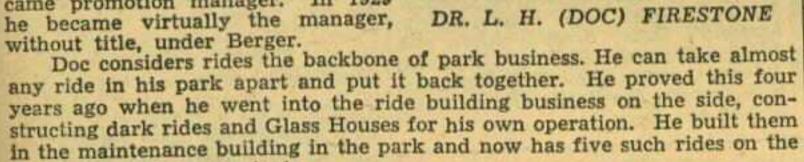
TAKE a Minstrel Show end man, a practicing dentist, a Shakespearean actor, a city father and a recognized authority in the world of sports, mix well, and you have Dr. L. H. (Doc) Firestone, president and operator of Flint, Mich., Amusement Park. Doc, as he prefers to be known, was practicing and teaching dentistry in Cleveland when he met and married Lucille Berger, June 12, 1923, after a whirlwind courtship. Her father, the late E. E. Berger, then in the wholesale food business in Cleveland, had purchased some subdivision property in Flint, Mich., in 1919 and was busy plotting and selling it. At the suggestion of D. S. Humphrey, Euclid Beach,

Cleveland, a close friend, Berger reserved some 60 acres on a lake for an

amusement park.

Flint was booming at that time. Berger went into the construction business, building 379 homes, and operations expanded so fast that Berger asked his new son-in-law to come to Flint and help him. Doc became secretary of the Flint Park Land Company, Flint Park Housing Corporation and Berger Homes Company. He still holds those titles with the building companies but he thinks of himself nowdays as primarily a showman.

Doc earned the title of president and general manager of the park the hard way. He could have been manager from the start, but insisted on starting from the ground up. His first job was running the Merry-Go-Round. He operated this and other rides for three years and then became promotion manager. In 1929 he became virtually the manager,



road with various carnivals. Doc became park president in 1943, on the death of Berger.

During World War II Doc was president of the Flint USO. Earlier he and Berger had organized the Flint Hospitality Association, which worked

with the USO, to see that all Flint boys and gals going into the service received a personal send-off.

Mrs. Firestone Aids

Mrs. Firestone, graduated by Erie College, Painesville, O., provided another personal service during the war, writing and receiving about 200 letters a week from service men and women she "adopted." Not all were from Flint or the immediate area. The uniform was their invitation to write her. After the war many of her correspondents called on her personally and thanked her for those "visits from home." During the war many sent "Ma" gifts from all parts of the world.

A look-see into Doc's earlier career helps tie together the threads of this (See Doc. L. H. Firestone on page 54)

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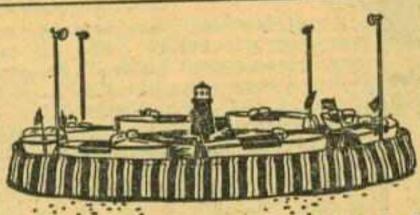
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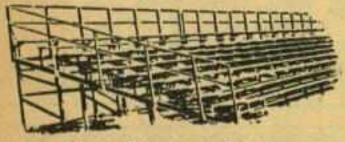
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Talent Topics

plans to leave the No. 2 Unit of the Braly Circus to join Braly's Great Southern Circus at the Miss-Ala Dairy Show and Livestock Exposition, Tupelo, Miss., the week of October 3. . . . Bob Fisher's Fearless ing. Flyers, Eddie Young's Royal Crown Shows, played fair date in Florence, Ala., last week with the No. 1 Unit of the Braly Circus at the North Alabama State Fair. Act is scheduled for the Tennessee Valley Fair, Lawrenceburg, this week.

Harold Barnes, tight wire performer, recently returned from a successful European tour, has joined Harold Steinman's "Skating Vanities" for the season. Org, which opened in Montreal September 14, played a five-day date in the Chicago Stadium (21-25). Harold's wife, Elaine, former member of the Radio City Ballet, also is a member of the skating troupe. Other outdoor acts with the show are Gautier's Steeplechase and Paul Remos and His Toy Boys.

The Great Wilma has returned to her home in Terre Haute, Ind., from Austin, Minn., where she had been confined since May, 1948, in St. Mary's Hospital undergoing treatment for cataracts. She has temporarily retired from the road, altho-Bobby Hays has the act on the road with State Fair Attractions, under direction of M. D. Boksen. . . . Harry playing Midwestern fairs, recently and trailer. His fair tour winds up at the annual in Wardell, Mo., Occian; Betty Alvarado, rolling glober; played the show.

The Great Fussner, rolling globe, Leo Francis, clown; Jack Sevant: Wally Burns, juggler; Daffy Dan, blackface comic; Tony Alvarado, tight wire; Ace Bailey, hillbilly band, and Janis Day, contortionist. Joe Spencer, Indianapolis, did the book-

> Grandstand acts at Roseville, Calif., Fair, booked by Raynor Lehr, of the Bert Levey office, included Ma and Pa O'Hagen's "Gay Nineties Revue," Loretta La Pearl's dogs, and Winny Hensley, vent and bird whistling. It was the first grandstand show for the Roseville annual, and the Levey office re-signed it for 1950. Acts booked for the Lancaster, Calif., Fair by Lehr were Vernon Colbert, illusions; the Black Brothers and Irene Vermillion and Her Four Trumpeteers.

Hoot Gibson was featured at the Utah, is the fair's manager. Culver City (Calif.) Mounted Police three-day Fiesta Days celebration standing park promotion of the sea-September 9-11. Also on the bill was Gene Gray billed as the "Silver King of the Cowboys," who brought in a Wild West show. . . Jack E. Lewis is promoting a citywide queen contest in San Francisco. First prize will be a trip via air liner, studio tours and a stay at the Hollywood Knickerbocker Ho-

Talent appearing in the George A. Hamid grandstand shows at Great Allentown Fair included Sharkey Villeponteaux, clown, who has been the Seal, Ben Yost's singers; Dynamic Partners, acrobats; Nobertys, baltook delivery on a new station wagon ancing; Ted Gray, emsee; Al Gordon, dog act; Three Rays, acro dancing; Linfield's Crazy Scouts; Alain and tober 1. . . . Act line-up at Burdette Alain; Banarek Sisters, aerialists; Park, Evansville, Ind., recently in- Adams, cyclists, and The Hartsons, cluded Duke Sterns, emsee and magi- teeterboard. Joe Basile and his band

Doc L. H. Firestone Is Mr. Fixit; He Pulls Teeth and Fixes Rides

(Continued from page 53) versatile personality. For the record, he was born Louis H. Firestone ing his graduation from college. -he always signs himself "L. H."was graduated by McKeesport High School and the University of Pitts-

At 13 Doc made his formal debut versity. in show business, running away from home to join the Al G. Field Min- Doc worked at Flint Park in the strels. He was handed a trombone summer and continued his dental to play in street parades. Because he knew nothing about music or the winter. Demands in Flint, however, playing of the trombone, he was became so great he decided to close forced to fake his playing. And, his dental office. During World War Doc recalls, "I still can't play the II he returned to dentistry, taking darn instrument."

strel Show, Doc returned home. Two war ended, however, he quit denyears later, however, he ran off tistry and returned full-time to the again with a Minstrel Show. This one played on a boat on the Monongahela River. Doc was an end man. When ball games for 25 years. For 20 years the boat stopped at the first town. some 20 miles from Doc's home, his parents were at the wharf to meet received an honorary monogram him.

Pennsylvania theaters. Later he authority. joined a Shakespearean company for backstage. At 19 he joined a chau-Southeastern Pennsylvania one summer.

and varsity teams at Pittsburgh. In Association and the Rotary Club. 1919 he spent his summer working as athletic director at a boys' camp tion in Chicago, Doc was awarded

professional basketball with the Buhl Club, Sharon, Pa., for a year follow-

As the factory dentist for the April 16, 1897, in McKeesport, Pa. He Sharon Steel Hoop Company, Doc combined this with coaching the Farrel High School cage team. He burgh Dental School, the latter in moved to Cleveland in 1922, opening 1920. He since has taken a number his first dental office. At the same of post-graduate courses at the Uni- time he was assistant professor of versity of Michigan Dental School. dentistry at Western Reserve Uni-

For three years after his marriage, practice in Cleveland during the over the practice of a Flint dentist, After three weeks with the Min- called into the service. When the

Doc refereed football and baskethe was a member of the Genesee County Football Association and also from Lapeer High School when he When he was 18, Doc took a job quit officiating three years ago. Altho as a tramp comedian with a tab com- Doc never played football, he made pany, playing three-night stands in a thoro study of it and is an accepted

In 1947 Doc was appointed to the a brief spell, playing bit or silent Flint Planning and Zoning Commisroles. He recalls being one of the sion. During 1947-'48 he was a "army" in Julius Caesar when lines member of the city council and for were cued by a red and green light the last three years has been on the Veterans' Memorial Committee in tauqua as a ticket seller, playing Flint. He also is a member of the Eagles, Elks, Michigan Showmen's Association, National Association of Doc played basketball in high Amusement Parks, Pools and Beaches school and was on both the freshman (NAAPPB), YMCA, Old Newsboys'

Last year, at the outdoor convennear Narrowsburg, N. Y. He played the Harry J. Batt trophy for the out-

Salt Lake Heads For Record Gate

SALT LAKE CITY, Sept. 24.—Utah State Fair thru Thursday (22), the seventh day of its nine-day run, was assured of a new all-time attendance record. The gate for the first five days was estimated at more than 120,000, only a few hundred short of the previous peak total attendance for the event.

Paid attendance thru Wednesday (21) was in excess of 100,000. Given good weather thru the final days the paid gate was expected to top the previous record by between 12 and 18 per cent.

New policy, with more attention given to the farmers' needs, more premiums and better conveniences for livestock, more encouragement of county participation by Utah's 29 counties, coupled with new management, caused the jump in attendance. J. A. Theobold, formerly of Price,

son. The recognition came for his enterprise in booking President Truman into his park for a Labor Day speech.

One of Doc's favorite friends is Bob Hope. Back in the early '20s. Doc says, when Hope was just breaking into show business, he was one of Doc's dental patients. They have remained fast friends and Doc has visited Hope and his family in Hollywood several times. It was Doc who was instrumental in getting Hope to play the Michigan State Fair three days this fall. Doc had been named to the board of managers of the fair by Gov. G. Mennen Williams last March. He promptly was given charge of the Coliseum show and immediately went to work on Hope.



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7 Out in the Open \

ville, was the subject of a two-page color spread in the magazine section of the September 18 issue of The Nashville Tennessean. Spread included pictures of concessions, exhibits and fireworks. . . . Capt. Jack O'Diamonds, thrill show operator, reperts good crowds in Ogallala and Grant, Neb. The thrill org played a VFW-sponsored date Saturday (24) in North Platte, Neb.

Charles A. Nash, general manager of the Eastern States Exposition, Springfield, Mass., got caught in his own red tape during fair week. The ESE is noted for having a "tight gate" and even Nash couldn't crash it when he arrived one morning in a freshly cleaned suit but without his credentials. . . . Ed Carroll, president of the Great Barrington (Mass.) Fair and his promotion chief, Harry Storin, used a plane towing a banner to advertise their event to the 67,-000 patrons on the grounds of the

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The Tennessee State Fair, Nash- Eastern States Exposition Monday (20). . . . Irish Horan and His Lucky Hell Drivers provide the subject matter for the "Only Human" column authored by Sidney Fields in the Friday (28) New York Daily Mirror. Joseph A. (Buddy) Toomey, a member of the thrill unit, rates prominent mention.

> The Snell Brothers, clowns who closed in Humboldt, Neb., Saturday (17) will play the Iowa Cattle Congress, Waterloo, October 3-9. . . . Mr. and Mrs. J. C. Michaels Sr. were recent visitors to the Chicago office of The Billboard while en route from Weyauwega, Wis., to Kansas City, Mo., where J. C. and son have their booking office. Michaels reported that the Waupaca County Fair, Weyauwega, at which he supplied the grandstand attractions, finished on a strong note, some 20,000 persons attending the final day. He also reported that this has been one of the best seasons he has enjoyed in his career of almost 40 years in the booking business.

Earl Newberry, of the Jimmie Lynch Death Dodgers, returned to Chicago following the Lynch show's still date at Exposition Gardens, Peoria, Ill., Sunday (25). He planned to remain in Chi until the Lynch show goes into Indianapolis to play the new International Dairy Exposition, Otcober 8-15. . . . William C. (Jake) Ward, whose connection with the Illinois State Fair, Springfield, as promotion manager terminated September 1, has not made any announcement regarding his future plans but it is believed that he will continue to have some associa-

> Dorothy Conova returned to Chicago after a 15-week tour of fairs as producer and director of choregraphy for Hal Sands. She tutored the 24-girl line with the Bob Hope show at Michigan Centennial State Fair, Detroit. Other annuals covered included Brockton, Mass., Louisville, Canton and Canfield, O., Quebec, Allegan, Mich., Cobleskill, N. Y., and Jackson, Tenn. . . . Bernice Herwitz, Girl Friday to Sam J. Levy of Barnes-Carruthers Theatrical Enterprises, Chicago, left that city Sunday (25) for a two-week vacation in California, during which she planned to visit the Los Angeles County Fair, Pomona.

> Harry Storin, tub-thumper for Ed Carroll's Great Barrington (Mass.) Fair, is circulating an attractive eight-page herald to stimulate interest in the annual which opens Sunday (25). . . . Russ Moyer, after winding up his chores as publicity director for the Reading, Pa., Fair, left for Shelby, N. C., where he will handle publicity-promotions for the big car auto races which will be staged at the Cleveland County Fair by Sam Nunis.

\$25 License Fee Set By Macon, III., Board

DECATUR, III., Sept. 24.-Licensing and regulatory powers over all entertainment and recreation business in Macon County is given the county board of supervisors as the result of an ordinance passed here. The board set the license fee at \$25.

Ordinance states no entertainment or recreation enterprise, including skating rinks, dance halls, race tracks, amusement parks, drive-in theaters, tent shows and circuses, may be located within 1,500 feet of any city or village, and no tent show or circus may be located within 750 feet of a residence without consent OCEAN PARK, CALIF. of the home owner.

Fernandez Inks Circus Acts for Tour of Orient

LOS ANGELES, Sept. 24.—E. K. Fernandez, Honolulu, is here arranging for his Great American Circus that he will take to the Orient the latter part of November for a three months tour. Fernandez plans to fly home Tuesday (27) to get a new vaude unit started and will return here in October to complete signing circus acts.

The circus will open in Manila and then play Hong Kong and Tokyo. After these dates stops are planned at Guam and the Hawaiian Islands. It will mark the second time within a year that Fernandez has transported a complete circus across the Pacific.

While here, Fernandez contracted Clyde Beatty, the Cristianis, and Emil Pallenberg. Other performers will be added latter.

Fernandez sent over a vaude unit including Wilbur Hall and Rene, comedy music; Don Stone, puppets; Dana and Lyles, skaters; the Cavanaughs, rope spinners; Adrini Brothers, musicians; Patricia Lynn, vocalist; Colleen Carpenter, tap dancer, and the Glamorettes. Unit opens in Honolulu Thursday (29) at the Elks frolic, with performances at the Maui Fair, Hilo Lions' Club show and Miki Week in Honolulu to follow.

Naming of Chi's Permanent Fair Board Expected

CHICAGO, Sept. 24. - Announcement of the appointments to the 25member commission which will operate the projected yearly fair on the site of the Chicago Railroad Fair was deferred this week by Mayor Kennelly. A spokesman for the mayor said that the appointments will be announced next week.

Meanwhile the Chicago Railroad Fair, which will close its 100-day run October 2, enjoyed good business. Thru Wednesday (21) admissions hit 2,390,863, indicating that the fair in its second run will play to more than 2,600,000 before it closes.

Biggest gate of the fair's second edition was registered Sunday (18), when turnstiles clicked off 55,148 paid. Biggest day's patronage for Wheels-a-Rollin' was registered the previous day, Saturday (18), when 22,763 paid to see the spec. Outside gate admissions that day numbered 48,826.

Anaheim Festival October 31

ANAHEIM, Calif., Sept. 24.—Billed as "Southern California's outdoor extravaganza," the 26th annual Halloween Festival is skedded here October 31.



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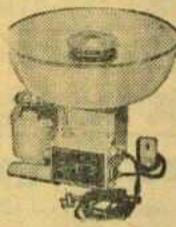
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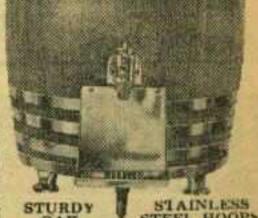
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Alamo: Lufkin, Tex. All-American Midway: Wellington, Tex. American Eagle: (Fair) Houston, Miss. American Funland: Eudora, Ark.; McGehee

Oct. 3-8. American Liberty: Hermitage, Ark. American Midway No. 1: (Fair) New Braun-

American Midway No. 2: (Fair) Clifton, Tex. A. M. P.: Mayodan, N. C.; Hartsville, S. C., C & B Am.: Ridgely, Tenn.
Bee's Old Reliable: (Fair) Sandy Hook, Ky.
Big Four: Wardell, Mo.
Big State: (Fair) Pecos, Tex. Blue Grass: Jasper, Ala. Bogle & Reese: (Fair) Aurora, Mo. Bohn & Sons: Estelline, Tex. Brewer's United: Schulenburg, Tex. Brownie Am.: (Fair) Coweta, Okla.

Buck, O. C.: (Fair) Great Barrington, Mass. Bullock Am.: Gastonia, N. C.; Wadesboro Oct. 3-8. Burke, Harry: (Fair) New Iberia, La.; (Fair) Amite Oct. 3-10.

Burkhart: Hoxie, Ark.; Gideon, Mo., Oct. Capell Bros.: McAlester, Okla. Capital City: (Fair) Manchester, Ga.; (Fair)

Winder Oct. 3-6. Catlett Greater: Pleasant Hill, Mo.; Concordia Oct. 4-8. Cavalcade of Am.: (Fair) Laurel, Miss. Central Am .: Seaboard, N. C.; (Fair) Scot-

land Neck Oct. 3-8. Central State: Clinton, Okla.; (Fair) Enid Oct. 3-8. Cetlin & Wilson: Richmond, Va. Cherokee Am.; Parsons, Kan.; Cherokee 29-

Clifford's United: Las Vegas, Nev. Craft's Expo: (Fair) Pomona, Calif. Crescent Am .: (Fair) Carthage, Tex .; (Fair) Huntsville Oct. 3-8.

Crystal Expo: (Fair) Barnesville, Ga. Cumberland Valley: Athens, Tenn.; La Payette, Ga., Oct. 3-8.

Dodson's Imperial: Corinth, Miss. Down River Am: Norwayne, Mich. Dudley, D. S.: Snyder, Tex. Dumont: Franklinton, N. C. Dyer's Greater: Oxford, Miss.

Curl, W. S.: Blanchester, O. Denton, Johnny J.: Athens, Ala.; Roanoke, Ala., Oct. 3-8. Dick's Greater: Reidsville, N. C.; Jacksonville Oct. 3-8. COMPLETELY EQUIPPED

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Endy Bros.: Bloomsburg, Pa. Pairway Am.: Mineola, Tex. Fidler's United; Monette, Ark.; Piggott Oct. Fleming, Mad Cody: (Fair) Douglasville, Ga.;

(Fair) McDonough Oct. 3-8. Florida Am. Co.: (Fair) Nashville, Ark. Folk Celebration: (Fair) Albuquerque, N. M.; (Fair) Roswell Oct. 4-8. Franklin, Don: (Fair) Wharton, Tex.

Garden State: Snow Hill, Md. Gem City: (Fair) Eldorado, Ark.; (Fair) West Monroe, La., Oct. 3-8.

Gentsch, J. A.: (Fair) Brookhaven, Miss.;

(Fair) Waynesboro Oct. 3-8.

Georgia Am.: Blakely, Ga. Gifford's (Fair) Norwich, Kan. Gold Bond: Woodhull, Ill. Gooding Am.: Bluffton, Ind. Gooding Am. No. 1: Hamilton, O. Gooding Greater: Hillsdale, Mich. Gooding Park Attrs.: (Fair) Kenton, O. Graceland Greater: Lake City, Ark. Grand American: Louisiana, Mo.; Cape

Girardeau Oct. 3-8. Grand Union: Frederick, Okla. Great Western: Paris, Mo. Greater Rainbow: Cozad, Neb., 28-30. Groves Greater: Jonesboro, La.

Gulf Coast: Manila, Ark.

Hagensick's Rides: Kincald, Kan.

Happy Attrs.: Mount Vernon, O.; (Fair)

Coshocton Oct. 4-8.

Harrison, Virginia: Stanford Spring, Conn.

Harry's Greater: Hagerstown, Ind.

Hartsock Bros.: Brashear, Mo. Havenpark Am.: Hermleigh, Tex. Heart of Texas: Altus, Okla. Hennies Bros.: Muskogee, Okla.

Henson, J. L. (Fair) Leesville, La.; (Fair) Many Oct. 3-8. Heth, L. J.; Carrollton, Ga.; Covington Oct.

Hiawatha: Decatur, Mich. Hill's Greater: (Fair) Childress, Tex.; (Fair) Clovis, N. M., Oct. 1-6.

Home State: Jamestown, N. D., 26-29. Hottle, Buff. (Fair) Oberlin, La.; (Fair) Donaldsonville Oct. 4-9. Howard Bros.: St. Paris, O.

Inland: Joiner, Ark. Jack's Greater: Pageland, S. C.; (Fair) Easley Oct. 3-9.

J. & B.: Chesterfield, Va.

Johnny's United: Lexington, Ala.

Jones Greater: (Fair) Salversville, Ky. Jones, Johnny J.: (Fair) Atlanta 30-Oct. 9. Kaus, W. C.: Rutherfordton, N. C.; (Fair) Cherokee Oct. 3-8. Keystone Attrs.: Sperryville, Va. Keystone Expo; (Fair) Crestview, Fla., Oct.

Kile, Floyd O.: St. Francisville, La. Kirkwood, Jos. J.: Statesville, N. C. Lamb, L. B.: Moulton, Ala. Lane, Sammy: Eldon, Mo.; Steelville Oct. 3-8. Lawrence Greater: (Fair) Hickory, N. C.: (Fair) Salisbury Oct. 3-8. Lee Am.: Lanett, Ala.; Atmore Oct. 3-8. Lone Star: Cedartown, Ga.: Vienna Oct. 3-8.

Magic Empire: West Point, Miss.; (Fair) Yazoo City Oct. 3-8. Manning, Ross: Dantury, Conn. Marion Greater: Bennettsville, S. C.; (Fair) Moneks Corner Oct. 3-8. Marks, John H.: Fayetteville, N. C.; (Fair)

Albemarle Oct. 3-8. McKee, John: Paris, Ark. Meeker's: Yakima, Wash., 28-Oct. 2. Merit Shows: North Waterford, Me. Merriam's Midway: Adel, Ia. Midway Expo: Lamar, Colo. Midway of Mirth: Caraway, Ark. Mid West: Needles, Calif. Midwestern Expo.: Hazen, Ark.

Mighty Page; Warrenton, N. C.; Spring Hope Oct. 3-8. Model Shows: Bonham, Tex. Moore's Modern: Senath, Mo.; Harrisburg, Ark., Oct. 3-8. Nesaler's: Trenton, Tenn.

Nolan, Larry: (Fair) Cheyenne Wells, Colo. Ohio Valley: Earle, Ark. Page Bros.: (Fair) Ashland City, Tenn.; (Fair) Columbia Oct. 3-8. Palmetto: Ridgeville, S. C. Paul's Am .: Perryville, Ark,

Peck Am .: Hymera, Ind. Penn Premier: (Fair) Lexington, N. C .; (Fair) Sanford Oct. 3-8.
Pepper's All-States: Natchitoches, La. Perry, Jack J.: (Fair) Asheboro, N. C.; (Fair) Shelby Oct. 3-8.

Pike Am.: Ada, Okla. Powelson Greater: Cardington, O., 28-Oct. 1 .; (Fair) Attica Oct. 4-9.

Powelson Expo: Sullivan, O., 28-Oct. 1. Prell's Broadway: (Fair) Rocky Mount, N. C .; (Fair) Greenville Oct. 3-8. Prell's World Fair: Henderson, N. C.

Purvis: (Fair) Powhatan, Va.; (Fair) Cumberland Oct. 3-8. Queen City: Xenia, O.; Hebron, Ky., Oct. 8-8. Raftery, James M.: Whiteville, N. C.; (Pair) Littleton Oct. 3-8.

Raines Am.: Farman, Ark. Rockwell, Mike: Chanute, Kan. Rogers Greater: (Fair) Huntingdon, Tenn. Rose City: Palestine, Tex.; Mexia Oct. 3-8. Rosen, H. B.: Tuscaloosa, Ala.: Sheffield Oct. 3-8.

Royal American: (Fair) Oklahoma City; (Fair) Birmingham Oct. 3-8. Royal Crown: (Fair) Caruthersville, Mo. Royal Expo: (Fair) Louisville, Ga.; (Fair)

Sparta Oct. 3-8. Royal Empire: Peck, Mich. Rumble Am.: Aurora, Ind.; Poseyville Oct. 5-8.

Sam's & Roy's Am. Co.: Bragg City, Mo. Schafer's Just for Fun: (Fair) Corsicana, Tex. Shan Bros.: (Pair) Gainesville, Ga.; (Fair) Canton Oct. 3-8.

Siebrand Bros.; Phoenix, Ariz. Smith Am.; (Fair) Okmulgec, Okla. Smith, Geo. Clyde: (Fair) Rocky Mount, Va.; (Pair) Henderson Oct. 3-8.

Snapp Greater: Pine Bluff, Ark.; Texarkana, Tex., Oct. 3-8. Southern States: Camilla, Ga. Sparks, J. A.; Murphy, N. C.; Commerce, Ga., Oct. 3-8.

Srader, M. A.: Elkhart, Kan.; Boice City, Okla., Oct. 3-8. Standard: Pine Bluff, Wyo.

Star Am .: (Fair) Hampton, Ark .; Parkin Oct. 3-8. Starr, Joe: Haskell, Okla. Steblar Greater: Greer, S. C.; Enoree Oct. 3-8

Stephen, C. A.: Crawfordville, Ga. Strates, James E .: (Fair) Danville, Pa.; (Fair) Charlotte, N. C., Oct. 4-8.
Stumbo, Fred R.: Clinton, Ark.
Tassell, Barney: Brookneal, Va.; Keysville
Oct. 3-8.

Tatham Bros.: Westville, Ill. Thiess United: Black Oak, Ark.

Oct. 3-8. Tidwell, T. J.: Andrews, Tex.: (Fair) Big Spring Oct. 3-8; (Fair) Lamesa Oct. 10-15. Tinsley, Johnny T.: (Fair) Newman, Ga.; (Fair) Conyers Oct. 3-8. Tip Top: Amherst, Wis., Oct. 1-2.

Thomas Joyland: Parsons, W. Va.; Elkins

Tivoli, Expo: (Fair) Magnolia, Ark. T. & J.: Cochran, Ga. Turner Bros.: Poplar Bluff, Mo. 20th Century: Bentville, Ark. Twin State: Hamlet, N. C. United Expo: (Fair) Pittsburg, Tex., 27-Oct.

United Midway: Red Oak, Okla., Oct. 3-8. United States: Roan Mountain, Tenn. Utah Expo: Globe, Ariz.

Veterans' Expo.: Valdosta, Ga. Veterans United: Shenandoah, Ia., 26-29; Pawnee City, Neb., Oct. 3-6. Virginia Greater: Enfleid, N. C.

Vogt's Southern Am .: Grandfield, Okla. Oct. 3-8. Wade, W. G., No. 1: (Fair) Kalamazoo,

Mich.; LaGrange, Ind., Oct. 4-9. Wallace Bros.; Batesville, Miss.; Greenville Oct. 3-8.

Wallace, I. K.: East Bend, N. C. Wallace Bros. of Canada; Leamington, Ont.; Simcoe Oct. 3-8.

Wallace & Murray: Waynesville, Ga.; (Fair) Wrightsville Oct. 3-8. Ward, John R.: Childersburg, Ala.; Kosciusko, Miss., Oct. 3-8.

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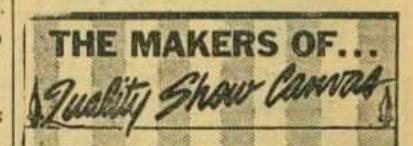
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Biller Bros.: Americus, Ga., 27; Tifton 28; Moultrie 29; Thomasville 30; Bainbridge Braly's Great Southern: Lawrenceburg, Tenn.;

26-Oct. 1; Tupleo Oct. 3-8. Cole Bros.: Manhattan, Kan., 27; Lawrence 28; Ottawa 29; Chanute 30; Pittaburg Oct.

1; Joplin, Mo., 3; Tulsa, Okla., 4-5.

Dales: Starkville, Miss., 27; Columbus 28;

Macon 29; Louisville 30; Philadelphia Oct. 1; Carthage 2.

Flamante: Tulare, Calif., 27; Corcoran 28-29; Huron 30; Delano Oct. 1-2; Bakersfield 3-4; Oxnard 5; San Fernando 6; Stanton 7. Kelly, Al G.-Miller Bros.: Corning, Ia., 27; Mount Ayr 28; Leon 29; Charlton 38;

Corydon Oct. 1. King Bros.; Mangum, Okla., 29; Altus 30; Frederick Oct 1; Lawton 3.

Mills Bros.: Peekskill, N. Y., 27; Port Chester 28; White Plains 29; New Brunswick, N. J., 30; Trenton Oct. 1; Phoenixville, Pa., 3; Ephrata 4: York 5; Hanover 6; Westminster, Md., 7; Bethesda 8.

Polack Bros. Eastern: Tampa 27-29; Daytona Beach, Fla., 30-Oct. 1; Valdosta, Ga., 2-3; Knoxville (Oak Ridge) 6-8.

Pelack Bros. Western: Denver 30-Oct. 8. Ringling Bros. and Barnum & Bailey: Fresno, Calif., 27; Los Angeles 28-Oct. 2; San Diego 3; Long Beach 4; San Bernardino 5; Yuma, Ariz, 6; Phoenix 7; Tucson 8. Rogers Bros.: Holbrook, Ariz., 27; Gallup, N. M., 28; Grants 29; Belen 30; Bernalillo

Beal Bros.: Sonora, Calif., 27; Oakdale 28; Manteca 29; Tracy 30; Newman Oct. 1; Livingston 3; Chowchilla 3.

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Barton's Society Circus; Seaboard, N. C .; Windsor Oct. 3-8. Bradley & Benson Hillbilly Jamboree: Ros-

thern, Sask., 27; Shellbrook 28; Radisson 29; Blain 30. McClung's Pythons: (Fair) Memphis; (Fair) Little Rock, Ark., Oct. 3-10. Roba's Magic Circus: St. Marys, Mo., 28;

Williamsville 29; Patterson 30.

Petie Manos, 17, Burned In School Chemistry Class

JACKSONVILLE, Fla., Sept. 24 .-Petie Manos, 17, son of Pete and Laura Manos, with the Cetlin & Wilson Shows, and nephew of Skeeter and Cortez Lorow, operators of the Side Show on the Royal American Shows, suffered burns here September 9 while attending a chemistry class at the Jacksonville Military Academy. He is in Riverside Hospital here.

His mother, accompanied by Mrs. Raynell Golden, came here to be with him.

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Circus Routes Seaside, Ocean View Clip '48 Gate, Gross Figures

Seaside Park, Virginia Beach, Va. and Ocean View Park, Norfolk, was considerably ahead of 1948, Jack Greenspoon, operator, reported on a visit to New York this week after the shuttering of the amusement centers. The gross from all units at Seaside averaged 12 per cent more than the 1948 take. At Ocean View the food and game concessions surged ahead a notable 16 per cent.

Greenspoon credited the increase in gross revenue to two factors: Bigger attendance and the adding of units with considerable earning power at both spots. Promotion which led to greater crowds made up for the expected drop in per capita spending.

Promotion Builds Gate

A combination of reduced prices, giveaways and special features appealed to Seaside patrons. A diamond ring, valued at \$200, was awarded sample of what they could expect in each Friday night thruout the season. Talent contests, patterned after popular radio shows were staged every Thursday night. Jitterburgs were catered to on Monday nights, and every Wednesday a birthday party was staged, complete with cake and chosen from among patrons.

Other crowd stimulants used at both spots included the presentation of free acts each week and a fireworks display on Thursday nights. At Ocean View special doings were also staged at Ocean View was the staging of every day. Talent shows, pet shows and other similar events designed to crowd of 6,000. lure contestants were staged weekly. Both spots featured Sunday band

Hughes Reports Boff Biz on Annual Trek

NEW YORK, Sept. 24. - Joe Hughes, of the George A. Hamid office, will wind up his annual trek thru New England and Canada the second week of October at the Norfolk County Fair in Simcoe, Ont., after which he will take time out for a week's relaxation at Frank Conklin's Canadian farm before returning to New York.

Hughes teed off at the Halifax Bi-Centennial, July 26, where, despite strong competition, the Hamid show played to good biz. The next spot was the Northern Maine Fair at Presque Isle, where the Hamid revue-grandstand show set a new high for attendance.

After chalking up a new high at the Gouverneur (N. Y.) Fair and a record week at Skowhegan, Me., Hughes shepherded his troupe over the border into Quebec, where they also scored successful stands at Three Rivers, Quebec City and Sherbrooke.

Despite considerable rain, cold weather and a strike of bus drivers during the run of the Exposition Provinciale at Quebec City, the Hamid grandstand show drew good

The Wayne County Fair, at Honesdale, Pa., was the next fair played by Hughes and his Hamid show, followed by a long jump to Rochester, N. H., where Hughes and Hamid's Fantasies of 1949 are a drawing card at the 107th Annual Rochester Fair this week." Next week's stand will be the Great District Fair at Leam-

KING BROS.' CIRCUS

Man to battle male lion-Wallace Act. Joe Cook, wire. Accommodations the best, long season. Address:

crowds at that spot.

ington, Ont.

Wants for Side Show

Mangum, Okla., 29; Altus, 30; Frederick, Oct. II Lawton 3.

NEW YORK, Sept. 24 .- Business at | concerts, a revival that proved popular with patrons.

> At Virginia Beach, a new restaurant, the Rendezvous, grossed three times as much as the eatery in operation last year. At the same spot, a new dance hall, Bop City, got off the nut.

> At Ocean City an open-air spot, Palm Garden, with seats for 400 at tables, earned a big gross. The addition of stools to a former stand-up eating concession built the gross of t'at unit considerably, Greenspoon reported.

> Another new click unit at Seaside was the Santa Anita Handicap. a concession with a 24-player capacity. Credited with much of the appeal was a sparkling four-foot front and woman announcer.

Refurbishing Planned

Extensive remodeling and refurbishing is planned for next season, Greenspoon said. He termed the season as the first in the postwar era that provided operators with a fair the future.

Business next year should remain about on a par, he said. Bigger crowds will be needed and these can be attracted thru constant promotion. Greenspoon was accompanied by Frank Bittle, his building superinpresents, with the principal being tendent, who is building a Swan Ride and a Snapper, the latter something like a Whip.

> Al Greenspoon is at Ocean View, supervising the remodeling of several buildings. One of the top promotions a public wedding, which drew a





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GENERAL OUTDOOR

California's warm weather is welcome after those chilly nights of the past. A late arrival in Redwood, Calif., caused cancellation of one show scheduled, so we really had 1½ days off during the week.

. William Grant Sherry, painter, and husband of Bette Davis, the movie star, traveled a week with the show, getting new shots and sketches for his circus paintings.

Side Show and menagerie were housed in a building in Oakland, with the rest of the show out in the open. Esther (Daisy) Chaney was honored at a surprise birthday party. The new record, Circus, is played nightly. Margie Lawson won the Rolleflex camera. Sun bathers were out in force as soon as we hit California. Dick Anderson hit for the first pool.

Indian Joe's brother, sister-in-law and their infant son visited. The little papoose created a sensation. The new snow white canvas curtain in the men's dressing room has been (See Ringling-Barnum on page 84)

Stevens Bros.

Owner Bob Stevens has set November 6 as the closing date. Stevens recently bought another four-wheel trailer for the concession department.

Pete Sprecker returned from a visit home. Jay Hardin joined to take over candy apples and floss. Juanita Thompson is on the sick list.

Tessie Valdez and Ray Headly were married recently. Tessie escaped serious injury when the car she was driving left the road and rolled over. The car was demolished.

Doc Riggs assists Captain McDermott in parading the elephants to their noontime watering.

The Sanchez family has been busy moving into the new trailer Bob Stevens bought to replace the big bus (See Stevens Bros. on page 84)

Z.J.Z.(.):

amel

Dressing Room Gassip

Polack Bros. Eastern

The trek over Kentucky mountains en route to Bluefield, W. Va., proved more nerve-racking than the Rockies. Experiencing car and trailer trouble were Charley Borza, Johnny Malikova and Gene Randow. Borza had three flats. Malikova and Randow missed the opening matinee.

Last half of the show worked in dense fog closing night. The Flying Wards claimed they couldn't see catcher Bob Porter until they were right on top of him.

Laugh of the week: The boy in the band asking Nobel Nate Lewis who Ben Ali was.

Bluefield was a headache for Henry Kyes. He never knew from one show to the next how many musicians he was going to have—if any.

Adriana Lopez celebrated her birthday in the dressing room in Bluefield, and from all reports it was a humdinger. In the men's dressing room there was a fireplace, and don't think we didn't need it.

In Bowling Green, Ky., the sway pole on Ray Charlton's high rigging bent, giving everyone a scare. Little Christy Charlton, hardly old enough to walk, is already climbing the high rigging, giving her mother night-mares.

Visiting Ernie Young's stage revue in Knoxville, Ky., en route to Albany, Ga., were the Malikovas, Adriana and Juanito Lopez, Charley and Thea Borza and family; Dime and Connie Wilson, Henry Kyes, Frieda and Ernie Wiswell, Ray and Shirley Charlton, Heavy Kimes; Adolph, Marie and Clara Delbosq, and the Flying Wards.

Ed Raymond rejoined after his successful operation in Marquette, Mich. —BILLY BARTON.

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Clyde Beatty

Show hit three successive days of rain. In Beaumont, Tex., the dressing room was flooded. Johnny Cline and Ted DeWayne tried to catch a few fish.

Org played three old winterquarter towns in a row recently: Shreveport, La., and Nacodoches, Tex., where this opera spent two years, and Beaumont, where Christy Bros. used to winter.

Frank Walters, recuperating from illness which forced him to leave the show, visited. George (Cookhouse) Davis has been putting out plenty of shrimp and crab in the Gulf country.

In Port Arthur, Tex., the lot was in an amusement park and laid out around a Roller Coaster.

Around the lot: Jerry Lewis trying to find a place for his trunk during a downpour. . . . Clyde Beatty, Johnny Cline and Ted DeWayne getting in some fishing. . . . Billy Collins always sightseeing. . . . Jack Wolf making a hurried entrance during the concert announcement. . . . Pappy Johnson complaining about the mosquitoes. . . . Mitzi and Lilly LaForm shopping every morning.

Albina Beatty is back in school, and Beverly Scott is working the elephants. Cliff Mosely and Babrielle Medini celebrated birthdays.

Visitors: Everette and Alma James, Bill Johnson, J. Frank Dippry, Mrs. Walters, Mr. and Mrs. Tommy Scapalanda, Hank and Billie Ellis, Van Wells, Bill Lindsey and Bennie Fowler.—LAURENCE CROSS.

Cole Bros.

Eddie McEuen and Jack Tavlin rejoined in Greeley, Colo. Tavlin arrived in time to celebrate his birthday. The women's dressing room has a new mascot, Muggy, puppy belonging to Pat Scott. Dressed Western style, complete with 10-gallon hats, Eddy Mader has acquired the name of Jack Carson, and Ray Huttick, the name, Dennis Morgan.

Eddy Dullum and Ernie Kestler do a good job announcing the show and concert. Birthdays were celebrated this month by Jinx Adams, Winnie Colleano, Pat O'Riely and Vickie Latch. Bob Mason left to

play school dates.

Leo Gendlesfarger, ticket seller, is hospitalized in Sterling, Colo., with a broken ankle. John C. Toy, Denver, friend of C. L. Brown, bandmaster, joined in Pueblo, Colo., to clown in two shows. Champion ice cream eaters are Fred Donovan and Glen Garard. Terry Collins is teaching Betty Paterson, Dolly Dale and Zarha Kader a new dance routine

Shelly does a great job in getting the Side Show up and down. Glen reports Frank Tezano is in the dog house. The girls really are going all out for tams, Indian moccasins, frontier pants, Western leather bags and jacks. Pat Scott has plenty of trouble lighting her charcoal bucket on these cold nights. Dolly Dale plays football with Carl Marinelli, Nelson Morris, Bill McIntyre and Mac McCracken, who are known as the Four Horsemen in the Cole Bros.' backfield. They are still ribbing Carl about falling with a tray of candy apples.—SALLIE MARLOWE.

Dailey Bros.

After two days of mud and water, the smooth green lot in Greenville, N. C., was a relief.

Raul, understander in the Silva Bros.' perch act, suffered a sprained leg. Armando fell with the pole, but was caught by Guy (Fats) Hamilton, prop man. Fats always is around to take care of the injured.

Joe Horwath is driving Pipo Rolion's car over the road at night, and he can hardly keep awake during his lion act. Dave Curtis is wondering what to do with the Canadian dollar

(See Daily Bros. on page 84)

Polack Bros. Western

Daniel and Vera Mertel are guests of Naida Roberta and her son, Ray. Jo and Slivers Madison and Bruno Bogino bought new trailers in Seattle. The Chai and Somay trailer was sideswiped by a truck en route to Seattle. Occupants of the trailer, which was badly damaged, escaped injury.

The Sherman brothers, Harry Dann, Bobby Kellogg, Bobo Barnett, the Freemans and Harold Ward were spotted in an apartment hotel in Seattle, a half block from the dressing room. It even had cooking facilities.

Roland Tiebor, Frankie Bogino, Etta Carreon, Sonny and Jack Cutshall celebrated birthdays in Seattle. Laugh of the week: Some of the trailer gang went to a Press Club party. Returning in the wee hours, they decided to wake the rest of the trailerites. Mr. Berosini, thinking the knocking on his door was the fishing party, got up, dressed and collected his gear. He went fishing anyway. There was no report on his catch.

Visitors: Larry Cardody, R. R. Clark, Mr. and Mrs. H. O. Johnson, Mr. and Mrs. J. E. Myatt, Frances Wallace, Wallace G. Winters, and Duina, Edmondo, Egle, Bela and Eddie Zacchini, playing a near-by fair; Henry W. Bode Jr., and Bernie Mankertz.

Hedy May received a bouquet from (See Polack Western on page 84)

Siebrand Bros.

Despite predictions of rain in Blackfoot, Idaho, the Eastern Idaho State
Fair was favored with sunshine and
record-breaking business. Only
slightly marring the pleasantness
were two extremely chilly nights, but
the local gentry still thronged the
grounds.

Jimmy Goff, Don Rey and Pancho and Donita Roche held an informal party for the writer on his birthday. Rosa Patine, Donita Roche and Betty Hodgini are busy spangling and sewing for the winter dates. Donita's latest creation of yards of chiffon and spangles and bangles caused a stir on the bally platform.

Everyday occupations: Pancho cleaning up his Packard convertible.
... Tom Hodgini measuring, sawing and what-have-you. ... Gracie and Jack Fairburn loading their truck.
... Tommy Patine proudly carrying water in his newest acquisition, two brass tanks.

Slight casualty was Jack (Coco) Fairburn in a plunge into an irrigation ditch when King, Don Rey's gigantic watchdog, made a dash toward him. Coco came up dripping make-up, wardrobe and trombone. Captain Clark and his menage horse, Journey, are garnering the applause. Ditto Patine and Rosa's head-to-head routine. Kenny Clark returned to Hollywood to resume his course at the Pasadena Playhouse.

JOE HODGES HODGINI.

Braly's Great Southern

Most performers are too busy on new routines, wardrobe and props to allow time for many extra curricular activities.

Poodles Hanneford is driving Tommy Thompson, promotional director, into temporary insanity. With a fat advertising contract under his belt from the Buick agency in Fayetteville, Tenn., Thompson and Buick officials saw Poodles drive the Hanneford family to the ring in a 1949 custom-build Buick convertible. Poodles had his own collection of 1910 auto accessories attached. Gracie Hanneford received a large basket of flowers from the committee. She in turn saw that all performers got at least one flower.

Roy Barrett has new prop. The Great Lesters are with us, temporarily forsaking night clubs. Members of the First of May Club are Harry Pickard, Cloyd Harrison and Dr. E. R.

Visitors have included Mel Dodson, Ed Bruer, Nat Worman, Jack Kaplan, Barney Spear and Dr. H. Stillwell.— GEORGE MARQUIS.

ESE GATE WELL AHEAD OF

Space Sales, Night Show Crowds Hold Steady as Rain Cuts Allentown Gate

Attendance Dips 20,000 in Four Days

16,184

tendance at the Great Allentown Fair thru yesterday (23) was running 20,-000 behind the comparable period in attendance and considerably hurt the gross take. Thursday (22), traditionally one of the biggest days of the grandstand overflow. engagement, also was hurt by rain.

Comparative attendance figures thru Thursday (22) follow:

	1948
Monday	3,138
Tuesday	21,366
Wednesday	28,928
Thursday	40,841
770.4.7	04.070

74,078 Totals 94,270 The figures represent a turnstile count and include thousands of persons who annually attend this event using various types of passes. The stride until Tuesday.

Crowds Come Early

8 a.m. Thursday indicated that patrons were ready to come to the annual in droves whenever the weather cleared. Thursday loomed big as in the past but rain starting at 1 p.m. sent many of the folks that were on the midway toward their homes and kept many others away.

The over-all business suffered as a result and concessionaires and showmen were hoping for clear weather today to build grosses resembling the usual takes at this spot. Big car auto races promoted by Sam Nunis, always a top attraction here, are carded for this afternoon.

The polio scare, which has affected this event several times in the past, again took its toll Tuesday, Children's Day. This, together with an hour of rain, provided unbeatable obstacles.

George A. Hamid's night grand-

Kids' Days Build Strong Turnouts Chattanooga

CHATTANOOGA, Sept. 24.-About 100,000 persons, rated an excellent turnout, attended the 35th annual Chattanooga-Hamilton County Interstate Fair, which closed its six-day run here tonight.

Sixty cent gate prevailed, with the fair tossing out free grandstand shows twice daily. Grandstand acts, booked in thru the Gus Sun Agency, included Pat Levolo, who emseed and did a slack-wire and baiancing act with Willa Levolo; the White Brothers, who offered a comedy table act, plus a horse routine and two trained dogs; and the Gretona Family, high wire act.

Kids' days, Tuesday and Thursday, with gate admission cut sharply for the small fry, pulled excellent turnouts. Midway prices also were cut for the youngsters on those two days.

Johnny J. Jones Exposition reper cent from last year.

ALLENTOWN, Pa., Sept. 24 .- At- stand show, The Gold Rush Revue, drew capacity and overflow crowds with the exception of Thursday when rain interfered. When good weather 1948, principally because of rain. An prevailed, patrons were anxious to hour of rain on Tuesday (20) cut into pay the \$1.50 asked for standing room in the paddock area. New bleachers were added this year to care for the

> As the fair got under way, there were several indications that the records set in 1947 would be surpassed in many departments. It appeared likely that this year's concession revenue would top the record \$58,000 earned in 1947. Gate receipts in that year were \$63,234 after taxes. The grandstand earned \$56,164 after taxes.

S. Clara Event Monday gate is of little import since the fair does not get going in full Tops Year Ago

The press of crowds noticeable at Annual registers attendance of 174,687, 22,000 increase over '48-weather excellent

> SAN JOSE, Calif., Sept. 24.—The Santa Clara County Fair this year topped 1948 in attendance, Russell E. Pettit, secretary-manager, reports. Pettit's records show 174,687 paid admissions for the seven-day event (12-18). This tops by approximately 22,-000 the 152,767 registered last year.

Weather for the seven days was excellent. Grandstand acts, booked by Bert Levey, played to overflow business both afternoons and nights. Acts included the Bereti family, Betty Ann and Don Don, free act; Arha Rue and the Taylors, clowns, and Harry Richards and monkey Charlie.

The horse shows and rodeo drew capacity crowds with a 75-cent gate. Exhibits were housed under 140,000 square feet of canvas.

A total of 8,700 kids participated in various contests. West Coast Shows, on the midway, registered its best business of the season, E. W. (George) Coe, show's business manager, reported.

Sorry, Our Error

ST. PAUL, Sept. 24.—Contrary to a report in the September 10 issue of The Billboard, the freezing un u i by the McGowan and 'lack Ice Show, with the Royal American Shows at the recent Minnesota State Fair here, held up and did not cause any cancelations. It was necessary to reduce the number of anticipated shows because it was physically impossible for the skaters to appear so often. The McGowan and Mack unit did as many as nine shows some days and averaged six shows daily for the 10 days of the fair.

Brockton Hits Jackpot; Total Gate 218,434

Best of Recent Showings

BROCKTON, Mass., Sept. 24. -Brockfon Fair concluded one of its most successful engagements in recent years Saturday (17) after an eightday run. Total attendance was 218 .-424, an increase of 43,888 over 1948. The gate also topped the 209,596 registered in 1941, a peak year.

The pari-mutuel betting handle hit \$423,519 as against the \$373,395 wagered last year. On closing Saturday, with 43,849 paid admissions registered, \$108,578 was wagered on the hay-burners.

Comparative attendance figures for 1948 and 1949 follow:

0 10 Hill 10 10 10	1948	1949
Saturday	14,256	18,402
Sunday		47,634
Monday		14,065
Tuesday	13,703	32,414
Wednesday	19,483	19,681
Thursday	16,161	16,762
Friday	17,849	25,617
Saturday	27,505	43,849

Totals 174,714 218,424 New popular features this year included a program of square dancing and the improved Children's World, a kiddieland area providing both free and paid attractions. Both will be continued and expanded in 1950.

A new 3,000-seat steel and concrete grandstand was in use this year. Running horse races with pari-mutuel (See Brockton Hits on page 61)

Hutchinson Gate Near Peak '48; New Airstrip Gets Heavy Usage

HUTCHINSON, Kan., Sept. 24 .- | noon track program was confined to closed its six-day run here Friday night (23), was only slightly under the all-time high of '48 when attendance hit an estimated 350,000. Perfect weather prevailed thruout.

Grandstand patronage, both afternoon and night, was off slightly, while the midway receipts were reported down about 10 to 15 per cent. Midway rides were supplied by Broadbeck and Schrader, with headquarters in Kinsley, Kan., and shows by Ray Brydon.

Night grandstand bill thruout consisted of a Barnes-Carruthers revue, ported midway business up about 10 plus acts booked in by the B-C of-

Gate for the Kansas State Fair, which motor speed events, with big car races, staged by Frank Winkley, in for four days, and Winkley's thrill show for the remaining matinees. Waltz Brothers, aerial stunters, also appeared three afternoons.

Farm machinery exhibits attained record proportions, 43 acres being used for such displays. Much-plugged feature of the fair was the new airstrip located inside the fairgrounds. A total of 150 planes owned by flying farmers were assembled at one time on the grounds as a result of the installation of the strip.

Event was the first for Virgil E. fice. Following past pattern, after- Miller as manager of the fair.

Space Sales Hit New Peak

Adverse weather fails to curtail gate-54,687 crowd sets new Wednesday record

SPRINGFIELD, Mass., Sept. 24.-Despite almost constant threatening skies and some rain on most days, the Eastern States Exposition gate count was 5,988 ahead of 1948 thru Thursday (22). The big attendance in the face of adverse weather, together with the setting of an all-time record on Wednesday, indicated that crowds will be large thruout the final sessions.

Comparative attendance records thru Thursday follow:

	1948	1949
Sunday	78,456	73,549
Monday	52,721	67,777
Tuesday	32,514	32,916
Wednesday	53,906	54,687
Thursday	44,078	38,734
	ALIVADE -	

261,675

267,663

Success of the annual in other important departments was assured prior to opening. Commercial exhibit space was sold out about July 1, and sale of concession space was completed by June 1. Demand for space for the exhibition of farm machinery exceeded that of 1948.

Prize money in the livestock competition, for which this event is famed, exceeded \$25,000, and entries were of record proportions.

Blackmon in Coliseum

General Manager Charles A. Nash repeated the format of an entertainment program that has proved successful here in the past. Lew Blackmon's Diamond B Rodeo was featured nightly in the 5,163-seat Coliseum. Crowds were about on a par with last year.

Afternoon grandstand features included Jack Kochman's Hell Drivers Sunday (18) thru Tuesday (20), Joie Chitwood's Auto Daredevils Wednesday and Thursday (21-22), and big car automobile races promoted by Sam Nunis yesterday and today. No night grandstand show is presented.

Afternoon programs and night shows in the Coliseum also included a number of George A. Hamid acts. For the 12th year the Goldman Band, under the direction of Dr. Edwin Franko Goldman, opened the exposition Sunday.

Concessions Limited

As in the past, demand for concession space, which includes eating stands only since no games are allowed, exceeded available space. George Bernert, concession manager, again was forced to turn down numerous requests. Altho space could probably be made available for the accommodation of addition units, fair officials limit the number in the logical belief that it gives assurance of a good week's work to all participants.

The midway, as in the past, contained only rides. A few shows, including Dave Irwin's Eskimo Village, L. Harvey Cann's big horse and a model circus exhibit, were scattered along the thorofares.

The new \$125,000 Joshua L. Brooks Memorial Building at the main entrance now houses executive offices.

The exposition again this year earned widespread newspaper and radio coverage under the direction of Publicity Director Ray Winans.

POMONA EARLY DAYS OFF 23%

See Publicity Marshfield, Mass., On New Road As Later Boom

Hope To Hit '48 Mark

POMONA, Calif., Sept. 24.—Down about 23 per cent in attendance thru Wednesday (21), the sixth day of its 17-day run, the Los Angeles County Fair here still held a good chance of matching its 1948 record-breaking attendance of 1,254,503, fair execs maintained.

Officials pinned their contention on publicity given to the opening of a new six-lane highway leading to the fairgrounds. Traffic jams marred the '48 record-breaker, and many people held off going to the fair in the earlier days this year due to a belief that the tie-ups would be repeated.

The fair has pulled out all the stops in publicizing the opening of the super highway, and officials believe that the fear of traffic jams will be erased in time for the folks to pour out in sufficient numbers to offset the early attendance drop-off. Considerable reliance is being placed upon bumper turnouts the two remaining Sundays, always big days here.

Thru the first six days, attendance

this year was 319,238.

be the matinee feature thru the remainder of the run, with a grandstand show, booked in thru the Barnes-Carruthers Theatrical Enterprises, Chicago, in nightly, starting tomorrow night. Night feature thru the early part of the run has been a horse show.

Acts booked in by Barnes-Carruthers include the Juvelys, roly-boly; Monroe and Grant, trampoline; the Montes De Ocas, Brazilian duo; Janet and Paul, aerialists. Paoli Frankoni, high pole, fell opening day as he was descending. Altho uninjured, damage to his rigging prevented his return to performing.

Mineola Breaks '48 Gate Mark

MINEOLA, L. I., N. Y., Sept. 24 .-According to Charles Bochert, manager of the Mineola Fair, audit of attendance figures for the 107th annual, which ended its five-day run Saturday (17), indicates that the total attendance was 345,000, instead of 271,-000 as reported early this week. Revised figures put this year's attendance approximately 20,000 ahead of the 1948 gate of 325,000.

Breakdown of the daily attendance, as originally reported, was: Tuesday (13), 16,000; Wednesday, 45,000; Thursday, 58,000; Friday, 72,000; Saturday 80,000.

Low attendance opening day was largely due to all-day rain. Closing day the grounds were so jammed that gates were closed four times to avert over-crowding, and parking of autos was a major headache on the final

days.

Lew Blackmon's Diamond B Ranch Rodeo also hit the jackpot Friday (16) and Saturday (17), with the grandstand overflowing at the four performances. The midway also found biz hypoed on the peak days. Shows, eateries and refreshment stands did fairly brisk business the entire run of the fair, but rides, games and concessions did not cash in until the latter than last year.

Annual Registers New Crowd Mark

MARSHFIELD, Mass., Sept 24.— Marshfield Fair, August 21-27, set a record attendance of 140,240 this year. Pari-mutuel gross was \$482,442, compared with last year's \$312,015.

Staff includes Frank L. Sinnott, president; Frank S. Alger, vice-president; Charles Langille, general manager, and Floyd L. Bell, publicity.

Expansion plans include several new buildings and various track and ground improvements.

Nashville Gets Weather; Gate Outruns 1948

Cavalcade's Biz Up 10%

NASHVILLE, Sept. 24. - Given favorable weather since its opening Monday (19), the Tennessee State Fair today entered its final day with attendance running 5,000 ahead of last year.

On the midway, the Cavalcade of Amusements were reported doing Pari-mutuel racing will continue to about 10 per cent better ride and show business than last year, with all units getting money.

> An Ernie Young show, presented nightly in front of the grandstand, played to excellent crowds and met with approval. About 5,000 grandstand seats were offered at no charge, and about 2,000 seats set on the track carried a charge. The latter enjoyed a good sale.

> Horse show, staged thruout the run of the fair, has been drawing good crowds. Entries for the horse show hit a new high, 387, forcing the fair to rent collapsible stalls. Entries in the livestock classifications numbered about 700, represented an all-time high, and caused the management to press tents into use to house the overflow.

> Physical improvements made to the fair plant since '48 included the installation of three new rest rooms and the installations of public drinking fountains.

> year as secretary-manager.

Feature closing day attraction is big car auto races, to be staged by Al Sweeney and Gaylord White.

Auburn, Calif., Annual Pulls 15,000 in 3 Days

AUBURN, Calif., Sept. 24. - An estimated crowd of 15,000 attended the 20th Agricultural District Fair here September 16-18, according to President A. B. Cassidy, of the board of directors.

Top money winners in the rodeo, featuring the final day of the fair, were: Mustang Riding-Red Ward of Colusa; Calf Roping-Ward; Cow Riding-Kenneth Tori, Loyalton; Saddle Bronk Riding-Lynn Smith, Auburn; Bareback Bronk Riding-Stan McBride, Auburn; Calf Hide Race-Ed Nethorpe and Lyman Nash.

half of the run. According to Bochert, the I. T. Shows (Phil Isser and I. Trebish), on the midway, reported the biggest business in six years, with more rides and shows in operation Coleman Bros.' Shows occupied the

Reading Gate Lodi, Calif., Fete's 11% Under '48 As Rain Hits

292,778 Attend in 8 Days

READING, Pa., Sept. 24. - Attendance at the eight-day Reading Fair, which shuttered Sunday (18) was more than 38,000 under 1948. President John S. Giles blamed the drop in attendance on the weather and a general slackening in business.

Rain completely washed out one day and considerably curtailed attendance on two additional days. This year's attendance was 292,788, as against 331,355 registered last year, a dip of about 11 per cent. Giles said that association officials were well pleased with the results in view of the adverse weather which pre-

Comparative attendance figures for 1948 and 1949 follow:

1948	1949
Sunday43,897	41,731
Monday19,360	11,852
Tuesday47,432	6,581
Wednesday 43,697	44,712
Thursday 33,847	45,148
Friday55,124	58,873
Saturday 46,348	44,412
Sunday41,560	39,468

TOTALS 331,355 292,778 Giles said Improvements contemplated for next year will include additional barns for cattle and swine, construction of additional hard-surfaced roadways, new sanitary facilities in the vicinity of the horse barns, and resurfacing of the race track. The latter project will cost an estimated \$10,000.

All kinds of temporary housing had to be improvised to care for this year's record 600 entries in the cattle department. The muddy condition of the race track following a hard rain, together with its slow drying quality, resulted this year in the cancellation of several Grand Circuit races.

Giles said that patrons each year are coming from an ever widening area. This is due in part to the expanded publicity-promotion program under the direction of Russ Moyer and the heavy emphasis placed on top-flight entertainment features.

Rochester, N. H., OK L. Earl Griffin is serving his first Despite Cold Weather

ROCHESTER, N. H., Sept. 24 .- The 74th annual Rochester Fair closed its six-day run at Cold Spring Park last night. While the weather was decidedly cold Monday (19) and Tuesday (20), the remainder of the week was more favorable and attendance was satisfactory.

Despite the chilly nights and a big counter - attraction, a spectacular \$500,000 fire at a near-by woodworking plant, Wednesday night (21), the George A. Hamid Fantasies of 1949 revue and grandstand show drew larger crowds this year than

Joseph Hughes, of the Hamid office, was in charge of the grandstand show, which included the Fantasies revue and a number of circus and vaude acts. The line-up of acts included Gautier's Bricklayers, canine novelty; Betty and Benny Fox, aerial thrill; the Chambertys, comedy casting act; Don Francisco, wire-walker; Shirley Lavalle, contortionist; Bouncing Bodos, trampoline, and Coco, Steve and Eddy, knockabouts. Joe Basile's band provided the music. midway.

Three-Day Turnout Estimated at 100,000

LODI, Calif., Sept. 24.—The 12th annual Lodi Grape and Wine Festival, September 16-18, drew an estimated 100,000 here, officials estimated. Festival exhibits brought 16,000 paid admissions. The football game between the College of the Pacific and the University of San Francisco was attended by 18,000. Closing day parade was witnessed by an estimated 60,000.

Hot weather failed to dampen the crowd's enthusiasm for the parade led by Gov. Earl Warren. Lieut. Gov. Goodwin J. Knight officiated at the queen coronation ceremonies.

Buster Crabbe's water show was featured. There was also a horse show and the judging of 120 types of grapes.

New Yonkers Annual Winds Up a Loser Despite Big Crowds

YONKERS, N. Y., Sept. 24 .- Despite the fact that the newly revived Westchester County Fair drew surprisingly large attendances during its 10-day run at the Empire Race Track. it wound up considerably in the red.

The Westchester County Fair Association, which promoted this year's fair, is in the process of reorganization, and no less than four groups are bidding for a chance to take over the organization and its debts. John M. Houston, who has been the spark plug of the group that holds the State charter for the Westchester fair. is fighting to retain a controlling interest in whatever group gets the nod in the new set-up.

Apparently, lack of experience in running a big outdoor event is to blame for the fiasco. The fair was promoted and laid out on a big scale but operated inexpertly. Crowds on the grounds appeared so much bigger than the gate registered by the turnstiles that tax officials took over at the end of the week and impounded funds.

Reason for Red

A major reason for the fair running into the red was that it was originally set to go into the Blind Brook Polo Grounds at Harrison, N. Y., but about 10 days prior to the fair's opening the Empire Race Track, a much better location, became available and a last-minute switch was made. This necessitated changing of all billing and publicity as well as notifying all exhibitors of the change, plus a lot of other added expenses. In addition, the fair association was obliged to turn over a part of receipts to the owners of the Blind Brook Polo Grounds.

While no official attendance figures have been released, it was estimated that close to 131,000 persons had visited the fair during the first eight days. The fair closed Sunday (18).

Auto Races, New to Bill, Draw 2,500 at Yreka, Calif.

YREKA, Calif., Sept. 24.-The Siskiyou County Fair closed a threeday run here Sunday (18) with an auto race which drew an estimated 2,500, fair officials said.

This is the first year auto races have been tried here. Also new this year were boxing bouts staged by the Haymaker's Amateur Boxing Club of Fort Jones. Nine four-round bouts

were featured. Secretary-Manager Edward B. Mathews claimed exhibits almost

doubled those of 1948.

Calif. Atty-General Okays Beer Sales In Co. Fair Eateries

SACRAMENTO, Sept. 24.—The attorney general's office has ruled that local authorities have no power to prevent the sale of beer at a county fair restaurant that is frequented by minors. The question was raised by directors of the 33d District Agricultural Association.

Officials claimed a restaurant on the grounds was too near a swim pool and that children left the pool and entered the building while adults were consuming beer. The question also was raised as to whether the cafe operators would be liable to a contributing to the delinquency of a minor charge.

The State Board of Equalization has control over all liquor sales, the attorney general's office stated, therefore no county officials can interfere

at fairgrounds.

Pari-Mutuels Off 100G At Windsor, Me., Annual

WINDSOR, Me., Sept. 24.-Parimutuel betting was about \$100,000 below the 1948 handle at Windsor Fair and Agricultural Show, August 30-September 5, reports Stan Mc-Curdy. The fair featured seven days of harness racing. Playtime Amusements, on the midway, reported fair business.

Al Martin, Boston, booked the grandstand attractions, which included the Starlights, high act; Ira Watkins's chimps on Sunday and Labor Day, and the knife-throwing Gibsons, all formerly with the Ringling-Barnum show; Hal Sayers, comedy cyclist and juggler; the Howards, accordions; Three Extremes, comedy knockabout, and the Texas Dollies, yodelers.

Santa Ana, Calif., Adds Extra Day for Fair Run in 1950

SANTA ANA, Calif., Sept. 24.-An extra day has been added to the 1950 Orange County Fair, with official dates set for August 16-20, President H. Clay Kellogg announces. Last month the fair set a new attendance mark by drawing about 80,000 in three days.

Fair hopes that enough State funds will be available to use more than the 40-acre portion of the 175-acre permanent site utilized for the 1949

show. Kellogg said.





Devaluation of Little Concern To American Outdoor Showmen

(Continued from page 52) of the Central Canada Exhibition (CCE), Ottawa, also said that his event would likely be attended by more Americans as a result of the favorable dollar exchange. Both events, each easily accessible from several Northern States, annually are attended by many thousands of persons from the United States.

Frank Bergen, general manager of the World of Mirth Shows, which already holds the midway contract for the 1950 CCE, said that the jump in attendance registered by the exhibition in each of the postwar years would likely continue and make up for any deficit resulting from devaluation. The org, which has been playing Canadian dates for almost two decades, has also experienced devaluation in the past.

No Effect on Talent

Neither Hughes nor McElroy anticipate any curtailment of their buying of American talent as the result of their country's monetary devaluation. The CNE alone spends around \$200,-000 annually on American talent for its 14-day show. Olsen and Johnson were featured in front of the grandstand for the past two years, and their troupe cost \$150,000. In addition, the CNE uses numerous circus and variety acts and about a halfdozen top-flight name bands at intervals during the run.

The CCE talent budget for six days is about one-quarter of the CNE expenditure and is used for an imported grandstand revue, name band and other lesser attractions.

Hamid said that Canadian contracts signed by his and other firms always called for the payment of 50 per cent of the total cost in American funds. Acts and individuals are paid off in the same fashion on the theory that the 50 per cent paid in Canadian currency would be expended on living and other expenses. Hamid said that he did not think that any of the larger Canadian fairs would be affected.

Acts Want American \$\$

He also said that it was unlikely that any act would work in Canada for less than 50 per cent in American funds. This would especially apply to stage acts, he said, particularly in view of the current vaudeville revival.

Alfresco units working for straight admissions, such as circuses, including sponsored units and carnivals, will be most affected. It is unlikely

Arkansas Valley Annual Gate and Grandstand Up

ROCKY FORD, Colo., Sept. 24.-Arkansas Valley Fair, which closed here Thursday (1), showed a grandstand attendance increase of 32 per cent and a main gate increase of 20 time" and refused to state whether per cent, for a new record in both any thing said by the former emdepartments. On the midway, For- ployees threw any additional light sythe and Dowis reported a slight attendance increase, but per capita spending was down.

Ken Baker's Circus of Thrills worked Tuesday (30) and Thursday (1) nights, and Judy Canova did the trol. The presence of inflammable Wednesday show (31). Afternoon shows included horse racing, a rodeo, the Aerial Hustreis and Hugo Zacchini, Strong flack and a queen contest were credited with the attendance increase.

BROCKTON HITS

(Continued from page 59)

betting were featured in the afternoon and an Al Martin revue-type show at night.

Children under 12 were admitted free thruout the engagement, with the result that large crowds of youngtsers were on hand daily. The admission charge for adults was 75 cents plus

that they will be able to raise prices to make up for the loss they will have to take on exchange, both because the trend is in the opposite direction and their Canadian competitors would be quick to take advantage.

Even so, it is unlikely that the forthcoming bidding by agencies and carnivals for the lucrative A Circuit of fairs in Western Canada will be any less spirited than it has been in the past.

The independent American showman and concessionaire working in Canada will still be all right, depending on the deals he can strike with

his personnel.

Mil \$ Pier Ops **Battle Eviction**

(Continued from page 52) gust 15. The ballroom was closed August 12, she said, and the Greek Temple July 24.

Biggest Play Sundays

Mrs. McMahon testified that food concessions, side shows and dancing were operated seven days a week and less than last year. that Sunday was the biggest day for business. Mrs. McMahon was asked of the enterprise was not charity. agreed that it was not necessity because "the public could have done without rides, side shows and dancing." Butler argued that the Blue Law was a penalty statute which could have no effect on the provisions of the lease.

Earlier, Arthur P. Schalick, an auditor for the owners, testified that an examination of company books showed that approximately \$9,000 was spent for improvements. He said that while 'ie books showed about \$24,000 for "improvements," he ruled out about \$15,000 which was carried on the books under that heading, but went for salaries of net haul operators, motion picture projectionists and ticket takers.

Mrs. McMahon said the only improvements made were in painting part of the Hippodrome Theater. She admitted that a children's theater and booths were built, but said they could not be classified as improvements.

Question Ex-Employees

At the same time, three former employees of the pier were questioned at length by Atlantic City Arson Squad Investigator Robert M. O'-Keefe, and National Fire Underwriters Association agents, in a continuation of an arson probe in connection with the \$300,000 fire. O'Keefe said he would not divulge the results of the questioning "until the proper on the case.

O'Keefe has been working around the clock on the case which he tagged as the work of an arsonist shortly after the fire was brought under conrags, an empty can of cigarette lighter fluid and evidence that a substance was used to feed the flames pointed to a deliberate blaze, he said, plus the fact that actually there were two separate fires at the same time.

Four-Day Gridley, Calif., Event Pulls Estimated 15,000

GRIDLEY, Calif., Sept. 24.—Butte County Fair, September 15-18, pulled 15,000 ticket buyers for the four-day event, officials announced.

Third day of the fair featured Farmer's Day with events ranging from hog calling to greased pig races.

Carthage Bucks Rain and Cold To Finish in Black

CINCINNATI, Sept. 24. — Unseasonably cold and threatening weather, with some rain, put a dent in all revenue-producing departments during the September 14-17 94th running of Greater Cincinnati and Carthage Fair of the Hamilton County Agricultural Society, yet the annual finished well in the black, it was estimated by Clarence A. Peters, society secretary. Final-figures are not available at this time.

Profit-wise, the fair took in \$22,-900 on paid attendance of 38,179, compared with \$26,500 in 1948. In addition, 7,000 women came in free on Ladies' Day and 10,000 children came thru the gates on Annie Oakleys during the fair's run.

Best attendance was rung up Saturday (17) when weather was good, the turnstile registers showing the crowd to be within a few hundred of the 1948 closing day, which hit an all-time high. Of help to the Saturday gate was the fair's annual auction of prize beef.

Gooding Greater Shows, an annual midway fixture here, likewise suffered a business decline because of the bad weather, grossing \$5,300

Apparently because of a 10-cent hike in charge (this year 60 cents if the operation was for charity and for general admission and \$1.20 for Butler stipulated that the purpose seats under cover), the grandstand showed the smallest revenue decline. The attorney for the owners also In 1948 it grossed \$7,200 on attendance of 14,500. This year, however, on attendance of only 10,212, the attractions grossed \$6,127, a decline of only \$1,073.

> The combination of trotting races, horse shows and circus acts is a strong drawing card in this area. Daily afternoon races, offering purses totaling \$22,000, and night horse shows with prizes aggregating \$4,500 were combined with a Gus Sunbooked talent line-up that included the Gretonas, high wire; Bozo Harrell, clown; Ruby Fisher's Circus, animal routines; the Cyclonians, cyclists; Mel Marcus, tumbler and balancing, and Pat Milla, slack wire. Three afternoon horse shows also were offered.

> All available space was occupied by more than 200 exhibitors, and the quality of displays was exceptionally high, said Peters.

As in preceding years, the fair received excellent co-operation from newspapers, the three local dailies devoting space to pictures and/or stories each day.



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SUN SHINES FOR BILLER ORG

Route Switch Hypoes Gate On Ga. Dates

Augusta Banner Stand

FITZGERALD, Ga., Sept. 24.-Art Stahlman's Biller Bros.' Circus. which has been plagued by bad weather and small crowds most of the season, finally is hitting the jackpot on a tour of Georgia, thanks to a last-minute route change which has, to date, proved the best thing to happen to the Biller org this year.

Show moved in here early today and, weather behaving, all signs point to good business. Stahlman said he plans to stay out now until mid-November.

Augusta, played Tuesday (20), proved the banner stand of the season. Matinee was a straw and it was a turnaway at night. Louis Reed, elephant trainer, joined in Augusta to handle the bulls. .

Sub for Beatty

Learning that Clyde Beatty canceled its scheduled September 30 appearance in Macon, Stahlman substituted Macon for Vidalia, Thursday (22). It was a wise move, proving the second big winner of the week. Despite a slight drizzle and threatening weather all day, the matinee crowd was good. By 8 p.m. the s.r.o. sign was out for the night show and hundreds were on the straw. Org played Vidalia the following day.

an ice show in Greensboro, N. C. The long jump from Augusta to Dublin accounted for the late arrival in the latter city, show arriving about 3 p.m. What would have been a full house at the matinee dwindled to a three-quarter house by the time the show got under way. At night,

however, it was an overflow. Four S. C. Dates Big

Four of six South Carolina dates proved better than okay. Hill, Gaffney, Bennettsville and Florence gave with capacity or near-capacity houses. Lake City proved not so good. The acheduled lot in Lake City was in tough shape because of a heavy rain the day before, and it was necessary to switch at the last minute. As a result the matinee was delayed one hour. Florence, S. C., Friday (16), gave with a strong matinee and nearcapacity night show, the latter in spite of rain. Dillon gave with two three-quarter houses Thursday (15) and it was the same Wednesday (14) in Bennettsville.

Stahlman reported he plans to play more spots in North Carolina after the Georgia dates, where the take was good earlier this season.

In Norwich, N.Y.

NORWICH, N. Y., Sept. 24.-Mills Bros.' Circus, moving into New York from Pennsylvania, was hit by rain here Wednesday (21). Matinee crowd was strong but night attendance light. In a one-performance stand in Cortland, N. Y., Tuesday (20), org registered a full one.

Aided by ideal weather Friday (16), in Lock Haven, Pa., Mills registered two full ones. Bellefonte, Pa., Thursday (15), gave with a strong matinee but light house.

Wachs To Tour Sparton Bros.; Org Off Road Since 1945 Makes R - B

year-old title, Sparton Bros.' Circus, will again become active next March when Orlo H. Wach and his wife, the former Erma L. Sparton, take out a one-ring show. Wach, now touring with one of his two Wild Life exhibits, says equipment has been purchased for the planned tour.

Opening in this area, the show plans to head east, Wach said. Moving on trucks, the show will have a 90 with a 40-foot big top and Side Show top, 40 with three 20s.

The 1950 tour will mark the first time the show has been on the road as a circus since July 17, 1945, when it was damaged in the Port Chicago. Calif., explosion. At the time there were rumors Wach had been killed.

K-M Midwest **Tour Registers** Strong Houses

SIGOURNEY, Ia., Sept. 24.—The Al G. Kelly-Miller Bros.' Circus continues to register good biz on its Midwest jaunt. Two full houses were chalked up here Tuesday (20). Saturday (17) in Maquoketa, Ia., K-M, first show in there in 10 years, registered two full ones.

Friday (16) in Morrison, Ill., matinee was light, but night house Foster Bell, Biller's general press strong. Show had near-capacity at representative, closed here to join night in Whitehall, Wis., Friday (9), but a light matinee.

Braly Org Starts Annual Fair Route

FLORENCE, Ala., Sept. 24.—The Braly Great Southern Circus, owned by Dr. E. R. Braly, has started its tour of fairs, playing its second date of the season" this week at North Alabama State Fair here. Opening stand the week of September 12 was at Lincoln County Fair, Fayetteville, Tenn. Business in Fayetteville almost doubled that of last year.

Following the date here, org moves to Lawrence County-Tennessee Valley Fair, Lawrenceburg, Tenn., September 26-October 1.

Staff, in addition to Dr. Braly, includes George Marquis, arena director; Princess Whitecloud, Hammond organist; Tommy Thompson, promotion manager and sound engineer, and Roy Barrett, producing clown.

Acts include Poodles Hanneford and family, Aerial Snyders, the Lesters, Walcott's dogs and ponies, J. Laddie and Company, Harrison Duo, Seals, the Anzacs and Flying Fishers. will be slim.

LOS ANGELES, Sept 24.—The 64- | Since that time, the Wachs have been in various branches of show business. such as Sparton Bros.' Tent Show (films and vaude), had six side and oit shows on various carnivals and, for the past two years have operated Wild Life exhibits, one currently at the Los Angeles County Fair, Pomona, on the Crafts midway, and the other in Texas.

> Following the Port Chicago explosion, when a quantity of ammunition being loaded for the Pacific battle theater was set off, some of the remaining circus equipment was sold to Jimmy Wood, who used it on the Yankee-Patterson Circus. Equipment was also sold to Martin E. Arthur, of the Imperial Exposition Shows, and the ill-fated Warner Bros.' Circus acquired trucks and wagons. Others buying were Clyde Beatty, who got the 40 by 100 top which he used for his pad room, and the Flying Dales, of the Clyde Bros.' Circus.

As always, the show's title has remained, Wach said, with his wife and their son, Charles (Buddy) E. Sparton V. Wach.

Aeros Garners Fair Biz in Berlin; Other King Bros.' Biz Units Set for Capital

BERLIN, Sept. 24.—Circus Aeros has opened in Koepenick, eastern suburb of Berlin, for a short run. Aeros is giving two shows daily, with a special show of vaude and circus acts, ending at midnight Saturdays. Show is playing to fair business but will pull out for Leipzig shortly to open its winter season on October 1.

Circus Barlay announced the opening of its winter season October 1 in its permanent circus arena in the center of Berlin and promises a good program of circus and novelty acts.

Since the blockade of Berlin was lifted, traveling has been less complicated, so circus and vaude acts, which are finding salaries low in the Western zone of Germany, are expected to head for Berlin this winter to pick up some Eastern marks, which have nearly six times the purchasing power of the Western zone marks.

Business in the Western zone is spotty, with the bigger and more modern circuses doing fairly well at some spots but finding the pickings meager at others. Smaller circuses managed to pull thru the summer without any failures being reported, but the winter season in the Western zone is expected to be a hard one for circus and vaude acts as the number of music halls and cabarets, which use such acts, has been steadily Billy Irwin, Capt. Harry Pickard's diminishing and prospects for work

Rain Hits Mills Beatty Cancels Albama, Ga. Stands; Moves to Texas

Clyde Beatty Circus moved into Texas after switching its route west from New Iberia, La., and serving notice that it would not play scheduled stands in Georgia or Alabama.

On three Texas dates, business has been average or better. Playing here Tuesday (20), show had better than a three-quarter matinee and capacity at night.

(19), while Nacogdoches, played Friday (16), gave with capacity night business, despite threatening weather, after a light matinee, due to rain.

Thursday (15), in Shreveport, La., show had a light matinee but a straw

Lost Big Top Pass Redding

Miss Sacramento Matinee

REDDING, Calif., Sept. 24.—Redding's chance to play to a one-performance date of Ringling Bros.' and Barnum & Bailey Circus here Sunday (18) blew up at the last minute because the big top failed to arrive until 6 p.m. As a result, the show canceled the planned night performance and moved to Sacramento where it also was necessary to cancel the scheduled matinee because of late arrival.

Show officials said the train carrying the big top was delayed en route

from Medford, Ore.

In the scheduled one performance in Medford Saturday (17), org drew a capacity house, aided by an air show celebration in the afternoon which brought in plenty of outsiders.

The two-day stand in Oakland, Calif. (20-21) gave with good business. Matinees both days were near capacity, with night shows registering capacity.

Continues Okay In Okla., Kan.

ENID, Okla., Sept. 24.-King Bros.' Circus continues to register good biz in Oklahoma and Kansas. Org had an overflow matinee and a full night house here Tuesday (20). In Alva, Okla., Monday (20) matinee was light but night crowd near capacity.

Medicine Lodge, Kan., Sunday (18), a one-performance stand, org drew near capacity. Pratt, Kan., skedded Saturday (17), was canceled when Cole Bros.' Circus announced it would show Sunday (25).

Matinee in Hoisington, Kan., Friday (16) was light, but night house was capacity. Hays, Kan., Thursday (15), gave with two strong houses.

Donovan Cole Legal Adjuster

GARDEN CITY, Kan., Sept. 24.-Fred H. Donovan, widely known among circus folk, said here this week that he had been appointed legal adjuster for Cole Bros. Circus.

Cole Bros. Scores In Scottsbluff, Neb.

SCOTTSBLUFF, Neb., Sept. 24 .-Cole Bros.' Circus hit the jackpot here Thursday (15) with two capacity houses. Following day at Sterling, Colo., it was a light matinee but a ORANGE, Tex., Sept. 24. - The at night, despite lack of advance strong night house. Alliance, Neb., gave with a full one at the matinee Two three-quarter houses were and near capacity at night. It was registered in Port Arthur, Monday the first circus to play Alliance since

> Leo Gindlesparger, 52, show roustabout, whose home is in Fort Wayne, Ind., is in St. Benedict's Hospital, Sterling, Colo., with a fractured leg, the result of a jump from one of the wagons while the show was loading.

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Joe Haworth Joins Dailey As Adjuster

Biz Continues Good

NEW BERN, N. C., Sept. 24.—Joe Haworth, for many years with Cole Bros.' Circus and for a time this season assistant to the manager and legal adjuster for Biller Bros.' Circus, joined Dailey Bros.' Circus here as legal adjuster.

Business for the Dailey org continues good. Playing here Wednesday (21), show had a strong matinee and a full night house.

One of the Dailey trucks, loaded with poles and stakes, crashed into a building at Fayetteville, N. C., Tuesday (20), as the truck was carrying equipment from the grounds to the train. The tongue of the trailer broke as the truck started up a hill. The building and trailer, plus its contents, were badly damaged.

Aided by perfect weather, Dailey scored with a full matinee and a straw to the ring banks Tuesday night (20). Wilson, N. C., played Saturday (17), proved a blooper, org getting only one house with two performances. Afternoon weather was okay

but it rained at night.

Dr. Manley Mathers Dies; Was Zoo Owner

MASON CITY, Ill., Sept. 24.—Dr. Manley B. Mathers, 60, veterinarian and owner of a private zoo near this city, died here Tuesday (20) of injuries received Tuesday (13) in a fall from a catwalk while inspecting new garage building.

Dr. Mather's zoo, started in 1936, was believed to be one of the largest private zoos in the country. He sold animals to nearly every well-known trainer in the United States, as well

as public zoos.

Survivors are his widow, Mrs. Iva Mathers; two sons, Meritt E., of California, and Kenneth L., Mason City; a daughter, Mrs. Marcella Loheide, Springfield, Ill., and a brother, Leslie E., Mason City. Burial was in Mason City Cemetery Thursday (22). Dr. Mathers was a member of Henry Kyes Tent No. 31, CFA, Springfield.

Federal tax on circus tickets can be expected to be cut just in time for nobody to be able to afford to go to one.

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Under the Marquee

Frank Braden, member of the Ringling Bros. and Barnum & Bailey Circus press department, is mentioned in Bess Furman's new book, "Washington Byline." Story deals with Braden's connection with the Norgan midget back in 1933. . . . The lion cub, recently given the zoo in Baltimore by William Hilgenberg, fireboard member, took a piece out of the hand of James Rison, promotion director for Polack Bros.' Eastern Unit, when Rison tried to hand the cub some food. . . . Allen Bros.' Wild West Show, recently organized by Charles Allen and Al J. Holt, is playing thru the cotton and peanut belt of Georgia to fair business despite rain. Visitors in Bluffton, Ga., were Doc Little Bear and family.

Some managers are so busy talking about the unprofessional opposition methods used by other shows that they don't find time to hear about their own.

Mr. and Mrs. F. O. Michaud and daughter, of Van Buren, Me., visited Capt. William Schulz's Animal Show in three Canadian towns, the last time in Cabano. Michaud reports, Schulz, 64, has played to good business and will winter in Vallee's Park on Lake Pulin, St. Benoit, Que. Show's staff includes Florian Vallee, associate owner, who also serves as manager; Ben Dulac, advance; Camille Baillargeon, announcer; Eugene Baillargeon, boss canvasman; Jean Rock Balis, treasurer, and Clarence Robichaud, assistant to Captain Schulz. . . . Capt. Eddie Kuhn Sr. reports that his 12-year-old son worked the entire season with him in his wild animal act on Rogers Bros.' Circus. . . . Ott A. Zange, Mc-Kees Rocks, Pa., motored to Mt. Pleasant, Pa., to catch Mills Bros.' Circus.

Polack's Seattle Run Even With '48; Final Day Strong

SEATTLE, Sept. 24.—Polack Bros.' Western Unit, on a seven-day stand here (12-18), about equaled last year's gross.

Friday night (16), org registered a turnaway in the 5,500-seat Ice Arena.

Seal Bros. Does Okay

CLOVERDALE, Calif., Sept. 24.— Seal Bros.' Circus drew a half matinee and three-quarter night house here Tuesday (20). Wednesday (14), in Corning, Calif., it was a capacity matinee but light at night.

Dressing Room Gossip Appears This Week on Page 58

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Rain, Polio, Tax Bump 12% Off Gross of Cincy's Conev

early prospects for a season that was during nine of them; thus taking a expected to be near the fine year re- hefty slice of the gross that may corded in 1948 and the banner sea- normally be expected. Schott said it son of 1947, three unfavorable factors-frequent rains on big days, a local polio scare in late weeks of the season, and the burden of the federal fected business may be seen in staadmissions tax—combined to reduce gross to a point that took business out of the "excellent" category for

Coney Island here. While 1949 business was not con- hefty nosedive the last four weeks. sidered bad, President and General Manager Edward L. Schott indicated that the unfavorable factors were sufficiently strong to reduce the gross by 12 per cent and attendance by 10 per cent. The drop-off in gross is what might be termed a loss of the "heavy sugar," Schott indicated, and represents the difference between a fair to satisfactory season and a big one. Per capita spending was 31/4 per departments. cent below the 1948 figure, indicating that there was no appreciable difference in public spending in this

Thus for the second year in succession Coney recorded a business decline, but the 1947 season can not be considered as normal, as it was sparked by the postwar spending boom and helped considerably by operation of the Steamer Island Queen from Cincinnati to the park.

That fall the vessel made its illfated excursion trip up the Ohio River and was lost to the Coney company in the explosion at Pittsburgh. Always a drawing card, the boat's demise was felt to some extent at the gate in the two succeeding years despite use of busses, and the loss may be felt for several more years, as Schott said no suitable river boat now in operation is for sale, and current construction costs make the building of another one prohibitive.

How the adverse factors affected business may be seen in figures the Coney prexy released to The Billboard:

In the season's 15 week-ends of op-

Bob-Lo Excursion Company Gets 382G for Detroit Land

DETROIT, Sept. 24.-Bob-Lo Ex-Company was awarded \$382,740 by Recorder's Judge Paul E. Krause Tuesday (13) for its property at the foot of Woodward Avenue, used in the past as the dock for boats sailing to Bob-Lo Park, accessible only by water. A bowling alley, restaurant and bar are included in the property to be taken over by the city for construction of a Civic Center. The T. H. Browning Steamship Company, Bob-Lo operators, will use another dock west of the condemned site.

Israeli Vets Plan To Build, Operate Nation's 1st Funspot

NEW YORK, Sept. 24. - Nahum Blaiburg and Jacob Skowronek, representing a group of Israel's disabled war veterans, are in this country to obtain equipment for the establishment of the first amusement park in that country.

The funspot will be established in Tel Aviv on five acres of land donated by the government. According to Blaiburg and Skowronek, all equipment purchased here will be especially exempted from the luxury taxes and import duties which would normally apply.

The group is interested in both kiddle and adult ride units. Upon completion the amusement center will be operated by disabled veterans, and of the war injured.

CINCINNATI, Sept. 24. - With eration, the park encountered rain seemed as tho rain fell every time a big event was scheduled at the park.

An idea of how the polio scare aftistics en Sunlite Pool. Up to August 10 the big plunge was ahead of 1948 figures, but with arrival of the disease in the area, receipts took a

Moonlite Gardens, Coney's swank dansant, normally a big revenue producer, experienced the biggest drop at the gate despite the fact that name bands were scheduled frequently as in the past. Schott blames the admissions tax for the decline.

Picnic business was better this year, said Schott, but its gain was not sufficient to offset declines in other

Top Features Lure Big Closing Crowds To Lake Compounce

BRISTOL, Conn., Sept. 24.-Special features brought good turnouts to Pierce & Norton's attractive Lake Compounce Park over the Labor Day week-end, with an estimated gate of 21,000 for the three days, which was on a par with last season's gate.

Outboard motorboat racing, in the afternoon, and dancing, at night, brought a Saturday (3) turnout of 5,000. Band concert Sunday afternoon (4) drew 10,000, while repeat concert Monday afternoon (5), plus dancing and fireworks at night, pulled 6,000. -

Russ Schurer's ork played to total of 1,546 dancers in the park's ballroom Saturday (3) and Monday nights (5). Since Easter the ballroom has been presenting name bands every Sunday excepting during the Labor Day week-end, when dancing was omitted Sunday night (4).

Who's Afraid of The Big Bad Wolf? Not Ben Sterling | Owsley Quits | Jantzen Post

CHICAGO, Sept. 24.—Ben Sterling, of Rocky Glen Park, Mossic, Pa., in answering a questionnaire sent out by The Billboard regarding the season's business, wrote:

"This is our 25th year at the park and it has been one of the greatest in history. Not, perhaps, the greatest has resigned, Harvey Wells, president, from the financial end, altho it was good, but the greatest in the number of persons entertained.

"We regret that the press and radio all over the country have carried so much gloom and, perhaps, made quite satisfied the end of the world is not coming and we are satisfied that as long as boys and girls have dates, get married and have children, these kids will want to come to our park, kids.

"The park owner who lies awake nights scheming to bring people into his park and treats them well, once they come, and sends them home happy, will continue in business and make a good living despite all the gloom."

Jones Beach Closes After Record Season

NEW YORK, Sept. 24.-Jones Beach winds up its season tomorrow night, having continued partial opregular summer operation ended.

brought large turnouts, 28,000 Saturday (17) and 32,000 Sunday (18) Jones Beach had already topped all Paul Drake Sparks Drive previous records for season attendance and good gates the past few weeks will swell the 681,000 increase over last year's mark that it chalked up between Memorial Day and Labor

Strolling Thru the Park:

Cohen Aiming for October 8 Bow Of His New Tucson Kiddieland

Sam Cohen, former Chicago merchant, hopes to have his new Kiddieland in Tucson, Ariz., ready for an October 8 bow. Located on East Speedway Avenue, the park will have several major kiddie rides, including National Amusement Device Company's Century Flyer, Allan Hersch-Ride and three-abreast Merry-Gorest rooms are completed. Cohen plans much fanfare for his opening and has invited Tucson's mayor and other city and State celebrities.

This is city's second Kiddieland The other is located on the northwest edge of town, on the Casa-Grande highway. Owned by Mrs. Ann Daugher e, it opened in August. Ride line-up includes a Lucas Boat Ride, National Amusement Century Flyer and Allan Herschell Merry-Go-Round. Additional rides are planned.

Ray Norwood, owner of Norwood's Recreation Park, Coulmbus, O. plans to spend between \$30,000 and \$40,000 on improvements next season, including additions to his Kiddieland and enlarging the picnic area. . . . Leo Haenlein, Zoo Park, Columbus, reports his spot had a satisfactory season. , . . Art Fritz, Chicago Kiddieland op, reports exceptional business with his new Diesel train, which he profits will be used for the welfare runs on the same track with his Wagner Steam Locomotive.

A. M. Brown, Buckeye Lake, O., bolstered his final weeks with a carnival night, featuring free caps, canes, free acts, not to mention special prices on various devices. It all added up to a business spurt. . . . Dick Macell's Kiddie Boat Ride, Kiddie Auto Intosh, Fair Park, Birmingham, reports he had an almost unbroken rec-Round. Refreshment building and ord of rain every Sunday this season. . . . George Whitney, Whitney's Playland at the Beach, was unable to attend the Pennsylvania and Toronto park confabs because of the illness of his wife, Daisey.

L. H. (Doc) Firestone, owner of Flint, Mich., Park, still is beaming over the success of his Labor Day picnic. He had Walter Reuther and Governor Williams as special guests. . . . Harry Stahl operated his Miniature Train at Michigan State Fair to good business. . . . Louis Slusky, Playland Park, Houston, plans to do much ride buying, reports have it, at the Trade Show during the outdoor convention in Chicago this winter.

Bill Schmidt, of Riverview Park, Chicago, plans to install air brakes admits business was down a bit at Riverview this year, says all that is needed is "more promotion, more economy of operation and greater week-end, despite the fact that holivolume, which will mean equal grosses, despite less per capita."

Dick Rand named director of activities-Harvey Wells will handle winter affairs

PORTLAND, Ore., Sept. 24.-R. W. Owsley, for the last two years manager of Jantzen Beach Park here, announced. No successor has been named.

Wells said that Dick Rand, promotion manager, has been named director of activities. Wells, park manager for seven years prior to 1941, and things worse than they are. We are president of the park since 1931, reported he would take an active roll in directing winter affairs of the park.

Jantzen is operating some rides and games Saturday and Sunday nights, at the time the ballroom is in action. and it's up to us to go out after these Sunday afternoon park features oldtime dancing.

Seaside Close Runs 25% Ahead of 1948

VIRGINIA BEACH, Va., Sept. 24. -John A. McLees, manager of Seaside Park, reports that the Labor Day week-end attendance there ran about 25 per cent ahead of last year. Saturday's (3) gate was estimated at 15,000, which was topped Sunday (4) by a turnout of 20,000.

Drawing was held for award of a new car, tickets for which had been given out at the various rides, games eration since September 11, when its and stands during the season. At least 200,000 tickets were in the bar-Good weather the past week-end rel when the winning number was drawn.

To Reopen Hermosa Pier

HERMOSA BEACH, Calif., Sept. 24.—Plans for the full-scale operation of the Hermosa Beach Pleasure Pier are being studied by the local Chamber of Commerce. Paul Drake, former Hermosa Beach mayor and past president of the Chamber of Commerce, is spearheading the drive for rehabilitation of the structure.

The pier, one of the last reinforced concrete piers on the Coast, has been shuttered three years.

Major Detroit Funspots Shutter Ahead of Schedule

DETROIT, Sept. 24.—Major Detroit parks closed last week-end. Earlier noise makers, midnight fireworks and plans were to remain open until the end of the month but cool weather, which set in right after Labor Day, hastened the shuttering.

Motor City Park, a Kiddieland operation, is remaining open for weekend biz, but officials report the last two Sundays have shown a 20 per cent decrease over the corresponding period a year ago.

Belmont Tabs New Gross, Gate Marks

MONTREAL, Sept. 24.—New gross and attendance records were set this year at Belmont Park, Rex D. Billings, general manager, announced after the funspot's Labor Day shuttering.

Gross jumped 9 per cent, aitho attendance was up only 1% per cent. The indicated increase in per capita spending probably stemmed from adon the Greyhound ride. . . Bill, who ditional earning units in use this scason.

A notable 40,800 paid admissions were registered over the Labor Day day crowds were held down by bad weather.

Kiddieland Op Cleared

COMPTON, Calif., Sept. 24.—Harry Mathews, operator of a Kiddieland here, was absolved of negligence in the injury of Donna Perron, three, who allegedly caught her hand in a wheel on the car ride. A suit for \$2,000 was brought by the moppet's father.

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144 'High St. Wareham, Mass

J. E. Drambour Dies in Brooklyn

(Continued from page 52) Agnes Quinn, and two brothers, Peter and Lester Drambour, of Brooklyn.

Funeral services will be held Monday (26) at 10 a.m. at the Edward Dunn Funeral Home here, followed by a solemn requiem high mass in St. Xavier's Church. Burial will be in St. John's Cemetery, Brooklyn.

Trained by Father Drambour had been active in outdoor show business for more than 35 years. His father, Commodore Drambour, one of the group sent to this country by the French government to erect the Statue of Liberty, remained to construct various outdoor entertainment units and it was from him that the son received his initial training.

Nearly every section of the United States and Canada contains examples of his building skill. One of his most notable achievements was the construction for Harry C. Baker, of Roller Coasters at the Golden Gate Exposition, San Francisco, and the New York's World's Fair in 1939.

He was superintendent for Ralph Pratt, builder of the original Dodgem, in Salisbury Beach, Mass. He later was associated with Jack Greenspoon, at Highland Park, Portsmouth, R. I., where he had charge of the Roller Coaster and a number of game concessions. He also operated games for Greenspoon on the Western Canada A circuit of fairs.

Built CNE Midway

The sparkling midway fronts at the Canadian National Exhibition, Toronto, generally conceded to be unsurpassed and the forerunners of a new vogue, were largely constructed by Drambour for J. W. (Patty) and Frank Conklin, fun zone contract holders.

He also did considerable building for Dr. Cooper, well-known Virginia park op, and supervised the construction of nearly all units at Lincoln Park, North Dartmouth, Mass., and the new Rocky Point Park, Warwick, R. I.

In 1947 he constructed the Funhouse and a Cuddle-Up at Ocean View Park, Virginia. He also rebuilt the race track at the Great Barrington, Mass., Fair and a dog track at Miami Beach, Fla. At one time Drambour also operated a box-making concern, Craftsmen's Guild, Inc., in Springfield, Mass.

Associated With Carroll

For the past year he was associated with Edward Carroll, owneroperator of Riverside Park, Agawam, Mass., and the Great Barrington, Mass., Fair. The refurbishing and rebuilding programs at these two spots provided year-around activity. Besides actively participating in construction programs, he was frequently consulted on an advisory basis.

In association with his brother, Pete, he built the new Seaside Park at Rockawar Beach, N. Y. Since last November he has constructed a new Coaster and an all-purpose stadium at Riverside Park.

He was a member of the National Association of Amusement Parks, Pools and Beaches and National

Showmen's Association.

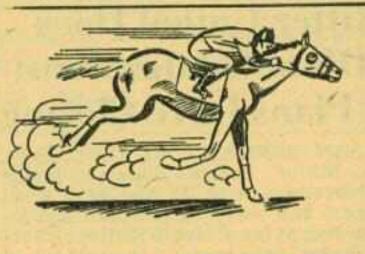
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At Salt Lake CHATTANOOGA, Sept. 24. — Battling unseasonably cold weather

Midway Gross Satisfies

SALT LAKE CITY, Sept. 24. -Concessionaires will reap a return of here. more than 18 per cent above all previous marks at Utah State Fair, which ended its nine-day run here today.

Art Teece, manager, Western Service Company, which holds the ex on all food and drink concessions, Thursday (22) said that the new record was practically in and that the increase tops the 1947 fair which was held in conjunction with the Utah Centennial.

Improvements in exhibits and fair features made for all-day attendance. As a result, food and drink money was well up above normal, even on comparative attendance. With practically a 10 per cent increase in attendance the concession receipts are expected to go nearly 20 per cent higher when final-day results are tabulated.

Holiday on Ice, occupying the coliseum with a \$3 top and slightly more than 3,000 capacity, played to turnaway crowds on all except opening night. Two matinees were scheduled, one for Sunday (18) the other for today. An amazing feat in a churchie town, the Sunday matinee played capacity. Today's matinee also was a sellout. By Thursday even standing room was gone for all night performances thru Saturday.

with assistance from other shows and were given the go-by because of the had more than 20 rides in his layout. chilly weather early in the week. It including three Ferris Wheels. Business was brisk, according to all indications. Young termed business as satisfactory, in contrast with the glowing reports of eat and drink concessionaires.

Gruberg To Pilot Road Org Again

NEW YORK, Sept. 24.-Max Gruberg, veteran carnival owner who retired from the road last year because of illness, this week announced plans to return to the field in 1950. Negotiations for the acquisition of an Eastern railroad show are under way, he said. If the deal falls thru he will purchase a truck unit, he stated.

Altho off the road for the past year, Gruberg has not been inactive since he had in operation a 10-unit Kiddieland at Long Beach, L. I.; an eight-unit layout in Philadelphia and seven rides at a Miami spot. He also owns and operates seven big units.

In addition to again being in excellent health, Gruberg said his reasons for returning to the carnival field were that he never lost any money in the business, even tho he operated thruout the depression, and that a sound enterprise coupled with good management would earn a lot of money in the next few years.

Plans Philly Preem

As in the past, he will again confine his activities to the East. Present plans call for an initial six-week showing in Philadelphia, even if he acquires a railroad org. Gruberg limited his carnival activities to Philadelphia lots after 1941 as a result of the war and, he says, earned a lot of money.

wife, Rae, will manage the permanent Kiddieland locations. All three sions. kiddie spots did excellent business this year except when polio interfered, Gruberg said. He recently purchased a new Kiddie Whip.

Eat, Drink Ops JJJ Battles Chattanooga Cold, Crafts Dips GetRecord Biz Yet Gross Holds to Small Drop First Half of

the first four days of the Chattanooga-Hamilton County Fair, Johnny J. Jones Exposition caught a winning Friday (23) and was within 5 per cent of the 1948 pace as it swung into the last day of the annual

Show caught a winner the week before at Tennessee Valley Agricultural and Industrial Fair, Knoxville, with final returns showing a gross on a par with that of the show that played it last year. Intermittent rain on County School Day prevented the establishment of a new record.

Knoxville Up to '48

Pat Kerr, manager of the Knoxville annual, and the Jones show management expressed complete satisfaction with the date's results. A slight newspaper blast on censorship action proved a boom to business, especially at Jerry Jackson's Hep Cat Revue. On the last four nights Jackson's outside man made only one bally each night, and the folks poured in over the platform on the natural to give the show its biggest stand of the season thus far.

Allen Gilbert's New York Follies racked up the top gross chiefly because Baby Dumpling, tassel-twirling dancer, made such a hit and the show was priced 20 per cent over Jackson's revue. Bonnie Lee's Desira also had a bang-up week, while Dick Best was all smiles when he recapped his business on the Freak Show.

Business for the shows here has Monte Young provided the midway, held close to the 1948 pace but rides

Ritter United Does OK at Celebrations; Plans Late Closing

SAN BERNARDINO, Calif., Sept. 24.—Ritter United Shows, playing celebrations only, is having a good season and will stay out until Armistice Day at least, Hollie Ritter, ownermanager, said here.

Days, Banning; 20-30 Club, Indio; Side Show, arrived safely.

CHATTANOOGA, Sept. 24. - | warmed up Friday (23) and the school kids hit the iron hard.

Local engagement closes tonight, with the org moving to Atlanta, where it opens a 10-day run at Southeastern Fair Saturday (30).

Fayetteville, Tenn., annual spurts final night - first days at Huntsville light

HUNTSVILLE, Ala., Sept. 24.—Two Southern fairs, the Lincoln County annual, Fayetteville, Tenn. (12-17) and the Madison County Fair and Tennessee Valley Exposition here (19-24), expected to add up to just fair business for the Dodson Imperial Shows when final figures are in.

The 30-mile jump here from Fayetteville was made without mishap and the shows were up well in advance of the Monday (19) opening. Kids' Day Monday was off and biz Tuesday (20) was light. Wednesday thru Friday things picked up and steady biz today may see the stand wind up okay.

At Fayetteville, the last three days enabled the shows to finish okay. Final night, Saturday (17), more than 11,000 persons went thru the gate. Crowds stayed until 1 a.m., giving

Bill Holt's French Revue and Harry Clark's Club Plantation topped the

Sunny Bernet, emsee of the grandstand attractions here, co-operates all the way with the midway by plugging shows and rides and getting his show over at an early hour. Nat Worman, lot superintendent, was forced to locate several attractions, including Zeke Shumway's Reptile Show, on the independent midway,

Bob Perry, Motordrome, reported in Fayetteville Thursday (15). Ray Show carries four rides and 10 con- Cramer, Side Show, arrived the day cessions. Sponsored dates in this before with his new trailer, following State coming up include the Ameri- a mishap which wrecked his other can Legion Festival, Colton; Pioneer trailer. Jack Schaefer, also of the

Two Spots Fair For Dodson Org

the midway a good play.

shows.

due to the small size of the lot.

Covered Wagon Days here, and a Visitors in Huntsville included Guy civic center dedication, Chowchilla. Dodson and Bill Carsky.

WOM Allentown Biz Light; Brockton Gross Hiked 18%

this week again cut into the midway takes of the World of Mirth Shows at the Great Allentown Fair. Seldom has this engagement been favored with ideal weather, and this year proved no exception as rain nixed Tuesday (20), Children's Day, and big Thursday (22).

Frank Bergen, general manager, and Bucky Allen, concession manager, are still hopeful that today's fair weather will result in a record crowd and top spending. Attendance thru Thursday was 20,000 under the 1948 figures for a comparable period.

Shows arrived here late Monday (19) from Brockton, Mass., where a near-record crowd attended the fair and spent on a plane that boosted the Gruberg will personally manage midway take approximately 18 per any road unit he acquires, while his cent over 1948. All units benefited, including shows, rides and conces-

The gross of the show's 11 kiddie rides was considerably aided when they were located in the fair's new Children's World, an area set aside opening-day play.

ALLENTOWN, Pa., Sept. 24.-Rain | especially for the small fry and containing both paid and free attractions. Also helpful to the midway gross was the fair's policy, inaugurated this year, of admitting children under 12 free each day of the engagement.

Rain Chases Patrons

The considerable rain encountered here has made it difficult to gauge the potential spending under favorable conditions. Patrons embarking on the midway have had to scamper for shelter at frequent intervals, and while this resulted in a big play for the exhibit buildings and sit-down games like bingo, it was detrimental to most midway units.

The org has been battling difficult rail moves for the past three weeks. The big opening Sunday crowds were missed because of a lengthy jump following a Saturday closing at Rutland, Vt. Shows go from here to the New Jersey State Fair at Trenton, which opens tomorrow. As many units as possible will be trucked into Trenton to catch a portion of the big

Pomona Date

Rides, Shows Down 25%

POMONA, Calif., Sept. 24.—Crafts Exposition Shows reported ride and show business about 25 per cent under last year here at Los Angeles County Fair as that event passed the half-way mark in its 17-day run which closes October 2.

Org is using four lighted entrances: 20 Big, Exposition, Combined and Kiddieland. The Velare brothers' double Ferris Wheel is spotted in one corner of the lot, opposite three officeoperated wheels. While that ride's take is below last year, Curtis Velare said its receipts were okay. He estimated he had 5,000 riders Sunday (18), the top day. His business started strong Friday, held up Saturday, and reached its peak Sunday. Monday and Tuesday were light.

Other rides include two Merry-Go-Rounds, two Rolloplanes, two Loop-o-Planes, two Auto Scooters, Cateroillar, Double Octopus, Fly-o-Plane, Pretzel Ride, two Tilt-a-Whirls, and a Rockoplane, operated by Bill Davis, and a Barrel Roll, operated by William Shepherd. Bill Meyer again has the kiddieland, with 17 rides.

Mixed business has been registered by concessions.

Penn Premier **Annuals Run** Hot and Cold

CARTHAGE, N. C., Sept. 24.—Lloyd Serfass's Penn Premier Shows, on the midway of the Carthage Fair, are running about 35 per cent ahead of the 1948 gross after a good take last week at Durham (N. C.) Fair, where the org supplied the fun zone for the

Previously, shows' fair dates ran hot and cold. The bottom fell out at two New York annuals, Batavia and Caledonia, and the grosses were off about 50 per cent. Huntingdon and Mansfield, Pa., were up about 25 per cent over last year. However, Port Royal, Pa., the shows' Labor Day spot, tumbled 40 per cent.

Part of the drop at Port Royal was partially blamed by Serfass on a mixed up grandstand show schedule which resulted in the midway getting a late blow-off crowd.

The Funhouse truck went into a ditch on the 500-mile jump to Durham, N. C., when the driver was blinded by the lights of an approaching car. However, the unit was ready to go Tuesday of fair week. The 1950 Durham midway contract was awarded Serfass prior to completion of this year's event.

Recent visitors included Charles Height, secretary, Golden Belt Fair, Henderson, N. C.: Robert Hawkins, secretary, Vance County Colored Fair, Henderson; Garland Moss, secretary. Chase City (Va.) Fair; Dave Ginsberg; Charles Leonard, secretary. Davidson County Fair, N. C., and officials of Lee County Fair, Sanford, N. C., and Lexington (N. C.) Fair.

Percell Shutters His Pioneer Shows

WAVERLY, N. Y., Sept. 24 .-Mickey Percell, owner of the Pioneer Shows, closed the org's season Saturday (17) in McClure, Pa. Run from McClure to winter quarters here was made without mishap. A crew will be kept here all winter repairing and rebuilding. Percell plans many additions for next season. Mr. and Mrs. Percell plan to winter at their ranch in Tueson, Ariz.

SAM HOUSTON WANTS FOR IMMEDIATE JOINING

MUSEUM FEATURES

Sensationally strong war-time salaries paid to those who can deliver. Opening in the heart of good old San Francisco, center of Market Street.

Can use strong drinkers who leave it alone. No old timers too old to make good with their old illusions, black art, etc. Good Magic, Punch, Sword Box—anything of the old school for the new generation. Want neat Glass Blowing and Flea Circus—would consider Hall of Science Annex or any sensational feature. Long season here, with others to follow. Address:

SAM HOUSTON

No. 972 Market St. San Francisco, Calif.

GREAT WESTERN SHOWS

OPENING SEPT. 26, PARIS, MO.

5 RIDES - 2 SHOWS

Our own GMC Diesel Light Plants. We have a strong route of good Cotton Spots and our Midway is open. Legitimate Concessions and Direct Sales, \$15.00 per week. Book now before we are full. Monroe McPeak wants Sium Skillo Agents, Steamer and Silm Shelton contact him.

ALL REPLIES: MANAGER

GRAND OPENING GREAT WESTERN SHOWS

Can place Fish Pond, Pitch-Till-You-Win, Cork Gallery, Balloon Darts, Hoop-La, Frozen Custard, Candy Floss or any legitimate Concessions or Direct Sales for \$15,00 per week. Also have all Percentage open: Mouse Game, Pea Pool, Beat-the-Dealer, etc. If you have the equipment, contact us. We carry 5 Rides, 2 Shows and at present have no Concessions booked, as we are just opening. Will book Grind Shows at 25% after tax. We have a good route booked in the Cotton Country of Southwest Missouri and Northeast Arkansas. Contact: MANAGER, Great Western Shows Paris, Mo., this week.

Mammoth Fall Festival

ROCKFORD, ILLINOIS

NOW BOOKING

Clean legitimate Concessions for Rockford, III., 7th St. Light Festival on the Streets, four days and nights, Oct. 5-8. We will have Ten Rides and Popcorn. No Bingo, Wheels, Laydown, Percentage or Mitt Camps. Celebration committees, Illinois and Indiana, have week of 95.3 still open for Rides.

JACK KELLY, MILLER AMUSEMENT ENT.

201 7th St.

Rockford, III.

MYERS SHOWS

Want Hanky Panks of all kinds for Rome, Oct. 3-8; Gainesville, Griffin, all Ga. spots. The best town in Georgia. If you want money, come on. Need Swinger and Bucket. Can use Monkey Show or Snake Show.

WILLIAM MYERS, MGR. Rockdale Park, Atlanta, Ga., Sep. 26-Oct. 1

CARNIVAL WANTED WEEK NOVEMBER 7

ANDERSON, S. C., COLORED FAIR

Address I. V. Hulme

D. REX BARNES

Wants to buy for cash First Class Monkey Show. Must be of futuristic design, complete and clean. No scurvy or ringworm monkeys considered. I use first class stock only. Reply

C/O GOODING
1300 Norton Rd. Columbus, Ohio

AGENT WANTED

For Shive Rack

Pine Bluft, Ark., this week; Texarkana and Minden, La., to follow. Four other Fairs.

MARTIN R. ROSE

c/o Snapp Greater Shows

Prell's World's Fair Shows

WANT FOR

UNION, S. C., FAIR, Week Oct. 3-8; CAMDEN, S. C., to follow

AND 8 MORE TO FOLLOW

WANT CONCESSIONS—Grab, Eating and Drinking Stand, Mitt Camp, Hanky Panks and Merchandise Wheels. Will book Derby Racer, Rotary, Age and Scales.

WANT Snake Show, Unborn, Wild Life, Motor Drome.
WANT Girl Show with own equipment. Jimmy Forenza, contact.
WANT to book or lease Tilt, Caterpillar, Rocket, Sea Cruiser, Pony
Ride, Whip or any ride that does not conflict.
Can use Ride Help on all rides. Semi Drivers given preference.

JOSEPH PRELL or MORRIS VIVONA
Henderson, N. C., this week; Union, S. C., to follow.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANT

Stanley County Fair, Albemarle, N. C., week of October 3rd

Merchandise Concessions of all kinds. Can place money-getting Grind Shows.

All fairs until the middle of November. All replies to Marks Shows.

Fayette, N. C., this week.

GRAND AMERICAN SHOWS

TEN RIDES, SHOWS, NEON FRONTS, THIRTY CONCESSIONS

Want Concessions, Hanky Panks, no grift, that work for stock. Come on. Want Fun House, Arcade, Monkey, Snake, any novel Show with own equipment. Will book Spitfire, Fly-o-Plane, Caterpillar.

Louisiana, Mo., thru Oct. 1; Cape Girardeau, Oct. 4-8; Portageville National Soybean Exposition, Oct. 11-15. Other spots South to fellow.

L. O. WEAVER, Mgr.

ORANGE STATE SHOWS

OPENING WINTER TOUR AT BENSON, N. C., FAIR, OCT. 10

With Jacksonville Disabled Vets' Fair, Gainesville Fair, Orlando Fair and Miaml, Fla., to follow. Out all winter.

Want a few more Rides with their own transportation; Shows with own outfits. Have complete outfit for Minstrel. Concessions of all kinds except Custard and Bingo. Like to hear from high-class Free Act. Teeter Sisters, wire. Want for my Key West, Fla., amusement park, open Dec. 1, a few more Rides and light Concessions. Those who answered last week's ad, wire again; correspondence lost. Wire

LEO BISTANY

CARE KIRKWOOD SHOWS, STATESVILLE, N. C.

CRESCENT AMUSEMENT CO.

WANTS FOR WALKER COUNTY FAIR, HUNTSVILLE, TEXAS, WEEK OCT. 3RD

Concessions—Novelties, Short Range, Hanky Panks. Shows with equipment—Snake, Monkey, Fun House. Rides—Kiddy Rides, Tilt. Spitfire, Fly-o-Plane, Caterpillar. Ride Help, come In.

L. C. McHenry, Mgr. CARTHAGE, TEXAS, THIS WEEK

LAST CALL—JAMES M. RAFTERY SHOWS—LAST CALL

Want for the Great Littleton Fair, Littleton, N. C.; Carteret County Fair, Beaufort, N. C.; Onslow County, Fair, Jacksonville, N. C.; Wilmington Gala Week, Wilmington, N. C.; Warsaw, N. C., Armistice Celebration to follow

WANT HANKY PANKS OF ALL KINDS OR ANY OTHER CONCESSION.

Want Agents for Blower, Skillo and PC. Dealers. Want good Ride Help at all times. JOHNNY RIDDICK WANTS MUSICIANS AND PERFORMERS FOR MINSTREL SHOW.

Contact this week, MRS. JAMES M. RAFTERY, Whiteville, N. C.

WILBER WOLVERINE SHOWS

Wanted for cotton country, out until Christmas.

Can use Concessions of all kinds. Owing to disappointment, will book small Merry-Go-Round.

We hold contracts for 7 Southern Fairs in Mississippi and Arkansas. All replies to

HENRY WILBER

204 No. Westnedge Ave., Kalamazoo, Mich.

Sleepy Johnson, Bus. Agent

WOLFE

AMUSEMENT

FAIR LIST

OCT. 3 TO NOV. 12

WILLIAMSTON, S. C. OCT. 3-8

McCORMICK, S. C. OCT. 10-15

GREENVILLE, S. C. OCT. 17-22

GREER, S. C. OCT. 24-29
SPARTANBURG COUNTY COL. FAIR

LINCOLNTON, GA. OCT. 31-NOV. 5

ANDERSON, S. C.

HOV. 7-12

Have Girl Show. Will place any Show with own outfit.

Will place one Kid Ride and one Major Ride, Rolloplane, Spitfire or Flat Ride.

All Hanky Panks open—Fish Ponds, Bowling Alley, Clothes Pins, Ball Game, Long and Short Range Lead Gallery, Hoopla, String Game, Custard, Floss and Count Store Agents.

WESTMINSTER, S. C., THIS WEEK

WIRES TO BEN WOLFE

Steblar Greater Shows

WANT
Greer, S. C., Sept. 26-Oct. 1; Enoree, S. C., follows. First show in five years. Mills working full time.

Want General Agent, also to act as Asst.
Mgr. Merry-Go-Round for balance of season
or any Ride not conflicting. Want Fish Pond,
Duck Pond, Penny Pitch, Cigarette or Lead
Gallery, Popcorn, High Striker, Hoop-La,
Balloon Darts, All Stock Concessions, \$15.00,
Shows with own outfits. Have for sale Cook
House Trailer complete, ready to go to work,
Address all mail to

J. G. STEBLAR ENGREE, S. C.

PERCY MORENCY

LET ME HEAR FROM YOU

JAMES E. STRATES

PETE ROSS

DANVILLE, VA.

Wants Agents for following: Alley, Skillo.
Rutherfordton, this week: Cherokee,
N. C., Fair, next, Wire

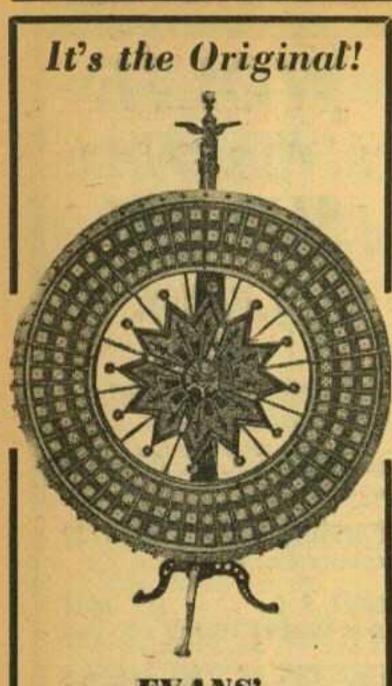
CARE W. C. KAUS SHOWS

RAY WHEELOCK WANTS

Boxers and Wrestlers for Athletic Show. Donnie Glover, come. Out all winter. Leone wants Skillo Agents. Junior Sable, Bing Crosby, Eddle Morgan, Slim Logan, will place you. Frederick; Okla., care Grand Union Shows.

Vogt's Southern Amusemen

Will book Popcorn, Snow, Floss, Lead Gallery, Photos. Fish Pond, Coke Bottles, String, Clothes Pin. Winter rates. Rides — Octopus, Tilt. Shows—Any kind Show except Snake. Allen, get in touch with DON VOGT, Grandfield, Okla.



EVANS'

The Finest Ever Made

Here's Chuck Luck in its most popular form! Richly ornamented and trimmed, Evans' Original Jumbo Dice Wheel has the extra. brilliant, irresistible flash that wins top takes every season, anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

H. C. EVANS & CO.

1528 W. Adams St.

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FOR THE MENTALIST AND MINDREADER Crystals, Psychic Tests, Spook Effects, Handwriting, Books, Astrological Readings, Charts, Codes, Sub-Miniature Radiophones, Palmistry, Hypnotism, Instructions, World's Jargest 164 Pg. Illustrated Catalog of Mentalism, P. P. 30e

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ELMHURST, ILLINOIS
"The Original Calliope Record"
Excellent list of old-time "Circus" and
"Carnival" tunes. Just the record for Midway; Bally, Sound Trucks or Merry-Go-Round. Break-resistant plastic. WRITE FOR FREE LISTINGS

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessuries available at all times. Mail orders our specialty Shipments made within 24 hours to all points In the U 5 A Write for free catalog 1920 Stewart Ave., S. W., on Highway 41' goins south Atlanta, Georgia Fairfax 2626

For three Fairs, beginning Tallahassee, Fla., week of Oct. 10; Quincy, Fla., week of Oct. 17; Live Oak, Fla., week of Oct. 24; Motor Drome or Fat Show, Route as follows: Lanett, Ala., Sept. 26-Oct. 1; Atmore, Ala., Oct. 3-8.

LEE AMUSEMENT CO.

WANTED

Popcorn, Noveity, Scales, Clothes Pin Pitch, Mitt Camp, Glass Pitch, Dart Game, or what have you? No flats.

THIESS UNITED SHOWS Black Oak, Ark., week of Sept. 26.

IMMEDIATE SALE

Due to Health COMPLETE UNBORN SHOW

Practically New, Especially Designed, Blue Ton, 25 Specimens, Caesarian Operation for Feature. \$1,200.00 for Quick Sale.

F. R. HETH-HETH SHOWS Carrollton, Ga., Oct. 5-10; then per route.

MIDWAY CONFAB

of the house trailer wife's hobby—the son. . . . Irene Hester closed her tour grapevine.

Martha Miller, well known in outdoor show circles, is still in Hot Springs, where she has operated the MacArthur Hotel for the past three years. . . . Clarence and Madge Thames, who closed with Prell's World Fair Shows recently, were tendered a party by showfolk friends in Rutherfordton, N. C., prior to their leaving for Mexico for an extended vacation. Arthur L. Martin accompanied them.

For some unknown reason, trash left on lots isn't unsightly if its left on the wrong side of the tracks.

T. W. (Slim) Kelley, Side Show operator on John H. Marks Shows, reports he enjoyed his biggest week of the season at the Mineola, N. Y., Fair. . . . D. D. (Deck) Dorton, last season a concessionaire with W. C. Kaus Shows, and a patient in a Black Mountain, N. C., sanitarium for almost a year, writes he will be there for some time to come. . . . Rosanne Earle has joined the staff of the House of Stapleton, Detroit, as office manager.

General agents like to rush to seats under office-wagon awnings to spare the owners the sight of an empty chair.

Shows recently were A. B. (Red) and Florence Cundiff, with cooknial State Fair, Detroit, Pinky Pep- father, Benny, and mother, Martha. per took delivery on a new car and . . . Concessionaire Carl (Red) Bar-

Neither tele or radio will take the place | left for Kansas State Fair, Hutchinof Indiana fair dates with Helen Barfield at Angola, September 6, and en route south stopped in Evansville, Ind., for a visit with her mother. While there she purchased a new car. She will make Southern fairs with her palmistry booth on the Lone Star Shows.

> Poor showman living in a wagon nowadays is an object of envy to the natives. as one who has solved the high rent problem.

Clifford's United Shows, newly motorized this year, with headquarters in Los Angeles, plans to establish winter quarters in Carson City, Nev. Org has been playing Nevada stands to good results. Reno invited the org back license-free, and Ed Beebe, press agent, said the shows repeated at Fallon, Nev., the week ending September 25 upon request. Shows carry nine rides, of which three are kiddie devices. . . . Personnel of the Penn Premier Shows receiving delivery on new cars includes: Jack Chickerelli, Jack Shore, Miles Detrick, and Mrs. Lloyd Serfass. Mrs. Serfass recently was in Sanford, N. C., to inspect the progress of the new home which she and her husband are building there.

Showman who ran the ad, "Bridge players given preference," believes in the Joining the George W. Nelson old saw, "All work and no play, etc."

Joe Pekoquin Jr., cycle rider with house, and Howard Kumalae, Girl L. Harvey Cann's motordrome on Show and concessions. . . . Walter World of Mirth Shows, suffered (Lee) McDaniles is in Veterans Hos- slight injuries at the Brockton pital, Mountain Home, Tenn., to un- (Mass.) Fair when his motorcycle hit dergo an operation. . . . The 20th an oil spot on the straight wall and Century Shows took delivery on an sent him tumbling to the bottom. Auto Scooter in Beatrice, Neb. Now | . . . Jackie Weiss has returned to in operation, the ride was purchased Miami (Fla.) University to complete from the Roll-o-Whirl Company. . . . his collegiate studies. This summer After playing the Michigan Centen- he again handled a bingo unit for his

SANFORD, N. C.

OCTOBER 3-8

WANTED

CHASE CITY, VA. OCTOBER 10-15

CONCESSIONS—Can place all kinds of legitimate Concessions: Age, Scales, Darts, Ball Cames, Hoopla, Hi Striker Glass Pitch and other legitimate Concessions. SHOWS-Can place Wild Life, Arcade, Minstrel or any Shows not conflicting. RIDES—Can place Spitfire, Ponies or Fly-o-Plane for balance of season. HELP-Can place reliable Ride Help in all departments who drive. Come on. ACENTS—Can place I reliable Wheel Man, also Skillo Agents. Address all mail and wires to

REMEMBER THESE TWO OUTSTANDING FAIRS WITH 4 MORE TO FOLLOW

Lloyd D. Serfass, Gen. Mgr., Penn Premier Shows

Lexington, N. C., this week; Sanford next. Remember we have 6 more fairs to go.

POSEYVILLE, IND., FALL FESTIVAL

ON THE STREETS

Sponsored by Kiwanis Club **OCTOBER 5-6-7-8** WANT STOCK CONCESSIONS AND SHOWS Rumble Amuse. Co., D. P. Rumble, Mgr.

AURORA, IND., THIS WEEK

P.S.: FOR SALE—Rides, bargain prices. 22 Ft. Smith & Smith Chairplane; 20-Car Allan
Herschell Kid Aufo; Loop-o-Plane without Motor, and Roll-o-Whirl.

AMERICAN FUNLAND SHOWS

WANT

Delphos, Ohio

Sept. 26-Oct. 1

For Chicot County Fair at Eudora, Arkansas, opening Tuesday, Sept. 27th, thru Oct. 1. And several more good ones to follow, including McGehee, Ark., plus choice Texas spots till late. Legitimate Concessions open except Bingo, Popcorn, Floss, Snow. Still dates \$15.00. Sell "ex" on Custard, Candy Apple, Novelties. Book Long or Short Range Gallery, Duck Pond, Slum Blower, String, Cig Pitch, Hoop-La, Watch-La, etc. Will place Diggers. Also capable Agents. Complete Athletic Outfit for capable operator. Gus Hansen, contact if available. Will book Roll-a-Whirl or any good Funhouse with transportation. Ride Help who drive semis. Will book Miniature Train and Pony Ride, Good proposition to capable Special Agent with car.

All Contact A. (Booby) Obadal, Owner

COMPLETE BINGO FOR SALE

16x40-5 Ft. Awnings, Anchor Blue Canvas, Seats 75, Portable Floor, Cable, Light Stringers. Bell Sound System, 4 Speakers, Reverse Blower, Velvet Background, Spare Top, complete with or without transportation. Priced right Contact

JOHN CHAPMAN **COODING GREATER SHOWS**

> Somerset, Ohio Oct. 3-8

Ironton, Ohio Oct. 10-15

FOR SALE

8 Car Octopus

\$2,000.00 Cash

BOX D-241

c/o The Billboard

Cincinnati 22, Ohio

CARY 3081

LARGE ASSORTMENT OF

PLASTER

25 CENTS AT SHOP

27 CENTS DELIVERED ANYWHERE

COSIMINI CO., Cary, N. C.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD. CHICAGO ILLINOIS

WANT GRAB OR TRAILER GRAB ORLANDO, FLA.

HOME SHOW, OCT. 3-9 Ex. for all food and drink

> \$50 plus 10%. Wire, don't write

> > E. PERLS

140 S. W. 12th St., Miami, Fla.

WANTED

CARNIVAL CONCESSIONS and RIDES

The Annual American Legion Carnival

Lake Geneva, Wisconsin, July 1, 2, 3, 4, 1950. What have you? Write COMMANDER

American Legion Post 24, Lake Geneva, Wis.

WANTED

Small town in North Carolina tobacco belt wants Carnival for any week in October this year, also desires to arrange for 1950 season, Contact

Mayor W. W. Morgan Middlesex, N. C.

22-UNIT DERBY-RACE

Sacrifice, \$3,000.00 Cost new this year \$4,500. Mounted in 23 ft. aluminum trailer. Good reason for selling. See at Caruthersville, Mo., Fair week Oct. 3.

L. A. KUEKER

915 W. 4 St.

Sedalia, Mo.

Nelson "Nickey" Wheeler

Please call your wife collect. Good news. Love.

Tallulah Hotel, Atlanta, Ga.



24" 30" 36"

for IMMEDIATE DELIVERY

WE ARE NOW SHIPPING

SEND FOR CIRCULAR! MORRIS MANDELL, INC.

26 East 13th St. (Dept. B) New York 3, N. Y. Phone ORegon 3-5912

RED WHITE

CONTACT ME IMMEDIATELY FOR FUTURE DEAL

SALLY RAND

C/O ENDY BROS.' SHOWS BLOOMSBURG, PA.

Palmetto Exposition Shows

Can place Concessions and Shows of all kinds. Need Slum and Ball Game Agents, also P.C. Agents for Over and Under and Pea Pool. John C. Trent, contact. Ridgeville, S. C., this week; Enoree, S. C.; Springfield and Pembroke, Ga., follow. All Fairs Wire

MILTON N. MeNEACE

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FOR SALE NOW

12 Cages, good healthy stock. Also will sell Monkeys Oct. 15. Mothers and Baby Baboons, Pigtail Apes and Javas and Rhesus. Can be seen with

Marks Shows, Fayetteville, N. C. T. W. KELLEY

WANTED TO BUY PARKER KIDDIE FERRIS WHEEL

Regardless of condition, for cash.

MICK SIGN CO. Salem, Oregon

Want Stock Concessions, Mitt Camp. Also want Shows not conflicting and Cotton Candy. Address:

Earle, Ark., this week.

low underwent several tests for an internal ailment while playing the York, Pa., Interstate Fair. . . . Phil Isser, a partner in the I. T. Shows and Carnival Shows operations, and Harry Sussman, secretary-treasurer of the orgs, visited The Billboard New York offices Wednesday (21).

On children's day the laughter of the kiddies would be more enjoyable if they brought a little spending money with them.

Lou Pease reports that he closed with his Girl Show on B. Ward Beam's Attractions September 22 and will winter in Ocean Park, Calif. Pease recently purchased a station wagon and house trailer. . . . Pete and Ethel Schuch, who completed a successful season with their Side Show and concession on the Crescent Amusement Company recently, are playing fairs in Mississippi. Lineup for their new Side Show includes Pete Schuch, front; William (Swede) Plank, No. 1 ticket box; Short Range Shorty, electrician; Butch Schuch, clown; Bobo Johnson, band; Cheeko, magic; Sarah Lu, mentalist; Jess Juanette, annex; Cherry Triplets, bally; Luther Smythe, candy pitch; Ethel Schuch, concessions, and Ray Barbu, business manager. . . . Ned E. Torti says that Leona Parker, wife of Robert K. (Diggers) Parker, is getting an Indian costume at the Parkers' summer home in Delavan, Wis., so she can wear moccasins back to Florida.

Ferris (Buster) Wilson, of Wilson Famous Shows, is in Methodist Hospital, Peoria, Ill., where he underwent surgery September 17. . The Morris Hannum Shows, which closed their season September 24, were the scene of a recent party in Pottsville, Pa., when Jack and Miriam Kelly hosted the personnel in celebration of their birthdays. A buffet was served. Guests included Mr. and Mrs. Morris Hannum, Mr. and Mrs. Maxwell Kane, Mr. and Mrs. Marshal Green, Mr. and Mrs. Paul Kelly, Mr. and Mrs. Patsy Roseana, Ralph Jacobs, Leola, David Blake, Don Ramsey, Lee Fowles, Frank Allegretti, Jerry Lipko, Johnny Watkins, Tod O'Hara, Pete Gallant, David McClure, Joseph Collins, Andy Bernard, Frank Keadle, Specs Clark, Mr. and Mrs. Bob Sendel, Norbert Odom, Cass Shottis, Donald Snyder, Buddy Anderson, James Richardson, Luckey Covington, I. W. Harding, Edward Mattson, Jake Hogan, Ruth Mattson, Charles Clarke, Barbara Mattson, Mr. and Mrs. Sears, Jim Garnison, John (Curley) Sinko, Ralph Craig, Paul (Red) Kraft, Mr. and Mrs. Lehman Moor, Walter Crean and Jay Nowakowski, Mr. and Mrs. Panizzi, Lady Wilma, Mr. and Mrs. Goldy Goltz, Bubbles LaVerne and Eddie Allen.

SHOWS WANTED

IRONTON, O. CENTENNIAL, OCT. 10-15

On the streets. The Greatest Celebration in Ohio this year.

DECATUR, IND., FREE STREET FAIR, OCT. 10-15

One of the Biggest

Can place first-class small shows suitable for streets. Must have good, attractive outfits.

CONCESSIONS AT IRONTON

Have a few good locations for legitimate concessions at this great centennial.

FOR SALE

10 CAR FLYING SCOOTER

New Type Cars, New Engine. \$5,500.00

NUMBER 12 BIG ELI WHEEL

1940 Model, Steel Base V Drive. \$6,000.00

LOOPER RIDE

1946 Model, Factory Overhauled, LIKE NEW.

\$6,500.00

ALL THESE RIDES IN SPLENDID CONDITION

RIDES AT LITTLE ROCK-Can Place: Dark Ride, Auto Scooter, Little Dipper or any ride not conflicting for ARKANSAS STATE FAIR, OCTOBER 3-10 inclusive.

Address all inquiries to

GOODING AMUSEMENT CO., INC.

1300 Norton Avenue

Columbus, Ohlo

Greater

WANT for the following outstanding spots: Childress, Texas, State Fair, September 26-October 1; Clovis, N. M., Cattle Congress (500 car loads of cattle), October 3-8; then the outstanding spot of the year-bigger than any county fair in Texas-Corpus Christi, Texas, downtown for 10 days, starting October 22. This is a "red one."

CONCESSIONS: Will book any legitimate Concession except Corn Game, Cookhouse. Grab. Popcorn. Apples. Floss. Lead Gallery. Have opening for Coke Bottles. Mug Outfit, Basket Ball, Fish Pond, String Game, Balloon Darts, Ball Games and Bottle Game. Also legitimate Stock Wheels. Joe Rosen, can use your Wheel and Gallery. Harold Hart, come on with your Race Horse Game. SHOWS: Will book Fun House, Animal, Wild Life, Mechanical, Snake, Illusion, Monkey. Milo Anthony, you can fill your sack here. RIDES: Will book Dark Ride, Whip, Caterpillar, Octopus, Wheel for Dual Wheels, High Ball, Mix-Up, Boat Ride and Buggy Ride. Starting at Childress, this show has 5 outstanding weeks left.

All replies: H. P. HILL, Mgr., as per route

This Is It-McAlester, Okla.-Look

GOLDEN ANNIVERSARY CELEBRATION, ON THE STREETS, IN THE HEART OF THE CITY. PRODUCING COMPANY WORKED ON THIS FOR OVER ONE YEAR. ADVERTISED BETTER THAN A CIRCUS. PAGEANTS-PARADES-FREE ACTS-STREET DANCE. ENTIRE CITY BACKING THIS CELEBRATION. OVER 100,000 PEOPLE EXPECTED. REPUBLIC PICTURES CORP. NOW MAKING MOVIE HERE. CELEBRATION STARTS THIS SATURDAY, OCT. 1, RUNS THROUGH OCT. 8, 8 DAYS AND NIGHTS. CAPELL BROS. SHOWS HOLDS EXCLUSIVE CONTRACT FOR ALL MIDWAY ATTRACTIONS.

Can place good clean Stock Concessions of all kinds for this date and 4 bona fide dates under strong auspices to follow. Wire quick for space. Place any Hanky Pank, \$17.00. Nicely flashed, capable stores, wire.

ADDRESS: DOC CAPELL, McAlester, Okla. P.S.: Humpy Ethridge Wants Help.

EEN CITY SHOWS

WANT FOR HEBRON, KY., FALL FESTIVAL, OCTOBER 5-6-7-8 4 BIG NIGHTS-3 BIG DAYS

All kinds of legitimate Concessions, especially want Cookhouse. One more spot on the streets and then closing Marengo, Ohio. Business Men's Fall Festival, Oct. 19 thru 22. Can use one or two Shows for these three spots. Address:

Curley Little, Queen City Shows XENIA, OHIO, THIS WEEK; THEN AS PER ROUTE.

GIRLS for POSING SHOW

WANTED

TALKER for POSING SHOW

MUST OPEN IN RICHMOND, VA., THURSDAY, SEPT. 29TH. Long season. Salary every week. Drinking not allowed while working.

RAYNELL

Girls: State age, height and weight. Wire: C/O CETLIN & WILSON SHOWS, RICHMOND, VA., UNTIL OCT. 8

AND 5 LOUISIANA BONA FIDE SAIRS—OUT TILL DEC. 15TH

Stock Concessions only Hoop-La, String, Age and Weight, Blower, Long Range, American Palmistry, Cigarette Gallery, Ball Games, Photos, what have you? Can use Grind Show, Mechanical, Big Snake, Wild Life, etc. Good opening for Funhouse. Second Men who can get them up and down. Free Gate all spots. No grift. Space limited. Wire quick. FLOYD O. KILE. St. Francisville, La., Sept. 26-Oct. 2; Verda, La (Fair), Oct. 3-8; Monterey, La. (Fair), Oct. 10-15; Colfax, La. (Colored Fair), Oct. 17-22; Kentwood, La (Colored Fair), Oct. 25-30. Save this list if you're coming south.

VANCE COUNTY CO! ORED FAIR, HENDERSON, N. C., WEEK OF OCTOBER 3
WANTED—Ball Games, Fish Pond, Duck Pond, Penny Pitch, Grab, Photos, Skillos, Wheels,
Pitch-Till-You-Win, Cork Gallery. All Concessions open except Bingo. WANTED—Side
Show, Plant Show, Colored Girl Show All replies to

GEORGE CLYDE SMITH SHOWS Rockymount, Va., Fair, this week; Henderson, N. C., next week.

BARNEY TASSELL UNIT SHOWS

Want for Two Tobacco Festivals, betfer than fairs, week Oct. 3, Keysville, Va.; week Oct. 10, Yanceyville, N. C .- Both right in town.

WANT ANYTHING WORTH WHILE, NO CRIFT OR PERCENTAGE. ADDRESS: THIS WEEK, BROOKNEAL, VA.

LONE STAR SHOWS

WANT FOR LONG LIST OF FAIRS IN GEORGIA AND FLORIDA

Hanky Panks, Jewelry, High Striker, Basket Ball or any Stock Concessions. Privilege \$26.00 through Fairs. Can use Ride Help that drive semis. Any useful show people contact.

Cedartown, Ga., this week; Vienna, Ga., next week.

WAR SHOW FOR WAR SHOW

THE TOP MONEY, ONE-WAGON SHOW, ON THE ROYAL AMERICAN SHOWS, HENNIES BROS.' SHOWS, JAMES E. STRATES SHOWS AND WORLD OF MIRTH SHOWS.

Will sell ONE Show Only, complete, except tent, which is the property of the Carnival Company . . . A GREAT SHOW for Man and Wife Operation . . . Low nut . . . Strong Book Inside Sale.

Show in Top Shape, with Wax Figures of Hitler and His Cang . . . Fine Collection of Naxi, Jap and Italian Cuns, Pistols, Flags, and Trophies.

SHOW IS BOOKED FOR 1950, BUT THIS YOUR OWN CHOICE

Show can be seen in operation on the above Shows en route NOW . . . Show cannot be delivered until close of present season.

LOOK IT OVER-THEN SEE ME FOR PRICE-YOU WILL GET THE BEST BUY YOU EVER HAD. Will gladly show you Books on Profit of Show.

Also can be seen at Texas State Fair, Dallas, Oct. 8 to 23

ADDRESS OF CONTACT:

NAT D. RODGERS

e/e Royal American Shows, Oklahoma City, Okla., Sept. 24-30, or per route for balance of season.

WGW

LA GRANGE CO. CORN SCHOOL, OCTOBER 4-8 LA GRANGE, IND.

One of Indiana's oldest, most reliable and best Street Fairs. If you haven't played this, you haven't played an old-fashioned lively street event.

Can place CONCESSIONS of all kinds. Space sold by footage and flat rate. Reserve your space now-Contact! W. G. Wade Shows, Kalamazoo, Mich., Fair, this week; Bronson, Mich., Annual Street Fair follows La Grange.

Want-AMERICAN LEGION CELEBRATION & FAIR-Want

OCTOBER 3d TO 8th, CRESTVIEW, FLORIDA

Want Grind Shows, Fat Show, Snake Show, Fun House, Mechanical, Monkey, Minstrel, Glass
House, Unborn, Penny Arcade, Motordrome. No Girl or Posing Shows.

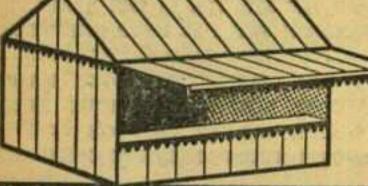
Want Concessions: Candy Floss, Clothes Pin Pitch, Watch-La, Age and Weight, Novelties,
Jewelry, Mitt Camp, Ball Games, Penny Pitch, Custard, Photo Gailery, Long Range Gallery,
High Striker, French Fries, Dart Game, other Hanky Panks that work for stock.

Ride Help, come on. Will place you. Office wants P.C. Agents and Stock Store Agents. Free
Act already booked. Five more Fairs to follow: Crestview, Fla., then the BIG ONE,
DE FUNIAK SPRINGS, FLA. ARMISTICE WEEK. Address all wires and mail to DE FUNIAK SPRINGS, FLA., ARMISTICE WEEK. Address all wires and mail to

KEYSTONE EXPOSITION CRESTVIEW, FLORIDA

P.S.: Albert C. Bartels no longer connected with this carnival.

ANCHOR TENTS



CARNIVAL TENTS SHIPPED WITHIN

AFTER ORDER RECEIVED! SLIGHTLY MORE TIME REQUIRED FOR SHOW TENTS WIDE SELECTION OF MATERIALS

AND TRIM

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

T-E-N-T-S

CARNIVAL, CONCESSION. CIRCUS. SKATING RINK Beautiful Colors-Individually Designed

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST

(Phone: Harrison 6867) KANSAS CITY 6, MO.

LAST CALL Big Elloree Colored Fair, Oct. 3 to 8, 1949

Want Grab Outfit or Cookhouse, Custard, Jewelry, Cork Gallery, Ball Game, Fish Pond, all kinds of Hanky Panks, P. C.'s, Over and Under, Pea Pool, Pan Game, Beat the Dealer, etc. All Concessions must work for ten cents. Positively no rackets or mitt camps. Write or wire

SCOTLAND RIDES

P.S.—Rides, Popcorn, Candy Apples and Bowling Alley booked.

BINGO AT LIBERTY

Beautifully flashed Bingo. Works for merchandise. Will book same on Show or Celebrations for rest of the season on percentage or flat rate. Will be at liberty after Oct. 9, 1949.

Contact HARRY WEISS, c/o HENNIES BROS.' SHOWS MUSKOGEE, OKLA., THIS WEEK.

SECOND-HAND SHOW PROPERTY FOR SALE

Marionette Show, 25 figures and animals with lot of props & costumes. Cheap. Send for details. \$58 Concession Tent 14x14. Four way bally cloth. \$20 Government Floodlight, holds 1000 watt bulb. Baby Show. 13 specimens in glass jars. Cheap.

WEIL'S CURIOSITY SHOP Philadelphia 6, Pa. 90 So. 2nd St.

Hanky Pank Agents commencing Muskogee, Oklahoma, Sept. 26-Oct. 1. Other fairs to follow.

> CHIFF BAMMEL c/o HENNIES BROS.' SHOWS

FROM THE LOTS

W. G. Wade

LUDINGTON, Mich., Sept. 24 .-Shows moved here from Petoskey, Mich. Fairs this year have been up and down.

D. Wade, general representative, bought a new Oldsmobile and left for the West Coast on a booking trip. Herman Weiner has a new Dodge truck, Brooks Johnson a new Cadillac and Harry (Tiny) Heller a new Ford. Fred A. Miller celebrated a birthday.

Lloyd Burge, Scooter, says Jack Daniels is getting it up and down in record time. Recent visitors were Don Nodari and Steve Yanush, formerly with the Tilly Shows, Paul Sprague of the Happyland Shows and W. O. King of King's Shooting Galleries. Buster Crossland is getting the equipment over the road in good style.

Ray Middleton joined with his Dark Ride and Glass House from Flint Park, Flint, Mich., and Mr. and Mrs. Art Putnam joined with their custard. Joe Hilton added a broom illusion and bagniper to the front of the Side Show. Mullens has fish now besides his French fries.

Nancy Slater has the root beer. Dick Eberhart put in a new lighting system on Harry Mamas's Octopus and Elsie Henry installed new lighting on the miniature train. George Foth, chief electrician, was given newspaper space recently on his 27 years with the shows and on the power consumption of the shows. Sammy Hanson keeps busy operating the searchlight. - WALTER A. SCHAFER.

Hill's Greater

SHAMROCK, Tex., Sept. 24.—All concessions, shows and rides reported good biz at the fair in Springfield. Colo. The Tilt-a-Whirl led the rides. followed by the Ferris Wheel, Spitfire, Merry - Go - Round, Flying Scooter, Rolloplane and three kiddie rides. McDonner's two girl shows paced the shows, followed by the Midget Show, Side Show and Congo the Man Killer.

H. P. Hill reported big grosses in Worland, Riverton, Newcastle and Sundance, Wyo.; Nisland and Rapid City, S. D., and Mitchell, Neb., the last-named a red one.

Max Levine, Billy Dixon, Whitie Dixon and Red Blakley purchased new trailers and C. O. Hill has a new Cadillac.

Blackie Murray joined with his glass pitch. In Rapid City, S. D., fire burned out one concession and damaged two others.

Mrs. C. L. Runnels celebrated her birthday. Recent visitors included Rex E. Elliot and R. D. Dowis.

Page Bros.

BROWNSVILLE, Tenn., Sept. 24 .-Shows closed a week's stand here this week. On the previous date. Hickman County Fair, Centerville, Tenn., business slightly off.

Bill Collier's Motordrome topped shows, followed by the office-owned Monkey Circus. Tilt-a-Whirl led the rides, with the Ferris Wheel and Shooting Star close behind.

Mr. and Mrs. Joe Robertson and son visited. Corporal Robertson, stationed at Fort Benning, Ga., was with the shows as a concessionaire before going into the army last year. Other visitors included David J. Huls, owner, and Linard Watson, of Bee's Old Reliable Shows. Org moved from here to Ashland City, Tenn.-W. E. PAGE.

Shan Bros.

SANDERSVILLE, Ga., Sept. 24 .-Org, under Owner-Manager Shan Wilcox, enjoyed a good week at Washington County Fair here. Show made the 412-mile jump here from Sevierville, Tenn., okay.

First half of the week was light, but final two days brought strong turnouts.

20th Century

BEATRICE, Neb., Sept. 24.—Shows came in here for a four-day stand (19-22), after closing Saturday (17) in Waterloo, Neb., another four-day stand. Waterloo date was just fair the first two days, but good weather brought out big crowds for Friday and Saturday (16-17).

Glen Gibson chalked up his best weeks in Waterloo with his 10-in-1. Gibson has enlarged his top and added acts.

Co-Owner E. D. McCrary returned from a business trip and reported ordering a new Scooter for next year. Date previous to Waterloo, the Northwest Missouri State Fair, Bethany, was a red one, especially for the shows.-FRANK GASKINS.

SHOWMAN'S HEADQUARTERS

BIRMINGHAM, ALABAMA

Comfortable, Convenient, Economical

W. T. WILSON JR. Manager

Burdick's Greater Shows

FAIR, week of October 10-15. Can place for best fair in East Texas, with three more fairs to follow. Rides of all kinds. Shows with own equipment. Concessions all open. No exclusive except Bingo, Sno Cone and Glass Pitch, which are sold, Can place Cook House or Grab-must be nest. Showmen and Concessionaires, come where cotton is really King this year and get your winter bank roll. Wire or write

IRA BURDICK BURDICK'S GREATER SHOWS 1503 N. 5th St., Temple, Texas (Phone 3151)

Or address as per route. P.S.: Want AGENTS for office owned concessions. No boozers.

"We're cutting grass, and that makes hay"

Want Novelties (account illness), ex. for balance of season. Hanky Panks, High Striker open. Shows - Motordrome or Monkey Drome, Colored Minstrel or what have you? Must have own transportation. Oxford, Miss., Fair this week; Marianna, Ark., follows. Get with a show that knows the spots and plays them. Contact

Dver's Greater Shows

American Liberty Shows WANT CONCESSIONS OF ALL KINDS,

will Book, BUY OR LEASE FERRIS WHEEL, MERRY-GO-ROUND or any Rides that do not conflict. SHOWS WITH OWN TRANSPORTATION,

25% to office.

HERMITAGE, ARK., FAIR, this week; then Fairs and Celebrations in the Cotton Country of Texas. Address: AMERICAN LIBERTY SHOWS

Hermitage, Ark., this week. Harry Lamon, Concession Manager

FOR SALE-REASONABLE

3 G. M. Diesel Light Plants, Six Cyl., 60 kw.-A.C., with Switch Boards, Super Rolloplane. World's Fair Popcorn Machine.

Downy Donut Machine, automatic.

A. J. KAUS Box 743, Carolina Beach, N. C.

CLEAN CARNIVAL, WEEK NOV. 7 TO 12. WAUCHULA, FLORIDA. Under Legion Auspices at Hardee County Cucumber Exposition. Legitimate Acts only. No Pyramids, Contact

> CARL HANNA Secretary

B. & H. Amusement Co. WANTS

Experienced Ride Help who can drive.

Contact

W. E. HOBBS Lynchburg, S. C., this week; Hemingway, S. C., next week.

PEPPERS ALL STATES SHOWS

OUT UNTIL FIRST OF YEAR. WANT FOR THE CENTRAL LOUISIANA STATE FAIR, ALEXANDRIA, LA., OCTOBER 4-9. THEN HOUSTON, TEXAS, AMERICAN LEGION MAMMOTH CELEBRATION SPONSORED BY 10,000 MEMBERS. TEN BIG DAYS AND NIGHTS INCLUDING TWO SATURDAYS AND TWO SUNDAYS, PUBLIC WEDDINGS AND MILITARY BANDS. THEN LA PORTE, TEXAS.

Can use Ride Men in all departments.

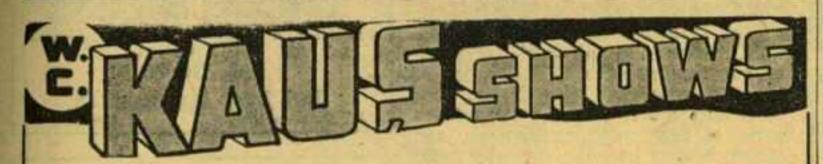
Concessions Wanted-A-I Cookhouse, must be clean and cater to Show People. Open midway for Hanky Panks and Grind Stores. Can use Agents for Pan Game, Hoop-La, Clothes Pin, Razzle Dazzle, Rolldown and Swingers, Also Bingo Relief Caller and Counter Help.

Want Shows-Will book Shows that do not conflict with what we have. Especially want Side Show, Motordrome and Minstrel Show.

The following people please get in touch: Paul Towens, Sailor Katzy, Lena Lopez, wire or call Johnny Reed.

Free Acts Wanted, Freddy Valentine, call Mike Conti, Woodcraft 6921; Night Number, Milby 6428, Houston, Texas. Selden the Great, Ricardo, if available weeks of Oct. 3-23, get in touch with F. W. Peppers.

All Shows, Rides, and Concessions contact JOHNNY REED, Mgr., playing this week, Natchitoches, Louisiana,



WANT

FOR CHEROKEE INDIAN FAIR, CHEROKEE, N. C., OCT. 3 TO 8 THIS IS THE BIG ONE

Concessions-Midway open for Hanky Panks and Grabs. Will book Spit Fire, Cat, Tilt-a-Whirl and Whip. Can place Animal Show, Wild Life, Monkey and Funhouse. Danny McNamee wants Acts for Side Show. Can use Dancing Girls, Trumpet and Alto Sax Player for Minstrel Show. All replies to

> WILLIE LEWIS, Business Manager, or RUSS OWENS, Manager Rutherfordton, N. C., this week.

MARION GREATER SHOWS WANT FOR

BERKELEY CO. FAIR, Moncks Corner, S. C., week Oct. 3 to 8 YORK CO. FAIR, York, S. C., week Oct. 10 to 15 CHESTER CO. FAIR, Chester, S. C., week Oct. 17 to 22 AIKEN CO. FAIR, Aiken, S. C., week Oct. 24 to 29

Will book legitimate Concessions for these outstanding dates. Attention, RIDE OWNERS: Will book Spitfire, Octopus, Tilt or any Flat Ride not conflicting. Attention, bHOWMEN: Can use 10-in-1, Girl Show Performers, or will book Girl Show for these dates and balance of season. All replies to

MARION GREATER SHOWS

Marlboro Co. Fair, Bennettsville, S. C., this week.

L. B. LAMB SHOWS

Want for following fairs: Alexander City, Ala., Valley Fair; Langdale, Ala.; Apalachicola, Fla.; Port St. Joe, Fla.; Panama City, Fla., and Marianna, Fla.

Concessions that work for Stock. Cookhouse and Grab open. Can use one Flat Ride, Tilt or Caterpillar. Al Alexander wants Ball Game and Hanky Pank Agents. All wire

L. B. LAMB SHOWS

Moulton, Ala., this week. Join Alexander City Monday, October 3.

GEM CITY SHOWS, INC.

QUACHITA PARISH FAIR, MONROE, LA., OCTOBER 3-8

CAN PLACE A FEW MORE LEGITIMATE CONCESSIONS. ADDRESS ALL WIRES OR COMMUNICATIONS TO

> THOMAS D. HICKEY, Mgr. EL DORADO, ARKANSAS

FOR SALE FOR SALE FOR SALE

LOOPER RIDE: A-1 condition with new type center unit, complete with the only trailer on the road to haul this ride in one load. All heavy parts handled by a special winch mounted on a trailer and can be set up with a minimum of help. Trailer alone cost over \$4,500.00 to buy and build. Ride and Trailer less than two years old. Price complete with Trailer, \$11,000.00. Octopus Ride: A-1 condition, completely rebuilt and rebushed this spring and has the latest style seats. Rides can be seen in Altoona, Pa. Would consider buying Show Fronts mounted on semis, if the price is right. Attention, Fair and Celebration Committees: Now booking Rides, Shows and Concessions for 1950 Have 15 Rides to offer. Will book all or part, depending on size of fair or celebration. Write on size of fair or celebration. Write

THOMPSON BROS., 2906 Fourth Ave., Altoona, Pa.

DICK'S GREATER SHOWS JACKSONVILLE, N. C. CAMP LEJEUNE

PAYDAY FOR 30,000 MARINES OCTOBER 3-8

WANT

WANT

RIDES-Rolloplane or Spitfire.

CONCESSIONS-Cookhouse, Custard, Long and Short Range Galleries, Hanky Panks, American Palmistry, Penny Arcade, Ball Games, Guess Your Age and Scales. A few choice Wheels open.

SHOWS-Any show with own outfit.

HELP-Ride Help, semi drivers, top salaries.

Roanoke Rapids Fair follows

OCTOBER 10-15

R. E. Gilsdorf, Gen. Mgr., Reidsville, N. C.

Jimmy Davidson, Business Manager

CENTRAL AMUSEMENT CO.

WANTS FOR BALANCE OF FAIR SEASON IN COTTON, PEANUT AND TOBACCO COUNTRY

Want all kinds of Grind Concessions, Custard, Penny Arcade, Stock and P. C. Can place Motor Drome. Will book Drome for committee money. Want Grind Shows. Can place Minstrel Musicians, salary out of office. Want Free Act. State lowest in first wire. Ride Help. Useful show people in all departments.

All contact SHERMAN HUSTED, Mgr.

Seaboard, this week, followed in succession by Jackson, Oct. 3-8; Scotland Neck, Oct. 10-15; Mt. Olive, Oct. 17-22, all North Carolina; then the great Loris Fair, Loris, S. C., Oct. 24-29; Andrews, S. C., Oct. 31-Nov. 5, and other proven fairs till Dec. 10.

P.S.: Note! The Bertie County Fair at Windsor has been postponed until November date due to breakdown of municipal light plants.

JACKSON PARISH FAIR, Jonesboro, La., Sept. 26-Oct. 1 AVOYELLES PARISH FAIR, Marksville, La., Oct. 3-8 NORTH LA. STATE FAIR, Ruston, La., Oct. 11-15 LA. DELTA FAIR, Tallulah, La., Oct. 17-22 CALCASIEU-CAMERON PARISH FAIR, Sulphur, La., Oct. 24-29

Want Tilt Foreman, Second Men for all rides. Shows with own equipment, have 100x40 Top with all equipment for organized Minstrel Show or similar show. Will book legitimate Concessions for La. Delta Fair only. Want organized Girl Show with own equipment. All replies

Four Outstanding Still Spots To Follow

ED GROVES

GROVES GREATER SHOWS, PER ROUTE



"HONESTY IS OUR POLICY"

Wanted for Athens, Ala., Colored Fair, only colored Fair in Northern Alabama, Oct. 3 thru 8. Concessions Wanted-Novelties, Long Range, Taffy, Carmel Corn, Jewelry, Hit-Miss, Sit-Down Grab, Glass Pitch, Penny Pitch, Over-Under, Big Six, Rat Game, Pan Game, Pitch Till You Win, Hoop-La, Watch-La, String Game, Bowling Alley, Bucket Store. Agents for Hoop-La and Bucket Store, office owned Shows-Colored Minstrel, must have own equipment; Monkey Show, Fat Show, Colored Girl Show with own equipment, or have top and banner for same. Rides-Rolloplane or Spitfire. All replies: JOHN PORTEMONT, Lexington, Alabama, this week.

WANT

WANT

WANT

MOOSE FALL FESTIVAL VAN BORN & TELEGRAPH ROADS (SUBURB OF DETROIT), OCT. 3-9. HANKY PANKS of all kinds-privilege \$20,00. Can place TILT. OCTOPUS, ROLLOPLANE Wire

Sammy Stone, Mgr., Royal Empire Shows PECK, MICH., THIS WEEK

SAMMY LANE SHOWS

"SWEETHEART OF THE OZARKS"

Can place for Eldon, Mo., Dairy Show and Fall Festival, Sept. 26-Oct. 1; then Steeleville Fair, Alton Fall Festival, then Arkansas—Monette, Leachville, Turrell, Marked Tree. Small Cook House or Grab, Milk Bottles, String Came, Cork Gallery, Custard, Root Beer, Ice Cream, Penny Arcade, Scales, Jewelry, Bumper, Clothes Pin, Huckley Buck, Bowling Alley, Glass Pitch. Agents for Penny Pitch, Ball Game, Pea Pool, Beat the Dealer.

ATLANTIC RURAL EXPOSITION

CARNIVALS

"Formerly Virginia State Eair

September 29 to October 8 Inclusive, Richmond, Va.

PIEDMONT INTERSTATE FAIR

October 10 to 15 Inclusive

CAN PLACE—All legitimate Merchandise Concessions and Eating and Drinking Stands for all Fairs ending the middle of November.

CAN PLACE-Hi-Ball Ride for long circuit of Class A Fairs.

All address this week RICHMOND, VA., FAIRGROUNDS

CETLIN & WILSON SHOWS



WEEK OF OCTOBER 3-8, THE GREAT GREENVILLE, N. C., FAIR-DON'T MISS THIS ONE

SOUTH BOSTON, VA., FAIR, WEEK OCTOBER 10-15-THE REAL ONE

CAN PLACE legitimate Merchandise Concessions, Eat and Drink Stands, for all Fairs; Novelties, Age and Scales, Photo Gallery. WANT SHOWS-Unborn, Midget. Funhouse, will finance any new and novel shows. WANT Jig Show and Girl Show. but must be up to the standard of this Show. Wild Life Show, good Wild Life territory; Monkey Show. CAN PLACE few major Rides. Ride Help of all kind. Truck Drivers preferred. Wire, phone or write

SAM E. PRELL, Prell's Broadway Shows Rocky Mount, N. C., Fair, this week; Greenville, N. C., Fair follows.

CAPITAL CITY SHOWS

Want for BARROW COUNTY FAIR, Winder, Ga., week Oct. 3-8; GWINNETT COUNTY FAIR, Lawrenceville, Ga., week Oct. 10-15; JASPER COUNTY FAIR, Monticello, Ga., week Oct. 17-22; BEN HILL COUNTY FAIR, Fitzgerald, Ga., week Oct. 24-29; DODGE COUNTY FAIR, Eastman, Ga., Oct. 31-Nov. 5; CRENSHAW COUNTY FAIR, Luverne, Ala., Nov. 7-12

Want legitimate Concessions of all kinds, Cookhouse that caters to show people. SHOWS-Wild Life, Monkey, Unborn, Snake, Mechanical City and Side Show. Will furnish Side Show complete with 110 ft. banner line to man who has something to put inside. Want Talker for Drome. Tommy Grey, contact. RIDES-Tilt, Roll-a-Whirl and Rolloplane. All replies to

J. L. KEEF

TRI-COUNTY FAIR, MANCHESTER, CA., THIS WEEK.

LAST CALL FOR

SOUTH LOUISIANA STATE FREE FAIR, DONALDSONVILLE, LA., OCT. 5-9, and FRANKLINTON, LA., FREE FAIR TO FOLLOW

Want Concessions that work for stock, especially games of skill. Want Derby Racer. RIDES-Want Spitfire, Rolloplane, Looper or C-Cruise. Especially want Dark Ride. Mr. Britt, please contact.

Address BUFF HOTTLE, Mgr., Oberlin, La., this week

HEADING FOR FLORIDA

Can place CONCESSIONS—Hanky Panks, \$21.00. Come on. Custard, High Striker, Novelties. Also few Grind Stores. SHOWS—Five or Ten-in-One, Giri Show or any Show not conflicting with Wild Life, Minstrel or Strange Pig. Must have own equipment and transportation. Want Performers and Musicians for Jig Show. RIDES—Set of Kiddie Rides. Mr. Lee, of Gibsonton, contact Harry Wilson. HELP on all Rides. THIS SHOW WILL POSITIVELY STAY OUT ALL WINTER. Address: JOHNNY J. CARUSO, Owner, HARRY E. WILSON, Bus. Mgr.; O. O. (BUD) POINT, Gen. Agt., Valdosta, Ga., this week.

From the Lots

Virginia Greater

SMITHFIELD, Va., Sept. 24. -Shows are here, after holding down the midway at the Tidewater Eight County Fair in West Point, Va., last week. This was the second year the fair has been held at the big municipal airport.

Monday (12) was washed out by heavy rain, but Tuesday (13) was okay and, as it also was colored school Children's Day, brought out a good crowd. Wednesday (14) was white Children's Day, with ideal weather and satisfactory business. Rest of the week the weather was fine, with attendance holding up satisfactorily and the midway doing fair business. Saturday (17), the final day of the fair, proved & winner, with the midway packed and all rides, shows and concessions well patronized.

Midway at West Point was laid out in good style by Manager Rocco Masucci, using the airport's concrete runway for the rides. C. Millar joined there to take over the Circus Side Show with a nice array of attractions. Quite a few new conce-sions also joined. Shows had the midway fence to fence, the fair management reserving only a few stands for local churches and women's clubs.

Visitors included Sergeant Burgess, of the Virginia State Police, friend of the Masuccis; Mr. and Mrs. Altaffer, of the Warsaw, Va., Fair, and Bill Sanders, representing his own tent and awning firm. William C. (Bill) Murray, general agent of the shows, spent a few days in the Carolinas in the interests of the shows .- H. W. (HAP) ARNOLD.

FOR SALE

OR WILL TRADE FOR WHAT HAVE YOU I Big Ell Ferris Wheel-No. 12-ideal for permanent location. Would like to trade for a No. 5. 1 Sunshine Streamliner Kiddle Train—1947 model—rebuilt engine—includes locomotive, 4 passenger cars, extra track and enough stakes and chain to make a suitable fence. First reasonable offer will be accepted. Write JOHN COSTA, 727 Charles St., Fall River, Mass.

WANTED

Few more Stock Concessions-Fish Pond, Hit & Miss, Ball Game, String. Need Cook or Grab Stand. Can use a few more Shows.

BURKHART SHOWS

Hoxie, Ark., this week; Gideon, Mo., Cotton Festival next.

HEART OF TEXAS SHOWS WANT

CARNIVAL SECRETARY

Will book Athletic Show, Snake Show, Fun House. Want Foremen for Merry-Go-Round and other Rides. Second Men on all Rides, must drive semis. Address:

HARRY CRAIG, Mgr.

Altus, Okla., this week; other good spots

All-American Midway Shows WANT

Concessions: Pop Corn, Snow Cones, Floss and all others not conflicting Shows of merit that do not conflict. Will be at Bingo for the balance of season. Will be out until Jan. 1 playing the Cotton till the snow flies. Contact

Herman Reynolds, Mgr. Wellington, Texas, this week; then Crosbyton

FOR SALE 88 PASSENGER MOON ROCKET

On Location in Riverview Park, Chicago. Good Condition. \$4,750.00

Bisch-Rocco Amusement Co. 5441 Cortage Grove

ARTHUR

Am waiting for you at Bootsies. Call Belmont 8697 or come.

WANT AGENTS

Will Place Two Bucket Store Agents

Little Rock, Ark., Livestock Show. Kokomo, come on. JACK SHEEAN

MACK HOGE WANTS

FOR DALE'S CIRCUS

Skillo Agents and Capable Outside, A. J. Harris, Columbus, Sept. 28; Macon, 29; Louisville, 30; Philadelphia, Oct. 1, all Mississippi.

FOR SALE DERBY—16

New Top, Frame and Seats. Price \$2500.00. Can be seen at Wood Hull, Ill., Fall Festival, Week Sept. 26. P. J. NELSON, c/o Gold Bond Shows

Want Stock Concessions of all kinds for Clay County Fair, Piggott, Ark., Oct. 5 to 8. Also want Stock Concessions for Number 2 Unit in Augusta, Ark., Oct. 3 to 8. Out till the snow flies. Address: MONETTE, ARK., THIS WEEK: PIGGOTT, ARK., NEXT WEEK

A. M. P. SHOWS

Want Concessions-Photos, Lead Callery, String Game, Fish Pond, 6 Cats, Diggers, High Striker, Glass Pitch, Swinger or any other non-conflicting Concessions. Want Ferris Wheel Foreman that drives semi. Bob Young, contact.

A. M. PODSOBINSKI

This week, Mayodan, N. C., next week; Hartsville, S. C.

FAIRS

FAIRS

FAIRS

WALLACE & MURRAY

Want for Wrightsville, Ga., Fair, Oct. 3-8; Swainsboro, Ga., Fair, Oct. 10-15; Warrenton, Ga., Fair, Oct. 17-22; Vidalia, Ga., Fair, Oct. 24-29; Ashburn, Ga., Fair, Oct. 31-Nov. 5; Mt. Vernon, Ga., Fair, Nov. 7-13, and two more good Fairs pending.
Want clean Cookhouse that caters to show people. Want Tilt Foreman. Must know the ride, as we pay top salary. Will book legitimate Concessions of all kinds. Mr. Davis, please get in touch with me. Flash Williams, get in touch with me.

This week, Waynesboro, Ga.; next week, Wrightsville, Ga.

American Legion Amusement

Center 190,000 prosperous soldiers and civs. 10 years' lease-contract. 7 days per week.

NOW have 8 Rides.

WANT Jr. Coaster, Hi-Ball, Comet, Scooter, Bubble Bounce, Tilt, Spitfire, Looper, Motordrome, Animal, Glass and Funhouse, Minstrel. Sayre and Pat Rapuano, answer. Skating Rink and Bowling Alleys, own tent or building. OPEN—Ex. Water Games, Ball Games, Bumper, Novelties, Arcade, Hankies. No gate, grift, passes or nudes. Dean Morrow, wire Ted Urquhart COLLECT. Ticket? Yes. Replies:

T. L. DEDRICK, Mgr.

PHONE 4687

FAYETTEVILLE, N. C.

914 HAY ST.

CENTENNIAL

ON THE STREETS

	Oct. 3rd	Oct. 4th	Oct. 5th	Oct. 6th	Oct. 7th	Oct. 8th
	Children's	Veterans'	Ohio	Governor's	Indiana	Mardi Gras
I	Day	Day	Day	Day	Day	Day

WANTED

FIREWORKS — STREET PARADES — CONTESTS — FREE ACTS
Write or Wire

C. D. Murray, Mgr.

W. G. Wade Shows, Unit No. 2

Kalamazoo, Mich., September 26-October 1.

ENDY BROS.' SHOWS

THE GREAT FREDERICK, MARYLAND, FAIR NEXT WEEK

ALL CONCESSIONS OPEN

PETERSBURG, VIRGINIA, WEEK OCT. 10TH

CAN PLACE FUN HOUSE, SPITFIRE, OCTOPUS.

TRAIN HELP WANTED

Address: BLOOMSBURG, PA., THIS WEEK.

INTERNATIONAL DAIRY EXPOSITION STATE FAIR GROUNDS, INDIANAPOLIS, IND. OCTOBER 8-15

THIS IS TRULY A BIG EVENT. THOUSANDS OF ADVANCE TICKETS SOLD.

Have opening for few more Game Concessions. Also want Photos, Age and Scales and Cookhouse. Can place SHOWS. Must be clean, Particularly want Funhouse, Motordrome and Monkey Show.

RIDES—Want Caterpillar, Looper or any two non-conflicting. Will start setting up Monday, Oct. 3. Address all communications to

TOM L. BAKER

2257 Madison Ave., Indianapolis, Ind.

Phone: CArfield 4584

JACK'S GREATER SHOWS WANT

For Pickens Co. Fair, Easley, So. Car., Oct. 3 to 8, the biggest middle fair in South Carolina; the one and only Aiken Co. Fair, Oct. 10 to 15, Aiken, So. Car.; with the Great Orangeburg Co. Colored Fair, Oct. 17 to 22; with all winter's work in Georgia and Florida. Can place Concessions of all kinds, Grab, Popcorn, Candy Apples, Floss, Diggers, Noveities, Ball Games, Glass Pitch, Fish Pond, Frozen Custard, Snow Balls, Pitch, Shooting Gallery, Skillo, Coupon Stores, Everything open, no exclusive. Want Musicians and Performers for Minstrel Show. Will book Girl Show with two or more Girls for balance of season. Have complete Side Show for party with some acts. Will book any Grind Show with or without equipment. All mail and wires to

FRANK HARRISON, Mgr.; TOMMY BUCHANAN, Bus. Mgr.

PAGELAND, S. C., THIS WEEK; THEN AS PER ROUTE.

ROGERS GREATER SHOWS

Want Concessions, Hanky Panks, Jewelry, Photo, Custard, Novelties, High Striker, Lead Gallery, Bingo, Popcorn, Snow Balls, Floss. Want Ride Help who can drive Trucks. Want Shows that do not conflict with what we have. Will book Octopus with own transportation, Address

W. J. WILLIAMS, MGR.

Huntingdon, Tenn., Fair this week; Alamo, Tenn., to follow. Then Into Mississippi Fairs.

FOR SALE

36' Al'an Herschell 3 Abreast. Loads on 2 ton Dodge with Hobbs Trailer. Both A-1 shape. No. 10 Wheel, mechanically good. 8 Car Kiddle Ride, new top. Both load on 2 ton Dodge, 32' trailer. Bomber Planes, International Truck. Show Tops, Concession Tops with Frames. Aluminum Fronts. 100 General Electric Transformer, Chevrolet Truck. Wiring, Junction Boxes, Everything v. Il be sold regardless of price.

O. E. THOMPSON, Ft. Gibson, Okla.

WANTED—PURVIS SHOWS—WANTED

For Powhatan, Va., Fair, Sept. 26-Oct. 1; Cumberland, Va., 5 County Colored Fair, free gate, Oct. 3-8; Jarrett, Va., Am. Legion Fair, on streets, Oct. 10-15; other good ones to follow.

Can place Bingo, Duck Pond, Hanky Panks, Hoop-La, Photos, Custard, High Striker or any Grind Concessions that work for IDe. No flats. Can place Sit-Down Grab and Palmistry. Ephraim Johnson and Larry, answer. Can place Ferris Wheel Foreman. Roby Johnson, get in touch. Susie Mace, get in touch. All mail and wires:

CECIL PURVIS, as per route

PAGE BROS.' SHOWS

Want for Cheatham County Fair, Ashland City, Tenn., this week, and Mid-State Fair, Columbia, Tenn., next week.

Hanky Panks of all kinds, Jewelry and Arcade. SHOWS with own outfits. Have Side Show and Girl Show equipment, want Manager and Acts for them. Must be first class. Address:

Ashland City, Tenn., this week: Columbia, Tenn., next week.

P.S.: Want Agents for P.C. and Hanky Panks, also Operator for Fun House,

BLUEGRASS SHOWS

Great Sand Mountain Fair, Albertville-Boaz, Ala., followed by Hartwell, Georgia, week Oct. 10 and two State colored fairs, Augusta, Ga., week of Oct. 17, and Sylvester, Ga.,

Fair, week of Oct. 24. All bona fide dates followed by long season South

CONCESSIONS

Legitimate Stock and Hanky Panks of all kinds, Cookhouse, Grab, Race Horse, Age and Scales, Palmistry or any legitimate concession.

SHOWS

Shows not conflicting with own equipment, Fat Girl, Midget, Snake. Especially interested in Fun House or Glass House.

HELP

First and Second Men on all major rides. Must drive and be licensed operators. Can place Boss Canvasman to handle front and tops

All address C. C. Groscurth, BLUE GRASS SHOWS
Jasper, Ala., this week; Albertville, Ala., next week.

WAR OF CHIE

Featuring FEARLESS GREGG Cannon Act Shooting Man Over Two Ferris Wheels

Want for now and all season of Fairs and Celebrations, including Police Festival, Sheffield, Ala., week Oct. 3d; followed by De Kalb County Fair, Fort Payne, Ala., and Alabama-Tennessee Fair, Ardmore, Ala., week Oct. 11. Show splits with six big Fairs to follow, including Dale County Fair, Ozark, Ala.

Can place now and balance of season legitimate Concessions all kinds, Short and Long Range Gallery, Novelties, Fish Pond, Bowling Alley, Darts, any Hanky Panks. Want capable Agent for Count Stores, Pin Store, Skillo. Get your winter bank roll on this routes. Want Shows with own transportation and equipment. Snake, Wild Life, Motor Drome, Iron Lung, Side Show; special deal to flashy Side Show. Mark Williams, Hoe Hilton, Mrs. Golden and others, wire. Want Girls for Girl Shows. Want Rides not conflicting, Spitfire, Octopus, Flying Scooter, Fly-o-Plane, or what have you? Must have transportation. Muck McLannon, answer. Want Foremen for Chairplane and Kid Rides. Can always use sober, reliable Ride Help that drive semis. All address this week:

H. B. ROSEN, Tuscaloosa, Ala., then as per route

WALLACE BROS! SHOWS

"America's Most Spectacular Midway"

WANT FOR BATESVILLE, MISS. (FAIR), THIS WEEK, AND THE FOLLOWING MISSISSIPPI FAIRS TO FOLLOW: GREENVILLE, ABERDEEN, CANTON, CLARKSDALE and JACKSON

Hanky Panks or any stock concessions.

CAN PLACE—Fun House, Motordrome and Wild Life Show.

WANT—Second Men on rides, and man for light towers.

All Address:

E. E. FARROW, Mgr. Batesville, Miss., this week.

WEEK OCTOBER 3 TO 8 INCLUSIVE

OTHER FAIRS TO FOLLOW IN MISSISSIPPI AND LOUISIANA-OUT ALL WINTER

WANT—Rides and Shows that don't conflict, with or without transportation. Especially want Tilt-a-Whirl, Looper, C-Cruise, Spitfire, Dark Ride and Kiddie Rides. Wild Life, Side Show, Unborn or other Shows with own outfits. Want Manager and People for Girl Revue, Posing Show and Minstrel Show. Have Wagon Fronts and Outfits ready to operate. Want Manager and Riders with Motorcycles for Silo Drome, Managers for Monkey Show and Fun House. Want Concessions of all kinds: Diggers, Mitt Camp, High Striker, Fish Pond, Photos, Scales, Age, Jewelry, Lead Gallery, Derby Racer, Candy Floss and other Hanky Panks. Want Penny Arcade and Novelties. Want Agents for Count Stores, PC, Dealer, Clothes Pins, Wheels, Six Cats, Ball Game and Hanky Panks, Frozen Custard. Man and wife manage Cookhouse and Grab outfit, Address

CHILDERSBURG, ALA., THIS WEEK; KOSCIUSKO, MISS., NEXT WEEK.

CUSTARD TRUCKS

FOR SALE

Two, with Electro Freeze Units, in A-#1 condition. Now operating, ready to go, \$2850.00 and \$3250.00. Reason for selling, have three units, keeping one. Can be seen at Bloomsburg, Pa., Fair, Sept. 26-Oct. 1, in front of secretary's office. Address:

GENERAL DELIVERY, BLOOMSBURG, PA.

FAIRWAY AMUSEMENTS

WANT IMMEDIATELY

First-class TILT FOREMAN. Must drive semi and have proper license. Top salary to top man. AMBITIOUS AGENTS for all office joints. Help in all departments. Come on. Out all winter.

C. A. BAIN, MINEOLA, TEXAS.

New York RSROA Meet Mulls | City-Sponsored Skating Clinic Newspaper, TV Promotions; New ASCAP Formula on Deck

Professionals Join With Operators in Huddle

NEW YORK, Sept. 24.—Main topics, Brown urged operators and pros to discussed at a joint meeting of metropolitan RSROA operators and their professionals, Thursday (22), at Roseland Ballroom were current newspaper and video promotions for the roller skating industry. Also, Victor J. Brown, chairman of the owners' group which had been carrying on negotiations with the American Society of Composers, Authors and Publishers (ASCAP), announced that a new formula for the nation's rinks would be forthcoming soon.

First promotion discussed was the Winged Skates Derby, now being conducted by The New York Journal American and department of parks.



PORTABLE SKATING RINK FOR SALE 100x40, located in Corpus Christi State Park overlooking the lake. 2,000 Acre Lake, good fishing, duck hunting, boating and swimming. Cool year round, never freezes 25 miles from Gulf 200,000 people within 30 mile radius. Wealthiest spot in Southwest Texas. Permanent location if desired. Rent. \$63 00 per month, including light and water No. 1-Maple Floor, 11/4 in., good shape. Top-5 months' old, rope reinforced, Masco P.A. System, 150 pair Chicago Rink Skates, Kelvinator electric drink box. This Rink is in good condition and operating to good crowds. Best skating season, October thru

A bargain at \$5.500.00, Terms, \$2,000.00 cash, \$400.00 per month or will take 1/2 gross cash receipts as payments.

B. T. FRANKLIN c/o Lake Corpus Christi Mathis, Texas

STEEL CASES (Metal Over Wood)-Assorted color combinations. Finest made. \$29.64 Doz. Sample, \$2.47. ALLALUMINIUM CASE—"The Featherweight Champion." Light, sturdy with satin finish. Former OPA celling, \$6.50. NOW \$37.80 Doz. Sample \$3.15. L. & L. PRODUCTS Chicago 26, III. 7019 Glenwood St. Distributors of Heiser Products, Skating Rhythm Records, Champ Brakes, Pro Tek Toe Stops, Rawson Books, Skaters'
Jewelry, Floor Brushes, Skate Wheel
Grinders, E-Z Roll Wheels, Laces,
Sticker etc. Write for Price List

if you sell them plenty of

you can forget about the excise tax.

RAWSON ASSOCIATES Box 310, Asbury Park, N. J.

FOR SALE PORTABLE RINK

120'x50' first grade Maple Floor and Tent used two months. Will sell with or without equipment. Also 27' Travelite Delux Trailer. Everything ready to take south. Write or Wire

HERBERT A. YOUNG General Delivery, Manchester, Maine

tender full support to the derby and to lend it a helping hand whenever called on. He reiterated that the amateur status of RSROA amateurs entered in the event was fully pro-

Stated Brown: "This promotion, with its 10.000 entrants, fosters street skating and this is good, because it is from the ranks of street skaters that most of our patrons eventually come."

It was announced that the Roller Carnival, to be sponsored by The New York Daily News and sanctioned by the RSROA, was still in the blueprint stage, but that elaborate plans were being worked out and that, when publicity broke soon, RSROA offices would be opened in the News Building to handle entries and other details.

A major portion of the conference was given to the WPIX-TV series of roller revues, slated to begin at Eastern Parkway Rollerdrome, Brooklyn. October 16.

Brown stressed that professionals were the real keys to its success and he urged that they co-operate to the utmost for the good of the entire industry.

Al Lawrence, WPIX special events director, repeated his statement of the previous meeting that all shows must be of professional caliber, fast moving and entertaining. He told pros that they must familiarize themselves with video techniques which, in many cases are totally different from those employed in production of ordinary rink shows. For one thing, he said, there can never be a dead screen. The exit of one act must coincide with the entrance of the

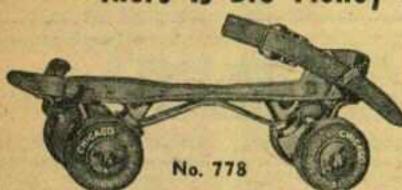
Starting October 16, the TV series from Eastern Parkway is slated to run 39 Sunday evenings. Plans call for productions of 30 to 40 minutes.

Operators and managers present were Victor J. Brown, New Dreamland Arena, Newark, N. J.; Irving Jacobs, Mammoth Gardens, Denver: Joseph Seifert and Carl Carlson, Bay Ridge, Brooklyn; Louis Brecker and George Mortimer, Gay Blades, New York; Frank Negri and Eddie O'Neill Hillside, Richmond Hill, N. Y.; Emil Lence and Roland Cioni, Eastern Parkway, Brooklyn; Ben Morey Riverview Beach Rink, Pennsville, N. J., and Eli Skating Club, New Haven, Conn.; William Mishkin, Riviera Park Rink, Belleville, N. J. Arthur Litzenberger and Mary Haller, Crystal Palace, Philadelphia; Edward LaVenture, RSROA president; William Kaster, Wal-Cliffe, Elmont, N. Y.; Nat Steinberg and Ben Glass, Queens, Elmhurst, N. Y.; Bill Junda, Shore Rollerdrome, Neptune, N. J. Dave Sternberg, Playland, York, Pa., and Bill Opatrny, Empire, Brooklyn.

Professionals on hand were Jim and Millie Ferris, Bay Ridge; Cliford Wilkins, Queens; Ruth Robinson, Neptune; Jack Cleary, Wal-Cliffe, and Herb Wilson, Gay Blades.

Irwin Rosee was there for the Roller Skating Institute of America, and Bill Love represented the Journal American and The Billboard.

-There is BIG Money in a ROLLER RINK-



Properly Managed and Equipped With the Best Rink Skates. Ask Us

Write us for Booklet No. 6 on Success-

Recent improvements in our Skates

CHICAGO ROLLER SKATE CO. 4427 W. Lake St. CHICAGO, ILL.

Manufacturers of All Kinds of Roller Skates

Clicks at Santa Paula Rollery

Of benefit alike to the roller rink in which it was held and to Santa Paula juveniles, a 10-week skating clinic, sponsored by the city recreation commission, was recently completed in Santa Paula Roller Rink, operated by Mr. and Mrs. Guy Wood.

Success of the program has been two-fold, according to the Woods. (1) By throwing its doors open to the promotion, the rink has been instrumental in developing skaters and impressing upon a large number of people the advantage of roller skating. The Woods believe that many of the children who participated in the clinic will become regular patrons of the rink in months and years to come. (2) The children have benefited by of good skating so that they can get the maximum enjoyment out of skatthe rollery.

In operation here a little more than | tendance. A skating entertainment a year, the rink has been quite popular offered by each class was enthusiasas a meeting place for parties, par- tically received by a large audience ticularly school class affairs, Mr. and of parents and city officials.

SANTA PAULA, Calif., Sept. 24.— | Mrs. Wood said. However, skating was more or less a side issue and the novelty of such parties was beginning to wear off, they report. Thus they hit upon the idea of mass-education in skating to hypo the box office. Results have been most gratifying, said Mrs. Wood, who directed the classes thru the summer.

> Each week separate classes for boys and girls seven to 15 years old were held as a physical education program of the city. The classes included exercises in posture, balance, music tempo, rhythm in skating, skate mechanism, roller rink etiquette and fundamentals in the art of plain skating, followed by a half-hour practice period in skating under the supervision of Mrs. Wood.

As a finale to the program, a skatgaining a knowledge of the rudiments ing party was given for all children who had registered for the program. Gold skate pins, presented by Mayor ing instead of creating a nuisance in Fred Ireland, were awarded those skaters who showed regular class at-

Pennsy RSROA Talks Video, Co - Op Buying, Press Drive

co-operative buying plan of the Roller Skating Rink Operators' Association tion that flowers be sent each week (RSROA), telesivion shows which are to Pete Weakland, Coliseum Roller to be broadcast each Sunday night | Rink, Greensburg, who is ill in Westby WPIX, New York, beginning Oc- moreland Hospital of that city. Weaktober 16, and means by which rinks may raise funds to pay their share of the industry's national advertising a "get well" card to Weakland. campaign were principal topics of discussion at the quarterly meeting of the RSROA Pennsylvania chapter, held Monday (19) in the Harrisburger Hotel here, reported K. D. Strayer, chapter secretary and operator of Skateland, Johnstown.

Attended by 28 people, including representatives of two supply houses and three guests, the meeting was called by President Cecil Milam, of Arena Recreation Center, Washington. Pa. Following a reading of minutes of the last meeting held in Riverside Stadium, Washington, D. C., during the national convention, Secretary Strayer read the financial report which showed a balance of more than \$1,000 and no obligations.

A margin of one vote gave the upcoming State RSROA competitions to A. L. Runk's Capitol Roller Rink, Harrisburg. William T. Guseman's Melody Roller Rink, Uniontown, was a strong bidder for the contests. Following the vote, President Milam appointed a committee to aid the Capitol management in the conduct of the meet. It is composed of James V. Hoare, Rainbow Rink, Mechanicsburg. chairman; A. P. Fisher, Lemoyne, and Pop Wolf, Ringing Rocks Park Rink, Pottstown.

Stephan Gray, operator of the Rollerdrome, New Brighton, was voted

COMPLETE PORTABLE RINKS SECTIONAL RINK FLOORS Oldest Manufacturers of Rink Equipment BILT RITE FLOORS & RINKS

430 S. Vine, Tyler, Texas

THE PLASTIC RINK SURFACE Write

PERRY B. GILES, Pres. Muskegon, Mich. Curvecrest, Inc. Originator and Sole Distributor

HAMMOND ORGAN AND SPEAKERS FOR SALE Hammond Organ, Model CV, 11/2 years old, 4 Speakers in perfect condition for sale at CO-ED.

ROLLERDROME

20 Griggs St. Aliston 34, Mass. May be seen in Hink.

HARRISBURG, Pa., Sept. 24.—The, into the chapter by the membership. Members also approved a suggesland is a charter member of the chapter. Members also signed and mailed

> It was also decided to mail each member, within the next few weeks, a complete copy of chapter by-laws so that all members may be familiar with ideals and aims of the chapter.

> After completion of formal business discussions were held on various phases of operation, including plastic floors, programs, skate dancing, shows, music, professionals, and schedule arrangements.



New and Used Rink Roller Skates Advise Make, Size, Condition and Quantity

JOHNNY JONES JR. Agents for Chicago Rol'er Skates 51 Chatham St. PITTSBURGH, PA.

SKATING Gilash BOOTS

\$10.00 will buy our new Men's and Women's Pro Boot. For twelve pairs or more you may deduct 5%. Check must accompany orders. This is the buy of the year.

GEO. GILLIS SHOE CORP., Fitchburg, Mass.

FOR SALE

NEW FINNEL SCRUBBING MACHINE With Pick-Up Attachment. Reasonable to quick buyer. Write to

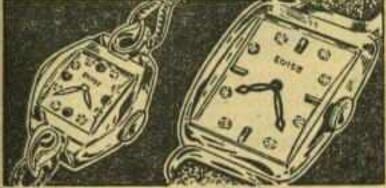
WOODSIDE ROLLER RINK HONEY GROVE, PENNA.





Sparkling, brand new case. A fast mover-Expansion Band included - Works rebuilt with precision accuracy

7 JEWELS - \$11.95 15 JEWELS - \$12.95 17 JEWELS - \$13.95



Ladies or gents 7 Jewel rhinestone dial reconditioned watches, \$7.95. Ladies or gents 15 jewel, rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of

25% deposit on all C. O. D. orders.



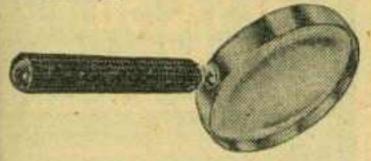
IMPORTERS 182 S. MAIN ST. MEMPHIS, TENN.

POWERFUL READER MAGNIFYING GLASS

DOZENS OF USES

SEERITE READER SET

All high-power perfect lenses, assembled in highly polished aluminum rims and black bakelite handles; chrome plated ferrules and end caps.



SIZES 21/2" 31/2"

Minimum Order 1 Dox, of Same Size or Assorted Sixes. Check With Order.

SEE OUR COMPLETE DISPLAY OF NOVELTIES WHEN IN COLUMBUS

FORCHHEIMER CO. 520 N. Park St., Columbus, O.

FOR IMMEDIATE DELIVERY HIGHLY POLISHED . ELECTRO PLATED . IDENTIFICATION BRACELETS . from \$14.40 Gross and Up PINS • GUARD PINS • FOBETTES • from \$9.00 Gross and Up WRITE FOR CATALOG NOW (STATE BUSINESS) 25% Deposit With Order, Balance C. O. D. SEND \$5.00 FOR SAMPLE ASSORTMENT risco Pete 604 W. LAKE ST.



Genuine Latest Styles

FUR COATS JACKETS AND SCARFS!

\$5.00 business for yourself! Big profits! Buy direct from reliable wholesale firm latest 1950 style Fur Coats! All sizes and colors. If not satisfied money refunded within 3 days! Wire or write today for free price ROSE FUR CO., Dept. P-23 New York 1

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All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office 2160 Patterson St. Cincinnati 22, early in the week

acts, songs &

POSITIVE SHOW STOPPER!!!-MC'S, COMics, Song Stylists, Bands; rush \$1 for your copy of new sensational "Five Foot Two, Eyes of Blue" Parody; this can be used anywhere! Writers Mart, Box 575, Hollywood, Calif. oc8

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1949 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif. oc22

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B South Homan, Chicago 23.

"LET GEORGE DO IT"-SUREFIRE ORIGINAL Jokes, Wisecracks, Anecdotes; send for your copy today, \$1. George A. Stock, McHenry,

MUSIC PRINTED - 200 PROFESSIONAL copies, \$20; 1,000 copies in color, \$70; re-cordings made. Urab BB, 245 W. 34th St., New York. Stamp (booklet). ocl

"A SENSATIONAL TALKING XMAS CARD" -Pull tape and card will clearly say "Merry Christmas"; real money maker; retails only 25e; send 25e for sample and prices; don't delay; representatives wanted everywhere. Minas Mfg., 2003 Main St., Santa Monlea, Calif.

A WINNER FOR NOVELTY AND SOUVENIR shops—The famous cactus type Mexican style Rayon Lace Scarfs, 54x52, \$13.50 doz.; available in black, white, blue or pink; six assorted samples, sizes and colors, \$5; Mexican bullfight design Lace Handkerchief, 10x10 inches, \$12.50 gross; 6 assorted colors; sample dozen, \$1.50; all prices F. O. B. Los Angeles. Sorry, no catalog order from ad. Cactus Textile Creations, Box 3163, Terminal Annex, Los Angeles 54, Calif.

ABALONE PEARL SEA SHELL JEWELRY-Italian Sea Coral Jewelry, Italian Inlaid Mosaic Jewelery, Florentine Novelty Spoons from Italy; Tropical Souvenirs, Novelties. Joseph Fleischman, 1535 Broadway, Tampa, Fla.

AGENTS-YOUR OWN BUSINESS; BUY DI-rect at wholesale; modern plastic line; 25 items: Raincoats, tablecloths, etc; big profits, Carwell, 6828F South Chicago Avenue, Chicago

AMAZING OFFER-\$40 IS YOURS FOR SELL-ing only 50 boxes Christmas Cards; also 50 and 25 for \$1 with or without name; free samples; other boxes on approval, including entirely new, different de luxe assortment with feature television card; cute plastic assortments; write today; it costs nothing to try. Cheerful Card Co., 927 White Plains, N. Y.

ARISTOCRAT POCKET WATCH-INTRODUCing silver color sunburst dial; retails, \$3; sample for resale, \$1.48 c.o.d. United Watch Wholesalers, Saint Cloud 3, Minnesota.

ASSORTMENT LATEST COSTUME JEWELRY, \$2.39; attractively boxed; ideal gift; guaranteed. Jewelry-of-Season, Box 674, Providence

ATTENTION-WHOLESALERS, JOBBERS, DEpartment store buyers; Novelties, Plastex and Marblite; sample, 15c. Ronald Gruber Mfg., Main Street, Cass City, Michigan.

AUTO BUMPER SIGNS, FOLD-OVER STYLE, 22%x7%", printed in brilliant Day-Glo paint. Rain or shine, it is visible up to four times as far as the brightest of ordinary colors; 100, \$12.50; 250, \$24. Gill Studios, 906 Central, Kansas City 6, Mo.

BIG MONEY FAST-SELL PLASTIC TABLE-Cloths (from \$3.50 doz.), Drapes, Aprons, over 300 other items; cash advanced daily; lowest factory prices; highest quality plastics; huge selling kit free! The Dur-Ever Co., 2781-R Atlantic Ave., Brooklyn 7, N. Y.

BIG XMAS EARNINGS FOR DISTRIBUTORS, crew managers, salesmen; quick, easy sales to merchants everywhere; act now. AdPro. Box 592-B. Springfield, Ill.

BILLFOLDS-3-WAY ZIPPER. HIGH COLORS; \$6 dozen, sample \$1. The Hobby Shop, 1641 Fifth Avenue, Pittsburgh 19, Pa. oc8

BUY THOUSANDS OF NATIONALLY ADVERtised products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218-F Investment Bidg. Pittsburgh 22, Pa.

"CLEAN DRY" CLOTHES BRUSH-CHEMICALly treated; cleans clothes while brushing; lightning seller; samples sent on trial. Kristee 135. Akron. O.

CLUB WORKERS—SELL PERRIOTT'S POCKET size Photo Pinups; samples and price list, \$1. Perry Klempner, 75 Henry St., Brooklyn 2. N. Y.

CONCESSION OPERATORS - NOVELTY Merry-Go-Round with music, will bring additional business to your concession. Write Acme, Copley St., Auburn, N. Y.

CURIOS-TARANTULAS (SPIDERS), FINEST made: nice big black ones, \$9 gross; taking 5 gross, \$8 gross; Mechanical Turtles, Armadillos and Alligators, \$7.50 gross; Miniature Tea Sets (12 pieces to set), \$28 gross; Fur Monkeys with Drum, large size, \$17 gross; medium size, \$12 gross. Rush order. National Products Company.

manufacturing a line of balloon novelties, paper hats, horns, paper novelties, prize package displays, Jokers items. Eagle Specialty Co.,

FIBRE BROOMS, MOPS, WRINGERS, FLOOR Dusters, always in demand year round; big profits from factory. Write Burtz Fibre Broom Co., Columbia, Pa., Dept B. oc8

FREE SAMPLES - BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, religious and nursery objects, etc.; large manufacturer. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. np

FULL FASHIONED NYLONS THAT ARE DEpendable; sheer, clean and fancy packed, 3 pairs to box, \$3.50 dozen; rejects, \$1,25, 1 dozen to box; satisfaction guaranteed. Tennesree Valley Hosiery Co., Box 605, Chattanooga,

GOSH, FELLERS (ONE TIME OUT OF A MILlion this chance comes); invest only \$1 for hundred souvenirs; \$35 when resold; some profits: wake up. Ken Miller, Box 1257, Louis-

HAPPY LANDING FOLDERS, 15, \$1; BED PAN Folders, 20, \$1; Half Potty Key Chain, dozen, \$1.50; Esky Coins, \$1 dozen; 9-Inch Lizards, \$3:50; 6-Inch, \$2.50 dozen. Send \$1 with this ad for samples, Lewis, 1108-B E. 42d Place. Chicago 15, Ill. ocl

JOKER NOVELTY JOBBERS - ATTENTION! Stock up now on New Stock, highest quality Tantalizing Spoon, Melting Spoon, Bending Spoon, Bending Fork; large production runs just completed; jobbers only; send for prices to the manufacturers. Circle Magic Shop, 1661 Broadway, New York.

MAKE BIG PROFITS WITH AMERICA'S FASTest selling line of handmade Pyrex Glass Animals and Figurines. American Glass Art Co., 1947 Broadway, New York 23.

MAKE MONEY EASILY-NEW SPARE TIME plan; up to 100% profit; no experience; show unusual Christmas, everyday card assortments, Plastics, Gleam and Glo, Kiddies Cards, Wrappings; attractive gift items; bonus; special of-fers; send today for free samples 30 different Christmas Cards with name 50 for \$1 up; Stationery, Coasters, Thomas Terry Studios, 102 Union Ave., Westfield, Mass.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6.

MAKE PERFUME FROM OUR CONCENtrates: information free; men, women. Write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo.

MAKE "MAGIC MIRRORS" FROM ANY DOOR or window glass; you can see out; no one can see in! Complete instructions in booklet form 81/2x11, \$1 each with order or \$1.20 c.o.d. Daugherty, 255 Washington St., Phillipsburg,

MAKE EXTRA MONEY IN YOUR SPARE time! Sell Shirts and Ties to your friends. Beaux Art Shirts, 131 W. 42 St., N. Y. (Regal Bidg.). Longacre 3-0476.

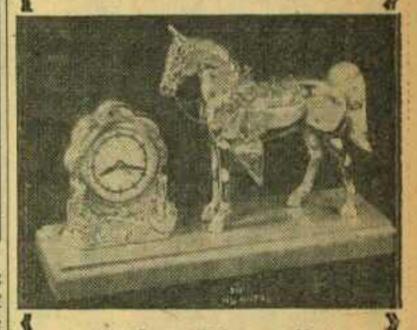
MANUFACTURE FOAM CLEANER AT HOME-Gallon costs 5c; sells for \$1.69; full details with 14 gallon size, 25c. Kohn, 506-X West 45th, Chicago 9.

MEXICAN RESURRECTION PLANTS (THE Rose of Jericho); we offer selected plants only; Jumbo size, \$25 thousand; large, \$20; medium, \$18; small, \$15. Wire order; immediate shipment. National Products Company, Laredo.

MEXICAN JUMPING BEANS - PRINCIPAL erop; mature, guaranteed all alive; all jump-ing; for spot delivery, \$5 hundred; \$20 thousand. Antonio Cavazos, 1318 San Eduardo Ave. Laredo, Texas.

NOTICE-THE REASON OUR PRICES ARE so low is we buy on a converter and broker basis; we do not maintain a refund or ex-change department or charge for it; our prices to you are exactly the price we pay plus packing and shipping only; first order samples then order up to a thousand dozen; DuPont fullfashloned Nylon Hose in #1, clear, sheer legs, \$6 dozen; same in #2, near perfect, regulars, \$3 dozen; rejects, \$1.25 dozen; Men's Rayon Anklets Socks, rejects, 85¢ dozen; same in better grade, \$1.30; Men's Rayon Regulars, 95¢ dozen; Service Cotton Socks, 85# dozen; Men's Classy College Sports Socks, extra fancy #44, \$1.20 dozen; Classy College Sports Socks, extra flashy, 242, \$1.60 dozen; same in Boy's, \$1.05 dozen; Bobby Socks, 95e dozen; Small Children, 85e dozen; Ladies' Rayon Panties, assorted sizes and colors, first quality, \$3.50 dozen; same in Briefs, \$3.50 dozen; Girls' Rayon Panties, \$2.75 dozen; Children Cotton Briefs Panties, \$2.75 dozen; Children Cotton Briefs, first quality, \$1.60 dozen; Men's Cotton Undershirts, athletic type, finest quality, \$3.50 dozen; same in Boy's, \$3 dozen; Men's Athletic type Cotton Trunks, \$3.50 dozen; same in Boys', \$3 dozen; Men's Polo Cotton Shirts, \$5 dozen; Chenille Goods priced way down: Bedspreads, all-over Chenille, waffle design, tulip trim, extra fine, \$7; Peafowl design, all-over Chenille, asfine, \$7; Peafowl design, all-over Chenille, assorted colors, first quality, \$5.50; second quality, part chenille, light weight, assorted colors, \$2.50 each; all-over Chenille Loop Rugs in white or dip dye, 24x36 inches, \$2.50; same in 28x48, \$3.75; same in 30x60, \$5; same in 36x60, \$5.75; Chenille Grip-o-Rug, 48x72 extra, \$10.25; Chenille Seat Cover and Bath Mat, 18x30, both 95c; Chenille Robes in white or color with fancy trim light weight, \$3.50 each; Chenille in white or color contrasting overlay. heavy, \$4.50; Robe of the month in contrasting color rows, extra heavy, beautiful, \$5.50; all-over solid gold color Fountain Pen, Ball-point Pen and Pencil in case, an instant seller, DIME DISAPPEARING TRICK—NEW 25¢ SELLer; your cost, \$1 dozen; sample, 25¢. United Joke Co., 49 Hanover Street, Boston 13, Mass.

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HORSE CLOCK

The rage of horse lovers from Brooklyn to California! Wetch

them bid for this leader!

All metal gold-plated horse and clock with silver chromium trim. Hand-rubbed wood base. Dependable United electric clock movement for accuracy and precision timing.

-AUCTIONEERS:

Remember, L. Thaler's prepared to serve your needs! Stop in and visit us. OPEN SATURDAYS. No waiting. Stock on hand at all times. Always new items at LOWEST PRICES.

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LUCKY NOVELTY

5c Ifems\$ 4.50 GR 10c Ifems 7.00 GR 25c Ifems 12.50 GR. 50c Items 24.00 GR \$1.00 Ifems 40.00 GR

ALL USABLE ITEMS TOYS - CIFTS

NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS Some items retail up to 25c ea.

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D. MDSE. DISTRIBUTING CO. 19 E. 16th St. NEW YORK 3, N. Y.



NATIONALLY KNOWN \$9.00 UP

433 N. 2nd ST., MILWAUKEE

Our LOW PRICES assure you BIG PROFITS. One-year guarantee. Shipped anywhere. Look like new-operate like new. Large assortment-individually boxed. 25% Dep., RE-NEW SWEEPER CO., 9591 Grand River Ave., Dept. 205, Detroit, Mich. Est. 1916.

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MIRACLE VALUES

PICTURE BEAUTIES. Glamour series. Actual 4x5 glossy Hollywood art photos to a set. 1005 sets, \$35.00. Dozen sets.....\$ NUDIE MIRRORS. Art Models in colors. 100 mirrors, \$4.00. .54 ARTIST and MODEL KEY CHAINS. Natures wonders

through viewer. Gross water attachment. Facinating.

MECHANICAL TOYS. Big assortment. 3 price ranges. Lowest prices. Dozen....\$1.95, \$3.60, LITE-UP BOW TIES. With bulb and battery. A terrific novelty. Gross \$63.00. Dozen complete...

LIZARDS, Rubber, Original, Best made. Looks real. Full 9 inch large size. Fast seller. Gross MYSTIC MUMMY. Fascinating, entertaining. Gross \$24.00.

2.50

4.20

7.80

PEARLS. Simulated. 3 strand with clasp. What a buy. Gross \$84.00. Dozen complete..... BOUNCING BIRDS. With suc-tion cup, assorted colors. Gross \$16.00, 5 gross lots \$15.00 per gross, Dozen ...

western saddle horses.

2½, 3½, 4½, 5½, 8½, 10½
inches respectively. Dozen.
.\$1.80, \$2.75, \$4.00, \$6.60, \$16.20,
PEN SET. 3-piece gold-plated
caps. DeLuxe set attractively

or Ball Pen and Flashlight. our choice. Gross \$48.00. Dozen complete COLOR PENS. Writes red and blue. All gold-plated finish.

Dozen complete COWBOY HATS. Western, felt, laced brim. Adjustable chin cord. Gross \$36.00. Dozen TABLE LAMPS with shades. Big value and flash. Gross \$90.00. Dozen complete RAZOR BLADES. First quality, 5 to a box. 10,000 blades \$32.50.

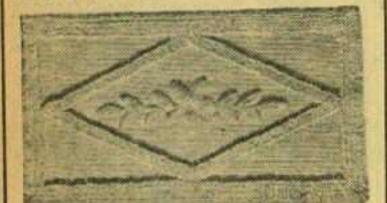
,000 blades CHRISTMAS CARDS, 21 sets French folders and envelopes in attractive box. 3 qualities.
100 boxes \$16.00, \$30.00, \$40.00.
Priced to sell millions. 10 boxes
8-LIGHT SET for decorating and

Christmas Tree. G. E. bulbs. Attractively boxed. Dozen sets EXTENSION CORD SETS-3-way, 100 sets, \$17.50. 10 sets.....

Nobody anywhere undersells us, 1001 items stocked. Send orders with ads from others, or state goods wanted with deposit or payment. You will be our customer for life. Visit us.

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PROFITS FOR PREMIUM SALES BOARD **OPERATORS** NON-SKID RUGS



Large 24"x40" Sixe

Washable, Luxurious Ideal for erery room

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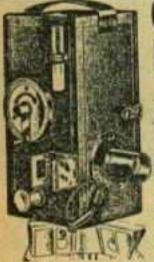
Treated to resist slipping on floor

Low Price \$2.50 Ea., Lots of 50 \$2.60 Ea., Dozen Lots

SAMPLE \$2.75 POSTPAID 25% Deposit, Balance C.O.D., F.O.B. Factory. Daily Shipments, Satisfaction Guaranteed.

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Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour No dark room Guaranteed not to fade Photos taken on "SUPER SPEED" direct positive paper Picture size 21/2 by 31/2 in Complete easy-tooperate portable photo studio 700% PROFIT. PHOTOS IN Write quick, get details about the great PHOTO MASTER

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Dept. BH Chicago 10, III. 1161 N. Cleveland Ave.

(Continued from page 75) NEW "SPONGE" DISH CLOTH-REPLACES messy dishrags; banishes dishwashing drugery; lightning seller; samples sent on trial. Kristee

136, Akron, O. NOVELTY, SOUVENIR, CIGAR, NEWSSTAND operators-20 different Pocket Comic Items that make sour pusses sweet and sweet profits for you; sample assortment, \$3 postpaid; refunded if not satisfied. J. R. Brownlow, Box 3163, Terminal Annex, Los Angeles 54, Calif.

NYLONS-THEY ARE HERE; FULL FASHIONed DuPont Nylon Stockings; style 500 (clear, sheer), packed in individual cellophane envelopes and 3 pair to each lithographed box, \$6 dozen; our (everyday wear) Style 300, packed same as above, except plain boxes, \$3.50 dozen; satisfaction guaranteed. McDonald Mfg. Co., Ooltewah, Tenn.

NYLONS! NYLONS! AUTUMN STYLES NOW available; Sheernit, \$6.25 per dozen; Primrose, \$3.25; Everday, \$1.25; try a sample order composed of 12 pairs Everyday, 3 pairs Primrose and 3 pairs Sheernit, \$4 postpaid; satisfaction guaranteed. Sheernit Hosiery Co., Box 1524, Chattanooga, Tenn.

NYLONS-10,000 PAIR NYLONS-51-GAUGE DuPont Nylons; factory rejects; sizes 81/2 to 11; 3 pairs for \$1 or \$3.50 per dozen; order now, c.o.d. Star Hosiery Sales Co., 306 Portland Ave., Rochester, N. Y.

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ORIGINAL KOEHLER SIGNS-LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo.

PLASTIC SCALLOPED TABLE CLOTHS Latest prints, 54x54, \$5.50 up doz.; Plastic Aprons, \$1.75 up doz.; Plastic Table Cloths in three color prints with aprons to match, \$10.50 doz. sets. Samuel Rosenzweig Access. Co., B Herzl St., Brooklyn 12, N. Y.

PROMOTIONAL FULL FASHION NYLONS— Sheer, fancy packed, 9 pairs rejects, 3 pairs better grade, individually enveloped, \$1.75 dozen; 50 dozen lots, \$1.50 prepaid; satisfaction guaranteed. Hutchinson Hosiery Company, Box 1514, Chattanooga, Tenn.

QUICK EXTRA CASH SELLING CHRISTMAS Cards-Request free samples: it costs nothing to try, Eimcraft Chicago 5930 S Western Chi-

REAL GIRL PHOTOS—TREMENDOUS PROF-its; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. oct

RURAL ROUTE MEN - MAKE BIG PROFIT with America's leading, fastest seiling pouitry magazine! Excellent market; peak interest; un-Write Poultry Tribune Box 100 Mount Morris,

SALES STIMULATOR'S DEAL — RETAILERS cost \$5.95; your commission, \$4 plus; write for free sales kit. Dept. BB9, Winfield, 1372 39 St., Brooklyn 18, N. Y.

SELL NEW, USED CLOTHING FROM HOME auto, store; Men's Suits, \$1.25; Leather Jackets, 85e; Overcoats, 46e; Dresses, 18e; Ladies' Coats, 38e; other bargains; catalog free. National Mail Order, 1219K So. Jefferson, Chicago 7.

SELL CHEAP — RUBBER BALLOONS, 20e gross; free samples; big sample set, 10e; trial parcel, assorted forty gross, postpaid, \$17. Dwarkadas, Third Bhoiwada, 38BB, Bombay 2, badis.

SENSATIONAL NEW \$1 XMAS ITEM!!!-WILL sell millions! Card, Speciality, Agents, Jobbers, rush \$1 for sample, particulars; some state, city franchises open; Hurry! This is Hot!! Kris Kringle Gift Hunt, P. O. Box 575, Hollywood. Calif.

STOP! WANT TO MAKE MONEY ALL YEAR-round selling a complete line Wool and Cotton Embroidered Uniforms for summer and winter wear; Shirts, Caps, Ties, Badges, 2000 Emblems, Personal Initialed Buckles, Belts and hundreds of other easy-to-sell items; sales kit furnished; please write today. Hook-Fast Company, Box 480 BB, Roanoke, Virginia. np

WANTED-JOBBERS AND SALESMEN; HEAT and food at its best; patent pending. Dr. Roberts, 1104 South Patierson St., Valdosta, Ga.

\$5,000 BETWEEN NOW AND XMAS SHOWING new smart Firestone Velon, "3 in 1" Shopping Bag; women buy several; commissions advanced daily; sample furnished. LeNard, 179-M Washington, Chicago,

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HEALTHY SNAKES, ALL KINDS: ALSO ALligators, Boas, Horned Toads, Armadillos,
Gila Monsters, Tortoises, Terrapins, Wild
Cats, Badgers, Raccoons, Hawks, Falcons, Peafowl, Squirrels, Rats, Mice, Giant Jungle Rats,
Deodorized Skunks, Pumas, Monkeys, Guinea
Pigs, Monitors; forty years shipping experience;
slways, under the same name, Phone 141, Otto always under the same name. Phone 141. Otto Martin Locke. New Braunfels, Tex. oct

MULE DEER-2 TO 4 YEARS OLD; BEAUTIful animals; excellent condition; limited num-ber. Lawrence A. Lockwood, 232 E. Erie, Chi-

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ABSOLUTELY WITHOUT CAPITAL, OPERATE General Merchandise Store; sell everything: complete detailed plan, 50¢ (coin or stamps) Agency, 204-A Danfill Bldg., Paragould, Ark.

AMUSEMENT BUSINESS FOR SALE—PHONO-graphs and Pinballs; cash or terms; excellent territory; 3 counties for expansion. Write Box 113, Nashwauk, Minn.

ANALYZE HANDWRITING FOR PROFIT:!!!-Complete Outfit, \$1; profits, \$20-\$25 daily; extra charts, \$7.50 1,000 Graphologers, POB-971, Philadelphia.

A RUBBER DOLLAR NOVELTY WITH NEW mall order propositions galore, 25s. Frederes, 739 Marshall, Rochester 11, New York. FREE FOLIO — WHOLESALE SUPPLY 1942 entine and body perfect condition, with Sources, Business Deals, Plans, Ideas, Formulas, Kolamite Co., Box 572 E. Dayton, O. oc15 Hobbs, 1059 Main Street, Northampton, Pa.

FROZEN CUSTARD EQUIPMENT FOR SALE—
Reasonable; write for details; quick sale.
Louise Samuels, Colonial Beach, Va.

GETTING ORDERS BY MAIL EASY IF YOU know how; revealing booklet free. Howard House, Melrose 916, Massachusetts.

GOLD MINE OF INFORMATION-"THE OLD Showman's Book of Secrets." \$1 postpaid; agents wanted. Beebe, Box 260, Pontiac 13.

MAKE BIG MONEY IN THE MAIL ORDER business; you can do the same at home with copyrighted system; write me, I'll tell you how. F. Little, R.D. #1, Glenshaw, Penna. oc1

LAST SUPPER EXHIBIT—13 FIGURES PRICED to sell; life size; booked for season; no propositions. Box C-452, Billboard, Cincinnati, O.

LET OTHERS EARN YOUR LIVING-OUR plan is unique and no investment is required; \$10 brings complete plans and 50% will be refunded if you do not think it is worth while. Vincent Distributors, Sulphur, La.

MAIL ORDER BEGINNERS-START SMALL, grow big; free details. Rowland T. Plain, 1 Laurel Ave., Binghamton, N. Y.

PITCHMEN AND MEDICINE MEN-COMMU-nity Sale Directory of 1,000 sales in Middle West, price, \$1 postpaid. W. W. Simpson, 2705 Jule St., Joseph, Mo. 0c22

SELL CAMERAS, TYPEWRITERS, WATCHES, Shavers; Revere, Kodak, Royal, Bulova, Schick; 25-40% commissions, Diamond Company, 17 E. 42d St., N. Y. 17, N. Y. oc15

TESTED MONEY-MAKERS - 68 PAGE BOOK. 25 cents postpaid; Ideas, Plans, Formulas, supply sources; money back if dissatisfied. L. B. Clay, Box 1063, Wichita, Kan. oct

WOULD UP TO \$1,500 YEARLY IN SPARE time by mail interest you? Send 25¢ (refundable) for 32 8½x11 page \$1 book exciting ideas and special offer; satisfaction guaranteed; none free. Lawson Co., Box 1302-E9, Detroit 31. Mich.

YOUR 24-WORD ADVERTISEMENT PLACED in 40 weekly newspapers, \$3.50. Pennebaker Advertising, Box 141, San Marcos, Tex.

1949 CONCESSIONAIRE'S GUIDEBOOK (\$1)-Jampacked with know-how, know-where, know-what for Outdoor, Carnival, Midway, Fair, Concession, Pitch Operators; excellent for break-inners; big circular free! Stampico. oc8 Detroit 4. Mich.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 86 in this issue.

COSTUMES, UNIFORMS, WARDROBES

BEAUTIFUL NATIVE MADE GRASS HULA Skirt mailed prepaid in U. S., \$3; Cellophane, \$4. Hawaiisn Hula Shop, 3082 16 St., San Francisco, Calif

CLOWNS' AND BURLESK COMICS' PROPS. Wigs, Accessories; free list (assortments, \$5).
"Happy" Morgan's Clown Headquarters, 2404
N. Fifteenth, Philadelphia. ocl

HEADQUARTERS FOR CLOWNS, MINSTREL, and Santa Claus Costumes and Accessories; circulars free. The Costumer, 238 State St., Schenectady, N. Y. no5

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up; no catalog; state wants. Guttenberg. 9 W 18th St., New York 11. N Y oc22

from the stock of Lester, Ltd.; must see to appreciate; list sent on request. The Costume Mart, 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri., Sat. noon 'til 5 p.m.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE-50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn. 120 S Halsted, Chicago, Ill. oc15

CRETORS, STAR, LONG-EAKINS POPPERS, peanut roasters, geared kettles, copper carmel, candy kettles. Gasoline, bottled gas equipment. Northside Co., Indianola, Iowa oct

POPCORN MACHINES - CRETORS HOLLY wood model with seasoning pump, exhaust filter system and seasoning urn; used 2 weeks; cost \$854; sell at half cost, \$425. Sam Valenti, 230 Main St., Norfolk, Va.

FOR SALE-SECOND-HAND SHOW PROPERTY

A GREAT NOVELTY EFFECT FOR LINE OF girls; eight battery-operated flower baskets which play "Moonlight and Roses" in harmony, lighting up when operated; in now condition thruout, ready to use; sacrifice price. Joan Frank Productions, 1035 National City Bldg., Dallas, Tex.

BARGAINS GALORE—THEATER AND SOUND Projectors, 5, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19.

"BELLY TANKS"-UNUSED; SIX, TEN OR twelve feet long; free details. Buck Auto Parts, Merced, Calif. oct

BLUE AND RED DRAMATIC TENT FOR SALE -Fifty by about 115 ft.; used two seasons; sidewall A-1 shape; top, prefer you inspect it; Marquee like new; also miscellaneous tent show equipment. Slout Show, Vermontville,

BUILD "LITTLE CHUG," THE HAPPY TRAIN. from tested plans; no casting, little machining, costs little; 3 engine styles, electric and gasoline; detailed drawings, instructions and supply sources, \$10; free catalog, Brill 228-B North University, Peoria, Ill.

CORN POPPERS AND PUSH CARTS, ALL sizes. George Higgins, 1616 Union St., Kalamazoo, Mich.

FOR SALE - PORTABLE SKATING RINK; 40x100 maple floor, complete tent, stakes, poles, 125 pairs Chicago rink skates, 100 watt Lafayette p.a. system, 2 speakers; price, \$4500. Everett Wilson. Blue Bird Rink, Havana, Ill.

LARGE STEWART SCHOOL BUS (HOME)-

Crickets Warblers Blk., Brown & White Shoe La Transparent Combs	ces .	1.15
NOVELTIES		
141/2" Paper Parasols! Large Fur Monks Acrobat Fur Monk Small Cellulois Feather Doll Dangling Skeleton	1.85	\$ 9.00 18.00 21.60 9.00 4.50
Rubber Rat	.80 .40 .75	9.00 4.75 8.50

\$18.00 (asst. colors) \$ 2.00

Straw Horse and Rider 2.95

Bamboo Pennant Canes

23,00

1000

100

Maple Parade Cane
GLASSWARE SECONDS
Gro.
6 Oz. Decorated Tumblers 55.76
8 Oz. Plain Tumblers 4.80
All tumblers packed 72 to case
(no less sold).

80 Ox. Decorated Pitcher\$3.25

MECHANICAL TOYS

Crawling Babies 6.75 78.00 CONCESSION SUPPLIES

Dart Balloons. Gro. 3.72 French Weighted Darts\$.90 \$ 9.60 Worth Base Balls 2.00

Case (15 Doz.) ... \$27.75 THESE PRICES DO NOT INCLUDE TRANSPORTATION. 25% DEPOSIT MUST ACCOMPANY

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Wholesalers since 1880 240-242 S. Meridian St. Indianapolis 4, Ind.

NATIONALLY ADVERTISED

COSTUME JEWELRY

boxed

Direct from Manufacturer

25% deposit with order Balance C.O.D.

Jaybee Plating Co. 174 Eldridge St. New York 2, N. Y.

NO CATALOGUES-NO LARRIES

NOVELTIES—SLUM

Dangling Skeleton Mexican Cholo Hats 2.00 Dz. Floral Brooches 2.00 Gr. .60 Dr. Rubber Daggers Spanish Hats 2.50 Dr. Cartled Costume Jewelry 3.75 Gr. 4" Chinese Fur Dogs 1,50 Dz. Ball Point Pen-12 on card 1.80 Dz. Lash Whips 25% With Order—Bal. C.O.D., F.O.B. Chicago.

Open Sundays to 4 p.m. Novelty Merchandise Co. 804 W. Roosevelt Rd. Chicago 8, III.

Imported Swiss Stop with 2 Push Buttons

In Lats of \$2.85 Watch Only I year written guarantee.

In Lots of 6, \$3.95

SAMPLES, \$5.45. Plastic Band, 10¢ Extra. Tells Time. Stop Watch Measures SPEED, Measures DISTANCE.

'Wonder" Watch. Used to time autos, PLUS 8 BIG FEATURES

Telemeter • Chrome Plated Case • Pre-cision Made • Trachometer • Unbreakable Crystal • Attractive Dial • Large Sweep Hand • Hands and Numbers Glow in Dark C. O. D. orders from non-rated chicerns.

10% with order. SARO WATCH, 1674 Broadway, N.Y. 19, N.Y.

Cigarette Holders 1.80 Gr.

36L Comic Buttons 4.25 M

Magnifying Class 1.80 Gr. Celluloid Fish 7.20 Gr.

Celluloid Ducks 7.20 Gr.

70L CENE AUTRY & ROY ROGER. . 4.50 C 50L GENE AUTRY & ROY ROGER . 2.25 C

Jap Swords with Belts 24.00 Gr.

12" Jumbo Fur Monkey 36.00 Gr.

9" FEATHER DOLL 24.00 Gr. LARGE SILK PARASOL 6.75 Dz.

SMALL SILK PARASOL 4.80 DE.

15" Paper Parasol 8:00 Gr.

20" Paper Parasol 12.00 Gr.

OPERA GLASSES 40.00 Gr.

Bamboo Walking Canes 21.60 Gr. Chesterfield Walking Canes 21.60 Gr.

Painted Leather Wallets 5.00 Dz.
LANCASTER BELL BATONS 12.60 Gr.
SKELETONS, SPIDERS, DUCKS 8.00 Gr.

China Fur Dogs, Large 42.00 Gr.

China Paper Snakes 4.80 Gr.

Rubber Water Guns

Asst Jap Charms

SQUEEZE & THE EYES LIGHT UP!

ELECTRIC EYE BEAR

#402K-9" High

9" Long

High Lustre Plush, Cotton stuffed, in attractive assorted colors. Button nose. Colorful Rib. bon around neck. Standard flashlight bulb and batteries.

booster!



A proven sales \$1.50 Doz. 25% Deposit, Balance C. O. D. Telephone: ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway... New York 10, N. Y.

DRESS UP YOUR CONCESSION with (A Rachelle Creation)



Doll is 7" Tall-Human Hair \$17.00 Stands Alone! Beautifully colored costumes with heavy lace trimming, 7 Different Styles - Bride, Bridesmaid, Gypsy, Senorita, Flower Girl, Heart Girl and Nun. Indi-vidually boxed with cellophane protective lining. Can

\$1.50 be displayed in box without soiling doll. 25% Deposit, Balance C. O. D. Postpaid Jobbers: Write for prices!

(Asst'd)

Sample

Sigfrido Doll Mfg. Co. 309 Fifth Ave. NEW YORK 16



EVERY KID CAN BE AN EXPERT BATON TWIRLER

Just A Twist Of The Wrist And It 5 PINS

Red White & Blue . 1 00 Silver Tinsel Head • ?

Gold Cord w. Tassels . . . Gross 3 DEPOSIT-BALANCE COD.

Chas. Demee Mfg. Co. 108-116 E.WALNUT ST. MILWAUKEE 12, WIS.

Manuacturer Offers Sensational Introductory Values, Authentic Replicas of Expensive Costume Jewelry

With genuine imported Czechoslovakian Rhinestones—Simulated Jewels (Rubies, Sapphires, Emeralds & Amethysts).

Sample Asst.—15 Different Styles—

\$10.00 Send for circular of our Pin & Earring Sets and Bracelets. Act now for fast sales and

big profits. 25% Deposit, Bal. C. O. D. Star Import Novelty co.

Star Import Novelty co.

New York 18 535 8th Ave.

LAST SUPPER EXHIBIT—13 FIGURES, PRICED to sell; life size; booked for season; no propositions. Box C-451, Billboard, Cincinnati, Ohio.

NEW 1000 WATT G. E. PICTURE PROJEC-tion Bulbs, \$2 each prepaid. Minimum order 12. Martin Co., Box 298, Wernersville,

ONE GOOD 60'x110' KHAKI TENT-DRAMATIC back, round front; poles, stakes, two light plants, two good trucks, one semi, 700 good oak chairs; complete outfit or will sell any part. Mack Lunsford, 175 W. 17th, Dubuque,

PORTABLE SKATING RINK FOR SALE, 51' x122'; new rink; full equipment; now operating. For quick purchase. Call or write, Thomas Roller Rink, Hayti, Missouri, Phone

PORTABLE SKATING RINK FLOOR AND Tent built of 33/32x21/4 hard maple floor; used one season; tent is fair; small rink; first \$1500 takes it; also 30x40 tent top and sidewalls, no poles, fair, \$80. Vernon Harris, Farmer

PORTABLE RINK, 42x110 OAK FLOOR, 130 Pair Chicago Skates, Bell Sound System, good Tent; still up for sale; asking \$2500 in last advertisement and well worth it; now take first \$1800 or best offer; Rink set up and op-erating; come and look it over; must be sold immediately. Leon Stephens, Marquette, Kan.

100 FT. POLE INCLUDING 25 FT. SWAY POLE Also slight wire and spotlight; with or with-out Diamond T truck equipped with living accommodations; all equipment absolutely first-class condition. Box 457, Billboard, N.Y.C.

INSTRUCTIONS BOOKS & CARTOONS

GREAT STRENGTH EASILY OBTAINED-SEE my display advertisement in Oct. issue Me-chanic, illustrated magazine, Page 42.

NEW! 1949 EDITION OFFICIAL CONCESSIONaire Guide Book now available; only \$1; jampacked with money-making ideas, games, formulas; buyers guide on equipment, supplies for concessions, roadside stands, carnivals. A & A Sales, 18-B City Terrace, Newburgh, N. Y.

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog, 10e Balda, The Lightning Cartoonist, Oshkosh, Wis. ocl

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10;—
"World's Largest Line." (Pitchmen's Head-quarters); fast-selling specialties. Arlane Mfg. Co., 4462-B Germantown, Philadelphia.

A NEW SUB MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit weighs less than pound, easily concealed; write for brochure, specifications, price. Nelson Enterprises, 336-B S. High, Columbus, O.

ACTUAL TWO-HEADED COINS (FIVE CENT pieces), sets of two, \$1.95. No c.o.d.'s. Lion Sales, Box 822, Lakewood Beach, Fond du Lac,

NEW 1949 CATALOG MINDREADING, MENtalism, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog, 30c; wholesale, Nelson Enterprises, 336-B S. High, Columbus, O. no5

VENTRILOQUIAL (\$45 UP); PUNCH FIGURES. \$12 each dressed; Wigs, Eyes, Acts, etc Spencer. 3240 Columbus 7, Minneapolis, Minn

400-PAGE CATALOG OF 2,000 TRICKS —
Pocket, parlor, stage; world's finest magic;
send \$1 for catalog (refunded first \$5 order).
Kantar's. B-1311 Walnut, Philadelphia 7. oc8

MISCELLANEOUS

by Mrs. Walter Leak and brother; homey at-mosphere, reasonable rates, 126 Ellis St., N. E., Atlanta, Ga. Phone LA-9475.

GENERATORS, TWO-1 BUDA DIESEL 30 KW mounted on skids; price, \$2000 f.o.b. Washington, D. C.; 1 15 kw. gasoline powered mounted on wheels; price, \$800; both DC and in new condition. Universal Transportation Co., 806 Mills Bldg., Washington 6, D. C.

HAVE 80 FT. BUILDING-CEMENT FLOOR, good winter quarters, and storage; sell at bargain. Mrs. Brown, Box 66, Ludowici, Ga.

SIDEWALL - WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximate 8 oz., 6x100° \$54.56; 7x100°, \$63.04; 8x100° \$71.52; 9x100°, \$80; 10x100°, \$88.48; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson. Detroit 26 Mich Phone: CAdillac 5691.

GOOD READING! EXCITING! SAVE! SEND US ten pocket novels and \$1; we return same number; all different! Postpaid! mark package "Books"; save postage! Joy's Bookshop, 9657 Wright Station, Norfolk, Virginia. oc22

LADIES' MODEL BAUSCH & LOMB RAY-BAN Sun Glasses, Leather Case; trade-mark stamped in gold. \$2.50. Maloney Sales Com-pany, 36 St. Paul St., Rochester 4, N. V. ocl

investment; send one dollar for instructions and go to work. N. L. Service, Box 91, Peoria, Ill. MAKE \$200 A WEEK, NEW HOT DEAL-NO

OLD UNCIRCULATED DOLLARS! GENUINE. Brilliant; "Carried for Luck," \$3 each; 2 different, \$5. Willard, 5719 Kenmore, Chicago

THE ORIGINAL STUFF - ADULT CARTOON Books, illustrated; old timers had 'em but they're rare now; super assortment, \$2, free enclosures with order; no C.O.D.; state age V. E. Alberts, 6369B De Longpre. Hollywood 28, Calif.

NU-NAK NOVELTIES

WAYCROSS, GEORGIA

DELIVERY

DOWN GO PRICES!!!—CHECK THIS LIST!!!

Swagger Canes 4.50 Gr.



BIG FLASH . . . BRAND NEW. FOOTBALL DOLLS, ALL COLORS AND ALL SIZES.

24 KARAT COLD-PLATED FOOTBALLS.

SEND \$1.00 FOR FOOTBALL SAMPLES. NEW FOOTBALL CATALOG NOW READY WE TAKE ORDERS FOR SPECIAL BUTTONS AND PENNANTS

KIM & CIOFFI

MARKET 7-2283

912 ARCH STREET

PHILADELPHIA 7, PA.

7.80 Gr.

HALLOWEEN PRICE LIST READY WRITE FOR YOUR COPY

GIVE ADVANCE ROUTE OR PERMANENT ADDRESS

MA26-5 In. Dancing Skeleton, Composition Body, Wire Arms and MA27—Fur Trapeze Monkey. Doz. . . . 1.85 MA52-Lizard of Awes, Dox. 3.00 MA30-Ass't Floral Brooch. Gro. 2.50 MA31—Asst'd Dog Brooch, Bro. MA32—T.P. Knife, 4 Blades, Gro. . . . 3.00 MA33—Metal Whistle on Chain, Gro. . 4.50 MA34-Floral Ring, Box of 72..... MA35-Bloody Finger Trick, Gro. . . . 2.75 MA36-Tin Cricket. Gro. MA46-Shoe Laces, 4/4, Black or Brown, State Color. Gro. Laces 1.00 MA47-5 In. Comical Straw Hats. Doz. .45 MA48-Girl's Toy Wrist Watch. Doz45 MA53-Man From Mars Skull Cap. Sample 50¢; Dox. \$4.00; Gro. 45.00 MA54-Bouncing Birds. Dox. \$1.50;

MA37-Compo Dog Statue. Gro.\$1.00 MA42-Bamboo Parade Cane, Medium Weight, 36 In. Per 100 7.50 MA43-Bamboo Parade Cane, Heavy Weight, 36 In. Per 100 13.50 MA44--Maple Parade Cane, Heavy Weight, 36 In. Per 100 17.50 MA45-Maple Parade Cane, American Made, 36 In. Per 100 ... 30.00 MA39-141/2 In. Dia. Jap Parasol. Dox. .85 MA40-18 In. Dia. Jap Parasol. Dox... 1.65 MA49-16 In. U.S.A. Paper Parasol MA50-7 In. Rubber Squeak Rat. Dox. .75 MA56-Crawling Baby. Doz. 6.50

LEVIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA

Complete Assortment of Jewelry

• COMPACTS • PINS

. 3-PC. FOUNTAIN PEN SETS

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 ENGRAVING JEWELRY • IDENTIFICATION BRACELETS

PEARL NECKLACES

JEWELRY—That's Our Business

We have everything for

• JEWELERS ENGRAVERS DEMONSTRATORS



All Orders Shipped Same Day Received All Phones: CE 6-7966

5 NO. WABASH AVE. CHICAGO, ILL.

BIELER-LEVINE

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET 54x72 Packed 30 to Case Ea. \$2.90

Less Than Case Lots, \$3.00 Each.

Include 25¢ Postage for Sample Order

1949 No. 59 Catalog NOW READY-WRITE

State Nature Your Business in First Letter.

WISCONSIN DELUXE CO.

MILWAUKEE, WIS.

ORDER CHRISTMAS STUFFED TOYS NOW TO GET PROMPT DELIVERY

MERCHANDISE



You will always find new sure selling designs all year round at "ACE"—one of the oldest Stuffed Toy Manufacturers. We will create toys to your design. Now in production-NEW SANTA CLAUSES, COWBOYS, HORSES on WHEELS, DOLLS, JOCKEYS, etc. All ACE Toys can be ordered with genuine Swiss Music Boxes, which play delightful Christmas tunes. (Music Boxes at cost!)

28" High Cowboy Doll with real FUR chaps, pistol and stiletto (with holsters), composition head, stuffed body, velvet and corduroy suit, packed 11/4 dz. to carton. List price \$45.00 dr. Now only \$37.50, Sample

#252-30" Real Fur Grizzly Bear, asstd. colors. (1 doz. to carton.) List price \$42.00 doz. Now \$36,00 doz. Sample.... Ppd.!

CLOSEOUTS

#999X - 22" Cotton Stuffed Cuddly Doll, printed cloth body, pressed masked face, asstd, colors, \$8.50 doz. Carton of four doz.

\$32.00 Write for special price list for

quantity buyers. SALESMEN: Money Back Guarantee! Money Refunded for both demonstration samples, with first \$300 worth of orders and over Choice territories still open, Liberal com-

> Send for beautiful catalog "R" of over 100 year round sellers.





in 388 Page Wholesale Book

Dealers, agents, salesmen and will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a

source of con-

fidence to all buyers. 25¢ brings you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25c on first order. In that way the Book will not cost

SPORS CO., 10-49 Lamont, Le Center, Minn.



ESIGN

\$27.50 Each

Attn.: Merchants, Dealers, Auction Sales, Buy DIRECT from Reliable New York Importer

Glowing Oriental reproduction extra-heavy 9 by 12 room size RUGS! Perfect Quality, Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money-Maker today! ALL SIZES, COLORS, \$2.50 up. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order balance C O. D. AGENTS WANTED.

LO-US TRADING CO.

Dept. P-S. 20 W. 27th St., New York 1, N. Y.

CLEAN UP with Plastic Rayon Towels

Powerful, Quick Demonstration, Grease, Ink. Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels, sells \$1; \$54 Gross; 10 Gross \$500. Send \$1 for sample package, 6 Towels. Big profits every pitch. All orders 50% deposit, balance

SUNBEAM PRODUCTS 701 3rd Street 5. St. Petersburg, Fla.

MEX. JUMPING BEANS, Alivo. Card 21 Pkgs., \$1.10 Spec. Sellers Doz. Rubb, Lizards ...\$2.60 Fast Sellers Doz. Squirt Pistols ...\$6.00 Rubber Daggers . 4.50 Rubb, Chameleons 2.00 Rubb. Ice Cream. 1.90 Explo. Matches .. 2.50 Bouncing Birds .. 1.50 Rubber Razzers . 2.25 Crawling Baby .. 3.60 Tumbling Bears . 4.00 Dangle Skeleton .. 90 Sparkle Matches. 3.25 Snake Matches ... 3.25 Fake Teeth Set .. 1.50 Fur Tarantula .. 1.35 Sliding Coin Box. 9.00 Magic Panel Bd. .10.50 Magic Ball Fan . . 4.50 Squirt Cigarette . Squirt Snake Magnetic Animals 1,20 #7 Round Balloon 1.75 Cockeye Eyeglass .75 Goofy Eyeglasses .75 Airship Balloon . Metal Min. Hats . Wind Chimes Glass 2.25 Magic Cigt, Case. 3.00 Imported SECRET BOXES, beauty fin. Dz. 6.25
Roll Top Drawer Opens Scotty Cigt. Box. Dz. 6.00
BAG OF TRICKS (15 Trix & Puzzles)...Dz. 6.00 #10 Heavy Rubber Beach Balls Dr. 3.00 New Import Heavy Razzberry Pillow...Dz. 2,75 1/3 Deposit on C.O.D.'s. 50 Asst. Samples 5.00 "TRIX," 534 Collins Ave., Miami Beach, Fla.

PHOTO SUPPLIES DEVELOPING-PRINTING

ARTISTIC 8x10 ENLARGEMENTS, BEAUTI fully hand tinted in oils, \$1; enclose nega-tive, color details. Phototint, Dept. B, 5233 Cleveland, Kansas City 4, Mo.

COMIC FOREGROUNDS, BACKGROUNDS IN stock; quick service; photo novelties; photo applies. Miller Supplies, 1535 Franklin, St. Louis, Mo.

COMPLETE LINE DIRECT POSITIVE SUP-plies Direx and New Eastman Paper. Lone Star Photo Supply Co., 2405 Elm St., Dallas,

DIME PHOTO OUTFITS CHEAP-ALL SIZES; drop in and see them; latest improvements, real bargains. P D Q Camera Co., 1161 N. Cleveland Ave., Chicago, Ill.

DIRECT POSITIVE PHOTOGRAPHERS - WE supply everything you need; reasonable prices; Eastman D.P Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for in-doors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P D Q Camera Co., 1161 N Cleveland Ave., Chicago 10, Ill.

EASELS: 5x7 \$6.50/100, \$60/1000, INTRODUC-tory sale for six weeks. Regularly \$70/1000. Free sample. Penn Photomounts, 335 Woodland Avenue, Glenolden, Pennsylvania,

NEW TYPE DIRECT POSITIVE STREET Camera; no darkroom required; 31/4x5" pictures; like new; lenses, stand; complete, \$60; ship on \$10 deposit. S. R. Stephens, 65 Edmund, Detroit 1, Mich.

THE NEW EASTMAN DOUBLE WEIGHT Di-rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4,

PRINTING

ATTRACTIVE 100 81/211 LETTERHEADS AND 6% Envelopes, Hammermill Bond, four lines copy, \$2 postpaid; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. oc22

"NEARGRAVURE" EMBOSSO LETTERHEADS!
Sparkling! Dynamic! Flashy Colors, Distinctive Illustrations: Midways, Orchestras, Bookers, Magicians, Shows, Standout Designs-Samples dime, Sollidays Colorprint, Knox, Indiana.

OFFSET PRINTING-MODERN METHOD: NO cuts needed; low prices, fast service; artwork a specialty; samples free; write for literature. Maurice Fischer, 711 So. Boulevard, NYC.

PRINTED ENVELOPES, LETTERHEADS, BUSIness Cards. Maloney Sales Co., 36 St. Paul, Rochester, N. Y. oct

100 81/2x11 LETTERHEADS, 100 634 ENVEL-opes, Hammermill Bond, 5 lines copy, \$2.00; sample free, Ace Press, Clearwater, Fla.

100 634 WHITE WOVE ENVELOPES AND 100 81/2x11 Letterheads, four lines copy, \$2 postpaid. Greco, 72 Troutman St., Brooklyn, N. Y.

250 SHEETS, 250 ENVELOPES POPULAR EX ecutive size linen stationery, printed to your order, \$2 postpaid Stumpprint. South Whitley 11. Indiana.

250 6 % ENVELOPES AND 250 WHITEBOND Letterheads, 81/2x11, 5 lines copy, \$3, post-paid. Webster's Printshop, Farmland, Ind. oci 5,000 WHITE NEWSTOCK CIRCULARS, 6x9, \$15.50; 1,000, \$7.25; 9x12, \$18.50; 1,000, \$9.25; blank backs; postpaid to 4th zone, Gibbs Press, (1) 500 W. 141, New York 15.

SALESMEN WANTED

A-1 MEN OVER 40-MAKE A FORTUNE: NO investment; sell sales promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50e to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open. Requirements: Car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 160 Chestnut St., Rochester 7, N. Y. (Mention Billboard), oc29

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago. CA-6-2544.

TATTOOING SUPPLIES

GENUINE PELICAN-BLACK, REGULAR OR concentrated; also other Pellean products at distributors' prices Needles, 12 sharps, fine quality, \$5 per thousand Joe Darpel. Hotel Victoria, Norfolk, Va

TATTOOING MACHINES—DESIGNS, COLORS
Needles, complete outfits; genuine German Pelican Black Tattoo Ink: free catalog. Owen Jensen. 120 W 83d St., Los Angeles 3.

WANTED TO BUY

GOOD USED CANDY FLOSS MACHINE-COMplete: must be cheap; full details. Meyers, 224 Piquette, Detroit 2, Mich.

KIDDIE AUTO RIDE AND BOAT RIDE; ALSO interested in other Kiddle Rides. Schwartz, 1928 N. Goodman St., Rochester 5, N. Y.

SET OF NEW OR USED MUSICAL COW Bells. Howard Chernoff, San Diego Journal, San Diego. Calif.

WANTED—ADVERTISER

RATE-12c a Word

Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

DANCE ORCHESTRA MUSICIANS - TRAVEL ing and location; long-term contracts; advise detail particulars VSA, 848 Insurance Bldg., Omaha, Neb.

GIRL PIANIST WANTED FOR ORGANIZED combo; steady work; send full particulars. Box 296, Billboard, 188 West Randolph, Chicago.

GIRLS FOR POSING AND GIRL SHOWS—You can get highest salaries, personal exploitation, best working conditions; experience not necessary; sealed letter, please, P. O. Box 411, Enid, Okia.

IMPERSONATORS WANTED — CAN PLACE Comedian, Singer and M.C combination, Exotic Dancer; road show. Write Mr. Lloyd Lance, Gen. Del., Saginaw, Mich.

MAGICIAN EMCEE FOR ROAD SHOW-STATE salary; full data with picture, etc. Box C-453. Billboard, Cincinnati. ocs

MUSICAL MATERIAL WRITER FOR CLUBS and vaudeville; fee basis. D'Amici, 315 W. 57 St., N. Y. C., CO 5-1153.

SOCIETY STYLE PIANIST; LEAD TRUMPET; Lead Tenor Sax; Two Beat Drummer capable playing good Latin; must cut shows; read well; Singers preferred; salary seventy; locations. Box C-449, Billboard, Cincinnati.

MUSICIANS WANTED — LOCATIONS, ONE-nighters; commercial. Leader, McClellan Ho-tel, Wichita, Kans.

PIANIST, ALTO DOUBLING BARITONE SAX-Modern band; others write; those doubling vocals, entertainers preferred. Box 593, Sioux Falls, S. D. Phone: 8-1295.

WANT-PIANIST, RHYTHM, SAX'S DOUBLing violins or vocals preferred; vocalists, society band. Bob Worton, 841 Fullerton, Chicago.

WANTED SALES FORCE & JOBBERS, EACH state combination; heater, cooker; patent pending. Dr. Roberts, 1104 S. Patterson St., Valdosta, Ga.

WANTED-JOBBERS & SALESMEN IN EACH state; articles patent pending. Dr. Roberts 1104 S. Patterson, Valdosta, Ga. oct

WANTED-REPLACEMENTS FOR MIDWEST territory band; would like to contact good bass horn man immediately; all others write. Box 152. Grand Island, Neb oci

WANTED-TENOR SAX DOUBLING VIOLIN; also plano doubling accordion. Contact Orchestra, Biltmore Hotel, Dayton, Ohio, im-mediately.

CONCESSIONERS!

Clocks and Horses for

AN OPPORTUNITY OF A LIFETIME!

FAST PROFITABLE SALES . . . LOWEST PRICES!

#100BC Handsome 8-inch Horse and Clock (as illustrated) mounted on metal base, removable saddle with red felt blanket.

#105 Bronze or Silver 101/2 inch diameter Western Horse Clock. Finest quality and finish. All metal base.

25% Deposit on All Orders, Balance C. O. D. Send for FREE 1949 Catalog.

M. K. BRODY

1116 S. HALSTED ST. CHICAGO, ILLINOIS

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In Business 34 Years in Chicago

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Bingo and Premium Merchandise

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M. A. SINGER CO.

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DALLAS 1. TEXAS

"Diamond Jim"

sparkling, latest style case with ultra smart rhinestone indicator dial. Precision rebuilt high quality move-7 Jewels \$10.95

15 Jewels 11.95 17 Jawels 12.95 with Benrus, Elgin, Waltham movements. \$3.00 addi-

tional.



Genuine Swiss 2 Button

Guaranteed New

lots of 6 or more Control buttons to start and stop sweep second hand. Polished chrome case, leather strap, 2 tone dial. Sample

LADIES' or GENTS' RECONDITIONED WATCHES

Beautiful rhine-stone dial, 7 jewels \$7.85 15 jewels

\$9.85



ELGIN WALTHAM GRUEN BENRUS BULOVA

Reconditioned Watches IDK R.G.P. Cases, Rock Crystal.

with rhinestone dial, \$2.00 additional Leather Strap. 25% Deposit on C. O. D. Orders. Wholesale Only. No Retails. , Send for big catalog of fast selling items.

181 CANAL ST., NEW YORK 13, N. Y.

Sellers at Sell-Out Prices!! HOLLYWOOD REAL LIFE STUDIES with 3 Dimension Viewer and 10 Art

Models. A \$1 Retail Seller. \$3.60 Per Dz. \$36.00 Per Gr. NUDIE ART MODEL SLIDES

35mm, Full Color Real Sell-Out. Big Variety.

10¢ ea. lots 100 to 500 All

15¢ ea. lots 25 to 50 Differe
Send \$1.00 for Sample Lot of 6. Different

HOLLYWOOD STRIPPER—3 Poses Tessie the Tease. Going Fast.
75¢ Doz. \$7.20 Gr.
1/3 Dep., Bal. C.O.D. Mdse. Sent Prepaid.

PORT NOVELTIES

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WIRE ARTISTS

Buy your COLD FILLED and ROLLED GOLD PLATE requirements DIRECT from THE MANUFACTURER. Our fifty years of ex-ASSURES you of QUALITY. SERVICE and ECONOMY.

The following are our present prices for 25 ounce lots of #22 gauge square wire: 1/20 12 Kt. Gold Filled \$1.54 Per Ox. 1/60 12 Kt. Rolled Gold Plate .93 Per Ox. 1/100 12 Kt. Rolled Gold Plate .80 Per Ox.

Postage and C. O. D. charges extra. Prices for other quantities qualities and sixes cheerfully furnished upon request.

175 Eddy Street, Providence 5, Rhode Island

BEST BUYS IN IDENTS

Aluminum

Dozen

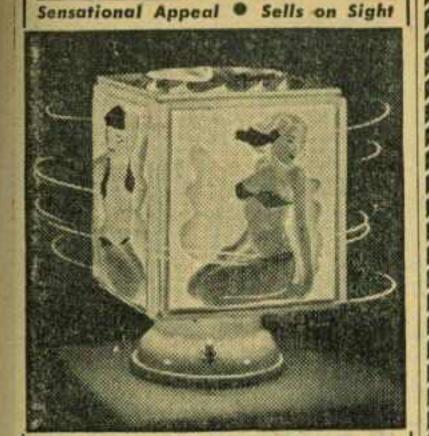
White or Gold

Plate

Complete sample line, 16 Nos., prepaid or shipped C. O. D. \$3.85

25% deposit on all orders.

"Pin-Up Girl" ROTARY LAMP



TANTALIZING, AUTOMATIC ACTION **** REVOLVES CONTINUALLY .****

A Revolving Lamp with four Curvacious, Scintilating Bathing Beauties — Redheads, Blondes, Brunettes—all in tantalizing, lifelike poses, colorfully clad in French style bathing suits.

Top quality Plastics, Heavily embossed third dimensional life-time colors. Individually

Great sales appeal — Sells on sight. Tre-mendous repeat sales. Ideal for Promotional and Special Sales Deals, Sample \$2.50. Remittence in full with order shipped postage prepaid.

\$30.00 DOZ. 25% with order, balance

Federal Supply Corp. 119 So. Wells St. Chicago, III.

SALESMEN! DEALERS! DISTRIBUTORS! Make BIG MONEY!

TIMELITE unique combination ELECTRIC CLOCK

and CIGARETTE LIGHTER

It's New! It's Fascinating!

An ideal gift for home or office use! TIME-LITE phone is beauti-fully designed in metal, 34 size of regular tele-

phone. The Electric Clock is guaranteed self-starting. Fully automatic "receiver" lights instantly by pressing button. Model = 147—Gold Hammerloid

.... \$6.00 Each Model #150-Executive DeLuxe Flated Finish—Specify Sunburst Packing: 6 per carton. Minimum Order:

MODEL #147 — \$6.75. MODEL #150 — \$8.25.
25% cash with order, balance C O. D.
F O. B. Chicago.

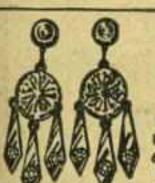
ALBA ART STUDIOS Dept. 101

1916 S. Trumbull Ave. Chicago 23, III.

IMMEDIATE DELIVERY! • Electric Flash Boards

 Electric Bingo Blowers Wire or write for Catalog

817-823 Broadway, Newark 4, N. J.



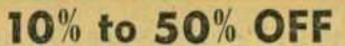
Genuine Hand-Made Rolled Gold **Sparklers** Dozen Retails for

\$2.98 Interchangeable—can be worn as screw-on or for pierced ears. 1/20th gold wire for pierced ears free with every pair. Money refunded. No catalog.

SAMPLE, \$1.00. Deposit \$1.00 for C.O.D. Order AGENTS WANTED.

S. DIAMOND

1323 Congress Ave. Houston, 1840



ON ALL CATALOG MERCHANDISE TO SELL PROFITABLY ON TODAY'S MARKET

MEN'S WRIST WATCHES

- ELGIN
- BENRUS
- GRUEN
- BULOVA

Ladies'

Rhinestone

7-Jewel,

\$9.95

17-Jewel,

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movements

guaranteed like

new. Rhine-stone dials and silk cord band.

Gold filled Mesh, Link or

Expansion Band \$1.75 add.

Rhinestone Dials, \$2.00 Additional.

10 Kt. Yellow R.G.P. cases, modern new designs. Reconditioned and rebuilt-guaranteed like new.



2 Stone Heavy Men's Ring

DOZ.

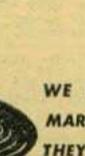
No. B-121 heavy brass, gold color rings with imitation ruby and white stone. Big sellers.



No. B-325 heavy brass, gold color men's ring with 3 whitestones, looks like the real thing.

25% With Order-Balance C. O. D. Wholesale Only-None Sold Retail. Write for our New Catalog.

59 E. MADISON ST. BRUS. DEPT. B-1, CHICAGO 3, ILL.



CREW HAT OPERATORS

WE HAVE THE BEST CREW HATS MADE IN THE MARKET. WE GUARANTEE THEM FIRST QUALITY. THEY SIMPLY ARE BEAUTIFUL AND SELL ON SIGHT.

TWO-TONE COMBINATION TOPS\$59.00 GR. FELT CREW HATS. Beautiful Bright Colors 28.00 GR. KIDDY FELT HATS WITH PEAK. In Beautiful Bright Colors 24.00 GR. LACED COWBOY ALL WOOL FELT HATS, Beautifully Laced With Adjustable Cord In All Bright Colors. \$8.00 DZ. 90.00 GR.

SPECIAL

WESTERN LACED COWBOY PRESSED FELT HATS. In Assorted \$36.00 GR.

25% Deposit-Money Order or Cash. Balance C. O. D.

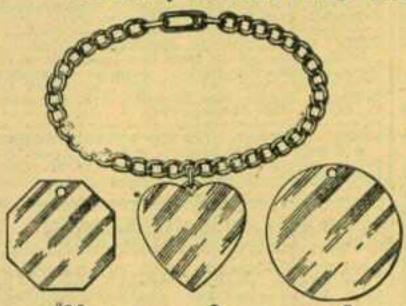
IMMEDIATE DELIVERY

1102 ARCH

HARRIS NOVELTY CO. Phone No.: Market 7-9848

PHILADELPHIA 7, PA.

NOTICE, ENGRAVERS AND DEMONSTRATORS



Heavy Chains, Charm Bracelets, 3A, 2, 3; also Diamond. Clubs, Spads, 4 Leaf Clover. High polished backs and fronts; nickel or gold plated.

\$4.00 Dox. Bulk

Dexter Engraving Jewelry Co.

PROVIDENCE 3, R. I.

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 Optain the Proper Listings Be Sure and State in Detail Your Business and



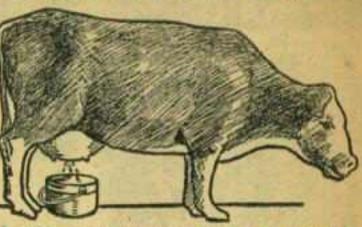
191 SOUTH STREET

REMIUM SUPPLY CORP. 11 South 12th, St. Louis 4, Mo.

COMPLETE LINE OF ALL CARNIVAL MERCHANDISE

1010 BROAD WAY

LOOK! A COW THAT GIVES MILK



YES! THIS AMAZING COW DRINKS MILK AND CAN BE MILKED!

Not a hard toy, but the cow actually feels like the real animal. Here's a natural for salesmen, stores, pitchmen, fair workers, premium users. Complete with milking pail. Comes in colored illustrated box. Be first with this amazing novelty.

Sample \$1 Dox. \$8.40

AMAZING LIFE-LIKE RUBBER HEAD MASKScover Entire Head



Coloring and detailing Coloring and detailing make these masks outstanding values. You have to see them to appreciate the workmanship. 8 assorted heads in dozen lots.

• Devil—No. 582

• Goofy—No. 588

• Pumpkin Head—
No. 581

• Old Man—No. 588

• Ape—No. 583

• Clown—No. 586

• Minstrel—No. 584

• Glamour Girl—
No. 585

in 6 Dox. lots and Dox. over



profit wherever

DOZEN 2 Doz. in counter display. Mimimum Order, 2 Doz.

25% with order-Balance C.O.D. On cash with order, add 5% for mailing charges.

THE MACK CO. 32 N. WELLS ST., CHICAGO, ILL.

FOR THE LATEST WRITE TODAY TO

Harry Pakula & Company 5 N. WABASH AVE. CHICAGO 2, ILL. PLEASE STATE YOUR BUSINESS

WESTERN SADDLE HORSES

Boys, just came back from a nice vacation. Here goes a new solid midget horse, 21/2 inch, at \$1.65 a dozen which beats them all. Also have a new number at \$6 a dozen which is tops. Also have other sizes at prices that beat everybody. Our patrons all say we have the nicest horses on the market, bar none. Every one guaranteed. Send \$5 for assorted samples postpaid. If not satisfied, money back at once. Also will pay return postage. Please note new address,

C. GAMEISER

Box 1324, Church Street, Station 8, **New York City**



Sparkling White

Imported Gems! 1/2 Ct., 50¢; 1 Ct., \$1.00; 11/2 Ct., \$1.50; 2 Ct., \$3.00. For resale only. Minimum order \$5, or write for list.

UNITED JEWELRY CO. 388, Wheeling, W. Va

MERCHANDISE

Biggest Profit Makers History



Reconditioned

Written 1-Year Service Guarantee 8 Flashing Rhine-stones and 4 Simulated Rubies Genuine Swiss Movement

Looks Like \$50 Watch
Individually Gift Boxed
Genuine Leather Strap
(Matching Gold Plated Link Expansion
Band, \$1.00 Additional)



(In Gold Plated Case, \$4.75) Written 1-Year Service Guarantee Precision Timekeeper and Stopwatch
Radium Dial, Sweep Second Hand
Assorted Colored Dials
Polished Chromium Case
Guaranteed New—Not Rebuilt
(With strap and gift box, 20¢ add.)

Above prices for orders of 6 or more watches. \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

DUNHALL Imports Co. New York 6, N. Y.

Two-Tone Antique Color Genuine Cowhide



Genuine hand-tooled, hand-laced LIFE-TIME bags, entirely hand made from tinest grade Western cowhide leather. Satisfaction positively guaranteed or money refunded.



Large Shoulder Bag, Lined, Eipper \$12.75 (\$35 Retailer) \$12.75 14-Inch Handbag, Dou-ble Zipper, Lined Retailer). \$11.75 111/2-Inch Handbag, Zipper, Lined (\$20,00 Retailer)... \$8.75 8-Inch Bay, Zipper

(\$5.95 Retailer) \$2.75 6-Inch Bag, Zipper (Not Lined) \$2.25 (\$4.95 Retailer) \$2.25 Hand Tooled Wallets Retailers).... \$2.75

Sold Wholesale for Re-Sale Only

ORDER BY MAIL Postpaid if remittance sent in full.

Or send 25% deposit, balance
C. O. D.

Novelty and Jewelry 1128 16th Street Denver 2, Colo.

New Invention! . Sells Like Wild Replaces messy paster, liquids. Simply glide over shoes—and FREETO! — you have a lustrons, long-lasting shine. No meas. No muss. No solied hands. Clean. Handy. WORKS LIKE MAGIC! WORKS LIKE MACIC For Men's, Women's and Children's Shoes, Low

priced, Lightning seller! SAMPLES FOR AGENTS flample offer sont im-KRISTEE CO., 1586 Bar St., Akron, Ohio

BINGO

Heavy Cards, Specials, Cages, Blovers, Transparent Markers. Write for bulletin

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

COLORED BAND FOR NIGHT CLUBS, COCK tail lounges, taverns, etc. Four men, enter-taining and singing. Jump Jackson, 5727 S. La Salle St., Chicago, Ill.

"THE NEW SOUND"—4 PIECE UNIT; BONGO, Bass Fiddle, Guitar, Piano; union. Herby Cohen, 2765 Mathews Ave., Bronx, New York.

CIRCUS AND CAR

AGENT, BRIGADE MGR., MAIN STREET Lithographer: 3 straight seasons on last job. A. J. Duffy, 717 E. 6 St., Muscatine, Iowa.

HAVE GOOD SIDE SHOW ACT-6 DWARF Mechanical Clowns built on 6x10 ft. 2 Wheel Trailer; would like to join Side Show going south. Address P. Nesselhuf, Bethel, Kansas.

2 REAL EXPERIENCED LAUGH GETTING Clowns; 4 sure laugh Acts; work any place. Advise Two Lewis, Gen. Del., Waterloo, Ia. oc8

MISCELLANEOUS

SKATE REPAIRMAN-25 YRS. EXPERIENCE, know all phases of rink operation; sober, reliable. Wm. Kirkpatrick, Crystal Lake Park,

WANT SHOW PAINTER POSITION - ANY kind of show in any State of Union; reference given. H. John Cutts, Gen. Del., Newport,

MUSICIANS

ACCORDION PLAYER-FINE ACCORDION, play straight hillbilly, western style; interested in radio spot; long term; union; male; age 35; prefer south; excellent player. Address Accordionist, Box 92, Peru, Ind.

ARRANGER-EXPERIENCED WITH SMALL and large combinations; all styles. Frank Metis, 6509 Grand Ave., Maspeth, L. I., N. Y.

AT LIBERTY-TRIO AND GIRL VOCALIST, play society style; swing, novelties, Latin rhythms, etc.; cut shows. Phone 3-0370. Buddy Del Mar, 218 E. 1st St., Jacksonville, Fla.

DRUMMER-AVAILABLE WITH TWO WEEK notice; desires change; ten years professional experience; good references; locations any-where. Box 443, Billboard, Cincinnati, Ohio.

EXPERIENCED DRUMMER - JOIN IMME-diately. Any proposition considered; dance or shows. New equipment, plenty rhythm, reliable. Tom Wrenn, 20 Chatham Rd., Asheville, N. C.

DRUMMER-DRIVE BRUSH RHYTHM; GET Vibraharp later; hotel, lounge, tavern; any-where; steady; sober, neat, dependable. Mu-sician, 307 Glenlake, Toronto, Canada.

DRUMMER-NAME "STYLE" EXPERIENCE: cut good show, rhumbas, jazz; own trans-portation; willing, co-operative; prefer two beat commercial location in south but consider anything, anywhere. Box C-450, Billboard, Cincinnati, Ohlo.

DRUMMER—NAME, SEMI-NAME, SHOW EX-perience; union, dependable; travel any-where; consider all offers. Dale Evenson, 2425 Butler Place, Minneapolis, Minn.

SELL NYLONS GUARANTEED RUNS! AGAINST



Guaranteed by FREE nylons if hose runs or Good Housekeeping snogs! Impossible? It's true! snogs! Impossible? It's true! Regardless of cause - whether

fault of hase or wearer - Kendex nylons are replaced FREE if they run, snag or become unfit for wear within the guarantee period up to THREE MONTHS! Complete line of women's beautiful hosiery - all weights, sizes and lengths, including sheerest 15 denier 51 gauge. Not sold in stores. Nationally advertised in Life, Saturday Evening Post, Ladies Home Journal, McCalls and Wamen's Hame Companion. Awarded Seal of Approval by Good Housekeeping magazine. Also complete line of men's fine hosiery guaranteed ONE FULL YEAR or replaced FREE! No maney or experience needed to earn big, steady income writing orders in spare or full time. We deliver and collect. Advance cash plue huge bonus. Complete moneymaking sales outfits FREE and prepaid. No obligation. Nothing to pay now or later. Opportunity to have others sell for you. Rush your name and address on postcard and you'll be making money

KEHDEX COMPANY BABYLON, 17, N. Y.

FREE! CARTON CIGARETTES Carton of any popular brand of Cigarettes FREE with each order for 500 at \$5.00 double edge guaranteed blades. Packed 5 to package (10s retail), 20 packages to counter carton. Buy all you need while this amazing offer lasts. Orders shipped prepaid for cash—C. O. D.'s plus post-

HAMMOND ORGANIST-EXCELLENT PLAYer; have organ; interested in good job; reasonable hours; long contract; sure pay; many years of experience; male, age 35. Address Organist, Box 2, McClure, Ill.

ORGANIST WITH HAMMOND ORGAN-GOOD appearance, wide repertoire, go anywhere; experienced all lines; prefer club, hotel or cocktail lounge. Address Organist, 221 Vester Street, Ferndale, Michigan.

PIANIST-MALE; SOCIETY, JAZZ, VOCALS; ready to go; novelties, pantomime; own car; prefer location. Pianist, Box 189, Richmond,

PIANIST-SOCIETY STYLE; AT LIBERTY FOR smart club or hotel; male, age 25; can sing but prefer accent on 88; union, good appear-ance. Box A-84, Billboard, 6000 Sunset, Holly-wood 28, Calif.

PIANO MAN — SOLOVOX; AVAILABLE IM-mediately; solo or combo or small band; read, fake, transpose, pit experience, union, neat appearing; will travel or location. Harry Haist, 7319 W. 72d St., Chicago 38, Ill. Summit

PIANO MAN FOR SMART COMBO, SOCIETY or jump band; nice chords, good beat, know the tunes; age 22, union, sober, completely dependable; travel or location, anywhere. Write or wire Musician, Box 76, Gifford, S. C.

STEEL GUITAR MAN—LEAD, FILL-IN, FAKE; good ear; age 25; union, sober, reliable; 8 years experience radio, stage; also play hoedown fiddle; do some comedy; vocals; want location deal with A-1 outfit; preferably in Midwest; name best offer. Wire or phone Ken Massengill, Marionville, Mo., Phone 152-W3.

STROLLER ACCORDIONIST - DOES NOT drink; will go anywhere; will consider all of-fers. Write Box C-448, c/o Bliboard, 2160 Pat-terson St., Cincinnati 22, O.

TENOR SAX, CLARINET - YOUNG, EXTENsive commercial experience shows; desire big band; \$70; transportation, union. Fred Robson, 777 Lexington Ave., N.Y.C.

TENOR CLARINET-EXPERIENCED JAZZ OR commercial; sober, nest appearance; prefer small combo. Phone 4-8088. Lee Ulbrich, 1324 Hubbard, Jacksonville, Florida.

TENOR, CLARINET, ALTO-READ, FAKE, jazz or commercial; play most requests; union, reliable, agreeable; car; 20 years ex-Musician, 20 S. Carlen, Mobile, Ala. perience. Phone 6-3430.

TENOR SAX AND DRUMMER AVAILABLE October 3; read, fake, do vocals; combos preferred; all offers considered; travel anywhere. Bob Kleff, 282 Jewett Ave., Staten Island 2. New York. Phone Gibraltar 8-0896-J. ocs

TRUMPET MAN - AVAILABLE OCTOBER eighteenth; twenty-three years old; nine years combo, big band, show experience; single; will travel. Contact John Lindenberger, 7421 No. Damen, Chicago, Ill.

TRUMPET, TROMBONE, VOCALS—COMBO'S lead, section, name show exp.; read, fake, transpose; single; reliable; appearance. Room #21, 3017 E. Grand Blvd., Detroit (2), Mich.

TRUMPET, VOCALIST (BALLADS); THOROLY experienced; sober, congenial; read anything; excellent tone and range; prefer location. Bob Campbell, 1104 Second St., Beaver, Pa.

VERY EXPERIENCED SOCIETY TENOR -Lead or any chair; read and transpose well; tone, vibrato, intonation; good on sax and clarinet; arrange; locations only; no drunk or character. Write, wire Musician, 1417 So. 25th, St. Joseph, Mo. Phone 3-0547.

VIBEST-MODERN AND BOP STYLED, SWEET and gone, wishes change; member Local 47; young, sober, reliable, Musician, 815 W. California St., Oklahoma City.

PARKS AND FAIRS

AT LIBERTY-YOUNG LADY, SINGLE TRAP ere, ladder, platform, rolling globe. E. R. Gray, 671 Sweetser Ave., Evansville, Ind. ocl

BALLOON ASCENSIONS, PARACHUTE JUMP-ing; modern equipment for fairs, parks, cele-brations; always reliable. Claude L. Shafer. 1041 S. Dennison, Indianapolis 21, Ind. oc8

BEAUTIFUL PHYCHIC PALMIST-ENCHANT ing and mysterious; gypsy like; age 30; do half and half; work for \$50 a week. Phone 6953. Rose Davis, Avella, Pa.

OUTSTANDING PLATFORM TRAPEZE ACT-Available for celebrations, fairs, etc.; flashy act; for literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4,

SENSATIONAL HIGH FIRE DIVE-OLD EStablished standard attraction; never fails to please. Capt. Earl MacDonald, 456 Lamphier Pl., Warren, O. oc22

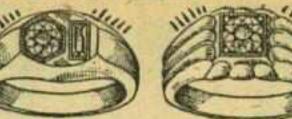
World's only bicycle riding down chute, thru flames, crashing glass walls, leaping gap over cars, using fireworks. Open for late Southern dates outdoors, indoors. Mike Kelly, Goshen, Indiana.

FEARLESS STARS, WORLD'S HIGHEST Contortion Trapeze Act; gorgeous girls, beautiful costumes, flashy rigging. Southern Fairs contact Jerry D. Martin, Billboard, Cincinnati, Ohio.

VAUDEVILLE ARTISTS

COMPLETE BARN DANCE SHOW-RADIO and stage experience; twelve young, attrac-tive people; include band, comedy, vocals, AMUSEMENT INDUSTRIES, Box 2, Dayton 1, 0. Artington Sta. P. O. Box 2555, Baltimore 18, Md. "Musicians," Skelly Tower, Decatur, Ill.

Get Top Money-Top Quality-Top Profits MASSIVE 14 Kt. Gold Plated White Stones



=505-\$2.65 Doz. Red Baguette and White Stone

#508-\$2.65 Doz. Fiery Full Cut White Stone

MASSIVE AVIATION METAL IDENTS Plated and Polished. Look Like \$10 Seller.



#301-\$3.25 DOZ.-\$36 GR.

Nickel Silver Sweetheart Signet Ring



Red Hot Seller = NS300 \$2.40 Doz. \$26.00 Gr.

25% Deposit With Order, Balance C. O. D.

THE SALPRO CO. Chicago 24, III. 3824 W. Arthington St.

AMAZING Genuine Diamond-

(No. 700) Never before has a genuine White Diamond Dial SQUARE Watch, in outstanding presentation box, been offered at this amazingly low price. It is a timed and tested Men's Swiss Chrome Cylinder Strap Watch, at a sure-selling, profit-making price. (No. 701) In 10K., domestic, square model, rolled gold top, steel back, fully engraved top, rock crystal, not plated, \$10.30 each. (No. 702) Same as No. 700 but with a yellow top plated case, \$8.50 each.

Wholesale only in minimum sample lot of (Add \$1.00 extra for each less than o.) Deposit with order.

For stainless steel expansion band add 55c. For 1/20th 12K, gold filled expansion band

Bona fide quantity jobbers protected and invited. Write. Confined models.

LANCYL CO.

580 Fifth Ave., New York 19, N. Y.

Agents! Pitch Men! They Grab It Out of Your Hands!

Sold 3,900 in One Location!

Spectacular Sales Records everywhere - in small town and big city. \$1.50 seller pays up to 100% 1/4"
profit. Any Pitch Man 3/16"
who can hand out 100 1/8"
a day nets \$75.00 a day 1/8"
for himself. Agents do 1/16" rushing business in ma-chine shops and stores. Every home in the land is a prospect. FREE! Send no money-just a penny postcard for Free Icol Demonstrator offer. Il-lustrated Literature and Complete Money-Making Plan. No cost at any time

for what I send you now. Rush name only to

Community Plate

Sterling_

Gorham Sterling Holmes & Edwards

International

Lunt Sterling

Reed & Barton

Solid

and

TOOLS

PERFECTION PRODUCTS
1111 S. Washtenaw, Dept. BB-2, Chicago 12, III.

WANTED DEALERS SILVERWARE

WATCHES Longine and Croton Automatic, Also Watch Attachments. RONSONS

All models, PENS Waterman.

Parker 51's and 21's,

1847 Rogers Brothers Wallace Sterling Also Elgin-American Compacts, Cigarette Cases, Delta Pearls, Schick and Remington

Electric Razors. BOX 410

The Billboard, 1564 Broadway, N. Y. C. 19

SAVE UP TO 50% Ladies' Hose, Lingerie, Toys, School Supplies, Drug Items, Razor Blades, Food Products, Novelties, Specialties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc. Send 10% for this month's bargain specials and receive new issues each month.

RELIABLE JOBBERS, 311 N. Desplaines St., Dept. H, Chicago 6

No. 191-H MEN'S IMIT. HEMATITE Gold Flash Sides \$3.25 per doz. \$36.00 per gr.



No. 191-C MEN'S DOUBLE HEAD IMIT. CAMEO With Gold Flash Sides \$3.50 per doz.

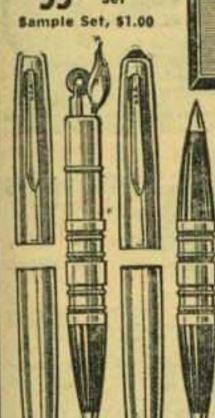


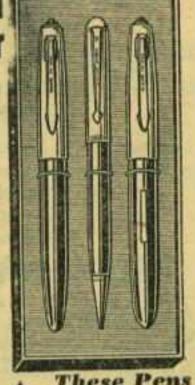
\$39.00 per gr. Free Catalog. Minimum order, one dozen. Over 500 styles \$1.00 and up per doz. Send 25% with order, balance C.O.D. STERLING JEWELERS

DIRECT From Manufacturer Sensational Value

Beautiful 3 - piece set. Hooded point fountain pen, auto-matic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

SPECIAL PRICE





These Pens Sell Like Wildfire!

Combination ball pen and lighter. 35¢ Ea.

Two - color pen writes in red and blue.

Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

ORDER NOW! EPSTEIN 27 East 22nd St. New York 10, N.Y

A STATE OF THE PARTY OF THE PAR A MILLION SALES Fluorescent Fixtures

The greatest lighting fixture yet made. Here's Your Big Opportunity for Big Money Making.

LOWEST PRICES Direct From Manufacturer Write for Catalogue

DESIGNERS . MANUFACTURERS . DISTRIBUTORS FLUORESCENT FIXTURES 714 Cherry St., Phila. 6, Pa. LOmbard 3-7789

ENGRAVERS Originators of the All-Aluminum Idents.
MEN'S IDENTS — LADIES' IDENTS DOUBLE HEART IDENTS (All Aluminum) 514.40 GROSS Men's Massive Large Aluminum Idents. \$2.00 DOZ. DAY AND NIGHT SERVICE Phone: BAyport 1-5338 MILLER CREATIONS

6628 Kenwood Ave.

Chicago 37, III.

80/16 (1280 11/2 In. Firecrackers) \$2.25 per bundle 40/60 (2400 1% in. Firecrackers) 5.00 per bundle Cash with order. F. O B. Center Tex. Special price case lots.

- Center Texas

HURST-JONES FIREWORKS

DOWNER LIST

Billboard TRADE Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having SERVICE mail addressed to you in our care, look for your name EACH WEEK. PEATURE Mail is listed according to the office of The Billboard where it is held,

Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wedn-sday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22. O .___

Parcel Post

Albright, Geo. R. Doman, Edw. 20c 23c Milier, Win. H. 45r

Abbott, Blackie Abbott, Chas, A. Abbott. Runnell BIII Abetle, Abraham, Frank Ackley, J. W. Adams, E. J. (Concession) Adams, Two Adams, Mrs. Eddie

Adderton, Bob Ahern, John Allan, Henry 8. Allen, Billie Allen, Cecil Anderson, E. J. Andrews, Jack Annin, Jimmy Arbogast, John Arneson, Lloyd Ashley, Thos. Lucky
Atkins, T. E.
Atkison, Mra. Lucky
Badger, J. W.
Bailey, Ike Bailey, Ike Baker, Mrs. Mae Bales, R. M. Barnard, Richard Barnard, Richard
Barnes, Berry Tom
Barnhill, Ena M. Cardoza, Don J.
Barrett, Fred Carland, Buck
Barrett Wm. Turnes Carlisle, Eddie
Barrett Wm. Turnes Carlyle, Hank
Carlon, Lee

Bauer, Geo, H.
Bauguse, Marshall
Bazinet, Dwight
Bean, Mr. Bella
Beard, Al
Belfor, Mcs. Anne
Belknap, Bill
Ballofoville, C. R Bellefeville, C. R. Bender, Phillip Benjamin, Mrs. J. Bennett, Wayne Benson, John Bentley. Chas. W. Bentley, Tommy Bernstein, Harry Betta, Edvin Rible Bros. Circus Bickett. J. H. Rinder, Herman Blackburn, Louis

Barth, Ben

Bartlett, Captain

Blaylock, Buddy Blyholder, Paulia Bogart, Jack (Great

Jaxon) Boles, Frietz Boone, Virgil Born, R. H. Bougett, Geo. Rowlegs, Willie Archie Frank Boyd. Boyd. Boyd, R. H. Brady. Bob (c/o

Chas. Brown, Orch, Leader) Branningan, James

Brandt, Leonard J Brannen, Pat Breeze, John Brewer, S. S. Brooks, C. D.

Brower, Jos. J. Brown, Alex Brown, Mrs. Doc Brown, Paul A. Brown, S. P. Renwu, Wendel S. Bryant, Mrs. Cliff Bucci, Anthony Buckles, Leslie Buffington, Robt, S. Bungard, Art.

Burdette, Dot & Burke, Thos. J. Burnum, Hugh Burress, John R. Burridge, Frank

Burden, James

Burto, Leon Bush, Tom Buttes, Robt. Byers, Sammy Calangelo, Richard Calhonn, Jimmie Cameron, Skeets Campbell, M. M. Cantrell, Mrs. Millard Cardoza, Don J.

Carlson, Lee Carswell, J. C. Casey, Fredrick Catalano, Peter Chaler, Ray Chapman, Wilson P Chisholm, Jack Christensen, Mrs.

Churchill, Geo. Churchill, Sarah Cibull, Mrs. Frank Ciccarielli, Floranti Clark, Vanghn Marke. Claybrook, Marie Cline, Edmond Cobbs, John R. Cohen, Phillip Cole, Fred Cole, Fred R. (Smokes)

Cole, Mrs. Robt. Blankenship, James Coleman, Alton R. Garfield Coleman, Tommy Coley, J. J. Coman, Martha Constser, L. C. Cooper, Mrs. Billie Edw. E. Hymle Cooper, Cooper. Cooper, Norman B. Cooner, Philip B. Corbett, John M. Cotton, Ray Couls, Patricia M. Couls, Robt.

Lucille

Cournayer, Jr., Cournayer, Hector Coutts, Robt. R. Coven, Sam Cowart, Phyllis Galligher, O. L. Craig, Mrs. Barbara Ganote, W. D. Crane, Sidney S. Gant, Jim Lee Crawford, Margaret Crews, Alice Crosby, Mrs. Lens Garthwait, Ken Crowe, Mrs. Bertha Gayer, Archie Crowe, Chas, H.

Crowe, Steven Crystal, Pete Cuttler, Mrs. Marcelyn Gilly, Ralph Gillmore, Mr Daniels, Willie C. Gillmore, Mrs. Red (Electrician) Gilmore, Eddie Darling, Earl Edw. Giorgio, Tony Davidson, Betty Lou Girouard, Anthony Davis, Mrs. & Jack Davis, Lucky (Girl Show Operator)

Davis, R. H. Davis, Sam Glinea, Morris
Gloden, C. L. Jones,
Goldberg, A. G. Joseph,
Goldstein, Abraham
Goldstein, Nathan
Goodrich, W. H. Kahakof,
Gordon, Chas, L. Kahntro
Gosh, Bryon
Gratiot, Merle J. Kane,
Greene, Gloria & Kaylan,
Don Kelijhole Davis, Wayne J. Deam, Mrs. Bert DeClements, Rens & Deemer, Murl Demetro, Walter Denton, Earl Discus, John Dixon, Whites

Dombroski, Theo, Dombroski, Walter Douglas, James E. (The Rolandos) Dover, Mrs. G. Doyle, Jane Doyle, Robt, Drouillon, Frank

Dufanit, Doris Dukes, Dannie Duniap, Pete Dunn, Mrs. Charlie Dunn, Chas. Dunne, Paul Dyer, Jos. Easter, Henry Edsall, Roy E.

Show) Edwards, A. B. Edwards, Mrs. Agnes Edwards, Harry Egoff, C. Ellot, Jack K. Ellist, R. S. Ellis, Bruce Ellis, Mrs. F. F. Engel. Charlie Engerer, Capt. Ernest English, Mrs. M.

Evans, Brewster Evans, Texas Rough Rider Rodeo Enlrfield, H. M. Fanning, Jack Feller, Clifford Fennessy, Mrs. Naomi G.

Festor, C. G. Fiebig, Otto Fields, Mrs. Gladys Fillman, Robt. Fish, James E. Fisher, Gen.

Fishe, H. W. Fitzpatrick, Fred Fitzpatrick, J. C. Fleming, W. G. Flowers, Babe Focleman, S. A. Ford, Edw Jr. (Negro Richard Ford, Wm. E. Fox. Harry J Fraker, Russell (Wild Life Show)

Francis, Bill Frank, Charlie Frank, Geo. Franks, Edw. Fulkerson, Marvin J. Galliger, Jimmy (Side Show) Gardner, Marion Frances

George, Joe M.

George, Tom Gibson, Mrs. Raymond or Marie

Gladwell, James Ray Glasser, Mrs. Benny Glinea, Morris

Dobbins, Geo. Dodson, Dorotha B. Griggers, Winford Reese Guertin Jack Guillian, Mr. Guthrie, Ethel Hall, John D.
Hall, Mrs. Linda
Hamer, Harry J.
Hamilton, Mrs.
Wynona

Hancock, Mrs. Vera Hangsterfer, Allen Hanley, Harold A. Hanson, C. L. Harins, Geo. E. Harmon, Mrs. Eleanor ster, Henry Harrington, Wm. Harrion, Frank (Sunflower State Harris, James a

Harrison, Harry Harrison, Jack Harrison, Pete Harrison, R.
Harvey, Cari
Hastings, Wm,
Hatch, Owl
Haut, Mrs. Bessie
Hayman, Charlie L.
Heaton, Arthur Heaton, Arthur Hemphill, Matthew Henderson, Ray Ernest

Avis G. Henderson, Thos. M. Avis G. Hendrix, Mrs. W. A. Henry, Mary Mel-Herrick, Carl Herther, Clarence Higgins, Wes Hibbard, H. B. Hill, Rob Slim

Hine, Hinkle, Milt Hodges, Chas, H. Hodge, Louis (Red) Hoffman, Joe Hogan, Paul Holder, Harriet Holm, Charles R. Hooper, Frank Horrell, Russell Hosmer, Sr., J. Ned House,

Hrababick, Mrs. Mildred Hubbard, Harley D. Huddleston, Earl Huddleston, Willie

Hudgins, Carlton Hudson, Mrs. Ann Huftle, Mrs. Kay Huftle, T. J. Hughes, W. O. Hunting, Chas. Hunting, Lynn Iglor, Clint Ingram, Miss Jerry Irvine, Mrs. Florence Page

Jackson, Ronnie Jackson, Stonewall Jameson, Edw. Jenkina, Renj.

McKinnon, Mrs.

Jensen, Mrs. Jess Jensen, Lois Johns, Mrs. Vaughn Johnson, A. D. Johnson, A. F. Johnson, Mrs. Chesale

J. Johnson, Coster J. Johnson, Frank M. Johnson, Mrs. Gene Johnson, Joe Johnson, Rudy Jones, Walter Earl Joseph, Pete Justus, Donald Justus, Sam
Kabakoff, Dave
Kahntroff, Morris
Kalbaugh, Ona, Mrs.
Kane, Eleda Kaylan, Sam, Mrs. Keliiholokai, Melvin Keller, Harry Kelley, E. A. Kelibolokai, D. W. Kennedy, Curtis
Kent. lack
Key, Marie
Kibel, I. H.
Kidermann, Tony
Kines, Tommy H. King, Andy King, Billy Kinner, Ben

> Knipschield, Edward H. Knoft, Jerry Knowles, Whitie Korhn, Raymond J Kowalski, Paul E, Krekeler, Charles L, Krosschell, Hermen Kyer, John (Lacy) LaBrake, Mrs.

Knapp, James

Lacy, Jim Scottland Lamont, Arthur Lamont, Vicky
Landes, B. F.
Langhart, L. C
Larkin, Densale D.
Lauranchuk, Stephen Laurish, Matt Lee, Fred C. Robert Lee, Lee, Snookie Lefler, John Snookie Levy. Shirley

Lawrence Lewis, Eva. Mrs. Lewis, Harry J. Liab, Willie Little CHER Little, Mrs. Dave Littlefinger, Buster

Litzenburg, Loretta, Mrs. Livings, Ernest (Scar) Long, Ernest B. Love. Donald Lynne, George L. Lyons, Peggy, Mrs. McCarthy, John

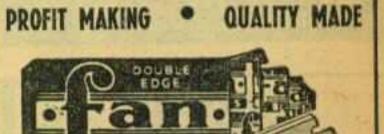
Francis McCarty, Sue McCary, James McClelland, A. L. McComb, Virginia McConnell, Chesteen McConnell, R. C.
McCoy, M. P.
McCurdy, Curtis
McGill, Eli
McGill, Rsy

McHugh, W. "Bill" McHugh, Wilford L. McInnish, Mrs. Jesse D., McIntosh, Dave McKenzie, Imogene

McLaughlin, Mary McMinn, Mrs. W. F.

(See Letter List on page 82)

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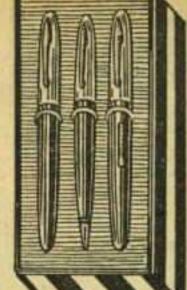
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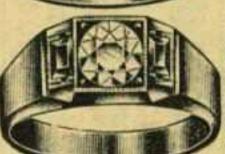
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Pipes for Pitchmen

By Bill Baker-

if you're one of the lads who consistently leaves your spot littered with rubbish.

E. C. PARDEE . . . and Bob Williams worked sheet at Sanford, N. C., tobacco markets to good returns, according to reports hitting the pipes desk.

Are taxes tackling your takes?

HORACE BRAZIEL . . . letters from Dunn, N. C., that he has moved into the tobacco markets in that sector following a successful run on the sheet at similar spots in Georgia. Braziel plans to head for Virginia and the tobacco spots there in about two weeks before returning to Asheville, N. C., his home town, where the marts open about November 28.

Let a pitchman work one good spot and he's back on his pins.

FRENCHY Laboe . . . continues to work to good returns around St. Louis.

The successful pitcheroo never felt snooty about work.

A. H. (FERDIE) FERTIG . . . has been working New Hampshire spots and advises that towns were too widespread and money scarce. He's mulling the idea of setting up inside demonstrations around Boston for the winter.

Fancy Freddie says: "He's the type of guy who will slap your back and end up with your coat and vest."

FATHER PATRICK ... and P.-Dunlap corraled a good share

of the long green at the Raleigh, N. C., tobacco market.

There's nothing the matter with some pitchmen that a couple of successful stands won't cure.

HARRY GREENFIELD . . . blasts from New York that one of the most attractively arranged pitch stores 50th Street, has closed after three success.

Don't yap about closed towns and spots | years. "It was," writes Harry, "the spot from which the noted Lan-o-Tone hair tonic was pitched. Lunderstand that the spot was a big success and still could be. The reason for its closing was not bad business but rather the boys and gals who worked there. When the weather became warm or too cold the workers would scram for the summer resorts or go south and leave the store flat. At times these workers would argue over who was to get the best hours and who was the store's star pitchman. There are numerous pitchmen in the profession who know how to co-operate with the promoter and their fellow workers. It's just too bad that the spot had to be closed over petty jealousies. I doubt if there will ever be another one like this one."

> What is it going to be this winter? Oranges or snowballs?

Which of the high-powered med workers have purchased farms in the South this year?

PAUL AND DANNY'S. jewelry store on West 42d Street, New York, is still clicking after four years of operation. Personnel also includes Princess Sandra, hostess; Little Andy, cashier, and Sol Addis, one of the

city's oldest pitcheroos, who is front man and holding the trumpet. He's a successful merchandiser

because he never runs out of

CHARLIE (TOBY) HUDSON . . . is reported to have his window demonstration clicking in a Macon, Ga., drugstore.

If you want your stock order it early. Your's isn't the only one to be filled.

THE COXES . . .

stock.

O. C. and Phyllis, and Carl (Youngstown) Smitty are reportedly working West Virginia to lucrative business.

Consult your season's records. Therein ever opened in the Big Town, West lies the answer to whether you were a

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PRICE \$4.75 EA. Four Striking Designs of the highest quality. Sixe 90"x105". GROUP #4

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\$18.00 Per Gross

Also with Basketball,

A. LEONARD

51 Bassett St.

DAILEY BROS.

(Continued from page 58)

he forgot to change into U. S. money. Doc Holland visited clown alley and got in the act for a few days. Walter Meyers is back in the States after two years with a South American circus and is training five baby bulls for this show. Andy Anderson, trombone, joined Hank Werner's band, and how he can drag those slides!

Jack Knight Jr. returned to Castle Heights Military Academy, Lebanon, Tenn. Lucille Nash has learned to do a ladder stint. Ginger Moody rides the sorrel horse she rescued from the "bat pen" (horses bought as lion food) and is braving the yells of "lion bait." The girls are going in for odd pets: Barbara Williams and Frances Barron have white rabbits and Norma Plunkett, Gerry Cox and Rosemary Stock have hamsters.

Walter Schuyler switched from the wardrobe wagon to chef in the private car. Pete Lindemann, formerly on the advance, has taken over the privilege car. Donna Mitchell left for her home in Cambridge, O.

Brownie, one of the principals in the dog act, made his escape. As usual he was found in a tavern.

home, called there by serious illness of her father. She reports him re-Indians, joined. Riley Huggins is in Schmitt.-FREDDIE FREEMAN.

charge of ring stock. He is assisted RAS BOOMS TULSA by Rabbit Jones. Deep Sea Red says he didn't have any trouble changing Canadian money to U. S. money. "I didn't have any to change," Red explained. John Martin, veteran horse trainer in Pulaski, Va., presented the writer with a box of home-grown grapes.

The Mexican performers celebrated Mexican Independence Day, with Eva Vasquez, carrying a Mexican flag, leading the parade, Bert Rickman was the announcer.-HAZEL KING.

POLACK WESTERN

(Continued from page 58) her husband on their second wedding

anniversary.

Ringling-Barnum folks who visited in Seattle included Mr. and Mrs. Art Concello, Frank and Fanny McCloskey. Mr. and Mrs. Herb Duvall, Mr. and Mrs. Pat Valdo, Mr. and Mrs. Ed Kelly, Margaret Evans, Mr. and Mrs. Bill Antes, Bob Reynolds, Jack and period. Kay Burslem, Art Cooksy, Red Sonnenberg, Bones Brown, Harold (Toughie) Genders, C. D. Curtis, Tommy O'Hara, Lucretia Darnay, Damoo Dhorte, Rudolph Mathies, This was about 4,000 more than the Gerry Cox returned from a visit Herb Taylor Jr., Mrs. Noyelles Burkhart, Gabe Floto; Ugo, Afar, Angli and Manduelita Bogino; Jerry Bangs, covering. Marie Gibson, member of the Albert Zoope Troupe, Harold the Cayuga tribe of the Six Nations | Nicholson, Justino Loyal and Hugo four nights starting Monday (19),



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CLARION SALES, INC.

Manufacturers of Fine Novelty Jewelry

180 FORSYTH ST. NEW YORK 2, N. Y.

(Continued from page 52) Kids' Day, would next year okay closing of schools for that day. The PTA went on record after the '48 fair against letting the kids out of school, basing their stand on their objection to midway operations of that year.

Despite the fact that the kids were not excused from school, the fair drew a surprisingly large number of youngsters this year.

Strong Advance Sale

Total fair attendance was announced as 171,000. This compares with 200,000 for the two-day longer

A strong half-price advance sale played a large part in the strong gate. A total of 116,000 gate tickets were sold before the opening, as compared to 81,000 last year. Advance ducats went for 25 cents, as against the 50

Jimmy Lynch's Death Dodgers, which opened the fair Sunday (18), played to a total of 13,500 paid customers in afternoon and night shows. same show played to last year on the corresponding day.

A Barnes-Carruthers revue, plus acts, played to 31,000 customers in turning them away in such numbers that an extra performance was held Friday night (23), the night after the fair's formal closing, and with nothing but the grandstand in operation. Fireworks, provided by Thearle-Duffield Fireworks, Inc., Chicago, each night of the fair, also were held over for the post-fair performance.

Mull Improvements

Operational set-up of the fair was changed after the '48 event, with a non-profit organization taking over and Letitia Dabney being named to continue as manager by a new board of 41 members. Under the new setup, two buildings were built before the '49 fair and plans are now being mulled to enlarge the grandstand and possibly erect some additional buildings before the '50 event.

Length of the fair was cut down to get the Royal American to fill the midway. Five-day run will be continued, with the RAS expected to be

re-inked for next year.

STEVENS BROS.

(Continued from page 58) that refused to go any longer. Danny Martinez added the driving of yours truly's wheeled abode to his many jobs. One day he forgot his driver's license. To the horror of all, a highway patrolman insisted the writer drive, and followed us 60 miles up and down mountains to be certain his orders were carried out. To top it all, he haunted the show for three

Shorty and Beulah Shearer are alcousin, Darlene Beck. Mr. and Mrs.

Visitors: Miss Hugett, owner of Family Doc, now playing horse shows Calif., September 24. and rodeos; and the advance of Sy Rueben's Rogers Bros.' Circus, including Phil and Zelletta Streit, Mr. McClosky and Gena Mrowskowski and Mrs. Morris Reeves, Maurice Filbert, Mr. and Mrs. Arthur Robelen, Sid Lovett and H. L. Filbert, car manager.—DOLLY JACOBS.

RINGLING-BARNUM

(Continued from page 58) decorated by Johnny Tripp. Dr. Henantelopes broke a leg.

to Sarasota, Fla., to enter school. roll her son, Curtis, in school, Franny JANE MILLER.

FINAL CURTAIN

(Continued from page 51) September 17 in a Spokane hospital of injuries sustained when hit by a car 10 days before. Survived by a sister, Marie Scott, Brooklyn,

STONE-LeRoy, 53, film editor at Paramount since 1932, at his Los Angeles home September 18. He edited the Academy Award film, Going My Way. Survived by his widow and a brother.

VAN ALLER-Herman T., 47, engineer at KXLW, September 15 in St. Louis. His widow and daughter survive.

VERMONT-Slim (Earl V. Balger). 54, veteran tab, rep and minstrel performer, in Veterans' Administration Sanitarium, Oteen, N. C., September 16, after a lengthy illness which kept him bedfast for the last six years. Well known as a blackface comedian cents charged during the operational and quartet man, Vermont trouped for many years with minstrel shows, his last such appearance having been with the Al G. Field Minstrels which went out briefly for the last time in 1931. Vermont also had trouped for many seasons with various tabloid attractions over the old Joe Spiegelberg Time in the South and the Gus Sun Circuit thru the Middle West and East. He also played the major vaude circuits opposite the veteran minstrel star, Lasses White, now engaged in picture work on the West Coast. Vermont was stricken ill nearly 10 years ago and spent nearly all that time in various veterans' hospitals. He is survived by a brother, Roy Balger, Dayton, O.

> WEINTRAUB-Saul, 57, concessionaire for 31 years, September 11 in Philadelphia. He was with the R. H. Miner shows when he became ill. He was a member of the National Showmen's, the Miami Showmen's and the Greater Tampa Showmen's associations. Burial September 21 in the National Showmen's Association plot, Ferncliff Cemetery, Hartsdale,

WILCOX-Mrs. Ella, 59, wife of Walter Wilcox, former drummer with the Coney Island Shows, September 13 in Wharton, N. J. Burial in Mount Freedom, N. J.

WOOD-Sam, 65, one of Hollywood's top film directors, September 22, in Cedars of Lebanon Hospital, Los Angeles. Going to California from Philadelphia, his birthplace, Wood turned to acting and subsequently played hits in early films. In 1914 he became assistant director to Cecil B. DeMille, rising to director five years later. During silent movie days Wood guided such stars as Wallace Reid, Jackie Coogan, Rudolph Valentino and Gloria Swanson. In 1931 he joined Metro-Goldwyn-Mayer and directed such stars as Jean Harlow, Marie Dressler, Clark Gable and Joan Crawford. Striking out on his own as an independent producer-director, he had just completed Ambush, on the ways first on the lot and have their MGM lot, and was set to direct Mar-Pony Ride up and going before most garet Sullavan in her film return in of us are awake. Punch and Judy No Sad Songs for Me. His picture Jacob's wishes for the school to burn successes included For Whom the down didn't materialize, so they re- Bells Toll, Saratoga Trunk, Pride of luctantly returned to Robbinsdale, the Yankees and Our Town. Sur-Minn. They were accompanied by vived by his widow and two daughtheir grandmother, Mrs. Fuller, and ters, Jean, the wife of radio announcer John Hiestand, and Gloria, Tom McLaughlin, Les Garner and known professionally as K. T. John Grady, of our advance, visited. Stevens, wife of actor Hugh Marlowe, Burial in Forest Lawn, Glendale,

celebrated birthdays.

Visitors: Dr. Bob Seeley, Louis and Marie Elser, Mr. and Mrs. Ralph Hoge, Jack and Bertha Rennick, Jimmy and Alethea Eyster, Dave Cavagnara, Gus and Betty Bell, Harold Ward, Mildred Deathley, Bea and Gwenn Carsey, Alex Konyot, Freddie and Mickey Freeman, Otto Griebling, derson and Dr. Pils did a quick cast the Berosinis, Sydneys, Rose Gould job when one of the show's young Trio, Eddie and Yvette Kohl, Jo and Slivers Madison, Justus Edwards, Ar-Emmerick Mrowskowski returned thur Springer, Rex Romson, Ross Paul, Harry Dann, Bob Kellogg, Ralph Grayci Genders is back on the show Hoge, Major Mite and his mother, and after a flying trip to Sarasota to en- Mr. and Mrs. Rubin Olvera.-MARY

SALESBOARD SIDELIGHTS

Gardner & Company, Chicago, con- ditions in the ticket and board fields. tinues optimistic as production re-Special, Double Fun and High Hits. These numbers, now leading the voljobbers report the first of the fail business news; sales up and op in-

M. R. (Dick) Hitter, Carol Sales Company, Elmira, N. Y., says the these days reflect the improved con-

One of the things he says is most mains on the upswing. Adding to gratifying is the number of operators the "sales fuel" are the new board who drive 100 miles and more to do releases such as Pall Tops, McCoy business with him. With the largest showroom in the State featuring over 150 different Bee-Jay boards and ume parade, will be followed by Universal tickets as a visitor mag-other play-invitin' designs during net, Dick says it pays dividends to Universal tickets as a visitor magthe coming months, according to keep the racks fully stocked and his firm's Joe Robinson. In addition to warehouse loaded with merchandise merchandise and cigarette boards, for immediate delivery. A good deal of new business results from one candy boards are now showing up in operator recommending the firm to strong demand. Climaxing his opti- another, Dick finds. Citing the fact mistic forecast, Robinson says that as some sort of a record in the board all signs at Gardner & Company business, Dick declares that, with point to heavy production schedules. his recent acquisition of the ANS Firm's sales manager, Charles B. Sales, firm which had been in busi-Leedy, is hitting the sky-lines and ness for over 25 years, he finds he highways covering the Southeastern has some customers who have orterritory. He sends back gilt-edged dered by mail for as long as 15 years in a stretch.

Joseph Berkowitz, head of Universal Manufacturing Company, Kansas City, Mo., and Bee-Jay Prodrose-colored glasses he's wearing ucts, Inc., Chicago, came up with the good news last week that "things are really popping" at both plants. Business is booming and has resulted directly in the promotion of several men in both organizations: Henry Gutentag has been appointed sales manager for both firms in the Continental United States, while Sol Levinson, formerly assistant general manager for Universal, has been promoted to general manager, with Stanley Jensen moving up as assistant general manager. Rounding out the Universal promotions is O. E. McCroskey, who was named credit manager.

> At Bee-Jay Reuben Berkowitz, recently promoted to general manager, is making big strides to accommodate the influx of new business. Reuben is ably assisted by Clem Stubstad, newly appointed plant superintendent in charge of production. A. C. Binder, Bee-Jay's veteran designer, has come up with several new numbers which are now being set for production and which are said to be "sales stimulators" plus. Joseph Berkowitz is now on a 12,000-mile air trip thru the Eastern, Southern and Middle Western States.

Worthmore Ticket Games, Chicago, is embarking upon an "increase sales via increased representation" program. Joseph Worth, owner, is adding to firm's sales force and predicts a top season for jar games. . . . Over at Peerless Products, Chicago, Ben and Marshall Maltz are in a good sales stride with their new line. Copies of the "all inclusive" catalog are going out to customers at a steady rate six days a week, they say.

Nat and Manny Rake, of the Rake Coin Machine Exchange, Philadelphia, report excellent op reaction to Color-Ex, newest board deal of Chicago's McNamara Company, Several insert pellet boards may be used with the Color-Ex frame, distributed in the Philly area by the Rake organization.

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Holes	Play	Desc	ription				Profit	Price	F
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300	25¢	KWARTER	KOLORS,	THICK		Def.	15.00	.60	
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1000	25¢	J.P. CHAR	LEY, THIC	K		Avg.	52.00	1.15	911
1200	25e		ARLEY, T					1.60	
1000	54		. THICK G					2.25	
1040	5e		HANCE, TI					2.25	
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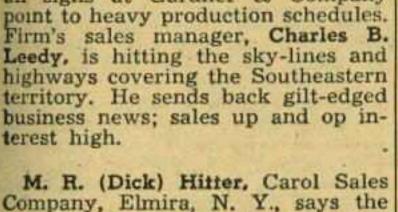
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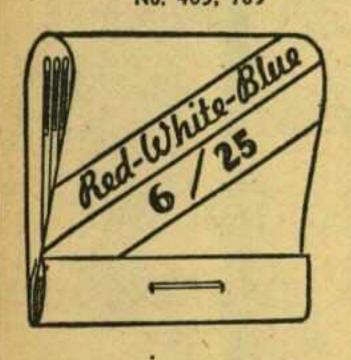
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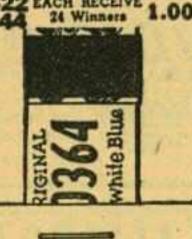
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AVERAGE PROFIT: ... 78.00

1000 SWEEPSTAKE CHARLEY \$100 PLAY

TAKES IN:..... \$1000.00 PAYS OUT:......656.80 AVERAGE PROFIT:... 343.20

WRITE FOR CIRCULAR

LEADING PUNCHBOARD MANUFACTURER OVER 40 YEARS

GARDNER & CO. 2222 S. N. CHICA

CHICAGO, 16, ILL.

Communications to 188 W. Randolph St., Chicago 1, Ill.

Devaluations Hit CM Exports

Study Higher Tax for Games With Multiples

WASHINGTON, Sept. 24.—Amusement devices that offer increased chances of obtaining free games with the insertion of additional coins may be placed under the \$100 tax rather than the \$10 amusement game levy by the Bureau of Internal Revenue, it was learned this week. Policy of the agency is to consider coin machines offering only free plays as coming under the \$10 fee, but officials explained that the new-type games pose a different problem.

It was explained that requiring a patron to insert additional coins to increase his chances of obtaining free plays "may be considered as moving the machine out of the amusement category." Personnel of the agency office that handles coin machines have been kicking the problem around for the past few weeks without coming to a definite decision. When the decision is finally reached, it will be subject to review by the Commissioner of Internal Revenue.

Officials also repeated their earlier warnings that any location found exchanging free plays for cash or merchandise will find their machines subject to the \$100 tax. Internal revenue agents frequently make spot checks of locations to make sure that machines with a \$10 stamp are used for nothing more than free plays.

Logan Distrib Established by J. Nelson Jr.

CHICAGO, Sept. 24.—The distributing business formerly handled by Jack Nelson & Company has been taken over by Jack Nelson Jr., and the firm name has been changed to Logan Distributing Company. He had been a partner in the original firm for the past three years.

Logan retains the offices and showrooms of the original firm on Milwaukee Avenue here. Jack Nelson Jr. emphasized that there will be no changes in policy nor in the lines represented. These include the automatic merchandising equipment and the Hot-Pop popcorn warmers made by Victor Vending Corporation, Logan will also continue to manufacture the Universal bracket for remote bar

Williamsb'g Council OK's Coin Machines; Sets \$25 License Fee

WILLIAMSBURG, Va., Sept. 24.-The city council here has adopted in ordinance licensing coin-operated imusement and music machines, shuffleboards and other devices. Fees parallel State laws, which set the tax It \$25 for each machine.

Hitherto machines had operated without licenses, the city attorney having ruled that they could not be perated on the ground that they riolated the law. Subsequent inadopted.

Bally Names Ops Show Interest In Truck Rentals; Jack Nelson Debate Advantages Action Would To Key Post

Jenkins, Sales Director

CHICAGO, Sept. 24.—President Ray Moleney, of Bally Manufacturing Company, this week announced the appointment of Jack Nelson as general sales manager and



JACK NELSON

added that George Jenkins, vicepresident, is assuming more responsibility as director of sales of Bally games and related equipment.

Nelson joins the Bally organization with a background of more than 25 years experience in the coin machine industry. During this period he has held key posts with The Billboard,

(See Bally Names on page 108)

CHICAGO, Sept. 24.—In various parts of the country, and in different Prove Serious types of coin machine operations, the use of rental or leased trucks instead of self-owned vehicles have made their appearance. While there is a good deal of controversy on the question of self-ownership versus rental equipment, operators have indicated a growing interest in learning the basic facts of rental truck operation.

Receiving its start in the early '30s, the truck rental business today is dominated by two firms: Hertz Driv-Ur-Self System, Inc. (a General Motors subsidiary), which leases 5,000 trucks thru its branches in 27 cities, and another 6,000 trucks thru franchised companies in 370 other cities, and National Truck Leasing System, which leases 10,000 trucks thru 25 nember firms in 135 cities.

number of smaller firms, leased out for the same two jukes now because of over 35,000 trucks last year. This the 30 per cent devaluation of the compares with the total of 18,000 Australian pound. trucks leased in 1940.

\$75 per week, plus from 5 cents to 12 cents a mile, both depending upon the type and size of truck and the use to which it is put. An escalator clause in the rental contract protects the leasing company in the event of price rises. Usually, rental firms retire trucks after five years of service, at the end of which time they have been amortized and shown a profit to their owner.

Advantages attributed to operation of rental trucks have been summed up as follows: Leasing acts to keep the operators capital free for primary operations (buying new machines, maintenance, etc.) by eliminating tieup of funds in several or more trucks;

(See OPS SHOW on page 108)

Latin-America

Import Prices Change

WASHINGTON, Sept. 24. - This week's wave of devaluation in numerous countries is seen as having a hampering effect on the export of coin machines, which would become much more serious in the event the Latin-American countries follow suit.

The effect of devaluation on those nations which have resorted to the expedient is to lower the price in U. S. dollars of their exports, but to increase in the same proportion the price of their imports. For example, Australia, which took two U.S. jukes in June for 500 U.S. dollars, must pay These two organizations, plus a the equivalent of \$650 in U.S. money

Canadian Prices Up

Prices paid by Canada for those Generally, fees range from \$15 to U. S. venders which have been allowed in the country despite the general coin machine embargo will go up 10 per cent because of the 10 per cent devaluation of the Canadian dollar. In June Canada bought \$2,290 worth of U. S. venders. Under devaluation the same venders would cost \$2,510 in U. S. money.

> The score of countries that devalued their money this week repre-(See Devaluations Hit on page 108)

Game, Juke Tax Act Gets Florida Okay

Effective Nov. 1

TALLAHASSEE, Fla., Sept. 24.— A new coin machine act has been passed here providing for an increase in the tax on amusement games on location in Florida and also placing a levy on music machines.

Effective November 1, the law provides for an annual tax of \$30 per game, of which \$20 will go to the State and \$10 to the county issuing the license. Present tax is \$7.50 per unit. An excerpt from Section 2 of the law reads: "This section shall license only such coin-operated machines, contrivances or devices as are operated solely for amusement purposes." It also expressly provides that pool and billiard tables are exempted from the provisions of the law.

The music box section of the law sets an annual tax per machine of \$7.50, with \$5 going to the State and \$2.50 to the county. Other provisions of the act call for the affixing of stamps on games and music boxes upon which the tax has been paid and the employment of three inspectors by the State comptroller's office to see that operators are comby the State.

NCMDA Explains Expansion Plans; Six Seek Membership

CHICAGO, Sept. 24. - National Coin Machine Distributor Association's (NCMDA) membership committee has recommended six distributor firms for enrollment as a direct result of the trade group's annual meeting in Chicago September 14-15, NCMDA headquarters here announced this week. Names of the firms have been withheld pending a vote by the membership, a constitutional requirement.

While the group voted to defer a plan for substantially expanding the size of the association at the annual sessions, it paved the way for adding five-ball distributors who are eligible under original requirements. Meanwhile Vice-President Dave Bond, who also is membership chairman, announced from Boston why the expansion plan was set aside.

Cites Solidarity

"A careful analysis of our position after a full year of operation," Bond explained, "convinced the members that the reason for our solidarity and vestigation, however, showed that no strength was in the compactness of action on matters of mutual concern. of NCMDA."

A blanket increase in membership, while it might not change that situation, could introduce more complexities and additional problems. The introduction of new members individually or in small groups could serve the dual purpose of offering a strong, compact organization and at the same time recognizing these additional distributor companies as leaders in the field whose membership in NCMDA will be of real value in assisting us to obtain the objectives for which NCMDA was founded."

Bond emphasized that the association has not closed its doors to expansion but instead voted to continue its policy of proceeding deliberately in carrying out its aims. This includes the greatest possible representation, he explained, among key distributors, which in turn calls for adding members from time to time. "It is the method rather than the speed of adding to our membership which we determined by voting to continue our present membership policy," he added. "New members will be admitted as usual-on application and plying with the provisions of the act. dividends or free games were offered, the group, identity of purpose and approval first of the membership com- Machines on location without the and the license ordinance was ability to take prompt and decisive mittee and then of the entire roster proper stamp are subject to seizure

Deree Tests

Refrigerated

Cheese Unit

Sells Cheddar at 10e

CHICAGO, Sept. 24.—Test instal-

lation of a refrigerated cheese vender

was announced this week by W. S.

Deree, president of Alco-Deree Com-

pany. The machine, stocked with spe-

cially packaged cheddar cheese in

brick form, is said to have been aver-

aging 50 sales a night for the past

week in the cocktail lounge of a North

The vender is the standard refrig-

erated candy machine made by the

firm, with the only change being the

use of a dime coin mechanism and

seven 44-bar vending drums instead

of drums with larger capacity but

smaller pockets. Cheese bricks are

21/2 inches long, 1 inch wide, pack-

aged in a transparent plia-film.

Packaged for vender use by C. Hoep-

pener & Associates, Showana, Wis.,

the cheese is obtained thru a local

food broker, C. J. Magee Company,

and is of the aged rather than the

Side bowling alley.

New England Spotlights Venders

Suppliers See Vending Biz As Important New Primary Market for Their Products

Machines Selling Larger Percentages of Production

ing machine industry in this area, consistently referred to as representing a secondary form of distribution and described as a "plus" market, is coming into its own as a recognized

method of merchandising.

First to recognize the potentialities of vending machines as a primary form of distribution rather than a secondary one was the confectionery industry at the manufacturing level. Following the end of the war, several of the biggest candy manufacturers in the area, among them New England Confectionery Company (NECCO) and Edgar P. Lewis Sons, conducted surveys into the vending machine field. Findings of the companies revealed that here was a growing industry, which could no longer be classed as a "plus" market.

Making a definite play for this market, candy manufacturers have become instrumental in helping operators open up new locations, such as bowling alleys, recreation halls, and other manufacturing plants, which have some connection with

their own firms. In the candy market, it is reported that there are some 10,000 machines distributing in the 5-cent bar field

000 penny machines.

Soft Drinks

in the area, and some 15,000 to 18,-

Further expansion in the major fields of vending in the Boston area includes candy, cigarettes and soft drinks. One of the leaders in the soft | the \$400 peg. The lower price, with drink bottling field here said that 8 per cent of his total production is now being sold thru beverage venders, with a potential of 35 per cent within the next five years. Another bottling company official said that cup vending machines are now absorbing 20 per cent of its total sirup production.

The change-over in thinking from a "plus" or secondary market to a primary one is brand new in this area. Up to this time, the vending machine industry was regarded as a catch-all for impulse buying. It was contended that the machines by their availability to the consumer created impulse buying, and for the most part completed sales which would otherwise have been lost.

That this thesis does not necessarily hold true was demonstrated in the

New Scenic Postcard Unit Being Tested

DALLAS, Sept. 24.—Vend-a-Kard, Inc., following the recent introduction of its scenic postcard vender counter model, announced this week that the units are being test-operated in New Orleans. O. W. Wahlstrom, official, stated that his firm expects to start franchising operators in various cities within the next 30 days.

Cards for the venders are made from Vend-a-Kard's own color transparencies. Thru the facilities of Mc-Cormick-Armstrong, Wichita, Kan., card production is maintained at a high level, Wahlstrom said.

Firm's counter card vender, priced at \$148.50, sells packets of eight cards for 25 cents. It has a case of bleached wood with chrome trim; stands 14 inches high, 11 1/2 inches wide and 14 inches deep.

BOSTON, Sept. 24 .- The vend- | case of nylon hose venders, which went over big in drugstores. First sales were impulse sales, made because other stores selling women's hosiery were closed. However, quality of the hose sold thru venders was high and the repeat business was phenomenal. Purchases, after initial ones, it was found, were made regardless of availability of other stores, because the consumer wanted the item.

> One nylon vender operator pointed out that that was the fundamental (See Suppliers See on page 94)

Arctic Vendor Announces New 75-Bar Machine

APPLETON, Wis., Sept. 24.-Arctic Vendor Sales Company, Inc., announced a new -75-bar capacity ice cream vender this week, with first deliveries scheduled within 60 days. Gordon Haas, president, said that the new model, Arctic 75, features the same type plastic rack as used in the larger Model 150, a hermetically sealed motor, and operates on a dime or two nickels. Top loading is also

Price of the new model, while not yet announced, is said to be under the 75-bar capacity, permits a better spread in multiple machine industrial locations, according to Haas.

Model 75 is manually operated. Cabinet is 22 inches wide, 22 inches deep and 54 inches high.

Close Shave

PITTSBURGH, Sept. 24 .- A. H. Pitchford Company has announced that its coin-operated electric shave is now on test location in rest rooms along the Pennsylvania Turnpike. The shaver, which operates six-minutes for a quarter, is assembled and distributed by Pitchford.

The actual shaver is a Norelco unit made by the North American Philips Company.

Seen in D. C.

Compromise May Be Difficult

WASHINGTON, Sept. 24. - Final action on the basing point bill appears almost certain to be delayed until the next congressional session in view of the absence of several conferees who were originally appointed to iron out differences in the House and Senate versions of the measure. Sen. Pat McCarran and Reps. Francis Walter and Clifford Case are in Europe and are not expected to return before the end of the session.

The Senate measure, which was designed to permit freight absorption and delivered prices made in "good faith," was changed in emphasis when it was passed by the House. In the Senate version the burden of proof is placed on Federal Trade Commission (FTC) to challenge the "good faith' argument. In the House bill, the manufacturer is forced to prove that the practices were made in "good faith." The problem of compromising the two points is likely to be difficult for the conferees when they finally get around to meeting on the bill Neither the House nor the Senate is in mood to accept the version of the

Basing Point Action Delay

processed variety. Crackers Free A supply of crackers is placed next to the vender, so that customers can place the cheese between the cracker wafers. No charge is being made for the crackers. Deree said that six additional

cheese venders were scheduled to be placed in similar bowling alley and cocktail lounge locations this week. A temperature of 50 degrees is being maintained in the initial test machine, he declared.

Until the test operations have returned definite results, Alco-Deree does not plan to market a refrigerated cheese vender as such. Such a move, combined with setting up of a quantity supply source of the specially packaged cheese, depends upon continuation of the present reception of the idea, Deree states.

Candy Mfrs. End Overproduction Talk; Set Expansion Programs

NEW YORK, Sept. 24.—Reversing recent "overproduction" talk, candy manufacturers are turning to expansion programs embracing addition of new plants, enlargement of existing facilities and the addition of new automatic machinery. A survey completed last week by Candy Industry gleaned the turn-about trend from reports of candymakers over the nation.

Earlier postwar anti-expansion thinking within the candy industry was a result of the tremendous expansion of production facilities during the war, when the armed forces plus a candy-hungry public clamored for more and more sweets, the latter supplementing their food-rationed meals with increased in-between snacks. After the war demand for candy continued at a high level, but most firms which had expansion plans decided to put them off until more favorable times. The favorable heading included better availability and prices on construction materials, lowered production schedules and more easily obtainable production machinery. While waiting for these things to materialize, the first postwar dip in candy sales arrived and

changed thinking from expansion to overproduction. With candy business leveling off, many manufacturers began to feel that a 3,000,000,000 pound candy market at a billion dollars, wholesale, was not possible.

June Turning Point

It was during the past few months. beginning with June, that a rising curve of orders in the candy business put a halt to overproduction talk, the survey revealed. Manufacturers began to feel that they had underestimated the potential demand for their product for the immediate years ahead. Now general feeling is that the fall and winter will turn out to be one of the busiest seasons in the industry's history, and revived programs of expansion are being put in motion.

Presented as examples of plant expansion and upward revisions in production schedules, the survey presented these facts reported from major market areas:

Survey Results

On the Pacific Coast the Sierra Candy Company, San Francisco, soon will move into new and enlarged (See Candy Mfrs. on page 90)

Biscuit Units To Go In NYC Sub. Stations

NEW YORK, Sept. 24.—Statler Distributors has been awarded a contract to supply biscuit venders for placement in city subway stations that may eventually call for the installation of more than 1,000 units, Lawrence Reiss, top Statler official, disclosed this week. The first 100 machines are to be delivered to Interborough News Company November 1.

Interborough, thru a contract with American Chicle, newly named franhise holder for all but drink machine operating rights in the subway system, takes over active management of the underground route Satur-

Reiss said Statler's Niks biscuit vender will be delivered to Interborough with bases and advertising signs specially designed for the subway locations. For the time being the machines will be installed only on station mezzanines, for public use, and in shops and car barns, for use by board of transportation employees. Later, units may be located on station platforms. Fifteen Statler venders have been on test in the subway since January 1.

KING OF VENDORS

Nut and Ball Gum, Candy, Charms Vendors, 14-54. U. S. and Foreign Coins. "Hot Nut" Vendors



Bigger Profits from locations are a natural with Silver Kings 10 "Charm King" Ball Gum Vendor

Designed

for sales

quantities Sample, \$13.95. At All the Best Dealers-or Write.

SHIVER-KING CORP. CHICAGO, ILL.

Ask About the New "Hunter."

The NEW Sensational MODEL 49 SPECIAL



MODEL 49 Less than 25..\$15.95 Less than 100, 15.65 PRICES REDUCED Less than 25..\$13.75 Less than 100, 13.55 100 or more... 13,35 100 or more... 15,35 Sani-Carry Globe (Carton of 12).....\$15.00

IDEAL NOVELTY COMPANY 2823 Locust St. St. Louis, Mo.



Factory Fresh Vendor Confections—Charms
—Parts and Supplies. WRITE FOR LIST. BADGER SALES CQ., INC. 2251 W. Pico Blvd. Los Angeles 6, Calif.



WORTH WAITING for the NEW

BUY SILVER KINGS Frozen Fruit Juice Vender Being Tested

Built by Mills Ind.

NEW YORK, Sept. 24.—With basic engineering work completed, an automatic vending machine to dispense a high-pulp content orange juice mixed from a frozen concentrate is now undergoing design refinement, it was learned this week, and may be put into general location use by next spring.

The project, a co-operative venture by Mills Industries, machine manufacturer, and Snow Crop Marketers, Inc., major frozen food processor, has already resulted in the production of four separate test venders. The latest unit is being tested at Snow Crop headquarters, 445 Fifth Avenue here.

The Mills vender, while retaining its basic cabinet design, has had its interior mixing and dispensing mechanism almost completely redesigned. The carbonating assembly has been removed and deep-freeze units installed. Feed lines have been altered to permit the unobstructed flow of half-frozn liquid and pulp.

Mixed Drink

Water entering the machine is drawn thru a filtering agent and into a primary cooling tank. It then is pumped into a secondary receptacle and kept at a constant 38-degree temperature until a drink is mixed. The frozen orange juice concentrate is stored in a separate tank, also at a temperature of 38 degrees. The concentrate and filtered water meet in a mixing chamber which is flushed out with clean water at each cup is dispensed. The concentrate tank holds 324 ounces, said to be sufficient for 225 six-ounce drinks. The Mills cup dispensing mechanism, with a capacity of 400 cups, is unchanged.

It was claimed that the concentrate can be stored for at least 48 hours in the machine without spoiling.

Present plans call for the test placement of 12 units next March. They will be operated in this area by the Vendex Corporation, a newly formed company, located at 4 West 58th Street. The firm has been awarded the exclusive franchise to distribute Snow Crop frozen juices here for use in dispensing equipment. It has tested a counter dispenser, operated by an attendant, which is due for quantity placement beginning in October.

Natl. Dairy Council Adds Syracuse Unit

CHICAGO, Sept. 24.—With the recent organization of the Dairy Council of Syracuse, heralded as a milk, ice cream and related products sales stimulator, National Dairy Council (NDC) officials predict continued advancement in the eat more-drink more dairy foods campaign.

Increased emphasis on health benefits of drinking more milk, eating more ice cream is seen by vending machine operators as directly benefiting their operations.

Syracuse is the 53d major city to adopt the NDC plan for building dairy food sales. All Dairy Council units are affiliated with the national organization, which is now in its 35th year of educational, promotional services for the industry.

New 5c Bar by Bunte Bros.

CHICAGO, Sept. 24.—Bunte Bros. has announced a new nickel candy bar, On Deck, featuring a cream center with a milk chocolate coating topped with roasted almonds. Wrapper is yellow and chocolate colored with red lettering.



and refilled at home or warehouse . . . by inexperienced help if you want it. No more filling, spilling and messy cleaning on location. Greater cleanliness assured. Cuts servicing time in half. That means twice as many machines serviced per day per man...bringing servicing costs down to new lows ... boosting profits to new highs. Equally important, by check-. ing merchandise in returned globes

against cash collection, you can be sure of more accurate accounting and tighter control. No other vending machine gives operators so much. Wire, phone or write for details.

THE NORTHWESTERN CORPORATION 818 EAST ARMSTRONG ST. . MORRIS, ILLINOIS



ATTENTION-25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts, Expert Workmanship.



SALE \$62.50

CANDY MACHINES

ROWE, 120 Bar Cap.\$ 85.00 DuGrenier MODEL W. 9 col.. 308 pack cap., also U-Select-It WD model

UNEEDA CANDY, 102 Bar Cap. 75.00 VENDIT, 150 Bar Cap. 57.50 Candyman, 72 Bar Cap. & Base 65.00 ROWE 5 COL. 1c GUM VENDOR

Rowe Imperial, 8 Col., 240 Pack Cap.

Rowe, 6 Col., 150 Pack Cap.

TOP EQUIPMENT-UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS-BALANCE C. O. D. Parts and Mirrors available for all makes and models,



SALE \$100.00

9 Col., 164 Bar Cap. \$85.00 6 Col., 108 Bar

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" BROOKLYN 11, NEW YORK 166 CLYMER STREET EVergreen 7-4568

ENJOYING UNPRECEDENTED

VICTOR'S NEW

POPULARITY . . .

AMAZING NEW

\$43.00 Per Case \$10.75 Per Mach.

5/8 140 Count

COLORED

BUBBLE

BALL GUM

25 1b cartons

26c LB.

27c LB.

Prepaid in lots of 150 lbs. or more) FULL CASH WITH ORDER.

PISTACHIOS

25 tb. carton.

Large, 60¢ lb. Small, 45¢ lb.

Full Cash With

Order.

Plastic Charms

\$2.50 Per 1000

Uneeda Ships 3 Models of Basic Shiner

NEW YORK, Sept. 24. - The Uneeda Shine Machine Company is delivering three separate models of its basic shiner, according to Sam Sacks, president, in order to meet the needs of varying locations. Latest in the line is the Model 900, a noncoin-operated brush-up unit, for department stores or clubs wishing to provide the free service for employees and members. The machines are rented on a monthly fee basis.

Other units are the Model 800, a brush-up machine with four brushes. two for brown shoes and two for black, listing at \$225, and the 700-A, a twin machine assembly using colored wax. Each member of the twin applies a separate color. Set for 10-cent operation, the twin job lists at \$450. Cost of the Model 900 is \$209.50.

Sacks stated he recently has formed an export department to seek business outside of the United States. The Uneeda machine is already being manufactured in Canada by Regent Vending under a licensing arrangement.

Candy Mfrs. Set Expansion Plans

(Continued from page 88) quarters; Blum's, Inc., San Francisco, is adding a \$500,000 plant to its present facilities; Chase Candy Company has doubled floor area in its present San Jose plant, is adding new equipment and will expand production space further; The Sweets Company of America, Inc., Hoboken, N. J., is installing equipment in a new plant in Los Angeles to be activated

In the Midwest, Leaf Brands, Chicago, which moved into one of the largest candy and gum plants in the nation about two years ago, is hurrying work on a further increase in its production facilities; E. J. Brach & Sons, Chicago, is completing installation of production equipment in its present plant, which was recently enlarged, and has revived plans for building a new plant in the East. (Brach purchased some 30 acres in New Brunswick, N. J., as a plant site two years ago.) Other candymakers in this area adding new equipment, plant space, new facilities and upping production schedules include Bunte Bros., Chicago, adding new machinery; The Flavour Candy Company, Chicago, increasing production; Spangler Candy Company, Bryan, O., adding new equipment.

East Optimistic

Eastern manufacturers joining the "up output-add equipment" movement include Blumenthal Bros., Philadelphia, which is hiking production in its recently acquired plant addition; Just Born, Inc., Bethlehem, Pa., is installing new production machinery and expanding most departments; Mason, Au & Magenheimer is operating two of its Brooklyn plants at an increased pace and is moving into its new plant in Westbury, L. I.

James O. Welch Company, Cambridge, Mass., is steadily increasing production facilities in its plant here and in the Los Angeles factory. Thomas D. Richardson Company, Philadelphia, is completing a production expansion program for its mint candy; Korday Candies, Inc., Brooklyn, is adding extra machinery and upping production plans; The New England Confectionery Company is continuing to increase production in various departments of its Cambridge, Mass., plant.

Hypoed activity in the South is reported by R. H. Hardesty Company, Richmond, Va., which started construction on a new factory last year and will move into the new plant shortly.

SPECIAL OCTOBER OFFER

4 Toppers PLUS 25# 210 Ball Gum PLUS 1000 Charms all for ONLY

1/3 Deposit, F. O. B. Brooklyn, N. Y.,
Balance C. O. D.
Orders Under \$10.00, Money in Full.
ALL PRICES SUBJECT TO CHANGE
WITHOUT NOTICE.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y

On Bulk Vendors, Merchandisa, Games etc.

BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn.\$ 5.65 100 lbs. or more

CHARMS PLATED Series #1 1,000 \$4.50
Series #2 1,000 \$.75
Gold Plated "Georgie" Pins. 1 Gross 3.95
Silver Wedding Rings. 1,000 \$.50
Gold Wedding Rings. 1,000 8.95
Stone Rings. 1 Gross 2.50
Sassy Wise Crack Buttons. 1,000 6.00
Gold Plated Basket Balls. 1 Gross 2.95

> STANDS All steel-aluminum finish. No need to add sand, gravel, cement.

17 tbs. \$2.99 cach

etc. Ready for locations. Weighs

We are factory distributors for all leading makes of VSNDING VINES 1/3 DEP ON ALL ONDERS.

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WE'VE TRIED THE REST-NOW WE'VE GOT THE BEST!



le or 5e All-Purpose Vendor-terrific for Charms and Ball

WALT DISNEY CHARMS \$2.75 PER LB.

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1349 Fifth Ave., Pittsburgh, Pa. 12046 Linwood, Detroit, Mich. 111 W. Columbus Drive, Tampa, Fla.

BRAND NEW



Lots of 25 1¢ or 50 MODEL

Lots of 5

\$8.75

\$7.75

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

BLOYD MFG. CO. VALLEY STATION, KY.

I'M NOT SICK

of my business-I love it! Have 250 Hot Dog Vendors (non-coin operated). Can't handle all. Will sell 25 with locations for \$2,000. Takes 4 hrs. 3 times a week to handle. Good income, Call, write PETER BRADLEY, 6407 N. Newgard, Chicago, III. SHeldrake 3-4158.



The new TOPPER features new and practical ideas which are typical and original in Victor products . . . and outstanding in the vending field. Yet this quality vendor is so LOW IN PRICE that it can make its cost out of profits in just a few weeks of operation. * Vends the combination of ball gum and charms like magic.

* Also efficiently vends all other kinds of bulk merchandise. * Globes can be cleaned and refilled at home or shop and can be exchanged and Installed on location in 30 seconds.

* The base is a combination cash box and wall bracket.

* Finished in red and black enamel (baked on). Trimmed in beautiful chrome. * The new TOPPER comes in 1¢ only.

When ordering please specify: For ball gum and charms-or for other bulk merchandles. Parts are interchangeable—easily converted.

TOPPERS ARE PACKED AND SOLD 4 MACHINES TO THE CASE 9.00 PER CASE

\$10.75 Per Machine!

IN LOTS OF 1 TO 5 CASES This Figures Only

25 Cases

Contact your Jobber today or write direct. TOPPER WILL GET YOU ON TOP

MANUFACTURED BY VICTOR VENDING CORPORATION

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with 32

different

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autographs!

VENDING MACHINES RECONDITIONED-REBUILT Ready for Location NATIONAL CIGARETTE MACHINES 9-A-350 Cap. King Size 104.50 9-50-350 Cap. King Size 104.50 9-50-Reg. 350 Cap. No King 85.00 Size 9-30-270 Cap. No King Size. . 65.00 For 25c Vending, All National's Add 10.00 Rowe Crusader—8 Col. 104.50 PX 10 Col. 90.00

CANDY MACHINES

9-18-162 Cap.\$95.00 6-18—102 Cap. 79.50 1/3 WITH ORDER-BAL. ON DELIVERY

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DO YOU KNOW?

You can buy all machines made by

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on TIME PAYMENTS paying for them in 20 weeks? Write for details TODAY!

LANSDOWNE. PENNA.



TOPPER

\$10.00 Ea. in lots of 100

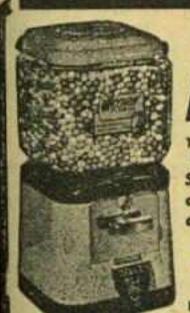
\$10.75 Single Machines

CHAMPION NUT & CHOC. CO.

1194 Tremont St. Boston, Mass.

Manufacturer of HIGHEST QUALITY CHEWING GUM BALL GUM BUBBLE GUM BUBBLE BASE SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY

BARKER BRANDS, Inc. SEA BRIGHT, N. J.



HERE'S A SIMPLE STORY!

or 5¢ All Purpose **Bulk Merchandiser** Simply sells merchandise as fast as you load it! CAMEO VENDING SERVICE 432 W. 42nd St. New York 19, N. Y. LOngacre 3-1334

FOR SALE

9 Spacarb Single Flavor Drink Machines in working condition. Any reasonable offer accepted, F.O.B. N. Y. C. Write

BOX 459, The Billboard

1564 Broadway

New York 19, N. Y.

Lawrence Mfg. Organized by L. F. Ellison

CHICAGO, Sept. 24.-Formation of the Lawrence Manufacturing Company here was announced this week by Lawrence F. Ellison, head of the firm. Formerly known as the Holli-Ware Manufacturing Company, new set-up was effected with Ellison's purchase of Belton E. Hall Jr.'s partnership in the Holli-Ware firm. Ellison headed Holli-Ware with Hall,

The line of nut and candy venders manufactured by Holli-Ware is continued by the Lawrence company Ellison reported. Candy vender line includes the three column Sugar Bowl Model M-300; two column Kandy King Model M-200; Sweetette, single column vender, and the recently introduced five-column Kandy-Matic, Model M-500. Nut Bowl Jr., an almond vender, continues to feature aluminum construction.

Ellison stated that with the exception of the single column candy and the nut vender, all models are now being shipped with a matching cabinet stand.

Lawrence Manufacturing has offices at 82 W. Washington Street and production facilities at 822 W. Ohio Street.

Pa. Bottlers Present New Protests Against State Soft Drink Tax

HARRISBURG, Pa., Sept. 24. -The constitutionality of Pennsylvania's soft drink tax was reargued again last week before the Dauphin County Court. E. Russell Shockley, soft drink bottlers' counsel, pointed out the constitution requires all taxes be uniform.

Citing instances in which the soft drink tax violated this provision, Shockey enumerated the following before the five-man court: while the law assesses a tax of 1 cent a bottle of one leading brand, a drink of the same brand at a fountain containing the same amount of sirup and carbonated water is taxed 1/2 cent; the tax on a gallon of concentrated sirup is the same as on a gallon of nonconcentrated sirup, tho the concentrated variety makes 512 drinks while the non-concentrated sirup makes 128 drinks.

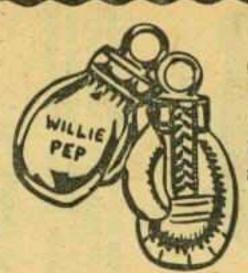
It was also pointed out during the hearing that the requirement that bottlers pay, out of their working capital, large sums in pre-payment of taxes, freezes a sizable portion of their capital indefinitely. Only 101 bottlers of the State's more than 500 have been able to obtain bonds required by the act and so avoid the freezing of their working capital in such a manner.

Argument against the tax hinged on its "interference with inter-State commerce." The State government, it was declared, requires out-of-State bottlers to take out Pennsylvania permits, purchase Pennsylvania tax crowns and apply them before they are permitted to ship soft drinks into the State.

SuperVend Appoints New Sales Officials

DALLAS, Sept. 24. - SuperVend Corporation announced the appointment this week of Forrest E. Crain as regional sales representative for a six-State area. He will represent the firm in New York, New Jersey, Penr.sylvania, Delaware, Maryland and upper West Virginia.

Crain was with RCA in an advertising and sales capacity for a number of years prior to 1947, when he became a partner in Automatic Devices. He later was named sales manager of the Florida Automatic | 1607 E. 16TH STREET Sales Corporation.



PLASTIC

6 ass't colors

\$5 per M

METAL-PLATED

\$7.50 per M

immediate delivery

with 32 different champions' autographs!

New . . . and Knockouts!

BOXING GLOVE CHARMS

terrific value — great appeal!

EPPY

Samuel Eppy & Co., Inc. 113-08 101st Ave., Richmond Hill 19, L. I., N. Y.

PLASTIC 6 ass't colors \$3.75 per M

METAL-PLATED SE per M immediate delivery

Get on our mailing list. New ideas monthly.

ADVANCE STICK GUM

Single Column, 1c or 5c

Write

ALL MERCHANDISE

. MACHINE

Timely . . . and Terrific!

VARSITY FOOTBALL CHARMS

right in time!

ADVANCE

SANITARY VENDOR IMMEDIATE DELIVERY

Order Sample Today! Write For Quantity Prices! Other Sanitary Machines Available

NAPKINS

SAMPLES AND PRICES ON REQUEST MANUFACTURER and

DISTRIBUTOR

HAPPENS.

AT LOW COST - Write SHIPMAN STAMP FOLDERS. WRITE. LOW COST. New ABT Challenger\$42.50 Gottlieb Grip 3-Way 24.50 Advance Electric Shocker Advance Model D Ball Gum Advance Model H Bulk Vend. Advance Hershey Bar Vend. Selecteria, Used, 4 Col. 64 Bars Adams 4 Col. Gum Card Vendor Cards, All Series, M Acorn Vendor

USED BULK VENDORS, ALL MAKES OVER A THOUSAND NEW MACHINES ALWAYS IN STOCK

Penny Weighing Scale, in Case 18.50

Factory Distributors

1/3 Deposit, Balance C. O. D. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y.

HART BUBBLE BALL GUM SPECIAL! 6 Colors-140-170-210 Ct., 25 Lb. Cases

Rush Your Order Today VICTOR'S AMAZING NEW

\$43.00 Per Case

(\$10.75 Per Mach.) 6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.) 12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.) 25 Cases or More \$40,00 Per Case (\$10.00 Per Mach.)



24° LB.

VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE Non-Coin Operated

OPERATOR MAKES \$4.20 Per Week On Sale of 2 Lbs.

WRITE FOR DETAILS YOU COLLECT

TAKE TRADE-INS-LIBERAL ALLOWANCE

EEDCO SALES COMPANY



WALT DISNEY

CHARACTER CHARMS





MAKE MORE MONEY INCREASE SALES 500%

Cet more "FACE" value for your Charm Dollar.

DISNEY CHARACTER DECALS AVAILABLE IN FULL COLOR.

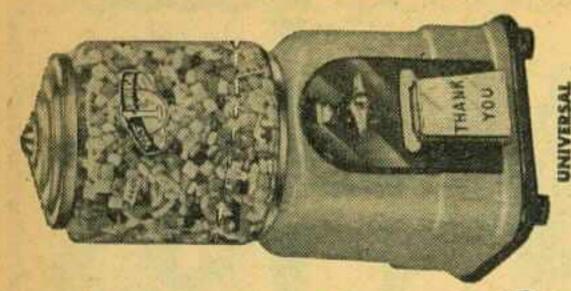
Vends perfectly with 210 Gum and all Bulk Merchandise. Operators, contact your distributor. Distributors, contact us!

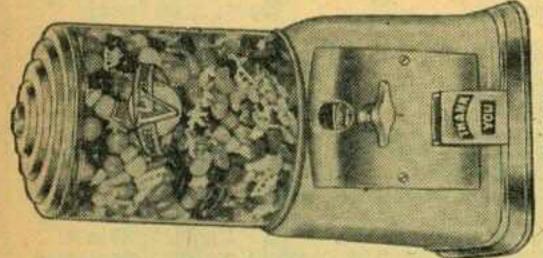
CHARACTER CHARMS. INC.

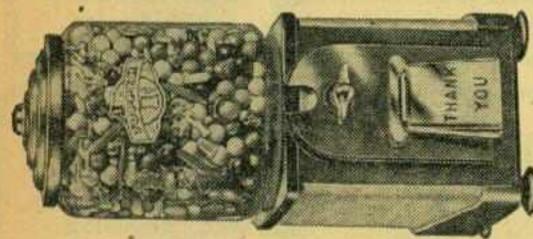
LOS ANGELES 21, CALIF.

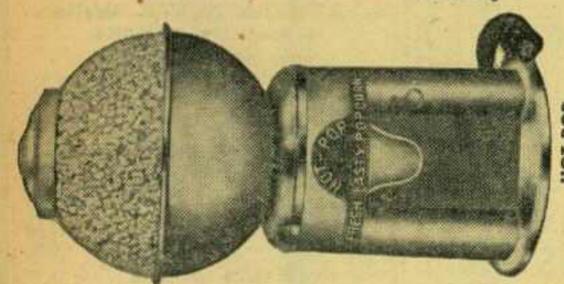
ACTUAL SIZE

92









MetalProducts Intros Canned Juice Machine

OAKLAND, Calif., Sept. 24.-Metal Products Company announced production on a three-flavor canned juice vender this week, sales of which will be made thru franchised distributors now being set up. Vender, called the Refresher, is dime-operated and has three externally mounted coin mechanisms with delivery handle on each. Total capacity is 300 5% or 6 ounce cans, with each 100can column featuring rust proof compartments. Vending action is by gravity.

Automatic electric or manually operated can openers are optional. Each is health protected by an inbuilt sterilamp. Delivery is made thru a covered compartment near the base of the machine, with an open face empty-can chute immediately to the right. The can opening compartment is positioned just above the empty chute, while straws are secured from another reach-in compartment just above the opener.

Cole Products Starts Consumer Campaign

CHICAGO, Sept. 24.—Initiating a new approach to building acceptance of a cup vender, Cole Products Corporation this week launched a national advertising campaign directed at the mass market, the public.

First of the consumer-directed advertisements appeared September 19 in Newsweek, with follow-up ads scheduled to appear in all types of popular mass circulation magazines.

E. A. Terhune Airs Vender Predictions

CHICAGO, Sept. 24, — E. A. Terhune, general manager of the General Vending Corporation, venturing predictions of the future of bottle vending equipment, put down the following favorable points as "things to come":

Approximately one-half of all bottled soft drinks will be sold thru venders within the next seven years. During this period the consumption of soft drinks in the U.S. will be increased from a previous high of about 140 bottles per capita per year to 250 bottles, and a policy of continued uncontrolled outright sale of multiflavor venders to locations will boomerang bottlers who follow this prac-

Place New Counter Drink

Dispenser in Production BEVERLY HILLS, Calif., Sept. 24. -A new non-coin, counter type refrigerated beverage dispenser was reported in full production this week by Majestic Enterprises, Inc. Unit, called Model 120, features a transparent plexiglas bowl and a stainless steel revolving paddle which keeps beverages in constant motion.

Capacity is five gallons, with a uniform temperature of 34 degrees maintained by a thermostat. Unit has a self-contained compression motor. Initial installations have been made in such spots as theaters and restaurants.

Danco Holds Open House

BALTIMORE, Sept. 24. - Danny Cohen, of Danco Coin Machine Company, will hold open house at his headquarters, 1302 East Baltimore Street, Wednesday (28) to feature a display of the Acorn bulk vender line and Walt Disney charms. Meyer Abelson, sales manager of Oak Manufacturing, producers of the Acorn machine, and other factory representatives will attend. Operators will be offered refreshments, entertainment and souvenirs, Cohen promised.

1	NEW VENDORS
н	N.W. Mod. 49, 1¢ or 5¢
ш	N.W. Dual, Comb. Ie & 5e 45.00
н	N.W. Del.uxe, Comb. 1¢ & 5¢ 27 00
ш	N.W. Mod. 33, 1¢ 11.50
ш	N.W. Mod. 39, 1¢ 12.75
ш	N.W. Mod. 40, 1¢ 9.50
н	N.W. Mod. 33 Ball Gum, 1¢ 10.50
	Victor Universal, 16
	Victor Mod. V. 16
91	Victor Topper, 1c, Case of 4 43.00 Less in Quantities
. 1	Silver King, All Models
41	In quantity. Ea. 10.55
81	2 to 5\$12.50 6 to 11\$11.55
	Master #2, Comb. 1¢ & 5¢
91	Master 1¢ Novelty
81	Shipman Triplex, 1¢ & 3¢ Stamp 39.50
ш	N.W. National Postage, Roll Type 69.00
41	Adams Gum, Mod. G.V., 6 Col., 1¢ 19.50
ш	Col. Tri-Mor With Pedestal 45.00
91	Coi. Bi-Mor With Pedestal 36.00
81	Col. 46 Z, 1e, Up to 12 Mchs 12.00
31	Col. 46 ZB, 5¢, Up to 12 Mchs 12.75
3	Col 46 G, 1¢, Up to 12 Mchs
1	Marion Scales
3	Watling ScalesWrite

All Machines Listed Above Sold on Our 24 Pay Time Payment Plan.

WRITE FOR COMPLETE DETAILS Specify What Machines You Are Interested in Purchasing.

	CW	COIII	ITED	CAM	. 22	
N	CAA	COOL	IIEK	UAM		Section 1
Buddy, 1	e Cig.	Reel				\$19.50
Silver Ki	ng H	unter	. 1¢ .			45.00
A.B.T. S	trikal	lite				42.50
A.B.T. 5	kill G	un, I				57.50
Kicker &	Cate	her,	¢			34.50
Silver Ki	ng T	arget	King,	16		45,00
Acme 5h	ocke	r, le .				18.75
Gottlieb	Grip	Scale	100 200	1215	1000	24.50

-	NIEW	CLOTE	
	IAEAA	SLOTS	100000000000000000000000000000000000000
Col. Bell	Twin J.P.		\$145.00
Mills V.P	Bell, 5¢ .		65.00
Mills Q.T	51		115.00
Mills Blu	e Bell, Bl.	ack Beauty,	
Melon	Bell. Bonu	Bell, Etc.	Write

_	REBUILT	CIGARE	TTE MAC	HS. —
Du G	renier Mo	d. V. 7	Col., 25¢	\$69.50
Du G	renier 4 C	ol., 25¢		29.50
U-Ne	ed-a-Pak i ed-a-Pak i	Mod. 500	Col., 25¢	256 79.50

п	DEFENDITIONED VENDOR	_
ı	RECONDITIONED VENDORS	
ı	Advance Ball Gum, 1¢	5.95
۱	N.W. De Luxe, 1¢ or 5¢	15.00
ı	N.W. Mod. 33 Ball Gum	7.50
ı	N.W. Dual 1¢ & 5¢	25.00
ı	Col. Mod. 46, 1¢	
ı	Yu-Chu Ball Gum, 16	6.50
ı	Silver Kings, Te	7.50
ı	Silver Ming Se	8.00
ı	Silver King, Se	100000000000000000000000000000000000000
ı	Victor Mod. V Globe Type, 1¢	8.95
ı	Victor Mod. V Cab. Type, 1¢	9.75
ı	N.Y. 1¢ & 3¢ Stamp	12.50
ı	Shipman Duplex 1¢ & 3¢ Stamp	19.50
ı	Adams Gum, Mod. G.V., 6 Col., 1¢	14.50
ı	U-Select-It Candy Bar, 54 Bar, 54	29.50
ă	Match Box Vendors (New)	4.95
ı	Master #2, 1c-5¢ Comb	10.00
۱	Master #6, 5¢	10.00
ı	Master 1¢ Novelty	8.50
ı	Duplex Vendors, 2 Comp.	10.00

USED COUNTER GAMES -	
Mills V.P. Bells, 5¢	44.50
Imps, I¢ Cig. Reels	10.00
	22.50
	19.50
	14.50
	19.50
A.B.T. Challenger, 1¢	19.50

GENUINE LEAF RAINBLOW BUBBLE GUM Packed 25 lb. Ctc. Orders of 150 lbs. or more shipped prepaid from factory less 2%.

SEND FOR COMPLETE PRICE LIST-B OF **COIN OPERATED MACHINES & SUPPLIES** 1/3 With Order, Balance C. O. D.

RAKE COIN MACHINE EXCHANGE 609 SPRING GARDEN ST., PHILA. 23, PA LOmbord 3-2676

SENSATIONAL 30 DAY TRIAL OFFER ON THE NEW . . .





1¢ or 5¢ All Purpose Bulk Merchandiser. Buy It-use It for 30 lays, if not completely

atisfied, return it and

WALT DISNEY CHARMS \$2.75 PER LB.

SEACOAST DISTRIBUTORS, INC. 415 FRELINGHUYSEN AVENUE

NEWARK, N. J.

GIVE TO THE RUNYON CANCER FUND

CHARMS—PROVEN SALES BOOSTERS Colorful Plastic.....\$3.75 M

Brown Plasfic..... 3.75 M Gold or Silver Plated 7.00 M Copper Plated 6.00 M 24 TEAM NAMES

56" TREASURE BALLS With Key Chain 18.00 M With Balloons 14.00 M With Dice 12.50 M With Bracelet 5.50 Gr.

#494 ANIMAL CHARMS-#494 Bright Plastic \$3.00 M #494M Metal Plated 5.75 M #494 Color Plated ... 5.75 M #494C Gold or Silver Plated ... 6.75 M

#494 Metallic Plastic Bronze or Silver 3.25 M

dents of the U. S .- Washington

-NEW!!! #500 CHARMS-

#500 Bright Plastic \$3.00 M

#500M Metal Plated 5.75 M

=500C Color Plated 5.75 M

#500 Gold or Silver Plated . . . 6.75 M

Silver 3.25 M

#3 Asst. Small Plastic Charms\$2.50 M

Charms 4.50 M

#500 Metallic Plastic Bronze or

President Buttons - Pictures and

Dates of Office of the 32 Presi-

#3M Asst. Small Metal Plated

KARL GUGGENHEIM, INC.

33 Union Square New York 3, N. Y.

Uttention POPCORN

INCREASE PROFITS WITH LOWER COSTS

On Per Bushel Bag-Minimum Order 15 Bags (Colored Corn Available for Michigan Delivery)

BAGS 25# White Kraft-\$1.75 per 1000 FLUTED SERVING DISHES-\$241 White, \$3.50 per 1000. Samples on request.

MARQUETTE DISTRIBUTING CO. 3770 Woodward Ave. Detroit 1, Michigan Phone TEmple 1-3623

CALIF. ALMONDS NEW LOW PRICES FRENCH FRIED

Vacuum Packed in 5= Tins 400/500 COUNT 62c LB. 6 Tins to a Case

STANDARD SPECIALTY CO. 5118 St., OAKLAND 1, CALIF.

housands of locations are waiting for the new 5c GUM AND CANDY VENDOR Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both. MODEL 130-MM Metal Cabinet and Base. Ht. on Base, 60"x18". Wt. on Base, 64 Lbs. Price \$69.50 Base 15.00 Immediate Delivery in Green, Blue or Tan. Write for Catalog of Complete Line of 5¢ Gum and Candy Vendors. ALKUNO & CO. New York 54, N. Y. 4 Melrose 5-7757



IN LOTS OF 100 24 to 44, \$10.50 ea.

4 to 20, \$10.75 ea. Packed 4 to a case. Vends Ball Gum and Charms. Also Bulk Merchandise. Made by Victor, Mfrs. of World's Finest Vending Machines for Past 15 Years.

ATTENTION

SALES by using the original 'POP' CORN SEZ pre-popped corn! Scientifically popped, packaged and sealed by a method originated by 'POP' CORN SEZ, our product is designed for you!



Write for details! Ask about our "Pop" Corn Sex Vendors, too - both new and reconditioned.

SUN PUFT POPCORN CO. OF FLORIDA

HENDRICKS AVENUE JACKSONVILLE, FLORIDA



HAVE YOU NOTICED

the increasing number of successful opera-tors placing CUSTOM BUILT UNIVERSAL on location!

Only \$13.50 Each

(24 or more) PROMPT SHIPMENT!

R. H. Adair Company 6926 W. Roosevelt Rd. Oak Park, III.

Send for free leaflets showing Custom Built Universal and other Victor Profit - Pro-ducing Vendors.

BUY WITH CONFIDENCE FROM STEINER

RECONDITIONED—REPAINTED—PERFECT U-Need-a-Pak 6 E, 180 Pk. Cap. ...\$50.00 U-Need-a-Pak 8 E, 240 Pk. Cap. ... 55.00 U-Need-a-Pak 9 E, 270 Pk. Cap. ... 60.00 U-Need-a-Pak 9 A, 270 Pk. Cap. ... 80.00 U-Need-a-Pak 9-500, 350 Pk, Cap... 95.00 DuGrenier 9 W, 308 Pk, Cap. ... 60.00 Rowe Royal, 8 Col., 320 Pk, Cap. ... 80.00

All Equipped With King Size Cols. 1/3 Dep., Bal. C. O. D. Write for Details on Our. NYLON DEAL

STEINER MANUFACTURING CO. Serving the Trade Since 1927 Brooklyn 1, N. Y. 163-5 Hudson Ave. Phone: TRiangle 5-0835

SOON! SOON! SOON! The NEW

New Futuramic Hot Coffee Vendor

Trade Directory

New Equipment

Electric Penny Change Maker by J. P. S. Enterprises, Chicago.

Stick-on signs for shuffleboard onlocation use by Emeloid Company, Hillside, N. J.

J. P. Seeburg Corporation - 45 r.p.m. mechanism for music machines.

Penny gum and nut venders by National Rejectors, Inc., St. Louis. Official Q-Ball, coin-operated pool game by Scientific, Brooklyn.

Glider, straight novelty game, by Genco Manufacturing & Sales Company, Chicago.

Shuffle Alley, straight novelty game by United Manufacturing Company, Chicago.

Television antenna for commercial and home receivers by Trans Vue Corporation, Chicago.

Vendmaster, dual - flavor bottle vender by Master Corporation, Little Rock.

Distributors

AMI appointed Southern Automatic Music Company, Inc., to represent its entire line in Indiana, the Southwestern one-third of Ohio and the entire State of Kentucky with the exception of the extreme Western tip.

Automatic Products Company, Minneapolis, named the Runyon Sales Company to act as representative in New York and Connecticut for its Refresh-o-Mat cup vender

Shaffer Music Company is now distributing J. P. Seeburg Corporation products in Indiana.

New Firms

Coin Movie Machine Company formed in West Haven, Conn., to distribute and operate midget movies thruout the State.

Comet Industries, Inc., established by Ted Rubenstein in Chicago. Firm will manufacture counter-type reel games. Rubenstein has purchased the tools and dyes of the Daval Company and will produce, thru Comet Industries, the Daval line of counter games.

Association

Jacksonville Self-Service Laundry Association was formed by operators of coin washers in Jacksonville, Fla. Philip Henlon was elected president of the group.

Austin Packing In New Factory

BALTIMORE, Sept. 24. — Austin Packing Company, Inc., moved this week into a new 25,000-square-foot plant here. The new quarters were constructed to provide greater cookie production, Jack Hoffenberg, firm official, declared.

Due largely to the increased cookie market resulting from public acceptance of cookie venders, Austin's new facilities at 2930 Washington Boulevard were started early this year. From its position as a minor part of the firm's total business in 1938 when it was introduced, the firm's cookie Vendapak has risen from a sideline item to a front-line item, officials declare.

Offices and plant are wired for music, with daily programs carefully selected to create diversion for the employees. The building is air-conditioned. A method of incorporating diethylene-glycol vaporizing is also being used to render the air within the plant germ-proof. This is a further employee benefit, it was pointed out, as it prevents colds by charging the human body to withstand outside atmospheric elements for 24 hours.

The new plant, the last-minute modern production and employee benefit devices which are a part of the plant, to a great extent were all made possible by the vender, which has, and continues to, boost cookie sales thru multiple sales outlets, Austin officials state.

Address Changes

Electric Deodorizer Corporation has moved its executive and sales headquarters to 459 West 47 Street, New

Norman Automatic Vending Company has moved to new offices at Third and Luzerne Streets, Philadel-

Personnel

Irvin C. Shaffer was appointed 1950 National Confectioners' Association convention chairman.

John A. Wood has been elected a vice-president of the Wilbur-Suchard Chocolate Co., Inc.

Oak Producing 2,000 Venders On Wkly. Basis

NEW YORK, Sept. 24.—Oak Manufacturing Company is producing 2,000 Acorn bulk venders a week, according to Meyer J. Abelson, national sales manager for the California firm. Here this week on the Eastern leg of a country-wide sales tour, Abelson declared the output rate soon would be upped to 3,000 weekly. Under the direction of H. Probasco, production manager, Oak is readying its facilities for the higher figure, he claimed, to fill new and repeat orders.

With about 15 outlets already in the Oak distribution net, Abelson announced that Atlas Distributors, of Boston, is the most recent appointee. Others will be named soon, he added.

New Montgomery Coin Wash

MONTGOMERY, Ala., Sept. 24 .-With the opening of the new Crowe Self-Service Laundry here this week management offered customers a 12item choice of kitchen utensils. Features stressed in the Laundromat equipped store were drier units and "plenty of parking space."

High Speed Money Makers!

Now Being Delivered by

Here they are—exactly what every candy operator needs for small locations. They give you larger capacity at half the price!

100 Bar "Candy-King"

50 Bar "Candy-King"

Larger "Package-King"

Now you can vend candy bars, Riecnex and all other types of package goods from all-aluminum, rust-proof, conveyor type "Candy-King" and "Package-King". All are double locked, National Slug Protected, You'll find many other money makers in famous "Silver-King" Big 6 Line which include the following:

"Hunter" Ballgum Vendor

"Target" Ballgum Vendor

"Charm-King" Is and 5s Bulk Vendors

"Hot-Nut" Is and 5s Bulk Vendors

"Hot-Nut" Is and 5s Bulk Vendors

All are made to receive Is and 5s U. S. or foreign coins. See your dealer or write for illustrated literature and full information to:

SILVER-KING CORP.

622 Diversey Pkwy. Chicago 14, III.

NEW LOW PRICES U-SELECT-IT

72-Bar Capacity, Each Cigarette Machines DU GRENIER, 7 Col., Like New \$60.00 DU GRENIER W. 9 Col. 45.00 DU GRENIER CHAMPION 50.00 UNEEDA MONARCH, 8 Col., Like New 70.00

NATIONAL 9-30 COUNTER MODEL, 7 Col. 17.50 Phone: BA. 9-0606 VENDING HARRIS

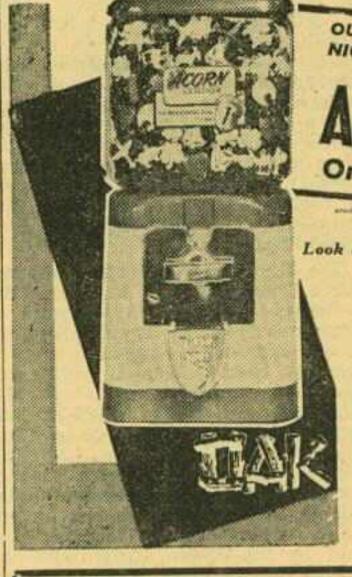
2717 N. Park Ave.

CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS ..

Philadelphia, Pa.

Write MINIT FOR LOWEST PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND CAMED RINES, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.

BECKER VENDING SERVICE - WISCONSIN



OUR PLANT IS GOING DAY AND NIGHT FILLING ORDERS FOR THE SENSATIONAL 1c or 5c A'l-

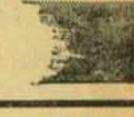
Purpose Bulk Merchand sers Order Yours Today!

Look at These OUTSTANDING Service Head Features e Enables you to do a faster, more

thorough cleaning job on your merchandise compartment. Permits you to service more than twice as many Acorns as any other machine.

Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright. Write for complete details today!

11411 Knightsbridge Ave. Culver City, California



Distributors!

A Few Choice

Still Open, Write, Wire,

Phone

M. J. Abelson

Gen. Sales Mgr.

1349 Fifth Ave.

Pittsburgh, Pa

Ph.: AT 6478

Territories Are



"HOT-POP" POP CORN MACHINE

Non-Coin Operated \$47.50 \$10 dep., bai C.O.D

OPERATOR MAKES \$4.20 Per Week

On Sale of 2 Lbs WRITE FOR DETAILS PROFIT IN ADVANCE



VICTOR'S AMAZING NEW

1 to 5 Cases, \$43.00 Per Case. (\$10.75 Per Mach.)

Victor's 1d Universal Blue Hammerloid

Finish-\$13.95 Victor's Model V, 1¢ or 5¢, Red Wrinkle Finish -\$12.75

DEVICES NOVELTY, Dept. A

467 N. Milwaukee Ave. Chicago 10, III. Phone: Monroe 6-7538







CHARMS

NEW PLATED FOOTBALLS EMBOSSED WITH NAMES OF COLLEGE TEAMS

COPPER PLATED FOOTBALLS S 6.00 per M GOLD PLATED FOOTBALLS. . . 10.00 per M

Penny King Company

415 Neptune Street

Pittsburgh 20. Pa

Suppliers See Vending Biz As Important New Market

(Continued from page 88) basis of the vending machine business, that quality must always be maintained, otherwise the customer loses confidence in all venders. "It is up to all ops to maintain their quality and keep their machines in perfect order, because one dissatisfied customer hurts the whole industry," he concluded.

Cig Sales

In the Boston area, in the cigarette vending field, it is estimated that about 15 per cent of all cigarettes are sold thru machines. With expansion in this field and more machines out, percentage is expected to mount to around 20 per cent.

Interesting note in cigarette vending machine expansion is a prevalence now on part of many restaurant owners to install vending machines (usually the electric type) over the former arrangement of having the cashier run the register and sell cigarettes at the same time. Some of the ployees and also reaping revenue restaurant operators have thrown out to compensate for time lost.

candy and cigarette sales at their cashier counters, and installed vending machines. They claim that it gives improved service thru less traffic congestion; less wear and tear on the cashier and less change mistakes. Vending machines also enhance locations, they add.

Yet to be introduced in any great numbers to the Boston area are coffee vending machines. At the present time several business concerns are considering installing coffee vending machines on their premises on the basis of profit revenue for themselves. Officials of several large companies point out that there is a traditional "coffee time" which is recognized in practically all industries. In some plants it is formalized and in other plants the time is taken furtively. Employers reason that it would be more advantageous all around to install their own coffee venders, thus saving time of em-

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Sept. 22, 1934.—Continuing the spread of coinmen associations along the State level, the Oklahoma Coin Machine Operators' Association was formed. Officers elected were L. W. Ashbrook, president; C. E. Kettering, vice-president; T. W. Nelson, secretary and treasurer. The first board of directors was made up of C. E. Dodd, Lew Fisher, C. M. McDaniel, J. B. Meyers, Jim Boyle and I. Lowenthal. Forty members were sworn in at the first meeting. . The Markepp Company, Cleveland, headed by M. M. Marcus and G. J. Keppler opened a branch in Cincinnati.

Official report from the finance committee of the Chicago World's Fair showed that \$228,399 had been taken in on venders and games by the third week in September, 1934. . . Orbit Gum Company, Chicago, introduced Vitamin D gum with a good portion of its production earmarked for venders. . . . Brunswick-Balke-Collender Company, Chicago, then a manufacturer of coin-operated games, announced that its bowling game was back in production. It had stopped output earlier in the year to tool up for production on bar equipment following the repeal of prohibition.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., laid claim to be the oldest manufacturers of music merchandise. Its officials pointed out that for seven generations the firm had been associated with music equipment production. They also said that the House of Wurlitzer was founded in Saxony in 1701 by Hans Andreas Wurlitzer. He and his brother, Hans Adam, were sons of the eminent Saxon lutemaker. Later Adams became well known for his violin making and in 1732 was honored by the Saxon Guild with the title of Master Violin Maker. Wurlitzer officials pointed out that the New York music machine firm was founded by the late Rudolph, whose two sons Rudolph H. and Farny R. were still carrying on the tradition in September, 1934. The founder came to the U. S. from Saxony in 1854. Two years later, after becoming familiar with American customs in Cincinnati, he became an importer of musical instruments thus establishing the Wurlitzer firm.

Ed A. Ginsberg joined the staff of the Century Manufacturing Company, Chicago, a leading game maker of the '30s. Later he was to head his Chicago.

10 Years Ago This Week

CHICAGO, Sept. 23, 1939. - The Billboard's coin machine section was devoted to reports from overseas operators and also interviews with Tony Gasparro, who then represented a British firm and later became an official of Williams Manufacturing, and Dave Robbin, Brooklyn coinmen, who had completed a tour of England, France, Switzerland, Holland, Belgium and Italy. All these stories were a result of The Billboard's backing of International Good Neighbor Week. . . . Banner Specialty opened new quarters in Pittsburgh with an open house attended by many of the industry's leaders.

Over the Rainbow and An Apple for the Teacher were still leading the music parade on The Billboard's Record Buying Guide. Top folk recordings were My Sweet Darling Wife, She Gave Me the Bird, Makes No Difference Now and You Can't Fool a Fool All the Time. . . . The music business was just getting a foothold in South America with major interest aimed at Venezuela, Brazil and Argentina. . . . Counter games were moving fast with Western Products, Baker Novelty, Camco Products, and W. B. Novelty leading the field. . . : Rock-Ola was advertising its Lo-Boy scale for \$10 down. . . . The vending parade was led by Northwestern, Burel and Victor Vending. . . . Operators were showing the most interest in the following amusement games: Gottlieb's Keen - A - Ball; Bally's White Salis; Daval's Triple Threat; Genco's Mr. Chips; Chicago Coin's Lucky, and Exhibit Supply's Golden Gate. . . The war in Europe had export minded U. S. coinmen looking in other directions to keep up volume business.

Mail-Order Cig Purchases Drop to Near Zero in La.

BATON ROUGE, La., Sept. 24. -A virtual end to out-State mall-order cigarette purchases in Louisiana has been reported to A. H. May, acting chief enforcement officer for the State revenue department.

According to May, immediately after the 3-cent State tax went into effect in September, 1948, mail-order business boomed. It began dropping off, however, after the conviction of two men in Federal District Court for using the mail to defraud in cigarette deals. Too, his department has been obtaining lists of cigarette purchases from various States, he said, and publicity given both actions has own distributor firm, Atlas Music, resulted in the almost complete elimination of the mail-order business.

Sugar Report

WASHINGTON, Sept. 24. - Sugar distribution by primary distributors in the United States reached a total of 5,282,824 short tons September 10, Agriculture Department reported. This compares with 5,478,261 short tons for the same period the previous year.



We give you both

Fresh 1949 crop-Imported

HIGHEST QUALITY—LOWEST PRICES SELL MORE—EARN MORE

Extra Jumbo Size, Red, 30 count 55¢ lb. Jumbo Sixe, Red, 34 count, per ox. ..52¢ lb. Special Blend Sixe, Red, 40 count ...50¢ lb. Large Size, Red, 45 count, per ox. . . . 43¢ lb. White, salted, instead of red, deduct 10¢ lb.

Lower prices for 500 lbs. or more Packed in Triplex 5 lbs. moisture proof bags and shipped 12 to a carton.

Minimum order 200 lbs., otherwise add 2¢ lb.

Write for our prices on cashews, etc. Dept. 15 Importers & Roasters for a Quarter

Century

AMERICAN PISTACHIO CORP. New York 13. N. Y



WE'VE GOT.

VICTOR'S TERRIFIC VENDER

Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of to 5 cases. Further disc, on orders of more than 5 cases. Contact us for full

BIRMINGHAM VENDING CO. 2117 Third Ave., N. Birmingham 3, Ala.



5958 BAUM BLVD. . PITTSBURGH 6. PA



NEW PRICE ON TOT BRAND KOLOR-BUB (HARTS) OR LEAF RAINBLO

LA RUE INTERNATIONAL, 540 HAYES ST.

SAN FRANCISCO, CAL.

SAME STOCK AS ABOVE 150 to 475 Lb., Freight PREPAID From

Full cash with order on all factory prepaid

NEW CROP No. 1 Salted Spanish Peanuts,, 40 Lb. Case (276)\$10.80 NO DISCOUNT ON FACTORY SHIPMENTS.

T. O. THOMAS COMPANY 1572 JEFFERSON ST. PADUCAH, KY.

TELE COMPETISH DROPS OFF

Colored Title Strips To Up Revenue; Set by Hit Parade

here this week. The strips, to carry of top promotion effort by publishers. the names of tunes thought headed lishers.

would carefully screen tunes submitted by the publishers to eliminate ings available. all but selections felt of high po-No more than two numbers are to be

NEW YORK, Sept. 24.-A free chosen each week and they must be service for operators aimed at in- scheduled as the "No. 1 plug tunes" creasing juke box income thru the of the co-operating publishers, in use of brightly colored title strips addition to meeting the requirement is due to be launched on a national of juke suitability. Distribution will scale by mid-October, it was learned be timed to coincide with the period

The two-color title strips will be for top popularity, will be distributed issued in 10 different color combinaby Hit Parade, Inc., with the co- tions, A legend on each strip will operation of 14 major music pub- read: "Hit Parade Possibility." Artists' names will not be listed. Stern Yermie Stern, Hit Parade topper, also will supply a weekly bulletin declared an advisory committee detailing the promotion plans for the chosen tunes and listing the record-

Three hundred thousand strips for tential appeal to phonograph patrons. each selection will be printed and distributed, he stated. Distribution (See Colored Strips on page 103)

World Series To End Heavy Location Video Skeds This Year; Football Takes Over

Ops See Trend Continuing in 1950 as Prices Still Rise

next two weeks will find television giving music machines in many localities the stiffest competition of the year, operators of phonographs thruout the country, where television has been a competing factor during the past mine months, are looking forward to a greatly reduced tele schedule in their locations after October 10. However, with practically all stations from St. Louis on East carry-

CHICAGO, Sept. 24.—While the ing the World Series, starting October 5, and with football taking over on many stations today, operators anticipate slight drops in their grosses for the two-week period to follow.

Football

Most important is the fact that after October 10 location video schedules will be confined almost exclusively to football, which will take up, in most areas, only the Saturday afternoon hours. Professional football, which was telecast in many areas last year on Friday nights and Sunday afternoons, appears to be on the wane this year, with some teams either refusing to sell tele rights or placing such a high price tag on the games that they become prohibitive.

Another source of competition which plagued operators last year may also disappear this season. Hockey, which was seen here during the 1948-'49 season via video, is still unsigned for the coming camps gn as the opening date nears. Here, to, the high price asked for tele rights is holding up video arrangements. While hockey is not as popular as football in many areas, it still draws heavy crowds. Too, this sport is played two or three evenings a week, thereby cutting into the best juke box income hours in locations.

Ops Optimistic

With sports the one type of television programing that has proven consistent heavy competition for the (See Tele Competish on page 102)

S. Dakota Ops Convene for Huron Confab

Distribs, Mfrs. on Hand

HURON, S. D., Sept. 24. - Accenting the trend toward a more active participation in all association events, virtually 100 per cent of the membership of the South Dakota Phonograph Association (SDPA) is expected to be on hand when President Mike Imig formally calls the two-day quarterly session to order Sunday (25) at the Marvin Hughitt Hotel here. Representatives of most music machine, record and needle manufacturers, a delegation from Coin Machine Institute (CMI) and several leading distributors began arriving here tonight.

One of the key points on the agenda will be a report by Imig on the Music Operators of America (MOA) meeting in Chicago September 12 and a full-scale discussion of the MOA convention, now tentatively set for either January or February in Chicago, Most of the business sessions will take place Monday (26) and since this day's schedule is unusually heavy, there is some likelihood that the meeting will be held over for a third day to wind up business sessions. Opening day, Sunday (25), activities also will include some SDPA business but will mainly be devoted to the social side of association work. It includes a banquet at the hotel in the evening.

CMI Public Relations Director John Pickering is slated to address the more in royalties to the American South Dakota operators. Les Reick, H. C. Evans & Company's music ma- the British Isles. English Decca, howchine division manager, will be among the manufacturers' representatives 30 per cent larger profit on its disks making the SDPA event, Most of the distributors on hand will be from the Twin Cities area with others from Sioux Falls and Rapid City, S. D., and Iowa.

Coradio Names Texas Distrib

NEW YORK, Sept. 24 .- Coradio, Inc., producers of coin-operated radio receivers, has appointed R. C. Lowe to handle the firm's line in Texas, from Austin to the State's Southern border, according to an announcement by Lou Brown, Coradio president.

Elsmere Place, San Antonio.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

VICTOR AIMS BALLY GUNS AT "ENVY." The diskery is starting a big promotional drive on Fran Warren's new release.

MGM TO ISSUE PLATTERS ON NEW METROLITE. The diskery will release platters October 27 on its new non-breakable material, Metrolite.

MERCURY SIGNS HARMONICATS TO THREE-YEAR PACT. Jerry Murad's Harmonicats trio, which made Peg o' My Heart a seller, expects to have new releases this week.

SIX BLUES AND RHYTHM BY SENSATION. Sensation Records makes a strong return in the field with six solid releases,

And other informative new stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature-a page devoted to new merchandising and mechanical development in the businessthe Radio-Phono-TV section.

MOA SETS '50 MEET DATES

New Pound Valuation To Have Little Effect on Music Business

(Continued from page 14) in that they have distribution set-ups change operations. with English Decca. It works this way: English Decca will have to pay firms whose disks it distributes in ever, thru London label, will make a pressed abroad and sold here Lewis stated that prices of the London disks would not be reduced.

While the London firm has always had a profitable operation in selling its \$1, \$1.50 and \$2 disks in this country, the pop line, priced at 75 cents plus tax, has been in the nature of a "loss leader." From now on the company will find its pop disks profitable since the profit margin will be upped.

Some diskeries are now exporting to Canada, but it is probable that all will have to press north of the border next year in order to overcome the 10 per cent loss in profits because of Canadian devaluation of their dollar. The recent 8 per cent freight New outlet is located at 1005 West increase was a tight enough squeeze headed by M. A. Pollard and already hibit committee, Ray Cunliffe, chair-

will almost make it a necessity to

The numerous international arrangements between the American Society of Composers, Authors and Publishers (ASCAP) and foreign licensing groups also will affect the various publishers in ratio to foreign performances of their material. In general, the publisher take should be cut somewhat because of the currency devaluations.

Evans Appoints Calif. Distrib

CHICAGO, Sept. 24. - Continuing its policy of increasing coverage in all sections of the country, H. C. Evans & Company has appointed the Golden Gate Novelty Company as California distributor of its Constellation music machine.

by itself; the additional 10 per cent is displaying the Evans music line.

Chi Sessions March 6-8 at Palmer House

Name Convensh Committees

CHICAGO, Sept. 24.—The Music Operators of America (MOA) will hold a national meeting in Chicago March 6, 7 and 8 at the Palmer House, it was announced this week by George A. Miller, national chairman of the group. A tentative plan to hold the 1950 meet at the Morrison Hotel in February was dropped when it became possible to get space at the Palmer House the following month.

At the same time, Miller announced the following committees for the convention had been set up by the executive committee at its meeting in Chicago several weeks ago: Program and publicity, Ray Cunliffe, Chicago, chairman; Al Denver, New York; D. M. Steinberg, Newark, N. Golden Gate has headquarters and J., Hirsh de la Viez, Washington; showrooms in San Francisco, and a Sidney H. Levine, New York, branch office at Oakland, Firm is and Miller, Oakland, Calif. Ex-

(See MOA Sets on page 98)

~

87--88--86

80--80--80--80

66--65--64--70

65--65--63--67

81--82--80--82

74--75--74--73

83--84--84--82

83--86--84--80

65--62--62--70

82--80--82--84

66--67--65--65

83--84--84--81

89--90--88--88

73--80--70--68

67--70--65--65

81--83--80--80

70--70--70

66--65--65--68

85--85--85

81--80--83

69--68--68--70

94--95--95--93

85--86--84--84

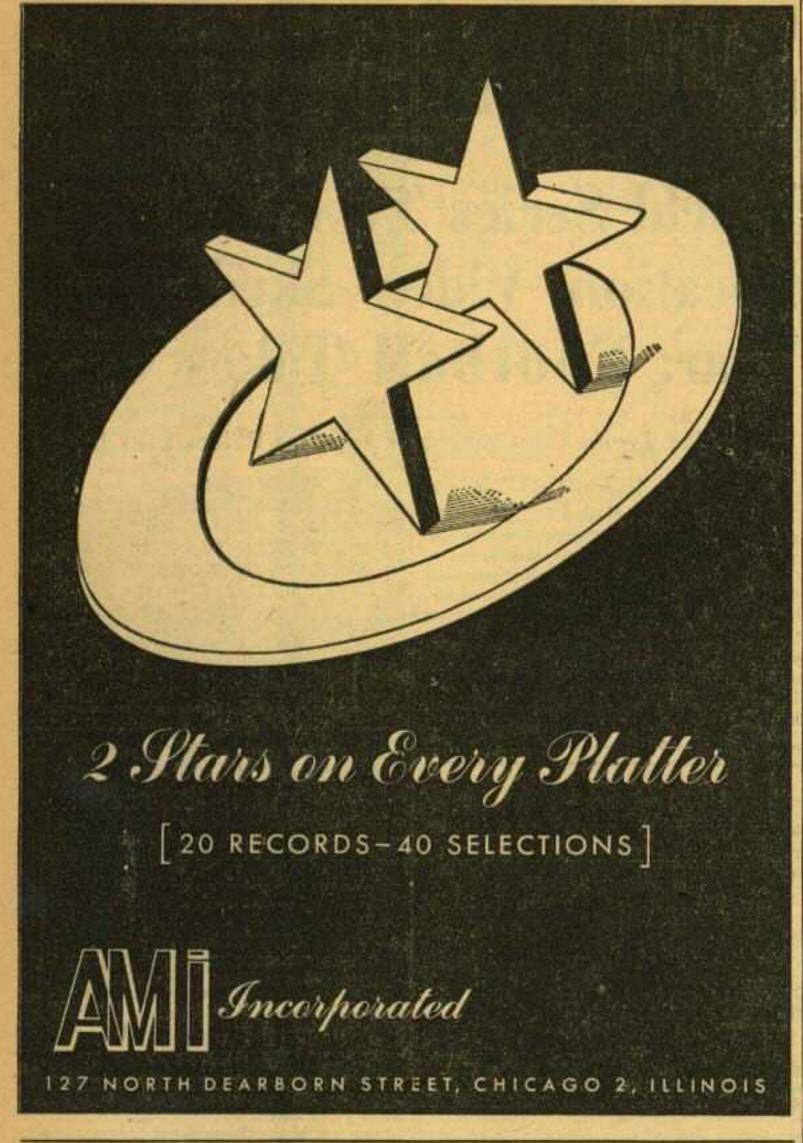
91--92--90--90

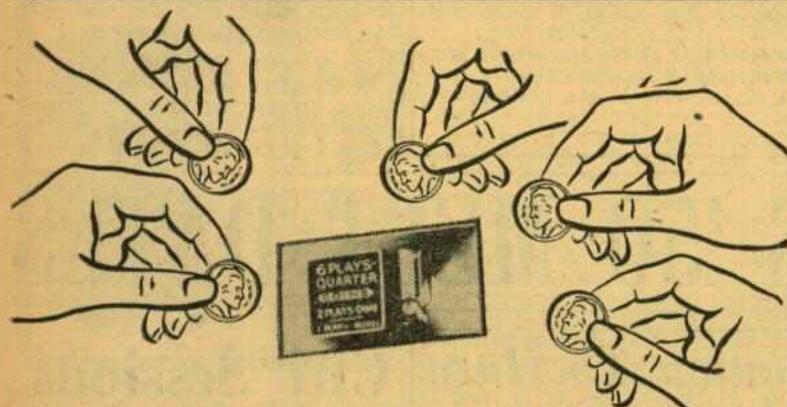
88--88--88

83--83--86--80

72--73--70

40--40--40



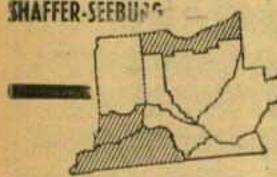


Seeburg (selections offers customer appeal

No need to be satisfied with the earnings of a few "popular" tunes when you can appeal to everybody's musical preference with the Select-O-Matic's 100 selections.

No need to depend on the "hit tune fans" for business when you can make it easy for every customer to make selections from 100 titles all visible at one time in the Seeburg Select-O-Matic.

No need for you to keep hearing the same collection "tune" week after week when the Select-O-Matic can play you a new profit record. Ask your nearest Shaffer office how you can realize the fullest profit possibilities from your top locations—and be protected from yearly model changes.



SHAFFER MUSIC COMPANY-

SALES-SERVICE STATES 2333 GILBERT AVE.

> 1619 W. WASHINGTON ST. CHARLESTON, W. VA.

CINCINNATI, OHIO

1327 CAPITOL AVE. INDIANAPOLIS, IND.

2129 MAIN ST. WHEELING, W. VA.

606 S. HICH ST. COLUMBUS, OHIO

SOUTH BEND, IND. (Location to be announced later)

Record Reviews

(Continued from page 34)

ARTIST

TUNES

LABEL AND NO.

COMMENT

POPULAR

DINAH SHORE (Harry Zimmerman Ork)

Col 38579

A Thousand Violins Dinah's effective on this pretty gypsyflavored ballad from the new Bob Hope starrer, "The Great Lover." It's got the "Golden Earrings" touch.

The Story of Annie Laurie

Ouch!

Sympathetic treatment for a new plug ballad which unfolds the tale of the Scotch lassie.

Spritely polka effort reissued from the Decca

My Pony Boy Another Fisher effort which retains some

FREDDIE "SCHNICK-ELFRITZ" FISHER

> ORK Coral 60105

BOB EBERLY Coral 60101

Vieni Su Eberly is in topnotch voice for his handling of the latest Italian folk song adaptation.

Forever With You Another fine singing chore by Eberly on a pleasant new tune.

FRAN WARREN V 20-3551

You're in Love With Someone

Fran sings the "Top o' the Morning" ballad extremely well. If the song should happen, this should be a leading disk.

Envy Victor's got the promotion guns behind this disking. It's a pseudo-exotic beguine which is handled well by Fran who is aided by an organ and ork.

SALLY & MARVIN CLARK Dart 7000

Chocolate Whiskey and Vanilla Gin Clever calypso item is treated amiably by the twosome with organ and rhythm back-

The Game of Broken Hearts This is a "sleeper" item. of those tear-jerking waltzes but of a high Tavern jukes should wear out lots of copies.

BILLY GAINES TRIO Apex AP-1117

I'm Confessin' That I Love You Gaines makes a snappy plano solo out of the oldle. Some bop creeps into the second

Willow, Weep for Me 68--70--65--70 Effective plano solo of the pretty oldie sets a nice mood.

PERRY COMO V 20-3543

The Meadows of Heaven Como delivers another of his silken smooth ballad jobs with a new and melodic ballad.

A Dreamer's Holiday An infectious ballad with a slight bounce is handled like a winner all the way by Como, group and ork,

RAY ANTHONY ORK Yesterdays

Clean, danceable rendition of the pretty evergreen should make fine jockey fodder.

House Party Bop tinged instrumental is recorded and performed in excellent fashion by the very fine Anthony crew.

SAMMY KAYE ORK V 20-3545

The Last Mile Home Proficient production built around the promising sentimental waltz.

Hawaiian Sunset

chorus.

An old Kaye fave is relssued again to coincide with a publisher revival plug.

PRIMO SCALA ORK London 449

The Echo Told Me a Lie Pleasant albeit unexciting etching. I've Got a Lovely Bunch of Cocoanuts Spirited waxing of the latest and most promising of the large crop of communitysing tunes.

MICKEY & MARY CARTON ORK Decca 12276

GORDON JENKINS

ANDREWS SISTERS

Decca 24705

Decca 24717

Gordon Jenkins

Decen 24720

ORK

Ork)

How Can You Buy Killarney? Highly effective waxing of an attractive Irish tune. Should draw big in Irish nabes.

Tig-Um-Tu

The same spirit's there but the song hasn't the calibre of the topside.

Don't Cry Joe (Let Her Go, Let Her Go, Let Her Go

This one's already headed for top sales. Only question is whether it will sell a million or not. A great etching. Perhaps, Perhaps, Perhaps An added factor in the top sales potential of the waxing is this beautiful rendition

of a beautiful Latin tune. I Can Dream, Can't 1?

Wonderful solo work by Patti Andrews dominates in this superb reading of a pretty standard which should revive the tune. The Wedding of Lili Marlene The Sisters and Jenkins team to make a

stellar waxing of a top English import.

ANDREWS SISTERS

Whispering Hope The Andrews harmonize on the oldie which is enjoying a revival via a Jo Stafford-Gordon MacRae disking.

Lovely Night

Offenbach's "Baccharole" with new lyrics is the subject for the Andrews' chirping on the second side.

DON STEELE ABC-Eagle 101 Lorna Doone

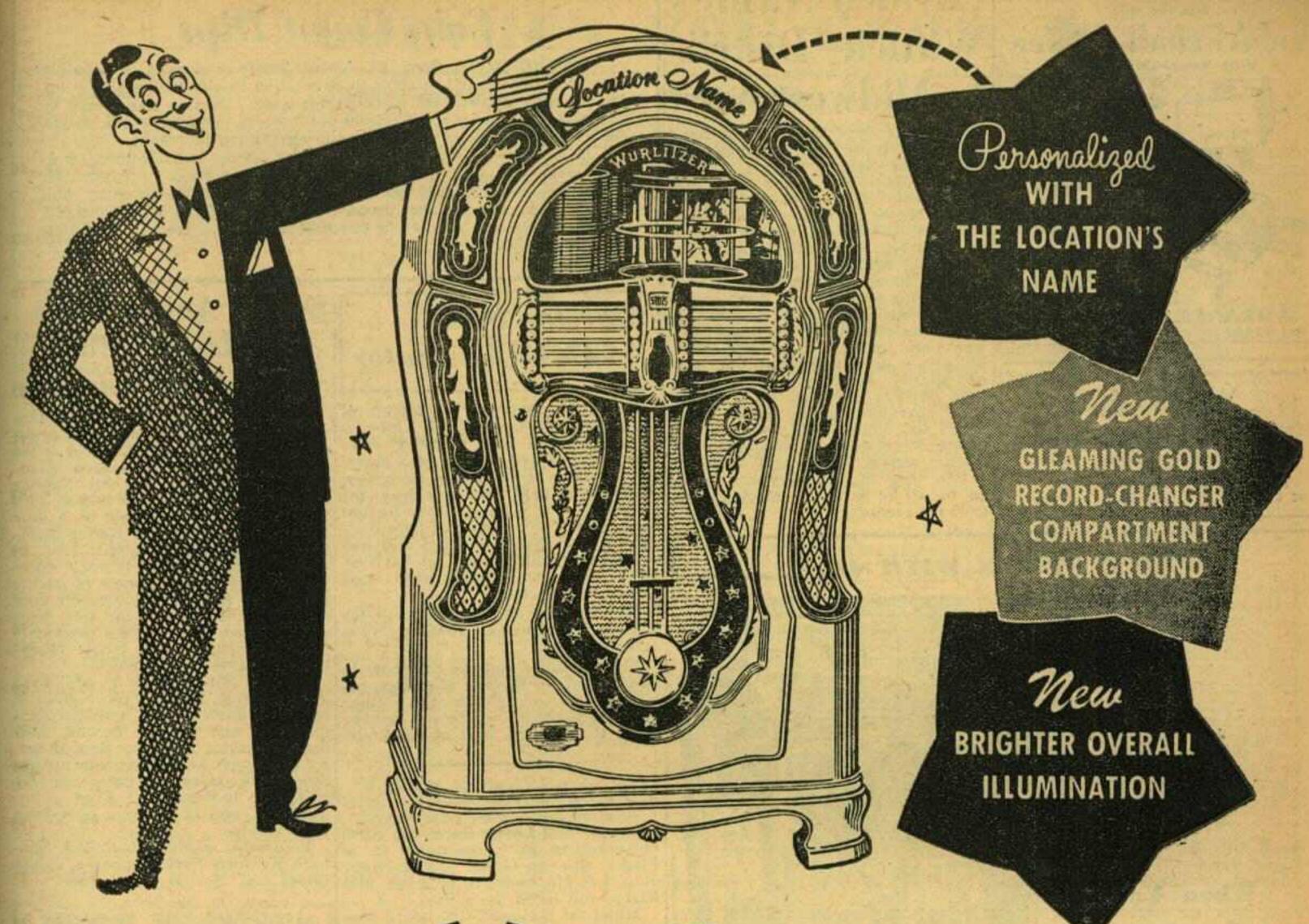
Uneffective waxing of the evergreen.

(Continued on page 104)

Again Equally uneffective and much late is this reading of hit song of a couple of months ago.

32--30--30--35





The WURLITZER 1080 LOWEST PRICED QUALITY PHONOGRAPH

Styled and designed to stand the test of time. Rugged Wurlitzer construction! These are the reasons why the 1080 will retain its eye appeal and play appeal for years and years of economical, trouble-free operation—why it will always have a high resale or trade-in value.

Furthermore, it is the only phonograph that is personalized with the location's name—a feature that will enable you to do business with many location owners in your locality to whom a personalized phonograph will have an irresistible

appeal. Yet this location-getting, location-holding feature doesn't cost you one cent over the amazingly low price that makes the Wurlitzer 1080 the lowest priced quality phonograph on the market today.

Phone or visit your nearest Wurlitzer Distributor. Let him explain what an attractive financing plan and generous trade in allowance he is in a position to offer.

THE RUDOLPH WURLITZER COMPANY
North Tonawanda, New York

SEE YOUR WURLITZER DISTRIBUTOR FOR FINANCING, TRADE-IN ALLOWANCES AND DELIVERY DETAILS

Active Amusement Machines Co. 666 N. Broad St., Philadelphia 30, Penna. Alfred Sales, Inc. 881 Main St., Buffalo 3, N. Y. Angott Distributing Co., Inc. 2616 Puritan Ave., Detroit 21, Mich. Brady Distributing Co. 522 E Trade St., Charlotte, N. C. Brandt Distributing Co., Inc. 1809 Olive St., St. Louis 3, Mo. Bush Distributing Co. 286 N. W. 29th St., Miami, Fla. 508 Delwood, Jacksonville, Fla. Cain-Caillouette Motors, Inc. 1502 Broadway, Nashville, Tenn. Central Music Distributing Co., Inc. 1523 Grand Ave., Kansas City B, Ma. 2562 Harney St., Omaha 2, Nebr. Cleveland Coin Mach. Exchange, Inc. 2021 Prospect Ave., Cleveland, Ohio Commercial Music Co., Inc. 726 N. Ervay St., Dollas 1, Texas

901 E. Houston St., San Antonio, Yexas

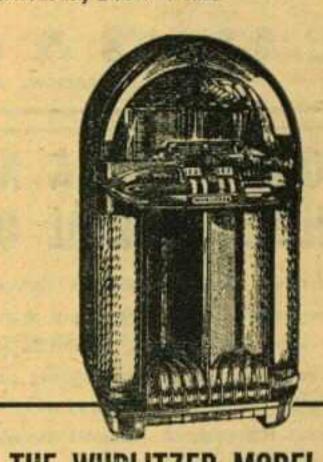
Coven Distributing Co., Inc.

3181 N. Elston Ave.; Chicago, Ill.

1004 N. Walnut St., Oklahoma City, Okla.

Cruxe Distributing Co., Inc. 105 Virginia St., W., Charleston, W. Va. 122 S. Seventh St., Louisville, Ky. Draco Sales Company 2005 West Alameda Ave., Denver Colo. **Emarcy Distributing Co.** 348 Sixth St., San Francisco, Calif. F.A.B. Distributing Co., Inc. 1019 Baronne St., New Orleans 13, La. 1727 Harden St., Columbia, S. C. 304 lvy St., N. E., Atlanta 3, Ga. Hart Distributing Co. 906 Elliott Ave., W., Seattle 99, Wash. The Arthur Hermann Co., Inc. 282 Central Ave., Albany, N. Y Iowa Music Distributors, Inc. 764 Ninth St., Des Moines 14, lowa Knudsen Music Company, Inc. 287 North 3rd East St., Provo, Utah Lieberman Music Co. 1124 Hennepin Ave., Minneapolis, Minn. Maestro Music, Inc. 117 East Broadway, Tucson, Arizona Midland Music Distributors, Ind. 409 North Noble St., Indianapolis, Ind. Music Distributing Co. 420 N. Craig St., Pittsburgh 13, Pomes

O'Connor Distributors, Inc. 2320 W. Main St.-Richmond, Va. 400 Water St., Portsmouth, Va. Redd Distributing Co. 298 Lincoln St., Aliston 34, Mass. Sicking, Inc. 1401 Central Parkway, Cincinnati 14, Ohlo Slegel Distributing Co., Ltd. 477 Yonge St., Toronto, Ont., Can. 40 Powell St., Vancouver, B. C., Can. 853 Natre Dame St., W., Montreal, Que., Can. Southland Distributing Co. 1128 5. Crenshaw Blvd., Los Angeles 6, Calif. Steele Distributing Co. 3300 Louisiana St., Houston, Texas Sterling Service Rocky Glen Park, Moosic, Penna. United, Inc. 4227 West Vliet St., Milwaukee B, Wis. **Walker Sales Company** 2401-7 East Alameda, El Paso, Texas Williams Distributing Co., Inc. 1082 Union Ave., Memphis 3, Tenn. The Winters Distributing Co. 1713 Harford Ave., Baltimore 13, Md. oung Olstributing, Inc. 525 W. 43rd St., New York 18, N.Y.



THE WURLITZER MODEL 1100

phonograph on the market today

For the Finest in Record Reproduction Use the New G. I. Magnetic High Fidelity LIGHTWEIGHT PICKUP With Removable Needle No Needle Scratch Only 1/4 Oz. Needle Pressure High Fidelity Long Record Life Just Plug In Wurlitzer \$4.95 Cartridge Only— \$5.80. Needle Only—\$2.10 Also other makes ADVANCE MUSIC CO. 606 GRAND KANSAS CITY, MO

Covideo Names Wittick Distrib In Midwest Area

DETROIT, Sept. 24.—Covideo Company, Inc., New York, has appointed the Wittick Sales Company, of this city, as distributor of its table and console coin-operated television models in Michigan, Ohio, Indiana and Northern Kentucky, it was announced by Frederick B. Wittick this week

Wittick, who has long been active in the coin-operated radio field, said that during the summer ther, was a drop in business, but a marker increase has been noted in the past two weeks and that it is expected that the business volume will be back to normal shortly. Handling Coradio products, Wittick revealed that reports from operators whose routes cover hotels and motels in this area all ina trip thru his territory this week on behalf of both the Covideo and Coradio products.

Coin Count Dips

WASHINGTON, Sept. 24.-After hearly a decade of monthly increases, the amount of coins in circulation finally took a slight dip, the Treasury Department reported this week. Decline was caused by decreases in the amount of 50-cent pieces, quarters and dimes. Silver dollars, nickels and pennies in circulation increased.

Total coins in circulation in July added up to \$1,457,000,000 as compared with \$1,459,000,000 in June. Circulation of cartwheels increased from \$164,000,000 in June to \$165,000,000 in July; half dollars, quarters and dimes dropped from \$940,000,000 to \$937,000,000, while nickels and pennies in circulation went up from \$355,000,000 to \$356,000,000.

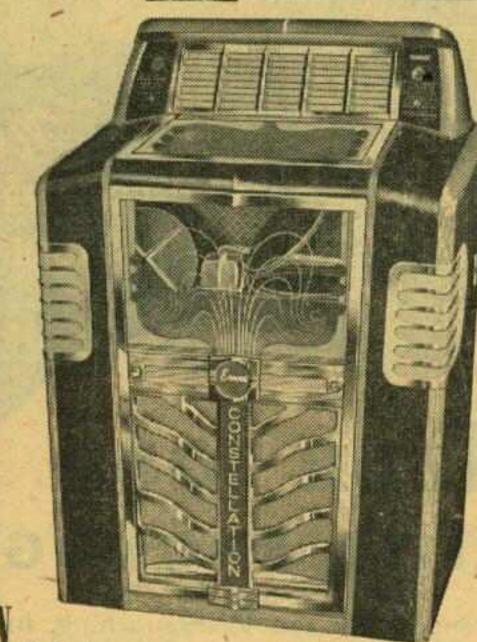
WANTED

3031 and 3020 Wurlitzer Wall Boxes With Keys and Glass. Quote best prices.

Henry C. Knoblauch & Sons 92 Bay St. Glens Falls, N. Y.

dicate increased grosses during the coming season. Wittick will leave on

LIFE BEGINS WITH 40!_



When You Operate EVANS' 20-RECORD. 40 SELECTION CONSTELLATION

life begins in earnest for your music business! 20 Records and Evan's Tuside Record Changer are "light" on inventory . . . provide 40

Selections-just right for players! Full selectivity on 6 for 25c play. See your Evans Distributor or write to Factory direct.

GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation.

AVAILABLE NOW . . . Record Popularity Meter for Original Mills Constellation.

H. C. EVANS & CO. 1528 W. Adams St., Chicago 7, Illinois SEE OUR COIN MACHINE AD ON PAGE 113

LOOKING FOR A NEW BUSINESS! HERE'S A REAL OPPORTUNITY!

The manufacturers of Alum-A-Lite, the highest-quality, lowest-priced all-aluminum storm window on the market, offer you a chance to get into the capidly-expanding large profit storm window field. No INVESTMENT IS NECESSARY! We ship our windows to you knocked-down individually packed sasily assembled in your own shop Alum A-Lite is a three-track design window with self-storing screens and plenty of sales appeal Hundreds of successful dealers everywhere It you're tooking to: o new business one with terrific possibilities don't wait any longer Write-wire-phone

THE WEATHER-PROOF CO.

1407 East 40th St.

UTah 1-6300

Cleveland, Ohio

Marston Still AMI Distributor

DETROIT, Sept 24. - Reports of an impending change in the AMI distributorship in this territory were vigorously denied here by Max Marston Marston Distributing Company, which has held the franchise for several years. The rumors, current among juke box operators here during the past week. Marston said had aused the firm such embarrassment that he has taken legal action to stop them.

and slander"

The Marston Company continues to handle AMI in Eastern Michigan, including Detroit, while the Miller Vending Company of Grand Rapids, takes the Western part of the State.

MOA SETS '50 MEET

(Continued from page 95) man, and Phil Levin Reception committee, Mike Imig, chairman; C. S. Pierce, Norman Gertz, Charles Hannum, Les Montooth, R. Johnson, Mel Kirby, and Hirsh de la Viez.

Miller, at the executive board session, was elected to act as national program chairman for the convention

Exhibits

It is planned to invite every manutacturer, distributor and supplier of equipment used exclusively in the music machine field to participate in the convention by having display rooms in the hotel. These rooms will be assigned by the MOA at "a very reasonable charge."

According to the announced policy of the MOA it will conduct this part of the convention (exhibits) on a non-profit basis.

Kid Promotion

YANKTON, S. D., Sept. 24 .-Mike Imig, head of Mike's Music Service here, and president of the South Dakota Phonograph Association (SDPA), believes in promotion and, at the same time, has provided his hometown with some interesting activities. These include bowling teams, ballroom promotions, etc. But this summer he got his biggest kick and, incidentally, some excellent publicity, from his Mike's Jukes, a group of kids about 12 years old, that competed in the National League Junior Junior League

Getting off to a slow start, the team came on to sweep all games in the second half of the season, then went on to win the championship in the play-offs. Star of the team was Dor Moose. an Indian lad, who pitched a nohitter and two one-hitters in a 10-day period to pace the team to Its title.

Meanwhile, the boys carried their jerseys into the various parks where they played, and the Yankton operation owned by Imig profited thru pictures in newspapers, and word-ofmouth advertising.

South. Automatic Holds AMI Show At Indianapolis

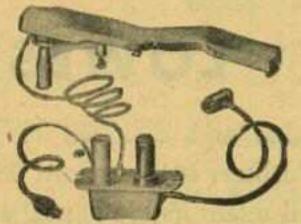
INDIANAPOLIS, Sept. 24.-A special showing of AMI's Model B 40selection phonograph was held at the showrooms of the Southern Automatic Music Company here Sunday (18) from 12 noon unti' 6 p.m. An AMI model was awarded as a door prize. It was won by Keiley Johnson, Martinsville, Ind., op.

Approximately 200 Indiana operators attended the preview of models offered by AMI, and Southern's local Marston said he had filed suit for staff and members of the staff from \$25,000 for damages alleging "libel other branch offices were present to greet the visitors. A buffet luncheon was served at 4 o'clock.

Among out-of-town guests were Jack Mitnick, Eastern representative for AMI; Joe Caldron, assistant sales manager, and Arthur Daadis, AMI district service manager; Sam Dicter, Fort Wayne office manager; John Stocksdale, sales representative for Northern Indiana, and Fred Allen, salesman, and M. Arnold, both from Fort Wayne.

Louisville visitors included Bernard Radford, Earl Pippenger, James Cheek and Morton Weinberger.

For All Wurlitzer and Seeburgs Perfect Tone-Easy on Records



Nothing to change-just plug it in JACOBS MANUFACTURING CO. INC.

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Amplifiers, 5 tube, 118V 50-60 cv \$17.50 Ea.
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Motor Gear Box Reducers 3.00 Ea
Furntable Motors, General Industries.
115 volts, 65 amps., 60 cy., 80 RPM 4.00 Ea.
Counters, mechanical, 5 numbers 75 Ea.
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COINMEN YOU KNOW



New York:

Marcus Klein, Avenue Coin machine jobber, left for a five-day holiday in Saratoga last week. Moe Bittner, his sales chief, reports the firm is increasing its biz with used music equipment. Reconditioned by Al Sharkey, the phonos are being shipped mostly to out-of-town ops, says Bittner.

Ray Knoss, of Tri-State Vending, is using part of his store to stock jukes and records. In addition to distributing bulk vending equipment he operates a phono route. . . . Harry Berger has completed the remodeling of his West Side Distributors store and offices. A glass panel in his private office now gives him a full view of the store. With his machinerental program proving attractive to ops, West Side's floor is almost completely bare of equipment. "I've put it all to work," Berger says.

Many ops visited Dave Simon's showrooms last week to give United Manufacturing's new game, Shuffle Alley, the once-over. Jack Semel, sales manager, was on hand to explain the game. Ops who tried it were impressed by the way the scoring simulated that of bowling. . . Barney Sugarman and Irv (Kempy) Kempner, of Runyon Sales, spent most of last week in Connecticut. Morris Rood was in charge pending Sugarman's return.

Al Simon, factory agent for Chicago Coin, expects to introduce that manufacturer's new game in his showroom next week. He wouldn't disclose any details of the unit, but Coin's earlier shuffle-type tables. . . . Sam Avedon, of Character Charms, Los Angeles, producers of the new Walt Disney series, is due in town next week with his wife. They will stay for a week or 10 days.

Meyer Abelson, national sales man-(See New York on page 103)

Hartford, Conn.:

The first meeting of Hartford area coin machine operators interested in planning a Hartford Coin Machine Operators Association is scheduled State Music Distributing Corporation in Hartford. Jim Tolisano, of Superior Music Company, Hartford coin machine operator, was lining up arrangements for the meeting, with Ralph Colucci, owner of State Music, providing the meeting place. . . . Leonard Berens, record sales manager for Stern & Company, area Columbia Records distributors, says that Frank Sinatra's recording of "If I Ever Love Again" will be another terrific sales number, comparing favorably to the Sinatra recording of "I'll Never Smile Again." . . . Berens is back in Hartford, after a vacation in the Northern New England area. Bernie Green, salesman for Stern, got back from an up-State New York vacation. . . . Tom Lovine, salesman, checked in from a two-week trout fishing trip.

Joe Delaney, assistant sales manager of Coral Records, New York, was in Hartford. . . . Eleven individuals and organizations paid a total of \$1,100 in federal taxes to operate coin machines in Connecticut in 1949.

Smokers in this State are using more cigarettes. The State Tax Department reports the sale of 24,621,-388 eigarette tax stamps for \$738,-836.64 last month, as compared with 22,482,118 stamps sold for \$674,291.64 in August, 1948. The department collected \$1,454,979.60 from the sale of the stamps from July 1 to August 31, this year, as compared with \$1,335,434.37 collected in the similar period last year.

Twin Cities:

The coin machine business has perked up considerably in the last now hold the concession for Miracle few weeks, with music and pin nylon vending machines in this area. games getting a strong play. Opera- Operating as Miracle Nylon Sales. tors are adding new equipment to they took the business over from the their routes, and jobbers explain G. B. Macke Corporation in May. this is due to the fact that Minnesota | Since that time they have installed will start paying out an \$84,000,000 a number of stocking venders in to turn out some of his excellent veterans' bonus in November while large office and government buildanother \$2,000,000 in veterans' in- ings thruout the city. Since many of surance refunds will come into this the offices are removed from the State. One distributor ventured a guess that \$50,000,000 to \$65,000,000 of that money will go into circulation, bringing spending up considerably. . . . Another business booster, according to another distributor, is the parity price payments on corn coming into this agricultural area from the federal government.

Harold Lieberman, head of Lieberman Music Company, Minneapolis Wurlitzer rep, has recovered from his recent illness and is back on the job. He reports that his son, David, (See Twin Cities on page 108)

Los Angeles:

Joe Peskin, AMI distributor here, reports Walter Huber, who is handling the line in Northern California, now has the full AMI display in his showrooms in Oakland. Huber, who operates the Huber Distributing Company, says the music business is now on the upgrade in the territory, and that the increases should continue thru the coming season.

Ed Wilkes, of the Paul A. Laymon Company, was observed painting a sign on the front window adverpredicted it would be a worthy suc- tising a cut price for used Packard cessor to Bango and Beacon, Chicago boxes. Incidentally, Paul and Lucille Laymon are motoring back from the Bally distributors' meet- Miami: ing in Chicako via the Northern route. . . . Pat Patterson, Glendale coinman, was in town looking things over on Pico Street last week.

> man, is busy pushing his firm's new (See Los Angeles on page 112)

ludianapolis:

Eugene McCormick has been added to the office staff of Southern Automatic Music Company as stenogfor September 27 at the offices of rapher. . . . Rex Hasler, of the Janes Music Company service department, is vacationing in Denver. . . . Findley Metcalf, operator at Huntington, Ind., visited coin row buying parts and doing some general shopping. . . . Cecil Miller, Miller Music Company, Winchester, Ind., visited local distributors. . . . Tom Birch, Birch Music Company, Muncie, Ind., New Yorkers to move here. Latest bought parts while on coin row. . . The demand for coin-operated clude Hymie Rosenberg, who headphonographs holds steady, with out- quartered on 10th Avenue in the big look for fall business good. . . . Mrs. town, and Willie Levy, formerly as-Lottie Berman, head of Sicking Com- sociated with Monarch Music, also pany, who was injured in an auto New York. George Holtzman, a New accident several weeks ago, has re- York operator, is a current visitor, covered to the point where she is but George intends to return to his able to be at her desk.

Washington:

F. H. Rarick and Walter Mitchell shopping district, Rarick has been stressing the convenience of his machines.

For four quarters a girl can buy a pair of 45 gauge, 30 denier nlyons in the choice of two new autumn shades-toast or cocoa. Mrs. Rarick, who has used her husband's product, testifies to the wearing ability. Making the business a family proposition, his son, Forrest, also helps out on orders.

William F. Steele reports that Williams' Star Series is doing extremely well on his routes now. . . . James (Mack) Walters, who works in Steele's company, spent his vacation training at the Pennsylvania National Guard camp in Ansville.

Robert Cunningham Jr., employee and son of the proprietor of the Day Service Music Company, spent his vacation in Cleveland, New York and Atlantic City. . . . Lee Hunter. who came into the coin machine business from the carnival trade, has left Leader Distributing Company, according to manager Walter E. Brickman.

The Silver Spring (Md.) Bowling (See Washington on page 108)

Willie (Little Napoleon) Blatt, Supreme Distributors, Inc., has returned from a tour of Central America. He reports the coin machine Art Crane, Genco's West Coast field in that area is extremely active, with operators using modern equipment, and reporting their weekly incomes are averaging more than those of their United States counterparts.

> Most of the operators in this area report little or no damage as a result of the recent hurricane. Neither their equipment nor their locations were hit by the storm. However, operators in the vicinity of West Palm Beach report considerable damage to their routes.

Miami is slowly becoming a coin machine center, getting many of the converts to the land of sunshine in-'New York home shortly.

Chicago:

Charley Zendler, Bell-o-Matic district sales manager, held a gathering of coin machine people September 16-18 at his summer home in Paw Paw Lake to celebrate his birthday. Zendler, who is reported to be quite a cook in his own right, had promised steaks but the guests wouldn't let him get to the stove. Incidentally, heavy rains have played havoc with the grounds surrounding the home and Zendler is now having them relandscaped for the third time.

Lindy Force, AMI sales manager, is still talking about the Southern Automatic Music Company get-together of a week ago. Lindy says the firm covered much ground during its business meeting and that the social side of the meeting left little to be desired. Force accompanied John Haddock, AMI president, to the sessions. Meanwhile AMI sales charts show the Model B moving right along in all parts of the country.

With several important sessions with distributors behind them, manufacturers buckled down last week to turning out games. Most of the plants introduced new products, and the consensus of distributors and operators was that the new crop was sure to bring back heavy play to locations. Uppermost in the minds of plant officials was the fact that nothing helps the amusement game business quite so quickly as a bunch of fine games which help swell the operators' coffers and put them in a frame of mind to buy games.

Charlie Schlicht is now with King Kernel, a firm which has just introduced a new popcorn warmer. Schlicht was associated with Mills and for 25 years later was with Jennings and Buckley. Just back from New York, where he completed final arrangements for his new post, Schlicht reports the firm now has offices at 1039 W. Addision Street as well as on N. Seeley Avenue. . . . John Neise, Jennings, is bearing down for a heavy fall campaign on (See Chicago on page 103)

Detroit:

Theodore Cymbal, manager of the Continental Service & Equipment Company, has formed the Cymbal Products Company. He will take over the steel division operations of the Mercury Steel Company, heading this department in addition to the sales operations for the Mercury Athletic Scale. . . . James Brown, Detroit operator, is back home recuperating following hospitalization after a recent heart attack.

George H. Forrester Jr. is reorganizing the Washer Rental Company, with offices at 9333 Warwick Road. . . . Nicholas B. Porosky, of the Nu Way Popcorn Sales, reports the company is completing its expansion program to provide a prepopped corn service for operators in this territory. . . . Al Curtis, founder of the Curtis Coin Machine Company, is at home convalescing following his recent heart attack, but is still unable to receive visitors. Charles Friedenberg, his partner, is carrying on the business singlehanded in his absence. . . . Max Schiff, pin-game operator, now active with other amusement enterprises, was a visitor at the opening of the Alamo last Thursday.

Paul Gold, of the Michigan Vending Company, is adding a number of new Rowe cigarette venders to the firm's extensive route. . . . Murray H. Garmel and Walter Zukin, operating a route of candy, nut and ice cream venders, with headquarters on Woodrow Wilson Avenue, have changed their company from the Tangent Vending Machine Company I to Tangent Sales.

Calendar for Coinmen

September 27-Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadway Hotel, Philadelphia. September 28 - Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

October 3-Washington Music Guild (WMG), monthly meeting, Washington.

October 13-Michigan Automatic Phonograph Owners' Assocciation, Inc., (MAPOA), monthly meeting, Maccabees Building, Detroit.

October 24-26—Popcorn Industries' convention and show, Palmer

House, Chicago.

November 14-17—American Bottlers of Carbonated Beverages (ABCB) annual convention and exhibition, Convention Hall, Detroit. November 27-30-National Automatic Merchandising Association (NAMA), annual convention and exposition, Convention Hall, Atlantic City.

(Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, The Billboard 188 W. Randolph Street, Chicago 1, for listing in this calendar.)

MANUFACTURES

Most Firms Okay Proposed Set-Up; Promotion To Key Activities During 1949-1950

Need for Unity Seen by Many Industry Representatives

official announcement has as yet been made, it has been learned that the formation of a manufacturers' association is now awaiting only the calling of another conference of those company representatives who met in Chicago in August. Fractically all the firms have signified their willingness to enter such an organization, built basically around the recommendations made by the Chicago conference. It is now expected that the actual forming of the association will take place early in October at a meeting which will probably be held in Chicago.

Most important function of the association (as yet no name has been selected for the group) will be to - promote the game of shuffleboard on a regional and national basis, with individual companies continuing their local and sectional leagues and tournament activities on their own. However, these latter promotions will undoubtedly play a part in the association plans, probably in the form of made on regular schedule. qualifying teams for the larger competitions.

of a manufacturers' association, sev- list for \$22.50.

4615-17 S. STATE STREET

CHICAGO, Sept. 24.-While no eral shuffleboard execs here this week reported there was a definite need at this time for unity in their ranks.

"Shuffleboard is reaching a crossroad," said one, "and this coming 1949-'50 season is going to spell the difference between success and failure. We must build up new players, and the only way we can do that is to get more boards in more locations, then give the patrons a good reason (See Manufacturers' Assn. page 102)

Purveyor Bows New Climatic Adjuster

CHICAGO, Sept. 24.—Herb Perkins, president of Purveyor Shuffleboard, this week announced that the firm is in production on its new climatic adjuster unit, and that deliveries on the equipment are being

Perkins said the adjuster, which will be offered as optional equipment In commenting on the formation with the firm's Sportsman board, will

Attention Operators

The fall season is approaching and that means shuffleboard interest in many areas will begin to grow as new leagues and tournaments get under way. In the past, these promotions have proven that they can make money for the operator, and they will make more money for the operator and the location as they grow.

League play is completely unknown in many areas, and only slightly so in others. In order to help those operators (and other interested parties) who would like to start this type of promotion in their areas, The Billboard has prepared a special booklet entitled Here's How To Set Up a Shuffleboard League. In this booklet are suggested rules, constitution, league set-ups, and promotion ideas which can be adapted by any operator to his locations.

Anyone who would like a copy of this booklet will receive it free by writing to The Billboard, 188 W. Randolph Street, Chicago, Ill.

Attention, Coin Machine Department. Write for your copy today.

Detroit Shuffleboard Assn. Elects Officers, Directors

DETROIT. Sept. 24.—The newly formed Detroit Shuffleboard Association (DSA) held a second organization meeting Friday (16) at the Brilliant Music Company, and Mau-Hotel Tuller and elected Michael Benson, of the Michigan Nickel Company, as its first president. Benson, who had served as temporary president prior to formal organization and election of permanent officers, is also president of the Michigan Miniature Bowling Association.

Other new officers of the shuffleboard group include Barney Burke, of Brown's Amusement Company, vice-president, and Charles Friedenberg, operator, secretary-treasurer.

Feddick Buys Valley From Kremski Bros.

Will Name New Officers

BAY CITY, Mich., Sept. 24.-Earl Feddick, executive of Valley Manufacturing Company, this week announced he had acquired complete control of Valley Shuffleboard, Inc., by purchasing the interests of his asg ciates, Jacob and Adolph Kremski. Flint, Mich.

In reporting the purchase, Feddick stated new officers would be elected shortly, and that the Kremski brothers would no longer be connected with the firm in any capacity.

Canadian Plant For Nation Wide

CHICAGO, Sept. 24. - President Charles Gillard, Nation Wide Novelties, Inc., announced that headquarters of a Canadian subsidiary, Nation Wide Equipment, Ltd., has been established at Regina, Sask., and that a plant and warehouse has been set up for production in Unity in the same province.

E. W. Rudd will be in charge of sales and distribution from the Regina main office, while Stan Finch will be in charge of plant production at Unity. Maple tops are to be used exclusively in the Canadian plant. Gillard said the Unity plant will continue to function until such time as be resumed to Canada.

New directors are Ben Okum, Okay Vending Company; Arthur P. Sauve, A. P. Sauve & Son; Joseph Brilliant, rice Feldman, Central Coin Machine Exchange.

Irving Ackerman, coin machine attorney who is also a juke box operator, was named counsel of the association. He will draw up the necessary constitution and by-laws, to be presented at the next meeting. Some details of organization were talked over but not definitely acted upon at this session.

League Play

Major discussion centered around plans for league organization and tournament play, as previously reported in detail. Plans are being worked out by the group, as well as in formal private discussions. The entire field of shuffleboard, with special emphasis on organization of such tournaments, was discussed at length by two visitors representing major manufacturers in the field, Ed Lake, of Rock-Ola, and John Dietz, general sales manager of Valley Shuffleboard.

Keeney Debuts New Scoreboard

CHICAGO, Sept. 24.-A self-contained shuffleboard scoreboard combining a plastic numeral scoreboard in a single unit with the coin box, wiring and control buttons was announced this week by J. H. Keeney & Company.

General Manager John Conroe pointed out new unit features the affixing of all vital parts to a single hinged support which permits the packaging of the scoreboard and component parts into a small carton for shipping purposes. To set it up on location the operator need only to swing the hinged portion to full length, apply two clamps, stand the unit on the floor adjacent to the shuffleboard and plug into either the shuffleboard circuit or any conventional electric outlet.

Coin Assembly

One of the new points on the scoreboard is the coin switch assumbly which permits the insertion of dimes instead of nickels when unit is set for nickel play. Thus for the insertion of a dime two can play.

This system is immediately convertible to nickel only play by adjusting one plug. Another new point on the Keeney scoring unit is its light control which can be set to have the shipments from the Chicago plant can lights on at all times or only while play is taking place.



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Nation Wide" NOVELTIES, INC.

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PUCK PATTER

Chicago:

Initial league play for the 1949-'50 season is getting under way in this area with teams being formed in many of the locations and actual play in competition due to start within the next two weeks. Local operators are going into the league promotions on a much larger scale this season and many new players are anticipated on an ever-increasing basis as the leagues take hold. Location promotions are also on the upgrade here with many window signs beginning to appear. In some cases trophies, which will be awarded winners, are on display in the spots.

Herb Perkins, Purveyor Shuffleboard president, is one of those who are optimistic over the coming season. Herb reports orders for the firm's Sportsman board are increasing now that cooler weather is setting in, and production is back to the pre-summer hiatus level. Perkins announced that more than 125 locations in the Chicago area will have teams entered in the Purveyor league this fall. As this is the firm's first major move in the league promotion field, Perkins feels certain they will be able to expand to other cities shortly in view of the accept- boards. . . Arthur P. Sauve, of A. P. ance given the promotion in the Sauve & Son, is launching an ad-Windy City.

Sam Taran, Taran Distributing, Miami Beach and Tampa, spent a busy week-end visiting several shuffleboard plants. His original purpose was to attend the National Coin Machine Distributors' Association annual meet last week. While in town he dropped in on Charlie Gillard, Nation Wide Novelties, and Col. L.

Nels Malmgren claims that puck orders have increased sharply the past three weeks indicating play is

Open Shuffle-In Parlor in East Lansing, Mich.

DETROIT, Sept. 24.—H. J. Scherer, of Checker Amusement Company, Lansing, Mich., operator of shuffleboards and games, is opening a shuffleboard center and arcade called Shuffle-Inn in East Lansing, directly across from the Michigan State College campus. The installation contists of eight Rock-Ola Standard Shuffleboards sold to Checker by J. R. Pieters, King-Pin Equipment Company, Kalamazoo, Mich., Rock-Ola distributor in Western Michigan.

Checker Amusement is operating 60 Rock-Ola shuffleboards in the Lansing area at present, according to K. C. Rockwell, office manager of King-Pin Equipment Company.

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moving toward high levels again. . Pete Rozgus, Mero, is making final touches on the firm's league schedules in Chicago. Last year he managed to handle eight leagues and also take care of his other shuffleboard duties. . . . United Manufacturing's new novelty game, Shuffle Alley, is making a hit in shuffleboard locations.

Ted Rubenstein, Marvel, is again making quantity deliveries on scoreboards after a slight delay caused by running out of cabinets. Ted says he was caught by the unexpected heavy demand which followed Labor Day. ... Over at Monarch Roy Bazelon is pushing hard to increase production on his new scoreboard line. Roy is also optimistic about the new season just begining because his old cus-tomers as well as some new ones are flooding his desk with inquiries on playfields as well as scoreboards.

Detroit:

Sam Weisser, and Leo and Michael Weinberger, Detroit coin machine operators, are making definite plans to go into the shuffleboard business and are going to buy their first vertising program in The Michigan Beverage News to give shuffleboard some institutional promotion among local liquor licenses.

Mero Campaigns For Shuffleb'ds Lewis, Mero Industries. Lewis left Wednesday (20) for a 10-day tour of

CHICAGO, Sept. 24.—A campaign to aid clubs, veterans' hospitals and other organizations in locating shuffleboards on their premises is now under way at Mero Industries, Col. L. Lewis, its director of public relations, announced this week.

He stressed the point that the aid would not come in the form of a giveaway but instead would result from a co-operative deal voluntarily entered into by the firm's distributors which would result in a partial reduction in price to such organizations. In all cases the boards would be set up on a pay-for-play basis just as boards are now set up on public location.

Lewis said that he would ask the various organizations to co-operate in making sure that all games played are accounted for. "This is to be a regular request," he explained, "because in dealing with organizations the members or players always appreciate the equipment if they have to pay for play and sometimes neglect or abuse it when it is on a free basis." The main idea he said is to promote the game and also to make it easier for hospitalized vets and club members to play shuffleboard. Revenue from games would also be a source of revenue for the vet hospital or club's service fund.

Precision Puck Changes Model

CHICAGO, Sept. 24.—Nels Malmgren, head of Precision Puck Company, announced this week that the firm has incorporated recently tested improvements into the manufacture of its puck line. He added that Herbert M. Smedberg is now Precision's general manager.

Changes are chrome plating and grinding down the bottoms of the puck. Malmgren stressed that grinding down increases the accuracy of pucks over longer periods of time. Prior to taking over the new post, Smedberg had been a Precision part-



Simple to Install! Low Cost! Servicing Near-Zerol

* Here is the popular Keeney Plastic Numberal Scoreboard with coin box, control buttons and hinged support all combined in a single compact unit. Just remove it from the carton, unfold it, adjust two clamps, connect scoring buttons, fasten to the shuffleboard and plug in!

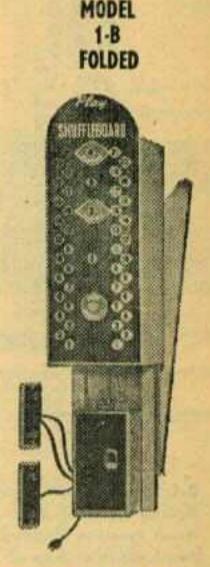
Check THESE FEATURES:

- Insert 10c on 5c play and the lights step up to show "2 players." Another dime lites up "4 players." With dime play, large capacity cash box holds more coins for less frequent servicing.
- Immediately convertible to 10c per player by adjusting one plug.
- Cards furnished for 2 for a dime or straight 10c play. Handles up to four players.
- Shuffleboard lights automatically controlled to turn "On" when coin is inserted and "Off" with game completed.

It's the Most Accessible, Simplest Mechanism. Self-Contained. Total Weight Approx. 50 Lbs.

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DeLuxe New Shuffleboards\$265.00	Score Sheets, Carton of 25 \$ 12.00					
DeLuxe Electric Scoreboards 145.00	Shuffleboard Lights, Set of 2 9.00					
Finest Precision Weights, Set 8.75	Used Shuffleboards					
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A. G. SEBRING CORP.

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CHICAGO 47, ILL.

Manufacturers' Assn. Near; Firms Okay Proposed Set-Up

(Continued from page 100) to patronize those boards. Leagues ules, there has been little time to and tournaments are the best way I know to accomplish this project, and posed association. However, it is only if we all pull together, with believed that all firms interested everyone's boards included, can we will have cleared the decks for this

are well along toward becoming an- called by co-chairmen Bill Tucker, other American Bowling Congress Purveyor, and Clayton Nemeroff, (only our set-up will be exclusively | Monarch. for shuffleboard) by the spring of 1950, the game of shuffleboard will facturers will be prepared to work revert to its status of 18 months ago; that is, it will be popular in only a few areas and will have no chance of achieving national prominence."

With the shuffleboard manufacturing field now well into its heavy

fall and winter production schedget together to actually form the proreach this objective by next spring. action within the next few weeks, and "I am confident that unless we that the conference will then be

At this up-coming session, manuout their payments for the yearly assessment of funds necessary to carry out the association projects and will elect the officers and board of directors. As was stressed at the August conference, every attempt will be made to keep expenses to a minimum. There will probably be only one paid employee in the beginning, and all spending will be closely supervised.

It is expected that all companies comprising the charter members of the association, will have signified their intentions to join the group and will have named representatives to the conference within the next

few days.

16 Milwaukee League Reps Plan Season

Opens in October

MILWAUKEE, Sept. 24.-In preparation for the organized play season set to get under way here next month, officials of the Vic Manhardt Company met in the firm's headquarters last week with representatives of the 16 leagues it will handle.

Schedules, rules, prize lists and team trophies were discussed. In all pate in league play as the 1949-'50 season is now set up. At the end of the schedule the top teams in each league will be entered in a single tournament to determine the team championship of Greate" Milwaukee.

Vic Manhardt, head of the firm bearing his name, said that operators here are expecting a banner season. Tournaments and small leagues conducted over the summer drew steady interest, he said, and with cool and cold weather, favorable for shuffleboard play, just around the corner the stage seems set for sustained heavy play.

Manhardt and league officials will meet again next week for final plans for this season. At this session Fred Spencer, Nation Wide Novelties, Chicago, will address the group. The Milwaukee firm distributes shuffleboard products made by Nation

Wide.

Authorities Urged To Deem Shuffle as Separate Business

DETROIT, Sept. 24. - Separate organization and official recognition of the shuffleboard industry as a business in its own right were urged by Ben Okum, local operator, in a discussion of industry problems held here this week.

Okum took specific exception to situations in some areas where the authorities tend to regard shuffleboard as just another type of coin machine operation. Okum pointed out however, that because of the public locations of the boards the authorities will be interested in having some control over their operation.

"I believe that shuffleboards should be licensed separately from the blanket ordinance covering Skee Balls, arcade amusement equipment, pinball or any other types of amusement games," Okum said.

"Shuffleboard should be considered in the same class as regular bowling or billiard games and divorced in official consideration from other coinoperated games, since it is really an independent business."

IntroduceCarom Shuffleboard in Twin Cities Area

MINNEAPOLIS, Sept. 24.-A new shuffleboard, Carom, has made its bow on this market, exclusively disseveral hundred players will partici- tributed by Lieberman Music Company here.

Harold Lieberman, firm head, said he has an interest in the manufacture of the new boards but declined to indicate just where they are being

made.

He said Carom comes in two models, a 12 foot rebound unit selling for \$450 and a 22 foot board listing at \$395. Lieberman explained Carom is being built for those shuffleboard operators who are confronted with competition and need units at a more reasonable price.

Introduction of Carom has met with interest from operators, he declared. Lieberman also distributes Rock-Ola and American Shuffleboard in this

area.

Tele Competish Dropping

(Continued from page 95) music machines, operators, for the first time since video took over locations in quantity, are optimistic about the future. The trend toward higher fees for video rights, already evidenced in football, hockey and prize fighting, they feel, may well extend itself to baseball next year, thus cutting down the daily competition which only that sport offers. (A report here, however, indicates both Chicago major league representatives, the Cubs and the White Sox, are satisfied that tele has helped their box office and plan to continue their telecasts next year.)

In general, heavy competition from tele during 1950 is expected only by those operators in areas where television will make its debut. In those cities where television has operated for approximately one year or more, an average of 20 per cent, ops figure, has been cut off their juke box receipts as a result of the video, but they feel this will drop 5 or 10 per cent by the end of next year.

DETROIT, Sept. 24.—Maurice Feldman, of the Central Coin Machine Exchange, is bringing out a new shuffleboard, to be called Tri-Central, which he will manufacture here.

Chicago:

(Continued from page 99) the firm's new Chief line. His sidekick, Hank Strong, is also raring to go and will soon make a road tour.

Mr. and Mrs. Clare Meyer and Frank Mencuri are back from a visit to the Canadian National Fair at Toronto. They met Canadian coinmen and fair officials and report the trade as a whole in Canada seems to be on the way up.

Harry Brown says that Patty Hilborn is doing an efficient job of handling office details. His firm, Amusement Sales Corporation, is in the process of expanding. . . . Exhibit Supply's Joe Batten is recovering for a lingering illness. He hopes to be back on the job in a few days. Charlie Pieri, Ed Hughes, Clare Meyer and Frank Mencuri are doing their best to make up for his absence.

Grant Shay is certain that the new Mills Regal bell will prove popular with all sorts of bell locations. One of its added features is a service bar on a level with the award area. Vince Shay, Bell-o-Matic president, thinks the fall pick up in business is already in evidence. He says that when coinmen drop in lately they are full of optimism with their orders reflecting it. . . . Gordon Haase, Arctic Vendor Sales Company, Appleton, Wis., was in Chicago for a couple of days after completing a business trip to Kansas City, Mo., and St. Louis in his own plane.

Ed Levin, Chicago Coin, reports inquiries on the five-ball Football game continue heavy. . . . John Conroe, J. H. Keeney & Company, is enthused over the new products the firm will announce soon. Meanwhile the Keeney cigarette vender continues to be a steady item.... Les Reick, H. C. Evans & Company, was among those who left for Huron, S. D., to attend the quarterly meeting of the

Colored Strips To Up Revenue

(Continued from page 95) will be mainly thru operators' associations, but independents also may request the service, Stern stressed. Letters have been sent to operator trade groups by Hit Parade requesting data on the number of strips required. In emphasizing the gratis nathat postage and handling costs would be absorbed by his company.

"We will limit the tunes chosen so that no more than 10 colored strips would normally appear on any operator's juke or wall box," he said. Stern claimed this control is essential to point up the current popularity of the selections and act as an effective "point of sale" play stimulant.

Colored strips have been used in this area by members of the Music Guild of America. Dick Steinberg, executive secretary of the New Jersey operators' group, has credited the scheme with upping play in his

Stern, who has specialized in promotional devices for on-location use, also distributes the Hit Parade monthly posters, said to list tunes periodically believed tops in general popularity. Stern has offices at 545 Fifth Avenue here.

PENN'S **BLACK BEAUTY** SHUFFLEBOARD

IS PREFERRED BY PLAYERS, **OPERATORS AND LOCATIONS EVERYWHERE**

Write for Information

Penn Shuffleboard Co.

WEST CHESTER, PENNA.

COINMEN YOU KNOW

South Dakota Phonograph Associa- offered to ops free of any charge. tion. . . . Sam Stern, Williams Manufacturing vice-president, says the firm is making final touches on two new items to be announced soon. Meanwhile, Star Series, the baseball five-ball game, is making new friends in all types of locations. . . Ted Rubenstein, president of Comet Industries, says all plans for production on a counter game line are running smoothly and production will get under way soon. Rubenstein recently acquired all the dies, parts and production rights on counter games formerly made by Daval Manufacturing. These include such models as Buddy, Cub, Marvel, Ace and American Eagle. Some will be available in coin and non-coin models to accommodate various types of trade.

J. H. Keeney & Company has a five-ball game ready for introduction within two weeks. Initia! produc-tion run is now set for the go-ahead signal, according to Vice-President John Conroe. Details of the game will be unveiled shortly. John also reports the engineering staff has been increased. . . . Tony Obelzinski, Devices Novelty Sales, is feeling the better business trend these days, too. Tony reports amusement interest up and orders following suit.

Nick Angelus, sales manager of Alco-Deree Company, predicts continued acceptance of the new refrigerated cheese vender which the firm has on test location. The first week machine averaged \$4.50 a night in its bowling alley location, Angelus reports. Unit is an adaptation of the company's cooled candy vender.

Dick Cole, Cole Products Corporation, launched an all-out consumer ad program last week on firm's three-flavor Cole Spa cup machine. Acquainting the public with the machine, what it does and how it operates, is basic public relations work, Cole states. . . . Activity in the music field is booming after a long stretch of steady-level business, according to Atlas Music Company Nate Feinstein and Arthu Schwartz are looking for continued upcurving Select-o-Matic sales during the months ahead.

Fred and Irv Webb, Webb Disture of the service, Stern pointed out tributing Company, are on their toes, saleswise. They repeat the report that business is climbing. Rock-Ola jukes are moving out with more interest shown by operators in placement of new equipment on their routes, boys say. . . . Fred Hebel. heading the FHC Corporation, plans a bang-up presentation of his eightflavor ice cream bar vender at the NAMA show in Atlantic City come November. Machine, with 190-bar capacity, operates via spring actuated vending drums.

New York:

(Continued from page 99) ager for Oak Manufacturing, was here early this week. He is enlarging the distrib net for the firm's Acorn bulk vender. . . . Larry Reiss, of Statler Distributors, has closed a deal with George Booth, of Interborough News, for the large-scale placement of biscuit venders in city subway stations.

George Holtzman, of Levey & Holtzman, juke operating firm, returned last week from Florida. In Miami he visited his partner, Willie Levey, who has spent a good part of the past year in Florida. . . . Another local phono op back from Florida is Bill Goetz, of Capitol Music.

Yermie Stern, of Hit Parade, Inc., producers of the on-location promotion device, Hit Parade Posters, is ready to introduce multi-colored title strips as a new juke box play stimulator. Thru an arrangement with music publishers, the strips will be

Colored strips have been used with effect by members of the Music Guild Guild of America, headed by Dick Steinberg.

Julius A. Levy, regional sales rep last week from an up-State biz trip. recent weeks. . . . Sy Ziff, of the Brown's new company, Covideo.

Pucks, \$10; Lights, Each 5

Wax, 30¢; Score Sheets, 60¢.

Juice Bar Corporation, is commuting between the firm's local sales office and its New Jersey plant-while his associate, Jack Cross, vacations,

Nahum Blaiberg, who operates six arcades in the new State of Israel, arrived here this week for an extended visit. His main purpose is to secure equipment to outfit a new amusement park in Tel Aviv. It will be run by seven disabled veterans, for Arthur H. DuGrenier, returned he said. . . . Lou Brown, Coradio prexy, leaves soon on a Western biz Levy, who also operates a large trip. He expect to bow his first pronylon machine route, says cooler duction line coin tele set within a weather has helped boost sales in week. They are being turned out by



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RIDGEFIELD PARK, N. J.

GIVE TO THE DAMON RUNYON CANCER FUND

2

RATINGS

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DIR

m

78--78--78

69--68--68--72

74--76--75--72

76--76--75--78

79--78--78--80

70--70--73--76

63--61--63--65

Tumbleweed, Exhibit Supply Five-Ball, Bows

COIN MACHINES

CHICAGO, Sept. 24. - Exhibit Supply Company has started quantity deliveries on its new five-ball game, Tumbleweed, Charls Pieri, sales manager, announced this week.

Designed with a wide open lower half of the playfield for cross ball action in combination with the game's three flippers, Tumbleweed gives players extra chances to win by having certain bumpers record special blocks of points on both the first and last ball. In addition the game introduces a roll-over switch fea-

ONE H/L 25c MILLS BLACK
BEAUTY, USED 3 WEEKS\$199.00
ONE MILLS 25c BLACK CHERRY,
USED 12 WEEKS 125.00
ONE H/L MILLS 10c BLACK
BEAUTY, USED 3 WEEKS 189.00
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P. O. Box 332 Rome, Georgia

Nutrine Candy Profit Off

CHICAGO, Sept. 24. - Nutrine Candy Company has announced net income for the first six months of this year was \$87,922. Earnings compared with a net income of \$274,444 for the corresponding period in 1948.

ture which permits players the opportunity of winning free plays even while the first ball is in play.

Reset Feature

Object of the game is to keep making the five lettered bumpers which spell out the word R-A-N-G-E, Each time this sequence is made it gives the player added chances to run up a winning score. These same bumpers reset as a unit once the ball in play contacts a roll-over button near the bottom of the playfield. In addition to having one pair of flippers near the outhole, game has a single flipper near the center of the playing area which moves from left to right when activated. Bottom flippers are individually controlled by left and right hand flipper buttons and either one can move the single flipper.

The special replay feature permits free plays if player can get a ball PETER TODD ORK thru the top roll-over switch when it is lit. It lights at odd multiples of 10,000 points, or practically every other hit on the game's bumpers. In addition there are several other possible ways of winning replays.

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5 B.	ALLS	CONSOLES
Ali-Baba\$ 99.50 Alice in Wonderland 110.00 Aquacade	Paradise \$ 89.50 Rainbow 110.00 Sally 89.50 Saratoga 129.50 Screwball 99.50 Sharpshooter 169.50 Speedway 99.50 Spinball 79.50 St. Louis 169.50 Trade Winds 79.50 Tucson 149.30 Wisconsin 79.50	Deluxe Draw Bell, Like New



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Football College Daze Kentucky, 1-Ball P. O. Shuffle Skill Camel Caravan Playf me Photo Finch Champion

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WOW! All the Thrills of BOWLING in UNITED'S SHUFFLE

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frame by frame! Puck returns to player under playboard! New drop chute! Contact Us for

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0-Matic (W1-L56) . 35.00 Mills Constellation ... 345.00

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Most sensational game in years! Combination Pingame and Shuffleboard. Uses only I puck. Takes less than I minute to play. Earns up to \$30.00 daily!

New Brass Slides for Model 500 A. B. T. Coin Chufes, 5c Play......50c Each

Jockey Club, 1-Ball P. O., like new \$149.50

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ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT & Offices ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

(Continued from page 96) ARTIST TUNES

Record Reviews

LABEL AND NO.

COMMENT

POPULAR

RUSS CARLYLE ORK (Hi-Jig-a-Jig, Hi-Jig-a-Jig) Follow 76--76--74--78 Coral 60103 the Band Carlyle and his ork ensemble team to make a highly pleasing etching of a spirit-laden

evergreen. 70--70--71 Susan Van Dusan O'Shay Another oldie which draws attractive efforts from Carlyle and ork.

84--84--84 VAUGHAN MONROE Vieni Su A bit on the loggy side is this Monroe etch-ORK ing of an adaptation of an Italian folk song. V 20-3549

Blue for a Boy-Pink for a Girl

is rather unusual fodder for ballad material. Vaughn does his usual efficient job. 79--82--78--78 COUNT BASIE ORK Every Tub Brunswick 80115 One of the great records of all time is

Anticipating what Sir Stork's bringing home

72--74--72--70 Out the Window Another fine Basie instrumental of a decade

that it could pick up considerable action.

reissued and still-has so much on the ball

71--72--70--72 Someday (You'll Want Me To Want You) Spirited community-sing style disking of the Coral 60104 current hit should grab a few late coins. Looking at the World Thru Rose

Colored Glasses

Another spirited ensemble vocal deal with a jolly oldie as the subject. **BUDDY CLARK** 73--74--74--70 Top of the Morning

Title song from the Crosby flick acquires (Ted Dale Ork) warmth in Clark's thorobred styling. Col 38587 79--80--78--78 You're in Love With Someone From the same Burke-Van Heusen score

most effectively by Clark. 57--60--57--55 THE MODERNAIRES Wishing Star Col 38588 An uninspired vocal effort

comes a mighty pretty ballad. It's rendered

Group turns on some personality for a cute,

catchy side. PAULA CASTLE 70--72--70--68 A Fool and His Love Gal has a rich, modern approach, but Derby 717 her considerable promise isn't fulfilled in

On Accounta Because I Love You

this modest production. 71--73--71--68 Leaving Town Helter-skelter backing and unsympathetic recording pick-up fetters the fine stylist here.

BOB HARVEY ORK 78--78--78 Wouldn't It Be Fun? The original Linden master of the promis-London 504 ing shuffle ditty, purchased by London. Bright, breezy, dancey side by a fine small

> She's a Personal Friend of Mine 71--72--70--70 Another catchy, danceable side and a cute tune, but lacks the polish of the flip.

ETHEL SMITH Over Three Hills A typical international-style waltz is har-(The Travelers) monized in the accepted fashion, and the Decca 24724 organist, with accordion, makes her bid for the Yankovic-Griffin market.

Beautiful Wisconsin Ken Griffin's going strong with this waltz, but the "Tico Tico" gal could cut in for a fair share of the play. Group vocal here

RYTHM & BLUES

LAURENCE "88" It Had To Be You KEYS QUARTET Derby 722 Nice mood treatment of the standard, with a whimpering guitar obbligato backing a smooth vocal.

That Lucky Old Sun 50--50--50 The vitality and expression needed to get the most out of "Sun" is missing.

I'm Singing the Blues Today Gant warbles a passable ballad feelingly. but his support (sax and rhythm) gets in the way

Rose Room 66--64--66--68 Boogle woogle arrangement of the standard, featuring piano, boppish sax and guitar. Forceful, but not much else.

BILLIE HOLIDAY Baby, Get Lost 84--84--84 Decca 24726

Lady gets on an earthy blues kick here with gratifyingly low-down results. Figures to sell stronger than some of her arty jobs.

Ain't Nobody's Business if I Do 74--74--74 Billie does the good oldie with feeling and sensitivity.

"Swingin' Monk"

Continuous, pendulum swinging motion . . . tantalixes players, keeps coins rolling in. Track and carriage eliminated. Battleship gray cabinet, red trimmed. Complete with rifle and stand. 6' high-38" wide-22" deep.

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FIVE BAI	L GAMES
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nited	Ra	mo	mas	44	221	les.	22	

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New Orleans, La.

New United Ramonas\$135,00
New Exhibit Gondola 150.00
New Chicago Coin Pistols
(New Models) Write
New Exhibit Dale Guns Write
New Bally Heavy Hitter & Stand. 69.50
5 New Bally Carnivals (In Original
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Jennings Challenger, 5/25¢, Chrome Top, Like New \$225.00 Bally Reserve Bell, Like New 295.00 Groetchen Columbia Bells, Late

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GULF AMUSEMENT CO. Gulfport, Miss.

GIVE TO THE RUNYON CANCER FUND

Record Reviews

ARTIST

LABEL AND NO.

TUNES

COMMENT

RYTHM & BLUES

Find 'Em, Fool 'Em and Forget 'Em DOLES DICKENS Thumping shuffle rhythm sets the pace QUINTET for a rousing performance of an amusing Decca 48115

Choo Choo Bop

Same vibrant rhythm creates infection for this sequel to "Choo Choo Ch' Boogie," the Louis Jordan hit of some seasons ago.

PAUL GAYTEN ORK Regal 3234

ANNIE LAURIE-

Regal 3235

SONNY BOY

V 22-0046

ORK

PAUL GAYTEN

WILLIAMSON

IIMMY WAKELY

BUSTER DOSS-THE

LEON MCAULIFFE

ARKANSAS

PLAYBOYS

Talent 756

Col 20622

Coral 64022

Fishtail A persuasive, cool riff, with a husky baritone sax leading, followed by a bary and a piano solo make a fine blues instrumental here.

Confused Gayten warbles a so-so ballad of his own cleffing. The performance is better than

the material. Cuttin' Out The thrush gets off a super-slick job of langorous note-bending on a slow blues with

a telling lyric. This one could break out. My Rough and Ready Man Stepped-up blues with a bop caper by Miss Laurie doesn't pack the wallop of flip.

Southern Dream Jivey Southern blues, with Sonny Boy warbling in satisfying primitive style to harmonica and rhythm backing.

I Love You for Myself Effective slow drag blues job, delta style.

COUNTRY & WESTERN

When a Speck in the Sky Is a Bluebird Reissue of a pretty ballad performance by Wakely. Absence of his present-day vigor and projection makes this one lag. .

On the Strings of My Lonesome Guitar Same lack of vigor in another too-gentle

Graveyard Boogie

Conventional Western jazz boogie, with instrumental solos alternating with vocal choruses. Chugs rather than swings.

She's My Arkie Another jazz-styled jingle, in same format

as flip. Same lack of drive prevails. Panhandle Waltz

Languid steel-guitaring featured in a pleasant, slow waltz instrumental.

It's Never Too Late

Barroom Polka

Liberty Bell Polka

Sugar and Salt Relaxed warbling and string-ork work on an okay country torcher with a neat catch

Group applies the same style to a sacred song.

City-Western treatment of a pop novelty hit

of some months ago. Lively job by male

warblers and accordion-fiddle-guitar group.

Instrumental run thru of a commonplace

Strictly for the homespun trade.

The Angeles Are Singing THE STANLEY Formula tearjerker done in capable backcountry style: high, drawn out harmony, twanging guitar, strumming mandolin, etc.

BROTHERS-THE CLINCH MOUN-TAIN BOYS Col 20617

MONTY ROSCI-THE STUMP-JUMPERS Cowboy CR-105

LARRY WAYNE-THE SUN VALLEY PIONEERS Cowboy 1501

OHNNY BEE

Talent 748

COUSIN ABNER

Talent 747

OLD BROTHER

CHARLIE

(Daisy Mae)

Mercury 6206

Dreamy Old New England Moon Inferior warbling and spiritless "Western" treatment of a recent pop that didn't happen.

Smiles Turn to Tears

Same soggy performance, but the countrytype tune is more appropriate material for the Western approach.

Warm Red Wine

Lagging vocal and ork work fail to catch the mood of this striking moralizer. No competition for established diskings of the tune.

I Won't Break Your Heart Anymore Another sparkless performance of a routine weeper.

Texas Brags

A gay jingle audaciously spoofs Texas and Texan pride.

Room Full of Roses Attempt to gag the "Roses" tune in ex-

aggerated hillbilly style doesn't quite come

Two Old Pals

Charlie recites most affectingly a schmaltzy tale of friendship, with sustained vocal and ork chording in back. Daisy Mae sings the opening and close.

New River Train

Charlie beats out a mean rag on the plano while the group warbles a traditional folk

DON KIDWELL & HIS Every Hour RED RIVER VAL-LEY BOYS Mercury 6208

Kidwell loads his straightforward delivery with heartfelt sincerity, backed beautifully by a relaxed string ork.

I Never Knew

Same easy, strongly-projected treatment of a hill ballad. (Continued on page 106)

RATINGS -10 KEY -

81--82--80--80

81--82--80--80

82--82--80--84

72--72--70--74

84--84--83--85

70--70--70--70

72--70--72--74

68--66--68--70

60--60--60

57--57--57

57--57--56--58

54--54--52--56

63--63--63

73--73--72--74

67--68--70--62

62--60--64--NS

65--63--65--67

53--50--53--57

35--35--35

45--45--45

50--50--50

45--45--45--45

73--73--73

60--60--60--60

75--75--75

74--74--74--74

78--78--78

76--76--76

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BEAUTIFUL SHAPE, READY FOR LOCATION BERMUDA\$49.50 BLUE SKIES CARNIVAL CATALINA HUMPTY DUMPTY LARIAT MARDI CRAS MERRY WIDOW MONTERREY PARADISE SCREWBALL SERENADE SHANGHAI TRADE WINDS TRINIDAD TRIPLE ACTION . FROPICANA w/f 1/2 Deposit With Order, Balance C. O. D.

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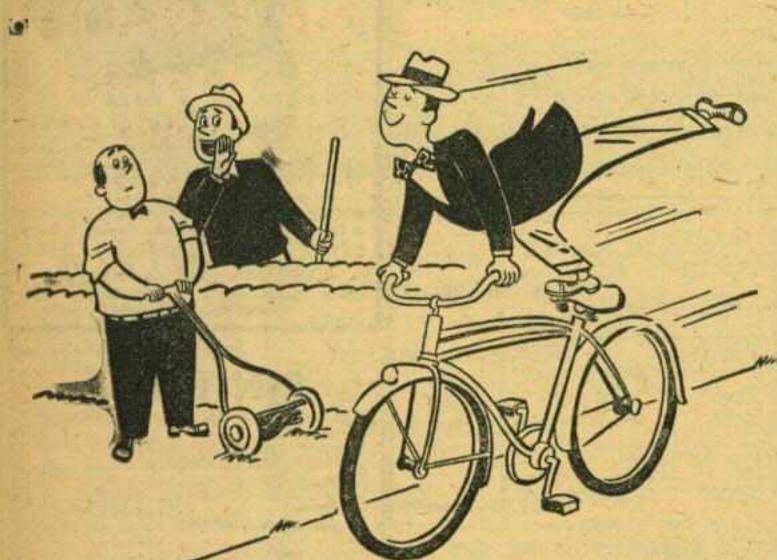
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RATINGS

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Record Reviews

(Continued from page 105)

ARTIST

TUNES

LABEL AND NO.

COMMENT

COUNTRY & WESTERN

REX TURNER-THE WESTERNERS Varsity 213

lealous Heart A notable treatment of the flash folker, with Turner singing a storm. Slight echo treat-ment projects his full, handsome voice remarkably.

I'm Throwing Rice at the Girl I Love More first-rate coverage. Turner uncovers one of the finest lyrical ballad styles since Eddie Arnold.

ROY HOWINGTON Loop 903

A Wonderful Dream More pop than country item is this ballad which is handled nicely by Howington.

Haymakers' Shuffle Howington Brothers Fine guitar solo by Dub Howington builds a spritely instrumental.

TED SMILE & HIS PIONEER PALS T-S T 900

Wanda An original pop by a country artist doesn't work out too well.

Maybe Somehow A couple of notches better is this ballad. Smile's vocalizing is pleasant enough here.

YODELING SLIM CLARK Continental C-8046

Swiss Lover's Lullaby Clark yodels his way thru a side of little distinction.

When You're Blue Just Yodel Somewhat superior is this etching which also is highlighted by Clark's yodels.

FOY WILLING & THE RIDERS OF THE **PURPLE SAGE** Varsity 8018

Tumbling Tumbleweeds Fine rendition of the cowboy ballad is reissued from Majestic masters.

Cool Water Another top-grade reading of a Western ballad. Pairing is a big buy at the 39-cent tag.

KENNY ROBERTS-NANCY LEE London 506

Boogie Woogie Yodel Sweet-singin' Kenny cut this a couple years back for an indie label, and London has acquired the master. An innocuous country side.

I Never See Maggie Alone The not billed, Kenny Roberts carries the load here. Has the spirit, but lacks the bright sound of his newer Coral hit version.

BILLY STARR London 16001

Blue Pacific Waltz Gentle waitz is warbled in okay hill style by Starr.

Danger Zone Starr does a sincere-sounding job with a hill-country moralizer.

BILL BOYD & HIS COWBOY RAM-BLERS V 21-0109

Poison Ivy

Sparklin' Western dance tune with a mildly amusing lyric about a gold diggin' gal.

Pass the Turnip Greens Real folk stuff from the Southwest, with a strong steady dance beat and banjo featured.

HOMER & JETHRO V 21-0110

Tennessee Border-No. 2 The hilarious hillbilly harmony team has another great parody in this one.

I'm Gettin' Older Every Day Earthy country humor and snappy banjo twanging here.

TOBY DOWDY (The Don't Leave It All on Me Dixie Lily Highpointers) Mercury 6207

Dowdy is weakly recorded, but he sings the broken-heart ballad with feeling.

Rainbow Bright Western-type ditty is warbled with spirit, but again the sound is muffled. Fine steel guitar solo.

GENE AUTRY (The Pinafores-The Cass County Boys) Col 20624

Golden 38

When the Silver Colorado Turns to Gold Sweet serenade is one of Autry's best in some time.

Whirlwind Stan Jones's would-be successor to "Riders in the Sky" gets very classy treatment by Gene, chorus and big ork. Pretty sophisticated stuff.

CHILDREN

SANDPIPER CHORUS O Come, All Ye Faithful Excellent production of the popular Xmas Good taste and comparatively clear words here

> Away in a Manger Same comment. Good English horn solo is by one of the better-known virtuosi.

PAUL ANDERSON (AL RICKEY ORK) Kiddle Land KL 12

Petrouchka (Pts. I & II) The story and score of Stravinsky's famous ballet have been tailored to a single disk, and with fine results. Most of the important musical themes are introduced in the quality acoring, and Anderson again reveals himselfas a master story-teller. It's a painless introduction to Stravinsky for school-age tots.

PAUL ANDERSON. JEANNE ROY (AL RICKEY ORK) Kiddle Land KL 7

A Tale of Uncle Remus (Pts. I & II) Another popular kidisk title gets a big pre-

SANDPIPER CHORUS Golden 34 (T')

duction at a budget price. Tasteful scor-ing by Phil Wall, and cute, inoffensive dialect narration by Anderson are perfectly paced. Eye-catching cover by Frank Little.

Silent Night Pine chorus. Only the little disks quality limits its thoro effectiveness,

It Came Upon the Midnight Clear Excellent choral performance has plenty of holiday spirit.

73 0 83--80--85--85

81--80--82--82

59--58--58--60

74--76--74--72

42--43--40--43

50--50--50--50

56--55--58

67--67--66--68

72--75--71--71

72--75--71--71

70--70--70

75--70--75--80

73--73--74 72--73--72--70

69--70--68--70

71--72--70--70

84--85--83--83

67--68--66

84--85--83--83

65--64--66--66

81--82--82--80

72--74--72--70

79--75--82--NS

79--76--82--NS

82--83--80--NS

85--85--85--NS

79--75--83--NS

79--75--80--NS

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HOLD EVERYTHING for the NEW

Record Reviews

ARTIST

TUNES

LABEL AND NO.

COMMENT

CLASSICAL

JUSSI BJOERLING (Nils Grevillius) RCA Victor (45) 49-0475

Siciliana: O Lola Bjoerling sings the "Cavalleria Rusticana" aria with style and purity, ably supported by a full orchestra. Recorded in Europe, the voice sounds somewhat distant.

Donna Non Vivi Mai A lyrical vocal on the "Manon Lescaut" aria -plus the fact that Bjoerling sounds closer and, consequently, richer,

WILLIAM PRIMROSE The Swan (David Stimer)

RCA Victor (45) 49-0474

An eminently satisfactory cello version of the Saint-Saens piece. Primrose's big tone and feeling are impeccable, Stimer's plano support likewise.

Caprice

A spirited, delightful little piece by Boris Myronoff, with cello and piano both superb.

Bach: Chorale-Prelude: Sleepers Awake

Bach-Cailliet: Jesu, Joy of Man's

An excellent waxing of a superbly scored

One of the most familiar of Bach's pieces is treated with tenderness and warmth by the

Sandor gives a vigorous reading of one of Chopin's finer solo piano works. The Chopin

centennial celebration should enhance the

Johann Strauss: Die Fledermaus-Waltxes

This is a debut for a group which Columbia

intends to build as competition for Victor's

First Piano Quartet. Off the performance here, this group should offer healthy com-

petition. This is a first rate commercial

treatment of the familiar waltzes from the

Marschner: Hans Heiling, Parts I & II

In the period immediately preceding Wagner,

Marschner, with Weber, was considered one

of the giants of German opera. This over-ture, from his best-known work, isn't too well known here and the fact is not too im-

portant. Today, it stands as a fairly in-

nocuous hunk of music, with some traces of "blood and guts" thrown in occasionally. The

performance reveals what the American con-

noisseur is rapidly realizing-to be European

Altho he was considered the leading composer

Chopin: Barcarolle in F-Sharp Major,

THE PHILADELPHIA Bach: Toccata and Fugue in D Minor Ormanoy adds a new and excellent reading of ORK-EUGENE ORthe popular Bach piece to the already long list MANDY, DIR. of available waxings of it. Particularly im-pressive is the fine sound of the Philadelphia Col 12997-D (12") strings

short work by Bach

Philadelphia and Ormandy.

commercial values of this waxing.

Desiring

Op. 60

Op. 56

is not enough.

THE PHILADELPHIA ORK-EUGENE OR-MANDY, DIR. Col 12998-D (12")

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STAATSKAPELLE BERLIN-HERBERT VON KARAJAN, DIR. (12") London-Deutsche Grammophon 67514

ORCHESTER BER-LIN-HERBERT VON KARAJAN, DIR. (12") London-Deutsche Grammophon 68043

GREGOR PIATIGOR-SKY-RALPH BERKOWITZ Col(LP)3-249

SISTER ETHEL DAVENPORT Castle 2007

OF JOY Gotham G-615

EDNA GALLMON COOKE Regal 3229

by most of his contemporaries in the first half of the last century, this is one of the few Cherubini works performed today. It's an interesting piece of dramatic writing, and should make friends, once heard. The fine conductor does a virtuosic job, leading his band thru a wide dynamic range, with the low passages coming out okay only because

Cherubini: Anacreon, Parts I & II

of the flawless surfaces. PHILHARMONISCHES Joh. Strauss: Die Fledermaus, Parts I & II

The customers will have to be pretty fussy about their Strauss to be pried loose from the high price of this disk Karajan, who has the guts to chance low-level recording, does manage to get plenty of character and feeling into the delightful music. There's plenty of competition here from bigger-name groups, conductors and labels.

Moxart: Sonatina In A Major (Parts I G II)

A fine addition to recorded Mozart literature, with Piatigorsky's warm cello in the forefront and Berkowitz's able plano responding handsomely. The sonatina is a fragile, simple little work with a delightful theme. On a seven-inch LP.

SPIRITUAL

The World Can't Do Me No Harm Sister Davenport works up a big beat for a good spiritual idea.

I'm Tired Not the pop but a spiritual delivered by the Sister's big voice.

NATIONAL CLOUDS What More Can Jesus Do? Excellent gospel preaching disking. Somebody Touched Me

Another fine preaching side. I Promised the Lord

Miss Cooke's big and clear tonsils work over a spiritual with aid of a fine chorus,

Handwriting on the Wall Miss Cooke and chorus both combine to build a big beat for this apiritual.

Ay, Que Verguenza Me Da (guaracha son)

Another one with a light bounce. Crooner Bobby Capo wrote this. Pine for listening or dancing.



75--73--77--NS

77--75--79--NS

71--70- 73--NS

71--70--73--NS

82--84--80--NS

79--80--78--NS

82--84--80--NS

78--80--76--NS

80--80--80--NS

61--63--60--NS

77--80--75--NS

65--66--64--NS

68--66--70--NS

75--75--75

73--73--73

78--78--78--NS

78--78--78--NS

75--77--75--72

78--80--78--75

79--80--78--78

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COIN MACHINE EXCHANGE

COINMEN YOU KNOW

Washington:

(Continued from page 99) Center opened September 17 with Gov. William Preston Lane Jr. rolling the first ball. The executive had been in town for a Company K, AEF, reunion. Manager Eddie Goldberg has installed Coke machines and also has outlets for pinball games in the new building.

Nicholas Novelty Company reports a rather quiet season with expectations of a business pick-up. . . Harold Greene, of Solon Service, drove to Miami for his vacation. The Giant Food Store on Georgetown Road in near-by Bethesda has a new Coca-Cola vender with a coin changer attachment installed by the G. B. Macke Corporation.

Strains of "Don't Cry, Joe" were heard in local juke boxes the week of September 11-17 as the Eddie Gallaher record of the week. The WTOP disk jockey picked the recording by Gordon MacRae, Betty Brewer and the chorus.

Harry Hoke, of the Hoke Coin Machine Company, has been spending some time looking over his machines in St. Mary's County (Md.). Meanwhile his nephew Buddy Hoke is taking care of business in the city. Buddy reports that Bally's Clover-Bell is doing particularly well.

Jerome Oxenburg said his Funland Amusement Company has several new games on order altho business is a bit slow. . . . Charles Stewart, of Automatic Fountains, Inc., spent his vacation in Pennsylvania.

Washington Music Guild (WMG) is putting out a mimeographed news letter for members with Bill Schwartz, of the Hirsh Coin Machine Company, as editor. The publication includes news of interest to guild members, a short editorial, a for sale and wanted column, personal items, humor, listing of poor locations, a record department with comments on new juke box disks, and a letters to the editor department. Cartoons may be added later.

Hirsh de la Viez, WMG president and head of Hirsh Coin Machine Company, attended special meetings of the MOA at the Morrison Hotel in Chicago September 11-13. He will present a report of the sessions at the next get-together of the Guild, October 6, in the Blue Room of the Hotel Hamilton.

Irving (Whitey) Sattler, of Whitey's Coin Machine Service, is now an associate member of WMG. . . . Bernard Lichtman, of Kay Koin Machine Company, has been under the weather with an attack of hay fever.

WMG contributed a juke box with records and \$100 to the Trinidad Boys Club. Fred Nally Jr., director of the club, has been sitting on a four-foot platform atop a 40-foot flagpole in hopes of raising \$25,000. The contributions will be used to support athletics, woodworking and other activities for 450 boys. Individual members of the Guild have also been asked to make donations.

OPS SHOW INTEREST

(Continued from page 87) maintenance, with its costs and labor overhead, is taken care of by the leasing service; costs of truck operation are set in the contract, thus they can be budgeted in advance.

Before a truck rental service can offer a per unit and per mile price to an operator, the firm surveys the business for type, number of trucks required, maintenance and paint and advertising requirements for the vehicles.

DEVALUATIONS HIT

(Continued from page 87) sent at present a minor part of the (Phone: Buckinghom 1-6466) CHICAGO 14 ers, Japan, was refused permission export market, are uncertain.

Twin Cities:

(Continued from page 99) who has been seriously ill for several months, has shown improvement in the last few weeks. . . . Sid Levin, at Hy-G Music Company, said operators are showing considerable enthusiasm for Universal's new Photo-Finish one-ball game, with many orders being received for units. . . . Mike Imig, of Yankton, S. D., president of the South Dakota Operators' Association here, this week invited coinmen to attend his association's meeting at Huron, S. D. Les Rogstad, of Lieberman Music, will be there, among others.

Leo Berkowitz and Earl Barkowitz, partners in the B & B Novelty Company, Superior, Wis., have bought out the interests of the P & M Novelty Company, also of Superior. B & B operates a string of music and pin locations. . . . Business is good at Silent Sales Company, according to Dave Ziskin, who said pins and music are moving at a good pace.... Jonas Bessler, of Lieberman Music, is back from a fishing trip to Lake Nipigon in Canada where he said the only thing he caught was a cold. He was pleased to find Wurlitzer phonos moving as well as they are, with the personalized 1080 model especially brisk. . . . Mrs. Berling Geib, of Deadwood, S. D., who has been ill for some time and recently underwent a serious operation, was sufficiently recovered to accompany her husband to the Twin Cities this week to buy equipment for their coin machine business. Geib reported business in South Dakota is holding up well.

Ted Salveson, of Huron, S. D., came in to buy pin games but expressed considerable interest in other equipment, too. He is looking forward to an interesting South Dakota operators' meeting next week, he said. . . . Wes Rydell, of Mora, Minn., came to the Twin Cities to pick up several pin games for his route. . . . Vera Foster, head of the record department at Lieberman Music, said the platter business is good, with operators especially satisfied with the company's sampling service. . . . Frank Mager, Grand Rapids, Minn., coinman, added several music units to his route on his stop-off in Minneapolis-St. Paul this week. . . . Stan Woznak, Little Falls, Minn., operator, was interested in one-balls which he bought while here. . . . Ted Heil, of Gaylord, Minn., was looking around with nothing special in mind, he said on his visit to this market this week. . . . Hy Sandler, of Lieberman Music, traveling North Dakota, is reporting in regularly with orders for merchandise.

BALLY NAMES NELSON

(Continued from page 87) Rock-Ola Manufacturing and for the past several years has successfully handled his own distributing business, which is now turned over to his son Jack Nelson Jr. (see separate story).

Moloney, discussing the Nelson appointment, said: "There will be no change in Bally's general distribution policy. We feel fortunate in obtaining the services of Jack Nelson who is known thruout the country as a hard hitting and fast moving sales executive who is intimately familiar with all branches of the coin machine industry."

Said Nelson: "I've watched the progress of Bally from year to year since the company started nearly 20 years ago. I am proud to be a part of a company which has demonstrated outstanding leadership and contributed so much thru the years to the prosperity of all coin machine peo-

to join the devaluation parade by Gen. Douglas MacArthur. Prospects for list of foreign customers for coin devaluation in the Latin-American machines. One of the better custom- countries, which represent the major

109



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Ea							89.50
						Cherry.	
Ea							119.50
						n Falls,	- W
H.I	L. E	a				27.55	119.50
Mills	50,	10c or	25c 1	948	lawel B	ell. Ea.	159.50
Mills	5c,	10c or	25c 1	948 M	elon Be	ells. Ea.	159.50
Mills	5c,	10c	or 25	194	8 Blad	Gold,	
H.	H. E	a					164.50
Mills	500	1948	Black	Gold,	H.L		225.00
Mills	500	1948	Club	Royale			250.00
Jenn.	10	c (only	1) 194	17 Sta	ndard	Chrome	
Ch	ief						115.00
Walli	na	10c or	25c R	olatop			49.50

MILLS NEWEST! 21 BELL

3 Ways to Win Jackpot—6 Ways to Win "10" Payout. Up to \$50 on three 7's, in addition to Jackpot and standard Awards. Write for details!

BACK AGAIN! BRAND NEW!

JACK-IN-THE-BOX

RECONDITIONED ONE-BALLS AND CONSOLES

COUSOTES	
Victory Derby P.O	49.50
Bally Gold Cup, F.P	179.50
Mills 1948 3-Bells	225.00
Mills 1941 3-Bells	99.50
Mills Jumbo, P.O	69.50
Buckley Track Odds (No D.D.)	189.50
Buckley 1947 Track Odds,	
Double Tube Model	\$50.00

RECONDITIONED-REPAINTED MILLS VEST POCKET BELL......\$49.50

COMPLETE STOCK NEW AND USED CONSOLES, SLOTS, PHONOGRAPHS, PARTS WRITE FOR PRICES ON YOUR REQUIREMENTS!



Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

MACHINES & SUPPLY CO

4135-43 ARMITAGE AVENUE . CHICAGO 3'9, ILLINOIS

FALL CLEARANCE SALE!

ALL GAMES LISTED BELOW ARE THOROUGHLY CHECKED OVER, RAILS SCRAPED AND READY FOR LOCATION

EIVE RALL ORIGINAL ELIPPER

	RIANE ENTERIE	CHILD	TIMETER	B. WINE R. BURK	
Genco Bl	lack Gold\$	130.00	Gottlieb	Roundup	115.00
	ig Top		Gottlieb	Buttons & Bows	142.50
	oating Power	100.00	Gottlieb	Bowling Champs	132.50
Genco 1-	-2-3	90.00	Chi-Coin	Catalina	40.00
Genco Se	crewball	60.00	Chi-Coin	Spinball	49.00
Genco Pi	uddinhead	80.00	Chi-Coin	Thrill	69.50
Genco M	erry Widow	Programme and the second		Majors '49	134.50
United P	aradise	69.50	Exhibit /	Morocco	89.50
United S	ummertime	79.50	Exhibit C	ontact	79.50
United B	lue Skies	87.50	Williams	Gizmo	64.50
United A	Moonglow			Speedway	74.50
United S	erenade	107.50	Williams	Rainbow	87.50
United S	howboat	119.50	Williams	Saratoga	102.50
United C	arolina	129.50	Williams	St. Louis	139.50
United R	lamona	119.50	Williams	Maryland	154.50
	NON-F	LIPPE	R GA	MES	
EXHIBIT	RANGER		GENCO BI	RONCHO	\$15.00
	MAMSETTE			SEA ISLE	
Secretario de la Contraction de Cont	TALLYHO		THE RESERVE AND ADDRESS.	SPELLBOUND	
KINDLY	INCLUDE ONE-THIRD DI			CASHIER'S CHECK OR	WONEA
Timbel 1	ORDER. Always St	are merne	ou or anis	ment Preferred	

Morris Movelty Co., 9nc.

WRITE!

PHONE!

WIRE

(1) Gizmo 60.00 (1) Tennessee 75.00 (1) Jack & Jill 70.00 (1) Yank 60.00 (1) Jamboree 80.00 (3) Trinidad. Ea. 65.00 (1) Jockey Specials. Ea. \$110.00 (7) Gold Cups. Ea. \$125.00 (10) Special Entries. Ea. 70.00 (5) Victory Specials. Ea. 45.00

One-third deposits required with all orders. All machines are clean, mechanically perfect.

CROWN NOVELTY CO., INC.

920 HOWARD AVE.

Phone: Canal 7137

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NICK CARBAJAL, Gen'l Manager

SI"
HIGH

15"

25"

Lawrence of the state of

\$25 DOWN Balance \$10 Monthly

PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

\$85.00 IN PENNIES

Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, III.

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Cable Address: WATLINGITE, Chicago.



Box 458 c/o. The Billboard 1564 Broadway, N. Y. C. 19

GIVE TO THE RUNYON CANCER FUND

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 36)

The Cry of the Wild Goose T. Gilkyson (Oh, Brandy) Dec 24755

The Echo Told Me a Lie P. Scala (I've Got) London 449

The Meadows of Heaven M. Torme (Sonny Boy) Cap 57-743

The One Who Gets You M. Lewis-S. Oliver Ork (My Own) Dec

The Sweetest Word of All Is Sweetheart B. Vincent (You Fall) Col (78) 38592,

(33) 1-347 The Things You Left in My Heart Saunders Mandolin Ork (I Can) Rain-

Three Rivers H. Carmichael (Chocolate Whiskey) Dec

Toot Toot Tootsie, Goodbye

T. Martin (You Call) V (78) 20-3556, (45) 47-3049 Twenty-Cent Cotton, Eighty-Cent Meat

P. Tomlin Ork (Ragtime Cowboy) ABC-Eagle 167 Two Left Feet Polka

The Merrie Musette Ork (When Katherina) V (78) 25-1137, (45) 51-0028 Vieni Su

F. Carle Ork (I Want) Col 38594 Vient Su

B. Eberly (Forever With) Coral 60101 Washington and Lee Swing B. Crosby's Bob Cats (Peruna) Coral

Watch Out! G. Krupa Ork (By the) Col 38590 Weddin' Day

B. Crosby-Andrews Sisters (Betsy) Dec

When Katherina Plays Her Ocarina The Merrie Musette Ork (Two Left) V (78) 25-1137, (45) 51-0028 Whirlwind

P. Faith Ork (My Dream) V (78) 20-3570, (45) 47-3063

White Christmas

Ames Brothers (Winter Wonderland) Coral 60113

Winter Wonderland Ames Brothers (White Christmas) Coral 60113

Wolverine Blues B. Crosby Ork (Little Rock) Coral 60099

Wouldn't It Be Fun B. Harvey Ork (She's a) London 504

You Call It Madness T. Martin (Toot Toot) V (78) 20-3556, (45) 47-3049

You Fall in Love With Everyone B. Vincent (The Sweetest) Col (78) 38592, (33) 1-347

You're All I Want for Christmas J. Graydon-The Skylarks (On the) Coral

You're Different M. Carson (Lonely Girl) V (78) 20-3530, (45) 47-3017

You're in Love With Someone F. Warren (Envy) V (78) 20-3551, (45) 47-3044

USED VENDORS

Nut Vendors....\$ 6.50

#39 Nut Venders 6.50

Gum Venders ... 6.50

Ball Venders ... 6.50

Candy Venders ... 95.00

250 5¢ Silver King

50 Northwestern 1¢

le Silver King Ball

Advance Is Gum

SPECIALS

pusher type\$275.00 Wurlitzer Skee Balls 150.00

Challengers 250.00 3 Siros Brush-Up

1 Acme Shoe Shiner 195.00

- SKILL EQUIPMENT_

Skills, F.S. Write 5 Chicago Coin Bango,

5 Chicago Coin Rebound

3 Belgian Type Pool

F.S. Write

Shuffleboards\$ 95.00 Cleveland Coin Rebound

9 Ft. Shuffleboard ... 95.00

Tables, 10¢ 135.00

Machines 85100

25 National 5e 9 col.

2 Exhibit Rotaries,

3 5c-10c Jennings

5 United Shuffle-

2 New Falcon Shoe

-NEW COUNTER GAMES -

3 STRIKES: 1¢ Counter Game with 3 dice cigarette symbols — similar to old type Exhibit Counter Game, \$19.50.

BENCO PUNCHBALL: Non coin operated 1¢ or 5¢, simoriginally \$18,50; our price \$15.00 each or 8 for \$100.00. ilar to a punchboard that never needs refilling-

FIVE JACKS: 16—This is a brand new version of the original slot. Never needs servicing—completely automatic, \$69.50 each—10 or more, \$60.00 each. SILVER KING DUCK HUNTERS: 1¢, \$45.00 each; 5 or

more, \$39.50 each; 10 or more, \$35.00. SILVER KING SHOOT THE BULL: 1¢, \$45.00 each; 5 or more, \$39.50 each; 10 or more, \$35.00. KICKER AND CATCHER: 1¢, \$35.00 each; I free with

purchase of 10.

ARCADE EQUIPMENT____USED COUNTER GAMES

Strikes & Spares ...\$175.00 10 Best Hands, like Pitch'em & Catch'em 75.00 Scientific Baseball .. 75.00 Mother-in-Law Gun . Bowl-a-Score 95.00 Boomerang 50,00 Exhibit Vitalizer ... 95,00 Photomat 495.00 Panorams 195.00 Quizzers 225.00 Heavy Hitters 65.00 Knot Holes 49.00 Chicago Coin Hockey 85.00 World Series 95.00 Tommy Gun Undersea Raider ... 95.00 Jack Rabbit 100,00 Chicago Coin Goalee 100,00 Evans Ten Strike ... 69.50 Drivemobile 175.00

REVOLVE AROUND SLOT_ SAFES-BRAND NEW

Radar Rocket 175.00 Chicago Coin Pistol . 195.00

Exhibit Dale Gun .. 145.00

Single Safes \$129.50 Double Safes 189.50 Triple Safes 275.00 New Box Stands ... 18.50

Champion Basketballs 30.00 3 A.B.T. Challengers. 20.00 15 Gottlieb 3-Way Grippers 18.50 3 Whirl-a-Balls 15.00

CIGARETTE MACHINES 2 10-Col. Crusaders \$135.00 Uneeda-Pak 500, 15 Col. 85.00 Uneeda-Pak 500, 9 Col. 65.00 Uneeda-Pak E, 12 Col. 55.00 Uneeda-Pak Monarch, 2 National 950 with

PHONO ACCESSORIES TERMS:

king size columns. 95.00

New Packard Wall Boxes\$32.50 Post-war late Model used Packard Boxes 18.50 New Packard Wall Brackets 3.50 30 Wire Cable, per hundred feet 20.00 Deposit,

Balance C. O. D.

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ALL PHONES: TOWER 1-6715

FRESHIE

AS FRESH AS ITS NAME

CHILDREN

A Tale of Uncle Remus (1 & 2) A. Rickey, Kiddle Land KL 7 Away in a Manger Sandpiper Chorus (O Come) Golden 34 Alice in Wonderland (1 & 2) A. Rickey, Kiddle Land KL 10

Cinderella (1 & 2) A. Rickey, Kiddle Land KL 8 Deck the Halls and Up on the Housetop D. Byron - Sandpiper Chorus (Jingle Bells) Golden Record 35

God Rest Ye Merry Gentlemen R. Nyland-Sandpiper Chorus (Hark the) Golden Records 36

Hark the Herald Angels Sing R. Nyland-Sandpiper Chorus (God Rest) Golden Records 36

It Came Upon the Midnight Clear Sandpiper Chorus (Silent Night) Golden

Jingle Bells D. Byron-Sandpiper Chorus (Deck the) Golden Records 35

Johnny Appleaced (1 & 2) A Rickey, Kiddle Land KL 9 Little Johnny Strickout Album J. DiMaggio (2-10") Cap DBS-3051

O Christmas Tree and Joy to the World Sandpiper Chorus (O Little) Golden 37 O Come All Ye Faithful Sandpiper Chorus (Away in) Golden 34 O Little Town of Bethlehem

B. Miller-Sandpiper Chorus (O Christmas) Golden 37 Petrouhka

(1 & 2) A. Rickey, Kiddle Land KL 12 Silent Night Sandpiper Chorus (It Came) Golden 34 Stampede Album: G. Autry & Others

(2-10") Col MJV-55 The Night Before Christmas P. Donald (Parts 1 & 2) Golden 33 The Legend of Sleepy Hollow (1 & 2) A. Rickey, Kiddle Land KL 11

RELIGIOUS

Believe In Him B. Faye-I. Call (Speaking of) ABC-Eagle 193 Doomed

Dixiaires (Gamblin' Man) Lenox L-530 Dig a Little Deeper M. Barnes (Saviour) Bullet 314

Gamblin' Man Dixiaires (Doomed) Lenox L-530 Get Away, Jordan

Davis Sisters (Jesus Is) Apex AP 1118 Handwriting on the Wall E. G. Cooke (I Promised) Regal 978 I Promised the Lord

E. G. Cooke (Handwriting on) Regal 978 I Won't Have To Cross Jordan Alone Masters Family (It's All) Mer 6213 in That Land

Silveraires (The Gospel) Gotham G-612 It's All Coming True Masters Family (I Won't) Mer 6213 Jesus Is Listening

Gospel Stars (Thank God) DC 8059 Jesus Is Near Davis Sisters (Get Away) Apex AP 1118 Jesus Is the Only One

Pilgrim Travelers (My Eternal) Specialty SP 340 Saviour Don't Pass Me By

M. Barnes (Dig a) Bullet 314

LATIN-AMERICAN

1 Lo Mejor D. Santos (Martin El) V 23-1384 Adios Pampa Mia

H. Del Carril (Y As1) Seeco 7030 Mro-Cuban Serenade A. Valdes (Arthur Murray) SMC 1234

tribur Murray Rumba Los Diables Del Mambo (Afro-Cuban)

ly Que Chisme P. Galindez-P. Flores (Franqueza) Seeco Baile De San Vito

M. Valdes (Guaguina Yerabo) SMC 1243 Bello Mar D. Santos (Solitando Chispas) Seeco 7028

Bendito Amor H. Lago (Tu Me) Seeco 7022

Canclina (Negra Triste) Seeco 692 Canta Pajarito J. Lopez (Nada Se) Seeco 803

Canto A Venezuela M. Ferandez (Cuando Tengamos) Lina L

Caribbean Yacht Club A. Mendez (Que Bonita) SMC 1244 Corre, Jacinto P. Arvelo (Soy Feliz) V 23-1381

Cuando Tengamos Un Nene M. Fernandez (Canto a) Lina L 009 El Cantar Del Carretero R. Henriquez (Sufriendo) Lina 1026

En El Subway Trio Venus (Larga Ausencia) Seeco 817 En Revancha

E. Garza (Que Te) Seeco 655 Enchando Candela Yipe (Sin Rumbo) Seeco 816 Engano Cruel

N. Rivera (Mambo Bebop) Seeco \$15 Escambron Beach A. Mendes (Tu No) SMC 1245 Franqueza

P. Galindez-P. Flores (Ay Que) Seeco Gitanillo

N. Charyres (Rocio) V 23-1379 Guaguina Yerabo M. Valdes (Baile De) SMC 1243

Harlem Special M. Valdes (Summertime) SMC 1242 Irremediablemente Solo B. Capo (La Mucura) Seeco 7034

Kuba-Mambo P. Prado Ork (Rica) V 23-1386 La Cachimba De San Juan M. Valdes SMC 1236

La Mucura B. Capo (Irremediablemente Solo) Beeco

La Runidera M. Valdes (La Cachimba) SMC 1238

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OF THE WEEK!

5c - - 10c - - 25c

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WHILE 200 LAST \$34.50

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WE WANT TO BUY

5 GOLD CUP@ 100.00

FOR SALE

DAILY RACES 35.00

OLIVE NOVELTY CO.

ST. LOUIS, MO. 2625 LUCAS (Phone: Franklin 3620)

TOKEN PAYOUT COUNTER MACHINES

150 LIBERTYS\$12.50 25 GINGERS 12.50 15 MERCURYS 14.50 50 AMERICAN EAGLES 12.50 15 MARVELS 14.50 15 SPARKS 14.50 ONE-HALF DEPOSIT, BALANCE C. O. D. 10% DISCOUNT ON CASH ORDERS.

Ohio Specialty Co., Inc.

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with the NEW CONVERSION UNIT INSTALLED

Life. Makes Only \$149 More Money. REBUILT THE MUNVES WAY

LOOKS AND WORKS LIKE NEW. MANY MORE PROFIT MAKERS. GOOD EVERYWHERE. FREE: 1949 Catalogue, 10 Pages, 75 Illus.

575 11th Ave. at 43rd N. Y. 19, N. Y. (Bryant 9-6677)

SPOT CASH

Or new '49 model phonographs for Keeney Twin Bonus Super Bells or Lexingtons, Citations and Universal's Photo-Finish. Write, wire or phone.

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HEADQUARTERS for SLOT MACHINES

We Offer Only the Best, Unconditionally Guaranteed!

MILLS—All Models BLUE BELLS . BLACK BEAUTY BELLS CRISS CROSS • TIC-TAC-TOE

Complete Machines and Conversion Kits Used Machines Taken in Trade. SAVE MONEY WITH

CHICAGO 12. ILL

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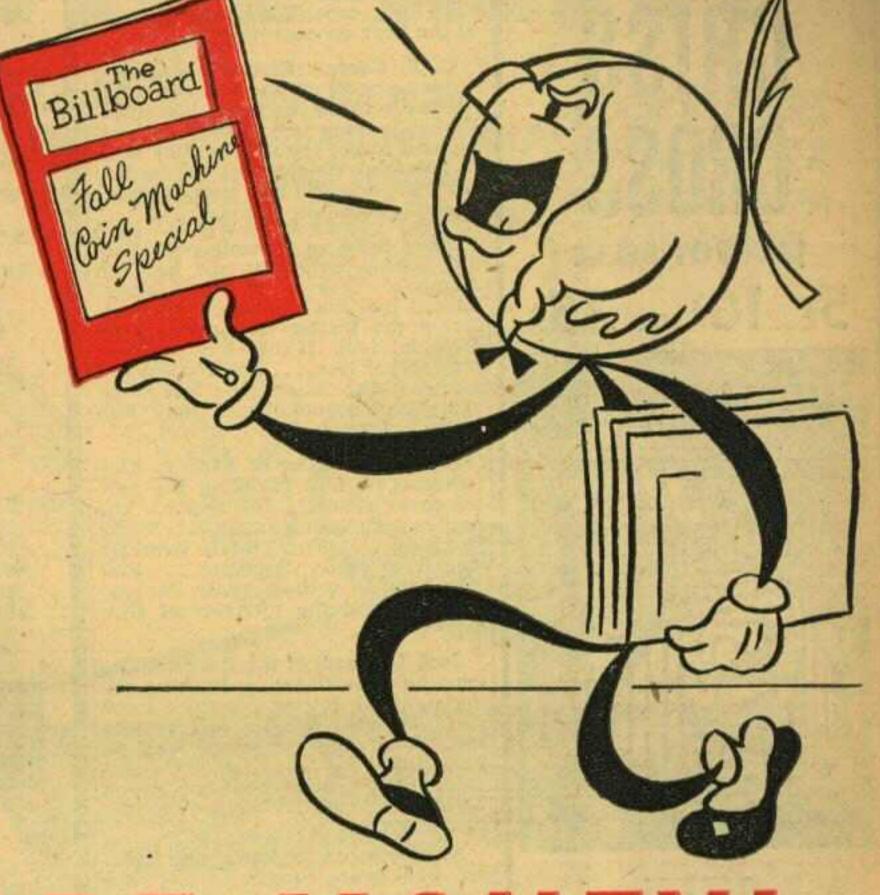
COIN MACHINES

OUT NEXT WEEK!

Billboard
FALL
COIN MACHINE
SPECIAL

WITH

101 IDEAS
To Help You



MAKE MORE MONEY!

DON'T
MISS

BIG ISSUES OF The Billboard

SEND FOR SPECIAL SUBSCRIPTION OFFER

PLUS the Fall Coin Machine
Special FREE!

9 BIG ISSUES — ONLY \$1

\$-1

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SEPTEMBER 29 IN CINCINNATI
Contact Your Nearest Office TODAY
To Reserve Your Advertising Space . . .

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

101C

I inclose \$1 for the next 8 issues of The Billboard PLUS a FREE copy of the FALL COIN MACHINE SPECIAL (for cash with order). Offer expires midnight October 10.

Address Extend Subscription

I operate machines

IMMEDIATE SHIPMENT

BUCKLEY

CRISS CROSS

JACKPOT BELLE

5¢ 10¢ or 25¢



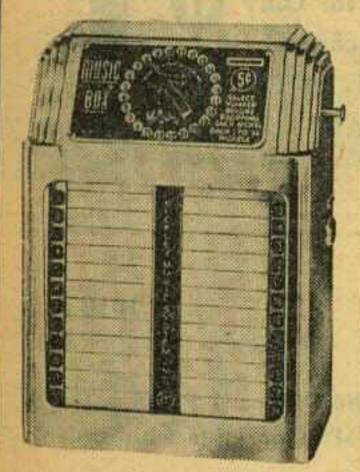
FOR MUSIC OPERATORS
BUCKLEY

WALL and BAR BOXES

AVAILABLE IN

20-24-32

RECORD SELECTIONS



WRITE FOR PRICES

BUCKLEY

MANUFACTURING CO.

4223 W. LAKE ST.

CHICAGO 24, ILL.

gar Gabel in the street was a first transfer of the street

COINMEN YOU KNOW

Los Angeles:

(Continued from page 99)
novelty game, Glider. It looks like
a winner, he says. . . . S. J. Burris
was in from his Montebello operation long enough to say "howdy"
to the boys on coin machine row.

G. F. Cooper, Riverside coinman, doesn't get into town very often but he finally made the grade last week. Probably came in to get some local fog and forget about the valley heat.

... Vernon Wright, San Bernardino coinman, dropped into town to check over the latest in games.

Mary Solle, of Leuenhagen's Record Bar, reports that she has Jan August's "Tango of the Roses" backed by "Jan's Boogie." She's offering the platters to operators on a special deal. If they buy one they get another free. . . . Lee Walker was seen making the rounds last week renewing acquaintances on Pico Street.

Aubrey Stemler, of Stemler Distributors, is still plugging his new hangover remedy. He says it's the hottest item for operators he's found in years. . . . The Tisdale Brothers were in from La Crescenta. . . Phil Robinson is getting ready for another trip in the interests of Chicago Coin.

Jack Leonard, of the Badger Sales vending department, is burning the midnight oil getting his stock lined up for the operators. . . E. T. Simonsen, Bakersfield coinman, was on Pico Street for a look-see. . . . Another Bakersfield operator, Slim Ewing, is reported to be heading this way.

Al Weymouth, of Weymouth Service, had Bruce Sutton as a visitor from Nevada last week. Sutton was looking over Electros. . . Frank Butterfield, manager of the local E. T. Mape Company office, is shipping out a number of used music boxes these days. . . . Howard Tayler, of Colton, was looking over the latest in equipment last week.

Tim Spencer, the writer of "Room Full of Roses" was on Pico Street Last week thanking the record operators for the breaks they've been giving his tune. . . . Lew Haskins and son left for an extended hunting and fishing trip to Wyoming. They expect to be gone about three weeks. They operate in near-by Gardena.

H. Brown Acquires 2d Chicago Firm

CHICAGO, Sept. 24. — President Harry Brown, of Amusement Sales Corporation, said this week that he had purchased the sales and distribution rights of National Amusement Sales, Chicago, and at the same time had taken over all the firm's equipment and production facilities for bell cabinets.

Brown stressed that customers of National Amusement could expect the same service since included in the deal was the provision that all the firm's experienced personnel would be retained.

At the moment Amusement Sales is concentrating on cabinet kits for the Mills Black Beauty and Blue Bell, Brown said. Firm also is in production on Criss Cross and Bonanza bell cabinet kits.

All business of the combined firms will be handled at 164 E. Grand Avenue here.

RED HOT-

200 Milwaukee Avenue, Chicago 47, Illinois

OPERATORS

in Ohio and Kentucky

Keep Open Date of Sunday, October 9th

WATCH FOR SPECIAL SHOWING AND NEWS OF GREAT IMPORTANCE TO YOU

OPEN HOUSE AT

Cincinnati Office and Louisville Office SUNDAY, OCT. 9th - 12 NOON UNTIL 6 P.M.

"The House that Confidence Built"

SOUTHERN AUTOMATIC

ESTABLISHED 1923

624 S. THIRD ST. LOUISVILLE, KENTUCKY 228 W. SEVENTH ST.

OPERATORS INFORMATION OPERATORS INFORMATION

PIN GAMES
READY FOR LOCATION

THE RESERVE THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN COLUM		THE PART PARTITION
Aquacade\$130.00	Humpty Dumpty \$ 39.50	
lig Top 97.50	Jamboree 67.50	Sally 62.50
Froncho	Kilroy 12.00	Star Dust 59.50
Humpty Dumpty) 44.50	Majors of '49 119.50	
ircus 55.00	Monterrey 35.00	
inderella 57.50	Mardi Gras 49.50	
loating Power 99.50	ROCKET 19.50	
Folden Gloves	Oklahoma 144.50	Virginia 47.50
(Like New) 180.00	Super Hockey 145.00	Yanks 37.50
200		

NOW DELIVERING NEW EQUIPMENT

Utah, Camel Caravan, Star Series, College Daze; Football, Bally CHAMPION,

KEENEY'S ELECTRIC CIGARETTE VENDOR, MILLS "21" BELL, MILLS DUPLEX, MILLS BONUS BELL, MILLS JEWEL BELL, MILLS BLUE BELL, MILLS BLACK BEAUTY, MILLS Q.T. BELL, DOWNEY-JOHNSON

ESTABLISH ROY MCGINNIS CO.

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Gottlieb's

COLLEGE DAZE

CONCEDED THE BEST IN THE INDUSTRY

THRILLING RAZZLE DAZZLE ACTION . BLOCKING
TOUCHDOWNS . FIELD GOALS . 5TH BALL SPECIAL SCORING
"POP" BUMPERS . NEW. COLORFUL ISLAND BUMPERS .
ORIGINAL GOTTLIEB FLIPPERS . FOOTBALL POINT & HIGH SCORE

TRIMOUNT.

IN NEW ENGLAND

IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18. MASS Tel Liberty 2-9480



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. . . As Fresh as a Freshman's First Day at School!

NOW DELIVERING

AT 6 CONVENIENT OFFICES

PHONOGRAPHS and WALL BOXES

Also all other types of new games. Visit office nearest you. See the newest releases, well-timed to step up your fall and winter collections.

SOUTHERN

AUTOMATIC MUSIC CO., INC.

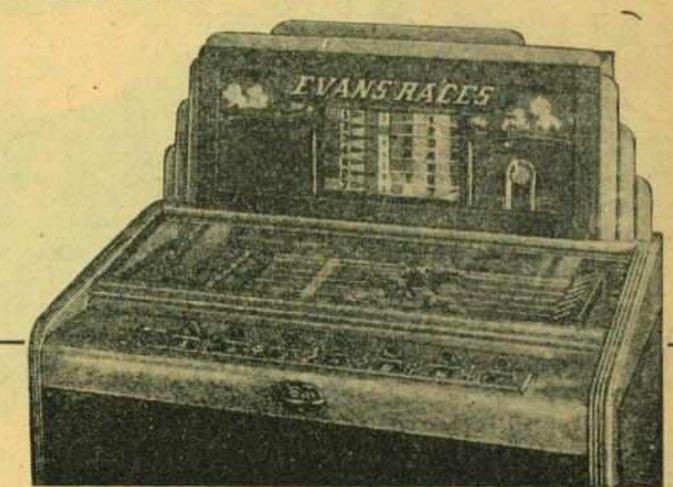
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INDIANAPOLIS, IND.

EVANS'

RACES



FAST PLAY—GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play faster than ever before!

MYSTERY ODDS!

On each play, odds change with flashing lights and mechanical action!

7 COIN DROPS
with individual Coin Detectors!

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision

3 GREAT MODELS—5c OR 25c PLAY
CASH OR CHECK PAYOUT

FREE PLAY Odds Change With Every Selection. CONVERTIBLE.
CASH MODEL, 5c or 25c Play

CASH MODEL 5c Play With 25c DAILY DOUBLE Feature.

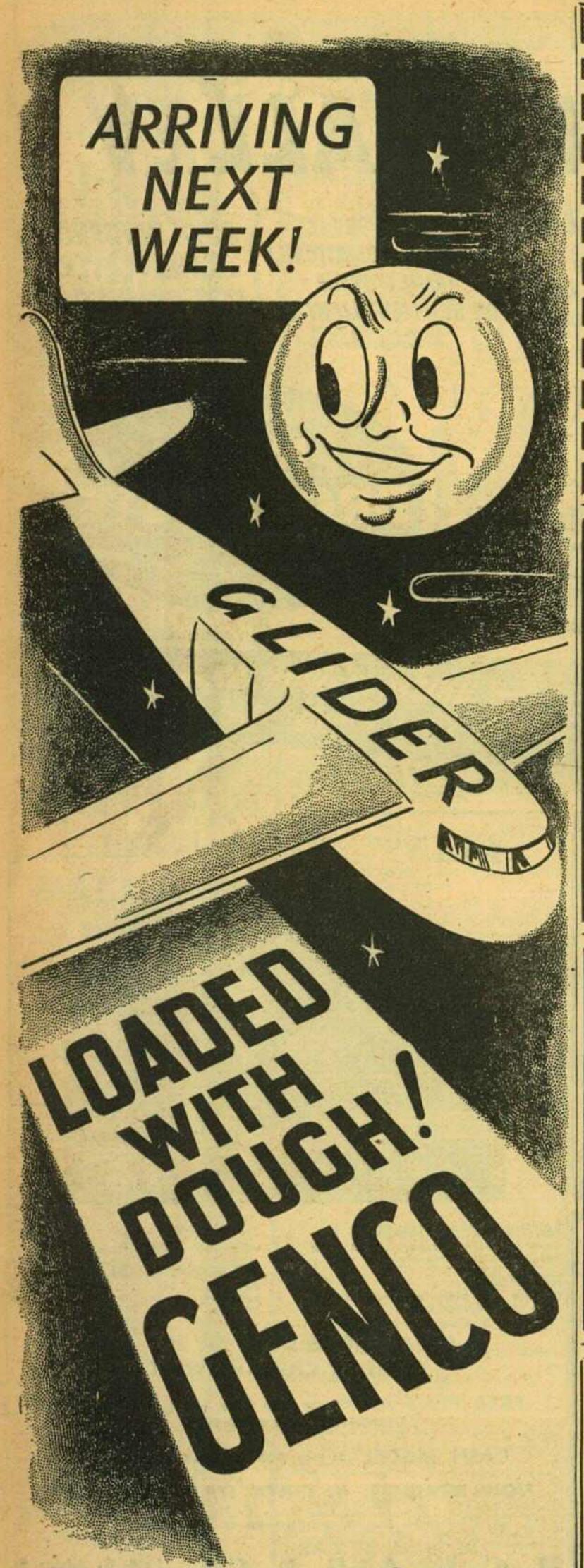
NOW AVAILABLE IN CHECK SEPARATOR MODEL

Order From Your Distributor or Write Direct

H. C. EVANS & CO.

1528 W. Adams St. Chicago 7, Ill.

SEE EVANS CONSTELLATION AD ON PAGE 98



LARGEST STOCK

of Bell Equipment in the South

 Mills Blue Fronts
 \$37.50

 Mills Brown Fronts
 47.50

 Mills Chrome Fronts
 50.00

Add \$10.00 to above if you want machine refinished in your choice of red, grey or blue hammertone.

All machines guaranteed ready for location. Write for complete list.

CONSOLE DISTRIBUTING CO., INC.

Southern Distributors for Original Buckley Criss Cross

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New Orleans, La.



New Game of Skill. Small Investment, Excellent Returns.
Takes Pennies. Nickels, Dimes and Foreign Coins.

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1220 Republican St., Seattle, Wash.

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CAUDLE & McCRORY MFG. CO.

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You'll have fewer out-of-order calls with a Jennings!

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NEW SALES POLICY 1949 MODEL

QUIZZER

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TRAINING DEVICES, INC.

1469 Electric Ave. Manufacturer Lincoln Park 25, Michigan

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CHICAGO COIN BANGO

Legal Anywhere Mechanically Perfect WRITE FOR PRICE

100 PERSONAL MUSIC BOXES

BRAND \$7.95 EACH

5 LOCATION AMPLIFIERS

BRAND \$10.50 EACH

Telejuice Vendors

Vends 6 Varities of Canned Fruit Juice Priced

Low Write for Details

KINDEL TABLE SHUFFLE

8 Foot Maple Top. Just Like a Real Shuffleboard

> Floor \$75.00 Sample

Brand \$99.50 New

CHICAGO

will out-earn any other piece of Arcade Equipment. No Service Calls, mechanically perfect. ONLY FIVE LEFT. Like new, original crates—Reg. \$325.00—while they last.....

FREE PLAY PINBALL GAMES

ALL WITH FLIPPERS

READY FOR LOCATION

Catalina	\$ 39.50
Champion	A STATE OF THE STA
Hockey	169.50
Cinderella	79.50
Double	
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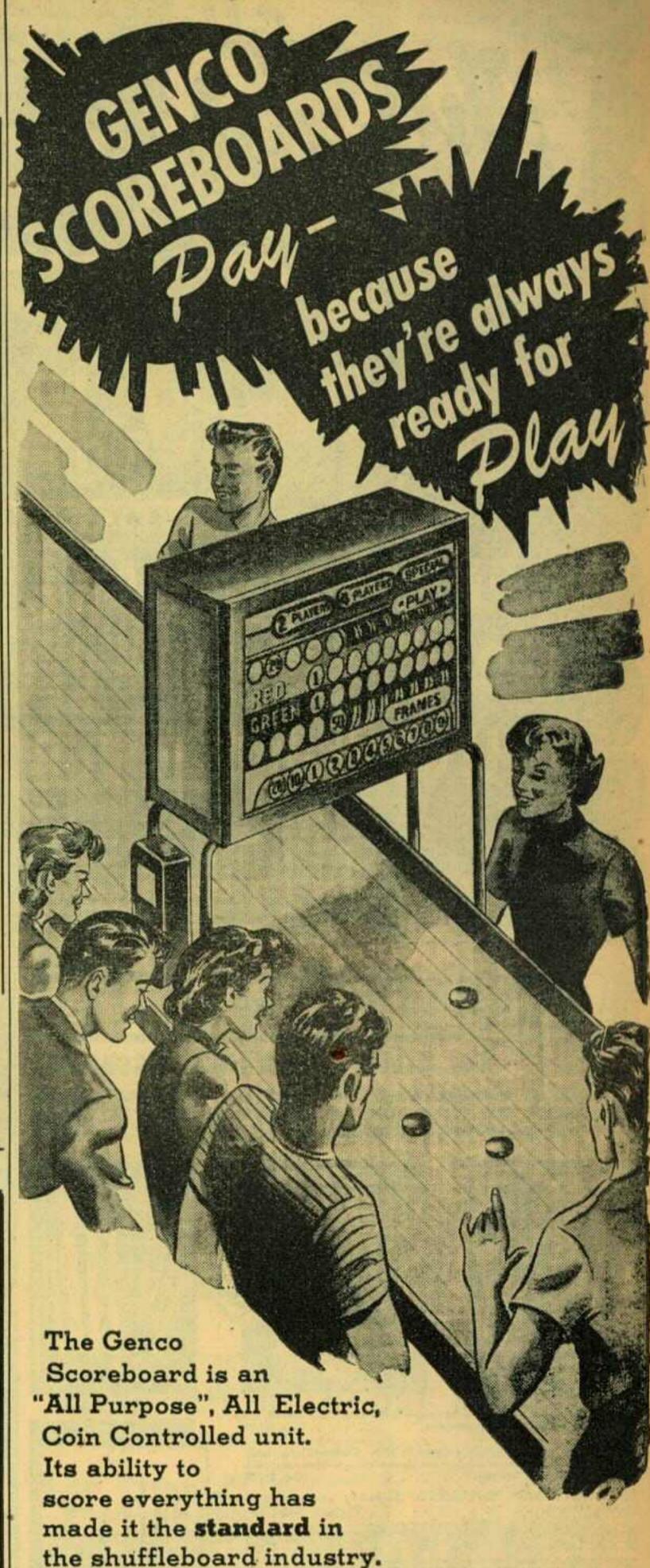
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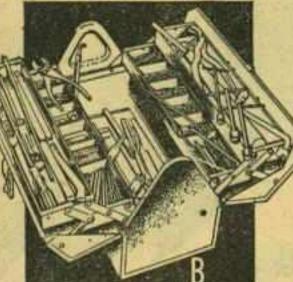
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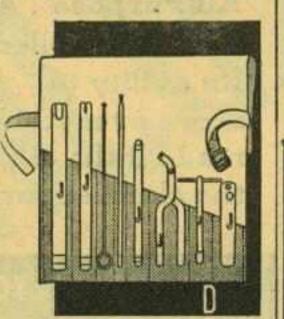


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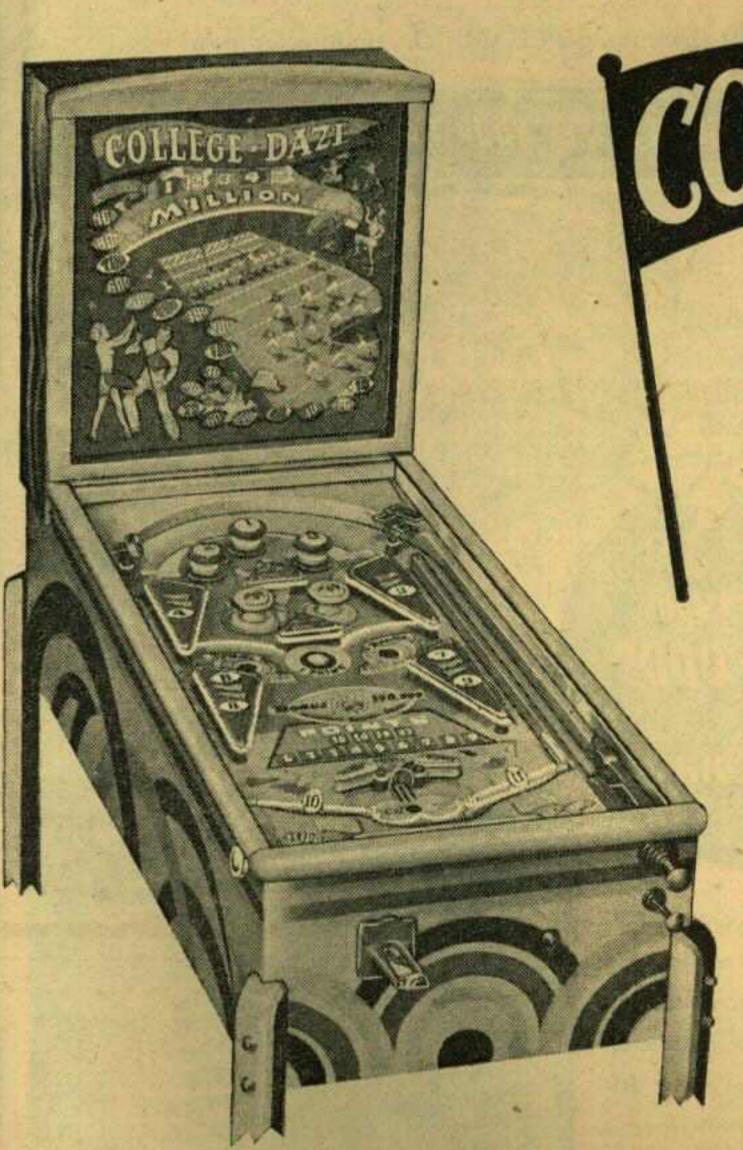
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