

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 16, 1948

www



## SAMMY KAYE'S ALL-AMERICAN BANDLEADERS

Progressively as each year passes, Sammy Kaye's national "So You Want To Lead a Band" competition is proving more and more to be one of bandom's top gimmicks. Center pic here shows Sammy and the '48 winner, selected by the audience at Kaye's NBC Supper Club airshow. He is Fred Luigart, junior at Kentucky University. Patrons of the pro pigskin pastime will recognize the batoneers in the side panels as Sid Luckman and Johnny Lujack, of the Chicago Bears, and Paul Governali and Bill Swiacki, of the New York Giants. This fearsome foursome matched ork-fronting talents in Kaye's All-American Bandleader contest.

BRIGHTEST  
PROGRAM  
IDEA-MAKERS  
IN YEARS

# The THREE SUNS

AMERICA'S FAVORITES

AL NEVINS  
Guitar



**TOPS  
in POPS**

- ★ ELEMENT OF DOUBT  
WHEN THE MOONLIGHT  
FELL ON THE WATERFALL  
*(RCA Victor 20-3035)*
- ★ I GO IN WHEN THE MOON  
COMES OUT  
CANADIAN CAPERS  
*(RCA Victor 20-3134)*

MORTY NEVINS  
Accordion



**TOPS  
in STANDARDS**

- ★ TWILIGHT TIME  
*(RCA Victor 20-2934)*
- ★ PEG O' MY HEART  
*(RCA Victor 20-2272)*
- ★ CECELIA  
*(RCA Victor 20-2307)*
- ★ TANGO OF ROSES  
*(RCA Victor 20-2317)*

ARTIE DUNN  
Organ & Vocals



**TOP  
ALBUMS**

## THE THREE SUNS PRESENT

*(RCA Victor Album P-185)*



- DARDANELLA
- DEEP PURPLE
- HINDUSTAN
- I'LL NEVER WISH FOR  
MORE THAN THIS
- SUNRISE SERENADE
- THE BREEZE AND I
- TWILIGHT TIME
- WHEN DAY IS DONE

## BUSY FINGERS

*(RCA Victor Album P-206)*



- CANADIAN CAPERS
- DANCING TAMBOURINE
- DIZZY FINGERS
- ECCENTRIC
- NOLA
- THE DOLL DANCE
- THE WEDDING OF THE  
PAINTED DOLL
- STUMBLING

Exclusive **RCA VICTOR** Recording Artists

Personal Management: HERB KESSLER  
Direction: MUSIC CORPORATION OF AMERICA

## WORLD SERIES TV SURVEY

### Xavier Cugat Plans Own TV Film Firm

HOLLYWOOD, Oct. 9.—Xavier Cugat will organize his own video film production firm to make series of open-end musical featurettes. Bandmaster plans to produce series in English, with Spanish and Portuguese sound tracks included.

Cugat's current pact with Metro-Goldwyn-Mayer (MGM) expires this year, following completion of one more pic skedded to begin in November. In negotiating for contract renewal Latuner is asking pixery for video clause to enable him to make own tele products. So far, however, MGM has turned a deaf ear on similar pleas from other tele-minded artists.

Cugat said he hoped to begin tele flicker production before year's end. Fronter is skedded to leave in January for a 10-month tour of Southern American countries.

### RWG Rejects Agencies' Bids; Strike Looms

NEW YORK, Oct. 9.—The long threatened strike by free-lance writers against the top advertising agencies in radio appeared more imminent this week than at any time in the history of the long drawn-out negotiations between the Radio Writers' Guild (RWG) and agencies. Replying by letter this week to the agencies' recently offered counter-proposals, the RWG clearly intimated that only

### Congress Eyes TV Allocation Controversy

#### Both Houses Interested

WASHINGTON, Oct. 9.—Eyes on Capitol Hill are turning in the direction of the latest attempt of the Federal Communications Commissions (FCC) to overhaul television allocations and last week's freeze on video bids. At least one congressional committee is already considering the likelihood of an inquiry into the television muddle as the FCC faces the tough job of trying to open space for commercial video in the ultra-high-frequency (U-H-F) belt without economic disruption of currently used commercial channels in the very-high-frequencies (V-H-F).

Congressional quarters anticipate that exploratory inquiries into the video problem will be made by a Sen. (See CONGRESS EYES on page 8)

prompt action could forestall a strike.

RWG units in New York, Chicago and Hollywood are to meet Wednesday (13) with a strike vote the No. 1 item on the agenda. That the membership will vote for a strike is certain, and that it may strike soon after is likely. Temper of the writers, (See WRITERS' STRIKE on page 5)

### Record Ban Is Over—in Puerto Rico

NEW YORK, Oct. 9.—The recording ban is over, at least in Puerto Rico. Effective October 16, members of the territory's musicians' union (Federacion De Musicos De Puerto Rico) will resume record cutting at a new, increased price scale, ending a strike that had been instigated concurrently with the Petrillo ban January 1. Musicians of the U. S.-owned island territory, long one of the principal sources for Latin-American music and recordings, have for some time sought recognition and assimilation by the American Federation of Musicians (AFM) and had instituted their own ban to court Petrillo's favor.

The eradication of an important source of income is reported to have (See RECORD BAN on page 22)

### Needle Injects Little Life in Kraut Showbiz

BERLIN, Oct. 9.—Managers and artists alike are had at work trying to revive German showbiz with artificial respiration. As a result of several drastic moves on the part of both, conditions in the past month showed a little improvement, tho, still in the n.s.g. category.

Admission prices to all theaters, circuses and niteries were slashed recently right after the issuance of (See KRAUT SHOWBIZ on page 45)

### Old-Timers Got Big Edge On Neophytes

#### Hooper Study Reported

By Jerry Franken

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NEW YORK, Oct. 9.—Longer established television stations, whose steady programming over a long period of time has firmly established tuning habits among tele viewers, have a terrific edge over newer TV outlets.

That is one of the principal conclusions to be drawn from a study of World Series tele viewing habits, conducted exclusively this week for *The Billboard* by C. E. Hooper, Inc., in public places thruout metropolitan New York. A correlative conclusion indicated in the survey—the second annual *Billboard* series study—is that for the present, at least, the three lower channel TV stations seem to have an additional advantage in that tuning them in is easier than tuning their higher frequency contemporaries.

Thus, WNBZ, WCBS-TV and WABD finished one-two-three in this years survey, with an enormous gap between the third place station and the fourth WPIX. Individual station ratings, as ascertained by the Hooper coincidental study, were WNBZ, 33.5; WCBS-TV, 30.5; WABD, 26.3, and WPIX, 2.6. WJZ-TV, the newest New York station, was fifth with 0.6, and WATV, in Newark, was sixth with 0.3.

WNBZ, the National Broadcasting Company (NBC) station; WCBS-TV, the Columbia (CBS) station, and DuMont's WABD have been on the air for years. WPIX came on in June and WJZ-TV in August. That this (See WORLD SERIES on page 4)

## Capitol All-Out for Longhair

### Waxers Clinch Compact With German Firm

#### Reciprocal Deal All Set

HOLLYWOOD, Oct. 9.—Capitol this week began girding for a full-scale invasion of the classical disk field after its prexy, Glenn Wallichs, and a. and r. Veepee James Conkling signed papers to make official its reciprocal affiliation agreement with Germany's Telefunken disk works. Terms of the pact give Capitol American pressing and distribution rights to Telefunken's complete catalog, which includes a vast store of longhair masters along with international and European jazz items. In return Telefunken will take over Capitol's catalog for European pressing and dis- (See Cap, Telefunken on page 18)

### Billion Flacking

NEW YORK, Oct. 9.—The publicity break of the year, the trade agrees, was the appearance of the Billion-Dollar Chorus on the *Tex and Jinx* web show over the National Broadcasting Company (NBC). Development of the Tex McCrary brainstorm was left in the hands of Priscilla Campbell, of the NBC press department, and large feature stories in the main news pages of every local paper resulted. In addition, the wire services picked up the story and breaks are appearing in such magazines as *Life*, *Esquire*, *Newsweek* and *Business Week*. Even the rival webs gave the show plugs in their newscasts. The McCrarys saluted Miss Campbell's efforts with a special award on their WNBC *Tex and Jinx* show.

### ASCAP Clears Decks for TV Network Music

#### Pact Extension Okayed

NEW YORK, Oct. 9.—The American Society of Composers, Authors and Publishers (ASCAP) this week started clearing the decks preparatory to negotiating, as soon as possible, a contract with television networks and stations using copyrighted music. The major step in this direction was the action of the ASCAP board in approving an extension of the current television agreement between the Society and its members. The current agreement expires December 31, 1948. The renewal would extend the existing pact thru December 31, 1950.

Copies of the new ASCAP-TV agreement were sent to all members, with a note by Fred E. Ahlert, president of the Society, urging that the (See ASCAP Clears Deck on page 19)

### Sniff Sumpin'? That's Terrif Platter Bally

NEW YORK, Oct. 9.—RCA Victor and Corday, Inc., manufacturers of perfumes, are blueprinting a lavish promotional campaign in connection with a soon-to-be released album of Harry Revel tunes titled *Perfume Set to Music*. Revel transmuted the olfactory sensations into descriptive music back in 1936. The score, performed by a 28-piece orchestra and large chorus, has now been recorded by Victor and will be given a terrific ride with paid advertising and tie-ins with disk jockeys and department stores.

The campaign, which gets under way November 21, calls for an outlay of \$25,000 in national advertising by Corday, including full-page ads during December in *Harper's Bazaar*, *Vogue*, *New Yorker*, *Mademoiselle* and *Esquire*. Ads will feature a rep- (See That Bally Plan on page 24)

# Vaude Agents Pact Outmoded?

## Leddy - Rosen Booking Fuss Raises Issue

### ARA Ruling Pulls Switch

NEW YCRK, Oct. 9.—A ruling made by the Artists' Representative Association (ARA) involving a quarrel over commission splits may call for a new interpretation of the exclusive management clause under which all agents now operate.

The dispute arose out of the booking of Helene and Howard, under contract to Matty Rosen. He charged that Mark Leddy submitted the act without authorization to Leon Leonidoff, Radio City Music Hall booker, and even tho Leonidoff used the act, Leddy wasn't entitled to any commission. Leddy countered with the flat statement that Rosen did give this authorization and substantiated it by a claim that, based on this verbal okay, he put the act into a Madison Square Garden fashion show run by Leonidoff and based on their showing got them their Music Hall date.

### Rosen Elucidates

Rosen charged that authorization was given to Leon Newman, who shares an office with Leddy, and that was only for the Garden show. In any case, said Rosen, Leddy had no right to come into the picture.

Both Leddy and Rosen, as members of ARA, brought their quarrels before it. The arbitration board of Milton Berger, Jack Kalcheim and Herman Fialkoff held two hearings and finally ruled that Leddy was entitled to the split commission.

A strange part of the ruling, one that has the trade wondering if contracts mean what they say, is the fact that under arrangement with the American Guild of Variety Artists (AGVA), both the union and the agents' org have agreed to adhere to Rule B, which says that only the

(See Excl. Agents' Pact on page 46)

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## THE BILLBOARD - C. E. HOOPER COINCIDENTAL RATING STUDY OF 1948 WORLD SERIES TELECAST (BAR-TAVERN SETS ONLY)

Station and Rank	1948 Rating	1947 Rating	1948 Share of Audience	1947 Share of Audience
1. WNBT (NBC) .....	33.5	36.8	35.4	40.3
2. WCBS-TV (CBS) .....	30.5	24.0	32.3	26.3
3. WABD (DuMont) .....	26.3	29.4	27.8	32.1
4. WPIX (Daily News) ..	2.6	.	2.8	.
5. WJZ-TV (ABC) .....	0.6	.	0.6	.

TELEVISION SETS IN USE  
1948.....93.8\*\* 1947.....90.2

SPONSOR IDENTIFICATION

1948—Gillette .....	70.0
1947—Gillette .....	59.6
1947—Ford .....	61.0***

AVERAGE NUMBER TELEVIEWERS PER SET  
1948.....30.32 1947.....81.3

Explanation:  
\*Indicates station not on air in 1947.  
\*\*Sets in use indicates that 93.8 per cent of bars called were using their TV sets; the others did not have their TV set on and were listening to the radio.  
\*\*\*Ford and Gillette split sponsorship of the series last year; sponsored exclusively by Gillette this year.  
\*\*\*\*Share of audience exceeds 100% since some taverns have more than one set in use.  
(Copyright, 1948, The Billboard Publishing Company, Inc.)

## World Series Tele Survey; Old-Timers Grab Big Edge

(Continued from page 3)

continued service is paying off tuning-wise now appears obvious. That a conditioning factor to this situation is the fact that many set owners find it more difficult to get the higher frequencies—applying to WJZ-TV, WPIX and WATV alike—is similarly apparent.

This year's survey was made in 402 saloons in metropolitan New York on the afternoon of the second Cleveland-Boston game (October 7), on a coincidental telephone basis. (Last year's survey covered 175 bars.) Even after Cleveland's defeat the first day, interest in the second game was keener than anticipated, and this may, of course, be reflected in the results shown by the survey.

Average number of tele viewers per receiver was 30.32 this year, compared with the staggering 81.3 average reported last year. However, this may be accounted for by several facts. Last year's survey was made on a Saturday afternoon, when many more people can take time off than on a week day. Secondly, last year's series was a purely local New York affair—Dodgers vs. Yankees—and the partisanship undoubtedly helped

pack the saloons. Finally, it is safe to presume that many bar viewers own their own sets now and, of course, caught the games at home. The Billboard did a home survey last year, but couldn't this year because Hooper had prior commitments.

While WNBT, WCBS-TV and DuMont maintained their relative positions this year in terms of audience, WNBT and WABD lost as against last year, with WCBS-TV the only one to gain. WCBS-TV picked up a strong 6.5 over last year's rating, reflecting a similar share-of-audience gain, from 26.2 last year to 32.3 this year. This accounts for some of the WNBT-WABD drop, of course.

Altho Gillette's sponsor identification rating of 70.0 is a sock figure, far exceeding similar ratings score via radio, it may not be too impressive actually, all things considered. Last year, when Ford and Gillette split the sponsorship, they drew identification figures, respectively, of 61.0 and 59.6. Texaco Star Theater (TV version), however, recently was given a 95.2 identification figure by Hooper. Acknowledging that Texaco's percentage is phenomenal and that it is aided by continued telecasting, rather

## Shubert Sued On Divvy Deal

BOSTON, Oct. 9.—Martha Levy, relative by marriage of J. J. Shubert, and former manager of Herrick's, Inc., Boston theater ticket agency, has claimed in a suit filed in Suffolk Superior Court that Shubert is the real owner of the agency and owes her a promised 25 per cent commission on all its profits from 1939 to 1947. Miss Levy was discharged as manager of the agency in the fall of 1947. This is one of a number of suits brought by various other ticket agency interests against Shubert in recent years in Boston. All have claimed that, in addition to being a Boston (and New York) theater and real estate owner, he was also owner of the ticket agency and was using "straws" to cover his connection between the two.

Miss Levy claims in her suit that Shubert furnished the money to purchase the ticket agency from the estate of the late Frank C. Herrick and actually holds all the stock of the corporation. She asserted that she informed Shubert of the opportunity to purchase the ticket agency and that because of his interests in the many theaters in Boston, his name could not appear on the corporate papers. Judge Joseph L. Hurley has continued the case for a week and has issued a temporary restraining order against the Shuberts and Herricks, Inc., forbidding them to dispose of any records.

that a special event such as the series, it may still be said that with improved commercials—the Gillette plugs have never rated highly in trade opinion—the razor identification should have cut deeper.

The custom of tuning in radio sets, despite TV ownership, seems to have decreased this year as against 1947, when WOR chalked up a 1.3 in TV-AM bars, compared to 0.8 for WOR this year and 0.3 for FM and other stations. Use of radio in these TV bars may be traced either to out-of-order tele receivers or poor reception. The actual radio use in TV-AM bars is greater than the WOR 0.8 would indicate, since the TV sets-in-use figure of 93.8 means the balance of the bars heard the games via radio only.

## The Billboard

The World's Foremost Amusement Weekly

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The Billboard also publishes Turnover and Vend

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
A TREE IN THE MEADOW
- No. 1 Sheet Music Seller  
A TREE IN THE MEADOW
- No. 1 Most Played on Disk Jockey Shows  
A TREE IN THE MEADOW, Margaret Whiting, Capitol 15122
- No. 1 Disk Via Dealer Sales  
A TREE IN THE MEADOW, Margaret Whiting, Capitol 15122
- No. 1 Disk in the Nation's Juke Boxes  
TWELFTH STREET RAG, Pee Wee Hunt, Capitol 15105
- No. 1 Most Played Juke Box Folk Record  
JUST A LITTLE LOVIN', Eddy Arnold and His Tennessee Plowboys, Victor 20-3013
- No. 1 Best Selling Retail Folk Record  
BOUQUET OF ROSES, Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 Most Played Juke Box Race Record  
CORN BREAD, Hal Singer Sextette, Savoy 871
- No. 1 Best Selling Retail Race Record  
LONG GONE, Sonny Thompson, Miracle M-128
- No. 1 Sheet Music Seller in England  
SO TIRED

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 26 to 48 in Music Section.

# WRITERS' STRIKE NEARER

## CIO Locals Buying 800 15-Minuters To Bally Truman

WASHINGTON, Oct. 9.—The Congress of Industrial Organizations (CIO) expects its locals will have some 800 15-minute shows on local stations to boom the Truman-Barkley ticket by the time election day rolls around, CIO officials said this week.

The labor group has had masters cut for talks about housing, prices, civil rights, and the Taft-Hartley Act, all winding up with the theme that the Democratic candidates are the best. Seventy disks have been made of each master and are in the process of being shipped to CIO locals around the country for use on small stations.

Each of the disks, says the CIO, is used on several stations in the same area. Funds for buying air time are being provided by the individual locals, with the parent union having shelled out for the waxings.

## BBDO Outlines GE Tele P'kge

NEW YORK, Oct. 9.—The Batten, Barton, Durstine & Osborn (BBDO) Agency this week was blueprinting a new video show for the lamp division of General Electric (GE). The program is said to encompass several features new to video. BBDO will not produce its show, however, but it is believed will turn it over to a package outfit for actual development. Among the packagers mentioned as possibilities are John Gibbs and Music Corporation of America (MCA).

GE recently bought the 8:30 to 9 p.m. Sunday slot on the Columbia Broadcasting System. The firm is understood to have nixed Tex and Jinx when the couple proved reluctant to lower the \$3,500 asking price.

## NAB Picks Hanna for Paris

WASHINGTON, Oct. 9.—The National Association of Broadcasters (NAB) is sending Mike Hanna, manager of WHCU, Ithaca, N. Y., and a member of the NAB board of directors, to Paris as American delegate to a world-wide radio programing conference October 25. Hanna was selected by the State Department from a list furnished by NAB Prexy Justin Miller. The Paris confab has been called by the United Nations Educational, Scientific and Cultural Organizations.

## Seg's 9th Kudo

MINNEAPOLIS, Oct. 9. — WCCO, 50-kw. Columbia Broadcasting System (CBS) station here, was fast running out of wall space to hang the plaques won for its documentary, *Neither Free Nor Equal*. The seg, attacking racial bias, last week got its ninth kudo, awarded by Phi Epsilon Chapter of Phi Beta, national professional music and speech fraternity. Among its earlier recognitions was a third place spot by *The Billboard* and an American Newspaper Guild Heywood Brown Award. The piece was written by Ralph Backlund and Ralph Andrist.

## Luckies Prep Daytime Entry; Option 'Matinee'

NEW YORK, Oct. 9.—The American Tobacco Company, on behalf of Lucky Strike cigarettes, this week took an option on *Matinee Theater*, Bernie Schubert dramatic package, which features Don Ameche and Joan Banks. The tobacco company is prepping a daytime radio entry with five half hours weekly.

Sample waxings will be cut in Hollywood Wednesday (13) in the studios of Columbia Broadcasting System (CBS). There is no deal between American Tobacco and CBS at this time, however. It is also understood that the sponsor's agency, Batten, Barton, Durstine & Osborn (BBDO), is actively investigating possible alternatives to the Ameche show.

## ANTA, Revere Inked by ABC

NEW YORK, Oct. 9.—A new variety show, presented by the American National Theater and Academy (ANTA) under auspices of army recruiting, has been set for 7:30 p.m. Thursdays by American Broadcasting Company (ABC). First of the recruiting airers will kick off Armistice Day, November 11, with Danny Kaye the probable guest feature. The show also will incorporate dramatic vignettes performed by a cast furnished by ANTA and will utilize top name legit and variety talent. Agency is Gardner.

Deal marks the second of the week by ABC for its Thursday line-up. The network previously had acquired the Revere Camera *All-Star Revue*, which has been on Mutual Broadcasting System. The new ABC format, which will move into the 8:30 period, will feature chantress Jo Stafford, the Starlighters and Paul Weston's ork. Starting date also is November 11.

## K-F, A. Burrows Talk 3-a-Weeker

HOLLYWOOD, Oct. 9. — Kaiser-Frazer is talking a new radio deal with Abe Burrows which would star the comic in a three-a-week series over Mutual Broadcasting System in the time slot following Gabriel Heatter. Stanza would probably originate in New York to enable Burrows to accept one of several tele bids pending. Air show for auto maker would be under the wing of the William Weintraub Agency in Gotham.

K-F assumes sponsorship of Walter Winchell January 1.

## MEGGERS SEEK ABC PACT

NEW YORK, Oct. 9.—The Radio and Television Directors' Guild (RTDG) will meet with the American Broadcasting Company October 14 to discuss a contract covering its 19 video meggers. The RTDG will go after a television pact resembling the one now in force at Columbia Broadcasting System.

## Timing

NEW YORK, Oct. 9.—Execs of National Broadcasting Company had just finished their first conference last week at White Sulphur Springs, W. Va., in the web's annual management meetings, when a knock came on the door.

It was Ed Kobak, president of Mutual, who came over for a cup of tea.

## 3 Escape Jail Sentences in '5th Web' Case

SAN FRANCISCO, Oct. 9.—Paul M. Titus, Charles J. Husband and Rudolph J. Fjellstrom, sentenced last August to one-to-five-year terms in San Quentin Prison for selling shares in the North American Broadcasting Company, a proposed "fifth network," will not go to jail after all.

On motion of probation officer Jack Kavanaugh, Superior Court Judge Albert C. Wollenberg this week changed the prison sentence to probation. The trio pleaded guilty to having sold \$18,000 worth of stock in the network without a permit from the State corporation commissioner, as required by law.

## P. Morris Axes Giveaway Seg

HOLLYWOOD, Oct. 9.—*Everybody Wins*, giveaway show, was axed by Philip Morris late Friday, effective October 22. Show, which starred Phil Baker, tottered on the borderline during the past few weeks, with bankroller reported to have signed Jack Paar to replace Baker.

Ciggie maker will retain the time slot on the Columbia Broadcasting System Friday night sked, probably filling in with new mystery ainer.

## Guild Rejects Counter Bids By Agencies

### Showdown Due This Week

(Continued from page 3)

even those least enthusiastic about the strike prospect, is described by guildsmen as "grim and determined."

### Chief Obstacle

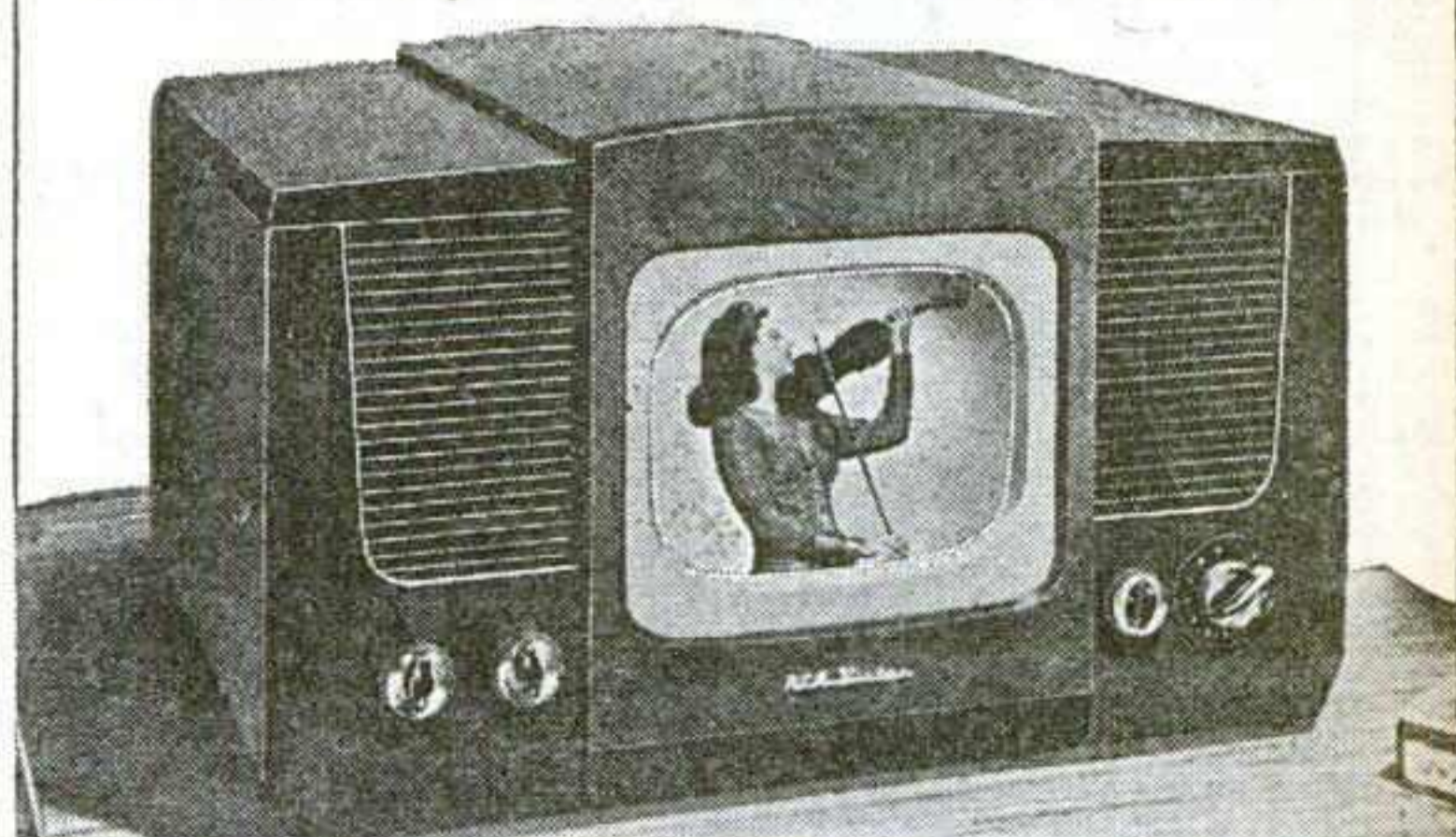
Chief among the stumbling blocks in the path of peace is the agencies' insistence on National Labor Relations Board (NLRB) certification. The Guild's position is that it has offered to certify three times and that it will no longer admit certification, therefore, into the area of negotiation until all other points in the proposed contract are agreed upon. One Guild spokesman said that should the agencies again counter with a certification demand, a strike would be inevitable.

An RWG proposal that the agencies accept the Guild's Minimum Basic Agreement (MBA) signed with the networks has been rejected by the agencies on the ground that agency-network problems differ. The Guild, in its reply to the agencies this week, said that it could see no difference, and asked that if they did exist, the agencies should explain them.

The gravity of the situation was highlighted in the Guild's letter which read, in part "... if you (the agencies) feel you can offer a settlement which our membership will prefer to strike action, we can only suggest that you prepare such a proposal at the earliest possible moment." The letter also called the agencies' attention to the October 13 meetings. It is known that the only procedures which will fend off a strike would be for the agencies to accept the network MBA or to reopen direct negotiation, certification expected.

The Guild early next week is sending (See *Writers' Strike Nearer*, page 17)

AS Beautiful TO See AS TO Hear...



## HOUR OF CHARM

ALL-GIRL ORCHESTRA and CHOIR

under the direction of PHIL SPITALNY

The Perfect Television Program

PHONE: CO 5-1393

# YANKS TOP BROOKS, GIANTS

## Radio Survey Shows Tuners Prefer Bronx

But Bridge Series Is Boffo

NEW YORK, Oct. 9.—The favorite New York baseball team, in terms of radio appeal, is the New York Yankee aggregation, according to an exclusive survey for *The Billboard's* Continuing Program Studies (CPS) by the Pulse, Inc. Covering the five-month season from May thru September, the survey tapped a total of 70 games, with an almost equal amount of coverage for each of the three Gotham nines. Coverage was also evenly divided among week-end, evening and mid-week afternoon contests.

While the Yanks outdrew the Giants and Dodgers radio-wise, the picture changed when the two National League foes tangled toward the season's end. This was particularly evident during September when *The Pulse* survey covered four Dodger-Giant contests. In that month both teams had their highest average ratings; in fact, the two teams also had higher average months during June and July, when they played each other, than in May and August.

4.5 Vs. 3.7 Vs. 3.6

The average rating for all Yankee games for the five-month season was 4.5, compared with a 3.7 rank for Dodger games (omitting those played with the Giants), and a 3.6 rating for the Giants again leaving out Dodger-Giant battles. But the seven Dodger-Giant tangles rated well above all others for an average rating of 9.8.

Evidence that father gets his inning in the family radio jousting for fave programs is supported by the survey's findings with respect to week-end listening as against mid-week afternoon and nighttime baseball audiences. Week-end games rated higher than evening games, while mid-week afternoon games were lowest of all. This held true for each of the three teams surveyed.

No comparison of radio-tele audiences was covered in the survey, nor was it possible to determine how many radio sets polled were in use for the audio play-by-play accompanying a silent telecast, a practice that has achieved widespread acceptance in local bistros.

### GF's 21G Line

NEW YORK, Oct. 9.—General Foods (GF) last week signed to put out \$21,503.20 during the next 40 weeks for line charges to air commercials on its *Aldrich Family* show over National Broadcasting Company. The show, which originates in New York, is using commercials by Meredith Willson's *Talking People* from Hollywood.

From now thru June 30, GF has arranged for a special line on an instantaneous switching basis between New York and Hollywood, beginning 30 minutes before each show, at a gross cost of \$537.58 per show.



KLZ Traffic Manager  
F. TOM BOISE

Boise keeps KLZ's heavy traffic of local, network and national spot programs and announcements moving smoothly along KLZ's 560 kc. airline. He was formerly in traffic and sales with well-known airlines.

KLZ, DENVER

## Listeners Recall Air Plugs More Than Print Ads

CHICAGO, Oct. 9.—Nearly twice as many adult listeners in the Kansas radio audience can identify products heard advertised over the radio as can recall newspaper-or-magazine-advertised items, according to the 1948 survey of listeners in that State made by Dr. F. L. Whan, chairman of the radio committee of the University of Wichita. The study, an annual affair which has received wide recognition in the industry, is considered to be projectionable, with certain reservations, to listening preferences and reactions in the Midwest and other territories.

Principal findings, obtained from interviews with 6,633 men and women in 104 urban and rural Kansas counties, disclosed approximately 75 per cent of the listeners in favor of audience-participation shows with studio giveaways, an equal proportion who listen to phone giveaways and a similar segment opposed to radio-station editorializing.

On the last-mentioned question,

## Allen-Bergen Split Hooper Rates With "Stop Music"

NEW YORK, Oct. 9.—The battle of the Sunday night Hooperatings, with Fred Allen and Edgar Bergen on the National Broadcasting Company (NBC) team, and *Stop the Music* on the American Broadcasting Company (ABC) on the other, wound up in a split decision this week. With the NBC's comedy pair airing for the first time this fall season, last Sunday (3), Hooperatings taken that night gave Bergen a 14.9 and Allen a 12.2. This compared to *Music's* average of 14.6—meaning the show was topped by Bergen but outrated Allen.

Interest was especially high in view of Allen's well-publicized stunt, insuring his listeners up to \$5,000 if they were called by *Music* while tuned to him. Actually, the quarter-hour ratings on *Music* gained considerably against Allen. The first two quarters, aired while Bergen was on, nabbed 12.7 and 13.4, respectively.

## Ryan Answers Butcher's Blast At NBC on Time Clearance

HOLLYWOOD, Oct. 9.—Bill Ryan, general manager of KFI, 50,000-watt National Broadcasting Company (NBC) affiliate, this week voiced strong resentment against charges made by Harry Butcher, owner-manager of KIST, Santa Barbara (NBC supplementary station), made at the web's recent Sun Valley convention, at which Butcher accused large web affiliates of hurting smaller outlets by refusing to clear time for commercial airers (*The Billboard*, October 2). Ryan told *The Billboard* that decision to clear time for replacement to the Western net's veteran *Richfield Reporter* stanza (about which Butcher complained) was made with no consideration of Butcher's pitch at the Sun Valley confab. He resented implication that KFI and NBC had decided to get together on the time clearance problem only after Butcher had highlighted KIST's weakened position should no clearance be made.

### Specific Issue

The issue specifically involved clearing time on KFI for the Los Angeles market since the sponsor (Mennen's) refused to sign a deal for a news show without local coverage. KFI and NBC finally got together and agreed to carry the airtel at a different hour locally until California abolished daylight saving time, after which the show would be carried at 10 p.m. across the board.

What Ryan was miffed at was Butcher's implication that it was his pitch at Sun Valley that brought the web and affiliate together. Said Ryan:

"Harry Butcher's comments at the

75.9 per cent of all women said radio stations should not take sides, while 73.2 per cent of the men felt the same way. As to whether stations now editorialize, the survey found that those who believe radio stations should take sides thought they were doing so, while those opposed saw little indication of it at present.

The survey also discovered that nearly 20 per cent of those who listen to phone giveaways believed there should be more, while only 4 per cent of those who did not listen to these shows were in favor of an increase.

meeting had no bearing on our discussions with the network as to time clearance. We don't presume to be the guardian of the interests of optional stations and our discussions with NBC at no time included clearance on basis of Butcher's comments. As a matter of fact, his comments were not favorably received by the majority of station managers who were in the meeting at the time."

### Claims Prior Action

Ryan added that discussions with NBC on time clearance started before the meeting at which Butcher made his pitch. The considerations involved, Ryan said, were infinitely more important to NBC and KFI than the problem of an optional affiliate such as KIST.

Summing up his feelings, Ryan added, "We don't clear time for network commercials so that we can give business to optional stations. We hope they get all commercial programs, but they can't enter into consideration of whether we clear with the network or not."

## Higher Court To Get WTMJ "Heinie" Case

MILWAUKEE, Oct. 9.—The Journal Company, WTMJ op, will carry the fight to prevent Jack Bundy, WMAW manager, and the local indie, from using the name "Heinie" on its daily noontime airtel to the Wisconsin State Supreme Court, it was learned here today (9). The case has not yet been set for trial.

Bruce Randolph, Bundy's attorney, said he has been preparing briefs since July 28 when he got notice of *The Journal's* intention to appeal the June 9 verdict of Milwaukee Circuit Court Judge C. L. Aaron's denying an injunction against Bundy and the Midwest Broadcasting Company, WMAW op.

## Five N. Y. C. FM Bids Get Hearing Dec. 15

WASHINGTON, Oct. 9.—Hearings on the bids of five applicants for the four remaining New York City FM channels are to be held in New York starting December 13, according to the Federal Communications Commission (FCC) hearing calendar.

Applicants are the Ebbets-McKee-Exhibition Company (Brooklyn Dodgers ball club), Crosley Broadcasting Corporation, Atlantic Broadcasting Company, Debs Memorial Radio Fund and the Methodist Church.

## Bill Rogers Resigns CBS To Free-Lance

NEW YORK, Oct. 9.—Bill Rogers, Columbia Broadcasting System (CBS) staffer, has resigned from the web to free-lance. His first assignment today (9) will find him resuming old chores on the *Bill Henry & the News* show, which recently moved from CBS to the Mutual Broadcasting System.

The *Bill Henry* show, bankrolled by Johns-Manville, is an oldie for Rogers, who started with the 5-minute news stanza when it premiered in 1941.

# B&K Mulls Plan For First Chi TV Theater Seg

CHICAGO, Oct. 9.—Balaban & Katz theater chain, owner of video Station WBKB here, will present the first Chicago showing of television in a regular movie house in November, a station spokesman said this week. Plans are still in the tentative stage, awaiting building of a Paramount large-screen video television projector, but present hopes call for showing of television on an irregular basis, undoubtedly at the Chicago Theater, B&K Loop flagship.

One of first shows planned for theater showing is an election night round-up. After that, fights and other special events might be shown.

There is no plan to increase admission charges on nights video is shown. At the beginning, video will be supplemental to stageshows. Later, if a program is of sufficient importance to warrant it, stageshows might be cut or dropped on occasion.

# Petrillo Gives Nod To Kine Recordings

HOLLYWOOD, Oct. 9.—American Federation of Musicians (AFM) has given the nod to the syndication of kinescope recordings, but there's a catch to it. Union this week ruled it would allow the simultaneous kinescoping of local shows for use on affiliated tele stations elsewhere for flat fee of \$7.50 per sidemen, plus a 50 per cent hike in scale for leaders and ork managers. Such kine recordings are considered the same as delayed broadcast radio platters and handled in similar manner.

Ruling, however, will not allow for kine syndication to nonaffiliated tele stations. Moreover, to qualify under ruling, tele outlet must be a bona fide tele affiliate and not merely tied up with tele stations on a reciprocal deal. In other words, National Broadcasting Company (NBC) could kinescope a show in New York for showing locally over web's soon-to-debut Station KSNB. Net, however, would not be allowed to send same transcription to a non-NBC affiliated outlet without paying extra fees to be determined. Affiliation between indie tele stations, whether reciprocal show trade deals or similar set-ups, would not qualify them to use kine showings at this time, according to Phil Fischer, Local 47 radio and tele rep.

# Kellogg Options ABC 'Singing Lady' Show

NEW YORK, Oct. 9.—Kellogg cereals this week took an option on the American Broadcasting Company's *Singing Lady* moppet video show, which features Irene Wicker. The deal was set thru N. W. Ayer Agency, which handles Kellogg's Corn Soya.

Most Kellogg radio and tele business in recent months has come thru Kenyon & Eckhardt Agency.



# Television Commercial & Sustaining Program Changes

Week Ending October 2

This feature of the TV evaluator is designed for a threefold purpose: To report new TV business; to report new and renewing TV advertisers and to list new and departing programs, both commercial and sustaining. Compilations of all data included will be published periodically.

## NEW COMMERCIAL PROGRAMS

Sponsor Agency Product	Program Description	Station City	Facility Time	Contract Start & Duration	Talent
Tri-State Distrib. Co. Dreidams' Appliance Mart Philco Radios and TV Sets	Previews of Football Games	WLW-TV, Cincinnati	Film 20 Minutes	Oct. 1 to Dec. 10, 1948	Prod. Jim Hill Cast: Bill Nimmo
Emergency Radio & Appl. Wright Radio Productions Philco Products	Football	WBKB, Chicago	Film 20 Minutes	October 1 10 Weeks	
Camels Esty Cigarettes	40 Madison Square Garden Events	WCBS-TV, New York	Remote	September 30 March, 1949	
Ladies' Home Journal B B D & O Magazine	Spot Announcement	WCBS-TV, New York	Film 1 Minute	October 1 3 Times, Oct. 4, 6, 13	
Chevrolet Dealers Campbell-Ewald Chevrolet Cars	One-Act Plays	WNBT, New York	Studio 30 Minutes	Sept. 27 52 Weeks	Prod. Owen Davis, Jr. Dir. Fred Coe Cast: Changes Weekly
Philco-Wim Stores Sternfield-Godley TV Receivers	Highlights of Football Games of Prev. Week	WNBT, New York	Film 20 Minutes	Oct. 1 Football Season	Narat. Bob Hall
Krueger Brewery Benton & Bowles Beer and Ale	Boxing	WPIX, New York	Remote 2 Hours	Oct. 2 13 Weeks	
Ripley Clothes Bobley Men's Clothing	Wrestling	WPIX, New York	Remote 2 Hours	Sept. 30 26 Weeks	
United Artists Buchanan Films	Film Trailer	WPIX, New York	Film 3 Minutes	Sept. 26 Indefinite	
Raymond P. Scott Lincoln, Mercury	Hi-School Football Highlights	WCAU, Phila.	Film 30 Minutes	Sept. 30 About 10 Wks.	
Murphy Labs Martin & Andrews Soap	Spot Announcement	WCAU, Phila.	1 Minute	Sept. 30 28 Weeks	
Admiral Radio Robt. J. Enders Radios, TV Sets	Football Eagles	WCAU, Phila.	Film-Remote Game Length	Sept. 26 11 Games	Prod. Herbert Horton Cast: Geo. Walsh, Bob H-1
Northeast Lincoln-Mercury, Inc. Philip Klien Auto Sales & Service	Pre-Eagle Football Game Talks	WFIL-TV, Phila.	Studio-Remote-Film 15 Minutes	Sept. 26 12 Shows	Prod. Herbert Horton Annc. Tom Moorehead
Whitman Candy Co. Ward Wheelock Candy	Spot Announcement	WFIL-TV, Phila.	Film 1 Minute 2 x Weekly	Sept. 26	
Curtis Circulation B B D & O Ladies' Home Journal	Spot Announcement	WFIL-TV, Phila.	Film 1 Minute Twice a Week	2 Weeks	
Philco Radio & TV Sets	Drama	WTVR, Richmond	Network-NBC 1 Hour		
Chevrolet Dealers Cars	1 Act Plays	WTVR, Richmond	Network-NBC 30 Minutes	Sept. 27	
Empire State Dist. George R. Nelson Philco Radio and TV	Football Talks	WRGB, Schenectady	Film	Oct. 1 13 Weeks	
Chevrolet Dealers Automobiles	1 Act Plays	WRGB, Schenectady	Network-NBC 30 Minutes	Sept. 27	
Unique Mfg. Co.	Howdy Doody	WRGB, Schenectady	Network-NBC 15 Minutes	Oct. 1 to Dec. 24, 1948	
Admiral Corp. Crutenden & Eger Radio & TV Sets	Notre Dame Football	WSPD-TV, Toledo	Network 2 Hours	4 Games	
Hamilton Hotel Jas. S. Beattie Rainbow Room	Spot Announcement	WTTG, Washington	Film 1 Minute	Oct. 2 8 Times	
City Club Cigars Kronstadt Cigars	Spot Announcement	WTTG, Washington	Film 1 Minute	Sept. 26 26 Weeks	
Bunning Sheezy Motors James S. Beattie Cars	Spot Announcement	WTTG, Washington	Film 1 Minute	Oct. 2 8 Times	
Various Sponsors	"Tryouts for TV" Variety	WTMJ-TV, Milwaukee	Studio 30 Minutes	Oct. 2	Dir. Al Beaumont MC. Art Whitfield Local Amateur Talent
Ed Schuster Co. Cramer-Krasselt Dept. Store	Highlights of Top College Football Games	WTMJ-TV, Milwaukee	Film 20 Minutes	Oct. 1 to Dec. 3, 1948	
Various Sponsors	"Play 'Em or Pay 'Em" Quiz	WTMJ-TV, Milwaukee	Studio 15 Minutes	Oct. 2	Dir. Scott Young MC. Paul Skinner Radio City Quizlet
Various Sponsors	"The Grenadiers" Music	WTMJ-TV, Milwaukee	Studio 1 Hour	Sept. 29	Dir. Al Beaumont Paul Skinner, Vocal MC. Bob Helas
W. Bergman Co. Bowman & Block Electrical Appliance	Football	WBEN-TV, Buffalo	Film Approx. 20 Minutes	Oct. 1 to Dec. 10, 1948	Staff
Howard Johnson Chambers & Wiswell Restaurant Products	News	WBZ-TV, Boston	Film 5 Minutes	Sept. 27, 1948 26 Weeks	
Chevrolet Dealers Cars	On Broadway One-Act Plays	WNBW, Washington	Network-NBC 30 Minutes		
Joseph M. Zamoiski Kal, Ehrlich & Merrick Philco Radios	Football	WNBW, Washington	Film 15 Minutes	Oct. 1, 1948 13 Weeks	
ROA Victor and Ford Dealers J. Walter Thompson Radios and Cars	Football	KSTP-TV, St. Paul	Remote Game Time	Oct. 2	
Chicago & Northwestern David, Inc. Railroad	Spot Announcement	KSTP-TV, St. Paul	Film 1 Minute	Oct. 2	
Schuneman's, Inc. Dep't Store	News	KSTP-TV, St. Paul	Film 10 Minutes	Oct. 1	Prod. Del Franklin Dir. Ken Barry Writers. Paul Cunningham, Dick Hance
Minneapolis Savings and Loan Phil Bradley Advertising and Cargill, Inc. Bruce B. Brewer Nutrena Dog Food	Pre-Game Football Interviews Views	KSTP-TV, St. Paul	Film-Remote 15 Minutes	Oct. 2 5 Times	Prod. Del Franklin Dir. Ken Barry MC. Jack Horner Cast: Football Players
Jeolane Ross Gardner & White Women's Apparel	Spot Announcement	KTLA, Los Angeles	Studio		
The Mirror J. Walter Thompson Newspaper	Spot Announcement	KTLA, Los Angeles	Film 1 Minute	Sept. 27	

(Continued on page 14)

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# L.A. TV on Multi-Sponsor Kick

## Small-Dough Bankrollers Is Objective

### Co-Op Buying Aids All

By Alan Fischler

HOLLYWOOD, Oct. 9.—At least two of the four local tele stations currently airborne have come out for a strong sales policy in favor of participation sponsorship, thus bringing video within reach of the modest bankroller. Both KFI-TV and Don Lee's W6XAO have made, or will make, top programs available at spot rates. In Don Lee's case move comes after an unsuccessful attempt to snag buyers who wanted to cop special events but couldn't stand high cost. KFI, which went into commercial operations this week, will be content with participating bankrollers until set saturation warrants a change in sales thinking.

Don Lee sales topper, Syd Gaynor, announced availability of two prime sports remotes (wrestling and boxing) for flat \$100 per spot. Asking price for entire stanza was pegged at \$1,000, with no takers. KFI's thinking is that revenue from several participating spots, at full card rates, are better than nothing, and much easier to sell.

Virtually all KFI live offerings will be planned to allow for several spots per half-hour stanza. Sales pitch will stress that thru co-op buying bankroller reaps benefit of integrated commercials, better quality programing, and faster returns. Talent also will benefit, according to station execs, in that co-ops give performers an immediate, if modest, income instead of forcing the long wait until loot-loaded bankroller can be snagged to pick up entire tab. Moreover, stations realistically point out that national bankrollers able to pay high tele costs are relatively sparse, and it's the small-town merchants who will provide the bread-and-butter biz for a long time to come.

## Celanese Nears Deal On World TV Series

NEW YORK, Oct. 9.—A deal was pending this week between the Celanese Corporation of America and World Video, Inc., package outfit, for the latter to turn out a series of video commercials and films for the bankroller. While details were not finalized at the week's end, plans tentatively call for the shooting to be done in Paris, centered around the French fashion industry.

World Video's Paris office produces the current *Paris Cavalcade of Fashions* film series being aired over National Broadcasting Company.

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### One Less FCC Bid

WASHINGTON, Oct. 9.—The first back-out of a TV applicant since the freeze was approved by the Federal Communications Commission (FCC) this week when it granted Video Broadcasting Company a dismissal of its bid for a station in San Jose, Calif. Video told FCC that it prefers to concentrate on its grant in Portland, Ore., and its bid for San Diego.

### NBC Inks Gothams' Tilts

NEW YORK, Oct. 9.—The home games of the New York Gothams, of the American Professional Basketball League, will be televised by the National Broadcasting Company Saturday nights, in a deal set this week. The contract covers 21 Saturdays, starting November 13, with the exact

### Gilbert To Sponsor Rail History Series

NEW YORK, Oct. 9.—The A. C. Gilbert Company, manufacturer of American Flyer scale model railroading systems, will sponsor *Roar of the Rails*, new weekly tele series dramatizing historic railroad events, on the Columbia Broadcasting System (CBS) tele network starting October 26.

Scripting the series, pegged to appeal to adults as well as juvenes, is Robert Bogardus; the producer is Raymond E. Nelson. Miniature trains will be used to illustrate the railroading sequences, and a veteran railroader will guest-star each week.

pick-up time not set yet, but expected to be about 9 p.m. The originating point is the Jamaica Arena. The games also will be offered to the web's affiliates.

### Chicago To Study Tele for Schools

CHICAGO, Oct. 9.—A serious effort to determine how the schools of the Chicago Board of Education can utilize television as an in-school educational force will be made here when a study of the matter gets under way in November.

Herold C. Hunt, general superintendent of schools, has named a 20-man committee to study television and to determine how it can best be used in the schools. Included on the committee are George Jennings, director of radio for the board of education; Hunt, in an ex-officio capacity; Lester J. Schloerb, director of educational methods for the city and chairman of the video committee, and George F. Cossell, assistant superintendent of schools.

The committee will make studies of costs of installing receivers in schools and requirements for having board of education produce its own shows, to be aired on established, commercial stations. It is considered very unlikely that the board of education will operate its own video station.

## Television Commercial & Sustaining Program Changes

(Continued from page 13)

### NEW SUSTAINING PROGRAMS

Program Description	Station—Facility	Starting Date	Package Owner	Asking Price as Commercial Package
"Your Sports Special" Discussions	WOBS-TV, New York	Oct. 1	WOBS	
"Actors' Studio" Drama	WJZ-TV, New York	Sept. 28	World Video, Inc.	\$6,000 for Talent
"Off the Record" Comedy With Zero Mostel and Joey Faye	WABD, New York	Sept. 28	DuMont	
Football Scores	WFIL, Philadelphia	Oct. 2	WFIL	Not Available
"Let's Get Acquainted" Introduces Western N. Y. Personalities	WBEN-TV, Studio	Oct. 1, 1948	WBEN-TV	Not Given
"America Song" Song and Ballet	WTMJ-TV, Milwaukee	Sept. 27	NBC	
"ABC Super Circus" Circus Acts From Chicago Civic Theater	WTMJ-TV, Milwaukee	Oct. 2	ABC	
"Skip Farrell Show" Variety	WTMJ-TV, Milwaukee	Oct. 2	ABC	
"Standby For Crime" Mystery Quiz	WTMJ-TV, Milwaukee	Oct. 2	ABC	
"Museum Explorers Club" Children's Show	WTMJ-TV, Milwaukee	October 1	WTMJ-TV	
"Cyclops Club" With Norman Clayton Children Participating	WTMJ-TV, Milwaukee	Sept. 29	WTMJ-TV	
Amateur Boxing	WTMJ-TV, Milwaukee	Sept. 28	ABC	
Feature Film	WTMJ-TV, Milwaukee	Sept. 28	ABC	
Jack Owens Show Variety	WTMJ-TV, Milwaukee	Sept. 28	ABC	
ABC Variety Show	WTMJ-TV, Milwaukee	Sept. 27	ABC	
"Sportsfollo" Interviews	KTLA, Los Angeles	Sept. 27	KTLA	
"Protect Your Home" Fire Chief Demonstrates Safety Measures	KTLA, Los Angeles	Sept. 30		
Ice Follies	KTLA, Los Angeles	Oct. 2	Ice Follies	

### DEPARTING SUSTAINING PROGRAMS

Program Description	Station—Facility	Starting Date	Package Owner	Asking Price as Commercial Package	Disposition of Time
"Musical Ponies" Quiz	WLW-TV, Cincinnati	2-16-48	WLW-TV		Quiz Show Quartet Show
"Builders of Destiny" Drama	WLW-TV, Cincinnati	7-15-48	WLW-TV		News Hobby Show
"Pointed Questions" Quiz	WLW-TV, Cincinnati	Feb. 48	WLW-TV		
"Merchandise Fair"	WFIL-TV, Philadelphia	9-20-48	WFIL-TV	Not For Sale	Musical Parfait
"Southernaires"	WFIL-TV, Philadelphia	9-19-48	ABC-TV		Feature Film
"Candid Microphone"	WFIL-TV, Philadelphia	9-5-48	ABC-TV		Inquirer TV News Review
"Crystal Room" Variety	WFIL-TV, Philadelphia	8-22-48	ABC		Actors' Studio

### DEPARTING COMMERCIAL PROGRAMS

Sponsor Agency Product	Program Description	Station, City	Facility Time	Started	Disposition of Time
Geo. Stein Brewery H. Welling Beer	Football	WBEN, Buffalo	Film Studio 45 Minutes	8-10-48	Local College Football Game
U. S. Rubber Campbell-Ewald Tires & Tubes	At Liberty Club Variety	WRGB, Schenectady	Network	7-8-48	Network Sustaining
Jacob Horning Brewing Clements Co. Beer	Beauty on Parade	WFIL-TV, Philadelphia	Studio 15 Minutes	7-1-48	Inquirer TV Newsreview
Mort Farr Ed Shapiro	Baseball Scores	WFIL-TV, Philadelphia		4-19-48	Inquirer TV Newsreview







## Name Talent Adds Hefty Punch To KFI-TV's Commercial Debut

Reviewed Wednesday (6) 8:30-10 p.m. Style—official opening studio show over KFI-TV, Hollywood. Sustaining feature. Directed by Jim Leaman; assistant directors, Bob Heistand and Kenny Michaels; technical director, Bryan Cole; production supervised by Ronald Oxford.

HOLLYWOOD, Oct. 9. — KFI-TV put its best tele foot forward in its lengthy ailer Wednesday (6), marking the station's formal kick-off into full-scale commercial operations after several months of experimental shows. The smooth, professional over-all job reflected careful planning and execution of novel programming gimmicks which undoubtedly won many future lookers. It was a relief to look at a 90-minute telecast which didn't give the obvious impression that the stanza had been slapped together during a hurried lunch hour session. The barrage of name talent corralled for the occasion went thru their paces with confidence, some merely providing glamour, while the majority of guests dished out previously concocted routines befitting the event.

Emsee Adolph Menjou introed individual guests, garbed in his usual sartorial splendor. He was inclined, however, to become a bit tiresome with his perpetual smile, polite talk, and saccharine attitude. At times, especially toward the end, he appeared confused and uncertain in introducing new acts.

Talent roster would set the station back a pretty penny if performers demanded the dough usually earned for film or radio stints. Celebs included Billie Burke, Meredith Willson, Robert Armbruster, Art Baker, Dave Willock, Harvey Stone, Lois Butler, George McManus (creator of *Maggie and Jiggs*), Paulina Carter, and Ben Yost's Colleens. Musical chores were ably handled by Bob Mitchell and staff ork.

To single out highlights would perhaps be unjust, since all talent was in there pitching thruout the show. Performers like Harvey Stone, Paulina Carter, Dave Willock and Meredith Willson had more to offer in that they could give lookers definite routines or musical contributions. Others, like Miss Burke, could only smile sweetly, submit to a few questions,

## Video in Autos? Safety Council To Take It Up

MILWAUKEE, Oct. 9.—The National Safety Congress will be urged to consider the problem of television installations in automobiles when it convenes in Chicago October 18, Dr. B. L. Corbett, president of the National Association of Safety Council Executives, said here Monday (4). Corbett, who also is executive director of the Milwaukee Safety Commission, said he himself would submit the question to the confab.

Corbett's remarks were prompted by the debut of television in automobiles here. Robert Wright, an electronics engineer, installed a 26-square-inch screen set on the floor of a stock model automobile just in front of the front seat. It got a cool reception from traffic officials. Capt. John Schoenecker, head of the Milwaukee police traffic bureau, thought it would be all right if the screen were in the rear where the driver couldn't see it.

Wright, who started all the commotion, reported that his video reception was excellent.

and declare their pleasure in being invited to the festivities. Fortunately for home viewers, the lags were few and far between, with most of the telecast providing genuine entertainment. Outstanding individual bit was Meredith Willson's gag routine with the piccolo, assisted by Robert Armbruster, which brought laughs and showed Willson's terrific tele potential.

Camera work reflected thought except for several bad shots toward the end. When the show had hit the three-quarter mark, it became apparent that the best had been milked and the strain of filling out the skedded time period took its toll.

Super critics looking for flaws in this seg could find them, but home lookers anxious for good tele entertainment reaped lusty benefits in sharing with KFI tele personnel the excitement of formally launching the new tele baby. The staff can take a well-earned bow.

Alan Fischler.

## Werrenrath Exits WBKB for NBC TV

CHICAGO, Oct. 9.—Reinald Werrenrath Jr., for the past few years right hand man to Bill Eddy, former head of WBKB, will join the television staff of the National Broadcasting Company (NBC) central division October 16. Werrenrath will be director of field operations for NBC here, and will be in charge of production of remote shows under direction of Bill Ray's parent AM and video news and special events department.

Werrenrath was with NBC's television department in New York before coming to Chicago to join WBKB when that station opened before the war.

Simultaneously with the appointment of Werrenrath, NBC also announced hiring of five new student engineers for the television department, the transferring of Clark P. Lonie from the AM to the TV engineering staff, and the appointment of Isabell Cooney as program procurement director for television. In her new post Miss Cooney, who has been with the NBC AM production department here, will have a job equivalent to that of a movie casting director.

## SBC Registration Stresses Radio's Role in Education

CHICAGO, Oct. 9.—The tremendous increase in interest in radio as an educational force has been indicated by advance registration for the 12th annual School Broadcast Conference, George Jennings, director of the meeting, said this week. According to Jennings, the conference, which will be held at the Hotel Sherman here October 13-15, has advance registration of over 800, more than 50 per cent over last year.

Interest in in-school use of radio also is on the upgrade, Jennings said. He pointed out that representatives from 20 new city radio educational stations are expected at the conference. Indicative of the public's interest in radio as an educational force, he added, is the fact that this year there will be 150 representatives from parent-teacher associations in various cities, many more than in the past.

The fact that the radio manufacturing industry is also becoming cognizant of the new force of school system radio stations and in-school use of

## Canada Faces Province Censor Problems for Video's Future

MONTREAL, Oct. 9. — With television in Canada still in the embryo stage, the key branches of the motion picture industry, exhibiting and producing, are already studying the equipment problem, and a new problem which is actually a very old one in Canada—censorship.

In Canada, the system of motion picture censorship is very much different (and sometimes much stricter) than that of the United States. Whereas in the U. S. there are few States that have their individual censorship boards, in Canada, eight of the nine provinces have their own censors. It is obvious then, that films shown on Canadian video sets, whether at home or in theaters, will have to pass more stringent examination than they do in the U. S.

Actually, the coming of television in Canada has so many problems connected with it that film and radio authorities are quick to admit that they don't know which problem to tackle first. There is, for example, the problem of censorship of television programs likely to be shown on theater screens. Since television will probably be eventually shown on Canadian screens, censorship boards in the various provinces are trying to establish whether inspection of these programs will fall under their jurisdiction, since films and not telecasts are technically their job.

### Censorship Posers

If it is decided that film censorship boards should also have jurisdiction over theater television, the problem then arises on how to check telecasts that go into several provinces at the same time, since each province must check the showings individually.

Censorship over films shown on private receivers is another headache being studied by the powers that be, since if films in theaters are so closely censored, it follows then that films shown over sets will face censorship. However, the films shown over television will in all probability have to pass the provincial censorship first. But what will happen if a Canadian set is tuned in to a U. S. station while a film is being telecast, and what comes out on the video screen are certain things which the Canadian censor would veto, remains to be seen.

### CBS-Film Tie-Up

The Canadian Broadcasting Corporation (CBC) which has full author-

ity over radio and television will, in likelihood, make a close working pact with the National Film Board to produce films for television. However, whether these video films will be palatable for every province, remains a question, the reason being that some provincial governments are antipathetic to the dominion government, and they figure that the film board films are government propaganda.

Whatever happens in the way of television, generally, or theater television particularly, it is fairly certain that the new entertainment will not be allowed the free easy operation of radio or films, to begin with anyway.

## CONGRESS EYES TV

(Continued from page 8)

top-ranking officials are convinced that this would be the only way to get the allocations on a permanent footing, inasmuch as the commission is convinced the ultimate future of commercial television lies in the ultra-high frequencies.

As recently as last week, FCC Chairman Wayne Coy voiced the opinion that all of television would eventually be in the U-H-F area.

If the commission gets industry backing for the transitional plan of dual video, it is presumed that set manufacturers would go into large-scale production of dual video sets capable of receiving on V-H-F and U-H-F, while owners of present models would be invited to buy relatively low-cost converters.

## WRITERS' STRIKE NEARER

(Continued from page 5)

ing a letter to agencies not represented in the group with which it is now negotiating suggesting acceptance of the MBA. The same letter is going to package producers, with a dozen of the latter indicating acceptance verbally. The new letter is going to about 75 agencies; the group involved in the stalemate totals around 18.

In addition the Guild has pretty well set up its strike machinery, having appointed picket, slogan, financial and monitoring committees. It has been promised support by its parent Authors' League and sister union, Screen Writers' Guild. Support from radio actors, on an individual basis, is likewise anticipated.

## Help Wanted

NEW YORK, Oct. 9.—Influx of new programs has drastically stretched the video directing staff of National Broadcasting Company (NBC), again underlining the scarcity of trained television personnel. Forces at NBC were spread so thin this week that two NBC executives were forced to abandon their desks for the control room. Warren Wade, network production manager, took on direction of Admiral Radio's show last Sunday, while Owen Davis Jr., casting and script chief, directed the Chevrolet dramatic stanza.

# Disking Peace Still Snagged

## Petrillo Ban Negotiations Pick Up Speed

### But Royalty Bar Persists

NEW YORK, Oct. 9.—Record company negotiations with the American Federation of Musicians (AFM) in an effort to lift the Petrillo ban moved along at an accelerated pace this week, and while general progress was reported, it was learned that on several important points there was the lack of agreement to be expected in negotiations of this nature. Record companies, it is understood, proposed a concurrent labor and trustee agreement whereby royalty payments to a trustee would cease in the event the AFM for any reason decided to withhold the use of musicians prior to the expiration date of the proposed pact. James C. Petrillo, it was reported, regarded this as a strike-breaking tactic.

Another point of disagreement was the AFM's proposal that royalties be paid on all disks sold since the beginning of the year. Record manufacturers have thus far refused to go along with this proposal. Another AFM request was that royalty payments also be made on the sale of foreign-made disks. It is assumed that this proposal was aimed at foreign-made diskings sold on the American market. Record companies at the meeting would not go along with this proposal either, and Petrillo is said to have given up on the idea.

### One Per Cent Offer

With respect to royalties, diskers offered Petrillo a flat 1 per cent offer under the trust plan. This would mark a reduction in the higher-priced disk levels. It would allow for the trustee to collect 3/4-cent for regular pop disks (most sell at 75 cents). But whereas the AFM formerly got 2 cents for \$1 disks and up to 5 cents for \$2 disks, under the disker proposal this would be lowered to 1 and 2 cents respectively.

Record execs and Petrillo have huddled daily since Tuesday (5). Another meeting is scheduled for Monday night (11). One authoritative source stated that for the moment the (See *Disking Peace* on page 24)

## H'w'd Local 47 Policy Changes

HOLLYWOOD, Oct. 9.—With end of the recording ban in sight, Local 47, American Federation of Musicians (AFM), disclosed two policy changes. First will eliminate the practice of record companies making lump payments to ork leaders who in turn pay sidemen. Orksters who hereafter receive lump sum checks will be required to endorse them over to Local 47, which will issue checks in the names of individual orksters. Move is a protective measure taken after a hillbilly orkster skipped town with a check issued by a plattery for disbursement.

To prevent recording by non-AFM licensed diskeries, Local 47 recording rep Phil Fischer will insist that all recording date contracts be filed prior to diskings, in order that the AFM can clear the date. This ruling has been on AFM books for some time, but has never been strictly enforced.

## Cap's Telefunken Deal Raises Poser On Previous Rights

NEW YORK, Oct. 9.—Capitol's acquisition of American rights to the Telefunken catalog poses some questions for waxeries here that have been releasing Telefunken material acquired in various ways from sources abroad. Chief among the moot waxeries is Mercury, which has been pressing classical material from Ultraphone masters obtained in Czechoslovakia by John Hammond. Among these Ultraphones are some sides that originated under the Telefunken imprimatur and which were expropriated by the Czech government as war spoils. The question is whether Capitol's pact with Telefunken gives the major waxery the right to enjoin Mercury from distributing sides to which both firms have access.

Also potentially involved is the Vox Company, which has been releasing some Telefunken music obtained thru French Polydor, with which Vox has a mutual distrib agreement. A further complication lies in the fact that certain retail record shops, both in New York and Hollywood, have been stocking and selling Telefunken platters, obtained nobody knows exactly how.

## TD Wages Private War With ASCAP

NEW YORK, Oct. 9.—Tommy Dorsey this week had a private battle with the American Society of Composers, Authors and Publishers (ASCAP) which lasted two days.

It seems the orkster, who is now working at the Hotel Pennsylvania here, early this week howled loud and long to song pluggers visiting the Cafe Rouge about alleged inequities in ASCAP's licensing system for ballrooms. He pointed out that after he had cut the operation of his own Casino Gardens, which is in California, from a week to three days per week and again this week down to a single night each week, ASCAP continued to collect a full week rate for the music license on the spot.

The entire situation was alleviated a couple of days later when Dorsey learned that ASCAP had cut his rate, but only after half the song pluggers in town had run their tear ducts dry figuring the maestro would refuse ASCAP tunes.

Incidentally, the slice in ASCAP fees amounted to \$125 per annum. TD will now pay the society a grand annual total of \$725.

## Disk Jock Bally Expanded by Sig

NEW YORK, Oct. 9.—Utilizing a special promotional kit of a packaged record with enclosed descriptive material, Signature Records is expanding its disk jockey exploitation. The list of spinners receiving releases has been enlarged from 1,500 to 2,500.

The firm also announced this week that its Signaflex unbreakable kidisk line has been pegged to retail at 85 cents instead of 75 cents, and that four more Ray Anthony masters with Ronnie Deauville vocals out of the tune disk group have been purchased from Anthony.

## Cap, Telefunken Ink Deal; Reciprocal Pact Gives U. S. Firm Longhair, Jazz Items

(Continued from page 3)

tribution. Deal establishes three important "firsts." This will be the first time that (1) Capitol has stepped into the classical disk realm, (2) Telefunken had turned over its entire catalog to an American diskery, and (3) Capitol wax will be pressed and distributed in Europe. Capitol-Telefunken huddles were first revealed by *The Billboard* July 17.

No date has been set for initial release of the Telefunken product under the Cap banner. Speed with which Cap can market its longhair line hinges largely on album production. At this time, the firm does not expect to bring out its newly acquired wares before January 1. Prices, marketing procedures, etc., are currently being thrashed out by Cap. One thing is known: Capitol will throw full promotional weight behind the Telefunken name in acquainting disk

buyers with the importance and prestige of its European affiliate. Special consumer ad campaign will be launched in Cap's drive to educate the public on the merits of Telefunken artists and products. This will be in addition to the firm's regular ad program. New label for the imported recordings is currently being designed, using Cap's regular sig (dome, etc.) with the name, Telefunken, to be superimposed across the top. Capitol's regular releasing schedule of pop items will remain undisturbed by the Telefunken line. Increased demand for its pop product has forced the diskery to farm out a considerable portion of its pressing, but arrangements have been made to handle the increased manufacturing load once Telefunken disks go into production here.

While Cap's primary interest is in Telefunken's longhair line, it also anticipates heavy traffic in the German label's international product to be aimed at the language market in this country. Cap is unable to say whether its first Telefunken release will be longhair or language wax. This will depend upon what masters arrive first and domestic market demands. As reported by *The Billboard* last week, Lee Gillette, Cap's folk music head, embarked for Berlin to screen Telefunken's language material. Cap indicated it will dip into Telefunken's European jazz items for sale to diskophiles, as well as selections that may seem commercially feasible for general distribution.

The Capitol-Telefunken affiliation dates back to 1946. At that time, the German firm's rep in Sweden, eager to boost biz, began surveying the American platter field for items that would sell in his country. After studying Cap's wares, he recommended to his firm that it look into a possible deal with the Coast major. Negotiations progressed and earlier this year Cap sent Conkling to Berlin for a look at Telefunken's catalog and discussions with that firm's execs. Deal was set, but due to allied oc- (See *Cap, Telefunken* on page 24)

## Cap Milestone

HOLLYWOOD Oct. 9. — In heralding the Capitol-Telefunken affiliation, Glenn E. Wallichs, Cap's prexy, pointed to the hands-across-the-water barter deal as a great milestone in his company's history. In a special statement to *The Billboard*, Wallichs said:

"We regard this association with Telefunken as a tremendous milestone in the history of Capitol Records. It will enable us to bring to America for the first time the entire Telefunken catalog which is considered by authorities one of the most outstanding in the world of recorded music. It also brings for the first time the entire Capitol catalog to the people of Europe. We feel that this announcement will be highly significant to millions of American music lovers and particularly to those who are appreciative of the splendid artistry and the advanced technical achievements which Telefunken offers."

## Decca Forms New Subsid, Coral Label

### Distributed Via Indies

NEW YORK, Oct. 9.—Decca Records this week revealed that the diskery has created a subsidiary waxworks to be called Coral Records, Inc. This subsid originally was skedded to have been created under a revival of the Brunswick tag, but, upon discovery of complications in world rights under the Brunswick name, these initial plans were dropped in favor of the Coral label. Essentially the same sales, production and promotion scheme will apply to Coral as was originally conceived for Brunswick.

The Coral label will be distributed via independent distribbers rather than via Decca's own jobbing network. It is planned to build a network of 65 indie distribs, of which some 25 are reported to be tentatively lined up. Decca also plans to market the Coral line in the foreign market. First shipments of the Coral wax will be made November 8, for sale in retailers around December 1. Merchandising of the Coral line will be in hands of Michael Ross, who has been appointed general sales manager of the new firm. He is now sorting jobbers for the line.

### Initial Release

The initial release of the new line, which will be drawn from the Decca catalog and be complemented with disks by new artists, will include sides by Woody Herman, Glen Gray, Jimmy Dorsey, Mahalia Jackson and newcomers Geri Galian, Buzz Connie and the Blue Jays. Summarily the first release will feature 12 pops, and two each in the country and a Negro series. The Coral disks will retail for 75 cents plus taxes.

It is understood that the Coral line will have available the credit facilities, promotion and production of the Decca organization.

# ASCAP CLEARS DECK FOR TV

## ASCAP Gains Point, Hopeful In Trust Suit

### Cheered by U. S. Intervention

NEW YORK, Oct. 9.—The American Society of Composers, Authors and Publishers (ASCAP) was somewhat heartened this week following a hearing Wednesday (6) before Federal District Judge Vincent Liebell re the Alden-Rochelle anti-trust suit against ASCAP. Robert Patterson, special counsel for the Society, made the point that should ASCAP's deprivation of rights be indicated in the case, it would fall within the province of the U. S. attorney general to initiate such action. Patterson pointed out that a court has never made a decision calling for divestiture when the case involved private litigation. Patterson buttressed his argument by quoting from the case of Graves vs. the Cambria Steel Company, tried in 1924 in the Southern District of New York. In this suit it was decided that such action (divestiture) fell within the province of the government.

### Skull Work Needed

Patterson's arguments, of course, had reference to Judge Leibell's opinion of last July, wherein it was asked that ASCAP divest itself of performing rights connected with the exhibition of films using copyrighted music and return such rights to the copyright owners. Leibell in the Wednesday hearing stated ASCAP counsel had raised a significant point which merited some skull work.

On the other hand, Milton C. Weisman, of Weisman, Celler, Quinn, All & Spett, plaintiff's counsel, held to the argument that the court could demand that divestiture be carried out and that such action did not necessarily fall within the exclusive province of the attorney general.

Briefs are to be filed October 15 and answering briefs on October 22. A decree of the court is expected shortly after.

## Gales Agency's Future Lies in 3 Directions

NEW YORK, Oct. 9.—It was strongly rumored this week that the Gale Agency would sell out or that one of the firm's three partners, Billy Shaw, would either split with or be bought out by Moe and Tim Gale, the remaining stockholders. Tim Gale claims that there is no possible chance of a sale and said that in all probability there would be no split.

It is reported that the Gales and Shaw are working on a couple of propositions, one of which would involve their buying out Shaw's one-third interest in the agency, while the other would allow Shaw to pull out of the firm with the properties which he brought into the biz. These include Illinois Jacquet, Sarah Vaughan, the Orioles, Bull Moose Jackson and Freddy Slack.

Still other traders report that the agency execs have been talking to some major and independent agencies regarding a merger or outright sale of the Gale Agency.

## Musicraft Seeks Fresh Moo, Even If It Means a Merger

NEW YORK, Oct. 9.—Musicraft Records, it was learned this week, currently is negotiating with other waxeries and some private disk biz groups to obtain additional working capital. The diskery is reported ready to accept a merger deal or to sell out part of its interests in order to raise fresh dough.

The current situation arose when Musicraft issued \$475,000 in first and second lien bonds earlier this year. Object of this move was to raise sufficient cash to pay off all its creditors and to bring its obligations back within the organization. But following the payment of the debts and brokerage fees for the bond issues, the diskery found itself short of working capital. This situation was further hampered by the advent of the Petrillo ban, prior to which the firm was forced to build a backlog and made a batch of masters. The firm's situation became critical when the disk biz went into this year's unexpected spring and summer slump which hit Musicraft just as severely as it hit almost every other firm except Capitol Records.

During this period Musicraft's working capital diminished to a point where the firm was forced to shut down its Ossining plant in favor of procurement of masters from independent sources. But even with a decided pick-up in biz, the diskery found it difficult to fill orders via indie

pressing deals and remained hard pressed for cash. This led to the diskery's current dickerings.

It is understood that a private disk biz men's group has the inside track for the purchase of a piece of the firm. Meetings have been held virtually daily with this and other diskers under the surveillance of Prexy Jack Meyerson and the firm's leading stockholders, major of which is the Atlas Corporation.

It is understood that the firm's current debts have not exceeded more than small amounts, since it has been pulling the belt wherever possible. It is claimed that the diskery's assets, most of which are frozen in the form of two plants, its office building here and its catalog of masters, are worth approximately \$750,000 more than the total of the firm's liabilities. It also is claimed that Musicraft boasts a government tax credit which exceeds \$1,000,000.

Meanwhile a couple of the diskery's artists, Buddy Greco and Sarah Vaughan, apparently upset by the diskery's current predicament, have filed court actions against the firm, seeking severance of contracts and asking payment of royalties due them. The Vaughan suit was filed this week in U. S. District Court and sought \$3,117.93 in back royalties, charged breach of contract and sought rescission of the chirp's contract which expires in June, 1949. The singer also seeks to recover her masters from the diskery.

But firm execs late this week began to consult with the diskery's artists in order to assure them that upon completion of the new deal the waxery would be able to resume normal operation almost immediately. They claim that they have succeeded in delaying the Greco suit upon discussing the situation with the pianist-singer. They also believe that upon similar talks with Miss Vaughan they should be able to stop her action. Some of the firm's other artists have given the execs assurance that they will stick with the firm thru its current situation.

## Cuffo TV-Film Music Only for '48, Say Pubs

NEW YORK, Oct. 9.—Action by the American Society of Composers, Authors and Publishers (ASCAP), preparatory to working out a music pact with television operators, was buttressed this week by results of a poll taken among publishers by Harry Fox, agent and trustee, relative to pubs' sentiments with respect to use of copyrighted tunes on TV film.

A majority of the pubs, it was learned, would grant a gratis license—but only to the end of this year. After that the pubs feel it is necessary to sit down with TV execs and work out a regular, not nominal, arrangement covering mechanical and synchronization uses. The feeling of some facets of the music business is that such uses will eventually amount to a very sizable portion of the total monies accruing from TV.

## Board Okays Extension of Current Pact

### Urges Members Sign

(Continued from page 3)

members ink the pacts without delay. Ahlert explained that the TV industry was moving forward rapidly; that telecasters themselves were anxious to negotiate license agreements. "It has become imperative," he said, "to arrive at an agreement with them..." it's known that TV operators, notably the major networks, have for a long time been anxious to ink a pact with the Society which would replace the present nominal pact. ASCAP can withdraw the latter on 30 days' notice—and while no major friction has occurred, it is known that the major TV operators would feel relieved if they could work out a more stable arrangement.

### TV-Musician Pact

Despite the fact that the TV industry is not yet making money, it is rapidly shaking down where certain major problems are being resolved. For instance, TV networks and the musicians' union set up scales permitting the use of musicians about six months ago. While this pact is experimental, it is so only in the sense that it is a short-term pact, made so specifically on the ground that both the American Federation of Musicians and the TV networks would be able, during the half-year span, to learn more about the problems inherent in the use of toolers in the new medium. In no other sense, however, is the pact experimental, because the musicians get paid. A similar clarification pertaining to the use of performers on TV is also in the works, with the American Federation of Radio Artists (AFRA), Actors' Equity Association (AEA) and the Screen Actors' Guild (SAG) merging certain interests in order to establish a workable television jurisdictional arrangement permitting the negotiating of pacts. The music publishing industry now feels the same pressure and necessity to clean house to the point where pacts may be negotiated. In his note to ASCAP members, Ahlert stated that an agreement with the webs was necessary "in the interest of good customer and public relations."

### Pacts in Escrow

The resolution adopted by the ASCAP board states in part: "That the president (of ASCAP) hold in escrow all such agreements signed by members of the Society until the writer-members who have signed and delivered such agreements, and the publisher-members who have signed and delivered such agreements, represent 80 per cent of the total amount of the Society's distribution of domestic royalties during the calendar year 1947 to writer-members and publisher-members respectively, at which time such agreements shall become in full force and effect as to all members who shall have signed and delivered the same."

Granted the pubs extend the ASCAP-TV agreement vesting the rights with the Society thru 1950, what goes on from here? This week, two different board members of the Society gave different versions as to whether ASCAP had hit upon a formula. One said it had worked out (See ASCAP Clears Deck on page 24)

## Kick-Off Hefty For MOM, Disk Mail Order Plan

CHICAGO, Oct. 9.—Music of the Month, Inc., an expansive program designed to merchandise record albums via mail, (*The Billboard*, August 8) this week reported that 83 franchises had been sold at \$2,000 each in 13 States. Breakdown of the purchases includes: Wisconsin, 11; Michigan, 7; Iowa, 4; Kansas, 3; California, 11; Arizona, 2; Colorado, 2; Ohio, 1; Indiana, 8; Illinois, 9; North and South Dakota, 2, and Minnesota, 7. A franchise is given to a person for each area holding 200,000 people, with the franchise holder to designate 96 outlets in that area to handle membership certificates and the bonus record, which are given when the applicant pays \$1 for a membership fee.

In its opening pitch at Texas and Oklahoma this week, MOM prexy Berne Ellis set up a tour by Gene Austin, whose Universal recordings of *Give Me a Home in Oklahoma* and *T-E-X-A-S Spells Texas* are the membership premium disks in those two States. Thus far, Ellis reports five franchises in Oklahoma and 10 in Texas in addition to the above franchises. In Colorado, Arizona, Iowa and Kansas no concerted drive has been started by MOM, but franchises have already started coming in from these areas.

Ellis announced that the first album selected for the monthly release, which will include five albums, one in the pop, folk, longhair and kiddie line, plus the lead album, is Vaughn Monroe's Victor album, *Dreamland Special*. Other albums will be selected next week. The first issue of MOM's monthly mag, *Musical Prevues*, will be out October 15.

# Majestic Inventory, Both Masters and Other Assets, May Get Piecemeal Sale

CHICAGO, Oct. 9.—With assets of Majestic scheduled to be placed on the block for open bidding October 15 (*The Billboard*, October 9), wax business will be interested in the following inventory. Thus far, both Majestic and the court have indicated their dissatisfaction over some of the bidding—particularly the bidding for the Majestic catalog—and it is considered quite possible that the assets will be put on the block piece by piece rather than all in one package.

Decca placed a bid for the masters, offering 1 cent royalty per record for 90 per cent of the records sold which would be pressed from the former Majestic masters. This bid guaranteed a minimum of \$50,000 over a five-year period. Variable Condenser Company, New York, offered \$100,000 for the entire Majestic assets, including real estate.

The listing below does not include about 170 masters—part of the hit record catalog purchased from Eli Oberstein. Included is a list of 10 titles which were assigned to masters recorded by George Olsen's ork, but these masters "were never sent to Majestic." In the report also is a tune, *Heading for a Shotgun Weddin'*, by George Olsen, who last week made a deal with Rondo Records, Chi diskery, to peddle that platter. Nick Lany, of Rondo, also reported that Olsen had offered him other masters.

Tangible assets offered for sale are the Burbank, Calif., pressing plant and facilities, capable of producing 50,000 records daily on a 24-hour shift; Newark, N. J., plant and facilities, with a slightly higher potential, and buildings, pressing machinery and complete auxiliary equipment.

Artist	Total	Released Masters			Unreleased Masters
		Classic	Hit	Majestic	
Eddy Howard	100			70	30
Rose Murphy	16			4	12
Danny O'Neill	31			26	5
Ray McKinley	47		4	38	5
Artie Wayne	16			10	6
George Olsen	24			22	2
Ginnie Powell with Boyd Raeburn Ork	8				8
Three Suns	62	8	13	40	1
Louis Prima	107	18	20	68	1
Jack Smith	20	3		13	4
Jerry Wald	20		12	8	
Ray Bloch	4			4	
Phil Regan	6			6	
Ella Logan	8			8	
Mildred Bailey	13			12	1
George Paxton	25			21	
Art Kassel	8		4		
Sam Donahue	4		4		
Victor Lombardo	10			10	
King Gulon	6			2	4
Al Trace	8		8		
Sonny Dunham	4		4		
Abe Lyman	4		4		
Blue Barron	8		8		
Bunny Berigan	8		8		
Vincent Lopez	8		8		
Jan Garber	8		8		
Johnny Guarneri	20			20	
Morton Downey	8			8	
Emery Deutsch	8			6	
Chico Marx	4		4		
Lang Thompson	4		4		
Clyde Lucas	8		8		
Bob Chester	4		4		
Ray Heatherton	4		4		
Mal Hallett	4		4		
Nat Brandwynne	4		4		
The Marshalls Ork	12		12		
Chauncey Gray Ork	8		8		
Gray Rains Ork	4		4		
Art Fields	19		19		
Johnny Jones Ork	14		14		
Duke Daly Ork	4		4		
Ina Ray Hutton	4		4		
Peter Piper Ork	8		8		
The Chicagoans Ork	2		2		
Allen Miller Ork	8		8		
Hal Goodman Ork	9		9		
Willie Kelly Ork	21		21		
Bob Strong	1	1			
Noro Morales	32			30	2
Enric Madriguera	18	12	6		
Lecuona Cuban Boys	8		8		
Ralph Font Rhumba Ork	4			4	
Bernie Kaafi's Hawaiians	12			12	
Cootie Williams	24	4	10	10	
Thelma Carpenter	16			16	
Slim Gaillard	12			12	
Les Hite	4		4		
Deek Watson	4			2	2
Jones Brothers	4			4	
Earl Bostic	4			4	
Jimmy Lunceford	12			12	
Timmie Rogers	4			4	
Ellis Larkin	2			2	
Leonard Ware Trio	4			4	
Pat Flowers	8	8			
Soft Winds	28			14	14
Korn Kobblers	10		4	6	
Twilight Three	6			6	
Tony Mottola	6			6	
Amussen Trio	4		4		
Accordionalres	4			2	2
Judy Canova	6			2	4
Foy Willing and the Riders of the Purple Sage	27			24	3

# Blues Announce Slate for New 802 Elections

NEW YORK, Oct. 9.—The Blue Ticket, administration party of Local 802, American Federation of Musicians (AFM), announced yesterday (8) their slate for the forthcoming local election December 2, with most of its candidates incumbents up for re-election. Seeking to be returned to the four top posts of president, vice-president, secretary and treasurer, are incumbents Richard McCann, Sam Suber, Charles Iucci and Jack Stein.

Running for slots on the executive board are Jerry Alexander, Jack Downey, Jack Fiddleman, Joe Lindwurm and Robert Sterne, incumbents, and James Palladino, Al Knopf, Tiny Walters and Nick Vitalo. The latter four are the Blues' nominations to replace four minority opposition members from the Unity Party.

For the Unity Party, only three candidates had been named as *The Billboard* went to press, with the rest of the slate to include a fusion ticket of both Unity and coalition candidates, still undecided. The three decided upon are Al Manuti, for president; Carment Fleisig, secretary, and Max Arons, treasurer.

## Bitter Campaign

The campaign augurs to be one of the bitterest in the Local's history. A succession of donnybrook member-

## Look!

NEW YORK, Oct. 9.—When BMI Veepee Bob Burton bought a house in Larchmont recently, the real estate section of a metropolitan daily carried an item noting the transaction. According to the story, Burton bought the house from a man named Shook, an editor of *Look* magazine. Some of the wags at BMI clipped the item, set a new headline in type, photostated the re-headed story, and handed the chef d'oeuvre to Burton, who read: "Look's Shook Hooks Shnook."

ship meetings, protests to AFM Prexy James Petrillo, charges and counter-charges of totalitarianism, Communism and Red-baiting and free-style name-calling was climaxed last week by a Blue statement to the press that the opposition was Communist-ridden and dominated when the Blue-controlled executive board passed a resolution requiring all candidates to sign the standard Taft-Hartley non-Communist affidavit. The Unity and coalition opposition groups condemned the move as illegal on the grounds that the matter is a by-law ruling that can be passed on only in a membership meeting. Altho no formal protest has yet been filed with Petrillo, the opposition groups are said to be framing one now, to be sent off this week.

Artist	Total	Released Masters			Unreleased Masters
		Classic	Hit	Majestic	
Harmonaires	10			4	6
Sleepy Hollow Ranch Gang	8			8	
Eddie Dean	16			16	
Slim Bryant	10			10	
Dewey Price	2			2	
Southern Joy Quartet	4			4	
Bradley Kincaid	8			8	
Pete Cassell	12			12	2
Riley Sheperd	2			3	
Thomas Family	4			4	
Leon McAuliffe	15			14	1
Dan Snyder	4			4	
Mel and Stan	4			4	
Jimmy Selph	4			4	
Dale Evans	8			5	3
Capt. Stubby and the Buccaneers (kidisk)	16			14	2
Bob Hannon (kidisk)	15			15	
Bud Freeman	10			7	3
Lennie Tristano	4			4	4
Johnny (Scat) Davis	4		4		
Lee Wiley-Jess Stacy	4			4	
Five DeMarcos	20			18	2
Merry Macs	14			14	
Smart Set	4			4	
Barry Sisters	4			4	
Ray Dorey	20			16	4
Dolly Dawn	4		4		
Dick Farney	18			18	
Martha Tilton	2			2	
Butch Stone	4			4	
Jack Leonard	12			12	
Johnny Thompson	44			2	2
Lanny Ross	54			4	4
Morton Downey	8			8	
Georgia Gibbs	16			16	
Frank Froeba	8		8		
Jan Pearce	10		4	6	
Jimmy Durante	2			2	
Juanita Hall Choir	15		15		
Sam Becker Polka Band	11		11		
Gene Hall's Polka Band	8			8	
N. Nosco	7	7		4	2
Percy Faith	6			4	2
J. Shilkret Concert Ork	18		18		
Concert Waltz Kings	6		6		
Strauss Concert Ork	6		6		
Emil Zauber Concert Ork	17		17		
Classic Concert Ork	8		8		
Herzer Concert Ork	7		7		
Imperial Concert Ork	19		19		
Symphony Ork	13		13		
Sidney Peltzen Ork	3		4		
Joe Stopak Concert Ork	2			2	
Alfred Newman Ork	32			32	
National Marine Band	7		7		
American Post Band	9		9		
Sea and Land Air Band	3		3		
Elliot Concert Ork	8		8		
Radio Symphony	20		20		
Ritz Salon Ork	3		3		
Paul Baron Ork	4			4	
Paul Douglas	2			2	
Glenn Burris	3			3	
Lew Ayres	6			6	
Piano Twins	12		12		
Ray Sinatra Ork	2		2		

MUSIC MACHINES

The Billboard

September 25, 1948

# OPS PICK STANDARD MONEY-MAKERS

Star Dust emerges as top juke box draw among all-time favorites; four songs selected for 78

By NORM WEISER

## DECCA BRINGS YOU THESE ALL-TIME FAVORITES BY AMERICA'S MOST POPULAR ARTISTS

**STAR DUST**

- 25285 Bing Crosby
- 23750 Dick Haymes
- 25271 Guy Lombardo
- 23674 Larry Adler
- 25395 Delta Rhythm Boys
- 25106 Edgar Hayes
- 18137 Dave Apollon
- 18251 Coleman Hawkins
- 21195 Elvira Ríos
- 23500 Phil Baker
- 23535 Percy Faith
- 23797 Hoagy Carmichael
- 24060 Carmen Cavallaro

**BEGIN THE BEGUINE**

- 23972 Bing Crosby
- 25267 Guy Lombardo
- 29196 Fred Waring
- 23319 Larry Adler
- 25097 Andrews Sisters
- 23444 Les Paul Trio
- 18136 Dave Apollon
- 24074 Nat Brandwynne

**BLUE SKIES**

- 23646 Bing Crosby
- 23622 Johnny Long
- 23553 Les Paul Trio
- 24040 Bob Grant

**ON THE SUNNY SIDE OF THE STREET**

- 23843 Bing Crosby-Lionel Hampton
- 24390 Harry Richman
- 23534 Eddie Heywood
- 24054 Ted Straeter

**ALWAYS**

- 23817 Guy Lombardo
- 24140 Ink Spots
- 23366 Eileen Farrell
- 23397 Deanna Durbin
- 24034 Basil Fomeen

**NIGHT AND DAY**

- 23972 Bing Crosby
- 23698 Fred Waring
- 25401 Carmen Cavallaro
- 23067 Quintet of Hot Club of France
- 23618 Ruby Newman
- 24062 Carmen Cavallaro

**TEMPTATION**

- 23754 Bing Crosby
- 25402 Carmen Cavallaro
- 18351 Gertrude Niesen
- 23811 Eddie Heywood
- 23533 Gordon Jenkins
- 24065 Charles Baum

**EASTER PARADE**

- 23819 Bing Crosby
- 23817 Guy Lombardo
- 24321 Ethel Smith
- 24064 Charles Baum

**BEER BARREL POLKA**

- 23609 Andrews Sisters
- 23855 Lawrence Welk
- 45024 "Whoopee" John Wilfahrt
- 45051 Jolly Jack Robel
- 24088 Basil Fomeen

**ALEXANDER'S RAGTIME BAND**

- 40038 Bing Crosby-Al Jolson
- 24424 Andrews Sisters
- 25132 Bunk Johnson
- 24084 Bob Grant

**APRIL SHOWERS**

- 23470 Al Jolson
- 23845 Guy Lombardo
- 24019 Carmen Cavallaro

**MY BLUE HEAVEN**

- 24386 Fred Waring
- 25289 Jimmie Lunceford
- 24042 Bob Grant

**SMOKE GETS IN YOUR EYES**

- 23728 Fred Waring
- 23996 Guy Lombardo
- 24185 Carmen Cavallaro
- 23573 Kitty Carlisle-Alfred Drake
- 25055 Connee Boswell
- 40016 Irene Dunne
- 23617 Ruby Newman
- 18137 Dave Apollon
- 23774 Harry Horlick
- 24066 Charles Baum

**BODY AND SOUL**

- 18351 Gertrude Niesen
- 25401 Carmen Cavallaro
- 24119 Roy Eldridge
- 23902 Johnny Green
- 25069 Jimmy Dorsey
- 24053 Ted Straeter

**EMBRACEABLE YOU**

- 18341 Hazel Scott
- 23535 Percy Faith
- 25294 Jimmy Dorsey
- 23471 Roy Eldridge
- 24053 Ted Straeter
- 24095 Charles Baum

**I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY**

- 25355 Louis Armstrong
- 25313 Connee Boswell
- 24046 Basil Fomeen

**TEA FOR TWO**

- 23842 Joe Mooney
- 24029 Bob Grant

**DANCING IN THE DARK**

- 24186 Carmen Cavallaro
- 23997 Guy Lombardo
- 24057 Ray Benson

**TICO TICO**

- 23353 Ethel Smith
- 25098 Andrews Sisters
- 23871 Percy Faith
- 23318 Charles Wolcott
- 23910 Carmen Miranda

**ALL THE THINGS YOU ARE**

- 25044 Guy Lombardo
- 23793 Carmen Cavallaro
- 23727 Fred Waring
- 25262 Tony Martin
- 23115 Hildegarde
- 40017 Irene Dunne
- 24095 Charles Baum

**SOUTH**

- 18124 Oran "Hot Lips" Page
- 46009 Shelton Brothers

**WHAT IS THIS THING CALLED LOVE**

- 23699 Fred Waring
- 23565 Billie Holliday
- 23150 Mary Martin
- 23501 Phil Baker
- 24053 Ted Straeter

**OL' MAN RIVER**

- 25259 Bing Crosby
- 18172 Horace Henderson
- 24041 Bob Grant

**LOVER**

- 24186 Carmen Cavallaro
- 23134 Hildegarde
- 18777 Jimmy Dorsey
- 24065 Charles Baum

**BOOGIE WOOGIE**

- 23843 Crosby-Hampton Orch.
- 2355 Count Basie
- 25265 Cleo Brown
- 25266 Honey Hill

**OH, LADY BE GOOD!**

- 23956 Ella Fitzgerald
- 25314 Count Basie
- 23431 Eddie Condon

**SOMEBODY LOVES ME**

- Bing Crosby (To be released)
- Guy Lombardo (To be released)
- 23430 Eddie Condon-Jack Teagarden
- 18256 Benny Carter-Coleman Hawkins

**WHERE OR WHEN**

- 23751 Dick Haymes
- 18548 Guy Lombardo
- 24087 Bob Grant

**JUST ONE OF THOSE THINGS**

- 25400 Bing Crosby
- 23766 Guy Lombardo
- 23618 Ruby Newman

**SUMMERTIME**

- Bing Crosby (To be released)
- 18282 Leo Reisman Orch. with Helen Dowdy
- 24075 Nat Brandwynne

**THE MAN I LOVE**

- 23429 Hazel Scott
- 23534 Eddie Heywood
- 23432 Eddie Condon with Lee Wiley
- 24029 Bob Grant

**IN THE MOOD**

- 24089 Basil Fomeen

**JUNE IS BUSTIN' OUT ALL OVER**

- 23428 Hildegarde-Guy Lombardo

**I KNOW THAT YOU KNOW**

- 24036 Marlene Fingerle-Arthur Schutt

List price 75¢ each (plus taxes); save this list for a handy reference guide.

These 148 Outstanding Recordings of Your Money-Makers are on



## Standard Ties With Seeburg To Hypo Transcription Biz

HOLLYWOOD, Oct. 9.—In a pioneering move to establish a new market for transcribed music, Standard Transcriptions has closed a deal with J. P. Seeburg Corporation, music machine manufacturer, whereby it furnishes a special library for use exclusively in Seeburg Select-o-Matic instruments. These Standard disks are handled only thru Seeburg's 40 national distributors, marking the first time an automatic music machine manufacturer has been known to link with a platter firm and to take over national sale and distribution of recordings. Since the Select-o-Matic will be sold to commercial locations (restaurants, cocktaileries, industrial plants, etc.), this means Standard will be indirectly locking horns with such wired music firms as Musak.

Locations securing the Select-o-Matic machine have the option of buying a complete library of Standard's platters, sufficient to fill the instrument's 100 slots, for \$150. Standard's disks play at 78 r.p.m. and are high-fidelity recordings pressed on vinylite, with purchaser getting 50 10-inch and 50 12-inch platters. Spots desiring the Standard-Seeburg library have a choice of more than 150 disks. Library is broken down into three categories, each using a different color vinylite to distinguish between the groups. Blue represents quiet background music; green, brighter tempoed selections, and red, music best suited for industrial use.

In addition to the full stock of 100 platters, locations can also subscribe to a monthly service designed to replenish the original 100 disks within a year. Firms subscribing to this service pay \$12 per month for four pop and four background music platters. At the end of the 12-month period subscribers receive a bonus of four free transcriptions, thereby

## Dana Acquires Syrena Catalog

NEW YORK, Oct. 9.—Dana Records, one of the leading indies in Polish-American waxings, this week acquired American rights to the extensive Syrena catalog of Polish records. Dana Prexy Walter Dana bought the rights from Syrena's owner, Wloezimierz Falencki, who came to this country from Poland shortly after the outbreak of World War II, and who had shipped a large number of masters here in anticipation of the hostilities.

The catalog includes classical, semi-dance, pop and folk material, with over 1,000 sides from which to choose. The first release, due next week, will be a five-disk album of the Polish national opera, *Halka*, to retail at \$4.70. Pop pressings will follow, with all material under the Dana label, and released thru Dana's regular distributor channels. Till now, Syrena platters were virtually unknown here, except for a few imported direct by retailers in Polish nabes.

## U. S. Court Dismisses 'Hubba, Hubba' Suit

NEW YORK, Oct. 9.—Radio Corporation of America (RCA), the 20th-Century Music Corporation and the 20th-Century Film Corporation this week won dismissal of an infringement suit instituted by Irving Weissman in U. S. District Court.

Weissman claimed his tune, *Hubba, Hubba*, had been infringed by the defendants' *Dig You Later*, Simon H. Rifkin, New York federal judge, stated: "The action is dismissed on the merits."

rounding out a complete change of 100 platters.

According to Seeburg's Los Angeles distrib, Standard Transcriptions will serve as a sales incentive for the Select-o-Matic. Thru the Standard disks locations receive music that is recorded at an even volume level as opposed to the varying levels found in regular commercial disks. Furthermore, Standard follows a flat method of recording, differing from the dynamic type used by most diskeries, making music better suited and more pleasant for use at commercial locations. These points, plus the fact that the recordings are not available elsewhere, will give Seeburg salesmen an additional sales pitch in favor of the Select-o-Matic.

## Contact Men Create Poser Re Labor Status

NEW YORK, Oct. 9.—The status of professional men with respect to the Fair Labor Standards Act (wages and hours law) was termed a "close question" this week by a New York Labor Department spokesman, who indicated that the puzzling case might have to go to Washington for clarification. The case is now before the New York Department of Labor, which is trying to determine whether a contact man is a "salesman" and therefore not subject to the wages and hour act, or a promotion man, in which case he would be subject (*The Billboard*, October 9).

Meanwhile, Bob Miller, chief of the Music Publishers' Contact Employees, strongly expressed his opposition this week to any attempt to classify the professional men as promotion personnel. "In my 35 years in the business," said Miller, "I've never regarded myself as other than a salesman." He pointed out that when the professional men's union was organized in 1939, execs of the American Federation of Labor were at that time made aware of the fact that the men were a highly specialized group of salesmen who could not operate on a 40-hour week. Publishers are pressing the same argument to the Labor Department.

The Labor Department has been investigating different industries thruout the country to determine which types of personnel fall within the province of the wages and hours act.

## Wax Ban Folderoo Needed for Rebuilding Theater Band Biz

NEW YORK, Oct. 9.—The fold-up of the recording ban will be the catalyst which will rebuild the band business and make it click from the theater's point of view, according to Bob Weitman, manager of the Paramount Theater, top band house in the country. When James C. Petrillo and the record companies get together Weitman foresees a renaissance resulting ultimately. But he cautions that immediately following the lifting of the ban there will be a transitory period in which both theater bookers and band agencies will have to work together to rebuild on a firm foundation.

During this transitory period names will again develop, says Weitman. Until such names are tried and proved, however, Weitman believes the theater booker will be taking a gamble on the orks he buys and will

## It's Piano, 2 to 1

WASHINGTON, Oct. 9.—Patients taking music lessons in Veterans' Administration (VA) hospitals prefer the piano the VA reported this week after taking a special survey. Next most popular instrument is the guitar. The VA said that 2,398 patients received piano instruction during the survey week, while another 1,126 studied the guitar.

## RCA Offers Pkge. of Top Xmas Tunes

NEW YORK, Oct. 9.—RCA Victor is offering distributors a special package of top Christmas records, and as an added incentive is offering an extra discount on the number of packages purchased. The package, at regular distributor prices, will cost \$521.87. The discount structure, however, will cut down this figure and is based on the following scale:

(1) All distributors whose market potential ranges up to 2 per cent will receive 5 per cent extra discount for purchase of two packages, 10 per cent extra on six and 15 per cent on 10. (2) Distributors whose market potential is from 2 to 4 per cent will get 5 per cent extra discount for purchase of four packages, 10 per cent extra on 12 and 15 per cent on 20. (3) Distributors whose market potential is more than 4 per cent will receive 5 per cent on six packages, 10 per cent on 18 and 15 per cent on 30.

The special package is made up of 80 sets of *Night Before Christmas*, 78 sets of Perry Como's *Merry Christmas Songs*, 336 Sets of Christmas carols, 30 sets of *Rudolph, the Red-Nosed Reindeer*; 14 sets of *Carols for Christmas Eve*, 13 sets of *Sing and Rejoice Christmas Carols*. The package also includes such items as *The Lord's Prayer*; *Oh, Come All Ye Faithful*; *Star of Bethlehem, Hallelujah Chorus*. *Joy to the World* and *Ave Maria*.

Victor will run an 800-line co-op ad on a 75-25 basis in the major market of those distributors who take the deal. It is assumed, of course, that those distributors who do tie in with the offer will pass on some of the additional discount accruing to them, in order to get the co-operation of dealers.

Victor's special offer on this merchandise is strictly a one-shot. All orders must be in by October 18. The special price does not apply to anything already on order or that is ordered later than October 18.

therefore have to be given a decent price structure.

Elaborating on his theory of a transitory period during which the business will be rebuilt, Weitman pointed out that today there is a certain amount of resistance to a band's drawing power. But the basic appeal never died, he stated, as can be witnessed by such perennial box-office draws as Guy Lombardo and others. Too, with the ban lifted, Weitman believes hit tunes will reach the public quicker, and the public's interest in—and capacity for—creating a winning band will be revived.

But during the interim period or transition following the ban lift there will be much need to nurse the business along. Granted this is done, Weitman sees a stable theater-band future.

## Record Ban Is Over -- in Puerto Rico

(Continued from page 3)  
caused widespread dissatisfaction among the rank and file, with the result that groups had been mulling the possibility of forming a rival union. The threat of such a move may have expedited the union's settlement, it is believed, especially since Petrillo has continued to withhold recognition of the Federacion.

The new recording scale set by the Federacion, while representing a sizable increase over pre-ban prices, remains below the AFM rates. Federacion members will now receive \$30 (double for leader) per three-hour session in which a maximum of four 10-inch or three 12-inch sides may be cut. Overtime is to be paid at the rate of \$8 per man (double for leader) per half hour. The old rate was based on \$20 per three-hour session. AFM rate is \$41.25 per man (double for leader) per three-hour session.

## Artist's New Label Aimed at Pop Field

HOLLYWOOD, Oct. 9.—Artist Records, Coast indie specializing in long-hair wax, will abandon its art-for-art's-sake policy long enough to woo juke box coin with a new 10-inch label. New series will bear a dark red seal and will list at 79 cents (tax included).

Pianist Harry Sukman's *Clair de Lune*, originally released by Artist on its 12-inch wax, will serve as the kick-off disk for the 10-inch label. Side will be backed by a Steinway version of the theme from *Scherazade*, with Sukman at the keyboard. Others skedded for future release include Sukman versions of *Siella by Starlight* and *Laura*, previously issued as part of a pic music album. Sukman, staff conductor at Chicago's WGN from 1941-'46, is currently a staff pianist at Paramount Pictures and a regular on the *Texaco Star Theater* and *Let's Talk Hollywood* coast-to-coast air shows.

## Music Clubs' Confab To Have Holy Theme

NEW YORK, Oct. 9.—The 25th biennial convention of the National Federation of Music Clubs will be held in Dallas March 27 thru April 3, and will be keynoted on a religious theme. The slogan chosen is: "Music, the handmaiden of religion; religion, the handmaiden of peace."

A flock of Texas artists have been contracted for the convention, including Mack Harrell, Metropolitan Opera baritone; Dorothy Dow, and Polyna Stoska, Met Opera sopranos, and Vronsky and Babin, duo-pianists.

The biennial Young Artists Auditions, which the federation has held in New York in recent years, will be done in 1949 at the convention, where a committee will select winners in piano, violin, voice and organ.

## Rocking Horse Preps Low-Priced Kidisks

NEW YORK, Oct. 9.—Rocking Horse, diskery specializing in 7-inch plastic kidisks, has entered the low-price plastic field with a 25-cent (tax included) disk. New Peter Pan platters, which are being sold direct to dealers, are packaged in individual 4-color envelopes. The platter explains that the new low price is possible due to elimination of distributor profits.

The regular Rocking Horse label, which is handled by distributors, continues to retail at 35 cents per disk, 3 disks for \$1.



# Muchas Gracias

## DISC JOCKEYS

### For Voting Me...

# NO. 1

## FEMALE VOCALIST

### In the Land!



# PEGGY LEE

on  
*Capitol*  
Records

with **DAVE BARBOUR**

PERSONAL MANAGEMENT  
**CARLOS GASTEL**  
PRESS RELATIONS  
**GENE HOWARD**

**ON THE AIR**  
**CHESTERFIELD**  
**SUPPER CLUB**

 **GENERAL ARTISTS CORPORATION**

## Cap, Telefunken In Tie-Up Deal

(Continued from page 18)

cupation of Berlin, it had to await approval by the U. S. government. In addition to the Wallichs and Conkling signatures, contracts were signed in Berlin by Dr. Herbert Heymann, general manager of Telefunken, G. M. B. H.; Herbert Grenzebach, head of Telefunkenplatte (disk division of Telefunken), and K. H. Richter, Telefunken's sales manager.

Capitol refused to reveal details of its Telefunken agreement, staying mum on such points as percentage of revenue going to Telefunken, royalties, etc. Capitol also refused to divulge whether the affiliation gives it the right to use the Telefunken product in its transcription library. Heretofore, Cap's e. t. library service sold to radio stations offered only pop selections. If Cap can incorporate its newly acquired longhair catalog into its library service, it will place its transcription division in a stronger competition position. Cap also remained vague as to the form in which it will receive Telefunken's line, stating that some of it is recorded at 78 r. p. m., portions of the catalog is at 33 1/3 plus "other means of recording." As to whether this means other recording speeds, Cap refused to elaborate. It is believed, however, that a considerable segment of the Telefunken catalog will arrive on tape and possibly film.

Its entry into the classical platter field makes Capitol the fourth and final major to round out its catalog with a longhair line. For years, only Victor and Columbia were in a position to offer dealers a complete stock. Last year when Decca acquired English Decca's classical for U. S. release, Capitol was the sole major sans longhair.

## Animal May Cancel Suit Against Diskers

NEW YORK, Oct. 9.—Animal Records' suit against Bandwagon and Sterling waxeries, filed last June (*The Billboard*, June 26), is reportedly on the verge of being dropped. Attorneys for Eugene F. Carroll and Stapleton Industries, manufacturer of the Animal disks, communicated with the defendants' counsel last week offering to discontinue the litigation. Bandwagon and Sterling will agree, of course, provided that they are released from all liability in the matter.

The original suit charged that Bandwagon and Sterling imitated the style of the Animal platters by manufacturing disks under the title of *Woodland Serenaders*, part of a group known as the *Menagerie Series*.

## Aussies Mull Plan For Composer Fund

SYDNEY, Oct. 9.—The Australian Parliament's committee on broadcasting has recommended to the federal cabinet the establishment of an Australian music composer's fund, to be subsidized at 50,000 pounds annually. It also recommended that the Broadcasting Act be amended to increase the present compulsory percentage of Australian music from 2 1/2 per cent to 5 per cent for the first year, and 7 1/2 per cent thereafter. The latter move is a score for Aussie musicians, who have been working for air use of more indigenous music as well as the restriction of imported phonograph platters.

The recommendation for the composers' fund suggests that a committee made up of leaders of the three main political parties control the monies, with an advisory board of music experts to help administer disbursements.

## VOX JOX

A National Accounting of Disk Jockey Activities

**GOTHAM GAB . . .** Bess Berman, of Apollo Records, will guest on Jack Lacey's *Pluggers Parade*, WINS, Monday (18). . . . Leonard Feather, WMGM, is running Tuesday night jam sessions at the Three Deuces on 52d Street, featuring the Stan Hasselgard and George Shearing combos and guest stars. . . . WMCA's Symphony Sid emceed a Dizzy Gillespie one-nighter at the Connecticut State Armory in Bridgeport, Wednesday (29). Bash was the first in a series of jazz concerts there. . . . Brad Phillips replaces Johnny Clarke at WINS, with Clarke going to WNJR, Newark. . . . Bill Williams, who is staying on at WOV after all, will do the 9-10 p.m. stint formerly run by Bill Gordon. Williams is emceeding a platter concert with guest stars at Haaren High School Monday evening (29) with flack Hal Halpern staging the proceedings. . . . Max Cole takes over Williams's a.m. spot. . . . Fred Robbins, *1280 Club* pilot at WOV, has cut a transcribed package show under the aegis of the Kermit-Raymond Agency. . . . Ted Lawrence stays on at WMGM, taking over Ted Husing's *Bandstand* show on Saturday afternoons while Husing announces football games.

**STRICTLY FROM DIXIE . . .** Earl Wood, *Swing Shift* maestro at WJHP, Jacksonville, Fla., plays host to Buddy Johnson, Monday (25). . . . Jim Anderson, WIRK, West Palm Beach, Fla., doing a new afternoon spot called *Platter Party*. . . . Jerry Eton, WRAL, Raleigh, N. C., was visited by Sam Donahue last week. . . . Bob Watson, WSB, Atlanta, *Platter Party* panjandrum, is now co-emceeding a weekly show on WBS-TV. . . . Bob Van Camp, also of WSB, played host to Skitch Henderson last week.

**GIMMIX . . .** Bill Gordon, WHHM, Memphis, will do his daily *1340 Club* show from the window of the Gage Record Shop Tuesday (12) in honor of a Sammy Kaye autographing appearance there. Kaye will relieve Gordon at the turntables as well as be interviewed. . . . The Paul Weston package show (Capitol disks on which Weston furnishes straight instrumentals or vocal backings) now reported in use by 187 stations in 36 States. . . . WCCC, Hartford, in co-operation with a local ladies' specialty shop, is offering a lady's wrist watch for each of the 30 days in the month of October in return for the best letter of 25 words or less based on 10 specific tunes played during the day over the wattery. The listeners are required to name all the tunes, along with reasons "Why I Liked the 10 Tunes." All of the station's jocks, including Joe Girard, Ed Weston, Bill Martin, Henry Barnes, Ivor Hugh and program director Walter Nielsen, are involved.

**SWITCHES . . .** Don Ambers from WLEX, Lexington, Ky., to WCAW, Charleston, W. Va. . . . Art Green from a succession of New York watteries to Miami's new WMIE. . . . Mike Rich, formerly of WLIB, New York, to WOKO, Albany, N. Y. . . . Lee Jordan from the jockey ranks of WSB, Atlanta, to the news department of WBS-TV.

**MIDWEST MAKEHAY . . .** Frank Pollack, pilot of *Contrasts in Music* at WXT, Milwaukee, will emceed and Illinois Jacquet-Sarah Vaughan jazz concert and dance at Atlas Hall, Thursday (21). . . . George Logan now doing two shows at WKKO, Cairo, Ill. . . . Ed (Jack the Bellboy) McKenzie is starting a weekly Saturday disk session, *Juke Box Jury*, on WJBK, Detroit.

**EASTERN BEAT . . .** Art Tacker doing a *Music With Art* turn over WTOA, the new Cambridge, Mass., wattery, from 2-4 p.m. . . . Tommy Smith has started a new jazz show at WMNB, North Adams, Mass. . . . Bernie Sandler, WBTA, Batavia, N. Y., plays host to Count Basie over the *1490 Club* Monday (11). . . . Bill Martin, WCCC, Hartford, running a new 6-7 a.m. Monday thru Friday show, *Connecticut Agricultural Hour*, with platters and farm info for rural listeners. . . . Don John Ross, *Shoppers Special* mahout for WDRC, Hartford, now devoting a quarter-hour seg of the two-hour show to old-time tunes. . . . Lee Ellis, WSPR, Springfield, Mass., who conducts a half dozen platter shows daily, is planning to launch a new type "Mr. & Mrs." program, and is currently mulling over plans with his superior half. . . . Sam Donahue guested with Charlie Trussell on the *1250 Luncheon Club*, WNOW, York, Pa., last week. . . . Gregg Stevens, brother of WOV's Bill Williams, is turning tallow at WDHN, New Brunswick, N. J. . . . Lois Andrews dropped in at WPTR, Albany, for an interview with Robert Snyder. . . . Bernard Buck has joined WPTR's announcing staff.

**COAST NOTE . . .** Don Potwin is running a new night show over KYAK, Yakima, Wash., titled *Melody Time*.

## That Bally Plan You Sniff Is for Revel "Perfume" Disk

(Continued from page 3)  
lica of the Victor album, with copy telling the story of how Revel wrote the music. Victor, on its end, will supply mats for its distributors and dealers, who are expected to buy space on a co-op basis thruout the country. In addition, Victor will tell the story in RCA Victor *Record Review*, *In the Groove* and the company's weekly dealer bulletin.

Radio-wise, RCA will plug the perfume-music tie-in during November and December on the RCA Victor show *Sundays over the National Broadcasting Company (NBC)*. On a local level, but on a greater promo-

tional scope than is possible on the web program, Victor and Corday are planning a tie-in with disk jocks all over the country, many of whom have indicated support of the idea.

Both Victor and Corday are also working up a gigantic merchandising and window display theme. Stores will feature the perfume and albums in windows, and salesgirls in record departments will be equipped with perfume fountains so that the perfume-music tie-in can be illustrated to best advantage. Top department stores have already shown eagerness to go along with the project.

## Disking Peace Still Snagged

(Continued from page 18)

talks were by-passing the legal angle in an attempt to settle some of the business aspects of the deal. Tying in with this view was the statement of another exec, who doubted that there could be any firm legal opinion on the plan prior to the election.

Other tradesters opined that the negotiators were still seeking elemental bases for negotiation.

Key business matters still to be settled are basis scales, employment conditions, and the effect of long playing records and other non-standard disks on the industry. But considerable optimism exists regarding an eventual settlement. With respect to a rapid settlement, one exec stated that "it is conceivable by the far reach of the imagination that the negotiations would end in a week." He predicted, however, that there would be 15 or 20 more confabs. It is also pointed out that a major reason for holding daily meetings is Petrillo's desire to get his international board members home as soon as possible.

Transcription companies have not been sitting in during this week's sessions, but a "representative" has attended. Some speculation exists as to the possibility of Petrillo's negotiating separate pacts—the first one with the record firms and a second with the e. t. men. The e. t. men, it was learned, intend to stick to their original idea of slicing the e. t. scale when they come to bat. This may be Monday (11), since the session scheduled for that day is an all-industry one.

Meanwhile, with pulse of the music business mounting as a result of day-to-day negotiations, artist and rep men, in anticipation of a settlement, were talking about cutting new tunes and were inviting talent agencies to submit new recording attractions. Publishers, too, were busily preparing new material for waxworks.

A joint official statement was issued by diskers and AFM at the end of the week to the effect that both parties were striving for a solution.

## Chi Sherman Inks Henderson

NEW YORK, Oct. 9.—Skitch Henderson's band this week was inked to reopen the Hotel Sherman's Panther Room in Chicago November 5. Henderson will play the spot on an indefinite basis but will probably be limited to a maximum of six weeks because of a previous commitment for orkster at the Capitol Theater here. It also is understood that Henderson will enlarge his current 12-piece crew for the engagement.

In order to fill the Sherman engagement, Music Corporation of America (MCA), which handles Henderson, was forced to cancel 12 one-nighters that were set for the orkster, most of them skedded for schools and colleges during that period.

## ASCAP CLEARS DECK

(Continued from page 19)

a formula for use of music over TV. But Friday (8) this was contradicted by another leading board member, who stated that the TV committee had not been able to arrive at an adequate formula. In some quarters it was indicated that the Society would attempt to follow radio precedent with respect to use of music on TV. As opposed to this, however, a top ASCAP executive raised the question that perhaps there could be no such thing as a simple performance right on video, inasmuch as the marriage of sound and the visual element would take song performances out of the small rights category.

Thank you, Disk Jockeys of America  
for voting us **FIRST** on "The New Band Stand"

**The Billboard**  
**SECOND ANNUAL**  
**DISK JOCKEY POLL**

**QUESTION 10....** Which newer popular band do you feel has the greatest chance to get up among the top five?

**SCORING.....** Three positions; five points for 1st; four for 2d, etc.

**THE ANSWERS:**

PLACE	WINNER	RECORD CO.	POINTS
1.	Elliot Lawrence	Columbia	444
2.	Sam D.	Capitol	229
3.	Re...	Signature	218



Thank you for the wonderful play you've given our latest records —

**AT THE FLYING "W"**  
**DONNA BELLA**

**IF I COULD BE THE SWEETHEART OF A GIRL LIKE YOU**  
**BOX 155**

... and thanks in advance for your help in putting over our next Columbia release —

**SWEETHEART OF SIGMA CHI**

**GREATEST LITTLE BOY OF MY LIFE**

# Elliot Lawrence

*and his Orchestra*

featuring JACK HUNTER • ROSALIND PATTON

COLUMBIA RECORDS

Personal Management  
**STAN LEE BROZA**  
RKO Bldg. • Rockefeller Center  
New York 20, N. Y.

Press Relations  
**GEORGE B. EVANS**



Direction —  
**GENERAL ARTISTS CORPORATION**  
THOMAS G. ROCKWELL, President  
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

## SMASH BRITISH HITS!

# A TREE IN THE MEADOW

by Billy Reid

★ ★ ★

# UNDERNEATH THE ARCHES

by Bud Flanagan

★ ★ ★

CONGRATULATIONS  
to Louis Bernstein and the  
Shapiro, Bernstein Organization

AND TO

Abe Olman and the Robbins Music Organization

ON

their handling of these two great World-beaters

CAMPBELL CONNELLY, INC.  
565 FIFTH AVE.  
NEW YORK

REG CONNELLY  
IN TOWN AT  
ESSEX HOUSE HOTEL

## The Billboard MUSIC POPULARITY CHARTS

PART  
I

### The Nation's Top Tunes

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

Week Ending  
October 8

## HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

- 1. A TREE IN THE MEADOW** 2  
*By Bill Reid*  
*Published by Shapiro-Bernstein (ASCAP)*  
 Records available: S. Browne, London 123; P. Fennelly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Loss Ork, Victor 20-2965; Margaret Whiting, Capitol 15122; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; Varsity 108.  
 Electrical transcription libraries: Cyril Stapleton Ork, London; Monica Lewis-Ames Brothers, World.
- 2. YOU CALL EVERYBODY DARLIN'** 1  
*By Sam Martin, Ben Trace and Clem Watts*  
*Published by Mayfair (ASCAP)*  
 Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 3023; A. Trace, Regent 117; A. Vincent, Mercury 5155; Tennessee (Slim) King, Apollo 161; Jack Smith-The Clark Sisters, Capitol 15155; J. Wayne, Columbia 38286; Frank and the Boys Ork, Varsity 103; Art Lund-Crew Chiefs & the Harmonica Gentlemen, MGM 10258; Jack Lathrop and the Drugstore Cowboys, Victor 20-3109; Andrews Sisters, Decca 24490; Texas Jim Lewis & His Lone Star Cowboys, Decca 46138; P. Garrett, Continental C-1243; B. Buchanan & His Rhythm Rogues, World 1501; J. Bacon, FM 287.  
 Electrical transcription libraries: Al Trace, Lang-Worth; Jack White Ork, London; Monica Lewis, World.
- 3. IT'S MAGIC** 3  
*By Sammy Cahn and Julie Styne*  
*Published by Witmark (ASCAP)*  
 From Warner Bros.' "Romance on the High Seas."  
 Records available: Vic Damone, Mercury 5138; Doris Day, Columbia 38188; Dick Haymes, Decca 23826; Buddy Kaye Quintet, MGM 10187; Gordon MacRae, Capitol 15072; Tony Martin, Victor 20-2862; Sarah Vaughan, Musicraft 557; Johnny Frank with Ork, Varsity 110.  
 Electrical transcription libraries: Felix King Ork, London; Monica Lewis, World.
- 4. TWELFTH STREET RAG** 5  
*By Al Bowman*  
*Published by Shapiro-Bernstein (ASCAP)*  
 Records available: M. Herth Trio, Decca 24450; Pee Wee Hunt Ork, Capitol 15105; N. Simons, Rego 1016; Jack Fina & Ork, MGM 10251; Eddie (Gin) Miller, Rainbow 70033; Sidney Bechet, Victor 20-3120; Varsity 106; F. (Schnickelfritz) Fisher, Regent 125; B. Bishop Ork, Bullet 1060; Liberace, Signature 15240; F. (Schnickelfritz) Fisher, FM 301.  
 Electrical transcription libraries: Airline Trio, Lang-Worth; Frankie Carle, Lang-Worth; the Four Polka Dots, Lang-Worth; Charles Magnante, Associated; Manhattan Nighthawks, NBC Thesaurus; Music Hall Varieties Ork, NBC Thesaurus; Pat Dodd-Cecil Norman, London; Jack Fina, Standard; Alvino Rey, Standard.
- 5. MY HAPPINESS** 4  
*By Betty Peterson and Berney Bergentine*  
*Published by Blasco (ASCAP)*  
 Records available: R. Deauville-Novelle Harmonica Trio, Bullet 1032; the Marilyn Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; L. Laurenz, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17; Dorothy Morrow Ensemble, Victor 20-2965; Tylor Duo and Ork, Varsity 101; Bill Case with His Melody Boys, Royal-Tone 1001.  
 Electrical transcription libraries: The Serenaders, Standard.
- 6. UNDERNEATH THE ARCHES** 6  
*By Bud Flanagan and Joseph McCarthy*  
*Published by Robbins (ASCAP)*  
 Records available: Andrews Sisters, Decca 24490; C. Boswell, Columbia 38298; L. Chambers Accordion Aces, MGM 10264; B. Green-A. Paul String Band, Rainbow 70077; Al Hummer, Mercury 5173; G. Olsen Ork, Victor 20-3114; Andy Russell-The Pied Pipers, Capitol 15183; P. Scala's Banjo and Accordion Ork-The Keynotes, London 238; The Serenaders, Columbia 38274; the Singing Gondoliers, Continental C-1245; Larkin Sisters-The Swingers, Spiro S-3001; Aqua String Band, Regent 126; N. Minard, Apollo 1129.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 7. HAIR OF GOLD, EYES OF BLUE** 7  
*By Sunny Skylar*  
*Published by Mellin (BMI-ASCAP)*  
 Records available: L. Carson, Bandwagon 516; J. Emerson, Metrotone 2018; Jack Lathrop, Victor 20-3109; John Laurenz, Mercury 5172; Art Lund-Crew Chiefs, MGM 10258; Gordon MacRae, Capitol 15178; Smokey Rogers-The McCal Twins, Capitol 15217; C. Shane, Columbia 38315; B. Tyler, Continental C-1244; B. Eberly-Sunshine Serenaders, Decca 24491; Larkin Sisters-The Swingers, Spiro S-3001; Harmonicats, Universal U-121; Red Gilliam & His Texas Pals, World 1502; Red Harper, Exclusive 59X; N. Minard, Apollo 1129.  
 Electrical transcription libraries: Monica Lewis, World.
- 8. MAYBE YOU'LL BE THERE** 8  
*By Sammy Gallop and Rube Bloom*  
*Published by Triangle (ASCAP)*  
 Records available: J. Fina Ork, Mercury 5160; G. Jenkins Ork, Decca 24403; Varsity Ork-Frank and Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; Betty Rhodes, Victor 20-2189; Billy Butterfield, Capitol 397.  
 Electrical transcription libraries: Louise Carlyle, NBC Thesaurus; Minda Carson-Hank D'Amico, Associated; Ziggy Elman, Lang-Worth.
- 9. BUTTONS AND BOWS** 9  
*By Livingston and Evans*  
*Published by Famous (ASCAP)*  
 Records available: Gene Autry, Columbia 20469; The Dinning Sisters, Capitol 15184; Betty Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 38284.  
 Electrical transcription libraries: Sterling Young Ork, MacGregor.
- 10. BLUEBIRD OF HAPPINESS** 10  
*By Edward Heyman and Sador Harmati*  
*Published by T. B. Harms (ASCAP)*  
 Records available: D. Groner Trio, Aristocrat AR-1803; Art Mooney, MGM 10207; Jan Peerce-RCA Victor Ork-S. Levin, Dir., Victor 10-1454; Varsity 108; Jo Stafford-Gordon MacRae, Capitol 15207.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)

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

RCA VICTOR STARS

On The Billboard

"HONOR ROLL OF HITS"

- 1. A TREE IN THE MEADOW J. LOSS ORCHESTRA RCA Victor 20-2965
2. YOU CALL EVERYBODY DARLIN' JACK LATHROP AND THE DRUGSTORE COWBOYS RCA Victor 20-3109
3. IT'S MAGIC TONY MARTIN RCA Victor 20-2862
4. TWELFTH STREET RAG SIDNEY BECHET AND HIS NEW ORLEANS FEETWARMERS RCA Victor 20-3120
5. MY HAPPINESS DOROTHY MORROW ENSEMBLE RCA Victor 20-2965
6. UNDERNEATH THE ARCHES GEO. OLSEN ORCHESTRA RCA Victor 20-3114
7. HAIR OF GOLD JACK LATHROP AND THE DRUGSTORE COWBOYS RCA Victor 20-3109
8. MAYBE YOU'LL BE THERE BETTY RHODES RCA Victor 20-2189
9. BUTTONS AND BOWS BETTY RHODES RCA Victor 20-3078
10. BLUEBIRD OF HAPPINESS JAN PEERCE RCA Victor 10-1454

This week's RCA VICTOR release!

POPULAR

- That Certain Party Anywhere in Texas R. F. D. LOUIS PRIMA RCA Victor 20-3090
Memories In So Many Words WAYNE KING RCA Victor 20-3147
The Night Has A Thousand Eyes Everybody Loves Somebody EDDIE HEYWOOD TRIO RCA Victor 20-3098
The Silver Wedding Waltz Bow Bells JOE LOSS ORCH. SKYROCKETS ORCH. RCA Victor 20-3146

FOLK

- Gin Rummy Boogie Tuck Me To Sleep In My Old Tucky Home DUDE MARTIN RCA Victor 20-3108
My Dreamboat Is Sinking Somebody Loses, Somebody Wins TEXAS JIM ROBERTSON RCA Victor 20-3108
One Golden Curl I'm A Fool For Foolin' Around MONTANA SLIM RCA Victor 20-3108

BLUES

- Rock Me Baby Daddy, Daddy Blues LIL GREEN RCA Victor 20-3088

INTERNATIONAL

-JEWISH COMEDY-

- Hershele at the Induction Center Hershele at the Boilesque MICKEY KATZ and his Kosher-Jammers RCA Victor 25-5006

-LATIN AMERICAN-

- Agua! Agua! (Water, Water) - Rumba Maracas HAWAIIAN SERENADERS RCA Victor 22-1009



Riding High... Climbing Fast

- When You're Smiling PERRY COMO RCA Victor 20-3066
Say Something Sweet to Your Sweetheart EVE YOUNG & The Drugstore Cowboys RCA Victor 20-3077
I Kiss Your Hand, Madame SPIKE JONES RCA Victor 20-2949
Manteca DIZZY GILLESPIE RCA Victor 20-3023
When I Was Young and Handsome TEXAS JIM ROBERTSON RCA Victor 20-3039

Mail your order to your RCA Victor distributor!

Name
Street
City State

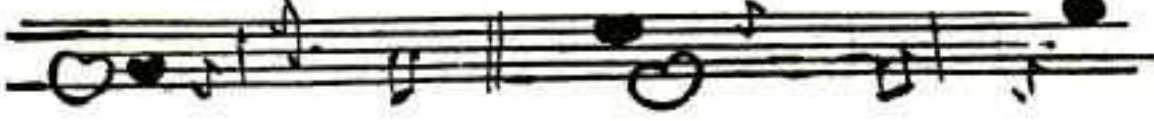
# It's a DILLY~

The Great Musical Score of

## WALT DISNEY'S

forthcoming technicolor picture

### "SO DEAR TO MY HEART"



It's a Ballad, It's a Jingle, It's a Dilly!

# LAVENDER BLUE (Dilly Dilly)

recorded by:

- Sammy Kaye ..... Victor 20-3100A
- Dinah Shore ..... Columbia 38299
- Jack Smith and the Clark Sisters  
..... Capitol 15225
- Hugh Cameron ..... Atomic 1011
- Vera Lynn ..... London

The Title Song—an outstanding ballad!

# SO DEAR TO MY HEART

recorded by:

- Peggy Lee ..... Capitol 15232
- Freddy Martin ..... Victor 20-3130
- Dinah Shore ..... Columbia 38299

A terrific rhythm song!

# IT'S WHATCHA DO WITH WHATCHA GOT

recorded by:

- Freddy Martin ..... Victor 20-3130
- Pied Pipers ..... Capitol 15233
- Gene Krupa ..... Columbia 38296
- Johnny Johnson ..... MGM
- Johnny Laurenz ..... Mercury
- Mary Osborne Trio ..... Decca

## SANTLY-JOY, Inc.

1619 Broadway, New York 19, New York

EDDIE JOY - Gen. Prof. Mgr.

Chicago—JACK PERRY Boston—JACK FAY Hollywood—JULIE LOSCH

# The Billboard

## MUSIC POPULARITY CHARTS

PART II

### Sheet Music

Week Ending October 8



### BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION Last Week	POSITION This Week	Tune	Publisher
14	1	1	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
24	2	2	MY HAPPINESS (R)	Blasco
15	3	3	YOU CALL EVERYBODY DARLIN' (R)	Mayfair
7	4	4	HAIR OF GOLD, EYES OF BLUE (R)	Mellin
18	6	5	IT'S MAGIC (R)	Witmark
17	8	6	MAYBE YOU'LL BE THERE (R)	Triangle
8	5	7	UNDERNEATH THE ARCHES (R)	Robbins
5	7	8	EV'RY DAY I LOVE YOU (R)	Harms, Inc.
3	15	9	BUTTONS AND BOWS (F) (R)	Famous
11	10	10	BLUEBIRD OF HAPPINESS (R)	T. B. Harms
8	9	11	RAMBLING ROSE (R)	Laurel
14	11	12	LOVE SOMEBODY (R)	Kramer-Whitney
27	12	13	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
1	—	13	UNTIL (R)	Dorsey Bros.
1	—	14	YOU WERE ONLY FOOLIN' (R)	Shapiro-Bernstein
12	13	15	IT ONLY HAPPENS WHEN I DANCE WITH YOU (F) (R)	Berlin

### ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	Tune	English	American
5	1	1	SO TIRED	Campbell-Connelly	*
9	2	2	YOU CAN'T BE TRUE	Chappell	Biltmore Music
24	3	3	GALWAY BAY	Box and Cox	Leeds
5	5	4	MY HAPPINESS	Chappell	Blasco
11	4	5	WOODY WOODPECKER	Leeds	Leeds
22	7	6	DREAM OF OLWEN	Lawrence Wright	Mills
2	9	7	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
10	6	8	RAMBLING ROSE	Irwin Dash	Laurel Music
18	8	9	BALLERINA	Peter Maurice	Jefferson
19	10	10	HEARTBREAKER	Leeds	Leeds
7	13	11	OCTOBER TWILIGHT	Irwin Dash	Shapiro-Bernstein and Carl Fischer
16	13	12	I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day	Remick
22	11	13	TIME MAY CHANGE	Campbell-Connelly	Shapiro-Bernstein
2	17	14	LA VIE EN ROSE	Noel Gay	Harms, Inc.
3	16	15	ALL DRESSED UP WITH A BROKEN HEART	Cinephonic	E. B. Marks
12	15	16	I'D GIVE A MILLION TOMORROWS (For Just One Yesterday)	Campbell-Connelly	Oxford Music Corp.
2	18	17	YOU CALL EVERYBODY DARLIN'	E. H. Morris	Mayfair
1	—	18	SUZY	Athenacum	*
1	—	19	BUTTONS AND BOWS	Victoria	Famous
3	20	20	PASSING CLOUDS	Kassner	*

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

### CANADA'S TOP TUNES

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

Weeks to date	POSITION Last Week	POSITION This Week	Tune
18	1	1	MY HAPPINESS
13	2	1	A TREE IN THE MEADOW
11	3	2	YOU CALL EVERYBODY DARLIN'
7	5	3	UNDERNEATH THE ARCHES
13	4	4	IT'S MAGIC
22	6	5	YOU CAN'T BE TRUE, DEAR
4	7	6	HAIR OF GOLD, EYES OF BLUE
3	11	7	BLUEBIRD OF HAPPINESS
6	8	8	MAYBE YOU'LL BE THERE
12	9	9	LOVE SOMEBODY
5	10	10	TWELFTH STREET RAG
7	13	11	RAMBLING ROSE
23	15	12	NOW IS THE HOUR
2	—	13	EV'RY DAY I LOVE YOU
9	14	14	IT ONLY HAPPENS WHEN I DANCE WITH YOU
2	—	15	A FELLA WITH AN UMBRELLA

# Congratulations Stan!



for being Voted . . .  
**"ALL AROUND  
FAVORITE BAND"**  
in *The Billboard*  
**2nd Annual  
DISK JOCKEY POLL**

\*\*\*

**THANKS,  
DISK JOCKEYS OF AMERICA,  
FOR VOTING US SECOND PLACE**

# Tex Beneke

**AND HIS ORCHESTRA**

## ★ RESULTS of Billboard 2nd Annual DISC JOCKEY POLL

### ALL-ROUND FAVORITE BAND

- 1. Stan Kenton
- 2. **Tex Beneke**
- 3. Tommy Dorsey
- 4. Vaughn Monroe
- 5. Harry James

### SWEET BAND

- 1. Sammy Kaye
- 2. **Tex Beneke**
- 3. Claude Thornhill
- 4. Freddy Martin
- Vaughn Monroe

### GREATEST RECORDS OF THE YEAR

- 1. Nature Boy - King Cole
- 2. Manana - Peggy Lee
- 3. **St. Louis Blues March - Tex Beneke**

Personal Management  
**DON HAYNES**  
Booking:  
**MUSIC CORPORATION OF AMERICA**

IT FIGURES



A Great Singer **BILLY ECKSTINE**

Plus 2 Terrific Songs = 1 Sensational Record!



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

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

- THE MATADOR.....M-G-M 10244.....BETTY GARRETT
- THE CURSE OF AN ACHING HEART.M-G-M 10263.....GEORGE PAXTON
- UNDERNEATH THE ARCHES.....M-G-M 10264.....LEN CAMBER
- PUERTA DE TIERRA Parts 1-2.....M-G-M 10267.....NORO MORALES
- SPRING CAME BACK TO VIENNA.....M-G-M 30136..LAURITZ MELCHIOR
- SHANGRI-LA .....M-G-M 10289.....JACK FINA

An M-G-M Double Feature On Records  
By **JACKIE BROWN** Quartette

IF WE CAN'T BE  
THE SAME OLD SWEETHEARTS

DOWN AMONG  
THE SHELTERING PALMS  
M-G-M 10286

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending October 8



RECORDS MOST PLAYED BY DISK JOCKEYS

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

POSITION	Weeks to date	Last Week	This Week	Title	Lic. By
12	1			1. A TREE IN THE MEADOW..Margaret Whiting.....	Capitol 15122—ASCAP
11	1			2. TWELFTH STREET RAG..Pee Wee Hunt.....	Capitol 15105—ASCAP
14	3			3. YOU CALL EVERYBODY DARLIN' All Trace.....	Regent 117—ASCAP
23	7			4. MY HAPPINESS .....J. & S. Steele .....	Damon D-11133—ASCAP
11	4			5. IT'S MAGIC (F) .....Doris Day..Columbia 38188—ASCAP	
21	5			6. LOVE SOMEBODY .....Doris Day-Buddy Clark.....	Columbia 38174—ASCAP
11	6			7. MAYBE YOU'LL BE THERE .....Gordon Jenkins.....	Decca 24404—ASCAP
19	10			8. MY HAPPINESS .....Pied Pipers..Capitol 15094—ASCAP	
6	16			9. HAIR OF GOLD.....Gordon MacRae.....	Capitol 15178—ASCAP
12	8			10. BLUEBIRD OF HAPPINESS..Art Mooney..MGM 10207—ASCAP	
11	9			11. YOU CALL EVERYBODY DARLIN' .....A. Vincent.....	Mercury 5155—ASCAP
5	14			12. BUTTONS AND BOWS.....Dinah Shore.....	Columbia 38284—ASCAP
7	18			13. UNDERNEATH THE ARCHES .....P. Scala's Banjo and Accordion Ork-The Keynotes.....	London 238—ASCAP
7	14			14. IT'S MAGIC (F) .....Gordon MacRae.....	Capitol 15178—ASCAP
6	11			15. UNTIL .....Tommy Dorsey Ork-H. Prime.....	Victor 20-3061—ASCAP

(The Charlotcers, Columbia 38329)  
(Continued on page 45)

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

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

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

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The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
A Fella With an Umbrella (F) (R) .....	Feist	ASCAP
A Tree in the Meadow (R) .....	Shapiro-Bernstein	ASCAP
Ah, But It Happens (R) .....	Bourne	ASCAP
Bluebird of Happiness (R) .....	T. B. Harms	ASCAP
Buttons and Bows (F) (R) .....	Famous	ASCAP
Confess (R) .....	Oxford	ASCAP
Cuanto Le Gusta (R) .....	Peer	BMI
Dolores (R) .....	Famous	ASCAP
Ev'ry Day I Love You (F) (R) .....	Harms, Inc.	ASCAP
Hair of Gold, Eyes of Blue (R) .....	Mellin	BMI-ASCAP
I Don't Care If It Rains All Night (F) (R) .....	Witmark	ASCAP
Isn't It Romantic (R) .....	Famous	ASCAP
It Only Happens When I Dance With You (F) (R) .....	Berlin	ASCAP

(Continued on page 34)

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

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

Week of September 30-October 5

Songs	Publisher	Sustaining Instrumental (SI)				Commercial Instrumental (CI)				Tot. Pts.		
		SI	SV	CI	CV	SI	SV	CI	CV			
A Hundred and Sixty Acres	Leeds	2	6	0	3	1	3	0	4	0	2	61
A Tree in the Meadow	Shapiro	1	7	0	12	3	12	4	13	2	6	208
Ah, But It Happens	Bourne	4	5	0	1	4	2	0	2	17	11	81
Bluebird of Happiness	T. B. Harms	5	6	0	7	4	5	2	8	14	12	159
Buttons and Bows	Famous	0	10	0	7	0	4	1	7	1	3	118
Confess	Oxford	1	4	2	3	0	0	2	2	6	4	73
Cuanto Le Gusta (Date With Judy)	Peer	3	9	0	4	1	6	2	4	6	3	96
Everybody Loves Somebody	Sinatra	2	3	0	3	0	3	0	3	2	10	72
Ev'ry Day I Love You (Two Guys From Texas)	Harms, Inc.	4	6	0	5	2	5	2	6	19	3	119
Hair of Gold, Eyes of Blue	Mellin	1	10	1	7	1	9	5	9	3	8	163
Hankerin' (Two Guys From Texas)	Remick	0	4	1	2	5	3	3	3	5	0	63
I Don't Care If It Rains All Night (Two Guys From Texas)	Witmark	4	11	1	3	10	10	0	4	41	18	131

(Continued on page 45)



# DARKTOWN STRUTTERS' BALL

on Sig 15197



**Ray  
Bloch**



**Connie Haines**

**Alan  
Dale**



Contact your nearest distributor today

*Signature*  
records  
Signature Records, 601 W. 26th St., New York

CADET DISTRIBUTING CO.  
12649 Linwood Ave.  
Detroit 6, Mich.  
Phone TO 9-5950

C & C DISTRIBUTING CO.  
112 5th St. N.  
Seattle, Washington  
Phone Elliott 3770

C & C DISTRIBUTING CO.  
1720 N. W. Marshall  
Portland 9, Oregon  
Phone Broadway 4089

CHORD DISTRIBUTING CO.  
2320 S. Michigan Ave.  
Chicago, Ill.  
Phone Danube 1040

EDDY'S DISTRIBUTING CO.  
2818 Dowling Street  
Houston, Texas  
Phone Atwood 8-3463

ELITE CALIFORNIA DIST.  
316 Sixth Street  
San Francisco 3, Calif.  
Phone Klondike 2-3151

F & M DISTRIBUTING CO.  
1239 W. 9th Street  
Cleveland, Ohio  
Phone Superior 7440

G & S DISTRIBUTING CO.  
243 W. Kellogg Blvd.  
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# HOW MANY HITS

CAN ONE COMPANY MAKE?

MARCH - APRIL

#516

I CRIED FOR YOU

GETTING SENTIMENTAL OVER YOU

BEN LIGHT'S BIGGEST SMASH (AND IT'S STILL GOING STRONG!)

MAY-JUNE

#1052-INSTRUMENTAL

#662-VOCAL

"WHERE THE APPLEBLOSSOMS FALL"

"IS IT TRUE!"

"Billboard" Picked "APPLEBLOSSOMS" in its "Tips on Coming Tops" (and It's Still Going Strong!)

JULY-AUGUST

#654

"TALKIN' TO THE RIVER"

"BEST RECORD OF THE MONTH"

—John Ball, N. Y. World-Telegram

(and It's Still Going Strong!)

SEPTEMBER-OCTOBER

#652

BROTHER BONES AND HIS SHADOWS

"SWEET GEORGIA BROWN"

"MARGIE"

It's a TOP SELLER in

St. Louis	1200 RECORDS A DAY
Kansas City	1000 RECORDS A DAY
Chicago	1000 RECORDS A DAY
Seattle	600 RECORDS A DAY

AND NOW IT'S CATCHING ON ALL OVER THE COUNTRY

Another BROTHER BONES Record in November  
#668 "CHINA TOWN"—"DOLL DANCE"

HOW MANY HITS CAN  
ONE COMPANY MAKE?

**TEMPO** RECORD COMPANY OF AMERICA  
8540 Sunset Blvd., Hollywood 46, Calif.  
NEW YORK OFFICE | TEMPO SOUTHERN  
728 10th Ave. | 11 Avondale Road  
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The Billboard MUSIC POPULARITY CHARTS  
PART IV  
Retail Record Sales  
Week Ending October 8

## BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks (to date)	Last Week	This Week	Record Title	Label
12	1	1	A TREE IN THE MEADOW. Margaret Whiting... <i>I'm Sorry But I'm Glad</i>	Capitol 15122
17	2	2	TWELFTH STREET RAG... <i>Somebody Else, Not Me</i>	Capitol 15105
14	3	3	IT'S MAGIC ..... <i>Put 'Em in a Box (F)</i>	Columbia 38188
18	5	4	MAYBE YOU'LL BE THERE..... <i>Dark Eyes</i>	Decca 24403
17	4	5	YOU CALL EVERYBODY DARLIN'..... <i>Linger Awhile</i>	Regent 117
9	7	6	UNDERNEATH THE ARCHES..... <i>Side by Side</i>	P. Scala's Banjo and Accordion Ork-The Keynotes... London 238
4	14	7	BUTTONS AND BOWS ..... <i>Daddy-O</i>	Dinah Shore... Columbia 38284
6	10	7	UNTIL ..... <i>After Hour Stuff</i>	Tommy Dorsey Ork-H. Prime Ork Victor 20-3061
20	6	9	MY HAPPINESS ..... <i>Highway to Love</i>	Pied Pipers... Capitol 15094
10	9	10	COOL WATER ..... <i>The Legend of Tiabi</i>	Vaughn Monroe-Sons of the Pioneers... Victor 20-2923
23	13	11	MY HAPPINESS ..... <i>They All Recorded to Beat the Ban</i>	J. & S. Steele... Damon D-11133
6	12	12	UNDERNEATH THE ARCHES..... <i>You Call Everybody Darlin'</i>	Andrews Sisters... Decca 24490
9	17	13	YOU CAME A LONG WAY..... <i>For Heaven's Sake</i>	Ray McKinley... Victor 20-2913
20	8	14	LOVE SOMEBODY ..... <i>Confess</i>	Doris Day-Buddy Clark... Columbia 38174
13	16	15	IT'S MAGIC (F)..... <i>It's You or No One</i>	Dick Haymes-Gordon Jenkins... Decca 23826
7	18	16	HAIR OF GOLD..... <i>Rambling Rose</i>	Gordon MacRae... Capitol 15178
7	20	16	YOU CALL EVERYBODY DARLIN'..... <i>Underneath the Arches</i>	Andrews Sisters... Decca 24490
11	15	18	IT'S MAGIC (F)..... <i>It's You or No One</i>	Tony Martin... Victor 20-2863
18	11	19	MY HAPPINESS ..... <i>Tea Leaves</i>	Ella Fitzgerald... Decca 24446
16	19	20	BLUEBIRD OF HAPPINESS..... <i>Sunset to Sunrise</i>	Art Mooney... MGM 10207
10	26	21	RAMBLING ROSE ..... <i>There Must Be a Way</i>	Perry Como-The Satisfiers... Victor 20-2947
7	—	22	IT'S MAGIC ..... <i>Spring in December</i>	Gordon MacRae... Capitol 15072
5	23	23	THAT CERTAIN PARTY... <i>My Best Girl</i>	B. Strong... Tower 1271
2	—	24	EVERYDAY I LOVE YOU... <i>Hankerin'</i>	Dick Haymes... Decca 24457
3	29	25	LIFE GETS TEE-JUS, DON'T IT..... <i>The Wind and the Mountain</i>	C. Robison... MGM 10224
9	25	26	YOU CALL EVERYBODY DARLIN'..... <i>Cuckoo Waltz</i>	Jack Smith... Capitol 15156
2	29	27	UNDERNEATH THE ARCHES..... <i>Just for Me</i>	Andy Russell-The Pied Pipers... Capitol 15183
12	22	27	YOU CALL EVERYBODY DARLIN'..... <i>Bluebird Polka</i>	A. Vincent... Mercury 5155
14	21	27	YOU CAN'T BE TRUE, DEAR..... <i>Cuckoo Waltz</i>	Ken Griffin... Rondo R-128
2	29	30	SERUTAN YOB..... <i>A Song for Backward Boys and Girls Under 40</i>	The Unnatural Seven-K. Tedder and Hawthorne... Capitol 15210

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART IV**  
**Retail Record Sales**  
 Week Ending October 8

**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 to date	Last Week	This Week	Record Title	Label
18	1			1. LITTLE TOOT (One Record) Don Wilson-The Starlighters.....	Capitol DAS-80
18	3			2. BUGS BUNNY (Three Records) Mel Blanc.....	Capitol CC-64
7	5			3. BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....	Capitol DBX-93
18	2			4. BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig....	Capitol BBX-34
8	6			5. PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers.....	Victor Y-375
3	4			6. BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork.....	Capitol DBX-99
9	7			7. JOHNNY APPLESEED (Three Records) Dennis Day.....	Victor P-368
13	11			8. BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol DBS-84
1	—			9. BAMB, ALBUM (Three Records) S. Temple-Chorus; P. Smith, director.....	Victor Y-395
13	9			10. NURSERY RHYMES (Two Records) Frank Luther.....	Decca CS-5
9	11			11. KING COLE FOR KIDS ALBUM (Three Records) King Cole Trio.....	Capitol DC-89
3	—			12. LITTLE ENGINE THAT COULD (Two Records) Paul Wing.....	Victor Y-341
15	—			13. UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....	Capitol CC-40
12	—			14. RUSTY IN ORCHESTRVILLE (Three Records) Billy May-Alan Livingston-Henry Blair.....	Capitol BC-35
14	8			15. BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol BBX-65

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
10	—			1. Fiddle Fiddle Boston Pops; Arthur Fiedler, conductor.....	Victor 10-1397
1	—			2. Sabre Dance Oscar Levant.....	Columbia 17521
37	3			2. Bluebird of Happiness Jan Peerce, RCA Victor Ork; S. Levin; director.....	Victor 11-9007, Victor 10-1454, Victor 18-1074
1	—			4. Gypsy Airs First Piano Quartet.....	Victor 12-0425
119	—			4. Jealousy Boston Pops Ork; Arthur Fiedler, conductor.....	Victor 12160
115	5			4. Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist.....	Victor 11-8863

**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 to date	Last Week	This Week	Record Title	Label
71	—			1. Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor; Philadelphia Ork...	Victor 1020
8	1			1. Chopin's Favorites (Three Records) First Piano Quartet.....	Victor MO-1227
1	—			3. Rimsky-Korsakov: Scheherazade, Op. 35 Album A. Rodzinski, Director, the Cleveland Ork...	Columbia MM-398
89	—			3. Rachmaninoff Concerto No. 2 in C Minor (Five Records) Artur Schnabel, pianist; NBC Ork; Vladimir Golschmann.....	Victor 1074
1	—			3. Music of Lehar and Strauss Erna Sack.....	Mercury DM-118
1	—			3. Electra (Four Records) Royal Philharmonic Ork; Sir Thomas Beecham, conductor.....	Victor DM-1247

**BEST-SELLING POPULAR RECORD ALBUMS**

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
7	3			1. THEME SONGS (Four Records) T. Dorsey, S. Kaye, T. Beneke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns.....	Victor PT-17
15	1			2. AL JOLSON VOLUME III ALBUM (Four Records) Al Jolson.....	Decca A-649
22	2			3. STAN KENTON: PRESENTATION TO PROGRESSIVE JAZZ (Four Records) Stan Kenton.....	Capitol CD-79
21	8			4. BUSY FINGERS (Four Records) Three Suns.....	Victor P-206
93	7			4. GLENN MILLER (Four Records) Glenn Miller.....	Victor P-148
2	5			6. CLAMBAKE SEVEN (Four Records) Tommy Dorsey.....	Victor P-220
14	4			7. EMPEROR'S WALTZ (Two Records) Bing Crosby.....	Decca A-620
22	6			7. SONGS OF OUR TIMES (1932) ALBUM (Four Records) Carmen Cavallaro.....	Decca 1932
1	—			9. COLLEGE MEDLEYS ALBUM (Four Records) Jan Garber and His Ork.....	Capitol CD-95
24	—			10. GLENN MILLER MASTERPIECES (Four Records) Glenn Miller.....	Victor P-189

I WUV THE DISK JOCKEYS FOR WUVIN'

"I WUV A WABBIT" and "I'M A LONELY LITTLE PETUNIA"

Picked by the DISK JOCKEYS in THE BILLBOARD'S Annual POLL for 1st place and 2d place

FROM THE FRIENDLIEST GUY IN SHOW BUSINESS

WGN MUTUAL DAILY

CONGRATS! JACKIE SMITH and MERCURY RECORDS

**"TWO-TON" BAKER**

\* "I WUV A WABBIT" MERCURY No. MMP 24

+ "I'M A LONELY LITTLE PETUNIA" MERCURY No. MMP 25

Psst... HAVE YOU TRIED MY LATEST "AN OLD FLAME NEVER DIES" MERCURY No. 5151

CONTACT FOR PERSONAL APPEARANCES **AL BORDE** 203 NO. WABASH AVE. CHICAGO 1, ILL.

ONLY 7 WEEKS OLD



And Already

“UNTIL”

The Hottest  
TOMMY DORSEY  
VICTOR RECORD SINCE

“I’LL NEVER SMILE AGAIN”

• DEALERS • DISK JOCKEYS • JUKE BOX OPS

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

- 6** . . . in the Billboard’s  
MOST PLAYED BY DISK JOCKEYS Chart
- 9** . . . in the Billboard’s  
BEST SELLING RETAIL RECORDS Chart
- 19** . . . in the Billboard’s  
MOST PLAYED JUKE BOX RECORDS Chart

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

and is published by

**DORSEY BROS.’ MUSIC, Inc.** 1619 BROADWAY, N. Y.

*Attention*  
**DEALERS & OPERATORS**  
*Correction in Address*

**KING’S**

DISREGARD PREVIOUS ANNOUNCEMENT  
**JACKSONVILLE FLORIDA**  
**BRANCH** DISTRIBUTING POINT  
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The **Billboard** MUSIC POPULARITY CHARTS  
**Juke Box Record Plays** PART V  
Week Ending October 8

**MOST-PLAYED JUKE BOX RECORDS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Label
14	1	1	TWELFTH STREET RAG..Pee Wee Hunt.....	Capitol 15105
12	3	2	A TREE IN THE MEADOW..Margaret Whiting....	Capitol 15122
18	2	3	YOU CALL EVERYBODY DARLIN’ .....	Al Trace .....
12	5	4	IT’S MAGIC (F).....Doris Day .....	Columbia 38188
3	20	5	BUTTONS AND BOWS.....Dinah Shore.....	Columbia 38284
7	16	6	UNDERNEATH THE ARCHES .....	Andrews Sisters.....
6	14	7	HAIR OF GOLD.....Gordon MacRae.....	Capitol 15178
9	6	7	UNDERNEATH THE ARCHES .....	P. Scala’s Accordion Ork-The Keynotes.....
13	4	9	MY HAPPINESS .....	J. & S. Steele.....
4	19	10	UNTIL .....	Tommy Dorsey Ork-H. Prime....
				Victor 20-3061
			(The Charioteers, Columbia 38329)	
13	10	11	MAYBE YOU’LL BE THERE .....	Gordon Jenkins.....
12	11	12	IT’S MAGIC (F).....	Dick Haymes-Gordon Jenkins....
				Decca 23826
16	11	13	LOVE SOMEBODY .....	Doris Day-Buddy Clark.....
				Columbia 38174
			(Barbara & Frank With Ork, Varsity 102)	
6	8	14	YOU CALL EVERYBODY DARLIN’ .....	Andrews Sisters.....
19	9	15	MY HAPPINESS .....	Pied Pipers.....
12	27	15	YOU CALL EVERYBODY DARLIN’ .....	A. Vincent.....
17	17	17	BOUQUET OF ROSES.....	Eddy Arnold and His Tennessee Plowboys.....
				Victor 20-2806
			(R. Turner & the Westerners, Varsity 8001; D. Haymes-The Troubadours, Decca 24506; J. Wazely, Capitol Americana 40107)	
10	30	18	COOL WATER .....	Vaughn Monroe-Sons of the Pioneers .....
				Victor 20-2923
			(Eastman Trio, Trilon 189; Derry Falligant, MGM 10256; N. Lutcher, Capitol 15148; Tex Ritter-Dinning Sisters, Capitol 48026; Sons of the Pioneers, Decca 46027-Victor 20-1724; Western Aces, Lamb 10-105; Varsity 109)	
9	20	18	HAIR OF GOLD.....	J. Emerson.....
17	7	20	MY HAPPINESS .....	Ella Fitzgerald.....
4	—	21	BLUEBIRD OF HAPPINESS .....	Art Mooney.....
6	15	21	JUST A LITTLE LOVIN’...Eddy Arnold and His Tennessee Plowboys .....	Victor 20-3013
			(B. Eberly-Sunshine Serenaders, Decca 24492; Foy Willing & His Riders of the Purple Sage, Capitol 15221)	
1	—	23	YOU CAME A LONG WAY..R. McKinley.....	Victor 20-2913
1	—	24	UNDERNEATH THE ARCHES .....	Andy Russell-The Pied Pipers... Capitol 15183
6	25	25	IT’S MAGIC (F) .....	Tony Martin .....
9	24	26	RAMBLING ROSE .....	Perry Como-The Satisfiers..... Victor 20-2947
			(P. Brito, Musicraft 560; B. Eberly-R. Morgan, Decca 24449; J. Frank & Ork, Varsity 105; G. MacRae & the Starlighters, Capitol 15178; T. Pastor, Columbia 38207; G. Paxton Ork, MGM 10192)	
9	22	27	IT’S MAGIC .....	Gordon MacRae .....
5	18	28	YOU CALL EVERYBODY DARLIN’ .....	Jerry Wayne .....
3	—	29	HAIR OF GOLD.....	Harmonicats .....
5	23	30	THAT CERTAIN PARTY...Benny Strong.....	Tower 1271
			(F. Gray, Apollo 1132; Varsity Ork, Varsity 111; D. Martin & J. Lewis, Capitol 15249; Louis Prima Ork, Victor 20-3098)	

**SONGS WITH GREATEST RADIO AUDIENCES**

(Continued from page 30)

- It’s Magic (F) (R) .....
- Just for Now (R) .....
- Little Girl (R) .....
- Love Somebody (R) .....
- Maybe You’ll Be There (R) .....
- My Happiness (R) .....
- Put ‘Em in a Box, Tie ‘Em With a Ribbon (R) .....
- Rambling Rose (R) .....
- Say Something Sweet to Your Sweetheart (R).....
- The Night Has a Thousand Eyes (R).....
- This Is the Moment (F) (R).....
- Twelfth Street Rag (R) .....
- Underneath the Arches (R) .....
- Until (R) .....
- Walkin’ With My Shadow (R) .....
- When the Red, Red Robbin Comes Bob, Bob Bobbin Along (R).....
- You Call Everybody Darlin’ (R) .....
- You Were Only Fooling (R) .....

The **Billboard** MUSIC POPULARITY CHARTS

PART VI

Race Records

Week Ending October 8



**BEST-SELLING RETAIL RACE RECORDS**

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

Weeks to date	Last Week	This Week	Record	Artist	Label
22	2	1	LONG GONE	Sonny Thompson	Miracle M-126
18	1	2	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572
5	12	3	CORN BREAD	H. Singer Sextette	Savoy 671
6	9	3	LATE FREIGHT	Sonny Thompson	Miracle M-128
14	4	5	I CAN'T GO ON WITHOUT YOU	Bull Moose Jackson	King 4230
6	5	6	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 8095
19	3	7	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254
3	10	8	HOP, SKIP AND JUMP	Roy Milton and His Solid Senders	Specialty SP-314
7	11	9	DON'T BURN THE CANDLE AT BOTH ENDS	Louis Jordan and His Tympany Five	Decca 24483
22	6	9	MESSIN' AROUND	Memphis Slim	Miracle M-125
1	—	11	EVERYTHING I HAVE IS YOURS	B. Eckstine-S. Burke Ork	MGM 10259
2	12	12	IT'S TOO SOON TO KNOW	The Orioles	Natural 5000
4	15	13	ELEVATOR BOOGIE	M. Scott	Exclusive 35X
21	—	14	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
2	8	14	WEST SIDE BABY	T. Bone Walker	Comet T-50

**MOST-PLAYED JUKE BOX RACE RECORDS**

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

Weeks to date	Last Week	This Week	Record	Artist	Label
7	13	1	CORN BREAD	Hal Singer Sextette	Savoy 671
2	13	2	MY FAULT	Brownie McGhee	Savoy 5551
1	—	3	WHAT HAVE I DONE?	H. Brooks Trio	Modern 20-802
1	—	4	MORE THAN YOU KNOW	J. Moore's Three Blazers	Modern 20-599
19	2	4	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254
4	6	4	IT'S TOO SOON TO KNOW	The Orioles	Natural 5000
1	—	7	THE DARKTOWN STRUT	Joe Liggins and His Honeydrippers	Exclusive 49X
16	10	7	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572
1	—	7	IT'S TOO SOON TO KNOW	E. Fitzgerald	Decca 24497
1	—	7	FREEDOM TRAIN BLUES	Little Son Jackson	—
1	—	11	SPECIAL DELIVERY	Cecil Gant	4 Star 1176
5	1	12	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 8095
4	—	12	ELEVATOR BOOGIE	M. Scott	Exclusive 35X
1	—	12	MY HAPPINESS	Ella Fitzgerald	Decca 24446
1	—	12	YOU DON'T LOVE ME	C. Howard Trio	Specialty SP-307

**ADVANCE RACE RECORD RELEASES**

- Am I Asking Too Much?**  
L. Richardson (The Blues) De Luxe 3195
- Amazing Grace**  
Fairfield Four (When I) Bullet 292
- Away**  
Gotham's Four Notes (East Side) Gotham G-164
- Cecil's Jam Session**  
Camgant (I'm a Good) Bullet 289
- Charmaine**  
Julia Lee & Her Boy Friends (Christmas Spirits) Capitol 15203
- Christmas Spirits**  
Julia Lee & Her Boy Friends (Charmaine) Capitol 15203
- Daddy, Daddy Blues**  
Lil Green Ork (Rock Me) Victor 20-3153
- Diane**  
Orvall (Baggie) Hardiman & His Kings (Great Day) Mercury 8108
- East Side, West Side**  
Gothams Four Notes (Away) Gotham G-164
- Feel So Lonesome**  
L. Johnson (Pleasing You) King 4248
- Go Along**  
The Dixieaires (Long, Lean) Gotham-163
- Going Down Fast**  
A. Tidde-D. Young Ork (Same Old) Aristocrat AR 1104
- Great Day**  
Orvall (Baggie) Hardiman & His Kings (Diane) Mercury 8108
- I'm a Good Man, But a Poor Man**  
C. Gant (Cecil's Jam) Bullet 289
- It's the Talk of the Town**  
C. Hawkins Ork (Stuffy) Capitol 15204
- Jack and Jill Boogie**  
W. Raney (Lonesome Wind) King 732

- Just Like a Spider**  
A. (Big Boy) Crudup (That's Why) Victor 20-3140
- Kilroy Boogie**  
A. Ammons (Twelfth Street) Mercury 8040
- Lonesome Wind Blues**  
W. Raney (Jack and) King 732
- Long, Lean and Lanky**  
The Dixieaires (Go'Long) Gotham-163
- Mickie's Jam for Boppers**  
T. Archia & His All Stars (Whiskey) Aristocrat AR 605
- Pleasing You**  
L. Johnson (Feel So) King 4245
- Rock Me, Baby**  
Lil Green Ork (Daddy, Daddy) Victor 20-3153
- Same Old Story**  
A. Tidde-D. Young Ork (Going Down) Aristocrat AR 1104
- Sitting Here and Drinking**  
Murry Waters (Train Fare) Aristocrat AR 1306
- Stuffy**  
C. Hawkins Ork (It's the) Capitol 15204
- That's Why I'm Lonesome**  
A. (Big Boy) Crudup (Just Like) Victor 20-3140
- The Blues Can Jump**  
The Four Blues (Am I) De Luxe 3195
- Train Fare Home**  
Murry Waters (Sitting Here) Aristocrat AR-1306
- Twelfth Street Boogie**  
A. Ammons (Kilroy Boogie) Mercury 8040
- When I Get Up in Heaven**  
Fairfield Four (Amazing Grace) Bullet 292
- Whiskey**  
T. Archia & His All Stars (Mickie's Jam) Aristocrat AR-605

**COLUMBIA'S TIP TOPPER**



**KAY KYSER**

**ON A SLOW BOAT TO CHINA  
IN THE MARKET PLACE OF OLD MONTEREY**

Columbia 38301



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

<b>BUTTONS AND BOWS</b>	
Daddy-O	Dinah Shore 38284
<b>LOVE SOMEBODY</b>	
CONFESS	Doris Day & Buddy Clark 38174
<b>IT'S MAGIC</b>	
PUT 'EM IN A BOX	Doris Day 38188
<b>YOU CALL EVERYBODY</b>	
DARLING	Jerry Wayne 38286
<b>EVERYBODY LOVES SOMEBODY</b>	
Just For Now	Frank Sinatra 38225
<b>IT'S A MOST UNUSUAL DAY</b>	
Judaline	Ray Noble 38206
<b>JUST BECAUSE</b>	
A Night In May	F. Yankovic 12359 F

**WATCH THESE!**

<b>THE MATADOR</b>	
WHAT DID I DO?	Dinah Shore 38293
<b>I'M IN LOVE</b>	
It's You or No One	Doris Day 38290
<b>OH MARIE</b>	
On the Beach	Frankie Yankovic 12376 F

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9056—IT'S TOO SOON TO KNOW  
Be on Your Merry Way
- BILLY ECKSTINE—THE GREAT MR. B HAS ANOTHER HIT  
9052—YOU'RE MY EVERYTHING  
COOL BREEZE
- CHARLIE VENTURA—NATIONAL'S KING OF BE-BOP  
9055—EUPHORIA  
If I Had You
- RAY SMITH'S 5020—MY DADDY IS ONLY A PICTURE  
I'm a Fool To Care
- GRACE SMITH'S 9051—WHAT'S ON THE RAIL FOR THE LIZARD  
Get Your Fat Man Now
- DON ALFONSO'S 9054—PAPA SABE  
Dorotea

- CURRENT AND TERRIFIC NATIONAL-LY!
- THE RAVENS' ..... 9039 FOR YOU  
9045 SEND FOR ME IF YOU NEED ME  
9035 WRITE ME A LETTER
  - BILLY ECKSTINE'S ..... 9049 SOPHISTICATED LADY  
9016 I'M IN THE MOOD FOR LOVE  
9041 ALL OF ME  
9017 PRISONER OF LOVE  
9014 COTTAGE FOR SALE
  - CHARLIE VENTURA'S .... 9048 EAST OF SUEZ  
7015 HOW HIGH THE MOON  
9043 SOOTHE ME
  - CHARLIE BARNET'S ..... 25001 CHEROKEE  
REDSKIN RHUMBA
  - JACK CARROLL'S ..... 9033 MAYBE YOU'LL BE THERE

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

Week Ending  
October 8

**BEST-SELLING RETAIL FOLK RECORDS**

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

POSITION	Weeks Last to date	This Week	Record	Label
23	2	1	1. BOUQUET OF ROSES.....Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
8	1	2	2. JUST A LITTLE LOVIN'...Eddy Arnold and His Tennessee Plowboys	Victor 20-3103
7	3	3	3. ONE HAS MY NAME.....Jimmy Wakely	Capitol 15162
9	5	4	4. LIFE GETS TEE-JUS, DON'T IT?.....C. Robison	MGM 10224
8	9	5	5. MY DADDY IS ONLY A PICTURE.....Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
2	12	6	6. BUTTONS AND BOWS.....G. Autry	Columbia 20469
15	7	7	7. ANYTIME.....Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
2	—	8	8. TENNESSEE SATURDAY NIGHT.....Red Foley-The Cumberland Valley Boys	Decca 46136
3	7	9	9. COOL WATER.....Sons of the Pioneers	Victor 20-1724
10	9	10	10. FOREVER IS ENDING TODAY.....Ernest Tubb	Decca 46134
23	4	11	11. TENNESSEE WALTZ.....Pee Wee King and His Golden West Cowboys	Victor 20-2680
23	6	12	12. TEXARKANA BABY.....Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
3	—	13	13. DOGHOUSE BOOGIE.....H. Hawkins	King 720
2	15	14	14. I LOVE YOU SO MUCH IT HURTS.....F. Tillman	Columbia 20430
22	—	15	15. SWEETER THAN THE FLOWERS.....Moon Mullican	King 673

**ADVANCE FOLK RECORD RELEASES**

- A Daddy's Lullaby  
Esco Hankins (Sweeter Than) King 730
- A Plain Talkin' Man From the West  
M. Lindsay (Your Troubles) Bullet 658
- Alley Cat Blues  
T. Scott (Lovely Blue) Bullet 656
- Answer to Moonlight and Skies  
J. Guthrie & His Oklahomans (In the) Capitol 15251
- Baby Boy  
Payne (Lost Highway) Bullet 670
- Big Fat Papa  
Z. Turner (Things Just) Bullet 661
- Christmas Carols by the Old Corrals  
T. Ritter & Western Band (Merry Christmas) Capitol 15204
- Cold Hearted Blonde  
A. Gibson & His Mountain Melody Boys (I'm Ashamed) Mercury 6141
- Cornbread and Butter Beans  
J. Tyler & the Riders of the Rio Grande (Little Rock) Victor 20-3139
- Each Flower That Blooms Must Die  
A. Moore (Waiting for) Crystal 174
- Fickle Woman  
Spade Cooley & Ork (Texas Steel) Victor 20-3137
- Gin Rummy Boogie  
Dude Martin & His Roundup Gang (Tuck Me) Victor 20-3151
- Here Comes Santa Claus  
C. Stone & Ork (The Christmas) Capitol 15205
- I Guess You Don't Remember Now  
Grandpa Jones & His Grandchildren (Old Rattler's) King 733
- I Live the Life I Love  
R. Perkins & His Kentucky Redheads (One Has) De Luxe 5047
- I Made a Mistake  
Smokey Smith & the Gold Coast Boys (I'm a) Crystal 128
- I Wish I Had a Dad  
C. Tinney (Life Gets) King 735
- I'd Rather be a Cowgirl  
R. Allen & the Black River Riders (Spanish Polka) Victor 20-3138
- I'm a Fool for Foolin' Around  
Montana Slim & His Big Hole Bronco Busters (One Golden) Victor 20-3152
- I'm a Fool To Care  
Smokey Smith & the Gold Coast Boys (I Made) Crystal 128
- I'm Ashamed of You  
A. Gibson & His Mountain Melody Boys (Cold Hearted) Mercury 6141
- I'm Not Lazy, I'm Just Tired  
A. Clauser (Sally Goodin') Bullet 660
- In the Shadows of My Heart  
J. Guthrie & His Oklahomans (Answer to) Capitol 15251
- It Isn't Worth the Tears  
J. St. Clair (Red Long) Bullet 669
- Life Gets Tee-Jus, Don't It?  
C. Tinney (I Wish) King 735
- Little Rock A-R-K  
J. Tyler & the Riders of the Rio Grande (Cornbread and) Victor 20-3139
- Lonely Blues  
Annie Laurie & Paul Gayten Trio (You Don't) De Luxe 3192
- Lost Highway  
L. Payne (Baby Boy) Bullet 670
- Lovely Blues Eyes  
T. Scott (Alley Cat) Bullet 656
- Merry Christmas Polka  
T. Ritter & Western Band (Christmas Carols) Capitol 15204
- Mosey On  
K. Carson & His Kokomo Boys (Our Red) De Luxe 5045
- My Dreamboat Is Sinking  
Texas Jim Robertson & the Panhandle Punchers (Somebody Loses) Victor 20-3150
- Now My Darling Doesn't Care  
L. Glosson & His Railroad Playboys (The Fox) Mercury 6142
- Old Rattler's Treed Again  
Grandpa Jones & His Grandchildren (I Guess) King 733
- One Golden Curl  
Montana Slim & His Big Hole Bronco Busters (I'm a) Victor 20-3152
- One Has My Name (the Other Has My Heart)  
R. Perkins & His Kentucky Redheads (I Live) De Luxe 5047
- Our Red-Headed Son  
K. Carson & His Kokomo Boys (Mosey On) De Luxe 5045
- Red Long Fingernails  
J. St. Clair (It Isn't) Bullet 669
- Sally Goodin'  
A. Clauser (I'm Not) Bullet 660
- Somebody Loses, Somebody Wins  
Texas Jim Robertson & the Panhandle Punchers (My Dreamboat) Victor 20-3150
- Spanish Polka  
R. Allen & the Black River Riders (I'd Rather) Victor 20-3138
- Sweeter Than the Flowers  
Esco Hankins (A Daddy's) King 730
- Texas Steel Guitar  
Spade Cooley & Ork (Fickle Woman) Victor 20-3137
- That's Why I'm Crying Over You  
Johnny & Jack & the Tennessee Mountain Boys (Unloved and), Apollo 192
- The Christmas Waltz  
C. Stone Ork (Here Comes) Capitol 15205
- The Fox Chase  
L. Glosson & His Railroad Playboys (Now My) Mercury 6142
- Things Just Happen That Way  
Z. Turner (Big Fat) Bullet 661
- Toyland Polka  
The Frontiersmen (Turn Your) Crystal 182
- Tuck Me To Sleep in My Old Tucky Home  
Dude Martin & His Roundup Gang (Gin Rummy) Victor 20-3151
- Turn Your Head, Sweetheart  
The Three Shuffles' Skonks of the Frontiersmen (Toyland Polka) Crystal 182
- Unloved and Unclaimed  
Johnny & Jack & the Tennessee Mountain Boys (That's Why) Apollo 192
- Waiting for the Train  
A. Moore (Each Flower) Crystal 174
- What I Want for Christmas  
W. Tuttle (White Christmas) Capitol 15206
- White Christmas  
W. Tuttle (What I) Capitol 15206
- You Don't Love Me  
Little Miss Cornshucks & the Blenders (Lonely Blues) De Luxe 3192
- Your Troubles Are My Troubles, Too  
M. Lindsay (A Plain) Bullet 658
- Too Fat Polka  
Lulu Belle & Scotty & Their Farm Boys (Frankfurter Sandwich) FM 286
- Too Many Women  
J. Irby & His Texas Ranchers (Drivin' Nails) MGM 10284
- When It's Christmas Time in the Valley  
B. Case & His Melody Boys (If I Could) Royal Tone 1002
- When It's Lamp Lighting Time in the Valley  
J. Smith (Blonde Headed) FM 317
- When My Blue Moon Turns to Gold Again  
J. Smith-J. Lester & His Trail Blazers (The Daughter) FM 261
- You Call Everybody Darlin'  
J. Bacon & His Three Little Pigs (Caravan) FM 287

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The **Billboard** MUSIC POPULARITY CHARTS

Folk Record Section

PART VII



Week Ending October 8

**MOST-PLAYED JUKE BOX FOLK RECORDS**

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

Weeks to date	Last Week	This Week	Record	Artist	Label
8	1	1	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
21	2	2	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
7	5	3	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162
31	3	4	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
5	3	5	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224
19	7	6	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
9	8	7	FOREVER IS ENDING TODAY	Ernest Tubb	Decca 46134
1	—	7	TALKING BOOGIE	Tex Williams and His Western Caravan	Capitol 15175
37	10	9	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
25	8	9	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2860
3	—	11	MY DADDY IS ONLY A PICTURE	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
1	—	12	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136
23	6	13	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
15	—	14	TENNESSEE WALTZ	Cowboy Copas	King 696
1	—	15	GREEN LIGHT	Hank Thompson and His Brazos Valley Boys	Capitol 15187

**FOLK TALENT AND TUNES**

By Johnny Sippel

Lee Penny, the West Coast songwriter and music publisher, tees off the first Country Carnival, giant h.b. and Western talent jamboree, October 23 at the San Gabriel (Calif.) Civic Auditorium. Penny has already closed a deal for 90 minutes coverage by television over KFI-TV, Los Angeles, while KMPC, Los Angeles, will air the entire show. Emanating from the 1,500-seat auditorium, the Lee Penny presentation will feature an outstanding guest artist each Saturday night, plus a huge regular cast that will include Carl (Squeakin' Deacon) Moore, emcee; T. Tex Tyler, Max Terhune; Tom, Dick and Harry; Monte Hale, Buddy McDowell, Larry Cassidy, Carolina Cotton, Andy Parker and the Plainsmen, the Five Stops, the Three Shiftless Shonks, Grampaw Wiggles, Helpful Hannah, Hank Penny, Ann Jones, Jimmie Walker, Shug Fisher, Ken Curtis, Ken Card and others. Show is also being considered by Mutual for a web shot.

Judy Perkins, Ernie Lee, the Victor troubadour, and the Browns' Ferry Four team up for a new NBC network h.b. show over approximately 40 stations. Show started October 10 at 10 a.m. (CST). . . DeGross Music Publications, Chicago, is a new firm which will concentrate on songs for harmony singing. . . Eddie Dean, whose Crystal recording of *One Has My Name, the Other My Heart* is in the hit class, is working with the Broome brothers, Joe, electric guitar; Ray, violin; Lee, emcee and guitar, and Wally, bass and banjo. Due to a heavy motion picture schedule with Eagle-Lion studios, Dean has not been able to take any radio or p.a. tour commitments. . . Jimmy Kish and His Sunshine Pals, who have worked the outdoor circuit the past season, are returning to Montana. . . John Bava, prexy of Cozy Records, reports that he is holding his *Country Cousin Jamboree* Saturday nights over WHAR, Clarksburg, Pa. Bava's group is also heard on WDNE, Elkins, W. Va., Sundays. . . The *Dixie Jamboree*, Florida's oldest h.b. show, will celebrate its seventh anniversary soon. Heard over WPDQ, Jacksonville, the cast spots Henry Ford and His Melody Boys, Harry and Lee, the Country Cousins, the Sheetz Sisters, Dusty Rogers, Billy and Gordon and Eunice Waters. Bernie Adams, station program director who originated the show, serves as emcee.

George (Tennessee) Morgan, who recently replaced Hawkshaw Hawkins at WWVA, Wheeling, W. Va., when the King serenader went to WFIL, Philadelphia, has joined WSM, Nashville. Morgan is also reported to have inked a five-year pact with Columbia Records. . . Eddie Wayne and the Starlight Rangers are heard daily over WHKK, Akron. They are pairing with Cliff Rodgers, the comedian-d.j., for a series of p.a.'s. . . Bobby Cook and His Texas Saddle Pals, recent additions at KWFT, Wichita Falls, Tex., have just returned to the air following injuries received during an auto accident near Hinton, Okla. . . Jimmy Hutchinson and Chuck Stripling, WWVA, Wheeling, recently finished a tour with Johnny Mack Brown, the film star.

Jimmy Osborne, WLEX, Lexington, d. j. and King recorder, has had his song folio published by Dixie Music. . . Jimmy Wakely is making a series of 15-minute radio e. t.'s for the National Association Against Juvenile Delinquency. . . Dave Denny, Victor, and Marge Engler of WTOL, Toledo, have formed a song-writing duo. . . The Lazy H Ranch Boys of WSID, Baltimore, have just had their first record released on Comar label. Sides are *The Old Run-Around*, with Eddy Slater vocalizing, and *Everybody Else's Sweetheart*, with a Three Melotones' vocal. . . Ted Browne, folk music rep for Southern Music, Chicago, is touring the South for a week.

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

**Record Reviews**

**PART VIII**

Week Ending  
October 8

Billboard  
TRADE  
SERVICE  
FEATURE

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

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**



**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**



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

**How Ratings Are Determined**

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

**The Categories**

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

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**



**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**



**POPULAR**

<b>FREDDY NAGEL ORK</b> (Louise Saunders) (Raymor 5004) <i>Forever In My Heart</i> Ballad tune doesn't get a fair shake in a mediocre performance. <i>Add a Little Love</i> Weak performance here, too.	62	62	60	63
<b>ALAN FOSTER</b> (Regent 134) <i>Brush Those Tears From Your Eyes</i> Foster's warbling is backed by shuffle rhythm. Unison vocal and boogie piano bit are on the current corn crop. <i>Any Time At All</i> Similar formula successfully applied to another simple melody of the 16 bar variety.	88	88	88	88
<b>SAMMY KAYE ORK</b> (Victor 20-3063) <i>Here I'll Stay</i> Kaye's orking finds his usually bouncy style set aside for a pompous pseudo-concert background that fails to illuminate Don Cornell's chanting of the big song from "Love Life." <i>Green-Up Time</i> Cute tune from "Love Life" gets coy piping from Laura Leslie. Kaye orking in usual dance style, but efforts of his vocal trio are feeble.	72	72	74	70
<b>HENRI RENE AND HIS MUSETTE ORK</b> (Victor 20-3110) <i>Down by the Old Mill Stream</i> Ork version of old-timer tries a variety of old and new effects but the results are only so-so. <i>Estrellita</i> Can't make up its mind whether to be a tango or a concert version.	63	60	60	68
<b>ALVINO REY</b> (Capitol 15223) <i>Mama Blues</i> A re-issue of the talking guitar novelty piece that caught the popular fancy some time ago. <i>Guitar Boogie</i> Also a re-issue. Here it's the synthetic boogie blues that sold fairly well.	74	76	73	73
<b>ANDY RUSSELL</b> (Capitol 15238) <i>Magic Is the Moonlight</i> A re-release of one of the romantic crooner's L.A. specials. <i>Anniversary Song</i> (F. Weston Ork) The waltz from the Jolson flick, with Russell outling all the stops. Also a re-issue.	72	73	71	70

**POPULAR**

<b>BOB REID (Red Sackson Combo)</b> (Ballet 1059) <i>Christmas Candles</i> This early entry in the Christmas derby may turn out big around the holidays. Tune has what's needed, and Reid's Crosbyish vocal rings the bell. <i>Rogue River Valley</i> The prairie tune done straight—and very pretty.	85	85	85	85
<b>BETTY RHODES (Harry Zimmerman Ork)</b> (Victor 20-3078) <i>Buttons and Bows</i> Thrush does the popular Western novelty as a hill-billy burlesque, with comic sound effects. <i>I Still Get a Thrill</i> Okay piping of the standard now being revived on a raft of platters.	74	77	73	73
<b>KEN GRIFFIN-JOHNNY KNAPP</b> (Rondo 150) <i>If I Had You</i> Clever schmaltz mixture, with Knapp warbling in a big, "sincere" voice, and Griffin providing his highly commercial organ backing. <i>Brown Jug Polka</i> The familiar melody done as a polka, with Knapp doing a chuckle-voice vocal on a new lyric.	78	78	78	78
<b>THE MURPHY SISTERS AND ORK</b> (Apollo 1128) <i>Whose Heart Are You Breaking Now?</i> Gals' ability muffled in a too-slow, lackluster ballad performance. <i>To Make a Mistake Is Human</i> Simple, sentimental ballad is loaded with commercial potential, and the Murphys' piping does just right by it.	65	64	62	68
<b>VINCE DI MAGGIO-BILL JOHNSON</b> (Universal 125) <i>Cruel Love</i> Weak warbling of a mediocre ballad. <i>Gee Gee Blues</i> Cocktail combo on a boogie-woogie instrumental—nothing special here.	53	52	50	55
<b>DALE WALTZ</b> (4-Star 1274) <i>This Is My Beloved</i> New baritone shows some promise, tho tune doesn't afford much opportunity. <i>Just a Gigolo</i> Strong voice here, but phrasing and control need some polish.	63	62	62	65

**POPULAR**

<b>THE PIED PIPERS-PAUL WESTON ORK</b> (Capitol 15233) <i>It's Whatcha Do With Whatcha Got</i> Usual sophisticated Piper harmonies on a didactic novelty tune from the Disney "So Dear To My Heart" flick. <i>Yes, We Have No Bananas</i> The nonsense ditty of the 'twenties dressed up in a smart-swing vocal and ork treatment.	73	76	72	70
<b>SKITCH HENDERSON ORK</b> (Capitol 15234) <i>Cornish Rhapsody</i> The tuneful concerto done with subdued feeling and taste. Absence of tricks and flourishes an artistic asset but a commercial liability. <i>Maybe</i> Henderson's 88'ing spotlighted on the old Gershwin ballad. Tasty, but uninspired.	73	78	71	70
<b>RUFUS LONG ORK-MARK CAMPBELL</b> (Collegiate J-2950) <i>Cheri</i> New label carries the forthright legend: "A Lesson in Good Music." "Ch-ri," however, is an ordinary job, with a so-so vocal and stock-sounding accompaniment. <i>Would You Know?</i> Not quite as good as flip.	62	62	61	63
<b>FREDDY NAGEL ORK (Louise Saunders)</b> (Raymor 5003) <i>Maybe I'm Dreaming</i> Ballad gets rather characterless piping and backing. <i>Honkin' the Horn for Honey</i> (Don Dalen) Rhythm novelty with fair vocal and orking.	65	65	64	66
<b>THE SPORTSMEN</b> (Capitol 15235) <i>The Sleigh</i> Valiant effort that fails to jazz up the naturally fast-moving Russian folk song. <i>The House Is Haunted With the Echo of Your Last Goodbye</i> Successful in achieving an eerie setting, side grows monotonous as it fails to build.	59	59	58	60
<b>THE MEL-TONES &amp; ORK</b> (Jewel G-4000) <i>Where or When</i> Pretty ordinary group vocal of the fine standard. <i>White Christmas</i> This side's almost in season and may catch some coin tho it hardly stacks up to other and vastly superior versions of the Berlin song.	61	61	60	63
<b>PEGGY LEE-DAVE BARBOUR ORK</b> (Capitol 15232) <i>Love, Your Spell Is Everywhere</i> Shades of "Golden Earrings" in this arrangement of the fine oldie. Peggy sings beautifully to hubby Barbour's accompaniment. Sounds sure-fire. <i>So Dear to My Heart</i> From flick of the same name, it's a better-than-average ballad that makes strong aid for the superb topside.	70	72	70	68

**POPULAR**

<b>MARGARET WHITING-BILLY BUTTERFIELD ORK</b> (Capitol 15222) <i>Moonlight in Vermont</i> Probably lots of market for this reissue of a pretty tune which shot Miss Whiting into her initial prominence. <i>My Ideal</i> Same holds true here but this tune is considerably more hacked than topside's reissue.	77	80	75	75
<b>FREDDIE SLACK ORK</b> (Capitol 15239) <i>Cuban Sugar Mill</i> Reissue of one of Slack's better boogie efforts but more than likely those that want it already have it. <i>Riffette</i> Dated instrumental with good beat, good trombone solo, adequate Slack and short trumpet and guitar passages.	62	64	62	60
<b>ZIGGY ELMAN ORK</b> (MGM 10277) <i>Bublitchki</i> Re-make of the Elman Bluebird etching again spots the juicy tones of Ziggy's horn. For many that's aplenty. Tune's the familiar Russian folk ditty. <i>Always</i> Elman gives a spot of spotlight to Buddy DeFranco's clarinet in this light jump treatment of the Berlin standard.	62	66	63	57
<b>THE KORN KOBBLERS</b> (MGM 10278) <i>Drifting and Dreaming</i> Some jockeys may find something novel in the use of a tuba as a solo horn in this instrumental; otherwise nothing startling here. <i>Kobblerumba</i> Weak rag rumba item that never really gets started.	75	82	72	70
<b>MATTY MALNECK ORK</b> (MGM 10280) <i>Soft Shoe Sam</i> Shades of Raymond Scott and the Malneck of some years ago in this pleasant and slight instrumental. <i>Wings Over Mars</i> More Scott than Malneck. Music strictly of an out-and-out contrived nature.	75	80	74	70
<b>LORRY RAINE-RUSS GARCIA ORK</b> (Coast 8062) <i>Lonely Cafe</i> The Raine chirp still shows much promise but this tune bogs this side down. <i>Can't Sleep</i> Much better effort here because of tune (much like "Don't Smoke in Bed") and recording effects via echo chamber.	60	75	60	45
<b>THE STARLIGHTERS</b> (Paul Weston Ork) (Capitol 15227) <i>Cherokee</i> Short unison scat-type section highlights a spirited rendition of the Ray Noble tune. <i>In One Ear and Out the Other</i> Disk jocks will like this; may be that there's too much lyric and story for average buyers however.	66	68	65	65

(Continued on page 106)



# You Said It...and We're Glad!

**The Billboard**  
SECOND ANNUAL  
DISK JOCKEY POLL

**FAVORITE SMALL SINGING GROUP**  
QUESTION 8.... Which is your favorite small singing group (duo, trio, quartet)?  
SCORING..... Five positions: five points for 1st; four for 2d, etc.

**THE ANSWERS:**

PLACE	WINNER	RECORD CO.	POINTS
1.	Pied Pipers	Capitol	838
2.	King Cole	Capitol	450
3.	Andrews Sisters	Decca	322
4.	Modernaires	Columbia	254
5.	Starlighters	Mercury	252

Many Thanks  
DISK JOCKEYS  
From Your  
FAVORITE  
SINGING  
GROUP



# THE Pied Pipers

current releases  
"MY HAPPINESS"  
"UNDERNEATH THE ARCHES"  
"RENDEZVOUS WITH A ROSE"  
"HARVEST MOON ALBUM"

**CAPITOL**  
RECORDS

**GEORGE (BULLETS) DURGOM** *Personal Management*

**ANOTHER  
REGENT  
HIT!**

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by

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For October**

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**DU, DU LIEGST MIR IM HERZEN**

BACKED BY

**"DON'T BE CROSS"**

★ ★ ★ ★

Vocal by Walter Scheff  
Fitz Herbert at the Organ

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New York, N. Y.

## The Billboard MUSIC POPULARITY CHARTS

PART IX

### Record Possibilities

Week Ending  
October 8



#### 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:

SAY IT ISN'T SO.....Kay Kyser.....Columbia  
This re-issue of the melodic Irving Berlin ballad displays signs of a sock-lyric and tune quality, familiarity, and a smooth, rhythmic execution in top Kyser style. The Campus Kids group handle the vocal chores with simple, forthright, but modulated appeal. In this day of the revived standard, here's one that appears to be ready, combining top-grade tune with performance. Tune is due for a pubber push.

#### THE DISK JOCKEYS PICK:

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

1. DREAM KISSES .....Ann Vincent.....Mercury 5190
2. LAVENDER BLUE .....Dinah Shore.....Columbia 38299
3. I WANT TO PRAY .....Sarah Vaughan .....
4. CUANTO LA GUSTA .....Carmen Miranda-Andrews Sisters.....Decca 24479
5. ON A SLOW BOAT TO CHINA.....Kay Kyser.....Columbia 38301
6. PRETTY BABY .....Doris Day.....Columbia 38302
7. SAY SOMETHING SWEET TO YOUR SWEETHEART .....Vic Damone-Patti Page.....Mercury 5192
8. LILLETTE .....King Cole Trio.....Capitol 15224
9. WHAT DID I DO?.....Dinah Shore.....Columbia 38293
10. WHAT DID I DO?.....Margaret Whiting.....Capitol 15209

#### THE RETAILERS PICK:

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

1. ON A SLOW BOAT TO CHINA.....Kay Kyser.....Columbia 38301
2. ON A SLOW BOAT TO CHINA.....Freddie Martin.....
3. SWEET GEORGIA BROWN .....Brother Bones.....Tempo TR-652
4. WHAT DID I DO .....Margaret Whiting.....Capitol 15209
5. BUTTONS AND BOWS .....Evelyn Knight.....Decca 24469
6. CORN BELT SYMPHONY .....Jack Lathrop.....Victor 20-3119
7. DARKTOWN STRUTTERS' BALL ....Connie Haines-Allan Dale.....
8. FOR YOU .....Gordon Jenkins.....Decca 24478
9. LILLETTE .....King Cole Trio.....Capitol 15224
10. YOU WERE ONLY FOOLING .....Ink Spots.....Decca 24507

#### THE OPERATORS PICK:

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

1. ON A SLOW BOAT TO CHINA.....Kay Kyser.....Columbia 38301
2. I WANT TO BE THE ONLY ONE.....Jon & Sandra Steele...Damon D-11130
3. GLISS IN THE DARK.....Leo Guarnieri.....MGM 10249
4. SAY SOMETHING SWEET TO YOUR SWEETHEART .....Eve Young.....Victor 20-3077
5. LILLETTE .....King Cole Trio.....Capitol 15224
6. I STILL GET A THRILL.....Francis Craig.....Bullet 1040
7. WHEN YOU'RE SMILIN' .....Perry Como.....Victor 20-3086
8. CORNBELT SYMPHONY .....Jack Emerson.....Metrotone M-3014
9. CORNBELT SYMPHONY .....Nev Simons.....Rego 1016
10. YOU WERE ONLY FOOLING .....Ink Spots.....Decca 24507



# ROYAL THANKS

from ...



**King Cole Trio**  
on *Capitol Records*

*Sincere appreciation to  
America's disk jockeys  
King Cole*

PERSONAL MANAGEMENT **CARLOS GASTEL** • PRESS REL. **GENE HOWARD VIRGINIA WICKS**

**GAC** GENERAL ARTISTS CORPORATION

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have less waste with NEF-O-LAC "905"



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## The Billboard MUSIC POPULARITY CHARTS

PART X

### Advance Information

Week Ending October 8



#### ADVANCE RECORD RELEASES

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

##### POPULAR

- A. Bluebird Singing in My Heart
- B. Crosby (Lili Marlene) Decca 24508
- Ah, But It Happens
- H. James Ork-V. De Campo (What Did) Columbia 38342
- A Little Bird Told Me
- F. Watson (Pretty Papa) Supreme S-1507
- Always
- Z. Elman Ork (Bublitchki) MGM 10277
- Always Mine
- A. Cornell & the Rhythm Masters (I've Been) Bandwagon 517
- Anytime
- D. Haymes-The Troubadours (Bouquet or) Decca 24506
- Anywhere in Texas R.F.D.
- L. Prima Ork (That Certain) Victor 20-3098
- Ave Maria
- V. Damone-Mercury Chorale (Silent Night) Mercury 5074
- Beer Barrel Polka
- K. Cole (Fantasy) Texstar T-7
- Before Long
- J. Desmond (Tara Talara) MGM 10287
- Boogie Woogie on a Saturday Night
- Five Red Caps (If I) MGM 10285
- Bouquet of Roses
- D. Haymes-The Troubadours (Anytime) Decca 24506
- Bow Bells
- Skyrockets Ork-D. James (The Silver) Victor 20-3146
- Brown Jug Polka
- K. Griffin-J. Knapp (If I) Rondo 150
- Bublitchki
- Z. Elman Ork (Always) MGM 10277
- By the Waters of the Minnetonka
- V. Roddie (Temptation) Apollo 1130
- Canadian Capers
- The Three Suns (I Go in) Victor 20-3134
- Can't Sleep
- L. Raine-R. Garcia Ork (Lonely Cafe) Coast 8062
- Cheri
- R. Long Ork-M. Campbell (Would You) Collegiate J 2950
- Cherokee
- K. Jagger (Marie) PM 340
- Christmas Fantasy, Parts I and II
- A. Goodman Ork . . . Victor 25-0427
- Cherry Pickers Polka
- Six Fat Dutchmen (Woodchopper's Song) Victor 20-3136
- Cocktail Capers Album—A. Van Dame Quintette (3-10")
- Capitol CC-105
- Dark Eyes . . . Capitol 10166
- If I Had You . . . Capitol 10164
- I've Got You Under My Skin . . . Capitol 10164
- Lover . . . Capitol 10166
- Meadowland . . . Capitol 10165
- The Breeze and I . . . Capitol 10165
- Cruel Love
- V. Di Maggio-B. Johnson (Gee Gee) Universal U-125
- Danny Boy
- D. Day (Phil, the) Capitol 15247
- Do You Ever Think of Me?
- The Dell Trio (Nights of) Columbia 38325
- Do You Remember? Album—Morton Gould Ork (4-10")
- Columbia MM-787
- Dardanelle . . . Columbia 4543-M
- Nola . . . Columbia 4542-M
- My Blue Heaven . . . Columbia 4541-M
- On the Sunny Side of the Street . . . Columbia 4544-M
- Poor Butterfly . . . Columbia 4544-M
- The Sheik of Araby . . . Columbia 4543-M
- Twelfth Street Rag . . . Columbia 4541-M
- Whispering . . . Columbia 4542-M
- Don't Want That Man Around
- S. Kenton Ork (Harlem Holiday) Capitol 15248
- Down Among the Sheltering Palms
- J. Brown Quartet (If We) MGM 10286
- Down Among the Sheltering Palms
- J. Mercer-P. Weston Ork (One for) Capitol 15241
- Down Among the Sheltering Palms
- G. Olsen Ork-B. Norman (I'm Headin') Rondo R-164
- Down the Stairs and Out the Door (Went My Baby)
- E. Davis-J. Richards Ork (Just Once) Victor 20-3036
- Dream
- The Pied Pipers-P. Weston Ork (The Whiffenpoof) Capitol 15246
- Dream Kisses
- A. Vincent (Till We) Mercury 5196
- Drifting and Dreaming
- The Korn Kobbler (Kobblerumba) MGM 10278
- El Lobo (The Wolf)
- X. Cugat Ork-D. Campo (Sunday in) Columbia 38327
- Everybody Loves Somebody
- Eddie Heywood Trio (The Night) Victor 20-3012
- Fantasy
- K. Cole (Beer Barrel) Texstar T-7
- Frankie Carle Presents Roses in Rhythm Album
- F. Carle-Rhythm Section (4-10") Columbia C-174
- Honeysuckle Rose . . . Columbia 38332
- Mexicali Rose . . . Columbia 38331
- My Wild Irish Rose . . . Columbia 38330
- One Dozen Roses . . . Columbia 38333
- Only a Rose . . . Columbia 38333
- Rose of Washington Square . . . Columbia 38331
- Rose Room . . . Columbia 38332
- Rose of Picardy . . . Columbia 38330
- From Twilight 'Til Dawn
- C. Burke Ork (Lovely Hannah) Capitol 15255
- Gee Gee Blues
- V. Di Maggio (Cruel Love) Universal U-125
- Gloria
- Sam Brothers (I Want) Decca 24509
- Gotta Get a Girl
- K. Jagger (Sleepy Time) PM 339
- Hair of Gold
- Nick Minard (Underneath the) Apollo 1129
- Harlem Holiday
- S. Kenton Ork (Don't Want) Capitol 15248
- I Go in When the Moon Comes Out
- The Three Suns (Canadian Capers) Victor 20-3134
- I Like It Better All the Time
- M. Tilton-D. Elliott Ork (I'll Remember) Capitol 15250
- I'd Love To Call You My Sweetheart
- D. Haymes-The Andrews Sisters (What Did) Decca 24504
- I Love You So Much It Hurts
- R. Goff-Camstapleton Ork (Maria Mia) London 312
- I Want To Be the Only One
- Sam Brothers (Gloria) Decca 24507
- If I Could Be With You
- A. Kassel Ork (Queen for) Mercury 5200
- If I Can't Have You
- Five Red Caps (Boogie Woogie) MGM 10285
- If I Had You
- K. Griffin-J. Knapp (Brown Jug) Rondo 150
- If We Can't Be the Same Old Sweethearts
- J. Brown Quartet (Down Among) MGM 10286
- I'll Remember April
- M. Tilton-G. Jenkins Ork (I Like) Capitol 15250
- I'm Always Chasing Rainbows
- G. Jenkins Ork (White Christmas) Capitol 15202
- I'm A-Tellin' You, Sam
- L. Brown Ork (I've Got) Columbia 38324
- I'm Headin' for a Shotgun Weddin'
- G. Olsen Ork-B. Norman (Down Among) Rondo R-164
- I'm Lazy, That's All
- P. Bailey-M. Ayres Ork (Say It) Columbia 38328
- Impia
- R. Touzet (Who Knows?) Capitol 15252
- I'm Strictly on the Corny Side
- B. Garrett (It's a) MGM 10288
- In My Dreams
- V. Monroe Ork (The Chocolate) Victor 20-3133
- In So Many Words
- W. King Ork (Memories) Victor 20-3147
- In the Rain
- R. Deauville (Recess in) Mercury 5197
- Indiana in the Evening
- K. Baker-K. Darby Singers (When Ships) Decca 24510
- It's a Quiet Town in Cross-Bone County
- B. Garrett (I'm Strictly) MGM 10288
- I've Been Through 'em Mill With Bill
- A. Cornell & The Rhythm Masters (Always Mine) Bandwagon 517
- I've Got My Love To Keep Me Warm
- L. Brown Ork (I'm A-Tellin') Columbia 38324
- Jack's Jump
- M. Cole (Sunrise Serenade) Texstar T-6
- Jingle Bells
- J. Mercer & The Pied Pipers-P. Weston Ork (Santa Claus) Capitol 15004
- Josephine
- F. (Schnickelfritts) Fisher (Twelfth Josephine)
- H. Schelb (Now and) Crystal 165 Street) FM 301

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Album Reviews**  
 Week Ending October 8

**PART XI**  
 Billboard TRADE SERVICE FEATURE

**It's A Hit!**  
**"ANNABELLE"**  
 Billy Bishop and his orchestra  
 the flip—  
**"TWELFTH STREET RAG"**  
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**"Will You Be My Darlin'?"**  
**TOWER RECORD 1288**  
 AND  
**THE LATEST JACK OWENS' RELEASE**  
**"I'D LOVE TO LIVE IN LOVELAND"**  
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**TOWER 540 N. MICHIGAN CHICAGO**

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 THIS IS IT!  
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 LOS ANGELES 27, CALIF.

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

**THE RATINGS**  
 (100 points—the maximum)  
 90-100 ..... tops  
 80-89 ..... excellent  
 70-79 ..... good  
 40-69 ..... satisfactory  
 0-39 ..... poor

**THE CATEGORIES**

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

**GILBERT AND SULLIVAN AND DANNY KAYE (3-10") 79**  
 (Johnny Green Ork)  
 (Decca 694)  
 The Judge's Song; When My Old, Old Love I Knew, in Enterprise of Martial Kind; The Policeman's Song; If You're Anxious for To Shine; Nightmare Song; The Moon and I.  
 The possibilities that this album held were immense but the result is somewhat disappointing. Perhaps the fault is Kaye's for so diligently sticking to the Gilbert and Sullivan writings. At any rate, he attempts to faithfully sing some of glib and humorous G&S ditties. As talented as Kaye may be, this time he bit off considerably more than he could handle. However, the Kaye disk diehards, and there are quite a few, will probably take a crack at the album nevertheless.

**JUKES** Not suitable.  
**JOCKS** Some spinners may like these sides for the novelty of the material and artist pairing.

**SHOLEM ALEICHEM'S TALES FROM THE OLD COUNTRY 71**  
 (Howard Da Silva)  
 (Decca DU5)  
 The Fiddle; A Yom Kippur Scandal; Dreyfus in Kasrilevka.  
 Here is a package which is slanted mainly for Jewish homes but it also has many favorable qualities which qualify it for folk collectors' shelves as well. Actor Howard Da Silva forcefully delivers three short stories taken from the writings of Sholem Aleichem, who is accredited in literary circles as the top purveyor of Hebrew life, to the accompaniment of original music by Serge Hovey. They are typical tales of "old country" Jews properly showing the stern home life and "horse sense" logic for which they are well known. Dealers in Jewish neighborhoods should look into this package for special merchandising. It's a novel idea and will require that extra push. And the customer will probably love it.

**JUKES** Not suitable.  
**JOCKS** Can be used only for special folk or Jewish shows.

**FESTIVAL GEMS ALBUM—MOSHE KUSEVITSKY (3-12") 72**  
 (Victor 8-56)  
 L'Dor Vodor; Unipnei Chatochinu; Shelboneh; Bels Hamikdosh; Akavyo Ben; Mahalalel.  
 Here are some superb Hebraic liturgical specimens. Extracts from Jewish holiday services, they are sung without the usual cantorial tricks in fairly straightforward fashion by Kusevitsky, who is enjoying some success in U. S. concert halls after having been brought over here by William Morris from his post as the Cantor of Warsaw in Poland. This is a first-rate package in its field and may find its way into other than Jewish homes, where it should find greatest favor, strictly on the strength of the Kusevitsky tenor voice and performance. Good string ensemble accompaniment.

**JUKES** Not suitable.  
**JOCKS** Jewish spinner shows and long-hair and FM spinners should look into this package.

**MUSIC OF THE VOLGA (4-10") 73**  
 (Marek Weber Ork)  
 (Columbia C-198)  
 30 Russian Folk Songs.  
 This album just about covers the length and breadth of the Russian folk song field in 30 single choruses spread over eight 10-inch sides. Tunes are neatly arranged in suitable tempo and popularity sequence. Ork under Marek Weber does a better than average job with the standard material. Everything in the package from "Bublitchki" to "Meadowlands" to "Volga Boatmen." Good cover.

**JUKES** Not suitable.  
**JOCKS** Could serve on most any spinner show.

**NIGHT AND DAY (4-10") 80**  
 (Carmen Cavallaro)  
 (Decca A-693)  
 Night and Day; Body and Soul; Temptation; If I Could Be With You (One Hour Tonight); Day Dreaming; The Most Beautiful Girl in the World; I Kiss Your Hand, Madame; You're Just a Flower From an Old Bouquet.  
 This bevy of standards is given new brilliance by Carmen Cavallaro's tasteful pianistic. Literally a artist to his fingertips, his renditions here are marked by a facile suavity which is unerring in its phrasing and interpretation. The delicate rhythmic patterns will score with anybody who can appreciate fine piano. The selections, it will be noted, are tried and proven. This reviewer found particularly ingratiating Cavallaro's deft "I Kiss Your Hand, Madame"; the moody "Temptation" and "The Little Show" oldie, "Body and Soul."

**JUKES** In better class locations.  
**JOCKS** All sides worth a whirl.

**SONGS OF OUR TIMES (1943) (4-10") 73**  
 (Bob Grant Ork)  
 (Decca A-1913)  
 Package is made up of fox-trot medleys of 23 tunes of 1943—with vocal choruses. The appeal is mostly nostalgic—this element being, of course, the strong attraction of Decca's Songs of Our Times idea. But the 1943 ditties are perhaps too close to modern times to have even a really strong nostalgic quality. From a musical standpoint, too, the 1943 vintage doesn't stack up too well, the output impressing as neither exciting nor bright. Grant's orchestral renditions are technically facile. As a segment of the Songs of Our Times series, the Album takes on added interest which is not inherent in the music; for the tunes represent a phase of America's socio-musical development. This particular aspect of the album's appeal is heightened by historical digest of 1943, carried on the album's inside covers, and detailing the political, cultural and artistic modes of the day.

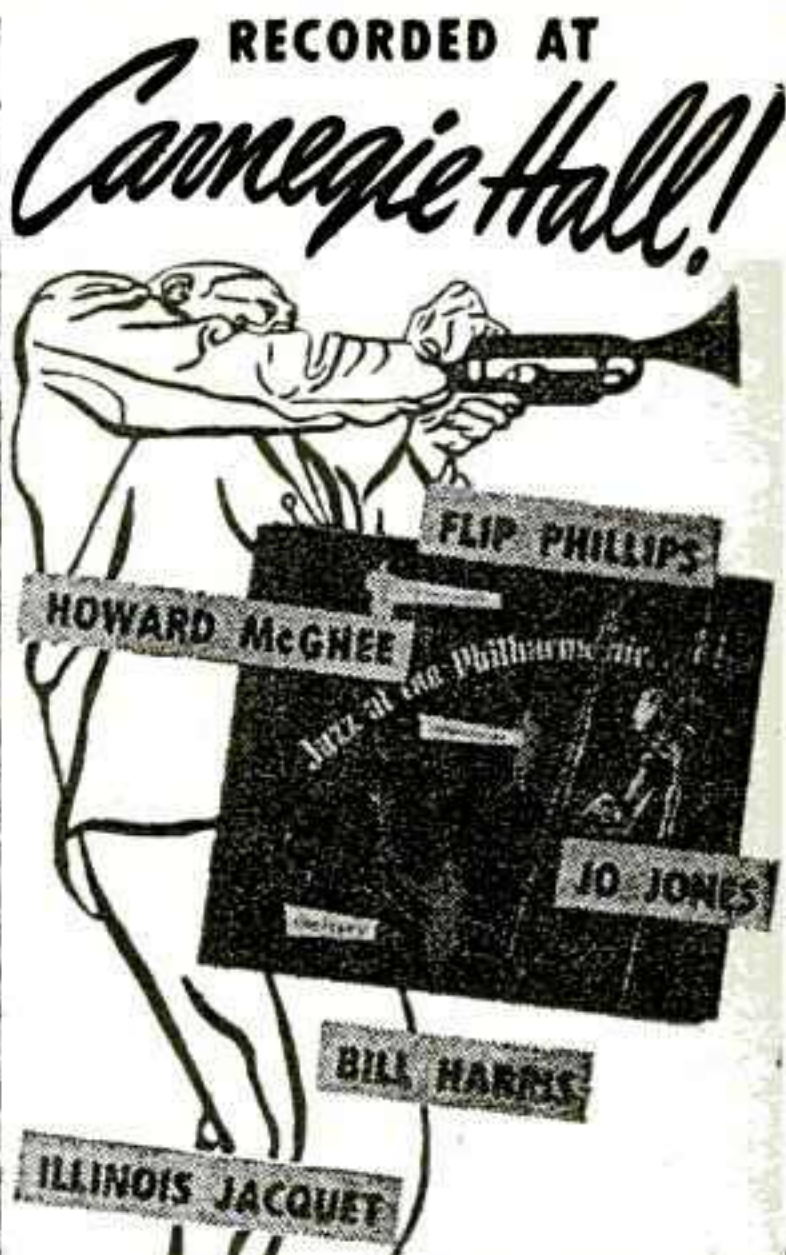
**JUKES** Not too suitable.  
**JOCKS** Fair fare.

**INK SPOTS-ELLA FITZGERALD SOUVENIR ALBUM (3-10") 75**  
 (Ink Spots-Ella Fitzgerald)  
 (Decca A-657)  
 I'm Making Believe; Into Each Life Some Rain Must Fall; Cow-Cow Boogie; That's the Way It Is; I'm Beginning to See the Light; I'm Gonna Turn Off the Teardrops. Sides Ella made with the Ink Spots are re-issued here in album form (one is the Spots without her) probably because the thrush's star is in the ascendant now. 'Altho most of the sides co-feature her and the group fairly equally, hers is the shining performance in each case. Anomaly is that Ella's following today is predominantly "hip," and of a disposition to objure the Spots' saccharinities—but gal is so strong currently that even the jazzbos will buy the group to get the gal. Also the Spots will be the draw for a large segment of buyers—so the package figures to do fairly well.

**JUKES** Sides too dated for most spots.  
**JOCKS** Can use handily.

**DAVID ROSE SERENADES ALBUM — DAVID ROSE ORK (4-10") 74**  
 (MGM 28)  
 Serenade; Penny Serenade; Sunrise Serenade; Penthouse Serenade; Serenade in Blue; The Gaucho Serenade; Serenade to a Lemonade; Puppet Serenade.  
 Count on David Rose for tasteful the lush orchestration with complete emphasis on melody. No exception is this album of half a dozen standards and two Rose originals—"Puppet" and "Lemonade." It makes for an extremely engaging half hour of light listening and should prove to be a good dealer stock item for gift buyers. Album cover could have been set in more conservative tastes.

**JUKES** For class locations only.  
**JOCKS** Spinners should dig the soothing Rose "Serenades."



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# MUSIC—AS WRITTEN

## New York:

Pat Lombard, William Morris band booker who recently joined the agency's New York office after several years in Chicago, suffered a minor heart attack Thursday (7); he will be out for a couple of weeks to undergo a series of hospital tests. . . . Stan Kenton and Nellie Lutcher form the bill for the Paramount Theater beginning the last week in November or the first in December. . . . Music Corporation of America exec, Johnny Dugan, has flown to Bermuda for a one-week vacation.

Jimmy Dorsey's ork plays for the Arcadia Ballroom's 24th anniversary October 14. . . . Both Dorsey and Claude Thornhill are in town to reorganize new orks. . . . Jan Garber signed with the William Morris Agency after over 20 years of Music Corporation of America management. . . . Carlos Molina, who recently signed a management pact with General Artists Corporation, last week was inked to do a four-week date at the Claridge Hotel in Memphis beginning October 22. . . . The same agency inked singer Stuart Wade, who formerly warbled with Freddy Martin's crew, to a management pact.

Connie Haines, Frankie Laine and Jerry Wald's ork form the Paramount bill beginning November 3 for a minimum of three weeks. . . . Tenor saxist Lester Young and his small ork follow Woody Herman's ork into the Royal Roost late in November. Nitery also is trying to get a name singer to round out the bill. . . . Shep Fields' band is set for the Capitol Theater for three weeks beginning November 12. . . . Buddy Rich's ork follows Jerry Wald into the Avalon Ballroom here for a couple of weeks beginning October 22; incidentally, the spot will draw three Mutual wires weekly beginning next week.

Stan Kenton's crew follows its current concert itinerary with a string of dance dates thru the South with initial bookings covering November 16 thru 27. Incidentally, Kenton raked up a three-night gross of \$15,773.17 in week-end one-night concerts in Indianapolis, Cincinnati and St. Louis last week. . . . Chirps Connie Haines and Anita O'Day are newest additions to the clients of the Virginia Wicks' flackery.

It is reported that Hal Derwin will give up his ork to return to singledom and Hollywood following his current run at Frank Dailey's Meadowbrook. . . . Duke Ellington presents his sixth annual Carnegie Hall concert this year November 13. . . . Apollo Records picked up four masters which are being released immediately. Two sides are by pianist Vin Roddie, with the remaining etchings credited to Nick Minard and His Trio. . . . The Gene Autry Friendship Club held its annual convention at the Hotel Victoria here this week-end.

Gene Howard no longer associated with Stan Kenton; Virginia Wicks handles the ork's flack work on a national basis now. . . . Singer Andy Russell has been packaged with Hal McIntyre's ork for a one-nighter and theater tour which commences October 29. Booked by William Morris Agency.

William Morris Agency inked Vincent Lopez to a term management pact last week. . . . Same Agency signed Clyde Burke to a booking pact; Burke is forming a new ork designed for hotel work, in association with arranger Ted Duane, formerly with Carmen Cavallaro and Ted Straeter. Burke was formerly with the Raymond Scott, Blue Barron and Sammy Kaye orks. . . . King diskery will take over the District of Columbia distributorship for the De Luxe waxworks. . . . Chirp Peggy Martin now working with the Cy Greene band at the Essex House hostelry in Newark.

Black & White Records opened a branch office in New York, with Larry Newton supervising. Branch will handle locally the labels associated with B&W, which include Comet, Jewel, Supreme and Highway. . . . Nat Brusiloff, who was ill last summer, has bought and retired to a dude ranch in Tucson, Ariz., tabbed Casa Contenta. The long-time orkster is running the ranch with his wife, Mildred. . . . Ork leader Larry Clinton last week put a completely reorganized band into rehearsal prior to a tee-off tour of one-nighters in the South.

George Joy, of Santly-Joy pubbery, left October 4 for the Coast to set exploitation on the score for *So Dear to My Heart*, new Disney pic slated for release around Christmas. . . . Minton's Playhouse, Harlem boppery, has suspended its impromptu jazz sessions during alterations. Spot, alleged the birthplace of bop, is redecorating to lure the hipsters back uptown. . . . Lenny Lewis debuted at the Apollo Theater October 8. . . . Jerry Leser plugging for Dorsey Bros.' Music, Inc., on the Coast. . . . Bob Bain, former production manager for Vox diskery, now general manager for Harry Smith's recording studios here.

Apollo and Bullet waxeries planning a co-op distribution set-up in Atlanta. . . . Sandy Rederer, former sales head for Mayfair diskery, appointed national sales manager for Bullet Records. . . . Members of the Ravens Quartet turned record salesmen last week to benefit the Damon Runyon Cancer Fund. Group, appearing at the Apollo Theater, donated 1,500 of their disks and personally sold same in the lobby between stage shows—all proceeds going to the fund. . . . Carlos Varela, Latin orkster, and Max Leimeister, band member, have organized their own Bongo diskery, initial releases featuring the Varela band. Mus-Art Distributing Company will handle national sales. Varela and band open at Bill Miller's Riviera October 9.

Duke Ellington's ork will be the first Negro band to play at Frank Palumbo's Click nitery in Philadelphia. Ork's skedded for the Thanksgiving week, opening November 22. . . . Charlie Spivak returns from his one-month vacation for a series of one nighters, beginning October 14. . . . Claude Thornhill returned from his three-month Hawaiian vacation and will reorganize his ork for a one-nighter tour, beginning October 29. . . . Herb Jeffries will make his second New York appearance at the Three Duces nitery, beginning October 28, for four weeks plus options.

Vic Damone and Bob Russell were the guest stars at a recent Tune-of-the-Month party for teen-agers at Frank Palumbo's Click club in Philadelphia, with *On a Slow Boat to China* voted the tune most likely to succeed in October. . . . Eddie Salecto has added Helen Farrell to his Salect-Tones group. . . . The

Buddy Rocco instrumental trio began a six-week run at the Cavalier Hotel, Virginia Beach, last week. . . . Pelham Heath Inn becomes a twilight club instead of a night club beginning Thursday (14), when it starts opening its doors at 5 p.m. . . . Johnny Long plays the Club Tropicana in Baton Rouge, La., Wednesday (20). . . . Emanon Records, featuring French be-bop sides, has made distribber arrangements with Chord in Chicago and Idessa Malone in Detroit.

RCA Victor records has authorized Family Games, Inc., to contact the company's exclusive distributors to merchandise a new item known as the "Storyplays Series." The package consists of a 12-inch vinyl disk (pressed by Victor) plus cardboard cutouts of storybook characters and stage sets. . . . Ralph Emmett, sales manager, exited the Sterling diskery last week. . . . The Orioles (*It's Too Soon To Know*) Quintet is off on a tour of Southern theaters. . . . Milt Buckner, for seven years featured pianist with the Lionel Hampton ork, has left Hampton to organize his own six-piece combo. Vince Markee is handling Buckner, with Ed Jaffe set as flack. . . . Ramon Littee, maestro-arranger, is prepping a new series of Latin-American orchestrations for the E. B. Marks pubbery. . . . Apollo is prepping a new seven-inch, 29-cent kiddie line to be known as Pelican Records.

Bobby Capo, Latin-American crooner featured on Secco Records, in town this week on personal business, leaves next week for a Latin tour covering Mexico, Colombia, Venezuela and Argentina. Capo just completed extended engagements in Puerto Rico and Santo Domingo.

An expose type novel on music publishing, Trudi Michel's *Inside Tin Pan Alley*, hits the shelves next week. . . . Jerry Jerome ork plays Manhattan College Friday (15). . . . Thelma Carpenter set for the Ruban Bleu. . . . Soft Winds, vocal-instrumental trio, goes into the St. Moritz Monday (18) after a week at the Click in Philadelphia. . . . Ted Straeter band goes into the Capitol Theater Thursday (28). . . . Warbler Donald Richards, recently with *Finian's Rainbow*, goes into the Mount Royal Hotel, Montreal, at a fat \$1,250 a week.

## Chicago:

Lawrence Duchow, leader of the Victor Recording Red Raven Orchestra, opened his own ballroom, the Raveno, near Neenah, Wis., October 1. Duchow will work polka and old-time crews there twice weekly. . . . Don Haynes has inked Jack and the Beanstalks; Jack Adrian, piano; Red Roberts, guitar, and Bill Daily, bass, to a p.m. contract, and the group has been signed by MCA, who booked the trio into the Orchid Lounge, Springfield, Ill., opening October 12.

Tommy Carlyn's ork set for the Schroeder Hotel, Milwaukee, October 19, with three months at Bill Green's Casino, Pittsburgh, teeing off December 13. . . . Danny Ferguson has enlarged his ork to seven and switched from McConkey Music to MCA. . . . The Show Boat, Milwaukee bistro which has featured top jazz talent for the past five months, has claims filed against it by orksters Larry Clinton and Vido Musso, who are allegedly owed approximately \$1,100.

The Blue Note, downtown bistro which features jazz names, gets a WBBM remote wire. . . . Bill Vidas, Mutual Entertainment Agency rep, and Johnny Apt, Fort Wayne, Ind., terpery op, are co-operating on a series of one-nighters at the Pioneer Garden Ballroom, Joliet, Ill., with Ray Pearl, Henry Brandon, Billy Bishop and others set for Sunday night stops. . . . Gordon Dudero, ex-MCA orkster, has joined McConkey Music in Kansas City as a booker. . . . Gloria Van, ex-Krupa and McIntyre chirp and recently with Gloria Van and Her Vanguarders, has joined Buddy DiVito's ork.

## Philadelphia:

Buddy Williams takes back the bandstand spot at Wagner's Ballroom. Maestro also booked by La Salle to play its junior prom next January 21. . . . Charley Ventura checked in at Ciro's. . . . Anthony Candelori, former Hotel Adelphia maestro, joined the sales staff of Presser Music Company here. . . . Lou Schrader, vet maestro of the Earle Theater pit band, is now dean of the Taylor School of Music here. . . . Hal Singer, tenor saxist last here with Bullmoose Jackson, now fronting a band of his own, plays for an elite ballroom prom October 15. . . . Norman Granz presented Illinois Jacquet's band, plus Sarah Vaughan, for an Academy of Music concert October 8.

Resumption of the Click-Tune-of-the-Month parties at Frank Palumbo's Click by the local juke box operators' association finds Kay Kyser's *On a Slow Boat to China* getting the nod from the balloting youngsters. . . . Libby Holman will be heard in a concert of *American Earth Songs* with Gerald Cook at the piano at the Hedgerow Theater in suburban Moylan, Pa., October 18. . . . Eddie Durham reorganizing his all-girl band here. . . . Florence Kern, former fiddler with Phil Spitalny's gang, teamed with squeeze-boxer Eddie Weber at the Hotel Adelphia Cocktail Lounge. . . . Milton Salzman coming here from the West Coast to head the Atlantic division for Tempo Records.

## London:

George Colborn has been named to lead the house band at the Cafe de Paris night spot which opens soon. A rumba band will soon be named as relief to the Colborn outfit. . . . Les Baker and his ork were selected over 20 bands who auditioned for the vacancy at Fischer's Restaurant. . . . Cyril Stapleton, Vincent Ladbrooke, Ivor Kirchin, Les Ayling and Miguelita have been selected as the five bands to play at the Tin Pan Alley Ball at the Lyceum dance hall, October 28.

Billy Munn has reorganized his band and will open his fall program with a series over the British Broadcasting Corporation (BBC), starting October 14. . . . Felix Mendelssohn will take a two-week lay-off from leading his Hawaiian Serenaders. Vocalist Louisa Reyes will lead the Serenaders during his hiatus. . . . Rudy Starita and His Starlites are appearing before troops in the American zone of Germany. . . . Thrush Anne Shelton has inked for a new BBC series this month. . . . Ivy Benson, recovering from a serious operation, is expected to return to the stand October 18.

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

(Continued from page 30)

Song	Publisher	SI—Sustaining Instrumental SV—Sustaining Vocal				CI—Commercial Instrumental CV—Commercial Vocal				Tot. Pts.				
		SI	SV	CI	CV	SI	SV	CI	CV					
In My Dreams	Wizell	5	7	0	1	4	4	0	1	11	2	0	0	54
Isn't It Romantic (Isn't It Romantic)	Famous	7	4	1	1	2	1	4	1	7	3	0	1	59
It Only Happens When I Dance With You (Easter Parade)	Berlin	6	2	0	3	2	3	0	3	5	4	0	3	67
It's Magic (Romance on the High Seas)	Witmark	1	7	0	8	3	6	5	8	3	9	0	7	158
Just for Now	Advanced	1	5	0	6	2	6	1	6	7	3	1	6	116
Little Girl	Leeds	2	4	2	3	1	5	2	3	7	8	2	2	94
Lonesome	Republic	4	6	1	3	0	0	1	3	14	1	1	2	73
Love Somebody	Whitney	1	5	0	6	0	1	0	6	1	11	0	6	108
Maybe You'll Be There	Triangle	3	8	0	4	3	5	3	4	5	9	0	4	112
My Happiness	Biasco	0	0	0	5	0	0	0	5	3	7	0	4	73
On a Slow Boat to China	Melrose	1	10	0	0	0	6	2	0	6	11	0	0	67
Rambling Rose	Laurel	4	11	0	4	0	2	0	4	12	19	0	3	124
The Money Song	Crawford	0	8	0	3	1	2	3	5	2	3	0	3	82
The Night Has a Thousand Eyes	Paramount	4	8	1	4	2	7	2	3	19	8	0	1	112
The Things I Love	Campbell	2	7	0	2	3	10	0	1	10	3	0	1	71
This Is the Moment (Lady in Ermine)	Miller	4	18	1	12	6	11	6	15	8	25	0	11	299
Time and Time Again	London	1	8	0	3	1	1	0	3	0	0	0	3	56
Twelfth Street Rag	Shapiro	6	0	4	1	3	0	4	1	0	0	4	1	57
Underneath the Arches	Robbins	2	4	0	4	3	5	4	4	4	7	0	2	93
Until	Dorsey Bros.	1	4	0	5	0	0	0	5	1	0	0	5	70
Walking With My Shadow	Johnstone	5	5	0	3	0	2	0	3	1	8	0	3	72
When the Red, Red Robin	Bourne	0	2	1	3	0	1	2	3	2	7	1	3	70
When You Left Me	Porgie	0	10	0	2	0	1	0	2	8	3	0	1	58
You Call Everybody Darlin'	Mayfair	0	7	1	14	2	7	6	16	2	9	1	13	246
You Were Only Foolin'	Shapiro	4	14	0	7	3	5	3	7	14	7	0	6	162

## RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 30)

Weeks to date	POSITION	Week	This Week	Record	Artist	Lic. By
9	16	16	16	IT'S MAGIC (F)	Sarah Vaughan	Musicraft 557—ASCAP
4	13	17	17	UNDERNEATH THE ARCHES	Andy Russell-The Pied Pipers	Capitol 15183—ASCAP
6	18	18	18	CLAIR DE LUNE	Paul Weston	Capitol 15153 (H. Sukman, Artist 3001; V. Greene Trio, Trilon 210; J. Fuchs-M. Marrow & the MGM String Ork, MGM 30134; H. Sukman, Artist 4899)
10	17	19	19	IT'S MAGIC (F)	Tony Martin	Victor 20-2862—ASCAP
2	12	20	20	SERUTAN YOB	The Unnatural Seven-K. Tedder & Hawthorne	Capitol 15210—ASCAP
1	21	21	21	BLUEBIRD OF HAPPINESS	J. Stafford-G. MacRae and The Starlighters	Capitol 15207—ASCAP
5	22	22	22	HAIR OF GOLD	J. Laurenz	Mercury 5172—ASCAP
4	23	23	23	UNDERNEATH THE ARCHES	Andrews Sisters	Decca 24490—ASCAP
2	24	24	24	THAT CERTAIN PARTY	B. Strong Ork, Tower 1271	ASCAP (F. Gray, Apollo 1132; Varsity Ork, Varsity 111; D. Martin & J. Lewis, Capitol 15249; Louis Prima Ork, Victor 20-3098)
6	24	24	24	A TREE IN THE MEADOW	J. Laurenz	Mercury 5148—ASCAP
2	28	26	26	YOU CAME A LONG WAY	R. McKinley	Victor 20-2913—ASCAP
4	26	26	26	YOU CALL EVERYBODY DARLIN'	Andrews Sisters	Decca 24490—ASCAP
7	21	28	28	HAIR OF GOLD	J. Emerson	Metrotone 2018—ASCAP
1	29	29	29	SAY SOMETHING SWEET TO YOUR SWEETHEART	J. Stafford-G. MacRae and Starlighters	Capitol 15207—ASCAP (Ink Spots, Decca 24507; Eve Young & Drugstore Cowboys, Victor 20-3077; V. Damone-P. Page, Mercury 5192; A. Shelton-S. Browne, London 260)
1	30	30	30	I'LL GET ALONG SOMEHOW	S. Donahue	Capitol 15081—ASCAP (E. Tubb, Decca 46092; The Harmonaires, Majestic 1242)

## KRAUT SHOWBIZ

(Continued from page 3)

the D mark, which was put out in exchange for the old mark at one to 10, but this was not enough to stem the flow of red ink. Prospective pew buyers' lack of moo still left many empty seats and darkened houses.

Considerable dickering on the part of the managers and the union representatives of the artists has finally led to legal salary cuts as a further attempt to put show business into the

black. After the money shake-up, managers were asking as high as 90 per cent cuts in pay, but the agreement finally reached set the legal reduction at 50 per cent.

The Labor Office of Berlin, in cooperation with the artists' union, issued an order banning all children from showbiz. During the war and afterward until the order was issued, a real invasion of juvenile acts cut a deep dent in acts' salaries. The ban is a blanket rule for all phases of the business, but a few exceptions will be made in cases of outstanding talent. The move was made as a protection for the moppets, but it is regarded by many as a boon to the older artists, who have suffered from the invasion of the kids.

Tho now over a barrel, Berlin showbiz may revive. Certainly it can't be said that everyone isn't trying.

## Philly Waxeries On Pact Spree

PHILADELPHIA, Oct. 9.—Anticipating an early lifting of the waxing ban, local platter firms are going on a pacting spree. Elliot Wexler, local record distributor with his own Public label, is scouting the town and has inked the Keys and Bon Bon, instrumental-vocal unit. Bon Bon (Tunnell) is an old recording hand and was originally vocalist with the late Jan Savitt's band. Wexler also has Cardboard Danny, local specialty singer, to cut an album of oldies, with the organ team of Ralph and Buddy Bonds set to wax their *Stormy Weather* specialty.

Ivan Ballen, with his own pressing plant for his 20th Century label, and also owner of the Gotham label which he previously purchased in New York, auditioned Harriet Harris's piping, Danny Turner's sax sorcery and Jimmy Golden's 88-ing. Local singer Bob Manning, former warbler with Ziggy Elman's band, and formerly on the local Click label, was inked by the Apollo label.

## Cap's Ace Kidisk Peddler Set for Promotion Tour

CHICAGO, Oct. 9.—Capitol Records this week started an experimental build-up of its most consistent kidisk record seller, *Bozo the Clown*, in what is believed to be the first promotional personal appearance tour on the part of a moppet record favorite. Tour also is unique in that the Capitol try is for video shots for the ex-circus clown.

Bozo, whose real monicker is Pinto Colvig, worked until 1915 as a clown with a number of circuses, ending with the Al G. Barnes Circus.

Bankrolled by Capitol, Colvig started his tour October 4 in Cleveland, where he did a show over WEWS, video outlet, with a video shot over WJJ-TV, Detroit, the following day, plus WGN-TV, Chicago, October 8, and the Midwest TV network October 9, with the program emanating from WENR-TV, Chicago. In addition to the 15-minute video shots, he worked at least two hospitals in each city plus several record stores and one or two d. j. shows. Ray Marchbanks, Midwest regional chief for Capitol, said he considered the TV appearances most important, for Colvig is an accomplished showman who works in greasepaint, which helps him on a tele shot. Colvig starts an Eastern swing October 10 in New York, where he'll remain about a week, with several video shots set plus an appearance on *We, the People*, web show.

Colvig, who already has four kid albums out for Capitol, is also being promoted thru a syndicated comic strip, *Bozo the Clown*, being handled by Mickey Goldsen's Capitol Songs. The diskery is also merchandising a Bozo doll and intends to work out other deals with toy manufacturers for other pieces of Bozo merchandise. In addition, Capitol reported that it was readying tele and radio packages built around the flexible voiced kid fave, who gives vocal impressions of a large number of animals and humans on his recordings.

## No Razzberry

HOLLYWOOD, Oct. 9.—Music biz may have its honors, polls and awards, but no one can deny that the latest tribute to come Margaret Whiting's way is the berries. Songbird was picked as "most popular singing star" by the National Cranberry Association for the promotion of National Cranberry Week (October 18-23). Miss Whiting will officially accept the honor on her *Club 15 Campbell's Soup* airshow October 19 when she vocally salutes the cranberry growers of America. What songs one selects in paying tribute to cranberry growers was not revealed.

## Welk Tops Boff Show At S. D. Corn Palace

SIOUX CITY, S. D., Oct. 9.—This year attendance records and gross income at the Corn Palace, Mitchell, S. D., were shattered beyond all expectations for the celebration from September 20-25. Harvard N. Noble, secretary-treasurer, reports 44,259 paid admissions, with the gross set at \$71,775.30. The total income from the show, street concessions and dance was \$95,500, an increase of \$6,500 over 1947, which was \$89,000.

The biggest factor in the large increase in attendance and gross was that the headliner for the occasion was South Dakota's own famous Lawrence Welk and His Champaign Music, who held forth nightly.

Victor Borge, pianist and comedian, Paul Remos and his midgets, Johnny Laddie and Company and other acts were on the bill.

## Rainbow Lands Two Tunes Cut in Sweden

NEW YORK, Oct. 9.—The Rainbow diskery has acquired two masters, *Lemon Drop* and *Crown Pilots*, cut last year in Sweden by a be-bop crew fronted by bass man Chubby Jackson. Eddie Jarl, who issues Scandinavian material here under his own Cordion label, was rep in this deal for Cupol, Swedish diskery which produced the sides.

The deal also gives Rainbow an option on other waxings made in Sweden for Cupol, by itinerant American boppers.

The MGM wavery had also negotiated for *Lemon Drop*.

## COURT STAYS BMI DECISION

NEW YORK, Oct. 9.—New York State Supreme Court Justice Samuel Hofstadter reserved decision Wednesday (6) on the motion of Broadcast Music, Inc. (*The Billboard*, October 2) to dismiss the complaint of Perry Alexander and three other small publishers.

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# Excl. Agents' Pact Outmoded?

## Leddy - Rosen Dispute Over Booking Raises the Issue

(Continued from page 4)

agent, who holds an exclusive management contract with a performer, is entitled to the commission. If one agent sells another agent's act, without written authorization, such agent is not entitled to any commission. In actual practice this is seldom the case. Agents do sell other agents' acts on phone authorizations and commission splits are arranged.

### Bone of Contention

Both ARA and AGVA have maintained that an originating agent has the sole right to an act for the full term of the contract and has sole right to all commissions. If an agent wants to split it's okay, but in a case of difference the agent with the exclusive contract has the final word.

ARA was strong for this rule because it protected agents in their right to keep an act for the duration of a contract and prevented any other agents from moving in on the property. AGVA has enforced the rule time and again, with various acts trying to get away from their agents being forced to pay for their releases.

Under the new ruling, agents fear

## NY Roxy Books Olympics Scott

NEW YORK, Oct. 9.—Barbara Ann Scott, the Ottawa gal who won the world figure skating and Olympic championships in Europe last year, will start her pro career at the Roxy sometime around Christmas.

Miss Scott, signed by the Music Corporation of America (MCA) a few months ago, has been sought by pictures and many pro ice shows.

The skater will go into the Roxy for five weeks at \$50,000, or 10G a week. The house plans to put on a big icer for her debut, and MCA, together with the theater, will start a big press campaign to get New Yorkers acquainted with her.

## Rickert Wins Ziegler Suit

NEW YORK, Oct. 9.—The Jules Ziegler-H. Don Rickert legal battle came to an end in New York Supreme Court Friday (8) when Justice Henry Clay Greenberg denied Ziegler's petition for an injunction and ruled there was no partnership between the two parties.

Ziegler left General Artists Corporation (GAC) last March and went into business with Rickert. According to Ziegler, Rickert was to furnish the office and all facilities and put up \$50,000. When Rickert didn't live up to what Ziegler claimed he promised, he brought suit asking \$250,000 in damages and sought an injunction restraining Rickert from interfering with Ziegler's use of the office.

Justice Greenberg, in an oral off-the-bench decision, dismissed the Ziegler complaint, declared there was no partnership and denied Ziegler's request for an injunction, which, if granted, would have compelled Rickert to let Ziegler stay at the office.

that a precedent has been set and that even tho acts are under contract, other agents, by booking them without written authorization, may end up getting the act.

Rosen said he would appeal the decision and indicated that if ARA lets the decision stand he would resign and take a franchise direct from AGVA. Under the present working agreement with AGVA, ARA passes on and franchises its own members.

## New Firm Sets FG Reopening

HOLLYWOOD, Oct. 9.—Florentine Gardens, class nitery which folded a few months ago \$100,000 in the red, will light up again November 15 featuring popular prices and "good acts but no expensive names." Spot will be operated by a newly formed corporation to be known as Flotone, Inc. Corporate papers filed today lists Sidney Baskin, prexy; John La Grand, veepee, and Emil Baffa, secretary-treasurer. Flotone has leased the property from its owners, Flogar, Inc., which formerly had Frank Bruni as operator of the spot.

According to Basking, Florentine will work on a \$4,000 weekly talent budget, using production numbers with acts and line girls plus a dance band. Spot's former \$2 minimum will be dropped with the new operators avoiding either a minimum or cover. Baskin will strive to maintain popular prices and aim shows at the general public to make the nitery pay. To achieve this, Baskin said, shows will have to be void of expensive names, altho of sufficient merit to build repeat biz.

## Name Acts Forming Combos After Martin-Lewis Pattern

NEW YORK, Oct. 9.—Success of the Dean Martin-Jerry Lewis combo has started other acts on the same path. The new combos aren't limited to small names either. Some of the lads get plenty of dough as singles. To keep their salary up or increase it, acts have to draw upon new audiences and give the old ones something new for added box-office values. Material, the mainstay of a comic, is also becoming scarcer to find.

Jan Murray, for example, has started working with Johnny Johnson. Both lads, the former a comic, the latter a singer, usually get plenty of work. Johnson has done records for MGM, has been in pictures and has had air time. Together the boys feel they can do better.

Another example is Sonny Skylar and Artie Dann. The boys did a couple of things together in some club and ever since then an attempt has been made to book them together on various shows. An interesting part of their work is the fact that Jackie Miles, who gets plenty of dough as a single, is interested in doing something with Skylar. While nothing may develop out of this, it still shows in which direction the boys are thinking.

Edith Fellows, who does a good

## Out of This World

NEW YORK, Oct. 9. — Chico Marx, back from Australia, was telling Jerry Bergen what a great place it was to work in. "Jerry," said Chico, "why don't you go there? You'd be terrific."

"Go there? Go there!" complained Bergen. "My agent doesn't even know where Australia is."

## Pic Flopperoo Cuts Para Bill To Lone Week

NEW YORK, Oct. 9.—For the first time in years the Paramount has a single-weeker show. The stage presentation of Erskine Hawkins, Delta Rhythm Boys, Howell and Bowser, Savannah Churchill and Bunny Briggs came in Wednesday (6) and will exit with the flicker, *Isn't It Romantic*, Tuesday (12).

The next show will have Vic Damone, Tony Pastor ork, Nip Nelson, Rochelle and Beebe and *Night Has a Thousand Eyes*.

The reason for the one-weeker is the fact that the pic, *Isn't It Romantic*, did a flopperoo at the box office. The Paramount Theater management knew it had a lemon and bought the accompanying stagershow for one week and options. When management's fears were justified, it dropped the option.

## McCarthy and Farrell Hit New York at Last

NEW YORK, Oct. 9. — McCarthy and Farrell will open at the Waldorf-Astoria about mid-November for two weeks and options. The two kids, one the son of Glenda Farrell and the other one of the original Bernard Brothers, have never worked in New York before as a team.

## Philly Goes Name-Crazy; Ritz Bros. In

### Latin Casino Sets Pace

PHILADELPHIA, Oct. 9. — The town is going name-crazy, with the Latin Casino spending the biggest dough in its history to get the top attractions. The spot has bought the Ritz Brothers for \$10,000 to open November 22 on a straight two-week deal.

Preceding the Ritzes, the club will have Lena Horne, who comes in November 8, also for a two-weeker. In fact, the two-week gimmick is the policy the room will operate on until after December, which is about as far ahead as it has booked its shows. Current attraction is Martin and Lewis, with Gertrude Neisen set to follow October 18.

After the Ritz Brothers wind up, Mitzi Green will probably come in, tho the deal hasn't been definitely set. Harvey Stone is due December 27.

### Palumbo's Rejoinder

Frank Palumbo, in an effort to counter the increased Latin Casino competition, put in a strong bid for Danny Thomas, offering him a flat \$15,000. The comic, however, couldn't take the job. He's now at the Roxy, New York, where he closes this week to head West. There's a possibility that Thomas may come in after January, tho with the Morris office booking the Latin Casino exclusively, it is doubtful if Palumbo would get him without the Latin Casino being permitted to bid too.

There is also much speculation as to the class Mocambo's returning to life as a nitery. The room was sold at auction last month to Isadore Katz, independent caterer, and it is known that he junked his catering plans for the Mocambo, taking a few grand profit over the \$69,000 to resell it to a local combine. It's understood that the State Liquor Control Board nixed the combine's plan to house a private club at the Mocambo, with the result that the room will once again become a public spot.

The Little Rathskeller, which reopened under new management of comic Jackie Winston and the Spiegel brothers, also reports top-heavy business—so much so that the mid-town room has added a dinner show for the first time in the basement's history.

The Embassy Club, sans floorshows all summer, returns the floor divertimento this week with Anne Hathaway for the opener. Also in the downtown sector, the 20th Century Lounge plans to move cross-town to the site of the one-time Cove cocktailerie.

In the nabes special interest is centered on the move of Samuel Spiegvoegel in shelling out \$50,000 to purchase the Congress Restaurant building. New owner will continue the eaterie floor but plans to add nitery decors to the second floor to give the town its first all-Jewish night club.

Also in the nabes Sciolla's returns floorshows to his companion swank club. First figuring on week-end operation, the uptown room is put on a full-week basis. The Flamingo Cafe, in Southwest Philly, goes under new management, with George E. Gutzler the owner and Joseph T. Bruneau the manager.















## Lottery Charge Case Won by Ky. Drive-In Owner

COVINGTON, Ky., Oct. 9.—Willis Vance, operator of Dixie Gardens, drive-in theater on Dixie Highway in Dixie Heights, and Beverly Fiddler, an employee, were acquitted of charges of conducting a lottery Tuesday (5) in Judge William Wehrman's Kenton County Court here.

The case was the outgrowth of an arrest made four months ago by county police, who charged that they had complaints concerning a game, Wahoo, similar to bingo, reportedly played several times a week.

In exonerating the defendants, the court wrote: "While the conduct of the business may be an ingenious way to circumvent the law, the game did not have the three elements required to show that it was a lottery." The court also held that patrons received the cards to play the game when they paid their admission, no other fee being required to obtain the cards.

The game was played by flashing numbers on the screen. After a person filled a required number of spaces on the card he called "wahoo," and if a question was answered correctly, he was entitled to spin a pointer to determine the prize.

## Films' Importance As Public Service Stressed by MPAA

SPOKANE, Oct. 9.—In an address before the Association of Governing Boards of State Universities and Allied Institutions at its annual meeting here Tuesday (5), Mrs. Marjorie Dawson, associate director of the community relations department of the Motion Picture Association of America, stressed the important contribution of films to morality and religion in American universities and colleges.

She also discussed the children's film library of the MPAA which makes available to 2,500 theaters films approved for showing to 8 to 12 year-olds at special Saturday matinees. Mrs. Dawson is also chairman of the children's film library committee.

## Plan Twin Screens In Cincy Drive-In

CINCINNATI, Oct. 9.—A twin-screen drive-in theater with total accommodations for 1,700 automobiles is part of a business center development being undertaken near Reading Road and Tennessee Avenue in suburban Bond Hill here by Shor Enterprises, Inc.

Permit for foundation construction was issued several weeks ago and a permit for erection of the structural steel screen tower was issued Tuesday (5).

William W. Carlton & Associates, architects, claim the twin screen is the first of its kind to be built. Entrance to the drive-in will be thru two tunnels under the screen paralleling its width. The left and right hand tunnels will take automobiles to the respective sides of the screen. One lot will accommodate 1,000 cars; the other 700. Each car stand will include an in-a-car speaker which may be hooked on the window of the automobile. There also will be individual car heaters which may be plugged in the speaker case.

Al Tint, widely known repster and tent showman, is in Knoxville where he recently purchased a new home. He is anticipating a visit from Jack Sweetman, former minstrel drummer and currently drummer for the band on the Mills Bros.' Circus.

## Rutter Show Trek Resumed in South

HORATIO, S. C., Oct. 9.—After being closed several weeks owing to the death of Harry Rutter Sr., father of Harry Rutter, owner of the Rutter Tent Theater, the show's 1948 tour has been resumed. Plans are to keep the unit on the road for several weeks in the cotton area until the start of Southern fairs.

Dolly Rutter, who does a rolling globe act as part of the vaude show offered several times a week, is maintaining her scholastic work, changing schools each time the show moves. Other talent offered includes Peanuts the educated mule; Bob Russell, singing and talking clown, and Irene Rutter, free attraction, who works swinging ladders, Roman rings, web and trapeze with Dolly and Harry Rutter.

## 756 Drive-Ins, MPAA National Survey Reveals

NEW YORK, Oct. 9.—There is currently a total of 756 drive-in theaters of all types in the United States, of which 13 are closed, according to the first official survey of open-air theaters made by the Motion Picture Association of America. Completion of this census and the facts which it discloses were announced this week by Robert W. Chambers, director of the association's research department.

The ozone theaters can accommodate a total of 313,378 automobiles. Of all these theaters, 137 are listed in the MPAA report as open for business thruout the year, while another 606 are open seasonally.

The report also reveals that actual construction is now underway on 86 new theaters.

Drive-in theaters are most prevalent in the Charlotte, N. C., exchange territory where there are 107 such operations. Dallas, with 78 drive-ins, is second highest in the MPAA listing.

Program policy for the drive-in theaters shows, according to the survey, that 48 per cent exhibit single features; 13 per cent double features, and 39 per cent have an alternating single and double-feature program.

## Rep Ripples

F. H. THOMPSON, who has a vaude-pic unit in the Rockford, Ill., area, will shift his bookings to Marinette County, Wisconsin, where he showed last winter. He worked a few dates in Northern Illinois during the summer to fair returns. Thompson recently met Charles J. Dale in Rockford. Dale had a small magic and pic trick in Central Minnesota the past summer and soon will return to that sector. . . . Henry Lacey has mapped a circuit of film towns in Northern Ontario. He reports fair summer biz for his road show. . . . Henry L. Newton writes from Albuquerque, N. M.: "Am winding up four months of pix and vaude in this State and will remain here until my museum show is ready. Will work films with my museum and play halls. Biz was off this summer and I will try a two-people trick for the winter. George (Slim) Turner, who was with me, has gone to Oklahoma and will operate a pic unit around Enid." . . . Arthur Gilcannon is readying a small flesh show at Bonham, Tex., and will play three-day stands with three people. . . . Hal Breen is readying a four-people flesh trick around Spokane. . . . L. H. Cauley, Portland, Ore., has closed his small vaude-film

## Outdoor Theater Plans Hit High as Operators Eye '49

PHILADELPHIA, Oct. 9.—Altho the outdoor movie season is practically over, operators of drive-in theaters are still active in their building and expansion programs with an eye on getting an early start next season.

Newest drive-in to open in the Philadelphia area is the Theater of Tomorrow, located two miles below Norristown, Pa. Covering a 40-acre area, the drive-in was opened by Paul Winter, of National Drive-In Theaters, and O. J. Hickey was brought in from Rochester, N. Y., to manage the enterprise. Continuous music, recreational facilities for children, a snack bar, and observation windows thru which the snack bar patron can follow what is showing on the screen, are among features of the establishment.

Application of Louis J. Caham, Philadelphia, for a building permit to construct a drive-in outside of Trenton, N. J., was denied by the township committee of Lawrence Township because of residence zone restrictions. Caham is looking around for another site in the area.

In Eastern Pennsylvania three drive-ins have been added to the growing chain of open-air theaters.

## Bisbee Junket Okay Thru Ky. and Tenn.; 10 Weeks Remaining

CINCINNATI, Oct. 9.—Bisbee's Comedians, in its 20th year, has been playing to good business in Kentucky and Tennessee territory this year, according to Owner J. C. Bisbee. Show will be on tour 10 more weeks.

Bisbee recently staged a fish fry for his show personnel of 27 and five visitors at Reelfoot Lake, Tennessee. Among the guests were Mrs. Bisbee's mother and brothers and Howard Johnson.

No changes have been made this year in the cast which includes J. C. and Mary Bisbee, Kitty and Cele Farron, Maxine and Leo Lacy, Audry and Virginia Hardesty, Jimmie Reynolds, Billy and Vera Choate, Lola and Sam Hudson, Bobby Lee, Red Turner, Roy Garrett, Dorothy and Jess Lund, and Ralph Blackwell.

## Grant Plans Southern Trek

ASHTABULA, O., Oct. 9.—Al Grant, who formerly called on repertoire shows as a representative of a prize candy company of Chicago, and now on the road supervising concessions in drive-in theaters for the Jacobs Bros. concession company, plans to go South soon for the Jacobs firm to sell advertising. He recently completed the opening of concession services at the Empress Theater, Milwaukee, and the Alvin, Minneapolis. Grant's daughter, Rose (Baby Dumplin') Mack, is touring this year with *Follies of 1948* on the Johnny J. Jones Exposition.

unit after four months of fair biz. He is booking dates there for a three-people flesh bill, *Pocket Change*, by E. F. Hannan. Cauley has placed his religious pix with Herman Goldsmith, who will tour Washington and Oregon starting October 22. Cauley asks: "Are any people active that were with Murdock Bros. Show that I was with in Pennsylvania years ago? If so, drop a line to the Repertoire editor." . . . Gill's Novelty Show, in Western Missouri, reports fair takes. . . . Carol Players have been around Tampa lately. . . . Freely's Shows, reporting fair biz in Central Iowa, is headed for Nebraska.

NuWay Drive-In was recently opened at Hummels Wharf, Pa., by Melv Spigelmeier, with all equipment furnished by Vincent M. Tate, Motion-graph dealer in Wilkes-Barre, Pa. A new 500-car drive-in has been completed at Newton Lake, Pa., near Carbondale, with Tate also installing the equipment. Still another, Comerford Drive-In, was opened at D. Pont, Pa., and will continue operations as long as weather permits. The Comerford accommodates 900 cars.

## 150G Drive-In For Greensboro

GREENSBORO, N. C., Oct. 9.—Officials of Dixie Drive-In Theaters have just announced plans for North 29 Drive-In Theater, a \$150,000 project scheduled to be built about a half mile north of the city limits on the new Reidsville highway.

Management states that the firm has bought a 16-acre tract and the contract has been awarded to W. W. Williams, of Charlotte. Construction will begin within 30 days and completion is planned by December 15.

"The new theater will provide parking space for 1,000 cars and all-weather air-conditioning units with individual speakers for each car," it was stated.

At present the Dixie firm is operating the drive-in theater on High Point Road.

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**DRIVE-IN THEATRE EQUIPMENT**  
 Complete new 35mm. Sound and Projection Equipment for Drive-Ins—\$3,174.00; construction and operating instructions furnished. **16MM. FILMS RENTED—\$5.00.** Advertising furnished. Used 16mm. and 35mm. projector barrels.  
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 Free lists of musical and action features for sale at \$5.00 each. Empty 1600 ft. Reels, \$1.50 each. Film Cleaning Fluid, \$2.00 per quart. Ampro Sound Projector, complete, \$250.00; ready to show. Mills Panoram Soundie Projectors, in cabinet, for \$175.00 each; shipping cases \$3.50 each.  
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 New Address: 802 West 52d St., New York 19, N. Y.

# THE FINAL CURTAIN

**ARMAT**—Thomas, 81, who in association with Thomas A. Edison was credited in developing the first satisfactory motion picture projector, September 30 at his home in Washington. He operated the machine at the first recorded commercial showing of a movie in New York in 1896.

**BENJAMIN**—Gladys Lanphere, 55, former singer, recently in Hollywood. Also known as Gladys Gale, she had appeared in the musical productions *Lassie and Sweetheart Time* in New York, and in the Mae West picture, *Klondike Fannie*. Survivors include her mother, two sisters and a brother, all of Wenatchee, Wash.

**BROWN**—Maud, 70, actress, at her Los Angeles home October 1. She was an early-day stage favorite on Broadway and was at one time leading lady for Robert Mantell and Frank Keenan. Survived by her twin sister and two daughters. Body was sent to her birthplace, Whitewater, Wis., for interment.

**BRUCE**—Mrs. Donald, former matric artist known as Flora Esr, October 2 in New York. She was the widow of Donald Bruce, Scotch comedian. Her daughter, Eva, survives. Burial in Woodlawn Cemetery, New York.

**BRUMBACH** — Gisela, 23, trick bareback rider, killed in a railway accident in Guben, Germany.

**BRUMBAUGH** — Mrs. Alpha, 79, mother of LaTeen Coriell and Montana Earl, of the Coriell Family Show, October 6 in Gainesville, Tex. She also leaves three sisters and two brothers of Gainesville. Burial in Valley View, Tex., October 7.

**BURMLISTER**—Wilhelm, 66, German nitery owner and manager who booked numerous American and English acts, recently in Hamburg.

**EDGAR**—Mrs. Valerie, 54, mother of Roger Edgar, prominent English magician who operates the magic show, *Fantasia*, October 6 at her home in St. Louis. She and her son had recently come to St. Louis from London.

**EDSON**—Mrs. Grace Parker, 79, former singer with the Boston, Susie-Curwin and the Jolly-Jolliet opera companies, all of Boston, October 5 in Hudson, N. Y. Her husband, daughter and brother survive.

**DORMAN**—Mrs. George F., 67, widow of George Dorman, showman, September 23 at the home of her sister, Mrs. T. N. Blackwell, in Taft, Tex. Burial in Taft Cemetery.

**GORDON**—Leona May, 47, wife of Sam Gordon, concession manager of the Royal American Shows, October 2 at Atken, Ark. (For details see story in General Outdoor Section.)

**GRAHAM** — Frank, 63, former Keith vaude circuit booker and agent, October 3 in New York. His widow; two daughters, Hazel and Sara Nancy, vaude and musical comedy performers, and a son survive.

**GREEN**—Bert, 63, author, vaude humorist and one of the first motion picture cartoonists, October 5 in Bronx, New York. His drawings for some of the leading newspapers and Hearst-Pathe led him to tour the vaude circuits. He also wrote some 200 humorous articles for magazines, as well as numerous scenarios for comedy shorts. His widow, son and sister survive.

**GREENHALGH**—Walter, 64, former minstrel show musician, September 29 at his home in Philadelphia. His widow, Elizabeth, and a son, Walter F., survive. Burial in North Cedar Hill Cemetery, Philadelphia, October 5.

**GUINTOLI** — Nadine Nara, 9, daughter of Agostino (Bimbo) Guintoli, San Francisco night club owner, September 28 in that city. Her parents, two sisters, Diana and Yvonne, survive. Burial in Holy Cross Cemetery, San Francisco.

**HOWARD**—Thomas P., actor, pianist and orchestra leader, September 30 of a heart attack at his home in St. Marys, O. Howard toured in vaude in the '20s in the act, Howard and Lewis, and played heavies with the Harry Shannon Players and Radcliffe's Chautauqua. He was filling an engagement at the Westwood Supper Club near St. Marys at the time of death. Survived by his widow, Elizabeth, and two brothers, William, Hollywood film director, and Charles, for many years manager of a film exchange in Minneapolis. Burial in Elm Grove Cemetery, St. Marys, October 4.

**JOHNSON** — William Harry, 66, former president of Louisiana State Fair, September 30 in Shreveport. Funeral services October 2 in Shreveport with burial in Forest Park Cemetery there.

**KRAVETTE**—Ralph R., 52, former general manager for legit producer Vinton Freedley, October 2 in New York. He left Freedley three years

ago to manage *The Red Mill* touring show. His widow, son, daughter, three sisters, three brothers and father survive.

**KUNKEL**—William A. Jr., 53, publisher of *The Fort Wayne Journal-Gazette* and owner of Station WKJG, October 7 in Fort Wayne, Ind. He had been president of the North-eastern Indiana Broadcasting Company, which operates the station, since 1934.

**McKIBBON** — Columbia, 52, stage and screen actress, at her Los Angeles home October 4. Survived by her husband and mother.

**MEIER**—Elmira F., 82, widow of Thomas Meier, builder and proprietor of a Cincinnati swim pool for 30 years, September 24 at her home in Columbus, O. Mrs. Meier traveled extensively with her husband, who was a pioneer in the aquatic show field, and was well known in the fair, park and carnival fields. Survived by two sons, Thomas (Quincy), former high diver, of New York, and Ralph C. of Columbus, and three daughters, Mrs. W. Billikam, Galena, O.; Mrs. Minnie O'Neill, Brooklyn, and Mrs. Grace Taylor, Reynoldsburg, O. Burial in Union Cemetery, Columbus, September 27.

**MIDGLEY**—Mrs. Charles E., 73, widow of Charles E. Midgley, Columbia Broadcasting System engineer, September 30 in Yonkers, N. Y.

**MINZESHEIMER** — Mrs. Caroline Rosenheim Loew, 77, widow of Marcus Loew, founder of Loew's, Inc., October 1 in New York. Two sons, Arthur M. and David L. Loew, survive.

**MORAWEK**—Edward, 51, composer and former member of the Austrian Imperial Opera, September 26 in Meriden, Conn., of injuries received in an auto accident. He was a member of the American Songwriters' Association and the Hartford, Conn., and New York American Federation of Musicians' locals.

**MYLETT**—Edward Silbon, 81, veteran circus aerialist, September 23 at his home in Albany, Calif., after a long illness. Survived by his widow, Eugenie, long his partner in aerial acts.

**O'DEMPSEY**—Harry, 65, former tenor with the O'Mara Opera Company, September 17 in Dublin, Ireland. His widow and daughter survive.

**PARKER**—Byron H., 37, radio performer, October 5 in Providence Hospital, Columbia, S. C., of a heart attack. Parker was with Station WIS, Columbia, for 11 years, but more recently had been connected with WKIX, also of Columbia. Survived by his widow, Ruth.

**RUTTER**—Harry B., 61, horse trainer, recently in Memorial Hospital, Pottstown, Pa., of a heart attack. Survived by his widow, Violet; five sons, Harry Jr., circus clown and show owner; Hubert, Jerry, Bill and Howard, and a daughter, Mildred. Burial in Morris Cemetery, Phoenixville, Pa.

**SAVITT**—Jan, 35, orchestra leader and composer, October 4 in Sacramento of a cerebral hemorrhage. He was stricken while en route to Sacramento to fulfill an engagement at the Memorial Auditorium there. Savitt played the violin with the Philadelphia Symphony Orchestra at the age of 14, and his musical background included studies in conducting with Rodzinski. His compositions included *Now and Forever*, *It Must Be Love*, *Moonrose* and *7-20 in the Book*. Survived by his widow.

**TURNBULL**—Mrs. Mary Page, 76, stage celebrity in England in the 1890's, October 6 in Greenwich, Conn. She made her stage debut at the age of 17 under the name of Elliot Page and played a leading role in Oscar Wilde's *The Importance of Being Earnest* when it was first produced. She retired from the stage in 1901 when she married Ernest Hathaway

Turnbull, her late husband. Two daughters and a son survive.

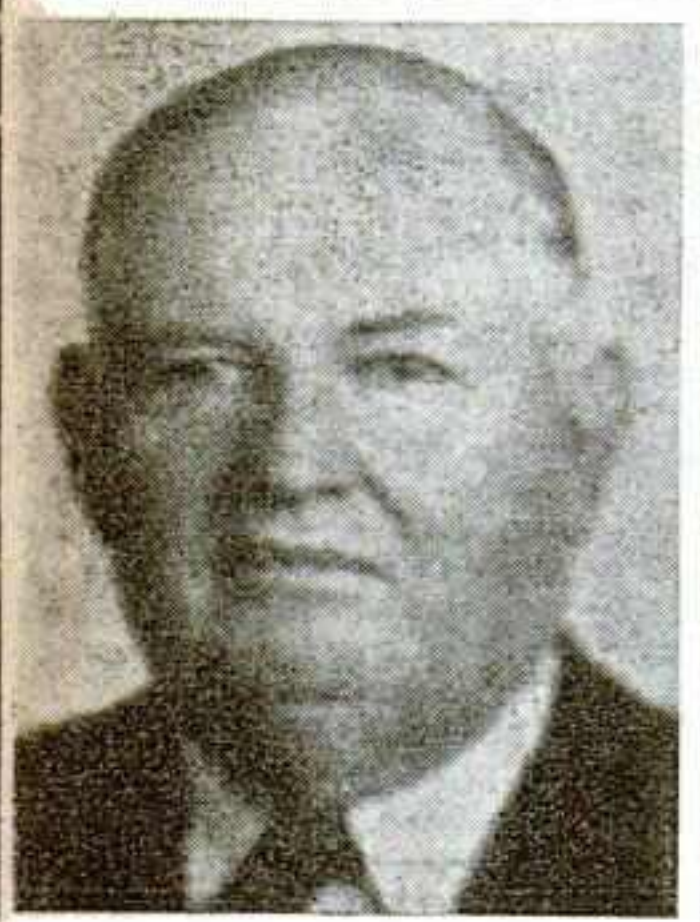
**WACHA**—John F., 78, veteran bandsman and composer of over 30 marches, including the *Sousa Memorial March*, September 27 in Reading (Pa.) Hospital. He was the former director of the Cadet and Philharmonic bands and assistant director of the Ringgold band, all of Reading. Surviving are a son, Paul A., and two sisters.

**WALKER**—Mrs. Paul Warren, 45, whose husband is a concessionaire on the American Midway Shows, September 27 in Hillsboro, Tex. She also leaves a sister, Mrs. Sam Seely, of Guymon, Okla., and a brother, C. Y. Thomas, Alvarado, Tex. Burial in Tolbert Cemetery, Vernon, Tex.

**WHETSTONE**—Chester J., 57, concessionaire at Gem-Terrace Beach, Catawba Island, O., of a heart attack near his Sandusky, O., home October 2. Surviving are his widow, Ethel; mother, Margaret; two brothers and a sister. Burial in Oakland Cemetery, Sandusky.

**WILLIAMS**—Barney (Bernard A. Wilhelm), 68, former vaude actor, September 22 in Hollywood.

**WIZIARDE**—Mrs. Lucy Owens, 83, mother of Jack O. Wiziarde, concessionaire and former operator of the Wiziarde Novelty Trades Day Circus, at her son's home in Lincoln, Neb., recently. She leaves two other sons, V. H., of St. Joseph, Mo., and C. A., of Great Bend, Kan., and a sister, Mrs. Kate Todd, Osawatomie, Kan. Burial in St. Joseph, Mo.



In Loving Memory  
of Our Father  
**C. N. HILL**  
WHO PASSED AWAY  
OCTOBER 10, 1946  
GREATLY MISSED BY HIS  
**SONS**  
H. P. and C. O. HILL  
and DAUGHTER  
CLEONE HILL JOHNSON

In Memory of  
**W. E. SULLIVAN**  
Inventor of the BIG ELI Wheel  
President of Eli Bridge Company



who passed away Oct. 15, 1932.  
"To live in hearts we leave behind,  
Is not to die."  
**BIG ELI Company**  
and Employees



In Memory of Our Beloved Brother  
**A. E. DODSON**  
Who Passed Away Oct. 19, 1928  
C. G. DODSON  
M. G. DODSON

In Memory of a True  
Friend  
**TOM MIX**  
Who Crossed the Great Divide  
October 12, 1940  
**James E. Hunt**

In Cherished Memory  
of  
**JULE MILLER**  
who passed away Oct. 16th, 1947  
**Al Ackermann and Ty Tyson**

In Loving Memory of My  
Darling Son  
**Lt. Haley W. (Buster) Shoat**  
Killed in Plane Crash Oct. 18, 1942  
**NORA ANN SHOAT**



## T'ain't Hay!

BRANTFORD, Ont., Oct. 9.—Frank Conklin, the Canadian carnival tycoon, who doubles in fine horse breeding, owes much of his success in the latter field to the fact that he discovered that his stable belles definitely preferred spending the best years of their lives with equine beaus of the blue grass regions of old Kentucky, so the Canuck belles and the Dixiecrat beaus have been spending their honeymoons together below the Mason-Dixon line.

The Conklin good-neighbor honeymoons have paid off handsomely. One of the international colts coming off the Dixie assembly line recently brought the top Canadian price of \$11,000, which is something quite special in the way of hay-burner prices. Conklin started his horse breeding from scratch about five years ago.

## Chi Rail Fair Draws 2,500,813 In 76-Day Stand

CHICAGO, Oct. 9.—A total of 2,500,813 persons paid to see the Chicago Railroad Fair, which closed its 76-day run here Sunday (3).

*Wheels A-Rollin'*, only paid shows on the grounds, played to 1,167,867 persons. Presented in a 4,800-capacity grandstand four times daily, the spec had an average attendance of 3,972 for its 294 performances.

A narrow-gauge railroad, only ride on the grounds, carried 925,479 fares.

The fair charged 25 cents at the outside gate, 60 cents for the spec and 10 cents for a ride on the railroad.

Unusually good weather marked the fair's run. Out of a possible 304 performances, *Wheels A-Rollin'* lost but 10 to rain.

## AH Signs To Build, Distrib B&K Rides

NORTH TONAWANDA, N. Y., Oct. 9.—Allan Herschell Company here has entered into an agreement with Bradley & Kaye Amusement Company, Los Angeles, to manufacture and distribute two of the Coast concern's kiddie rides, it was announced this week by William J. Wendler, secretary-treasurer of Allan Herschell. The rides are a Little Dipper and a boat ride.

Wendler stated that Allan Herschell engineers have made several minor changes on both rides and that experimental models are under test. It is expected that the rides will be available for early spring delivery.

Addition of the Dipper, a Coaster device, and the boat ride brings to four the number of kiddie rides being produced by Allan Herschell, the other two being a Merry-Go-Round and an auto ride. All are designed for park or carnival use.

Bradley & Kaye is headed by Dave Bradley Jr.

## Coolidge Stampede Oct. 30-31

COOLIDGE, Ariz., Oct. 9.—Plans are complete for the second annual Jaycee Stampede here Saturday and Sunday (30-31). Acting Governor Dan Garvey will lead the opening day parade.

## Trailer Mishap Fatal to Wife Of Sam Gordon

CHARLESTON, Mo., Oct. 9.—Funeral services for Leona May Gordon, 47, wife of Sam Gordon, concession manager of the Royal American Shows, were held here Tuesday (5) in the Nunnelee Funeral Chapel. Rev. J. C. Montgomery, pastor of the Methodist Church, officiated. Interment was in the I.O.O.F. Cemetery here.

Mrs. Gordon was killed Saturday afternoon (2) near Atken, Ark., when she fell from the family house trailer en route from Oklahoma City, Okla., to Birmingham. It was not until the trailer and the car, driven by Harry Julius, who was accompanied by Gordon, arrived in Little Rock, Ark., 60 miles from Atken, that Mrs. Gordon was discovered missing from the trailer. Meanwhile the body had been found.

It is believed Mrs. Gordon had opened the trailer's side door in order to empty a container and that the force of the wind carried her with it.

In addition to her husband she leaves her mother, Mrs. Sam Rajotte; her stepfather, Sam Rajotte, and two sisters, Mrs. Marie Atkins and Miss Lola Horton, all of this town.

Pallbearers were Paul Hendy Moore, Robert B. Patterson, Frank Lair, William R. Chron and Charles Goodin, all local friends of the Gordons. Out-of-town show people in attendance included Harry Julius, Ned Torti and Phillip (Kinky) Wolff. Officials of the funeral chapel

## Murray Fires 5½G Show for Truman

JERSEY CITY, N. J., Oct. 9.—A \$5,500 fireworks show, paid for by the city and staged along the route taken by President Truman for his private train to Lincoln High School Auditorium, where he spoke Thursday (7), was fired by Fred C. Murray, of the International Fireworks Company, a local concern.

The show consisted mainly of shells which were fired at each street intersection passed by the parade, plus five gigantic pyro portraits of the President and 40-foot replica of Niagara Falls. Murray said 35 men were needed to fire the show.

## Ira Watkins Inks 3 Acts With Santos d'Artigas

PHILADELPHIA, Oct. 9.—After meeting here September 28 with Mr. and Mrs. Pablos Santos, of the Santos d'Artigas Circus, Havana, Ira Watkins announced that several of his acts had been contracted for appearances with the Cuban show from November 25 thru May 10, 1949.

Acts signed include the chimpanzees, the mule act, and Sylvia Watkins' dog act. Watkins is appearing at the Arena here with the Hamid-Morton Circus.

described the number of flowers received as "twice the number for the largest funeral previously held here."

## Close-Ups:

### In at Age 7, L. B. Herring Jr. Rarely Out of Fair Biz Since

By Herb Dotten

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

L. B. HERRING JR. broke into the fair business at the tender age of seven. Now 52 (he was born February 12, 1896), the secretary-manager of Mid-South Fair, Memphis, has been in it ever since, except for brief interludes which served only to whet his appetite to operate fairs.

It was as an office boy at the Southeast Fair, Beaumont, Tex., that Herring stuck his foot into the door. The following year he shifted to the role of a concessionaire.

Sam Solinsky, known as Dollar Mark Solinsky because he always used dollar marks instead of S's in signing his name, had the concessions at the Beaumont annual. The ambitious Herring bought the exclusive right to sell newspapers on the fairgrounds.

As the fair's office boy the previous year, he had heard tall stories of the profit made by concessionaires, and this had brought about his decision. "However, it didn't work out that way," Herring recalls. "I spent most of my time trying to run other newsboys off the grounds. As a result, even tho I paid only \$1 for the privilege, I didn't sell many newspapers."

The next year Herring returned to the fair, this time as a drummer. He had taken up drums, become a member of a band, and his band was among those brought to the fair. Thereafter, for several years while attending school, he came back to the fair, always as a drummer. However, there was plenty of time for him to handle other jobs at the fair, and he took these on to fill in between band assignments.

Herring became a sufficiently accomplished drummer to use his ability with the sticks for his livelihood. He went out with several road shows. Later, he became a motion picture operator. To this day he retains his union card as an operator in the IATSE.

#### Tries To Quit, Can't

Came the day, tho, when Herring decided to quit show business and settle down. He took a job in a Beaumont bank. However, this served only (See *In at Age 7* on page 61)



L. B. HERRING JR.

## Ralph Ammon Picked To Run Peoria Center

### Will Also Head Annual Expo

PEORIA, Ill., Oct. 9. — Ralph Ammon, who resigned recently as manager of Wisconsin State Fair, Milwaukee, has been named executive secretary of Exposition Gardens here. In that post, he will direct activities of the year-round amusement center, which is now under construction, and also the Heart of Illinois Exposition, a fair, the first showing of which is planned for 1949.

Ammon succeeds Arthur N. Eckstrandt, who resigned to become vice-president of Jefferson Trust & Savings Bank of this city. Eckstrandt, who at one time was a member of Wisconsin State Fair staff, had played a large part in the money-raising campaign to build Exposition Gardens.

Jack Reynolds, 30, who had been assistant manager of the Milwaukee event, was appointed recently to succeed Ammon. This year Ammon managed the Wisconsin Centennial Exposition, which embraced the '48 State fair.

The Exposition Gardens post here will carry a larger salary than the Milwaukee position, it is believed.

#### Plant Being Built

Ammon, who first assumed the managership at Milwaukee in 1930, is credited with having pulled the fair out of politics, lifted it out of debt, put it on a self-sustaining basis and brought about vast improvements to the plant.

Construction work on Exposition Gardens is well under way. A 10,000-seat grandstand of concrete and reinforced steel is being erected. Half-mile and quarter-mile race tracks have already been built. Lighting, water and sewerage systems are now being installed.

## Mills Declares 300% Divvy for 2d Year

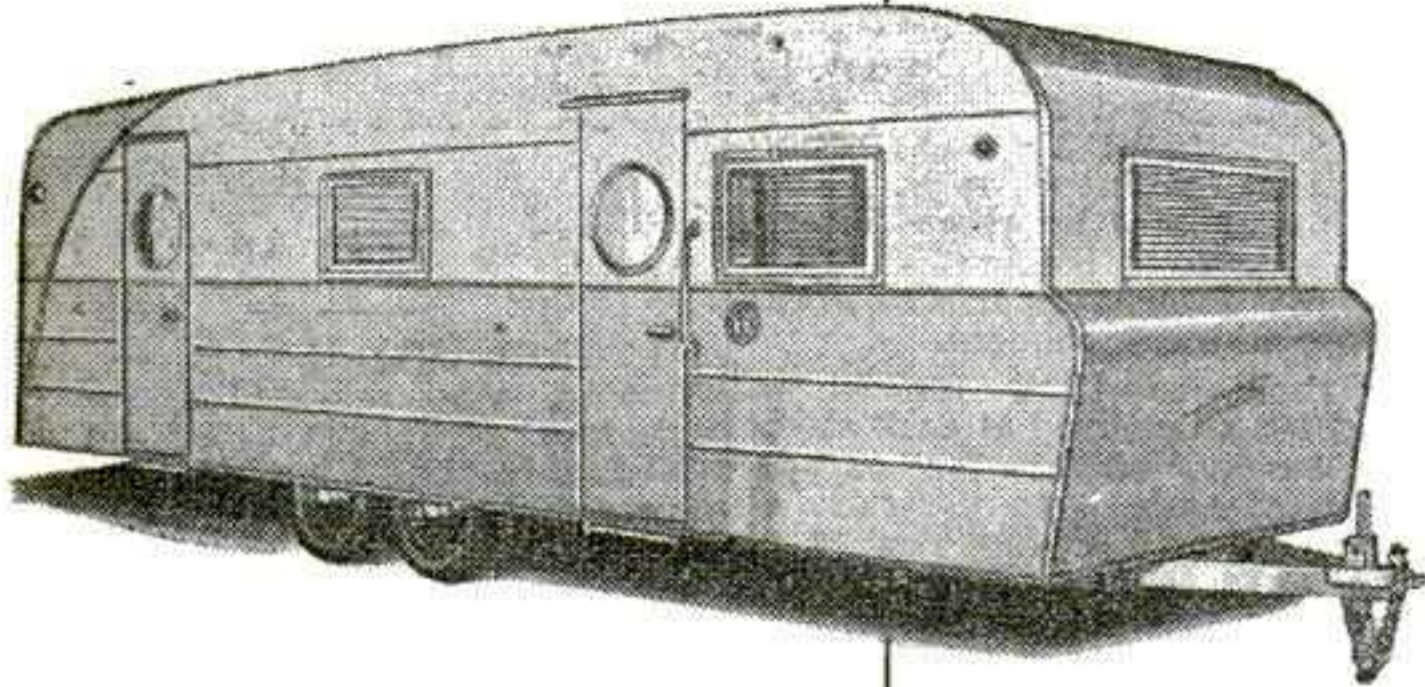
LONDON, Oct. 9.—Stockholders of the Bertram Mills Circus will again receive dividends of 300 per cent on their shares, as they did in 1947. Final payment of two shillings on each share, with a par value of one shilling, will be disbursed on October 30. Previous dividend of one shilling makes it a 300 percenter for the circus fiscal year which ended April 5, 1948. Shilling shares of the Mills Circus are currently quoted at 32 shillings, twopence per share (approximately \$6.40).

Mills Circus is getting set for its holiday indoor run at the big Olympia Exhibition Hall, in London, which will run from December 22 thru January 5. Cyril Mills has been making an extensive tour of European countries in search of new acts, but so far only booking announced is that of Erik Soder, a novelty aerial act, which has been appearing in Denmark.

## Chill Fails To Cool Bailey

HIAWATHA, Kan., Oct. 9.—Bailey Bros. attracted a pair of three-quarter houses here Monday (4), despite chilly weather.

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## Fair Dates



A list of fairs, with dates one week in advance and arranged according to dates, States and cities, will appear in each issue. The complete List of Fair Dates was published in the issue dated July 31.

### October 17-23

#### ALABAMA

Albertville—Sand Mountain Fair. Oct. 18-23. C. E. Hood.

#### COLORADO

Del Norte—San Luis Valley Livestock Fair. Oct. 21-23. Dean Hammond.

#### FLORIDA

Crestview—Legion Harvest Fair. Oct. 18-23. H. A. King.  
Pensacola—Pensacola Interstate Fair. Oct. 18-23. J. E. Frenkel.  
Tallahassee—Leon Co. Fair Assn. Oct. 18-23. Lloyd Rhoden.

#### GEORGIA

Athens—Athens Agrl. Fair. Oct. 18-23. F. H. Williams.  
Eastman—Dodge Co. Legion Fair. Oct. 18-21. R. T. Ragan.  
Louisville—Jefferson Co. Legion Fair. Week of Oct. 18. G. W. Robinson.  
Macon—Georgia State Fair. Oct. 18-23. E. Ross Jordan.  
Toccoa—Stephens Co. Fair. Oct. 18-23. Rufus C. Harding.  
Quitman—Brooks Co. Fair Assn. Oct. 22-27. J. P. Bass.  
Waycross—Dixie Fair. Oct. 18-23. Liston Elkins, Chamber of Commerce.

#### LOUISIANA

Jennings—Jefferson Davis Parish Fair. Oct. 21-24. T. E. Owens.  
New Roads—Pointe Coupee Parish Fair Assn. Oct. 22-24. J. Wade LeBeau.  
Oak Grove—West Carroll Parish Fair. Oct. 18-23. J. Wayland Smith.  
Shreveport—Caddo Parish Fair. Oct. 21-22. I. Joe T. Monson.  
Shreveport—State Fair of La. Oct. 23-Nov. 1. W. R. Hirsch.  
Tallulah—La. Delta Fair Assn. Oct. 17-22. J. M. Gilfoil.

#### MARYLAND

Upper Marlboro—Southern Md. Fair. Oct. 17-24. John W. Farrell.

#### MISSISSIPPI

Canton—Madison Co. Fair. Oct. 18-23. R. H. Burrage.  
Meadville—Franklin Co. Fair Assn. Oct. 18-23. Annette Temple.  
Picayune—Pearl River Co. Fair. Oct. 18-23.

#### MISSOURI

Kansas City—American Royal Livestock Show. Oct. 16-23. A. M. Paterson.

#### NORTH CAROLINA

Hamlet—Richmond Co. Fair. Oct. 18-23. E. P. Leatherbury.  
Monroe—Union Co. Fair Assn. Oct. 18-23. M. W. Williams.  
Raleigh—North Carolina State Fair. Oct. 19-23. Dr. J. S. Dorton.  
Siler City—Chatham Co. Fair. Oct. 18-23. Thompson & Rumley.

#### PENNSYLVANIA

Bellwood—Antis Community Farm Show. Oct. 21-23. W. C. Singleton.  
Delmatia—Lower Mahanoy Tp. Community Fair. Oct. 20-22. Mrs. Ruth Tressler.  
Martinsburg—Morrison Cove Community Fair Assn. Oct. 21-23. Ella E. Ebersole.  
Oil City—Farmers & Fruit Growers' Fair. Oct. 20-22. Charles Fisher.  
Unionville—Unionville Community Fair. Oct. 21-23. Roland M. Conrad.

#### SOUTH CAROLINA

Columbia—South Carolina State Fair. Oct. 18-23. Paul V. Moore.  
Conway—Horry Co. Fair. Oct. 18-23.  
Greenville—Greenville Co. Colored Fair. Oct. 18-23. U. S. G. Sweeney Jr., Simpsonville.  
Marion—Marion Co. Agrl. Fair. Oct. 18-23. D. M. Harper.  
Orangeburg—Orangeburg Co. Colored Fair. Oct. 18-23. W. C. Lewis.  
Pageland—Chesterfield Co. Fair. Oct. 18-23. L. E. Blakney.

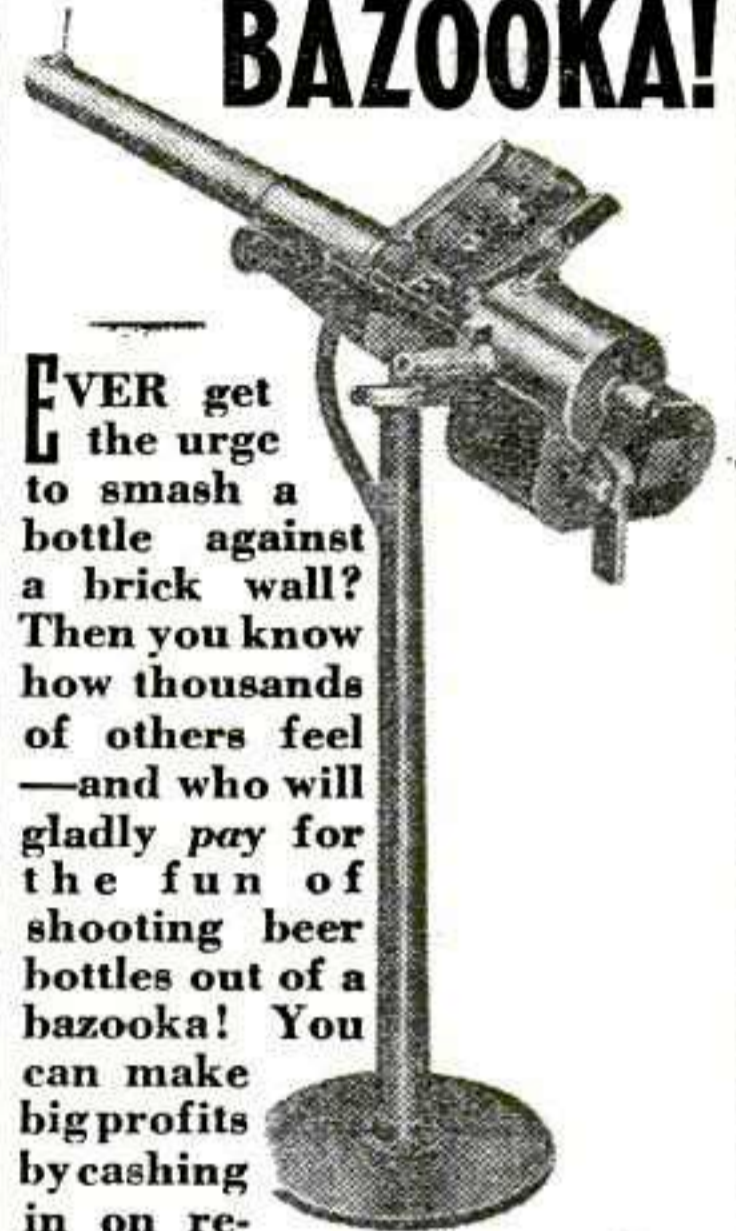
#### TEXAS

Beaumont—South Texas State Fair. Oct. 21-30. K. D. Schwartz.  
Bryan—American Legion Free Fair. Oct. 20-23. J. C. Goldsmith Jr.  
Dallas—State Fair of Texas. Oct. 9-24. W. H. Hitzelberger.  
Jourdanton—Atascosa Co. Fair Assn. Oct. 21-23. Dan L. Ernst.  
Liberty—Trinity Valley Expo. Oct. 19-23. Garth Christopher.  
Nacogdoches—Nacogdoches Co. Fair. Oct. 18-23. Lee W. Rogers.

#### VIRGINIA

Suffolk—Tidewater Fair Assn. of Suffolk. Oct. 19-22. H. C. Holman.

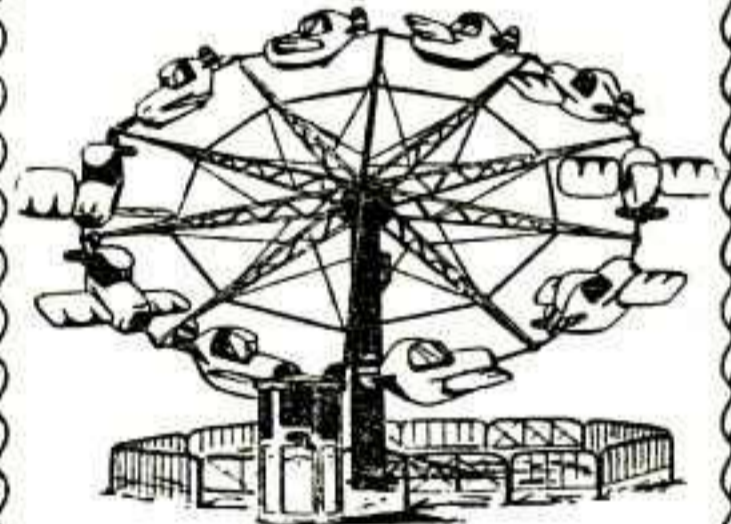
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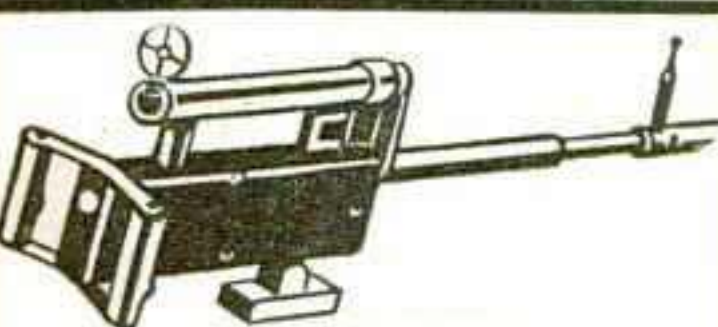
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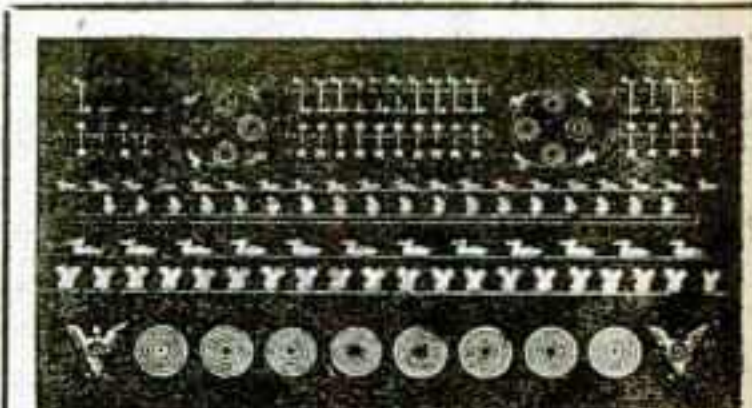
No. 1 Cards, heavy white, black back 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS. No. 1 size, 5 1/2 x 14 1/2 10c each.

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Replacements, Numbered Balls, Ea. .... .58  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 ..... 1.25  
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3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M ..... 1.50  
3,000 Featherweight Bingo Sheets, large size 5 1/4 x 3; 5 colors; loose, no pads. M ..... 1.75  
Adv. Display Posters, size 24x36. Each ..... .10  
Cardboard Strip Markers, 10 M for ..... .75  
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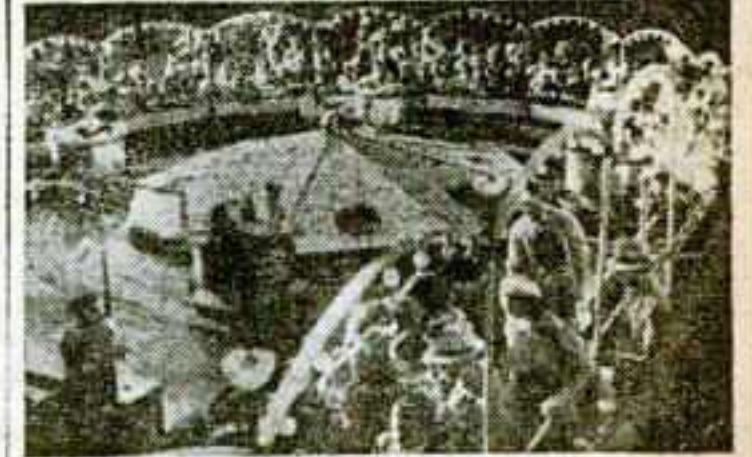


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CURTIS L. BOCKUS

## Bockus Named General Agent By Strates Org

JACKSONVILLE, Fla., Oct. 9.—Curtis L. Bockus, currently serving as vice-president of the Northeast Florida State Fair here, has been named general agent of the James E. Strate Shows, replacing the late Bill Fleming. Bockus will assume the post after the close of the local fair, scheduled November 10-20.

A veteran in outdoor business, Bockus for many years was general agent of the Dodson World's Fair Shows and subsequently served in that capacity for Endy Bros. and other organizations.

### Wichita Notes

WICHITA, Kan., Oct. 9. — Jack Harrison joined King Bros. The DeKohls visited in Wichita between dates. Dr. E. L. Cooper is building a super ring barn on his property east of here and will use it to house his Liberty horse act during the lay-off periods.

The Wichita Jaycee Rodeo enjoyed the most successful run in its history this year. Added features were Cecil Cornish, presenting his Palomino Roman jumping horses; his trick horse, Smokey, and his trained Brahma bull, and the Moores, with their taxi meter mule, Beeswax.

Add things I never knew until now: That George Bellis has been painting circus Side Show banners for 30 years.

Mr. and Mrs. Mike Demko are with the World of Pleasure Shows. Mike recently celebrated a birthday. Ralph Bliss is night clerk at the Jeffa Hotel, St. Louis. Billie Collins, formerly of Mason City, Ia., is general agent for the United Exposition Shows.

Rosita Claire, injured last May in a car accident, still is confined to the hospital.

The Hartleys, with their baby elephant act, played North and South Dakota fairs. Charlie Dryden, ex-barrel kicker, now retired, spends most of his spare time around Leo McKinsey's midget body car factory just kibitzing.

Dolly Jacobs suffered an injured hand, the result of using the wrong end of a bull hook.—BETTE LEONARD.

**TRADE SHOW FEATURE**

## Dog Shows

**CALIFORNIA**  
Los Angeles—Oct. 17.  
Sacramento—Oct. 24. Mary E. Asbury, 3500 13th St.  
San Diego—Oct. 24. Mrs. O. P. Romero, Chula Vista, Calif.

**CONNECTICUT**  
Hartford—Oct. 24. Barbara Hochbery, Willmantic, Conn.

**INDIANA**  
Evansville—Oct. 17. Gilbert L. Kahn, 3017 W. Michigan St.  
Richmond—Oct. 24. Harriet Carmack, New Castle, Ind.

**KENTUCKY**  
Louisville—Oct. 31. W. S. Hart, 1051 E. 32d St.

**LOUISIANA**  
Shreveport—Oct. 29. W. R. Hirsch, Box 1100.

**MASSACHUSETTS**  
Boston—Oct. 23-24. Mrs. Mason B. Cook, Pembroke, Mass.

**MISSOURI**  
Maplewood—Oct. 17. Mrs. Robt. J. Ready, Kirkwood, Mo.  
St. Louis—Oct. 17. Mrs. Ruth B. Stetson, Normandy, Mo.

**NEW YORK**  
Auburn—Oct. 16. Foley, 2009 Ranstead St., Philadelphia.  
Bronx, N. Y.—Oct. 31. Foley, 2009 Ranstead St., Philadelphia.  
Brooklyn—Oct. 17 and 23. Foley, 2009 Ranstead St., Philadelphia.  
Ithaca—Oct. 30. Adella Thorland.  
Yamaica, L. I.—Oct. 24. Foley, 2009 Ranstead St., Philadelphia.  
Yonkers—Oct. 17. Foley, 2009 Ranstead St., Philadelphia.

**TEXAS**  
Houston—Oct. 24. Mrs. G. F. McReynolds, 3106 Plumb St.  
San Antonio—Oct. 17. Mrs. Wylle Brown, 1718 W. Grammercy St.

### Parsons Wins 100-Miler

MECHANICSBURG, Pa., Oct. 9.—Johnny Parsons, of Los Angeles, won the 100-lap midget feature at Williams Grove Speedway Sunday (3). Charlie Miller, Linden, N. J., who finished second, was headed by Parsons in the 94th lap.

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- SKILLOS
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# 1,254,503 GATE AT POMONA

## Receipts Reach \$1,752,098 As L. A. County Annual Gets Ideal Weather for 17 Days

### Million Dollar Plant Improvement Plan Set for '49

POMONA, Calif., Oct. 9.—Getting ideal weather the full 17 days of its 20th annual, Los Angeles County Fair pulled attendance of 1,254,503 and handled \$6,915,644 in pari-mutuel money. Total revenue was set at \$1,752,098.50 on the basis of early audits following close of the event Sunday (3). Inactive since 1941, when it was held just before Pearl Harbor, the fairgrounds underwent extensive improvements and repairs for this run. A new agricultural building was completed within 30 days before the 1948 fair opened and replaced the old structure destroyed soon after close of the 1941 run. C. B. (Jack) Afflerbaugh told *The Billboard* that extensive plans are already being made for 1949. These include \$1,000,000 in improvements, which put the fair's program well above the \$3,000,000 mark for two years. While no details were given as to how the fair will expand for the next year, it is an established fact that there will be increased parking facilities.

### Parked 261,477 Cars

Premiums for the 1948 event amounted to \$150,000. Purses totaled \$192,400, with \$143,800 being allotted to running race prizes. The fair parked 261,477 cars in its regular lots and an additional 90,000 in reserved areas. A check revealed nearly 10,000 cars had been parked in private lots for which the fair had arranged. Approximately 205,000 people rode the elephant trains. Free transportation was furnished fairgoers from parking lots to gates. The paid tickets on elephant trains for tours of the grounds was set at 90,000.

According to Roy Driscoll, publicity head, space given the fair by newspapers was "exceptionally gratifying." Driscoll said more than 3,500 column inches had been used by the four Los Angeles metropolitan dailies. The press agent conducted two separate campaigns during the year. The first was in April and was slanted to get exhibitors in domestic arts and other fields. As the opening date of the fair came near, the campaign was set to attract patrons thru the gates.

The grandstand show of 13 acts, featuring the Edmondo Zacchini cannon act with Misses Victoria and Duina Zacchini, played to capacity crowds nightly from its opening September 26 thru the closing date.

### Far Cry From First Fair

Value of the plant here is set at (See POMONA ATTRACTS, page 90)

## All-Iowa Shows \$13,121 Profit

CEDAR RAPIDS, Ia., Oct. 9.—All-Iowa Fair here made a net profit of \$13,121 for its seven-day run this year, Andy Hanson, manager, announced. Hanson reported receipts of \$93,834 and disbursements of \$80,713.

Receipts included \$35,066, outside gate; \$36,444, grandstand; \$12,609, concessions; \$563, show entry fees; \$5,598, exhibit space; \$599, pen rent; \$136, race entry fees; \$754, feed sold; \$1,558, State aid, and \$506, miscellaneous.

Disbursements included \$10,927, premiums; \$1,312, judges and superintendents; \$24,043, music and attractions; \$2,334, horse show; \$4,578, advertising, and \$4,524, tickets.

## Lead '47 by 10% At Tupelo, Miss.

### Record Kiddies' Day gate sparks fast start—revue clicks despite cool nights

TUPELO, Miss., Oct. 9.—Thru Thursday (7), the third day of the five-day Mississippi-Alabama Fair and Dairy Show here, the event was running about 10 per cent ahead of '47 in front-gate figures. Last year the show drew 112,000 paid for the full run.

An all-time high turnout for Kiddies' Day Wednesday (6) accounted in a large measure for the rise in attendance. A feature of the day was a huge parade, in which both white and Negro children marched together. Nothing new at the fair here but a distinguishing feature in Mississippi. Negroes and whites also simultaneously played the games concessions.

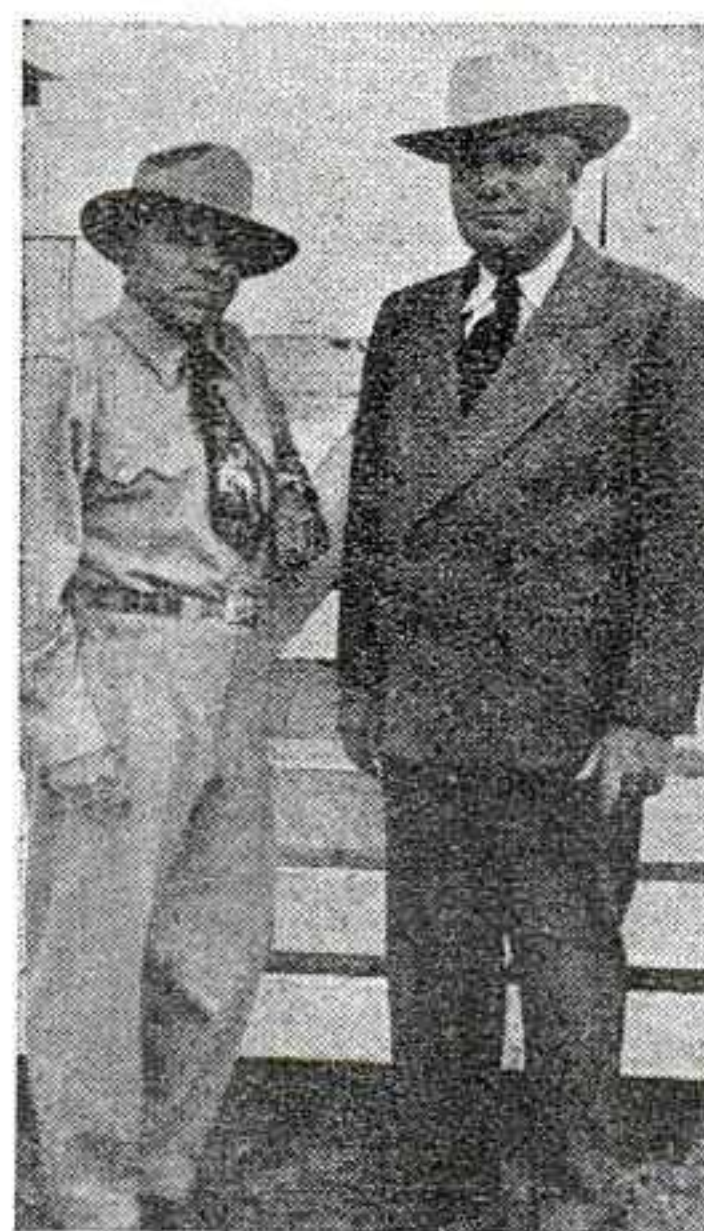
Cool night weather thru the first three days cut into the play on the midway where the Hennies Bros.' Shows hold forth. The night grandstand consists of Ernie Young's State Fair Revue; and, while the cool night air hurt, attendance for the stage of-

## Elements Batter Richmond But Future Hopes Still Rosy

RICHMOND, Va., Oct. 9.—Five days of cold and rainy weather cut down the hoped for 500,000 mark attendance set by the Atlantic Rural Exposition for this year's show. Monday, with cold weather, opened to about 12,000 people; Tuesday, rain all day, dropped to an all-time low of less than 3,000 people; Wednesday, Richmond Day, traditionally the big day of the fair, didn't quite make the 16,000 mark; Thursday, with very little rain, hit about 42,000; Friday didn't pass 50,000, and with all the breaks in the world the fair cannot pass 75,000 today. Newspaper and radio were generous with gratis space and time but, said R. M. Hazlewood, general manager, "You just can't beat the elements."

### Plant in Tip-Top Shape

Fair plant is in excellent condition, with a new drive on to spend \$5,000,000 for improvements in the next few years. The event, billed as the largest east of the Mississippi, may well grow to that status if the angels



A. E. SELDEN, the Stratosphere Man, snapped with Leon Harms (right), secretary of the New Mexico State Fair, Albuquerque, during the recent running of that annual. It was at the New Mexico event that Selden did the unusual—that of virtually stopping pari-mutuel play with his performance just before the fourth race for the first two days of the fair. When the fair officials realized that Selden's performance was outdrawing their pari-mutuel windows they moved his performance up ahead of the race card for the rest of the fair's running.

fering was good.

The grandstand, new this year, has a seating capacity of 7,000. Other plant improvements include several new dairy cattle barns.

All commercial exhibit and concession space was a sellout, a record here. Livestock entries also hit a new peak.

President-Manager J. M. Savery, serving his ninth year, said improvements planned for '49 embrace the construction of a 3,500-seat addition to the grandstand and the erection of a large exhibit building.

## Pete Langley Resigns Post At Milwaukee

### Will Help Out in '49

MILWAUKEE, Oct. 9.—C. J. (Pete) Langley, Elkhorn, Wis., resigned as director of harness racing of the Wisconsin State Fair because the expo has withdrawn from the Grand Circuit. No successor has been chosen.

Big-time trotting and pacing did not pay off here, explained W. J. Reynolds, who recently replaced Ralph Ammon as the top Badger State expo exec. Reynolds said he had notified circuit stewards not to hold any dates for the West Allis track next season.

"The Centennial Exposition lost \$30,000 on the Grand Circuit races," he said. "The circuit is rigged for the betting tracks, with photo finish and a publicity director and other expenses which the tracks must share. We have our own publicity director."

Reynolds said the 1949 fair would have two or three days of Midwest harness racing and fill out with other track attractions. Longley promised to return next year to make up the racing program. In a letter to Reynolds he explained the reason for his resignation:

"It is embarrassing to me to cancel out the Grand Circuit so quickly after the big show is over. I felt that the Wisconsin fair was morally obligated to retain the circuit. The stewards had sent the best stakes they had to Milwaukee after the management of the Centennial Exposition asked for the best show they could possibly put on.

"There is no question that you will have great racing without the Grand Circuit, but if I remain with your organization I feel I would be looked upon by the men with whom I made contracts in helping to bring the bigger and better Grand Circuit to Milwaukee as a party to canceling them out. I have chosen to work with the horsemen and it is my policy to follow one course at all times. I am not going to make any attempt to play both ends to the middle."

In a letter to *The Milwaukee Journal*, he further explained:

"There is a tradition behind the big stakes, all of which are associated with some track. The circuit transferred stakes from Saratoga raceway to Milwaukee, which meant that (See LANGLEY RESIGNS, page 90)

### Two West Coast Stunters Injured During Shows

YAKIMA, Wash., Oct. 9.—Two members of the Ken Baker Satan's Hell Drivers troupe have been hospitalized following show accidents. Eddie Ward (Bobo the clown) was injured by a dynamite blast at Auburn County Fair and has been out of the line-up.

Rain at Central Washington Fair here (3) caused John (McGee) Smith, motorcycle stunter, to skid while doing a jump. He suffered a brain concussion but is expected to be released from the hospital shortly.

Despite bad weather, the troupe drew the largest grandstand crowd of the fair here, it was reported. Org is heading for Los Angeles to work week-ends as long as weather holds up.



# TWO NO. CAR. BIGGIES CLICK

## Charlotte May Top 250,000

**Kids, banned at Shelby, turn up at Southern States —good weather aids**

CHARLOTTE, N. C., Oct. 9.—Officials of the Southern States Exposition were counting on a gate in excess of 250,000 if good weather prevailed thru today's final stanzas.

The fair got under way Tuesday (5) after heavy rains Monday (4) had turned portions of the grounds into a quagmire. Continuing threatening weather apparently had little effect on the turnout of county school children, which was termed large. Just in case the unsettled weather had kept youngsters away, Dr. J. S. Dorton, fair manager, announced that their school tickets would also be accepted for admittance yesterday (8).

Sawdust and cinders were liberally sprinkled thruout the grounds to absorb the excess moisture and to provide safe footing. Attendance at the fair was thought to have been boosted considerably thru the appearance of many hundreds of children from adjacent Cleveland County, where they were banned two weeks ago from the Shelby Fair because of a polio epidemic. Dorton also manages the Shelby annual as well as the State fair at Raleigh.

### Exhibits Overflow

James E. Dorton, assistant manager, reported overflow entries in the cattle division and said that a tent had to be erected to house the swine. All commercial exhibit space was sold out well in advance. The poultry show had 540 entries.

Special bus service was inaugurated between the Union Bus Terminal and the grounds, which are situated on the four-lane Concord Highway. With ample parking space available no serious traffic problems resulted from the influx of big crowds. The grounds, chosen within the last decade, are situated three miles from the city.

A press party was held Monday night (4) in the Hotel Charlotte. It was presided over by Manager Dorton and Gene Lawing, promotions director.

### Show Program

A strong line-up of entertainment features was presented. George A. Hamid's night show, featuring a line of Roxyettes, included the Hartzells, aerial bars; Red Kehoe's Marimba Queens; the Spauldings, acro dancers; Kirk Adams's Circus; A. Robbins, the banana man; Edna and Leon, acrobats; Paul Sydell, dog act; Bobby Whaling and Yvette, and Happy and Slappy, clowns.

Jack Kochman's Hell Drivers appeared Wednesday afternoon (6). Harness racing was presented Thursday (7) and Friday afternoons. Big car auto races are skedded for this afternoon. Fireworks climaxed each night show.

A model home was given away by the local Variety Club.

The James E. Strates Shows reported good business on the midway, where they are appearing for the first time.

Secretary-manager of the Yorkton, Sask., Exhibition Association in the early '20s, Joseph A. Duncan has moved to Chilliwack, B. C.

## Shift to Paid Admish Fails To Hurt Bakersfield, Calif.

BAKERSFIELD, Calif., Oct. 9.—A paid gate at the Kern County Fair, the first in over a decade, failed to scare off the ticket buyers and the event drew 73,152 for the five-day run which closed Sunday (3). The event opened Tuesday, Kids' Day, with a 50-cent gate and 15,771 filed thru the turnstiles. Wednesday showed a drop to 8,717, but Thursday's attendance was up to 9,986. Friday was 13,007 and Saturday drew 19,158. Sunday slumped to 6,513.

Premiums totaled \$30,000 as against \$26,000 in '47.

National horse show ran three nights, paying all its own premiums. Event was under the direction of Herb Vaughn. Opening-night feature was a fireworks display sponsored by the Shell Oil Company.

Camouflage netting was used by Secretary-Manager Lee Clark over most exhibits. Altho more expensive than canvas, it is permanent, Clark pointed out. Exhibitors like it better because it is cooler and affords better lighting, Clark said. Poultry, rabbit and draft horse exhibits were under canvas.

Plant improvements included a rebuilt livestock area and a new fair office, the latter replacing quarters in the Chamber of Commerce Building.

Clark doubled the price on concessions, asking \$120 for the 15 by 15

foot space and \$25 extra for selling privileges. Space was sold out and reservations already are being made for '49, he said.

## Peak 135,000 At Maine State

LEWISTON, Me., Oct. 9.—Final auditing shows that a record 135,000 attended the six-day Maine State Fair here ending September 11, James B. O'Kane, general manager, reports. All space was sold well in advance and all operators reported good business, O'Kane said.

The pari-mutuel take for the session, including a heavy Labor Day play, was \$459,759. Fifteen new box sections were available for the first time. A new safety rail around the track, new steel fence, and the painting of all buildings were other improvements.

George A. Hamid, Inc., furnished the six acts used. Fireworks were supplied by Unique Fireworks Company, Lowell, Mass., with Howard Jones in charge. Le Montagard, local French band, played daily. Playtime Amusements were on the midway. John Carney, Lowell, Mass., had the bingo.

### Labor Takes Part

For the first time Maine labor groups staged their own program, including parades, contests and speeches. About 7,000 participated.

Poultry and cattle entries were the greatest in the fair's history, with 1,200 birds and 800 head of domestic cattle. The exhibition hall was filled to capacity.

Plans for the 1949 fair include enlarging of the pari-mutuel booths, a new and permanent grandstand for horse pulling, and greater participation by labor groups.

Officers are John H. Bourisk, president; James B. O'Kane, executive vice-president and general manager; Sam Michael, vice-president, and William T. Cluff, treasurer.

## 47,000 Attend W-S in One Day

**All departments head for new marks — extra night show needed on big day**

WINSTON-SALEM, N. C., Oct. 9.—A record one-day attendance of over 47,000 Wednesday (6) assured the Winston-Salem Forsyth County Fair of new marks in every department prior to tonight's shuttering of the annual which preemed here Tuesday (5).

The fair got off to a terrific start Tuesday when over 20,000 attended despite ankle-deep mud in some sections of the grounds. Because of the rain Monday (4), with more wet weather promised for Tuesday, the traditional Children's Day was postponed until yesterday when the kids turned out in force.

Manager Tom S. Blum labeled the weather to date as the best the fair has experienced since 1946. Crops have been good and the prices paid locally high, with the result that spending has been free with both the World of Mirth Shows on the midway and George A. Hamid's night grandstand show benefiting.

### Two Night Shows

The 3,400-seat grandstand was jammed at most night shows thruout the week, while Wednesday it was necessary to give two shows to accommodate the crowds. Each show, climaxed by a full display of fireworks, played to capacity.

Joie Chitwood's auto daredevils played to a capacity crowd in front of the grandstand yesterday afternoon. They will appear again tonight. Motorcycle races will be featured in this afternoon's session instead of the usual big car races.

Blum said that at least 50 commercial exhibitors had to be turned down because of lack of space. The premium list was the biggest in the fair's history. About 200 head of cattle were entered in competition.

George A. Hamid's night show, *Fantasies of 1948*, featured an 18-girl (See Winston-Salem on page 91)

## '48 Attendance Off At Tulare, Calif., But Revenue Up

TULARE, Calif., Oct. 9.—The 27th annual Tulare County Fair, September 21-26, had a paid attendance of 60,084, according to Secretary-Manager Alfred J. Elliott. While the figures were lower than those for '46 and '47, revenue was higher, Elliott said. One reason for lower attendance figures was the confinement of the fair for the first time to Tulare County. In the past it was shared with Kings County.

Comparative figures show 68,533 for '46 and 63,877 for '47. In addition to this year's paid attendance there were 14,048 free customers. Revenue from '48 paid admissions was \$33,680 compared to approximately \$29,000 for '47. This year the fair did not absorb the 10 per cent federal admission tax.

Grandstand receipts were \$3,000 over last year, Elliott reported, with concession and commercial space rentals also showing an increase over figures: Tuesday (21), 6,700; Wednesday, 6,342; Thursday, 7,373; Friday, 11,644; Saturday, 17,724; Sunday, 10,301. Figures for Tuesday and Wednesday were ahead of the '47 totals for the same days.

The Foley & Burke Shows, on the midway, reported good crowds but light spending.

### Roberson Leicester Prexy

LEICESTER, N. C., Oct. 9.—W. O. Roberson was elected president of the Leicester Fair Association at a recent meeting. Other officers are W. G. Plemmons, vice-president; Mrs. M. H. Current, corresponding secretary; Wendell Brown, treasurer, and S. O. Wilde and R. L. Edwards, advisers. Next meeting is slated Wednesday (27).



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# COLE STRIKES 'OIL' IN TEXAS

## Harlingen Is Welcome Spot

Shows draw two straws—biggest single cash day in org's history, 'tis said

HARLINGEN, Tex., Oct. 9.—The biggest single day in the history of Cole Bros. was registered here by Zack Terrell's show when the org played to two straw houses, which overflowed to the ring banks. Show officials said more than 2,000 persons caught the concert.

This was a welcome spot for the Cole org, which has found attendance not up to par in most spots the last few weeks. One exception was McAllen, Tex., where the show chalked up excellent business.

Corpus Christi proved a surprise, inasmuch as the show bucked a college football game, played in the stadium adjacent to the showgrounds. Org had a strong matinee and a full one at night. It was different, however, at Victoria, Tex., where business was on the light side. Matinee drew a half house, with about a three-quarter house on tap at night.

Lake Charles, La., proved a bitter disappointment. A late arrival accounted for a late matinee and business was light. Night show drew a shade better than three-quarters.

Baytown, Tex., gave the show two big houses, while Baton Rouge accounted for a fair day's business.

## North, Mills Slow In Making Deals With German Acts

BERLIN, Oct. 9. — John Ringling North and Cyril Mills have been catching circus performances in the American and British zones of Germany in search of new acts for their circuses. Both are said to have spotted several good acts, but so far no deals have been announced.

The currency muddle and the shortage of foodstuffs for horses and animals are hampering circus business in the Berlin area, with Germany's leading circus, Circus Busch, ready to call its quits during the winter. Circus Busch, directed by Paula Busch, folded in July because of the currency mix-up but reopened later in the summer with a two-a-day policy and has been doing fairly well.

Paula Busch temporarily solved the problem of feeding her 35 horses and five camels by renting a farm on the outskirts of Berlin, but finds herself unable to arrange for feeding the animals this winter. Also she has been stymied in her efforts to build a (See North, Mills Slow on page 93)

## Boys'll Be Boys

BAYTOWN, Tex., Oct. 9.—Members of the Baytown Chamber of Commerce had an important election meeting scheduled here one night recently but played hookey.

Reason was the meeting was set for the same night Cole Bros.' Circus played here. Directors postponed the meeting in favor of the circus.



THE RINGLING GIANTS, terrors of the circus league, lined up recently for a mug session to register their likenesses for posterity, along with the Boston Braves and the Cleveland Indians. Left to right: Clayton Chase, Carl Stephens, Jackie Gerlich, Henry Bedow; Paul Jerome, manager; Prince Paul, Eddie Bursch, Frankie Salato, Jimmie Armstrong, Marcel Walting, and Freddie Walting, coach. Their final game of the season was played recently in a cow pasture near Los Angeles and ended suddenly in the third inning when Frankie Salato slid into what he thought was third base.

## Two-Day Stands in Okla. Net R-B Only Fair Biz

OKLAHOMA CITY, Oct. 9.—Two-day stands in two Oklahoma cities this week, Oklahoma City and Tulsa, added up to okay business for Ringling Bros. and Barnum & Bailey, but no attendance records were in danger.

Only at Tulsa did the show get full houses, both coming at the night shows after light matinees. Opening day in Tulsa, R-B was almost an hour late for the matinee because of a late arrival. At night, despite cool weather, a capacity crowd was on hand. Advance press and radio was excellent. Second day found the show bucking opening night of the Tulsa Horse Show, a big annual event, but even in the face of that the show drew capacity.

Here, attendance was disappointing. Show officials blamed the State fair, which had just closed, and a big farm implement demonstration in progress at the same time, for the lack of customers. Matinees both

days were near the three-quarter mark, but night attendance in both instances was lighter.

Ponca city failed to come thru with full one for the Big One, both matinee and night shows drawing less than capacity. The same was true at Enid.

## Mills Kitchen Truck Damaged

ROCKWOOD, Tenn., Oct. 9. — A truck belonging to Mills Bros., carrying portable kitchen equipment and food, was damaged near here when it went into a ditch. Show was en route here from Knoxville. In addition to the damage done the truck and equipment, a large supply of food was lost.

Business here was only fair, bad weather being the reason. It rained in the afternoon and was cloudy and cold at night.

It was a bit better at Knoxville, although the weather was cool and cloudy. Org had a strong matinee and a full one at night.

## Terrell, Tex., Biz Light for Beatty

TERRELL, Tex., Oct. 9.—Business for Clyde Beatty was light here, org getting only a half-house at the matinee and three-quarters at night.

At Greenwood, Miss., show failed to draw as expected. Beatty followed King Bros. in here by nine days and Cole Bros. had up plenty of wait paper. It was a case of too many circuses in a short space of time.

## Drop in Biz Continues for Dailey Bros.

### Kansas Spots Fail To Give

LAWRENCE, Kan., Oct. 9. — The falling off at the box office, which Dailey Bros. experienced last week in Nebraska, continued this week in at least two spots in Kansas—here and at Atchison.

Weather was to blame for the light attendance at both shows here. It rained in the morning, which hurt the draw for the matinee, and continued thru the afternoon. On top of that, it turned cold later in the afternoon and as a result the show played to only a half house at night.

Atchison business was better than here, altho nothing to write home about. The matinee drew a half house, with a strong one on hand at night.

At Hastings, Neb., the show got okay weather in the afternoon but business was light. It was cloudy and threatening for the night show and this, coupled with the high school football game which drew a good-sized crowd, hurt. Night show house was little better than half filled.

## Biz Picks Up at Garden Rodeo

NEW YORK, Oct. 9. — Madison Square Garden's 23d Annual World's Championship Rodeo, which is in its second week, shows promise of hanging up a better attendance record than last year's show, taking into consideration that the show's stay at the Garden will be seven days shorter than last year's run.

Opening night, September 29, attendance, aside from paper, was light, but business picked up over the weekend and at present is ahead of last year. Last night (8) was a sellout, including the gallery, and sellouts are assured for all performances today and tomorrow. As usual, the high-bracket pews are pretty well sold out for the run.

Apparently, attendance is not the only thing that has been hypoed since opening night, because the list of accidents to cowboy contestants already marked up indicates that bucking bronks and wild bulls, which were decidedly sluggish in most of the opening night events, have snapped out of it and are giving the cowboys a tough run for their money.

Unfortunately, one death marred the opening week, with Desmond A. Smith succumbing Saturday (2) night at St. Clare's Hospital, due to a skull fracture sustained when thrown by a bucking bronk during the matinee performance.

The only casualty opening night was Harry Fricke, knocked out by a bucking bronk but not seriously injured. Serious casualties during the first week's run were: Wag Blesing, double fracture of a leg; Manuel Enos, cracked ribs; Bob Maynard, cheek injuries; Bill Hancock, knee injury; Ken Boem and Earl Blevins, ear injuries; Byron Lisenbee, gored by a bull; Ken Roberts, dislocated shoulder; Okanogan Paul, rib injuries, and Homer Pettigrew, shoulder injury.

## K-M Continues Run of Straws

EL DORADO SPRINGS, Mo., Oct. 9.—Continuing its string of red ones, which started several weeks ago thru Nebraska, Iowa and Missouri, Kelly-Miller chalked up more in Missouri stops.

The first truck show of any size to appear here in 14 years, K-M played to straws both matinee and night. This despite competition from the Tri-County Fair, which had been in progress here for two days at the date of the org's showing.

At Windsor, a full house was on hand at night, but matinee biz was off.











of No. 3. Assisting Owner Lynch in officially welcoming visitors to the Lynch lot for the No. 1 unit is Paul Gearin.

Among the fine things said in praise of cookhouse beef stew is that no one ever thought to serve it to visiting fair secretaries.

Mrs. H. E. Nance, wife of the electrician on the American Midway Shows and sister of Mrs. Brashear, wife of the shows' owner, left the shows recently for her home in Santa Monica, Calif. She worked front gate tickets this season.

Shocking example of a guy wasting his time is the native asking an old-timer, "How do you like show life?"

Roy Johnson, concessionaire, and Astor Phillips, ride owner, of Shan Bros. Shows, will launch a Moon Exposition Shows November 15 near Valdosta, Ga., following the Shan closing there, reports Louis Bright. Concessions and rides will be under a big top.

One of the unwritten laws of still-date auspices, known as co-operating committees, is the one that provides that the shows' special agent shall do all the work.

Frank H. Wood, who has been operating a cork shooting gallery at Fair Park, North Little Rock, Ark., for several years, recently supervised putting up four rides for Sam Fidler at Conway, Ark. Wood formerly was ride foreman on the McClellan, Galler and Fidler shows.

Teaching showbiz to beginners is a cinch, because it is one study that can be jackpotted as the student's interest grows.

Mr. and Mrs. Stanley Warwick, of the William T. Collins Shows, passed thru St. Louis en route to Piggott, Ark., where they will visit the John McKee Shows. Members of the Collins org presented a watch to Warwick before he left. Warwick was lot superintendent.

Louis Rosenberg, advertising agent for Crafts 20 Big Shows, was a guest of the Pittsburgh Club at a banquet in the Roosevelt Hotel, Hollywood, during his org's stand at the Los Angeles County Fair in Pomona. The Pittsburgh Club is composed of former residents of the Smoky City now residing in the Los Angeles area.

All careful midwayites are now laying plans for surviving the winter after equalizer day, January 1.

Speedy Babbs, Motordrome rider who sustained 16 broken ribs and lung and kidney punctures in an accident at Canfield (O.) Fairgrounds Labor Day, was released September 28 from Youngstown (O.) Hospital and is convalescing in his trailer at the Canfield Fairgrounds, according to Jim Hinckle.

Good-hearted in a mistaken sort of a way is the general agent who gives another agent, going to the same town, a lift in his car.

John Gecoma, who recently closed his Bright Lights Exposition Shows, infos that he has already begun his off-season booking activities in Pittsburgh. He has Elaine Drew, contortionist who recently completed 20 weeks at parks and fairs, in the Vogue Terrace, Pittsburgh, with the Copa to follow.

Selections of carnival queens have various good points, especially if she's the mayor's daughter.

Director Pat Hanlon announces the appointment of L. G. (Louie) King as manager of the VFW Indoor Circus and Fair which will be staged in Rumford, Me., Wednesday thru Saturday (13-16). The doings will feature circus acts, free dancing and concessions, and will be widely advertised, Hanlon said.

When asked why he didn't save enough money to live on during the winter, a midwayite moaned, "That would rob me of my only worry."

Rae Terrill, who has the Costume Veola Studio in San Francisco, recently finished 23 costumes for Bimba's 365 Club in that city and has 20 costumes to be finished by October 15 for the Portola Festival, also the trimming of three floats. Biz has been good since opening four months ago. Rae will not be on the road for several seasons.

Nobody qualifies as a real front orator until he has learned how much noise he can make over a mike without saying anything.

After closing his route of fairs in Michigan and Ohio, Joe J. Frederick jumped to the Lawrenceburg, Tenn., Fair, which proved a red one for him. Charleston, Miss., Fair also was good. He has three more fairs in Mississippi, swings into the southern part of Alabama, then Florida for three remaining fairs. He recently bought an Allan Herschell auto ride to add to his line of rides.

Trouble with the effort to be fair-minded is that it's likely to give a competitor the idea that you're planning to double-cross him.

Wayne Novack Molter, aerialist, who was seriously injured last spring while performing with the Jones Greater Shows in Willsburg, W. Va., continues on the mend at a Mansfield, O., hospital. Molter sustained five breaks in his right leg; his left leg was broken, and his left foot almost severed, and his back broken in two places. Molter and his partner, Melvin Bennett, were replacement for the wire act of Rita and Harry Dunn, Harry having fallen to his death in Gallipolis, O., only two weeks previously.

**ATHENS FAIR**  
October 18th to 23d inclusive, Athens, Ga.  
\*\*\*\*\*  
**ANDERSON FAIR**  
October 25th to 30th inclusive, Anderson, S. C.  
\*\*\*\*\*  
Will place Eating and Drinking Stands. No Apples.  
Will place all legitimate Merchandise Games.  
Can place experienced Carnival Workingmen in all departments. Fly-o-Plane for sale; address Speedy Merrill. All address  
**GETLIN and WILSON SHOWS**  
WORLD ON PARADE  
Spartanburg, S. C., Fair NOW

  
**CARAVELLA AMUSEMENTS**  
10 RIDES YOUR SHOW FOR 1949 8 SHOWS 1949  
1949 BOOK NOW 1949  
We will sell our complete Midway to a Concessionaire who is thoroughly reliable and knows his business. Complete Side Show with Manager who really knows his business. We have top and banner line. Girl Shows with Manager who is capable to control the entire back end. We have tops and all fronts. We build and finance any active, outstanding Shows. Notice: We want a sensational Free Act for 27 weeks for the season of 1949.  
ALL CONCESSIONS OPEN BOOK NOW FOR ALL CONCESSIONS OPEN  
**Horry County Fair, Oct. 18 to 23, Conway, S. C.**  
FOUR MORE FAIRS TO FOLLOW  
All fair secretaries and committeemen, please visit us this week at Camden, S. C., and the following week at Conway, S. C. We are now booking for 1949.  
**FRANK CARAVELLA, Owner and Manager**  
This week, Camden, S. C.; week Oct. 18 to 23, Conway, S. C.  
Winter Quarters: Island Park, Sunbury, Pa. Phone 2063.

**HERMAN S. LIST**  
Now With the Harry Lottridge Shows  
**WANTS**  
Country Store Agents, also Bucket Store and Clothes-Pin Agents. Want to hear from T. M. Cowart.  
**HERMAN S. LIST**  
c/o Harry Lottridge Shows, Pelham, Ga., this week

26th ANNUAL TOUR \* \* \* \* \* JAMES E. \* \* \* \* \* 26th ANNUAL TOUR  
**STRATES SHOWS**  
AMERICA'S BEST MIDWAY  
**WANT**  
Master of ceremonies for Georgia Southern Nights on Broadway Revue. Must be high class and able to open in Raleigh, N. C., Monday, October 18. Top salary for experienced Chorus Girls.  
Wire, do not write: GASTONIA, N. C., THIS WEEK.

**PEPPERS ALL STATES SHOWS**  
STAYING OUT UNTIL CHRISTMAS  
WANT FOR WINTER SHOW  
Ride Help—Foremen for Octopus, Wheel, Chairplane and Kid Ride. Must be sober, as drinking is not tolerated at any time. Wives sell tickets. Men must be able to drive. Salary and percentage. Concessions wanted—Huckley Buck, Novelties, Scales, any Hanky Panks, Grind Shows, Illusion, Fat Show or Mechanical. Want Bingo Caller and Counter Men, also Electrician, Bill Rabon, contact us at once.  
**FRANK W. PEPPERS**  
ALEXANDRIA, LA., THIS WEEK; THEN BATON ROUGE.

**COTTON STATE SHOWS**  
**ACKERMAN, MISS., COTTON CARNIVAL FAIR, SATURDAY, OCT. 9; SATURDAY, OCT. 16**  
Want Concessions of all kinds. Sell exclusive Photo, Bingo, Diggers, Mitt Camp, Cook House. Place money game, flat rate. Hanky Panks, \$12.50. Want Independent Shows and Rides. Place Second Men on Wheel and Merry-Co-Round.

**Steblar Greater Shows**  
**Want for Owings Colored Fair, Oct. 11 to 16**  
Can place small Bingo for balance of season, also any Stock Concessions. Show with own outfits. This show stays out all winter.  
Address all mail:  
**J. G. STEBLAR**  
Owings, So. Car.

**FOR SALE**  
**NINE-CAR TILT**  
With new motor, with or without transportation. Will deliver within 500-mile radius. Give your best offer.  
**V. L. PECK**  
NORTH ROSE, N. Y.

**"COTTON IS KING"**  
**"Best on Earth"**  
Want Mechanical City or Farm, Midnet or Giant Show. Concession Agents—If you are lean and wish to fatten up, "this is it." Booking open for Short Range, Novelty Jewelry or Novelties Hanky Panks. Ride Men wishing to work; drunks, stay away. Prefer all people "clean as a whistle."  
**DYER'S GREATER SHOWS**  
Tunica, Miss., this week; Amory next.

**FOR SALE**  
Sixteen-foot Popcorn Trailer, all glass and aluminum. Includes Peanuts, Carmel Corn and Hot Dogs. Priced to sell. Can be seen in operation at Greenwood, Miss., this week; Jackson, next, on  
**WALLACE BROS.' SHOWS**

**NOTICE—TO SHOW OWNERS**  
All kinds of organs repaired and rebuilt. Reference furnished. Write  
**BOX 542**  
Baton Rouge, La.







**FOR SALE**  
**1 Onan Gas Engine**  
**GENERATOR SET**  
**25KW.-120/210 VOLTS A.C.**  
**3 PHASE**  
 Brand new, original chute, never opened.  
 Price \$850.00 F. O. B. Chicago.  
**PACE MFG. CO., INC.**  
 2909 Indiana Ave.,  
 Chicago 11, Ill.

**FOR SALE**  
**EYERLY'S NEW**  
**ROCK-O-PLANE**  
 Used Four Weeks.  
**WILLIAM HARTZMAN**  
 c/o Cetlin & Wilson Shows  
 Spartanburg, S. C.

**HAYWOOD SHOWS**  
**WANT**  
 Ride Help on all Rides.  
 Concessions not conflicting.  
 Agents for Razzles, Roll Downs, Pins and Skillo. We work. Want Legal Adjuster. Shows not conflicting. Agents for Ball Games, Sit Down Grab, Fish Pond, P. C. Dealers. Mountain View, Okla., this week.

**Dayton Miniature Train**  
**FOR SALE**  
 3 COACHES, 300 FOOT TRACK  
 All in first class condition. Can be seen in operation with Hennies Bros.' Shows, Baton Rouge, La., until Oct. 18; Beaumont, Tex., Oct. 19-30; then Hot Springs, Ark.  
**NOBLE C. FAIRLY**

**Want Funhouse Operator**  
 FOR TEXAS STATE FAIR  
 DALLAS, TEXAS  
 Finest Fun House on road. Must be sober, experienced, know the business. Place a good Clown for this date only. Call in person.  
**C. C. McCLUNG**  
 Python Exhibit "World's Largest Snakes"  
 FAIRGROUNDS, DALLAS, TEX.

**Anyone Knowing The Whereabouts Of**  
**JAMES WINTERS**  
 Formerly with Royal Crown Shows, contact  
**BOX D-72**  
 c/o The Billboard, Cincinnati 22, O.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
 We buy Carnival Tents and Wheels, all kinds. Kiddie Rides, Rink Skates, all sizes. All kinds of Freaks and Exhibition Goods. Must be in good condition. Do not want junk. We buy for cash only. Write full details.  
**WEIL'S CURIOSITY SHOP**  
 20 So. 2nd St. Philadelphia 6, Pa.

**Virginia Greater**  
**WILLIAMSTON, N. C., Oct. 9.**—Shows moved in here after a good week at the West Point (Va.) Fair, a maiden fair, which went over all expectations. The org made the long jump with but few minor truck breakdowns.  
 The shows stayed dead for three days, making it a nine-day spot, under auspices of the Lions Club, opening Thursday (30). The first three days of the week, the org had to battle with rain in setting up and the lot had to be straightened out with sawdust for the opening night.  
 The Jones family, novelty concession, is sporting a new living trailer. Louis Augustino has purchased another truck. S. Killinger, operator of the *Parisian Girl Revue*, has a new station wagon. Tony Buzzella left for his home in Florida on receiving news of the serious illness of his wife; his popcorn joint has been left in the charge of Sam Serlin. S. G. McCarthy joined here to take over one of the Girl shows. Mechanic Bill Lanbaugh is no longer with the show.  
 So far the polio is not very heavy in this section of the Carolinas and no ban is on here, but other sections of the State are barring children under 16 from fairs and other outdoor gatherings. The trouble puts a serious crimp in the midway business.  
 There were quite a few visitors on the lot this week from the Rafferty Shows, which played at near-by Plymouth, N. C.

**Golden West**  
**WATSONVILLE, Calif., Oct. 9.**—Shows had a good week at the Watsonville, Calif., Fair, also at the Red Bluff Fair. Org closed the season here and the folks departed as follows: The Cliffords, with cookhouse, five concessions, two kiddie rides and the Merry Mixup to Los Angeles where the rides will be placed on a permanent location; Ray and Elaine Pursley, Pacoima, Calif.; Harry (Polish) Fisher and wife, Rose, San Francisco; Mr. and Mrs. Dawson, Glendale, Calif.; Mr. and Mrs. Duffy, Los Angeles; Mr. and Mrs. Tom Norris, Belle, Calif.; Mr. and Mrs. A. V. Alread, Red Bluff, Calif.; Mr. and Mrs. Homer Rees, Alameda, Calif.; Mr. and Mrs. Otto Ficeme, Red Bluff; Mr. and Mrs. Fred Weideman, Sacramento; Mr. and Mrs. Eugene DeClue, Brawley, Calif.; Mr. and Mrs. William C. Burns, Fresno, Calif.; Jules Tribus, William Hill, Harold Shapiro and Kenneth Roberts, San Francisco; Elwin Killough, David Jackson, Ivyl Lawler and Kent Lindsay, Los Angeles; Mr. and Mrs. Bert Clawson, Oakland, Calif.; Mr. and Mrs. Jockey Mackey, Monterey, Calif.; John (Corky) Corcoran, North Hollywood. The remainder went to San Francisco. The pot of gold was won by Mrs. Davis.—**PRINCE OMWAH.**

**FOR SALE**  
**CARVEL CUSTARD**  
**KING MACHINE**  
 Mounted on all aluminum and stainless steel trailer, decorated beautifully with fluorescent and special lettering. Trailer and machine one year old, used only this season, practically new. Outfit complete, ready to go. Can book balance of season. Will sacrifice at half of original cost. Come see it.  
**DANNY DORSO**  
 c/o Johnny T. Tinsley Shows  
 This week, West Greenville, S. C.; then as per route.

**JACK GALLUPPO**  
 Wants Girls. Wants Musicians for five more weeks of Fairs and all winter in Florida. Dancing Girls, Hula, Specialty; also Singer. Electric Steel Guitar Player, Piano-Accordion. A-1 Talker. Gene Nadru, wire. Also Girls who have worked for me before. Would consider organized Troupe. Salary sure every week. Don't need any Cookhouse Help. Wire:  
**JACK GALLUPPO**  
 c/o ROYAL CROWN SHOWS  
 Fitzgerald, Ga., this week.

**NORTH EAST FLORIDA STATE FAIR**  
**JACKSONVILLE**  
**NOV. 10 TO NOV. 20**  
**11 BIG DAYS AND 11 BIG NIGHTS**  
**CAN PLACE CONCESSIONS OF ALL KINDS**  
 Want Eating and Drinking Stands, Novelties, Fish Ponds, Ball Games, Hoop-La, Short Range Gallery, Jewelry and Direct Sales.  
**WRITE OR WIRE**  
**CURTIS L. BOCKUS, Sec.**  
 Suite 423, Hotel Mayflower Jacksonville, Fla.

**Eddie**  **Young's**  
**Royal Crown Shows**  
**"AMERICA'S FINEST CARNIVAL"**  
**— WANT —**  
 Girl Revue for six more weeks this season. Open in January for eight weeks of Florida Fairs. Must have at least six girls, wardrobe, P.A. sets. Must operate as Revue. Guarantee from office, plus percentage.  
 We have the finest framed outfit on a Truck Show. Panel Walk-Thru Front, new Top, Seats and Stage. Not interested in a Cooch Show nor Cooch Show Operator. Also have Posing Show for same party. Wire:  
**E. L. YOUNG, Mgr.**  
 FITZGERALD, GA., this week.

**WANT HARVEST FAIR Okaloosa County, Florida**  
**WANT HARVEST FAIR Crestview, Florida**  
**AUSPICES AMERICAN LEGION POST 75**  
**OCTOBER 18 TO OCTOBER 23**  
 Want Pop Corn, Candy Apples, Floss, Peanuts, Photos, Hoop-La, Custard, String Game, Pitch-Till-You-Win, Ball Games, Water Concessions, Bowling Alley, Dart Stores, American Palmistry, Penny Arcade, Long and Short Gallery, Novelties, Guess Your Age. No Ex. Or any other Stock Stores that will work for Stock. NO RACKET. Want Grind Shows with own transportation. Bob Mahan needs Stock Store and P.C. Agents. JAY, FLA., OCTOBER 25 TO OCTOBER 30; THEN THE BIG ONE, DE FUNIAK SPRINGS, FLA. If you have been playing blanks, join now and get your winter bank roll. Wire or come on, space limited. Carl O. Bartels, owner, will be on the grounds from Oct. 6th to Oct. 23rd.  
**KEYSTONE EXPOSITION SHOWS**  
 CRESTVIEW, FLORIDA  
 P.S.: Want high, sensational Free Act for Milton, Fla., week of November 15th.

**WANT WANT WANT**  
**FOR 2 OF THE BEST MAIDEN FAIRS AND CELEBRATIONS IN SOUTH CAROLINA**  
**THE GREAT TIMMONSVILLE VETERANS' FAIR**  
**AND CELEBRATION**  
**October 18th through 23rd, followed by Lamar, S. C., Legion Community Fair, October 25th through 30th**  
 There has not been a Carnival in the above spots in ten years.  
 Want Minstrel or Colored Girl Show with own equipment and transportation; Anna Lee and Sol Specht, get in touch. Want Shows of all kind with their own transportation. Will book the following Concessions: Hanky Panks, everything except Bingo, Popcorn and Candy Apples and Grab. Come on, Hiram Beal; will book all your Concessions. Want Wheels, Roll Downs, Slum Skillo, Six Cats, or what have you? The privilege is right, same as still dates, and we will not raise the price on our Florida dates and are working all winter there. Frenchie and Leona Bates, come on with all you have to book. The above spots are in the heart of the tobacco and cotton belts, with abundant crops, and the people have plenty of money—you can't miss here. Everything will work. Kid Bruce, Mickey Dale, get in touch with Nina Scott. We want Swinging Ball Agents and Ride Help for Ferris Wheel and Merry-Go-Round. Write, wire or come on.  
 Yadkin County Fair, East Bend, N. C.; then above dates.  
**I. K. WALLACE ATTRACTIONS**  
 I. K. WALLACE, Owner & Mgr. GABRIEL WALLACE, Secy & Treas. NINE SCOTT, Gen. Agent

**FOR SALE**  
 Single Loop-o-Plane, complete with ticket box; also transportation if required. This Ride is in A-1 shape. We have conflicting Rides. Priced for quick sale, come and get it, \$300.00.  
**DOBSON'S UNITED SHOWS**  
 PER ROUTE OR BOX 491, WILLERNIE, MINN.



**PRELL'S BROADWAY SHOWS**  
 "BROADWAY AT YOUR DOOR"  
**GREENVILLE COUNTY FAIR**  
 GREENVILLE, S. C., OCTOBER 18 to 23  
 NEW MANAGEMENT \* \* \* NEW FAIRGROUNDS  
 UNDER THE MANAGEMENT OF THE AMERICAN LEGION  
 WANT Concessions of all kinds, Merchandise Wheels.  
 WANT Eating and Drinking Stands.  
 WANT Photo, Novelties, Scales and Weight.  
 WANT Wild Life, Penny Arcade.  
 WANT Scooter, Hey-Dey, Sea Cruiser, Fly-o-Plane.  
 WANT Dancing Girls, Posing Show Girls.  
 WANT Musicians and Acts for Minstrel Show.  
**All answer SAM E. PRELL**  
 South Boston, Va.; to follow the great Greenwood, S. C., Fair,  
 week of October 25 to 30.

**ROYAL**  
*Exposition Shows*  
**NOW PLAYING**  
 Middle Georgia Fair, Milledgeville, Ga.; next week, Jefferson County Fair, Louisville, Ga.;  
 October 25th to 30th, Bulloch County Fair, Statesboro, Ga.; November 1st to 5th, American  
 Legion Fair, Pelham, Ga.; Armistice Week Fair and Celebration, Tavares, Fla. Booking Shows,  
 Rides and legitimate Concessions. Especially want Funhouse, Penny Arcade and Grind Shows.

**GEORGE CLYDE SMITH**  
*Shows*  
**WANT FOR SUFFOLK, VA., COLORED FAIR**  
 Fish Pond, Duck Pond, Cigarette Shooting Gallery, Penny Pitch, Grab. All Concessions open  
 except Bingo and Percentage. All replies to:  
**GEORGE CLYDE SMITH SHOWS**  
 Henderson, N. C., this week; Suffolk, Va., next week.

**Endy Bros. Shows**  
**GEORGIA STATE FAIR, MACON, GEORGIA, NEXT WEEK**  
 PLACE EATING AND DRINKING STANDS, HANKY PANKS ONLY. ALL ANSWER:  
**ENDY BROS.' SHOWS, Wilson, N. C., this week.**

**GREAT SUTTON SHOWS**  
**HELP WANTED**—Ferris Wheel Foreman, Loop-o-Plane Foreman, Flying  
 Skooter Foreman. Top pay, long season. Can also place capable Second  
 Men. Can place Fish Pond, Ball Racks, Cork Gallery or any Legitimate  
 Slum Stores.  
 Great Monroe County Fair, Aberdeen, Miss., all this week; Batesville,  
 Miss., October 18-23.

**J. A. SPARKS SHOWS**  
**JOHNNY J. & NTON UNIT #2**  
 South Pittsburg, Tenn., this week; then the big Veterans of Foreign Wars Cotton  
 Festival at Scottsboro, Ala.  
 Concessions—Want Coca-Cola Bottles, Darts, Basket Ball, Nail and Swinger. Shows—Minstrel  
 Show; have high-class Illusion Show, want Manager. Want Show People for 20x30 Top; will  
 build and frame to suit. Rides—Will book Spitfire for balance of season. All replies to  
**J. A. SPARKS or C. C. LEASURE**  
 SOUTH PITTSBURG, TENN.

**WANT**  
 For Brookneal, Virginia—Week of October 18  
**Slum Stores—No X—All Open.** Can place one more Flat Ride.  
 Want one or two clean Shows only. All replies to:  
**JOHN A. HAYES — J & B SHOWS**  
 Victoria, Virginia, this week.

**Morris Hannum Shows**  
*One of the Great Eastern Shows*  
**RICHMOND COUNTY FAIR**  
 HAMLET, OCTOBER 18-23  
 and  
**RUTHERFORD COUNTY FAIR**  
 RUTHERFORDTON, N. C., OCTOBER 25-30  
**GEORGE HAMID ACTS—HORSE RACING—EXHIBITS**  
 RIDES—Tilt and another Flat Ride, Motordrome.  
 SHOWS—Unborn, Snake, Monkey, Arcade.  
 CONCESSIONS—Wheels, Grind Stores, Buckets, Six Cats,  
 Hanky Panks of all kinds.  
 All replies to  
**MORRIS HANNUM**  
 Louisburg, N. C., Fair now; then Hamlet, N. C., Fair, Oct. 18-23

**ALAMO EXPOSITION SHOWS**  
**WANT FOR WANT**  
**The Heart O' Texas Free Fair and Exposition**  
**October 25-31 Inclusive**  
 Caterpillar Ride, Pretzel Ride, Baby Boat Ride.  
 Snake Show, Iron Lung, Motor Drome.  
 All Merchandise Concessions, No EX.  
 Have 12 Car Ridee-O Ride for Sale. Can be seen in operation.  
 Now booking attractions and Concessions for 1949. Battle of  
 Flowers on the Streets of San Antonio, Texas, next April.  
 Will sell Novelties EX at Battle of Flowers.  
 Route: Kilgore, Texas, October 11-16; Greenville, Texas, October  
 18-23; then Waco, Texas. Contact:  
**JACK RUBACK, Mgr.**  
 Alamo Exposition Shows as per route.

**LAST CALL**  
 Regardless of all rumors, we will open  
**SEABOARD LOT**  
**Miami, Florida**  
**Opening Tuesday, October 19, thru October 30**  
**WANT RIDES**—Octopus, High-Ball and Caterpillar.  
**SHOWS**—Motordrome.  
**CONCESSIONS**—Any legitimate Stock Store.  
 Wire for space. Space going fast. Other best bookings in  
 Florida. Contact at once  
**JACK PERRY, Mgr.**  
**JACK J. PERRY SHOWS**  
 Laurinburg, N. C., now.

**TIVOLI EXPOSITION SHOWS**  
**Want—For Arkansas Choice Cotton and Rice Spots—Want**  
 A-1 COOKHOUSE, NO GREASE OUTFITS, ONE THAT CAN GET UP BY MONDAY MORNING,  
 CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK, NO "EX," EXCEPT COOKHOUSE  
 AND BINGO, WANT MITT CAMP BUT NO GYPSIES, C. S. NOELL WANTS SIGN PAINTER,  
 (Kramer, come on if you have same Concession; can place it.) CAN USE SHORT RANGE GALLERY,  
 HIGH SFLIKER, AGE AND WEIGHT STRING GAME, BALL GAMES, BASKET BALL AND  
 ANYTHING ELSE WORTH WHILE. WANT SHOW OF MERIT, SIDE SHOW, MONKEY SHOW  
 OR SPEEDWAY, SNAKE SHOW. (Whitey Noltie and Harry Harris, what happened to you; answer.)  
 CAN USE FUNHOUSE, GLASS HOUSE OR MOTORDROME. The "Red Ones" are now starting:  
 Paragould, Ark., V.F.W. Cotton Festival, this week, in City Park; Jonesboro, Ark., V.F.W. Cotton  
 Festival to follow, on Downtown Lot, at the foot of Main St. Others to follow that are Arkansas' best.  
 Contact  
**H. V. PETERSEN, Mgr., or C. S. NOELL, Gen. Agent**

**GIVE TO THE DAMON RUNYON CANCER FUND**















**YOUR Ad in THE BILLBOARD'S Annual CHRISTMAS MERCHANDISE SPECIAL Will Make 87,000 Sales Calls**

In large cities and small towns, in places where you'd never dream of sending a salesman or mailing a piece of literature. Large buyers and small buyers whose combined buying power and variety of needs would tax the shipping capacity of America's largest suppliers. YES, YOUR AD WILL MAKE 87,000 SALES CALLS AND HELP YOU DO THE BIGGEST SELLING JOB YOU'VE EVER DONE!

- 10,000** Variety, Gift, Novelty and Toy Stores WILL READ YOUR AD.
- 7,000** Retail Jewelry Buyers in towns of 50,000 and less WILL READ YOUR AD.
- 6,000** Independent Drugstores in towns of 50,000 and less WILL READ YOUR AD.
- 1,519** Wholesale Tobacco Jobbers WILL READ YOUR AD.
- 481** Buyers for Commissary Stores Operated by Mining Companies WILL READ YOUR AD.
- PLUS 62,000** Regular BUYERS of The Billboard WILL READ YOUR AD.

**Free!**  
 To Advertisers using 1/4 page space or more. A WRITE-UP and ILLUSTRATION featuring your best item in POPULAR CHRISTMAS ITEMS Column or HOT CARDED MERCHANDISE Column.



**ALL THIS CIRCULATION AT NO INCREASE IN ADVERTISING RATES**

**FIGURE IT OUT YOURSELF**

A full-page ad in The Billboard costs only \$490. To mail 87,000 penny postcards would cost \$870 or \$389 more than an ad that would reach these same 87,000 buyers.

**DON'T WAIT! ACT NOW!**

Make your ad in The Billboard's Merchandise Special start the ball rolling toward your biggest Christmas business.

**ANNUAL CHRISTMAS MERCHANDISE SPECIAL**

Dated  
**NOVEMBER 6**  
 Advertising Deadline  
**OCTOBER 27**  
 Distributed  
**NOVEMBER 2**

**CONTACT YOUR NEAREST BILLBOARD OFFICE FOR FURTHER DETAILS**

NEW YORK 19  
 1564 Broadway  
 Plaza 7-2800

HOLLYWOOD 28  
 6000 Sunset Blvd.  
 Hollywood 5831

CHICAGO 1  
 155 N. Clark St.  
 Central 6-8761

CINCINNATI 22  
 2160 Patterson St.  
 Dunbar 6450

ST. LOUIS 1  
 390 Arcade Bldg.  
 Chestnut 0443

DETROIT 1  
 1009 Fox Theatre Bldg.  
 Woodward 2-1100











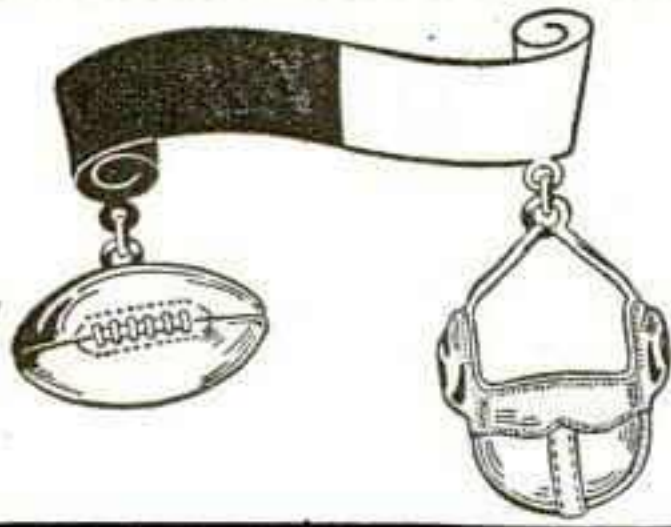


# TWILL CREW HATS

For Sewing Machine Operators

NEW LOW PRICE **\$60.00** Per Gross

Immediate Delivery



FOOTBALL NOVELTY BAR PIN, ALL COLORS, STILL AVAILABLE.

NEW LOW PRICE, \$9.00 Gr.

### CAMPAIGN SPECIALS

50L Dewey-Warren Comb. Button	\$2.00 C;	\$17.50 M
50L Truman-Barkley Comb. Button	2.00 C;	17.50 M
50L Plain Wallace, Dewey, Truman	2.00 C;	17.50 M
70L Campaign Buttons, same as above		3.50 C
2 1/2 L Campaign Buttons, same as above		8.00 C
3 1/2 L Campaign Buttons, same as above		11.00 C
CAMPAIGN PENNANTS, 9"x27"		11.00 C
CAMPAIGN PENNANTS, 5"x12"		6.00 C
Gold Plastic Donkey and Elephant Pins		12.00 Gr.
Donkey and Elephant Charms		1.25 Gr.
#5 R.W.B. Ribbon, 50 Yd. Bolt		2.50
#9 R.W.B. Ribbon, 100 Yd. Bolt		7.50

Complete Sample List will be shipped upon receipt of \$1.00 to cover cost of Samples. SEND FOR FREE ILLUSTRATED FOOTBALL OR NOVELTY CATALOG

25% deposit with all orders. We take orders for special Buttons and Pennants.

**KIM & CIOFFI**

812 ARCH STREET

MA-7-2283

PHILADELPHIA 7, PA.

## TERRIFIC FLASH! TOP QUALITY!

GORGEOUS HOLLYWOOD COCKTAIL ENSEMBLE

Exact Duplicate of Costume Jewelry Set, regularly retailed at \$19.95 and up.

- 22 Karat Gold Plated
- Hand set with 7 large simulated Brilliants
- Aquamarine, Sapphire, Ruby, Rose
- 108 Brilliant white imitation Diamonds
- Reliable Safety Catches

Get on the ball with this fast moving, money-making promotion. Ideal for premiums, sales boards, concessionaires, dealers, etc.

1/3 deposit with order, balance C.O.D., F.O.B., New York. Send \$2.00 for sample, deductible from your order. Immediate shipment from stock. Come in, write or phone ALgonquin 4-0705.



SPECIALY PRICED AT **\$19.50** PER DOZ.

## NEW YORK DIAMOND EXCHANGE

799 Broadway, Cor. 11th St.

New York 3, New York

### CAMPAIGN BUTTONS AND BADGES

## THOMAS E. DEWEY ★ HARRY S. TRUMAN



Top quality buttons with photographic reproduction of your favorite candidate. Attractive sepia brown finish. The 1 1/4 in. size is metal litho—larger sizes in celluloid.

1 1/4 IN. SIZE .Per 100, \$4.00; 500, \$12.75; 1,000, \$20.00  
1 3/4 IN. SIZE .Per 100, 7.00; 500, 27.50; 1,000, 48.00  
2 1/4 IN. SIZE .Per 100, 10.00; 500, 35.00; 1,000, 60.00

WITH RED, WHITE AND BLUE RIBBON, ADD \$2 PER 100.

Samples, six for 50¢ postpaid. Immediate shipment. Send check or money order. 25% deposit on C.O.D. We are in position to supply all types of campaign buttons and badges. Write for details.

**ACORN BADGE CO.**

35 SO. DEARBORN ST. CHICAGO, ILLINOIS

# Sensational New Big Profit Item

the **EVERLAST #290BP** BALL PEN

The lowest-priced ball pen on the market today, the Everlast #290BP offers you the results of tremendous research, and mass production methods. . . . A really efficient ball pen, priced so low that everyone will buy several of them. You will get repeat sale after repeat sale. **WHO SAID IT CAN'T BE DONE:** It doesn't seem possible that so much pen value can be given for such an unbelievable low price. Attractive counter display cards and window streamers help you sell.

Advertising Imprinting at Our Own Plant at Low Cost

**15¢ EACH**

**You Make the Profits We Make the Pens**  
Minimum quantity, 1 gross  
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OVER 1001 DIFFERENT RING NUMBERS IN STOCK

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### #6145K Three Piece Goldplated Filigree Perfume Set

Non-tarnishable perfume bottles, 1 1/4 inches high, on mirrored gold-plated filigree tray, 6x4 inches. Each set packed in individual GIFT BOX. 1/2 doz. sets in masterbox.

**\$13.50** Per Doz. SETS

**SALEMEN WANTED TO SELL TO STOREKEEPERS**  
**EXTREMELY PROFITABLE SIDELINE**  
Sample sent on receipt of \$2.00, refundable as soon as orders are sent in for 1 gross. One sideline salesman averages 5 gross a week, as showing it means a sale.

**LEO KAUL** IMPORTING AGENCY, Inc.  
333 & 335 K SOUTH MARKET ST. CHICAGO 6, ILL.



# RSIA's Set-Up Prepped in Chi

(Continued from page 79)

Chicago, third vice-president, and Grant Fuller, Roller Derby Skate Company, Cleveland, fourth vice-president.

A veteran of the rink business, Fred Martin, was elected secretary. Martin is now secretary of the RSROA. The post of treasurer of the group went to Joe Shevelson, of Chicago Roller Skate Company.

All the officers were named to a board of directors. It was also agreed that the officials would convene from time to time to set up the policy of the institute.

The starting committee's first declaration was to carry out the public relations program without favor to any group or manufacturer.

One of the projects which was discussed at length was publication of a handbook which will guide operators in obtaining free space and radio time in their local areas. The handbook will also feature the top promotion stunts, widely applied in various sections of the country.

The group agreed that *The Billboard*, the trade journal of the operator, has been an asset in formation of the all-industry enterprise. Rosee was instructed to express the gratitude of the RSIA to the staff of *The Billboard*.

## Roller Rumbings

Cypress Hills Roller Rink, Brooklyn, is installing a television set with a four by six-foot screen.

Club members at Rainbow Roller Rink, Bergenfield, N. J., have started rehearsals for a variety show to be presented November 30-December 1 in the rink.

Sunnyside Roller Rink, Long Island City, N. Y., has dropped its "closed Mondays" policy in favor of operation seven night weekly.

## Rialto Hockey Team Set for Springfield

(Continued from page 79)

crowds and heavy attendance at week-end sessions.

The recent turnout for Rialto's first Saturday afternoon beginners' class for children was called the largest on record for the rink. It is expected that before long 200 children will be registered for the class. Monday night beginners' classes for adults are also successful with 71 registered.

Rialto has set up a special program to follow the regular Saturday night session. It will be devoted to practice of free-style skating and bronze, silver, gold and optional dances. Music will be played by Gil Bajek, organist. Plans are now being prepared for a Halloween party October 30.

## BIRMINGHAM OFF

(Continued from page 65)

ing the fair and James B. Davis, public relations director of the Associated Industries of Alabama, collaborating. The fair as a whole received unusually strong publicity, with Andy Smith and Bill Mitchell sharing the chores.

The kiddieland is coming in for much attention during the fair, altho it has been in operation for several months. It embraces 14 rides, four of which are major devices, and a Funhouse, kiddie zoo and a miniature Mexican town.

Other plant improvements include a new 80 by 100-foot Quonset hut for cattle judging and the expansion of parking facilities.

New crowd-lures include coon dog trials and a showing of motorboats, with these last anchored in the huge unused swimming pool.

# Lill Erdman Doffs Hat To Plea By Brown for Unity in Ranks

(Continued from page 79)

skating. If you don't have plain skaters you're not going to stay in business very long. They are your amateurs. They are your coming dance, figure and racing skaters. They are your future professionals and rink operators, and they most certainly are not interested in who gets credit for what or who started a stink seven years ago. It's hard enough for a professional to become a good drawing card for box office, let alone having two strikes against him going in.

"Perry Rawson asked for thousands of plain skaters five years ago but everyone was so busy feuding among themselves that they had no time to stop and weigh what he was saying. If at that time Mr. Rawson could have had the co-operation of the rink men and a man like Mr. Rosee, the majority of operators today might not be suffering from lack of business.

"The operators were so busy selling the public their building and equipment that they forgot to sell what is supposed to go on inside of it—skating.

"In the past three months I have been able to open magazines and newspapers and see advertisements of boys and girls enjoying skating in a roller rink. No particular rink; no

particular skater, but just skating. This never happened before Mr. Rosee went to work. Lot's of business concerns advertise in this same manner. They don't care in which store you buy their product as long as you buy it. So why not sell skating along the same lines? In my opinion this is just what Mr. Rosee is trying to do. So I'm inclined to breeze along with Mr. Brown and several others and pull 100 per cent for the RSIA. Unite the skate men, unite the professional, unite the amateur and sell roller skating to all and you have the answer to a lot of problems. Can it be done? Sure it can, but only time will tell."

## Denver Skatery Party Sked Set

(Continued from page 79)

at the rink, according to Carl C. Johnson, owner.

Already there have been parties by such groups as St. Anthony's Nursing Home, September 9; the third annual party of the May Company (13); Rio Grande Fuel Company (14); Western Electric Company (15); U. S. Denver Mint (16), and the Mainliners Club of United Air Lines (21).

Skateland observed its seventh anniversary and the opening of its winter season with a party September 24. Gilda Gray, former Ziegfeld star, was the guest of honor and presented the Jack Evans (former recreation supervisor of Denver public schools) Challenge Trophy to the winning high school club dance team competing in 14 step finals. Preliminaries were skated in the Style B waltz, collegiate and barn dance.

Later in the evening the first of 20 relay races were run for the Curley Schlupp Challenge Trophy. Three-men teams are eligible from any high school in the State. The races will be run for 20 Friday evenings or until one team wins 11 races.

## RSROA Enrolls Canadian Spots

(Continued from page 79)

London (Ont.) Roller Skating Club had been accepted.

This move by the RSROA board of control implements the decision taken during the Cleveland convention last summer to open the door to Canadian membership.

In addition, eight other new members were admitted into the RSROA this week: Reba Chalfonte and Mr. and Mrs. W. D. Keeter, Gayety Roller Rink, West Palm Beach, Fla.; Mr. and Mrs. Ernest L. Krafft, Clintdale Recreation Center Rink, Utica, Mich.; Mrs. Edna M. Graham, MacArthur Rollerdrome, Franklinville, N. J.; Maurice F. Ludwig, Skateland, Buckeye Lake (O.) Park; John H. Miner, Skatehaven, Palo Alto, Calif.; Charles E. Sanford, Sanford's Roller Rink, Holyoke, Mass.; Martin H. Thomas, Willamette Roller Rink, Charlotte, N. C., and Vera Zytkevicz, Rialto Skating Rink, Springfield, Mass.

## RSROA PITCHING

(Continued from page 79)

United States, for its support.

Martin has mailed reprints of the article, *Cash on the Drumhead*, from the July 31 issue of *The Billboard*, to all rink operators, and went on to urge operators that "We need your support as well as that of everyone else in the industry. Let us grow out of the penny-ante attitude toward our business. Roller skating is now a big issue. Let us represent it as such."

## WINSTON-SALEM

(Continued from page 63)

line of Roxettes; Athos, equilibrist; Paul Kohler, xylophonist; Alsie Goss, Hammond organist; Rosen and Kanten, tumblers; Sorelle Saltons, contortionist; Oldfield and Ware, comedy knockabout; Montana Kid and his trained horse, Coley Bay, with the Campbell Sisters; Rob Cimse and Company, aerialists, and Rudy Caffey, eusee.

Harness racing, a popular feature here, played to good houses Tuesday thru Friday afternoons.

The midway business at mid-week was reported several thousand dollars ahead of last year when the shows gathered a record take.

**New! P. D. Q. AUTOMATIC PHOTO MACHINE**  
Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE.

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**FIRECRACKERS!**  
1280 CHINESE FLASH \$3.25  
Send for Complete Price List.

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**BUBBLES THE TEASE!**

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**ADVERTISING BALLOONS**  
Imprinted with your copy. Lowest costs 9 sizes, 7 colors. Send for price list.

**WRIGHT MDSE. CO.**  
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Fine Assorted  
**CHOCOLATES**

Gorgeous, Large, Flashy, Cellophaned 1-Lb. Boxes. \$6.40 Doz., 2 Doz. to Case. We pay all Express on Cash Orders. You pay Express on C. O. D.'s, plus 25% deposit. Sample, \$1.00.

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**NEW-IMPROVED**  
Just Off the Press

Gertie "Beats Them All" for Flash, Beauty, Color and Durability. (Scotch Tape)

**Sample 25c ★ \$14.40 Gross**  
25% Deposit. Balance C. O. D. Special Price to jobbers. State your line of business.

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**TOP VALUE IN THE FIELD**  
**MEN'S SWISS WRIST WATCH**

- 1. RADIUM DIAL
- 2. SWEEP SECOND HAND
- 3. PRECISION MOVEMENT
- 4. CHROME CASE
- 5. UNBREAKABLE CRYSTAL
- 6. STAINLESS STEEL EXPANSION BAND
- 7. WRITTEN GUARANTEE with every watch

**\$ 3 45**  
In Lots of 6

Sample \$1 extra

**COLEMAN SALES, Dept. 98**  
1335 E. California Chicago 8, Ill.

25% deposit with orders



Communications to 155 N. Clark St., Chicago 1, Ill.

**SALESBOARD SIDELIGHTS**

Charles Leedy, Gardner & Company, Chicago, was a visitor at the seven-day party thrown by Kentucky sales representative Frank Murray at one of the leading Louisville hotels last week. Firm's Tom Rocky, Texas salesman, is due in Chicago soon. Gardner-ite C. Byrd White, well known for his club activities, has had to give up some of his club contacts recently due to an exceptionally busy stretch of board business. News of other Gardner staffers: Jack O'Brien reports that it was a pleasure to sell salesboards in Maine, New Hampshire and Vermont during the summer; Herb Wolf has won a popularity (you guess what kind) contest in Des Moines recently; George Nagle has been hitting the sales trails in Mississippi with Assistant Sales Manager Maurie Kaye; Dave Lande wires from Florida that the recent storm did not hurt board business. Seems that Gardner folks are getting new homes, cars and babies at a great rate: Howard Lindholm (California) and Horace Parzybok (Washington) are purchasers of the first two items, while James Senders and John Rife have acquired new bundles of femininity at their houses. Leedy states that business has picked up so well that some departments are working three shifts.

delphia they have two refrigerators; seems Irv's son copped one of the gate prizes, a new Philco refrigerator.

Harlich Manufacturing Company, Chicago, is pushing its nickel-play Tropics board. Sam Feldman, sales manager, says the hula gal decorating the board face and the general South Sea motif of the board may be a good play plug when the wintry winds and the snow start flying. . . . Universal Manufacturing Company, Inc., Kansas City, Mo., is expanding its sales force in seven States. Its board and ticket lines are continuing to meet with player and operating approval, as evidenced by production and shipment increases, officials state.

Irwin Secore, Secore & Secore, Chicago, says he will stay close to the home office for the next few weeks while brother Mort covers Illinois and Indiana. Mort will travel with Secore representative Lou Rotfeld while in Indiana. A new line-up of fall boards are in readiness for introduction within the near future, Irwin says, and adds that firm is expanding its sales force in several territories.

Irving Sax, general sales manager of Consolidated Manufacturing Company, Chicago, announced firm's move last week into larger quarters at 14 North Peoria Street. Movement of machinery and office equipment started a few weeks ago, and with the addition of new production units to boost board output, the new plant, covering two floors, will hit an accelerated pace. Twice the size of the former South Side factory, the new quarters take in some 30,000 square feet. Consolidated is introducing something different in football boards this week, Irv says. The two new football numbers will feature some new play-promoting angles.

Irv is leaving on a four to six-week tour of the Northwest and West Coast this week, and plans a little hunting in Montana during his travels. He's going by plane as usual. Since the Sax's attended the recent Philadelphia-Brooklyn baseball bout in Phila-

**SALESBOARDS  
JAR-O-DO TICKETS  
WHOLESALE PRICES TO ALL**

BEE JAY SALESBOARDS  
JAR DEALS - BOX DEALS  
BINGO TICKETS - RED WHITE BLUE  
LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

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CAROL SALES COMPANY  
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**BINGO FOOTBALL BINGO**



**ON A STAND  
KICK YOUR PROFITS TO AN ALL TIME HIGH WITH JAR-O-DO'S ALL AMERICAN FOOTBALL DEAL ON A STAND**

WE WILL BE HAPPY TO SEND YOU OUR CATALOG AND PRICES AT NO OBLIGATION TO YOU SO—RIGHT NOW WRITE NOW

TAKES IN 1600 TICKETS @ 5 FOR 25¢ .....\$80.00  
PAYS OUT:  
CARD (AVERAGE) ..\$26.88  
CONSOLATIONS .... 18.00  
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PROFIT (AVERAGE) .....\$35.12

SEND US AN ORDER TODAY—SEE FOR YOURSELF THE TERRIFIC PLAYER APPEAL THAT AN ORIGINAL JAR-O-DO TICKET DEAL POSSESSES.

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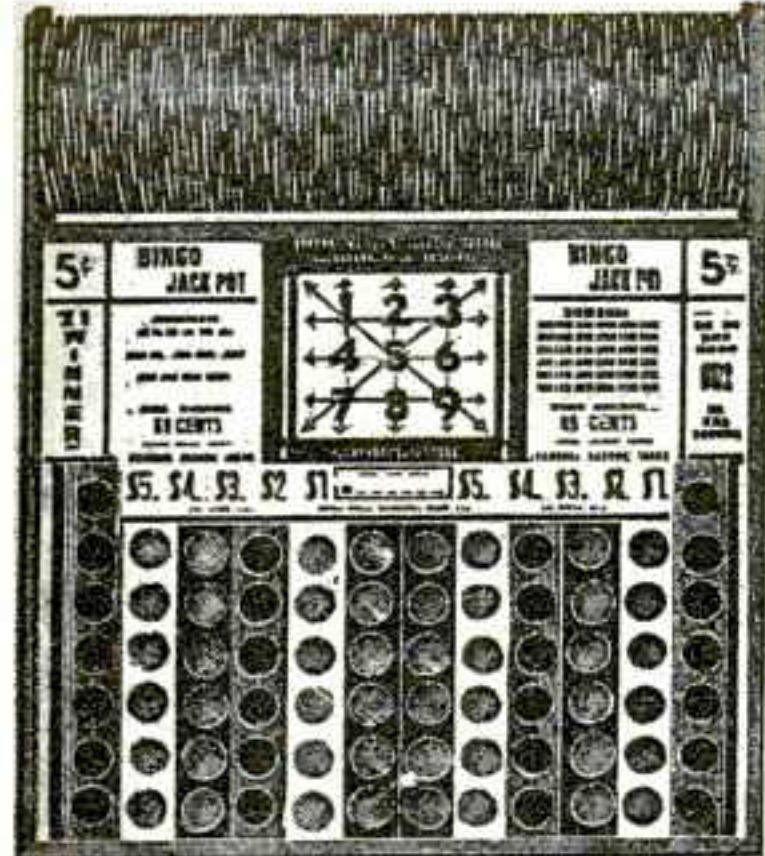
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**COMPLETE BINGO, SPINDLE DEALS!**

Over 50 New Deals to Select From!

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WRITE FOR NEW FREE CATALOG AND PRICE LIST



Only mfrs. to make every type ticket. • Singles, five-folds, stapled and tab styles. For lots of dough insist on La-Ta-Do products.

**TRIANGLE MFG. CO.**

609 SO. 10TH ST. MINNEAPOLIS, MINN.  
Makers of LA-TA-DO Products

**SALESBOARDS—All Orders Shipped Same Day Received**

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$ .85
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.60
960	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
960	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 28.60	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.65
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwik Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

**JAR TICKETS  
RED, WHITE AND BLUE  
LUCKY SEVEN  
BINGO TICKETS**  
on Sticks—Sizes 1000-1200-1260

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Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

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**Seal Prize CHARLEY BOARDS**

**1 PRIZE 2 PRIZE 3 PRIZE  
25¢ PLAY - 10¢ PLAY - 5¢ PLAY  
CASH PAYOUT OR CIGARETTE PLAY  
ALL AVAILABLE IN THIN OR THICK  
1000 TO 2000 HOLES**

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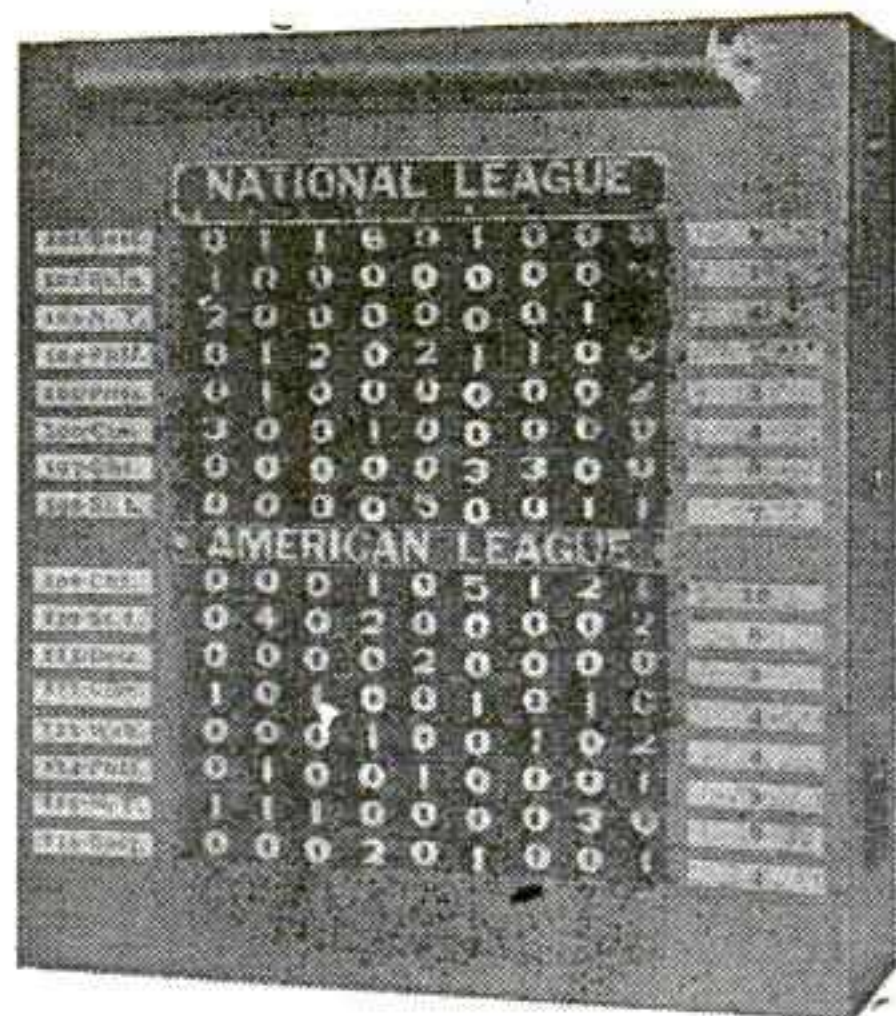
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# ALL ELECTRIC BASEBALL SCORE MACHINE

USING TAPES AND GIVING SCORES  
IN ACTUAL NUMBERS



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Model "E" all-electric Baseball Score Machine.

Write for Details—Immediate Delivery

**WERTS NOVELTY COMPANY, INC.**

920 S. PERSHING DR.

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*It's another Real Deal*



Wouldn't you  
like to know?

**WRITE US:**

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Kansas City, Missouri

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Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . .  
No charge accounts.

Forms Close Thursday for the Following Week's Issue

- A-1 BARGAINS—CIGARETTE AND CANDY Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postal, 6416 N. Newgard Ave., Chicago. oc23
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- A BARGAIN—3 ROCK-OLA DE LUXE, 1 Plaza, 1 Casino, 1 Wurlitzer 600/44, A-1 condition. All for \$300. Empire Automatic Corp., 799 Coney Island Ave., Brooklyn 18, N. Y.
- A FEW REBUILT LIKE NEW COIN OPERATED 10c and 5c Popcorn Vendors for sale. Dispensing capacity, 100 bags, \$57.50 each. Write Cebco, Dept. ESA, Peoria, Ill.
- ASK FOR OUR BOOKLETS—"DOLLARS FROM Pennies" and "Why Work for the Other Guy." Both free. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. no8
- BARGAIN, GUARANTEED PERFECT—100 Advance Model "D" Ball Gum Machines, \$8.75 each, 1/3 deposit. Paul Thomas, P. O. Box 1771, Jackson, Miss. oc23
- CIGARETTE MACHINE EQUIPMENT BOUGHT, Sold and Repaired. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EVERgreen 6-4244.
- CIGARETTE VENDORS—ROWE, NATIONAL and DuGrenier, reconditioned and guaranteed. Quarter Coin Chutes, too. Kerner Vendors, 3730 W. Division St., Chicago 51. oc23
- CORADIO COIN RADIOS ON TABLES—\$23.75 each, \$21.75 without tables. Time payments accepted. Wells Automatic, Inc., 52 Vanderbilt Ave., N. Y. 17. oc23
- EXHIBIT IRON CLAW DIGGERS, MERCHANT-man, Microscope Roll Chutes, Erie Diggers, hand operated; Exhibit Rotary Merchandisers, Photographs for arcades. National, 4243 Sansom, Philadelphia, Pa.
- FOR SALE—50 5c CASH TRAYS (USED) @ \$2.95 ea. Cash with order. Birmingham Vending Co., 2117 N. Third Ave., Birmingham 3, Ala. oc23
- FOR SALE—ALL TYPES OF DOMESTIC AND foreign coin chutes in stock, or made to order. Special on Coin Chutes for Wurlitzer 500 or 600. Large supply of Slug Rejectors. Joe Munves, 615 Tenth Ave., New York, N. Y. Tel.: PLaza 7-2175.
- FOR SALE—FIVE (MINUTE POP) POP CORN Machines. Fully automatic. Used three months. \$400 each. Wooster Music Co., 15 Center St., Sebawaing, Mich. oc16
- FOR SALE—ONE AMERICAN CUSHION SHUFFLEBOARD, 3'x12' condition like new, \$275, crating extra. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. oc16
- FOR SALE—STRIKES 'N' SPARES, LATEST designed head, \$175 each. Curtis Coin Machine Co., 3033 Hamilton, Detroit 1, Mich. oc30
- GOLD CUP USED THREE DAYS, TRADE FOR 4 new Carnivals. Gold Cup, used one week; one Special Entry; two Victory Specials, trade for three 47-M Seeburgs. All trades must be guaranteed. ABC Novelty Co., 2509 S. Presa St., San Antonio, Tex.
- HIDEAWAYS—SEEBURG MODEL 8200 AND 8800 with master control station for wireless or 3 wire Wall Boxes, \$200 each. Muskegon Music Co., Muskegon Heights, Mich.
- LIKE NEW—IMP, PENNY OR NICKEL, CIGARETTE or Fruit Reels, one with 1,750 Balls Gum, \$17.50; two with 3,500 Balls Gum, \$30. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. no6
- PANORAM PARTS, FILMS, BARBOXES. Lamps, overhauled Projector Exchange Service, \$25. Ace Shoeshiner, \$175. Jack Parr, 13 Everett, E. Orange, N. J. no8
- POPCORN MACHINE—MANLEY 1948 MODEL, used only two months, at \$495 F. O. B. Washington, D. C. P. Ryland, 3985 Blaine St., N. E., Washington, D. C. oc23
- REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. oc30
- SLIGHTLY USED 1947 MODEL MASTER ALL-purpose Penny Vender. Will sacrifice. Write Box 108, Old Ocean, Tex. oc23
- THREE NEARLY NEW BRUSH-UP SHOE-Shine Machines, with applicators, cost \$600, sell each for \$125 or all three \$300 F. O. B. Willis L. Mann, 124 Pike St., Port Jervis, N. Y. oc23
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- USED POP CORN SEZ VENDORS—GOOD condition, single machines, \$120; lots of ten or more, \$105 F. O. B. Fox Popcorn Co., 511 1/2 E. Walnut, Des Moines, Iowa. oc13
- WANTED—USED VICTOR BALL GUM 1c Machines only. Geo. Vande Linde Jr., Madison, W. Va. oc23
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- YOUR CHOICE—ADVANCE, COLUMBUS, Northwestern or Silver King and 1,000 Balls Gum or 5 pounds new crop Salted Peanuts, \$10. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. no6
- 2 BURRELL 3-COLUMN VENDERS, REBUILT, like new, with stand, \$12.50 each. 9 Double Nuggets, A-1, \$8 each. 10 Advance Ball Gum, used, \$7.50 each. Clarence Stephens, 108 Cox Ave., San Antonio, Tex.
- 2 POPCORN VENDING MACHINES (ELECTRO-Serve), \$50 each. Howard Metal Taper, \$200. 25 Columbus Ball Gum Machines, \$5 each, 1/3 deposit with order. Hennen, 26447 Middle Rd., Davenport, Ia.
- 2 VICTOR MODEL V ALL PURPOSE VENDERS and 3,500 Balls Bubble Gum, \$22. Becker Vending, Brillion, Wis. oc30

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Write for new catalog.

### LUBIN SALES

625 Fifth Ave., Pittsburgh 19, Pa.

### SPECIAL

300 Hole Fin & Sawbuck ..... \$2.25  
420 Hole Double Sawbuck ..... 2.45  
1040 Hole 5c Girl Boards, As-sorted, Av. Profit \$29.00..... 2.25

Quantity Buyers, write for Special Prices on Punch Boards and Jar Tickets Deals from all leading factories.

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207 N. Sandy St. Jacksonville, Ill.

# PUNCHBOARD SALESMEN WANTED

By Leading Manufacturer. Full line, good commissions, ample territory. Sales experience, a car, and some knowledge of the board business essential.

Write **BOX 213, c/o The Billboard,**  
155 N. Clark St., Chicago 1, Illinois.



## Ask Coinmen's Idea on Base Point Pricing

### Would Aid Congress

WASHINGTON, Oct. 9.—The coin machine industry would do well to submit to Congress its ideas on the problem presented in the Supreme Court decision on basing point pricing, Secretary of Commerce Charles Sawyer declared in a statement urging all businesses, using transportation facilities, to "make a careful study of the economic effect" of the ukase for submission to the special Senate subcommittee headed by Sen. Homer Capehart (R., Ind.).

Sawyer asserted that "severe repercussions" might be the result, especially for smaller enterprises, in a revision of pricing practices to the old f. o. b. method. "Where these revisions are substantial," Sawyer said, "the result may be a shift to other suppliers, or, in extreme cases, an actual relocation of plant facilities with a consequent migration of workers."

### Make Changes

The secretary remarked that "whether or not the Supreme Court decision actually requires the drastic pricing changes which some members of industry believe necessary, the fact remains that many changes are already being made, and the effect both on purchaser and producer has been unsettling."

He added that he hopes manufacturers, in considering necessary steps to comply with the law, "will, so far as possible, avoid imposing hardships on particular customers or contributing to general inflationary price increases."

According to some government legalists, a strict interpretation of the decision might result, in the case of coin machines, in operators or distributors being forced to pay increased charges in an expanding ratio with the distance of the purchaser from the manufacturing plant. Instead of a general freight charge for shipments to the South, for example, Memphis buyers might have to pay a greater rate for Chicago-made machines than buyers in Nashville.

## Mills Latest Report Shows New Profits

### Resume Monthly Meets

CHICAGO, Oct. 9.—Satisfactory progress was the keynote of Mills Industries creditors' meeting held here last week, the first since June because of vacations for various committee members.

During the meet A. E. Treganza, executive vice-president and general manager for Mills, advised that negotiations with reference to the sale of real estate on Fullerton Avenue were active, with strong indication that the property would be sold soon. This would greatly strengthen the position of currently unsecured creditors, he said.

With sales continuing at a progressive rate the present management (See MILLS LAST on page 110)

# Shuffleboards in Twin Cities

## Coin Machine Institute

CHICAGO, Oct. 9.—Coin Machine Industries, Inc. (CMI), a name that has become synonymous with coinmen co-operation for the betterment of the entire trade, has changed its name to Coin Machine Institute (CMI), following a meeting of the association's board of directors, Dave Gottlieb, CMI president, announced this week.

Gottlieb explained that the new name is appropriate for an organization which was established on a not-for-profit basis. "Persons unfamiliar with CMI activities were often confused by the former designation, Coin Machine Industries, Inc. Many thought that we were an industrial firm organized for profit, thus hampering our public relations programs to some extent."

CMI is currently preparing a new emblem, cuts of which will be sent to all members. Changes in CMI letterheads and other printed matter is also under way.

## Set Oct. 26 Syracuse Meet To Form State - Wide Assn.

NEW YORK, Oct. 9.—A meeting to form a State-wide association of operators and distributors of coin machines has been called for October 26 at the Syracuse Hotel, in Syracuse, Joseph A. Hanna, of Utica's Hanna Distributing Company, disclosed here this week. At the meet, to begin at 8 p.m., the objectives of the new association will be formulated and a board of directors elected.

Hanna, who has been sounding out industry opinion as to the benefits of an organization devoted to the interests of New York State coin-

men, stated that such an association is urgently needed to present the case of the industry before the Legislature, which convenes January 5, 1949.

"All the men whom I have contacted are of the opinion that concerted action at State level is essential to the welfare of our industry," he said. About 300 operators in the State have been informed of the meeting by mail, but Hanna urged all other interested coinmen to make plans to attend. The new organization will begin functioning immediately after the conclusion of the October 26 meet.

## United Manufacturing Now Set Up in New Plant Headquarters

CHICAGO, Oct. 9.—Culminating months of planning, design and actual construction, United Manufacturing Company this week moved into its new factory on California Avenue here, and, with the move so well planned, the firm lost no working hours, shutting down its assembly lines at the close of business Friday (1) at its old site, and resuming full production at the new plant Monday morning (4).

The new factory covers 70,000 square feet, with all production, business and executive plant and office space located on one floor. In addition, 25,000 square feet to the rear of the new building will be used for employee recreation and can be used for expansion purposes in the future. By the same token the plant can expand upwards by the addition of a second floor.

Scientifically laid out to produce the finest possible working conditions for all concerned with the operations of United, the new, modern plant features a series of six executive offices along the front of the building facing on California Avenue. A special display room, completely sound-proofed, as well as a reception room, general office and a development and research department, all air-conditioned, are also located along the front bank of the building.

One of the highlights of the new plant is the fact that the heavy production (presses, etc.) are completely separated from the assembly lines, with the heavy equipment specially planted so as to avoid vibration. A receiving entrance is located at one end of the plant, opening into the

heavy production department, where raw materials are delivered. A shipping dock, with automatically-operated doors, and large enough to comfortably house two of the largest trailer trucks made, is located at the opposite end of the plant, at the end of the assembly lines. In this manner there is a steady flow of parts to the proper points of assembly at all times, with the completed game going from the last stage of its production and tests, directly into its shipping carton, then into the shipping room.

Power plants, three major air-conditioning units, lighting plant and an auxiliary, first-aid room, foreman's office, parts department, etc., are all located in their own special rooms. Completely modern washrooms, with the latest sanitary developments included, are conveniently located thruout the plant.

The special lighting system, augmented by the auxiliary system, which is geared to operate for a minimum of eight hours in case the regular power fails, supplies power for all office lighting (neon) as well as for 1,100 neon fixtures in the production area. The latter fixtures are so arranged as to supply 60 candle-power at any given point in the production area.

A cafeteria, completely equipped with cookers, etc., will seat 120 persons. Room is also air conditioned and, as are all offices in the building, includes a sound-proof ceiling.

Area surrounding the plant has been completely landscaped and includes underground sprinklers. A fire protection system is also installed thruout the plant.

## Opinions Vary On Merits; No Big Play Seen

### About 200 on Location

MINNEAPOLIS, Oct. 9.—Altho the shuffleboard industry continues to grow here at a relatively steady pace, the coin machine fraternity as a whole, both here and in near-by St. Paul, seems to be divided on its merits as a lasting source of income for operators and location owners. Actually, the difference of opinion breaks down into those who have entered the comparatively new field and who report they have bolstered their over-all coin machine income and a dissenting group which has as yet not entered the shuffleboard picture.

First concerted effort to get typical coin machine locations interested in shuffleboards began here but a few months ago and in that short time approximately 200 boards have made their way to locations, mostly tavern type. Thus far the only well-known, veteran coinman to handle the boards in the area is Archie LaBeau, head of LaBeau Novelty Sales Company, who handles the Rock-Ola version. LaBeau also is the distributor of other Rock-Ola products in this territory. Other boards which have been placed on location in quantity include the National Shuffleboard Company and American Shuffleboard Company models. Both have field representatives working in the area. Thus far there are no board manufacturers in the Twin Cities.

### Receipts Up

LaBeau's firm not only distributes boards but, in an attempt to promote the business, also operates several. In the short time that the LaBeau firm had boards on locations, play receipts have averaged in the vicinity of \$50 weekly per board. LaBeau feels that shuffleboards have a tendency to stimulate a location's business, and he also feels that they help juke play. Under the system where he has boards operating, the staff of the location handles the waxings and care of the playfields, while he furnishes the score pads. This system he recommends for anyone going into the shuffleboard operating field, because it cuts down service calls and therefore lowers overhead. LaBeau says that while he feels the shuffleboard sale and play picture will continue to improve, he has found some operators who have been reluctant to join the trend because they have expressed the belief that the game might not become a permanent part of the coin machine field.

Harold Lieberman, of the Lieber- (See Twin Cities Opinion, page 110)

## Third in Series

CHICAGO, Oct. 9.—Presented in this issue of *The Billboard* is the third in a series of articles devoted to the shuffleboard picture in various sections of the country. Coverage of the Twin Cities will be followed with special surveys in the East and Midwest which will appear in future issues.

# COFFEE OPS HOLD CONVENTION

## Kwik-Kafe Co. Stages Philly Industry Meet

### Discuss Supply Problems

PHILADELPHIA, Oct. 9.—A bright future for the automatic coffee industry was predicted by Lloyd K. Rudd, president of Rudd-Melikian, Inc., to over 50 franchised Kwik-Kafe machine operators meeting in a three-day convention at the Bellevue-Stratford Hotel here. Declaring that Kwik-Kafe venders already dispense some 250,000 cups of coffee daily, Rudd pointed to the Pan American Coffee Council estimate of nearly 100 million people who drink at least one cup of coffee a day as the potential aimed at by the coffee vending machine industry.

Operators attending the meet, which began Wednesday (6), provided a good cross section of Kwik-Kafe franchise holders, with the Eastern half of the United States most heavily represented. But some came to this city from as far west as Oklahoma to attend the first convention devoted solely to the interests of automatic coffee merchandisers.

### Frank Discussion

Rudd was the first speaker in a meet noteworthy for its frank discussion of problems encountered by operators, manufacturers and suppliers in this new segment to the vending industry. Operators who spoke, both new and experienced, disclosed individually developed methods which have increased the efficiency of their operations. And suppliers, both in (See KWIK-KAFE FIRM, page 102)

### Employee Aids

CHICAGO, Oct. 9.—Production line workers in the J. H. Keeney & Company plant here not only assemble vending machines (Keeney Cigarette Vender) but also are able to take advantage of the conveniences offered them by in-plant batteries of other automatic merchandisers. Installed by local operators at various spots about the production floor are candy, nut and gum venders, soft drink, milk and ice cream machines. There are over a dozen different venders on tap for employees.

## NAMA Shoots for 500 More Members; New Dues Set-Up

CHICAGO, Oct. 9.—Five hundred new members by the end of the 1948 convention is the goal in the National Automatic Merchandising Association's (NAMA) annual membership drive. The formal drive, launched this month, will end in mid-November. Sparkplugging the drive for additional members is Fred Baehr, of the Gum Vending Corporation, chairman of the membership committee.

As part of its campaign, NAMA headquarters here announced this

week that the organization's dues structure has been revised in order to make that structure simpler. Change, which will affect all new members and can affect old members, was voted on at the recent board of directors' meeting held in Syracuse.

Heretofore, NAMA operator-members had their choice of paying an amount based on the number of machines they operate or on their annual gross volume. This method of computing dues will still be available for current-operator members, but it will not be offered new members.

Instead, new members will pay dues based on the number of employees engaged in the operation. Minimum dues are \$35 per year. Under the minimum dues come all operating companies employing three or less than three persons, including the owners. For every full-time employee over three, operator-members will pay \$5 annually; for every part-time employee over the minimum three, operators will pay \$2.50.

Tom Hungerford, NAMA's director of public relations, said that the new dues structure was not put into effect to either increase or decrease dues, since total receipts from members are expected to remain fairly constant. Hungerford pointed out that the employee classification will greatly simplify dues payments.

This new method of computing annual membership dues was arrived at after a survey of operator-members. It was worked out, Hungerford said, in keeping with the association's thought, that an operator "should pay dues in keeping with the size of his business as measured by the number of people required to run that business."

Currently, the NAMA membership totals 967.

## New Machines To Highlight ABCB Convention Exhibits

WASHINGTON, Oct. 9.—A major part of the Atlantic City convention of the American Bottlers of Carbonated Beverages (ABCB) will be the exhibition of new models by a dozen manufacturers and operators of vending machines, ABCB officials said this week.

The confab, slated for the Atlantic City Auditorium November 15-19, will feature the latest types of cup and bottle dispensers, as well as changers and slug rejecters.

Principal talk on vending operations is to be given by G. R. Schreiber, editor of the coin machine departments of *The Billboard*, and editor of *Vend* magazine, who is to speak on the bottle vending machine as a merchandising medium.

ABCB expects total attendance to hit the 10,000-mark, approximately the same as last year, with the number of exhibitors expected to climb

from 227 in 1947 to 279 at the 1948 convention.

Among vending companies set to exhibit are American Coin Changers Corp., American Dispensers Corp., American Vendors, Inc., Automatic Bottlers Corp., Drink-o-Mat Industries Corp., General Vending Machine Corp., Vendall Division Hydro Silica Corp., Ideal Dispenser Co., Johnson Fare Box Co., Kalva Vendors, Inc., National Rejectors, Inc., Supervend Corp., and Vend Rite Co.

### Theme: Sell More

General theme of the convention, according to ABCB, will be "sell more," and the majority of time at both the general and special afternoon sessions is to be devoted to the topic of sales promotion. Among speakers on various aspects of sales promotion will be Jack Lacy, Lacy (See *Machines Highlighted*, page 101)

# NIX ILL. CIG IMPORT TAX

## Two Separate Rulings Hold Levy Illegal

### Operators Weigh Impact

CHICAGO, Oct. 9.—Two virtually simultaneous court decisions voiding the Illinois 3-cent per pack levy on out-of-State cigarette imports have operators in this and other States, where a similar differential exists, wondering just how much effect renewed mail order business will have on their locations. Last week a circuit court judge ruled that the State tax on persons who import 10 or more packs by mail or otherwise from other States was unconstitutional. On the same afternoon in a separate case a superior court jurist made a similar decision.

In a case involving two claimants who bought cigarettes via mail from outside of Illinois, circuit court Judge Cornelius J. Harrington held that the tax violated Article IV, Section 13, of the State constitution by arbitrarily designating any person who bought

### Kwik Kafe's First Foreign Shipments

PHILADELPHIA, Oct. 9.—Rudd-Melikian, Inc., announced the first foreign shipment of Kwik Kafe coffee venders this week and stated that monthly production was now 150 units, with almost 2,000 machines now on location.

K. C. Melikian, vice-president, said the out-States shipment was bound for Firma G. Eman, on the island of Aruba, Netherlands West Indies. Machines were to be set up for free vending of coffee for the employees of the company. According to the Netherlands firm, the machines were ordered after reading of them in a Spanish edition of *Reader's Digest*. An engineer was sent to the United States to purchase the venders and study their operation.

Melikian said that arrangements have been made with Standard Oil, which occupies a large part of Aruba with its oil refinery installations, to deliver frozen-fresh coffee concentrate to the island each week via boat.

10 or more cartons of tax-free cigarettes for personal use as a distributor. At the same time, he held such (See NIX ILL. CIG on page 101)

## See Juice Mchs. As Sales Hypo On West Coast

LOS ANGELES, Oct. 9.—Indicating the growing market for juice venders, the 400 manual juice dispensers being placed on test locations across the country by the California Fruit Growers' Exchange are said to be boosting sales of orange juice in this area by 100 to 600 per cent over normal levels in individual locations. Over 100 of these counter dispensers have been placed to date, with the remaining 300 to be spotted by the end of the year on lunch counters, soda fountains and in restaurants.

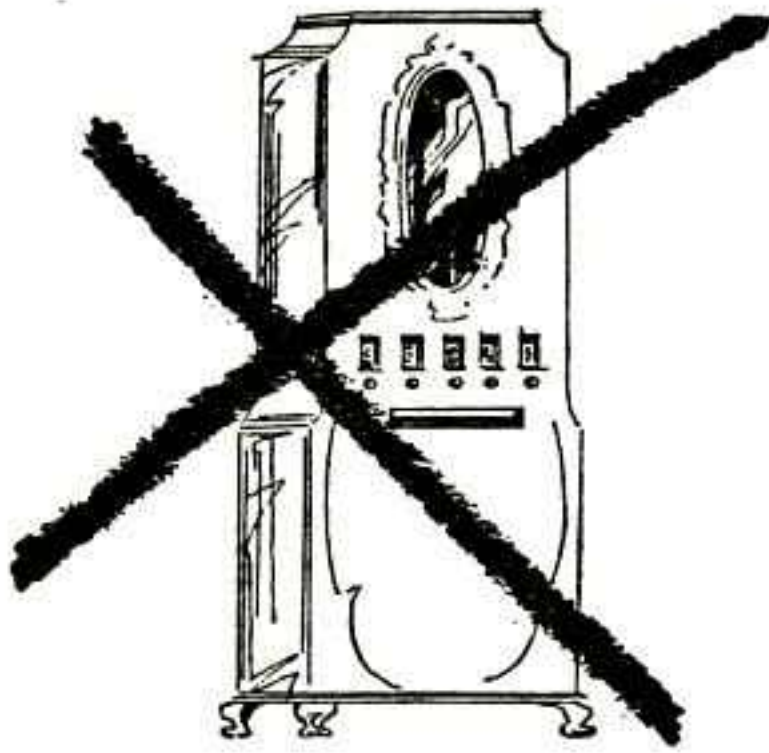
In one month, 2,772 gallons of orange juice were sold from 16 of the dispensers, double the previous sales in same locations before the dispensers were installed. This averages out to 5.6 gallons, or about 120 six-ounce cups per machine per day. The juice, sold for 15-cents a serving, returned a gross of \$18 to \$37.50 a day for the operator.

In view of the success of manual juice dispensers here, coinmen are eyeing the automatic vending of fruit juices as a distinct phase of the vender field.

## Neomat Corp. Announces New Bottle Vender

KANSAS CITY, Oct. 9.—Neomat Corporation here announced completion of its tooling this week for a new bottle vender, with initial production of 250 machines scheduled shortly. Drexel T. Carlson, president and general manager, stated that the unit, called the Neomat bottle vender, vends 144 12-ounce bottles, and also accommodates the 8-ounce Pepsi-Cola bottle. Pre-cool capacity is 36 12-ounce bottles.

The Neomat vender features a two-part vending mechanism. Removal of three bolts enables the complete mechanism to be removed. The bottle racks are vertical, 12 such partitions spaced about a central column. Bottles are stocked in a horizontal position, cap inward, 12 to a tier. The entire vending magazine rests on a hub and spindle in the center of the bottle retainer plate. Below this plate is a movable segment plate which acts as a shutter, opening and closing a delivery slot in the bottle retainer plate which, upon insertion of a coin, turns counter-clockwise. This action opens the slot, permitting one bottle to be lowered into vending position, stopping the vending cycle. Bottle which was already in vending position is ejected thru the delivery port in (See *New Bottle Vender* on page 101)



**NO CLUMSY BULKINESS! THIS  
STREAMLINED, COMPACT CONSOLE  
DESERVES AND GETS THE BEST LOCATIONS!**

*Electro* **WORLD'S FINEST  
CIGARETTE MACHINE**

**S. H. Lynch and Company** is the new distributor of these precision machines in the Southwest. Our first order was for two carloads .. and we already have two more solid carloads on the way .. a striking indication of the tremendous popularity of the remarkable **Electro** Machines. Their smart design and baked-on wood grain finish fits in perfectly with modern furniture in finer locations .. and **Electro** always gets the up-front spots!



★ **Up front in better restaurants**

*First manufactured by C-8 Laboratories nearly 3 years ago, **Electro** was the first all-electric cigarette machine. Its mechanical perfection has been proven over and over.*

*No model changes necessary .. **Electro** is perfect as it is.*

*Magic touch delivers cigarettes to customer.*

*Simple price adjustment mechanism. Available for standard nickel and dime operation, for 20 cents, 25c or 30 cents .. or for silver quarter operation.*

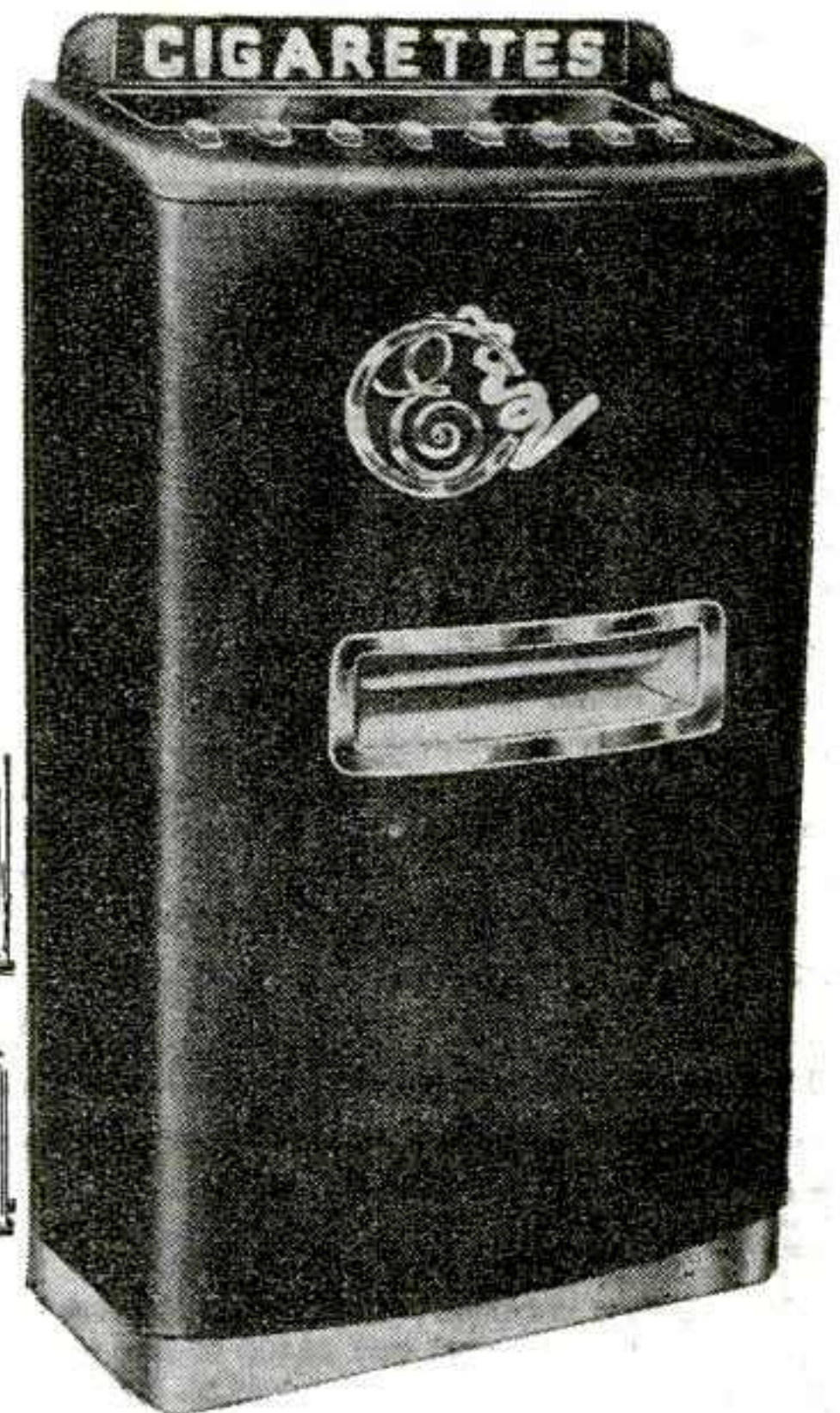
*Small, compact .. just 44 inches high!*



★ **In better Cocktail Lounges and Taverns**



★ **Fits in beautifully like a piece of furniture**



**S. H. LYNCH & CO.**  
*Exclusive Southwest Distributors*

- Dallas, Pacific at Olive
- San Antonio, 241 Broadway
- Houston, 910 Calhoun
- Memphis, 1049 Union Avenue
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# BECOME A SUCCESSFUL CIGARETTE MACHINE OPERATOR

By Using the Quarter Mechanism



DEVELOPED by an Operator and proven in two years of actual operation on location, being constantly improved upon and resulting in the most tried and proven 25c conversion unit on the market.

THE FIRST conversion for quarter operation used on all models and makes of National, Unedapak and DuGrenier Cigarette Vendors was made by Hultz and Meiers as long as 18 months ago.

With the Hultz & Meiers quarter mechanism you can make the changeover simply on LOCATION. Hultz & Meiers, Inc., operators for many years in Central Illinois, started selling at prices over 20c two years ago and were forced to develop this mechanism for their own use. Profit By Their Experience. The National Slug Rejector is incorporated in the quarter mechanism.

### QUARTER MECHANISMS AVAILABLE

FOR THE FOLLOWING: DUGRENIER, "S" and "W"...\$13.50  
 ROWE, All Models.....\$13.50 DUGRENIER CHAMPION..... 17.50  
 NATIONAL, 930, 750 and 950. 13.50 UNEEDAPAK, All Models..... 17.50

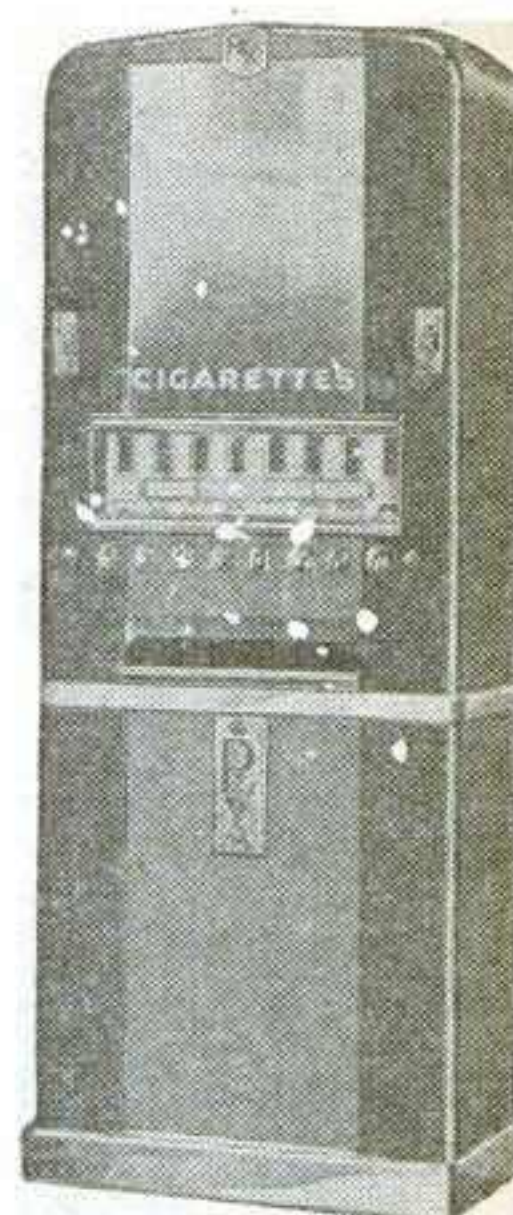
10% Discount Will Be Given on All Orders of 100 or More Units,  
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214 N. 6TH PHONE: 3-5915 SPRINGFIELD, ILLINOIS

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**PX** was first on the line with a simple, LOW-COST conversion kit to take quarters instead of assorted coins.

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# PX-8

MANUAL or ELECTRIC

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- ★ Straight quarter vending.
- ★ Slick streamlining of design.
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- ★ And a PRICE that fits the budget of the average operator.

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PROMPT SHIPMENT

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## For Straight QUARTER VENDING

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STANDARD VENDORS DIVISION

Lehigh Foundries, Inc.  
EASTON, PENNA.

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\$10.00 Lots of 10 or More  
 \$11.50 Lots of 5  
 \$12.50 Sample

PARTS GUARANTEED 1 YEAR

### EXTRA SPECIAL! ANDREWS 5 COLUMN MERCHANDISERS

CAPACITY 22 LBS. 1¢ Slot. Vends Nuts, Candies, Charms, etc.

NEW \$25.50

Used 1 Wk., \$19.50. Can't Be Told From New.

ORIGINAL PRICE, \$85.00



BRAND NEW 200 Fortune \$160.00

### WATLING SCALES

In Original Crates

SPECIAL LICORICE LOZENGES West Point Brand. Best Quality in the Country. High Count. 23 1/2¢ lb.

SPECIAL Colored BALL BUBBLE GUM West Point Brand. 6 color centers. Guaranteed Best Quality in Country. 25 lb. cartons. 26¢ lb.

SPECIAL ASCO HOT NUT GLOBES \$1.00 Ea. Lots of 50. \$1.35 Ea. Under 50. Also All Other Globes At Net Prices.

SPECIAL BRAND NEW CASH TRAYS In Original Cartons \$4.75 Lots of 6. \$5.50 Sample.

BINGO — 4 Games in 1 \$14.00 Lots of 5. \$15.50 Sample. STAMP FOLDERS, For Any Model. 50c Per M 35 lb. Solid Steel STANDS. \$3.95 Ea. CIGARETTE and CANDY MACHINES. All Models, LOWEST PRICES

FREE With any purchase of \$50.00 or more we will print 100 Labels with your name, address and telephone number at NO COST TO YOU. 1/3 With Order, Balance C. O. D.

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760 HAYES ST. • SAN FRANCISCO, CALIF.

BUTTERSCOTCH BUTTONS  
 COFFEE BUTTONS  
 LEMONETTES  
 FRUIT DROPS  
 BOSTON BAKED BEANS  
 AFTER DINNER MINTS, Etc.

## ATTENTION

NOW available for immediate delivery:

NATIONAL SILVER QUARTER CONVERSION UNITS FOR ROWE IMPERIAL, ROYAL, PRESIDENT AND CRUSADER MODELS—

with these exclusive features:

- Excess Coin Throwout
- Complete Unit; No Other Attachments
- Fewer Parts Than Any Other Unit Now on the Market
- Jam Proof
- All Units Guaranteed Against Defects in Workmanship

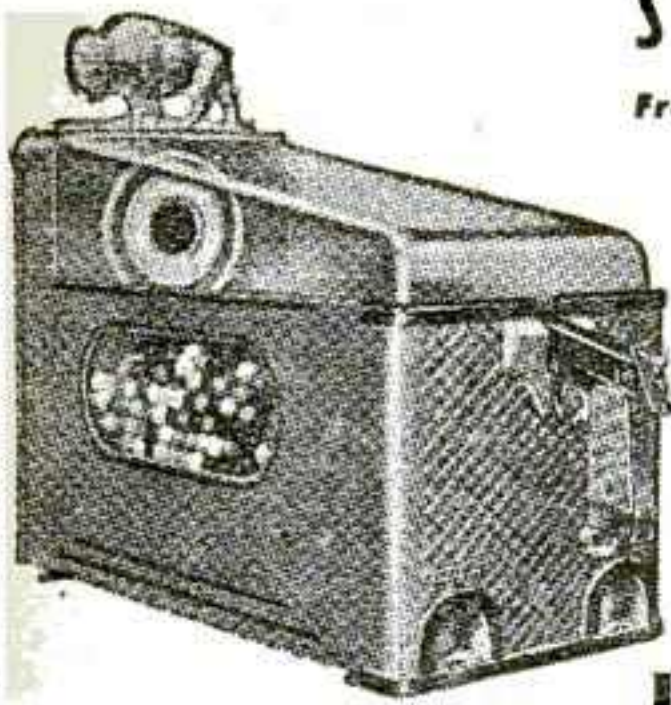
PENNY LOADERS NOW ON HAND Complete for only \$12.00

WRITE WIRE IMMEDIATE DELIVERY PHONE..

No Deposit Necessary; All Orders C. O. D.

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### SWARMS of PENNIES

Free one week's trial—satisfaction guaranteed or full refund

Free Play feature or ball gum every play. Keeps the coppers pouring into the Legal Target Gun. A whirlwind sharpshooter that is irresistible to play. A 100% game of skill. Steady bread winner. 10, 15 or 25 machines puts anyone in a sound business. Better than any deal we know of today.

WIRE FOR A SAMPLE MACHINE NOW  
\$45.00 less 2%. Full remittance with order. Immediate delivery. Ball Gum, 15¢ per 100 balls. Machine holds 2,000 balls.

**BEVERATOR COMPANY**  
600 HYATT STREET CAMBRIDGE, OHIO

### Philip Morris Offers Cig Machine Sticker

NEW YORK, OCT. 9.—Operators of cigarette machines may secure stickers describing the number of coins to insert in their machines, in any quantity desired, from Philip Morris & Company here, Zenn Kaufman, merchandising director, has announced. The change stickers, which carry a plug for Philip Morris, are available in 11 varieties, each listing separate instructions for coin insertion from 20 to 25 cents.

Serving as an on-location promotion device, the manufacturer is also supplying a sticker with the legend, "Don't run short, buy two packs."

### VICTOR'S NEW MODEL V-K

It's Outstanding!

Vends Everything! Investigate the many new features incorporated in this great new built vender.

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### ALL VICTOR MACHINES

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Pay for same in 16 weekly payments  
**WRITE FOR DETAILS**  
SPECIAL PRICE FOR MONTH OF OCTOBER ONLY

**RAIN-BLO BUBBLE BALL GUM**  
Packed 25 Lb. to Carton  
Less than 100 lbs. .... 30¢ 170¢  
100 lbs. and over ..... 28¢ 29¢  
1000 lbs. and over ..... 26¢ 27¢  
Freight paid on 100 lbs. or over

Pistachios, Large White, 60 Lb. Ctn. . . . 72¢ Lb.  
Pistachios, Small White, 60 Lb. Ctn. . . . 47¢ Lb.  
Pistachios, Large Red, 60 Lb. Ctn. . . . 80¢ Lb.  
Pistachios, Small Red, 60 Lb. Ctn. . . . 80¢ Lb.  
Virginia Peanuts, 30 Lb. Ctn. . . . 29¢ Lb.  
Spanish Peanuts, 30 Lb. Ctn. . . . 23¢ Lb.  
Licorice Gems, 775 Ct., 37 Lb. Ctn. . . . 26¢ Lb.  
Pee Wee Excel Mix, 33 Lb. Ctn. . . . 25¢ Lb.  
Chocolate Confetti, 450 Ct., 34 Lb. Ctn. 36¢ Lb.  
Pee Wee Rainbow Peanuts, 33 Lb. Ctn. 25¢ Lb.  
Pee Wee Baked Beans, 33 Lb. Ctn. . . . 24 1/2¢ Lb.

FULL CASH WITH ORDER

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### OCTOBER SPECIALS!

RECONDITIONED  
25 5¢ Columbus Nut . . . . \$ 8.00 Ea.  
20 1¢-5¢ Northwestern Deluxe Nut . . . . 20.00 Ea.  
20 5¢ Silver King Hot Nut . . . . 20.00 Ea.  
25 10¢ Aristocrat Pop Corn 125.00 Ea.

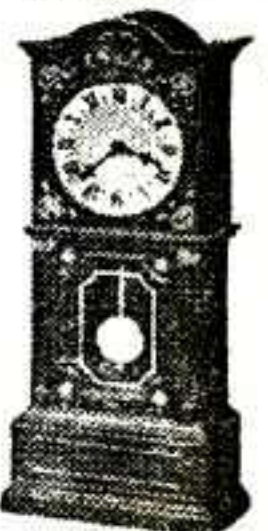
NEW  
5¢ Advance Nut . . . . \$12.50 Ea.  
1¢ Victor Model V . . . . 12.50 Ea.  
Silver Kings, 10 or more . . . . 12.50 Ea.  
1¢-5¢ Masters . . . . 17.50 Ea.  
Acme Electric Shocker, 2 to 11 . . . . 18.75 Ea.  
Target King Ball Gum Vendors 45.00 Ea.

Also Other Vending Machines. Write for Free Circular.  
1/2 Dep. With Order, Bal. C. O. D.  
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### GRANDFATHER CLOCK

Swinging Pendulum \$8.20 each, case lots of 6 Sample, \$8.95  
Western Bronze Horse Leather Saddle Size 7 1/2 "x 10 1/2 " 6 or more, \$2.25 each Sample, \$2.50  
18-inch Chenille Doll \$14.00 per dozen Sample, \$1.50  
#1 DeLuze \$1.00 Pen \$4.50 per dozen  
#8 Drinking Ducks \$7.20 per dozen  
**SWISS STRAP WATCHES** 6 or more, \$3.85 Sample, \$4.65  
Write for New Catalog

**DELUXE SALES COMPANY** Blue Earth, Minn.  
Dept. 6, Deluxe Bldg.



Manufacturer of **HIGHEST QUALITY CHEWING GUM BALL GUM BUBBLE GUM BUBBLE BASE**  
SOLICITS INQUIRIES FROM QUANTITY BUYERS ONLY  
**BARKER BRANDS, Inc.**  
SEA BRIGHT, N. J.

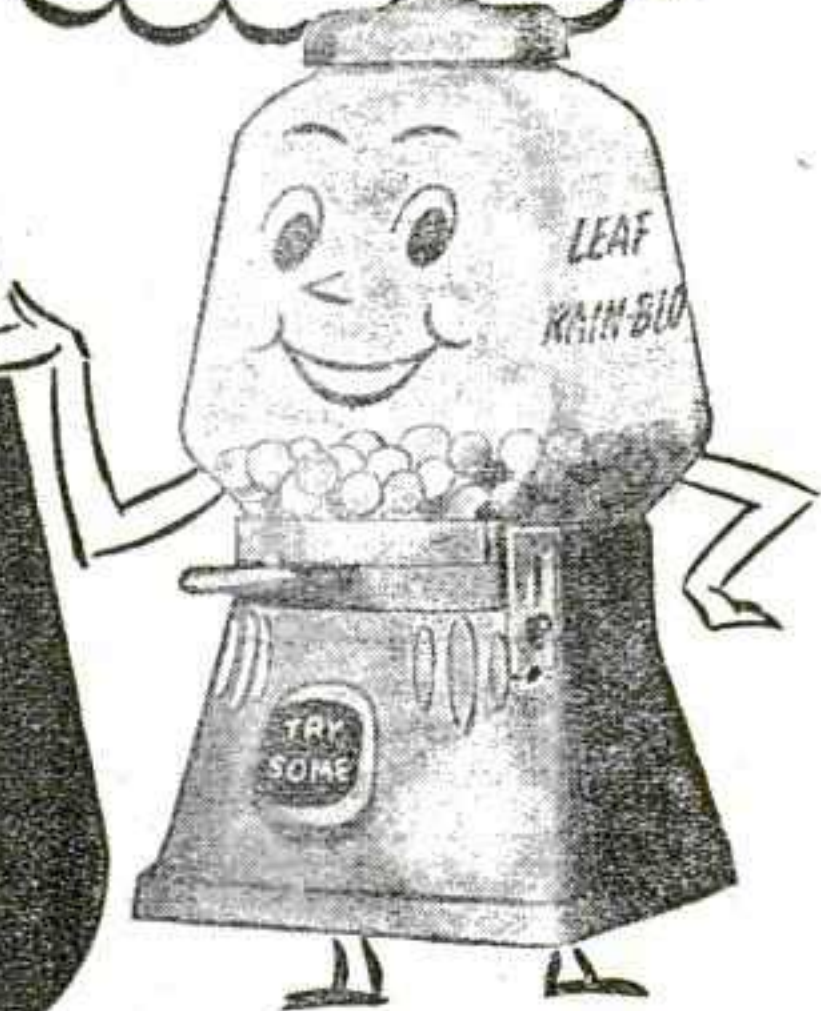
# LEAF RAIN-BLO

THE ORIGINAL COLORED BUBBLE BALL GUM

## EMPTIES MACHINES FASTER THAN OTHER BALL GUMS!!

Thousands of dealers have switched their machines to Leaf Rain-Blo. They're getting faster turnover, extra profits on every machine. And here's why:

*The Secret of My Success!*



1. Leaf Rain-Blo has Eight different colored centers—eight different colored coatings—every one of them color-fast! Kids know Leaf Rain-Blo is the original colored bubble ball gum.

2. Leaf Rain-Blo makes bigger bubbles! The bigger the better, say kids—Leaf Rain-Blo tops 'em all!

3. Leaf Rain-Blo is made of the finest quality pure ingredients which kids and parents recognize at once. And how the kids go for the delicious candy coatings!

4. Leaf is the only nationally advertised name among ball gums. Kids know Leaf—Kids buy Leaf!

Act Immediately!  
MAIL COUPON TODAY!

### Only LEAF RAIN-BLO Gives You All 3

- 1. FAST COLORS
- 2. BIGGER BUBBLES
- 3. FINEST INGREDIENTS

Hurry! Get your share of the pot of gold at the end of this Rain-Blo. Mail the coupon now! Today!

Packed in 25 lb. cartons, assorted colors. Minimum shipment, 4 cartons.

**ALL SIZES AVAILABLE**

Copyright 1948, Leaf Brands, Inc.

**LEAF GUM COMPANY** Dept. B  
1135 N. Cicero Avenue, Chicago 51, Illinois

Gentlemen: Rush full information and prices on Leaf Rain-Blo, the original colored bubble ball gum.

NAME OF COMPANY .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

YOUR NAME .....





**Victor's Sensational New Custom-Built UNIVERSAL**

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy the Best! Write for Complete Details and Prices.

Manufactured by **VICTOR VENDING CORP.**  
5701-13 W. Grand Ave. Chicago 39, Ill.

# Kwik-Kafe Firm Stages Philly Industry Conclave

(Continued from page 96)

their prepared addresses and in response to questions from the floor, detailed the present commodity picture and what their firms are doing to further increase the utility of their products.

With the price picture of supplies, the most pressing problem of operators, pegged largely to the nickel selling price, no immediate relief could be promised by the commodity representatives. But at least in the case of hot beverage cups, now selling to operators at \$10.45 a thousand thru Rudd-Melikian, the Dixie Cup representatives held forth the possibility of price reductions once new machinery and a new cup design, now being experimented with, can be perfected.

**Obstacles in Path**

While most operators in attendance seemed optimistic about the future profit outlook for coffee vending, they did not minimize the present difficulties they were encountering. However, they felt they were pioneering in a new field and would reap a greater return before long.

With some 1,500 Kwik-Kafe machines in operation thruout the country, Rudd emphasized the potential for expansion in coffee vending. He stated that about 6,000,000 people are now being offered Kwik-Kafe service daily. Quoting National Association of Manufacturers' (NAM) figures of approximately 58,000 industrial plants in the country that employ over 200 workers, he reported that coffee venders now are on location "in about 2 per cent of these plants." He stressed that close teamwork among manufacturers, suppliers and operators is essential in realizing a sizable portion of the coffee vending potential.

**Vogeler's Views**

In an address to the convention, R. F. Vogeler, manager of the industrial division of the Philadelphia Chamber of Commerce, pointed to the increasing trend toward "humanizing the relationship between management and labor" as a factor stimulating the growth of the automatic vending of coffee. Management is becoming more and more receptive to the value of in-plant services, such as coffee machines, for the use of employees, he said.

Vogeler also urged operators to become familiar with the services of their local Chambers of Commerce. They are an excellent source of information on regional plants, he said, since they serve as clearing houses for the management policies of business establishments in their localities. Leads as to best plants to approach and the proper executives to contact

in the search for new locations are but two of the services operators can secure from their local chambers, declared Vogeler.

**Donald Mack Speaks**

K. C. Melikian, Rudd-Melikian vice-president, who served as convention chairman, next introduced Donald Mack, of Kwik-Kafe, of Rochester. Mack, who spoke on "A New Operator's Approach to Coffee Operation," explained how on-location public relations has helped increase the effectiveness of his route. Choosing servicemen whose personalities allow them to mingle on a friendly basis with plant employees, Mack attributed a good part of his success to his route men.

When installing a vender in a new industrial location, the Rochester firm has found it valuable to distribute free cups of coffee as a means of acquainting employees with its product. And for the first few days patrons are asked to comment on the coffee mix and suggest that more or less sugar or cream be dispensed. This gives them a feeling of participation in the preparation of the coffee, said Mack, and has helped boost sales.

**25 Now, 45 Soon**

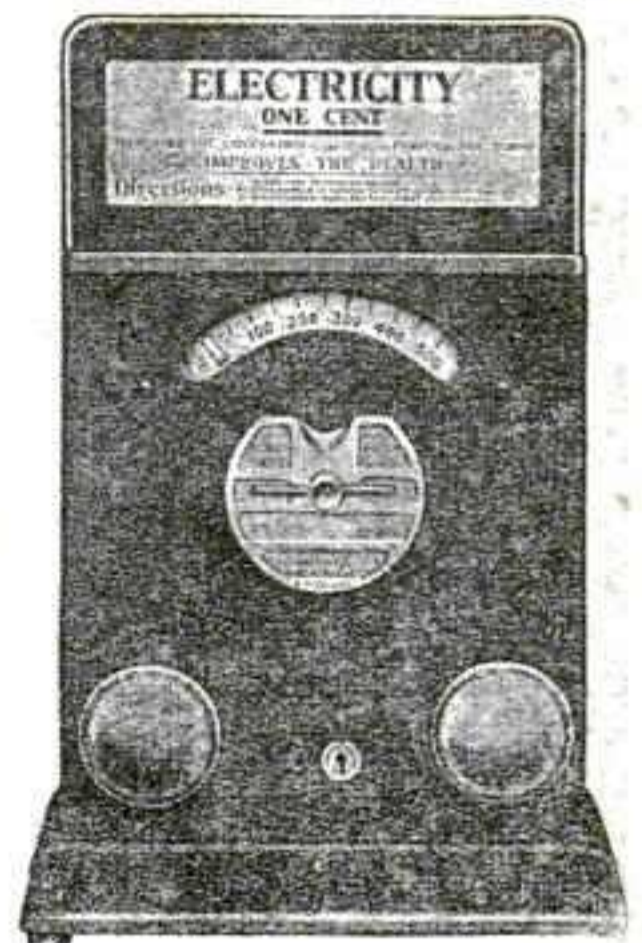
Mack's firm now has 25 machines on location in the Rochester area, but expects to up this number to 45 by the first of the year. His average sales are 200 to 225 cups a day, at a commodity cost per cup of 2 3/8 cents. Altho he first approached large plants for operating privileges, he found that red tape common to large organizations interfered with quick placements. He soon switched to promoting smaller establishments of plant populations of 400 to 500, and found that approval for installations could be obtained more speedily. Now many of the larger Rochester plants are approaching his firm for vender installations.

Mack suggested that operators contact recreation or employee-relations executives in plants where they hope to operate. Such officials are often more aware of the benefits of coffee machine service to employees than purchasing department heads, and can smooth the way toward rapid installation.

**10 Cents a Cup**

While the need for paying location commissions while operating at a nickel seemed a general complaint among the operators at the meet, E. C. (Ned) Williams, whose route is in the Boston territory, asserted that more than half his coffee venders are dispensing at 10 cents a cup. Well able to pay a commission at the higher figure, Williams, who also operates (See KWIK-KAFE FIRM, page 111)

## THE ACME ELECTRIC SHOCKER



Price of Machine ..... \$22.50  
2 to 11 Machines ..... 18.75  
Bracket (if desired) ..... .50  
Floorstand (if desired) ..... 4.50

**ORDER TODAY**  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.  
**J. SCHOENBACH**  
Distributor of Advance Vending Machines  
1647 Bedford Ave. Brooklyn 25, N. Y.

**NOW TOT Brand KOLOR-BUB Ball Gum**  
33c pound, any quantity  
**BRAND NEW 1948 SILVER KINGS**  
\$12.50 Lots of 10.  
Sample Either Peanut or B. Gum Machine. \$13.95.  
**HOT NUT SILVER KING ..... \$29.95**  
Ask for our booklet, "Dollars From Pennies." It's FREE.  
Address mail to Dept. B.  
**T. O. THOMAS CO.**  
Phone 2131  
1572 Jefferson Paducah, Ky.

**5c GUM AND 5c HARD CANDY AND MINT VENDORS**  
for Charms, Lifesavers, Gum and similar sized products.  
**WRITE FOR CATALOG!**  
**ALKUNO & CO.**  
408 Concord Ave., New York 54, N. Y.  
MEIrose 5-7757  
Mechanical Manufacturing Laboratories

**VICTOR'S SPECIAL FINISH MODEL V-K**  
24 or more \$12.25  
1 to 23 12.95  
**EMPIRE COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave. Chicago 22, Ill.

**CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS.**  
Write NOW for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.  
**BECKER VENDING SERVICE - BRILLION, WISCONSIN**

**METAL PLATED CHARMS**  
In bright gold and silver finish  
Per M  
Metal Plated Charms, Series #1 ... \$6.00  
Metal Plated Charms, Series #2 ... 7.50  
Plastic Charms, Famous Series #1 ... 3.50  
Plastic Charms, Big Series #2 ... 4.50  
Plastic Skulls ... 5.25  
**SAMUEL EPPY & CO., INC.**  
WORLD'S LARGEST CHARM MANUFACTURER  
113-08 101st Ave. RICHMOND HILL 19 L. I. N. Y.

**VICTOR'S MODEL V**  
The Operator's Choice is Model V as it correctly vends ALL BULK MDSE Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.  
Write us NOW for detailed information and prices.  
A Product of **VICTOR VENDING CORP.**  
5701-13 Grand Ave. Chicago 39

**GET INTO THE POPCORN BUSINESS**  
with only a small investment!  
It is more profitable to operate dispensers without a coin chute. Write for free literature and profit table compiled by a popcorn man for popcorn operators.  
**\$57.50 Each**  
F. O. B. Chicago  
Manufactured by **ABC POPCORN CO.** 3441 W. NORTH AVE. CHICAGO 47

**MASTER #2 PENNY-NICKEL COMBINATION VENDOR**  
Time-Tested and Proved  
**\$17.50**  
Vends All Products Also MASTER Straight 5c and 1c VENDORS.  
1/3 With Order. **FACTORY DISTRIBUTOR TRI-STATE VENDING CO.**  
561 10th Avenue New York, N. Y.

**Popcorn Machines Korn King Demonstrators**  
Formerly \$750.00; our price, \$295.00 each. Demonstrators 54" high, 44" long, 29" deep. Kettle type, \$60.00 hourly popping volume, all electric, beautiful, durable, perfect maker for years of service.  
**P. K. SALES**  
Cambridge, Ohio

The little guy with the BIG punch and the BIGGER PROFITS the **Acme Shocker**  
1 or 5c play (specify) Sample, \$22.50.  
2 thru 11, \$18.75.  
Write for larger quantity prices.  
1/3 deposit, C. O. D. for balance.  
Address Mail to Dept. B.  
**T. O. THOMAS CO.**  
Phone 2131  
1572 Jefferson Paducah, Ky.

**Popcorn Machines Korn King Demonstrators**  
Formerly \$750.00; our price, \$295.00 each. Demonstrators 54" high, 44" long, 29" deep. Kettle type, \$60.00 hourly popping volume, all electric, beautiful, durable, perfect maker for years of service.  
**P. K. SALES**  
Cambridge, Ohio



# AIREON UNVEILS TELE-JUKE

## Rock-Ola Files 8 Patent Infringement Suits Vs. Filben; Latter in Appeal

Manufacture, Sales, Distribution Set-Up Under Fire

CHICAGO, Oct. 9.—The legal battle between the Rock-Ola Manufacturing Company here and the Filben Manufacturing Company of St. Paul (heirs of William W. Filben), involving alleged patent agreement violations, resumed on a greater scale this week with word that Rock-Ola had filed eight patent infringement suits in Chicago, Miami, Denver, San Francisco and Milwaukee, and that Filben had, October 1, filed a petition with the United States Supreme Court re: The July 6 ruling in the United States Circuit Court of Appeals, St. Louis, which reversed a previous decision handed down in St. Paul in favor of Filben (*The Billboard*, July 24).

Defendants named in the principal suits filed by Rock-Ola are the Filben Corporation, the manufacturer, and the National Filben Corporation, sales agency, both of Chicago.

Other defendants named in the suits included the Jack Nelson Company, Chicago, a distributor; Apex Cigarette Service, Inc., Chicago, an operator; Shayne-Dixie Music Company, Miami, a distributor; E. T. Mape Distributing Company, San Francisco, a distributor; United Coin Machine Company, Milwaukee, distributor, and the Blackwell Distributing Company, Denver, also a distributor.

The Chicago suits were filed Monday (4) by the law firm of Sheridan, Davis & Cargill, Chicago, representing Rock-Ola, and the other suits

were filed the following day (5) in the other cities.

The suits asked an injunction against the eight defendants and requested an accounting of their operations with a view to fixing damages.

### Filben Appeal

Meanwhile, as the news of the eight Rock-Ola suits became known, it was also learned that Filben, which has a .500 batting average in its two previous court tussles with Rock-Ola, gaining the decision in the initial case in September, 1947, then bowing to Rock-Ola in a reversal of the initial ruling in the United States Court of Appeals in July, had filed a petition with the United States Supreme Court last Friday (1) for a final ruling on the issues at stake. The October 1 filing was made from St. Paul, where the Filben Company of St. Paul headquarters are located.

Maintaining that there would be no change in the present structure of the various Filben operations at this time, William W. Rabin, president of the Filben Manufacturing Company of Chicago, told *The Billboard* this week that "the Filben distributors had all been advised of the latest legal moves, and that all distributors were thoroly behind Filben."

### Rock-Ola Position

The Rock-Ola Manufacturing Corporation, which won the appeal in July, when the court ruled that the Filben family, thru the Filben Company of St. Paul, had violated the (*See Rock-Ola Files on page 105*)

### Caution Ops

ATLANTA, Oct. 9.—Juke box operators here were cautioned this week to renew their city licenses. Joe Richardson, city clerk, announced that operators who failed to renew their machine license, \$25 per unit, would be brought to court. License renewals affect all operators of music machines in this city, it was stated, and are normally due June 30. More than 30 operators were listed as being delinquent.

## REA Increases Coverage; New Locations Set

WASHINGTON, Oct. 9.—Electrical power is now available to 68.6 per cent of the country's rural dwellings and businesses, Rural Electrification Administration (REA) announced this week. Last year, the figure was 61 per cent, while at the start of REA in 1935 only 10.9 per cent of rural buildings had electricity.

Of interest to coin operators is the fact that of 3,275,000 rural establishments electrified in the past 14 years, approximately 5 per cent have been stores and taverns, which, thru REA's program, have been able to install electrical equipment such as juke boxes.

REA said that in spite of recent progress, there are still nearly 2,000,000 farms and 600,000 rural businesses without power connections.

During the past month, REA financed the building of 25,000 miles of power lines designed to bring power to more than 40,000 farms and other rural establishments.

## District Mgrs. See New Unit At Chi Meet

RCA Tele Is Featured

CHICAGO, Oct. 9.—Beginning next week, the Aireon Manufacturing Corporation will start shipping samples of its juke box-television combination to regional sales representatives and distributors. The new combination, which will sell for "slightly less than \$1,000," uses the firm's Coronet model and an RCA television set with a 10-inch screen. Aireon officials said they could not set a definite list price at this time because they had not yet computed all of their costs.

At a three-day meeting held in Chicago's Hotel Sheraton last weekend (October 2-4), the company's regional managers were given their first look at the equipment. On hand for the three-day showing and sales meeting were Harold Pearson, president of Aireon; Harry Miller Jr., independent trustee, and Bernard G. Craig, general sales manager.

Aireon management pointed out that the new combination includes an additional feature. By merely flipping a switch beneath the phonograph's turntable, the table slows down from 78 r.p.m. to 33 1/3 r.p.m. This would enable the phonograph to play the new long-playing records in the event the new disk is ever used in jukes.

All of the company's phonographs shipped from this point on, Pearson said, will include the amplifier for television and the attachment for (*See Aireon Unveils on page 104*)

## CPMA Debuts Weekly Drives For Hit Tunes

Will Aid Monthly Promotions

CLEVELAND, Oct. 9.—Stepping up its promotion program, which is sparked by its Hit Tune of the Month program, the Cleveland Phonograph Merchants' Association (CPMA) this week announced that it will, effective immediately, add a new campaign which will feature weekly hit tunes, building up to the monthly selections. The songs selected for the weekly drives will be promoted in a manner similar to the Hit Tune of the Month, with special title strips being used.

Sanford Levine, chairman of the record promotions program, said that the tunes have already been selected. They are *Dream House* by Jerri Sullivan as cut on the Signature label, and *It's Too Soon To Know*, recorded by the Orioles on the Jubilee label.

It was stressed by association officials, including Jack Cohen, president, and Levine, that the hit tunes selected each week will not supplant the Hit Tune of the Month promotions, but will rather be used to add emphasis to the latter promotion.

Initial weekly plug tune will go on 3,000 juke boxes in the Greater Cleveland area starting next Monday (11).

## Series Tele No Added Headache For Music Ops

CHICAGO, Oct. 9.—While television coverage of the World Series in Boston and Cleveland this week proved to be extensive, operators were hardly affected by the coverage, and expressed the view that large crowds which drifted into practically every location where the series was shown, actually gave their music machines a heavier-than-usual post-game play than had been expected. The first two games of the series, played Wednesday and Thursday in Boston, were both completed in record time, thus cutting down the tele time and adding to the juke box play.

Thousands of gallons of beer and ale were sold by bars and taverns in Boston as a direct result of public location television, during the first two World Series games, as well as Monday (4) when the Cleveland Indians and the Red Sox met in a "sudden death" play-off for the American League championship. Extra chairs and tables were set up in practically all locations to meet the overflow crowds that poured in to see the games via tele. More than 100 receivers were set up in a semi-circle on historic Boston Commons by the Gillette Company, sponsor of the telecasts, and these sets were completely surrounded during the games.

With the Braves playing in their first World Series since 1914, a holiday atmosphere prevailed, with cus- (*See SERIES VIDEO on page 104*)

## 600-Outlet Industrial Music System Set Up at Willow Run

DETROIT, Oct. 9. — The world's largest industrial music system, with some 600 outlets, was placed in operation this week at the famed Willow Run factory by the Kaiser-Frazer Corporation. Used for intra-plant announcements and for entertainment of employees, it is designed to be flexible enough to meet the needs of the organization as actual experience works them out, whether on a departmental or plant-wide scale.

At present, the musical program is being used only at noon, when both news and music are played. Popular music prevails at this time, with employee preferences determining the selection.

Transcription service is used for the music programs.

### Requests Played

Request recordings are featured at noon broadcast periods, but future programs will also include periods of mood or "fatigue" music at selected strategic times. This is music that has been carefully selected for restful listen-ability. There are no vocals or crescendos to detract. The music flows with a bouncy rhythm designed to give workers a welcome "lift" without impairing concentration on the job at hand. Transcriptions will be used exclusively instead of standard recordings.

The huge Willow Run plant, which

has the largest single floor factory area in the world, presented scores of individual accoustical problems for the engineers. Ceilings are high and machinery and metal noises varied in every section.

To gain the best possible reception, the engineers used two distinct types of speakers, each alternating with the other. Base reflex speakers were installed for the best delivery of music, and an equal number of paying frequency speakers which are best for voice reproduction, were installed in batteries. The blend of the two specialized types of speakers made reception equally good for instrumental and vocal programs.

### Many Speakers

Speakers were mounted generously so that at no time would it be necessary to operate them at full volume, thus averting blaring and distortion. Individual speakers are rated at 25-watt capacity but because of the great number used, at no time will it be necessary to operate them with more than 10 watts. The entire system has been divided into nine zones, each with separate controls. There are more than a hundred individual amplifiers, each feeding not more than five speakers. As a result, engineers are able to control the sound level with pinpoint precision anywhere in the plant.

# Series Video No Headache For Music Mach. Operators

(Continued from page 103)

tomers shunning those public locations which featured only radio accounts of the games, in favor of the video-equipped spots. With both the first and second games played fast

(both were over before 3:30 p.m. Eastern Time) the actual time lost by jukes, had there been no baseball telecasts, was approximately 1 hour and 30 minutes. The tremendous influx of added customers to the loca-

## reproductions in 4 colors . . . FREE!

*AMI 4-color Broadside*

Reproduction from 4-color photograph  
of sensational new AMI Model "B"  
Phonograph—and mechanism  
that plays 40 selections.  
Write for one or more copies—FREE!

# AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS



THE  
*Manhattan*  
BY PACKARD

(1) **NATIONALLY PREFERRED PRODUCT**  
(2) **DIRECT TO OPS SALES PLAN**

## ONLY PACKARD GIVES YOU BOTH!

Write Today For Confidential Price List  
For Operators

**PACKARD MANUFACTURING CORP.**

Indianapolis 7, Ind., U. S. A.

## NEW AND USED RECORDS FOR SALE

10,000 to 20,000 new and used records. Will sell as a lot. Prefer buyer come in truck and have empty boxes for these records. Records left after sale of juke box route. Make offer.

**HEATH DISTRIBUTING COMPANY**

217 Third Street—Ph: 2681-2—Macon, Georgia

## UNIVERSAL AMPLIFIERS—HALF PRICE!!!

A replacement Amplifier that can be used in all Wurlitzer, Rock-Ola and Seeburg Phonographs except Hi-Tone. Complete with volume and tone control, tubes and switch. Fine tone quality. Guaranteed!

**NOW \$25.00 EACH**

1/3 Deposit, Balance C. O. D.

**JAMES D. BLAKESLEE**

Phone: GRant 8183

48 15TH STREET

BUFFALO 15, N. Y.

tions, however, more than made up the difference once the games were over and the post-game celebrations began.

There were mixed reactions from location owners on the tele coverage of the series in Boston. Some contended that the novelty of television has started to wear off, and that by next summer the attraction will be negligible as compared to early this year when video made its debut in the city. Other locations said that the increasing number of home sets in Boston is keeping viewers in their own homes, while still a third segment reported that tele is now attracting only those patrons who formerly came for radio coverage of special events (such as the World Series) before tele appeared on the local scene.

As far as coin-operated tele is concerned, and, in this regard embracing such coverage as is offered in taverns, where the customer, altho not placing a coin in the tele set, must still buy a certain number of drinks in order to hold his seat, many operators in Boston pointed out that the wealth of free tele coverage is so great that customers were rapidly coming to the conclusion that they didn't have to visit a bar or tavern for their programs. This free coverage includes the sets located on the Common, in store windows and showrooms, and specially-set-up programs in department stores.

One other point of interest in the Boston coverage was the fact that bars with more than one set drew the largest crowds, and that in many cases where only one set was working, too many customers could not get a full view of the screen and as a result walked out.

Moving to Cleveland Friday, the World Series brought to that city another carnival of color. Appearing in the baseball classic for the first time since 1920, and fielding a powerful team thruout the 1948 regular season, the Cleveland Indians were a great favorite of baseball fans thruout the entire season, as well as in the series. In this regard, music operators in Cleveland have been plagued thruout the baseball season by television competition and actually found relief in the World Series games, as compared to regular season tilts. Again playing rapidly, the Indians and Braves completed their Friday game before 3 p.m. Eastern Time, thus allowing tavern, bar and grill patrons to celebrate the Indians' win with juke box music after the telecast was over.

The Cleveland games brought additional competition to operators in other cities. Televising of the games played in Cleveland was done on a network basis, with major cities to the East and West picking up the games. In Chicago, for example, locations with television were jam-packed Friday afternoon as the series was brought to the city by three stations. With reception excellent, locations were looking forward to heavy play for the week-end games, but were assured that baseball coverage by television would end in this section of the country by Sunday night, when the series would either be completed, or would move back to Boston. Some talk of attempting to televise the remaining games, if there were any, from Boston, did not worry ops, for they figured it would amount to only one, and at the most, two afternoons, and these would be Monday and Tuesday, both slow days on jukes anyhow.

Biggest competition for the ops came today and Sunday (10) when the World Series game telecasts were followed with local football contests, which killed the entire afternoon for the jukes.

# Aireon Unveils Tele-Juke Unit

(Continued from page 103)

long-playing disks.

Because of this, the list price on the Coronet has been increased from \$495 to \$549.50. Pearson told *The Billboard* that his company has been working to hold its price, but a general 11 per cent wage increase granted Aireon factory employees in July, plus increased material costs, plus the television and long-playing-record features, forced the firm to raise its price.

In the Aireon combination, the television set is a separate unit which may be placed anywhere in a location. The amplifier and speaker have been removed from the set, however, so that the set itself provides only the visual entertainment. Accompanying sound is obtained only thru the juke box speaker upon inserting a nickel. In wall-box set-ups, the sound is picked up thru the individual boxes by inserting a number and pressing a designated selector panel. In the sample shown in Chicago this week, the television selection was made by pressing the No. 24 selector panel.

For a nickel, the customer is able to hear the program for three minutes. Nickels deposited in the juke box to hear the video program are racked up visually on a small screen which is mounted atop the television set cabinet. As three minutes passes, one number is subtracted from the total, giving the customers warning before the sound is cut out.

Two Jones plugs and six wire cables are the only connections between the phonograph, the television set and a remote control box. With the Aireon equipment, the length of time the television set is operable is left up to the location management. The television screen is turned off or on by the remote control switch which may be mounted back of the bar. The same switch controls the volume of both the phonograph and the television sound.

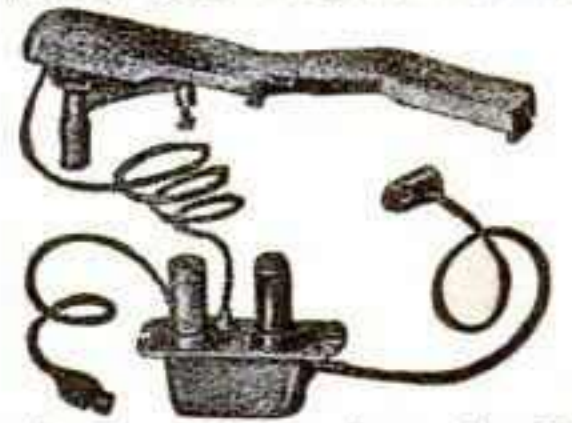
Generally, Craig said, Aireon field representatives will encourage operators who buy the combination to ask for location agreements which will bring them top or front money. In addition, the operator should recommend that television be used only for a limited and specified period.

Coronet models already in the field can be converted to handle the television set and long-playing records by using a kit which will sell for approximately \$20.

Regional sales managers in Chicago for the meeting included Clayton Ballard, Portland, Ore.; Daniel Brennan, Atlanta; Fred Mann, Chicago; Ben Palastrant, Boston; William Roberts, Kansas City, and Kenneth Willis, Omaha. On hand to explain the technical aspects of the combination were the firm's chief engineer, Edward King, and Sim Tyler, radio engineer.

## LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs  
Perfect Tone—Easy on Records



Nothing to change—just plug it in  
**JACOBS MANUFACTURING CO., INC.**

Stevens Point, Wisconsin

Sole Canadian Distributor

ST. THOMAS GOIN SALES, LTD.

St. Thomas, Ontario, Canada

**ROCK-OLA FILES**

*(Continued from page 103)*

initial license agreement by giving a second manufacturing company the rights to manufacture their juke box, and another sales rights, now contends that the license agreement has been terminated and has so notified the Filben family. The original agreement was made September 27, 1938, with the late William M. Filben.

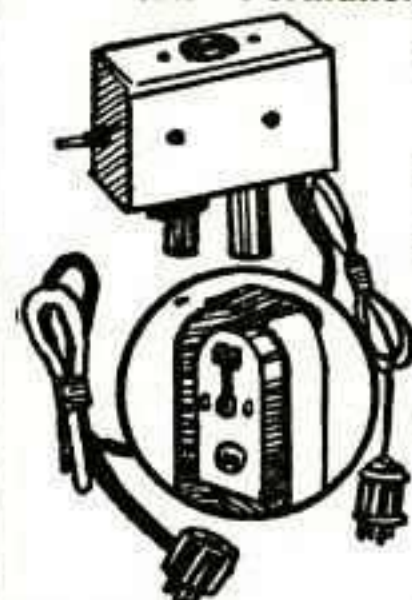
Officers of the Filben Corporation, Chicago, as of May 21, 1948, according to the Rock-Ola statement, were Charles J. Margiotti, Pittsburgh, chairman of the board; William W. Rabin, president; Martin S. Gordon, Chicago; Harry R. Hosick, Pittsburgh, and Thomas Tannas, New Kensing-

ton, Pa., vice-presidents; Sam Solomon, Chicago, secretary, and Max Goldberg, Baltimore, treasurer. N. L. Wynard, Pittsburgh, was listed as assistant secretary.

Officers of the National Filben Corporation, as of August 22, 1947, according to the same statement, were B. B. Davison, Chicago, president; V. A. Lorenzo, Pittsburgh, vice-president, and Al Bango, Pittsburgh, secretary-treasurer.

It was pointed out that neither the Filben Manufacturing Company of Chicago, nor the National Filben Corporation, were a party in the first two court cases. In those cases the Batavia Metal Products Company was named as the manufacturer and the U. S. Challenge Company was the sales organization.

**G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP**  
With Permanent Needle



- ★ Seeburg—Light tone arm elec. cancel. \$19.95
- ★ Wurlitzer .....\$14.95
- Elec. cancel \$4.00 extra.

Other makes on request  
1/3 Deposit, Bal. C.O.D.

**ADVANCE MUSIC CO.**  
Kansas City, Mo.

1606 Grand

**Eagle REPLACEMENT PLASTICS**

**Wurlitzer 1015 Replacement Plastics**

Beautiful, solid translucent colors. Bubbler tubes may be eliminated or used. Orders shipped within 24 hours.

Top Corner Lower  
**\$6.50 each \$4.50 each**  
L. or R. Sides

PERFECT FIT  
TOP QUALITY  
LOW COST

**Eagle Coin Machine Co.**  
3441 W. Montrose Ave.  
Chicago 18, Ill.  
Phone KEystone 9-7681

MONEY-BACK GUARANTEE

**RECORDS! RECORDS! RECORDS!**  
FRESH OFF OUR JUKE BOXES

**ONLY 10¢ EACH**  
(Packed 100 to a box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/3 deposit with order, balance C. O. D. Can ship any size order same day received. Also new records, all labels—write for prices.

Write—Wire—Phone

**THE MUSIC BOX**  
292 MADISON MEMPHIS, TENN.  
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**Aireon's Coronet FOR 495**

**SAVE YOUR RECORDS**

NEW LIGHT WEIGHT PRECISION BUILT HEAD FOR WURLITZER

Models 750E to 1080-1015, Each ..... \$7.00  
Models 616 to 700, Each ..... 9.00

Head uses B-2 Crystal and weighs less than 1 1/2 oz. Location tests show records last 6 to 8 times as long as with ordinary heads.

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No Race, Hillbilly, Cowboy.  
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*so simple! so profitable!*  
**Just "pick up the phone" and make a record!**

Everybody likes to make records—and COIN RECORDIO makes records so easily! The microphone looks and works like a telephone. The customer talks or sings into the mouth-piece—and then hears the completed record played back through the same "phone" in privacy, or if desired, through a self-contained speaker



**COIN RECORDIO**  
by WILCOX-GAY

**SELF-OPERATING**  
Makes "talking letters" at the drop of a coin!

COIN RECORDIO requires no attendant. Inserting a quarter makes a record, plays it back, and delivers it—all automatically. Easy-to-follow recording instructions light up in proper sequence. Compact (only 29 1/2" high, 21 1/4" wide, 28 3/8" deep without base) COIN RECORDIO takes little space, but makes BIG profits.

**MAKES MONEY IN ALL LOCATIONS**

COIN RECORDIO fiber discs are lightweight; ideal for mailing or souvenirs. COIN RECORDIO is good for ALL locations. Here are just a few:

- TAVERNS • STORES • DANCE HALLS • DEPOTS • AIRPORTS
- THEATERS • HOTELS • COIN ARCADES • TOURIST CAMPS

**Install Now!**

Get your locations set now for fall and winter business. Write or wire for full information on COIN RECORDIO—manufactured and guaranteed by the makers of world-famous RECORDIO, the recording radio-phonograph.

**COIN RECORDIO**

There's Profit in it! Write or wire...  
**WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN**



# COINMEN YOU KNOW

## Chicago:

Altho business continued at a steady pace, most distributor and coin manufacturers' offices were turned over to play-by-play accounts of the World Series last week. Several out-of-town distributors paused long enough at plants Wednesday (6) to hear the Feller-Sain pitching duel that highlighted opening day festivities. Among them were Sam Taran, head of Taran Distributing, Miami, and Jim Palisi, Youngstown, O., who inspected United Manufacturing's all-new plant on California Avenue. At near-by Bally Manufacturing headquarters guests included Herman Paster, Mayflower Distributing, St. Paul; Howard Pretzel, of Commodity Vendors, and Bert Davidson, Como Industries. Later in the evening United and Bally officials and some of their guests had a little friendly get-together to talk over old times and were joined by John Haddock, who flew in from Grand Rapids, Mich., to talk policy with his Loop sales office lieutenants. . . . Billy DeSelm, United Manufacturing sales manager, is happy to report that his wife is on the way to recovery from an attack of virus pneumonia.

Mike Spagnola, Automatic Phonograph Distributors, says local operators are pleased with the way AMI Models A and B are holding up. . . . Gil Kitt, Empire Coin Machine Exchange, thinks that shuffleboard is in for a long run in this area. He claims his optimism is due to the number of inquiries on the firm's coin-operated shuffleboard scoreboard. His firm recently was appointed Chicago Coin distributor in Wisconsin. . . . Bert Davison left for a showing of the Hollycrane digger which he is handling for Como Industries at Sicking's Cincinnati showrooms last week. Bert claims that stories on how well operators are doing with Hollycranes are beginning to get around with the result that his business is enjoying an upsurge.

Ed Vojak, O. D. Jennings advertising manager, reports that John Neise was confined to his home with a cold for several days last week but was expected to be back on the job by Monday (11). Firm officials are satisfied that the three Jennings showings in Lake Tahoe, Edgewater Park and Asbury Park in September are really rolling in the October business.

The Milbert Company, headed by Al Tigerman and Bill LaMaskan, is making steady progress with its pistol ray gun called Pistol Practice. Tigerman claims that modest tab on the Chicken Sam conversion gives ops a lot of leeway in getting their investment back in a hurry. Firm had the new arcade piece on test at the Hollywood Arcade here for many months before placing their product on the market. . . . Perma Top Company, shuffleboard firm here headed by Irving Beck, is getting favorable results on its boards which feature die-cast masonite playfields. Beck says distribs in various parts in the country are inquiring about available territories.

Empire Coin Machine Exchange is going along with extensive remodeling work on its shipping and loading docks under the capable direction of Ralph Sheffield and Gil Kitt, firm partners. . . . Bill Rabin, president of Filben Manufacturing, Chicago, is back from a business trip in the East. Sam Drucker, National Filben Corporation, is busy lining up distributors for territories in the West.

Paul Koenig, A & M Music juke expert, became a father for the third time Friday (1). His wife and baby are doing fine, but Paul was ambling around the shop with a fine state of nerves, staffers report. . . . Anton (See CHICAGO on page 108)

## Detroit:

Otto Klein, general manager of Training Devices, Inc., is putting on additional salesmen to cover the country in connection with the new Quizzer which his firm is now introducing to the trade. . . . Gebhart (Pat) Patton, of Pat's Music Company, was in town from his home in Arizona, visiting with members of the music trade. . . . Ben Okum has returned from a business trip to St. Louis in connection with the distribution of the Alben record line, which he owns, in addition to his juke box operation.

Erwin B. Moss and Harry Riche are incorporating the Hudson Automatic Music Company here with a capitalization of \$1,000. . . . James Ashley, former big time juke box operator and pioneer association president, who has recently been in the appliance field with only one vending distributorship, may add some additional coin machine lines shortly, he advises. . . . William Kus, of Confection Cabinet, is going into business for himself as Bill's Pop Corn Machine Repair Service.

Dr. Martin P. Freese, head of the Continental Vending Machine Company, was in Milwaukee for the past week on a business trip. . . . David Ruen, of the Falcon Products Company, reports demand for the new Falcon shoeshine machine has absorbed the entire plant capacity for about the next month. . . . Frederick B. Wittick, State distributor for Coradio, coin-operated radio, for Michigan and Indiana, as well as the national representative for the Milner Hotel chain, has established new headquarters here.

## Des Moines:

Leo C. Miller, president of the newly organized Iowa Automatic Music Operators' Association, reported strong enthusiasm among the Iowa operators on the formation of the State organization. Miller called on operators in the Tri-City area of Davenport, Rock Island and Moline, and at Clinton and Maquoketa since the organization was formed earlier this month. The State president reported that several new charter members have been secured and that every operator he has talked to is anxious to see a strong State organization. Miller, in his talks with the operators, stressed that it is their organization and that they must attend the meetings if they expect to see results.

## Columbia, S. C.:

Coin ops here report early fall biz up slightly, but still trailing last year's receipts. An expected all-time resort biz in the State's coastal area during the summer was trimmed to the bone by the polio epidemic. A post Labor Day check showed a slight holiday rally over most of the State.

## Hollywood:

Mike Holbert, former manager for Minthorne Music Company, is going to represent the firm in Arizona. He's been there for the past few weeks getting things set up. The appointment was made official last week. Hank Tronick, of the same firm, says that the juke box biz has picked up in the past few weeks. Paul Clark, Minthorne controller, has been taking a busman's holiday visiting the Seeburg installations around Southern California. . . . Art Nareth, coinman from Anaheim, was in town last week.

Danny Jackson reports that his recent trial to force return of confiscated slot machines ended in complete success. All the machines seized from his plant by the vice squad were ordered returned by the court last week. Jackson just returned from a week's trip to San Luis Obispo and Pismo Beach where he took care of route business.

Operators are waiting the unveiling of the new Seeburg box. . . . Roza Tyroller down from San Francisco last week. . . . New J. Peskin Distributing Company is open, and the staff is ready to take care of AMI distributing biz.

Jack Bahler left his Inglewood coin machine biz to renew old acquaintances on West Pico Street last week. Ditto for E. S. Trimble, of Huntington Park. . . . Eduardo and Luis Baptista, former owners of Peerless Records, are here from Mexico City visiting Charles Washburn, of Coast Records. . . . Bill Abel, of Coast Records, says that Tona La Negra, Latin recording artist, has returned to Peerless after two years with Victor. Her first release will be out next week.

Charles Washburn reports that he has just signed a contract for the manufacture and distribution of the Bell Hawaiian line in this country. . . . Recent visitor to coin machine row was John Witman, of Taft. . . . Aubrey Stemler, of Stemler Distributing Company, is thinking of taking a much-needed vacation. Incidentally, Nish Tara, who works in Stemler's office, spent two years with the Pasadena Playhouse. He's now studying tap dancing at night school.

Lee Wirt, Montebello coinman, catching a breath of Pico Street smog last week. . . . F. E. Wilson, proxy of Solo'one, is back from a three-week biz trip and vacation to Chicago and St. Louis. He reports an interesting announcement to be made soon. . . . Fred Gaunt trying out the new Olympic 4-player V-type rebound board at his System Amusement Exchange office. He says it takes more skill to play this one than it does the ordinary board.

Nels Nelson threw his back out of joint last week lifting all those fish he caught from his new cruiser. He (See HOLLYWOOD on page 109)

## New York:

Irv Wolf, of Brooklyn's Hot Coffee Vending Service, and Phil Koff, who operates coffee venders in Manhattan, attended Rudd-Melikian's convention of Kwik-Kafe franchise holders in Philadelphia last week. Also at the three-day confab was Ed Scully, of Lily-Tulip Cup Corporation here. Ned Williams, of Boston, who was a featured speaker at the convention, stopped off in town on biz on his way back to the Hub City.

Max Levine, president of Scientific Machine Corporation, headed a committee of eight local coinmen who met with license department officials Wednesday (6) in an effort to obtain more equitable license arrangements for games in the city. They have not yet received an answer to the proposals they submitted. The other coinmen on the committee were Lou Rosenberg, Sol Tabb, Harry Frair, Herb Weaver, Joe Kochansky, Al Plastic and Al Blendow.

Joe Munves, owner of Economy Supply Company, the parts and supplies house at 615 10th Avenue, has joined forces with his brother, Mike. Economy's business will now become an integral part of the Mike Munves organization. In addition to supervising the Munves parts and supplies division, Joe says he will be out in the field a good part of the time visiting with arcade owner friends.

Sol Tabb, of Hysol Music, who recently resigned from the board of directors of the Automatic Music Operators' Association to devote more time to the distribution of the Flash Bowler, was presented with a watch by his former associates in the association as a token for his valuable services. . . . I. H. (Ike) Houston, president of Spacarb, Inc., and his sales and advertising (See NEW YORK on page 109)

## Indianapolis:

Janes Music Company has discontinued the distribution of wired music furnished by Personal Music Corporation and replaced it by regular phonograph service. . . . Indiana Chapter No. 1, Music Operators of Indiana, held its regular monthly closed meeting October 5 in the Indianapolis Athletic Club. Abe Fleig, president, presided. . . . Janes Music Company has established a new department which will render special service to juke box operators on new records at a special price and also will include accessories. Records will be sold at a discount to operators, and one feature of interest to all operators will be the special attention to mail orders that will be shipped the day they are ordered or orders are received.

Robert Anderson, executive sales representative for Rock-Ola Phonographs in Louisville, visited the Indiana Automatic Sales Company, Rock-Ola distributors, and bought new equipment and supplies. . . . Ralph Rockey, operator at Galveston, Ind., visited coin row and bought new Rock-Ola equipment. . . . Roy Snodgrass, Terre Haute, Ind., operator, visited coin row and bought new equipment. . . . Al Coons, of the Alan-Kay Company, Evansville, Ind., has been appointed exclusive sales representative for Rock-Ola shuffleboard equipment.

Sam Weinberger, of Southern Automatic Sales Company, Seeburg phonograph distributor, spent several days at his Fort Wayne, Ind., branch. . . . Frank, of Bannister & Bannister Distributing Company, visited Chicago on business. . . . Paul Jock, of the Arrow Distributing Company, visited operators in the Northern Indiana territory last week. He reports business improving and collections good.

## Calendar for Coinmen

- October 12-13—Packaging Machinery Manufacturers' Institute (PMMI), annual meeting, Hotel Roosevelt, New York.
- October 21-23—Retail Ice Cream Manufacturers' (RICM) convention, Commodore Hotel, New York.
- October 23-30—Dairy Industries Exposition (DIE), convention and exhibits (ice cream, Traymore Hotel), (milk, Shelfonte-Haddon Hall), Atlantic City.
- November 15-19—American Bottlers of Carbonated Beverages (ABCB), annual convention and exhibit, Atlantic City Auditorium, Atlantic City.
- November 19-22—Refrigeration Service Engineers, convention, Hotel Sherman, Chicago.
- December 12-15—National Automatic Merchandising Association (NAMA), annual convention and exhibition, Palmer House, Chicago.
- December 13-15—National Association of Popcorn Manufacturers (NAPM), meeting and exposition, Hotel Sherman, Chicago.
- January 17-19—Coin Machine Institute (CMI), annual convention and exposition, Hotel Sherman, Chicago.

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is the best collection insurance you can have

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No. 4750Y Improved HERCULOCK Shown Above

Pick-resisting design, with shark-tooth keyway. Double-sided key, wrench-proof cylinder. Extra-heavy spur washer, retaining screw and keys. 90° cam movement. Thousands of key changes.



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CHICAGO, 555 W. Randolph St.  
DETROIT, 2109 Cass Ave.  
PHILADELPHIA, 508 Commerce St.

BALTIMORE, 611 Eutaw St.  
SAN FRANCISCO, 121 Second St.  
LOS ANGELES, 406 Wall St.  
SEATTLE, 568 First Avenue, South

Put ILCO HERCULOCKS on all your coin boxes and you'll take out every nickel that goes in.

HERCULOCK is the tight-fisted ILCO coin-machine lock that resists picking and shock. It's tough on sneak-thieves because it opens instantly and easily only when the right man uses the right key.

Plan now to use HERCULOCKS for new machines or change-overs. HERCULOCKS are the best collection insurance you can have! Write for-free, descriptive catalog. C-33

## WITHOUT INVESTMENT YOU CAN EARN MONEY OPERATING GAMES

We will furnish you with brand new and late used games. Why suffer fast depreciation on games? We furnish you the equipment, you operate. Our proposition especially good for music operators, who need to hold down their locations and make spots more profitable. We prefer men in these sections—Central, Middle West, South and Southwest. If you are the right man write, giving information: How many spots do you now operate? Are games permitted? Do free plays operate? Furnish character reference. BOX D-69 THE BILLBOARD CINCINNATI 22, O.

### RECONDITIONED 5-BALLS

*Trinidad	\$139.00
*Tennessee	139.00
*Yanks	135.00
*Cinderella	135.00
*Wisconsin	129.00
*Banjo	129.00
*Lady Robin Hood	129.00
*Bermuda	125.00
*Triple Action	119.00
*Ballerina	119.00
*Stormy	119.00
*Humpty Dumpty	119.00
*Catalina	109.00
Manhattan	89.50
Tropicana	89.50
Singapore	74.50
Nevada	74.50
Ginger	74.50
Bonanza	74.50
Mexico	69.50
Hawaii	69.00
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Honey	49.00
Lucky Star	49.00
Havana (with motor)	49.00
(*Indicates Flippers)	

### NEW 5-BALL EQUIPMENT FOR IMMEDIATE DELIVERY

Gottlieb BARNACLE	Chicago Coin THRILL
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Special Entries, F.P. ....	\$275.00	Jockey Specials \$375.00
Victory Specials, F.P. ....	165.00	Keeney Bonus Bell, Single \$250.00
		Keeney Bonus Bell, Twin, 5¢-25¢ \$25.00

MILLS 25¢ BLUE FRONTS—REBUILT.....\$95.00

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## ELECTRIC SCOREBOARD FOR SHUFFLEBOARD

Write For Price MID-STATE CO. 2369 Milwaukee Ave. Chicago 47, Ill. Phone: DICKENS 2-3444

## COINMEN YOU KNOW

### Chicago:

(Continued from page 107) Oomens, Walter Oomens Sons, is keeping up his juke rental business as a supplementary profit producer. Pays off, especially in neighborhoods where numerous parties are held, and of course around the Christmas holidays.

Murray Rosenthal, Coinex Corporation, said last week that his firm would shortly announce a new type of service for ray gun operators. Coinex's headquarters is gleaming in a new over-all redecorating and boasts a new office. Murray's secretary, Ida Brotman, is on the hunt for a new car; old one got caught in a traffic squeeze play.

Operators of cigarette venders in the surrounding Chicago suburbs have not been too quick to convert their machines to compensate for the hike in cig price. Most report that they have, to date, only partially converted their equipment to handle 25-cent coins. Those that have, have hiked price to 22 cents, mostly, while those having units in class cocktail lounges are pegging per pack price at 23 and 25 cents, depending upon location owner's desires. Latter, of course, received a higher percentage with the higher price.

Production is purring on the Beacon Junior coin changer over at Bell Products Company, according to Al Sebring. With the low-price unit being turned out in quantity, coinmen are showing increasing interest in this type of changer for servicing battery-type installations in plants and high traffic retail locations. . . . H. F. Burt, Silver King Corporation, has a pleased smile on his face these days; the new Target ball gum vender is pulling in some nice orders and is appearing on a good number of counters over the country. . . . E. C. Travis, head of Advance Machine Company, is keeping his finger on the multiple-purpose vender production in his bailiwick. Most of the units, of stand or counter type, are being turned out in better quantities now.

A. A. Dublin, Artic Vend-O-Mat, Inc., has been approaching some of the biggest dairies here on franchised operation of his new ice cream bar vender. Response of the milk moguls has not yet been revealed. . . . J. F. Frantz, J. F. Frantz Manufacturing Company, thinks the scale market is improving. Last week saw a multiple shipment of his Arist-O-Scales off for local delivery.

Vendall Service Corporation head, A. Garrick Alex, and Manager Bill Fuller are enthusing over the good reception given their widespread use of packaged cookies in plant candy venders this summer. More cookie variety and greater use of this type of item is predicted for next summer, with continued use of the baked sweet thru the winter months on a reduced scale. Boys have about abandoned the 6-cent coin chute conversion idea; if candy prices keep up their current level the 5-cent bar will remain king, they contend.

Over at Johnson Fare Box Company work on the new, improved coin changer is progressing. The electric built-in unit is said to be set for presentation in December. . . . Victor Vending Machine Company is keeping the production line purring, filling orders for its lines of Victor bulk venders. An increased demand for this type of unit is being noticed by most manufacturers of penny and nickel bulk machines.

J. H. Keeney & Company's John Conroe, who has charge of firm's cigarette division, says that those big green plastic selector buttons on the Keeney cigarette venders are not made that size for looks. "When a

button is an inch and a half diameter it offers no terrors to milady's fingernails," John states. "With the big surface the gals can easily use their palms instead of their nails and fingertips to get their vended smokes." . . . Gib Cousson, Tropical Trading Company, announced this week that his firm has now consolidated all production facilities of the Three-Bowl bulk nut venders under one roof. Where previously contract work was necessary to assemble the various parts, this is now done in firm's own plant in Racine, Wis. As a result, production, shipments and service will be facilitated.

Jimmy Johnson, that travelin' gent from Globe Distributing Company, continues to spend a good deal of his time rolling around the country. He says reception is getting better all the time on his line of coin changing, sorting and packaging devices. . . . Clayton Nemeroff, Monarch Coin Machine Company, is keeping a wide variety of coin amusement games on hand in his showrooms. "What you don't see, ask for," Clayton says.

Jimmy Martin, James H. Martin & Company, reports the number of juke ops backing his plug picks is encouraging; what the juke turntables stress, invariably turn out to be top hits. While it's true that the juke boxes always pick up a going plug, they also are responsible for making the nation's hits in a good many cases. It's the latter that makes the machines a valuable outlet for wax makers.

Jack Nelson Sr., Jack Nelson & Company, says his recent trailer idea has proved that it could boost sales. While the winter months are not too well suited for such door-step display of coin equipment, Jack is looking forward to next year when he may have a still larger "showroom on wheels" traveling the State highways. This summer Nelson had models of his Filben jukes, Pop-N-Hot popcorn vender, All-American Shoe Shiner and Allite bowling game aboard.

Bowman Dairy Company's refrigerated cabinet division head, Theodore Greisener, tells this tale of its ice cream cup vender operation (before the war, Bowman had about 130 such units on location; they now have three): One plant, where the ice cream vender was the target of an employee rush whenever it was newly stocked, requested that the cup price be raised from a nickel to a dime. They figured this would lessen the rush on the machine. It did, but after the dime price was charged the machine's merchandise remained "frozen," workers wouldn't buy. The nickel price was soon reinstated, and the rush was resumed.

## GUARANTEED USED GAMES

Superliner	\$ 17.50
Ranger	34.50
Co-Ed	34.50
Click	37.50
United's Major League	119.50
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One-third deposit with order, balance C. O. D.

We Are Distributors for EXHIBIT SUPPLY CO. in Md., Va., Del., Wash., D. C.

DELIVERING NOW . . .

EXHIBIT'S SENSATIONAL "CONTACT"

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FOR THE BEST DEAL... Deal with Davis!

POST-WAR PHONOGRAPHS

- WURLITZER 1015. \$449.00
- WURLITZER 1080. 489.00
- ROCK-OLA 1422.. 319.00

EACH MACHINE THOROUGHLY CLEANED  
CHECKED . . . REFINISHED.  
Operates like new . . . looks like new!

30 UNIT AMI HOSTESS . . . excellent condition, with complete Hostess record library . . . write.

Following prices for machines complete in working order. For rebuilt unconditionally guaranteed phonographs, add \$35 each.



WURLITZER 1015

WURLITZER	SEEBURG	ROCK-OLA
750 . . . . . \$218	LOTONE . . . . . Write	SUPER . . . . . \$89
950-850 . . . . . 189	MAJOR . . . . . \$139	MASTER . . . . . 89
800 . . . . . 189	COLONEL . . . . . 139	DELUXE . . . . . 89
500 . . . . . 89	COMMANDER . . . . . 134	STANDARD . . . . . 89
600R . . . . . 89	CLASSIC . . . . . 109	PRESIDENT . . . . . 89
24 . . . . . 69	1941 FACTORY	CELLAR JOB . . . . . 59
500 VICTORY . . . . . 89	R.O. SPEC. . . . . 199	TWIN 12, METAL
71 . . . . . 79		CABINET . . . . . 49
61 . . . . . 59		
MODEL 412 . . . . . 49		

WALL BOXES: Seeburg 5-20-12, \$3.95; W8-2Z, Wireless, \$15.00; Post-War, Write; Wurlitzer 120, \$5.00; Wurlitzer 3020, 5-10-25, 3-wire wall box, \$55.00; Rock-Ola Dial-a-Tune, \$3.50; Seeburg WB-1Z, \$32.50; Seeburg DSB-1Z, \$22.50.

Our rebuilt phonographs are professionally refinished . . . mechanism overhauled . . . worn parts replaced . . . amplifier reconditioned . . . tone head renewed . . . talking gold grill.

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GUARANTEED REBUILT PHONOGRAPHS

Seeburg Factory Distributors

Twin Cities Opinion Varies On Merits of Shuffleboard

(Continued from page 95)

man Music Company, does not believe that the game is a boon to locations. An amusement game and music machine jobber, Lieberman says that while the game undoubtedly has attracted many additional customers, he finds that coin play drops when shuffleboards are placed in spots on a competitive basis with them. He thinks that board play will take a firm grip in territories closed to other games, but thinks that they will have less success in open areas. Jonas Bessler, of the same firm, who watched the shuffleboard business grow in leaps and bounds on the West Coast during the summer, says boards tend to detract from coin play when first installed. Operator Don Leary thinks shuffleboards are too large to place in most locations.

Non-Coin Operated

Games on location here have no coin chutes and therefore are not subject to a license fee. Consensus is that if board play catches on after a while as it did in Los Angeles and other West Coast cities, coin-operated scoreboards will come into their own since they speed up the action and are a player attraction.

Probably the most serious objection to shuffleboards is the fact that so many sales have been made direct to locations. Operators feel that if past experience holds sway, locations will not give the games the service they warrant and poor playfield surfaces will cut player appeal. They point to the trouble over location-owned coin machines leading to a high rate of service calls with the usual result that locations have almost always returned to operator owned coin machines. Thus, if shuffleboard trade boils down to operator-owned boards and typical location splits, both the locations and the operator will be better off and the customer will profit by top-notch servicing.

Owners Report

Location owners with boards have evaluated the games as helping their all-round business. They say it is too soon to make a definite statement on the subject. However, they agree that shuffleboards have brought in more customers, which is the original reason for the business stimulant.

Some smaller boards have been tried out, mostly 12 to 16 feet, but players say the regulation playfields offer the real challenge and make the game an interesting diversion.

LaBeau claims that the best spots for boards thus far have been the small neighborhood taverns, probably because they cater to a regular patronage and have a friendlier atmosphere than downtown locations which have a high percentage of

transient customers. Some bowling alleys have also reported steady play on their boards.

There has been some discussion of shuffleboards for industrial types of locations for use of employees, either during lunch time or during rest periods. However, there does not seem to be enough free time for employees to keep the boards going on a regular basis. Another possible location appears to be youth recreation centers. Backers of this idea say that the clean-cut challenging game could prove a healthy recreation especially when the centers are crowded on bad weather days.

In general coinmen in the Twin Cities have adopted a watch and wait attitude toward shuffleboards. On one hand they feel they would like to get into the field if they were certain the game will catch on here as well as it has in other large cities. Others say they will wait until the trend is more firmly established on a national basis.

COLUMBIA EAGLE

Size: Height 24", width 18", depth 15", weight 58 lbs.



Plays any foreign coin, size U. S. quarter to half dollar.

Convertible "instantly" from 25c to 50c on location. Jackpot hand loaded . . . 20 stop reels.

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Bally CITATION

SMASHES ALL PREVIOUS ONE-BALL COLLECTION RECORDS

Bally CITATION One-Ball, Free-Play "mystery" multiple is "way out in front" in one-ball collections. New GUARANTEED ODDS Feature keeps players playing coin after coin . . . 10 or 12 or more per game to get additional selections without fear of losing favorable odds. CITATION is earning the fattest profits in one-ball history . . . nearly double average of previous one-balls . . . it's the greatest one-ball ever built.



ORDER TODAY IMMEDIATE DELIVERY

Bally LEXINGTON is Automatic Model with same features and appearance as Citation.

CHRIS NOVELTY CO.

1217 N. CHARLES ST., BALTIMORE 1, MARYLAND

MILLS LATEST REPORT

(Continued from page 95)

reported a net profit for the month of August, the last month on which a complete analysis was available. It was pointed out at the meeting that Mills had also increased its working capital.

The creditors' committee went on record at the meet that it was entirely satisfied that under Treganza's management earnest efforts are being made to continue to curtail all unnecessary expenditures and that great additional savings are expected after disposal of the Fullerton Avenue property.

The committee again stressed the fact that no plan of settlement has as yet been approved and that all creditors would be notified when such a plan has been submitted.

Next meeting of Mills management and the committee is expected to take place during the final week of this month at which time third quarter progress is expected to be analyzed.



We have all Mills latest Bells in stock.

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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

NEW GAMES IN STOCK

- THRILL GIZMO
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- BARNACLE BILL

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# Kwik-Kafe Firm Stages Philly Industry Conclave

(Continued from page 102)

a Spacarb route in New England, pays his 10-cent locations from 10 to 20 per cent of gross income on a sliding scale according to volume. And on top income spots he pays as high as 25 per cent. However, his practice in nickel locations is to pay no commissions.

Williams reported that there is little resistance in Boston to vended coffee at 10 cents in transient locations, since hardly any is available over the counter at less. With most of his spots selling at a dime, he has been able to provide generous amounts of cream and sugar, bringing his average cost per cup to 2.65 cents. In common with Mack, he tries to "tailor his coffee" to the desires of most patrons at each location.

To operators who have experienced trouble with cream valves, Williams suggested a remedy which he claims has worked well on his route. The addition of small amounts of distilled water to cream mixtures will eliminate this difficulty, he stated.

### Scully on Commissions

Attacking the commission problem more directly, Edward C. Scully, of the Lily-Tulip Cup Corporation, declared that operators are going to be forced to cut commissions "to allow good cross-section routes, including both good and lower-income locations." In an extemporaneous speech before the convention, Scully deplored the tradition of commissions paid out by operators. Attributing its origin to the industry itself, Scully stressed that the current situation "is not healthy, but is all of our own doing."

He saw a ray of hope in reviewing the history of the in-plant feeding industry. In this industry, caterers first paid for the privilege of franchise feeding, but now many of them are at least partially subsidized by management. By emphasizing repeatedly the service rendered employees by venders, the automatic merchandising industry may well follow the path of in-plant feeding, said Scully.

The value of cake machines as complementary venders to coffee units was outlined by J. Le Barre, of Chicopee Falls, Mass. Each creates a demand for the other, he said, and if operated side by side, can increase the route owner's income. Cake machines next to coffee venders on his route, which vend 300-350 cups a day, average about 70 cake packages daily at a dime each. And he estimates that the cake units stimulate coffee sales by as much as 20 per cent.

### Five-Item Machines

Le Barre uses six-column Stoner machines to vend five different cake items. Standard in his machines are spiced, plain and sugared stick-shaped doughnuts, two to a pack, with the alternate products apple turnovers, Brownies or similar cakes. Sweet cakes do not sell well, he reported. He changes the alternate

cakes periodically and has found that this fact is noted by patrons who often approach a machine to see what is being sold that day.

His method of cutting down spoilage aroused a mirthful ovation on the part of the conventioners, altho all admitted it was highly practical. Le Barre said he used the sixth column of his Stoner machines as a grab bag thru which "day old" cakes were dispensed at a nickel. This column is emptied each day before any other, said Le Barre.

Rudd-Melikian's program of institutional advertising was detailed at the meeting by Benjamin Katz, of the Yardis Agency. He claimed that the coffee machine manufacturer was the first producer of venders to place ads in magazines devoted to plant management. Responses to such ads are referred to franchise operators.

Katz also exhibited mats for use by operators in local newspaper advertising. He said a new folder, stressing the industrial relations angle of in-plant coffee vending, is being prepared for distribution as a direct mail advertising aid. These, together with follow-up form letters, will be given to operators for their own use in promoting new locations.

The final speaker at Wednesday's session was Clinton Darling, executive director of the National Automatic Merchandising Association (NAMA). He said the growth of the vending industry depended largely on the people in it, but that as an important aid in distribution its future growth is assured.

Darling pointed up the value of NAMA as a means of co-ordinating industry resources in tax and sanitation problems. He urged the operators to attend the association's next convention, to be held in Chicago December 12-15.

### Commodity Suppliers' Angle

The second day of the Kwik-Kafe meet was given over to talks by representatives of commodity suppliers.

Milton Roth, of Standard Brands, producers of the coffee concentrate used in the Kwik-Kafe vender, headed the list of speakers on Thursday with a review of the controls used to insure quality coffee production. He stated that the problem of grounds in concentrate, which may result in plugged valves, has now definitely been eliminated by his firm.

Standard Brands researchers are still working on the factor of sediment, or jell, as it is often called. No method of eliminating sediment has yet been discovered, said Roth, but proper handling of the concentrate can keep it at a minimum. Since the sediment doesn't begin to appear until about three weeks after the concentrate is made, small inventories and quick handling are essential.

Robert Kob, also of Standard Brands, said the firm has now set up some 300 distribution points able to handle frozen coffee. He showed a new metal container which will shortly replace the gallon jugs currently used. The cans will carry one third of a gallon of concentrate and are oversize to allow for expansion. They will be packed 12 to a case.

### Dixie's Experiment

Vern Mahoney and Arthur Nolan, of the Dixie Cup Company, disclosed that Dixie was now experimenting with a new type of hot beverage cup which may more efficiently be used by venders. Altho details of the new cup were not revealed, they said it would probably have a new taper to allow freer automatic dispensing. Other improvements would be made to the cup brim. Lighter in weight, its price would also be lower, they said. But quantity deliveries of the new cup may not begin for another

year. Rounding out the list of speakers at the convention were Tom Forester, of the Johnson Fare Box Company, and Merrill Heverstick, of National Rejectors, Inc.

Forester said that service depots were now being set up to ease quick maintenance of the Dixie Cup dispenser, which his firm manufactures. Heverstick told of new additions to coin mechanisms which permit 6 and 7-cent operation.

Rudd-Melikian representatives at

the convention, in addition to those named, included Paul Zimmerman, Carl Hero, William Guthrie, Kenneth Bonde, James Cooper, Lewis Doline, John Totten, William Dabney and George Scholhammer.

Friday, the last day of the convention, was devoted to recreation at the Aeronnick Country Club, in Newtown Square. At the conclusion of the affair, Rudd said that in addition to holding annual nationwide conventions, the firm would sponsor periodic regional get-togethers.

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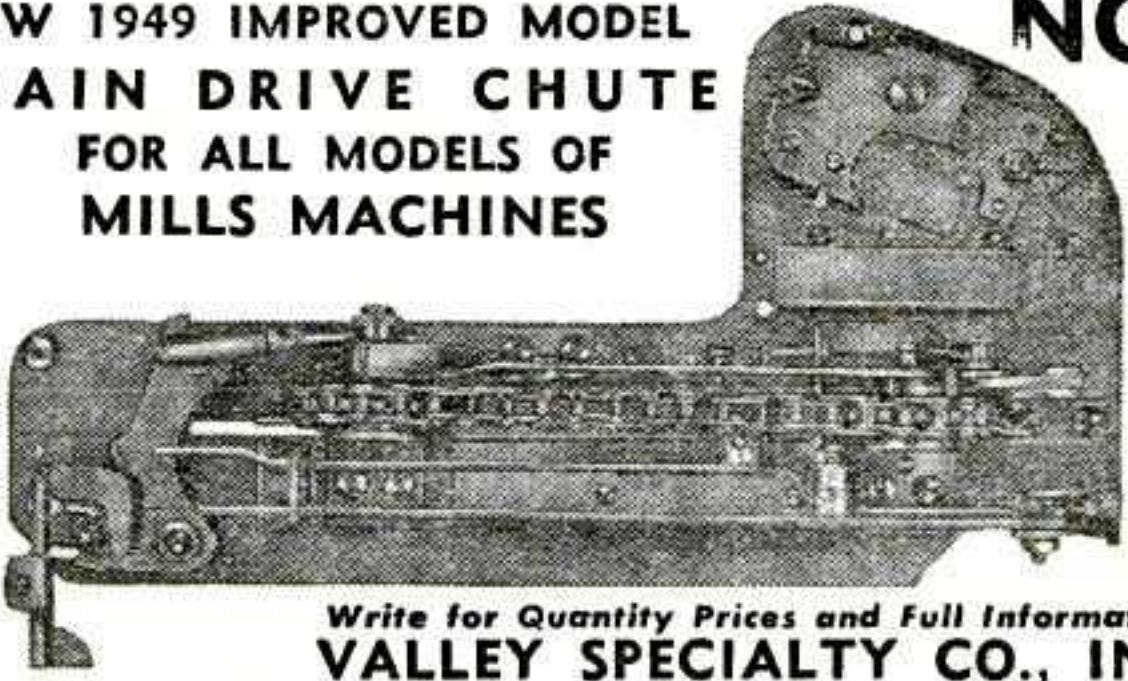
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SPECIAL ENTRIES  
VICTORY SPECIALS**

— WRITE —

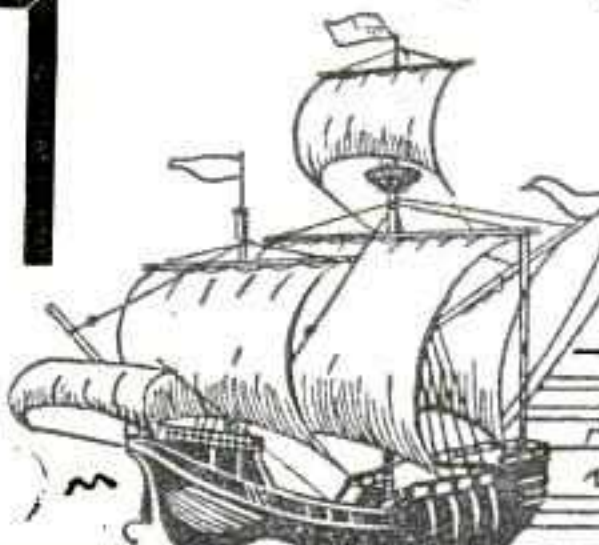
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Wurl. Mod. 1080	495.00	Bally Bowler	475.00
Wurl. Mod. 500	100.00	Big Inning, New	Write
Wurl. Mod. 800	100.00	Strikes & Spares	200.00
Wurl. Mod. 61	55.00	Premier Barrel Roll, New	175.00
Wurl. Mod. 850	200.00	Box Score, New	155.00
Wurl. Mod. 818	65.00	In-o-a-Basket	50.00
Wic. Mod. 24	75.00	Whiz, with Stand	40.00
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Seeburg Mod. 8800 Hi Tone	190.00		
Seeburg Concert Master	185.00		
Seeburg Commander	150.00		
Seeburg Maestro, E.S.	150.00		
Rock-Ola Commando	100.00		
Mills Throne	85.00		
Empress	100.00		
AMI Hi Boy, 40 Rec.	75.00		
PINS		CONSOLES	
Double Barrel	\$ 25.00	Triple Bell	Write
Midget Racer	20.00	Double Up	Write
Big League	20.00	Reserve Bell	Write
Stage Door Canteen	20.00	Gal. Dominoes	Write
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Kilroy	30.00	Used 1947 Gal. Dominoes	\$250.00
Surf Queen	20.00	Fast Time, P.O.	25.00
Big Hit	25.00	Bob Tail, P.O.	30.00
Havana	40.00	Silver Moon, P.O.	30.00
COUNTER GAMES		Saratoga Rails	25.00
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New Non-Coin Am. Eagle	24.50	Four Bells, Lo Head	60.00
New Skill Thrill	22.50	Three Bells	150.00
New Oomph	17.50		
New Mexican Baseball	17.50		
Daval, Free Play, NEW	22.50		

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Bell, 5¢	Blue Front, 5¢	Wurlitzer 500
Twin Bonus Super Bell	Brown Front, 10¢	Wurlitzer 600
Three-Way Bonus Super	Brown Front, 50¢	Seeburg 8200, R.O.
Bell	Gold Chrome, 10¢	Seeburg Colonel, R.O.
Gold Nugget, 5-25	Bonus Bell, 5¢	Seeburg Lo-Tone 9800
Wild Bell, 5-25	Melon Bell, 5¢	Seeburg 8800
Super Bell, 5¢	War Eagle, 25¢	Rock-Ola Super
Draw Bell, 5¢	Standard Chief, 5¢	Mills Empress
Evans 1948 Races	Standard Chief, 25¢	Packard 900 Speaker
F.P. & P.O.	Bronze Chief, Set,	Packard 800 Speaker
Jumbo Parade, P.O.	5-10-25	Packard 700 Speaker
Jumbo Parade, Comb.		
Saratoga, 10¢		
Saratoga, 25¢		
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# Record Reviews

(Continued from page 106)

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD

40-69 SATISFACTORY • 0-39 POOR

ARTIST

TUNES

LABEL AND NO.

COMMENT

RATINGS

OVER-ALL

DISK JOCKEY

DEALER

OPERATOR

ARTIST

TUNES

LABEL AND NO.

COMMENT

RATINGS

OVER-ALL

DISK JOCKEY

DEALER

OPERATOR

### FOLK

**CLAUDE CASEY**  
(MGM 10279)  
*Juke Box Gal*  
Bouncy Western novelty with forthright vocal and rhythmic string backing.  
67 67 66 68

*I'm Living in Dreams*  
Slow ballad, warbled with feeling.  
64 64 64 65

**DOYE O'DELL**  
(Exclusive 52-X)  
*Old Boy*  
Cowboy-to-his-horse ditty, sung with sentimental affection.  
64 64 63 66

*I Signed On the Dotted Line*  
Exaggerated corn phrasing in a country burlesque.  
62 62 61 63

**DOYE O'DELL**  
(Exclusive 58-X)  
*Please My Little Darlin'*  
Comic novelty, humorously corned.  
67 67 67 68

*Ring Around the Moon*  
Country ballad, delivered in forthright, effective style.  
69 69 68 70

### RACE

**IVORY JOE HUNTER- JOHNNY MOORE'S THREE BLAZERS**  
(Exclusive 56-X)  
*Blues at Sunrise*  
Popular blues warbler does a smooth job, with the Moore group's polished tinklings laying down a class backing.  
72 72 70 74

*You Taught Me To Love*  
Dull, despite the talent involved.  
68 68 66 70

**JOHNNY MOORE'S THREE BLAZERS**  
(Exclusive 53-X)  
*Lonesome Blues*  
Relaxed, smartly played blues, with 88'er Charles Brown doing an appealing Nat Cole-ish vocal.  
76 76 75 77

*Walkin' in Circles*  
Uninteresting material here.  
64 63 63 65

**JIMMY WITHERSPOON**  
(Supreme 1508)  
*How I Hate To See Xmas Come Around*  
Sock race performance, with husky vocal and ork building tension to a jumping climax. Band achieves a rare blues intonation.  
85 85 85 85

*Hey, Mr. Landlord*  
Quality performance here again, but material and conception not up to flip.  
72 72 70 74

**CLYDE BERNHARDT**  
(Tra-Blue 120)  
*Baby Tell Me*  
Jump blues doesn't rise above formula limits.  
62 61 60 64

*Jail House Blues*  
Slow blues here, warbled with some distinction and cleanly orked.  
67 67 66 68

**ERNIE ANDREWS**  
(Calvin Jackson Ork) (Exclusive 55-X)  
*Baby I'm Gone*  
Polished all-round performance here, with Ernie warbling in front of a star-combo including Benny Carter, Mannie Klein, Dave Barbour—but the spark is missing.  
72 76 70 70

*Green Gin*  
Side has a fine, dream-haunted, surreal quality. If public doesn't rebel at its artiness, it could have wide currency. Hip set will take it right up.  
82 84 82 80

### RACE

**JOE SWIFT-JOHNNY OTIS ORK**  
(Exclusive 51-X)  
*That's Your Last Boogie*  
A smartly conceived "rhumbaogie" novelty clefied in a catchy stop time, with effective lyric. Swift's warbling projects.  
84 84 83 84

*What's Your Name?*  
Well-performed but unoriginal scream boogie stuff.  
70 70 70 70

**DR. CLAYTON'S BUDDY ORK**  
(Victor 20-3085)  
*Broke and Hungry*  
Undistinguished whoop-and-holler slow drag blues.  
61 61 60 62

*Across the Hall Blues*  
"Dirty" barrelhouse piano a standout here, with vocal and backing lively.  
66 66 65 67

**PAULA WATSON**  
(Supreme 1507)  
*Pretty Papa Blues*  
Opening shows good blues feeling, but atmosphere isn't sustained. Miss Watson has the race manner, tho, and may be heard from.  
71 71 70 73

*A Little Bird Told Me*  
Staccato rhythm novelty cleverly written and performed, but too pop-flavored for the race lists.  
68 69 67 68

**BILL JOHNSON AND HIS MUSICAL NOTES**  
(Victor 20-3108)  
*Elevator Boogie*  
Bright bouncy boogie with so-so vocal and alto sax solo.  
71 70 70 72

*My Baby's Giving Me the Brush*  
Neither the blue ballad nor the attempted comedy interjections come off successfully in this rendition.  
64 62 64 66

**LAUREL WATSON & LANNIE SCOTT ORK**  
(Sterling 3016)  
*Let's Do the Thing*  
An insinuating race item that could click some juke coin.  
71 NS 66 76

*Mean to Me*  
Miss Watson tries but in vain it seems to apply a style to the evergreen.  
55 55 50 60

**SONNY TERRY**  
(Capitol 15237)  
*Harmonica Rag*  
Harmonica and rhythm on a lively ragtime stomp with the honest "old-time" feeling.  
71 70 70 73

*Early Morning Blues*  
Terry sings a blues in the authentic deep South race idiom, with in-the-mood instrumental accompaniment.  
74 73 73 75

**HATTIE NOEL**  
(MGM 10275)  
*Put Some Glue on That Mule*  
Husky-voiced rendition of contrived material.  
62 60 60 66

*Thinking 'Bout My Baby*  
Hattie's deep and dirty tones are heard to better effect in this blues. Orking features heavy rhythm.  
66 60 68 70

**BIG THREE TRIO**  
(Columbia 30142)  
*I'll Be Right Some Day*  
Mediocre blues warbling by trio.  
55 54 53 57

*Reno Blues*  
Might have been more effective if a chorus or two shorter.  
62 62 60 63

# Record Reviews

RATINGS  
(100 Point  
Maximum)

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

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

RACE				
<b>JOE TURNER</b> (MGM 10274) <i>Mardi Gras Boogie</i> Typical Turner shouting of an up-tempo blues with sometimes derivative lyrics. Bright boogie piano in Pete Johnson tradition.	67	66	66	70
<i>My Heart Belongs to You</i> Shouter Turner turns up in a plaintive but mellow mood for a generally effective version of the new blue ballad.	78	78	78	78

INTERNATIONAL				
<b>RICHARD PASCOE</b> (The Arcadia Parlor Ensemble) (Arcadia AP-2032) <i>The Little Homes of Ireland</i> Billed as a "vocal with prologue," this may sound better after half-a-dozen beers.	32	28	30	38
<i>At the End of an Irish Lane</i> To be Irish is not enough.	30	26	28	36

<b>PETER URYGA ORK</b> (Janie Palmer) (Rigo 1004) <i>Darf Men Gain in College</i> Over-ambitious orking destroys the novelty quality of the number.	54	50	54	58
<i>Cryin' All the Way Home</i> Asthmatic piping job and weak orking. At least it's consistent thruout.	42	38	42	46

<b>LOUIS BASHELL ORK</b> (Mercury 6132) <i>My Sweetheart Polka</i> Instrumental polka for foreign rather than pop nabes.	54	54	53	56
<i>Dream of Heaven</i> German brass band waltz item.	52	52	50	54

HOT JAZZ				
<b>COLEMAN HAWKINS ORK</b> (Victor 20-3057) <i>April in Paris</i> Silken smooth improvising by the Hawk's tenor on the evergreen should please the star's many fans.	70	75	70	65
<i>How Strange</i> Pretty and neglected tune from the score of the "Idiot's Delight" picture done simply and with great feeling by Hawkins.	71	73	70	69

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

LATIN-AMERICAN				
<b>DANIEL SANTOS</b> (Secco 7002) <i>Se Formo La Bronca</i> Typical tropical chanting by Santos, plus a good beat and ensemble trumpeting, make for an exciting guaracha side.	71	72	70	70
<i>El Bobo De La Yuca</i> Same formula successfully used on another guaracha, but here the rhythm and choral chanting are recorded with better presence.	74	75	74	72

<b>LOS GUARACHEROS DE ORIENTE</b> (Victor 23-0958) <i>La Verdad Del Carretero</i> An irresistible gaujira-son featuring guitar, strong rhythm section, and an insinuating vocal.	80	80	82	78
<i>Cosas Del Compay Anton</i> More of the same at the brighter tempo of a guaracha.	81	82	82	78

<b>CONJUNTO HERMANOS CASTRILLON</b> (Felix Castrillon-Rafael Castro) (Secco 668) <i>La Mula De Don Isidro</i> A bright guaracha for spots that are strictly Spanish.	57	56	56	58
<i>Arrullo Nocturnal</i> (Gabriel Castrillon) Gabriel Castrillon chants this bolero lullaby. Holds little interest for North of the Border buyers.	54	53	53	55

<b>LOPE BALAGUER</b> (Pepito Torres Ork) (Secco 669) <i>Lo Que Yo Te Digo</i> Featuring pleasant piping by Lope, and a good bolero beat, this side is nevertheless limited to Latin localities.	56	55	57	57
<i>Que Te Parece</i> Taken at a brighter tempo than the flip, the appeal of this bolero has the same limitations.	54	53	55	55

<b>CELSE VEGA C.B.S. QUINTET</b> (Secco 670) <i>Mira Que Eres Linda</i> Pleasant bolero with a good beat, but limited appeal in these cooler climes.	59	60	58	58
<i>Rumba Rumbamba</i> This jazzy guaracha features group chanting by the popular radio group. North Americans will find it too North American.	62	64	60	60

## 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:

**PETRILLO, RECORD COMPANIES MEET.** Negotiation sessions recently attempt to come to terms to lift ban.

**DECCA RELEASES CORAL LABEL.** Diskery announces set-up for new subsid along line of prior plan for Brunswick.

**MAJESTIC IS UP FOR SALE.** Diskery's assets and masters are on the block, with issued listing of salable tunes.

**ARTIST RECORDS WOO JUKES.** Indie abandons longhair to woo juke box coin with new 10-inch label.

**PHILLY GOES ON WAX PACT SPREE.** Platteries scout the town to ink available recording artists prior to the lift of the ban.

**RECORD BAN IS OVER—IN PUERTO RICO.** Puerto Rico releases ban on recording, which opens source for L-A disks.

**MUSICRAFT SEEKS MOOLA.** Firm is negotiating with other waxeries to obtain additional working capital; may even accept merger deal.

And other informative news stories as well as the *Honor Roll of Hits* and pop charts.



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# Games Make Export Gains; Jukes, Venders Also Climb Over Previous \$ Figures

## Venezuela Again Tops Foreign List

WASHINGTON, Oct. 9.—Led by a sharp upsurge in amusement game purchases, coin machine exports of all classifications jumped almost 30 per cent in July over the previous month, totaling \$184,006 for 2,417 units, according to latest figures released this week by the U. S. Department of Commerce. Altho the report was highlighted by the comeback in the game field, both music and vender departments also showed substantial dollar total increases.

Leading importer of U. S.-made coin machines for the second month in a row was Venezuela with 53 music machines worth \$30,393 and 105 automatic merchandisers valued at \$3,120 for a dollar total of \$33,515. Other big markets for the month included Cuba (\$24,469), Colombia (\$20,970), Canada (\$19,308), and the Union of South Africa's \$17,724.

### Dollar Total Up

While July figures show that five less coin phonographs were shipped to foreign locations than in June, total music dollar totals amounted to \$115,768, an appreciable gain over the \$106,014 for the previous report. The Union of South Africa, Guatemala and the Philippine Republic together with Venezuela, Cuba and Colombia were the principal contributors.

Foreign vender purchases in the latest report amounted to \$29,277 for the unprecedented total of 1,919 units. Canada alone accounted for 1,000 automatic merchandisers and Cuba bought 521 units. However, the oddity of the vender analysis is Venezuela's 105 unit purchase worth \$3,120. This enterprising South American neighbor has always been a heavy juke box buyer but rarely delves into the vender market. During the first six months of the year, Venezuela bought a total of 12 merchandisers. If her future purchases continue to stress food machines, the export market will soon be preparing for another steady climb.

### Games Up 60%

Despite the gains made by both vender and juke departments, their plus rating was comparatively dwarfed by the game export showing in July. Altogether, the gain was

more than 60 per cent and climbed from the steady June figures of \$23,715 to \$38,961. This was second only to May on the 1948 monthly reports and since July is usually an off month for games, there is every reason to believe that the entire foreign game field is in for heavy business for the remainder of the calendar year. Moreover this good news will have a particularly stimulating effect on the used game picture and therefore should strengthen the amusement game sales structure as a whole. Dominating the game buyers were coinmen in two British possessions, the Union of South Africa and Canada. Between them, these two countries bought 78 games with an aggregate value of \$16,687. Lebanon, a smaller nation with several oil companies manned by American labor, spent \$4,900 for 30 games imported. Other big game spenders were Cuba (\$3,686) and the Philippine Republic (\$3,694).

Average price paid for music machines was \$446, varying from the high prices paid by Saudi Arabia (\$1,065) and Japan (\$1,000) to the comparatively low figure for Cuba (\$304) and Colombia (\$303). Venezuela, the leading buyer for the month, paid an average of \$573 for each of her 53 juke purchases. Principally because of the 1,000 machines bought by Canadian coinmen at \$9 each, the average price for all automatic merchandisers in July was but \$15, a considerable drop from the \$41 price averaged for June. South African coinmen spent \$356 for each of their vender imports, high mark for this department. Game prices were virtually steady, varying from a low of \$82 spent by Guatemalans to \$279 paid by Canal Zone game operators. For the 239 amusement machines bought by foreign coinmen during July the average price was \$163, a big jump over the \$115 spent for 206 games in the previous month.

### Outlook Bright

Coinmen wondering what is in store for the export market for the rest of the year may take some comfort in the fact that the 1948 dollar total thru July is already \$1,329,921 for 9,264

## Card, View Vender Promotion Sights New Coin Business

CHICAGO, Oct. 9.—In what may well usher in a new use of coin-operated machines, heads of various publications are now assaying the results of *The Pittsburgh Post-Gazette's* successful promotion of its features and columnists by use of card vendors and view machines at the recent Allegheny County Free Fair and Industrial Exposition, Pittsburgh (*The Billboard*, September 4).

Using six card vendors and three See-a-View machines purchased outright from Exhibit Supply Company, and three foot vibrators and two scales borrowed for the occasion, the Pittsburgh newspaper set up its unique display in 300 square feet of the fairgrounds. The six vendors took in slightly less than 50,000 pennies during the five-day show, with the entire proceeds turned over to the *Post-Gazette's* Goodfellow Club fund, which is used to buy Christmas presents for underprivileged children in the Pittsburgh area.

The paper took Exhibit's widely known assortment of movie star, baseball player and similar cards and placed suitable promotion on the reverse side. Thus the reverse side of movie cards showed the following: "Are you a movie fan? So is Harold Cohen, the *Post-Gazette's* drama critic." Similarly the baseball cards were used to draw attention to the paper's sports columnists. The baseball and movie cards were so popular with fair visitors that Frederick N. Lowe, *Post-Gazette* director of public relations, disclosed that if there had been any way of knowing that the card vendors would have been so strongly patronized many more cards could have been sold.

Lowe also disclosed by letter to Exhibit Supply that the See-a-View proved equally popular and that his paper planned to use them in other spots during the year. Currently, it has one at Carnegie Museum showing 15 views of Pittsburgh before and after smoke control.

coin machines of all types. Since more machines earmarked for Canada have been meeting with that nation's strict curtailment on non-essential imports lately, there is a possibility that the embargo may be lifted entirely in the next few months. This factor alone could return the export field to its all-time record totals recorded in 1947.

## New Popcorn Mach. Patent Granted; Self Popping Is Featured

CHICAGO, Oct. 9.—E. E. Zideck, inventor of a new self-popping popcorn vender, announced this week that a patent has been granted him for the machine and that it is on display in Ortonville, Mich.

Vender, which in appearance resembles a modern cash register, is 16 by 21 by 24 inches in size, Zideck states. The motor, starting the popping operation, and the delivery of the popped corn, is activated by insertion of a coin. Proper portion is measured by a pin in one of the several delivery chains which, when a full circuit has been made, trips the switch that stops the motor. Pin engages a sprocket that moves the corn measure and empties its contents into the popping chamber. Coin chute is locked automatically upon its starting the motor and is released for another coin insertion only when the first popping and delivery cycle is completed and motor stops.

The popping is done in hot fats, which run off to a heating chamber and then return to the popper. Fats arrive in the popping chamber in the form of a geyser, the spray moving the corn about as it falls upon it. In the final stage of the popping process, the fats enter the chamber in a boiling stream. The same pump that moves the cooled fats into the heating chamber also pumps it back into the popping compartment. Latter is on a horizontal plane from one end of the cabinet to the other, the part of it in which the fats and corn mingle in popping being four inches lower than the discharging end. This prevents fats or unpopped corn from overflowing into the delivery apparatus.

Popped corn is moved to the discharging spot by means of paddles operating on the chain, driven by the motor. The popped corn is moved over a strainer in the bottom of the chamber, allowing dripping fats to be taken back into the popping chamber and unpopped kernels to be deposited in a perforated residue drawer.

A small thermostat, operating up to 500-degrees Fahrenheit, keeps the electric heater under control, maintaining the popping temperature so that fats are not subjected to heat that would cause their burning or becoming rancid.

Corn reservoir holds 450 cubic inches of unpopped corn, and the fats reservoir one gallon of fats. The salt container holds two pounds of salt. A bag compartment contains 350 bags.

## Uniform Cig Taxes Urged at Meeting

NEW YORK, Oct. 9.—A program to equalize taxes on tobacco products among the States was urged on the federal government by Howard S. Cullman, chairman of the Port of New York Authority, at the 16th annual convention of the Retail Tobacco Dealers of America, Inc., meeting in the Hotel Pennsylvania this week.

Characterizing existing State tax differentials as "unscientific," Cullman suggested that they be eliminated and a unified tax system created so that cigarette handlers could be protected from "bootleg cigarettes." He said that dealers in tax free States "solicit consumers in other States to divert their business there to escape the cigarette tax."

Cullman proposed that a uniform 10-cent tax be placed on all cigarettes. Of this, 7 cents would be retained by the federal government and 3 cents diverted to the States to which the cigarettes are shipped. "This would standardize a product that has been kicked around with much confusion in so far as the consumer is concerned," he declared.

## Coin Machine Exports

July, 1948

Country	Totals		Phonographs			Venders			Amusement Games		
	No.	Value	No.	Value	Av. Pr.	No.	Value	Av. Pr.	No.	Value	Av. Pr.
Venezuela .....	158	\$ 33,515	53	\$ 30,395	\$573	105	\$ 3,120	\$29	...	...	...
Cuba .....	620	24,469	56	17,046	304	521	3,735	7	43	3,688	85
Colombia .....	69	20,970	69	20,970	303	...	...	...	...	...	...
Canada .....	1,037	19,308	...	...	...	1,000	9,622	9	37	9,686	261
Union of So. Africa ..	60	17,724	17	10,011	588	2	712	356	41	7,001	170
Guatemala .....	18	11,641	18	11,641	646	...	...	...	...	...	...
Philippine Republic ..	109	10,149	11	5,405	491	53	1,050	19	45	3,694	82
Mexico .....	28	6,433	6	2,494	415	15	3,140	209	7	799	114
Argentina .....	202	4,978	2	998	499	200	3,980	19	...	...	...
Lebanon .....	30	4,900	...	...	...	...	...	...	30	4,900	163
Honduras .....	7	4,096	7	4,096	585	...	...	...	...	...	...
Japan .....	10	3,466	1	1,000	1,000	...	...	...	9	2,466	274
Newfoundland .....	14	3,414	...	...	...	14	3,414	243	...	...	...
Curacao .....	5	3,173	5	3,173	634	...	...	...	...	...	...
Canal Zone .....	11	3,071	...	...	...	...	...	...	11	3,071	279
Panama .....	4	2,704	4	2,704	676	...	...	...	...	...	...
Saudi Arabia .....	2	2,130	2	2,130	1,065	...	...	...	...	...	...
Hong Kong .....	10	1,900	...	...	...	...	...	...	10	1,900	190
Sweden .....	2	1,646	2	1,646	823	...	...	...	...	...	...
Jamaica .....	5	1,356	...	...	...	...	...	...	5	1,356	271
Belgian Congo .....	1	823	1	823	823	...	...	...	...	...	...
Bahamas .....	1	658	1	658	658	...	...	...	...	...	...
Other Countries .....	14	1,482	4	578	144	9	504	56	1	400	400
<b>Totals .....</b>	<b>2,417</b>	<b>\$184,006</b>	<b>259</b>	<b>\$115,768</b>	<b>\$446</b>	<b>1,919</b>	<b>\$29,277</b>	<b>\$15</b>	<b>239</b>	<b>\$38,961</b>	<b>\$163</b>

**Added Listings**

CHICAGO, Oct. 9. — In the September 25 issue of *The Billboard*, dedicated to the fall outlook for the coin machine business, a few errors of transmission occurred in the several hundred distributor listings made by manufacturers.

The Chicago Coin Machine Company list carried Western Distributors', Portland, Ore., old address instead of 1226 Southwest 16th Avenue, Portland 5. The National Filben Corporation list should have indicated that Paul W. Hawkins has headquarters at 40 East 14th Street, Tucson, Ariz. Hawkins also represents the O. D. Jennings Company in Southern Arizona. Heath Distributing Company continues to represent the D. Gottlieb Company from its well-known headquarters in Macon, Ga.

**Coin Taxes in S. C. Show Slight Decrease**

COLUMBIA, S. C., Oct. 9.—While an increase of more than \$500,000 in State income taxes for the first quarter of the fiscal 1948-49 year was noted here, the tax income from coin-operated devices showed a slight drop over the income for the corresponding period. According to the State tax commission report, the first quarter income from coin-operated devices this year was \$73,850, or \$955 less than the total of \$74,805 for the same period last year.

The report revealed that total collections, from all sources, was \$18,646,109 for the first quarter this year as compared with \$18,013,537 during the same period last year.



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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**Used MUSIC Machines**

WURLITZER 1015 .....\$475.00  
 WURLITZER 500 K ..... 65.00  
 SEEBURG 146 M ..... 420.00  
 ROCK-OLA 1422 ..... 325.00

1/3 Dep., Bal. C. O. D.

**RUNYON SALES COMPANY**

123 W. Runyon St., Newark 8, N. J.  
 Tel.: Bigelow 3-8777  
 593 Tenth Ave., New York 18, N. Y.  
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**NAMA Repeats Cig Session at '48 Convention**

CHICAGO, Oct. 9.—The spotlight will be turned on the cigarette vending field among others, during the National Automatic Merchandising Association (NAMA) 1948 convention and exhibit at the Palmer House here, December 12-15. Increased efficiency for profitable operation will be the topic on tap during the morning of the third day of the meet, December 14. Scheduled for the Red Lacquer Room of the hotel from 9:30 a. m. to noon, the cigarette session will be piloted by Chairman Tom Vaughn, New Orleans Cigarette Service, and include addresses by 10 leading operators in the field. Also, a forum by the speakers will be held at the end of the program to answer operators' questions.

Because the cigarette session during the 1947 convention was so successful, convention Chairman George M. Seedman announced this week that the repeat this year will be an even bigger and more exhaustive affair. "Large and small operators, paired together to discuss the latest in cigarette vending, will cover both sides of every problem," he said.

**Operator Speakers**

Operator speakers during the session will be: J. C. Guthrie, Miller Automatic Sales, Louisville, and Marcus Kaplan, Virginia Cigarette Service, Roanoke, Va., talking on *Increasing Efficiency in Stock Control*; Aaron Goldman, G. B. Macke Corporation, Washington, and S. E. Nielsen, Nielsen Cigarette Service, Shreveport, La., *Increasing Efficiency in Service*, and Ed Baratz, Automatic Sales Company, Aurora, Ill., and Sidney Bruck, Long Island Tobacco Company, Flushing, N. Y., *Increasing Efficiency in Selling Locations*.

John Mason, Allegheny Cigarette Service Company, Wilkesburg, Pa., and F. W. Edgerton, Edgerton Cigarette Service Corporation, Lexington, Ky., will talk on *Increasing Efficiency in Maintenance and Repairs*, and Meyer Gelfand, G. B. Macke Corporation, Washington, and Frank Burns, Burns Distributing Company, Greensboro, N. C., *Operating Other Types of Equipment in Conjunction With Cigarette Machines*.

**Cigar, Cup Session**

Other sessions, in addition to the cigarette meeting, will cover cigar vending (December 15, 9:30 a.m. to noon) and a cup beverage and penny machine session, December 14, 9:30 a.m. to noon. A candy, gum and nut session and bottle beverage session will be held December 15, 9:30 a.m. to noon.

Exhibit hours have been set as 2 p.m. to 10 p.m. Sunday, December 12; 12:30 to 6 p.m., December 13; 1 p.m. to 7 p.m. for the fourth floor, and from 4 p.m. to 10 p.m. for the seventh and eighth floors, December 14, and 12 noon to 5 p.m., December 15.

**Mass. Canada Dry Plant Gets Special Merit Award**

NEW YORK, Oct. 9.—Canada Dry plant in Massachusetts was recently presented with an "award of special merit" for its 1947 financial report to employees in a competition conducted by the Associated Industries of Massachusetts among all industries operating in that State.

Statement was the company's first formal effort to declare its financial standing to its employees and included a simplified analysis of all elements of income and expense, plus an interpretation of wages, profits and dividends.

Competition was the first in the country which was devoted solely to such reports to workers, an aspect of industrial relations which is gaining increasing recognition.

**Packaging Quiz Increase Blamed on Candy Costs**

NEW YORK, Oct. 9.—Increase in "slack packaging" probes by the Federal Trade Commission (FTC) and National Confectioners' Association (NCA) during recent months is the result of steadily increasing candy ingredient costs and adoption of smaller size bars and counts, industry spokesmen declared here this week.

Pegging the investigations as the outcome of their working off the millions of wrappers and cartons purchased when merchandise was made larger, companies state that the reason behind the so-called slack packaging is obvious. Using the larger wrappers and cartons with the smaller bars and pack counts gives the impression of slack packaging. However, the companies are forced to use the large size wrappers because of the huge stockpile they have on hand. When this is exhausted, appropriate size packing materials will be used.

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- WURLITZER VICT. . 89.00
- WURLITZER 71 . . 79.00
- WURLITZER 41 . . 69.00
- WURLITZER 616 . . 69.00
- ROCK-OLA 1422 . . 349.00
- AIREON DELUXE . 175.00
- SEEBURG '48 . . . 425.00
- SEEBURG '47-M . . 575.00
- MILLS THRONE . . 85.00
- MILLS EMPRESS . 89.50

EACH MACHINE SHOP CHECKED AND SPRAYED WITH THE NEW LOOK.

**PIN BALLS:**

- Now Ready for Delivery: \$17.50 Ea.
- BIG LEAGUE
  - SPELLBOUND
  - MIDGET RACER
  - DOUBLE BARREL
  - GENCOS
  - UNITEDS
  - WILLIAMS
  - EXHIBITS
  - KILROY
  - MAISIE
  - OTHER SPECIALS. WRITE

BOWLING SEASON IS HERE: BRAND NEW IN ORIGINAL CRATES—  
 Bang-A-Fifty . . . \$325.00  
 Used Bang-A-Fifty . . 149.00  
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**ANNOUNCEMENT:**

- New 1 Ball—Slot—Flat Top—and Vending Department.
- October 20 is INSPECTION DAY.
- FILBEN SCHOOL ALL YEAR BY FACTORY TRAINED MEN.
- ARCADE DEPT.: NEW AND USED EQUIPMENT. NEW COMPLETE MUTOSCOPE LINE ON DISPLAY.
- NEW EDELMAN'S BELGIUM POOLTABLE \$329.50 It Beats Shuffleboard for Earnings—10¢ Coin Bills.

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We have all Mills latest Bells in stock.

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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**Mills' Chute Changes Made by Specialty**

ROCHESTER, N. Y., Oct. 9.—Valley Specialty Company here is going into its second year manufacturing a chain drive coin chute designed to be used on Mills machines. Howard Peo, of Valley Specialty, said this week that his firm has made several drastic changes in the chute during the past five months.

The redesigned chute, Peo said, resulted in the elimination of such parts as the advancing bar, the advancing bar lock, the bumper and several springs. As a result of these changes, Peo added, the company has overcome the mechanism's earlier tendency to shingle coins or overthrow them in the chute. The new chute has been undergoing location testing for 15 weeks.

**Miss. Tax Collections Up**

JACKSON, Miss., Oct. 9.—Tax receipts from amusement, music and vending coin-operated equipment helped to swell the total tax collections during September. Total showed an increase of \$717,000 over the same month last year and brought the total increase for the first nine months of 1948 to \$5,727,556 over the corresponding period last year.

**Turning Back the Clock**

**15 Years Ago This Week**

Oct. 7, 1933.—Clyde Fowler, head of San Antonio Amusement Service Company, inaugurated airplane delivery of the official Sweepstakes game thru his Texas territory. Firm employed four pilots to make deliveries. Fowler said he was using planes because of the wide area he had to cover. . . . M. B. Summerfield, managing director of the National Automatic Distributors' Association (NADA), announced from Boston that two new distributing firm members joined the association. They were D. Robbins & Company, Brooklyn, and Supreme Vending Company, New York. Both firms had agreed to discontinue their branch offices, as per NADA regulations, latter holding that the branch offices were unfair competition in the distribution of coin machines. Dave Robbins, head of D. Robbins & Company, and William Blatt, Supreme head, were reorganizing their businesses to conform to the new policy.

Knickerbocker Manufacturing Company, Detroit, announced a new counting unit for game scoring. Firm, formerly called Coin Machine Exchange, designed and manufactured coin machines to order for distributors. New game was the first to be sold under its own name. The scoring device totaled all scores automatically, and also reduced scores if machine was tilted. . . . Coin Machine Manufacturers' Association of America, Inc. (CMAA), announced that the 1934 Coin Machine Exposition would be held at the Hotel Sherman, Chicago, February 19-22. Association, formed for the purpose of holding an annual convention for the coin machine trade, had already conducted two successful expositions, in 1931 and 1932. Lee S. Jones, CMAA executive director, and J. O. Huber, secretary, predicted a like experience with the '34 conclave.

Penny Cigarette Machine Company, Chicago, was formed this week to distribute the Penny Service cigarette vender in Illinois. Arthur Abrams, director, stated that an intensive coverage of Chicago was already under way. The vender was made by McCollum & Thomas Manufacturing Company, Dallas. . . . Exhibit Supply Company, Chicago, announced appointment of a factory distributor for the Canadian trade. Firm was the Canadian Exhibit Company, Winnipeg, Man.

**10 Years Ago This Week**

Oct. 8, 1938.—Maurice Mitnick, president of the Philadelphia Association of Coin Machine Operators (PACMO), stated his group would host coinmen attending the first State-wide meet of the Pennsylvania Association of Coin Machine Operators to be held at the Majestic Hotel, Philadelphia, October 19. Discussion would center on legislation to benefit the coin machine industry. . . . Chicago Coin Machine Manufacturing Company reported ready acceptance of its new game, Peachy, five-ball novelty featuring a South Seas playfield and backboard design. Game listed for \$74.50 without meters.

Reminiscing on the "good old days," music operator Babe Kaufman recalled in a nostalgic article this week, the times when operators of jukeboxes "could place machines simply by calling locations on the phone." An \$8 net per machine was just average, and "we took the first \$5 and split 50-50 over that with no trouble at all." Mrs. Kaufman, who also retailed coin equipment, advertised Wurlitzer 616's, in lots of 10, pegged at \$139.50 each (\$149.50 for one.) Used cigarette venders went for \$22.50 (six-column Rowe Aristocrat) and \$27.50 (Stewart & McGuire).

Genco, Inc., began featuring its new five-ball Ragtime game (\$89.50) and Jitterbug jackpot model (\$84.50). A lower priced Jitterbug featuring an extra ball for player when score reached 12,000 listed for \$74.50. . . . Jerry Haley, O. D. Jennings & Company sales manager, reported that the orders for firm's new Multiple Racer were "piling up."

Oriole Coin Machine Corporation, Baltimore, instituted an overnight delivery service to all customers within a 250-mile radius of each of its offices. Eddie Ross, firm head, promised regular maintenance of such service. . . . The jukeboxes began showing increased attention to two new tunes, *Ya Got Me* and *Small Fry*. Operators predicted that both would soon be top coin pullers. . . . Southern Novelty Company, Valdosta, Ga., advertised reconditioned bells for sale, shipped "on money back guarantee." Mills blue fronts went for \$39.50 for nickel, dime and quarter play; Jennings Chiefs, \$34.50; Wat-son, \$24.50, for dime and quarter models.

**Attractive Lady**

DARTMOUTH, N. S., Oct. 9.—While all town council meetings devoted to the sanctioning of coin-operated equipment are of a serious nature because of the import they bear to operators' incomes, one held here last week accidentally ended on a humorous note when applications for relicensing were examined by the local solons.

One application in particular caught the eye of the councilors because of its reference to Maisie, a five-ball game with personality plus. When one council member referred to the game as an electrically operated machine called Maisie, another insisted on seeing her in operation.

**Wahlberg to State Chamber**

CHICAGO, Oct. 9.—The Illinois State Chamber of Commerce has appointed Vernon G. Wahlberg, Chicago, to its legislative department, Frank W. Jenks, head of the State chamber announced. For the past 12 years, Wahlberg has been affiliated with Mills Industries as legal counsel.

Admitted to the Illinois bar in 1932, Wahlberg practiced in the Chicago area four years before joining Mills in 1936. While with the well-known producer of coin machines of all types, he was executive secretary of the Counter Freezer Association. During the war, he was an industry member of the War Labor Board in Chicago and served on three advisory committees for the War Production Board.

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**Mills Escalator Slots or Mechanisms**

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SHOW GIRL	SURF QUEEN	DOUBLE BARREL	ROCKET	
BALLYHOO	SEA BREEZE	SPELLBOUND	SUPERLINER	STEP UP
KILROY	RIO	AMBER	SMARTY	FAST BALL
BIG HIT	SUSPENSE	SUPER SCORE	MIDGET RACER	

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<b>SEEBURG</b>		<b>SEEBURG</b>	
REGALS	\$99.50 EA.	COLONELS	\$239.50 EA.
CROWNS		ENVOYS	
CASINOS			
9800 ESRC	\$210.00 EA.	8200 ESRC	\$235.00
8800 ESRC		COMMANDER	179.50
<b>ROCK-OLA</b>		<b>WURL.</b>	
SUPER	\$99.50 EA.	500 K	\$99.50 EA.
MASTERS		600 K	
<b>ARCADE</b>		<b>ALL STARS</b>	
GOALEES	\$99.50	\$199.50	
ALL-STAR		BLACK CHERRY CABINETS	
HOCKEY	\$49.50 EA.	\$24.50	
SCIENT.		Complete	
BATTING PRACTICE			
DRIVEMOBILE	\$99.50	<b>ROLL DOWNS</b>	
TUMBLER	79.50	TALLY ROLL	
BOOMERANG	64.50	DOUBLE UP	
		PINCH	
		HITTER	
		SUPER	
		TRIANGLE	
		ADVANCE ROLLS WRITE	
		BING-A-ROLLS	

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LO TONE, E.S.	185.00	CONCERT GRAND	99.50
ENVOY, R.C.	175.00	REGAL	99.50
COLONEL, R.C.	175.00	CASINO	99.50
CADET, E.S.	150.00	GEM	99.50
R.C. SPECIAL	150.00	CONCERT MASTER, R.C.	95.00
VOGUE	150.00	ROYAL	75.00

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Bally Special Entries	265.00
Bally Victory Specials, Chrome Rails	125.00
Keeney Gold Nugget, 5¢-5¢	395.00
Keeney Bonus Bell, 5¢	225.00
Keeney Bonus Bell, 5¢-5¢	450.00
Bally Deluxe Draw Bells	225.00
Bally Triple Bells, 5¢-5¢-5¢	450.00
Bally Big Inning	295.00
Scientific Pitch 'Em & Bat 'Em, New	350.00
Evans Racer, 25¢ P.O.	350.00
Jennings Challenger, 5¢-25¢	275.00

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BALLY REGIONAL DISTRIBUTOR FOR MARYLAND, PENNSYLVANIA, VIRGINIA AND DELAWARE.

## CHRIS NOVELTY CO.

1217 N. Charles St. Baltimore 1, Md. Phone: Mulberry 8722



# MILLS BELLS!

We have all Mills latest Bells in stock.

**SOUTH COAST AMUSEMENT CO.**  
314 E. Eleventh St., Houston 8, Texas  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

## BALLY'S CITATION

### EVANS' WINTER BOOK MILLS BONUS BELL

Jockey Specials, Victory Specials, Special Entries, Victory Derbies, Bally Gold Cups, Deluxe Draw Bells, Evans Free Races, Bangtails and Dominoes. Pre-war One-Balls and Steel Roll Downs. In perfect condition at low prices.  
COMPLETE LIST NEW AND USED POST-WAR 5-BALL PIN GAMES, MILLS 5¢, 10¢ and 25¢ SLOTS. WANT POST-WAR BALLY ONE BALL FREE PLAYS.

CALL OR WIRE IMMEDIATELY  
**PALISADES SPECIALTIES COMPANY**  
498 Anderson Avenue Cliffside Park, N. J.  
Cliffside 6-2892  
Only One Mile South of George Washington Bridge on 9W, Jersey Side.

## FOR SALE


### In A-1 Condition

20 14-Ft. Wurlitzer Skeeballs. \$95.00 Ea.  
10 Bank Balls. 85.00 Ea.  
6 King Pins. 75.00 Ea.  
2 Barrel Rolls. 90.00 Ea.  
5 Genco Bankrolls. 90.00 Ea.  
2 Seeburg Jailbird Ray-o-Lites 60.00 Ea.

**ALL MODELS WURLITZER PHONOGRAPHS AND MILLS PANORAMS**—Make Reasonable Offer.

Used 600 Wurlitzer Cabinets, Comp. With Plastics & Coin Chutes—\$27.50 Ea.

**DETROIT AMUSEMENT CO.**  
17811 Jos. Campau Detroit 12, Mich.  
Phone: TWinbrook 1-6204



Coin Operated 3½x7 Ft.

**Pool Season Is Here—**  
Operators, cash in now! Large receipts from small investment that will be worth half its cost 10 years from now. Order one today, you will buy more.

**G. F. PERRY, Johnston, S. C.**  
From Factory to You

## WANTED

AN EXPERIENCED ONE BALL, PIN TABLE AND CONSOLE MECHANIC. MUST HAVE THE EXPERIENCE. GOOD SALARY.

**PORT ARTHUR NOVELTY CO.**  
424 PROCTER ST. PORT ARTHUR, TEX.

# Louisiana Cigarette Sales Off As New Tax Becomes Effective

SHREVEPORT, La., Oct. 9.—Cigarette sales in Shreveport have dropped perceptibly since the additional 3-cent State tax went into effect on September 15.

A noticeable decrease in the sale of high bracket cigars was also reported by chain stores, independent and chain drugstores, and independent grocers. The nose dive was partly blamed on Shreveporters' digging into reserve supplies laid away during the weeks preceding September 15.

After the additional tax went into effect, chain groceries and drugstores liked the price of all brands of cigarettes to 24 cents. Some of the chain establishments increased the price a straight 3 cents, while others reduced the retail price of cigarettes to 21 cents then added the new 3-cent tax.

Independent groceries, drugstores and cafes have been selling cigarettes at 26 and 27 cents, including a 1-cent sales tax. Some firms increased the price of all brands selling for more than 9 cents by one penny.

### Ops Absorb Tax

Cigarette vending machines continue to produce a package of 20 cigarettes and one penny for a quarter. Local cigarette vending machine operators have announced that they will absorb the added 3-cent tax in preference to a wholesale re-conversion of their machines.

Mechanical cigarette rollers, popular during the depression, have enjoyed brisk sales as smokers made passive protests against the tax increase.

Several drugstore operators have voiced the opinion that the State will lose the tourist cigarette trade. One said: "Salesman and other people coming into the State will naturally buy a supply of cigarettes and cigars before crossing the State line—at least enough to tide them thru their visit to this State."

However, trucks entering Louisiana from Texas on Highway 80 have been stopped and searched for cigarettes without Louisiana tax stamps, according to State revenue department authorities.

One man, the driver of a bread truck, was found in possession of two cartons of cigarettes bought in Texas and was assessed \$3.20, twice the amount of the tax due.

Revenue agents also have warned Louisianans against being "misd" by circulars being received thruout the State from cigarette mail-order firms in other States which do not have the high tax. The Louisiana retail price of 27 cents per pack compares to Missouri's 13 cents.

One of the officials, Hope May, New Orleans assistant collector of revenue, said that the check had been limited to large and small trucks because of the volume of traffic on the road. It may be expanded to include passenger cars, however.

May, who spent several days in Shreveport, will return periodically to organize the State's defenses against large-scale efforts to by-pass

the recently increased tobacco taxes.

May pointed out that according to the civil sections of the tax law, the truck driver could have been fined from \$20 to \$100, and the department could have confiscated the truck and cigarettes.

D. L. Laughlin, manager of the Shreveport office of the revenue department, has warned the public against being misled by "the thousands of letters coming into Louisiana from out-of-State mail-order dealers."

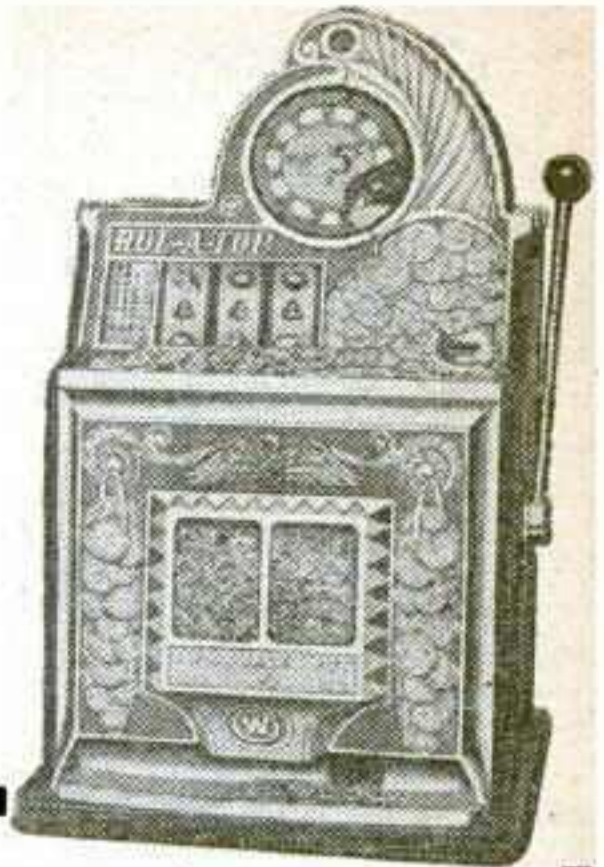
"Cigarettes that are mailed in are liable for the Louisiana tax. The levy is on the cigarettes and not on the sale of them."

May stated that W. A. Cooper, the collector of revenue, will do everything in his power to protect Louisiana merchants from illegal out-of-State purchases. "Enforcement of the cigarette tax law is of particular interest to him," May said.

T. F. Parker, manager of the Harrison Cigar Company of Shreveport, said there had been a noticeable decrease in the sale of high bracketed cigars, those selling over 15 cents.

Another tobacco dealer, who did not care to have his name used, said sales fell off badly after the tax went into effect but were some better. He said many smokers were resorting to cheaper tobacco and rolling their own. There is no tax on tobacco.

WASHINGTON, Oct. 9. — The recent lag in 1948 sugar distribution continued during the week ended September 25, Agriculture Department said this week. Total distribution amounted to 137,752 tons, as compared with 168,626 tons for the corresponding week last year.



## NOW \$150.00

BRAND NEW MACHINES . . . NOTE: NO EXTRA CHARGE FOR NEW CLUB HANDLE.

## 5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are F. O. B. Chicago

## WATLING MFG. CO.

4650 W. Fulton St. CHICAGO 44, ILL.

Est. 1888—Tel.: COLumbus 1-2772 Cable Address "WATLINGITE," Chicago

## SKEE BALL PARTS

Score Classes

Nets • Balls

cork — M A T S — cork

Write for Catalogue

**RELIABLE PARTS CO.**

2512 Irving Pk. Rd. Chicago 18, Ill.

# PHILADELPHIA TOBOGGAN CO.

America's Favorite

Skill Game

## SKEE BALL

REG. U. S. PAT. OFF.

The Original and Only Skee Ball Alley

For Parks—  
Arcades—  
Resorts—Clubs—  
Carnivals

100%  
Mechanical  
in Operation

EARNINGS—  
\$3 to \$4  
Per Alley  
Per Hour

Operators Enthusiastically Acclaim Skee Ball—Top Money Earner of All Skill Games for 1948 Season!

### MANY IMPROVEMENTS FOR 1949

- A smooth, fast, accurately scoring game.
- Now practically noiseless in operation.
- Now made in 12 FT. AND 14 FT. LENGTHS.

THESE IMPROVEMENTS MAKE THE 1949 ALLEY MORE DEPENDABLE IN OPERATION, REQUIRING LESS ATTENTION AND SERVICING

Sample Alleys Now on Display at Our Factory  
WRITE NOW FOR FULL PARTICULARS

130 E. Duval St., Philadelphia 44, Pa.

## Immediate Delivery NEW "MASSE" POOL TABLES

Also Mills Bells — Columbia Bells — thoroughly reconditioned Scales, etc. Write, phone or wire requirements.

M. R. WILKIE

2004 Rock Ave. Fayetteville, N. C. Phone 4578

## Coin Machine Movies FOR PANORAMS

Name Bands, Top Stars, White and Negro Subjects; Hillbilly, Comedy, Swing; hundreds of subjects to select from. Films slightly used, inspected and cleaned, \$4.00 per subject. These films have been passed by State and City Censorship Boards.

**AMUSEMENT ARCADE**  
419 9th Street, N. W. Washington, D. C. Telephone: EXecutive 9597

REDUCED

Table listing various amusement machines and their reduced prices, including United Hawaii, United Nevada, United Singapore, etc.

ONE BALLS

Table listing one-ball amusement machines and their prices, including Bally Victory Specials, Bally Special Entries, etc.

One-third deposit with order. balance C. O. D.

Southern Amusement Co.

1935 Sophie Wright Place New Orleans 13, La. Ra. 7294

WANTED

Experienced Operators on liberal percentage basis. We can use a few more topnotch Operators who want to operate the finest machines at all times...

Box 217, The Billboard 155 N. Clark St. Chicago 1, Illinois

WANTED

Quantity of ADVANCE ROLLS Advise price and condition

BOX NO. 215, c/o The Billboard 155 N. Clark St. Chicago 1, Ill.

NEW GAMES

- CONTACT SCREWBALL SALLY SUMMERTIME BARNACLE BILL CARNIVAL

Table listing prices for new games: GUSHER \$19.95, MILLS 5¢ Q. T. \$115.00, MILLS 5¢ VEST POCKET \$65.00

CONSOLE BARGAINS

Table listing prices for console bargains: 5¢ Pace Reels Jr. \$49.50, Bang Tails (Floor Sample) \$425.00, etc.

MILLS SLOTS—Rebuilt and Refinished — (All With Club Handles)

Table listing prices for Mills Slots: 5c BLUE FRONTS \$85.00, 10c BLUE FRONTS \$90.00, etc.

THESE SLOTS GUARANTEED TO BE 100% PERFECT!

WANTED--QUARTER ROLATOPS & PACE BANTAMS

PHONOGRAPHS

Table listing prices for various phonographs: Rock-Ola 1422 \$349.50, Wurlitzer 1015 \$450.00, etc.



Terms: 1/3 Dep., Balance C. O. D.

5c-10c-25c WIRELESS BAR-O-MATICS (WB-1Z), \$32.50

Completely reconditioned. All worn parts replaced. GUARANTEED PERFECT!

All used equipment completely reconditioned and refinished GUARANTEED TO BE PERFECT!

HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARmitage 6-5005 CHICAGO 47 Division of ATLAS MUSIC CO. ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8 ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 13 ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

Trade Directory

Summary of trade activity for the past two weeks is condensed here in easy-to-file form as a trade service feature of The Billboard:

New Equipment

Beverage Vender (bottle), Vend-Rite Company, Madison, Wis. Beverage Vender, Bastian-Blessing Company, 4201 West Peterson Avenue, Chicago. Beverage Vender (bottle), Mills Industries, Inc., 4100 West Fullerton Avenue, Chicago. Bowl-a-Ray, Speedway Amusements, 5441 North Broadway, Chicago. Coin Changer (penny), J. H. Keeney & Company, 2600 West 50th Street, Chicago. Contact (five ball), Exhibit Supply Company, 4218-4230 West Lake Street, Chicago. Shuffleboard, Cameo Vending Service, New York.

New Firms

Coin Machine Distributors of Columbia, Columbia, S. C. George Hurwich, 354 Trumbull Avenue, Hartford, Conn. Vend-Rite Company, Madison, Wis.

Address Changes

The American Coin Changer Corporation, 93 Massachusetts Avenue, Boston. Mike Munves Corporation, 575 11th Avenue, New York.

Purchases

Canteen Company has purchased the Paramount Distributing Company. Farmer Boy Corn & Equipment Company, Inc., New York, has purchased Poppers' Boy Products Company, Chicago. Searles Welding & Manufacturing Company, Chicago, has purchased Kalva Vendors.

Joe R. Steele, Houston, has purchased the Houston branch of the Commercial Music Company.

Personal Notices

Clarence J. Bayne has resigned his position as vice-president in charge of sales at the United States Vending Corporation, Chicago. Ben Becker has been named special field representative for the Bally Manufacturing Company, Chicago. Jack Cohen has been re-elected president of the Cleveland Phonograph Merchants' Association (CPMA). Harry Leif has been elected secretary-treasurer of CPMA. Sanford Levine has been elected vice-president of CPMA. Harry D. Meyers has been promoted to president and general manager of the Standard Products Company, Detroit.

A. L. Neyens has been appointed general sales manager of the Baker Novelty Company, Chicago.

Pan American Sales Company, of San Antonio, has appointed Gene Bybee as office manager.

Dr. J. S. Reid has been elected chairman of the board of the Standard Products Company.

Paul Rice has resigned as president of Auto-Vend, Inc.

Lloyd K. Rudd and K. C. Melikian, heads of Rudd-Melikian, Inc., were presented the first annual award of the Philadelphia Chamber of Commerce for deserving and small businessmen.

Walter (Solly) Solomon has been named manager of the Los Angeles branch of the E. T. Mape Distributing Company.

Leo Weingartner and Sidney Hillman have been accepted into membership of the Automatic Phonograph Operators' Association of Cincinnati.

The Western Vending Machine Operators' Association has re-elected as its president M. I. Slater. J. B. Goodman has been elected secretary; Marvin Drenkow, treasurer; J. C. Pruner, vice-president.

Distributor Appointments

The Binghamton Amusement Company, 221 Main Street, Binghamton, N. Y., has been appointed subdistributor by the Runyon Sales Company, for the up-State area.

The Empire Coin Machine Exchange, Chicago, has been appointed distributor for the Chicago Coin Machine Company for the State of Wisconsin.

The Empire Coin Machine Exchange, Chicago, has been appointed distributor for the Advance Company, San Francisco.

General Vending Sales Corporation, Howard and Biddle streets, Baltimore, has been appointed distributor for the Williams Manufacturing Company, Chicago, for Maryland, Virginia, Delaware, and Washington.

The Great Lakes Phonograph Company, Detroit, has been appointed distributor for the Hume, Hagenson Manufacturing Corporation, Chicago, to cover Detroit and vicinity.

George Hurwich has been appointed distributor of the Keeney electric cigarette vender in Connecticut. Firm has offices at 354 Trumbull Street, Hartford.

The Reliable Coin Machine Company, 192 Windsor Street, Hartford, Conn., has been appointed distributor for Connecticut by the Bally Manufacturing Company, Chicago.

Rex Coin Machine Distributing Corporation, 821-29 South Salina Street, Syracuse, has been appointed distributor for J. H. Keeney & Company.

Dave Rosen Company, Baltimore, has been appointed distributor for the Hume, Hagenson Manufacturing Corporation, Chicago, and will cover Baltimore and vicinity.

Runyon Sales, 123 West Runyon Street, Newark, N. J., has been ap-

Bula, Smich Co-Head Sp'dway Amusements

CHICAGO, Oct. 9.—The new arcade bowling game, Bowl-a-Ray, is being produced under the direction of Anthony Bula and William Smich, co-heads of Sneedway Amusements, it was disclosed this week.

Using a ray which is similar in appearance to an actual bowling ball, game gives player five bowling frames for a nickel. If player wishes to play regulation game of 10 frames he must insert additional nickel. Player aims pistol when he wishes to direct ray toward bowling pins which are set in traditional alley formation.

Player can make up to 300 points just as bowlers on regulation alleys if they complete perfect game. Game is compact, fits into relatively small space and has sturdy cabinet of hard wood.

Columbia Arcades Note Biz Upsurge

COLUMBIA, S. C., Oct. 9.—Three uptown arcades here reported biz fair despite the ban temporarily in effect against pin games.

Playland, newest of the trio, operates from 10 a.m. thru 12 midnight, offering the general run of skill games.

The Soda Arcade, open day and night, draws its customers with fewer games, and a battery of 12 Pan-o-Rams. Both of these places have soda fountains.

The Amusement Arcade, oldest here, continued its nighttime only policy, and used a mixture of games, Pan-o-Rams, and art shows. No soda fountain.

All reported their business had recently been boosted by army personnel from near-by Fort Jackson.

pointed distributor for the Bally Manufacturing Company, for New Jersey, metropolitan New York, and territory north to and including the counties of Renssalaer, Albany, Schonarie, Delaware, and Broome.

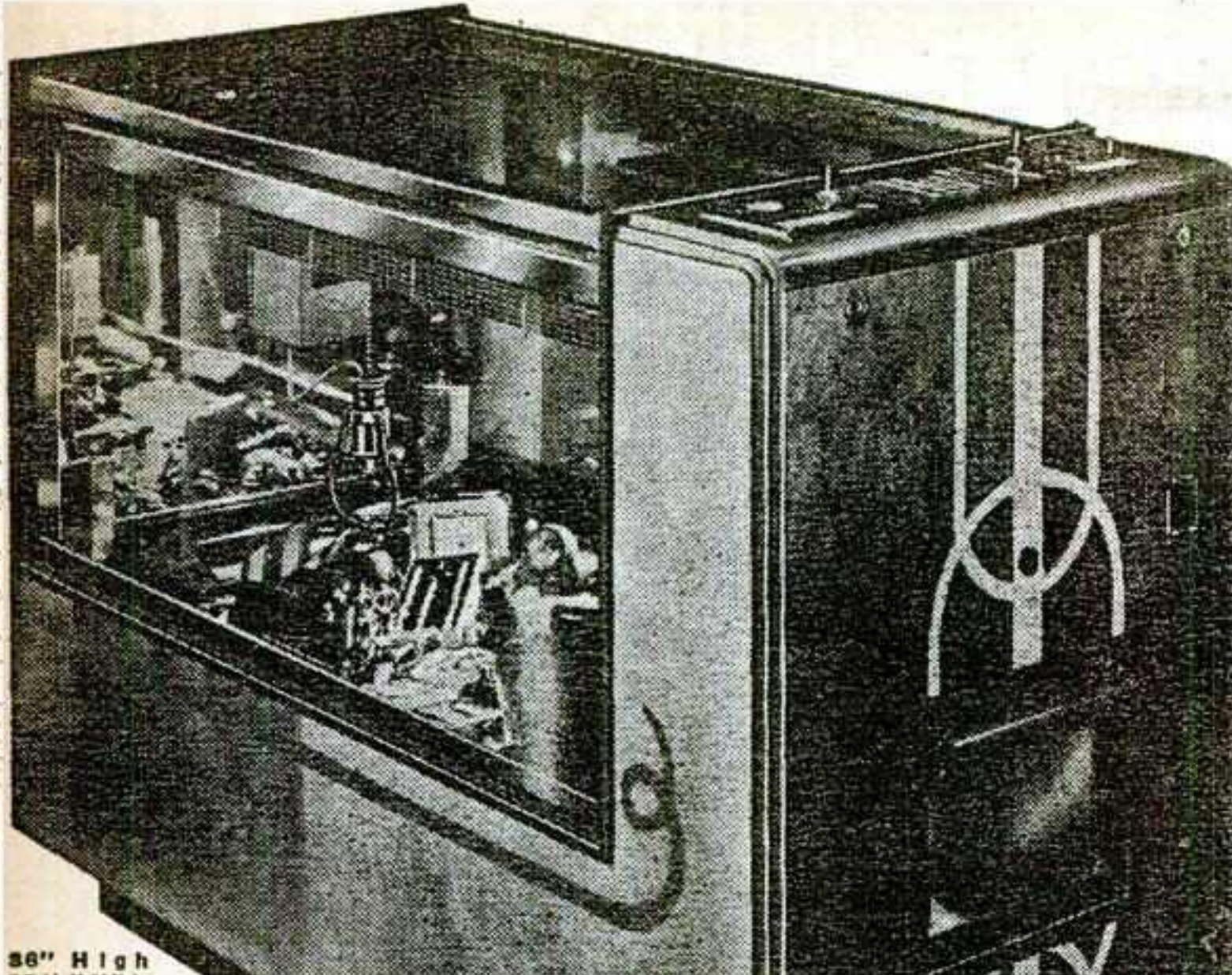
Seacoast Distributors, Newark, N. J., has been appointed distributor by the Metal Craft Manufacturing Company.

Shaffer Music Company's coverage for the J. P. Seeburg Company now includes Washington, Oregon and parts of Idaho and Montana as well as West Virginia, and parts of Virginia and Ohio.

MILLS BELLS! We have all Mills latest Bells in stock. KEYSTONE PANORAM COMPANY, INC. 2538 W. Huntingdon St., Philadelphia AUTHORIZED BELL-O-MATIC DISTRIBUTOR

WOODEN BALLS For Skee Balls, Roll Downs and All Other Games. Perfect Workmanship, Finest Kiln-Dried Maple, Lowest Price, Prompt Delivery. NEW YORK BILLIARD TABLE CO. Established 1912 334-336 BOWERY, NEW YORK 12, N. Y. Phone: 5Pring 7-8276





36" High  
25 1/2" Wide  
48" Long

# HOLLYCRANE

PAYS FOR ITSELF IN 4 TO 6 WEEKS

GROSSES \$350 TO \$500 WEEKLY!

- ★ Wide Store Front Visibility  
Attracts Attention—Holds Play
- ★ New Floating Play Field  
Big 30" x 20"
- ★ Dual Control Speeds  
12 Second Play
- ★ Complete Fluorescent Lighting  
Permits Rich Display of Merchandise
- ★ Realistic Industrial-Type Crane  
Fascinates All Types of Patrons
- ★ Easy To Dress
- ★ Location Tested for Almost 2 Years

SEND FOR NEW ILLUSTRATED FOLDER

Como INDUSTRIES, INC. 2532 N. ELSTON AVE. CHICAGO 47, ILLINOIS

## SEACOAST HAS WHAT YOU WANT— ANYTHING WITH A COIN CHUTE!

Exclusive Distributors  
In New Jersey

- EXHIBIT CONTACT  
CHI COIN MIDGET SKEE BALL ... \$399.50  
F. O. B. Chi.  
WATLING SCALES ... 150.00  
F. O. B. Chi.  
QUIZZER ... 490.00

Exclusive National Sales  
Agents  
ELECTRIC SHINE

- Electric Shoe Shine Machine  
Most Beautiful, Simplest Mechanism, Lowest Price. ... \$199.50  
DISTRIBUTORS! SOME TERRITORIES AVAILABLE. WRITE-WIRE-PHONE!

SPECIAL 20 WURLITZER 1015, Like New ... \$435.00  
20 ROCK-OLA 1422 ... \$309.50

WE BUY, SELL AND EXCHANGE USED EQUIPMENT.  
A COMPLETE STOCK ON HAND—WRITE FOR LIST.

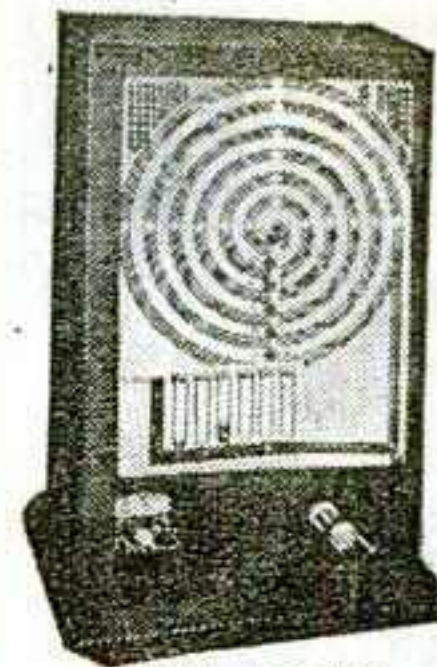
SEACOAST DISTRIBUTORS, INC. 415 Frelinghuysen Ave. Newark, N. J. Bigelow 8-3524

## We Have a Large Supply of JOCKEY SPECIALS and SPECIAL ENTRIES

All beautifully refinished and mechanically perfect. If interested phone, write or wire:

NEW ORLEANS NOVELTY CO.

115 Magazine Street Phone: CAnal 5306 New Orleans 13, La.



### DESTINATION CLEVELAND COIN!!!!

Sooner or later you, too, will be one of our satisfied accounts. Why not now? If it's coin operated, new or used, we have it or can get it for you. Always on the square, near the square.

- MILLS COFFEE VENDORS**  
1 Brand New ..... \$725.00  
5 Slightly Used .... 625.00

- SPECIAL—NEW**  
Packard Wall Boxes . \$32.50  
Buckley Wall Boxes . 29.00  
Coded 30-Wire Cable,  
Per ft. .... 22  
Packard Brackets ... 3.50

- SLOTS AND BELLS**  
2 Mills 50¢ Black  
Cherries ..... \$225.00  
2 Mills Black  
Cherries, 5¢ .... 135.00  
2 Mills Black  
Cherries, 10¢ .... 145.00  
2 Mills Black  
Cherries, 25¢ .... 155.00  
4 Mills 25¢ Club  
Balls ..... 175.00  
1 Mills 25¢ Golf Ball  
Vendor ..... 225.00  
3 Watling 25¢  
Rotatops ..... 95.00  
1 Jennings 50¢ 4 Star  
Chief ..... 140.00  
4 Jennings 5¢ 4 Star  
Chief ..... 65.00  
3 Mills 25¢ Bonus  
Bells ..... 150.00  
5 5¢ Cherry Bells ... 85.00

- WHIRL-A-BALLS**  
BRAND NEW—WHILE THEY LAST.  
ORIGINALLY \$49.50.  
SPECIAL PRICE, \$19.00.  
Lots of 10 or More, \$17.50.

- USED GAMES**  
Amber \$ 37.50  
Chi Coin Baseball . 49.50  
Big Hit . 29.50  
Crossfire . 49.50  
Cyclone . 55.00  
Double Barrel . 34.50  
Dynamite . 49.50  
Fiesta . 49.50  
Gold Ball . 59.50  
Havana . 49.50  
Hi Ride . 59.50  
Money . 59.50  
Vantiles . 64.50  
Kilroy . 49.50  
Lightning (Flip.) . 49.50  
Mystery . 49.50  
Ranger . 49.50  
Rio . 39.50  
Rocket . 39.50  
Shooting Stars . 34.50

- ARCANE EQUIPMENT**  
30 Exhibit Merchantmen Diggers . \$ 85.00  
1 Mountain Climber . 85.00  
1 Torpedo Gun . 85.00  
PANORAMS . 195.00  
2 STRIKES & SPARES . 275.00  
10 Photomats, Inside Lines . 325.00  
3 Bally Heavy Hitters . 75.00  
2 Claw Type Rotaries . 225.00  
Rotary, Pusher Type . 225.00  
Williams All Stars . 250.00  
2 Rapid Fire . 110.00  
1 Pitchem & Ketchem . 75.00  
1 Scientific Baseball . 75.00  
Jafco 9-Ft. Barrel Roll . 75.00  
10 Ten Strikes . 89.50  
2 Bunting Practices . 75.00  
3 Chicken Sams . 95.00  
3 Keeney Air Raiders . 95.00  
3 New Bow-A-Scores . 95.00  
Keeney Submarine . 95.00  
2 Western Baseballs . 95.00  
2 Goalees . 150.00  
5 Boomerangs . 95.00  
Jack Rabbit . 150.00  
Hoot Mon Golf . 75.00  
1 Under Sea Raider . 135.00  
1 Chicago Coin Basketball . 285.00  
1 Exhibit Vitalizer . 95.00  
2 Bat-A-Ball Srs. . 39.50  
1947 Photomats . 750.00  
Voice-O-Graph, latest Drive Mobile . 550.00  
175.00

- USED VENDORS**  
25 N.W. 1¢ #33 Ball Gum Vendors with Plastic Globes . \$ 8.50  
25 Silver King 1¢ Ball Gum Vendors . 8.50  
25 5¢ Silver King 5¢ Nut Vendors . 8.50  
5 1946 Du Grenier Challengers, 7 Col. 135.00  
10 1946 U-Need-A-Pak Monarchs . 135.00  
4 10 Col. Rowe Cigarette Machines . 95.00  
8 National 930's Cigarette Machines . 75.00  
8 U-Need-A Pak U-500 15 Col. Cigarette Machines . 110.00  
5 DuGrenier W's 8 Col. Cigarette Machines . 60.00  
15 Brand New MUN-ROE MATLACK STAMP VENDORS 17.50

- ADVANCE MODEL 21F**  
Machines, 25¢ Operated. Write
- SHOE SHINE MACHINE**  
\$175.00 EACH

- SKEE BALLS**  
15 Wurlitzer Skee Balls, 14-ft. . \$165.00  
10 Bank Balls, 14-ft. 110.00  
1 Bank Ball, 9-ft. . 85.00

- USED CONSOLES**  
3 2-Way Keeney Super Bonus Bells \$550.00  
10 3-Way Keeney Super Bonus Bells 875.00  
5 Bally Triple Bells 540.00  
3 Mills '47 Three Bells . 250.00  
5 Bakers Pacers, D.D. .... 175.00  
1940 Bangtails . 195.00  
5¢ Super Bonus Bells 275.00  
Bally Draw Bells . 250.00

- WOOD BALL ROLL DOWNS**  
15 TRI SCORES \$ 89.50  
6 TALLY ROLLS . 49.50  
2 SPORTSMAN ROLLS . 95.00  
3 BIG CITY ROLLS . 95.00  
1 SUPER SCORE . 75.00  
TIN PAN ALLEY . 85.00

- GUSHERS**  
85 Brand New 5¢ J.P. Models. Ea. . \$22.50

- BALL GUM & VENDORS**  
Silver King, 1¢ . \$13.95  
Silver King, 5¢ . 14.95  
Silver King Hot Nut Vendors . 19.95  
Victor Model V . 12.75  
Lots of 24 or more . 12.00  
Large Metal Plated Charms, Per M . 7.50  
Small Metal Plated Charms, Per M . 6.00  
Bubble Ball Gum, 30¢ per lb., packed in 25 lb. cartons.

- NEW COUNTER GAMES**  
Shipman's VIEW-A-SCOPE . \$47.50  
Penny Target . . . . 39.50  
A.B.T. Challenger . . 42.50  
Kicker & Catcher . . 35.00  
Acme Electric Shocker 19.50  
A.B.T. Model F . . . . 47.50

- USED COUNTER GAMES**  
A.B.T. Challenger . \$ 20.00  
Pop Up . . . . . 14.00  
Bingo . . . . . 12.00  
Home Run Gun . . . . 12.00  
Penny Pistol Shot . . 12.50  
3 Way Grippers . . . . 15.00  
2 Rex Line-Ups . . . . 10.00  
2 Daval 21's . . . . . 10.00  
4 Daval 5¢ Free Plays 20.00



## CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO  
PROspect 6316 · 6317

## WANT TO PURCHASE IMMEDIATELY FOR EXPORT SHIPMENT

200 USED POST-WAR PACKARD PLA-MOR WALL BOXES  
Will buy any amount from 1 to 200. Satin or Chrome. Also

- 24 DYNAMITE
- 2 SMARTY
- 4 BOWLING LEAGUE
- 6 SUSPENSE
- 4 BONANZA
- 4 HAWAII
- 6 SUPERLINER
- 4 NEVADA
- 4 SUNNY
- 4 SEA BREEZE
- 4 SEA ISLE
- 4 BAFFLE CARD
- 4 AMBER
- 4 BASE BALL
- 4 HUMPTY DUMPTY

State in first letter your bottom price. Must be in good condition, ready for location. If price right, will wire one-third deposit. Write, phone or wire at once. What else have you to offer?

### A. M. C. AMUSEMENTS

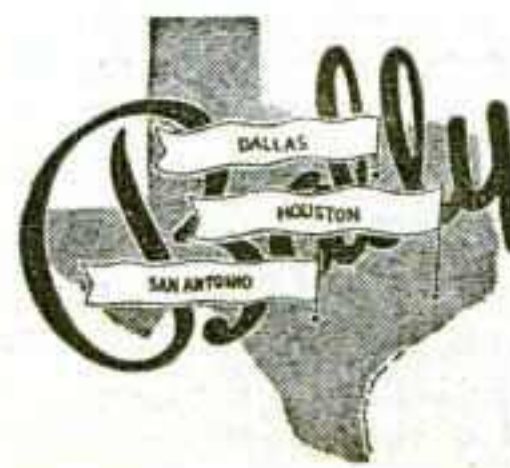
1534 S. 6th Ave. Phone 4204 Tucson, Arizona

## GOLD CUPS

- JOCKEY SPECIALS
- SPECIAL ENTRIES
- VICTORY SPECIALS

— WRITE —

Coin Machine Sales Co., Inc.  
3804 Travis St., Houston, Texas



**\$24.95 EACH OR 3 GAMES FOR ONLY \$70.00!**

BALLYHOO	PLAYBOY
CAROUSEL	RIO
FAST BALL	ROCKET
FIESTA	SEA BREEZE
MAISIE	SHOW GIRL
MISS AMERICA	SMARTY
MIDGET RACER	SMOKY
MYSTERY	TORNADO
PASTIME	VANITIES

**THIS WEEK'S SPECIAL—**  
**HAVANAS — \$24.95**

Terms: 1/3 Deposit, Balance Sight Draft

Write for New List of All Machines  
"The House that Confidence Built"



**SOUTHERN AUTOMATIC**  
MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN  
CINCINNATI • DAYTON • FT. WAYNE  
INDIANAPOLIS • LEXINGTON

624 S. Third St., Louisville 2, Ky.  
240 Jefferson St., Lexington 2, Ky.  
1329 Calhoun St., Ft. Wayne 2, Ind.

228 W. 7th St., Cincinnati 2, Ohio  
603 Linden Ave., Dayton 3, Ohio  
325 N. Illinois St., Indianapolis 4, Ind.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

**TERRITORIES AVAILABLE**

For

Wide Awake Distributor To Handle Nationally Advertised,  
Self-Service Stand Type Coin Changer.

Write

**BELL PRODUCTS CO.**

2000 No. Oakley Ave.

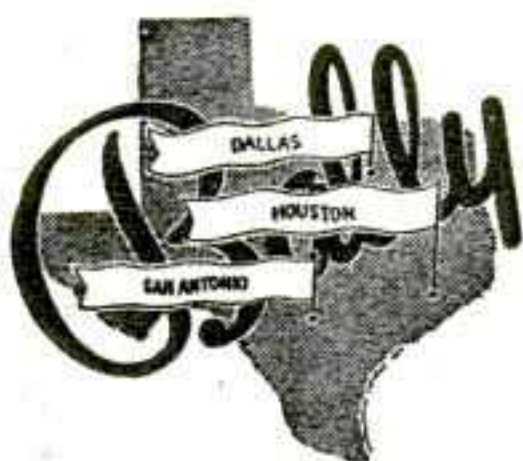
Chicago 47, Illinois

**GOLD CUPS**

JOCKEY SPECIALS  
SPECIAL ENTRYS  
VICTORY SPECIALS

— WRITE —

**Walbox Sales Co., Inc.**  
3909 Main St., Dallas, Texas



**UNDER NEW MANAGEMENT**

Wurlitzer 950 .....	\$145.00	Rock-Ola Master .....	\$ 59.50
Wurlitzer 600R .....	49.50	Rock-Ola Spectravox .....	19.50
Wurlitzer 750 .....	235.00	Rock-Ola DeLuxe .....	59.50
Wurlitzer 41 or 61 C.M. ....	49.50	Rock-Ola Standard .....	59.50
Wurlitzer 42-600 Victory .....	49.50	Wurlitzer 850 .....	130.00
Wurlitzer 24 .....	39.50	Seeburg Wall-o-Matic R.C. Boxes ..	7.50
Seeburg Casino .....	39.50	Wurlitzer #100 30-Wire Boxes .....	4.00
Seeburg Regal .....	49.50	Wurlitzer 125, 5-10-25 Boxes .....	8.50
Seeburg Victory-Cam .....	49.50		

Race Horse Back Glass for Advance Roll \$9.50

WRITE FOR COMPLETE PRICE LIST ON ROLL DOWN AND PIN GAMES

THE NEW

SEND 1/3 DEPOSIT, BALANCE C. O. D.

**HUB DISTRIBUTING CO., 630 Tenth Avenue,**  
Cor. 45th St., New York 19, N. Y. Circle 6-9570

**Top Production For Bally's Two New One-Balls**

CHICAGO, Oct. 9.—Bally Manufacturing Company's two new one-ball games, Citation and Lexington, are in full production, George Jenkins, firm vice-president and general manager, announced this week. Highlight of the new products is a Bally-developed guaranteed odds feature.

Citation and Lexington both contain the horseshoe flash, spell-name, A-B-C-D and build-up features which have long identified Bally one-balls. Playfields of the new products are identical, but Citation is the free play model while its running mate is the automatic version.

Actually, the guaranteed odds idea refers to the fact that odds multiply on a mystery basis. Odds vary from a low of two to a maximum of 160. However, if a player makes a single play and rejects the odds given him by inserting a second coin, he may multiply the odds by three or four times instead of the conventional two. Player can continue to play additional selections since he knows that the odds will never drop back until a game has actually been completed. During entire game, odds are guaranteed to change only by advancing to higher odds.

Jenkins declared: "This new guaranteed-odds feature in one-ball play has proved intensely interesting on location and I believe that Citation and Lexington are far and away the greatest one-balls Bally has ever made." He also said that all firm distributors will have both games in their showrooms within a short time.

**Chris Novelty Sets Hollycrane Showing**

CHICAGO, Oct. 9.—The Chris Novelty Company, Baltimore, will hold a showing of Como Industries' Hollycrane at its showrooms October 14-16, Bert Davidson and Ralph Nicholson, Como officials, announced Wednesday (6). Baltimore firm is headed by Virgil Christopher.

Nicholson and Davidson, who earlier in the week represented Como at a Hollycrane showing in the Cincinnati headquarters of Sicking, Inc., before a strong turnout of Ohio coinmen, disclosed that all Como distributors now have factory-trained personnel thoroly instructed in the type of merchandise best suited for Hollycranes and the recommended dressing up of machines for profitable operation.

New digger measures 36 by 24½ by 48 inches, with side windows 38 by 19 inches. Complete chassis, on which playfield and crane mechanism are mounted, slides out of cabinet on retractable roller legs. Crane travel of Hollycrane is controlled by two self explanatory levers.

Firms already appointed as Hollycrane distributors include Walbox Sales, Dallas; Coin Machine Sales, Houston; Pan American Sales, San Antonio; Reichel Distributing, El Paso; Mayflower Distributing, St. Paul; London Distributing, Philadelphia, as well as Chris Novelty and Sicking.

**Tornado Damages Equipment**

SYDNEY, N. S., Oct. 9.—One of the victims of the recent 60 to 70-mile tornado which played havoc with buildings, vessels, fences, and bridges on Cape Breton Island for a day, was Frank Hanlon, a veteran coin machine distributor and operator. He was with an outdoor show at Sydney, when the storm struck suddenly, and damaged his tents, equipment, machines and merchandise.

**METAL TYPER DISCS**

FOR GROETCHEN TYPERS

\$9.50 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

TOP QUALITY ONLY—ONE LOW PRICE

SAMPLE ON REQUEST

MONEY BACK GUARANTEE

1/3 With Order, Balance C. O. D.



OUR MONEY BACK GUARANTEE IS YOUR ASSURANCE OF SATISFACTION

**MILLS**

AND

**JENNINGS SLOTS**

IN ALL MODELS  
JEWEL BELLS  
BLACK CHERRY BELLS  
BLACK GOLD BELLS  
MELON BELLS

TRY THE NEW

**CRISS CROSS BELL**

THE MOST POPULAR PAYOUT SINCE THE BONUS BELL!

HEADQUARTERS FOR THE BEST IN CLUB EQUIPMENT

**BAKER NOVELTY CO.**

1700 Washington Blvd. Chicago 12, Illinois



**MILLS BELLS!**

We have all Mills latest Bells in stock.

**MARVIN J. BLAND**  
**INDIANA MUSIC CO.**

705 Putnam St., Terre Haute, Indiana  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**IMMEDIATE DELIVERY!**

BRAND NEW BALLY

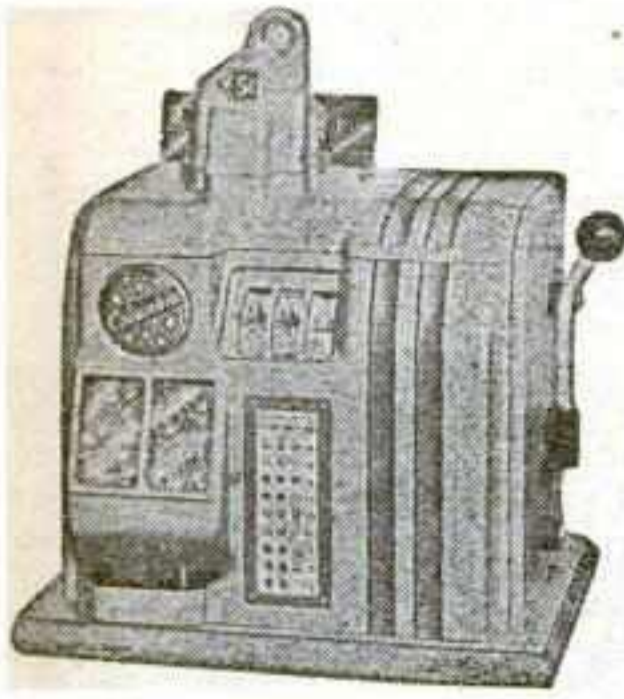
**RESERVE BELL**

WITH BUILD-UP RESERVE FOR BUILD-UP PROFITS  
WRITE FOR PRICE

**Scott-Crosse Co.**

1423 Spring Garden Street Philadelphia, Pennsylvania  
RIttenhouse 6-7712

### COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine. Gold Award or Jackpot Model. Size: Height, 18 3/4"; Width, 12 1/2"; Depth, 12"; Weight, 43 lbs. Plays pennies, nickels, dimes and quarters. 10 OR 20 stop reel.

WRITE FOR PRICES

#### FOREIGN TRADE

This machine takes any foreign coin as big as U. S. 25¢ piece or as small as U. S. 10¢ piece.

#### GROETCHEN

**TOOL & MFG. CORP.**  
126 N. Union Ave. Chicago 6, Ill.

Complete stock of new and used equipment at lowest prices. Phone or write.

Triple Bells .....	\$499.00
Draw Bells, R.B. ....	199.50
Big Inning, New .....	325.00
Drivemobile .....	139.00
Pimlico .....	79.50
Rock-Ola '39 DeLuxe .....	99.50
Seeburg Hideaway .....	119.50
Heavy Hitter, New .....	79.00
DeLuxe Draw Bells .....	265.00

#### EXCLUSIVE DISTRIBUTOR OF BALLY'S

Carnival Reserve Bell  
Bally's One Ball Table Wild Lemon  
Double Up Triple Bell

#### NEW EQUIPMENT

Un. Summertime Gott. Barnacle Bill  
Chicoin Thrill Genco Screwball

Exh. Contact

**COVEN Distributing Co.**  
3181 ELSTON AVE. CHICAGO, ILL.  
INDEPENDENCE 3-2210

IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT

### FOR VALUE—FOR SERVICE

In New England It's Trimount

- Trimount is largest distributor of quality "name" coin machines in the East.
- All games are location tested before being offered for sale.
- Trimount has New England's largest Parts Department.
- Every mail and telephone order is carefully and promptly filled.
- A well trained, experienced staff plus a complete line of parts is always available.
- The newest games and up-to-date equipment is always at Trimount.
- Trimount is a member of C. M. I. and the National Coin Machine Distributors' Association.

# TRIMOUNT

COIN MACHINE CO.  
40 WALTHAM ST., BOSTON 16, MASS. PHONE: LIB. 9480

### REMEMBER THIS

## Acme PLASTICS

ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS.

SOLID COLORS THRU AND THRU—NOT SPRAYED OR PAINTED. ALMOST 1/4" THICKNESS—PERFECT FIT.

Write for Price List

## ACME SALES COMPANY

505 West 42nd St., N. Y.  
Longacre 3-4138

# EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

- #### NEW PIN GAMES
- |  |           |
|--|-----------|
| OHICOIN THRILL .....                               | W R I T E |
| GOTT BARNACLE BILL .....                           |           |
| GENCO SCREWBALL .....                              |           |
| EXH. CONTACT .....                                 |           |
| UN. SUMMERTIME .....                               |           |
| UN. MAJOR LEAGUE .....                             |           |
| BALLY CARNIVAL .....                               |           |
| EXH. MIMI, Steel Roll-down, Special Closeout ..... | \$99.50   |

- #### NEW ONE BALLS
- BALLY GOLD CUP, F.P. \$845
  - BALLY TROPHY, P.O. 645

- #### NEW COIN COUNTERS
- Downey-Johnson ..... \$198.50 |  - Coin Sorter, Electric ..... 290.00 |  - Hand Operated ..... 225.00 |  - Master Changer ..... 27.95 |  - Junior Changer ..... 17.95 |

- #### NEW SKILL GAMES
- BAT-A-BALL SR. .... \$49.50 |  - EV. BAT-A-SCORE ..... 355.00 |  - SCIENTIFIC PITCH 'EM & BAT 'EM .. 450.00 |

- #### NEW COUNTER GAMES
- |   |         |                              |       |
|---|---------|------------------------------|-------|
| IDEAL CD. VEND. . . . \$                                  | 29.50   | TARGET KING . . . . .        | 45.00 |
| ABT MODEL F . . . . .                                     | 47.50   | ACME SHOCKER . . . . .       | 24.50 |
| ABT CHALLENGER . . . . .                                  | 45.00   | SKILL THRILL . . . . .       | 24.50 |
| SHIPMAN ART SHOW . . . . .                                | 49.50   | DAVAL BUDDY, FB. . . . .     | 14.50 |
| GRIP-VUE . . . . .  | 49.50   | 1¢ AMER. EAGLE . . . . .     | 37.50 |
| KICKER & CATCHER . . . . .                                | 84.50   | GROET. CAMERA OH. . . . .    | 19.95 |
| GOTT. GRIP SCALE . . . . .                                | 29.50   | IMP. 1¢ or 5¢ . . . . .      | 14.50 |
| NON-COIN MARVEL . . . . .                                 | 34.50   | DAVAL'S MARVEL, 1¢ . . . . . | 27.50 |
| DAVAL'S ACE OR CUB . . . . .                              | 14.50   | HEAVY HITTER, Std. . . . .   | 89.50 |
| BAT-A-BALL JR. & STAND, Originally \$79.50. Now . . . . . | \$21.50 |                              |       |

- #### NEW SLOTS
- |                                |                           |
|--------------------------------|---------------------------|
| MILLS JEWEL BELL . . . . .     | W JENN. MONTE CARLO       |
| MILLS BLACK GOLD, H.L. . . . . | R STANDARD OR SDX         |
| MILLS MELON BELL . . . . .     | I CHIEFS                  |
| MILLS BONUS BELL . . . . .     | E JENN. STANDARD CHIEF    |
|                                | T JENN. LITE-UP CHIEF     |
| COLUMBIA, JP . . . . .         | DE L. COLUMBIA \$169.50   |
| VEST POCKETS . . . . .         | MILLS Q.T. . . . . 115.00 |

- #### SLOT SAFES, STANDS, ETC.
- CHICAGO METAL REVOLVING SAFES — DE LUXE Single—\$132.00 • Double—\$182.00 • Triple—\$288.00
  - UNIVERSAL—Single Safe—\$87.50 • Double Safe—128.50
  - FLIPPER BUMPER KIT \$5.95 • NICKEL NUDGER 3.95
  - BOX STANDS . . . . . \$27.50 • EXH. ROLL TILT . . . . . 2.75
  - WICO'S WHIRLWIND SPINNER . . . . . 11.95

- #### NEW CONSOLES
- MILLS 3-BELLS . . . . . WRITE
  - KEEN, GOLD NUG. . . . . \$800.00
  - EVANS RACES . . . . . 981.00
  - SAL. TRIPLE BELL . . . . . 995.00
  - EV. WINTERBOOK . . . . . 828.00
  - EVANS BANGTAILS . . . . . 671.50
  - JENN. CHALLENGER . . . . . 637.50
  - SAL. WILD LEMON . . . . . 595.00
  - SAL. DOUBLE UP . . . . . 542.50
  - SAL. RESERVE BELL . . . . . 549.50

- #### NEW VENDORS
- POP CORN WARMER \$ 89.50
  - SHIPMAN SELEC-A-BAR, 3-COL. . . . . 59.50
  - ARISTOCRAT POP CORN VENDORS . . . . . 225.00
  - MARION SCALE . . . . . 79.50
  - SILVER KING . . . . . 13.95
  - 5¢ HOT NUT VEND. . . . . 22.50
  - 5¢ 4-WAY MINT . . . . . 17.50
  - ADVANCE 25¢ MODEL 21¢ VENDOR . . . . . 29.50
  - N.W. STAMP VEND. . . . . 69.00
  - N.W. DE LUXE . . . . . 27.00
  - N.W. MODEL 33 . . . . . 12.60
  - N.W. MODEL 39 . . . . . 14.40
  - N.W. MODEL 40 . . . . . 11.00
  - N.W. 33 BALL GUM . . . . . 11.55
  - ATLAS DE LUXE . . . . . 14.50
  - ATLAS 5¢ BANTAM . . . . . 14.50

- #### VICTOR VENDORS
- C. B. UNIVERSAL, S.F. . . . . \$14.45
  - MODEL V-K, S.F. . . . . 12.75
  - MODEL V, S.F. . . . . 13.25
  - DE LUXE UNIVERSAL . . . . . 14.95

WANT TO BUY FLIPPER TYPE 5 BALLS, EUREKAS, DRAWBELLS, SLOTS

COIN OPERATED ELECTRIC SCOREBOARD FOR SHUFFLEBOARD . . . \$175.00

### MILLS BELLS!

We have all Mills latest Bells in stock.

#### AUTOMATIC COIN MACHINE & SUPPLY CO.

4135 W. Armitage Ave., Chicago, Ill.  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

### SAVE 3 WAYS!

- No. 1 Spend Less for Reconditioned, Refinished, Guaranteed 5-Balls.
- No. 2 With Flipper Kit Installed\*
- No. 3 With Spinner-Bumper Installed\*

	No. 1	No. 2	No. 3
MEXICO .....	89.50	94.50	104.50
MYSTERY .....	89.50	74.50	84.50
ROCKET .....	59.50	64.50	74.50
VANITIES .....	59.50	64.50	74.50
BALLYHOO .....	59.50	64.50	74.50
PLAY BOY .....	59.50	64.50	74.50
SUPER SCORE .....	54.50	59.50	69.50
SPELLBOUND .....	49.50	54.50	64.50
MISS AMERICA .....	39.50	44.50	54.50
STEP UP .....	39.50	44.50	54.50
STATE FAIR .....	39.50	44.50	54.50
SUPERLINER .....	39.50	44.50	54.50
FAST GALL .....	39.50	44.50	54.50
SEA BREEZE .....	39.50	44.50	54.50
SUSPENSE .....	39.50	44.50	54.50
MIDGET RACER .....	39.50	44.50	54.50
SURF QUEENS .....	39.50	44.50	54.50
BIG LEAGUE .....	39.50	44.50	54.50
BIG HIT .....	39.50	44.50	54.50
ANY PRE-WAR PIN GAME .....	24.50	29.50	39.50

\*Please give 2nd and 3rd choice because flippers and spinners are not practical to install on some games.

#### SPECIAL OF THE WEEK! HAVANA

with Flipper Kit Installed **\$69.50**

LATE FLIPPER TYPE 5 BALLS  
Cinderella . . . \$159.50 | Trinidad . . . \$139.50  
Robin Hood 149.50 | Yanks . . . . 139.50  
Humpty Dum, 189.50 | Catalina . . . 129.50

- #### SLOTS
- MILLS BLACK CHERRY, Orig. 5¢, \$144.50; 10¢, \$149.50; 25¢, \$154.50
  - 5¢ MILLS BLUE FRONT, ORIG. . . . 89.50
  - 5¢ MILLS BONUS BELL . . . . . 119.50
  - 5¢ MILLS ORIG. CHROME, 2-5 . . . . 109.50
  - 10¢ BROWN FRONTS . . . . . 109.50
  - GROET. COLUMBIA, J.P. or G.A. . . . 79.50
  - GROET. DE LUXE COLUMBIA . . . . . 99.50
  - 5¢ MILLS VEST POCKET . . . . . 44.50
  - WATL. ROL-A-TOP, 10¢ . . . . . 79.50
  - BAKER BLACK BEAUTY, Club Reels, Set of 5-10-25¢, Ea. . . . 135.00

- #### ARCADE
- P. D. Q. CAMERA & BOOTH . . . . \$419.50
  - CHI. COIN BASKETBALL OHAMP 359.50
  - WMS. ALL-STARS . . . . . 259.50
  - DRIVEMOBILE . . . . . 159.50
  - FOOTBALL, IDEAL . . . . . 159.50
  - CHI. COIN GOALEE . . . . . 149.50
  - ROLL-A-BARREL, 10 FL . . . . . 149.50
  - SUPER BOMBER . . . . . 129.50
  - UNDERSEA RAIDER . . . . . 119.50
  - MAJOR TORPEDO . . . . . 109.50
  - MAJOR LEAGUE BASEBALL . . . . . 109.50
  - KIRK ASTROL GOALEE . . . . . 99.50
  - SCI. POKERING . . . . . 99.50
  - EXH. MERCHANTMAN DIGGER . . . . . 99.50
  - BATTING PRACTICE . . . . . 79.50
  - WEST. DE LUXE BASEBALL . . . . . 99.50
  - HOCKEY, CHICOIN . . . . . 89.50
  - LIBERATOR OR PERISCOPE . . . . . 79.50
  - ROCKET BUSTER . . . . . 79.50
  - TEN STRIKE . . . . . 79.50
  - BALLY HEAVY HITTER . . . . . 79.50
  - BUCKLEY TREAS. IS. DIGGER . . . . . 119.50
  - GENCO LINE-A-BASKET, F.P., F.B. . . . 89.50
  - MUTO. 3 COL. CARD VEN., 2 for 5¢ . . . 29.50

- #### ONE BALLS
- SPECIAL ENTRY, F.P. . . . . \$289.50
  - VICTORY SPECIAL, F.P. . . . . 189.50
  - VICTORY DERBY, P.O. . . . . 159.50
  - LONGAORE, F.P. . . . . 89.50
  - TURF KING, P.O. . . . . 79.50
  - PIMLICO, F.P. . . . . 79.50
  - '41 DERBY . . . . . 79.50
  - CLUB TROPHY, F.P. . . . . 74.50
  - JOCKEY CLUB, P.O. . . . . 69.50
  - KENTUCKY, P.O. . . . . 62.50
  - BLUE GRASS, F.P. . . . . 59.50
  - RECORD TIME, F.P. . . . . 59.50
  - LONGSHOT, P.O. . . . . 59.50
  - SPORT KING, P.O. . . . . 59.50

- #### CONSOLES
- 5-25 TWO-WAY BONUS SUPER . . . . \$495.00
  - BALLY TRIPLE BELL, 5-10-25¢ . . . . 495.00
  - 5¢ KEEN. BONUS SUPER BELL. . . . 295.00
  - MILLS 3-BELLS . . . . . 159.50
  - 2-WAY SUPER BELL, 5-5¢ . . . . . 125.00
  - HI HAND, JOMB. . . . . 89.50
  - MILLS 4-BELLS, 5-5-5-5 . . . . . 89.50
  - BALLY CLUB BELL . . . . . 89.50
  - MILLS JUMBO COMB. . . . . 89.50
  - KEENEY 5¢ SUPER BELL COMB. . . . 79.50
  - WATLING BIG GAME, P.O. or F.P. . . . 69.50
  - 5¢ PACE SARATOGA SR., P.O. . . . . 69.50
  - BALLY BIG TOP, P.O. or F.P. . . . . 69.50
  - MILLS JUMBO, LATE HEAD . . . . . 69.50
  - PACE REELS—CHR. RAIL . . . . . 69.50
  - JENN. FAST TIME, P.O. . . . . 59.50

### FOR SALE OR TRADE

OLD WELL ESTABLISHED JUKE BOX AND PINBALL ROUTE

Consisting of all late and post-war equipment. Located in the heart of the richest farming community in the Middle West. Showing nice profit. Selling to dissolve partnership. \$20,000 will handle.

Write BOX D-71, THE BILLBOARD Cincinnati 22, O.

# Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. Phone EVERGLADE 4-2600 CHICAGO 22, ILL.  
Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

## CENTRAL OHIO'S QUALITY BUYS KEENEY'S NEW ELECTRIC CIGARETTE VENDOR

ORDERS NOW TAKEN FOR PREFERRED DELIVERY IN OHIO, KENTUCKY, WEST VIRGINIA

**NEW PIN BALLS**

- EXHIBIT CIRCUS
- UNITED SUMMERTIME
- UNITED MAJOR LEAGUE
- UNITED MANHATTAN
- GENGO SCREWBALL
- OHI COIN THRILL
- BALLY CARNIVAL
- WILLIAMS GIZMO
- OHI COIN CRAZY BALL

**CONSOLES NEW**

5¢-25¢ Bonus Super Bells ..... \$800.00  
5¢-25¢ Gold Nuggets 800.00  
5¢ Bally Wild Lemons 542.50  
5¢ Bally Double Ups. 542.50

**CONSOLES USED**

Draw Bells, Regular \$229.50  
Draw Bells, Red Buttons ..... 259.50  
5¢ Bonus Super Bells 295.00  
5¢-25¢ Twin Bonus Supers ..... 595.00  
5¢-5¢ Twin Bonus Supers ..... 575.00  
5¢-10¢-25¢ Keeney Triples ..... 795.00  
5¢-5¢-25¢ Bally Triple 545.00  
5¢ Bally Club Bell .. 89.50  
5¢ Paces Reels, Comb. 49.50  
5¢ Paces Reels, C.P.. 49.50  
5¢ Bally Big Tops, C.P. .... 79.50  
5¢ Evans Gal. Dominos, '47 ..... 415.00

**ARCADE EQUIPMENT**

Battling Practice ... \$ 79.50  
Sky Fighter ..... 119.50  
Air Raider ..... 79.50  
Tommy Gun, Late .. 79.50  
Panoramas ..... 259.50  
Undersa Raiders ... 149.50  
Lite Leagues ..... 149.50  
Voice Recorder ... 69.50  
9-Ft. Skee Roll ... 79.50  
Scientific Baseball .. 69.50  
Jack Rabbit, New .. 300.00  
Buckley Diggers ... 89.50  
2 Exhibit Rotary Diggers ..... 195.00  
Champ Basketball, New 49.50  
Pokerino, Scientific .. 199.50  
Goalee, New ..... 225.00  
Wurl. Skee Rolls, 14-Ft. .... 165.00  
10½-Ft. Premier Skee Rolls ..... WRITE

**LATE PIN BALLS**

TROPICANA ..... \$119.50  
ROCKET ..... 59.50  
AMBER ..... 59.50  
PLAYBOY ..... 64.50  
TORNADO ..... 59.50  
HONEY ..... 69.50  
GOLD BALL ..... 69.50  
MYSTERY ..... 69.50  
MEXICO ..... 89.50  
NEVADA ..... 89.50  
HAWAII ..... 89.50  
CYCLONE ..... 69.50  
DYNAMITE ..... 59.50  
FIESTA ..... 69.50  
TALLY-HO ..... 79.50  
HAVANA ..... 49.50  
CAROUSEL ..... 69.50  
SURF QUEEN ..... 29.50  
MIDGET RACES ... 39.50  
BIG HIT ..... 39.50  
MARJORIE ..... 69.50  
FAST BALL ..... 69.50  
CANTEN ..... 29.50  
KILROY ..... 49.50  
TORCHY ..... 79.50

**ONE BALLS**

VICTORY SPECIALS ..... \$169.50  
BIG PARLAYS ..... 149.50  
BIG PARLAYS (New) ..... 249.50  
DAILY RACES ..... 215.00  
SPECIAL ENTRY ..... 349.50

**NEW SLOTS**

Mills Black Cherry ... \$248.50	5¢	10¢	25¢	50¢
Mills Jewel Bells .. 248.00	253.00	258.00	338.00	350.00
Mills Golden Falls ... 248.50	253.50	258.50	350.00	350.00
Mills Vest Pocket ... 74.50				
Jennings Std. Chief .. 269.50	279.50	289.50	399.00	
Jennings Club Chief .. 324.00	334.00	344.00	454.00	
Groetchen Columbia ..			145.00	
Watling Rolatop ..... 175.00	200.00	225.00	300.00	
Pace DeLuxe Chrome... 245.00	255.00	265.00	375.00	
\$1.00 Pace DeLuxe..			550.00	

**USED AND FACTORY REBUILT SLOTS**

5¢ Blue Fronts ... \$ 79.50	REBUILTS LIKE BRAND NEW
10¢ Blue Fronts ... 89.50	5¢ COPPER GOLD AND BLUE, Hammerold Finish ... \$119.50
25¢ Blue Fronts ... 99.50	10¢ COPPER GOLD AND BLUE, Hammerold Finish ... 129.50
5¢ Brown Fronts .. 99.50	25¢ COPPER GOLD AND BLUE, Hammerold Finish ... 139.50
10¢ Brown Fronts .. 109.50	(Drill Proof and Knee Action)
50¢ Chiefs ..... 249.50	
50¢ Blue Fronts ... 249.50	
\$1.00 Chief ..... 475.00	

**COUNTER GAMES**

1¢ Sparks Check, P.O. \$12.50  
1¢ Daval Marvels ... 19.50  
5¢ Gushers, New ... 29.50  
5¢ Davals, Free Play .. 39.50  
1¢ Marvel Pop Up, New 25.00  
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BLACK GOLD HAND LOAD  
AND BONUS BELLS



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MILLS VEST POCKET BELLS ..... 39.50

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TERMS: ½ DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

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SPELLBOUND**

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STEP UP  
SUPERLINER  
SUPER SCORE  
SURF QUEEN**

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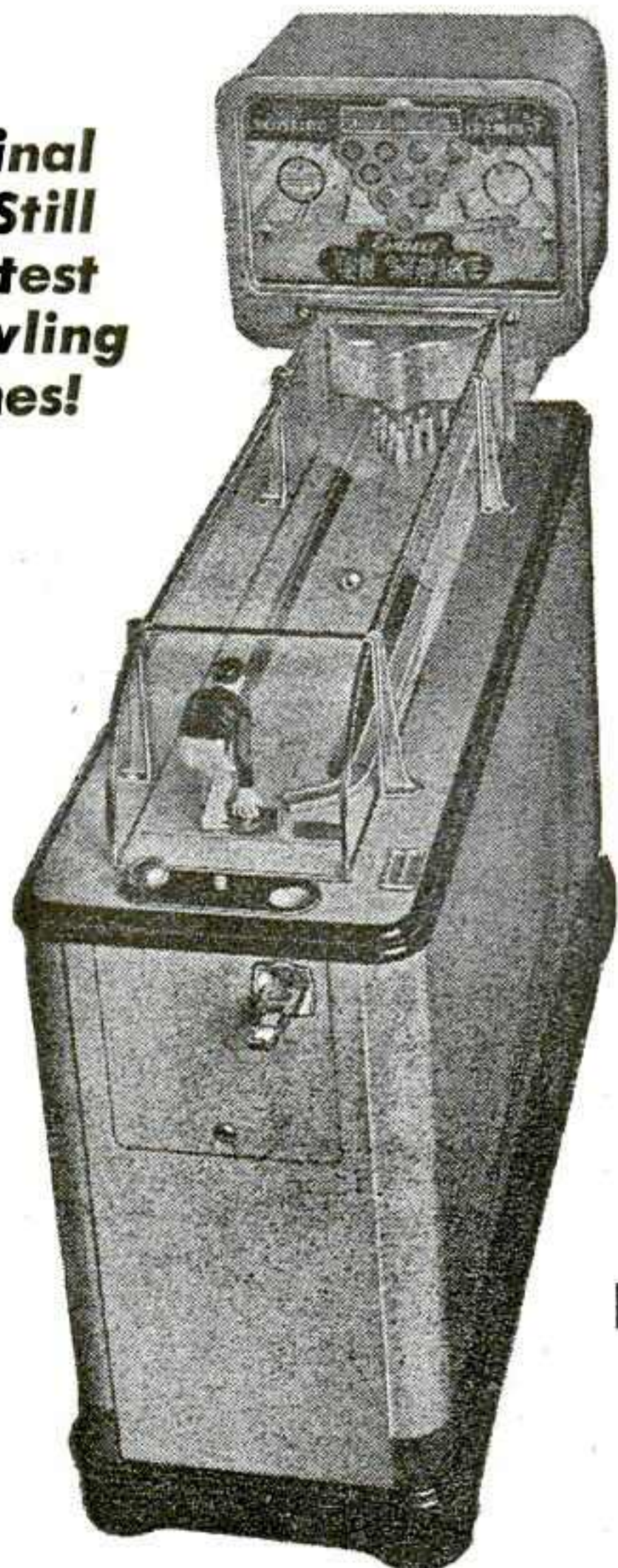
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**Original  
and Still  
Greatest  
of Bowling  
Games!**



**REAL  
BOWLING!  
ALL  
SKILL!**

## BETTER THAN EVER — EVERY WAY:

**NEW!** High Dial Projector Scoring up to 150!  
**IMPROVED!** Pin Setting Device eliminates wooden pulleys. Many other improvements for faster play!  
**PERFECTED!** When pins are knocked over, perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Perfected Manikin Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!  
**REALISTIC!** Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Five frames, 5c, with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!  
 For equipment that pays profits sooner—faster—longer, buy Evans' 1949 improved TEN STRIKE! Thousands of original pre-war TEN STRIKES are still in operation and still producing profitable earnings . . . proof positive of top appeal and quality! 1949 TEN STRIKE, the finest game of skill for amusement only, is gilt-edge! If you are tired of "90-Day Wonders" on which you have to write off your investment, get started with the game that pays dividends, not weeks or months, but for years!

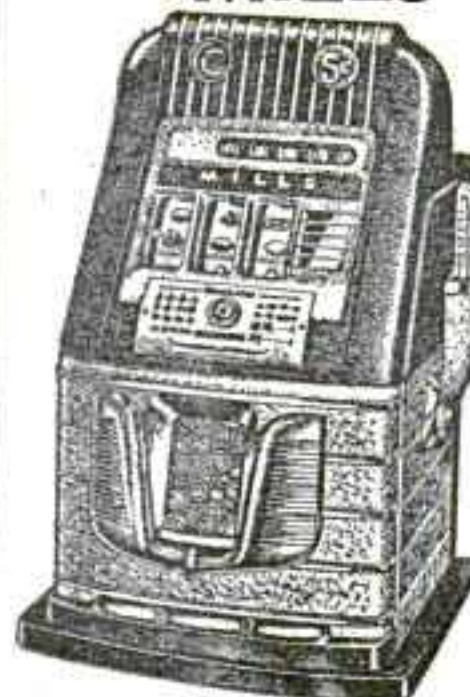
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## MILLS LATEST MACHINES

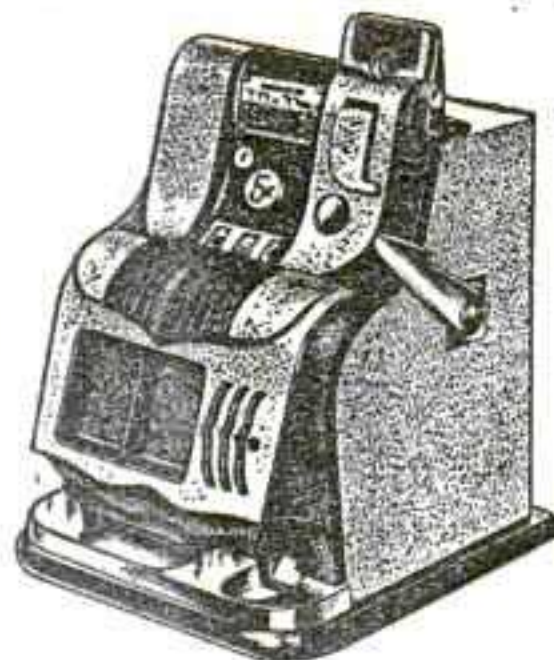


**BLACK GOLD BELL**  
 You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.  
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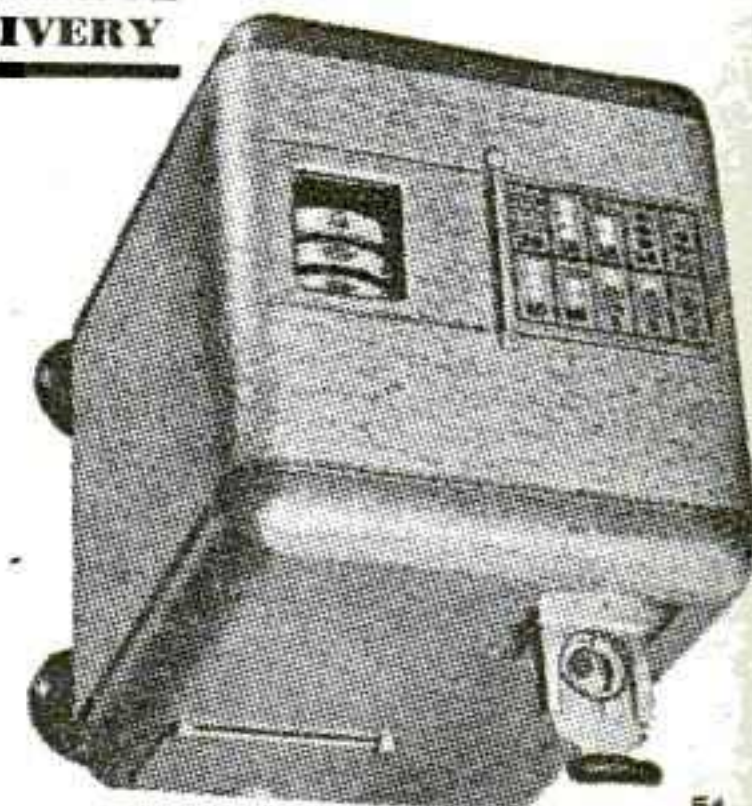
**JEWEL BELL**  
 If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.  
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**MILLS QT**  
 A "Pony-Size" Bell. Weighs only 35 lbs. The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.  
 5c PLAY .. \$115.00  
 25c PLAY .. WRITE 1/3 Deposit

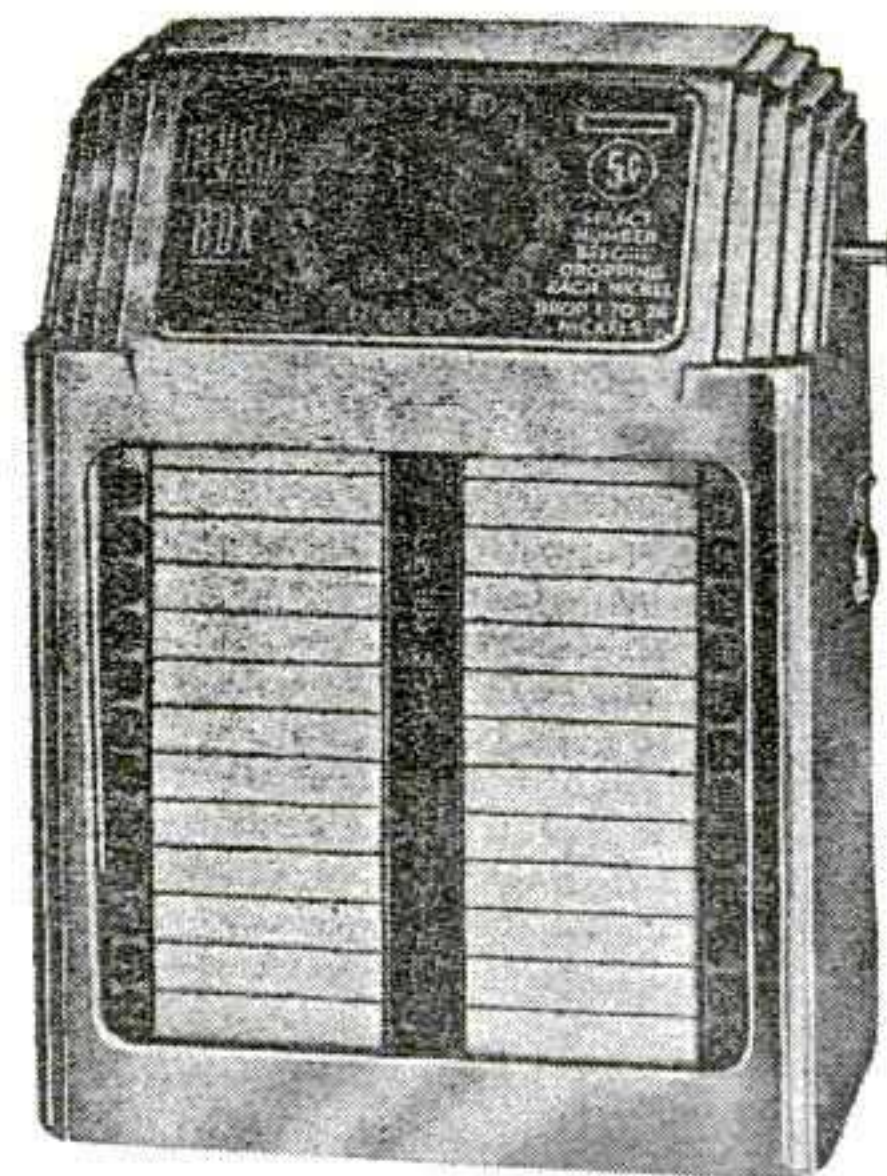
**New Box Stands, Single,  
Double and Triple Safes**



**New Vest Pocket Bell** **\$65.00**  
 The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payroll cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.  
 5¢ Play  
 1/3 Deposit

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Available for  
**20, 24, 32**  
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 Selection

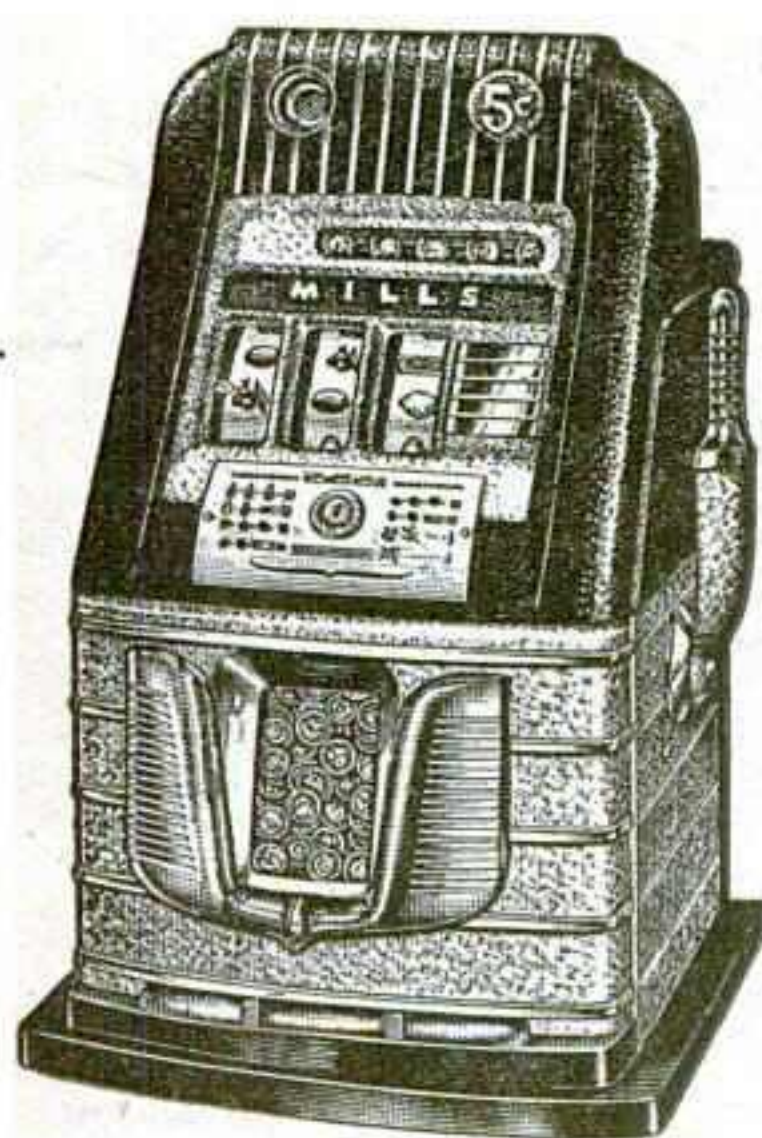
**PRICE**  
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 F. O. B.  
 Chicago

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

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## THE GOLDEN TONIC!



MILLS BLACK GOLD BELL

Mills Black Gold Bell is just the "toner upper" you need to prevent the possibility of a "lagging revenue" in your locations. The Black Gold Bell features a big, dominantly displayed Jackpot which kicks automatically when three bars appear in alignment on reels. Then the caretaker reloads the Jackpot by hand. Meter records Jackpots won. No half-filled, uninteresting Jackpot faces the patrons. Instead a big, full, captivating display invites their immediate play. Tone up your locations this Fall with Mills Black Gold Bells!

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THE *new*  
FEATHER-TOUCH  
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PLAY SAFE and be safe with a beautiful machine built to LAST

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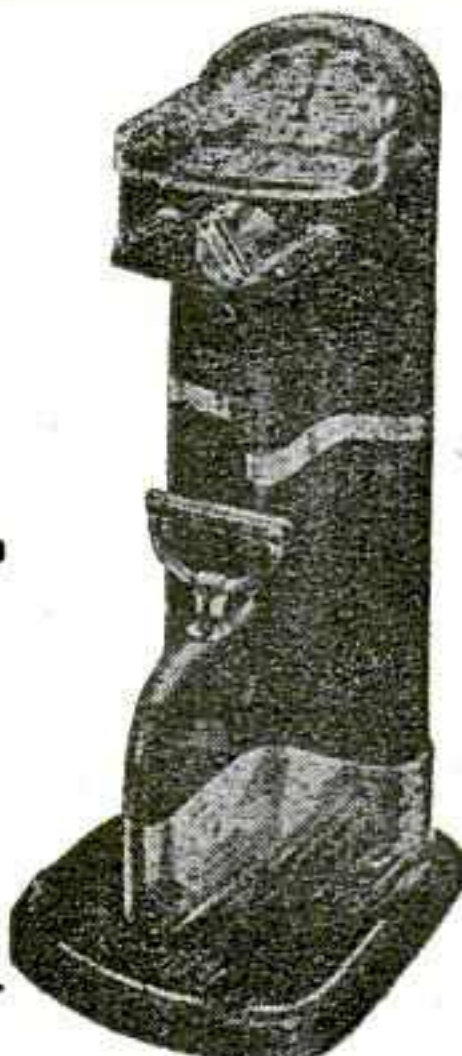
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DELUXE MODEL  
13 PLAYS

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2 Billies and Spares, into cables on pins. 3 Red Ball Pool Tables. Make offer on this lot.  
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700	175.00	CADET	65.00	'39 DELUXE	60.00
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- 3 ROCKETS
- 8 STEP UPS
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- 4 BIG HIT

### \$20.00 EACH

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- 7 SUPER SCORE
- 4 GOLD BALLS
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- 4 FLAMINGO
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# - a New **MIRACLE**

## has happened

### FOR PIN BALL OPERATORS



IT KICKS  
IT SCORES  
10,000  
50,000 5000

50,000  
10,000  
UP and DOWN  
LEFT and  
RIGHT  
1000  
SIX  
OF 'EM  
ON THE  
BOARD  
5000

Nothing like it in many years...for 'new game performance.' Words cannot describe the new player thrills offered in this phenomenal EXHIBIT creation. You must actually see it...to believe it!

SEE 'EXHIBIT'S' NEW

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(PATENT PENDING)

AT YOUR 'EXHIBIT' DISTRIBUTOR  
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PARTS

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## ***NOTICE to the TRADE***

**Due to the overwhelming demand for Genco's SCREWBALL which, incidentally, is even greater now than the first week it was introduced, we are announcing the end of production on this great game.**

Sounds screwy, doesn't it? And it takes a lot of courage too. Want to know why we're doing it? It's because we at Genco honestly believe that our policy of cutting runs of games far short of the demand is the only way to keep our industry healthy during these trying times.

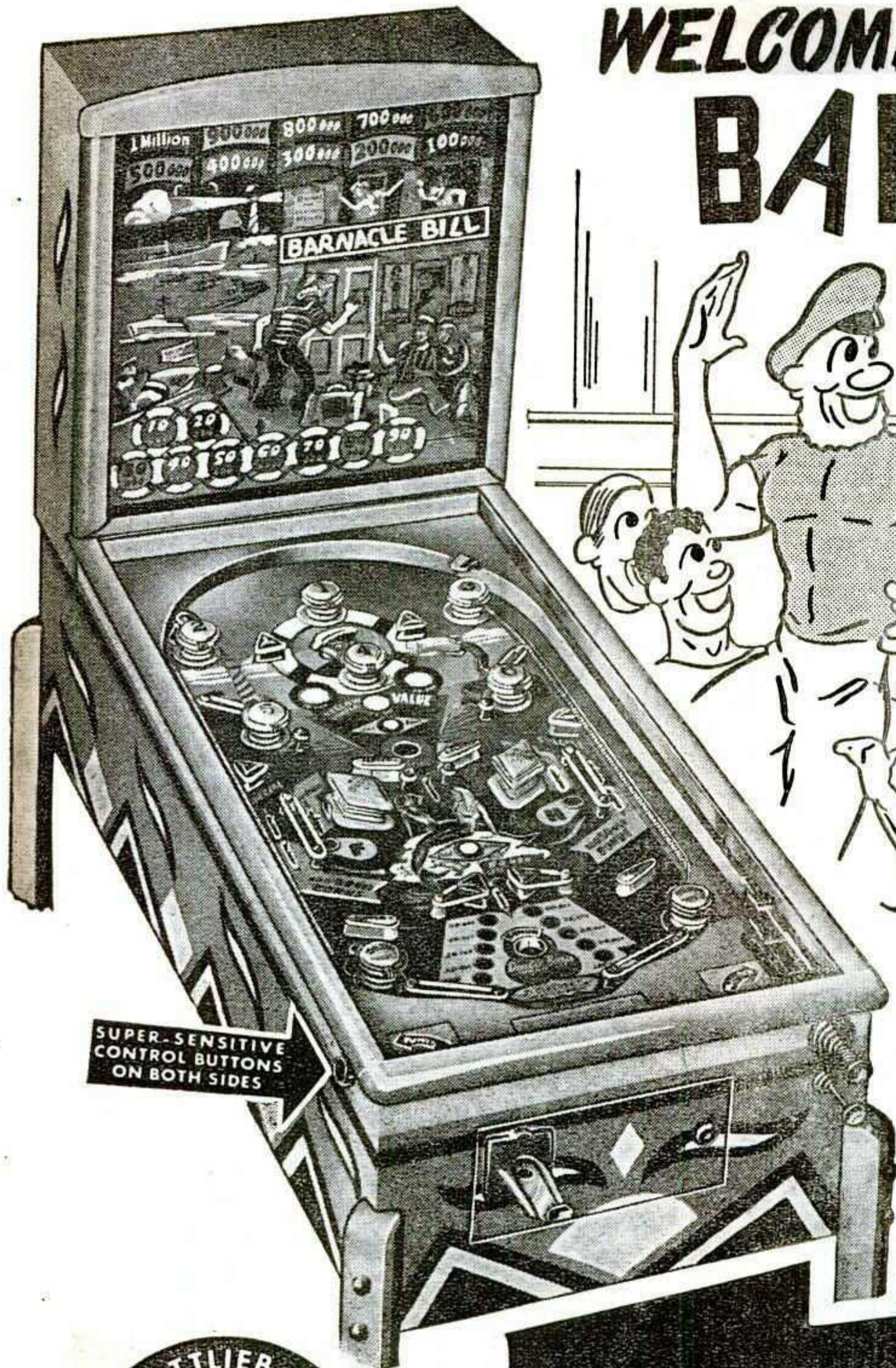
We know you didn't get near enough the number of SCREWBALLS that you wanted; as a matter of fact, we didn't complete 60% of our orders, but when you see the price of used Genco games on the market six months from now, we're sure you'll agree that our policy is right. And besides, wait till you see what we've got up our sleeves. If you think SCREWBALL was something, just watch the next one and the one after and the one after that. We're in the groove and they're going to keep on coming.

***IT'S GENCO in '48 and '49!***

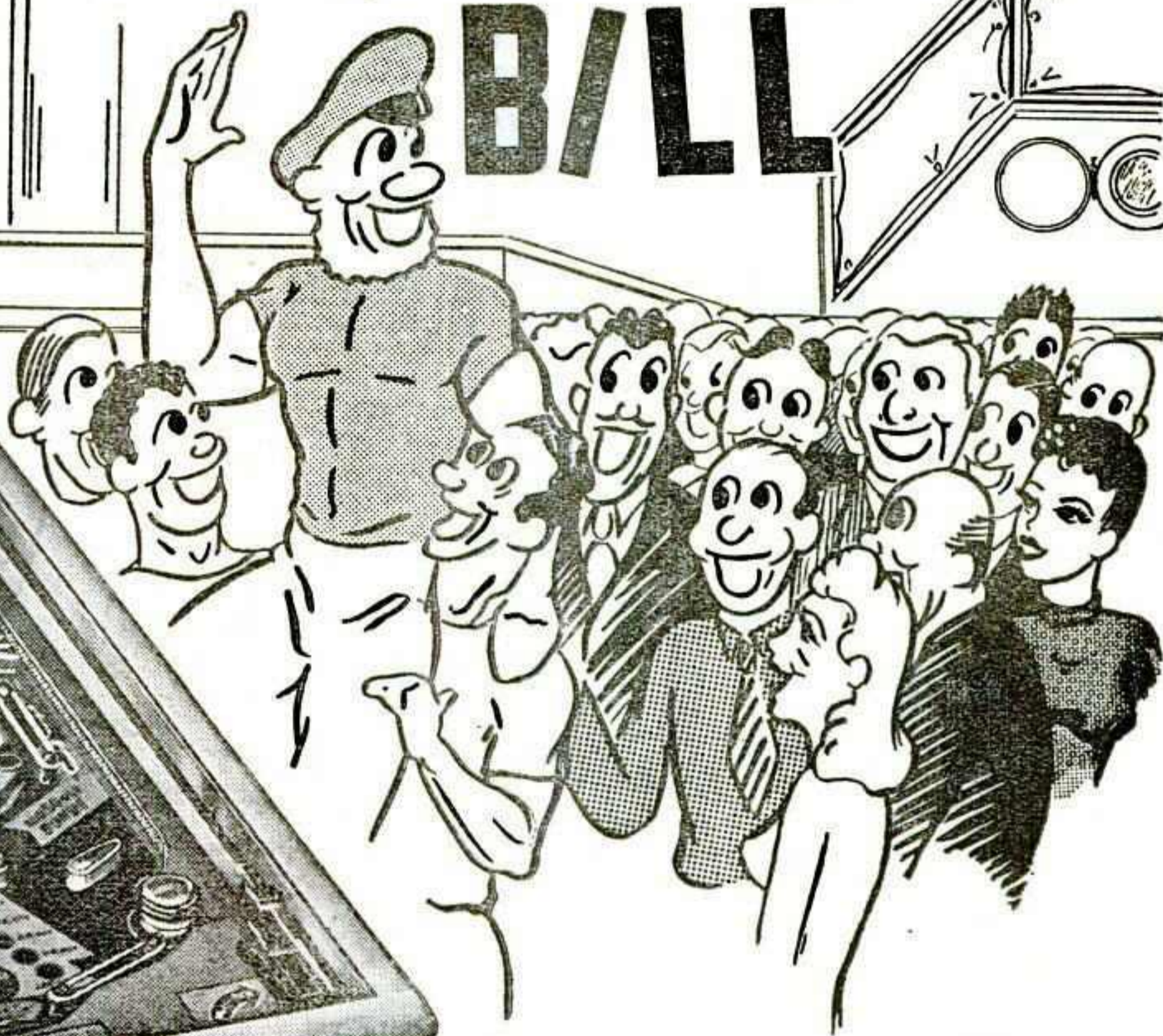


**2621 NORTH ASHLAND AVE.  
CHICAGO 14, ILL.**

# WELCOME EVERYWHERE BARNACLE BILL



SUPER-SENSITIVE  
CONTROL BUTTONS  
ON BOTH SIDES



## BRAND NEW ACTION FEATURES

2 SCORING SEQUENCES  
TO INCREASE  
BUMPER VALUES!

4 FLIPPER BUMPERS!

NEW TYPE BONUS with RAPID FIRE  
BUILD-UP and HIGH SPEED TAKE OFF!

100,000-BUMPERS!

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# SENSATIONAL NEW "MULTIPLE" MYSTERY AND GUARANTEED ODDS!



Odds "multiply" on mystery basis. Second coin may "multiply" Odds by three or four, instead of only two. First or second coin may jump Odds all the way to 160 top. Player continues to play additional coins for additional Selections . . . because ODDS NEVER DROP BACK TO A LOWER BRACKET. Without fear of losing favorable Odds, players play coin after coin . . . 10 or 12 or more per game . . . for additional Selections. The result is the fastest play and fattest profits in one-ball history . . . nearly double average Gold Cup-Trophy earnings BY ACTUAL LOCATION TESTS.

**PLUS**  
**HORSE-SHOE FLASH**  
**SPELL-NAME**  
**A-B-C-D**  
**BUILD-UP FEATURE**

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**Bally** MANUFACTURING COMPANY  
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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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**3 GREAT WAYS  
TO SCORE REPLAYS**



**HIGH SCORE**



**NEW "LIGHTS ON" SEQUENCE**



**SUPER SPECIAL  
("When Lit" Pocket)**



KICKER  
CONTROL  
BUTTON  
EACH SIDE



REPLAY BUTTON



**FIVE-BALL  
NOVELTY  
REPLAY**

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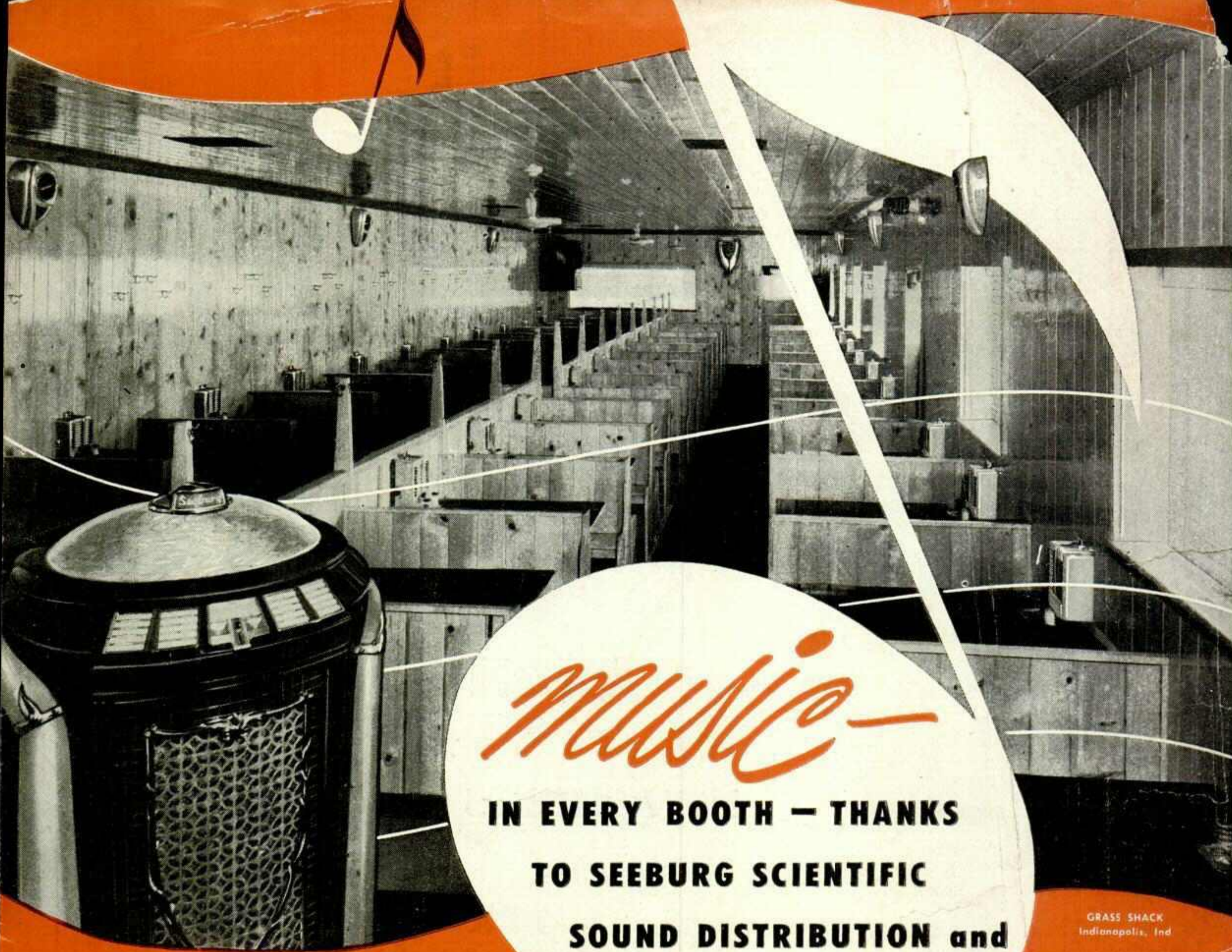


**UNITED MANUFACTURING COMPANY**

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*Music*

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