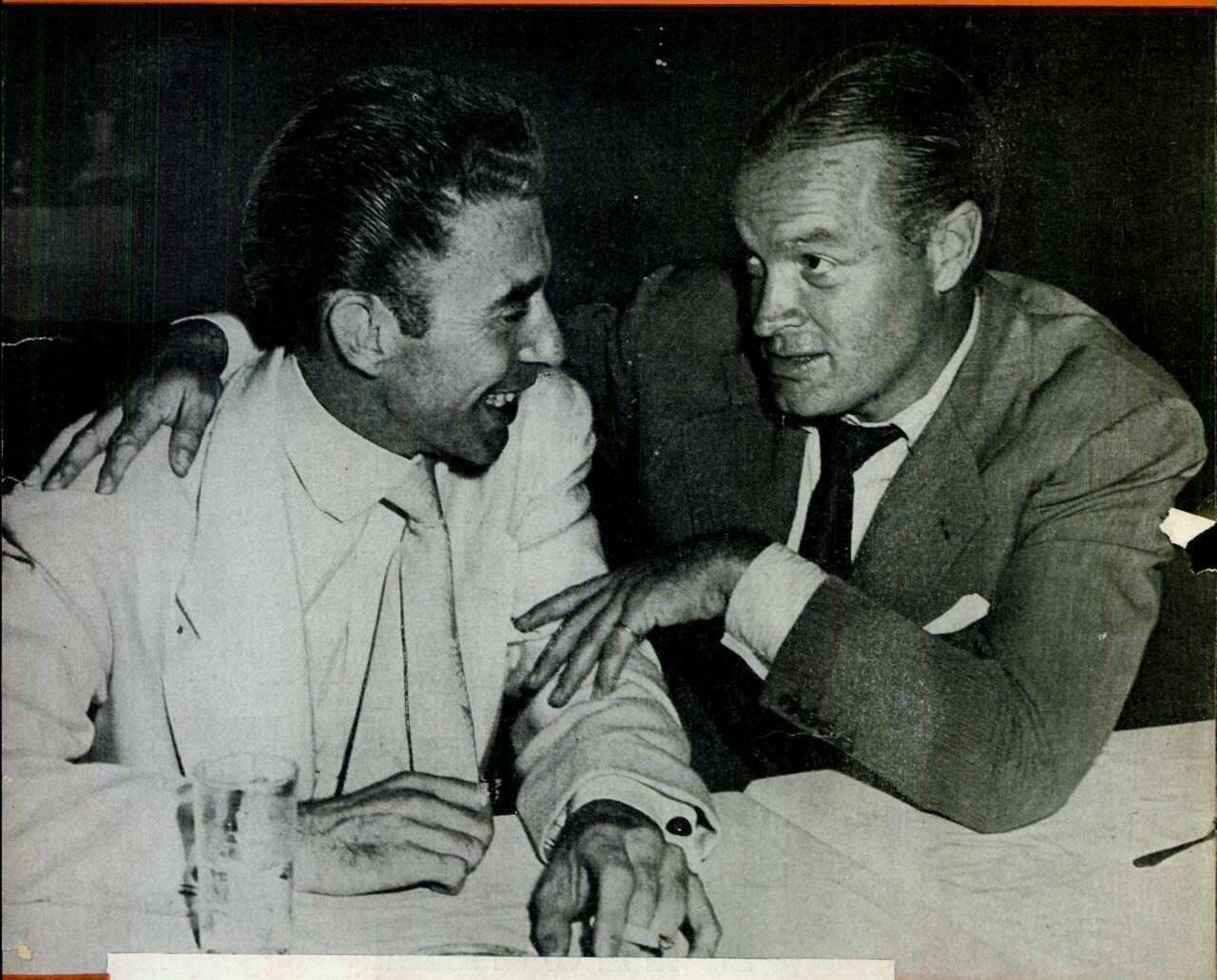


The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 23, 1948 ✓✓✓✓



After his preem Swan soap NBC coast-to-coaster Bob Hope dropped in at Art Mooney's Hollywood Palladium opening recently to add his congratulations to the many others the genial Irishman has received on his recent run of record-breaking records. His latest, "Bluebird of Happiness," is the third MGM platter in a row on which Maestro Mooney has hit better than a half million.

CHERYL CRAWFORD *presents*

LOVE LIFE

A New Musical

Book and Lyrics by
ALAN JAY LERNER

Music by
KURT WEILL

Directed by **ELIA KAZAN**

"LOVE LIFE is wonderful."—Boston Post

"LOVE LIFE—three hours of entertainment."—Boston Evening American

"A sturdy candidate for high honors in the '48-'49 theatrical Hall of Fame."

—Variety

"A tuneful, colorful, completely delightful evening's entertainment."

—Billboard

with these 2 outstanding HITS!

HERE I'LL STAY GREEN-UP TIME

Buddy Clark ----- Columbia

Sammy Kaye ----- Victor

Gracie Fields ----- London

Buddy Clark ----- Columbia

Sammy Kaye ----- Victor

CHAPPELL & CO., INC.

RKO BLDG. RADIO CITY, New York 20, N. Y.

By Arrangement with MARLO MUSIC CORPORATION

HOW TV IS CROWDING AM

NBC and 'Life' Set Long-Term Deal in Tele

Mag Will Foot the Bill

NEW YORK, Oct. 16.—A new pact, calling for frequent and regular collaboration in television programming over a considerable period between *Life* magazine and the National Broadcasting Company (NBC) has been the subject of highest level discussions among top brass of the two organizations during the past few days. The contract is due to be signed shortly after election day, November 2, when *Life* will bank-roll election coverage for the Eastern NBC television network.

The pact will call for joint production of a considerable number of shows during the coming year, with *Life* footing all bills, including time charges. The answer to how far *Life's* publisher, Henry Luce, ultimately is determined to go in getting into television remains unanswered by the NBC tie-up, however, with the upper strata of the Luce empire reported currently at stalemate in efforts to map a long-range plan.

It is known that some top men at Time, Inc., have gone over virtually every possibility from buying into a network or a single station to developing their own programming for use on other facilities. The Luceites opposing a network deal are said to feel that this would make them facilities salesmen rather than programmers, with the necessity of promoting other packagers' shows, if (See *LIFE, NBC SET* on page 13)

Legit Flacks Recoil at Use Of P.R. Firm

Say They'll Handle Bally

NEW YORK, Oct. 16.—The press agents chapter of the Association of Theatrical Managers and Agents (ATMA) met Thursday (14) and appointed a committee consisting of (See *FLACKS FIGHT* on page 48)

Psst!

NEW YORK, Oct. 16.—Mebbe advertisers and their agencies (particularly Blow Company) oughta study dictionaries before they offer "new" words as part of advertising slogans. For example, Eversharp is currently boasting that its new Schick razor blade isn't stepped or honed—it's "stroned"—purportedly a combination of the two. Look it up in Webster's yourself.

N. Y. Showbiz Unions Ready To Fight Hotel Rent Hikes

NEW YORK, Oct. 16.—Actors' Equity, having received several complaints from its members that New York hotel rentals have been hiked unreasonably, will ask the Rent Control Commission (RCC) to keep hotel rents frozen. If it is not able to accomplish this, the union will ascertain how much protection actors have under the existing laws and advise them of any action they can take. There is an added possibility that the union will meet with other entertainment labor orgs to see if they have received similar gripes from their membership. If this is so, there is a good chance of a united front at the RCC by entertainment unions to see that hotel rents are kept down.

Another service that Equity will perform for its members will be to request producers to post a list of the

physical requirements of actors needed for the cast of their shows. The union can't compel managers to do this, but the possibility is that they will comply with the request. It will make things easier for them, since actors who know they do not fit certain parts will not bother producers.

AFM Wax Ban Giving Birth To New Ideas

Techniques Likely To Last

NEW YORK, Oct. 16.—The stalemate negotiations between record manufacturers and the American Federation of Musicians (AFM) negotiators for lifting of the waxing ban have resulted in renewed recording activity on the part of virtually all diskers with the possible exception of RCA Victor. And several top artist and rep executives are of the opinion that if the ban continues for any appreciable length of time (as it currently promises to) numerous new recording techniques will be developed which will be carried over into the post-ban era.

One such technique is the one whereby a band background is dubbed onto a vocal job and vice-versa. (See *AFM BAN* on page 18)

Petrillo Lifts Pic Music Ban For Gov. Tom

Political Move Seen

NEW YORK, Oct. 16.—In a surprise move, James C. Petrillo, president of the American Federation of Musicians (AFM), this week reversed a refusal and granted a waiver permitting use of a new film utilizing musicians on television. The film is *The Dewey Story*, prepared for the Republican National Committee by *March of Time*. It contains music written specially for it by Jack Shaindlin, of Fox Movietone News, performed as background by a band believed to number about 15 pieces.

With no contract covering use of musicians on films, and with musicians forbidden to participate in the making of commercial film for video use since late in 1946, the step is considered to have considerable significance. It is believed that Petrillo's action may mean the music chieftain is aiming at mending his political fences with a view toward lessening political pressure on his union. There also is the possibility that it presages a willingness on the part of the AFM to reconsider the entire situation concerning music on film for video.

The Dewey film also would be unacceptable for video use by virtue of the Hollywood AFM contract, barring film using movie musicians from tele. (See *PETRILLO REVOKES*, page 12)

Webs' Sked Shake-Up Upsets Hooperatings of Top Shows

NEW YORK, Oct. 16.—First results of this fall's shake-up in network schedules, one of the most drastic in years, has been a sharp alteration in the comparative Hooper standings of the top shows as compared with one year ago. Factors contributing to the reshuffle in the "first 15" include not only the breaking up of long-established blocks of programs, but many significant changes within the programs themselves.

A comparison of G. E. Hooper's "first 15" for October 15, 1946, as against the same date of last year, reveals that Walter Winchell now leads the pack with 21.4, coming up

from ninth place with 17.8 in 1947.

Bob Hope, who was first with 23.0 in the 1947 survey, and has changed both program format and time period, has fallen to fourth position in the new Hooperatings, with a 19.0 mark. Hope last season followed Fibber McGee, which then was tied for first place with a 23.0 rating. Fibber this year rates 20.1 and is in second position.

Red Skelton, who last season aired immediately after Bob Hope, was in sixth place on the 1947 list, with a 18.2 rating. This fall, switched from Tuesday to Fridays and no longer (See *Webs' Shake-Up* on page 40)

Tuner Survey Shows Cut-In Is Terrific

Study To Be Continued

By Jerry Franken

NEW YORK, Oct. 16.—What is believed to be the first concrete indication of the inroads television is making into the New York City AM audience was revealed in a study, completed this week, of summertime viewing and listening habits in TV-AM and straight AM homes. The essential fact is, based on viewing and listening figures for July, August and September of this year, that for afternoon listening radio obtains an average Monday-thru-Friday rating in TV-AM homes that is 60 per cent of the radio rating in purely AM homes. Thus a program with an AM rating of 10 in an AM home would have a 6 in an AM-TV home.

The figure for evening listening is less encouraging to AM-ers. It shows that for the same three months, in the 6 p.m.-to-midnight period, radio gets an average Monday-thru-Friday rating in TV-AM homes of 35 per cent of the straight AM radio home rating. Neither the daytime nor evening figures includes week-end listening.

First of Series

The report from which these and other figures included in this issue were taken is the first of a series of continuing studies being made by a New York station. The purpose is to chart TV viewing habits and their effects on AM stations, and to guide the management of this particular station in charting its future course. Ratings used were the regular radio and video reports published by The Pulse, Inc.

While informative, to say the least, it must be stressed that the first findings of this analysis are indicative, rather than conclusive. There are several reasons. One is that it covers (See *TV SPECTER TAKES*, page 7)

Wotta Brake!

NEW YORK, Oct. 16.—Know anybody in Claremont, Okla., looking for a newspaper scribbler's job? Might refer him to *The New York Times*.

The staid, solid-as-Gibraltar *Times'* current (as of this writing) correspondent in Claremont contributed a column-long description, which *The Times* printed in all editions Thursday (14), of presidential candidate Tom Dewey's visit to town. After giving with all the "color" of the campaign train's pause, the story wound up.

"Goodbye, everybody," shouts the governor; 'goodbye,' and the 'victory special' pulls out—usually with a jerk."

N.B.—*The Times* is backing the jerk — er, the governor, for president.



Pressers Unite Vs. Fleecings

Poor-Paying Indie Labels To Be Fought

Losses Run Into Big Dough

NEW YORK, Oct. 16.—A move is afoot among operators of small record-pressing plants in the metropolitan area to form a united front against poor-paying indie labels. According to local pressers, such an organization, serving principally as a pool for credit information, would eliminate a substantial part of a gross loss which this year will amount to nearly 10 per cent of the industry's total billing. This figure, nearly double last year's losses, is considered to be the consequence of a too-lenient policy followed by many small plants during the recent off-season slump in the record business.

With approximately 60 plants throughout the country bidding for pressing orders from several hundred independent labels, credit requirements have frequently been relaxed to admit what have turned out to be fly-by-night label operators. Most plants have endeavored to operate on a cash-on-delivery (COD) basis with indies, but in many cases, with presses idle, plant operators have accepted orders on a gamble just to keep the plant running. While some pressers will normally work on a net-10-days payment plan with accounts that have been steady over six months to one year, the prospect of idle presses has forced many to accept similar conditions from new customers on whom no credit data at all are available.

Devious Ways

A common case is that of the indie who pays promptly for his initial 1,000 pressings, then places a larger order, takes his records, and disappears. In such cases the loss to the plant usually runs between \$200 and \$400, and one plant suffered a single (See PRESSERS UNITE on page 20)

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ICE SHOW REVIEWS

Holiday on Ice of 1949 (Tuesday, September 26) ARMORY, SYRACUSE

CAST: Dorothy Goos, Murray Galbraith, Karen, Bobby Blake, Tony LeMac, Phil Hiser, Kay Farrell, Holly and Day, Paul and Yvon LeDuc; Leo, May and Joan Freisinger; Ted Maza, Ann Schmidt, Jeanne Berman, Henry Lie and Joe Romain.

SOLOISTS: Ray Carter, Nancy Welter and Irene Sherrick. Conductor, Carmen Nappo. Produced by George D. Tyson. Choreography by Marie Carr. Principals' routines staged by Eva Ross under personal supervision of Morris Chaifin. Stage manager, Bobby Johnson.

Holiday on Ice got off to its third season with a fine start at the Syracuse Armory, where, for a nine-day engagement, it broke all records for Syracuse, throwing in an extra Saturday mat for good measure to take care of the overflow. The current *Holiday* stacks up with last year's show in speed, precision, glamour, costuming and lighting; last year's show was acclaimed by many as the best traveling ice show on tour.

Using Dorothy Goos and Murray Galbraith as features, the new crop of talent includes Bobby Blake with his smooth swing routine; Henry Lie doing a different stilt stunt on skates; the LaVannes, in a fast apache and an adagio trio bit; and the LeDucs in some swell acro bits done the hard way on skates. All the new talent is top-notch, with most of the oldies back in new and more difficult routines, the only slowing up of the entire performance being the weakness of comedy. The team of Holly and Day did its best to carry on the comedy burden, without much help.

Goos and Galbraith Tops

Goos and Galbraith are still a class pair, strong enough to head any ice spec, with Karen in her one solo number giving added class to the varied performance. The line of 24 gals, even tho in its first week, went thru its difficult routines in great style, the numbers including *Phantasy in Plastic*, a great staged number which is a credit to Marie Carr, director. The lighting and Carmen Nappo's score are good and *Holiday* keeps moving at a fast tempo. The new tune, *It's Wintertime*, made a hit with fans out front.

Costumes and staging are top-notch. The hardest worker in entire troupe is little Bobby Johnson, who keeps things going at the terrific pace. Morris Chaifin and associates can be proud in their third year out. B. S. Bennett.

Ice Vogues of 1949 (Saturday, October 2) COLISEUM, DAYTON, O.

Managed and produced by Holiday on Ice Shows, Inc., New York. George D. Tyson, executive director; Charles Grant, general manager; Milton Blakely, orchestra director; Marion Alch, emcee; Arthur Seelig and Ray Rice, advance press representatives. Production planned and directed by George D. Tyson. Choreography and staging, Marie Carr. Costumes, Billy Livingston.

For the second successive year *Ice Vogues of 1949* staged its premiere in the fairgrounds Coliseum here October 2. It offers much trick skating, lush production and considerable comedy. Routines move with snap and precision.

Costuming gets away from the usual lavish display of sequins in favor of tasty costume color combinations, giving the show a high degree of elegance. A 90 by 40-foot ice floor is used and the chorus consists of 16 girls and eight boys.

Intricate routines open the show to *It's a Good Day*. The chorus later appears in such production numbers as *Dance of the Penguins*, an elaborate thing called *In a Persian Garden*, a *Showboat Tonight* number, a *Gypsy Caravan* and *Let's Take a Holiday*.

Marilyn Quinn and Marshall Beard star with their skating skill, garnering big hands. Miss Quinn joins Tommy De Pauw for a *Romance in the Rain* turn and later as a belle of New Orleans in a show-boater.

Beard goes hot on skates in *Down Rio Way* and joins Dorothy Day in *Gypsy Caravan*. Latter is made especially effective thru use of pink and white costuming.

Comedy is provided by Paul Andre and Eddie Bunyon in a horse number. Andre later offers some *Nautical Nonsense*. Andre and Ray Abney do a housing shortage novelty that clicks. Another crack bit is Gloria Dawn in a *Temptation* offering. Jay Cantwell thrills with baton twirling and DePauw and Miss Dawn lead a particularly good *Graduation Waltz*. A. S. Kany.

Yank Acts To Play For King George

LONDON, Oct. 16.—King George this week named Danny Kaye, George and Bert Bernard, Jayne and Adam Di Gatano, the Nicholas Brothers, Buster Shaver and the Colstons among 33 selected to appear at the command performance November 1 at the Palladium.

100G Jackpot For Scripters In All Showbiz

NEW YORK, Oct. 16.—The National Five Arts Award, Inc. (NFAA), a non-profit org, is to distribute \$100,000 in prizes to six categories of writers, playwrights, songwriters, short-story writers, short-shorters, radio scripters and movie scenarists. Of the money, 30G will go for awards (\$2,000, \$1,000 and four \$500 prizes) and 70G for fellowships (140 of \$500 each to talented scripters).

The project will be self-sustaining, with a \$2 entry fee required of contestants to pay for the prizes, but there will be no restrictions as to age, education, etc. In addition to the awards, the NFAA will try to get a production for the prize-winning play and publish an anthology of other of the best writing in other fields.

The material will be judged by a panel of three persons in each field. (See 100G JACKPOT on page 40)

With the Sharpest Edge Ever Corned

NEW YORK, Oct. 16.—Johnny Greenhut, of Music Corporation of America (MCA), was having a tough time ducking some comic for whom he didn't have a job.

One night Greenhut was in a joint with an owner looking at a television show sponsored by Gillette when the comic joined the table.

"How do you like it?" asked the owner, pointing to the TV set.

"I like it," said Greenhut. "I wish I had one like it."

The comic, who was putting his eye on the sponsor's product, cried: "Ya like it, huh? Well, I got two like that at home. I'll bring one to your office tomorrow."

Greenhut started to worry. Now he'd have to find the guy a job.

The following day the comic came in. "See, Johnny," said the boy, "I told you I'd bring you one—here it is." He pulled out of his pocket—natch—a Gillette razor.

The Billboard

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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
TWELFTH STREET RAG, Pee Wee Hunt, Capitol 15105
- No. 1 Disk Via Dealer Sales
TWELFTH STREET RAG, Pee Wee Hunt, Capitol 15105
- 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
JUST A LITTLE LOVIN', Eddy Arnold and His Tennessee Plowboys, Victor 20-3013
- No. 1 Most Played Juke Box Race Record
PRETTY MAMA BLUES, Ivory Joe Hunter, 4 Star 1254
- No. 1 Best Selling Retail Race Record
LATE FREIGHT, 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, pages 24 to 39 in Music Section.

RESEARCH WAR GETS TOUGHER

FCC, Meet N. Y.

NEW YORK, Oct. 16.—New York City's radio brass is scheduled to turn out en masse next Friday (22), when the Radio Executives' Club (REC) luncheon will play host to all seven members of the Federal Communications Commission (FCC). It's one of the rare instances when the entire commission will expose itself to the New York radio mob.

CBS Pitches, Luckies Look

NEW YORK, Oct. 16.—Robert G. Lewis this week cut an audition show which the Columbia Broadcasting System (CBS) will pitch at the American Tobacco Company. The sample program, a 30-minute stanza, is expected to be aimed at American Tobacco's search for a five-week daytime alter, with revisions as necessary.

American Tobacco already has an option on the Bernie Schubert package, *Matinee Theater*, which stars Ben Amiche. The Batten, Barton, Durstine & Osborn Agency, however, still is investigating possible alternatives.

Wax Lombardo Competish (Ziv) Bothering K-F

NEW YORK, Oct. 16.—The William Weintraub Agency this week was burning the wires, trying to clarify its deal with the Music Corporation of America (MCA) for a live Guy Lombardo show, to be sponsored by Kaiser-Frazer over the Mutual Broadcasting System (MBS). The agency had bought the show for the 9:30 to 10 p.m. Saturday period when it feared that Lombardo also is being bankrolled in waxed form by various auto-firms over 17 stations. The transcribed Lombardo show is marketed by the Frederic W. Ziv Company.

Weintraub is understood to be seeking a deal with Ziv and the various individual sponsors, including dealers for Chevrolet, Oldsmobile and Studebaker, whereby these firms would drop out of the picture when their present commitments end. Should this maneuver be unsuccessful, it is likely the agency will seek to cancel its contract for Lombardo and seek a replacement.

Kaiser-Frazer this week also bought the 10 p.m. Thursday slot on NBC for sponsorship of the *Thin Man*. The kick-off date is October 23, with Les Tremayne and Claudia Morgan due to portray the leads again.

WLIB To Preem New Dee Jay Show

NEW YORK, Oct. 16.—WLIB, local indie, will shortly preem a new type disk jock show across the board, with impersonator Allan Melvin spinning the patters. The format will highlight a "guest" every quarter hour, with Melvin pursuing his take-off of well-known personalities and emceeing the tunes.

The new show will be heard from 1 to 2 p.m. daily and will take the air fully sponsored. This latest disk-twirling offering is in line with station's increased emphasis on this type show.

MCA Makes Duchin A Navy Recruiter

NEW YORK, Oct. 16.—The public relations department of the navy this week set a deal thru Music Corporation of America (MCA) for a recruiting show to be called *Join the Navy* which will star Betty Duchin. The program, 15 minutes long, will have a guest policy and will be spotted locally through the country by the navy. No agency was involved.

Hooper Leans To Electronics Analysis Idea

Nielsen Also Improving

By Sam Chase

NEW YORK, Oct. 16.—The battle lines in the radio research and rating field are being drawn tighter than ever, with C. E. Hooper moving this week to incorporate an electronic audience analysis device into his service. Hooper sent bids to patent holders of five such devices, inviting them to submit blueprints of their plans to a special board of experts he has set up to pass on whether he should enter into negotiations for use of their machines.

The board includes John V. E. Hogan, president of Radio Inventions, Inc., who is to pass on the inventive merits of the devices; a patent lawyer hired by Hooper to look into the patent position of each; Dr. Kenneth Baker, research director of the National Association of Broadcasters (NAB), and Tom Brown Jr., of Johns-Manville Corporation, to advise on salability of a service based on each device.

Nielsen Also Improving

Hooper's move climaxes a lengthy search by the radio industry for a rating method speedy enough to apply almost immediately for corrective use on programs and also projectable in terms of total U. S. families listening to any specific network program. It also comes on top of other bids both by Hooper and the A. C. Nielsen Company to improve their services in the face of these demands.

Nielsen has been revising its service to make it salable to agencies as well as advertisers at a price comparable to Hooper's, while Hooper was stressing his new projectable U. S. Hooperating, which this week was being offered to advertisers and agencies on a new basis. Junking his original plan to incorporate these in his pocket piece and jack up sub- (See RESEARCH WAR on page 16)

Nets May Stall Writers' Strike

Writers Set To Man Picket Line Oct. 25

Litigation Threatened

NEW YORK, October 16.—Intervention by two of the major networks appeared this week to be the last hope in avoiding a strike by the Radio Writers' Guild (RWG) against advertising agencies producing some of radio's top shows. The last exchange of letters between the Guild and the agencies has served only to accent the stalemate, with membership meetings of the union, held simultaneously in New York, Chicago and Hollywood this week voting 614 to 10 to strike. Another meeting has been called for Monday (25) and the strike, barring last-minute peace move, will almost certainly start that day.

Talk that the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS) might intervene spread yesterday (Friday). It was without confirmation, however. Guild members say that even if the webs do take a hand they can avoid the strike only by getting the agencies to negotiate without insisting on National Labor Relations Board (NLRB) certification first. The certification problem is the crux of the agency-union deadlock.

A writers' strike would hit scores of radio's leading programs, daytime and nighttime. The agency-RWG battle has been going on for years,

Programs Facing Writers' Strike

NEW YORK, Oct. 16.—A partial list of programs which would be affected if a threatened Radio Writers' Guild (RWG) strike materializes is given below. It does not include daytime programs—scores of which would be denied writers, as well. Frank and Anne Hummert, who alone write and/or produce over 12 daytime programs, are Guild members and have said they will support a strike.

Bing Crosby	Theater Guild
Jack Benny	Ozzie and Harriet
Fred Allen	Blondie
Eddie Cantor	Phil Harris
Al Jolson	Take It or Leave It
Fibber McGee	Screen Guild
Duffy's Tavern	Milton Berle
Burns and Allen	Dennis Day
Red Skelton	Jimmy Durante
Edgar Bergen	Gildersleeve
Lux Radio Theater	Your FBI
Cavalcade America	Life of Riley
Big Town	Abbott and Costello

and the writers will not back down now, even tho many of their members might be subjecting themselves to legal action. The reason for this is that many writers are under contract, and by walking could be subject either to injunctive or damage action. RWG's position is, however, that the courts have held the right to strike as paramount.

Strike Involvements

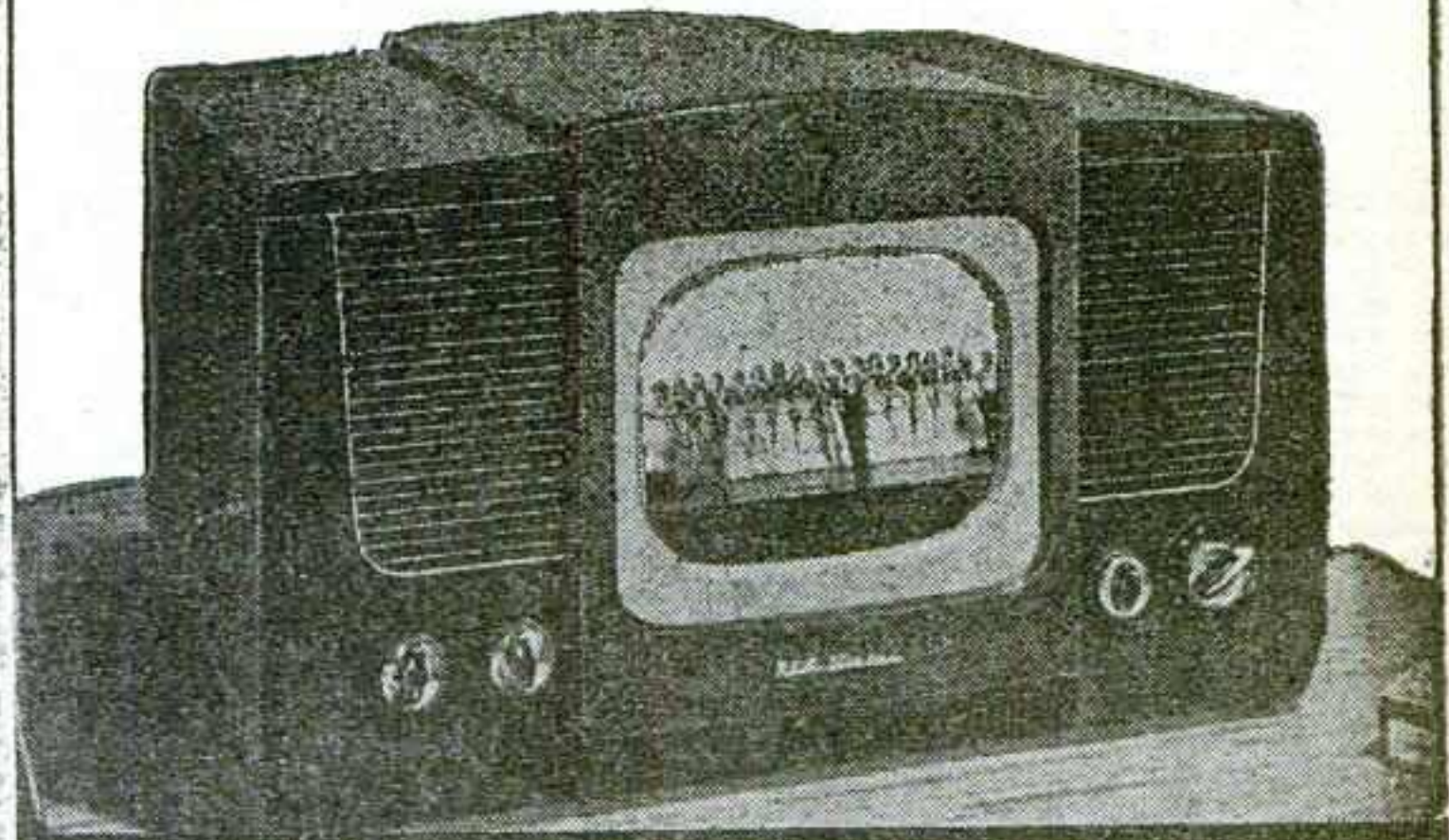
RWG is a branch of the Authors' League, other branches of which include the Dramatists' Guild (DG) and Screen Writers' Guild (SWG). No material from any members of these other branches would be available to (See Nets May Stall on page 9)

Cliff Durr Opens D. C. Law Office

WASHINGTON, Oct. 16.—Clifford J. Durr, erstwhile stormy petrel of the Federal Communications Commission (FCC), is opening a law office in the Commonwealth Building, he announced this week.

Durr, who refused reappointment to the commission, has been vacationing with his wife in Europe since his term expired.

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-1393

NAEB PUTS UP ITS DUKES

Battle Lines Set at Meet In Champaign

Hull Wins First Skirmish

CHICAGO, Oct. 16.—If the country's educational broadcasters are to win their fight to service one third of the population which, surveys have indicated, is dissatisfied with commercial radio, they must win a major battle within the next year. This became apparent at the 22d annual meeting of the National Association of Educational Broadcasters (NAEB) in Champaign, Ill., this week. Battle lines were clearly drawn at the meeting, with opposition from commercial broadcasters expected on one flank. On another is a fight within the NAEB, with one element, the progressive force now in power, favoring the establishment of a network, hiring of an executive secretary, doubling of dues and other aggressive action. Still another group is satisfied to remain status quo.

First skirmish was won by the progressive element when Dick Hull, head of radio for Iowa State College and its station WOI at Ames, was re-elected president, with the board of directors and membership okaying his expansion plans. Hull's attitude can be summarized by two statements he made at the meeting.

Discharge Obligation

"The next year is the one in which we are going to have to discharge our obligation to bring one third of the American radio audience the public service programming it cannot find on the air today," he said. "We're going to have to get together if we're (See NAEB PUTS UP on page 7)



KLZ's Topnotch News Woman

LUCILLE HASTINGS

Miss Hastings is KLZ's women's news editor and four-times winner of first place in the National Press Women's contest for the best prepared radio newscast.

KLZ, DENVER

News Commentaries Feature WCFM Bow

WASHINGTON, Oct. 16. — News commentaries by Marquis Childs, Tris Coffin and Mrs. Raymond Clapper will feature the opening of WCFM, local co-operatively-owned FM station, Wednesday (20).

The station, which claims 40,000 Washington stockholders, plans to make a daily feature of a program called *Washington Correspondent*. Writers for leading out-of-town papers will take turns on the show. For the first few months, WCFM will operate only from 3 to 11 p.m., hoping to go full time by next spring. Carl Taylor, commercial manager, said he expects WCFM to operate 60 per cent commercial and 40 per cent sustaining. The general manager of the new station is H. F. Kern, former newspaper executive.

FCC Seeks Way To Thaw Freeze on Clears With 91 Bids Still on Calendar

Ban on STA's Stands in Way

WASHINGTON, Oct. 16.—Hanging on to its TV freeze with one hand, the Federal Communications Commission (FCC) is desperately trying to figure a way to end a freeze on the AM side in the clear channel docket. Bids from 91 stations for shifts in frequencies, increased power, or extension of operating time have been in a frozen status for months, pending the FCC's long overdue clear channel decision which will set up new rules on the number of clears, the maximum power, etc. The frozen bids are limited to those from stations whose proposed changes presumably would conflict with current operations of clears.

Aggravating the situation is an amended rule imposed by the FCC last August 16 ending the commission's practice of issuing Special Temporary Authorizations (STA's) to limited time and daytime-only stations seeking to go on the air for certain outstanding special events programs such as election news and football broadcasting. This ban on STA's applies not only to part-time stations on clear frequencies but also to part-timers on regional and local frequencies. Scores of daytimers, including New York's WNYC, are protesting the STA prohibition which, it is argued, is working a particularly tough hardship on limited-timers that want to go on the air with election night returns November 2. Despite a strong appeal to the commission by New York Mayor William F. O'Dwyer, the FCC thus far is showing

no signs of relinquishing the STA ban even for election night.

"Continued Indefinitely"

Of 91 daytime station bids tied up by the clear channel docket case delay, most of the bids have been "continued indefinitely" for as long as three years, and increased impatience with the delay in the clear channel decision has been voiced by daytime stations seeking extended hours and by stations requesting a frequency shift to a restricted channel.

All such bids have now been designated for hearings, and most of them have the actual hearing date set on the FCC's calendar. However, the commission, recognizing the likelihood that a final clear channel decision is still months off, has reserved the right to postpone the hearings if their date arrives before determination of the clear channel docket.

Whatever action the FCC finally takes regarding clear frequencies will have widespread consequences for the whole standard field. On a sporadic basis, hearings on the question ran until early this year, when it was anticipated that a decision might be made by midsummer. However, prompted by the Johnson Bill to break down clears, the Senate Interstate Commerce Committee until the FCC in April to hold off until the measure had been decided. This virtual order was not rescinded until shortly before Congress went home for the summer.

FCC Ready To Wind Up

Despite indications that the committee wants the FCC to hold off until the North American Regional Broadcasting Agreement (NARBA), tentatively set for next August, the FCC feels that in the absence of any official congressional order, it is now free to wind up the case.

There appears to be but three choices for the commission in its decision. It can break down the clear frequencies for use by more stations as contemplated in the Johnson Bill and requested by local and regional stations. It can adopt the plan offered by the Clear Channel Broadcasting Service (CCBS) to improve listening in so-called "white areas" by authorizing super-power stations of 750 kw., or it can maintain the status quo of affording full protection at night to dominant stations on clear frequencies in the hope that FM can take up some of the slack in areas where radio reception is poor.

Any change ordered by FCC would have to be approved by signatory nations to NARBA, as that pact sets the use of international clear frequencies. The present pact was to end in March, 1949, but is to be extended one year.

Wright New WICC Manager

BRIDGEPORT, Conn., Oct. 16.—Dickens J. Wright, radio sales executive with WOV, New York, became manager of WICC here last week, succeeding Joseph T. Lopez, who was recently transferred to the management of WEEN, Providence. WICC is Bridgeport's oldest radio station and is a spoke of the Yankee Network.

Report Wakefield New FCC Head

Dewey Choice Is Held Sure, With Coy Out

Industry Okay Certain

WASHINGTON, Oct. 16.—Ray C. Wakefield, former member of the Federal Communications Commission (FCC), is Thomas E. Dewey's choice for the next chairman of the FCC, it was learned this week. With FCC Chairman Wayne Coy, a New Deal Democrat, long seen almost sure to resign in the event of Dewey's election to the presidency, Wakefield is given an inside track to the FCC helm in a Dewey administration.

Wakefield, it was learned, has been recommended to Dewey for the post by his running-mate, Gov. Earl Warren, of California, a long-time friend and political associate of Wakefield's. Well-informed Dewey sources report that the GOP presidential nominee has enthusiastically approved the (See ROBERT WAKEFIELD, page 8)

Garment Union Bowing Out Of 3 FM's; Costs Overboard

NEW YORK, Oct. 16.—Plagued by mounting construction costs, zoning problems and title clearance delays, the International Ladies' Garment Workers' Union (ILGWU), thru its Unity Broadcasting Corporation, has asked the Federal Communications Commission (FCC) to cancel without prejudice its construction permits (CP's) for FM stations in Boston, Philadelphia and St. Louis. Three other FM outlets, in Chattanooga, Los Angeles and New York, will be retained, the first two having already begun broadcasting from transmitter-studio. The union is acquiring WOR's FM site at 444 Madison Avenue.

The decision to pull out of its original FM expansion plans was motivated primarily by mounting construction and legal costs not covered by earlier estimates, as well as a desire not to "sit on grants" which might be filled by other applicants in the three cities involved.

In St. Louis the ILGWU faced the prospect of pouring in an estimated \$300,000 to develop its site and install

equipment on a parcel of land in the heart of a projected slum clearance project. This will come up in a city referendum in November as a \$16,000,000 bond issue. Anticipating a long legal battle, the ILGWU deemed it "hazardous" to undertake the erection of "this expensive structure, only to have it acquired by St. Louis for this housing project." In the other two cities, where antenna and transmitter sites were acquired a long time ago, zoning problems were involved, causing delay in the ultimate planning.

Reaffirming its faith in FM as a "superior medium" for broadcasting, the ILGWU indicated it may reapply for outlets in the three cities when costs decrease to the point where "it will be possible to construct stations with a reasonable capital outlay."

Meanwhile the Los Angeles outlet will open its studios November 9, the Chattanooga airtel will move into its new quarters November 30, and the New York FM-er, stymied by sky-high insurance demands, probably will get on the air in three months.

TV SPECTER TAKES SHAPE

Compton Pushes Air Segs With Film Trailers

HOLLYWOOD, Oct. 16.—Compton Agency will exploit several air shows by means of specially produced film teaser trailers to be shown in first-run theaters thruout the country. Agency rep, Joe Field, will supervise shooting of a motion pic based on Ralph Edwards' *Truth or Consequences* airer which will be made during and after regular air show tonight in Hollywood (16).

Film will depict segments of the radio show in action, omitting any product plug or sponsor identification. Running time will be approximately two minutes, winding up with a pitch plugging airer on local station.

Theater distribution will be handled thru local outlets of National Broadcasting Company (NBC) which will arrange for free showings in return for cuffo airtime. Pic is skedded for release in late December.

A similar film, based on *Welcome Travelers* air show has been produced in Chicago and will be released in November.

Outlets in Rush To Use 2-Way Phone Gabbers

NEW YORK, Oct. 16.—The recent ruling by the Federal Communications Commission (FCC) permitting use of recorded two-way telephone conversations has started a flurry of activity by broadcasters, seeking some way of making interesting use of such material. Stations in New York, Connecticut, Michigan and Minnesota have already been airing two-way phone talks, with the likelihood that many more stations soon will begin experiments.

WOR, New York, has integrated phone conversations into two shows since the ruling. Lyle Van's 6:30 p.m. *News on the Human Side* used three calls in recent days, one from the club car of a train for trial purposes, and two for genuine news-gathering reasons, from the Florida hurricane region reporting on conditions. *John Gambling Calling*, a WOR telephone quiz, now records both ends of emcee Gambling's calls, asking callers to identify records being played.

Bisk jockey Bob Chester, the former bandleader, kicked off a new show this week on WKMH, Dearborn, Mich. A major gimmick on the show is use of recorded phone talks between Chester and name showbiz characters. The first week's conversations included chatter between the jock and Russ Morgan, Morton Dewney and Perry Como.

Ed Weston, station news director of WCCC, daytime indie of Hartford, Conn., is using phone conversations on his regular news show. Weston contacts important public figures thruout the State and gets their comments on late happenings. Weston said he believed the addition of the conversations will "build our newscasts, and thus build our listening audience."

As reported in *The Billboard* last week, WCCO, Minneapolis, has incorporated into its *Stadium Review* Saturday football round-up show comments from sportscasters who had covered important grid games earlier in the day, gaining brief descriptions of the contests and their significance.

Radio Listening: AM-TV Homes

NEW YORK, Oct. 16.—The chart below is a three-month report on the radio listening habits, within metropolitan New York, of families owning both television and AM receivers. The figures are average ratings for each station on a quarter-hour basis, from 12 noon until 6 p.m., Monday thru Friday. Week-ends not included.

The three columns to the left show radio listening in television homes, while the next three columns show comparable radio listening in homes with AM sets only. The percentage figures show the percentage of difference in ratings between the individual stations' ratings in non-video homes.

All figures are based on reports of The Pulse, Inc.

MONDAY THRU FRIDAY TELEREPORT VS. RADIO REPORT JULY THRU SEPTEMBER, 1948

Net-Station	Television Homes			Radio Homes			Percentage Difference Between Stations' Rating in TV-AM Homes and Same Stations in AM Homes only			
	July	Aug.	Sept.	July	Aug.	Sept.	July	Aug.	Sept.	Average %
A....	3.5	3.6	3.1	3.4	3.6	4.0	+ 3%	Same	-23%	- 6 2/3%
B....	1.8	1.7	1.9	2.8	3.3	3.7	-36%	-48%	-49%	-44 1/3%
C....	1.6	1.4	1.4	2.0	2.3	2.4	-20%	-39%	-42%	-33 2/3%
D....	1.2	1.4	1.6	2.0	2.0	2.0	-40%	-30%	-20%	-30%
Indie Station										
E....	1.2	1.2	1.1	2.3	2.3	2.6	-45%	-48%	-58%	-52 2/3%
F....	.4	.6	1.0	1.0	.9	1.1	-60%	-33%	- 9%	-36%
G....	.6	.2	.6	1.0	2.1	1.5	-40%	-90%	-60%	-63 1/3%
H....	.6	.4	.7	1.2	1.4	1.2	-50%	-71%	-42%	-54 1/3%
I....	.2	.2	.6	1.2	1.2	2.0	-83%	-83%	-70%	-78 2/3%
Others	1.0	1.7	1.6	3.2	2.0	1.8	-69%	-15%	-11%	-31 2/3%
Cumulative Rating										
	12.1	12.4	13.6	20.0	21.1	22.3				

NAEB Puts Up Its Dukes; Fight Mapped at Champaign

(Continued from page 6)

going to be more than a curiosity on the scene."

Type of opposition educational broadcasters can expect from outside their own ranks was indicated by reports that a former FCC commissioner was interested in trying to have 20 FM channels presently assigned to educators taken away and given to potential commercial telecasters.

Fights Move

Against this move and others of a similar type the NAEB expects to fight vigorously. Resolutions passed at the meeting called for the setting up of a Washington office to protect NAEB interests, the eventual hiring of a full-time executive secretary and arrangements for an intensive publicity and promotion campaign. Indicative, also, was the board's resolution stating that NAEB policy would be based on a decision to petition the FCC to reserve some television channels in the U-H-F band for eventual use by educational stations, even the educational institutions might not be in a position to use these channels for years. Behind latter point was the reasoning that such channels are comparable to natural resources and should be reserved for use by institutions publicly owned or backed.

FM Net

Establishment of an educational FM network received much consideration at the three-day meeting October 10-12. After opposition from some members it was decided to go ahead with network planning and eventual operation. In outlining the feasibility of a network operation, Hull pointed out that NAEB now has 95 members and 50 stations in 31 States. He reviewed the fact that many of the stations cover large areas and that NAEB member stations, such as WNYC, New York, are talking of setting up regional public service networks. He further showed that if

each of the stations could operate four hours a night and assign two hours of this as network option time, a top coverage job could be done by the net.

At the beginning, plan is to have a transcription net with stations exchanging programs thru a central office. Later, it is hoped, relays via wireless or cable would link stations and, it is planned, regional groupings. Already, it was said, the Canadian Broadcasting Company has offered to link with such a net.

More Dough Needed

To set up such an operation, more money than the NAEB members can get immediately from their parent institutions will be required, it was admitted. For this reason, negotiations are under way with a top-notch educational foundation which is being asked to put up \$50,000 to cover operations until the association can become self-supporting.

As first step toward formation of an educational net, Dallas Smythe, former FCC economist, now stationed at the University of Illinois, is going to survey educational broadcasters and institutions to get material which would be used for initial planning of the web.

Beryl Davis Dropped From "Hit Parade"?

NEW YORK, Oct. 16.—Beryl Davis this week was reported dropped by the American Tobacco Company as co-star with Frank Sinatra on *Your Hit Parade*. She is expected to remain with the show until December, when Eileen Wilson, former thrush with the Les Brown band, will replace her.

Hit Parade, which airs at 9 p.m. Saturdays over the National Broadcasting Company, has adopted a system of using transcribed instead of live repeat shows, beginning with tonight (19).

First Figures On Inroads on AM Listeners

Survey Will Continue

(Continued from page 3)

only three months. Another is the unknown bearing the tele novelty may have had on some of the homes reported on. Another is that two summer months are included, with both listening and viewing below normal. Still another is the predominance of sports as daytime video fare July thru September, with presumably some lack of interest in this program fare on the part of the largely fem daytime audience.

Yet even acknowledging these disclaimer factors, it is quite obvious that AM management has much to ponder. Nine stations figure in this study, four being network outlets, the remainder New York indies, most of which featured a specialized type of programing. Yet only one of these stations, a web flagship, has a favorable edge in TV homes, in the sense that its radio audience in TV dwellings fell below its radio ratings in AM homes in only one month, September.

No Pattern

It will be noted, from the box showing the results for various stations, that there is, for daytime results at any rate, no pattern for the TV inroads. The AM audiences vary considerably according to station. This is not true in the nighttime picture, which will be reported on in next week's *Billboard*.

The box accompanying this story shows average quarter-hour radio ratings, noon to 6 p.m., in TV-AM homes, per station, with average ratings in non-video homes for the same outlets. This is also translated into terms of percentage, both for the individual months and the average of those three months. This percentage shows the difference for radio listening for each station, with the smallest difference being 6 2/3 per cent. Largest percentage of difference is 78 2/3 per cent, affecting an indie station.

As may be expected, the networks show somewhat more strength than the indies do in TV-AM homes, altho one independent is at the network level. The station involved has a highly specialized program format. In general, it may be said that the theory that stations aiming at specific audiences, via specific program formats, will be TV's strongest competition, gives indications of being substantiated.

Why Pattern Is Lacking

The lack of pattern in the daytime picture may be attributed in general to TV's daytime program characteristics. With the exception of baseball, there was virtually no regularity of daytime programing this summer and consequently no firm listening habits for the daytime can be discerned as yet. This, with the pending growth of daytime video programing, may change. The concentration of big-time tele shows during the evenings paints a different picture at night, tho.

One short cut to the entire picture is accorded in the cumulative ratings. This, for July, AM-TV homes gave radio a 12.1 rating compared to 20 in AM homes; in August the figures were 12.4 and 21.1, and September gave AM 13.6 in TV homes compared to 22.3 in purely AM homes.

Politicos' P. A.'s Delay Minn. Outlets' Walkout

ST. PAUL, Oct. 16.—Strike action against five Twin Cities radio stations by American Federation of Labor (AFL) technicians has been delayed until Wednesday (20), altho unionists voted, reportedly unanimously, to walk out over a contract dispute. The decision to delay action of any sort until Wednesday was made by Freeman Hurd, international representative of radio broadcasting technicians' local of AFL electrical workers, who came here.

Involved in the dispute are KSTP, 50-kw. National Broadcasting Company affiliate, KSTP-FM and KSTP-TV; WTCN, 5-kw. American Broadcasting Company outlet; WTCN-FM; WLOL, 5-kw. Mutual Broadcasting System affiliate; WDGY, and WMIN (WMIN-FM) local indies.

The union, thru its attorney, Thomas Kachelmacher, originally asked for a 30 per cent hike in wages in the highest of three brackets for renewal of a two-year contract which expired October 1. The high bracket is \$90 top for KSTP men, with WMIN in the lowest at \$50. Others are in the second bracket. The union asked elimination of brackets 2 and 3, with all in top of KSTP range. The union subsequently cut the demand to a 20 per cent boost, but was offered a \$5 weekly increase across the board which was rejected.

Originally, the walkout was set to start this week, but the union reportedly deferred because the President spoke in St. Paul Wednesday night

(13), and the boys didn't want him to walk thru picket line. Governor Dewey came to St. Paul Friday (15) and while some members were inclined to stop work then, level heads argued it would hurt the union cause to show partiality.

Stanley Hubbard, prexy and g. m. of KSTP, said it was certain stations would not shut down if walkout occurs but that G.I.'s "anxious to get into radio" would be hired.

Hubbard also indicated that management's \$5 weekly wage boost offer would be withdrawn and not re-offered. He argued the "gravy train" of radio is at an end, and stations are unable to meet union demands and "pay stockholders returns on their investments."

WCCO, 50-kw. Columbia Broadcasting System owned and operated, is not affected because the web has a direct contract with the union and not the local outlet.

Teamsters Plan To Buy KWKW

HOLLYWOOD, Oct. 16.—Negotiations for the purchase of KWKW, Pasadena indie outlet, by the Teamsters' Joint Council No. 42, American Federation of Labor (AFL), were nearing completion at press time, with indications that deal would be considered this week-end. Sale of stations by Marshall S. Neal and Paul Buhlig, of Southern California Broadcasting Company, would mark the first time a labor union had acquired ownership of an AM outlet on the West Coast. Sale price was reliably reported to be well in excess of \$350,000.

Teamsters' group encompasses approximately 40 Southern California local unions banded together under the joint council plan. Station will be operated on a non-profit basis by newly formed Southern California Trade Unions Broadcasting Association. Bill Beaton, currently managing the outlet, has been asked by union's executive board to remain at the helm.

Station is currently operating with a 1-kw. transmitter, but has applied for a 50-kw. daytime grant. Altho located in suburban Pasadena, station's primary coverage area includes a considerable portion of metropolitan Los Angeles.

FCC Giveaway Fracas May Need Court Decish

WASHINGTON, Oct. 16.—The Federal Communications Commission (FCC) is flexing its muscles for the next round in the battle of the giveaways, with the final result apparently slated for a court decision. The oral argument on the commission's giveaway restrictions (*The Billboard*, October 2) starts Tuesday (19). As an added attraction, the FCC's bout with WARL, Arlington, Va., over the station's giveaway show is also slated for further airing.

The main issue of FCC's proposed giveaway finds most of the industry lined up in opposition. The chief supporter of the FCC's view is WITH, Baltimore indie, represented by Paul Porter, former FCC chairman and now a member of the law firm of Arnold, Fortas and Porter.

Scheduled to appear in opposition to the proposed rules are representatives of National Association of Broadcasters (NAB), the American Broadcasting Company (ABC), the Columbia Broadcasting System (CBS) and Radio Features, Inc.

NBC Beams Repeats on 11 Net Shows Via Transcriptions

HOLLYWOOD, Oct. 16.—National Broadcasting Company (NBC) is beaming Coast repeat versions of 11 network shows via transcriptions, marking the first time net has broken away from its anti-platter restrictions to so great an extent. Web spokesmen, nevertheless, discount any hidden significance behind the platter parade, denying any change in top brass policy regarding transcribed airers. Reasons given for drastic departure from previous norm is that repeats via platters are being done at request of web stars and for convenience of listening public. Still, this year is first time skein is itself transcribing the airers for full Coast net coverage, a practice heretofore confined to a limited scale by local affiliates.

First indication of change of heart was evidenced this summer when the net began airing repeat platters because of conflict created by California daylight-saving time. Once established, practice just naturally segued to fall listening season, net claims.

Shows now plattered for Coast airings include *Ozzie and Harriet*, *Big Town*, *Blondie*, *Aldrich Family*, *Burns and Allen*, *Durante*, *Hollywood Star Theater*, *Pet Milk Show*, *Truth and Consequences* and *Hit Parade*. In addition, local stations continue to platter individual shows for delayed

or repeat airings, such as mystery stanzas and the Jack Benny ailer (KFI, Los Angeles).

Web's liberalized move has, of course, been blessing to the stars concerned, and hailed as a realistic solution to an antiquated policy. Financially, plattered repeat means no savings to bankrollers, since talent is paid repeat fee whether second airing is live or transcribed.

Robt. Wakefield New FCC Head

(Continued from page 6)

recommendation. Wakefield heads the U. S. delegation to the Provisional Frequency Board in Geneva. For a number of years Wakefield was a member of the California State Republican Central Committee, and he was a delegate to the GOP national convention in 1932.

Storm Over Term

It is known that Wakefield would be readily available for the FCC post. The Provisional Frequency Board which he now serves will wind up its meetings at the end of next year. Wakefield received his appointment to the board from President Truman late last year after Truman's refusal to reappoint Wakefield for another FCC term had stirred a minor political storm. Truman had named Robert F. Jones, a Republican congressman from Ohio, to succeed Wakefield on the FCC at the expiration of Wakefield's term in September, 1947.

According to GOP sources, Wakefield's appointment to the FCC chairmanship would be popular, particularly among members of the broadcasting industry. It is recalled that Wakefield has been a lifelong friend of Justin Miller, president of the National Association of Broadcasters (NAB), who, as an associate justice of the United States Court of Appeals for the District of Columbia, administered the oath of office to Wakefield in 1941 when Wakefield joined the FCC. Wakefield in that year went to the FCC from the California Railroad Commission on which he had served four years.

9 Stations Win SBC Program Awards

CHICAGO, Oct. 16.—Nine commercial stations in the United States received awards and citations for top-notch educational and public service programming during the past year at the 12th annual School Broadcast Conference (SBC) held here this week. Reflecting general increased interest in the conference, about 50 stations, approximately twice as many as last year, submitted programs in the SBC competition.

A first award and special commendation was given to WOW, Omaha, for its conservation series, *Regimented Raindrops*. First award was given also to KNBC, San Francisco, for its narrative science program, *Signposts for Young Scientists*.

Citations went to WLOK, Lima, O.; KVOO, Tulsa, Okla.; WTOP, Washington; WCAU, Philadelphia; KDKA, Pittsburgh; WLW, Cincinnati, and WMAQ Chicago.

Attendance at the conference this year was over 1,500, about double last year's registration. Commercial broadcaster ranks went up, too, but still represented minority of total enrollment. Principal segment of those at the conference was made up of educational broadcasters and representatives from schools and parent-teacher associations.

Moppets' Programs Flayed, Defended at Milwaukee Session

MILWAUKEE, Oct. 16.—Children's radio programs were called "wholesome entertainment" by two radio program counselors, but denounced as "having more violence than *Inner Sanctum*" by an educator at the fall conference of the Milwaukee County Radio Council at WTMJ's Radio City Auditorium here Tuesday (12).

The kiddie airers were defended by Mrs. George Palmer, Minneapolis consultant and field secretary of the Minnesota Radio Council, and Betty Ross, Chicago, assistant director of public affairs and education for the National Broadcasting Company (NBC). They were flayed by Dr. A. A. Suppan, English and philosophy prof at Milwaukee State Teachers' College.

"The shooting, slugging, crashing and wholesale violence in these children's serials can create havoc in the minds of youngsters for a long time," Dr. Suppan said. "Crime and adventure stories are often the cause of delinquency and serious psychiatric disorders."

He said the webs' answer must not be, "that's what the public wants." Nets must educate the public to want something better, he said, and he suggested that they conduct continuing experiments to determine what kind of programs are best suited for moppets. The theme of man's dependence upon man should be emphasized in an interesting, non-academic manner, he advised.

"The era of the terrifying serial is about over," argued Miss Ross. "Today the programs are wholesomely exciting. Youngsters find relief from the everyday humdrum in the drama and music presented for them by the networks." She lauded the *Lone Ranger* and *Superman* shows for their crusades against social injustices, and said that altho radio was young and had many of the faults of youth, it also had youth's virtues.

Miss Ross urged parents to help kids select programs and to voice opinions on these airers to the webs thru personal letters.

Crime News Curb Is Sought in Md.

WASHINGTON, Oct. 16.—The Baltimore Bar Association is preparing to urge that Baltimore city restrictions on publishing and broadcasting of crime news be extended to cover the whole State of Maryland, it was disclosed last week.

Members of the bar group voted to urge broadening restrictions to cover preliminary hearings before magistrates. At present the Baltimore court rule prohibits stations and papers from disclosing confessions or admissions by accused persons, unauthorized broadcasting or picture-taking around the courthouse, and the predicting by news media of future courses of action by the defense or the prosecution.

Life, NBC Set Long-Term TV Deal; Mag Pays

Inking After Election

(Continued from page 3)

sufficient entertainment is to be provided viewers. By the same token, operation of a single station would almost necessitate tying in with a network to secure sufficient audience. But Luce himself is reported declaring that when television becomes so important a visual medium that it will be kicking all others around, including printed periodicals, then Time, Inc., would be on the kicking side. It is in trying to reconcile all these viewpoints that the Luce forces have found themselves stymied.

Easy Schedule

The NBC deal, thus, is regarded as the best temporary solution possible. Programs will not be produced on a rigid schedule, but rather on the basis of at least one per month, with up to 20 per year possible if sufficiently important ideas are developed. There are already some 15 shows which are regarded as feasible. And about 20 other considered possibilities.

By and large, shows will be along documentary lines, with efforts made to develop a new type of pictorial journalism, reporting with the video camera. In addition, some special events programs of major importance, involving coverage of actuality developments, also will be done on a joint production basis by Life and NBC.

The method of developing the shows probably will call for a very small, top-level board of about four members, from upmost echelons of both firms, meeting to set plans along general lines. One of these board members would be made responsible for following thru the decisions of the group. Life staffers will handle legwork and research, while NBC technicians will take care of production problems. This arrangement is comparable to that which existed in coverage of the conventions and the election results. The major difference is that those events were planned in a more fluid and less formalized manner, affording considerable leeway for ad lib interpolations as the shows actually were broadcast.



Television Commercial & Sustaining Program Changes

Week Ending October 9

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 and Duration	Talent
Unique Art Mfg. Co. Grant Adv. Art Objects	Spot Announcement	WBKB, Chicago	Film 1 Minute Twice Weekly	Oct. 3, 1948 13 Weeks	
Herrschner Needlecrafts	Knitting Instructions	WBKB, Chicago	Studio 15 Minutes	Oct. 5, 1948 13 Weeks	Prod.-Dir. L. Larsen Cast: Maryl Hahn
Lowell-Brownfield Furs	Models Furs on Women's Page of Magazine of Week	KTLA, Los Angeles	Studio 5 Minutes	Oct. 3, 1948	
Home Protection Association Political	Political	KTLA, Los Angeles	Studio 5 Minutes	Until Election	
P. Lorillard & Co. Lennen & Mitchell Old Gold Cigarettes	Amateur Hour	WABD, New York	Studio 1 Hour	Oct. 3, 1948 5 Years	Prod. Lou Goldberg MC. Ted Mack
Armen, Inc. Bliss & Marcus Keepsake Plastics	Spot Announcement	WCBS, New York	Film 1 Minute	Oct. 6, 1948, to Dec. 8, 1948	
Wm. Wrigley Jr. Co. Ruthrauff & Ryan Chewing Gum	Rodeo	WCBS, New York	Remote	Oct. 7, 1948 5 Performances	
Trommers Beer Federal Adv. Beer	Wrestling	WNBT, New York	Remote	Oct. 5, 1948	Prod. Bill Garden Annc. Bob Stanton
Admiral Corp. Cruttenden & Eger Radios	"Welcome Aboard" Variety	WNBT, New York	Studio 30 Minutes	Oct. 3, 1948 52 Weeks	Writer: Vic McLeod Russ Morgan & Ork
Philco Corp. Hutchins Adv. TV	"Philco TV Playhouse" Drama	WNBT, New York	Studio 1 Hour	Oct. 3, 1948 32 Weeks	Prod. Frdk Coe Dir. Ira Skutch MC. Bert Lytell
Philip Morris Blow Cigarettes	Spot Announcement	WPIX, New York	Film 1 Minute Five Times Weekly	Oct. 4, 1948 52 Weeks	
Spear & Co. Furniture	Inquiring Photographer	WPIX, New York	Remote 20 Minutes	Oct. 7, 1948 13 Weeks	Dir. Austin Huhn Cast: Jimmy Jamail Annc. John Tillman
A. S. Beck Borland Shoes	Spot Announcement	WPIX, New York	Film 1 Minute Twice Daily	Oct. 6, 1948 During World Series	
Gillette Safety Razors	World Series Baseball	WPIX, New York	Remote	Oct. 6, 1948 During World Series	
Simmons Mattress Young & Rubicam Mattresses	Spot Announcement	WPIX, New York	Film 1 Minute Twice Weekly	Oct. 5, 1948 13 Weeks	
Borden's Young & Rubicam Borden's Cheese	Spot Announcement	WPIX, New York	Film 1 Minute	Oct. 7, 1948 to Dec. 31, 1948	
Admiral Radio Cruttenden & Eger	"Welcome Aboard" Musical Variety	WTVR, Richmond	Network NBC 30 Minutes	Oct. 3, 1948 52 Weeks	Russ Morgan & Ork
Admiral Radio Cruttenden & Eger	"Welcome Aboard" Musical Variety	WNBW, Washington	Network NBC 30 Minutes	Oct. 3, 1948 52 Weeks	Russ Morgan & Ork
Philco Corp. Hutchins Adv. TV	Philco TV Playhouse Drama	WNBW, Washington	Network NBC 1 Hour	Oct. 3, 1948 32 Weeks	Prod. Frederick Coe Dir. Ira Skutch MC. Bert Lytell
George's Radio & TV Rob't J. Enders Philco	World Series Preview	WNBW, Washington	Studio 15 Minutes Two Times	Oct. 6, 1948	Producer-Director, Chas. Christens Cast: Ray Michael, Jim Gibbons, Bob Woolf
George's Radio & TV Rob't J. Enders Philco	World Series Review	WNBW, Washington	Studio 5 Minutes	Oct. 7, 1948 Two Times	Producer-Director, Chas. Christens Cast: Ray Michael
P. Lorillard & Co. Lennen & Mitchell Old Gold Cigarettes	Amateur Hour	WTTG, Washington	Network NBC 1 Hour	Oct. 3, 1948 52 Weeks	MC. Ted Mack
Liggett & Myers Newell-Emmett Chesterfields	Spot Announcement	WTTG, Washington	Film 1 Minute Five Times Weekly	28 Weeks	
National Brewing Owen & Chappell Beer	Basketball	WTTG, Washington	Remote	Oct. 3, 1948 to March 19, 1949	
George's Radio Rob't J. Enders Radios and TV	World Series Review	WTTG, Washington	Studio 5 Minutes	Oct. 6, 1948	Cast: Ray Michael
George's Radio Rob't J. Enders Radios and TV	World Series Previews	WTTG, Washington	Studio 15 Minutes	Oct. 6, 1948	Cast: Bob Woolf Ray Michael Jim Gibbons
Grady Motors Jas. S. Beattie	Spot Announcement	WTTG, Washington	Film 1 Minute	Oct. 2, 1948 8 Times	
Ford Motor Co. J. Walter Thompson	Spot Announcement	WTTG, Washington	Film 1 Minute	Oct. 6, 1948 During World Series	
Chesterfield Newell-Emmett	Spot Announcement	WTTG, Washington	Film 1 Minute	Oct. 6, 1948 During World Series	
National Brewing Co. National Bohemian Beer Owen Chappell	Spot Announcement (Before World Series Previews)	WTTG, Washington	Film 1 Minute		
University Shop Haberdashery I. T. Cohen	Spot Announcement (Before Professional Basketball)	WTTG, Washington	Film 1 Minute	Oct. 3, 1948 to March 19, 1949	
Servagen Co. Packaged Goods Ed Shapiro	Spot Announcement (Participating in "Meet Frances McGuire")	WFIL-TV, Phila.	Live 1 Minute	Oct. 6, 1948	
Scott & Grauer Beer Distrib. Welsh Studios	Spot Announcement (Before Evening Bouts from Phil. Arena)	WFIL-TV, Phila.	Film and Slides With Live Ann. 1 Minute	Oct. 4, 1948 (29 Bouts Wkly)	
Allied Food Industries Macaroon Mix Byrne-Harrington & Roberts	Spot Announcement (Participating in "Meet Frances McGuire")	WFIL-TV, Phila.	Live 1 Minute	Oct. 6, 1948	
George Gorson Automobiles Philip Klein Advertising	Spot Announcement (Before Boston World Series Games)	WFIL-TV, Phila.	Film 1 Minute	Oct. 6, 1948	
A. S. Beck Shoe Corp. Shoes Dorland, Inc.	Spot Announcement (Before and After Boston World Series Games)	WFIL-TV, Phila.	Film With Live Announcements	Oct. 6, 1948	
Gillette Safety Razor Co. Razors, Blades	World Series Games From Boston	WFIL-TV, Phila.	Network Pools Variable	Oct. 6, 1948 Duration of Series	
P. Lorillard Co. Old Gold Cigarettes	Original Amateur Hour	WFIL-TV, Phila.	DuMont Tele Network 1 Hour	Oct. 3, 1948	

(Continued on page 14)

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Television Commercial & Sustaining Program Changes

NEW COMMERCIAL PROGRAMS

(Continued from page 13)

Sponsor Agency Product	Program Description	Station City	Facility Time	Contract Start and Duration	Talent
Lichtey's Jewelers Jewelry Stewart Jordan Co.	Star of the Game Sports Interview Following Eagles Home Football Games	WFIL-TV, Phila.	Remote 5 Minutes	Oct. 10, 1948 6 Games	Conducted by Tom Moorehead Prod. Herbert Horton
P. Ballantine & Sons Beer and Ale J. Walter Thompson	Boxing Bouts From Phila. Arena	WFIL-TV, Phila.	Remote Varies	Oct. 4, 1948 One-Time	Prod. Herbert Horton Com. Tom Moorehead
Raymond Rosen Co. RCA Distrib.	World Series Preview	WFIL-TV, Phila.	Studio Slides and Live Announcements 15 Minutes	Oct. 6, 1948 One-Time	Prod.-Interviewer: George Walsh Dir. Robert Wahl Writer: George Walsh
Phila. Motor Car Co. Autos and Service Yards	Batter-Up Sports Quiz	WFIL-TV, Phila.	Studio Comm'l: Film 30 Minutes	Sept. 27, 1948 26 Weeks	Prod.-Dir.-Writer: Milton Shapiro MC. Tom Moorehead
Gillette Safety Razor Co. Razors, Blades, Shaving Cream	1948 World Series (Boston Games)	WRGB, Schenectady	NBC Network Remote	Oct. 6, 1948 Duration of Series	
Philco Corp. Philco Products	Philco Television Playhouse Drama	WRGB, Schenectady	Network 1 Hour	Oct. 3, 1948 to May 8, 1949	
Admiral Corp. Admiral Products	"Welcome Aboard" Music and Variety	WRGB, Schenectady	NBC Network 30 Minutes	Oct. 3, 1948	
Arabian-American Oil Co.	Desert Venture	WRGB, Schenectady	NBC Network 30 Minutes	Oct. 8, 1948 One-Time	
Allen's Appliances George R. Nelson	Spot Announcement	WRGB, Schenectady	Slides 20 Seconds	Oct. 5, 1948 to Oct. 26, 1948	
E. W. Edwards Department Store	"Sports Roundup"	WBEN-TV, Buffalo	Studio 5 Minutes	Oct. 9, 1948	Ed Little
Bickford Brothers Rolzen RCA	World Series Highlights	WBEN-TV, Buffalo	Film 4 Minutes	Oct. 7, 1948	
W. Bergman Bowman & Block Philco TV	Spot Announcement (Before World Series)	WBEN-TV, Buffalo	Studio 1 Minute	Oct. 8, 1948	
Posmantur's, Inc. H. J. Well, Inc.	Sports Program	WBEN-TV, Buffalo		Oct. 10, 1948 One Time	
First Wisconsin National Bank of Milwaukee Marvin Lamkuhl	Football	WTMJ-TV, Milwaukee	Remote 2 Hours	Oct. 9, 1948 Nov. 20, 1948	Larry Clark, Annc.

NEW SUSTAINING PROGRAMS

Program Description	Station Facility	Starting Date	Package Owner	Asking Price as Commercial Package
Old Nick Music Hall Capsule Mysteries	WCBS-TV, New York Remote	Oct. 8, 1948		
Walsh Looks 'Em Over Football Forecasts and Follow-Ups	WFIL-TV, Philadelphia Studio	Oct. 10, 1948	Station	
Eagle's Nest Interviews With Football Personalities	WFIL-TV, Philadelphia Studio	Oct. 6, 1948	Station	
Meet Frances McGuire Women's Show: Cooking, Fashions, etc.	WFIL-TV, Philadelphia Studio	Oct. 6, 1948	Station	Participation Spots Available
"Kiernan's Korner" About-Town Interviews	WFIL-TV, Philadelphia Remote, New York	Oct. 4, 1948	ABC	Talent \$1,950
Broadway First Nighters Opening Nights at Shubert-Owned Theaters	WPIX-TV, New York City Remote	Varies With Openings in New York City	Station	On Request
"Buffalo Newsreel" Local News	WBEN-TV, Buffalo Film	Oct. 9, 1948	WBEN-TV	Not Available
"Junior Sports Clinic" HI School Football Talks	WBEN-TV, Buffalo Studio	Oct. 4, 1948	WBEN-TV	Not Available
"Just For Junior" Children's Variety	WBEN-TV, Buffalo Studio	Oct. 7, 1948	WBEN-TV	Not Available
Six-Day Bike Races	WBEN-TV, Buffalo Remote	Oct. 5, 1948	WBEN-TV	Not Available
"You and Your Family" Women's	WBEN-TV, Buffalo Studio, Film	Oct. 8, 1948	WBEN-TV	Not Available
"Monologist"	WBEN-TV, Buffalo	Oct. 5, 1948 (1 Time Only)		
"The Red Feather"	WBEN-TV, Buffalo	Oct. 10, 1948 (1 Time Only)		
"Miss TV and Three"	WBEN-TV, Buffalo	Oct. 10, 1948 (1 Time Only)		
"Telefilm Snapshots"	WTMJ-TV, Milwaukee Film	Oct. 4, 1948	WTMJ-TV	
"MovieLand Quiz"	WFIL-TV, Philadelphia Studio, Network	Oct. 5, 1948	ABC	Talent \$750
"Critic at Large"	WFIL-TV, Philadelphia Studio, Network	Oct. 6, 1948	ABC	Talent \$2,000
Wrestling From St. Nickolas Arena	WNBW, Washington Remote, Nt. Weekly	Oct. 5, 1948	NBC	

DEPARTING SUSTAINING PROGRAMS

Program Description	Station—Facility	Starting Date	Package Owner	Asking Price as Commercial Package	Disposition of Time
Musical Parfait	WFIL-TV, Philadelphia	July 5, 1948			Taking ABC Network Programs
Harness Racing Roosevelt Raceway, Westbury, L. I.	WPIX, New York Remote	June, 1948			Rangers Hockey Film

DEPARTING COMMERCIAL PROGRAMS

Sponsor Agency Product	Program Description	Station, City	Facility Time	Started	Disposition of Time
U. S. Rubber Campbell-Ewald Tires and Tubes	At Liberty Club Variety	WRGB, Schenectady	Network	July 1, 1948	Network Sustaining
Hamilton Hotel James S. Beattie Rainbow Room	Spot (After College Football)	WTTG, Washington	Film 1 Minute	Oct. 2, 1948	Grady Motors
Transvision	Spot Announcement	KTLA, Los Angeles		Oct. 4, 1948	Filled
The Mirror	Spot Announcement	KTLA, Los Angeles	Film 1 Minute	Sept. 27, 1948	Filled
Lubar Radio & Robert J. Enders	Spot Announcement	WNBW, Washington	1 Minute	Sept. 3, 1948	Available

NBC and ABC Grapple Over Election Video

"Life" Bows Out

NEW YORK, Oct. 16.—The first full-scale network programing battle for Midwestern video audiences is shaping up for election night, with the participants the National Broadcasting Company (NBC) and American Broadcasting Company (ABC). What started out as a simple job of election coverage has turned into a real scrap, with both webs throwing all their forces into the prestige scramble.

Initial outlook was all in ABC's favor, since the schedule on sharing of the single eastbound cable from Chicago to Buffalo on election night, as on every Tuesday, called for NBC programing from 5 to 9 p.m., with ABC taking over at that time and continuing as late as it desired. Thus, with election returns barely beginning at 9 p.m., and with Kaiser-Frazer signed to sponsor the ABC segment, that web seemed well set up to stage a coup, as far as Midwest tele election coverage was concerned.

"Life" Bows Out

However, NBC sounded out the stations on the Midwestern cable about whether they would be interested in carrying its coverage of election returns, under sponsorship of Life mag, if a deal were made enabling them to get the cable. The response was favorable, but Life decided to bow out and concentrate on its Eastern video coverage with NBC. That web then signed Radio Corporation of America (RCA), its parent firm, to sponsor the Midwestern tele version.

It was at this point that NBC struck a staggering blow at ABC's plans. Instead of settling for the 5 to 9 p.m. use on the eastbound cable, making way for ABC at that hour, NBC worked out a separate deal with American Telephone & Telegraph Company by which it will utilize the westbound cable, originating in Cleveland, which has no time restrictions whatever. Thus, the NBC election coverage will begin at 8 p.m., starting one hour before ABC's, and will run as late as necessary.

ABC or NBC?

The Midwestern tele stations thus were forced into a position of deciding whose coverage and which sponsor they desired: ABC and Kaiser-Frazer, originating in Chicago, or NBC and RCA, originating in Cleveland. The latest line-up has six stations on the NBC roster and four in the ABC column. ABC has commitments from its two owned-and-operated stations, WENR-TV, Chicago, and WXYZ-TV, Detroit, as well as from WTMJ-TV, Milwaukee, and WEWS-TV, Cleveland. NBC's hook-up will include WWJ-TV, Detroit; WBEN-TV, Milwaukee, and WEWS-TV, Cleveland. ABC's hook-up will include WWJ-TV, Detroit; WBEN-TV, Buffalo; WSPD-TV, Toledo; KSD-TV, St. Louis; WNBK, Cleveland, and WBKB, Chicago. NBC's plans include over-all supervision by Bill Ray, of its Chicago office, with commentators including columnists from the newspapers in St. Louis, Detroit, Buffalo and Toledo, which own the participating tele stations in those cities.

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Warner Group Takes RCA 8½% Cut

Standard Disk's Overseas Junket Bearing Fruit

HOLLYWOOD, Oct. 16.—Standard Transcriptions' overseas recording junket began to bear fruit this week as the plattery's recording director, Harry Bluestone, expressed first shipment of finished tape recordings from Paris. Plattery topper, Jerry King, told *The Billboard* that Bluestone had so far completed 160 out of 350 skedded tunes abroad, using French musicians and arrangements previously made in this country. Forty of these ditties include vocals etched by thrush Anita Ellis. King estimated that the Paris trip would supply plattery with enough new material for a four-month release span.

Standard's European recording spree, planned to circumvent the Petrillo ban, will also mean a terrific saving in recording costs, according to King. He pointed out that French musicians scale is approximately \$8 for a three to four-hour session as compared to the American Federation of Musicians (AFM) transcription rate of \$27 an hour. Thus, plattery comes out ahead, even after travel and other costs are included. Standard shipped specially designed portable tape recording equipment to Paris. This will be left abroad for future disking dates which the plattery will sked.

It was further learned that the British Musicians' Union would sanction recording dates for transcription purposes despite recently imposed ban against further English diskings by American artists. King disclosed he had received unofficial word from England giving him the green light to record. Because of high rental costs of British recording studios (approximately five times average American rates) King believed he would confine all present recording to Paris.

Cap Continues Foreign Wax Drive; Inks 2 Mexican Firms

HOLLYWOOD, Oct. 16.—Following swiftly on the heels of its mutual affiliation pact with Germany's Telefunken (*The Billboard*, July 17-October 16), Capitol Records continued its drive for foreign-tongue wax and this week signed a similar reciprocal agreement with two Mexican firms. Under terms of these contracts, Capitol acquired American pressing and distribution rights for present and future product of Articulos Domesticos, S. A. In return, Articulos will manufacture and Pan-Americana De Discos, A. S., will distribute Cap's disks in Mexico. This marks Cap's first reciprocal agreement covering a south-of-the-border country, and it is believed that similar arrangements are currently in the negotiation stage for other Latin-American lands.

It is also understood that Articulos will be available to record special material ordered by Capitol in addition to supplying the American diskery with its regular releases. Under such an arrangement, Cap would have a source from which it could import background tracks without wasting time and expenses in sending a rep to supervise out-of-the-country sessions. However, this phase of the agreement with Articulos found Cap spokesmen noncommittal.

Cap execs inking pacts included Glenn E. Wallich, prexy; Floyd A. Bittaker, veepee in charge of sales, and Sandor A. Porges, head of diskery's international department. Porges, largely influential in swinging the Cap-Telefunken deal, played a similar role in lining up the two Mexican firms. Across the border signees were Louis R. Baptista, who reps Articulos Domesticos, while his brother, Eduardo C. Baptista, inked the paper for Pan-Americana. Latter pioneered disks in Mexico 23 years ago and was the founder of that country's largest waxery, Peerless,

which he sold last year.

Cap's new across-the-border wares will fill the label's existing need for Latin tunes aimed mostly at language locations in the border-town territories. Cap will peddle these importations at its current pop-disk price and will release them under its regular label without credit to the Articulos firm. However, Pan-Americana will distribute the U. S. platters in Mexico under the Cap label. Disks will be on the market by first of the year. New arrangement for Mexican distribution replaces Cap's existing arrangement with Chaquita and Carlos Gastel for covering sales in that country.

Selvin, Higgins Move in Col.'s A&R Shake-Up

NEW YORK, Oct. 16.—Manie Sacks, Columbia Records veepee in charge of pop artists and repertoire, announced a shift in several phases of the pop a.-and-r. operation this week. Ben Selvin is moving out of the New York picture to take over as manager of pop a.-and-r. in Hollywood, while Joe Higgins, veteran a.-and-r. exec with the firm, will move back to New York to serve as manager of pop a.-and-r. in the East. Selvin will continue his duties as director of children's records. Both Higgins and Selvin will continue to work directly under Veepee Sacks.

George Avakian, manager of hot jazz classics, takes on the additional duty of manager of the foreign language division, reporting to Goddard Lieberman, veepee in charge of the (*See Selvin, Higgins Move, page 40*)

Starr Agrees To Breakage-Return Slice

18 Small Firms Go Along

NEW YORK, Oct. 16.—The RCA Victor proposal to music publishers that the latter agree to an 8½ per cent slice in royalty payments to allow for breakage and returns (*The Billboard*, October 9) has been accepted by some 24 individual publishing firms, representing six publishing groups. While 20 of these firms are either folk and country tune publishers or smaller pop firms, four are the companies in the Warner group (Harms, Witmark, Remick and Advanced) headed by Herman Starr. Starr's and the Warner group's actions have often in the past set the pattern followed by many other publishers, and observers consequently believe that the Starr agreement, to go along with the Victor idea, will eventually mean that virtually all publishers will accede to the request.

In addition to the Warner group, other publishers who have signed the agreement to allow RCA the 8½ per cent cut on royalty payments as of September 1, 1948, are the Hill and Range group (headed by Jules and Gene Aberbach), including Hill and Range, St. Louis Music, Alamo Music, Elton Music, Star Music, Tim Spencer Music, Shenandoah Music, Bill Monroe Music, Bob Wills Music, Ernest Tubbs Music and Home Folks, Inc.; the two Bob Miller firms; three Paul Kapp firms, General Publishing, Park Avenue Music and the Delta Rhythm Publishing Company; the two Sammy Wigler firms, Encore Music and Jewel Music; Lutz Bros. Music, and Herbert Music Company.

Follows Book Set-Up

RCA has made its proposition to the publishers on the basis that royalty payments on net sales is a practice which has long been followed in the book and other businesses, and it is reasonable that it should be carried out in the music publishing-diskery relationship.

The obvious reason why the Warner group decision to go along may have an effect on the decisions of other publishers is that the Warner catalogs contain a vast store of standards, always good material for a diskery, as well as a solid share of current plugs out of films and legiters.

Mercury Purchases Majestic

Chi Diskery's \$142,000 Bid Tops Auction

Pressing Plant Plans Vague

CHICAGO, Oct. 16.—Mercury Records established itself more strongly as the leading contender for fifth place on the waxery ladder when the local diskery took over the entire assets of Majestic Records, Inc., with a top bid of \$142,000 in an open auction sale before Judge Philip Sullivan in Federal District Court here Friday (15). The Mercury bid climaxed three hours of bidding on the part of approximately six record manufacturers and several outside interests, which were interested either in the entire holdings or in particular parcels of Majestic property.

Bidding for Mercury was Ray Sher, whom Mercury Prexy Irving Green (*See Mercury Purchases on page 40*)

Ellin Will Take Dive; Anyone Got Ball Point Pen?

BALTIMORE, Oct. 16.—Marvin Ellin, WCAO disk jockey who two months ago did his *Varieties* program from a plane traveling at an altitude of 19,000 feet, is set to plunge to the other extreme. On Navy Day (October 27), in co-operation with the U. S. Navy, Ellin will air his half-hour program from beneath the Potomac. The stunt, which ties in with the navy's recruiting campaign, is designed to publicize the various types of navy jobs—such as diving and salvage—which are available to enlisted men.

Ellin, wearing a diving suit equipped with a telephone, will go into the drink with navy Lieut. Joseph Marshall, who will be similarly clad. During the half-hour under-seas, Ellin will interview Marshall, introduce records, ad lib commercials, etc.

The stunt will be done in the morning, recorded on tape and played later in the day during the program's regular broadcast time. *Varieties* is aired 5-5:30, Monday thru Friday.

Realtors Lose Suit to ASCAP Over Offices

NEW YORK, Oct. 16.—The American Society of Composers, Authors and Publishers (ASCAP) this week won a Supreme Court dismissal of a \$35,000 damage suit brought by Simon Bros., realty operators. The two-year-old case hinged upon negotiations between ASCAP and the realty corporation relative to the Society's need for additional office space. Justice Aurelio granted the dismissal.

For a time ASCAP considered leasing the Anderson Art Galleries, at Park Avenue and 57th Street, which now houses the Park Theater. In its suit for damages, the plaintiff claimed that ASCAP had committed itself to leasing the premises for a long term, and that as consideration the Society agreed to remodel the building. With this understanding, Simon Bros. were to buy the building. The deal ultimately fell thru, however, when ASCAP decided it could not legally spend the money of the membership for such a purpose.

Louis G. Frolich, handling the case (*See Realtors Lose Suit on page 40*)

Missin' Kissin'?

DES MOINES, Oct. 16.—Some disk jockeys have it pretty easy—just love and kisses.

Don Bell, KRNT platter-chatter artist, had 750 early birds jam the KRNT studios for a three-hour participation broadcast and doughnut party, the second annual affair, with a 6 a.m. starting hour.

The feature of the event was a kiss auction planned as a take-off on Bell's good-morning kiss which he airs daily for the benefit of housewives whose husbands neglect the gesture. Record albums were Bell's auction merchandise and 59 kisses was the highest bid.

Briefs Filed on Liebell Decish

Pubs' Papers At Odds on Right Disposal

Chappell, Ager Disagree

NEW YORK, Oct. 16.—Intimation of a rumble between pubber and writer-members of the American Society of Composers, Authors and Publishers (ASCAP) was seen emerging from the interventions of Chappell Music and Milton Ager last week in the Liebell decision asking ASCAP's divestiture of performing rights and their return to the owners. The Chappell affidavit, filed by Max Drefus, averred that Chappell had entered into the case because of "statements by Ager, which appear to infer ownership (of performing rights) by the writer." The controversy sure to arise from this situation, the Drefus manifesto continued, would result in "chaos, confusion and the stalemate of licensing, prejudicing the owners as well as potential users."

Both Chappell and Ager indicate that they prefer that ASCAP be permitted to retain performing rights. The difference arises, in the case of both parties, on an "if" basis. If the Liebell request for ASCAP's divestiture of performance rights is made to stick, then Chappell wants the publishers to get them—and Ager wants the writers to get them.

Ager's Position

Ager bases his request on the argument that ASCAP penners automatically assign performance rights of their compositions to the Society, and that these rights take effect when the tune is created. Later, when the writer turns his work over to a publisher, the tunesmith's affidavit claims—and the labber obtains a copyright—the legal title of the publisher is subject to the previous assignment to ASCAP. To return performance rights to pubbers, Ager maintains, would be a "transfer of rights which the writers vest in ASCAP when they join the Society." Ager argues that the rights belong to the writers, and that "even if the publisher would assign a share of the performance rights to the writer, disputes would arise concerning the method of sharing the returns since contracts are silent on that score."

On the basis of the affidavits, Judge Liebell admitted both parties into the case, directing them to file briefs by October 15. Chappell and Ager, along with ASCAP, filed the briefs yesterday (15) as directed.

N. Y. Plugger Alley Shuffles Staffers

NEW YORK, Oct. 16.—A new flurry of hire-and-fire activity in song plugger alley this week resulted in three economy cuts, one contact man quitting and another finding a post.

Pluggers out of a job include Mickey Addy, long-time contactor with Shapiro-Bernstein; Hal Fein, out of Robbins Music, and Leo Jacobs, from the Jack Osfeld firm. Murray Deutch quit his Miller Music post to go into another enterprise, while veteran Harry Weinstein landed a job with the new Leon Rene pubbery, where he will work on that firm's currently moving *Gloria* ditty.

ASCAP Classifies Material for TV To Dec. 31, 1950

NEW YORK, Oct. 16.—The television agreement form sent out this week by the American Society of Composers, Authors and Publishers (ASCAP) to its publisher members asking continued vestment of TV licensing rights in the Society specifically classifies the material which ASCAP is seeking to license for the period October 1, 1948, to December 31, 1950.

General licenses, similar to the blanket or program licenses now in effect with radio broadcasters, will cover music use by (1) instrumental soloists or groups; (2) single vocalists or vocal groups not exceeding five, and (3) larger choral groups provided no costumes, scenery, dialog content or dancing routines are involved. Any combination of the above group falls in the same licensing class.

Dramatico-Musical Matter

Dramatico-musical material, which can include songs from musical shows or pictures, also falls in the general license group, provided not more than two numbers from the same original production are used on the same TV show. In such cases, these numbers could not be used as incidental music or background to some dramatic action. Further allowance is made for costumed vocal groups (maximum of five numbers) when there is no dialog involved, and no dramatization or dancing that illuminates the title or lyric of the musical selection, or when the music is not used to describe some non-visible scenery.

Special licenses, which would be issued separately by the Society at special rates, will cover dramatico-musical material used directly in some (See *ASCAP Classifies on page 41*)

ASCAP Asks Revision of Court Finding

Divestiture Contested

NEW YORK, Oct. 16.—The American Society of Composers, Authors and Publishers' (ASCAP) counsel, Robert P. Patterson, yesterday (15) filed a brief in U. S. District Court giving its reasons for asking an amendment of findings and conclusions of Judge Vincent Liebell in the suit brought by a group of New York motion picture exhibitors against the Society in regard to performing rights.

The brief contends that the finding and conclusion are erroneous in two broad respects: First, that ASCAP has an alleged monopoly in performing rights in general, and, second, that ASCAP should be divested of performing rights.

With respect to the monopoly charge, the ASCAP attorney argues that the Society was incorrectly charged with having a monopoly of performance rights in general. This, it is contended, is manifestly untrue, pointing out that the radio industry got along for nearly a year without using any ASCAP music. Beyond this, the charge is irrelevant, the brief states, because the only monopoly under consideration in the case is the alleged monopoly of performance rights of music synchronized to films. "What is of concern to the plaintiffs," it is claimed, "is whether ASCAP is a combination in restraint of trade, or a monopoly, as to performing rights in the music synchronized in

AFM Ban Gives Birth to Wax Ideas That May Outlive It

(Continued from page 3)

While this was done occasionally even before the ban, the Petrillo no-disking edict has made it one of the standard recording practices. This particular technique is important not so much because it may, in certain situations, save the disk money but because it enables the disk to cut a vocalist, for example, on one of his peak days.

Manie Sacks Explains

Manie Sacks, Columbia veepee in charge of pop artist and rep, explains the theory thus:

"If we're cutting Sinatra on a day when he's not in particularly good form, under the old system we're bound not to get a record which represents his best work. On the other hand, if the band cuts the background alone, and Sinatra can name his day and time, irrespective of musicians' availability, we're much more likely to get a top job from Frank."

Such dubbing, of course, requires a top arranging and conducting job on both the vocal and ork ends of the date. In Sinatra's case, to carry thru the illustration, it will work out nicely with the scoring and leading job in the hands of as capable a workman as Axel Stohrdal, Sacks points out, in support of the theory that the synchronization problem is very much like that successfully met in Hollywood in dubbing vocal and ork jobs for many years.

Another illustration of the same type of technique would be a case in

which a vocal or instrumental disk, after it is cut, is discovered to have an insufficient beat. It is then a relatively simple matter to cut a maracas, bull fiddle, drum beat platter to be synchronized into the original.

Other Techniques

Other techniques which the ban may foster into permanent practice, of course, are those utilizing choral or other a cappella backgrounds or combinations of voice-instrument backgrounds behind warblers; or utilization of non-AFM type instruments and pseudo instruments. Kazoos, washboards and other contraptions would fall into this category, which of course is suitable strictly for novelty-type plattering, and is not figured to have any important, lasting place in the picture.

There are, of course, and will continue to be scores of records released both with and without band backgrounds. Since no ork recording is permitted here, or in England, most diskers maintain that their band backgrounds are being cut in Paris. If the AFM and British Musicians' Union bans last long enough the dough French musicians will make might yet straighten out the shaky French economy . . . at least if you choose to believe that all band backgrounds, which diskers say are being made in Paris, actually are. There is, of course, some suspicion that Paris has become the current industry synonym for 101 New York, Chi and Hollywood recording studios.

NAMM Regional Meets To Salve Record Biz Brush

CHICAGO, Oct. 16.—Brush-off given the record biz at the National Association of Music Merchants' (NAMM) convention here (*The Billboard*, June 26) and editorially cited by *The Billboard*, is being rectified by execs of NAMM in their regional conference meets, which start late this month, judging by programs of the first two conclaves. In the NAMM New England and Eastern States confab, slated for the Copley-Plaza Hotel, Boston, October 25-26, two record speakers are noted among the five speakers in the sales forum. Paul Southard, v.-p. in charge of sales for Columbia platters, will discuss the LP disk, while Frank Homeyer, of C. W. Homeyer Company, Boston, will discuss a retailer's view of the disk business. One hundred and fifty dealers are expected at the Boston conference.

At the Southeastern States gathering, where 135 dealers are expected, three record talks will be heard during the two-day meet, starting October 21 at the John Marshall Hotel, Richmond, Va., Stuart D. Julius, Music House, York, Pa., will discuss record promotions, while Paul Wexler, Washington district manager for Columbia wax, will elaborate on the LP disk. A record panel of Julius, Wexler and local dealers is also slated.

It's understood that phono platters will get substantial space at the five other regional NAMM meetings slated later in the year and early in 1949.

films exhibited in the plaintiffs theaters."

In the matter of divestiture, the brief claims that the theater owners would be afforded just protection by an injunction restraining ASCAP from requiring exhibitors to take out performance licenses: divestiture would not grant the plaintiffs any further relief. Furthermore, it is claimed, private parties have no legal rights to ask divestiture in this case, but that such a matter falls within the province of the government.

Also advanced as an argument against divestiture is the fact that the government's consent decree, entered against ASCAP in 1941, did not direct divestiture. "If divestiture is now called for in the public interest, the brief contends, the attorney general can set the machinery in motion to ask for the relief. . . ." The current anti-trust suit by the government against ASCAP is also mentioned, with the statement: "Answer has been filed, and the cause is at issue."

Right Involvement

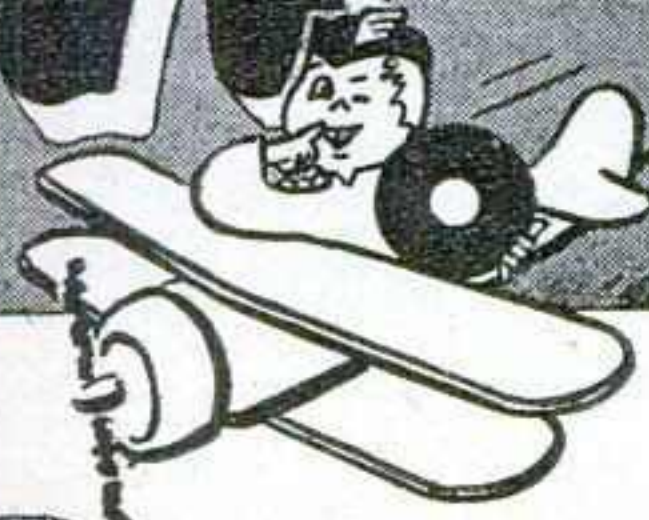
Another direction of attack is ASCAP's charge that divestiture will injure parties not involved in the action, with special reference to movie producers, who would be forced to seek out individual owning the performing rights to music wanted for films—in many cases, persons different from the ones owning the synchronization rights. In line with this, it is also pointed out that it is not clear to whom the rights should justly revert—the publishers or the writers. Publishers and writers, already cognizant of this snarl, have already made representation for these rights (see other story this page).

Finally, ASCAP contends that members of the Society should not be prevented from granting synchronization rights to film producers, or to assign those rights to anyone else. "The presence of restraints on the activity of the individual owners . . . would impose a fixed pattern of commerce upon them, would mark out a set channel for the flow of trade, instead of leaving them in a free state of competition."

Mercury

HITS THE TOP

Great Stars! Great Releases!



FRANKIE LAINE

"AH BUT IT HAPPENS" Mercury 5158
"Hold Me"

"SINGING THE BLUES" Mercury 5174
"Thanks for You"

VIC DAMONE

"LILLETTE" Mercury 5170
"The Night Has a Thousand Eyes"

"HIS FRATERNITY PIN" Mercury 5194
"At Half Past Seven"

JOHN LAURENZ

"RED ROSES FOR A BLUE LADY" Mercury 5201
"Somebody's Lyin'"

"MOUNTAINEER AND THE JABERWOCK" Mercury 5202
"Morning Glory Road"

PATTI PAGE

"5-4-3-2" Mercury 5184
"My Sweet Adair"

"GOODY GOODBYE" Mercury 5199
"What's Wrong With Me"

"BRUSH THOSE TEARS FROM YOUR EYES"
"I Only Have Eyes for You" Mercury 5203

RONNIE DEANVILLE

"DREAM KISSES"
"Till We Meet Again" Mercury 5190

ANNE VINCENT

"RENDEZVOUS WITH A ROSE"
"Play the Playera" Mercury 5188

SNOOKY LANSON

"SWEETER THAN ALL THE FLOWERS"
"Our Baby's Gone With Jesus" Mercury 6138

Daisy Mae and Old Brother Charlie

"GLORIA"
"It's Too Soon to Know" Mercury 5193

RONNIE DEANVILLE

"WHO SHOT THAT HOLE IN MY SOMBRERO"
"Happy Mary Polka" Mercury 6140

ALX ALLEN

"IT'S TOO SOON TO KNOW"
"I'll Wait" Mercury 8107

JINAH WASHINGTON

"IRENE"
"Beside a Babbling Brook" Mercury 5186

TED WEEMS DICIES

THANKS DEE LAYS FOR KEEPING MERCURY UP ON TOP! HERE'S MORE FOR YOUR PRINTS!

West Coast Pluggers Up In Arms Over RH System; Himer Says Up to Pubs

MPCEU Men Cite Inequities; Himer Says 'Soft Touch' Gripe

HOLLYWOOD, Oct. 16. — RH (Richard Himer) tabulation sheet stirred a storm of protest among Hollywood's song pluggers and resulted in an emergency meeting of the Music Publishers Contact Employees' Union (MPCEU) at which the membership voted unanimously that the RH service be banned from use by publishers. Members agreed to individually petition their home offices strongly urging that the RH sheet be dropped entirely, and above all, not be recognized as a yardstick for pluggers' Coast activities. In addition, Al Comparte, MPCEU regional director, appointed a committee of three to draft a letter to be circulated among the Coast membership for signatures which will serve as a petition to the tune touts' national prexy, Bob Miller. Committee includes Joe Nadell (Chappell), Goldie Goldmark (Leeds) and Hy Kantor (Feist). Letter will list pluggers' grievances and ask that the national org take action against the RH sheet, and that publishers follow Leonard Van Berg's sheet currently in use as sole Coast tabulation.

According to Comparte, the RH sheet presents an unfair picture of pluggers' work on the Coast and by its system of operation seriously diminishes the importance of the Coast as compared to the national picture. Pluggers claim the RH tabulation as compiled by Himer's Coast rep, Buddy Bernard, credits only those airshows heard here, and ignores the numerous programs originating here which are not broadcast locally. In addition, RH ignores pluggers' activities in San Diego, San Francisco, Seattle, Portland, Salt Lake City and Denver, thereby eliminating an essential segment of their work, Comparte said. Van Berg, on the other hand, monitors the out-of-town stations for Hollywood originating shows not heard here, as well as those shows broadcast in other Western cities.

Touts also look with disfavor on the RH system of tabulation. Accord-

ing to pluggers, a coast-to-coast show emanating from Hollywood shares credits with Chicago and Hollywood. However, there are New York or Chicago shows broadcasting coast-to-coast not heard in Hollywood, which thereby denies points to the local pluggers. Contact men claim further inequities exist in this system of credit sharing in that Hollywood is the scene of more commercial coast-to-coast shows using music than either Chicago or New York, hence the Eastern cities benefit at the expense of the local pluggers.

NEW YORK, Oct. 16.—Word of the revolt of the West Coast branch of the Music Publishers' Contact Employees' Union against the RH (Richard Himer) logging system reached Himer here late last night. Himer said that the RH system was devised to help the music publishing industry, thus specifically the music publishers. "If the publishers want me to log from clearances on West Coast shows, I'll be glad to do so. If they want me to log from tunes actually heard on shows, which I believe to be the sound way, I'll continue to do that. The pluggers on the West Coast have had a soft touch and naturally don't want anything to come along to interfere with that soft touch. But I'm not investing my money in the RH system to perpetuate that soft touch for the pluggers. I'm building a business to help the music business."

Arnstein's Illness Stays Omnibus Suit

NEW YORK, Oct. 16.—Ira B. Arnstein, who has been beleaguering the music industry for years with infringement suits, is in Bellevue Hospital for observation. This would seem to put a crimp into Arnstein's so-called omnibus suit involving *Nature Boy*. Last month (22) Supreme Court Justice McNally dismissed Arnstein's amended complaint, and in an order titled Arnstein vs. Crestview Music Corporation (so called because Crestview leads the long list of defendants) granted Arnstein leave to serve another amended complaint within 30 days.

Arnstein, in a letter to one of the lawyers involved, stated there would have to be some delay in pressing the case in view of his present incarceration.

Cavalier Gets Spiro Rights for 2d Tune

NEW YORK, Oct. 16.—Cavalier Music, the Broadcast Music, Inc. (BMI), pubbery set-up here headed by contact men Bob Baumgarten, Mickey Glass and Jerry Lewin, has added a second tune to its catalog with the acquisition of pubbing rights to *You Live in My Heart*, from Spiro Records. The tune, a lyric and musical adaptation of an old German waltz standard, has been clicking via the Spiro disking by warbler Walter Scheff.

Cavalier will stay on *You Walk By*, the tune with which it started in business, as its No. 1 plug during the immediate future.

Pressers Unite To Fight Poor-Paying Indie Labels

(Continued from page 4)
\$5,000 blow. The squawk is that some indies who have been able to get their merchandise in this way have then taken their business to another presser and pulled the same stunt over again.

Altho one former indie operator is the object of an FBI search, most of the complete losses suffered by plants are consequence of indie business failures. One three-press plant lost \$300 on a single failure after doing business with the label for more than six months. Another plant in New Jersey allowed a record company, on the basis of a fast-selling number, to run up a bill of \$4,000. When the plant insisted on payment, the company offered to settle for one-half the amount and threatened to go into receivership if the settlement were not accepted. The plant accepted.

Collection Costs

With collections from regular customers an estimated 25 per cent slower than last year, collection costs are eating up an increased share of the profits. One presser, who makes use of The Dun and Bradstreet (D and B) service, estimates that less than 5 per cent of the indie companies have D and B ratings. His collections, thru D and B, and his attorney's fees cost him an average of 20 per cent of the billings involved.

One small plant, carrying a single account for nearly \$5,000, feels that it must continue to handle its pressing on the gamble that current releases will catch on to make the outfit solvent. The fear is that once the plant stops pressing for the label it will lose all chance of collecting.

While most losses are incurred by

producers of pop material labels, delinquents in the standard and classical fields have provided pressers with a somewhat better opportunity to recoup losses. At least two plants in this area have simply requisitioned record masters in lieu of payment, and found themselves in the record business. Most small pressers, however, do not care to enter the merchandising phase of the industry, and finding the increasing collection expenses intolerable, they are willing to organize to freeze delinquents out of the industry. It has been pointed out by several that they have been approached periodically with plans for an organization, but such plans have been nullified by recurrent conditions in the pressing industry. In several instances plans have been dropped when larger plants, operated by indie label owners, have cut pressing prices to obtain business from other labels in order to keep their plants operating to insure steady production of their own labels. In such cases smaller plants have had to take whatever business they could get at their own higher prices, usually relaxing their credit checking. Fearing that an exchange of credit info would tip off competitors on potential business, suspicious operators have maintained policies of damaging isolationism. Such pressers, while welcoming the idea of an organization, besides acting as a credit information pool, should also establish and enforce a fixed price schedule. Others, pointing to their own efficient operations and money-saving material formulas, insist that price-making prerogatives must remain with the individual pressers.

Telefunken Deal Paves Way for Cap Talent Push

HOLLYWOOD, Oct. 16.—European touring by Capitol artists was seen as the probable outgrowth of the Cap-Telefunken disk barter agreement. Since American music names known to the overseas public depends upon their pic activity or the distribution of their platters in those countries, Cap's talent roster heretofore saw little commercial benefit in barnstorming foreign lands. Only a few avid European diskophiles acquiring dealer-imported Capitol records were well acquainted with the names in Cap's catalogs. In the meantime, however, American artists on the Victor-Columbia-Decca lists were available via EMI, Decca and other European distribution channels and therefore enjoy a considerably greater overseas following. Also a number of the latter group have been considerably more active in pix than Cap artists which also boosted their personal-appearance stature. Only in recent years, as a result of U. S.-sponsored radio activities, has such Cap talent as King Cole, Stan Kenton, Peggy Lee and others started to register with the European public tuning in on American radio programs.

Cap will bend all efforts to get its leading talent to make European p.-a. junkets, now that Telefunken will be distributing its catalog overseas. Tours will pay off to artists at the box office, since they will now be better known to the foreign public, as well as result in hyped disk sales for the benefit of the personalities and the Cap-Telefunken combine. According to Cap's surveys of the overseas market, interest in jazz is just beginning to become widespread and hence it expects its reciprocal association with Telefunken to be mutually profitable.

Furthermore Cap will strongly urge American tours for Telefunken artists to build their name stature in this country. Firm realizes that a goodly portion of the names in Telefunken's catalog are not widely known in this country, and that this may affect longhair platter sales, irrespective of their comparative merits with artists in the domestic catalogs. However, Cap expects to convert what would otherwise be a weakness into a strong point and will soon start its promotional wheels in action to achieve this aim. As to what method it will follow, Cap refused to state. It was, however, learned that U. S. tours by Telefunken artists is part of the scheme.

N. Y. I-Nighter Biz Takes Jump

NEW YORK, Oct. 16.—A considerable upturn in one-nighter biz in the metropolitan area is in evidence since the beginning of the fall season, with a succession of name bands hitting what is beginning to shape up as a virtual one-nighter circuit thru Manhattan, the Bronx, Brooklyn and Queens. Spots like the Manhattan Center and Riverside Plaza in Manhattan, the Tremont Terrace in the Bronx, Knights of Columbus and Hi-Ho Casino in Brooklyn and Sunnyside Garden in Queens have had orks like Buddy Rich, Bobby Byrne, Charlie Ventura and Tommy Dorsey, with the latter picking up \$1,800 for a K of C stand that left the management with a profit of \$1,200.

A source for further band biz optimism hereabouts is the fact that the dancers are coming in not only on week-ends, but during mid-week, with several combos slated for local jobs Wednesdays and Fridays.

Capitol Records Inks Tom Duncan For Vocal Stable

HOLLYWOOD, Oct. 16.—Capitol Records this week signed Tommy Duncan to a recording pact after hearing the former Bob Wills vocalist's newly formed band. Pact ties Duncan to Capitol as a warbler with band coming into the fold when the ban is lifted. Fact that Duncan was inked as a vocalist indicates probability that Cap will not wait for the ban to be lifted before it releases Duncan platters, but may use foreign background sound tracks to accompany his singing. Since band was just formed, it does not have pre-ban masters available for Cap's release in the interim.

Duncan unveiled his music crew last Monday (11) at the 97th Street Corral. Ork is composed of tootlers snared from Spade Cooley and Bob Wills. Duncan was Wills's vocalist for 16 years and was the warbler on *San Antonio Rose*, top Wills seller. Nat Vincent, as Duncan's personal manager, signed him to Capitol and as head of Peer International's folk music division, inked him to an exclusive pubbing contract for all original material.

FAVORITE BANDS IN GIVEN CATEGORIES



QUESTION 3 (b) . . . Which band on records within the following specialized categories do you like the most currently?

SCORING Three positions for each; three points for 1st; two points for 2d; three for 3d.

THE ANSWERS:

SWEET				
<u>PLACE</u>	<u>WINNER</u>	<u>RECORD CO.</u>	<u>POINTS</u>	
I.	Sammy Kaye	Victor	298	

Thanks fellas...
Sammy Kaye

RCA VICTOR RECORDS

Personal Management:

MICHAEL NIDORF, 607 Fifth Ave., New York 17, N. Y.

Victor Signs Fran Warren to One-Year Pact

NEW YORK, Oct. 16.—Despite the fact that RCA Victor is operating on a don't-skirt-the-ban policy, making it almost impossible for the platter to come up with hot, hit merchandise, the firm this week signed singer Fran Warren to a one-year contract with single year options for the next several years. Pact guarantees the chirp (most recently with the Claude Thornhill band) a minimum of 12 sides a year.

Jack Hallstrom, RCA Victor pop artist and rep committee head, said that present plans are not to record la Warren until the ban is lifted and she can be backed with a full ork, but that circumstances may bring about a change in this policy. In other words should a hot tune which seems particularly suited to Miss Warren's treatment turn up, RCA may have her make it with a capella or other non-ork backing.

The Warren deal, incidentally, is the first case in which an artist was signed by the waxery, after going thru an elaborate disk-test process somewhat similar to the screen-test routine long prevalent in Hollywood film factories.

Waring Gets New Flack

PHILADELPHIA, Oct. 16. — Bob Gruber, public relations director for the Blue Cross here for the past eight years, is leaving to become sales promotion and advertising chief for Fred Waring's ork. He joins Waring in New York this week to set out with the band on its eight-week tour of 31 cities.

U. S. Court Spikes 'Rum & Coca-Cola' Suit's Reopening

NEW YORK, Oct. 16.—An attempt to reopen the long-drawn (but never gone) *Rum and Coca-Cola* infringement suit was spiked in Federal Court Friday (15). A motion by the Leo Feist pubbery and writers Morey Amsterdam, Paul Baron and Jeri Sullivan, based on a claim of newly discovered evidence, was denied by Judge Simon H. Rifkind, who ruled that the evidence was repetitious and immaterial.

Infringement action had previously been won by Maurice Baron (no relative of Paul Baron), writer of the tune, *L'Annee Pensee*, on which he claimed *Rum and Coca-Cola* was an infringement. The defendants' new appeal was based on the alleged discovery of an application by the plaintiff dated December 31, 1943, for Canadian copyright of his folio, *Calypso Songs of the West Indies*, which included his song, *Pensee*.

French Ork To Play In Washington Dec. 1

WASHINGTON, Oct. 16.—The Orchestre National of France conducted by Charles Muench plays Constitution Hall here December 1 under the management of Patrick Hayes. The Washington performance is to be one of two score put on by the orchestra under the sponsorship of the French government.

After the tour, Muench will take over as conductor of the Boston Symphony.

More Norman Jazz Concerts

HOLLYWOOD, Oct. 16. — Gene Norman, KFVB disk jockey-jazz concert promoter, will expand his *Just Jazz* stagings to Northern California. Norman has conducted these concerts in Los Angeles, Pasadena and Long Beach, including among them the Stan Kenton Hollywood Bowl concert and the Pan-Pacific 50-name bash to be held next month. Norman told *The Billboard* he is lining up auditoriums in San Francisco, Oakland, Fresno and other Northern localities and intends to book his programs on a personally created concert circuit. Once this loop has been effected, he will be able to attract jazz names to the Coast which heretofore have stayed in the East for want of sufficient Western bookings. Without the circuit, Norman said, his concert promoting activities have to depend on artists brought here by theaters and ballrooms.

HOLLYWOOD, Oct. 16.—Red Feather, promotionally minded Southside L.A. spot, this week inked disk jockey-jazz concert promoter Gene Norman to stage and emcee Sunday afternoon jazz sessions on its premises as b'z booster. Ops Andy Andrews and Paul Shipton have turned to drum-beating in bucking L.A.'s downward biz trends.

Month ago the spot became the first L.A. nitery to serve as an origination point for tele remotes. From video, ops turned to disk jockey Bill Anson to do a nightly on-the-spot platter spinning seg from midnight to 2 a.m. In addition to Anson's ringside broadcasts, the spot will now beckon biz with the Norman-staged concerts.

Since Norman has created an ex-

Capitol Disks Hope On 'Buttons, Bows'

HOLLYWOOD, Oct. 16. — Capitol Records this week recorded Bob Hope doing *Buttons and Bows*, supplementing its current release of the *B and B* ditty by the Dinning Sisters. Since tune is from Hope's Paramount pic, *The Paleface*, Cap hopes to cash in on the screen tie-in. Side is backed by *That's Not the Knot*. Instrumental accompaniment for *B and B* was recorded in Mexico. Platter will be rushed into release within the next two weeks.

Chi's Blue Note

Inks Herman Crew

CHICAGO, Oct. 16.—The Blue Note, Loop jazz bistro, which has utilized small combos, enlarges its stand to fit the Woody Herman crew, starting January 10 for two weeks. Frank Holzfeind and Harold Wessel, operators, intend to stick with a big name policy, setting the King Cole Trio to follow January 24 for three weeks.

The China Doll, band location spot styled after the Click, Philadelphia, dropped its name-band policy after one month. Alvino Rey, who worked the first four weeks in the site of the old Latin Quarter, closed Thursday (14). No music was utilized following Rey and op Art Bloomenthal could not be reached for comment.

tensive local following for his concerts, ops expect new biz will be attracted as a result of their promotional venture. Norman takes over Sunday (24), working on a \$300 budget.

2 Super
Smash Hits

ANOTHER
AL TRACE
SHUFFLE RHYTHM
HIT!

BRUSH THOSE TEARS
FROM YOUR EYES

Backed by
ANYTIME AT ALL

FEATURING THAT SENSATIONAL NEW VOCALIST

ALAN FOSTER
REGENT #134

ORDER NOW, DON'T DELAY
47 Distributors Coast To Coast

REGENT RECORDS INC.

BY THE KING OF
DIXIELAND JAZZ

PEE WEE
HUNT

THE SENSATIONAL RENDITION OF

MUSKRAT RAMBLE

Inst.

BASIN ST. BLUES

Vocal-Inst.

BOTH SIDES A HIT!

on REGENT #133

58 MARKET STREET NEWARK, N. J.

VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GLEANINGS . . . Disk men John Hammond, George Avakian and Ross Russell will discuss Sidney Finelstein's new tome, *Jazz, a People's Music*, in a forum on Fred Robbins's WOV 1280 Club Friday (22). . . . Dizzy Gillespie appears on Gene Raeburn's *Juke Box Jury* at WNEW, Saturday (23). . . . The Doc Pomus blues-styled *Alley, Alley* commercial on Willie Bryant's and Ray Carroll's WHOM late show became so popular that Apollo Records has cut a full-length version with Pomus warbling. . . . Jack Lacey's WINS time has been augmented to run from 1 to 2:30 in the afternoon and 4:30 to 6:15 at night. . . . Joe Felice has replaced Brett Rawlands as musical director at Newark's WNJR, with ex-film scripster Steve Van Gluck coming in as program director.

TUNE TOUTING . . . Bill and Ken Elliott, WNOE, New Orleans, write: "Just a line to tell you we think *To Make a Mistake Is Human*, the Apollo dishing by the Murphy Sisters, is a winner. Ken selected it months ago from four acetate sides the Murphys had with them down here. We're ready to take it from there." . . . And from "the boys" at WKAX, Birmingham: "We feel that we got a sleepuh hit here in Alabama in *Have You Ever Been Told*, that Capitol record by Benny Goodman. It's spreading like wildfire and has been chosen Birmingham's juke box record for October. Another new one that looks terrific is *Down Among the Sheltering Palms* by George Olsen on Rondo." . . . No. 1 on Gil Newsome's *KWK First Five* in St. Louis is the new novelty tune, *More Beer*, on the Manhattan label. The label is strictly local, released only in St. Louis. . . . Detroit area jocks are pushing the Fortune disk of *Rose of Tangier* by the Artie Fields ork backed by Casey's Boogie, with a vocal by Todd Purse, the singing WJLB deejay.

GIMMIX . . . WCSI-FM, Columbus, Ind., has arranged to transcribe interviews with top batoneers featured there, with e.t.'s and waxings by the bandleader then aired on the *Top Band of the Week* Saturday night show. . . . Bill Boykin, KSPI, Stillwater, Okla., has a contest in which small towns in the area send in song requests, with the town sending in the most requests during the month named the winner. "All we do," Bill writes, "is take a wire recorder to the town and record enough intros for an hour's tunes. The cutting is played on the next show and the winners hear themselves over our station introducing their favorite tunes. Mail response has been terrific and we heartily recommend this gimmick for stations shy on facilities and time for reading requests and counting post cards." . . . Ted Harris, manager of the State Theater in Hartford, tied up with local jocks for a *Rhythm Toon-Title* contest to bally appearance of Gene Krupa. Co-operating spinners in the contest, which awarded watches to listener-winners, included Joe Girand, WCCC, Hartford; Ev Seltzer, same station; M. Munson, WMAS, Springfield, Mass.; Eddie Carter, WACE, Chicopee Falls, Mass.; Lee Ellis, WSPR, Springfield, and Toby Baker, WELI, New Haven.

STRICTLY FROM DIXIE . . . George Buck is starting a new pops and jazz show over WWOE, Lynchburg, Va., Mondays at 8:30 p.m., with a local record shop sponsoring. . . . Don Stevens has joined the jock roster of WSB, Atlanta, taking over several late-night shows. . . . Rick Weaver has left WCAV, Norfolk. . . . Jim McLaughlin, former jock with WFNS, Burlington, N. C., now in New York. . . . Sam Donohue did 14 guest shots with Atlanta jocks Monday (11) covering every station in the city.

CHICAGO CHATTER . . . Name jockeys from all over the U. S. will get a week of e. t. shows in the St. Louis area, sponsored by Griesedieck Bros.' Brewery, St. Louis, who started their visiting d. j. show last week with Linn Burton, Chicago free-lancer. Howard Miller, of Ruthrauff & Ryan, who is producing the show, said that name jocks will be utilized on six half-hour shows weekly, with a different platter spinner featured each week until the St. Louis baseball season starts next year. First station to carry the show is KWK, St. Louis, but the coverage will be increased. Gil Newsome, St. Louis jock, introduces the foreign spinners who, during the next seven weeks, will include Ed (Jack the Bellboy) McKenzie, Detroit; Art Ford, New York; Paul Dixon, Cincinnati; Bill Anson, Los Angeles; Harvey Hudson, Richmond, Va., and Bob Goerner, San Francisco. . . . Dave Garroway (WMAQ) started his jazz concert series at the Civic Opera House October 16 with a line-up including Muggsy Spanier's ork, Art Tatum and the Art Van Damme group. . . . John Peters, WPDJ, Clarksburg, W. Va., has two vocal platters out on Cozy label. . . . Linn Burton, Eddie Hubbard, Dave Garroway and Ernie Simon will act as judges of a beauty contest to select the Queen of Lake Forest (Ill.) College November 6. . . . Bob Larson, WKOW, Madison, Wis., disk spinner, is doing a platter column for a local paper. . . . Don Laeffer is newest disk pundit at WIND, Chicago. . . . Ex-song plugger Ted Travers, now d. j. at WJJD, Chicago, has snared an additional hour, working the 1 to 2 a.m. slot daily. . . . Rosemary Wayne, WJJD, Chicago, has done four kidisks for McAndres Publishing Company, kid book pubbers, with six more sides still to go.

NEW ENGLAND NOTES . . . Bill Elliot, proxy of WLIZ, Bridgeport, has added to a full schedule by taking over broadcasting chores for the talent contest from the State Armory Sunday afternoons. . . . Jack Ellsworth on a two-month leave of absence from WHIM, Providence. . . . Joe Girand, WCCC, Hartford, has a weekly tie-in with *The Connecticut Chronicle*, State-wide Negro publication for a record request show Sunday afternoons. Paper publishes a coupon for readers to clip and fill out with their tune requests and mail to Girand. . . . George Malcolm-Smith, WTIC, Hartford, will be guest speaker at the November 9 meeting of the Hartford Accident and Health Underwriters.

PHILLY PHADDLE . . . Broadwood Hotel's cocktail lounge will house a disk spinner for the first time, with Bob Horn, free-lance jock on WIP and WPEN here, getting the assignment. Starting next week Horn will air the platters from the hotel lounge nightly from midnight to 2 a.m., with WPEN carrying the wax groovings. Deal set by J. M. Korn Advertising Agency here. . . . It was Mercury day on WPEN's 950 Club when David Rosen, local Mercury distrib, had spinners Ed Hurst and Joe Grady handling the label's Steve Gibson and His Red Caps and Vic Demone on the same show.



A special listing of Decca records based on actual sales . . . your guide to the sure-fire hits of today and tomorrow.

Another DECCA DOUBLE!

"GLORIA"

COUPLED WITH

"I WANT TO BE THE ONLY ONE"

MILLS BROTHERS Decca 24509

BEST SELLERS

- 1 MAYBE YOU'LL BE THERE GORDON JENKINS
DARK EYES Decca 24403
- 2 SAY SOMETHING SWEET TO YOUR SWEETHEART INK SPOTS
YOU WERE ONLY FOOLING (While I Was Falling In Love) Decca 24507
- 3 WHAT DID I DO? DICK HAYMES and ANDREW'S SISTERS
I'D LOVE TO CALL YOU MY SWEETHEART. Decca 24504
- 4 BELLA BELLA MARIE ANDREW'S SISTERS
THE MONEY SONG Decca 24499
- 5 DADDY-O LOUIS JORDAN
YOU'RE ON THE RIGHT TRACK BABY Decca 24502
(But You're Goin' The Wrong Way)
- 6 CUANTO LA GUSTA CARMEN MIRANDA and ANDREW'S SISTERS
THE MATADOR Decca 24479
- 7 GLORIA MILLS BROTHERS
I WANT TO BE THE ONLY ONE Decca 24509
- 8 UNDERNEATH THE ARCHES ANDREW'S SISTERS
YOU CALL EVERYBODY DARLING Decca 24490
- 9 BOUQUET OF ROSES DICK HAYMES
ANYTIME Decca 24506
- 10 IT'S TOO SOON TO KNOW ELLA FITZGERALD
I CAN'T GO ON Decca 24497

COUNTRY SERIES

- | | |
|---------------------------------------|----------------------|
| COOL WATER | SONS OF THE PIONEERS |
| TUMBLING TUMBLEWEEDS | Decca 46027 |
| BLUES IN MY HEART | RED FOLEY |
| TENNESSEE SATURDAY NIGHT | Decca 46136 |
| THAT WILD AND WICKED LOOK IN YOUR EYE | ERNEST TUBB |
| FOREVER IS ENDING TODAY | Decca 46134 |
| I LOVE YOU SO MUCH IT HURTS | SHORTY LONG |
| SWEETER THAN THE FLOWERS | Decca 46139 |
| SEAMAN'S BLUES | ERNEST TUBB |
| WAITING FOR A TRAIN | Decca 46119 |

SEPIA SERIES

- | | |
|------------------------------|--|
| BEAMS OF HEAVEN | SISTER ROSETTA THARPE and MARIE KNIGHT |
| PRECIOUS MEMORIES | Decca 48070 |
| WHAT COULD I DO | MARIE KNIGHT |
| I MUST SEE JESUS | Decca 48072 |
| TEACH ME TO BE RIGHT | SISTER ROSETTA THARPE |
| LAY DOWN YOUR SOUL | Decca 48083 |
| MY HEART BELONGS TO YOU | CLYDE BERNARD |
| PRETTY MAMA BLUES | Decca 48087 |
| DIDN'T IT RAIN | SISTER ROSETTA THARPE and MARIE KNIGHT |
| STRETCH OUT | Decca 48054 |

All Records Listed \$.75 Each, Exclusive of Taxes

TOMORROW'S TOPS TODAY
on
LONDON RECORDS

AGAIN

(from the 20th Century-Fox picture "Road House")

VERA LYNN
London Record 310

IF WE CAN'T BE
THE SAME OLD SWEETHEARTS

backed with

YOU CAN DIE FROM A BROKEN HEART

THE WAYFARERS

London Record 315

DOWN AMONG THE
SHELTERING PALMS

SAM BROWNE
London Record 311

LONDON
RECORDS



FULL RANGE RECORDING

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 18

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** *By Bill Reid*
Published by Shapiro-Bernstein (ASCAP) **1**

Records available: S. Browne, London 123; P. Fennelly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 4411; 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'** *By Sam Martin, Ben Trace and Clem Watts*
Published by Mayfair (ASCAP) **2**

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. TWELFTH STREET RAG** *By Al Bowman*
Published by Shapiro-Bernstein (ASCAP) **4**

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; A. Smith & His Cracker-Jacks, MGM 10294.
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; Alvin Rey, Standard.
- 4. IT'S MAGIC** *By Sammy Cahn and Jule Styne*
Published by Witmark (ASCAP) **3**

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, Mustrcraft 557; Johnny Frank with Ork, Varsity 110.
Electrical transcription libraries: Felix King Ork, London; Monica Lewis, World.
- 5. MY HAPPINESS** *By Betty Peterson and Berney Bergentine*
Published by Blasco (ASCAP) **5**

Records available: R. Deauville-Novelle Harmonica Trio, Bullet 1032; the Marlin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24448; 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; Tyler Duo and Ork, Varsity 101; Bill Case with His Melody Boys, Royal-Tone 1001.
Electrical transcription libraries: The Serenaders, Standard.
- 6. UNDERNEATH THE ARCHES** *By Bud Flanagan and Joseph McCarthy*
Published by Robbins (ASCAP) **6**

Records available: Andrews Sisters, Decca 24490; C. Boswell, Columbia 38298; Len Camber 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 Gondollers, Continental C-1245; Larkin Sisters-The Swingsters, 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** *By Sunny Skylar*
Published by Mellin (BMI-ASCAP) **7**

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 McCa Twins, Capitol 15217; C. Shane, Columbia 38315; B. Tyler, Continental C-1244; B. Eberly-Sunshine Serenaders, Decca 24491; Larkin Sisters-The Swingsters, Spiro S-3001; Harmoncats, 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** *By Sammy Gallop and Rube Bloom*
Published by Triangle (ASCAP) **8**

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; Minday Carson-Hank D'Amico, Associated; Ziggy Eiman, Lang-Worth.
- 9. BUTTONS AND BOWS** *By Livingston and Evans*
Published by Famous (ASCAP) **9**

Records available: Gene Aury, Columbia 20469; The Jinning Sisters, Capitol 15184; Betty Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 38284; Jeff Clay, Dana 2023.
Electrical transcription libraries: Sterling Young Ork, MacGregor.
- 10. BLUEBIRD OF HAPPINESS** *By Edward Heyman and Sandor Harmati*
Published by T. B. Harms (ASCAP) **10**

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. **TWELFTH STREET RAG**
SIDNEY BECHET AND HIS NEW ORLEANS FEETWARMERS RCA Victor 20-3120
- 4. **IT'S MAGIC**
TONY MARTIN RCA Victor 20-2862
- 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

- By the Way
(from 20th Cent.-Fox's "When My Baby Smiles at Me")
For You PERRY COMO RCA Victor 20-3099
- Lavender Blue
(from Disney's "So Dear To My Heart")
Down Among the Sheltering Palms SAMMY KAYE RCA Victor 20-3108
- Back in Your Own Back Yard
Where'd Dat Money Go PAGE CAVANAUGH TRIO RCA Victor 20-3149
- How'm I Doin'?
I'm Yours PAT FLOWERS and his Rhythm RCA Victor 20-3161
- My Darling, My Darling
You're the First Cup of Coffee EVE YOUNG and JACK LATHROP RCA Victor 20-3187
- Dear Okie
I Love You So Much It Hurts THE FRONTIERSMEN RCA Victor 20-3188

FOLK

- My Mother's Picture
Anyone ELTON BRITT RCA Victor 20-3162
- I'm Pickin' the Blues
Barnyard Shuffle CHET ATKINS RCA Victor 20-3164

BLUES

- Mule Skinner Blues
Blue Yodel No. 7 BILL MONROE and his Blue Grass Boys RCA Victor 20-3163*
- Lonesome Road
Watch Shorty LONNIE JOHNSON RCA Victor 20-3165*

POP SPECIALTIES

- Con Maracas—Guaracha
(from M-G-M film "Luxury Liner")
Sunday in Old Santa Fe JOSE MORAND ORCH. RCA Victor 20-3101

NEW ALBUM FOR CHRISTMAS SEASON

- "The Story of the Nativity"
Walter Hampden, Narrator; Earle McGill, Director.
3 10" Records: 20-3155, 20-3156, 20-3157. RCA Victor Album P-225



Riding High... Climbing Fast

- Dainty Brenda Lee JACK LATHROP and The Drugstore Cowboys RCA Victor 20-3119
- Bella Bella Marie LARRY GREEN RCA Victor 20-3072
- Buttons and Bows BETTY RHODES RCA Victor 20-3078
- There's Two Sides to Every Story DAVE DENNEY RCA Victor 20-3044
- Manteca DIZZY GILLESPIE RCA Victor 20-3023

*Re-Issued by Request!

Mail your order to your RCA Victor distributor!

Name _____
Street _____
City _____ State _____



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

POPULAR

- | | |
|---|--|
| ON A SLOW BOAT TO CHINA
By The Way | ART LUND
M-G-M 10269 |
| BLUEBIRD OF HAPPINESS
Sunset To Sunrise | ART MOONEY
and his Orchestra
M-G-M 10207 |
| CARAVAN
Azure | BOB MATTHEWS
M-G-M 10266 |
| BUTTONS AND BOWS
The Matador | BETTY GARRETT
M-G-M 10244 |
| RENDEZVOUS WITH A ROSE
I Don't Want To Meet Anymore People | DON RODNEY
M-G-M 10272 |
| WHAT DID I DO
I Love You Much Too Much | HELEN FORREST
M-G-M 10262 |
| THERE'S A BARBER IN THE HARBOR OF PALERMO
The Night Has A Thousand Eyes | ART MOONEY
and his Orchestra
M-G-M 10260 |
| YOU WERE ONLY FOOLING
It's Easy When You Know How | BLUE BARRON
and his Orchestra
M-G-M 10185 |
| EVERYTHING I HAVE IS YOURS
I'll Be Faithful | BILLY ECKSTINE
M-G-M 10259 |
| TARA TALARA TALA
Before Long | JOHNNY DESMOND
M-G-M 10287 |
| CORN BELT SYMPHONY
Every Day Is Just A Holiday | NEV SIMONS
M-G-M 10257 |
| DOWN AMONG THE SHELTERING PALMS
If We Can't Be The Same Old Sweethearts | THE JACKIE BROWN
QUARTET
M-G-M 10286 |

FOLK and WESTERN

- | | |
|--|--|
| LIFE GITS TEE-JUS DON'T IT
Wind In The Mountains | CARSON ROBISON
M-G-M 10224 |
| DRIVIN' NAILS IN MY COFFIN
Too Many Women | JERRY IRBY
M-G-M 10284 |
| STILL WATER RUNS THE DEEPEST
Go Home With The Girls In The Mornin' | BOB WILLS
M-G-M 10276 |
| BANJO BOOGIE
Have A Little Fun | ARTHUR (Guitar Boogie) SMITH
M-G-M 10229 |

EBONY SERIES

- | | |
|--|---|
| HOME
Wait'll I Get You In My Dreams Tonight | THE BEALE STREET BOYS
M-G-M 10273 |
| MARDI GRAS BOOGIE
My Heart Belongs To You | JOE TURNER
M-G-M 10274 |
| OLD FASHIONED LOVE
Any Resemblance to Love | NORMA SHEPHERD
M-G-M 10281 |
| IF I CAN'T HAVE YOU
Boogie Woogie On A Saturday Nite | 5 RED CAPS
M-G-M 10285 |



The Billboard MUSIC POPULARITY CHARTS PART II

Sheet Music

Week Ending October 18



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.

POSITION	Weeks to date	Last Week	This Week	Title	Publisher
15	1	1	1	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
25	2	2	2	MY HAPPINESS (R)	Blasco
8	4	3	3	HAIR OF GOLD, EYES OF BLUE (R)	Mellin
16	3	4	4	YOU CALL EVERYBODY DARLIN' (R)	Mayfair
9	7	5	5	UNDERNEATH THE ARCHES (R)	Robbins
4	9	6	6	BUTTONS AND BOWS (F) (R)	Famous
18	6	7	7	MAYBE YOU'LL BE THERE (R)	Triangle
19	5	8	8	IT'S MAGIC (F) (R)	Witmark
9	11	9	9	RAMBLING ROSE (R)	Laurel
6	8	10	10	EV'RY DAY I LOVE YOU (R)	Harms, Inc.
12	10	11	11	BLUEBIRD OF HAPPINESS (R)	T. B. Harms
2	13	12	12	UNTIL (R)	Dorsey Bros.
28	13	13	13	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
15	12	14	14	LOVE SOMEBODY (R)	Kramer-Whitney
2	14	15	15	YOU WERE ONLY FOOLIN' (R)	Shapiro-Bernstein

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	Title	English	American
6	1	1	1	SO TIRED	Campbell-Connelly..*	
10	2	2	2	YOU CAN'T BE TRUE	Chappell	Biltmore Music
6	4	3	3	MY HAPPINESS	Chappell	Blasco
25	3	4	4	GALWAY BAY	Box and Cox	Leeds
12	5	5	5	WOODY WOODPECKER	Leeds	Leeds
3	7	6	6	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
11	8	7	7	RAMBLING ROSE	Irwin Dash	Laurel Music
23	6	8	8	DREAM OF OLWEN	Lawrence Wright	Mills
3	14	9	9	LA VIE EN ROSE	Noel Gay	Harms, Inc.
2	19	10	10	BUTTONS AND BOWS	Victoria	Famous
19	9	11	11	BALLERINA	Peter Maurice	Jefferson
8	11	12	12	OCTOBER TWILIGHT	Irwin Dash	Shapiro-Bernstein and Carl Fischer
4	15	13	13	ALL DRESSED UP WITH A BROKEN HEART	Cinephonic	E. B. Marks
20	10	14	14	HEARTBREAKER	Leeds	Leeds
17	12	15	15	I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day	Remick
23	13	16	16	TIME MAY CHANGE	Campbell-Connelly..	Shapiro-Bernstein
3	17	17	17	YOU CALL EVERYBODY DARLIN'	E. H. Morris	Mayfair
2	18	18	18	SUZU	Athenaem	*
4	20	19	19	PASSING CLOUD	Kasner	*
13	16	20	20	I'D GIVE A MILLION TO-MORROWS (For Just One Yesterday)	Campbell-Connelly..	Oxford Music Corp.

*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.

POSITION	Weeks to date	Last Week	This Week	Title
14	1	1	1	A TREE IN THE MEADOW
19	1	2	2	MY HAPPINESS
8	3	3	3	UNDERNEATH THE ARCHES
12	2	4	4	YOU CALL EVERYBODY DARLIN'
4	7	5	5	BLUEBIRD OF HAPPINESS
23	5	6	6	YOU CAN'T BE TRUE, DEAR
8	11	7	7	RAMBLING ROSE
5	6	8	8	HAIR OF GOLD, EYES OF BLUE
14	4	9	9	IT'S MAGIC
7	8	10	10	MAYBE YOU'LL BE THERE
6	10	11	11	TWELFTH STREET RAG
3	13	12	12	EV'RY DAY I LOVE YOU
10	14	13	13	IT ONLY HAPPENS WHEN I DANCE WITH YOU
13	9	14	14	LOVE SOMEBODY
3	15	15	15	A FELLA WITH AN UMBRELLA
24	12	15	15	NOW IS THE HOUR

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
 Week Ending October 15

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throuout 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	Artist	Lic. By
12	2	1	1	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105—ASCAP
13	1	2	1	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122—ASCAP
12	7	3	7	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403—ASCAP
12	5	4	5	IT'S MAGIC (F)	Doris Day	Columbia 38188—ASCAP
13	10	5	10	BLUEBIRD OF HAPPINESS	Art Mooney	MGM 10207—ASCAP
20	8	6	8	MY HAPPINESS	Pied Pipers	Capitol 15094—ASCAP
15	3	7	3	YOU CALL EVERYBODY DARLIN'	Al Trace	Regent 117—ASCAP
7	15	8	15	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061—ASCAP
7	9	9	9	HAIR OF GOLD	Gordon Mac Rae	Capitol 15178—ASCAP
6	12	10	12	BUTTONS AND BOWS	Dinah Shore	Columbia 38284—ASCAP
3	29	11	29	SAY SOMETHING TO YOUR SWEETHEART	J. Stafford-G. Mac Rae and Star-lighters	Capitol 15207—ASCAP
11	19	12	19	IT'S MAGIC (F)	Tony Martin	Victor 20-2862—ASCAP
22	8	12	8	LOVE SOMEBODY	Doris Day-Buddy Clark	Columbia 38174—ASCAP

(Continued on page 114)

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.

Songs	Publisher	Week of October 8-14				Heard in N. Y.				Heard in Chi.				Heard in Calif.				Tot. Pts.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV					
A Tree in the Meadow	Shapiro-Bernstein	1	4	1	9	0	7	8	10	4	5	0	8	170				
Ah, But It Happens	Bourne	5	8	0	4	2	3	0	4	6	12	0	2	99				
Bluebird of Happiness	T. B. Harms	5	9	0	3	1	5	4	3	13	10	0	3	115				
Buttons and Bows	Famous	0	4	0	5	0	3	5	7	1	3	0	4	100				
Confess	Oxford	1	3	0	3	1	0	0	3	17	6	0	3	73				
Quanto Le Gusta (Date With Judy)	Peer	4	12	0	6	2	7	3	6	4	5	0	6	139				
Every Day I Love You (Two Guys From Texas)	Harms, Inc.	3	13	0	4	4	8	3	6	23	5	1	5	154				
For You	Witmark	1	3	0	6	0	2	0	5	5	5	0	6	94				
Hair of Gold, Eyes of Blue	Mellin	0	11	0	8	2	11	3	10	1	5	0	8	170				
Here I'll Stay (Love Life)	Chappell	1	5	1	3	1	7	1	4	7	5	1	3	92				
I Don't Care If It Rains All Night (Two Guys From Texas)	Witmark	3	7	0	1	6	7	2	2	6	6	0	1	77				
I'd Love To Live in Loveland	B.V.C.	6	4	1	4	0	1	2	5	11	5	1	4	101				
In My Dreams	Murray Wizzell	2	9	0	2	5	2	1	2	9	1	0	1	68				

(Continued on page 114)

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(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	Publisher	Lic. By
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
Quanto Le Gusta (R)	Peer	BMI
Ev'vy Day I Love You (F) (R)	Harms, Inc.	ASCAP
For You (R)	Witmark	ASCAP
Hair of Gold, Eyes of Blue (R)	Mellin	BMI-ASCAP
Here I'll Stay (M) (R)	Chappell	ASCAP
I'd Love To Live in Loveland (with a Girl Like You) (R)	Bregman-Vocco-Conn	ASCAP

(Continued on page 31)

DEALERS! OPERATORS! JOCKEYS!
FOR THE 1ST TIME
THE BILLBOARD PICKS
AN ALBUM

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:

SONG AND DANCE MAN ALBUM....Gene Kelly.....MGM 30

You're a Grand Old Flag
The Daughter of Rosie O'Grady
Ida! Sweet as Apple Cider
Moonlight Bay
Let Yourself Go
Doin' the New Low Down



SONG AND DANCE MAN

Gene Kelly

Singing And Dancing His Interpretations of

- YOU'RE A GRAND OLD FLAG** George M. Cohan
- MOONLIGHT BAY** George Primrose
- THE DAUGHTER OF ROSIE O'GRADY** Pat Rooney
- LET YOURSELF GO** Fred Astaire
- IDA! SWEET AS APPLE CIDER** Eddie Leonard
- DOIN' THE NEW LOW DOWN** Bill Robinson

Album M-G-M 30 Three 10" Records

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT

ONLY 8 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
- 7** . . . in the Billboard's
BEST SELLING RETAIL RECORDS Chart
- 10** . . . 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.

Lillette
JEFFERSON MUSIC CO., INC
1619 Broadway New York, N.Y.

MIRACLE PARADE OF HITS

HOP ABOARD THIS MONEY MAKER
"LATE FREIGHT"
D/W
"SONNY'S RETURN"
Sonny Thompson, with the Sharps and Flats and
Eddie Chamblee, tenor—M-128

MIRACLE RECORD COMPANY 500 E. 63RD ST.
CHICAGO 37, ILL.

The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
Week Ending October 15

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*.

POSITION	Weeks Last	This	Record	Label
Weeks	Week	Week		
18	2	1	TWELFTH STREET RAG... <i>Somebody Else, Not Me</i> Pee Wee Hunt.....Capitol 15105	
13	1	2	A TREE IN THE MEADOW, Margaret Whiting....Capitol 15122 <i>I'm Sorry But I'm Glad</i>	
19	4	3	MAYBE YOU'LL BE THEREGordon Jenkins.....Decca 24403 <i>Dark Eyes</i>	
15	3	4	IT'S MAGICDoris Day.....Columbia 38188 <i>Put 'Em in a Box (F)</i>	
8	7	5	BUTTONS AND BOWS.....Dinah Shore.....Columbia 38284 <i>Daddy-O</i>	
7	7	6	UNTILTommy Dorsey Ork-H. Prime Ork <i>After Hour Stuff</i>Victor 20-3061	
18	5	7	YOU CALL EVERYBODY DARLIN'Al Trace.....Regent 117 <i>Linger Awhile</i>	
10	6	8	UNDERNEATH THE ARCHESP. Scala's Banjo and Accordion <i>Side by Side</i> Ork-The Keynotes... London 238	
17	20	9	BLUEBIRD OF HAPPINESS, Art Mooney.....MGM 10207 <i>Sunset to Sunrise</i>	
7	12	10	UNDERNEATH THE ARCHESAndrews Sisters.....Decca 24490 <i>You Call Everybody Darlin'</i>	
8	16	11	HAIR OF GOLDGordon Mac Rae.....Capitol 15178 <i>Rambling Rose</i>	
21	9	12	MY HAPPINESSPied Pipers.....Capitol 15094 <i>Highway to Love</i>	
11	10	13	COOL WATERVaughn Monroe-Sons of the Pio- <i>The Legend of Tiabi</i> neers.....Victor 20-2923 (The Eastman Trio, Trilon 189; Derry Falligant, MGM 10256; N. Lucher, Capitol 15148; Tex Ritter-Dinning Sisters, Capitol 48026; Sons of the Pioneers, Decca 46027—Victor 20-1734; West- ern Aces, Lamb 10-105; Varsity 109)	
19	19	14	MY HAPPINESSElla Fitzgerald.....Decca 24446 <i>Tea Leaves</i>	
21	14	15	LOVE SOMEBODYDoris Day-Buddy Clark..... <i>Confess</i>Columbia 38174 (Barbara & Frank with Ork, Varsity 102)	
4	—	16	YOU WERE ONLY FOOLIN' Blue Barron.....MGM 10185 <i>It's Easy When You Know</i> <i>How</i> (K. Starr, Capitol 15226; Ink Spots, Decca 24507; E. Whitley & the Green Sisters, Columbia 38323)	
6	23	17	THAT CERTAIN PARTY..B. Strong.....Tower 1271 <i>My Best Girl</i> (F. Gray, Apollo 1132; Varsity Ork, Varsity 111; D. Martin & J. Leeds, Capitol 15249; Louis Prima Ork, Victor 20-3098)	
10	13	18	YOU CAME A LONG WAY, Ray McKinley.....Victor 20-2913 <i>For Heaven's Sake</i>	
24	11	19	MY HAPPINESSJ. & S. Steele.....Damon D-11133 <i>They All Recorded To Beat</i> <i>the Ban</i>	
1	—	10	ON A SLOW BOAT TO CHINAKay Kyser Ork-H. Babbitt- <i>In the Market Place of Old</i> G. Woods.....Columbia 38301 <i>Monterey</i> (B. Goodman Ork-A. Hendrickson, Capitol 15208; L. Clinton Ork, Decca 24482; A. Lund, MGM 10269; S. Lanson, Mercury 5191)	
3	27	21	UNDERNEATH THE ARCHESAndy Russell-The Pied Pipers... <i>Just for Me</i>Capitol 15183	
9	—	22	HAIR OF GOLDThe Harmonicats..Universal U-121 <i>Harmonical Blues</i>	
12	16	23	IT'S MAGIC (F)Tony Martin.....Victor 20-2863 <i>It's You or No One</i>	
4	25	24	LIFE GETS TEE-JUS DON'T IT?C. Robison.....MGM 10224 <i>The Wind and the Moun- tain</i> (C. Tinney, King 735)	
11	21	25	RAMBLING ROSEPerry Como-The Satisfiers..... <i>There Must Be a Way</i>Victor 20-2947 (P. Brito, Musicraft 560; B. Eberly-R. Morgan, Decca 24449; J. Frank & Ork, Varsity 105; G. MacRae & Starlighters, Capitol 15178; T. Pastor, Columbia 38207; G. Paxton Ork, MGM 10192)	
1	—	26	BOUQUET OF ROSES.....E. Arnold and His Tennessee <i>Texarkana Baby</i> PlowboysVictor 20-2806 (R. Turner & the Westerners, Varsity 8001; D. Haynes-The Troubadours, Decca 24506; J. Wakely, Capitol Americana 40107)	
1	—	27	RAMBLING ROSEG. Mac Rae and The Starlighters <i>Hair of Gold</i>Capitol 15178	
1	—	28	SAY SOMETHING SWEET TO YOUR SWEETHEART..J. Stafford-G. Mac Rae and Star- <i>Bluebird of Happiness</i> lighters.....Capitol 15207 (Ink Spots, Decca 24507; Eve Young & Drugstore Cowboys, Victor 20-3077; V. Damone-P. Page, Mercury 5192; A. Shelton- S. Browne, London 260)	
8	16	29	YOU CALL EVERYBODY DARLIN'Andrews Sisters.....Decca 24490 <i>Underneath the Arches</i>	
8	22	30	IT'S MAGICGordon Mac Rae.....Capitol 15072 <i>Spring in December</i>	



HOT HITS

Which one will hit a million???

We feel sure one of the records below will sell over a million copies.
Which do you think it will be?

Dean Martin and Jerry Lewis With Orchestra
"THE MONEY SONG" (From the Musical "That's the Ticket")
"THAT CERTAIN PARTY" CAPITOL RECORD 15249

The Unnatural Seven Vocal by Karen Tedder and Enrohtwah
"SERUTAN YOB" (A Song for Backward Boys and Girls Under 40)
 (Based on "Nature Boy" by eden abbes)
Red Ingle and The Natural Seven
 Vocal by Red Ingle and Betty Holland
"OH! NICK-O-DEEMO" CAPITOL RECORD 15210

Peggy Lee With Dave Barbour and His Orchestra
"LOVE, YOUR SPELL IS EVERYWHERE"
 (From the Motion Picture "The Trespasser")
"SO DEAR TO MY HEART" CAPITOL RECORD 15232
 (From the Walt Disney Production "So Dear to My Heart")

The King Cole Trio
"LILLETTE"
"A WOMAN ALWAYS UNDERSTANDS" CAPITOL RECORD 15224

Jo Stafford and Gordon MacRae With The Starlighters
"SAY SOMETHING SWEET TO YOUR SWEET-HEART"
Jo Stafford and Gordon MacRae With Male Choir
"BLUE BIRD OF HAPPINESS" CAPITOL RECORD 15207

The King Cole Trio
"KEE-MO KY-MO" ("The Magic Song")
"REX RHUMBA" CAPITOL RECORD 15240

Jo Stafford and Gordon MacRae and The Starlighters With Orchestra
"MY DARLING, MY DARLING" (From the New York Musical "Where's Charley?")
Jo Stafford and Gordon MacRae With Orchestra
"GIRLS WERE MADE TO TAKE CARE OF BOYS" CAPITOL RECORD 15270
 (From the Warner Bros. Picture "One Sunday Afternoon")

Tex Williams With Orchestra
"LIFE GITS TEE-JUS, DON'T IT?"
Tex Williams and His Western Caravan
"BIG HAT POLKA" CAPITOL RECORD 15271

Jack Smith and The Clark Sisters With Orchestral Accompaniment
"CUANTO LE GUSTA" (La Parranda) CAPITOL RECORD 15280
"CORNBELT SYMPHONY"

The Dinning Sisters With The Art Van Damme Quintet
"BUTTONS AND BOWS" (From the Paramount Picture "The Paleface")
The Dinning Sisters With Orchestra Conducted by Carl Kress
"SAN ANTONIO ROSE" CAPITOL RECORD 15184

Margaret Whiting With Frank DeVol and His Orchestra
"WHAT DID I DO?" (From the Twentieth Century-Fox Picture "When My Baby Smiles at Me")
Margaret Whiting With The Crew Chiefs and Frank DeVol and His Orchestra
"HEAT WAVE" (From the Stage Production "As Thousands Cheer")
 CAPITOL RECORD 15209

Jimmy Wakely Vocal by Jimmy Wakely With Cowboy Band
"ONE HAS MY NAME" (The Other Has My Heart)
"YOU'RE THE SWEETEST ROSE IN TEXAS" CAPITOL RECORD 15162

Popular

- "TWELFTH STREET RAG"
Pee Wee Hunt Capitol 15105
- "SOMEBODY ELSE, NOT ME"
Pee Wee Hunt Capitol 15105
- "A TREE IN THE MEADOW"
Margaret Whiting Capitol 15122
- "I'M SORRY BUT I'M GLAD"
Margaret Whiting Capitol 15122
- "HAIR OF GOLD, EYES OF BLUE"
Gordon MacRae Capitol 15178
- "RAMBLING ROSE"
Gordon MacRae Capitol 15178
- "IT'S MAGIC"
Gordon MacRae Capitol 15072
- "SPRING IN DECEMBER"
Gordon MacRae Capitol 15072
- "ON A SLOW BOAT TO CHINA"
Benny Goodman Capitol 15208
- "I HATE TO LOSE YOU (I'm So Used to You Now)"
Benny Goodman Capitol 15208
- "UNDERNEATH THE ARCHES"
Andy Russell Capitol 15183
- "JUST FOR ME"
Andy Russell Capitol 15183
- "YOU WERE ONLY FOOLING (While I Was Falling in Love)"
Kay Starr Capitol 15226
- "A FADED SUMMER LOVE"
Kay Starr Capitol 15226
- "HARLEM HOLIDAY"
Stan Kenton Capitol 15248
- "DON'T WANT THAT MAN AROUND"
Stan Kenton Capitol 15248
- "YOU CALL EVERYBODY DARLING"
Jack Smith Capitol 15156
- "CUCKOO WALTZ"
Jack Smith Capitol 15156
- "MY HAPPINESS"
The Pied Pipers Capitol 15094
- "HIGHWAY TO LOVE"
The Pied Pipers Capitol 15094
- "CLAIR DE LUNE," Part I
Paul Weston Capitol 15153
- "CLAIR DE LUNE," Part II
Paul Weston Capitol 15153

"THIS IS THE MOMENT"
"EV'RY DAY I LOVE YOU (Just a Little Bit More)"
 Jo Stafford Capitol 15139

- Western**
- "I LOVE YOU SO MUCH IT HURTS"
Jimmy Wakely Capitol 15243
 - "I DON'T WANT YOUR SYMPATHY"
Jimmy Wakely Capitol 15243
 - "DEAR OAKIE"
Jack Rivers Capitol 15169
 - "A MILLION MEMORIES"
Jack Rivers Capitol 15169
 - "JUST A PAIR OF BLUE EYES"
Tex Williams Capitol 15175
 - "TALKING BOOGIE"
Tex Williams Capitol 15175
 - "LEAVE MY HONEY BEE ALONE"
Merle Travis Capitol 15212
 - "T FOR TEXAS (Blue Yodel No. 1)"
Merle Travis Capitol 15212
 - "THERE'S A NEW MOON OVER MY SHOULDER"
Tex Ritter Capitol 15215
 - "JINGLE, JANGLE, JINGLE"
Tex Ritter Capitol 15215
 - "HAIR OF GOLD, EYES OF BLUE"
Smokey Rogers Capitol 15217
 - "BALL OF FIRE"
Smokey Rogers Capitol 15217

- Sepia**
- "TELL ME, DADDY"
Julia Lee Capitol 15144
 - "(It Will Have To Do) UNTIL THE REAL THING COMES ALONG"
Julia Lee Capitol 15144
 - "COOL WATER"
Nellie Lutcher Capitol 15148
 - "LAKE CHARLES BOOGIE"
Nellie Lutcher Capitol 15148
 - "KING SIZE PAPA"
Julia Lee Capitol 40082
 - "WHEN YOU'RE SMILING (The Whole World Smiles With You)"
Julia Lee Capitol 40082

"ALEXANDER'S RAGTIME BAND"
"MY LITTLE BOY"
 Nellie Lutcher Capitol 15180

- Re-Issues**
- "COW-COW BOOGIE"
Freddie Slack with Ella Mae Morse Capitol 15188
 - "HOUSE OF BLUE LIGHTS"
Freddie Slack with Ella Mae Morse Capitol 15188
 - "STARDUST"
Billy Butterfield Capitol 15189
 - "JALOUSIE"
Billy Butterfield Capitol 15189
 - "AMOR"
Andy Russell Capitol 15214
 - "BESAME MUCHO"
Andy Russell Capitol 15214
 - "MOONLIGHT IN VERMONT"
Margaret Whiting with Billy Butterfield Capitol 15222
 - "MY IDEAL"
Margaret Whiting with Billy Butterfield Capitol 15222
 - "GUITAR BOOGIE"
Alvino Rey Capitol 15223
 - "MAMA BLUES"
Alvino Rey Capitol 15223
 - "DOCTOR, LAWYER, INDIAN CHIEF"
Betty Hutton Capitol 15230
 - "HIS ROCKING HORSE RAN AWAY"
Betty Hutton Capitol 15230
 - "THE ELKS' PARADE"
Bobby Sherwood Capitol 15231
 - "SHERWOOD'S FOREST"
Bobby Sherwood Capitol 15231
 - "MAGIC IS THE MOONLIGHT"
Andy Russell Capitol 15238
 - "ANNIVERSARY SONG"
Andy Russell Capitol 15238
 - "CUBAN SUGAR MILL"
Freddie Slack Capitol 15239
 - "RIFFETTE"
Freddie Slack Capitol 15239
 - "DREAM"
The Pied Pipers Capitol 15246
 - "THE WHIFFENPOOF SONG (Baa Baa Baa)"
The Pied Pipers Capitol 15246
 - "PHIL, THE FLUTER'S BALL"
Dennis Day Capitol 15247
 - "DANNY BOY"
Dennis Day Capitol 15247

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and THE MOON MAIDS sing

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Current Hits

- 2020—FERRYBOAT POLKA
Frank Wojnarowski, Orch.
- 2013—SCOLD ME NOT, MOTHER DEAR
Walt Dana Orch.
- 2022—FAMILY POLKA
Walter Ziemba Orch.
- 2023—BUTTONS AND BOWS
YOU'RE A DARLIN, MY DARLIN
Jeff Clay and the Dana Serenaders

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- 2024—ONCE YOU CALLED ME "SWEETHEART"
An exciting new polka hit!
Sung by DICK BYRON, with ZIEMBA ORCH.

Preview of our Holiday Hits

- 2025—HAPPY NEW YEAR POLKA
OLD KRIS KRINGLE
- 2026—MERRY CHRISTMAS POLKA
YOU'RE ALL I WANT FOR CHRISTMAS

Both sides... both records... Sung by FRANK GALLAGHER and the DANA SERENADERS

NOTE: Kiddie versions of "Old Kris Kringle" and "Happy New Year" starring Jeffrey Clay, have just been released in the Dana Song-Stories series, #5000.

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The **Billboard** MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending October 15

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	Label
19	1	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....	Capitol DAS-80
4	6	2	2	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork.....	Capitol DBK-99
19	4	3	3	BOZO AT THE CIRCUS (Two Records) Billy May with Ork—Vance "Pinto" Colvig....	Capitol BBX-34
6	3	4	4	BUCS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....	Capitol DBX-93
19	2	5	5	BUCS BUNNY (Three Records) Mel Blanc.....	Capitol CC-64
14	10	6	6	NURSERY RHYMES (Two Records) Frank Luther.....	Decca CS-5
9	5	6	6	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers.....	Victor Y-375
14	8	8	8	BOZO SINGS (Two Records) Bill May with Ork—Vance "Pinto" Colvig.....	Capitol DBS-84
4	12	9	9	LITTLE ENGINE THAT COULD (Two Records) Paul Wing.....	Victor Y-341
2	—	10	10	NURSERY RHYMES ALBUM (Two Records) Ken Carson-Billy May.....	Capitol DBS-90
6	—	11	11	TUBBY THE TUBA (Two Records) Danny Kaye.....	Decca CU-106
13	14	12	12	RUSTY IN ORCHESTRVILLE (Three Records) Billy May-Alan Livingston-Henry Blair.....	Capitol BC-35
16	13	12	12	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....	Capitol CC-40
10	7	12	12	JOHNNY APPLESEED (Three Records) Dennis Day.....	Victor P-366
10	11	15	15	KING COLE FOR KIDS ALBUM (Three Records) King Cole Trio.....	Capitol DC-80

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	Label
155	—	1	1	Clair De Lune Jose Iturbi.....	Victor 11-8851
38	2	2	2	Bluebird of Happiness Jan Peerce, RCA Victor Ork; S. Levin, director.....	Victor 11-9007, Victor 10-1454, Victor 13-1074
152	—	3	3	Chopin's Polonaise Jose Iturbi.....	Victor 11-8848
1	—	4	4	Hungarian Rhapsody No. 2 (Liszt) Philadelphia Ork; Leopold Stokowski, director....	Victor 14422
116	4	5	5	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist.....	Victor 11-8863
2	—	5	5	Chopin's Polonaise First Piano Quartet.....	Victor 12-0249

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	Album	Label
4	—	1	1	Gaite Parisienne (Two Records) London Philharmonic Ork, Efreim Kurtz, conducting.....	Columbia MX-115
1	—	1	1	Heart of La Boheme in Italian (Five Records) Gigli-L. Albanese-La Scala Ork.....	Victor DM-980
18	—	1	1	Strauss Waltzes (Three Records) Andre Kostelanetz and His Ork.....	Columbia M-481
90	3	1	1	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Artur Rabinstein, pianist; NBC Ork; Vladimir Goltschmann.....	Victor 1074
72	1	5	5	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor; Philadelphia Ork....	Victor 1020
1	—	5	5	Highlights of Madame Butterfly (Three Records) L. Albanese-J. Melton-RCA Victor Ork; Weissmann, director.....	Victor DM-10680
3	—	5	5	Beethoven: Sonata in C Sharp Minor Op. 27 #2 (Moonlight) (Two Records) Vladimir Horowitz.....	Victor DM-1115
3	—	5	5	Peter and the Wolf (Two Records) B. Rathbone.....	Columbia MM-477

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	Album	Label
16	2	1	1	AL JOLSON VOLUME III ALBUM (Four Records) Al Jolson.....	Decca A-646
8	1	2	2	THEME SONGS (Four Records) T. Dorsey, S. Kaye, T. Bencke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns.....	Victor P-217
3	6	3	3	CLAMBAKE SEVEN (Four Records) Tommy Dorsey.....	Victor P-220
23	3	4	4	STAN KENTON: PRESENTATION TO PROGRESSIVE JAZZ (Four Records) Stan Kenton.....	Capitol CD-79
2	9	5	5	COLLEGE MEDLEYS ALBUM (Four Records) Jan Garber and His Ork.....	Capitol CD-95
23	7	6	6	SONGS OF OUR TIMES (1932) ALBUM (Four Records) Carmen Cavallaro.....	Decca 1932
1	—	7	7	PREVIN PLAYS THE PIANO ALBUM (Four Records) A. Previn.....	Victor P-214
22	4	8	8	BUSY FINGERS (Four Records) Three Suns.....	Victor P-206
14	—	8	8	DOWN MEMORY LANE (Four Records) Vaughn Monroe.....	Victor P-202
94	4	10	10	GLENN MILLER (Four Records) Glenn Miller.....	Victor P-148
1	—	10	10	OKLAHOMA ALBUM (Six Records) Joan Roberts, Alfred Drake, Howard DaSilva, Celeste Holm, Lee Dixon, with Oklahoma Ork and Chorus, directed by J. Blackton.....	Decca 359

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
PART V
 Week Ending October 15

MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
15	1	1	1	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105
13	2	2	2	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122
19	3	3	3	YOU CALL EVERYBODY		
13	4	4	4	DARLIN'	Al Trace	Regent 117
14	9	5	4	IT'S MAGIC (F)	Doris Day	Columbia 33183
8	6	6	5	MY HAPPINESS	J. & S. Steele	Damon D-11133
14	11	7	6	UNDERNEATH THE ARCHES	Andrews Sisters	Decca 24490
7	7	8	7	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403
13	12	9	7	HAIR OF GOLD	Gordon MacRae	Capitol 15178
10	7	10	12	IT'S MAGIC (F)	Dick Haymes-Gordon Jenkins	Decca 23826
4	5	11	10	UNDERNEATH THE ARCHES	P. Scala's Accordion Ork-The Key-notes	London 238
10	27	12	5	BUTTONS AND BOWS	Dinah Shore	Columbia 38284
20	15	13	12	IT'S MAGIC	Gordon MacRae	Capitol 15072
5	21	14	15	MY HAPPINESS	Pied Pipers	Capitol 15094
18	17	14	20	BLUEBIRD OF HAPPINESS	Art Mooney	MGM 10207
			18	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. Wakely, Capitol Americana 40107)	
7	14	16	7	YOU CALL EVERYBODY	Andrews Sisters	Decca 24490
13	15	16	13	YOU CALL EVERYBODY		
18	20	18	15	DARLIN'	A. Vincent	Mercury 5155
1	—	19	18	MY HAPPINESS	Ella Fitzgerald	Decca 24446
7	21	19	1	HAIR OF GOLD	Jack Lathrop and His Drugstore Cowboys	Victor 20-3109
					(Eddy Arnold and His Tennessee Plowboys, Victor 20-3013)	
6	30	21	7	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
					(B. Eberle-Sunshine Serenaders, Decca 24492; Foy Willing & His Riders of the Purple Sage, Capitol 15221)	
2	24	22	6	THAT CERTAIN PARTY	Tenny Strong	Tower 1271
					(F. Gray, Apollo 1132; Varsity Ork, Varsity 111; D. Martin & J. Lewis, Capitol 15249; Louis Prima Ork, Victor 20-3030)	
1	—	23	2	UNDERNEATH THE ARCHES	Andy Russell-The Pied Pipers	Capitol 15183
17	13	24	1	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt	Columbia 32301
					(B. Goodman Ork-A. Hendrickson, Capitol 15208; L. Clinton Ork, Decca 24482; A. Lund, MGM 10239; S. Lanson, Mercury 5191)	
4	—	25	17	LOVE SOMEBODY	Doris Day-Buddy Clark	Columbia 38174
5	10	25	4	A TREE IN THE MEADOW	John Laurence	Mercury 5148
6	28	27	5	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061
					(The Charloeters, Columbia 38329)	
11	18	28	6	YOU CALL EVERYBODY	Jerry Wayne	Columbia 38286
					(The Bowman Trio, Trilon 189; Derry Falligant, MGM 10256; N. Lutchel, Capitol 15148; Tex Ritter-Dinning Sisters, Capitol 48026; Sons of the Pioneers, Decca 46027-Victor 20-1724; West-erns Aces, Lamb 10-105; Varsity 109)	
3	—	28	11	HAIR OF GOLD	J. Laurence	Mercury 5172
15	—	28	3	YOU CAN'T BE TRUE	Ken Griffin	Rondo R-128
					(The Sportsmen, Capitol 15077; K. Griffin, Broadcast G-4006; N. Emmett, Apollo 1121; Colonial Ork, Standard T-136; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Marilyn Sisters, Columbia 38211; F. Wilson, Grand G-25004; D. Haymes-The Song Spinners, Decca 24439; D. James, Victor 20-2944; W. Glahe Ork, Victor 25-1117; R. Deauville Nouvelle Harmonica Trio, Bullet 1032; Ken Griffin-J. Wayne, Rondo R-228)	

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 27)

If We Can't Be the Same Old Sweethearts (R)	Feist—ASCAP
It Only Happens When I Dance With You (F) (R)	Berlin—ASCAP
It's a Most Unusual Day (R)	Robbins—ASCAP
It's Magic (F) (R)	Witmark—ASCAP
Love Somebody (R)	Kramer-Whitney—ASCAP
Maybe You'll Be There (R)	Triangle—ASCAP
My Darling, My Darling (R)	E. H. Morris—ASCAP
My Happiness (R)	Blasco—ASCAP
On a Slow Boat to China (R)	Melrose—ASCAP
Rambling Rose (R)	Laurel—ASCAP
Say It Isn't So (R)	Berlin—ASCAP
The Money Song (R)	Crawford—ASCAP
The Night Has a Thousand Eyes (R)	Paramount—ASCAP
The Things I Love (R)	Campbell—BMI
This Is the Moment (F) (R)	Miller—ASCAP
Underneath the Arches (R)	Robbins—ASCAP
When You Left Me (R)	Porgie—BMI
With a Twist of the Wrist (R)	Patmar—BMI
You Call Everybody Darlin' (R)	Mayfair—ASCAP
You Were Only Fooling (R)	Shapiro-Bernstein—ASCAP

OFF 50% LIST

P83 TANGOS WITH CUGAT — C117 HARRY JAMES
 P51 HAL KEMP — — — C124 SONGS BY SINATRA

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OLONAISE (ITURBI)

WARSAW CONCERTO (BOSTON POPS)

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Wishes to thank the members of the Cincinnati Phonograph Association for their selection of Larry Vincent's popular recording #13 of "AM I WASTING MY TIME ON YOU?"

backed by

"IT AIN'T LIKE YOU"

as the hit record of November

P.S.: Our specialty records are the best—they'd make a horse laugh. Write for our catalog on these specialty numbers.

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MY SWEETHEART OF KENTUCKY

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Don Teeters Vocal With Guitar.
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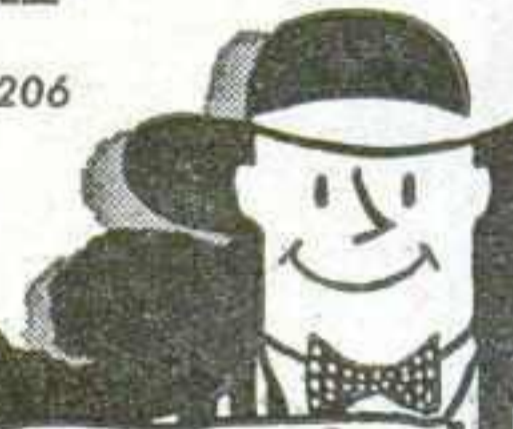


RAY NOBLE

IT'S A MOST UNUSUAL DAY

JUDALINE

Columbia 38206



Your weekly report on the latest
CURRENT TOP HITS

BUTTONS AND BOWS Daddy-O	Dinah Shore	38284
ON A SLOW BOAT TO CHINA In the Market Place of Old Monterey	Kay Kyser	38301
LOVE SOMEBODY CONFESS	Doris Day & Buddy Clark	38174
IT'S MAGIC PUT 'EM IN A BOX	Doris Day	38188
EVERYBODY LOVES SOMEBODY Just For Now	Frank Sinatra	38225
YOU CALL EVERYBODY DARLING	Jerry Wayne	38286
JUST BECAUSE A Night in May	F. Yankovic	12359-F
HERE COMES SANTA CLAUS An Old-Fashioned Tree	G. Autry	20377
WATCH THESE!		
THE MATADOR WHAT DID I DO	Dinah Shore	38293
I'M IN LOVE It's You or No One	Doris Day & Buddy Clark Doris Day	38290
CUANTO LE GUSTA Take It Away	Xavier Cugat	38239

THE GREAT ARTISTS AT THEIR BEST ARE ON

COLUMBIA RECORDS

Trade-marks "Columbia" and the Reg. U. S. Pat. Off. Marks Registered

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Race Records

Week Ending
October 18



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.

POSITION			
Weeks to date	Last Week	This Week	
7	3	1	LATE FREIGHTSonny Thompson...Miracle M-128
6	3	2	CORN BREADH. Singer Sextette.....Savoy 671
23	1	3	LONG GONESonny Thompson...Miracle M-126
20	7	3	PRETTY MAMA BLUES...Ivory Joe Hunter.....4 Star 1254
4	8	5	HOP, SKIP AND JUMP...Roy Milton and His Solid SendersSpecialty SP-314
1	—	6	BLUES AFTER HOURS...Pee Wee Crayton...Modern 20-624
7	6	7	AM I ASKING TOO MUCH?.Dinah Washington...Mercury 8095
5	—	7	EVERYTHING I DO IS WRONGRoy Milton and His Solid SendersSpecialty SP-314
19	2	9	MY HEART BELONGS TO YOUArbee Stidham.....Victor 20-2572
1	—	10	BLUES FOR THE RED BOY.Todd Rhodes.....King 4240
1	—	11	IT'S TOO SOON TO KNOW.D. Washington.....Mercury 6107
3	12	12	IT'S TOO SOON TO KNOW.The Orioles.....Natural 5000
1	—	13	LONG ABOUT MIDNIGHT.R. Brown Mighty Mighty Men...De Luxe 1154
1	—	14	LONDON DONNIED. Byas.....Savoy 668
1	—	15	PLEASING YOUL. Johnson.....King 4245
3	14	15	WEST SIDE BABY.....L. Johnson.....King 4245

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.

POSITION			
Weeks to date	Last Week	This Week	
20	4	1	PRETTY MAMA BLUES...Ivory Joe Hunter.....4 Star 1254
22	—	2	LONG GONESonny Thompson...Miracle M-126
1	—	2	IT'S TOO SOON TO KNOW.D. Washington.....Mercury 6107
3	4	4	IT'S TOO SOON TO KNOW.The Orioles.....Natural 5000
8	1	5	CORN BREADHal Singer Sextette.....Savoy 671
6	12	6	AM I ASKING TOO MUCH?.Dinah Washington...Mercury 8095
3	—	7	HOP, SKIP AND JUMP...Roy Milton and His Solid SendersSpecialty SP-314
1	—	8	BLUES FOR THE RED BOY.Todd Rhodes.....King 4240
17	7	9	MY HEART BELONGS TO YOUArbee Stidham.....Victor 20-2572
2	—	9	ROLL 'EMJ. Liggins.....Exclusive 41-X
15	—	9	RUN JOELouis Jordan.....Decca 24448
1	—	9	WHAT DID YOU DO TO ME?Ivory J. Hunter.....King 4232
2	—	13	BYE BYE BABY BLUES...The Ravens.....King 4234
4	—	13	EVERYTHING I DO IS WRONGRoy Milton and His Solid SendersSpecialty SP-314
13	—	13	I CAN'T GO ON WITH- OUT YOU.....Bull Moose Jackson.....King 4230
17	—	13	MESSIN' AROUNDMemphis Slim.....Miracle M-125

ADVANCE RACE RECORD RELEASES

Bling-a-Ling-a-Ling J. Stone Ork (Who's Zat) Victor 20-3127	Rolling Tears S. Mallard Ork-F. McCram (Summit Ridge) Aristocrat 2002
Blowing the Family Jewels G. Ammons' Ork (Sugar Coated) Mer- cury 8905	Sit Down Sister Rosetta Tharp (Nobody's Fault) Decca 48089
He Sends Me L. Willis (I Ain't) MGM 10301	Sugar Coated G. Ammons Ork (Blowing the) Mercury 8905
I Ain't Gonna Quit You L. Willis (He Sends) MGM 10301	Summit Ridge Drive S. Mallard Ork (Rolling Tears) Aristocrat 2002
I Learned a Lesson (I'll Never Forget) S. Gibson & The Red Caps (You Made) Mercury 8109	*Watch Shorty L. Johnson (Lonesome Road) Victor 20-3165
I'm Through With Love M. Robinson (It's Too) MGM 10300	Who's Zat? J. Stone Ork (Bling-a-Ling) Victor 20-3127
It's Too Soon To Know M. Robinson (I'm Through) MGM 10300	You Made Me Love You S. Gibson & The Red Caps (I Learned) Mercury 8109
*Lonesome Road L. Johnson (Watch Shorty) Victor 20-3165	
Nobody's Fault But Mine Sister Rosetta Tharp (Sit Down) Decca 48089	

The Billboard
MUSIC POPULARITY CHARTS
Folk Record Section
PART VII

Week Ending
 October 15



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.

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
9	1	1	1	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
22	2	2	2	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
8	3	3	3	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162
32	4	4	4	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
26	9	5	5	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2860
4	11	6	6	MY DADDY IS ONLY A PICTURE	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
15	—	7	7	BANJO POLKA	Tex Williams	Capitol Americana 15101
4	—	8	8	I LOVE YOU SO MUCH	Floyd Tillman	Columbia 29430
6	5	9	9	LIFE GETS TEE-JUS	G. Robison	MGM 10224
3	—	9	9	MEMORIES OF FRANCE	T. Texas Tyler	4 Star 1249
24	13	9	9	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
4	—	12	12	THAT WILD AND WICKED LOOK	Ernest Tubbs	Decca 46134
2	15	13	13	GREEN LIGHT	Hank Thompson and His Brazos Valley Boys	Capitol 15187
3	—	14	14	DOG HOUSE BOOGIE	Hawkshaw Hawkins	King 720
10	7	14	14	FOREVER IS ENDING TODAY	Ernest Tubbs	Decca 46134
2	7	14	14	TALKING BOOGIE	Tex Williams and His Western Caravan	Capitol 15175

FOLK TALENT AND TUNES

By Johnny Sippel

The Calumet Indians, Little Joe Millican, steel guitar; Al Hudson and Johnny Manson, fiddles; Billy Wright, piano; Freddy the Frog, bass and comedy; Sheb Wooley, emcee and guitar, are newest additions to the MGM platter family. The six-piecer will get their first release with *Jole Quadroon* and *Spanish Darling*. Group is heard on a daily show for a baking powder company over a 17-station web in the Southwest. They work out of Fort Worth. . . Gene Evans, 19-year-old Blue Sky Buckaroo, is working on KWJJ, Portland, and KPFM, the Oregon city's FM station. He recently made sides for Melody Trail platters. . . H.b. and Western musickers are coming into the video spotlight, with both WBAP-TV, Fort Worth, and WSB-TV, Atlanta, utilizing folk talent in their tele debuts (*The Billboard*, October 9). The Fort Worth opening used the Flying X Ranchboys, while the Atlanta station had the Sunshine Boys on tap.

Johnny Bond, Columbia recording artist and currently touring with Gene Autry's troupe, reports that he visited David Stone's group at KSTP, Minneapolis. Pilly Folger, the group's singer, was hospitalized for a check-up and will probably be off the Minnesota airplanes for a month. Bond is set for WFIL-TV's *Hay'off Hoedown* while in the East. Autry's junket to Europe has been called off temporarily. . . Jimmy Wakely, the Capitol crooner, has inked Don Weston and the Saddle Pals to support him during his eight days at the Dallas fair, closing October 17. . . Tommy Watkins, who worked with the Melody Showboys, WGAP, Maryville, Tenn., is now working in Toledo and expects to get into radio there soon. . . Sally Foster, heard on Decca and also *The Old Corral*, Ziv a.t. series, is working on WRNL, Richmond, Va. Sally is married to Earl Steele, former KMOX, St. Louis, and KLAC, Hollywood, announcer who is doing mike chores at WRNL currently. . . RCA Victor is putting on a nationwide promotion for recordings by Bob Nolan and the Sons of the Pioneers. A special anniversary album, to celebrate their 15 years in show business, has been mailed to disk jockeys. Victor is giving out \$300 in prizes to distributors who do the best job on the group's platters. . . Jenny Lou Carson, the Victor artist, and her hubby, orkster Tiny Hill, are back at their hunting lodge in the Mount Ranier, Wash., area. Jenny Lou's protegee, Bob Long, has switched from KILQ, McAllen, Tex., to WFAA, Dallas. His work is carried on the Texas network Saturday nights.

Chuck Rogers, the Tennessee Smecker Player, recently did a one-night shot at Fiddlin' Linville's night club, Cincinnati. Spot is operated by Charlie Linville, the King artist. . . Harry Smythe, op of Buck Lake Ranch, Angola, Ind., closed his gates late in September with Lulu Belle and Scotty, who drew 14,000. . . Shorty Long and his Santa Fe Rangers, who started out as Cowboy label artists, have joined Decca. Jack Day, another Cowboy alumnus, has joined MGM label. . . Polly Jenkins has been added to the Cowboy platter roster. . . Jesse Rogers, top Cowboy label singer, has taken over a half-hour d.j. shot at WJMJ, new Philadelphia station, in addition to his appearances over WFIL and the ABC web.

Pee Wee (*Tennessee Waltz*) King, leader of the Golden West Cowboys on WAVE, Louisville, is working on a deal to purchase seven acres overlooking the Ohio River five miles out of Louisville with the intention of setting up a folk music park for 1949. Grounds already have dance hall, restaurant and living quarters. His Victory recording group worked the North-South Exposition, Owensboro, Ky., last week.

(Continued on page 34)

HOLIDAY LABEL BOWS

NEW YORK, Oct. 16.—A new label, Holiday Records, made its debut here this week with entries in both folk and race fields. The waxery, headed by Nelson Lewis, former sales man-

ager for Disk Company of America, has pacted 12 distributors throuth the country, with Phoenix Disk handling local sales. The initial wax offering features Ken O'Rourke with the Rhythm Rangers, and the Starlight Gospel Singers.

INTRODUCING . . . THE NEW NEEDLE SENSATION!
 THE NYLON FIDELITONE NEEDLE OF
 MICROMETER PRECISION AND DESIGN
 with exclusive features . . .

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- Will Never Chip
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- RESILIENT NYLON
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THIS ARTISTIC "5 in 1" DISPLAY CASE FREE!

By a mere turn of the knob, any one of FIVE FAMOUS FIDELITONE NEEDLES can be brought into display position. This case is only 6 x 8 x 9 inches — is richly done in blonde wood with plastic face. It will dignify and compliment any record counter.

— and 3 sensational introductory offers!

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PLEASENCE YOU
 (AS LONG AS I LIVE)

— THE DISC of the YEAR —

A Lonnie Johnson Sensation

KING 4245

KING RECORDS
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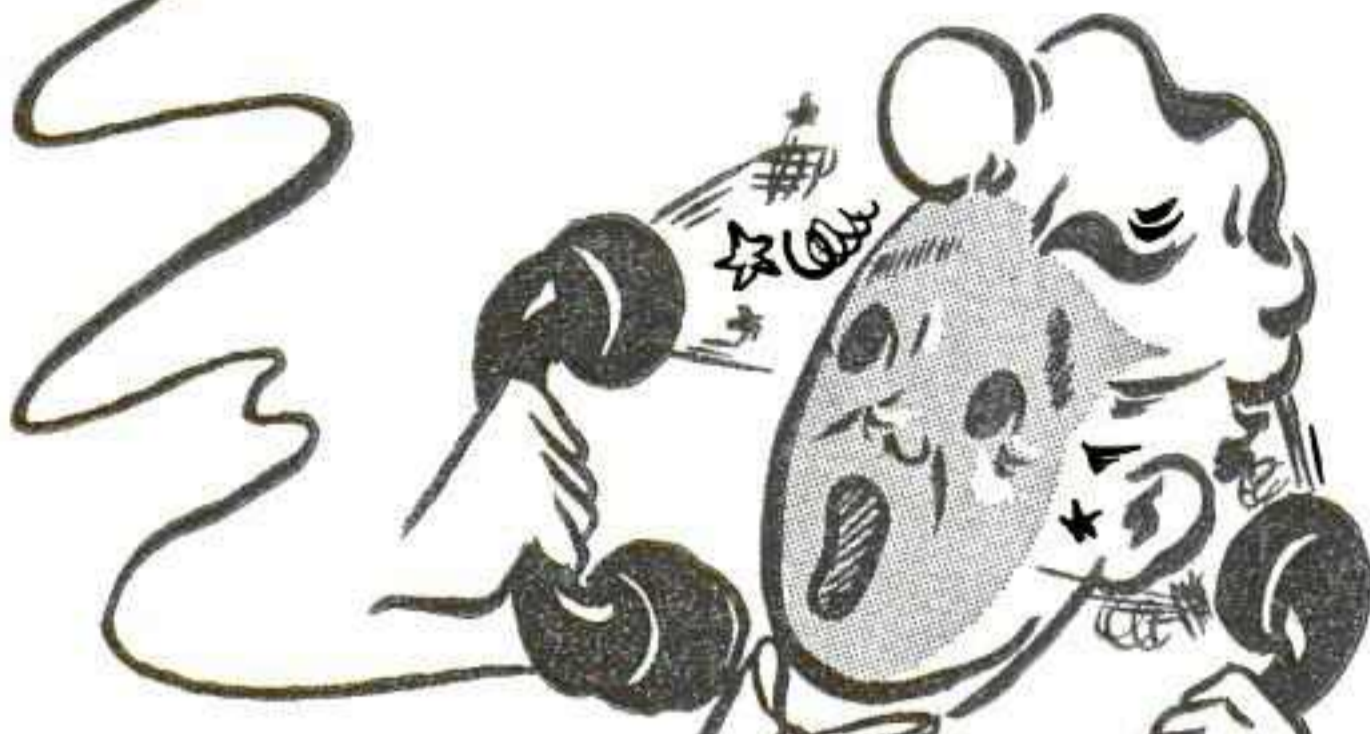
WAIT'LL YOU HEAR

MORE BEER!

BILTMORE MUSIC CORP.
 1650 B'way, N. Y. 19, N. Y.



"ONE HAS MY NAME,
The Other Has My Heart"



Recordings

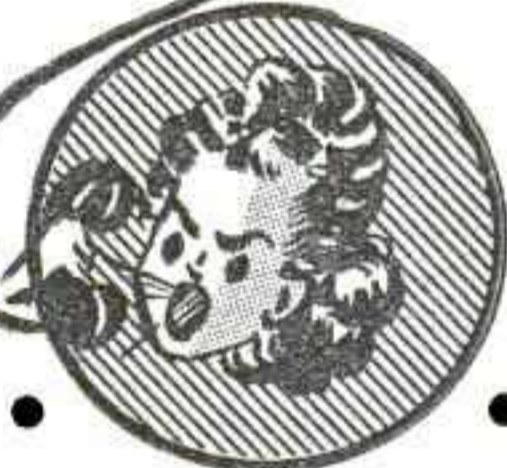
- DECCA 24492.....BOB EBERLE
- LONDON.....SAM BROWNE
- CAPITOL 15162.....JIMMY WAKELY
- COLUMBIA 20491.....SLIM DUNCAN
- CRYSTAL 132.....EDDIE DEAN
- EXCLUSIVE 45X.....TEXAS JIM LEWIS

PEER INTERNATIONAL CORP.

Sole Selling Agent

SOUTHERN MUSIC PUB. CO., Inc.

1619 Broadway New York, N. Y.



The Billboard
MUSIC POPULARITY CHARTS
Folk Record Section
PART VII
Week Ending October 15

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.

Weeks to date	Last Week	This Week	Record	Label
9	2	1	JUST A LITTLE LOVIN'...Eddy Arnold and His Tennessee Plowboys.....Victor 20-3013	Victor 20-3013
24	1	2	BOUQUET OF ROSES.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2806	Victor 20-2806
8	3	3	ONE HAS MY NAME.....Jimmy Wakely.....Capitol 15162	Capitol 15162
10	4	4	LIFE GETS TEE-JUS DON'T IT?.....C. Robison.....MGM 10224	MGM 10224
3	7	5	TENNESSEE SATURDAY NIGHT.....Red Foley-The Cumberland Valley Boys.....Decca 46136	Decca 46136
3	14	6	I LOVE YOU SO MUCH IT HURTS.....F. Tillman.....Columbia 20430	Columbia 20430
9	5	7	MY DADDY IS ONLY A PICTURE.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-3013	Victor 20-3013
4	9	8	COOL WATER.....Sons of the Pioneers.....Victor 20-1724; Decca 46027	Victor 20-1724; Decca 46027
22	—	9	HUMPTY DUMPTY HEART.....Hank Thompson and His Brazos Valley Boys.....Capitol Americana 40065	Capitol Americana 40065
24	11	9	TENNESSEE WALTZ.....Pee Wee King and His Golden West Cowboys.....Victor 20-2680	Victor 20-2680
3	6	11	BUTTONS AND BOWS.....G. Autry.....Columbia 20469	Columbia 20469
23	15	11	SWEETER THAN THE FLOWERS.....Moon Mullican.....King 673	King 673
13	—	13	TENNESSEE WALTZ.....Cowboy Copas.....King 696	King 696
16	7	14	ANYTIME.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2700	Victor 20-2700
2	—	15	CRAZY BOOGIE.....Merle Travis.....Capitol 15143	Capitol 15143
9	—	15	TENNESSEE MOON.....Cowboy Copas.....King 714	King 714
2	—	15	UNLOVED AND UNCLAIMED.....Roy Acuff and His Smoky Mountain Boys.....Columbia 38189	Columbia 38189

ADVANCE FOLK RECORD RELEASES

- | | |
|--|--|
| <p>Anyone
E. Britt & His Skytoppers (My Mother's) Victor 20-3162</p> <p>Barnyard Shuffle
C. Atkins & His Colorado Mountain Boys (I'm Pickin') Victor 20-3164</p> <p>Big Hat Polka
T. Williams & His Western Caravan (Life Gits) Capitol 15271</p> <p>Blackout Blues
B. Sills & His Texas Playboys (Sally Goodin') MGM 10292</p> <p>Blue Yodel No. 7
B. Monroe & His Blue Grass Boys (Mule Skinner) Victor 20-3163</p> <p>Boomerang
A. Smith & His Cracker Jacks (Guitar Boogie) MGM 10293</p> <p>Cimarron
J. Bond (What Would) Columbia 20502</p> <p>Cold, Cold Woman
F. Tillman (Please Don't) Columbia 20496</p> <p>Cotton Patch Blues
B. Wills & His Texas Playboys (Hop, Skip) MGM 10291</p> <p>Deed We Do
J. Taylor & The Prairie Ramblers (You Ain't) Mercury 6143</p> <p>Forever Far Apart
J. Lawson (I'll Do) Columbia 20504</p> <p>Groucho Gaucho
Z. Manners & Band (Twin Trouble) Victor 20-3125</p> <p>Guitar Boogie
A. Smith & His Cracker Jacks (Boomerang) MGM 10293</p> <p>Hop, Skip and Jump Over Texas
B. Wills & His Texas Playboys (Cotton Patch) MGM 10291</p> <p>I'd Love To Live in Loveland With a Girl Like You
The Wayfarers (You'll Always) London 321</p> <p>If Today Were the End of the World
G. Autry (The Last) Columbia 20495</p> <p>If We Can't Be the Same Old Sweethearts
The Wayfarers (You Can) London 315</p> <p>I'll Do as Much for You Someday
J. Lawson (Forever Far Apart) Columbia 20504</p> <p>I'm Gonna Bid My Blues Goodbye
Hank, "The Singing Ranger," & His Rainbow Ranch Boys (Just a) Victor 20-13126</p> | <p>I'm Pickin' the Blues
C. Atkins & His Colorado Mountain Boys (Barnyard Shuffle) Victor 20-3164</p> <p>It's Gonna Come Home to You
Howdy & Joe (Out of) Mercury 6144</p> <p>Just a Faded Petal From a Beautiful Bouquet
Hank, "The Singing Ranger," & His Rainbow Ranch Boys (I'm Gonna) Victor 20-3126</p> <p>Life Gits Tee-Jus, Don't It?
T. Williams (Big Hat) Capitol 15271</p> <p>*Mule Skinner Blues
B. Monroe & His Blue Grass Boys (Blue Yodel) Victor 20-3163</p> <p>My Mother's Picture
E. Britt & His Skytoppers (Anyone) Victor 20-3162</p> <p>Old Fashioned Christmas
W. Fowler & His Georgia Clodhoppers (Say You'll) Mercury 6137</p> <p>Once Upon a Time
A. Smith & His Cracker-Jacks (12th Street) MGM 10294</p> <p>Out of Sight—Out of Mind
Howdy & Joe (It's Gonna) Mercury 6144</p> <p>Please Don't Pass Me By
F. Tillman (Cold Cold) Columbia 20496</p> <p>Sally Goodin'
B. Wills & His Texas Playboys (Blackout Blues) MGM 10292</p> <p>Say You'll Be Mine
W. Fowler & His Georgia Clodhoppers (Old Fashioned) Mercury 6137</p> <p>Silver Bells
B. Wills & His Texas Playboys (Spanish Two) Columbia 20498</p> <p>Spanish Two Step
B. Wills & His Texas Playboys (Silver Bells) Columbia 20498</p> <p>The Last Letter
G. Autry (If Today) Columbia 20495</p> <p>12th Street Rag
A. Smith & His Crackerjacks (Once Upon) MGM 10294</p> <p>Twin Trouble
Z. Manners & Band (Grouchy Gaucho) Victor 20-3125</p> <p>What Would You Do
J. Bond (Cimarron) Columbia 20502</p> <p>You Ain't Got No Hillbilly Any More
The Prairie Ramblers (Deed We) Mercury 6143</p> <p>You Can Die From a Broken Heart
The Wayfarers (If We) London 315</p> <p>You'll Always Be My Sweetheart
The Wayfarers (I'd Love) London 321</p> |
|--|--|

FOLK TALENT AND TUNES

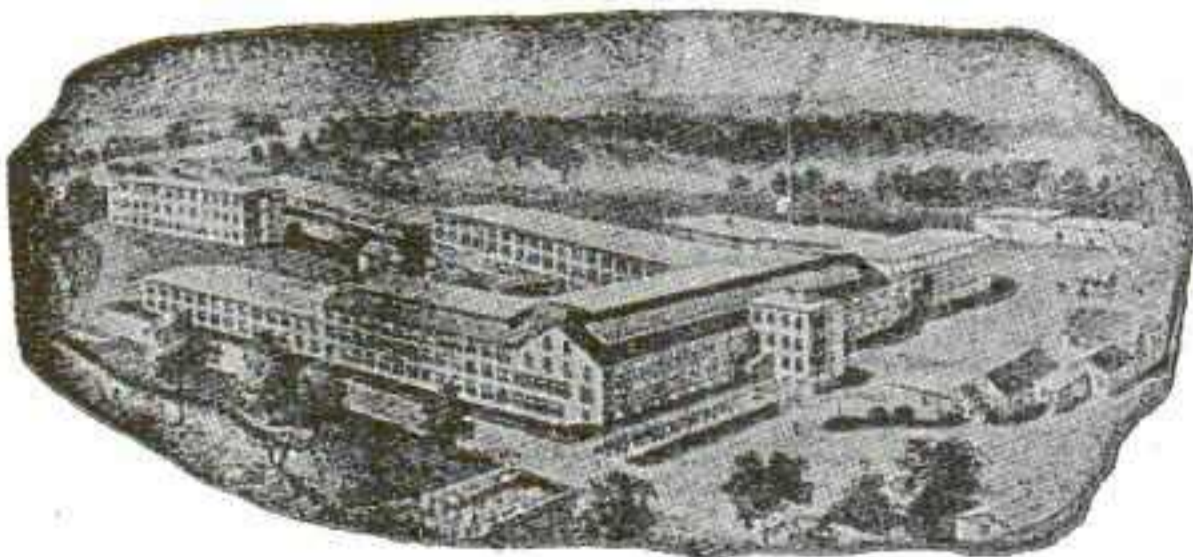
(Continued from page 33)

with Minnie Pearl, the Duke of Paducah and Roy Starkey as added attractions. King's group is rehearsing a video show which will be a regular feature of WAVE-TV when the station bows. . . Jimmy Wakely's next flicker for Monogram will be *Gun Runner*, with producer Lou Gray starting shooting shortly after the *One Has My Name* balladeer returns from a stand at the Texas State Fair, Dallas, October 24. . . Cal Shrum, who has starred in several pix independently produced by Three Crown, was a Chicago visitor in connection with selling 18 masters, which he previously had with Westernair label.

Joe (St. Clair) Grieshop, penner of the hit disk, *Roses Have Thorns*, has come up with another likely looking platter tabbed *Red, Long Fingernails*, which Bullet Records have tallowed. Known as the Cowboy of the Air, Grieshop writes under that name, but sings under the St. Clair cognomen. He recently turned over his masters to the Bullet org.

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... and announces with pride the following record releases of

America's No. 1 Band

EDDY HOWARD

AND HIS ORCHESTRA

Immediate Release

- "BELLA MARIE"
- "DAINTY BRENDA LEE" Mercury #5208
- "SLOW BOAT TO CHINA"
- "I'D LOVE TO LIVE IN LOVELAND" Mercury #5210
- "JUST BECAUSE"
- "WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG" Mercury #5212

November 15 Release

- "SENORITA"
- "BLUE TAIL FLY" Mercury #5211

December 1 Release

- "BEST YEARS OF OUR LIVES"
- "DON'T TELL HER WHAT HAPPENED TO ME" Mercury #5209

... watch the nickels roll again!



EDDY HOWARD • EDDY HOWARD • EDDY HOWARD • EDDY HOWARD • EDDY HOWARD • EDDY HOWARD • EDDY HOWARD • EDDY HOWARD • EDDY HOWARD • EDDY HOWARD

D. B. L.
... rings the bell!

D. B. L.
... rings the bell!

D. B. L.
... rings the bell!

**DAINTY
BRENDA
LEE**
... rings the bell!
ON
RCA VICTOR RECORDS

Jack Lathrop
and the
**Drugstore
Cowboys**
RCA VICTOR 20-3119

The **Billboard** MUSIC POPULARITY CHARTS
PART VIII

Record Reviews

Week Ending
October 8

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	RATINGS			
	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR

	POPULAR			
NICK LUCAS (Capitol 15242) <i>Side By Side</i> Old-time vaude star warbles the standard in nostalgic crooning style. <i>Tip Toe Through the Tulips With Me</i> Tune with which Lucas is most closely associated gets a somewhat weak job from here.	75	77	73	75
BUDDY GRECO AND THE SHARPS (Musicraft 588) <i>Lillette</i> Smart, hip warbling of the plug ballad, with matching rhythm group backing. <i>A Stranger in Town</i> Buddy's work on the slow Mel Torme ballad falls short of his rhythm chanting on flip.	80	81	75	79
BOB STEWART (Mercury M-7470) <i>You, You Live in My Heart</i> The traditional German waltz with English lyrics gets a clear-voiced but uninspired warbling. Organ and fem choir backed.	64	64	62	67
ARTIE WAYNE (Andy Phillips Ork) (Capitol 15219) <i>Sleepy Baby</i> Hushed, sotto-voce warbling of unpretentiously pleasant ballad makes easy listening. <i>Little Mister Future President</i> Wayne whispers the smart lullaby most appealingly.	74	76	72	74
JACK SMITH- THE CLARK SISTERS (Earl Sheldon Ork) (Capitol 15223) <i>Lavender Blue</i> Ditty, adapted from old nursery jingle for "So Dear to My Heart" flick makes ideal vehicle for the light and hitting Smith tonells. <i>The Matador</i> Smith and Clark gals do a light-hearted bullring gag ditty.	81	82	80	80
THE FOUR TUNES (Manor 1077) <i>Where Is My Love</i> Good male quartet, good race ballad, but conception is unimaginative. <i>Sometime, Somewhere</i> Same expert but pedestrian approach.	66	66	65	68
	61	61	60	62

	POPULAR			
REGGIE GOFF (Cyril Stapleton Ork) (London 312) <i>Love You So Much It Hurts</i> British bary could pass for Vaughan Monroe off his vocal of the high-riding hillbilly tune. Goff and ork tackle numeroer as a pop here, with dubious result. <i>Maria Mia</i> Dreary performance by singer and ork.	61	61	60	62
JOHN LAURENZ (Mercury 5201) <i>A Red Rose for a Blue Lady</i> Sparkling warbling by Laurenz on an appealing assist from choir and ork. <i>Somebody's Lyin'</i> Up-tempo ditty in shuffle rhythm with engaging chanting by Laurenz and chorus.	84	84	82	85
WALTER SCHEFF- AMERICAN BEAUTY TRIO (American Beauty 250) <i>Paradise Lane</i> Robust, old-fashioned baritone vocal on a simple ballad of some 30 years vintage. <i>Two Voices</i> Straightforward Scheff warbling on an appealing tune by Johnny Klennner, writer of "Heartaches."	69	66	68	73
JACK CARROLL- BILL McRAE ORK (Rondo R-160) <i>Sleepy Town</i> Carroll shows an easy, full-voiced delivery on a simple little ballad numeroer. <i>Time To Dream</i> Okay vocal on a ballad in rumba tempo here.	74	74	74	74
THE PIED PIPERS (Paul Weston Ork) (Capitol 15246) <i>The Whiffenpoof Song</i> Tuneful rendition of the Yale anth m. Reissut. <i>Dream</i> Appropriate revery job of the Johnny Mercer tune. Also reissut.	74	74	74	74
THE KING COLE TRIO (Capitol 15240) <i>Rex Rhumba</i> The fragile Cole tracterles in rumba time, strictly instrumental. A reissut. <i>Kee-Mo Ky-Mo</i> Also a re-release, this side is a catchy little nonsense ditty, sung with charm and appeal. Both sides out of Cole albums.	75	77	75	73
	78	78	78	78

(Continued on page 103)



RCA VICTOR RECORDS

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

Week Ending October 15



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:

A LITTLE BIRD TOLD ME
BRUSH THOSE TEARS FROM YOUR EYES..... Evelyn Knight With the Stardusters and Rhythm Decca 24514
 Evelyn Knight, a highly talented chirp who has never quite made the grade on wax, may finally emerge via this pairing. Both tunes fit into the current light rhythm novelty vogue with "Brush" being the "You Call Everybody Darlin'" successor and "Little Bird" being a sort of spiritual blues initially brought to attention via a Supreme waxing with Paula Watson. The thrush injects her personality to bolster sizably the rhythmic vocal and instrumental support. Disking may prove to be a juke bonanza.

IN MY DREAMS..... Vaughn Monroe Ork..... Victor 20-3133
 Monroe's virile vocal style is somewhat subdued both in volume and tempo in this new etching. But that should hardly detract, since this treatment shows off the pleasing new song to greater advantage. Vaughn is given a strong assist from the Moon Maids and his ork's string section.

THAT CERTAIN PARTY..... Buddy Clark and Doris Day With Orchestra Columbia 38353
MY DARLING, MY DARLING.....

The "Darling" is actually the A side here, tune being virtually the only good one out of the season's crop of Stem musicals to date (it's from "Where's Charley?" and slated for top publisher plugging), there's just as good, or better a possibility that "Party" will be the side to zoom this into the best-seller, most-played class. Clark and Day do an excellent team job, "Party," in many respects, even surpassing the cute quality of their "Love Somebody" clickeroo. "Party," of course, already is a best-selling item via the Benny Strong etching on Tower. They treat "Darling" with appropriate tenderness, with just a touch of gimmick represented by a Day sigh over a kiss. Band backing (said to be made in Paris and dubbed in) is more than adequate on both sides. RCA Victor has a platter of "My Darling" with Jack Lathrop, Eve Young and the Drugstore Cowboys. The Lathrop-Young duo has possibilities but the handicap is too great. No band backing, just choral "doo-doo-dooing" and a uke. Another instance of where Victor's "don't skirt the ban" policy puts the plattery at a distinct disadvantage.

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. IT'S TOO SOON TO KNOW.....The Orioles.....Natural 5000
2. PRETTY BABYDoris Day.....Columbia 38302
3. ON A SLOW BOAT TO CHINA.....Art Lund.....MGM 10269
4. IN MY DREAMS.....Vaughn Monroe.....Victor 20-3133
5. SAY SOMETHING SWEET TO YOUR SWEETHEARTVic Damone-Patti Page....Mercury 5192
6. LILLETTEKing Cole Trio.....Capitol 15224
7. SAY SOMETHING SWEET TO YOUR SWEETHEARTInk Spots.....Decca 24507
8. WHAT DID I DO?.....Margaret Whiting.....Capitol 15209
9. A FADED SUMMER LOVE.....Kay Starr.....Capitol 15226
10. 5-4-3-2Patti Page.....Mercury 5184

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.....Freddy Martin.....Victor 20-3123
2. CUANTO LA GUSTA.....Carmen Miranda-Andrews Sisters.....Decca 24479
3. I WANT TO BE THE ONLY ONE.....Jon and Sondra Steele...Damon D-11130
4. ANYTIMEDick Haymes.....Decca 24506
5. LOVE, YOUR MAGIC SPELL IS EVERYWHEREPeggy Lee.....Capitol 15232
6. CORN BELT SYMPHONYJack Lathrop.....Victor 20-3119
7. SERUTAN YOBUnnatural Seven.....Capitol 15210
8. THE MATADORDinah Shore.....Columbia 38293
9. WHAT DID I DO?Margaret Whiting.....Capitol 15209
10. GLORIAMills Brothers.....Decca 24509

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. SAY SOMETHING SWEET TO YOUR SWEETHEARTJo Stafford-Gordon MacRaeCapitol 15207
2. I WANT TO BE THE ONLY ONE...Jon and Sondra Steele...Damon D-11130
3. ON A SLOW BOAT TO CHINA.....Kay Kyser.....Columbia 38301
4. BUTTONS AND BOWS.....The Dinning Sisters.....Capitol 15184
5. WHEN YOU'RE SMILING.....Perry Como.....Victor 20-3066
6. YOU WERE ONLY FOOLING.....Kay Starr.....Capitol 15228
7. FOR YOUGordon Jenkins.....Decca 24478
8. PRETTY BABYDoris Day.....Columbia 38302
9. SAY SOMETHING SWEET TO YOUR SWEETHEARTInk Spots.....Decca 24507

It's a symphony in the KEY of "C"

*Cash, that is!

CORN BELT SYMPHONY

Jack Lathrop

and

THE DRUGSTORE COWBOYS

OR

RCA VICTOR 20-3119

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49 1/2c

MISSOURI WALTZ Ken Griffin Broadcast 417

49 1/2c

Table with 2 columns of record titles and artists: THAT CERTAIN PARTY, BE ON YOUR MERRY WAY, BRUSH THOSE TEARS FROM YOUR EYES, HOP, SKIP & JUMP, BARCAROLLE BOOGIE, SAY SOMETHING SWEET TO YOUR SWEETHEART

- MUSKRAT RAMBLE, EVERYBODY LOVES MY BABY, YOU CAN'T BE TRUE, DEAR, YEARNING, PEG O' MY HEART, YOU CALL EVERYBODY DARLING, I WANT SOME MONEY, WALKING MY BABY BACK HOME, JUST FOR ME, ROSES OF PICARDY, IT'S THE TALK OF THE TOWN, A TREE IN THE MEADOW

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The Billboard MUSIC POPULARITY CHARTS PART X Advance Information Week Ending October 15

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: Apple on a Stick, Back in Your Own Back Yard, Bella Bella Marie, Body and Soul Album, Brush Those Tears From Your Eyes, Bye Bye Baby, Chatterbox Polka, Chocolate Choo Choo, Christmas Morn, Clair De Lune, Coming 'Round the Mountain Album, Con Maracas, Cool Water, Cornbelt Symphony, Czar 's, Down Among the Sheltering Palms, Eton Boating Song, Far Away Places, For You, Forty Years on, Girls Were Made To Take Care of Boys, Golden Slippers, Goody Goodbye, Gypsy Love Song, Happy New Year Polka, Hello, What a Wonderful Word Hello, He's Not Worth Your Tears

WAIT'LL YOU HEAR MORE BEER! BILTMORE MUSIC CORP. 1650 B'way, N. Y. 19, N. Y.

THE DISK JOCKEYS PICK: PICKS that have appeared for the first time within a six-week period are listed below. Based on a survey of the disk jockey picks, these are the hits that tomorrow's hits will be: 1. STRAWBERRY MOON... Benny Lee-Joy Nichols... London 271 NOT NUMBER TWO OR THREE ... But #1. Thanks Fella's JEFFERSON MUSIC CO., INC • 1619 Broadway New York, N.Y.

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NEW YORK, Oct. 16.—Samuel E. Ewing Jr. has been appointed general attorney for the RCA Victor division, Radio Corporation of America (RCA). Formerly a member of the Philadelphia law firm of Saul, Ewing, Remick & Saul, Ewing joined RCA in September, 1947.

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The Billboard MUSIC POPULARITY CHARTS PART XI

Album Reviews

Week Ending October 18



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

THE RATINGS

90-100top
80-89excellent
70-79good
40-69satisfactory
0-39poor

THE CATEGORIES

1. Production Idea (grouping of selections continuity)	Max. Pts. 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

DEANNA DURBIN SOUVENIR ALBUM—VOL. I (4-10") 70

(Deanna Durbin) (Decca A-680)
My Hero; Kiss Me Again; La Traviata; Brindisi; Alleluja; La Boheme; Musetta's Waltz Song; Les Filles De Cadix; The Last Rose of Summer.

Package represents middle selection, including Victor Herbert standards and well-known operatic arias. Miss Durbin's renditions are marked by a commendable purity of tone and technical facility. Nevertheless, her warbling often lacks color. The album, however, provides interesting change of pace via the choice of selections, and should prove a fair item for the conservative, non-cultist trade who are attracted by neither intellectual jazz nor corn.

JUKES Not suitable.
JOCKS Not for routine use; but possibly for special programming.

ELLA FITZGERALD SINGS WITH MILLS BROTHERS, LOUIS JORDAN, LOUIS ARMSTRONG, DELTA RHYTHM BOYS. ALBUM (4-10") 82

(Decca A-662)
Dedicated To You; Big Boy Blue; Stone Cold Dead In The Market; Petootie Pie; It's Only A Paper Moon; Cry You Out of My Heart; You Won't Be Satisfied; The Firm Fram Sauce.

A fine assortment of Fitzgerald successes assembled under one cover, with "Stone Cold" (done with Jordan) and "Satisfied" (with Armstrong) the standouts. Ella is riding high now, and these recent favorites of her's are all good sides, not only for her but the talent she sings with. Ergo, the package figures.

JUKES Sides no longer current for coin catchers.
JOCKS Can use to advantage.

PIANO SCORE OF FOUR (4-10") 68

(Joe Bushkin-Hal Schaefer-Bob Laine-Harold Bestwick) (Jewel D-20)

Boogie Woogie Platter; Back Home In Indiana; The Man I Love; Love for Sale; Moonlight; South of the Border Blues; How Deep Is the Ocean; All the Things You Are. A variety of different piano styles are congregated here, from Joe Bushkin's Dixie-based approach thru the overly "sophisticated" conceptions of Harold Bestwick. Top honors go to Bob Laine, for a movingly beautiful rendition of his own "South of the Border Blues." Schaefer's work on "Man I Love" and "Love for Sale" shows influences ranging from Gershwin and Belderbecke to Tatum. Well worth the piano fan's time—or that of anyone interested in "modern" jazz of the non-bebop stripe.

JUKES For smarter saloons.
JOCKS Definitely—especially for jazz purveyors.

SONG AND DANCE MAN (3-10") 94

(Gene Kelly) (MGM 30)
You're a Grand Old Flag; Moonlight Bay; The Daughter of Rosie O'Grady; Let Yourself Go; Ideal Sweet as Apple Cider; Doin' the New Low Down.

A grand conception here: the versatile Gene Kelly dancing and singing six songs identified with six of our favorite singing and dancing stars: Eddie Leonard, George Primrose, Pat Rooney, Fred Astaire, Bill Robinson and George M. Cohan. Kelly falls into the style of the particular performer on each tune, and it's hard to imagine a better man for the job. Carmen Dragon's erk backing is ideal, and the total impact of the package is strong and compelling, with heavy nostalgia pull.

JUKES For taverns where old-timers congregate.
JOCKS A fine package for any jock.

BING CROSBY SINGS COLE PORTER SONGS (4-10") 80

(Bing Crosby) (Decca A-691)
Begin the Beguine; Night and Day; I've Got You Under My Skin; Easy To Love; Just One of Those Things; I Love You; Rosalie; I Never Realized.

Crosby singing Porter standards is calculated to be a sure-fire formula, and this album will doubtless enjoy a good sale. Sides were all cut in recent years, however, and some of them aren't top caliber for the Greater. However, the incomparable Crosby intelligence and projection are there, even if the voice sometimes isn't, and his interpretations are impressive. This is his second album of Porter tunes, but the selection is fine, with all the ditties familiar favorites, with the possible exception of "I Never Realized." Subdued and competent backgrounds by John Scott Trotter.

JUKES Crosby standards worth a play any time.
JOCKS A useful adjunct to jock libraries.

JOHNNY MERCER SINGS ALBUM—JOHNNY MERCER-PAUL WESTON ORK-FREDDIE SLACK-THE PIED PIPERS (3-10") 70

(Capitol CC-101)
Strip Polka; Candy; I Lost My Sugar In Salt Lake City; Ac-Cent-Tchu-Ate the Positive; On the Atchison, Topeka and Santa Fe; G. I. Jive.

Most of these sides were highly successful when they appeared as singles. However, most of them are novelties, and consequently of a transient, short-lived nature, rather than standards. It's difficult, therefore, to visualize an enthusiastic general reception. Mercer fans who missed the platters when they were originally released will respond to the package, of course.

JUKES Sides are too dated for most spots.
JOCKS Useful for most spinners.

MOTION PICTURE FAVORITES (4-10") 80

(Andre Kostelanetz and ork) (Columbia MM-750)

September Song; Sweet Lellani; It's a Grand Night for Singing; Carioca; A Foggy Day; Thanks for the Memory; Sweet and Lovely; I'll Take Romance.

This is the usual and popular Kostelanetz potpourri of familiar standard tunes, this time drawn from movie scores. Lots of strings are spotted in the full blown and almost embarrassingly lush arrangements. It's just the kind of item which serves as good holiday and gift fare in addition to filling the bill for the many Kosty collectors.

JUKES Not suitable.
JOCKS Fine for change of pace programming.

DVORAK: Symphony No. 4 in G Major, Opus 88 (4-12") 76

(Columbia MM-770)
Philharmonic Symphony of New York, Bruno Walter conducting

The oftener one hears this symphony, the oftener one wonders why it is in comparative obscurity. It certainly is more dignified and every bit as melodic as the almost overworked "New World" Symphony of this composer. This is a beautiful recording of the work, which has a pastoral quality and is expertly constructed. The beauty of the recording perhaps is due in the major part to a superb Walter reading and expert Philharmonic performance. This etching may well aid in bringing the symphony into greater public recognition.

JOCKS Not suitable.
JUKES Must stuff for longhair and FM jockeys.



PARADE OF HITS!

- 9056—THE RAVENS**
It's Too Soon To Know
Be On Your Merry Way
- 9052—BILLY ECKSTINE**
You're My Everything
Cool Breeze
- 9055—CHARLIE VENTURA**
Euphoria
If I Had You
- 5020—RAY SMITH**
My Daddy Is Only a Picture
I'm A Fool To Care
- 9051—GRACE SMITH**
What's On The Rail For The Lizard
Get Your Fat Man Now
- 9054—DON ALFONSO**
Papa Sabe
Dorotea



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DISTRIBUTOR TERRITORIES AVAILABLE

Mercury Purchases Majestic; Chi Firm's Bid Tops Auction

(Continued from page 17)

identified as a vice-president and director of Mercury and a stockholder. Green was seated next to Sher during the bidding. Mercury bidders produced a check for \$40,000 to cover the 25 per cent down as stipulated by Sullivan two weeks ago. The remaining \$102,000 is being held in escrow while Majestic trustees draw up bill of sales on the masters and other physical equipment in the inventory.

Howard Masters

Of the approximately 1,900 masters in the Majestic inventory (*The Billboard*, October 16), Green said that eight Eddy Howard masters, bulk of which are current pops, will be released by Wednesday (20). Green said that some masters by hot artists in the group, such as 16 masters by Rose Murphy, 62 by the Three Suns, 107 by Louis Prima, and 47 by Ray McKinley, will be released as soon as possible. While plans as to what will be done with the Burbank, Calif., and Newark, N. J., pressing plants are vague, pending meetings on the part of Mercury execs early next week, Green said that the 70 record presses included in the Majestic bulk lot will be reactivated shortly and turned to Mercury pressing.

Mercury's purchase of the Majestic assets and fact that the Midwest waxery came up with the \$142,000 in cash so rapidly had record men who attended the auction sale impressed and firmly established Mercury as the leading contender for the strongest independent in the business.

Previous to the bidding Norman Nachman, legal counsel for orkster Eddy Howard, whom Nachman said is owed \$50,000 to \$55,000 by Majestic, filed a petition with the court attempting to put a lien on the Howard masters. Howard claims that he terminated his contract February 4, 1948, a day before the Majestic situation was put into Chapter 11 of the Chandler Act proceedings. Nachman said that the referee in bankruptcy, E. A. McDonald, has the petition under advisement. A legal rep for Alfred Newman, who cut 32 longhair sides for Majestic, said that a similar action had been filed with McDonald, but that Newman sought complete control of his masters, as per an agreement in his pact with Majestic. In his talk to the judge Nachman revealed that Eddy Howard gets a 5 per cent of 90 per cent of the retail cost of a record as his royalty.

Goldberg Competes

Top competing bid for the entire Majestic assets was made by R. M. Goldberg, who offered \$140,000 for the bulk lot on behalf of Cover & Cantor, Chicago auctioneers. The Phil Regan syndicate, which offered \$100,000 for the entire holdings in the first court appearance (*The Billboard*, October 9) dropped out when the bidding hit \$120,000. Bidding for the bulk lot was confined to the above three parties. Martin McNally, attorney for Majestic's trustees, said that King Records, thru attorney Jack Pearl, had submitted a bid of \$65,000, while Decca offered \$50,000 for the masters, mother and stampers. Both bids were refused because they were on a lease rather than strict basis.

Ray Marchbanks, of Capitol Records, offered \$40,000 for the Majestic masters, plus the contracts of Eddy Howard, Rose Murphy, Ray McKinley and Butch Stone. Later bids by Mercury forced the master price up to \$66,000, which was Mercury's final quote. Later Sher, the Mercury spokesman, bid a \$61,000 top, which when added to their \$66,000 bid for the masters, topped by \$1,000 a previous high bulk lot bid of \$126,000 made by the Chi auction firm. During bulk bidding between Goldberg and

Sher, Mercury reached the peak \$142,000 figure.

Parcel Bids

In other parcel bids, which were topped by the Mercury figure, a spokesman for George Olsen offered \$1,000 for 24 Olsen masters; Capitol bid \$25,000 for the 100 Eddy Howard sides; a rep for Percy Faith offered \$1,150 for eight Percy Faith disks; while an RCA rep offered \$1,000 for 16 Rose Murphy masters. Herman Lubinsky, of Savoy-Regent, offered \$5,000 for all masters save those by a group of eight of the name artists on the Majestic label.

While the extent of Majestic's total indebtedness was unavailable, it was known that as of February 5, 1948, artists' accrued royalties were \$95,064, publishers' royalties \$181,419, while the American Federation of Musicians was owed \$32,177. The total of these three is \$308,660, which, when compared to the Mercury bid of \$142,000, means that creditors will realize little return. In addition to the above indebtedness there are numerous other creditors, total of whose claim could not be ascertained, plus the fact that lawyers' fees must be deducted.

WEBS' SHAKE-UP

(Continued from page 3)

preceded by Hope, Skelton has skidded completely out of the top 15 and shows an 11.4 rating in the current report.

Two other big name stars whose names do not appear in the elite list this year are Al Jolson and Fred Allen. Jolson last season ranked seventh at this stage, while Allen was 11th, with the latter's opposition a sustainer. This year Allen's opposition, *Stop the Music*, now ranks in 14th place, with an average of 14.6.

Of considerable interest is the number of shows now in the top 15 which did not show there last year, indicating that the program schedule changes have been of considerable benefit to rank and file shows. The newcomers to the list include *Duffy's Tavern*, *Arthur Godfrey's Talent Scouts*, *My Friend Irma*, *Life of Riley* and *Crime Photographer*.

100G JACKPOT

(Continued from page 4)

Whatever is done with the selected writing, each scripter will be covered by existing union regulations.

Closing dates for entries is January 31. Selections will be made by April. The address of NFAA is 575 Fifth Avenue, New York. Next year the org hopes to include tele, book-length novels, poetry and classical music, to cover the entire creative writing field. Nat Sherman, a legit playwright, is the individual who has brain-trusted the operation.

REALTORS LOSE SUIT

(Continued from page 17)

for ASCAP, claimed that the Society had never made a commitment to the realty company and that all negotiations were of a tentative nature.

Another suit based on the same facts still pends. This one is by the real estate brokers for commission. The case is expected to reach court in a few weeks.

SELVIN, HIGGINS MOVE

(Continued from page 17)

masterworks division. Mitch Ayres, who had been manager of the foreign language division, will continue as musical director in the pop a.-and-r. department. Ayres recently took on the job of musical director on the Chesterfield air show in addition to his Columbia duties.

★ Mark Warnow discovered her; Rudy Vallee co-starred her in his "College Days" for Vallee-Video.

LORRY

RAINE

Winner Orchestra World's

14th Annual

Achievement Award

★ **Can't Sleep** backed by

LONELY CAFE

Picked in *BILLBOARD'S* "Tips on Coming Tops." Sept. 18, 1948

One of the most poignant-piped torchers to break out on biscuits in recent years is warm, feelingful . . . her peak platter.

Al Scharper, *Daily Variety*
The finest to new singer on the horizon with sensational new material. "Sleep" is another "Star Dust."

Sam Rowland, *Hollywood Nite-Life*
Out-of-This-Whirl: Lorry Raine's moody and mellow "Can't Sleep" backed by her torrid toning on "Lonely Cafe."

Jimmy Starr, *L. A. Herald-Express*
Keep an eye on this Raine gal; she's the most beautiful, most talented new find of the season, with able press agency by Tim Gayle. Ed Bobley, *Radio Best*
That's doing it, huh, kids? With new singer, new songs. No wonder I'm called the miracle press agent. On the road with Lorry now, next stop for mail:

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RUNYON CANCER FUND**

Rumors Fly as AFM Quits Ban Huddles After Impasse

NEW YORK, Oct. 16.—The American Federation of Musicians (AFM), its prexy, James C. Petrillo, and the disk industry spent most of the latter portion of this week cleaning up the pieces of their negotiation meetings after striking an impasse Tuesday (12) which resulted in virtually a total cessation of activity designed to find a solution to the recording ban. Most of the action was confined to legal post-mortems dealing with the negotiation proceedings. These gave rise to the usual flock of aftermath rumors, most of them of the spineless variety.

Definitely established were the actual reasons for the break-up of the meetings, which had been going on since October 5 at virtually a daily rate. These (reported in *The Billboard*, October 16) centered around Petrillo's demand for payment of disk royalties retroactively to the first of this year, at which time the last disker-AFM pact expired, and since which time no disker reportedly has made payment to the union. The second snag was hit when the diskers flatly rejected Petrillo's demand for disker payment of royalties on all records under the proposed new plan, regardless of the conditions under which they were made. The prexy's goal was for the diskers to contribute royalties on disks made without union musicians under both contracted and ban conditions. Some diskers pointed out, as a sidelight to this proposal, that of the past 72 months in the record biz, some 37 months have been spent under duress of a tooter ban.

T-H Conflict

It also is understood that some negotiating diskers broached a legal snafu by pointing out that under the processes developed at the meeting to avoid conflict with the Taft-Harley Act, the waxers would sign a pact with a trustee and not with the AFM. The waxers reportedly balked on this point claiming that in the event the T-H legal machinery discovered flaws in the plan then the diskers would catch the brunt of the government action while the union, not directly involved in the pact, would remain immune to such action.

It also was learned that Petrillo weakened on only one of his several original demands. This involved his proposal to have the diskers pay royalties for foreign sales of their wax.

Rehuddle Rumors

The flurry of aftermath rumors, all of them unconfirmed, was topped by one which claimed that the diskers and Petrillo had set a last week in November or first week in December date for a new meeting to resume ban settlement negotiations. Another mentioned a possible revival of the Industry Music Committee, the group which sparked the initial negotiations with the AFM and has since resolved into the disk industry's soloing with Petrillo.

Of a more definite nature was the general industry feeling that the cessation of negotiations did not represent a lengthy continuation of the ban. It is felt that another move will have to be made shortly with some opining that the AFM may attempt to deal with individual diskeries in similar fashion to negotiating methods of the 1942-'44 ban. However, industry men are firm in their belief that the waxers will stick together and will not make individual deals with the union.

It also is believed that Petrillo may attempt to establish legally his claim for retroactive royalties by creating a test case in a suit against a disker which would seek payment of the 1948 royalties which Petrillo feels belong to the union under terms of the original contract. The diskers maintain that with the establishment

of Taft-Hartley, the AFM no longer has legal claim to these monies. In addition, it is pointed out that if Petrillo should succeed in forcing payment of these royalties, it could readily wipe out a healthy portion of the record industry, since the royalties represent quite a hunk of accumulated cash.

Of a completely definite nature is the report from an AFM spokesman that Petrillo bade adieu to his international executive board Thursday (14), with the group, which had been in attendance at the disker discussions, disbanding to their homes throughout the country.

A Cappella Waxing

Of a more material nature was the action which stirred in most of the diskers' home quarters. Most dug into brand new and some of the "breaking-for-a-hit" tunes and turned out freshly made cookies—both with and without the benefit of instrumental music. These included many smallies and every major company—Victor (cutting a cappella still to maintain the "don't skirt the ban" policy), Decca, Columbia and Capitol. The latter three cut either with small bands or rhythm sections and voices. The diskers chief material target these days is the selection of potential hit tunes from the new season's shows and flicks. Incidentally artist and rep chiefs are inwardly tickled that to date the season hasn't produced much in the line of top show tune material.

Pollack Ankles B&W Diskery

HOLLYWOOD, Oct. 16.—Ben Pollack this week took his Jewel label out of the Black & White diskery fold and set up headquarters on his own. Pollack first brought Jewel into Black & White last year when he joined the latter firm as recording head. He continued, however, to release Jewel disks under his own label, distributing via Black & White's channels. According to Pollack, he will continue to use the same distributors that handled his product while with Black & White. Parting was said to be amicable by both Pollack and B & W's prexy, Paul Reiner, and resulted from the former's desire to be on his own. Pollack will headquarter his activities at the Alco pressing plant. His exit added fire to local rumors that Pollack may join Columbia Records as head of that diskery's race and jazz department. He refused to comment on that score.

ASCAP CLASSIFIES

(Continued from page 18)

dramatic context. (Rights to use of such material in an exact or substantially similar reproduction of the original play or production are not in the jurisdiction of this agreement.)

If, on the same TV program, two numbers from the same dramatico-musical work are used, the same type of license must cover both; i.e., one cannot be used under a general license if the other is granted a special license.

Publishers, by giving written notice to the Society, can restrict the performance of any number on TV, provided that such right to restrict shall not be used by the pub or the Society in order to exact some special payment or other consideration in the number or quality of performances, or "in connection with any claim or litigation involving the television rights in such number."

Music—As Written

New York:

Bourne Music is pubbing *Prairie in the Sky*, co-penned by George Temple, ex-wrestling brother of Shirley. . . . Jeri Sullivan's Signature platter of *Dream House* has been selected by the Michigan Automatic Phonograph Owners' Association as the October record of the month. . . . The Ink Spots begin a theater tour this month after almost a year's lay-off. . . . Gene Krupa played a stand at the Carnegie Tech gym in Pittsburgh Saturday (16). . . . Freddie Miller ork now at Donohue's, in Mount View, N. J., with Janet Parker in the vocal spot.

D'Artega, who conducted the summer "pops" concerts of the Buffalo Philharmonic, has been re-engaged for the winter "pops." First concert of the winter series will be a Latin-American Night November 5, at the Kleinhans Music Hall. . . . Sidney Siegel, head of the Seeco Latin American diskery, leaves this week-end for Cuba and other Caribbean stops. The object of the trip is cutting of new Latin wax.

Bop pianist Thelonious Monk took his trio into Minton's Playhouse Friday (15). . . . Comedienne Frances Faye is being held over for the new show at Bill Miller's Riviera. . . . Babs Gonzales, bop vocalist, has signed a one-year personal management pact with Joe Schribman. . . . Charlie (Bird) Parker, alto sax star, will be featured guest at Leonard Feather's Tuesday night (19) jazz session at 52d Street's Three Deuces. . . . 20th Century waxery enters the folk platter field this week with initial release featuring Lucky Steele and the Trail Riders.

Chicago:

Rondo Records purchased 80 assorted masters, mostly hillbilly and race, from the old Sonora backlog thru Milt Benjamin. Included are sides by Bob Stanley, Jimmy and Mildred Mulcahy, Stu Davis, Jesse Rogers, Snub Mosley, the Velvetones and the Moore Sisters. Nick Lany, of Rondo, also worked out a deal with the Four Dukes, Detroit harmony quartet, to distribute 11 masters. . . . Mac McCoy, veteran cocktail booker, has left Mutual Entertainment Agency here to form a personal management office. . . . Vic Rickey, Minneapolis agent, is buying talent for promotions at the Mayo Auditorium, Rochester, Minn. . . . Frankie Laine, after a two-week vacation, doing a series of Canadian dates from November 1 thru November 5. He is marrying Nina Lombardi, a childhood sweetheart. Laine plays the Click, Philadelphia, November 29 for a week.

Art Kassel taking a vacation, while Harvey Crawford fronts his band during a month's stand at Melody Mill, Chicago, which started October 13. . . . Clyde McCoy and his brother-in-law trumpeter, Dub Walter, are in Wyoming looking over their three oil wells, which have started to percolate. McCoy intends to return to the bandstand soon, after a four-month vacation. . . . A local chapter of Binai B'rith here has been formed, for show business membership. Natt Hale, of MGM Records, is in charge of membership. . . . Bonnie Baker mother of a daughter born October 9. Dad is Frankie Taylor, the act booker.

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Niteries for Two Kirkeby N. Y. Hotels?

Hampshire, Sherry-N Mulling

NEW YORK, Oct. 16.—At least two Arnold Kirkeby hotels, the Hampshire House and the Sherry-Netherlands, are mulling plans to open night clubs soon. The reason for the anticipated move is the desire to publicize the hotels with something more than guest lists.

One Kirkeby hotel, the Warwick, installed shows on a regular basis some weeks ago and is already getting the benefit thru reams of publicity. The idea, of course, is to have the rooms pay off. To do that, the spots will have to build rooms via drum thumping or buy talent with box-office appeal. It is not expected that the latter plan will be followed.

If the Kirkeby hotels in New York go for cafe operation, it is possible that a route may be set up that may take in all the hotels in the chain, giving the hotels buying power that will give them an edge on competitors.

New York competitors of Kirkeby at present are the Plaza, the Pierre and the Waldorf. Of these only the Plaza and the Waldorf play important names.

In recent weeks there was some dickering by the Kirkeby interests for the Pierre but nothing came of it. It is understood that the Epstein brothers, representing a Chicago group, are now bidding for the Pierre.

Melba To Ankle Back to Pierre

NEW YORK, Oct. 16.—Stanley Melba will go back to the Pierre Hotel January 2 as the room's chief talent buyer, manager and ork leader. He will replace Charles Reader, who got the job two years ago when Melba resigned.

Melba first came into the Pierre in 1942 on a straight band deal for three weeks and stayed five years. He eventually took over running of the hotel's entire show policy. In 1945 the Sheraton chain hired Melba away from the Pierre. Shortly thereafter the Sheraton string put talent in most of its 28 hotels, with the big play given over to four of its chief hostleries.

Sheraton is now dickering with Melba to have him continue as booker while he takes over the Pierre, tho no deal has been made.

Besides buying acts for the Pierre's Cotillion Room, Melba will also run the show policy at the hotel's cafe. His contract is for one year at twice the figure he got when he left the Pierre. The pact also has annual renewal clauses.

Get a Rep, Danny

NEW YORK, Oct. 16.—Danny Thomas was backstage at the Air Force show at the Madison Square Garden, waiting to go on. He had flown in a few days earlier to make the show he had promised to be on six months ago.

Growing impatient, Thomas went over to legit director Josh Logan, who was running the show, and asked him when he was going on.

"What's your name?" asked Logan.

"Danny Thomas."

"Danny Thomas — Thomas — hm-mm. I don't see your name on the list. What do you do?"

New List of Flicker Toppers Ready To Hit the P. A. Road

NEW YORK, Oct. 16.—A new list of flicker names, hitherto unavailable, is expected to come out after January 1 for about 12 to 14 weeks of personal appearances. These will take in theater dates as well as cafe jobs, tho latter may be limited to a few acts who've had cafe experience before they hit Hollywood.

Trade circles give two reasons for this. The first is the fact that many of these attractions will have three to four months free after they sign for new pix. The second is the equally convincing argument that too many of them have been out of touch with the public for too long and if they're to keep their box-office status they'd better go out and do a little personal handshaking.

Among the people expected to become amenable to offers—and expected to have the time to give to them—are Frank Sinatra and Billy DeWolfe. Both have had cafe and theater experience, tho Sinatra's the bigger theater and cafe attraction.

Tho no deals have been set, percenters are sending feelers out asking bookers for available dates. Major interest on the theater side is by RKO which has decided to reopen its Cleveland house and, if it makes a deal with the musicians, may reopen Boston. Similar interest is shown by houses that play spot dates if they can get something to open with.

In the cafe field, tho interest is equally high, the conditions under

which performers are required to work, stymies most deals. The Copa, for example, has a strong bid in for Sinatra. But the singer has repeatedly turned down three shows nightly.

Tax bites have long been an obstacle for performers who weren't averse to picking up a couple of extra bucks. The obstacle is still there and despite political promises to the contrary, no one seriously believes taxes will be sharply sliced. The trade figures, however, that the advantage of working before the public will pay off in long-term good will to more than make up the difference in the actual cash on which the Internal Revenue Department insists.

Danny Thomas To Play Miami Boheme Feb. 12

NEW YORK, Oct. 16.—Danny Thomas, who just finished a couple of weeks at the Roxy, will play his first cafe date on the East Coast when he opens at La Boheme, Miami Beach, Fla., February 12.

The deal was supposed to have been made for Thomas's opening at Jack Goldman's Clover Club, but nothing came of it. Before the Florida opening, Thomas may do a couple of weeks for Frank Palumbo, Philadelphia, but not before January 1. He may also do a week at the Buffalo Town Casino.

Two New York clubs are angling for Thomas for next April. Either Bill Miller's Riviera or Lou Walters' Latin Quarter probably will get him.

The Riviera closes its current season October 31.

AGVA Elects 6 To Revise Rules

NEW YORK, Oct. 16.—A six-man committee to recommend club date minimums and new rules for all club date bookers and performers was nominated and elected at a general membership meeting of the American Guild of Variety Artists (AGVA) Thursday (14) at the Capitol Hotel.

The meeting was called by the program committee to work out a number of grievances held by the rank and file, put them into some form and present the entire thing to the incoming national board for action.

The club date committee to consist of Jimmy Lyons, Paul Benson, Charlie Banks, Bob Fitzgerald, John Nichols and Arthur Ward will start hearings on complaints Friday (22).

A call also was made for additional committees to handle such issues as employment, benefits, television, one-night theater dates and Lakewood jobs. Volunteers for these committees left their names with people at the door. They will be notified by AGVA when and where to meet.

Mickey Ferris's Venture

BRIDGEPORT, Conn., Oct. 16.—Mickey Ferris, at one time dance director for Texas Guinan and for several years a New York theater ticket broker, launched a venture at the newly renovated State Armory here Sunday (3) afternoon, a combination of dance contests, vocal contests, talent contest, country store, vaude and Jimmy Barton's 12-piece band, with winners to be given engagements at the Cafe Howard here and also an audition for the DuMont television show, *Stairway to Fame*. Performances will be given every Sunday afternoon and will be broadcast over WLIZ.

W-M Uses Newark House To Try Out New Vaude Acts

NEW YORK, Oct. 16.—The Adams Theater, Newark, N. J., in conjunction with the William Morris office, now operates as a tryout house using standard acts of semi-name caliber as its regular vaude show.

The Morris office became interested when Ben Grier, managing director of the house, offered the theater to the office for its showing of acts to buyers who didn't have the time to get around and see all the acts at spots in which they were working.

The most immediate result was to show the acts for Harry Foster, London theater buyer. Those he chooses get 12 weeks in London and sometimes stay in England for a year. Tryouts are considered important enough that some acts fly in a thousand miles at their own expense to do their act.

Acts benefit not so much in money as thru adequate rehearsals and proper presentation. The house benefits because it gets shows it couldn't otherwise get. Shows are run Monday nights only.

The same deal accepted by the Morris office has been offered other talent agencies. The gimmick also is used to look at acts with television potentialities.

Winston Sells Share In Philly Rathskeller

PHILADELPHIA, Oct. 16.—Nitory comic Jackie Winston who joined with the Speigel brothers, local photographers, in buying out Kaliner's Little Rathskeller, has pulled out of the operation.

The midtown basement room has been a winner since relighting under the new aegis last month, and Winston was skedded to do at least 12 weeks during the year in the room. Winston sold out his share to Harold Wolf, former auto man making his bow in the nitory field.

AGVA Raises Fuss on VHCS Using Amateurs

NEW YORK, Oct. 16.—A hassel between the Veterans' Hospital Camp Shows, the successor of USO Camp Shows, and American Guild of Variety Artists (AGVA) developed when the union charged that the org was using non-pro performers in its shows playing the hospital circuit.

The situation started when an AGVA rep in Pittsburgh, on a check of actors working in his region, said that Camp Shows was using amateurs. Henry Dunn, newly elected AGVA treasurer, took it up with Abe Lastfogel, topper of Camp Shows, and later with Louis Simon and Lawrence Phillips, Camp Show directors. The union claimed there were enough performers available without giving the jobs to simon-pures. It also said that if Camp Shows didn't correct it a charge would be made against that body to the Associated Actors and Artistes of America (Four A's) which includes Equity, the American Federation of Radio Actors and Screen Actors' Guild.

Camp Show officials admitted that amateurs may have been used but said that a closer check would be made in the future. Spokesman said that while Camp Shows cannot operate a closed shop, it will recommend every prospective performer join a talent union. Camp Shows' primary responsibility, it said, was to give disabled vets the best talent available within a limited budget. In the normal course of events, the best talent comes from the professional circles, a spokesman said.

Camp Shows now has about 10 companies out, using 100 to 150 people. Each performer usually works about four months.

Sully Will Hypo MCA Cafe Dept.

NEW YORK, Oct. 16.—The change in personnel at Music Corporation of America (MCA) will bring Joe Sully back to New York to give its cafe department more local heft. With Sully back on the Stem, Johnny Greenhut will be shifted to television, with Sully taking over from Greenhut.

Harry Romm, new head of the theater department, has taken over from Johnny Dugan. Dugan will become the co-ordinator of the band, theater and cafe departments. Larry Barnett, president co-ordinator, probably will spend most of his time on the West Coast.

Hershey Martin, in MCA's West Coast office, will continue there in the cafe department.

Sh! Comic's Asleep

NEW YORK, Oct. 16.—Sid Gould, booked into the Highway Casino, Fall River, Mass., for an October 17 opening, insisted that a clause be inserted into his contract forbidding any street ballyhoo.

"Are you crazy?" asked his agent. "The boss wants to plug you, and you're turning it down!"

"Well, last time I worked there, the wagons with the loud speakers started working at 10 o'clock in the morning—and right in front of my hotel," explained Gould. "If they're gonna start blasting, 'See Sid Gould,' I don't wanna have 'em doing it in front of my hotel. I gotta sleep."

So Gould's contract forbids any loud speaker plugs in front of his hotel until late afternoon when he is awake.

VAUDEVILLE REVIEWS

Paramount, New York

(Wednesday, October 13)

Capacity, 3,654. Price range, 55 cents-\$1.50. Five shows daily. House booker, Harry Levine. Show played by name band on bill.

The current stage layout makes a pleasant tho not a tumultuous addition to the flicker, *Night Has a Thousand Eyes*. Headed by Vic Damone and assisted by Tony Pastor's 15-man layout, it has appeal that seems directed at the teen-age trade. The management apparently thinks the pic is strong enough to draw the grown-ups while the stage show will attract the adolescent trade.

Vic Damone's voice has changed timbre; it now has a deeper masculine quality that should give it a wider appeal. His routine consists of current pops and some new novelties mixed in for pace changers. The lad handles himself with assurance, having gained stature since last caught. Damone's backing by Ronnie Selby at the ivories, with the Pastor ork giving him a top assist, got the singer off to a good start and kept him ahead all the way. However, his numbers—ballads, rhythms and novelties—all have big finishes which detract from phrasing and interfere with selling. His almost complete dependence on a pleasant set of pipes can be monotonous. Coming down instead of building up for a big finish can sometimes give far better results.

The Tony Pastor aggregation limits itself mostly to novelties it has been associated with, and makes for good stage presentation. After opening with the jump version of *Indian Love Call*, the band did some nice work with a couple of standards, with the Clooney Sisters warbling in the key spots. The girls, a blonde and brunette, did some pleasant tho highly stylized things with *Paper Moon* and *Hallelujah*, assisted by glee club effects from sidemen.

In his own spot, Pastor's individualized jazzomatic delivery of *Love Call* found a receptive audience. His teaming up with the Clooney gals in *The Man at the Door* number got equally pleasant results. Pastor's chanting of *Maharajah of Magador*, with the band giving it a rumba beat, received appropriate mitts.

On the specialty side, Tony Pastor's kid brother, Stubby, did a fine job with a trombone chorus of *Body and Soul* and a great one on a fast trumpet bit.

Nip Nelson's inoffensive take-offs on various band trademarks and picture personalities made for pleasant if not distinctive listening. His material L.S. some chuckles obviously depending on take-off characteristics more than on laugh bait. However, the crowd tittered in all the right places.

Rochelle and Beebe's comedy dance routines started off the show to appreciative laughs for their well-timed antics. The girl's grotesque posturings and her partner's handling of the straight stuff won them some nice applause.

The house is now making a big thing out of George Wright's consoling to flashed songs on the screen for audience participation. Wright obviously chooses his numbers smartly and the customers bellow for all they're worth. *Bill Smith.*

Oriental, Chicago

(Thursday, October 14)

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

Best production number in several months got this show off to a good start, with Stage Director Will Harris and orkster Carl Sands combining talent. Stage and bandstand were decked in leaves with a fall backdrop for full effect. Sands contributed a neat medley of fall tunes, featuring the band, Marilyn Shaughnessey, who shows more poise all the time, and Sands on the organ to lead a community sing finale that won an ovation.

The Rudenko Brothers offered duo precision juggling, plus solo nifties to spice their work. Lads excel at balancing different size balls and their usual Indian club exchanges while doing acrobatics won them a hefty mitt.

Barr and Estes offered their standard eccentric dancing, with Leonard Barr taking spotlight most of the time. His gal partner, evidently new to the act, offers a bit of fair cleating and then straights for his comedy. His impresoes of auto drivers panicked 'em.

Ray and Nardo improve steadily and their third visit showed them off to good advantage. Material is excellent and the lads' impresoes get them immediate attention. Best were the Dead End Kids, John Garfield and Barry Fitzgerald. Their killers' idea is a good one but needs stronger lines to lengthen it and take full advantage of the situation.

Jane Powell, film starlet on a second local visit, is one of the few fem stars who knows what to do on a personal to please. A typical American girl approach gets her rapt attention with vocal trilling. Cute blonde chose her material wisely, sticking to standards, pops which have hit a peak and some light classics which displayed her good voice range. Hit consistently on five numbers.

Pic: *Luck of the Irish.*

Johnny Sippel.

Roxy, New York

(Friday, October 15)

Capacity, 6,000. Price range, 80 cents-\$1.50. Five shows daily. House booker, Sam Rauch. Show played by Paul Ash's house band.

If Kay Thompson and the Williams Brothers don't register on this bill it won't be the fault of Sam Rauch, Arthur Knorr, Gae Foster or the rest of the house staff who've put a spectacle together that has flash, speed plus sight values usually connected with the more opulent music hall.

Using a Scottish number as the chief background, the show opens with the house lads in Scottish Guard outfits going thru some marching routines, as the H. Leopold Spitalny group does appropriate vocals behind them. A fresh looking and sounding lyric soprano, Audrey Deardon, follows next with a pleasant *Coming Thru the Rye* for a good hand, followed in turn by a kilted Gae Foster girl line in for an impressive precision terper to *Annie Laurie*. The number wound up to tremendous applause.

Using the grilled drop for a get-off, the next scene brought on Arnold Shoda, wearing enough of the plaid to make him part of the general format. His ice work was sleek and paid off as he swooped around to a Highland Fling.

Ben Beri's standard juggling act drew titters and some outright yocks as he went thru his bits and deliberate fluffs. Rolly Rolls did an excellent job on the ivories with his skillful impressions of various keyboard styles. His bits, with band straightening, got some whole-hearted yocks from a house that was ap-

parently with him all the way.

After all this a draped curtain dropped in two, and Kay Thompson and the four brothers were introed by Pau' Ash who announced it as their first theater date.

The Williams kids, in their conventional blue, came on for a *Hello*. (See ROXY, N. Y. on page 46)

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—Le Canada, Montreal

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—The Billboard

BUT "... has nice style. The capacity audience liked his efforts and gave him a big hand."

—Cincinnati Times

BUT "... pleasant personality and excellent voice earns him a more than enthusiastic round of applause..."

—Montreal Gazette

BUT "... before long he hit the tempo and really had them going... Act clicked fine."

—Variety

BUT "... show was a fast moving one, stopped by show stopper (and we mean just that) Sunny Skylar."

—Washington Post

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NIGHT CLUB REVIEWS

Blue Angel, New York

(Thursday, October 14)

Capacity, 150. Price policy, \$3.50-\$4 minimum. Owner-operators, Herbert Jacoby and Max Gordon. Booking, non-exclusive. Publicity, Phil Bloom-Dave Lipsky. Estimated budget this show, \$1,500. Estimated budget last show, \$2,500.

Two new acts, Imogene Coca, teamed with Fletcher and Sheidy, and Bill Lawrence make the current show a distinctive if a short one. The Inca Trio is the third act on a bill which seems to have room enough for one more act.

Imogene Coca and the two lads, Fletcher and Sheidy, have an act that will be great for literate audiences once the jagged edges are filed off. Its charm lies in the rollicking lines, expert panto, and the bits of business used by the trio. The format is based partly on the Kay Thompson pattern, but depends on smart lines rather than precision for its impact. The general over-all effect is one of complete madness, but a madness that raises yock upon yock. Routines call for competent straightening, and Sheidy's straightening is all of that. It also calls for character bits calling for a pliable mug and an intelligent handling of lines, and Fletcher, a tall, heavyish lad, is outstanding in that department. Miss Coca, as the lead comic, plays down the smart lines and deliberately overplays others for hoke effects. The end result is one of the smartest acts originated in years and one that fairly soon should make showbiz history.

Bill Lawrence, a downy-cheeked boy singer, has a feeling for a ballad and semi-rhythm tunes that is amazing in one who looks so young. The tall, slim, darkish lad, ex-chanter for Jimmy Dorsey, opened a little on the nervous side, but he didn't get beyond the first few bars before he had his audience transfixed. His adolescent handsomeness will make the feds love him. Men won't resent him, thanks to his obvious youth. Lawrence's material consists almost entirely of standards. He handles them beautifully but needs a change of pace to relieve the sameness.

The Inca Trio, only other act on the bill, worked here before with a larger group. The smaller act has two girl voices, a coloratura and a contralto, with the boy on the guitar. The group does some listenable things to Latin tunes, getting a fire and spirit into them that makes them almost intelligible to a non-Latin audience. Their ornate native costumes give them added values. The general impression, however, could be hypoed if one of the troupe gave each number a short English intro.

The Ellis Larkin Trio plays sensitively arranged music in its own spot and does its usual outstanding job of backing the acts. Stuart Ross on the ivories for lulls is equally competent if unobtrusive.

Bill Smith.

Mayfair Room, Blackstone Hotel, Chicago

(Monday, October 11)

Capacity: 275. Price policy: \$1 cover and \$2 minimum. Shows at 9:15 and 11:45. Publicity: Evelyn Nelson. Estimated budget last show: \$4,800. Estimated budget this show: \$3,600.

After the first week-end, hotel execs were trying to extend headliner Abe Burrows' stand here for more than the two weeks he was originally booked. The Brooklynesse buffoon-writer is the right booking for a smart, intimate room where he's bound to build a following. He surprises with his stage savvy, getting plenty of zany animation, especially when he's doing one of his song satires.

On night caught, he did too many songs, where he needed his sharp dialog to warm up a two-third house. While his vocal creations are sock to

Raleigh Room, Warwick Hotel, New York

(Wednesday, October 13)

Capacity, 150. Price policy, \$1-\$1.50 cover. Shows at 10:30, 12 and 1:30. Manager, Erwin Schlicht. Owner, Arnold Kirkeby. Publicity, Curt Weinberg. Estimated budget this show, \$1,000. Estimated budget last show, \$1,000.

The hotel has recently inaugurated a policy of trying to lure in late trade with what it hopes will be smart shows. The objective is laudable; achieving it is another thing. With budget limited by room capacity, the spot doesn't have too much to draw on. But if it is to succeed it has to make a more intensive search for talent that can do a job.

The present show has two comparative newcomers who try hard enough but just don't make the grade. Dorothy Douglass, a pert, effervescent young blonde, has some sterling comedy ideas. Her material, however, is so thin that it shreds into little more than ideas and finally dissolves into nothingness. Her best routine was built around *How Did He Look?* Her Hildegard was simply a stretchout of a tiresome take-off characterized by audience heckling that calls for more skill than Miss Douglass, apparently, possesses. A Texas Guinan thing also has within it a few germs of laughs but basically it is another audience heckle routine. Miss Douglass has a flair for comedy. What she still needs is material.

Don Reid has been heard on various networks and is credited with having written *Remember Pearl Harbor*. But the dark, husky bary showed little to make him appeal to a visual audience. His wrenching style made him disconcerting to watch. His routine, mostly standards, was delivered with a heavy frown and a sinking of head between shoulders which gave him a turtle-like appearance. Reid needs coaching badly. Singing in a radio studio with applause prompters is a lot different from standing up before a house that is paying to get in.

Jan August has improved his act considerably since last caught. Tho he now opens he's still the star of the show. His ivory work is superb and he's smart enough to invite the audience to dance. The response is flattering. August's trio is ideal for listening as well as for dancing. On top of this, August's gracious mike and piano mannerisms make him more than a guy who did *Miserlou*.

Bill Smith.

a room full of trade characters, the subtle satires he does on anything from pops to gypsy music, aren't as easily caught by an average crowd. It's his talk about "Sta-Bald," and strictly commercial everyday stuff that pulls the heavy laughter. His *Boulder Dam* song-travelog, with an unnecessary "god-dammed" in the last line, was especially slow and should be pared from his routine.

Ray Morton's society ork continues its excellent job of show backing and dance music. Johnny Sippel.

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Slapsy Maxie's, Hollywood

(Monday, October 11)

Capacity, 550. Price policy, \$4 minimum. Shows at 9 and 12. Owners, Sy and Charles Devore. Booking policy, non-exclusive. Publicity, Marie Dyches. Estimated budget this show, \$3,000. Estimated budget last show, \$6,500.

Preem performance of Jimmi Garland's new song and dance act was preceded by considerable local interest. Helped along by the influence of her film star sister, Judy, Miss Garland's first engagement earned her a strong ovation. One had the feeling, however, that the kudos were more for trying than for actual accomplishment.

To review the act objectively it should be noted at the outset that Miss Garland and the four Jack Baker dancers are not (nor does group aspire) to be classed with Kay Thompson and the Williams Brothers. True, both acts are highly visual and built from a similar mold, but Miss Garland's offering will have to rise or fall on its own merits, resisting comparisons with the Thompson troupe all the way. Moreover, Jimmi's voice, personality or delivery are not to be compared with the talents of her more illustrious sister. These basic tenets conceded, it is safe to give the Garland troupe a generally high mark, since they offer much in the way of delightful entertainment and promise even more.

As the act is presently contrived, routines border on musical comedy stylings rather than straight nitery fare. Material features a brace of finely arranged tunes, some standards—others originals—sung engagingly by Miss Garland with the Baker dancers assisting both vocally and with dance backgrounds, the latter being their strong suit. Miss Garland carries the lead in each ditty, showing off a lilting set of pipes, varying vocalizing with a terp turn tossed in. The act holds together nicely from the very start, and is in the very best of taste and quality.

As might be expected of so new a combo, routines were rough in spots and in need of tightening or revamping. Miss Garland was severely handicapped opening night by lack of a mike. Baker Dancers showed clever modern stylized routines, worked out with precision and planning. Lads looked scared opening show—and probably were—and need to smile more often.

Basically, the act has the ingredients which make for sock fare—charm, originality and a fresh, youthful appeal, but there's a lot of hard work to be done to give it that air of perfection.

Comic chores were handled capably by Dave Barry whose easy line of patter and timing registered solidly after a slow start. Gagster is familiar hereabouts, hence he broke in a raft of new material to supplement his standard, sure-fire sellers. Best of new batch were take-offs on Sam Spade, radio detective, and on Hollywood horror movies. His political satire, long a trademark, is both timely and still funny.

Opening slot was held down neatly by Rudells, trampoline tumblers, whose standard act warmed the house fast. Trio's comedy tumbling and skillful gymnastics proved a sure-fire seller.

Dick Stabile's ork cut the show and dished dance tunes, with Johnny Thompson handling the baton for Garland's turn. Tony Martinez played Latunes. **Alan Fischler.**

Detroit Paradise Opening

DETROIT, Oct. 16.—Paradise Theater, as the only Detroit theater with a steady stagemat schedule, opened Friday (15), with the Duke Ellington band in the top spot. The house will be operated by the Cohen circuit again this year, with a policy of all-Negro stage attractions, plus first-run pix.

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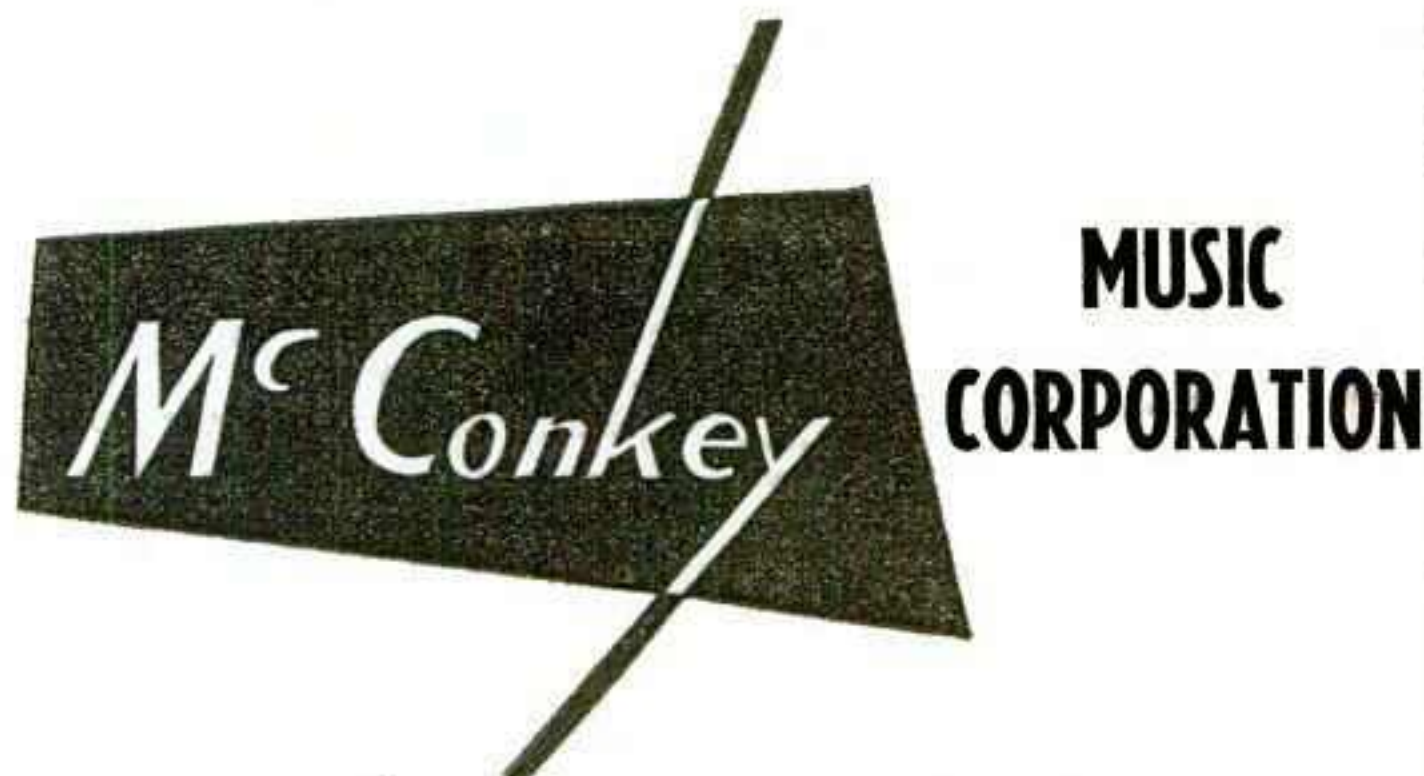
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Atlantic City Seeks Recoup From Autumn Conventioneers

ATLANTIC CITY, Oct. 16.—Altho local hotel room and cafe ops went to the cleaners this summer, the after-dark scene here is still very much alive. With a bumper crop of conventions booked for the resort during the fall and winter, ops are hopeful of recovering some of their losses, particularly since talent budgets can be held to a minimum.

Indicative of the budget slicing is the Hotel Chelsea, top spot for the summer throngs, such as they are. Instead of the large Latin band and a semi-name singer leading off the floorshow, the Chelsea keeps only the cocktail lounge lit, with an accordion squeezer and warbler for the live entertainment plus a mid-night-to-5 a.m. disk jockey radio remote.

Plenty of Conventioneers

The steady stream of convention visitors means heavy bar biz for the bistros. Currently there are 25,000 dealers here for the American Gas Association Convention. Many more are expected for the Retail Druggists' Golden Jubilee Convention October 13 to 16.

Among the Boardwalk hotels, the

Senator, with a new Sun and Star Roof, has the resort's only name value in Irving Fields' trio. Nadine Best for songs and the Jane Wychgel and Bennie Bishop dance duo make for added talent. Musical units hold forth at the other beach-front lounges. The Shelburne offers the Mardin Trio, plus Betty Gould at the organ. The Teddy Lee Trio is at the Seaside's Surf 'n' Sand Room. The Ritz-Carlton's Ritz Tavern has Don Murray at the organ, augmented by a trio. Sonny Miller's unit is at the Traymore's Submarine Room. Joe Stern is at the Brighton's Punch Bowl, where Nat Brandwynne's music was offered this summer season. Pedro Albani's unit, with Virginia Madonna and her piano-vocals alternating, plus Charlotte at the Hammond organ, is at the Mayflower's Holiday Room. The President's Round-the-World Room is still catering to the rumba fans with Jose Pillado's band, along with Tommy Maulding's piano-vocals.

Cluquot's Floorshow

Off the Boardwalk, the Cluquot Club is the only nitery with a full

ROXY, N. Y.
(Continued from page 43)

Hello for a couple of bars, bringing on Miss Thompson from a center opening. The gal, in a blue slack suit with a green sash, looked smart, getting a good entrance hand. Act showed the same sharp, precise motions it has become famous for since it became a cafe smash. The opening, *Jubilee Time*, didn't register until the beat was picked up. From then it was the beautiful work that held the eyes. Their second, *Poor Suzette*, clearly their big number, got laughs, got hands and wound up in a blaze of enthusiasm. It was their *It's Great To Be Alive* number that slowed the pace down too much. The musical comedy idiom in the latter was still entrancing, but compared with the previous two numbers seemed lost because of the hackneyed lyrics. Apparently the number was thrown in to make act more commercial. A theater audience, tho not a cafe audience, also likes to hear sharp lines even if everybody doesn't understand them. Not all of Miss Thompson's material is suitable for a theater audience, but she still has enough to finish with a sock number rather than something that sounded like a throwaway.

Pic. Apartment for Peggy.
Bill Smith.

floorshow to woo the convention visitors. With Vic Earls on at the emcee controls, the room floor brings on Jerry and Jane Brandow, Margo Dennis, June Allyn, Longine Drake and the Hollywood Debs. Other niteries and side avenue hotel rooms seem satisfied with small musical units, and in some cases a piano pounder suffices. Monticello Hotel's Coach and Four Lounge has Marie Lane's accordioning and the Penn-Atlantic Hotel's Riptide keeps lit with Eddie Fields at the organ. Jackie Lee's pianology at the Air Port Inn, the Steinwaying of Carmen Melvin at the Mardi Gras, the piano-vocal team of Flame Moore and Lillian Klenk at the Surf Bar, Milton Satchell's piano at Hen's Bar, the piano-vocal team of Reggie Hamer and Margie Davis at Buddy's Cocktail Lounge, and the Merrymen unit at the Erin Club, all draw customers.

Other rooms are bringing in small musical units for Saturday nights to catch some of the visitors' coin, making it one-night-a-week stands for Russell's Bar, Uber's Restaurant, Valentine Cafe and Edghill's Hi-Hat Bar.

IN SHORT

New York:

Roving picket lines thrown around Stem houses by members of the Screen Office and Professional Employees' Guild (SOPEG) have hit box-office takes, theatermen admit. . . . Bill Miller's Riviera closes October 31 and he and his wife are going to Europe. Miller's also toying with plan to open Colonial Inn, Miami, on a rental basis. . . . Buddy Lester has left the Morris office. . . . Nils Thor Granlund is going back to Florentine Gardens. . . . Kay Armen to join the Harem show.

Dean Martin and Jerry Lewis are set for a week-end at Slapsie Maxie's on a flat percentage deal. They'll be on the Coast for the Bob Hope show. . . . Spike Jones's plans of becoming an agent has talent unions screaming murder. AGVA doesn't want performers who double as percenters.

Moorish Room, Wilmington, Del., with a \$1,500 budget, is now booked by Val Irving. . . . Lou Walters will be the Latin Quarter (Miami) producer for E. M. Loew this winter, starting with an Abbott and Costello show.

New York:

Stem Dips, But Still Hot 462G; MH 160, Roxy 90; Para Flop

NEW YORK, Oct. 16. — Vaude grosses dipped slightly last week but receipts were still very good at all houses except the Paramount. Total gross was \$462,000 last week against a really socko 477G take the week before. The heavy business was primarily the result of two holidays in mid-week—Columbus Day and Yom Kippur.

Radio City Music Hall (6,200 seats; average \$115,000) really kept those cash registers beating with a \$160,000 take for the first week with Patricia Bowman, Clifford Guest and Julia Misbehaves.

Roxy (6,000 seats; average \$89,000)

collected \$90,000 the second and last week with Danny Thomas, the Shyrettos, Marie McDonald, the Ice Show with Joan Hyldoft and *Cry of the City*. First seven days were good for a strong 117G. The new bill (reviewed this issue) has Kay Thompson and the Williams Brothers, Rolly Rolls, Ben Beri, the Ice Show with Arnold Shoda and *Apartment for Peggy*.

Paramount (3,654 seats; average \$76,000) took it on the nose with its one-week vaude-pic combo of Bunny Briggs, Savannah Churchill, Bowser and Howell, the Delta Rhythm Boys, the Erskine Hawkins ork and *Isn't It Romantic*. The only week of this attraction registered a weak \$60,000. The new show (reviewed this issue) has Vic Damone, the Tony Pastor ork and *The Night Has a Thousand Eyes*.

Capitol (4,627 seats; average \$66,000), still going strong after a solid \$82,000 registered last week. The first, with Tony and Sally DeMarco, Buck and Bubbles, Bobby May, Rose Marie, Nat Brandwynne's ork and *Red River*, clicked for 96G.

Strand (2,700 seats; average \$40,000) doing very well with a hefty \$70,000 for the second week. Previous stanza registered \$80,000. Bill consists of Freddy Martin's ork, Blair and Dean, the Calgary Brothers and *Johnny Belinda*.

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Magic

By Bill Sachs

MAL AND MAXINE LIPPINCOTT, after concluding their stand at the Arkansas State Fair & Live Stock Show, Little Rock, hit out for Louisiana where they have two more fair dates to go as free-act attraction. Prior to the hop south, they played 12 weeks of fairs and outdoor events thru Missouri, Kansas, Nebraska and Colorado. While in Topeka recently, the Lippincotts enjoyed a visit with King and Hazel Felton, former magic troupers, and purchased from them a new house trailer. Dottie Moyer is still assistant with the Lippincotts, who October 7 celebrated their 26th wedding anniversary. . . . Mentalist George Searls typewrites from his Dayton, O., headquarters that his letter-prediction nifty, which he recently placed on the market, is going great guns, and that he plans to jump south soon to open a studio. . . . Robert Lund, former Detroit newspaperman and magazine writer, has joined the staff of *Conjurors' Magazine* as managing editor on a full-time basis. The move gives Edward W. Dart, the publisher, opportunity to devote his activities more fully to the business and advertising departments. . . . William and Russell Whitebone, father-and-son magic and vent combination, are organizing a unit to play theaters and halls thru the maritime provinces of Canada, Newfoundland and Northern Maine.

RING NO. 43, International Brotherhood of Magicians, Chicago, will play host for the first time to the IBM Convention May 30-June 2, 1949, when wand-wielders from all over the globe will gather at Hotel Sherman in the Windy City. There will be a tie-in with the vents, who will be having a convention in Chicago at the same time. Featured on the program will be special events for vents, jugglers and magicians. Another feature will be an Old-Timers Night, when it is planned to show old films made by Nicola and Houdini. Publicity tie-ups are already under way, with a Magic-On-State-Street Day planned for May 30, at which time white rabbits will be given away in front of State Street stores. The stores have been requested to feature magic in their displays and to have magic demonstrations in the stories. A style show using magic as its nucleus is

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Cocktail Field Needs Combos That Do More Than Just Play

NEW YORK, Oct. 16.—The continuing need in the cocktail field today, according to three top bookers, is for units that can entertain, do comedy and offer novelties. The day of three guys named Joe sitting around and just playing music is gone, the way these informants see the picture. However, for those that can produce, the dates are plentiful.

As a hopeful sign in the cocktail business, spots are now paying more for their attractions. Whereas last summer three-man units were getting between \$300 and \$350, prices have risen and a good substantial combo can get \$450 to \$650. Names, naturally, receive much more.

The cocktail field is one where names are to be desired but where a good outfit gets recognition from the customers—the kind of recognition that pays off in long jobs once the word spreads in the neighborhood that there is something to be seen at a room.

Among the regions buying talent are Washington, and up-State New York. Rooms such as the Crystal Lounge and the Hendrik Hudson Hotel, Troy; Gay Nineties, Albany; Blue Mirror, Neptune Room and Cimarron Club in Washington, and Park Casino in West New York, N. J., are loosening up. The fact that these spots are spending creates competition, with consequently more dough paid by operators for combos.

New York City is considered a bad town for units. There is plenty of other entertainment available. In ad-

dition, one of the agents considers that the Blue Angel type of operation takes the place of out-of-town cocktail operations. Another agent, Walter Bloom of Favorite Attractions, thinks that every local operator believes he's another Lou Walters or Billy Rose in the making. In an effort to emulate these impresarios the op goes after a big name for booking even when he can't pay his price. Bloom feels that two solid units can really mean more than one that has a name.

Torme To Play NY LQ or Pay Up 5G

NEW YORK, Oct. 16.—Mel Torme goes into Lou Walters' Latin Quarter—or pays Walters \$5,000, if he can't play the date.

Deal came about last year when the date was originally set for last September. General Artists Corporation (GAC), which handles Torme, okayed and signed and later asked to be let out because Torme had a radio show. Walters suggested he do the air show after the LQ deal. GAC demurred. Walters maintained the contract was pay or play. Finally GAC agreed in writing if Torme didn't play the date, Walters would get \$5,000.

Last week Walters notified Harry Kilby, of GAC, he wants Torme for May 22.

being planned, and Chicago night clubs have been requested to feature a magician in their floorshows during the convention. Rufus Steele has been appointed general chairman and head of the program committee, and Ed Mackel is in charge of reservations. . . . Dell O'Dell and Charles Carrer opened Friday (15) at the Club Norman, Toronto, for a two-week stand. In Toronto at the same time is the magical orker leader, Richard Himber, minus his ork, who is playing the King Edward Hotel there with his hypnotic turn which he is breaking in for his sponsored television show. He is accompanied on the Toronto trip by his wife, Eileen, and son, Robbie. . . . We were the recipients last week of a set of photos made by Charles Carrer and Dell O'Dell at Percy Abbott's recent magic shindig at Colon, Mich. Charles and Dell put in a busy time at Colon, what with shooting seven reels of colored movie film and 120 stills, autographing hundreds of photos, showing more than 1,000 people thru their new de luxe trailer, serving food and drinks, plus the labor and expense of getting out photo prints to their many friends after the conclave was over.

Toronto Barclay Rule Violations Draw AGVA's Eye

TORONTO, Oct. 16.—Sol Saltzman, operator of the Barclay Hotel here, may be in for some hot action by the American Guild of Variety Artists (AGVA) if he doesn't pull up his socks and follow AGVA regulations.

Since the room opened some time ago, there have been persistent complaints made by performers who played the room on account of Saltzman's alleged ignoring of basic AGVA rules such as adequate dressing room facilities and payment of scale for club date fees.

The latest headache concerns the Barton Brothers, who complained to Lou Smoley, AGVA rep of the Buffalo area who came up to Toronto to probe the complaint that there were no dressing rooms to speak of, with performers forced to use their own hotel rooms in the Barclay for dressing. Acts say they are charged up to \$7 per day for these rooms.

The case of comic Syd Gould is reportedly typical. According to Gould's version, as related to *The Billboard*, Saltzman asked him to do a "benefit" for some community organization, the "benefit" being held right in the club during an afternoon. Gould claims that Saltzman ran these affairs to build up a following in the club. However, when it came to talking money, Saltzman, according to Gould, fluffed off the matter and offered him \$25. Gould refused to do the job and by coincidence, Dave Fox, assistant national director of AGVA was in the area and dropped in on Gould, who told him what was going on. Fox ordered Gould not to play the date unless the money was put in escrow, which Saltzman finally agreed to do.

Fox also said Friday (15) that he had made Saltzman pay off for club dates for Paddy Cliff, Valaida Snow and others. He also said that AGVA is getting after the Barclay to either install adequate dressing room facilities or bring down the prices he is charging the acts for doubling in living accommodations and dressing rooms for the show.

Radisson Receiver Move Is Rebuffed

MINNEAPOLIS, Oct. 16.—An attempt to throw the Radisson Hotel into receivership has been rebuffed by a federal district judge here. Byron Calhoun, minority stockholder in the Cambridge-Radisson Company, hotel owners, had sued, saying Tom Moore, majority stockholder, was making unwise expenditures.

Federal District Judge Mathew M. Joyce denied Calhoun's petition but signed a restraining order barring Moore from spending more money on improvements until litigation under way is completed. The order was signed Monday (11).

Judge Joyce appointed Harry Fiterman, of Minneapolis, to audit the company books in behalf of the court.

Burlesque

By UNO

RENEE GRIFFIN, featured strip, opened October 15 at the Gayety, Columbus, O., after a week at the Grand, Youngstown, O., both spot-booked dates. In prospect is Los Angeles around Christmas. . . . Loney Lewis was to have replaced the ailing George Murray in a Hirst unit but fell ill himself. Slat Taylor was the last-minute substitution. . . . Mildred Sherry, show girl at the Hudson, Union City, N. J., celebrated a birthday October 12. . . . Aleda, daughter of Mona Henderson, dancer at Club Terris, Milwaukee, underwent an appendectomy there October 6. . . . Petti (Mrs. Lou Ascal) Dayne is withdrawing from the stage to await the stork, expected in January. . . . Cy Walker, in Pensacola, Fla., is negotiating for a nitery to house a burly stock show. . . . Sparky Kaye, comic opposite Marty Furman and who is making his debut in a Hirst show, was formerly with A. B. Marcus shows, Shubert's *Firefly* musical and Eddie Kaplan's *Screwballs*. His last burly connection was in 1905 with H. K. Minsky's road outfit. . . . Emily (Boots) Larkin has been upped from assistant treasurer to assistant manager of the Empire, Newark, N. J., where Herman Sirota continues as treasurer.

MICKEY OWENS has Mar-Shan at the 19th Hole and Marie Cord, co-featured with Serpentina, at the Carousel, both New York niteries. He also shipped Renee Scott, Soude, Al-frieda and Connie to Kelly's Ritz, Panama, for two months. . . . Al Pilak is in his seventh year on Charlie Fox's staff at the Empress, Milwaukee. . . . Bob Ridley, former house singer at the Globe, Atlantic City, is now at the Bowery, Detroit, following a stay at the Glen Casino, Buffalo. . . . Cliff (Snuffy) Cochrane replaced Freddie Frampton in the Lou Ascol unit on the Midwest wheel. . . . Lyle Page, producer at the Gem, Chicago, is also a partner of Lloyd Collins in a costume shop, with branches in Chicago and Milwaukee. . . . Moe Gary and Margie Palmer have retired to their home in Boston where Moe is in the electric appliance biz. . . . Jeanne Starr and Peggy Bond opened at the Burbank, Los Angeles, October 1. . . . Pearl Valentine and Sidney Pink returned stageshows to the Mayan, Los Angeles, September 30, opening with Bobby Morris and Denise Darcelle, French importation. House is managed by Guy Sanders and Paul Lawrence. . . . Chester Woodard, on the staff at the Avenue, Detroit, fractured an arm and collarbone recently when he fell at the theater. . . . Marty Collins, of Collins and Peterson, and his wife, Rose Feurstein, celebrated their 25th wedding anniversary at their Philadelphia home September 30. . . . Clarence Barker, doorman at the Empress, Milwaukee, became a granddad again October 5—a son to his daughter in Madison, Wis.

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2 Modern Troubadours Raise 20G on Trek for Legit Group

NEW YORK, Oct. 16.—The theater still boasts actors with enough enterprise to go out and build their own working opportunities if need be, as evidenced by a 1,400-mile New York-to-Chicago walking tour that Jean Dori and Robert Nelson took this summer to raise \$20,000 for their own road company—Wingate Players. The two thespians started out in June and by furnishing entertainment in towns along the way and then passing the hat raised the 20G. Most people contributed \$1 for a membership or \$5 for a life membership in the Wingate Players; 90 per cent of the audiences tapped shelled out something.

The actor and actress did monologs and skits, gave readings and played the piano. When they hit a town they looked up the Chamber of Commerce or clubs like Kiwanis or Lions to arrange for audiences. The largest gathering they played to was 1,000.

The Wingate Players will return to all the towns where they have members, and the memberships can be used as courtesy discounts when the company performs. Of course, the people who have already met Miss Dori and Nelson are impatiently awaiting the arrival of the legit group.

The new company will start touring around the beginning of next year. The unit's base is Chicago,

Lew Parker in Lead Of London 'Shoes'

LONDON, Oct. 16.—Lew Parker has been signed to play the lead in the British version of *High Button Shoes*. The announcement by Jack Hylton that he had inked Parker for the lead came as a surprise, the American comedian having been mentioned only casually as a possibility.

Frank Marlowe, rated as the No. 1 choice for the lead by local columnists and at one time tagged by Hylton as almost a sure bet, was not considered in the final selection.

Parker and Marlowe hit their high spots on the British vaude stage at the London Palladium, where they appeared on the same bill. Marlowe appeared to have the edge for the lead after his record-breaking eight-week run at the vaude house. He was mentioned by Noel Coward as being a natural for the comedy lead.

Parker turned down a role in a new Broadway show and a Hollywood film contract to play *High Button Shoes*.

Hylton is now expected to open *Shoes* at the Hippodrome Theater before Christmas.

Bergner on Road

NEW YORK, Oct. 16.—Elisabeth Bergner opens in her road production of *Escape Me Never* Monday (18) in Toronto. From there the company goes to London, Ont., Buffalo and Philadelphia and is already booked for the first weeks of its tour.

Life Begins at 350G

NEW YORK, Oct. 16.—When *Life With Mother* opens Wednesday (20) it will have a sock advance sale of about 350G, the second highest advance for a drama in legit history. Last season *Mr. Roberts* had an advance that was stronger by several thousand dollars.

where the rest of the year will be utilized to raise the dough needed to put the enterprise on a more solid foundation.

The two thespians used \$2,900 of their own money to make their trip. They stopped only in smaller cities such as Scranton, Wilkes-Barre, Williamsport, Altoona and Butler, Pa.; Canton and Mansfield, O., and Fort Wayne and South Bend, Ind.

Equity Tells Rebecca Off

NEW YORK, Oct. 16.—Rebecca Brownstein's demand for more pay from Actors' Equity received a rebuff this week from the union's committee which has been considering the matter. In sum, she was told to hire an assistant if she wished to keep her job with Equity. The org's fem attorney had handed in a list of grievances, chief of which was that her 10G salary was not sufficient and that a \$4,000 raise should be forthcoming.

The committee, however, found that Equity has been paying the law firm of Paul Turner, of which Miss Brownstein is a member, \$18,000 a year as a retainer. Turner is the titular head of the firm, but has retired from his legal chores for the union and turned over these matters to her entirely.

Due to the fact that Miss Brownstein has been occasionally ill and no legal replacement was available, Equity council now feels that she should provide herself with an assistant at her own firm's expense. It is expected by the council that she will comply with the committee's request that she remain as legal rep of the union on these terms. She has been with the org for 19 years and comes under the Equity pension system.

Hylton as Hylton In Radio Biog

LONDON, Oct. 16.—The British Broadcasting Corporation (BBC) is considering a series of three programs dramatizing the life of Jack Hylton. Hylton would star on the program as himself.

Hylton, now known as a theatrical impresario, would be featured in this series as one of the outstanding show and dance band leaders of the 1920's and early '30's.

The BBC probably will climax the series with a review of the present-day theatrical ventures of Hylton. This part of the series will result in a publicity boost for his British version of the Broadway success, *High Button Shoes*, which he will open in London just before Christmas.

Wildberg in New Venture

NEW YORK, Oct. 16.—John Wildberg, inactive stemwise for the last few seasons, has teamed with Frank Satenstein in a new production setup. The pair's first venture will be a musical, *The Golden Touch*, by Bud Burton and Allen Sherman, and current plans call for rehearsals to start about mid-January with a Broadway curtain raising skedded for March. Wildberg and Satenstein are considering Danny Thomas, comic, and the Dean Martin-Jerry Lewis team for top male slots. They also have commissioned Jule Styne to write additional musical numbers for the show, which calls for a cast of 75.

Flacks Fight High-Pressure Company's Use

Insist They'll Do the Bally

(Continued from page 3)

Michel Mok, Wolfe Kaufman and Ben Kornswieg to huddle with the League of New York Theaters and let the producers understand that no outside public relations firm can handle the League's proposed theater publicity campaign. The flacks had been receiving reports that the producers intended hiring a high-pressure outfit to do the job.

This the tom-tom beaters will not permit, because, they say, any theatrical publicity falls within the union's jurisdiction. The press agents are entirely in favor of the campaign and even suggest broadening it to include the Actors Equity and the Dramatists Guild. However, they will not budge from their opposition to the use of a public relations firm.

The League intends to go ahead with the project next season when it will have double the amount of dough—\$40,000—needed for one ordinary year's operation. The man to brain-trust the campaign is expected to be chosen by January 1, 1949, and the work is to begin April 1.

Off-Broadway

THE MINSTREL BOY

(Opened Thursday, October 14)

THE BLACKFRIARS THEATER
A drama by W. A. S. Douglas. Staged by Dennis Gurney. Sets by David Reppa. Costumes by Irene Griffin. Stage manager, Allen Kramer. Musical advisor, Carl Tucker. Presented by the Blackfriars' Guild.

Jack Moore.....Tom O'Connor
Father O'Halloran.....Brian Doyle
Tom Moore, as a Child.....Victor Vraz
Anastasia Moore.....Charlott Knight
Barney the Knacker.....Gerry Buckley
Kitty Devlin, as a Child.....Patrice White
Napper Tandy.....Michael Garrett
Lord Molra.....Rudd Lowry
Mr. Riordan, the Harp Carrier.....Marvin Press
Dr. Whyte.....Ewing Cherry
Corporal of the English Patrol.....Robert Perrault
Robert Emmet.....Robert Emmett
Tom Moore, as a Young Man.....Tom Donahue
Kitty Devlin, as a Young Woman.....

.....Virginia Romley
Lady Donegal.....Dolly Wheaton
Footman.....Gerard Fennessy
Duchess of Marlborough.....Mary Agnes Duffy
William Pitt, Prime Minister of England.....
.....Walter Plinge
Charles James Fox.....Robert Kirsten
Lady Charles Grenfell.....Jan Evans
Sir Walter Scott.....Gene Swarbrick
George, Prince of Wales.....John Young
Mr. Reddock, Landlord.....Bernard Strowbridge
Mr. McGonigle, Printer.....Gerard Fennessy
Customer.....Richmond A. Cooper
Scribbler.....Winkle De Martel
Barnmaid.....Mary Agnes Duffy
Tom Moore, as an Old Man.....Charles Dolan
Harp.....Mary Elizabeth Davies
Viola.....Isabel Wegmann
Cello.....Karl Wegmann

For the opener of its eighth season the Blackfriars' Guild has chosen *The Minstrel Boy*, W. A. S. Douglas's biographical drama about the Irish poet-singer, Tom Moore. It is obviously not commercial stem fare, but as experimental theater it is one of the group's best efforts to date.

As a drama, *Minstrel* has its ups and downs, but Douglas has scripted a frankly sentimental—if a somewhat not always historically accurate—picture of the bard o' Dublin. In it he has woven the best of the latter's songs and applied them to the incidents of his plot with considerable ingenuity. He begins with the poet as a prodigy child in his parents' grocery in Dublin, carries him thru student years at Trinity and Emmet's abortive rebellion of "the '98," his part in which is frustrated by his mother and his intelligent old tutor. He shows him in maturity, protege of the Prince Regent, Ireland's am-



BROADWAY SHOWLOG

Performances Thru October 16, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire.....	12-3, '47	365
(Barrymore)		
Born Yesterday.....	2-4, '46	1,136
(Lyceum)		
Edward, My Son.....	9-29, '48	20
(Martin Beck)		
Harvey.....	11-1, '44	1,670
(48th Street)		
Mister Roberts.....	2-18, '48	277
(Alvin)		
Play's the Thing, The... ..	4-23, '48	177
(Booth)		
Private Lives.....	10-4, '48	16
(Plymouth)		
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The.....	3-16, '48	247
(Cort)		
Summer and Smoke.....	10-6, '48	13
(Music Box)		

Musicals

Annie, Get Your Gun... ..	5-16, '46	1,007
(Imperial)		
High Button Shoes.....	10-9, '47	428
(Century)		
Inside U.S.A.....	4-30, '48	195
(Century)		
Love Life.....	10-7, '48	12
(46th Street)		
Magdalena.....	9-20, '48	32
(Ziegfeld)		
Make Mine Manhattan..	1-15, '48	318
(Broadhurst)		
Small Wonder.....	9-15, '48	27
(Coronet)		

ICE SHOWS

Howdy Mr. Ice.....	6-22, '48	149
(Center)		

OPENED

Where's Charley.....	10-11, '48	8
(St. James)		

COMING UP

(Week of October 18, 1948)

Leading Lady, The.....	10-18, '48	
(National)		
My Romance.....	10-19, '48	
(Shubert)		
Life With Mother.....	10-20, '48	
(Empire)		

bassador of song, touches fleetingly on his romance with his childhood sweetheart, and finally brings him to an impoverished and senile old age. So *Minstrel Boy* sings thru a lifetime and it is better singing the old melodies than when beating the patriotic drum. Thru it stalk some great names of the day, Emmet, Napper Tandy, Pitt, Scott, the Regent—not always drawn as a history student would have them—but serving well enough as a progressive background audience for the poet's songs—and it is the songs which give *Minstrel* its principal charm.

A Suggestion

Play-wise, it seems to this reporter that Douglas should have put more emphasis on the romance between his hero and Kitty Devlin. Dramatically, his high point is reached in his first third-act scene, when Moore returns to win back his accidentally scarred sweetheart, but little is built toward this in the earlier sequences. At least, the girl could be brought back in the dream passage of the final scene, instead of the device of overlong and mawkish chanting by a younger hero to his aged self. Why not let *Endearing Young Charms* be reprised off stage and put the girl in the picture?

Tom Donahue gives an excellent account of himself as the young Tom Moore. He has a fine lyric tenor and uses it admirably. Particularly effective, also, is a warm performance by Brian Doyle as the poet's tutor and mentor. There are good contributions from Tom O'Connor, Gerry Buckley, Michael Garrett, Rudd Lowry, Ewing Cherry, Charlott Knight and Virginia Romley. Dennis Gurney's manipulation of a huge cast in the cramped dimensions of the tiny Blackfriars stage deserves a special bow. David Reppa's backgrounds are a credit to the enterprise.

Bob Francis.

Broadway Opening

WHERE'S CHARLEY?

(Opened Monday, October 11)

ST. JAMES THEATER

A musical, based on Brandon Thomas's "Charley's Aunt." Book by George Abbott. Lyrics and music by Frank Loesser. Staged by George Abbott. Dances by George Balanchine. Sets and costumes by David Folkles. Vocal direction by Gerry Dolla. Orchestrations by Ted Royal, Hans Spialek, Phil Lang. Musical director, Max Goberman. Company manager, Leo Rose. Stage manager, Dan Sattler. Press representatives, Karl Bernstein and Lorella Val-Mery. Presented by Cy Feuer and Ernest H. Martin, in association with Gwen Rickard.

Brassett.....John Lynds
Jack Chesney.....Byron Palmer
Charley Wykeham.....Ray Bolger
Kitty Verdun.....Doretta Morrow
Amy Spettigue.....Allyn McLerie
Wilkinson.....Edgar Kent
Sir Francis Chesney.....Paul England
Mr. Spettigue.....Horace Cooper
A Professor.....Jack Friend
Donna Lucia D'Alvador.....Jane Lawrence
Photographer.....James Lane
Patricia.....Marie Foster
Reggie.....Douglas Deane

DANCERS: Mary Alice Bingham, Vicki Barrett, Geraldine Delaney, Marge Ellis, Marie Foster, Marcia Maier, Nina Slesky, Susan Stewart, Toni Stuart, Douglas Dean, George Enke, John Friend, Bobby Farrell, Dusty McCaffrey, Walter Rinner, Bill Weber, Gordon West, Ken Whelan.

SINGERS: Rae Abruzzo, Jane Judge, Ruth McVane, Betty Onkes, Eleanor Parker, Katharine Reeve, Gloria Sullivan, Irene Weston, Robert Baird, James Bird, Dan Gallagher, Bob Held, Cornell McNeil, Stowe Phelps, William Scully, Ernest Taylor.

SONGS: "The Years Before Us," "Better Get Out of Here," "The New Ashmolean Marching Society and Students' Conservatory Band," "My Darling, My Darling," "Make a Miracle," "Serenade With Asides," "Lovelier Than Ever," "The Woman in His Room," "Pernambuco," "Where's Charley?," "Once in Love With Amy," "The Gossips," "The Red Rose Cotillion."

A few years ago the venerable 50-year-oldish farce, *Charley's Aunt*, proved that it could be revived Stern-wise with hilarious and successful consequences. Perhaps someone has the ability to turn the Brandon Thomas brand of Gay '90s Oxford undergraduate nonsense into a musical. As matters stand at the St. James it is evident that George Abbott hasn't. Most of the fun engendered by the gay masquerade of his aunt from Brazil by student Charley Wykeham has evaporated via a progressively humorless Abbott version of the yarn, slowed down by lyrics and tunes which sparkle only at fitful intervals and dances which are far off George Balanchine's best beam. So in spite of a plush presentation of a handsome cast, backgrounded by excellent sets and eye-filling, period costumes from David Folkles, *Where's Charley?* (which is the show's new tag) adds up to a pretty mediocre and tedious song-and-dancer. Even the efforts of our foremost dancing clown, Ray Bolger, can lift it out of its doldrums only when he is present in person. Fortunately, the proceedings call for him to be around a good deal, so *Charley* really operates on hefty doses of vitamin B—with the "B" obviously standing for Bolger.

Bolger, of course, is a first rate character comedian and is frequently immensely funny in cap, curls and bombazine—but it is when he throws away the book along with the masquerade and takes to hoofing that the show hits its high spots. When it comes to over-all footwork, he is practically in a class by himself and in *Charley* he showcases samples of everything from taps and soft shoe to ballet satire and ballroom. This reporter's chief regret is that he doesn't throw the plot overboard more often.

Score Disappoints

Frank Loesser's score is much below expectations in view of his tune record, and his lyrics are fairly routine. However, *My Darling, My Darling*, ably duetted by Byron Palmer and Doretta Morrow, is a candidate melody for the hit class and *Once in Love With Amy* provides Bolger splendid soft-shoe tempo. Balanchine's dance patterns have also been more or less hog-tied by the book, altho he does break away for a first act finale with a colorful Brazilian

'Greenbrier' To Ride B&O Right to Stem

NEW YORK, Oct. 16.—*Greenbrier*, new operetta by Elizabeth Maury and Emma Gray Trigg, which had a four-day tryout in Richmond early this month via a local opera group, skeds to get a Stem showing.

Hal Pierce, ex-movie talent scout, is rushing plans to ready the show for a four-week road break-in starting November 22, with a view to a Broadway opening Christmas Eve. He is seeking the immediate services of a top director and a choreographer.

With its locale set in the Richmond station of the Chesapeake & Ohio Railroad and in the old White Hotel, now called the Greenbrier, at White Sulphur Springs, W. Va., in which the B. & O. has an interest, the operetta has won support from some of the road's top brass.

Arthur Norris has orchestrated and arranged the Maury score.

Marilyn Cantor Understudy

NEW YORK, Oct. 16.—Eddie Cantor's daughter, Marilyn, was signed this week to understudy Alice Pearce and Mary McCarty in the current revue, *Small Wonder*. She will double in the stand-by chore at the Coronet with a club stint at Brady's beginning Tuesday (19). Betty Low also has been signed to understudy *Wonder's* fem dancers.

ROUTES

Dramatic and Musical

Annie Get Your Gun (American) St. Louis.
As the Girls Go (Boston O. H.) Boston.
Blackstone (KRNT Radio Theater) Des Moines, Ia., 18-20; (Music Hall) Kansas City, Mo., 21-23.
Blue Danube (Curran) San Francisco.
Born Yesterday (Locust St.) Philadelphia.
Bravo (Shubert) New Haven, Conn., 21-23.
Brigadoon (Shubert) Chicago.
Burlesque, with Bert Lahr (Biltmore) Los Angeles.
Carousel (Auditorium) Denver 21-23.
Command Decision (Shubert) Philadelphia.
Desert Song (Metropolitan) Seattle.
Escape Me Never, with Elizabeth Bergner (Royal Alexandra) Toronto.
Finian's Rainbow (Shubert) Boston.
For Love or Money (Hanna) Cleveland.
Goodbye, My Fancy, with Madeleine Carroll (Grand) London, Ont., Can., 21-23.
Happy Birthday, with Miriam Hopkins (Lobero) Santa Barbara, Calif., 22-23.
Harvey (Colonial) Boston.
Hellness, The (Cass) Detroit.
High Button Shoes (Great Northern) Chicago.
Light Up the Sky (Plymouth) Boston.
Man and Superman, with Maurice Evans (Walnut) Philadelphia.
Medea, with Judith Anderson (White) Fresno, Calif., 21-22; (Civic Auditorium) San Jose 23.
McNiece & Mr. Williams (Wilbur) Boston.
Mr. Roberts (Erlanger) Chicago.
Oklahoma (Playhouse) Wilmington, Del.
Oklahoma (Municipal Auditorium) Shreveport, La., 20; (City Aud.) Jackson, Miss., 21-23.
Show Boat (Davidson) Milwaukee, 20-23.
Silver Whistle (Nixon) Pittsburgh.
Set My People Free (Forrest) Philadelphia.
Street Car Named Desire (Harris) Chicago.
Winslow Boy (Selwyn) Chicago.

satire and winds up with prettily sentimental waltz sequence in the Cotillion number.

Bolger gets top assistance from Allyn McLerie as the gal in love with the ever-disappearing Charley. Miss McLerie cloaks plenty of comic ability under a demure mask and can sing and dance with the best of them. This is her first chance to create a Stem role of her own, and the result signposts a bright future. Doretta Morrow and Byron Palmer are more than adequately tuneful as the other pair of turtledoves. Jane Lawrence is statuesquely charming as Charley's real aunt and Paul England and Horace Cooper are about as funny as the Abbott book allows.

Commercially, *Charley* looks to have no financial worries at the moment, with a reported 200G advance already in the till. How it will keep pace with this backlog, even with the Bolger name, is a question. Messrs. Feuer and Martin better pray that their star never gets sick.

Bob Francis.

OUT-OF-TOWN OPENINGS

AS THE GIRLS GO

(Opened Wednesday Evening, October 13)

BOSTON C. ERA HOUSE, BOSTON

Musical comedy. Book by William Ross. Lyrics, Harold Adamson. Music, Jimmy McHugh. Staged and designed by Howard Bay. Dances by Hermes Pan. Costumes by Oleg Cassini. Vocal arrangements and direction by Hugh Martin. General manager, Ben Stein. Press representatives, Bill Doll, Dick Williams and Michael O'Shea. Stage manager, David Jones. Presented by Michael Todd.

Waldo Wellington.....Bobby Clark
Lucille Thompson Wellington.....Irene Rich
Kenny Wellington.....Harvey Collins
Mickey Wellington.....Betty Lou Barto
Tommy Wellington.....Johnny Harris
Guard.....John Sheehan
Kathy Robinson.....Beverly Jants
Barber.....Hobart Cavanaugh
White House Visitor.....John Brophy
Miss Swenson.....Cavada Eumphyrey
Butler.....Curt Stafford
Daughters of the Boston Tea Party.....
Claire Grenville, Claire Louise Evans, Lois Bolton, Marjorie Leach

Skip Hollister.....Bill Callahan
Floyd Robinson.....Douglas Luther
The Blonde.....Pat Gaston
Photographer.....Kenneth Spaulding
Ross Miller.....Jack Russell
The Redhead.....Dorothea Pinto
Photographer.....William Reedy
M. Zirrocco.....Bert Wilcox
The Brunette.....Rosemary Williamson
Secret Service Men.....
George Morris, John Sheehan

Children
Marlene Cameron, Pauline Kahn, Norma Marlow, Jonathan Marlowe, Clifford Sales, Eugene Steiner

Secretary.....Ruth Thomas
Mancurist.....Dorothea Pinto
Gabriel Heatter.....Gabriel Heatter
Secret Service Women.....
Gregg Sherwood, Truly Barbara

Politicians
Harry Meehan, Jack Howard, John Quigg, Edmund Dorsay, George Lane, Byron Halstead, Bert Wilcox

Hotel Manager.....Jack Russell
President of Potomac College, Douglas Luther
Premier Danseuse.....Kathryn Lee

DANCING ENSEMBLE: Jeannette Aquilina, Carmina Canino, Arline Castle, Babs Claire, Jessie Elliot, Yvette Fairhill, Christina Frerichs, Patty Ann Jackson, Margaret Jeanne Klein, Frances Krell, Pat Marlowe, Ila McAvoy, Toni Parker, Joyce Reedy, Diane Sinclair, Norma Thornton, James Brock, Charles Chartier, Peter Conlow, James Elsegood, William Reedy, Bobby Roberts, Joseph Schenck, Eugene Schwab, Kenneth Spaulding, Larry Villani.

SINGING ENSEMBLE: Barbara Davis, Lydia Fredericks, Betty George, Pearl Hacker, Beverly Lawrence, Ellen McCown, Judy Sincifer, Jo Sullivan, Bob Burkhardt, Dean Campbell, Jack Gray, Douglas Luther, George Morris, Jack Russell, John Sheehan, Curt Stafford.

SHOW GIRLS: Truly Barbara, Pat Gaston, Mildred Hughes, Mickey Miller, Dorothea Pinto, Gregg Sherwood, Ruth Thomas, Rosemary Williamson.

Mike Todd has gone all out in an effort to produce a bigger and brassier musical than anyone has ever done before. But his *As the Girls Go* is an awkward, sprawling mass of tunes, color and girls, presented with the intention of humor but without the evidently desired results.

Bobby Clark, the great man of musical comedy, is involved as the husband of the first woman president, in this case lovely Irene Rich. That could have been a honey of an idea at any time, particularly in an election year. But apparently author William Roos either couldn't stick to his idea or couldn't develop it. His promising story just meanders off into stupid dullness.

This in no wise hampers the assets of the show: the girls are among the prettiest, and the songs are some of the best and most singable heard since *Annie, Get Your Gun*. Harold Adamson and Jimmy McHugh have done themselves mighty proud on that score and produced at least four candidates for the Honor Roll of Hits, as well as a brace of novelty pieces which will find their proper niche.

But the show lacks humor. There are a couple of songs which catch the imagination, but not a really funny one. There are some sketches which might have been good, but are pointless. There are numberless performers who give their all to no avail.

By virtue of the quality of the songs, the catchiness of the idea and the energy of the performers *Girls* might have a chance in the right hands. But it has been so badly started that there is no hope at all in its present form. There are three courses open: (1) Close and forget it; (2) call

BLACK JOHN

(Opened Wednesday, October 13)

BELASCO THEATER, LOS ANGELES

A comedy in two acts by Barton MacLane. Adapted from James B. Hendryx's "The Czar of Half-a-Day Creek." Directed by Paul Guilfoyle. Set designed by Richard Jackson. Press representative, Bill Tostevin. Company manager, Harry Zevin. Stage manager, Edward Colebrook. Presented by American Productions.

One-Eye John.....Guy Wilkinson
One-Arm John.....Clarence Chase
Honest John.....Frank Malet
Rose Larelle.....Ellanora Reeves
The Klootch.....Edith Leslie
Lyme Cushing.....Harry Tyler
George Cornwallis.....John Qualen
Black John.....Barton MacLane
Simpson.....Bob Neff
His Brother.....Jack Wilson
Bandit.....Myron Marks
Harry.....Burman Bodel
Corporal Downey.....Scott Davis
U. S. Marshall.....Jim Harrison
Deputy.....Jack Ephraim
Goldie.....Eula Morgan
Catteragus Smith.....Thayer Roberts
Benedict Hale.....Robert Cherry
Long John.....Richard H. Farmer

To say that Barton MacLane's stage adaptation of *The Czar of Half-a-Day Creek* brings to life the James B. Hendryx story, would be using the term far too loosely to fit the Belasco's offering. Actually any life to be found in this vehicle doesn't spring into view until the last act gets under way. In dramatizing the flimsy tale of a Milquetoast character seeking Yukon refuge from a pursuing hell-cat wife, the end-product becomes far too verbose to be carried by so meager a plot. That it would lend itself well to comedy treatment is obvious, but the humorous situations attempted here are far too labored to be effective. Over-writing is particularly burdensome in the first act, and to such an extent that the play's resulting slow start negates the potentialities of what follows.

MacLane cuts for himself the lion's share of the action as Black John, undisputed czar of Half-a-Day Creek, who hides his heart of gold beneath a blustering manner. However, it takes John Qualen, as the meek fugitive, to steal the laughs and the show. Harry Tyler, as proprietor of the inn where the action takes place, is second to Qualen in getting the most out of his lines. Eula Morgan, the Amazon wife, equals MacLane in presenting a forced and over-played performance.

As it stands now, *Black John* will need considerable doctoring before it can hope for a better-than-arctic reception. Richard Jackson's single set is realistically effective. As director, Paul Guilfoyle does as well as can be expected under the circumstances.

Lee Zhitto.

in the best director available and hope to repair the worst damage, on the chance it might catch on; (3) close it, repair it with the sharpest writers there are (at any price), because the idea is still a whizzer, hire the best director and go to town.

Because Todd is a right man for a fast buck, he may take either of the two latter courses. More power to him. He's got something to work with.

Here's an accounting of the show's assets. Songs: *As the Girls Go*, *Nobody's Heart But Mine*, *Lucky in the Rain* and *You Say the Nicest Things*; *Baby* (the last three nice romantics); *It's More Fun Than a Picnic* and *Father's Day* (swell specialties).

Betty Lou Barto is more than a successor to her sister, Nancy Walker, she's brassy and great. Clark tries hard but there's not much here for his metier, altho the "idea" suits him. Irene Rich captivates. Dancer Kathryn Lee is wonderful and so is Bill Callahan.

But the debits are worse: The swell book which was thrown out the window before it had a chance; the direction, which is impossible. If *Girls* were properly repaired it might be a whopper; right now it's a cropper.

Bill Riley.

Clarke Junket In New England Below 1947 Biz

NORTH WHITEFIELD, Me., Oct. 16.—W. H. Clarke, whose unit recently completed a fair five-month run of vaude-pix presentations in New England, will vacation in Boston for a few weeks before taking up his religious pic locations in New York and Pennsylvania. Clarke reports the summer season far below last year's good grosses.

Clarke said that he met Harry French at Chatham, N. B., the past summer and that French has a neat novelty show and museum that fills a long trailer with rare curios. French, says Clarke, is moving from Eastern to Western Canada, which is his established territory. French is the son of Abner French, of the old-time Norris & Rowe Circus.

Childs Eyes Circle Flesh Promotions; 5-Month Trek Fair

HEPPNER, Ore., Oct. 16.—Frank E. Childs, whose unit has been out for five months, is looking over territory in this section for circle flesh show promotion. Until he lands the proper booking territory, Childs plans to play E. F. Hannan's three-cast bill, *Henry Goes to Town*, with Childs, his wife, Myra, and Philip Dolbert doing the show.

Childs said the outfit traveled as far East this summer as Eastern Idaho, but that returns were not as good as anticipated. Childs recently sold his pic outfit to Thomas F. Murray, Spokane.

Dayton Rotary Inks Bryant

POINT PLEASANT, W. Va., Oct. 16.—Billy Bryant, former operator of Bryant's Showboat, reports he is still giving lectures on his showboat experiences before service clubs. He is scheduled to speak before the Dayton (O.) Rotary October 15 and is planning a trip to Cincinnati later this month.

ODDS AND ENDS FOR SALE

Two 2½ Ton Trucks, \$900.00 each; one Tractor and Trailer with stake body, 5 ton capacity, \$2,900; one Tractor, \$1,000; all Chevrolets, good condition, good rubber. About 25 Dramatic and Comedy Scripts and Parts, all oldtimers, \$35.00 takes the lot. For appointment see or address.

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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 bartrains.

ACE CAMERA SUPPLY

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35MM. BARGAIN SALE

Westerns and Features, complete, \$15.00 each and up. Programs rented, \$7.50. Pair Universal Sound Projectors, complete, \$475.00. Late Musical Westerns, \$50.00 each. Shipping Cases, 2000 ft. capacity, for \$4.00 each. Poster Supply. Free lists.

SIMPSON FILMS

155 HIGH DAYTON 3, OHIO

Who Recalls This Tommer?

By Charlie Duple

ONE HOT summer day in 1897, a few wagons and buggies came to a halt on the old circus lot in Jeffersonville, Ind. It was an overland Uncle Tom's Cabin troupe. The poles, canvas, trunks, scenery and all other equipment was unloaded by the crew, which comprised several husky workers and all was in readiness shortly after noon for the night's performance.

What company this was, I have not

Travis Unit Works Ala. To Fair Biz

CINCINNATI, Oct. 16.—Ren Travis, owner-manager of the Travis Vaude Show which has been playing Butler County, Alabama, the past summer, reports results were only fair, but he's hoping things will get better this winter.

Travis currently is dickering to add a religious feature pic which he plans to use thru Texas this winter. He says that he's playing halls and if he can find a spot that looks good for circle pix, he'll plant on it.

Steeds Prep Plans For Return to Biz

WATERTOWN, Wis., Oct. 16.—Billy and Curley Steed, well known tab, rep and burlesque performers, who played nitery dates before retiring from the road two years ago, are in the restaurant and tavern business here where they operate the Main Cafe. They are making plans to return to show business and are negotiating for the sale of the local spot.

Their daughter, Helen, is married, as is their son, William Jr. Their youngest son, Bobby, is playing trumpet with the Eddy Rogers ork.

REP RIPPLES

MRS. ROBERT NOELL letters from Pink Hill, N. C., that Frank and Victoria Layton, of dog act note, have been awarded a six-year contract with a school assembly unit. Mrs. Noell also says that she renewed acquaintances with Marion Drew, also of dog act note, the past summer. Some of the old-timers in that vicinity, says Mrs. Noell, are Bob Demorest, who is reported to have purchased a Drive-In Theater at Goldsboro, N. C., from E. S. Holland, who is making his home in Kingston, N. C. Others on the move, but near-by, says Mrs. Noell, are Mrs. Woods, Mrs. Russell, the Rutters; J. S. Roach, who recently purchased a kangaroo; and J. W. Roach. The Wests, Kate, Lonnie and Broncho, are off the road and making their home in Erwin, N. C., Mrs. Noell says. . . . Hollis F. Carter has been putting on amateur minstrel shows in Eastern Washington and has several dates booked for future promotions. Carter at one time was a vocalist with Gorton's Minstrels. . . . Estelle Pellette, widely known repster and tent show performer, succumbed to a heart attack in Providence Hospital, Mobile, Ala., October 7. During her tenure in show business she had been associated with such orgs as Murphy's, Pullen's, Choates Comedians and W. I. Swain. . . . Griffin

the least recollection. That night around 6 o'clock a street parade was given. I recall there was a small band with a baton spinner strutting along ahead in a gaudy uniform that could really do his stuff, including behind the back catches. The band, while marching, played an old circus galop. However, it was played in a strict march tempo. It was *Tappe-titt Galop*, by C. W. Dalbey, and used by circus bands the past 50 years.

Little Eva rode in a fancy carriage somewhat resembling an over-sized old-style baby buggy. This was drawn by two large goats. A log cabin mounted on running gear also was in line. This was drawn by two gray mules that also did duty as baggage stock. A hand-carved tableau, with sunburst wheels, representing the Rock of Ages was in line and drawn by two spotted ponies.

This was the last wagon show Tom troupe to play here. J. S. Kritchfield's Uncle Tom's Cabin company was here in August, 1908, traveling on two cars and showing under canvas. No Tom troupe has been here since. J. S. Kritchfield was band leader with the John H. Sparks Old Virginia Shows 1901-1906 and was leader of the band with his Tom show. He was an old friend of the writer and a real trouper, being front door man with Downie Bros.' Circus the years it was owned by Charles Sparks. I have an elaborate letterhead of Kritchfield's Tom show. For some years Al Kadell was a partner.

Their names were well known 40 years ago to the rep folks. It is likely some old Tommers of that period will recall the old wagon show troupe I have mentioned.

Riverside Drive-In Closes

HARTFORD, Conn., Oct. 16.—Riverside Park Drive-in-Theater at Agawam, Mass., is the first outdoor motion picture theater in the Hartford area to close for the season. Theater, operated by Edward J. Carroll, closed after the last show Saturday night (9).

Hearon Org Does Okay in N. M.; Winter Trek Set

CLOVIS, N. M., Oct. 16.—R. G. Hearon's vaude-pix trick has been playing to fair business in this sector for the last five months. Unit, which played halls exclusively this summer, will add a number of school dates during the winter.

Sidney Harvey is with the org, as is Mrs. Hearon. Hearon says they have been presenting sketches for the flesh portion of their presentation and audiences for the most part have been cordial. Hearon recently added some religious pix and he plans to work in a few dates as the org moves up to the Northwest before picking up spots in Washington and Oregon where the show has appeared the past two winters.

Construction Under Way On Montville Drive-In

HARTFORD, Conn., Oct. 16.—Construction of a new outdoor motion picture theater in Montville, Conn., is under way. The 600-car capacity drive-in will be operated by E. M. Loew's Theaters.

The same concern also operates the Milford, Conn., Drive-In and the Hartford Drive-In, Newington, Conn.

Mrs. Turner Works Gallery

TRINITY, Tex., Oct. 16.—Mrs. Mary McNeill Turner, who made her debut in show business 46 years ago at the age of 12 and who trouped with the old J. Doug Morgan Show for seven years, is now operating a photo gallery here. At one time she appeared with the Al G. Barnes Circus and later with Doc Tate, med show operator, as a toe and ballet dancer. She is the widow of Jack Turner, who at the time of his death in 1935 operated a dance school in Jacksonville, Tex.

Blue Grass Firm Chartered

FRANKFORT, Ky., Oct. 16.—Secretary of State has issued a charter to Blue Grass Outdoor Amusement Company, Georgetown, Ky., which proposes to operate theaters and amusement enterprises. Authorized capital stock is 250 shares, no par value. Incorporators are Mark and Lida Cummins and Raymond and Frances Toepfer.

Sisks Clicks in New Mexico

BLOOMFIELD, N. M., Oct. 16.—Sisks' Show is presenting its vaude-pix attractions in this area to successful business. Unit is owned and operated by Sam Sisks, old-time 10-20-30 agent.

Young With Sikes Company

RICHMOND, Va., Oct. 16.—John C. Young said here this week that he is field manager for the O. L. Sikes Tent Enterprises, having resigned his position as manager of Siko Bros.' Show.

Operators of the Kutztown, Pa., Park band shell have inaugurated a policy of open-air motion pictures for the Thursday nights as long as the weather permits. Prices for the open-air, 16mm. movies are scaled at 20 cents for adults and 10 cents for children, tax included.

THE FINAL CURTAIN

ALLEN—Mrs. Jerry Phillips, 34, music arranger, October 6 in Hollywood. The only feminine member of the American Society of Arrangers, she had worked for such top names as Paul Whiteman, Hoagy Carmichael and Frank Loesser. Her husband, Edwin, survives.

BRADSHAW—Murphy L., 34, employed by Crafts Exposition Shows, accidentally electrocuted in Visalia, Calif., October 12. (Details in General Outdoor Section.)

BRUCE—Horace V., 73, former advance manager for the theatrical producing company operated by James Hendrickson and Claire Bruce, his daughter, October 13 in New York. Bruce helped organize the company and retired from the business in 1942. Another daughter, a brother and a sister survive.

BUFFINGTON—Clyde, 34, employed by Crafts Exposition Shows, accidentally electrocuted in Visalia, Calif., October 12. (Details in General Outdoor Section.)

BURKE—Lew, 66, a veteran of 55 years in show business, at Fort Worth October 12. He was stage manager for the Worth Theater, Fort Worth, the past 20 years, and for 14 years had lived in an apartment on the stage. Burke was a teen-age kid when he took his first show job. In 1910 he went to New York where he became associated with shows starring Will Rogers, the Marx Brothers, Gus Edwards, Frank Bacon, Frank Fay and the Duncan Sisters. Barry Burke, a brother, survives. Funeral and burial at Fort Worth October 13.

COOK—Murdock T., 56, formerly with the Ringling and Al B. Barnes circuses, recently in Miami Valley Hospital, Dayton, of cancer.

COOPER—Winfield (Mickey), concession agent on the Cavalcade of Amusements, October 10 in Montgomery, Ala., of a heart ailment.

DAVIDSON—Elbert, 32, employed by Crafts Exposition Shows, accidentally electrocuted in Visalia, Calif., October 12. (Details in General Outdoor Section.)

DUKOFF—Theodore, Chicago, former concessionaire, October 8 in that city when hit by an auto. Burial in Chicago October 11.

EATON—Mary, 46, former musical comedy star, October 10 in Hollywood. After her initial appearance with the Poli Stock Company in Washington in *Mrs. Wiggs of the Cabbage Patch*, she toured the country with the company in the *Blue Bird*, playing New York in the role of Tyltyl, in 1915. Subsequent shows included *Follow Me*, several versions of *The Ziegfeld Follies* (from 1923 to 1930), *Kid Boots* with Eddie Cantor, *The Royal Vagabond*, *Lucky, Julius Caesar*, *The 5 o'Clock Girl*, *Sally* (in which she took over the role created by Marilyn Miller), and *Folly To Be Wise*. She also appeared in several movies. Her brother, Ed Laughton, movie actor, and her mother survive.

HALEY—Charles W., 77, former hostler with Ringling Bros. and Barnum & Bailey, in Holy Ghost Hospital, Cambridge, Mass., October 9. Burial in Cambridge October 13.

HALLE—Richard LaForge, 84, recently a music arranger and formerly a composer, publisher and bandmaster, October 7 in New York. He arranged music for numerous publishing companies and retired about a year ago from the Music Publishers' Holding Corporation. Before the turn of the century he had his own band and was also a partner of Mullin & Halle, Inc., former music publishers in New York. Among the songs he composed were *Baby's Prayer* and *Why Can't a Girl Be a Soldier?* His widow, daughter and three sons survive.

HINDS—Samuel S., 73, film character actor, October 13 in a Pasadena, Calif., sanitarium. One of the founders of the Pasadena Community Playhouse, Hinds had practiced law in New York before going to Hollywood

in 1905. Among the movies in which he appeared were *Gabriel Over the White House*, *Back Street*, *The Spoilers*, *Week-End at the Waldorf* and *Call Northside 777*.

HORN—Ted, 38, AAA automobile racing champion the past three years, October 10 during a race at DuQuoin, Ill. (Details in General Outdoor Section.)

HOWELL—James, 68, former vaude and burly performer, October 4 in Brooklyn. He appeared in vaude in the teams of Howell and Emerson and Howell and Gear, did straights in burlesque and for a time was with Jim Barton. His widow, Mamie, with whom he also played vaude as a team, survives.

KERR—Alfred, 81, German drama critic, October 13 in Hamburg.

LIVINGSTON—Joseph E., 71, manager of the Rex Theater in Tampa for the past 10 years, suddenly October 2 in that city. Years ago he trouped with Bert Melvill's Comedians and for 18 years was associated with the Raulerson Road Show. Survived by his widow, Gussie. Burial in Garden of Memories Cemetery, Tampa.

LYDING—George, 80, former singer in operettas and legit musical director, September 29 in New York. Lyding sang in England and Australia, and in late years was musical director for such shows as *Babes in Toyland*, *Irene*, *Up She Goes* and *Blossom Time*. His widow survives.

PELLETTE—Mrs. Estelle, wife of Chick Pellette, well-known rep performer, and sister of Bernie Smuckler, concessionaire with the Alabama Amusement Company, October 7 in Mobile, Ala. She and her husband appeared many years with various rep organizations. Besides her husband, she leaves a son, Jacques; three sisters, Mrs. Roberta Hill, Detroit; Mrs. Lydia Hart, Columbus, O.; Mrs. Floman Monroe, Detroit, and two brothers, Jack, Detroit, and Louis, Lake Helen, Fla. Burial in Detroit, her former home.

READ—Harry B., 56, who pioneered radio broadcasting in the Pacific Northwest, October 9 in Salem, Ore. Read got his early grounding in radio with a repair shop at Hood River, Ore. His first broadcasting venture was with the old Hallock & Watson station in Portland, which was set up before stations had call letters. He was one of the establishers of KKL, Portland, Ore., and also had the channel which later became KOIN, Portland. He came to Salem in 1934 and established KSLM, which he sold to Glenn McCormick 10 years later.

RICHMOND—Paul W., 53, former concessionaire, October 10 at his home in Los Angeles of a heart attack. Interment at Showmen's Rest, Los Angeles.

RILEY—Fred J., former leader of a Negro band, September 29 at his home in Amherst, N. S. Surviving are his widow, two sons and three daughters.

RITTER—John, 38, midget auto racer, October 12 in Medford, Mass., when he was struck by another car as he changed a tire at the ringside. His widow, son and daughter survive.

ROEGNER—Eugene, 76, manager of a Boardwalk concession in Wildwood, N. J., for 10 years, October 4 at his home in that city. His widow, Martha, survives.

RYAN—Mary, 68, well-known Broadway actress and widow of Sam Forrest, general stage director for Cohan and Harris, October 1 in Cranford, N. J. The daughter of actor John Ryan, she was brought on the stage at the age of four, but first gained recognition in 1906 as Margaret Gray in *Brewster's Millions*. Then followed a long line of plays including *The Fortune Hunter*, *Miss Patsy*, *The Starbuck*, *On Trial*—the show which gained her widespread fame—*The House of Glass*, *The Little Teacher*, *The Sign on the Door*, *The Turn in the Road*, *Only 38*, *Red Light*

Annie, Her Man of Wax and The County Chairman. Her two sisters survive.

SCHAAF—Jack, 43, actor and magician, October 10 at his home in Los Angeles. Survived by his widow, mother and a sister.

In Loving Memory of Our Little Pal

SANDRA JO TOLER

Who Departed for Fairyland
October 23, 1947

Mildred and Roy Allen
and Little Jimmy

In Loving Memory of Our Little Girl Friend

SANDRA JO TOLER

WHO LEFT US SO SUDDENLY
OCTOBER 23, 1947

RHEA AND TOMMY CARSON

SMITH—Desmond A., 29, Elko, Nev., contestant in the Madison Square Garden (New York) rodeo October 2 in New York, of injuries sustained when he was thrown from a horse.

SMITH—Thomas A., 64, pitchman and former med show operator, of a heart attack recently in Blythville, Ark., at the home of Doc Tom Dean. Smith was associated with Maurice Cash's med show opera this summer. Survived by a son, Bobby, Hot Springs theater operator, and a brother, Patrick, Miami.

TANK—William, 64, veteran showman, with the Alamo Exposition Shows for the past 15 years, October 6 in San Antonio. He had also trouped with various other carnivals and circuses. Burial in San Jose Cemetery, San Antonio.

VON HAUSEGGER—Siegmond, 76, German conductor and composer, recently in Berlin. Besides his operas, *Helfrid* and *Zinnober*, and his symphonic poems, he wrote *Symphony of Nature*, his best known work.

WILLIAMS—Melvin, 34, employed by Crafts Exposition Shows, accidentally electrocuted in Visalia, Calif., October 12. (Details in General Outdoor Section.)

ZACCONI—Ermete, 91, dramatist and actor, October 14 in Viareggio, Italy. He became a leading classical actor, appearing in Shakespeare, Ibsen and Turgenev. He also appeared in pictures.

Births

A daughter, Nan, to Mr. and Mrs. James Dalton September 22 in Mt. Sinai Hospital, Philadelphia. Father is advertising manager of *The Exhibitor*, motion picture trade magazine in that city, and mother is the daughter of J. J. Scully, district manager for Universal-International Pictures, Inc.

A son, David Laurence, to Mr. and Mrs. John Still September 26 in Fitzgerald-Mercy Hospital, Philadelphia. Father is producer of *The Lunchtimers*, a daily variety show on KYW, Philadelphia.

A son to Mr. and Mrs. Ray Bonner in Detroit, October 7. Father is operator at the Alden Theater, Detroit, and a manufacturer of magic equipment.

Marriages

BAUER-GORDON—John Bauer and Joan Gordon, secretary of the Old-Time Vaudeville and Dramatic Artists' Club, Oakland, Calif., and former vaude and musical comedy performer, September 25 in Virginia City, Nev.

BIGELOW-NOBLE—Bryan A. Bigelow, Circus Fans' Association member and president of the Bluch Landolf Tent No. 24, Hartford, Conn., and Nancy G. Noble, October 9 in New Haven, Conn.

BLAINE-FISH—Jimmy Blaine, American Broadcasting Company announcer and star of his own *Music and Mr. Blaine* show, and Phyllis Fish, former secretary of Harry Wismer, ABC sports director, September 28 in New York.

CAREY-MALONEY—Robert P. Carey, publicist, and Lorita Maloney, radio and club singer, September 21 in Chicago.

CHAPMAN-SMITH—Gene Chapman, ride superintendent of Buffalo Shows, and Donna Jean Smith, concessionaire, September 21 in Corry, Pa.

DWORMAN-GINSBERG—Lester Dworman, son of Irving Dworman, operator and owner of Ravenhall Amusement and Bathing Park, Coney Island, N. Y., to Leona Ginsberg September 26 at Greenwich, Conn.

DUMONT-CLARKIN—Lou Dumont, staffer at WKNB, and Phyllis Clarkin, recently with WFEA, October 9 in Milford, N. H.

FECTEAU-CHEEK—Louis Fecteau, member of the Sky High Alcides, aerial act, and Edna Cheek, *The Billboard* agent with the DeLuxe Shows, recently in Weathersfield, Conn.

FERRIN-MOORHEAD—Harold Ferrin, musical director, and Jean Moorhead, actress, who introduced *Fussin', Feudin' and Fightin'* in Olsen and Johnson's *Laughing Room Only*, September 30 in Atlantic City.

GETSCHAL-COOPER—Budd Getschal, ad agency veepee, and Evelyn Love Cooper, lyricist and special material writer, September 29 in New York.

HARDIMAN-SHELTON—Orval (Baggy) Hardiman, leader of the Five Kings, instrumental-vocal group, and Vivian Theresa Shelton, non-pro, September 29 in Elkton, Md.

JARMUSCH-FRENCH—Robert Jarmusch, non-pro, and Betty French, theater editor for *The Akron (O.) Beacon Journal* for the past four years, October 9 in that city.

KACZANDER-STATT—Paul Kaczander, head of National Radio Productions and assistant director of radio at Wayne University, and Estelle Statt in Detroit recently.

KANE-HILL—John Kane, manager of the Rocy Theater, Cleveland, and Helen Hill, September 21 in Cleveland.

MARTIN-BOWMAN—Jack Martin, of the Motordrome on the O. C. Buck Shows, and Pamalla Bowman, of the *Dream Hour Revue* on the same org, recently at Dunkirk, N. Y.

MOFFETT-DUPREZ—George Moffett Jr., staffer with the Authors' League of America, and June Duprez, legit and film actress, October 3 in New York.

PETTY-ITKIN—Dick Petty, staff announcer at WLBR, and Iza Itkin, October 4 in Lebanon, Pa.

REGAN-DEGNAN—Thomas F. Regan Jr. and Patricia Degnan, with Station WNJR, October 16 in Newark, N. J.

ROPER-HATCHER—Don Roper, producer and director for WTTG, and Annette Hatcher, October 2 in Gaffney, S. C.

SMITH-SLAVIN—Daniel Smith and Lillian Slavin, staffer in the William Morris theater department, September 25 in New York.

STOKEN-MARINE—Bill Stoken, acrobat and manager of the Six Stoken Brothers, and Alice Marine, toe dancer, September 30 in Pittsburgh.

STRANGE-ROSE—Syd Strange, bandleader, and Jean Rose, head of a theatrical agency, recently in New York.

DALLAS SETS HIGH GATE PACE

Attendance Up First Six Days

Enters 7th day of 16-day run with 491,985 count—record 222,310 at opening

DALLAS, Oct. 16.—A total of 491,985 persons were clocked thru the turnstiles at the State Fair of Dallas here thru Thursday (14), the sixth day of the 16-day event, to put the total 14 per cent higher than for the comparable period last year.

The event teed off Saturday (9) with a record-breaking crowd of 222,310 lured by the University of Texas-Oklahoma game played to 70,000 fans in the newly renovated Cotton Bowl, which has been reconstructed at a cost of \$1,280,000.

Complete sellouts for the first and second week-ends of the expo were reported for the Jimmy Durante-Harry James show in the 4,400-seat Fair Park Auditorium, and for *Ice Cycles of 1948* in the 6,000-seat ice arena. Good attendance was registered for the Flying L. Rodeo in front of the grandstand after a none-too-strong opening.

Midway business has been above average. Biggest play thus far was recorded Friday (15), Grammar School Day. Fred Tennant Jr., superintendent of the midway, forecast a record-breaking gross for midway shows and also peak business for concessions if the weather holds good thru the close.

Ice Cycles of 1948 accounted for the healthiest daily box-office business in the first six days. The Durante-James show, with a \$3.70 top price, scored a daily average gross of \$4,500 thru the first six days.

The fair has designated 10 special days honoring organizations, in an expansion of past policy, with the view of hitting a 2,000,000 gate. In 1947 attendance totaled 1,763,921.

The fair will be climaxed by a mammoth band festival October 24, with 17 bands participating in a massed band concert which is expected to attract 65,000.

A big show for the benefit of the Showmen's League of America's Cemetery Fund has been scheduled for Thursday midnight (21). It will offer acts from the midway, the rodeo, Dallas night clubs, radio stations and the Durante show.

John Ritter Killed In Medford Mishap

MEDFORD, Mass., Oct. 16.—More than 2,500 race fans saw a midget auto leap the track and strike down three men at Medford Bowl, Columbus Day (12), killing one and critically injuring the other two.

John Ritter, 38, racing driver of Paterson, N. J., died of a broken neck in a police ambulance en route to a hospital. Injured were Robert Van Blarcom, a mechanic of Ridgewood, N. J., and Albion D. Hatfield, of Boston.

Car was driven by Carl Falkenham, racing under the name of Dynamite Dugan. It was the final day of the midget auto race season and the last race of the day. Ritter was regarded as the No. 1 driver of the American Race Drivers' Club.

Light Mid-Week Biz for Rogers; Wk.-Ends Strong

CHICAGO, Oct. 16.—While no official attendance figures had been released thru last night on the Roy Rogers Rodeo, which opened in the Chicago Stadium Friday night (8) and continues thru Sunday night (24), best guess is the show is doing business on a par with last year.

John Hickey, rodeo manager, reported business light on week nights, but said: "The first week-end business was good and our advance for this week-end (Saturday-Sunday 16-17) is excellent."

That was the case a year ago, the show playing to small crowds during the week but getting capacity or near-capacity on the week-ends.

With Rogers and his wife, Dale Evans, as the box-office appeal, show this year is on a par with last year. Officials have it running in good time. Prices this year are \$1.25, \$1.90, \$2.50 and \$3.80.

Official staff includes Roy Rogers, executive director; Col. Jim Eskew, arena director; John J. Hickey, manager; Philo J. Harvey, general counsel; Fog Horn Clancy, publicity; Bob Mathews, arena secretary, and Bill Parks, superintendent of stock.

Featured on the show, in addition

Cole Bros. Biz Keeps Up In Mississippi

Hits One Disappointment

MERIDIAN, Miss., Oct. 16.—Cole Bros., which enjoyed some excellent business in Texas, was finding Mississippi giving, for the most part, in similar style.

This spot really proved a big surprise. The show had near-capacity at the matinee and a straw to the ring banks at night.

At Hattiesburg, business was okay, both matinee and night shows getting three-quarter houses. Weather was against the show, it being threatening thruout the day and night.

Brookhaven gave with a full one at night, after a light matinee. Columbus proved a disappointment, org getting only one good house in two shows.

to Rogers and Dale Evans, are Buddy Mefford and Tex Rossi, Jim Eskew Jr., Jack and Bobby Knapp, Foy Willing and the Riders of the Purple Sage.

Mid-South Inks L. B. Herring as Boss for 2 Years

MEMPHIS, Oct. 16.—L. B. Herring Jr. will continue as manager of the Mid-South Fair and Livestock Show here for the next two years as a result of a contract signed this week with the fair board, W. Henry Dilatush, president, announced.

The contract, effective February 1, 1949, also provides a residence on the fairgrounds.

Herring assumed the managerial reins here in February of this year. A financial report on the 1948 fair is expected soon, with all indications pointing to success, Dilatush said.

"Because of a close supervision of expenses in preparation for this year's fair, a record-breaking attendance, all space being rented by exhibitors, and the amusements being well patronized, we feel this year's operations should be profitable," he declared.

Before coming here Herring, who is a past president of the International Association of Fairs and Expositions, served as manager of the Tri-State Fair, Amarillo, Tex., in 1947 and as general manager of the South Texas State Fair, Beaumont, from 1926 thru 1942.

Herring left here this week for Columbus, O., to attend the American Jersey Cattle Club sale in preparation for staging that event in conjunction with the 1949 fair here.

J. C. King, assistant manager of the fair here, resigned Friday (15). His plans, he said, are indefinite, but he would like to stay in the fair business.

Close-Up:

Career of Mike Benton Carries Flavor of Three-Ring Circus

By Herb Dotten

MITCHELL McIVER BENTON, known as Mike Benton almost since his birth November 16, 1898, has "been running a three-ring circus" as long as he can remember.

Long the No. 1 man at the Southeastern Fair, Atlanta, Mike for many years also has been the president of a freight and passenger elevator manufacturing company in that city. And, since last year, he also has been the head man in the operation of one of his financial interests, Station WGEB, 250-watt AM, 3,000-watt FM outlet in Atlanta.

All of this activity doesn't amaze Mike's intimates. His life has been crammed ever since his high school days in Atlanta. Then, he led the school band, headed the mandolin club and was the class declaimer.

Into those activities, he put his talent as an executive, salesman and showman. And since then he has made full use of those talents.

Named Fair Head

In 1933, Mike, then vice-president of the fair committee of the Atlanta Junior Chamber of Commerce, was named to take over the management of the Southeastern Fair. At the time, the fair, a Chamber of Commerce-sponsored event operating under a non-profit corporation charter at the city-owned, city-leased, 135-acre Lakewood Park, was badly in debt—\$150,000, to be exact.

The senior chamber thought that the fair needed a transfusion of new young blood and that led to Mike's choice, even tho Mike had had virtually no fair management experience. Mike took the job on—for free.

It was no small task. The fair had no credit. In fact, Mike recalls, he had to pay the fair's electrician out of his own pocket for the first three months.

At the year's end, tho, the fair showed a profit of \$30,000. Grateful, the fair board gifted Mike with a new car.

(See CAREER OF MIKE BENTON on page 57)



MIKE BENTON

4 Crafts Expo Lot Workers Electrocuted

4 Others Injured in Mishap

VISALIA, Calif., Oct. 16.—Tragedy struck Crafts Exposition Shows Tuesday (12) when four lot workers were electrocuted and four others critically injured as they were setting up a light tower that contacted a high tension line carrying 11,000 volts.

Instantly killed were Murphy L. Bradshaw, 34, Paris, Ariz.; Melvin Williams, 34, Fort Worth, and Elbert Davidson, 32, no address. Clyde Bufington, 34, no address, died later in Visalia Hospital.

The light tower was being raised by an eight-man crew when it leaned within a foot of the high-voltage line, and the current sparked the gap. Sheriff's officers said wet ground from morning shower partially was responsible for the accident.

Injured were James Hammond, 31, Hollywood; Richard Daughtery, 24, Los Angeles; Wilbert Kerns, 34, North Bend, O., and Jack Williams, 34, no address.

The org closes a six-day stand here Sunday (17).

The Billboard
Christmas Special
OUTDOOR CONVENTION NUMBER
and
CAVALCADE OF FAIRS

One *BIG* Issue · Two Complete Sections

More Than 300 Pages

including

The Annual Statistical Directory of Fairs

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plus

**All the Regular Weekly Features
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The Cavalcade of Fairs

for

*Carnivals, Fairs, Booking Offices, Free Attractions,
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Your ad in this Section will have the greatest appeal to Fair Secretaries. Special mailing of the Cavalcade to Fair Secretaries EVERYWHERE before they entrain for Chicago. Also Special distribution at State Fair Meetings held during December, January and February. Be represented with an ad that will

- Command Attention
- Create Interest
- Impel Action
- Produce Contracts
- Reserve Your Space NOW

(Minimum space sold, 1 Page)

Send Your Copy and Instructions Early for Special Attention.

**Last Form of the Cavalcade will
close Monday, November 15**

The Outdoor Convention Issue

for

*Firms Selling Supplies and Equipment to Parkmen
and Outdoor Showmen*

Rides, Trucks, Tractors, Sound Equipment, Concession Games, Posters, Tickets, Signs, Tents, Canvas, Living Trailers, Concession Trailers, Popcorn Machines, Frozen Custard, Candy Floss, Lamp Bulbs, Insecticides, Paint, Portable Seats, Turnstiles and hundreds of other items used extensively in the field of Outdoor Amusements.

Manufacturers and Distributors

If you cater to Parks, Carnivals and other places of Outdoor Amusements be sure you are represented with a large, complete advertisement in this all-important issue with its added features and increased distribution.

Reserve Your Space NOW

Send Your Copy and Instructions Early for Special Attention.

**Last form of the Convention Num-
ber closes Wednesday,
November 17**

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PENNY PITCH GAMES
 Size 46x48". Price \$42.50.
 Size 48x48". With 1 Jack Pot. \$50.00.
 Size 48x48" With a Jack Pot. \$55.00.

PARK SPECIAL WHEELS
 10" in diameter beautifully painted. We carry in stock 12-15-20-24-and-30-number wheels. Price \$27.50

BINGO GAMES
 15-Player Complete \$6.00
 100-Player Complete 8.00

1/3 Deposit on All Orders
SLACK MFG. CO.
 116-122 W. Illinois St. CHICAGO, ILL.

ASTRO FORECASTS
 All Readings Complete for 1949

Crystals, dials; imported
 On hand in three sizes 2 1/2 3 inch: \$9/16;
 4 3/16. Write for prices.
 Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00
 4 p. Goudfish Pamphlet 8 1/2 x 11. 12 Signs.
 Any quantity each 1 1/2

"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 p., 8x5. Contains all 12 Analyses. Very Well Written. \$6.00 per 100 Sample 10c

FORECAST AND ANALYSIS. 10-p. Fancy Covers. 5c
 Sample of each of the above 4 items for 25c
 No. 1 48 Pages Assorted Color Covers 50c

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Policy. 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample 20c

HOW TO WIN AT ANY KIND OF SPECULATION. 24 p. Well Bound 5 1/2 x 11 25c

PACK OF 78 EGYPTIAN F T CARDS.
 Answers All Questions. Lucky Numbers, etc. 50c
 Signs Cards, Illustrated. Pack of 36 15c
 Graphology Charts, 9x17. Sam. 5c. Per 100 \$7.50

MENTAL TELEPATHY Booklet 21 p. 25c
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name & ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

SIMMONDS & CO.
 19 West Jackson Blvd. CHICAGO 4, ILL.
 Send for Wholesale Prices

Surpasses All Others
 The... **HI-BALL** Ride is Tops



52 Ft. High
 Ideal for Carnivals
 THRILL

Fast Loading
 Ideal for Parks
 FLASH

FRANK HRUBETZ & CO.
 SALEM, OREGON

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CONCESSION EQUIPMENT
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BLEVINS POPCORN CO.

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NEW IMPROVED
CHAIR PLANE SWINGS
 16 and 24 Seats. 16-18-22 Foot Towers
 Le Roi Power Units
RIDE HI MFG. CO.
 MURPHYSBORO ILL.

GIVE TO THE DAMON RUNYON CANCER FUND

Get Go-Ahead On New Milw. Sports Arena

Building To Cost \$1,300,000

MILWAUKEE, Oct. 16.—Construction of a \$4,300,000 auditorium sports arena, as good as the best in comparable cities, was assured here Monday (11) when the common council voted \$800,000, spread over the next three years, to help finance it. The auditorium board met a few minutes later and accepted low construction bids and authorized board officers to sign contracts.

The executive board okayed the offer of the Milwaukee Company and Robert W. Baird & Company Inc. to buy and market \$2,750,000 in revenue bonds for the arena construction. Other financing includes use of \$500,000 in auditorium reserves and \$250,000 in funds appropriated by the common council in the 1948 budget. The building will be east of the




ELECTRO FREEZE
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 2720 THIRD AVENUE NEW YORK 54, N. Y.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
 SPECIALLY PRINTED
 CASH WITH ORDER PRICES -- 10M, \$10.20 -- ADDITIONAL 10M's AT SAME ORDER, \$2.20
 Above prices for any wording desired. For each change of wording and color add \$3.75.
 For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
 1 ROLL \$1.00
 5 ROLLS @ 75c
 10 ROLLS @ 60c

WELDON, WILLIAMS & LICK
 FORT SMITH, ARKANSAS
 Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number



KING AMUSEMENT CO. 82 Orchard St. Mt. Clemens, Mich.

CONCESSION TRAILERS
 This sturdy trailer has masonite body 10 ft. long, 88 inches wide. Full price, \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.

FLYING SCOOTERS
 QUEEN OF THE FLYING RIDES
 With 1948 Streamlined Cars

EIGHT CAR PORTABLE RIDE • STATIONARY & ELEVATED PARK RIDE • NEW JET KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY
 5441 S. COTTAGE GROVE CHICAGO 15, ILL.

PROFIT BUILDERS FOR WISE CONCESSIONAIRES

Popcorn Kettles—A popcorn popper for every need. Super kettle with 35-quart capacity sells for only \$37.50. 12-Quart Saratoga kettle, \$20.00. Eight-quart stetone popper ideal for auxiliary use, \$12. Waffle Molds—The original six-sided, round or scalloped molds, complete with handles at \$2.50 each.

Floss Machines—Concession Model 120 Floss Machine is the finest on the market. All latest improvements make it the last word in fast, easy operation. A real buy at \$275.00.

All ready for immediate shipment—25% with order, balance on delivery—F. O. B. Toledo.

CONCESSION SUPPLY COMPANY — 3916 Secor Rd., Toledo 6, Ohio

Planned That Way?

BIRMINGHAM, Eng., Oct. 16.—A cigarette-smoking visitor at the Birmingham Exhibition Hall was knocked on the noggin by a falling board which jarred the fag out of his mouth. The board was appropriately inscribed: "No Smoking."

present auditorium and connected to it. The arena will handle 13,200 and together with the present auditorium main hall, which holds 8,400 could seat a combined crowd of 19,600.

Equipment will include 8,900 permanent seats rising in tiers on four sides like a stadium, above an arena 226 by 105 feet; 4100 movable seats, which can be placed on the main floor for meetings; portable stages, special lighting effects and public address systems. It is designed to house conventions, concerts, ice carnivals, hockey games, basketball games, boxing, bowling meets, rodeos and indoor circuses.

No Pillars, Posts

Each arena seat will have an unobstructed view of the floor because the dome construction of the roof will eliminate pillars. The dome will curve upward to a point 100 feet above the floor and the walls will be 58 feet high. Under the east tier of seats will be a 300 by 61 exhibit hall; under the west tier, storerooms, an ice-making machine, dressing rooms and lavatories. For shelter, there will be a 115 by 16 marquee.

Two main stairways, 35 feet wide, will carry throngs from the lobby to their arena seats. The stairways will flank a semi-circle of ticket windows in the lobby. Enclosed exits will be built for all four sides of the building and there will be two large truck entrances. The building will occupy an entire city block and will necessitate the closing of one street.

William C. Maas, auditorium manager, said it would permit Milwaukee to invite the largest conventions, including national political conventions.

WHEELS OF ALL KINDS
 — PADDLES —
 — LAY-DOWNS —

FAIR AND CARNIVAL SUPPLIES & EQUIPMENT

- ALUMINUM MILK BOTTLES
- JANDY RACE TRACK
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- WATCH LA BLOCKS

Write for Catalog
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COMPLETE POPPERS SUPPLIES
 •
READY-TO-EAT POPCORN PRODUCTS
 Excel Popper

REYNOLDS POPCORN CO.
 656000 1948

MIDWAY MARVEL
CANDY FLOSS MACHINE
\$275.00

Slightly higher cost at Rockles.
 double spinnerhead • rubber shock mounted • 25 in. aluminum pan • pilot light indicator • shaft rotates on ball bearings • dust cover • used to prevent overload • accurate machining • ball bearing motor.

CHUNK-NUT PRODUCTS CO
 231 N. Second Street Philadelphia 6, Pa. 2908 14 Smallman St. Pittsburgh 1, Pa. 1261-68 E. Sixth St. Los Angeles 21, Calif.

BOOMERANG
 1948 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT JONEX ISLAND 1947



WRITE FOR CATALOG ETC
U. S. RIDING DEVICES CORP.
 HARRY WITT
 288 JUNIUS ST., BROOKLYN, N. Y.



The White Chief
 Also Available:
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 For Complete Information Write Dept. B
THE CALUMET COACH CO.
 11575 S. Wabash Ave. Chicago 28

Kernel Prunty Says:
"Keep your good humor during those rush periods" by using

RUSH HOUR POPCORN

And When in Need of the Following Write Me.

JUMBO PEANUTS PEANUT ROASTERS
(Raw or Roasted) (With Warmer)

STAR POPCORN MACHINES, OILS, CARTONS, CONES, BAGS, ETC.

Price list of full line of supplies sent upon request.

PRUNTY SEED & GRAIN CO.
—Popcorn Processors—
620 North 2nd St. St. Louis 2, Mo.
—In Our 74th Year—

New ELECTRIC CORN POPPER

PROFITS GALORE! \$5 to \$50 daily earnings!

Get in the BIG PROFIT popcorn business with this popper — does work of \$500 machine. Can pay for itself in a few days because of its low price. FULLY GUARANTEED. New Gray TEED. New Gray

Metallic finish; gleaming nickel trim; electric lighted, beautifully decorated with multi-colored popcorn signs. Uses less current—AC or DC, any cycle, connect anywhere. 17"x17"x26" high. Wt., 30 lbs.

SALESMEN, WRITE FOR PROPOSITION EXCEL MFG. CORPORATION
Dept. B-10-2348 Muncie, Indiana

SLOW DOWN FAST LIGHTING DOLLARS!

Want to cut your show lighting costs? Get a low-cost Universal 100% Diesel electric generating set. Have more lights at less cost. Sizes up to 36 kw. Also gasoline models. Send for literature and prices today.

UNIVERSAL MOTOR COMPANY
426 Universal Drive • Oshkosh, Wisconsin

Mac Glashan AIR MACHINE GUN

Army surplus gunnery trainer—never used! Cost government \$112.50—Our price, F. O. B. Kansas City, **\$24.95** only.

Every gun tested before shipment. Terms: Check with order. Money refunded if not satisfied.

MAIN SUPPLY STORE
521 Main St. Kansas City, Mo.

FOR SALE 12 MANGEL WHIP CARS

In Good Condition.

Price \$500

Rockaway's Playland
Rockaway Beach, N. Y.

Fair Dates

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

October 24-30

- ALABAMA**
Dothan—Houston Co. Tri-State Fair. Oct. 25-30. Mrs. L. J. Lunsford.
- ARIZONA**
Safford—Graham Co. Fair. Oct. 28-30. Col. E. D. Householder.
- CALIFORNIA**
San Francisco—Grand Natl. Livestock Expo. Horse Show & Rodeo. Oct. 29-Nov. 7. Carl L. Garrison.
- FLORIDA**
Jay—Jay Fair & Livestock Show. Oct. 25-30. W. F. Vinson.
Marianna—West Fla. Fair. Oct. 25-30. J. M. Gillis.
- GEORGIA**
Athens—Athens Colored Fair. Oct. 25-30. I. V. Hulme, Elberton, Ga.
Americus—Sumter Co. Fair Assn. Week of Oct. 25. O. C. Johnson.
Augusta—Exchange Club Fair. Oct. 25-30. O. O. McGahee.
Greensboro—Greene Co. Fair. Oct. 25-30. C. H. Crumley.
Hazlehurst—South Ga. Colored Fair. Oct. 25-30. Doc Green.
Hawkinsville—Pulaski Co. Fair Assn. Oct. 25-30. Roger H. Lawson.
Quitman—Brooks Co. Fair Assn. Oct. 22-27. J. P. Bass.
Statesboro—Bulloch Co. Fair. Oct. 25-30. Rufus G. Brannen.
- KANSAS**
Buhler—Buhler Community Fair. Oct. 28-30. J. A. Johnson.
- LOUISIANA**
Clinton—East Feliciana Parish Fair. Oct. 28-30. Overton Beauchary.
Shreveport—State Fair of La. Oct. 23-Nov. 1. W. R. Hirsch.
Sulphur—Calcasieu-Cameron Fair. Oct. 25-30. Mrs. Harold Owens.
- MISSISSIPPI**
Brookhaven—Lincoln Co. Fair. Oct. 25-30.
Yazoo City—Yazoo Negro Fair. Oct. 25-30. R. J. Pierce.
- NORTH CAROLINA**
Carthage—Moore Co. Fair. Oct. 25-30. Colin G. Spencer Jr.
Greenville—Greenville Fair. Oct. 25-30. H. J. Burke.
Rutherfordton—Rutherford Co. Fair. Week of Oct. 25.
Trenton—Jones Co. Fair. Oct. 25-30. A. V. Thomas.
- SOUTH CAROLINA**
Anderson—Anderson Fair. Oct. 25-30. A. P. Durham.
Columbia—S. C. State Colored Fair. Oct. 25-30. Mrs. H. Y. Reese.
Greenwood—Greenwood Co. Fair. Oct. 25-30. J. L. Wash.
Lancaster—Lancaster Co. Colored Fair. Oct. 25-30. C. H. Turner.
Orangeburg—Orangeburg Co. Fair Assn. Oct. 25-30. J. M. Hughes.
- TEXAS**
Beaumont—South Texas State Fair. Oct. 21-30. K. D. Schwartz.
Goliad—Goliad Co. Free Fair. Oct. 26-27.
Waco—Heart O' Texas Fair & Expo. Oct. 25-31. R. W. (Tommy) Stevens.
Wharton—Wharton Co. Fair. Oct. 26-30. H. Charles Koehl Jr.

14G in Prizes for Winners In Rodeo at Portland, Ore.

PORTLAND, Ore., Oct. 16.—A total of \$14,035 in prize money was paid off to rodeo contestants Saturday (9) at conclusion of the annual Pacific International Livestock Exposition here.

Results:
BULLDOGGING—Dan Poore, Holtville, Calif., first; Buck Sorrells, Tucson, second; Slim Pickens, Fresno, Calif., third; Ike Fernandez, Pueblo, Colo., fourth.
BAREBACK RIDING—Gust Bartley, Reno, first; Buck Oliver, Phoenix, second; Lucky Buck, Petaluma, Calif., third; Ken Madland, Portland, fourth.
CALF ROPING—Joe Stenson, Walla Walla, Wash., first; Oren Fore, Walla Walla, second; Buck Sorrells, third; Dave Stout, Phoenix, fourth.
SADDLE BRONK RIDING—Carl Olson, Cardston, Alta., first; Claude Morris, Chandler, Ariz., second; John Tubbs, Valley, Wash., third; Bob Olson, Clancy, Mont., fourth.
BULL RIDING—George Gage, Ellensburg, Wash., first; Dwight Maddox, Weiser, Idaho, second; Gus Bartley, third; Larry Daniels, Lewiston, Idaho, fourth.

MINIATURE GOLF COURSE CONSULTING SPECIALIST
"Anything Pertaining to Miniature Golf"
PLANS DRAWN — LOW-PRICED PUTTERS.
Your correspondence invited.
COOL CREST GOLF COURSE
1402 Frdsb. Rd. San Antonio 1, Texas

Garden Rodeo Gate Running 35% Over '47

NEW YORK, Oct. 16.—Madison Square Garden's 23d annual World's Championship Rodeo is clicking solidly, with attendance figures, up to date, running nearly 35 per cent ahead of last year. This week-end is a complete sellout, and advance sales have cleaned out most of the higher-bracket pews for remaining performances. Rodeo closes next Sunday (24).

Television is credited with giving the rodeo a shot in the arm. The increase in attendance is largely in the lower-priced seats, as the upper-bracket seats have always been in demand.

Garden management has gone all out on publicity for the rodeo this year, bringing in Bev Kelley to supplement the efforts of Lillian Jenkins and the Garden's staff of drum-beaters.

Air Coverage
Not only has the show been given generous coverage by New York papers, radio and video, but is also getting tremendous nationwide coverage thru several syndicated feature rodeo stories by top writers, all of whom slipped in plugs for Gene Autry and Managing Director Everett E. Colborn.

A rotogravure page of Garden rodeo shots which will appear in *The Newark (N. J.) News* tomorrow, has been plugged by that paper all week as a coming feature of its patronage from heavily populated Newark and environs.

As usual the Garden is also getting good coverage on its annual show at Bellevue Hospital and its special performance for underprivileged children at the Garden. The Bellevue show took place Monday (11), with Gene Autry, James Cimmeron's band, the Cass County and Melody Ranch Boys, Bud Carrell and Rose, Jasbo Fulker-son, John Lindsey and a host of cow-boys and cowgirls doing their stuff, after parading from the Garden to Bellevue. The special show for the kiddies is set for Monday (18) after-noon.

3000 BINGO

No. 1 Cards, heavy white, black back. 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 85 cards. \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, \$3, same weight as \$1 in Green, Red, Yellow @ \$8 per 100. **DOUBLE CARDS.** No. 1 size, 5 1/2 x 14 1/4 10¢ each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping-Pong Balls, printed 2 sides. \$30.00. Replacements, Numbered Balls, \$5.00. 3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 1.25
M. W. Cards, 5x7, White, Green, Red, Yellow, per 100 2.00
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M 1.50
3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose, no pads. M 1.75
Adv. Display Posters, size 24x36. Each .10
Cardboard Strip Markers, 10 M for .75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00
Thin Transp. Plastic Markers, Bwn., 1/4 M 1.00
Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 the Size \$2.00 M
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON BLVD., Chicago 4, Illinois

MAKE \$100.00 A DAY ON CANDY FLOSS

This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss — send us your order NOW. FREE parts given with each machine.

Electric Candy Floss Machine Co.
202 Twelfth Ave., So. Nashville 4, Tenn.

NOTICE, CONCESSIONAIRES

NEW MODEL BERT'S AUTOMATIC ICE SHAVING MACHINE for Snow Cones now available. Entirely automatic, with push-button control. Machine delivers clean, fine snow in a hurry. This money maker will be demonstrated for you at Cotton Bowl Roller Rink, Fair Park, Dallas. If you can't call, write or wire.

BERT'S SNOW CONE MACHINES
FAIR PARK DALLAS, TEXAS
We also handle Snow Supplies.

NEW SURPLUS TENTS

Flameproofed and Waterproofed **\$149.50**
16'x32' Squad Tents

Gulf-Tex Distributors, Inc.
2101 Pacific Ave., Dallas, Texas

OCTOPUS • ROLL-O-PLANE FLY-O-PLANE • ROCK-O-PLANE

Portable One Truck Rides of Proven Performance. Write for 1949 Delivery Schedule and Prices.

EYERLY AIRCRAFT CO.
SALEM, OREGON

SMITH & SMITH

RIDES FOR CARNIVALS AND PARKS

Makers of Chairplane, Kiddie Airplane Swing, Kiddie Chairplane, Ocean Wave. Write, wire phone for catalogue, price, delivery date.

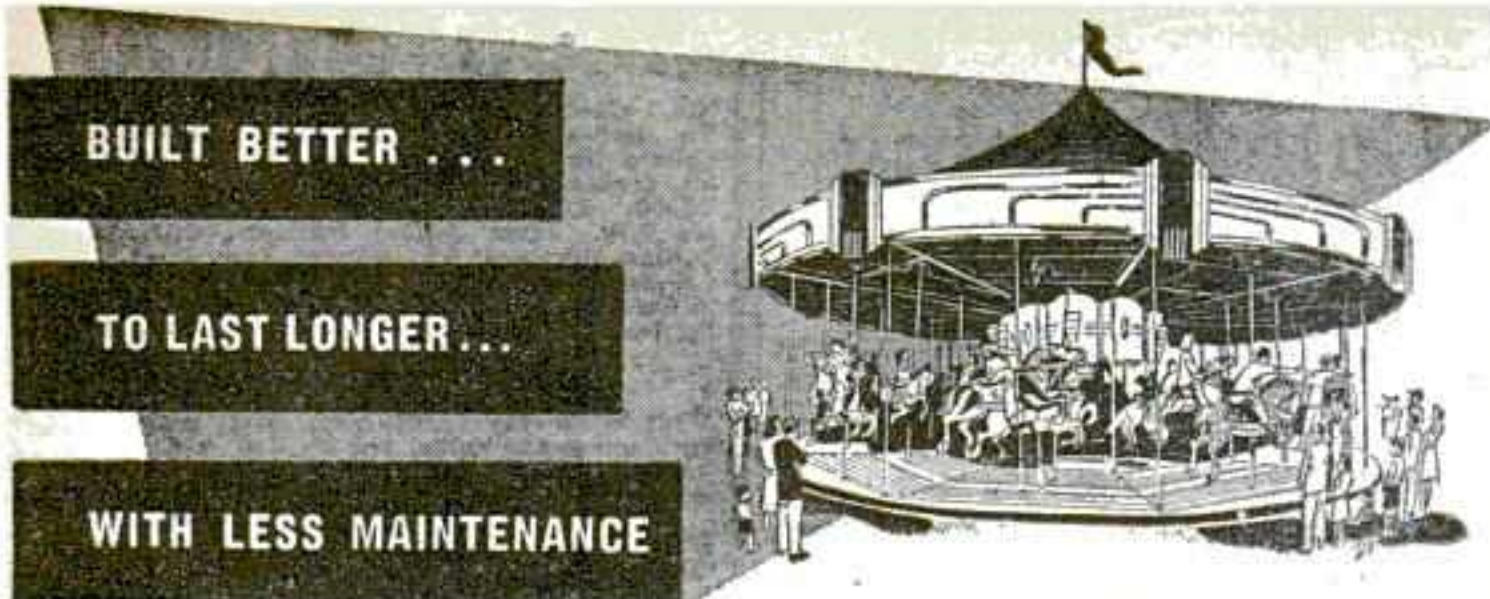
SMITH & SMITH, Springville, N. Y.

Snow Cones ★ Popcorn ★ Candy Floss ★ Candy Apples

Our 1948 Catalogue has been mailed to everyone on our mailing list. If you have not received your copy, write for it today. The new 58-page catalogue lists all the equipment and supplies you need for the above Concessions, in addition to many other items. Be sure you line up with Gold Medal this year for the fastest service in the business.

GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 2, OHIO

<p>STOCK TICKETS</p> <p>One Roll \$ 1.00 Five Rolls 4.00 Ten Rolls 6.00 Fifty Rolls 20.00 100 Rolls 38.00</p> <p>ROLLS 2,000 EACH Double Coupons. Double Prices. No C. O. D. Orders. Sizes Single Tkt. 1x2".</p>	<p>One way to have your name go down in "History" is to put it on a list for a new car.</p> <p>Roll Machine Folded, Reserved Seat.</p> <p>TICKETS Coupon Books, Strips, Contest.</p> <p>THE TOLEDO TICKET COMPANY 114-116 Erie, Toledo (Ticket City) 2, O.</p>	<p>SPECIAL PRINTED Cash With Order. Prices:</p> <p>2,000 . . . \$ 6.80 4,000 . . . 7.85 6,000 . . . 8.50 8,000 . . . 9.35 10,000 . . . 10.20 30,000 . . . 14.80 50,000 . . . 19.00 100,000 . . . 30.00 500,000 . . . 118.00 1,000,000 . . . 228.00</p> <p>Roll & Machine Double coupons, double prices.</p>
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BUILT BETTER . . .
TO LAST LONGER . . .
WITH LESS MAINTENANCE

ALLAN HERSCHELL MERRY-GO-ROUNDS

Made by the makers of
KIDDIE AUTO RIDE
KIDDIE
MERRY-GO-ROUND
MOON ROCKET
LOOPER
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Ted Horn, 38, Fatally Injured In Title Race

DU QUOIN, Ill., Oct. 16.—Ted Horn, 38, long one of the nation's auto racing greats, died here Sunday (10) of injuries suffered in a 100-mile AAA National Championship Race at the local fairgrounds.

Horn was injured when the spindle on a wheel broke, throwing his car into the path of another. Rushed to Marshall-Browning Hospital, he died shortly after.

For almost 15 years he had been a headliner at auto races staged at the State and county fairs of the country, and the past three years has been AAA champion. A perennial entrant in the Indianapolis 500-mile race, he established an outstanding record for finishing among the first 10, tho he never captured first money.

His frequent first 10 finishes at Indianapolis kept him in the national spotlight. This, combined with the fact he invariably extended himself to the limit on dirt tracks and kept his racing equipment in top condition, consistently gained him high guarantees or appearance money.
A native of California, Horn went East in 1934 and since he had made his home in Paterson, N. J. He leaves an 8-year-old daughter, Theresa, by his first wife. His first marriage ended in a divorce and he remarried 16 days before his death.

Sunbrock Thriller Set for Extended Trek Thru Europe

ZURICH, Switzerland, Oct. 16.—Larry Sunbrock's Rodeo and Thrill Show, after engagements in Antwerp and Brussels, Belgium, opened in the 15,000-seat Hallenstadion here Friday (15) for a three-day stand, a heavy advance sale pointing to a successful stand. Both Belgium engagements were big winners, Sunbrock reports.

The rodeo-thriller is booked up this side thru December 15, Sunbrock says, with other offers coming thru for dates beginning January 15. In addition to Belgium and Switzerland, the show will play France, Holland, Italy, Spain and England, Sunbrock reports.

Saskatoon Exhibition Nets \$67,856 Surplus

SASKATOON, Sask., Oct. 16.—An operating surplus of \$67,856 was recorded by the Saskatoon Exhibition this year. Last year's surplus was \$45,498.

Directors sanctioned a \$20,000 maintenance and repair program and named a committee to suggest how the money should be spent.

Summer fair revenue totaled \$186,428 compared with \$150,602 in 1947. Expenditures were \$93,716 compared with the previous year's \$88,859.

The board has total assets of \$114,000 in Victory bonds and \$70,318 in cash, bonds and accounts receivable. The meeting accepted the principle of holding a reserve of \$120,000.

Sonny Tureman Injured

PORTLAND, Ore., Oct. 16.—Top-ranking cowboy Sonny Tureman, John Day, Ore., suffered a broken ankle in the afternoon bareback riding contest at the Pacific International Livestock Exposition here Sunday (3). Tureman previously had suffered a broken shoulder.

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(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

Admiration: Fairfield, Tex.
American Eagle: (Fair) Canton, Miss.
Alamo Expo.: Greenville, Tex.; (Fair) Waco 25-31.
American Midway: Lampasas, Tex.
Barney's: Monroe, Ark.
B. & H. Am. Co.: Allendale, S. C.; (Fair) Barnwell 25-30.
Big Four Am.: Bay, Ark.
Big State Am. Co., No. 1: George West, Tex.
Big State Am. Co., No. 2: Jourdan, Tex.
Blue Grass: (Fair) Swainsboro, Ga.; (Fair) Americus 25-30.
Bohn & Sons United: (Fair) Leachville, Ark.
Burkhardt: Devalls Bluff, Ark.
Capital City: (Fair) Buena Vista, Ga.; Lumpkin 25-30.
Caravella Am.: (Fair) Conway, S. C.
Cavalade of Amusements: (Fair) Mobile, Ala., 19-31.
Central Am. Co.: (Fair) Scotland Neck, N. C.; (Fair) Loris, S. C., 25-30.
Cetlin & Wilson: (Fair) Athens, Ga.; (Fair) Anderson, S. C., 25-30.
Coleman's State Side: Walnut Grove, Miss.
Crafts Expo.: Delano, Calif., 18-24.
Crystal Expo.: Perry, Ga.
Denton, Johnny J.: Albertville, Ala.
Dixieland: Collins, Ark.
Dudley, D. S.: Stamford, Tex.
Dumont: Louisburg, N. C.
Dyer's Greater: Amory, Miss.; Lambert 25-30.
Eddy Bros.: (Fair) Macon, Ga.; Albany 25-30.
Fleming, Mad Cody: (Fair) Waycross, Ga.; (Colored Fair) Dublin 25-30.
Florida Am. Co.: Lake City, Fla.
Franklin, Don, No. 1: (Fair) Liberty, Tex.; (Fair) Wharton 25-30.
Franklin, Don, No. 2: Rosenberg, Tex.
Gentsch, J. A.: Meadville, Miss.
Georgia Am. Co.: Cadwell, Ga.
Gooding Greater: Circleville, O.
Gooding Am. Co., No. 4: Evansville, Ind.; Sidney, O., 26-30.
Great Sutton: Batesville, Miss.
Greater United: Kenedy, Tex.; (Fair) Gollad 25-28.
Groves Greater: (Fair) Tallulah, La.; (Fair) Sulphur 25-30.
Hames, Bill: Bryan, Tex.; season ends.
Hannum, Morris: (Fair) Hamlet, N. C.; (Fair) Rutherfordton 25-30.
Harris United: Texarkana, Tex.; Mt. Pleasant 25-30.

To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

Harrison Greater: (Colored Fair) Orangeburg, S. C.; (Colored Fair) Columbia 25-30.
Hennies Bros.: Beaumont, Tex., 19-30.
Henson, J. L.: Colfax, La.; Boyce 25-30.
Heth Expo.: Marked Tree, Ark.
Heth, L. J.: Thomaston, Ga.
H. & H.: Yackville, N. C.; High Point 25-30.
Jamboree Am. Co.: Jena, La., 18-24.
J. & B.: Brookneal, Va.; season ends.
Jones, Johnny J., Expo.: Pensacola, Fla.
Kaus, W. C.: Booneville, Miss.; Yazoo City 25-30.
Keystone: (Fair) Crestview, Fla.; (Fair) Jay 25-30.
Kilgore: (Fair) Emory, Tex.; Winona 25-30.
Kirkwood, Joseph J.: (Fair) Pageland, S. C.; Georgetown 25-30.
Lamb, L. B.: Cuthbert, Ga.; Marianna, Fla., 25-30.
Lane, Sammy: Black Oak, Ark.
Lawrence Greater: (Fair) Burlington, N. C.; (Fair) Manning, S. C., 25-30.
Lee Am. Co.: Tallahassee, Fla.
Leeright, J. R.: Herlington, Kan.
Lottidge, Harry: (Fair) Butler, Ga.; (Fair) Ellaville 25-30.
Maddox Bros.: Morton, Tex.
Magic Empire: (Fair) Picayune, Miss.; (Fair) Brookhaven 25-30.
Majestic Greater: (Fair) Augusta, Ga.; (Fair) Elberton 25-30.
Marion Greater: (Colored Fair) Chester, S. C.; (Colored Fair) Lancaster 25-30.
Marks, John H.: (Fair) Monroe, N. C.; (Fair) Greenville 25-30.
McKee, John, No. 1: Luxora, Ark.
McKee, John, No. 2: Keiser, Ark.
Merry Midway: Rutherford, Tenn.
Midwestern Expo.: Nashville, Ark.
Mighty Page: (Fair) Jacksonville, N. C.; (Fair) Trenton 25-30.
Model: Brinkley, Ark.
Moore's Modern: (Fair) Parkin, Ark.; (Fair) Newport 25-30.
Mound City, No. 2: Libbourn, Mo.
Mullin & Conn: Bailey, N. C.
Nelson, George W.: Manila, Ark.
New Dixie: Olanta, S. C.
Nolan, Larry: Fredrick, Okla.
Omar's Palace: Wilburton, Okla.
Orange State & Ted Lewis: (Fair) Gainesville, Fla.
Page Bros.: (Fair) Alamo, Tenn.
Page, J. J.: Great Falls, S. C.; Winnsboro 25-30.
Palmetto Expo.: (Colored Fair) Smoaks, S. C.; Springfield 25-30.
Peerless Celebration Am.: Cass, W. Va.
Penn Premier: (Fair) Siler City, N. C.; (Fair) Carthage 25-30.
Peppers All-State: Plaquemine, La.; Alexandria 25-30.
Perry, Jack J.: Miami, Fla., 19-30.
Pino State: (Fair) Pembroke, Ga.; Brunswick 25-30.

Playtime: Catron, Mo.
Pleasureland: Coldwater, Miss.
Prell's Broadway: (Fair) Greenville, S. C.; (Fair) Greenwood 25-30.
Rafferty, James M.: Jacksonville, N. C.
Raines Am. Co.: Ashdown, Ark.
Rogers Greater: Camden, Tenn.; Ripley 25-30.
Rogers & Powell: (Fair) Canton, Miss.
Royal American: (Fair) Shreveport, La.
Royal Crown: Bainbridge, Ga.; Dothan, Ala., 25-30.
Royal Expo.: (Fair) Louisville, Ga.; (Fair) Statesboro 25-30.
Rupe's Midway for Fun: Crosbyton, Tex.
Schafer's Just for Fun: Nacogdoches, Tex.
Shan Bros.: (Fair) Eastman, Ga.; (Fair) McRae 25-30.
Shugart, Dr. & Son: (Fair) Deport, Tex.
Siebrand Bros.: Phoenix, Ariz.
Smith Am. Co.: Hearne, Tex.
Smith, Casey: Eufaula, Okla.
Smith, George Clyde: Suffolk, Va.
Southern Am. Co.: Montgomery, Tex.; (Fair) Liberty 27-31.
Southern States: Greenville, Fla.; Monticello 25-30.
Southern Valley: (Fair) Oak Grove, La.
Sparks, J. A.: Scottsboro, Ala.
Starr, Joe: Quinlan, Tex.
Strates, James E.: (Fair) Raleigh, N. C.; (Fair) Orangeburg, S. C., 25-30.
Sunflower State: Rule, Tex.
Sutton, Frank: Blytheville, Ark.
Sweeney's United: Woodsfield, O.
Tassell, Barney: Robbins, N. C.
Texas Expo.: Henderson, Tex., 18-24.
Tidwell, T. J.: (Fair) Brownfield, Tex.; Big Springs 25-30.
Tinsley, Johnny T.: Toccoa, Ga.; Winder 25-30.
Tivoli Expo.: Jonesboro, Ark.; Newport 25-30.
Tri-State: Evergreen, La., 18-23.
Turner Bros.: Senatobia, Miss.
20th Century: England, Ark.; season ends.
United Expo.: Jennings, La.
United States: Albany, Ga.
Utah Expo.: Tombstone, Ariz., 21-24; Coolidge 28-31.
Victory Expo.: Uvalde, Tex.
Virginia Greater: Marion, S. C.
Wallace Bros.: Jackson, Miss.
Wallace, I. K.: Timmonsville, S. C.
Wallace & Murray: Hazlehurst, Ga.
W. E. Attrs.: Wheatley, Ark.
West Coast: San Francisco, Calif.
World of Mirth: (Fair) Columbia, S. C.; (Fair) Augusta, Ga., 25-30.
Wolfe Am. Co.: (Fair) Greenville, S. C.; (Fair) Greensboro, Ga., 25-30.

Circus Routes

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Clyde Bros.: Sheboygan, Wis., 21-23; Freeport, Ill., 25-27; Rockford 28-31.
Cole Bros.: Anniston, Ala., 19; Sylacauga 20; Columbus, Ga., 21; Americus 22; Albany 23; Brunswick 25.
Dales Bros.: Dalton, Ga., 19; Cartersville 20; Gainesville 21; Elberton 22; Toccoa 23; Seneca, S. C., 25; Greenville 26; Hendersonville, N. C., 27; Gastonia 28; Lincolnton 29; Hickory 30.
Davenport, Orrin: Duluth, Minn., 18-23.
Gran Circo Americano: Caracas, Venezuela, thru Nov. 1.
Hamid-Morton: (Armory) Troy, N. Y., 19-23; (Armory) Wilkes-Barre, Pa., 25-30.
Kelly, Al G., & Miller Bros.: Trumann, Ark., 19; Harrisburg 20; Brinkley 21; Lonoke 22; England 23.
King Bros.: Searcy, Ark., 21.
Mills Bros.: Dickson, Tenn., 19; Paris 20; Humboldt 21; Dyersburg 22; Ripley 23; Helena, Ark., 25; Marianna 26; Wynne 27; Brinkley 28; Clarendon 29; Stuttgart 30.
Polack Bros. (Eastern): (Rajah) Reading, Pa., 19-22; (Drill Hall) Utica, N. Y., 25-30.
Polack Bros. (Western): (Auditorium) Oklahoma City, Okla., 20-23; (Auditorium) Little Rock, Ark., 26-29.
Ringling Bros. and Barnum & Bailey: Houston, Tex., 19-21; Beaumont 22; Lake Charles, La., 23.
Rogers Bros.: De Kalb, Miss., 18; Philadelphia 19; Newton 20; Raleigh 21; Magee 22; Mendenhall 23; Hazlehurst 25.
Stevens Bros.: Sarcoxie, Mo., 30; Golden City 21; Stockton 22; Buffalo 23; Hartville 24; Ava 25; Gainesville 26; Mountain Home, Ark., 27.

Misc. Routes

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Craig Bros. Show: Lewis, N. Y., 18-23.
Evans, Harry Ike, Show: Chadron, Neb.
McClung's, C. C., Pythons (State Fair) Dallas, Tex., 18-24.
Pan-American Animal Exhibit: Chatsworth, Ga., 20-21; Ellijay 22-24.
Plunkett's Stage Show: Des Arc, Ark., 18-20; Stuttgart 21-23.
Skating Vanities of 1949 (Auditorium) Milwaukee, Wis., 18-24; (Arena) St. Louis, Mo., 26-31.

Enfield Mule Event Draws 15,000; Runs 3 Days in '49

ENFIELD, Ill., Oct. 16.—An estimated crowd of 15,000 at the recent 27th annual Mule Day Celebration here prompted W. W. Fields, president of the sponsoring association for the past 17 years, to announce plans for a three-day event in 1949. Fields said he thought ride owners and concessionaires do not get a sufficient break at a one-day event, since considerable time is consumed in setting

Career of Mike Benton Carries Flavor of Three-Ring Circus

(Continued from page 52)

The fair has been a consistent money winner ever since. Moreover, the original debt of \$150,000 has been wiped out. Bonds aggregating \$70,000 which had been floated originally to start the fair have been retired. Frame structures long since have been razed. New, modern buildings have been erected. The last of these, a \$335,000 Benton Administration, was completed for the 1948 fair. And the fair now has top credit rating.

Mike no longer works for free at the fair. His compensation is based on a sliding percentage scale of the Lakewood Park fair operations. He now ranks among the highest salaried men in the fair business.

To lift the fair out of debt and turn it into a winner took countless hours. And Mike gave freely of them. In the early years, he traveled extensively, taking in as many major-sized fairs as possible in order to obtain first-hand knowledge of fair management and operations and to determine how the set-up at Atlanta could be improved and expanded.

Lists New Policies

He instituted several new policies. Not the least of these was one to give the fair a different theme each year. Thus, annually the Southeastern Fair has carried the co-billing of such features as the National Poultry Show, National Livestock Show, etc. Too, he introduced a policy of changing fair attractions every two years. And, he still adheres to this, changing carnival companies, grandstand bookers, race track attractions, etc., every two years.

Not infrequently, Mike has taken some of the outstanding features, such as highlighted the national shows held in conjunction with the fair, and retained them year after year in the program. fabric of the event. The trial-and-error method, he says, has enabled him to come up with some strong, proved features.

Still Dates Big Factor

A big factor in the success of the fairgrounds operations has been a policy pushed by him to make the grounds and its facilities available for a wide variety of purposes. Among other things, he introduced many still dates, such as auto races, thrill dates, etc.

These served to bolster the business done by the permanent rides, shows and concession installations on the grounds. The rights for these, incidentally, are leased out by the fair to independent operators, but naturally the fair has benefited by the increased business that greeted the

up and tearing down attractions.

The heavy turnout caused traffic snarls and the problems of finding parking space and feeding the crowd. Twelve parade floats with a circus theme were offered by high schools.

expansion of the still date program.

He also made the grounds and its facilities available for other purposes. Ringling-Barnum circus used the grounds for its Atlanta showing. And, such expositions as the Atlanta Home Show and the Southeast Automotive Show have been held in its buildings and will again in 1949. On some occasions he has leased buildings for car storage.

Builds Good Will

He has built good will by making the grounds and facilities available at no cost to State conventions of the Kiwanians, Shriners and the like. And, at the same time, the concessionaires also have benefited.

Mike thrives on activity, particularly on that smacking of the confusion of a three-ring circus. His office routine is unique for a major fair because of the three-ring circus atmosphere. Most of the decisions wind up in Mike's lap and he doesn't seem disposed to shove them off upon someone else. He handles them, regardless of their size. His office during the fair's operation usually is clogged with a variety of people, each trying to get a hearing. Unflurried and unmoved by the pressure of all this, Mike takes time to give an ear to all who seek him.

Always an ardent music lover, Mike, despite the pressure of his duties, has found time to pursue that love. In the old fair office, abandoned this year, he had a piano, and he delighted, even during fair time, having some folks in for some music.

Mike's musical talents take in song writing. And, in that field he is not dismissed lightly. One year he won the Southeast Song-Writing Contest.

For several years Mike had a radio program titled *Georgia Cracker*, which was aired over Atlanta's WSB. It was a civic-type program, in which various cities and institutions in Georgia were saluted. During that period a friend suggested that he buy a station of his own. Mike thought it over, decided it was a good suggestion, and last year he opened WGBE.

Wife Matches Interests

His wife, the former Ann Burrell, matches Mike's interest in music. An accomplished vocalist and pianist, she had a radio program of her own at one time. The Bentons have two children, Mitchell McIver Benton Jr., a student at Presbyterian College, Clinton, Ga., and a daughter, Mrs. Ralston Woods, New Orleans. The latter has a daughter, Carol Jr., "that makes me a grandfather," Mike points out happily.

Mike and Mrs. Benton are hosts in the traditional Southern manner. Mike's ability as a host tagged him with the designation "The Grover Whalen of the South." On numerous occasions, including the parade to mark the premiere of *Gone With the Wind*, Mike served either as the city's greeter or as the organizer of the civic event.

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Tripp Helps Flack

AUSTIN, Tex., Oct. 16.—Ringling Bros. and Barnum & Bailey is finding business in Texas much improved over that encountered in Oklahoma, where, it was reported, attendance was only fair.

Matinee here was better than three quarters and it was a full one at night. Playing here Tuesday (12), Columbus Day, helped as all State employees had a holiday and swelled the matinee crowd. Press Agent Frank Braden scored with plenty of flack in *The Austin American-Statesman*.

Fort Worth Okay

A two-day stand in Fort Worth proved okay, one that would have been even better had the weather behaved the second day. Opening day the show drew two full ones. A heavy rain, up to noon the second day, hurt and a three-quarter house, which easily would have been a full one or overflow had the weather been right, caught the matinee. Threatening weather and cold at night likewise held down the crowd, which was three quarters.

In Austin, Johnny Tripp, R-B clown since 1898, hit the headlines. Soon after the show moved into Texas, Tripp put up a loud wail, complaining that Gov. Beauford Jester failed to welcome him in the same manner he had welcomed President Truman the week before.

Ward Joins Circus

Joe E. Ward, Wichita Falls business man who joins the circus each year upon its entry into Texas to clown for a few days on the show and who went to school with the governor, wired the governor of Tripp's complaint.

Governor Jester wrote Tripp to come and see him when the show played Austin. This Tripp did, only to find the governor was out of town. One of the governor's secretaries, L. D. Ransom, however, took over and tried to outclown the clown. He set Tripp down in the governor's chair and handed him a box of aspirin, adding, "This goes with anyone sitting in this chair."

Gag caught plenty of space in the Austin gazettes.

Packs' Bir'ham Program Is Set

BIRMINGHAM, Oct. 16.—The program for the first of Tom Packs' winter dates, scheduled here in City Auditorium November 5-14, was announced this week.

Program includes Proske's tigers, the Great Manuel, La Louise, the Daring Ernesto, trapeze; Zamora's baby elephant; the Great Davisos, perch; Happy Harrison's dogs and ponies; Manuel Barrigan, table contortions; the Egonys, trampoline; Ernie Stewart, table balancing; Miss June, principal riding; the Flying Hartzells, Johnny Welde's bears, the Great Ortans Troupe, teeterboard; Bob Stevens elephants, Les Kimris, airplane tourbillion, and the Cristiani Family, riding troupe.

Clowns scheduled so far include Kenneth Waite and Bagonghi. Nine other clowns will be added.

Frank Cervone again will be musical director, with Marcia Edwards as vocalist. Bob White again will handle the mike.



WHEN IRVING J. POLACK, co-owner of Polack Bros., celebrated his birthday during the Eastern unit's stand in Savannah, Ga., some of the gals on the show did a take-off on the clown contingent of the show in the firehouse gag. Event took place on the stage of the auditorium in Savannah and was attended by the entire cast of the show and its executive staff. Following the entertainment dinner was served. Pictured here are, left to right, Irene Lafferty, Etta Carreon, Marcia Lewis, Connie Wilson, Hanna Pallenberg, Conchita, Hedy Mae Sidney and Madam Maree.

Missouri Proves One Grand Waltz For Kelly-Miller

DEXTER, Mo., Oct. 16.—The show-me State, theoretically composed of cynical and doubting natives, has proven an easy nut for Kelly-Miller to crack.

The org opened its swing thru the State on a strong note, and continues to register red ones at virtually every stop, rain or shine.

An overflow saw the night show here, after a capacity matinee. Ideal weather prevailed at Doniphan, where a pair of capacity crowds greeted the org.

At Mountain Grove, an afternoon rain which turned into a downpour at night didn't seem to make much difference. The matinee attracted an overflow and it was capacity at night.

King Continues To Chalk Up Good Biz in the South

DYERSBURG, Tenn., Oct. 16.—The tour of the Southland is proving a winner for King Bros. The show has been getting a good share of full ones and overflows at various points in Tennessee.

Here in Dyersburg, which is more or less the hometown of the King family, the folks gave with a strong matinee crowd and a capacity at night. The King family lived here for many years. In addition, Felix Morales and his family resided on a farm near here for several years.

Covington, Tenn., proved a red one, both matinee and night shows playing to full houses. At Trenton it was an overflow at the matinee and near capacity at night.

Clarksdale, Miss., registered a light matinee but it was a straw at night.

Strong Turnouts Welcome Rogers in Mississippi

PONTOTOC, Miss., Oct. 16.—Biz has been well above average for Rogers Bros. on its swing thru Mississippi.

The org attracted a pair of near-capacity turnouts here, and a full one at night at Fulton under the auspices of the Lions Club. A morning rain hurt matinee biz at Fulton, however.

A pair of capacity crowds were on hand in Belmont, and Iuka gave with two three-quarter houses.

Bailey, Beatty End Season; R-B, Dailey Dates Set

CHICAGO, Oct. 16.—Bailey Bros. winds up its season today at Crossett, Ark., and Clyde Beatty calls it a season Sunday (17) at Kingman, Ariz.

Ringling Bros. and Barnum & Bailey Circus and Dailey Bros. have scheduled closing dates. R-B goes to the barn November 28 after its final show in Miami and Dailey has set November 11, at Cleveland, Tex., as the season's finale. The R-B date is a week earlier than previously planned.

Bailey Org Enjoys Travels Thru Ark.; Big Crowds Are Rule

DEWITT, Ark., Oct. 16.—Traveling thru Arkansas, to put it mildly, has been thoroughly enjoyable for Bailey Bros. of late. Business has been that good.

With ideal weather, overflows were on hand for both shows here.

Hot Springs gave with a pair of full houses, and Helena produced a capacity turnout at night following a strong matinee.

A city water shortage in Hot Springs was solved when a local health spring furnished aqua to the circus free of charge.

Schumann Starts Winter Tour Oct. 30

COPENHAGEN, Oct. 16.—While the circus season under canvas came to an end last month in Denmark, the Circus Schumann continued on tour with its big top, playing Odense, October 1 thru 12, followed by a 12-day stand, October 16-28, at Aalborg. On October 30 the big Schumann circus starts its winter indoor season at Aarhus, where it will play 15 days.

Circus Schumann, celebrating its 100th anniversary, had a very successful summer season at its indoor arena in Copenhagen. Other big circuses playing here the past summer, under canvas, were Circus Belli, Circus Louis Schmidt and Circus Moreno-Reinsch, a newcomer in the Danish circus field. All played to good business.

Biz in Kansas Improves for Dailey Bros.

Slight Upswing Noted

WICHITA, Kan., Oct. 16.—A slight upswing was noted this week in Dailey Bros.' business in Kansas, altho there were no straws or overflows to report. Business, altho improved over last week, still wasn't up to expectations.

Best of three spots was Topeka, where, despite a temperature of 14 degrees below normal, which dropped the mercury into the 40s, and a light rain in the morning and afternoon, the show registered a full one at night. Matinee, however, was on the light side.

At Emporia, where the weather was fair for the matinee, which played to a light crowd, and cool at night, which held the crowd to less than three quarters, business was only fair. Jack Gobble, truck driver for the show, whose home is in Gonzales, Tex., suffered a heart attack and was rushed to the hospital.

Wichita gave with one good sized house for two shows, the matinee being light and the night show getting a three-quarter.

Santa Fe, N. M., Hot for Beatty But Clovis Cold

SANTA FE, N. M., Oct. 16.—It was a case of a feast and a famine for Clyde Beatty in two New Mexico spots.

Here, the show hit the jackpot, scoring with a full one at the matinee and a straw at night. Advance publicity for the local date was excellent and this, coupled with the fact the weather was ideal, probably was the biggest reason for the excellent draw.

At Clovis things were just the opposite. Attendance at both matinee and night shows was very light. Less than half a house was on hand in the afternoon, with about a half-house at night.

Rogers Grosses 110G In 1 Wk. at Ind'polis

INDIANAPOLIS, Oct. 16.—Roy Rogers' Rodeo grossed \$110,000 during its week stand ended October 6 in the Coliseum at the State fairgrounds here. The high gross was helped by Rogers' good-will activities and his visit to the Veterans' General Hospital.

Matinee performances were held Saturday and Sunday. Prices were scaled from \$1.20 to \$3, tax included. Over 70,000 persons witnessed the rodeo.

Tennessee Gives With Good Biz for Mills Org

COLUMBIA, Tenn., Oct. 16.—Mills Bros. has rolled thru Tennessee the past couple of weeks, garnering strong biz virtually whenever blessed by good weather.

Under auspices of the VFW here, the org drew a full matinee and a three-quarter night turnout.

Good weather prevailed both at Chattanooga and at Shelbyville, and both spots gave with a pair of full ones. Rain and cold was the order of the day at Athens, with resulting scant houses at both shows. The weather was okay at Newport, but biz was off at both performances.

Ringling-Barnum

What started out to be a cold, windy week, ended up with ideal weather on the warm side. Had a little rain in Fort Worth, our first since the Northwest.

The midget team had a practice session and hopes to have a game with the girls' team in the near future. Barbara Beale, Cole show performer who has been hospitalized in Austin, was the guest of the show and saw the matinee. Mabel Ringling visited in Oklahoma City and went in spec for the evening show. Pete Grace is the new head usher, replacing Al Tucker, who closed the season. Eddie Mader returned to Sarasota and will promote the boxing matches for the American Legion this winter.

Bella and Frank Attardi returned from New Orleans where they attended the funeral for Bella's father.

Oklahoma City, the hometown of Jimmy Armstrong, kept him busy showing his friends around. Congratulations to Rusty Kurka and George (Georgia Boy) Johnson on their recent marriage. Jenny Wallenda had a big surprise birthday party to celebrate her 21st birthday. Others celebrating birthdays with parties were Chrysis De La Grange, Antoinette Zoppe and Lottie Brun.

Rosa Wong still is hospitalized in Enid. Vera and Johnny Farthing entertained a group of showfolks in Ardmore. Joe Ward has been clowning for the past few towns.

Visitors: Joe Simon, former librarian with Merle Evan's band; Myles Bennett, R. C. Blocker, Frances and Clara Reiner; Coach Blair Cherry, of the University of Texas; Polly Stark and family, and Leland Antes, CFA.

Backyard scenes: Prince Paul putting up signs to establish his good credit after Willie Krause and Paul Jung told all they were not responsible for his debts. . . . Fifi's beauty shop doing a rush business every day between shows. . . . Ed Green and his night club gag rate many a laugh. . . . Main diversion seems to be poker playing or the knitting of Argyle socks, the latest fad to hit the dressing rooms. . . . Lou Jacobs, smoking the big cigar, has the payees in stitches during the clown walk-around. . . . Daisy Doll receiving many compliments on the new dresses she made for herself. . . . Lucky winners collecting their bets after the World Series. — MARY JANE MILLER.

Stevens Bros.

We finally have outrun the wind and dust but it will take us weeks to get the dust out of our trunks and trailers. It still is nice and warm during the day. It has been officially announced that org will close November 7.

Bob Stevens made a hurried trip to Wichita, Kan., to worship at Ben Davenport's lucky shrine and returned to find a capacity night house. The Longs are back. Les Garner spent a Sunday back with the show to let son, Claude, have look at the new station wagon they recently purchased. George King received another shipment of trick and fancy wardrobe from Hollywood but has been too busy selling Larry Kododies (sweets) to don any of it.

Violetta Rooks has been on the sick list and Harry has done a swell job pinch-hitting for her.

At Belle Plaine, Kan., all of the Wichita fans were on hand. They were Fred and Bette Leonard, Mr. and Mrs. Al Bernard, Charles Dryden, Mrs. William Lerche, Buster Bernard, Russell Hall and N. Hamilton. Other visitors have been Mickie Chambers, of the Kelly-Miller circus; Corrine Russell, of New Orleans, Reb Russell's sister; the Swishers, of Caney, Kan.; Mr. and Mrs. Charles Stevens, Vincennes, Ind., and Uncle George Stevens, Los Angeles.—DOLLY JACOBS.

DRESSING ROOM GOSSIP

Polack Bros. Western

We liked the city of Denver, the auditorium and the receptive audiences but we didn't like the altitude. Every show was a struggle for the performers who would return to the dressing rooms gasping for breath after a performance in this mile-high city. Despite the opposition of a dog show and nightly revival meetings in the same building, business held up great thruout the nine-day run. George Westerman handled the promotion and after a few days vacation at his home in Denver, will move to Springfield, Ill., the last spot for him on this year's itinerary.

Gus Bell and Harold Ward took advantage of the long run to build a larger net for their new Ward-Bell double rigging, seven-people flying act which will debut on this opera next season. Their long established title, Flying Wards, has been given to their No. 2 act, with Bob Porter, Jack Harris and Walter Long, now on independent bookings.

Somay Huang, of Chai and Somay, and Josephine Berosini, of the Berosini troupe, were two surprised young women when each was presented with a bouquet of roses by the Shrine at the close of the engagement.

Millie Keathley's birthday party was complete when her daughter, Joyce, made a surprise appearance from California in time for the festivities. Accompanying Joyce were Mr. and Mrs. Hope Madison, sister of Slivers and Jo Madison, at whose home Joyce is residing. Bandmaster Bee Carsey also celebrated his birthday recently. (I wondered why he dusted off his trumpet and played the show that day.)

The Colorado sun slugged it out with the first snowfall of the season and won the first round, the snow lasting only half an hour. Two new Spartan trailers made their appearance the same day. Owners are the Berosini and the Barnes families.

Adhering to the old saying of See America First were Chai and Somay Huang, Ernie and Frieda Wiswell, Nino, Paula and Mario Sambiasi, and the Barneses who vacationed in Colorado. (See POLACK BROS. on page 88)

Dailey Bros.

Not much has happened for a few weeks, outside of the usual run of colds and sand burrs, until a sudden gust of wind blew the horse top down and draped it around a barbed wire fence. The same blow nearly took the Side Show but there was enough man power around to hold it.

In Emporia, Kan., a perfect day greeted us, along with Mr. and Mrs. Ike Newton, who took the writer to see their stables and string of show horses. The trip was climaxed by a steak dinner.

Mr. and Mrs. E. H. (Jim) Green, former Minstrel Show owner, entertained Milt and Ena Robbins at dinner. Fred and Bette Leonard had two big days renewing acquaintances, taking pictures and viewing the show when we played Wichita. The writer was a Sunday dinner guest in their home and later visited the stables of which Fred has charge. He showed us an Arab stallion in the \$10,000 class and other blooded animals.

Harry Atwell, Chicago photog, was on for a few days taking pictures for the year book.

Corky and Norma Plunkett did some horse trading in the resin-back department. They let go of a dapple grey that refused to gentle down enough for their work and received a handsome pinto that has all the earmarks of making a fine steady mount. Betty Escalante joined recently.

Sick list has included Corky Plunkett. (See DAILEY BROS. on page 61)

Clyde Beatty

The band played *Auld Lang Syne* Sunday (17) in Kingman, Ariz. Practice around the show came to a sudden stop and everyone started packing odds and ends.

Bill Snyder's wrist is okay again. Kathleen Cline finally cut that fourth tooth before the season closed. A new white stallion was added to the ringstock and Jack Gibson was kept busy keeping said stallion spotless. Mike Guzy and Don Lakin managed to keep smiling while working behind the counter in the pie car the entire season. Max Tubis, who was on the sick list, is okay again.

Bill Lewis and Maxwell did a good job on the front door. Jimmy McGee took over the legal work when Bill Moore went to the hospital.

At Terrell, Tex., Johnny Delmar, former clown, spent the day on the lot. The Flying LaForms visited on their way East.

Last glances over the lot: Roxie Engesser doing a swell ladder. Mark Anthony carving. Rosie Alexander always washing the car. Charlie Cox rushing to make the Side Show opening. Ted DeWayne always keeping himself busy. Bobby Kay doing a swell scare-crow dance in the crazy number. John Staley serving good meals. Johnny Cline keeping the program moving like clockwork. Vic Robbins and the band dispensing some real music for the acts. Connie Conrey entertaining with songs in the dressing room. — LAURENCE CROSS.

Cole Bros.

With one show only the first day in Baton Rouge, La., the folks took the afternoon off to visit the State Capitol.

This is Freeman's last column of the '48 season. Here are the final destinations of some of the folks:

Mr. and Mrs. Zack Terrell, Mr. and Mrs. Noyelles Burkhart, Paul Nelson, Lorne Russell, Herbert Leeman, Pat and Arkie Scott, Bobby Donavan, Toni Martin, Gus and Rita Talaferro, Irish Deedy, Mr. and Mrs. D. D. Monarch, Capt. John Smith and George Davis, all to Louisville; the Cristiani family, Birmingham for Tom Packs; Harold, Jack and George Voise to Rochester, N. Y., for Orrin Davenport; Winn and Marian Partello, Middletown, Conn.; Otto Griebeling, St. Louis; Mr. and Mrs. Harry McFarlan, Hot Springs; Mr. and Mrs. Charles Luckey, Miami; Mr. and Mrs. Frank Orman, Fort Lauderdale, Fla.; Arizona Jack Campbell, Tampa; Fritz Partello Wagram, St. Petersburg, Fla.; George Wagram, St. Petersburg, Fla.; Waxie Dyke, Davenport, Ia.; Hubert Castle, first to Dallas and then to Hollywood; Don Beall, Dallas; Joe Chirewka, Sioux City, Ia.; Tommy and Alice Privett, (See COLE BROS. on page 88)

Hamid-Morton

The third week on the "sandbag circuit" (title credit to Mike Malas) found us day and dating the World Series in Boston on its final, and our opening, day. Haymarket Square and Washington Street were alive with baseball fever, and nearly every store, bar, and shop had a radio or television set.

Juno, the elephant, is doing a fine job on the narrow plank in a balancing feat. Joe Hanson broke her to the stunt in a remarkably short time following the injury of Mabel, the original tight rope pachyderm queen. Mabel is suffering from a slight case of jealousy and several days ago took it out on Juno by biting off the tip of her successor's tail. Juno continues the act with a large, but neat, bandage on her tailplate.

Irah Watkins' chimps still have their playful moments such as the sudden microphone seizure several (See HAMID-MORTON on page 88)

Bailey Bros.

We called it a season at Crossett, Ark., Saturday (16). Claire Ratley got back on the show before closing and reported he felt pretty well, everything considered. While he was away, Jimmy Conley took his place. Lee Spain joined as boss canvasman at Fort Smith, Ark., replacing Shreveport Etheridge. Bill Doran visited his mother and his brother, Frank.

George Meyers had a new Santa Claus suit made for his appearance at a York, Pa., department store. It will make his third season on the York job. Phil and Bonnie Bonta, who were out of the program for a few days, are okay again.

The night performance at Morrilton was canceled by weather. The jump from Morrilton to Hot Springs had to be made the long way because of the condition of the roads. The water wagon must have nine lives because it turned over four times during the season and closed as good as new.

Francis Doran ran into a cow on the highway en route from Hot Springs to Malvern and it cost him \$140. The Clarke family broke the dolly on their trailer and the hitch on their car while driving over a ditch to get to the lot in Malvern. The boom truck had to come to their aid and pull them into their spot in the backyard.

Ernie Stewart added a strip tease to his contortion trap act before the season ended.

Visitors: Mr. and Mrs. Ira Watts and son, Jimmy; Mrs. Irene Meredith, mother of Martha, who performs in the Powell wire act; Rita Kortez; Percy Rademaker, clown with Jimmie Lynch's Death Dodgers; Babe and Buckles Woodcock; Ben Thomas, general agent for this opera; Ted Edlin, Mills Bros.' agent; Ken Drake, legal adjuster; Jack Wright, Dan Gyne, Dutch Loeber, Syd Stevens and Art Miller, general agent for Al G. Kelly-Miller Bros.—ALBERT WHITE.

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Seven-Horse Liberty Act of Sorrel and White Spotted Horses, shown the past year by Tom Ewalt, of Bell Bros. Circus; also Seven-Horse Act of small Black and White Spotted Horses. Both Acts have a Menage Act. Four-Pony Drill, all five years old, have been shown two years. EVANS & STARK Phone 948 Centerville, Iowa

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UNDER THE MARQUEE

Louis Goebel was seen on the midway at the Ventura, Calif., County Fair.

"Remember," asked an old-timer, "when a \$20 bill looked like a 24-sheet?"

Paul Eagles, Clyde Beatty general agent, visited friends on the midway at the Ventura, Calif., County Fair.

Mel Carl, Sedalia, Mo., has added to the collection of the circus pictures of the Circus Inn at Yakima, Wash.

Billy Wilson reports a visit with Earle Gloppe, of Cole Bros. Car No. 1, and his crew in Columbus, Miss. Wilson plans to winter in Dallas.

Bill Bailey, clown with James M. Cole this season, again will be in the toy department of Sears-Roebuck, Memphis.

A good opposition fight doesn't get going good until they put the rap on.

Lee Bros.' Circus closed recently and Sam Dock, 85, and Ed Davidson, who were with the show, are wintering at Womelsdorf, Pa.

Carl R. Balmer, who made several fairs with Playboy toy cars, is pitching candy in the Aqua Follies at the State Fair of Texas in Dallas.

Faith King's Animal Show played the Loudonville, O., Street Fair, October 5-6 and the Grotto Show at the Armory, Akron, October 7-8.

White brothers, who have played for George A. Hamid and Barnes & Carruthers, have bought the Orange Avenue Trailer Park in Sarasota, Fla.

Being the weaker sex on circuses used to keep the gals from carrying chairs.

Paul Miller, Ringling concessionaire, in New York the past week on a flying trip from Texas, will rejoin the Big One shortly.

Tige Hale's band, with Hunt Bros., this summer, is back in Tampa where it will winter. Plans call for the band to play indoor circus dates thruout the area this winter.

Dan Meggs, handling novelties at the Ventura, Calif., County Fair, put in 21 weeks as general agent for Bailey Bros. early this year. He reported the show gave six performances in one day at Vancouver, May 24, in addition to one hospital show.

The Beers-Barnes Circus closed the season Tuesday (12) in Spring City, Tenn., and equipment will be stored in Dayton, Tenn., Jim Brown reported.

Neal Hart, former boss of the cowboys with the Miller Bros.' 101 Ranch Show, and Western pic star, is seriously ill in Good Samaritan Hospital, Los Angeles.

When there is no traffic congestion around lots at come-out-time—there is no business.

John H. Billsbury, Chicago circus booker, leaves the Windy City soon to open an outdoor office for the McConkey orchestras November 1 in Hollywood.

Les Ulrich, CFA, recently attended the Danbury, Conn., Fair and visited with the Hunts, who presented several acts. Capt. Roy Bush performed with the three Hunt elephants.

Jack Smith, formerly with Cole Bros., handled lot details for the Montgomery County Fair at Dayton, O. He also handled the billing for the Dayton engagement of Ice Vogues of 1949.

Harry and Marge Chipman staged a party at their Yakima, Wash., Circus Inn for Harry's mother, Ma Belle Chipman Bennett, on her 70th birthday. A special circus cake was the feature of the occasion.

A small town is one in which everyone makes an issue over the tickets given the burg's mayor.

Harry M. Simpson, publisher of Camden, O., and editor of the *Hobby-Bandwagon*, official publication of the Circus Historical Society, was in Cincinnati October 16 and called at *The Billboard* offices. He was accompanied by his son, Michael.

Rumors about a circus staying out all winter never get tense until its manager starts asking, "What did you hear?"

Carl E. Fraser is again agent with the Black Hills *Passion Play*, his second season. He handled the advance for Ward Beam's Dare Devils this summer and for two seasons was general agent for Mills Bros.' Circus.

The Beers-Barnes Circus and the Pan-American World-Wide Animal Exhibit day and dated recently in Dunlap, Tenn., giving members of both shows a chance to renew acquaintances. Cool weather hurt biz for the circus on its stand there.

"Huh!" grunted a colored gal. "Yo' ain't got nothin' but a giraffe and an ape. I'm going up town and buy me some grits."

Joe Bernstein, of Ringling-Barnum's advance car No. 1, is recuperating in Groom Hospital, Groom, Tex., following injuries received in an automobile accident. He is expected to remain in the hospital for another month.

Walter Krawiec, circus artist of Chicago, is exhibiting a group of his paintings of circus subjects, titled *Clown and Lady*, at the Kosciusko Foundation in New York. Krawiec has done several covers for CFA's *White Tops* mag.

The showman who stated, "If I had my life to live over, I'd still be a showman," proved he has more courage than some of us.

Mrs. Joe Haworth, of Cole Bros.' Circus, has returned to the show after flying home for her brother's (Charlie Mitchell) funeral. He died October 7 and a military funeral was held October 9. Mitchell was in a car accident October 3 and became para-

lyzed. Pneumonia set in, resulting in his death.

Fritzie Bartoni, former aerial feature with the Ringling-Barnum circus, has recovered from serious injuries sustained in a fall from her trapeze last winter at the Blackpool (England) Tower Circus and is currently working with the Swiss Stars aerial act at the London Palladium.

The Snell brothers, clowns, who closed the fair season for Barnes-Carruthers at Waterloo, Ia., visited the Chicago office of *The Billboard* last week. They were en route to Shelbyville, Tenn., to spend a few weeks on their farm before opening at the Shrine Circus at Houston.

H. R. (Rube) Ray left Dailey Bros. in Colorado Springs, Colo., to return to his own promotions in Leesville, La., October 9. Mr. and Mrs. Ray motored from Jonesboro, Ark., to Conway, Ark., to catch the Kelly-Miller Circus, and renewed many acquaintances.

"Before inflation" may be best remembered by the circus manager who ran thru his last year's profit during the first six weeks of the season.

The Circus Clown Club of America opens a month's membership drive, both in U. S. and Europe, November 1. Marge V. Kelly, Box 606 Federal Building, Los Angeles, will be in charge of the drive in America. European applications may be sent to Stan Bult, 26 Canning Road, Croydon, Surrey, England.

**Cirque Medrano Starts
51st Year Successfully**

PARIS, Oct. 16.—Cirque Medrano started off its 51st year, last month, with a good circus program featuring the well-known clown trio, the Fratellinis.

Good circus numbers on the bill were the liberty horses of Yves de la Cour; Lydia and Harrys, aerialists; Miss Moune's tumbling canines; Seven Hortobagis, teeterboard tumblers; Yves de la Cour's high-school horse; Roberto Chiesa and Partner, jugglers; the Four Morellys, equilibrists, and the Maxwells, acro comics.

Comedy routines were provided by American cyclists, Eddie Gordon and Nancy; Waren; Latona and Sparks, Australian burlesque acro trio; Loriot, popular joey, and Drena, with a tabloid floorshow.

Cirque Medrano again is headed by directress Marcelle Roulet—pinch-hitting for owner Jerome Medrano, who is scouting for acts in the United States. Legrand-Chabrier, veteran writer on circus subjects, is handling public relations. Ringmaster is J. Trubka, and Germaine Mordant fronts the circus band.

Grid Game Hurts Seal

TEMPLE, Okla., Oct. 16.—Opposition from a local football game hurt biz for Seal Bros. here, and the org attracted scant houses at both shows.

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A. C. Biggies Oppose Nat'l Funspot Idea

ATLANTIC CITY, Oct. 16.—Proposal to establish a national park at suburban Brigantine Beach for the convenience of one-day excursionists normally coming to Atlantic City in season was attacked by local amusement and business interests. Local interests, particularly those on the Boardwalk, opposed the proposition in any form, while others wonder how such a park can be operated without serious harm to local interests.

Park plan in brief calls for the establishment of a resort area on Brigantine Beach patterned after Long Island's New York State-operated Jones Beach, but built with federal funds. It would primarily attract the one-day excursionists, with bathing, picnic and parking facilities provided for them.

The Boardwalk hotel interests for the most part had pronounced themselves in favor of the park plan when first discussed last June by planning boards of several local associations. The advent of summer interrupted further consideration, but with the coming of winter, project is again being pushed. Its principal backer is Orlo Bartholomew, president of the Senator Hotel, who said that Congressman T. Millet was ready to introduce the proper legislation after local approval was shown.

Frank P. Gravatt, former operator of Steel Pier and now a hotel man, was originally in favor of the plan, but withheld his support when Harry Adams, of Adams Baths, and other Boardwalk concessionaires opposed it. Henry Glaser, of the James Salt Water Taffy Company, whose business is closely identified with this resort on a national scale, is the latest to come out against the plan.

Harry Porter, head of the local night club owners' association, said he cannot see where the park plan would be the best thing for the resort. It seems to him such an idea would cut heavily into crowds.

On the other hand the local real estate board is pushing the project. "If the park would take people from our Boardwalk it is definitely no good for the town," said Eugene Beckman, president of the real estate board. "If on the other hand it would create a haven for those who do not particularly want the 'walk and who do not mean anything to us financially, it would prove a benefit."

Castang Signed To Produce Animal Shows at S. F. Zoo

SAN FRANCISCO, Oct. 16.—Reuben Castang, animal trainer of Los Angeles and well known in the circus field, will offer daily animal shows in the lion house at Fleishhaker Zoo here beginning late this month, according to James E. Fell, local wild animal enthusiast, who was instrumental in bringing Castang here. Castang will produce and direct the shows on a permanent basis.

Castang, whose forte is chimpanzees, will feature Joe, a trained chimp. The chimp had a prominent part in a recently completed Universal-International film, *You Gotta Stay Happy*.

Promotional Demonstration Skedded for NAAPPB Confab

CHICAGO, Oct. 16.—The program for the annual convention of the National Association of Amusement Parks, Pools and Beaches, scheduled in Hotel Sherman here November 29-December 1, is rapidly taking shape, according to word received this week from Henry G. Bowen, Whalom Park, Fitchburg, Mass., program committee chairman.

"One of the most important items, insofar as we are able to find out from contact with park owners, is the matter of promotions," Bowen wrote. "In view of decreasing receipts, it seems the matter of promotions is foremost in the park owners' minds as one means of getting more people into the park. In this connection, we plan to put on an actual promotion demonstration at the meeting."

A forum on picnics also is planned, Bowen said. The forum will, he said, tend to show how a picnic actually is secured. "There will be someone to take the part of the leader of the group planning the picnic," he declared.

A forum on ballroom operation and promotion also is planned, Bowen said. John Dinneen, Hampton Beach, N. H., is chairman for this part of the program.

"There are several other subjects we intend to cover," Bowen said. "For example, advertising and budget, policing and protection of patrons' property, kiddielands and kiddie parks and games and merchandising. However, we have not completed the

Rockaway Planning '49 Improvements; Kiddie Annex Set

NEW YORK, Oct. 16.—A. Joseph Geist, owner-operator of Rockaway's Playland at Rockaway Beach, is reported to have purchased several large parcels of real estate in the vicinity of his park.

While no announcement has been made as to Geist's plans for the bulk of the land acquired, a large plot of ground on Beach 98th Street, on the Jamaica Bay side of Rockaway Beach Boulevard, will be cleared of existing buildings this winter and readied for next season as a kiddie park annex to Rockaway's Playland.

Site of the new kiddie park is between Playland and the landing dock of the Wilson Line, whose excursion liner, S. S. State of Pennsylvania, last summer shuttled between Jersey City, New York and Rockaway Beach. In all probability the line will continue the service next summer. The site also adjoins one of the stations of the Long Island Railroad and is served by several bus lines.

Coney Island Fire Does 100G Damage

NEW YORK, Oct. 16.—A spectacular four-alarm fire at 4:45 a.m. yesterday wiped out a row of 16 two-family frame houses on West 23d Street, Coney Island, with damage estimated at \$100,000.

The burned out section of the resort was between Mermaid and Neptune avenues, two blocks away from the Boardwalk and a short distance from the resort's amusement area. Flames, fanned by a stiff breeze, were brought under control within two hours.

Thirty-two families were left homeless, five occupants of one house were severely burned and two firemen and one policeman were slightly injured.

line-up on these subjects," Bowen concluded.

Paul H. Huedepohl, executive secretary of NAAPPB, reported he is working on a plan to give members an insight on television and how, with proper advertising in advance, television in the park could prove a drawing card. Huedepohl said plans on this phase of the program are not complete.

Hurricane Threat Knifes Luxury Tax Take on East Coast

ATLANTIC CITY, Oct. 16.—The threat of the hurricane along the Atlantic Coast late in August caused enough visitors to cut short or cancel vacations here to result in a \$40,000 reduction in luxury tax collections, it was disclosed in the August report of collections made public by Deputy Tax Administrator Harold T. Willets.

From hotels, rooming houses, amusements and cafes, the city collected \$235,788, while cigarette taxes contributed an additional \$35,882, for a total for the month of \$271,671. For August, last year, the city collected \$274,125 from hotels, amusements and cafes, while revenues from cigarettes amounted to \$37,782.

Willets pointed out that since there was only a slight decrease in cigarette tax returns under August of last year, the major portion of the drop from \$311,097 collected in August, 1947, could be attributed to less patronage of hotels and cafes. He added that hotels and rooming houses received many cancellations in August because of the hurricane threat.

Total collections by the city from June 15, 1947, when the luxury tax first went into effect, until August 31, 1948, Willets reported, amounted to \$2,250,221.

Bridgeport Spots Off From Last Year

BRIDGEPORT, Conn., Oct. 16.—In a report submitted by City Auditor Milton H. Friedberg it was disclosed that municipally operated Pleasure Beach Amusement Park and Seaside Park turned in a net profit of \$16,223 for the past fiscal year. Receipts were \$410,046, while capital expenditures were \$9,141 and operating expenditures, \$384,681.

This did not compare very favorably with last season when a profit of \$39,354 was realized by the city, with receipts being \$451,714, operating expenditures \$402,427 and capital expenditures \$9,933. John Molloy is resident manager of the parks.

A. C. Miss America Pageant Moola Count Under '47 Run

ATLANTIC CITY, Oct. 16.—Lenora S. Slaughter, executive director of the Miss America Pageant here last month, reported that the 1948 beauty contest did not gross as much as last year's, due largely to rain which cut week-end attendance at Convention Hall.

She said that there will be no deficit since the budget was held down as low as possible this year. While receipts were off considerably on the Friday night of the pageant week, the final event Saturday night brought \$39 more in admissions than on the corresponding day in 1947.

English Trade Show Set for February 22-24

LONDON, Oct. 16.—England's outdoor amusement device trade show has been set for February 22-24, 1949, at London's New Royal Agricultural Hall, under sponsorship of Amusement Trades Exhibitions, Ltd., an organization made up of representatives of English showmen's associations.

At a recent meeting of the ATE group Edward A. A. Graves, London representative of the British amusement trade paper, *The World's Fair*, again was appointed organizing manager of the trade show. Meeting was presided over by Chairman B. W. Brenner.

Directors re-elected for 1949 were W. G. Green, H. Seff and F. Price, representing the Amusement Caterers' Association; and B. W. Brenner, W. H. Willmott and E. A. A. Graves, representing the Amusement Trades Association. Elected to fill vacancies caused by the retirement of W. Thompson and J. W. Shillan, were J. H. Holloway (A. T. A.) and Phil Shefras (A. C. A.). Trade show will primarily aim at the export market as did last year's exhibition.

DAILEY BROS.

(Continued from page 59)
kett, Maria Murrillo and Eddie Jr. All are okay again.

Birthdays: Johnnie Williams, who received a set of drums from his wife; Barbara and Hope Ray, Corky Plunkett and Eddie Murrillo Sr. and Jr.

Visitors: Jimmy Ray, Mr. Collier, Mr. and Mrs. Cashman, Paul Van Pool, Bert Rich, Mr. Ragsdale, Francis Anderson; Robert Gussinger, who makes a hobby of collecting autographs and has collected some 30,000 in 16 years; Lee Hinckley, band leader, and his wife, Eva; D. Vreeland, Mr. and Mrs. Harold Rumbaugh; Bob Stevens and party from Stevens Bros.; Velma Harrison and daughters, Peggy and Louise Slate and boys, Jennie Lutch, Wallace Hutchinson and Mr. and Mrs. Bee Carsey, Mr. and Mrs. Slivers Madison, Frenchie Woodruff and Charlie Webb, all from Polack Bros. Noticed Harry Doran and Allen J. Lester out front.—HAZEL KING.

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Sacramento Talks '49 Budget Slash; '48 Gross at \$861,110

SACRAMENTO, Oct. 16.—Revenue from the '48 California State Fair hit \$861,110 this year, putting the event well in the black and exceeding expenses by \$100,000, John A. Patterson, fair controller, announced this week.

Plans for construction of new buildings also were discussed, but no structures will be okayed unless they can be salvaged for use on the proposed new fair site. A meeting of the board this week reviewed preliminary estimates of the budget for '49 fair and expenses for 1949-'50 fiscal year.

It is planned to construct four show horse barns, replacing those destroyed by fire at the close of the '48 event, a poultry building and an industrial machinery building. Assurance that the new horse barns would be okayed by the State was made by Fred Links, deputy State director of finance. He would offer no guarantee, however, on the other proposed buildings. If the poultry building is constructed, it will replace the present brick structure which will be turned into an art

building. The present machinery building, condemned last year, will be torn down and replaced by a portable building.

The new proposed budget of \$1,663,711 will be submitted to the Legislature in January, after further discussions between Links and the fair board committee on buildings and grounds. The 1949-'50 fiscal year budget, which included the '48 State Fair, totaled \$1,175,000. Several major expenditures have been slashed from the new budget by the board and further cuts are expected.

Items knocked off the budget include \$100,000 for a new incinerator, \$30,000 for expansion of the hall of flowers, \$12,500 for painting, lighting and remodeling the education building; \$3,300 for painting and electrical work in the administration building.

Entertainment also came in for some careful pruning by the budget-conscious board when it was agreed to eliminate one band, at a saving of \$7,500, cut special centennial events from \$25,000 to \$6,500 and the nut for free attractions from \$16,000 to \$10,000.

Board members indicated they would okay no items which can be eliminated, because the fair will be moved to new grounds within a few years.

Winston-Salem '48 Attendance Nudges Records

WINSTON-SALEM, N. C., Oct. 16.—Winston-Salem Forsyth County Fair, October 5-9, chalked up one of the most successful weeks in its history, according to Manager T. S. Blum, with the closing day, Saturday (9), registering near-record attendance of about 59,000, which brought the five-day total up to an estimated 177,000. Saturday's turnout missed equaling the all-time high by about 1,000.

The break-down of the estimated daily attendance shows the fair getting off to a slow start (wet grounds) Tuesday (5), with a gate of 20,000, which jumped to 47,000 Wednesday (6), dropped back to 18,000 Thursday (7), rose to 33,000 Friday (8), and hit its peak Saturday (9), with 59,000.

Substituting motorcycle races for the usual big car auto races on the closing day's matinee proved successful, with the speed event drawing a crowd of race fans estimated at 14,000. Jim Chann, of Deerfield, N. J., copped first place from a field of 78 riders from 13 States and Canada, all out to get a slice of the \$2,100 in prize money.

The grandstand revue put on by the George A. Hamid office proved a big draw, and the World of Mirth rides and shows on the midway also grabbed off plenty of business. The grand finale on Saturday (9) night started off with Hamid's big revue at 7:30 p.m. followed by Joie Chitwood's Auto Daredevils in front of the grandstand at 10 p.m., and signed off with a big display of fireworks shortly before midnight.

Record 28,000 Gate For Asheboro Event

ASHEBORO, N. C., Oct. 16.—Two days and nights of rain failed to keep the Center of North Carolina Fair from chalking up the best gate in its history, W. C. York, secretary, said. Attendance for the six days was estimated at 28,000. All exhibit space was sold.

The Jack J. Perry Shows on the midway reported good business.

6,721 Pay To See 100 Teams in Horse Pull At Hillsdale, Mich.

HILLSDALE, Mich., Oct. 16.—More than 100 teams competed in a national horse pulling contest Tuesday (12) at the fairgrounds here before a paid crowd of 6,721. The event was sponsored by the Michigan Dynamometer Association.

Entries came from eight States and Canada, with competition in two divisions. Prizes of \$4,000 were distributed. Hubert Baldwin, Leesburg, O., won first place in the lightweight section, with the Fowler Brothers, of Earding, Mich., taking top honors in the heavyweight division.

Two Dynamometers were furnished by the Michigan State College under the direction of Harry Moxley, of the college staff. Facilities of the fairgrounds were donated free. All monies after expenses will go for agricultural promotion work, including 4-H Club advancement in the State.

Martin W. Sword Quits as Secy.-Mgr. At Quincy, Calif.

QUINCY, Calif., Oct. 16.—Resignation of Martin W. Sword, secretary-manager of the Plumas County Fair for the last two years, was accepted by Roy Carmichael of Portola, president of the fair board. Fulton Horning, Quincy accountant, was appointed to complete the unexpired term.

Sword, who took over in January 1947, was the fifth county fair manager in six years. The first event he managed drew 13,500. All attendance records were broken this year when 17,500 attended.

No reason was given by Sword for his resignation. He has announced no plans for the immediate future.

Jackson, Miss., Well Above '47; Exhibits Score

JACKSON, Miss., Oct. 16.—Attendance at the Mississippi A. & I. Exposition here thru Friday (15), the fifth day of the six-day event, was up from last year. Receipts, both on the midway and for the grandstand, were reported running about 10 per cent ahead of '47.

The Royal American Shows are on the midway. Featured grandstand attraction is the Barnes-Carruthers No. 1 revue. The outside gate carries no admission.

J. M. Dean, secretary-manager, estimated total attendance will hit 350,000 by the event's close tonight, if the weather continues good. Last year the total gate was estimated at 312,000. Only bad weather thus far occurred Monday (11) when rain, a continuation from Saturday night, marked the morning hours.

Considerable improvements were made on the grounds and buildings since the '47 fair. The entire area has been fenced, and all buildings have been redecorated. Commercial, livestock and agricultural exhibits hit new highs, taxing the capacity of buildings to the utmost.

Michigan Assn. Sets Dates

DETROIT, Oct. 16.—The 1949 convention of the Michigan Association of Fairs will be held at the Fort Shelby Hotel here January 16-18. H. B. Kelly, Hillsdale, Mich., is secretary-treasurer.

Fresno Hits 218,015, But Spending Off

Expansion Talked for '49

FRESNO, Calif., Oct. 16.—The pre-fair estimate of 200,000 was topped when the Fresno District Fair played to 218,015 patrons during its six-day run here (5-10). Pari-mutuel handle for five days was estimated at over \$500,000, approximately three times higher than '41, last year the event was held.

Altho good crowds were in evidence most of the time, it was admitted by concessionaires and officials of Crafts Exposition Shows, playing the date, that little money was in circulation.

Complaints were heard from the public about the practice of closing entrance gates before the midway was cleared, thus forcing the crowd to pass single file thru exits. It sometimes took patrons at the south gate over a half hour to get off the grounds, it was reported.

Admit Expansion Need

Fair officials admitted facilities needed expansion before next year and said an extensive program would be underway soon. Among the projects discussed is the roofing of the grandstand and the addition of 1,500 seats. Pari-mutuel windows are slated to be rearranged to improve service to bettors. T. A. Dodge, fair manager, said another project would be completion of the final wing on the new \$100,000 livestock pavilion. It also is planned to erect additional barns for breeding, show and race horses. Elimination of dark spots on the grounds will be taken care of under a new illumination program.

A new idea of presenting plaques to food concessionaires for outstanding service during the event was carried out, with awards being made on the basis of the quality of food served, cleanliness of operation, courtesy to the public and the maintenance of established prices.

Food Prizes Awarded

Representatives of the food advisory board of the California State Fair, health authorities and fair directors were among the judges. Awards went to Larsen Bros. Catering Company, Mr. and Mrs. Harry Taylor, operators of a frozen custard stand, and See's Candy Company concession. It is planned to make the awards an annual affair.

McClatchy Broadcasting Company had a \$40,000 tele exhibit managed by Franklin McPeak, web technician. Display featured marionettes and toy automobiles, which were used to show the reproductive qualities of the cameras. Spectators were invited to see themselves auditioned for tele. Judy Lang assisted in the presentation.

Stage Free Vaude

Nightly free vaude show, booked by Russ Stapleton, of Fanchon & Marco, was held in the outdoor theater. Line-up included the Aida Broadbent Dancers; Val Valentine, juggler; Robert and Renee, trampoline; the Libonatis, xylophone and dance; Bob Williams, Ben Yost Vikings, the Nonchalants, and Eddie Bartel, emcee.

Opening Day of Hawaii

Annual Attracts 8,000

HONOLULU, Oct. 16.—Opening day attendance at the 26th annual Maui County Fair here (7-10), was estimated at 8,000. Adults were admitted for 50 cents, children for 20.

Free vaude was inaugurated this year, with E. K. Fernandez presenting the *Globetrotters* of 1949.



ONE OF THE HUGE CANDY-CANE MOTIFS used for eye-appeal at the Danbury (Conn.) Fair. A large number of these papier-mache canes, made by Messmore & Damon, were used to novel effect in various sections of the fairgrounds.

Ventura Pulls Record 87,132

Kiddie Day sparks fast start—spending hit by oil strike—flack good

VENTURA, Calif., Oct. 16.—New attendance mark was set by the Ventura County Fair (6-10) at Seaside Park here when 87,132 passed thru the turnstiles as against 65,000 for '47. Estimated daily attendance figures showed 32,000 for opening (6), which was Kid's Day, and featured an hour-long parade; 7,632 Thursday (7), 10,000 Friday, 20,000 Saturday and 17,500 Sunday.

The grounds were crowded but spenders were missing. The West Coast oil strike, which particularly affects this region, hurt; as did the current money squeeze. While good weather was enjoyed during most of the event, Friday attendance was lowered by cold.

One of the highlights of the fair was the table-setting contest, which found men competing for the first time.

For the first time, an afternoon dog show under auspices of the Ventura County Dog Fanciers' Association was held, and proved a good crowd-holder.

Main exhibits were housed in a 100 by 820-foot tent rented from the John Stuart Canvas Company, San Francisco.

Event Gets Good Flack

Good coverage by publicity woman Dorothy Arndt helped hypo interest. Ventura radio stations KVEN and KVBC broadcast daily from the grounds.

New wrinkle tried out this year was the selection of a fair king instead of a queen. Old-timer from the county was picked and five princesses chosen for his retinue. The six subjects enabled Miss Arndt to get more photo breaks than normally would be the case with just a queen.

Construction of permanent buildings is held up due to a new ball park on the fairgrounds. The State had approved plans for the plant, but the erection of the stadium has forced a revision of plans.

Horse Show in Ball Park

Horse show events were held in the ball park this year, which was an improvement over the '47, when they were held at the old rodeo grounds. The horse show was judged by Art Hill and staged by Gordon Wiggett, local rancher who raises Palomino and quarter-horses.

The rodeo was staged twice Saturday and once Sunday. Top riders won \$1,000, \$800, and \$700, respectively, for the first three places. All-around cowboy was Johnny Kelley, of Thousand Oaks. Results were: Calf Roping—Lem Boughner, San Bernardino; Fess Reynolds, Van Nuys; Wesley Pettit, Bell, and Harry Floyd, El Monte. Saddle Bronk Riding—Bob Burrow, San Fernando; Steve Jones, Santa Paula. Team Roping—Ray Yanez and Ben Johnson, Ventura; Phil Selby and Jack Selby. Bull-dogging—Harry Floyd and Ralph Stockwell, Lynwood; Rod McCaughy, Van Nuys; Hallowy Grace, Los Angeles. Bull Riding—Art Cook, Los Angeles; Bob Martin, Long Beach; Ed Dover, Montebello. Bareback—Art Knolty, Van Nuys; Joe Crow, Oklahoma; Bob Fetters, Oklahoma; Bob Burrows, San Fernando. Rodeo stock was supplied by Andy Jaurequi, of Newhall.

The navy video show, in charge of Lt. Com. Robert Holt, public relations officer of Naval Air Missile Test Center, Point Magu, was one of the stand-out exhibits.

Fireworks display was staged by

Over 100,000 See Tex.-Okla. Annual; Receipts Heavy

IOWA PARK, Tex., Oct. 16.—More than 100,000 persons attended the five-day Texas-Oklahoma Fair, which closed here Saturday (9). Receipts were among the highest in the history of the event.

Prize money totaled \$5,000 for the Hereford show and as much for the quarter horse show. The Industrial and Oil Exposition offered double the number of exhibits in '47, and this increase was matched in the Manufacturer's and Industrial Building.

The All-Western Quarter Horse Show featured the Boomtown Quadrille of Burkburnett, Tex., for the three days. Fagan Miller, trick motorcycle rider, and Don Hamilton and his motorcycle daredevils were added features.

On the midway, the Victory Exposition Shows, owned by the Vandike brothers, had their biggest week since acquiring the show.

Eddie Geyer and his high pole act was offered as a free attraction. T. Leo Moore headed the fair's publicity.

Fair plans for next year included enlarging of the grandstand attraction program.

Danbury Tops '47 Attendance

DANBURY, Conn., Oct. 16.—Comparatively good but cool weather the final two days of its nine-day run enabled the Danbury Fair to chalk up an estimated total attendance of 150,000, which topped last year's mark and pinned up a new high for the Nutmeg State's annual since its post-war revival in 1946.

Steady rain Friday (8) washed up attendance at the fair and killed off biz on the midway, which would have become a mudhole sans the loads of shavings dumped on the soggy soil by Oscar C. Buck and Ross Manning, whose combined shows occupied the midway. While Friday was almost a total loss for Manning and Buck, their rides, shows and concessions piled up good business Saturday (9) and Sunday (10) when the amusement area was jammed with crowds that spent quite freely.

Midget boat racing, a real novelty with pint-size speedboats racing in an artificial waterway in front of the grandstand, was Sunday's feature attraction and brought approximately 6,000 into the grandstand.

Another innovation at Danbury was the Hay-Ride, a trackless miniature train, from the ex-New York World's Fair, which rambled leisurely thru the grounds on sightseeing tours.

High attendance at the Danbury Fair is particularly worth noting because the fairgrounds are practically inaccessible excepting by auto or buses, and the bus service, excepting from Danbury itself, is none too good.

Colusa Draws 9,000

COLUSA, Calif., Oct. 16.—Approximately 9,000 persons were on hand for the ninth annual Colusa County Harvest Festival, September 22-25, with horse shows drawing an estimated 4,000.

the Shell Oil Company Saturday night (9).

Free vaude show, booked by AAA Theatrical Service, included Four Gay Blades, the Marlowes, Princess Maza, Larry Collins, Al (Whitey) Roberts, and Emsee Jimmy Muir.

New Secretary-Manager Larry Ver Husen took over for the first time this year, assisted by Bob Stuart.

The Foley & Burk Shows supplied the midway.

Little Rock Pulls 158,751 To Smash Attendance Record

LITTLE ROCK, Oct. 16.—Arkansas Livestock Show and Rodeo pulled a record attendance of 158,751 in seven days ending Sunday (10). Attendance in 1947 was 136,400.

Under the guidance of State Sen. Clyde E. Bryd, the event operated with about one-third of its master construction plan completed. The main midway, measuring over a half-mile long, was jammed with 14 rides, operated by Floyd E. Gooding, and 11 shows, the latter booked by Ray Marsh Brydon.

Relocation of the rodeo arena on the southern end of the midway served to keep the crowds circulating thru the midway, which received a consistently heavy play. The rodeo again was produced by Homer Todd, Fort Smith, and it clicked solidly.

It was particularly flashy at night

due to the use of a battery of lights which gave the arena the brilliance of a well-lighted stage.

Rodeo music was by the Hardin-Simmons University Cowboy Band, directed by Marion B. McClure. Ike Tacker and Charley Schultz were the rodeo clowns.

Selden, Stratosphere Man, was offered as the fair's headline free act. Other attractions included Lippincott, magician, who gave two performances daily, and the Geddisses, acrobatic act.

Premiums aggregated \$25,000. Beef and dairy cattle were housed in four ultra-modern exhibition buildings and the swine overflowed the 800-pen swine barn.

New entrance building was aglow with neon, as were six midway light towers. Weather was good except for a shower Wednesday (6) and rain Sunday (10). A new 8,000-seat coliseum will be built in time for the 1949 event.

ARE Annual Shades 1947 Biz Despite Weather

RICHMOND, Va., Oct. 16.—Despite the fact that rainy days stymied the Atlantic Rural Exposition's attainment of anything near its announced objective of a 500,000 gate this year, General Manager R. M. Hazelwood claimed this year's fair was far more successful than last year's annual.

Final estimates place the fair's total attendance at 250,000. Day-by-day estimates were 32,000 on Monday (4); 3,000, Tuesday (5); 15,000, Wednesday (6); 47,000, Thursday (7); 55,000, Friday (8), and more than 65,000 Saturday (9). These figures do not include children under 12 years of age, who were admitted free. Total attendance last year, also hit by several rainy days, was under 200,000.

Hamid's Grandstand Follies was the feature attraction at the fair. Cetlin & Wilson Shows occupied the midway.

Winston-Salem Colored Annual Debuts to 20,000

WINSTON-SALEM, N. C., Oct. 16.—The Western Carolina Colored Fair, October 12-16, opened Tuesday (12) with an estimated gate of 10,000 paid admissions, plus about 10,000 kiddies in on Children's Day ducats.

Motorcycle races and band concerts were the entertainment features of the fair, with the Lawrence Greater Shows on the midway.

Hemet, Calif., Event Outdraws '47 Annual

HEMET, Calif., Oct. 16.—The second annual four-day Farmers' Fair and Festival, which closed Sunday (10), pulled a total attendance of 27,356, which was 11,676 over 1947.

Seven buildings, secured from the War Surplus Agency at Camp Haan, were moved on the grounds in August and made ready for this event. The structures housed commercial-industrial, poultry, home economics and other exhibits. Junior livestock, junior fair, agriculture-horticulture, machinery, and automobile displays were under canvas.

For the second year the Ferris Greater Shows had the midway. Headed by Rose and Larry Ferris, the shows remained here until Wednesday (13), moving to Mojave, Calif., to play the Gold Rush Days.

Fair entertainment featured, in addition to hillbilly bands playing on the free stage, included a circus with Ed C. Learmont's chimps, elephant and pony act, trained and presented by Eddie Allen; Harold Winston's performing seals, the Aerial Duanes, and Abe Goldstein, clown.

Grandstand attraction, booked by Abel & Nelson Agency, featured George West, comic and emcee; Jewel Kincer, singing accordionist; Felix Vallee, comedy roper; Captain Jones and Company, comedy magic; Doug Wright's Charley the horse; Sylvia Stinson, acro dancer; Four Barons, Gay '90s quartet, and Freddie Miller at the piano.

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Good Weather Builds Gate At Greensboro

Rocky Mount To Go Again

GREENSBORO, N. C., Oct. 16.—Perfect weather throught the six-day showing of the Greensboro Fair which winds up activities here tonight will undoubtedly result in new records for every department. Nights, which attract the bulk of the attendance, have been clear and warm enough to draw big crowds.

Norman Y. Chambliss who managed this and the Rocky Mount Fair was rained out two weeks ago at the latter spot. As a result he announced that the fair would be run again November 2 thru 7 with the World of Mirth Shows on the Midway, a George A. Hamid grandstand show, thrill show and auto races and nightly fireworks. He said that all exhibitors were in favor of the restaging of the annual and promised full co-operation.

New bleacher sections to accommodate about 1,000 persons are in readiness for this afternoon's stock car races. A peak crowd is expected since the junkers have packed them in here at six meets staged prior to the fair. The popularity of this type of racing is attested by the fact that admissions, including gate charges, total \$3.

The George A. Hamid night grandstand revue has played to hefty crowds throught the week. The Hamid shows have built up a large following over a long period of years. Hamid was on hand personally to supervise the staging of attractions. He reported that his Southern dates are clicking in record fashion. He was accompanied by Mrs. Hamid and George Jr.

The World of Mirth Shows midway grosses thru yesterday indicated a new record for this spot. The take Tuesday (12), Children's Day, was said to be double that of last year. Money apparently is plentiful in this area since crops have been good, the market prices for tobacco are high, and the textile mills have recently come out of a slack period. The World of Mirth last played here in 1943.

The easily accessible grounds result in big turnouts at night. However, short term leases make it impractical to improve the permanent features with the result that little has been done to build the daytime play.

A tent had to be erected this year to accommodate cattle. Chambliss reported all exhibit space sold well in advance.

Gold Rush Exhibit Moves Into L. A. for 30 Days

LOS ANGELES, Oct. 16.—An exhibit, showing 1848 methods of gold mining, moved in here this week for display in Pershing Square. Exhibit, in for a 30-day run, is directed by Carl T. Mills, secretary of the Calaveras County Fair in Angels Camp, famous for the Jumping Frog Jubilee, and is showing under direction of the California Centennial Committee.

Exhibit includes an arrastra (a rude drag-stone mill for pulverizing stone for free gold), an assayer's office and a large water wheel.

Following the showing here, Mills will take it to San Francisco. Display was moved here after showing to over 600,000 persons at the Los Angeles County Fair in Pomona.

North Carolina Meet Set
RALEIGH, N. C., Oct. 16.—North Carolina State Fair Association meeting will be held at the Sir Walter Hotel here January 21. Dr. A. H. Fleming is secretary.

Truman To Speak At N. C. Annual

RALEIGH, N. C., Oct. 16.—Plans were completed here this week for the appearance of President Truman at the North Carolina State Fair Tuesday (19), it was announced by Dr. J. S. Dorton, manager. The President will speak at the fair at 3 p.m. from a special stand erected adjacent to the waterfall.

Truman and party are expected to arrive here by air Monday night (18). He is scheduled to speak in Capitol Square Tuesday morning.

New Marks Assured for Spartanburg

Ideal Weather Builds Gate

SPARTANBURG, S. C., Oct. 16.—With continuing good weather promised for today's final showings, the six-day Piedmont Interstate Fair is virtually assured of new all-round records, officials said.

Ideal weather and a strong program of attractions together accounted for peak crowds throught the week. The mushrooming popularity of stock car races paid off here Tuesday (12) and is expected to account for even larger crowds this afternoon. For the first time, a George A. Hamid night show is being presented in front of the grandstand. The revue has been so well received that two shows were given on most nights throught the week to accommodate the crowds. The night show has mainly consisted of unrelated acts in the past. Afternoon harness racing drew sparse crowds.

Indications are that the drawing range of the fair has spread since its reorganization several years ago when adjacent counties, including some in North Carolina, were brought actively into the management.

Also deemed helpful in building the gate this year was the polio ban in effect during the staging of the recent and not far distant Shelby (N. C.) Fair. At that spot all persons under 16 were banned from the grounds. It is likely that many of them showed up here.

The co-operation of the press, which has wavered between hot and cold in the past, has been excellent. Schools were turned out for special days and the influx of youngsters accounted for some of the best business, especially on the midway where the Cetlin & Wilson Shows were playing a preem engagement. The cramped area, plus the obvious sale of considerable space by both the fair and the shows, did little to enhance the appearance of the shows.

The city location of the grounds results in many of the city folks attending on several nights, but the approaches are easily jammed by traffic which delays the influx of crowds.

A capacity crowd turned out Tuesday for Negro Day. Stock car races, featuring Negro drivers, packed the grandstand.

Harrisburg Farm Show Awards Total \$51,559

HARRISBURG, Pa., Oct. 16.—Awards totaling \$51,559, an all-time high, have been approved by the Pennsylvania Farm Show Commission for the 1949 show, which will be held during the week of January 10.

Show this year, if weather proves favorable, is expected to draw more than the 525,000 visitors who saw the five-day agrarian event in 1948.

Rain, Cold Hit B'ham 3 Days; Draw 225,000

Industrial Exhibit Big Hit

BIRMINGHAM, Oct. 16.—Alabama's vastly improved State fair (4-9) fought three days of cold and rain, but rang up an attendance of 225,000.

Seventy thousand of the 225,000 were school children from throught the State, guests of the Alabama State Fair Authority.

Hit of the week's show was a new industrial arts exhibit in the steel-glass building erected this year. Displaying the State's basic industries, this exhibit played to a clocked door of 214,000. The Associated Industries of Alabama spear-headed and managed the exhibit.

Attendance for the week included 25,000 automobiles parked on the grounds.

Motorcycle races, the Al Sweeney-Gaylord White auto races and the Barnes-Carruthers grandstand show crowds were held down by rain and chilly weather.

The Royal American Shows, with Sally Rand as the big draw, pulled steadily during the week, but were off 8 per cent from '47 midway figures for another org. A kiddieland, installed this spring by the fair authority, cut into the take of the rides and shows on the Royal American Midway.

Rand, here last year, said she grossed \$32,000, or \$10,000 more than last year. She pointed to a stronger afternoon business and said the 3,700 kids' tickets sold was the greatest in her fair travels. Oklahoma City, with approximately 2,000 juveniles, had the previous record.

With an estimated 65,000 on Children's Day, Wednesday (6), after a slow start, the fair perked up with good Friday and Saturday biz. As a result, the gate topped the 1947 mark.

This encouraged the State Fair Authority, a non-pay citizens' board under the city commission, to go ahead with plans for additional new buildings on the grounds for the 1949 fair. Agriculture and livestock buildings are on the 1949 planning boards.

The Alabama Art Show, a second-year feature, had 700 entries and was highlighted by a showing of The Helping Hand, a \$25,000 painting from the Corcoran Gallery of Art, Washington.

Enlarged parking facilities and other ground improvements, particularly flowers and landscaping, added to the attractiveness of the fairgrounds.

Auburn, Calif., Annual Draws 10,000 in 3 Days

AUBURN, Calif., Oct. 16.—Officials of the seventh annual Placer County Fair estimated attendance at 10,000 for the three-day event, September 25-27, with premium money 60 per cent over '47 and exhibits in 206 classes up 50 per cent.

Feature event was a thrill show put on by Satan's Hell Drivers. Horse shows, under direction of Harrison Cutler, drew more entries than '47.

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RAIL ORGS CORRAL DIXIE

Calif. Org Does Okay in Selma

Owner Bob Schoonover reports '48 biz near '47 despite bad spring weather

SANGER, Calif., Oct. 16.—Biz held up for the California Shows at their five-day stand (5-9) at Selma, Calif., under American Legion Post auspices, according to Bob Schoonover, shows' owner-manager. But the total gross will be down due to a city ordinance against carnivals playing the town on Sunday. Schoonover and his wife, Betty, shows' secretary-treasurer, said the season was spotty but nothing to complain about. They claim the org would have equaled '47 had it not been for bad spring weather.

The Schoonovers had one bad scare a few weeks ago when their 3-year-old son, Victor, was stricken with polio. However, he came out of it in good shape, Schoonover said.

General Agent Ted Levitt is on the road lining up other spots before shows go into their Fresno, Calif., barn, where the Schoonovers have purchased a new home.

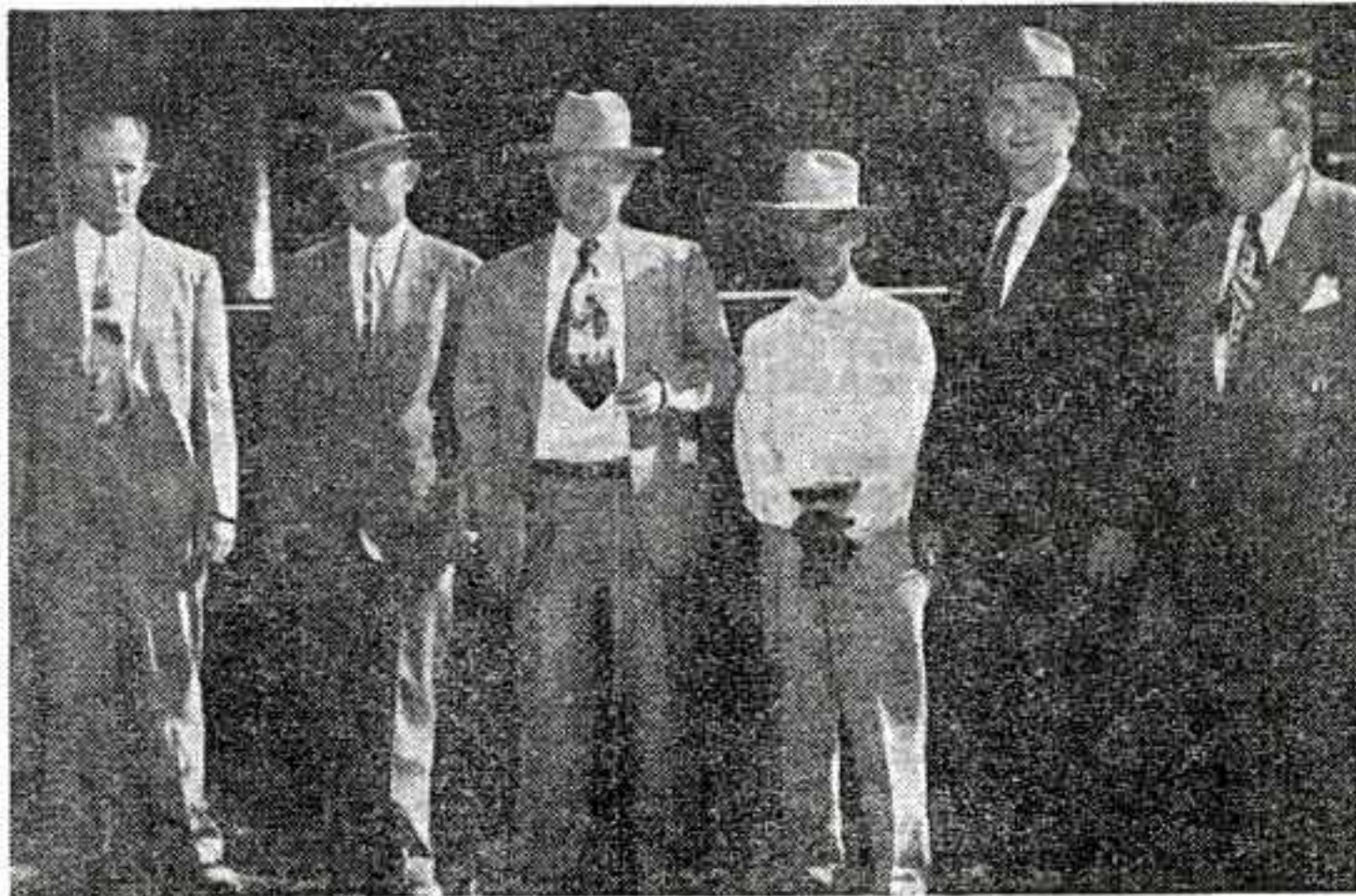
Shows are only partly fluorescent now but next year it will be 100 per cent, Schoonover said. Org carries five major rides, four kiddie rides, a pony ride and 35 concessions. Kid train ride was added this year. Altho city power usually is used, an emergency power plant is carried.

Ride personnel includes Rolloplane, Keenan Smith, foreman, Clyde Wells and Ethel Dunsing, tickets; Octopus, William McClanahan, foreman, Maurice Jones, Jon Young and Mary Beaudry, tickets; kiddie rides, Leo Beaudry, foreman, Fanny Greer; Ferris Wheel, Carl Dunsing, foreman, Robert Kundert; Kathryn Pillow, train; Merry-Go-Round, Francis Parham, foreman, Lawrence Andrada, James Cole. Side Show is run by Floyd Norris, with Brownie Smith, manager; Jolly Josephine, fat girl and fire-eater; Rita Norris, electric chair and sword box; Bucky Norris, emcee and magic. Brownie Smith also has the Girl Show.

Harold Shoemaker is ride superintendent. Other personnel includes Glen Loomis, billposter; Alonzo Sawyer, searchlight; Albert Montie, front; Lee Emhoff, sound truck; Robert Sheppard, electrician; Finley Lawrence, assistant electrician; John Chapman, mechanic. Rudy Mueller does the free act.

Concessionaires, under Manager A. E. Stein, include Bernie I. Miller, novelties; Virgil Burlingame, photo, long range, short range and cigarette galleries; Mrs. Barney Clancy, hoop-la; Floyd Triplets, wire jewelry; cook-house, Sam Pearson, Margaret Austin, Katherine Sawyer; Al Bozart, marble pinball; Richard Schoonover, rat game; Robert Gaspard, Lee Cole, Mrs. R. H. Gaspard, bingo and pea pool; Mr. and Mrs. Byron Kast, popcorn; Harold Shoemaker, hi-striker; Mrs. Bill McClanahan, penny pitch; Lester Dobbs, ham and bacon; Mrs. Ruby Dobbs, fishpond; Nate Harris, razzle dazzle; Monte Morgan, Sol Grant, rolldown; Harry Merkle, slum skillo; Mrs. Bee Stein and Mrs. Nate Harris, watch-la; J. E. Mays and son, Truman, bronze horse wheel; Eddie Shue, nails; Mrs. Nellie Bevins, balloons; Willie Bevins, cat rack; Red Henessy, Bob Milo, Jack Littlefield, clothespin; Mr. and Mrs. Chuck Eckfert, pig bank wheel; Tom Bailey, diggers.

Charlie Camp, general agent, Pacific United Shows, visited.



AS THIS PHOTO ATTESTS, State and city dignitaries turned out for the Winn Parish Fair at Winnfield, La., later posing for this shot with members of Frank W. Peppers All-State Shows, which provided the midway. In the group, left to right, are Matt Milam Jr., president, Winn Parish Fair Association; Eli Harrell, Winnfield's mayor; Louisiana's Gov. Earl Long; Frank W. Peppers, shows' owner; Louisiana Congressman Leonard Allen, and H. Kermit Sumner, shows' manager.

Strates Tops '47 Midway Gross at Charlotte Fair

CHARLOTTE, N. C., Oct. 16.—On its first appearance here at the Southern States Exposition, October 5-9, the James E. Strates Shows topped the 1947 midway gross even tho rain Monday (4) left the fairgrounds and midway in a terrible condition for Children's Day Tuesday (5). However, more than 100 loads of shavings were dumped onto the lot to make a bang-up kiddies' day possible. The midway was again laid out in a long straight line, which showed up its rides and attractions to best advantage.

With clear skies for the remainder of the week and the lot in tip-top condition, business increased daily, with a Friday (8) children's matinee—55,000 attendance at the fair that day—putting lines at both show and ride ticket boxes. A jam-up Saturday (9) attendance sent the shows' grosses well above those of the previous year.

Top money honors went to Georgia Sothorn's *Night on Broadway* revue and Irvin C. Miller's *Brown Skin Models*, with the Miller musical taking the edge. With an already strong line-up of freaks and acts, Claude Bentley's Side Show roster was augmented with Zip and Pip, Georgia pinheads, which gave the show a stronger bally and bigger grosses. Doc

Hartwick's Wild Life and Fred Munn's Trained Animal Circus both went over the top for the biggest weeks of the season. Rita Cortes's *Hawaiian Nights* reported the best week of the season and Nate Eagle's Hollywood Midgets kept up with the grossing pace set by the big sit-down shows. Joining here was Sam Greco with his Iron Lung. Louis Strates reported a big week for his juice and grab, as did Ed McTeague for his three 28-foot doll concessions.

Secretary and Mrs. J. F. McDvitt advised that they are enjoying their trip in their new car. Visitors included Ralph Lockett, general agent of the Johnny J. Jones Exposition; Bill Carsky, Casey Concession Company; Mr. and Mrs. Tom Green, former Cole Bros.' Circus troupers; Jack J. Perry, owner-manager, Charles M. Powell, general agent, and E. Eddie Rood, special agent, of the Jack J. Perry Shows; Mrs. Bertha Melville, of Melville-Reiss Shows, and John Robinson, manager of the Hickory (N. C.) Fair.

Show Folks No. 2 Announces Dates For Fall, Winter

SAN FRANCISCO, Oct. 16.—Dates of annual events for Show Folks of America, No. 2, are announced by President Whitey Monette. Several added features are scheduled this year, including a 22-piece band for the banquet and ball and a 40-voice choral group for the memorial exercises.

The ladies' bazaar, Monday, November 15, leads the schedule, to be followed by memorial services at Show Folks Rest, Mount Olivet, Sunday, November 28; President's Party, Monday, November 29, and the banquet and ball in the Gold Room of the Palace Hotel, Tuesday, November 30.

Whitey Monette asked all members to support the booster list and take an ad in the year book.

Various committees will be appointed soon.

NSA Committee Preps '49 Ticket

NEW YORK, Oct. 16.—At the first regular meeting of the board of governors of the National Showmen's Association Wednesday night (13), these members were selected to serve on the nominating committee to prepare a ticket: David Brown, chairman, Joe McKee, Eddie Elkins and Sam Rothstein from the board of governors; Morris Brown, Edward Cohen, Al Janpol, Frank Rappaport and Dan Thaler from the floor.

The list of nominees will be presented at the October 27 meeting and election and installation of officers will take place during Open House in the clubrooms, November 22.

All Annuals Come Thru

WOM, C&W, Strates and Endy score in Southland—good weather helps

By Jim McHugh

GREENSBORO, N. C., Oct. 16.—All of the East's biggie rail orgs, spaced only a few hundred miles apart and each on the last leg of a spotty season, clicked merrily at their various Carolina annuals this week. Perfect weather resulted in big free-spending crowds. The crops have been good, prices are high, and the textile mills are humming.

Frank Bergen's World of Mirth Shows on the midway of the Greensboro Fair here were assured of chalking up a new gross mark as they headed into today's final showings. This, plus a 25 per cent jump in the gross last week at Winston-Salem, indicates that the Southern trek will contribute some of the best dates of the season. The World of Mirth last showed here in 1943. Since then it has grown to the extent that five rides were left on the wagons for lack of space, Bergen said.

The Cetlin & Wilson Shows, also playing a preem date at the Spartanburg, S. C., Fair, had already wrapped up a big gross going into today. Last week, despite three days of bad weather which turned the doings into a near total loss, the shows wrapped up their biggest take at the Atlantic Rural Exposition in Richmond, Va.

The successor to the old Richmond Fair has struggled thru bad weather and a new, distant location since its postwar revival. However, it has apparently at last come into its own as one of the better midway dates in the East. Individual operators whose experience dates back to the old fair, which was always considered a prime date in good days or bad, reported their take on the final two days as better than they had counted on for a full week's work.

The James E. Strates Shows were doing good business at the American Legion Fall Festival in Gastonia, N. C., a date it has held for a number of years. Endy Bros. Shows were doing okay at Wilson, N. C.

Except for a polio ban nixing much of the expected business at Shelby, N. C., the Strates shows have corralled some big takes in the South. Two days of rain were overcome in Danville, Va., and the shows' gross at that fair exceeded that of last year, Strates said. Last week at Charlotte, where they played for the first time, the take was reported big. Next week the org heads into the big one, the North Carolina State Fair at Raleigh.

Bergen announced here that he would break a home run move from Augusta, Ga., to Richmond to play the Rocky Mount, N. C., Fair, which will be held the week of November 2. The first attempt to stage the annual two weeks ago was rained out. Only good weather is needed for Bergen to wrap up big grosses next week at the South Carolina State Fair, Columbia, and the following week at the Exchange Club Fair, Augusta.

AIKEN, S. C., Oct. 16.—Woodmen of the World here have signed with Stan Reed, of the Harrison Greater Shows, for their Charity Fair week of November 1. Fair will have more exhibits and displays than in 1947. More than 40,000 people attended last year.

Crafts Org Finds Spending on Light Side at Fresno Annual

FRESNO, Calif., Oct. 16. — Crafts Exposition Shows, managed by Roger Warren, found anything but a free-spending crowd at the Fresno District Fair here (5-10). One show spokesman reported the season to date is 35 per cent off from the '47 gross. This, he said, is due mainly to the rainy spring and general business conditions.

The shows here had a strong line-up of rides, including 12 major ones, five of which came from Crafts 20 Big Shows, the No. 1 Unit. Rides included a Merry-Go-Round, two Ferris Wheels, Rolloplane, Tilt-a-Whirl, Loopplane, Auto Scooter, Looper, Pretzel, Fly-o-Plane, Octopus and Chairplane, the last-named owned by Tony Soares, of Pacific United Shows, and managed by Bernie and Bernice Summers.

Bill Meyer had the Kiddieland here, bringing up two steam trains from Crafts 20 Big Shows. In addition, he had a baby boat ride, Ferris Wheel, Roto Whip, Caterpillar, pony ride and Roller Coaster.

Kiddieland Biz Up

Meyer said his Kiddieland business here was better than at the Los Angeles County Fair, Pomona, where a polio scare hurt.

Crafts Shows on the midway here included a Side Show, Girl Show and Motordrome. Jack Joyce had the Wild Life exhibit and Bones Hartzell, who recently purchased a two-ton truck, was on hand with his Octopus Show.

Crafts had 55 concessions, managed by Harold Moak, plus a Penny Arcade, managed by George Bryant. The midway was well-illuminated and five 60-inch searchlights helped draw the folks.

The fair midway was handled by

Cetlin & Wilson Jamboree Raises \$1,300 for MSA

SPARTANBURG, S. C., Oct. 16. — During Cetlin & Wilson Shows' date at the Piedmont Interstate Fair here the Miami Showmen's Association (MSA) came in for a big play when the C&W org staged a jamboree for the association's benefit. Affair was held in Raynell's Girl Show tent and \$1,300 was realized for the MSA and Ladies' Auxiliary.

Among the guests were Tom Moore Craig, treasurer of the Piedmont Interstate Fair; Sam Snoddy, of the fair board; Mrs. Jack Wilson and party; Jim Oliphant, *Spartanburg Journal* feature writer; Bob Parker, past president of the MSA; Carl Sedlmayr Jr., representing the Royal American Shows, and George Golden, first vice-president of the MSA.

Izzy Cetlin and Jack Wilson, show co-owners, were introduced and Vice-President Golden started the financial ball rolling. Speeches were made by Cetlin, Wilson, Parker and Sedlmayr, applauding the work of the MSA and asking for continued co-operation.

Entertainment for the jamboree was furnished by acts from George A. Hamid's grandstand show, *Fantasies of 1948*, which is appearing at the fair, and Raynell's *Girl Show Revue*. Participating were the Spaulding Trio, dancers; Hopefield and Rath, comedy tumblers, and Jack Olson, emcee, of the Hamid troupe. These acts were augmented by Joe Patanie, singer; Raynell *Revue* girls in an *Indian Love Song* number; Bob and Betty Carr, skate twirlers; Nan Topping, blues singer, and the chorus finale, with Jo Anne Keeler's feature dance and emceed by Nellie Raynell.

Whitey Monette, assisted by Paul Monette and Harry Schwartz. Concessions included Morris Goldstein, Hum-a-Tune; Bob Taylor, comb pitch; George Price, Svengali deck; Happy the clown, specialties; Red Ball, bugs; Joe Walsh, age; Harry Lowe, scale; Sirl Shipman, lavender; Leo Sax, Walt Cosco and William (Sully) Sullivan, jewelry; Benny Haberman, Ray Reed, George Westlake, Blackie Shapiro, Ralph Clinton, Vic Jellar, Larry Dunlap and Bill Ablan, novelties.

Mickey Hogan, miniature trombones, reported he is building a portable stage to carry on the road next season. He reports business good at Puyallup and Yakima, Wash., and Sacramento. He also reported he is booked into the Maier & Franks Department Store, Portland, Ore., for the five weeks preceding Christmas. The LaDells, mentalists, were on the midway with their act and reported night business good. Doris Monette worked hats, while Frances Monette had charge of the No. 2 store.

Hartzog Visits

Whitey Bahr, who, with Jimmy Lunch, operates Gay Enterprises, was on the grounds. Jack Hartzog, former electrician with the Foley & Burk Shows, visited and reported he is now working for a Fresno construction company. Pete Herman reported he took first prize at Sacramento with his novelty stand. The tavern on the midway was run by Bill Swafford and featured Tom Holden and the Dude Swingsters.

From here the Crafts moved to Visalia, Calif., and the next stop will be the Arizona State Fair, Phoenix, November 5-14.

Sally's a Mother; Adopts Infant Boy

BIRMINGHAM, Oct. 16. — Sally Rand is a mother.

The fan dancer revealed during her appearance here with Royal American Shows at the Alabama State Fair that she has adopted a two-month-old boy. As the fair closed here, she flew to Key West, Fla., to take her son and a trained nurse to Jackson, Miss., to rejoin the shows.

The child, born August 1, was the second adopted by Miss Rand during a recent visit to Florida. The first, a girl, died the week after birth.

The boy will be christened Shean, according to Sally.

"But he's not being named for anyone," Sally said. "It's just a good Irish name for John."

Annual ACA Meeting To Convene Nov. 29

CHICAGO, Oct. 16. — The American Carnivals Association's (ACA) annual meeting will start Monday, November 29, at 1 p.m. at the Hotel Sherman here. The board of directors and Max Cohen, general counsel, will meet at that time, Cohen has announced. The first session for the full membership will be held the following afternoon.

Two, possibly three, meetings of the full membership will be held, Cohen said, with one to be held each afternoon until all business is cleared.

All non-member shows are urged to have representatives in attendance. Cohen pointed out. He requested that shows planning to be represented advise him at the ACA's office, Central Trust Building, Rochester, N. Y.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Top Soil, Okla.,
October 16, 1948.

Dear Editor:

When it comes to playing juice, grab and light p. c. fairs, we get them. We love to hear the 40-milers' grind, "Trade with the homefolks," because we know that the 40-milers' privileges are already in the wagon. At this time of the season one privilege in the wagon is worth two on the lam, and because a 40-miler can only lam 40 miles, he's a safer bet than the concessionaire at large who, to catch up with you, has to change territory every year.

We had so many fence-jumping concessionaires in the East that the show switched to the Midwest to catch up with them. That added \$15,000 to the fence-taking booth workers' debts thru railroading the show to them. The amount divided among 100 lamming and powder-taking concessionaires figures \$150, plus interest, per capita in banking circles or a yard and one-half, plus the grief, in midway jargon, with bankers not buying the notes at 5 cents on the dollar whether per capita or jargon.

However, no matter how you figure it, 40 or 40-some-odd-milers are needed to successfully promote a pumpkin fair. We had an open week here, so General Agent Lem Trucklow called a meeting of snow cone, Lord's Prayer on a penny, hot soup and seegar and all-you-can-drink-for-a-nickel concessionaires who were in a 40-mile driving area to promote a fair. The event was to be managed on a co-operative plan with each concessionaire becoming a partner. Privileges were to be laid on the line with an understanding that the more you paid the more stock in the fair you controlled.

So big was the rush for space and stock by potential fair managers that every available foot of space on the grounds was bought, which made the fair board here the largest and longest in the country; that is, if you consider 3,000 feet of fair managers, at \$12 per foot, a long fair board.

On Pete Ballyhoo's arrival here he learned that because of the big sale in footage there was no room left to erect his midway. So, he paid the fair board its share of the concession money and sent Lem Trucklow on a booking trip which didn't take him out of town. Thru a streak of luck he booked the midway on a downtown location under auspices of the Nut Shell Spielers' Club that was raising funds to build a home for retired nut, broad and spindle dealers. The double stand here will go down in history as the first shows to play two dates without splitting the midway. How far down in history it will go isn't known at this writing.

Altho our take off the concessions at the fair was terrific, our downtown grosses were the season's biggest, even tho we were day and dating ourselves at the fair. What built up our bit on the downtown date was the discovery that 60 of the retired concessionaires, whom show was raising funds for, came under the \$150 per capita, plus interest, in banking circles, or a yard and one-half in midway jargon, which when deducted from the funds raised for the lamming, galloping and powder-takers' debts to the office eliminated 60 per cent of the original \$15,000. Well, anyway, a home wouldn't be any good to them. You couldn't load one on a flatcar.

Parker Choice Of Nominators For SLA Prexy

CHICAGO, Oct. 16. — Robert K. Parker is the choice of the nominating committee for president of the Showmen's League of America, it was announced this week. Other nominees are Morris Lipsky, first vice-president; Noble C. Fairly, second vice-president; Oscar C. Buck, third vice-president; Walter F. Driver, treasurer, and Joseph L. Streibich, secretary. Sam J. Levy was nominated as a trustee, to serve for five years.

Nominated to the board of governors were Oscar Bloom, Max Brantman, Art Briese, Elmer Byrnes, James Campbell, William Carsky, Jack Duffield, George A. Golden, Max Goodman, Sam Gordon, Harry Hennies, Ben Hyman, S. T. Jessop, George W. Johnson, William Kaplan, Rube Liebman, Roger S. Littleford Jr., Bernie Mendelson, Arthur Morse, Edward Murphy, Maurice Ohren, Charles Owens, E. Lawrence Phillips, Pat Purcell, Denny Pugh, John Quinn, Jack Ruback, Harry Ross, Edgar I. Schooley, Robert Seery, Al Sweeney, James P. Sullivan, J. C. (Tommy) Thomas, Al Wagner, Edwin E. Wall, G. L. (Mike) Wright, Charles Zemater, William Cowan, Art Frazier, Edward Gamble, Harold Paddock, Ned E. Torti, E. W. Evans, Lou Keller, George B. Flint, Dave Malcolm, Earl Tauber, Edward Levinson, John P. Wulf and David B. Endy.

The nominating committee is composed of J. W. (Patty) Conklin, Denny Pugh, Max Goodman, Harry Hennies, Oscar Bloom, George B. Flint, Charles Zemater, Dave Malcolm, Earl Tauber, John P. Wulf, Ed Levinson, Fred Kressmann and Sam Solomon.

Cotton Pickin' Kale Being Garnered By Pacific United Org

MENDOTA, Calif., Oct. 16. — Cotton picking money is being garnered by Pacific United Shows playing San Joaquin Valley dates while pickers are working the fields. Tony Soares and George Sackson, co-owners, said the stand at the Leamore Celebration (Oct. 1-3) was fair with the date here good. Org would rather play still dates and follow the harvests in many cases, than play festivals.

Personnel includes Charles Camp, general agent; William Bazinet, Alma Soares, Ferris Wheel; Ivan Merriam, B. Chestnut, Maxine Bazinet, Merry-Go-Round; Cliff and Bill Moore, kiddie ride; Mike Adams, photos, cork gallery, slum wheel, hum dinger and mitt camp; Cider Bill, short range, doll wheel, ball game, string game; Mrs. Sherwood, fishpond; Johnny Lopez, two grind stores; Mr. and Mrs. Al Miller, pitch-till-you-win; Mrs. Loel Sackson, glass pitch; Mr. and Mrs. Joe Walker, balloon game and grab; Shorty Knight, hi-striker; Raiford Schwab, hoop-la.

Side Show is operated by W. J. (Doc) Sherwood with his performing animals. Sherwood is assisted by Don Barker.

Shows recently acquired their own power plant. Shows moved to Huron for a week opening Tuesday (12). No winter quarters have been set, but shows expect to hit the barn after Armistice Day. Last year winter quarters were in Stockton, Calif.

GENERAL AGENT AT LIBERTY

FOR SEASON OF 1949

Know Illinois, Wisconsin, Missouri and Arkansas. State terms in first letter.

BOX 60, c/o The Billboard

390 Arcade Bldg. St. Louis 1, Mo.

Mr. and Mrs. M. G. Stokes recently closed with the Mighty Hoosier State Shows and returned to Indianapolis after visiting several shows in the South. On the way up they spent two days with Mr. and Mrs. E. B. Braden in Nashville.

After closing with Rogers Greater Shows in Lexington, Tenn., Mr. and Mrs. Joe Richardson, who had the Girl and Snake shows and Side Show, stopped off in Atlanta to buy a new house trailer, en route to Florida for the winter.

In order to guarantee its patrons a fair deal, the Gate & Banner Shows' talkers work strapped to lie detectors.

Buddy Bentry, motordrome rider of note, is in Veterans' Hospital, Nashville, recovering from injuries sustained recently while performing his act. This season marks the second year in which he would up his tour on crutches.

Jack Kellow recently went to Leighton, Pa., for delivery of a new Pontiac while playing the Frederick, Md., Fair with Endy Bros. He has sold his two kiddie rides. Bobby McGregor, custard manager, is planning to spend the winter in New York and Miami.

"Yes," advised a native who was taking up tickets on a midway for his lodge, "I used to be a trouper. I was with P. T. Barnum, but that was before he ran a circus and had only a little carnival."

Bill Porter, corn game op, who had been with Lee's United Shows, joined the John McKee Shows at Piggott, Ark. Bob Lewis, pan game op, visited the org en route to Bay City and Port Huron, Mich. He recently closed with Gem City Shows.

During the Twin City Shows' stand at the Webb City, Mo., Fall Festival, Mrs. Clara Xander and Mrs. Virginia Barnes visited Mrs. Harold Eteauh at Jane Cheiner Hospital, where she has been confined since July, recovering from a stroke. The Eteahs have concession on the American Beauty Shows.

R. W. Baillie's chimp, Cheeta, on the Royal Crown Shows, escaped on the run from Roanoke, Ala., to Fitz-

gerald, Ga., and climbed an electric light pole. She lost her balance in walking on a wire and in falling grabbed another wire and "completed the circuit." Ross is talker on the Motordrome.

Billie Cooper, with Royal American Shows, was hospitalized in Birmingham for what was believed by her doctor to be cancer. After undergoing a minor operation she was released with the assurance that she did not have cancer. She returned to the show in Jackson, Miss. Billie recently took delivery on a 1948 Buick Roadmaster in Fort Smith, Ark. Vera Hancock, with the org, took delivery on a 1948 Packard in the same town.

Jean Mercer reports that after closing with the Sunflower State Shows she booked her attractions on Gallagher's Side Show on H. B. Rosen's Magic Midway. Line-up includes Colleen Sue Gallagher, age 4, featured in the impalment; Lue Ella Lady, magician; Teresa Davis, pin-cushion; Amaza Lappoon, mitt camp; Frank Parsons and Mabel Clark, illusions, and Jean Mercer, annex attraction and big snakes. Mrs. Gallagher's father operates the Animal Show on the Rosen midway.

When the Joseph J. Kirkwood Shows close their season, Ed (Snakes) Wardwell plans to spend a few weeks in the Georgia swamps in an effort to capture a few small alligators, snakes and other swamp reptiles, which he plans to add to his attraction for next season.

Capt. Dan Cherry and wife, Stella have retired from the business and are making their home at the Trailer Town, Aransas Pass, Tex., which is operated by Jim and Ruth Montague.

Walter B. Fox, who has been pinch-hitting for Peppers All-State Shows in Mississippi and Louisiana since closing with the Buffalo Shows several weeks ago, returned to Mobile, Ala., October 3 for some urgent dental work and to start his novelty business for the winter. While with Peppers, Fox contracted the Winnfield and Alexandria, La., fairs and also arranged for a date at Baton Rouge, La., under VFW auspices.

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.

LEO CARRELL'S

All States Tourist Camp

TRAILERS & COTTAGES

SHOWFOLKS — MONTHLY

RATES—FIRST WEEK FREE for trailers. Clean rest rooms and showers, hot water always. Restaurant and Beer—Shade Trees, pleasant area to spend the winter. Three-room house-keeping cottages. Location:

NEBRASKA AVE. AT 132 ST., TAMPA, FLA.

PRELL'S BROADWAY SHOWS

THE GREAT GREENWOOD FAIR, OCT. 25-31, GREENWOOD, S. C.

- 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 Danc'ng Girls, Posing Show Girls.
- WANT Musicians and Acts for Minstrel Show.

All Answer SAM E. PRELL GREENVILLE, S. C.

FOR SALE

8-CAR OCTOPUS AND SMITH & SMITH 24-SEAT CHAIRPLANE

Octopus perfect condition, new International motor, complete with ticket box and fence. Well lighted. Ride as good as new. Price, \$4,500.00; with transportation, 24-ft. Fruehauf Trailer and 1940 Ford Tractor with new motor, price \$5,575.00. Chairplane complete, good as new, price \$2,000.00.

FOR SALE—Tractors, Trailers and Trucks of all kinds. Also G.M.C. Office Truck, beautifully constructed. Price is right. Write:

MAX GRUBERG, P. O. Box 101, Philadelphia 5, Pa.

— FOR SALE —

1947 MODEL TILT — A-1 condition, 14 months' use. Would book in park. Have new spare Waukesha Power Unit for sale at a bargain. Set of Baby Rides for sale or book. Contact

DEL CROUCH

Care ENDY SHOWS, Macon, Ga., this week; or per route.

W. E. KAUS SHOWS

OCTOBER 25 TO 30

YAZOO NEGRO FAIR

Yazoo City, Miss. Bonanza for Slum Concessions.

NOVEMBER 1 TO 6

KOSCIUSKO AMERICAN LEGION FAIR

Kosciusko, Miss. Assured To Be Bigger Than Last Year.

NOVEMBER 8 TO 13

D. A. V. GIGANTIC ARMISTICE DAY CELEBRATION

Meridian, Miss. 47 Bands to Compete in Parade.

All in the Cotton Belt. Pickers getting \$3.50 per hundred. Plenty of money. Will book any Stores working strictly stock. Replies:

RUSS OWENS, Gen. Mgr.

Booneville, Miss., this week; then per route.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANT WANT WANT

PITT COUNTY FAIR, OCTOBER 25-30, GREENVILLE, N. C.

NORTH CAROLINA'S LEADING TOBACCO CENTER

Legitimate Merchandise Concessions of all kinds.

NOW BOOKING

SHOWS—RIDES—CONCESSIONS for season of 1949.

This week, Monroe, N. C.; next week, Greenville, N. C.

LAST CALL**LAST CALL**

FOR THE GREAT

HOUSTON COUNTRY FAIR

In the Heart of Metropolitan Houston

OCTOBER 29 TO NOVEMBER 7

Daily Horse Racing, Auto Thrill Shows and the South's outstanding Beauty Pageant are some of the many features of this Fair.

THE HOUSTON COUNTRY FAIR

Will be televised daily by Station KLEE, Houston, marking the first time such a vast radio expenditure has been budgeted by any Fair Board or Authority.

CAN PLACE

Jewelry Sales, High and Low Pitches, both Indoors and Outdoors.

A limited amount of independent space is still available.

No Show or Ride as we have all we can use.

For space, contact

MEL STEBBINS

Vice President in charge of Concessions

Suite 310, Milby Hotel, Houston, Texas

ANDERSON FAIR

OCTOBER 25 TO 30 INCLUSIVE, ANDERSON, S. C.

PEE DEE FAIR

NOVEMBER 1 TO 6 INCLUSIVE, FLORENCE, S. C.

SUMTER COUNTY FAIR

NOVEMBER 8 TO 13 INCLUSIVE, SUMTER, S. C.

Will place Eating and Drinking Stands. No Apples. Will place all legitimate Merchandise Game Concessions. Can place Experienced Carnival Workingmen in all departments.

All address



Athens, Ga., Fair now.

WANT CARNIVAL TYPE CONCESSIONS

For NEW ARCADE in Downtown OMAHA, NEBR. Large building on Honky Tonk Row. Only one in city of 300,000. Home of Strategic Air Command, Fort Crook, Offutt Field, Fort Omaha. Lots of Soldiers and more coming.

Will sell Ex on following to Concessionaires able to frame and operate flashy, money making outfits: Grab, Pop Corn and Carmel Corn, Lead Gallery, Mug Outfit, Ball Game, Jewelry and Novelties; or what have you? Equipment must be A-1. Privilege on Percentage Basis. Will consider few more latest machines to be put in on percentage. Must be popular

FORMAL GRAND OPENING, HALLOWEEN, OCT. 30

Write or wire: RICHMAN-CARPENTER ENTERPRISES, 1511 Farnay. Phone Jackson 0910. HARRY RICHMAN JIM CARPENTER EARL SCOVILLE

WANTED WANTED WANTED

Shows of all kind. Few more weeks yet. Big Armistice Day celebration week of Nov. 8th to 13th. Get ready for this one. Hanky Panks, Mitt Camp or anything you have. Week of Oct. 18th Bailey, North Carolina.

MULLEN-CONN SHOWS**— SHOWFOLKS WELCOME —**

The Latchstring is always out to Show Folks at their Mecca in Tampa. Meet your Friends here!

"THE HITCHING POST BAR"Under the genial management of your friend GENE FILARDO
22ND ST. CAUSEWAY & 50TH ST. IN TAMPA, FLORIDA**FROM THE LOTS****Virginia Greater**

CLINTON, N. C., Oct. 16.—Org played Williamston, N. C., the week ended October 9. Business was just fair and weather very bad. The show finished another week there under auspices of the Lions Club, making it a 10-day spot. Weather was very stormy the first part of the stand, with high winds causing a blowdown of several tops, including the front gate marquee, Louis Augustino's Side Show and the Jig Show. Principal damage was done to the Side Show top, which was speedily repaired by the show's chief canvasman, Bill Penny.

With exceptionally bad weather conditions and the polio situation in this part of the South, it is not very promising for shows, and most of them are having a hard grind. While the Williamston lot was not hurt to any extent by the heavy rains, visitors from the Rafferty Shows, playing about 20 miles away, reported their lot knee-deep in mud.

A new International engine has been purchased for the Whip ride.

General Manager Rocco Masucci visited the Littleton (N. C.) Fair last week and visited with his friends, Mr. and Mrs. T. R. Walker, of the Littleton Fair Association. Mrs. Ronald Prue, with her young baby and with the daughter of Bill Penny, left for the family home in Swansea, S. C. S. Killiger and wife, operators of the *Parisian Revue*, spent a few days at their home in Georgia. Sam Serlin and wife left for their home in Florida after staying with the show for a week taking care of the interests of Tony Buzzella while he was visiting his wife, who is very ill, at their home in Miami. Harry Harrison, mitt camp operator, has quit the show.

Pacific Coast

CORNING, Calif., Oct. 16.—It rained during the entire trip from Lakeview, Ore., to Corning. James Barbee's Merry-Go-Round truck went over a bank but damage was slight. It took a scraper half a day to remove the thistles on the Corning lot, which was in the center of the city, directly across from the Southern Pacific depot.

Ed and Dorothy Barrett made a fast trip to Fresno and returned for the Corning opening. Charles and Mona Martin took a week off to visit relatives in Sacramento. Marshall and Freda Brown visited in Vallejo. Blanch Pickard spent a day visiting her son and his family in Redding, Calif. Arvel Allread arrived with his Wild Life Show and played to fair results.

After playing the Los Angeles County Fair and spending a week visiting his family in San Jose, Jim Davissor, returned to the show. Ed Freeman called it a season and returned to his home in Spokane. Tommy Hyde arrived to join Grover Wright's concessions. Many of the folks visited Zimmer's United Shows, which were en route to Canby, Calif. —WALTON de PELLATON.

Harrison Greater

BATESBURG, S. C., Oct. 16.—Shows have found very little, if any, difference in the receipts of the fairs so far, altho the big ones are yet to come—Orangeburg, S. C., October 18; Columbia, 25, and Charleston November 8.

New spots were invaded this year and they proved satisfactory. This is the first year the org showed in West Virginia, which proved okay.

Many new faces have been seen around the shows the last few weeks. Blackie Wilson has joined with his cookhouse. Bill Harrington is still clicking with his French fries. W. F. (Buddy) Braden, legal adjuster, proving himself capable. Billy Baskette, manager-talker on the Carolina

Smith Amusement

McKINNEY, Tex., Oct. 16.—Fair opened October 5 to a large, free-spending crowd and rides, shows and concessions obtained good play. Date was a free fair and shows had no midway gate. Support was given N. L. (Whitey) Dixon, legal adjuster and concession manager, by the police department, Mayor Newsom, Sheriff Lewis Brown and Judge Williams.

Shows' staff includes Roland Smith, owner-manager; Mrs. Roland Smith, secretary-treasurer; Dixon, concession manager and legal adjuster, and George S. Ely, general representative and business manager.

Line-up includes Heddy-Go-Starr, Pit Show and annex; Bud and Pete Ruetter's Girl Show; George Snyder, Animal Show, and Smith's Midget Show. Rides include Tilt-a-Whirl, Mix-up, Ferris Wheel, Merry-Go-Round, and Kiddie Airplane.

Concessionaires include Berle Owens, skillo; Joseph Calder, hoop-la and two others; Carl Pierce, nail store; Butch Goff, cookhouse, ball game and darts; Jack Bernstein, beehive; George Snyder, swinger and long range gallery; Mary Ridings, ball game; Bill Ridings, rolldown; Hubert and Bobbie Hall, grab stand; Lonzo and Fatima Carizo, pin game and palmistry booth; Bill and Pat Murphy, pan game; Shorty Arney; Blackie and Mary McKee, penny pitch and skillo agents; Charles Keiffer, snow cone; Donna Keiffer, glass pitch; Smith's popcorn, peanut and cotton candy; Hale's set stands; Lloyd McFall, custard; Delmona, palmistry booth; Harry Reynolds, diggers; Ralph Jones, corn game, and Billy Dixon, skillo. Mildred Vernon, of Dallas, has been visiting Dixie Dixon, wife of the legal adjuster.

Shows will remain out until December 1 and then play lots around Houston until the 1949 season gets under way. Manager Smith's father is vacationing on the shows.—E. L. (EDDIE) YAGLA.

Pioneer

WAVERLY, N. Y., Oct. 16.—Org closed a 26-week season at Shippensburg, Pa., and moved to quarters here. Weather was cold and biz slow at the last stand. Despite long moves, show didn't miss an opening. Org covered five States, played 12 celebrations, 7 fairs and several still dates. A going-away party was held at Arthur Kimpell's Inn.

Personnel left as follows: Paul Merrick, Binghamton, N. Y.; Frank Turner, Miami; the Wilson family, Mobile, Ala.; Jerry Higgins, Scranton, Pa.; Orrin Bennett, Des Moines; George Smith, Marshall Creek, Pa.; Slim Houton, Moultrie, Ga.; Mr. and Mrs. Al Wilson, Sayre, Pa.; G. Ostril, Cincinnati; Harry Taylor, Sandusky, O.; Mr. and Mrs. Carl Lovejoy, South Waverly, Pa.; Harold Corner, Athens, Pa.; Slim Hoxsie, Sayre, Pa.; W. Arnot, J. Farnum and Slim Peterson, Derby, Conn.; Peter Percell, Rochester, N. Y.; Pete Everett, Scio, N. Y.; Jim and Don Nero, Elmira, N. Y.; Charles Pierson, Wilkes-Barre, Pa.; Joe Hughes, Tulsa, Okla. Bill Lemon, George Wilson and Joe Endwell have been booked for 1949. Harry Lewis and Jerry Curtiss are in charge of quarters. Mr. and Mrs. Percell are planning a visit to the West Coast.—CHARLOTTE LOVEJOY.

Minstrels show, is hitting at every spot. The Aerial Millers continue to please with their high aerial act featuring eight-year-old Shirley Lee.

Manager Frank Harrison has not been feeling up to par, but is better at present. Harrison will have all new canvas for 1949 and will enlarge his org by adding two more rides, a Spitfire and a Moon Rocket.

Page Bros.

SPRINGFIELD, Tenn., Oct. 18.—Business at the Cheatham County Fair, Ashland City, Tenn., and the Robertson County Fair here was good, both spots being about 25 per cent ahead of last year in gross receipts. Manager W. E. Page placed an order for two new Chevrolet tractors and a new Chevrolet car, all to be delivered this month.

A new ride, the Shooting Star, was purchased from Ellis Hall. It has been on the show for two weeks on approval. Arthur Carroll joined with four concessions. Five of the shows' rides were stored here, cutting to four the number of rides carried, while the show played some of the smaller fairs.

The Tilt-a-Whirl is leading the rides in grosses, with the Monkey Show pacing the shows.

Peppers All-State

WINNFIELD, La., Oct. 18.—After a successful week at Eudora, Ark., shows came in here for the Winn Parish Fair. Exceptional crowds were noted at the Monday night's preview and on Tuesday, official opening day of the fair. The rest of the week extra ticket sellers were needed to handle front gate traffic.

All rides and shows were well patronized thruout the engagement. On Thursday, Gov. Earl Long, of Louisiana, attended the annual and was the shows' guest. Friday, Children's Day, the board of education co-operated giving students a holiday in order to permit them to attend the fair. Children began arriving on the grounds at 9 a.m. and rides and shows obtained big play all afternoon and night.—H. KERMIT SUMNER.

O. C. Buck

TROY, N. Y., Oct. 18.—After a successful season the O. C. Buck Shows closed at Danbury Fair and moved its equipment into home headquarters, Troy, N. Y. Many of the shows' personnel left Danbury for their homes.

Mr. and Mrs. Whitey Sutton and the Side Show organization left to join the Cetlin & Wilson Shows for the balance of their season. Mr. and Mrs. Harry Schwartz and children left for their home in New York. Mr. and Mrs. Jean O'Donnell (managers of Jones bingo) left for their home in Allentown, Pa. O. L. Hogan, Motor-drome operator, has gone to St. Louis. Bill Nippo left for his home in Florida.

Owner O. C. Buck will keep winter quarters open, repainting and decorating equipment. Mr. and Mrs. Luke Seifker, Mr. and Mrs. James Savia, Mr. and Mrs. William Beldock, Louis Toma, Ralph Manning and some of the ride crew will remain in Troy for a couple of weeks to assist, after which the Seifkers will motor to their home in Florida for the winter.

Mr. and Mrs. O. C. Buck and son, Junior, plan a trip thru the Western and Southern States, wintering in California. Dick Tolman, secretary of the shows, and James L. Quinn, general agent, plan a tour thru the Western States, with Seattle their final destination. The writer plans to remain around the capital district.—ROY F. PEUGH.

Harry Lottridge

PELHAM, Ga., Oct. 18.—After a slow start, due to cold weather, and a football game Monday (4), the show closed in Cairo, Ga., Saturday (9) to very good results. There was cool weather the biggest part of the week, but from Tuesday (5) on business picked up each night, with Saturday (9) matinee and night proving very big.

Owner Harry Lottridge, entertained several brother Shriners. With the writer he visited the Dales Bros.' Circus, which was playing near by. The cookhouse ran out of food again Saturday night (9).

Nal joined with an attractive popcorn stand and drew top business.

Cairo city and county officials were co-operative and the local papers did a good job in building up the kiddie matinee. The lot was located three blocks from the center of the city.

There were many visitors last week, including Herman S. List and party, who joined at Pelham with seven concessions. Snake Illusion up for first time Monday (11). Painting continues and much new Anchor canvas is in evidence, in preparation for the Butler Fair, the show's next stand, and other fairs and celebrations until the close of the season, November 27.

The midway was saddened by news of the death of Leo Hirsch's father-in-law, in Miami.—HARRY E. WILSON.

McBride Bros.

BASSETTS, Va., Oct. 18. — The stand here (4-9) was on the short side. First two days were lost by rain. A bicycle giveaway the final two days boosted attendance but biz was away off from last year. Ride business, especially, was down.

Bill Gaudin opened here with his Circus Side Show, featuring juggling Harry Mills. The writer joined here with his kiddie train.

Org has a few more dates in the Carolinas and then heads for Florida and the fairs.—RIP STALLINGS.

GEORGIA AMUSEMENT CO. WANTS

Concessions for the following Fairs and Celebrations: Twigg Co. Colored Fair, Jeffersonville, Ga., Oct. 25 to 30; Gordon, Ga., under P. T. A. and Ladies' Auxiliary Fair; followed by Leary, Ga., Armistice Celebration, Nov. 8 to 13. Can use Hanky Panks of all kinds, and Bingo and Mitz Camp. Can also use two non-conflicting Rides for remainder of season. Out until Xmas. Wire:

H. H. SCOTT, Mgr.
CADWELL, GA., all this week.

**SHOW FOLKS OF AMERICA
SAN FRANCISCO CHAPTER #2**

1191 MARKET ST., SAN FRANCISCO, CALIF.

COMING EVENTS CAST THEIR SHADOWS

4 - - DATES - - 4

TO KEEP IN MIND

LADIES' BAZAAR

MONDAY, NOVEMBER 15, 1948

MEMORIAL SERVICES

SHOW FOLKS' REST, MT. OLIVET

SUNDAY, NOVEMBER 28, 1948

PRESIDENT'S PARTY

MONDAY, NOVEMBER 29, 1948

ANNUAL BANQUET AND BALL

GOLD ROOM, PALACE HOTEL

TUESDAY, NOVEMBER 30, 1948

Have you supported our **BOOSTER LIST?**
Have you taken an "AD" in our Year Book?

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT

WANT

FOR WINDER, GA., AND BALANCE OF SEASON
ALL FAIRS

SHOWS—Monkey, Animals, any Grind Show, Side Show with their own outfit complete.

CONCESSIONS—Scales and Age, Novelties, Hanky Panks of all kinds.

All replies: Toccoa, Georgia, this week; Winder to follow.

JOHN T. TINSLEY SHOWS

TOCCOA, GEORGIA

**SOUTHERN STATES SHOWS WANT
FOR SUWANNEE COUNTY FAIR, LIVE OAK, FLA.**

NOVEMBER 1ST THRU THE 6TH.
6—Big Days and Nights—6

and balance of season in the best spots in Florida and Georgia.

A few more Stock Concessions. Shows of all kind except Girl and Geek Shows. Can place the following to join at once: Photo Gallery, Hoop-La, Cigarette Gallery, Fish Pond, Age and Scales, Balloon Darts. Ride Help: First class Ferris Wheel Man who will stay sober and drive truck. Also want Kiddie Ride Help and useful Ride Help on all Rides. If you are in need of a job to make a living instead of a home for the winter, we can place you.

ON ACCOUNT OF DISAPPOINTMENT, WANT ONE MORE SENSATIONAL FREE ACT.

All answers to:

JOHN B. DAVIS, MGR., SOUTHERN STATES SHOWS
Greenville, Fla., this week; Monticello, Fla., next week; then Live Oak Fair.

MODERNISTIC SHOWS WANT

FOR WAYCROSS, GA., OCT. 25 TO 30, IN HEART OF TOWN ON RAILROAD LOT
Legitimate Concessions of all kind. Can use one Show with own outfit, also Glass House or Fun House. Positively no grift. Location uptown, right off business district.

Address:

JOHN KEELER

NAHUNTA, GA., or N. P. ROLAND, WARE HOTEL, WAYCROSS, GA.

NEW 1949 LINCOLN SEDAN

Brand new, never driven or titled, still in dealer's show room, will sell for regular established delivery price. No trade required; no under-the-table money. Car is guaranteed and fully equipped; radio, heater, clock, over-drive. \$3160 full price. Can be purchased on installments if desired. \$1060 down, balance 18 months.

1947 USED FORD STATION WAGON

Eight-passenger wagon, perfect in every detail, low mileage. Full price \$1775, or \$600 down, balance 18 months.

JOHNNY CANOLE

2918 6th Avenue Altoona, Pennsylvania
Phone: Altoona 9347 or 38500

**WANTED
HIGH AERIAL ACT
FOR GILMER JAMBOREE
WEEK OCTOBER 23**

Reasonable. Contact
W. A. SCHAFER
Nacogdoches, Texas

**FOR SALE
DOUBLE PHOTO CONCESSIONS**

Size 14 by 14, complete Top and Frame, ready to operate. Two Cameras, 1 1/2 by 2, 3/4 by 5 full length. Neon sign completely floored. Can be booked on Show. Priced for quick sale.

Also 14-ft. new octagon shaped Bear Pitch, new Blue Canvas and Stock, ready to operate. Used less than four months. Wire:

FRANCES SCOTT
CARE JOHNNY J. JONES EXPOSITION
Pensacola, Fla.

FOR SALE

30-Ft. Parker Merry-Go-Round . . . \$3,000
'47 Reo Tractor, '47 34-ft. Trailmobile 3,700
No. 5 Eli Ferris Wheel 3,750
8-Tub Octopus (recently overhauled) 3,750
All in A-1 Mechanical Condition.
All Allis-Chalmers Power Units.

Wire or phone:
MADISON BROS.
TAYLOR, TEX.

PENN PREMIER SHOWS

worlds • cleanest • midway

Moore County Fair
Carthage, N. C.
Oct. 25-30

5 County Fair
Rock Hill, S. C.
Nov. 1-6

Randolph Co. Colored Fair
Incl. Armistice Cel.
Ashboro, N. C.
Nov. 8-13

These are all bona fide Agricultural Fairs and not promotions

Can place all kinds of legitimate Concessions. No exclusives except Bingo, Custard and Cook House. These cities have the best bumper crop ever, with tobacco. Shows—Can place any Shows not conflicting. Rides—Can place Spitfire, Rocket or Caterpillar. Talkers—Can place Talker for Fun House and other Shows. Address all wires to

LLOYD D. SERFASS, Gen. Mgr.
Siler City, N. C., this week; Carthage, N. C., next.

LAWRENCE GREATER SHOWS

Want now and for BALANCE OF SEASON

SHOWS—One more GRIND SHOW.
CONCESSIONS—Hanky Panks, Confection and Eating and Drinking Stands.
HELP—CATERPILLAR AND RIDE-O FOREMEN, SECOND MEN on all Rides.

ACT WANTED—Can place for three weeks one more high class Aerial Act for free midway feature.

WANT FOR WINTER QUARTERS AND NEXT SEASON

Mechanics, Designers and Builders, Blacksmith, Painters, Letterers and Strippers, also Scenic Artist.

Burlington, N. C., NOW; Manning, S. C., next week; then AUGUSTA, GA.—ALL FAIRS

FRANKLIN SHOWS

WANT FOR THE FOLLOWING FAIRS

Wharton, Oct. 26-30; Alice (still date), Nov. 1-6, and the big one, South Texas Fair, Kingsville, Nov. 9-13; all Texas.

Circus Side Show, Monkey, Snake, Wild Life, Freak, Animal or any Shows of merit. Can place Scales, Basket Ball and a few more Legitimate Concessions. Want Operator for office owned Grab. Ride Help—Merry-Go-Round Foreman and Second Men who drive semis for ten rides; Wives on Tickets or Concessions. For Sale—1946 Spitfire, excellent condition; 1947 Fly-o-Plane, like new. Can be seen in operation per above route. Now showing Liberty, Texas, Fair.

DON FRANKLIN, Mgr.

P.S.: Can place Concessions of all kinds, independent midway, Kingsville. Parades every day. 20 counties participating.

Endy Bros. Shows

SOUTHWEST GEORGIA'S SEVEN COUNTY FAIR
ALBANY, GEORGIA, OPENS NEXT MONDAY

This is an all new fair. Place Concessions, Eats and Drinks. Scale and Novelties, Fun House. All answer **ENDY BROS.' SHOWS**
Macon, Ga., this week.

L.B. "JUST A GOOD CLEAN SHOW" CELEBRATIONS Lamb SHOWS FAIRS

FAIRS LAST CALL FAIRS
FOR MARIANNA, Florida, Next Week, October 25-30.
PANAMA CITY, Florida, November 1-6.
APALACHICOLA, Florida, November 8-13.

WANT SHOWS with own equipment. Special inducement for Motor Drome, Minstrel Show and Monkey Show. Will place Dark Ride, Hanky Panks, come on. SIDE SHOW ACTS, wire Twisto McCormack. All others: **L. B. LAMB CUTHBERT, GEORGIA**

WANT WANT WANT

Legion Armistice Celebration, Tyler, Texas, Largest Celebration East Texas, Week Nov. 8. Parades, Bands, Free Acts, Free Gate. American Legion Fall Festival, Mt. Pleasant, Texas, Week Oct. 25, Downtown. Free Gate.

CONCESSIONS—Modern Cookhouse, Grab, Hanky Panks, Fish Pond, Hi Striker, Jewelry, Novelties, Rat and Pan Game, Age, Scales. RIDES—Want Flyoplane, Spit Fire, Caterpillar, Tilt, Boat Ride, Miniature Train. SHOWS with own outfits—Side Show, Monkey, Wild Life, Snake, Girl Show, Drome. Tyler will be the biggest Armistice event East Texas, downtown. Texas Kid, wire. Ride Help, Man handle Light Towers. Address:

A. C. HARRIS

HARRIS UNITED SHOWS

Texarkana, Texas, this week; Mt. Pleasant, Texas, week Oct. 25.

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO Oct. 16.—Regular meeting Thursday (14) was presided over by Vice-President Lou Keller, with Treasurer Walter F. Driver and Secretary Joe Streibich also on the rostrum.

Ben Hankin, George C. McBeath, John J. Lynn and Harry E. Baker were elected to membership. Their applications are credited to Joseph J. Fontana, Joseph McDonnell, Hadji Delgarian and Maxie Herman.

Correspondence was received from Frank E. Birce, Charles Drobnyk and Josephine Haywood.

Members and friends attended funeral rites Monday (11) for Theodore Dukoff, former concessionaire, who was killed here Friday (8) by an automobile.

Those attending their first meeting of the season included Elmer Byrnes, Dave Malcolm, Morris A. Haft, George Brooks, Paul Miller, Jimmy Stanton, Frank Ehlenz, T. Dwight Pepple, George B. Flint, Earl Shipley, George W. Johnson and Hymie Stone.

Maxie Herman and Ben Hankin visited the clubrooms. Al Kaufman, back from his Canadian tour, is a regular club visitor. Reports have it that Neil Webb is off for a vacation in England.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Oct. 16.—Recent visitors included Saul Beeson, Joseph Harding, Joe Marks, Dave Picard, Abe Mandel, Leon Hout, John Anderson, Sam Schneider, Charles Bailey, John Russell, Rudolph Nathansen, Antonio Ambroggio, Curly Stevenson, John Moran, Sam Stone, Joe Bennett and Tommy Paddles, the latter en route to Zanesville, O.

Mannie Brown is on the sick list. New members are John Maher, John Brown, Herman Staats, William Howes, Norman Alexander and John C. Russell.

Members were sorry to learn of the death of Winfield (Mickey) Cooper Sunday (10) in Montgomery, Ala.

Ladies' Auxiliary

Secretary Belle Frayne reports receiving correspondence from Florence Williams, Wanda Cherry Temby, Louise Preston, Pricilla Tennyson, Dolly Young, Wanda Rio, Flonnie Ayers and the Teeter sisters.

Recent visitors were Dot Gold, Faye Stone, Marion Dickstein, Peggy Cohen, Muriel (Dot) Miller, Ann Borker, Cora Pollard, Clara Balog, Maude Yaudas, Edith Schulz, Lee M. Alexander, Sadie E. Smith, Rose Bevins, Linnie May Smith, Marianne Corrigan, Maizie Kotula, Ann Laughlin and Leona Langlois.

Plans are under way for the re-decoration of the ladies' social room.

Miami Showmen's Association

236 W. Flager St., Miami

MIAMI, Oct. 16.—Rooms are being painted in preparation for the winter. Red Hicks is back in town, handling the office for Jake Croft, who is staging an air show here in January. Abe Zukerman visited before heading for Savannah, Ga., to join the combined Orange State and Ted Lewis Shows.

Vernon Korhn, secretary, Endy Bros.' Shows, planed in to visit his father, who is seriously ill. Sam Graves was a visitor and reported a big season at Coney Island, New York. C. W. Geehman and H. A. Morrison report okay biz at their sheet board plant. Carl Hanson, Imperial Exposition Shows, is on the sick list.

National Showmen's Association

154 Broadway, New York

NEW YORK, Oct. 16.—First meeting of the fall and winter season took place Wednesday night (13) in the clubrooms. Attendance at both the board of governors and general meetings was good. Vice-President Ross Manning presided at both. On the dais with Manning were Chaplain Fred Murray; Secretary Ralph Decker, who flew from South Carolina to attend; former Secretary Joseph McKee and ex-Treasurer Jack Green-spoon.

The principal business of the meetings was the election of the nominating committee, which was done by secret ballot by the board of governors. Next in importance was the letting of the contract for the club concessions, including the lunch room. Proposals from a number of members for these concessions were read and the board unanimously selected Frank Rappaport as the club concessionaire for the 1948-'49 season. He had this concession the past year. Joe McKee donated the use of a giant refrigerator to the club.

Dave Brown won the gold life membership card for bringing in over 50 new members.

Sam Rothstein, chairman of the banquet committee, reported that tickets are going fast and it is certain to be a sellout. Fred Murray, chairman of the year book committee, says he is pleased at the way the page ads are coming in, especially from national advertisers. Gerald Snellens is leading as usual in big ads, but James E. Strates, president, is giving him a merry run and may top him. Booster ads, at \$1 per name, may break the record. Eddie Cohen turned in his second batch of 45.

Ralph Decker, chairman of the building fund campaign, says he will have a surprise report to make at the next meeting. Awards in this drive will take place during Open House night, Monday, November 22. It is not necessary to be in attendance to win. Election and installation of officers, plus a big feed also is skedded for that night.

Ross Manning presented a check for nearly \$1,400 to the club, the proceeds of two benefits held in conjunction by the Oscar C. Buck and Ross Manning shows at Elmira, N. Y., and Danbury, Conn.

Dada King is convalescing from a serious operation in the Lenox Hill Hospital, New York. Jack Hornfeld is improving after a heart attack. Barney (Sam) Walker is seriously ill at his home in the Bronx, N. Y. John O'Rear is to be removed to his home in Miami after a serious illness.

Recent visitors: Larry and Mrs. Benn, Secretary Ralph Decker, Vice-President Ross Manning, Jack Green-spoon, Ben Weiss, Henry Fein, Al Burt, Murray Spitzer, Joe McKee, Lou Aarons, Frank Capell, Joseph Schiavo, William Miller, John J. Glynn, Edward Miltner, Maurice Elk, Herman Cohen, Charles Cingolo, Jerry Martin, Sam Stillman, Jacob Feinman, Joe Spivak, Ben Rosenberg, Michael Walker, William Giroud, Earl Meyer, Sam Peterson, William G. Dieckmann, Irving Pearlstone, Jack Hornfeld, Harry Mirsky, George Russell, H. W. Dyer, Dave Edwards, Frank Rosenberg, Roy F. Peugh, Leonard Farley (secretary of the King Rein Shows), Jack Lichter, Arthur Campfield and Harry Koretsky.

Dues are due. Banquet date is Thanksgiving eve, November 24, at Hotel Commodore; reservations now.


WANTED 4 MAJOR RIDES

Ferris Wheel, Merry-Go-Round, Mix-Up, Tilt-a-Whirl or Octopus. Must be in A-1 condition and priced right for cash. Write

GUST KARRAS

124 S. 8th St.

St. Joseph, Mo.



UNITED STATES SHOWS

WANT LEGITIMATE CONCESSIONS AND A FEW MORE SHOWS

Albany, Ga., Opening October 22 to 30
First show in in three years
Then the Orlando, Florida, Colored Fair, Nov. 1-6
All wires to
L. P. BRADY, Mgr., Albany, Ga.

HARRISON GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

WANT

For South Carolina Colored State Fair Ground, Columbia, S. C., Oct. 25-31; with W. O. W. Charity Fair in heart of town, Aiken, S. C., Nov. 1-6; then the big one, the only bona fide Colored Fair in Charleston this year, Nov. 8-14, Charleston, S. C.
Can place Concessions of all kinds. Eating and Drinking all open. What have you? All other Concessions open. Good opening for Looper, Hi-Ball, Comet or Flyplane for these dates. Will book any Show of merit. Contact at once, space limited. All wires to
FRANK HARRISON, Owner and Manager
Orangeburg, S. C., this week; then as per route.

J. J. PAGE EXPOSITION SHOWS

Can Place for Balance of Season
CONCESSIONS OF ALL KINDS — ALSO WANT RIDE HELP
Address
J. J. PAGE SHOWS
Great Falls, S. C., this week; Winnsboro, S. C., next; then as per route



MAJESTIC GREATER SHOWS

Can place for the following outstanding Colored Fairs and all winter's work in Florida: Elberton, Ga., Oct. 25-30; Anderson, S. C., Nov. 1-6; Greenwood, S. C., Nov. 8-13. Minstrel or Jig Cooch Show. Have complete outfit. Want Concessions of all kinds. Ralph Jacobs wants Slum Skillo and Count Store Agents at once. Address:
SAM GOLDSTEIN
Augusta, Ga., this week; Elberton, Ga., next week.

HERMAN S. LIST

Now With Harry Lottridge Shows
WANTS ROLL-DOWN AGENTS
Don't write or wire. Come on to Butler, Ga., this week.

ROGERS GREATER SHOWS

WANT

Custard, Candy Apples, Floss, Cookhouse, Scales and other concessions that work for stock. Want Shows with own transportation. Come on, address Camden, Tennessee, this week; Ripley, Tennessee, next week.



PINE STATE SHOWS

WANT FOR BRUNSWICK, GA., WEEK OF OCT. 25
Side Show, Fun House, Motordrome and Arcade. Can place Diggers and Hanky Panks of all kinds that work for stock. No flats. **WANT HIGH FREE ACT.** All winter's work in Florida. We play Florida State Colored Fair, Jacksonville, 10 days, opening Nov. 24. Want two Phone Men. All address:
STANLEY ROBERTS, Mgr.
Pine State Shows, Bryan County Fair, Pembroke, Ga., this week.

SOUTHERN AMUSEMENT COMPANY

BI-CO COLORED FAIR, LIBERTY, TEXAS, OCTOBER 27-31

Concessions—Photos, Mitt Camp, Scales, Age, Novelties, Lead Gallery, Ball Games, etc. For Sale—36-ft. Parker Merry-Go-Round, good condition, \$2000.00 cash. St. Joe factory-built Mix-Up, \$1000.00 cash. Can be seen in operation at Liberty, Texas.
MONTGOMERY, TEXAS, OCT. 18-23.




SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY

WANT LEGITIMATE CONCESSIONS FOR VETERANS' FAIR
McRAE, GEORGIA, WEEK OCTOBER 25, AND
GREAT SOUTH GEORGIA SIX-COUNTY FAIR
VALDOSTA, WEEK NOVEMBER 8


This is the last big fair in the Southeast. No phone calls. Wire Eastman, Ga., Fairgrounds this week.
BOB STEWART, Manager



Morris Hannum Shows

One of the Great Eastern Shows

RUTHERFORD COUNTY FAIR
RUTHERFORDTON, N. C., OCTOBER 25-30
VERY OUTSTANDING FAIR DATES
George Hamid Acts, Horse Racing, Exhibits, Joe Chitwood Thrill Show
RIDES—Will book any Flat Ride.
SHOWS—Snake, Monkey, Wild Life, Arcade, Motordrome.
CONCESSIONS—One or two choice Wheels, Hanky Panks of all kinds. Deposits required, space limited. All replies to
MORRIS HANNUM
Hamlet, N. C., Fair now; Rutherfordton, N. C., Oct. 25-30.



Central Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANTS FOR
THE GREAT LORIS FAIR, LORIS, S. C., WEEK OF OCTOBER 25-30
THE AMERICAN LEGION FAIR, ANDREWS, S. C., NOVEMBER 6
THEN THE ROBERSON CO. FAIR, PEMBROKE, N. C., NOVEMBER 8-13
AND BALANCE OF SEASON

Wants Stock and PC Concessions; want Motor Drome, Penny Arcade. Want Shows with or without own outfit. Want Kiddie Ride. Want Useful Show People in all departments. Jack Donohoe wants Acts for Side Show. Jack "Flash" Kelly and Alzora, Carl and Christine, wire or come on. All contact
SHERMAN HUSTED, Manager
Scotland Neck, N. Car., Fair this week, then the Great Loris Fair, Loris, So. Car. Oct., 25 to 30. Then as per route.

FOR SALE

ONE 40 FT. 3-ABREAST HERSCHELL-SPILLMAN MERRY-GO-ROUND

14 sweeps, 3 chariots, practically new canvas, 4 cyl. Le Roi power unit, good music. Have had this ride on our show for the last two years. Can be seen in operation in Detroit now. Terms can be arranged. Address:
ROSCOE T. WADE
16845 LINDSAY Tel.: Vermont 5-5232 DETROIT 27, MICH.

PALMETTO EXPOSITION SHOWS

Can place for following Celebrations and Fairs: SMOAKS, S. C., Oct. 18-23; Springfield, S. C., Oct. 25-30; St. George, S. C., Nov. 1-6; Branchville, S. C., Nov. 8-13; Denmark, S. C., Nov. 15-20; Dunbarton, S. C., Nov. 22-27; Williston, S. C., Nov. 29-Dec. 4;
SHOWS—Good proposition for Minstrel, Geek, Snake, or any Grind Shows. RIDES—Can use for balance of season and all winter, Ferris Wheel and Tilt. CONCESSIONS—Can use Mitt Camp, any and all Hanky Panks. Need Men for Skillo, Razzle, Clothes Pin. Can place all Concessions. What have you? Also need P.C. Agents. There is still plenty of money in the Cotton, Potato and Peanut Fields. Red Gerber, time for you to come on. All wires to:
MILTON N. McNEACE
This week, SMOAKS, S. C.; then per route.

FOR SALE

1948 SUPER ROLLOPLANE

A-1 Condition, with Winch. Used 4 months. Also 1941 International Tractor, 30-ft. Gramm Trailer to haul same, \$7,000.00 Cash—no trade.
Address: BOX 218, c/o BILLBOARD
155 N. Clark St. Chicago 1, Ill.

COLE BROS.' SHOWS

Want for Pollockville, N. C., and All Winter's Work in the South
ALL HANKY PANKS OPEN
WANT P. C. WITH OTHER CONCESSIONS

RIDE HELP, COME ON.

Curley Barnell, Mack White, Whitey Darby and Tex Harbin, contact.

JAMES W. COLE

Pollockville, N. C.

WANT For ANIMAL ODDITIES

Stockmen, Grooms, Animal Men, Boss Canvasman. Truck drivers given preference. Lecturers, Bannerman, Bill Poster, Circus Mechanic. Arizona, California all winter.

FRANK KETROW

Big Springs, Tex., Oct. 22-23-24

Pacific Coast Showmen's Association

1235 S. Hope Street, Los Angeles 16

LOS ANGELES, Oct. 16.—Meeting Monday (11) was presided over by Vice-President Joe Krug. Also on the rostrum were Vice-President C. E. (Candy) Moore, Treasurer Al Weber, Harry Seber, Ted LeFors, Eddie Brown, Harry Suker and Secretary Ed Mann.

Members observed a minute of silence in respect for Paul Richmond, who died recently.

New members are Ben Lelgant, William B. Gerard, Carl O. Davis and Paul L. Thomas. Robert V. Cook was inducted into the club by Past-President Harry Seber, Chairman Krug and Past-President Eddie Brown.

Chairman Allton of the banquet and ball committee gave a short talk. As a result of his speech, 20 tickets

were sold during the meeting.

Members attending the meeting since returning from the road included Ted LeFors, Dan Meggs, Bob Clifford, Walter Connor, Fred Mortenson, Alex Stewart, Jack Kent, Bob Perry, Dick Searce, Leon Trotter, Freddie Sperg, Frank Bennett, Eddie Kennedy, Tommy Johns Jr., Bennie Stone, Dutch McCarthy, Clyde Gooding and Toney Nelson.

Butch Cohen attended a meeting for the first time in several months and marked the occasion by paying \$15 for a chair.

Drawing was won by Fred Mortenson, who turned the \$16 over to the cemetery fund.

Ladies' Auxiliary

Regular meeting Monday (11) was presided over by Charlotte Cohen, first vice-president. Clara Trotter, a new member, attended her first meeting.

Mother Welsh, on the sick list, is reported "about the same." Gladys Mackey has returned to the hospital for further treatment. Daisy Jacobs is reported "getting along fine."

Letters were read from Doris Douglas, Trudie De Santi, Cecile Bowen and President Madge Buckley, the latter reporting she would be on hand Monday (23).

Inez Alton made a bazaar donation. Doris Douglas sent in \$200 which was collected on the Douglas Greater Shows. A new coffee urn has been purchased.

Called on for short talks were Ruby Kirkendall, Estelle Brake, Emmie Clifford, Clara Conner, Jenny Perry, Mae Martenson, Elsie Suker, Ethel Krug, Marie Mead, Lobi Belle Scarce and Oral Kent.

Door prizes, donated by Opal Manley, were won by Inez Alton and Elsie Suker. Inez Alton also won a tablecloth, donated by Jennie Perry. Bank night award went to Elsie Suker.

Arizona Showmen's Association, Inc.

317 W. Washington, Phoenix

PHOENIX, Ariz., Oct. 16.—President Charles Denny arrived and stored his show for the season. He called a meeting of the board of governors and details were discussed for the fall and winter activities. We will celebrate our third year January 1. Our membership is increasing and we now have 385 paid-up members. Clubrooms have been repainted, new furniture installed and everything is in readiness for our first meeting October 18.

Arthur Hockwa'd and Ray Smith, of the Clyde Beatty Circus, will arrive here soon. Tom Wheelwright arrived from Ely, Nev., to spend the winter. He is regaining his health. Our champion member-getter, D. W. Yeakle, has brought in 17 new members. Howard Siefer, manager of the Utah Exposition Shows, is a proud father. His wife was blessed with twin girls at Bayard, N. M. However, gloom was cast on his show when one of the twin girls passed away. Late reports are that Mrs. Siefer is getting along well.

Ted Corey passed thru and visited the club on his way to El Paso, Tex. Ed Smithson left for Los Angeles to enter a hospital for further treatment. With all the shows that winter here, there will be a lot of show people around Phoenix. The State fair will be on soon, and the club will be a mecca of show people from all parts of the U. S. Jack Polk, Earl Salter and Walter (Hollywood) Towers arrived for the winter. Mr. and Mrs. J. M. Stone also are expected back.

Out all winter. Want Agents of all kinds. Book Concessions of all kinds. Winter privilege. Call or wire:

RUTH OR KENNETH THOMPSON
OMAR'S PALACE SHOWS
Wilburton, Okla., Oct. 18-23.

Show Folks of America

San Francisco

SAN FRANCISCO Oct. 16.—Mike Krekos' West Coast Shows staged their annual benefit for the club's Cemetery Fund Thursday (7) in Pittsburg, Calif. Ticket sales by Hazel Christensen, Isabel Meyers, Mary Teixeira, Chrisine Rodin, June Gilligan and Mrs. Syster netted \$101. Show Within a Show brought in \$238, and June Gilligan raffled off a pillow for \$30. Teddy Teixeira, Tom Syster and crew presided over the bar, which netted \$150.

President Whitey Monette was on hand and donated \$100 for his wife and himself in Al Rodin's "Shake Hands With the Man" game. Eddie Burke and Nate Cohn, presidential candidates, donated \$20 each. Mike Krekos, detained in San Francisco, came thru with \$100, as did Charles Walpert. Louis Leos and Joe Exler gave \$50 each. Harry, Rita and Mortie Friedman contributed a total of \$40, and Carl Davis, \$20. Show was presented by Eddie Burke and emceed by Marie Burke. Acts were presented by Marie Burke, Al McKay and Little Scotty.

Lunch was served by Mary Teixeira, Mr. and Mrs. Paul Trent and Margaret Farmer, assisted by other members of the West Coast org. Jack Christensen was chairman. He and his wife, Hazel, left Sunday (10) for Nebraska to pick up Hazel's mother and return to California.

MIKE BOSCO WANTS P. C. AGENTS

for Pan Game, Pea Pool, Rat Game. Harry Morris or Rat Harry, contact. Mike Bosco now with Dumont Shows, Louisburg, North Carolina.

SUNFLOWER STATE SHOWS WANT

SHOWS and CONCESSIONS. AGENTS for Skillos and Count Stores. IN THE COTTON NOW. Wire

ROY EDSALL
c/o Sunflower State Shows
Rule, Texas, this week

FLORIDA AMUSEMENT CO. CAN PLACE

Slum Concessions only. Fun House, winter's work. I have the spots. Don't be misled. Lake City, Fla., this week; Trenton, then Williston. Address:

T. J. McMANUS or HOWARD INGRAM

Cotton Is King WANT

Diggers, Long and Short Range Galleries, Glass Pitch, Grab, Hanky Panks. No exclusive. Caterpillar and Merry-Go-Round Men. Show non-conflicting, 25 per cent. No Girl Show, smut or dirt tolerated. Must be clean as a whistle. Amory, Miss., now; Lambert, choice stick spot, next.

Dyer's Greater Shows

SACRIFICE SALE

D. P. Photo Studio with double flex lens, perfect shape, lots of extras. Also 10x10 Orer and Under with blue hood. 3x9 Pea Pool with blue top. 3x9 Beat Dealer with khaki top. Chromium Chuck-Luck Case with charts. Nearly new Luggage Trailer to haul same. New tires. Above equipment in A-1 shape and complete in every detail. Lots of extras. Due to ill health will sacrifice all the above for \$750, or will consider partner with late model car. Address all replies to **JIMMY BROWN**, c/o Central Amusement Co., Scotland Neck, N. C.

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.

DICK HAVINS WANTS

FOR WACO FAIR
Three Pin Store Agents. Starts October 26.
Wire to:
Greenville, Texas, Oct. 18 to 23
c/o ALAMO EXPO. SHOWS

TIVOLI EXPOSITION SHOWS.

WANT FOR ARKANSAS CHOICE COTTON AND RICE SPOTS WANT

A-1 Cookhouse, no grease outfit; one that can get up on Monday morning. All Concessions open except Bingo, Custard and Popcorn. Can place American Mitt Camp (no gypsies), Sno-Cone, Glass Pitch, Cigarette Gallery, String Game, Basketball, Guess Your Age and Scale, High Striker, Coke Bottle, Blower, Bumper. C. S. Noell wants Sign Painter, Starky and Cramer, where are you? Whitey Nolfey, what happened to you? Can place Funhouse, Motordrome, Glasshouse. This show carries six major Rides and Texas Kidd's Rodeo with twenty-seven head of Brahma bulls and bucking horses as a midway attraction. Will be out until Christmas unless it snows. If you have something worth while, wire or call. All Concessions work for stock. We have the cream of Arkansas. Jonesboro, Ark., V.F.W. Cotton Festival, downtown, foot of Main Street, this week; Newport, Ark., American Legion Cotton Carnival, downtown, next week. We hold contract for Stuttgart, Ark., Rice Festival, three blocks off Main Street, and several others to follow. Show folks who are interested, contact us. Forty-milers, stay away. All joining now have preference for March 15th opening in Arkansas' choice spring spots. Contact

H. V. PETERSEN, Mgr.—C. S. NOELL, Gen. Rep.

DUMONT SHOWS**SIX COUNTY FAIR, Mebane, N. C., Oct. 25-30**

Want Legitimate Concessions of all kinds. Will book any Ride not conflicting with what we have. Can place Ride Help that drives for all rides. Have for Sale—4 Live Ponies, with Saddles, and Trailer for Pony Ride. All address:

LOU RILEY, Mgr.

LOUISBURG, NO. CAR., this week.

AMERICAN MIDWAY SHOWS CAN PLACE FOR FOLLOWING STELLAR SPOTS SHOWS—RIDES—CONCESSIONS

LAMPASAS, TEXAS, this week; AUSTIN, TEXAS, Oct. 25-30; SOLDIERS' PAY DAY, KILLEEN, TEXAS, Nov. 1-6; BIGGEST ARMISTICE DAY CELEBRATION IN TEXAS, Nov. 8-15; VALLEY MID-WINTER FAIR, HARLINGEN, TEXAS, Nov. 22-28.

WALLACE & MURRAY SHOWS

STILL OUT AND PLAYING BONA FIDE FAIRS. Booking Concessions at Still-Date Privilege. WANT LEGITIMATE CONCESSIONS OF ALL KINDS, also NON-CONFLICTING SHOWS. GOOD OPENING FOR MOTORDROME AND JIG SHOW. (Very liberal proposition). WILL PLACE AT ONCE CAPABLE LEGAL ADJUSTER. Address: Jeff Davis County Fair, Hazlehurst, Ga., this week; Annual Harvest Festival, Metter, Ga., next week; then the Tattnall County Fair, Reidsville, Ga., and more good ones to follow.

WANTED WANTED WANTED

Tent Show, Minstrel Show or good Circus under strong auspices. Can book for May or June for several spots in Desert Area.

AMERICAN LEGION
P. O. BOX 631, BARSTOW, CALIF.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

WANT TO BUY PORTABLE RINK

Want Large Rink—Give full details of Equipment, Price, etc.
Address
ROGERS & CO.
1526 Alamo Bldg.,
San Antonio, Texas

FOR SALE ONE PORTABLE RINK

50x140 ft. flame proof tent, with chains; hard maple floor, 48x110 ft., built in 3x10 ft. interlocking sections, never been sanded. 200 pair Chicago 78-8 skates, all good, some never been used; record player and amplifier, plenty of records, 2 University speakers, skate boxes, benches and plenty parts. This rink is in first-class condition. Priced to sell. Call, write or come to see.
D. W. PARRISH
603 S. Mebane St. Burlington, N. C.
Phone 6-3151

PARTNER WANTED

Who is capable of operating Skating Rink. Must invest \$2,500.00 for half interest—this money to be spent for new skates and re-decorating. Old established rink, new floor recently. Sickness is the reason unable to operate. Season now on.
F. SIEG
700 Ocean St. Jacksonville 2, Fla.

FOR SALE PORTABLE ROLLER SKATING RINK

40x90 ft. maple floor, flameproof tent, 150 pair Chicago skates. \$8,500.00 cash. Assembled new May 28, 1948.
CLYDE OGLE
St. Clair, Missouri

We BUY AND SELL
New and Used Rink Roller Skates
Advise Make, Sizes, Condition and Quantity. Also Best Price.
JOHNNY JONES JR.
51 Chatham St. PITTSBURGH, PA.

SKATING RECORDS
with STANDARD DANCE TEMPOS
Write for Complete List
SKATING RHYTHMS RECORDING CO.
P. O. Box 1838 Santa Ana, Calif.

CURVECREST "RINK COTE"
THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor

WE MANUFACTURE COMPLETE PORTABLE RINKS SECTIONAL FLOORS BILT-RITE FLOORS AND RINKS
Office: 1317 S. Wall, Tyler, Texas. Phone 6033-J.

WANT PORTABLE RINK
Approximately 40x90. Must be in good condition and priced right. Will pay cash. Would like to find one in Texas.
THE SKATING PALACE
EARL EVANS, Mgr.
525 Barton Springs Road Austin, Texas

WANTED LARGE PORTABLE ROLLER RINK
Must be A-1 (no junk). Cash.
H. L. METZGER
1402 Fredericksburg Rd. San Antonio 1, Texas
Phone: P-20385

Jack Hoffman Sounds Off On Merger of RSROA, URO

ALBANY, N. Y., Oct. 16.—Declaring his dissatisfaction with the present set-up of organized roller skating and the feud that has existed for years between the United Rink Operators and the Roller Skating Rink Operators' Association of the United States, John C. Hoffman, operator of Hoffman's Skateland here, this week urged that the two associations bury the hatchet and join in one organization for the mutual benefit of operators and the promotion of amateur roller skating.

In discussing a merger of the associations, Hoffman said he believes the matter should be handled by vote by the association memberships. "I believe we should be like the United (See HOFFMAN SOUNDS, page 90)

Negri Purchases Hillside 'Drome; Bussell Is Mgr.

RICHMOND HILL, N. Y., Oct. 16.—Hillside Roller-drome, operated by the Metz family here since it opened, changed hands October 15. New owner is George Negri, a newcomer to the rink field.

RSIA Sets Up Offices In New York

Publicity Campaign Starts

NEW YORK, Oct. 16.—The much heralded Roller Skating Institute of America, with months of planning and paper work completed, was launched Thursday (14) in the offices of News Alliance, Inc., 131 West 52d Street here.

Arthur F. Bussell, government welfare and social worker for the past 15 years, has been named manager. Professionals are Mr. and Mrs. John Sheehan, recently of Capitol Roller-drome, Sacramento. Hillside will remain a member of the Roller Skating Rink Operators' Association. To commemorate the changeover, portable radios were awarded Voo-Doo contest winners at the night session October 15 and at matinee and evening sessions October 16-17.

Backed by the Roller Skating Rink Operators' Association, the United Rink Operators, independent rink owners, and manufacturers, institute's goal is to obtain interest-creating publicity for the great recreation. The campaign is being directed by (See RSIA SETS on page 90)

ASU Milwaukee Meets Set for October 30-31

MILWAUKEE, Oct. 16.—Delegates representing 17 State associations of the Amateur Skating Union of the United States will convene here October 30-31, with Wisconsin Skating (See ASU MEETS on page 90)

AOW Bows Air Ads Program; Book Tix Sales

NEW YORK, Oct. 16.—America On Wheels, giant rink chain operating in New Jersey, New York and Washington, has added airplane streamer advertising to its current schedule.

General Manager Bill Schmitz says the cost is \$100 per hour (including all production charges) and that in a single hour, last Saturday, the plane was able to fly over six high school football games.

At its Capitol Arena in Trenton, N. J., the AOW management is testing book ticket sales, with ten 65 cent admissions going for \$5.

Del Monte Roller-drome Turns In Click Year; Cele Planned

MONTEREY, Calif., Oct. 16.—Del Monte Roller-drome here has completed plans for a celebration party to be held October 31 in observance of the completion of its first year of operation under direction of Paul J. Gilbert. The past year marked the best from a financial and skate standpoint in the history of the roller-drome, not excluding the business rolled up during the war, it was announced.

gramed. Door prize for the event will be a radio.

Officials said that in the past year (See Del Monte Roller-drome, page 90)

Numerous changes, all of which proved beneficial to the rink's operation, have been set in motion by Gilbert during his tenure here. Agenda for celebration includes the running off of the Del Monte Skating Club's championships in the afternoon, with 27 skaters participating. Events are to include racing, free styles, dances and pairs, both ladies and mixed. Also slated are special novelty programs and souvenirs will be passed out.

That night the club will stage its victory Halloween Party, when the winners in the afternoon events will skate their exhibitions. Awards will be made for costumes and the varied list of games which have been pro-

PRO-TEK-TOE
FOR MEN - WOMEN - CHILDREN
EASY TO ATTACH!
TOE STOP
STOPS NOW!
RINK DISTRIBUTING CO.
P. O. BOX 267 • CLAYTON 3, MO.
NORMAN P. SHAFFER & SON
687 Milwaukee Ave. Chicago 22, Ill.

SKATING RINK FOR SALE

One of the South's Largest, Finest, Best Established and Most Profitable. The only Roller Rink in a fine living city of 350,000.
Specific reasons for selling.
Write for details.
SAN ANTONIO, TEXAS
1616 N. St. Mary's St.

RINK FOR RENT

20x20 Portable Gartner Ice Rink for rent, including five floor sections of piping, 20x4 ft. ea.; rink frame; canvas tank that is waterproof, mouldproof and flameproof; 400 sq. ft. of floor insulation; Frick refrigeration unit consisting of brine chiller, 10-h.p. motor, compressor, brine tank and brine pump with automatic electrical controls. Minimum rental term, 4 weeks. Write or wire for special, attractive deal.
Gartner Refrigeration Co.
2913 Lyndale Ave., S., Minneapolis, Minn.
Long distance phone: REgent 7249

FOR SALE

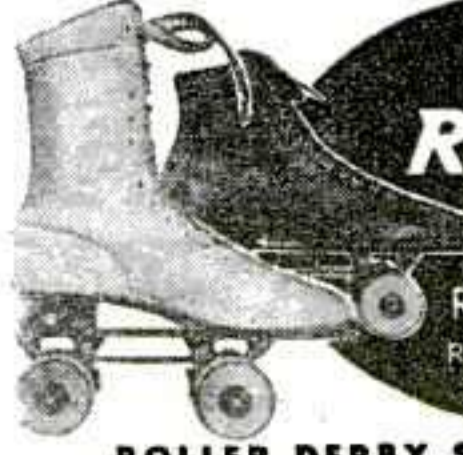
Price reduced for quick sale, one of the best Portable Rinks made. All A-1 grade Maple flooring in sections, heavy Canvas Tent beautifully trimmed in blue and red. This Rink is completely equipped down to the smallest detail. Floor built by expert Rink Men. All completely new, only used 3 months.
Priced, \$6,900.00.
GOLD BROTHERS
900 MAGNOLIA BEAUMONT, TEXAS

P. A. SYSTEM 60 WATT Masco
Four twelve-inch Speakers, a Turner Crystal Mike Standard Record Changer. Used only three months. C. O. D.
\$400.00
Everything complete
MR. LLOYD PALMER
Rives Junction, R. 1 Pleasant Lake, Mich.

-RINK MEN WHO HAVE ONCE HAD A-
"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.
WILL HAVE NO OTHER, THERE IS A REASON.
CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.
Manufacturers of All Kinds of Roller Skates



The Most Famous **RINK SKATES** in the world
Advertised to many millions in the Official Roller Derby competition. Manufactured to highest quality standards.
MODEL "B" ROL-O-WAY Precision Dance Skates with the Patented Cushioning.
ROLLER DERBY SKATE CO. 4533 Payne Ave. Cleveland 3, Ohio



Quality—Style—Price

All Extra Heavy Mountings
Hustlers and all stone ring workers, buy direct from one who understands your needs!



#B404 PER DOZ. \$22.50

1/20 12K Gold Filled. Large whitestone center, two ruby colored or all white side.



#B515 PER DOZ. \$16.00

1/20 12K Gold Filled. Large white center. White, red and birth stone color Baguette sides.



#B408 PER DOZ. \$21

1/20 12K Gold Filled. Fine tailored mounting, all white stones.



#B406 PER DOZ. \$20.00

1/20 12K Gold Filled. White center stone on massive setting. 3 ruby colored stones each side.



#B632 PER DOZ. \$23

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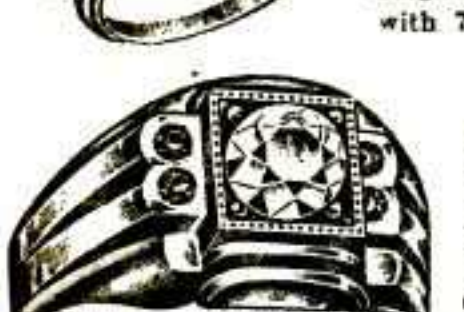
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4K RGP. All White Stones.

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FOR THE FOLLOWING WEEK'S ISSUE

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10" High, 10" Wide

WESTINGHOUSE LICENSED
SELF-STARTING MOVEMENT

All wood, house-like body with green picket fence base. Red roof and chimney to match. Red and yellow birds always in motion.

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\$5.85 In Doz. Lots
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Sample 25c * \$14.40 Gross

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with 1947 Dodge tractor in excellent condition, trailer equipped with 110 and 6-volt system, running water, 10 individual beds, casket and drawer space, large instrument compartment. Write Mal Dunn, 848 Insurance Bldg., Omaha, Neb. oc23

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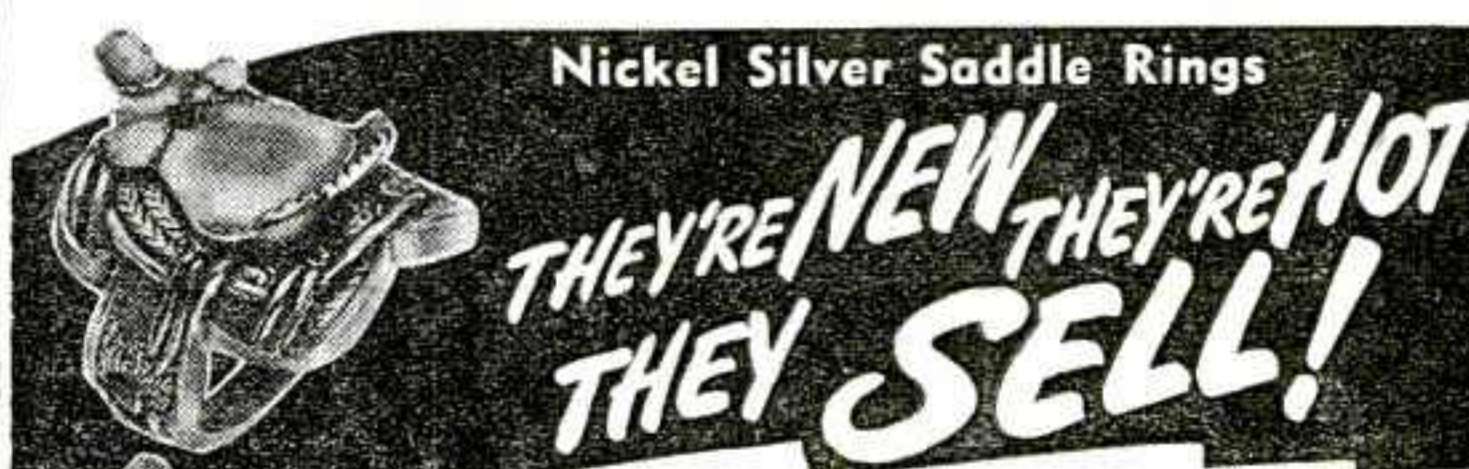


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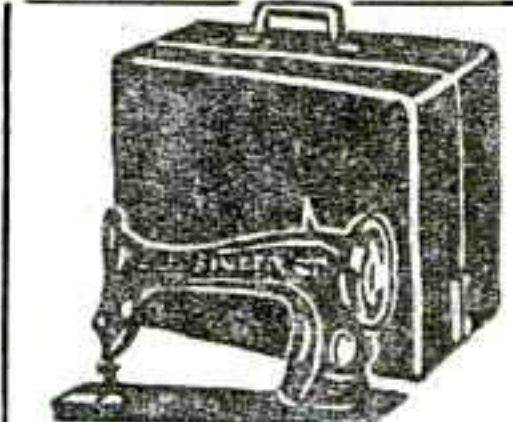
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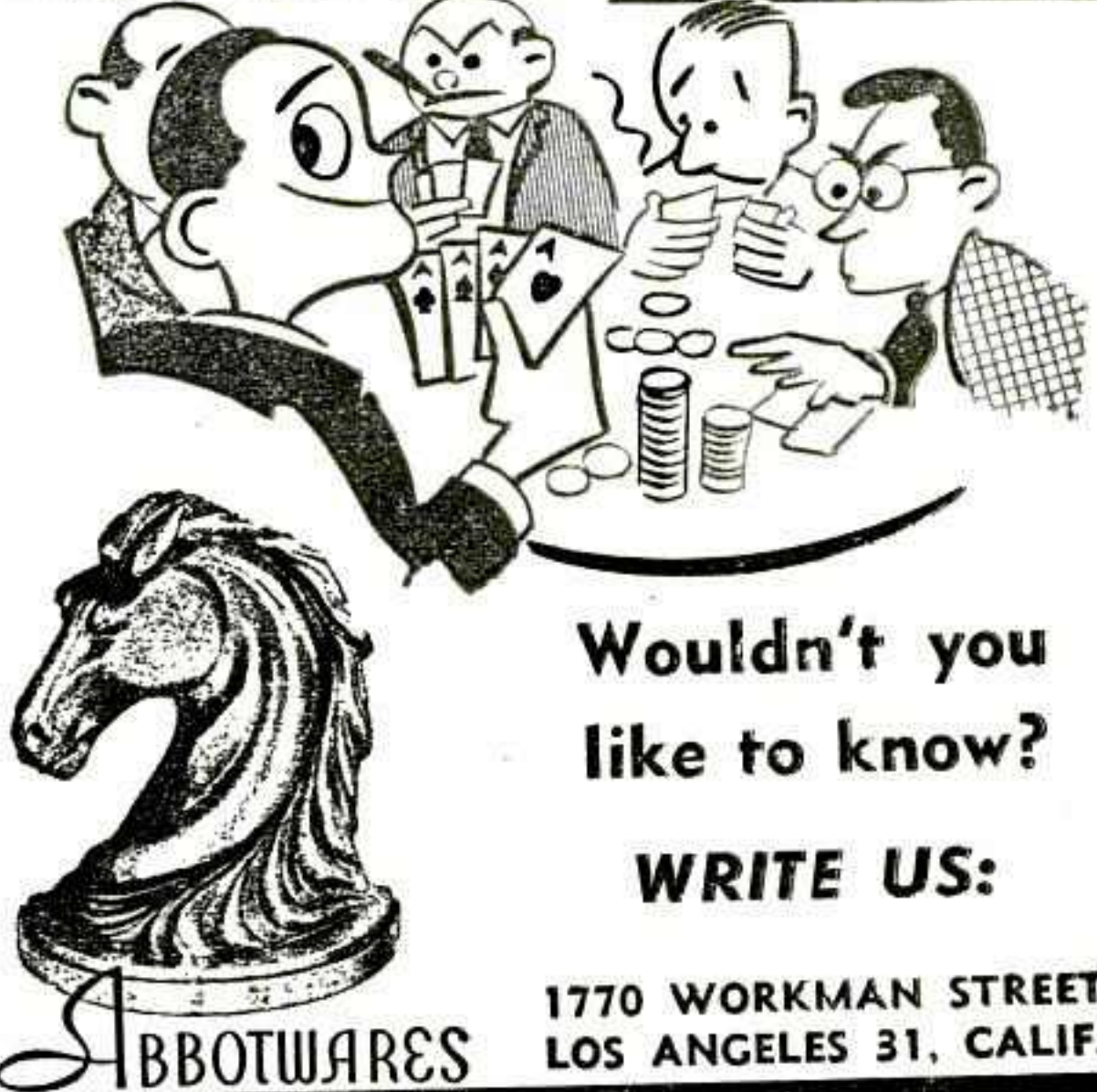
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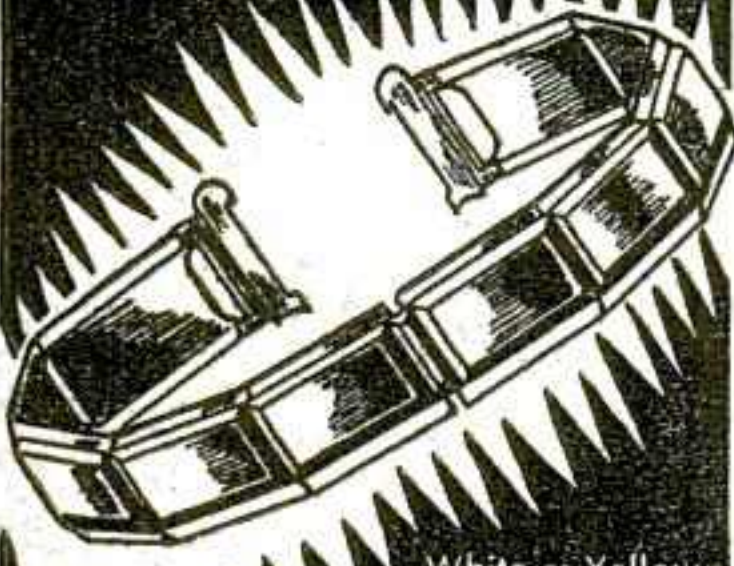
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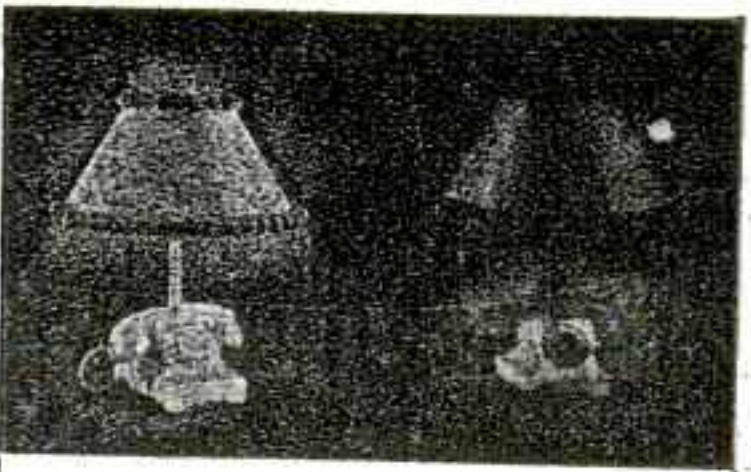
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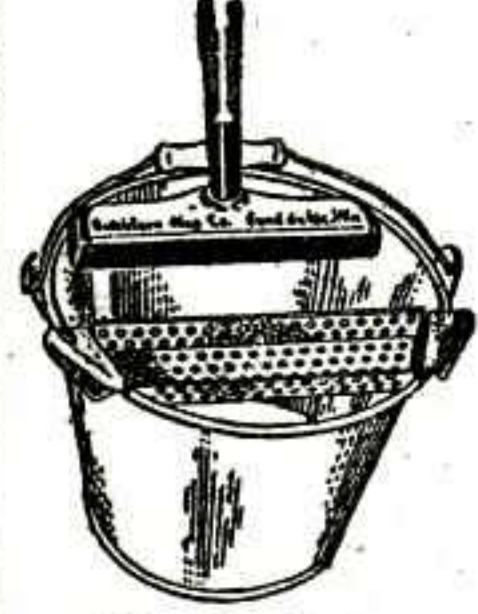


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Clayton, Joe
Clemson, John
Osborne
Coley, Clark Jr.
Conway, Rose
Dely, Antoinette
Dorell, Duke
Dufault, Doris
Duvall, Sylvia
Early, Stan
Ebbington, James
Engerer, Ernest
Fasadio, Louise
Fields, Harry
Gallagher, John E.
Goley, Larry
Gregson, George & Greta
Grimes, John E.
Guay, Fernand M.
Haber, John F.
Harvey, Al Joseph
Hinkle, Milt
Hobson, Laura K.
Hornor, J. C.
Howard, Joe
Kelly, Jack
King, Mrs. Ethyl
Koppel, Lynn
Kotzen, Anrom
Le Duc, Vincent
Lewis, Texas Jim
Light, Louis
Livermore, Norman
Loquersy, Freddy
Louise, Anna
Lowande, Oscar
MacAleer, Norman
McGarry, Kirby
Call
Morton, Hank
Nachman, William
Neill, James S.
Nerius, Albert John
Parker, Harry A.
Patrick, Paul
Friday
Peterman, Mary
Jean
Robertson, Mrs.
W. B.
Ross, Emil
Ruckner, Lillian
Schubert, Erwin
Siegel, Louis Jack
Smitzen, Olya
Garnet
Smith, Jack or Ann
Stein, Barney
Townes, Freddy
Wallace, Johnny
Wayburn, Mrs. Ned
Whitree, Victor J.
Wilcox, Ramsey
Zorita
Zubryn, Emil

Petersen, Francis
Pink, William
Ramos Trio
Red, Alabama
Ressen, Reila
Robder, Herman
Schroeder, Werner
Senz, Mr. A. W.
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Howell
Silhouette Sisters
Sualatzky, Irene
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Richard Brightfire
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McCarthy, R. A.
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Moore, B. C.
Moore, Walter F.
Moorehead, Claire
Morgan, B. P.
Morrison, Jim
Moore, William A.
Moreno, Tito
Mendoza
Nelson, John B.
O'Connor, Okie
Ollis, Paul L.
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Arnold, E. W.
Atkins, Paul
Bailey, Bob
Baldwin, Billie
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Bales, Mrs. Dorothy
Bales, Mr. & Mrs. Pete J.
Barr, Mary
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Bell, A.
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Chapman, Roland R.
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Clements, Alva V.
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D'Angelis, Ferdinando
Daniels, Wesley
Decater
Darling, Earl E.
Day, Elden
Day, Joanne
Davis, Edward E.
DeClements, Rena
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DeWitt, T. R.
Doersam, Charles
Donahue, John P.
Doty, Robert
Dundee, Johnnie
Dunn, Mrs. Pauline
Eckstein, George G.
Evans, Miss Doris
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Edgar
Foss, John D.
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William
Fraker, Richard
Alcayde
Fraker, Russell
Clinton
Frost, James
Fry, Robert C.
Fulton, G. E.
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Graham, Leslie A.
Grang, Mike
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Hogan, William H.
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Ragan
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Luck, William J.
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Pierce, Carl
Paxton, Pat W.
Pink, William
Petibone, Raymond
Prudden, Anthony
Raub, Betty
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Arthur
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Specht, Orril L.
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Baxter, Mr.
Bishop, Lou
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Boeck, Al Rags
Boyle, Chuck F.
Brent, Josephine
Broome, E. H.
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Clark, Billie & Florence
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Conway, Michael J.
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WOW! TESSE THE TEASE IS TERRIFIC!



Tesse's act drives the boys WHACKY! It's like having the BEST Burlesque right in your pocket! Top quality product. Don't be fooled by imitations and inferior merchandise. Your customers know the difference. Assembled with SCOTCH TAPE, not stapled. Compare our item with all others on the market and be convinced. **ORDERS FILLED SAME DAY RECEIVED. NO WAITING OR DELAYS!**

3 Samples 50c
\$1.50 Doz.
\$13.64 Gross

\$10.80 Gross in 5 Gross Lots

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GLOBE SELF-STARTING ELECTRIC CLOCK RADIO



Finished in Gleaming Bronze. 13 1/4" High, Mounted on Base. The Finest Globe Radios. Powerful AC-DC Superheterodyne; Built-in Antenna; Heavy Duty Alnico 5 P.M. Speaker; Tuning Range, 540 KC to 1620 KC., Etc., Etc.

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YEA TEAM!

CASH in at the football games with this new novelty noise-maker. Available with initials or 2-line imprint on chest. Head and body in contrasting colors. See your jobber at once.

Sold by
Leading Jobbers
The OAK RUBBER CO.
RAVENNA, OHIO.

AMERICA'S NEWEST FAD

NOW AVAILABLE
BREAKING ALL RECORDS FOR SALES

An amazing fortune telling game which answers everytime for everybody. Strange sealed force within the unit floats mystic messages into full view without human error every ten seconds.

Only \$7.20 per dozen in 6 dozen lots; \$7.50, 1 to 5 dozen.

JOBBER—Write on your letterhead for complete selling plans and low quantity prices. For Sample, include \$1.00.

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WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Product's Liability Insurance Carried). We are Manufacturing Pharmacists established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST. Dept. X, COLUMBUS, OHIO

Pipes for Pitchmen

By Bill Baker

FRED HUNT . . . worked the fair at Pomona, Calif., recently to fair takes with glass-cutters.

Pass out your bouquets while they are living. The dead can't appreciate them.

JAMES (KID) CARRIGAN . . . tells from Tucson, Ariz., that city is fast filling up with tourists, adding that the old pitch lot there has been built up and as a result pitching is out. He adds that he plans to go into Mexico for a few weeks. The Kid says that the heat there is terrific but that rooms are plentiful at the moment. By November 1, however, the cheapest rooms will go for \$5 each, he says.

The small-timer uses up most of his time trying to become a big shot.

MRS. MAE NOELL . . . comes thru from Bedford, Va., with her latest effusion: "We are back out and operating independently after trying a little of everything this summer. First we were out with a one-nighter tenter, Mustard & Gravy Show, managed by Hoxie Tucker. We then joined a circus for a brief period and finally had to give it up. One-nighting was okay when we were younger, but we're getting too old for that type of grind. Last February we were blessed with a rare and beautiful little male chimp, which

brought our chimp roster up to five. The latest addition is named Kongo. We took him with us to the Bronx Zoo this summer and we keep him in the Sparton Manor with us. He's really our pride and joy. Business started out fair in Georgia this season and generally got worse. However, there were spots that were okay. After we went out by ourselves this fall business started on the upgrade. Doc and Alice Etling rejoined us, coming on from Oregon and we'll probably wind up in Miami again this winter."

Contrary to what some wisecracks would have you believe, the tip is not dependent upon them. It's the other way around.

FOLLOWING . . . a lengthy silence, Jack (Bottles) Stover pipes the following from Harrisonburg, Va.: "I've been off the road for a while, but I made the fair at Petersburg, W. Va., and saw my old friend and partner, Bill (The Kid) Dietrich. We had a three-day jackpot session and also gathered a fair amount of geedus. I plan to work in and around the valley here until Christmas. I'd like to read more pipes from old-time sheeties."

You'll never arouse a pitcher's higher impulses as readily as you can his suspicions.

W. G. BARNARD . . . stopped off at the Texas State Fair, Dallas, while en route home to Cleveland, from the fair at Pomona, Calif., and reports that if opening day at the Texas annual can be taken as a criterion all on hand are a cinch to chalk up profitable business. Barnard soon will plane to Oakland, Calif., to make the Food Show there.

The amount of fortitude in your make-up is what determines how much you win.

"JUST MADE . . ." the fair at Pomona, Calif., and it wasn't too good for me," scribbles Robert Hampton from Los Angeles. "There were others, however, who played to red ones. Doc Robert Hallie, who worked scopes, worked to plenty

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Felt Pennants—Any College—12"x30" (First Quality or No Sale)	Hundred	\$ 12.00
Gold Painted Footballs, the Best on the Market	Thousand	105.00
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Football Buttons—50 Lines—Most Any College	Gross	2.75
	Hundred	2.00
Ribbon, Any Color, 50 Yds. to Roll	Thousand	17.50
Rabbits' Feet—Jumbo	Roll	1.75
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Football Players, Assorted Colors, for Badge Board. These are beauties and they stand out. Approx. 2" long	Hundred	4.00
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	Hundred	7.50

50% Deposit, Money Order or Cash; Balance C. O. D. Immediate Delivery.

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Phone: MArket 9848

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Cardboard and Paper Except Masks

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Standing Black Cats, 13 In. Doz.	.80
9 In. Orange and Blk. Horn, Doz.	.50
12 In. Orange and Blk. Horn, Doz.	.65
Assorted Halloween Hats, Doz.	.45
Children's Masks, Box of 36	2.40
Adults' Masks, Box of 36	3.00

OUR NEW CATALOG WRITE FOR COPY

CÉLEBRATION GOODS

Adults' Paper Hats, Gross	\$ 6.00
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Serpentine Confetti, Ass'd. Colors, 800 Streamers for	3.50
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Full remittance must accompany orders for Confetti. Deposit of 25% required on C. O. D. orders for other merchandise.

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16 jewel sweep-second wrist watch with stop-watch feature. Stainless steel-back case and stainless steel expansion band.

Watch and Band **16⁷⁵** Complete

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Fine quality Sport Watch with Leather Strap, \$23.50; with Expansion Band, \$25.00
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NEW IMPORTED SWISS WRIST WATCHES

- Precision Built
- Stainless Steel Back
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- Styled for Beauty
- Built for Accuracy
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- Immediate Delivery

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Trains — Tree Lights — Metal Toys — Games — Dolls — Seasonal Items, etc.

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1280 CHINESE FLASH \$3.25
Send for Complete Price List.

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NEW TRICK CAMPAIGN BUTTON
FOOL YOUR FRIENDS
Red, White and Blue. Interchangeable by fingertip control from DEWEY to TRUMAN.
Send 10¢ for sample and price list.

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GLOWS IN THE DARK **FREE Sample!**

Be the first to sell luminous house numbers, light switch plates, wall protectors, pull cords. Also luminous pictures, statues, decals, and a host of religious, nursery and other objects that glow in the dark. Get into this new and growing industry. Enormous demand... no competition... sensational demonstration... big profits. Represent a large manufacturer, established over 84 years. **WRITE TODAY** for liberal money-making offer and **FREE SAMPLE** to show HOW THEY GLOW IN THE DARK. **MADISON MILLS, Dept. K-9** 303 Fourth Ave., NEW YORK 10, N.Y.

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Broker and Factory Distributor LITTLE ROCK, ARK. Send 5¢ in stamps for price list.

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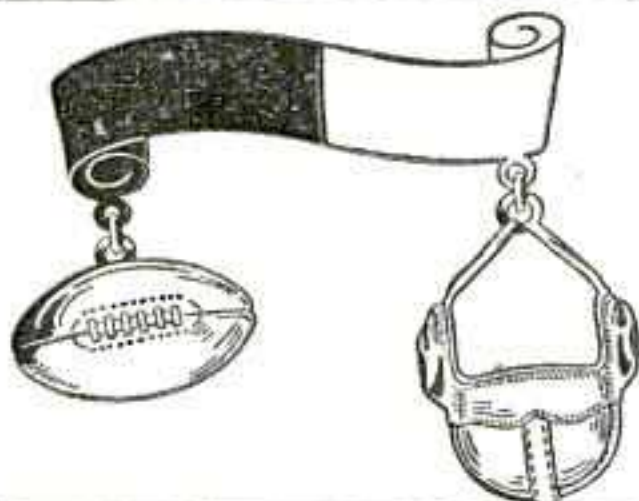
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NEW LOW PRICE **\$60.00** Per Gross

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"		8.00 C
Gold Plastic Donkey and Elephant Pins		12.00 Gr.
Donkey and Elephant Charms		1.25 Gr.
25 R.W.B. Ribbon, 50 Yd. Bolt		2.50
25 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.

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25% deposit with all orders. We take orders for special Buttons and Pennants.

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MA-7-2283

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WALTHAM or ELGIN 17 jewel Rhinestone Dial \$16.90

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Beautiful 1/20 12K g. 4. man's ring. "Diamond" like center stone with your choice of two red, white or blue, smaller stones on either side. \$17.90 per dozen.

This is one of the fastest sellers on the market. 1/20 12K g. f. ladies ring. Beautiful, synthetic birthstone surrounded by "diamond" like stones. It's a real beauty, only \$11.00 per dozen.

This ring is fast moving. Three big, beautiful "diamond" like stones. 1/20 12K g. f. with a look of distinction, only \$22.50 per dozen.

Write today for our big new 1949 catalog filled with these fine values and many, many more on all types of jewelry and accessor's. Be sure you write today.

WRITE: Dept. B.B.

Cel-Max WHOLESALE JEWELERS
182 S. Main St. • Memphis, Tenn.

AMERICA'S MOST ADVERTISED NAME

WATCHES
DIAMOND RINGS
WATCH BANDS

JOSEPH BROS.

COME & GET IT!

JOSEPH BROS.' NEW 32-PAGE

XMAS CATALOG

Yes... It's just off the press... filled with proven money-making, fast selling watches, rings and watch bands for men and women. Write, wire or phone for your catalog today.

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WE'RE OUT TO GET ALL THE WATCH BUSINESS AVAILABLE... SO WE'VE MARKED DOWN ALL JEWELRY TO ALLOW YOU BIGGER PROFITS! HERE'S OUR NO. 1 SPECIAL



BULOVA

MAN'S WATCH WITH DAZZLING RHINESTONE DIAL

ONLY \$18.50 15 Jewels \$20.50 17 Jewels

Very impressive replica of a high priced diamond watch. So smart and so easy to sell.

- 10K r. g. p. case
- Stainless steel back
- Genuine leather strap

GUARANTEED!

Reconditioned like new **WHOLESALE ONLY**

25% with order, balance C. O. D. Sample order—\$1.00 extra.

Write for Our New Catalog and Folder of Huge Profit Making Jewelry Items.

LOUIS PERLOFF

737 Walnut St., Dept. C PHILADELPHIA 6, PA.

Direct From Manufacturer At Low Prices

PITCHMEN DEMONSTRATORS PREMIUM USERS COUPON WORKERS

60¢ Ea. 50¢ Ea.

We have a brand new 1948 Ball Pen with a Lighter and Two-Color Ball Pen. Writes Blue and Red. All Gold Finish. Will not tarnish. All pens guaranteed 25% Deposit with order. Send \$1.25 for Samples.

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27 East 22nd St. New York 10, N. Y.

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over 2,000 items for JOBBERS—SALESMEN—SPECIALTY WORKERS

Listing Our Entire Holiday Line

GEM SALES CO.

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FUR COATS JACKETS—CAPES

Large assortment of NEW 1948-'49 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE!

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ATTENTION: DEALERS

Stock this Sharp-Edge knife set. The lowest-priced cleaver set on the market. Housewives clamor for it. ALSO AVAILABLE at same price the Miracle-Edge 5-piece cutlery set with the serrated edge—the edge that's always sharp. All stainless steel.

Sample set: \$2.25 prepaid; per doz., \$24.00. F. O. B. Chicago.

Write for further information on other outstanding products.

EARL PRODUCTS CO., Dept. B
221 N. Cicero Ave. Chicago 44, Ill.

ANSWER TO A MERCHANT'S PRAYER!

MISS *Cutie*

TABLE LIGHTER



FASCINATING

Easy To Look At
Easy To Use



No. 17

pat. pending

Just twice size shown . . . 4 3/4" of dynamite in lifelike white plastic, with a black plastic hat that does a neat trick (REMOVE THE HAT—AND THERE'S YOUR LIGHT!). Jobbers, retailers, concessioners, give her a chance to strut her stuff! Price, \$7.20 per dozen, individually boxed—but SMARTLY! Powerful sales appeal—fast and furious ACTION on sight!

If unable to obtain from your jobber, write to us.

H. NEGBAUR & CO.

Manufacturers of Sure-Fire Lighter Novelties
230 Fifth Ave. New York 1, N. Y.

of tips and he knows how to handle them. He knows astrology and works cleanly, never bawling out his tip. He gets the folding dough as a result. His philosophy is: 'Call me anything but give me your money.' If more pitchmen worked like he does, the profession would be much better off. Things out here on the West Coast aren't too good. All the war plants are closed and the readers are high. Parking lots want \$7 per day and the Los Angeles reader is \$35 per year. State sales tax bureau requires a \$50 deposit before one can go to work. One fellow tried it and had the choice of paying a \$200 fine or spending six months in the workhouse. Let's have some pipes from Carl Herron, Dave Rose, Jack Young and Russell Brown."

It's all right to bask in flattery, but swallow it and you're a cinch to wind up behind the eight ball.

JIMMY RAYAN . . . worked skimmers to okay results at the recent fair in Pomona, Calif.

BETTY GENGER . . . cards from Milwaukee; that she's planning to remain home for a while practicing being a housewife while her husband, Mike Genger, continues at his pitch job in Gimbel's, Milwaukee.

Most pitchmen possess enough imagination to entertain their tips. That's why they turn up with the biggest loot.

SAM FREED . . . scribbles from up-State New York that he's still working trade papers there to better-than-average success.

HELAINÉ MARTIN . . . who continues to get the long green with her pitch stand in Kresge's No. 8 store, Chicago, says a number of pitchfolk have visited here lately. Among them were Betty Stanfield, Phil and Eileen Kraft and Jack Smart.

Put your wasted energy to better use and you'll find that the greenbacks will come a bit easier.

EDDIE MARTONY . . . together with Emil Martony, is working the food show at St. Petersburg, Fla., to good counts.

THEY TELL US . . . that Don Ansley cut up plenty of silhouettes and long-green at his stand during the Texas State Fair, Dallas.

Fancy Freddie says: "Keep someone else from working thru your nefarious practices and nobody winds up with any dough."

THOMAS A. SMITH . . . well-known med show operator who succumbed to a heart attack recently in Doc Tom Dean's Blytheville, Ark., home, had spent the past season with Maurice Cash's med opera.

GEORGE HANEY . . . and Glenn Reeves had their gadget stands clicking to a fare-thee-well at Texas State Fair, Dallas.

A lot of pitchmen make the mistake of throwing their pitch into high gear before their tip is ready or willing to be turned.

NAOMI LARSEN . . . has taken over the stand formerly operated at Gimbel's, Milwaukee, by Betty Genger.

THE YONDELLS' . . . layout and demonstrations went over successfully with patrons at the Texas State Fair.

A successful pitchman rarely depends upon luck to get his items across. He long since has learned that hard work is what puts him over with his tips.

THE SHEAS . . . Larry and Laura, have opened at the F. W. Grand store, Milwaukee, for

JOBBERS, NOTICE

Only in 5 gross lots

- 6 String Gerlie \$12.00 Gr.
- Sally of Hollywood 10.80 Gr.
- Polly Peel 10.80 Gr.
- Bottoms Up 12.00 Gr.

GERMAN & JAP MECHANICAL TOYS

- Dancing Dolls \$60.00 Gr.
- Girl Puzzle Cars 78.00 Gr.
- New Buick Car 54.00 Gr.
- Friction Cars 60.00 Gr.
- Back Motion Cars 60.00 Gr.
- Remote Control Cars 90.00 Gr.
- Monkey on Tricycle 36.00 Gr.
- Acrobatic Racer 78.00 Gr.
- Baby Pontiac 24.00 Gr.
- Opera Glasses 66.00 Gr.
- Pecking Chicks 30.00 Gr.
- Butterfly Toy 48.00 Gr.

Deposit with order—Balance C. O. D.

New Catalog Out Today.

BORDER NOVELTY CO.

5 W. JEFFERSON
DETROIT 26, MICHIGAN

THE HOTTEST RADIO DOG IN TOWN

Tune in for big money with this radio puppy. Made of new type almost unbreakable plastic. 12" from head to tail and contains a 4-tube AC, DC licensed radio.



Ideal for sales-boards, bazaars, carnivals and bingo.

Everyone will want a Puppytune for his child's room, game room, den. An ideal gift or prize.
Price: \$15.00 Ea. in Doz. Lots. \$16.00 in 1/2 Doz. Lots. \$18.00 for Sample.
25% Deposit, Balance C.O.D. N. Y. C.
Kraft Manufacturing Co.
84-86 Parsons Boulevard Jamaica, L. I.

FAIR TIME SPECIALS

- Boxed Stationary, 25c value 3c
 - Key Chains-Metal Charms 2c
 - Apple Corer and Parer, 15c value 3c
 - Window Locks, 25c value 2c
 - Hickory Pipes, 25c value 7c
 - Soap Dishes, Special 3c
- 25% Deposit, Balance C. O. D.

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1433 Second Ave. Dallas 10, Texas
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FOOTBALL COLORS—ALL TEAMS FOR COLLEGES, ETC.

- Gold Plated Metal Football Badges \$10.00 C
 - Fine Plastic Metal Football Badges 8.00 C
 - Selected Rabbit Foot Badges 8.00 C
 - Nov. Football & Helmet Bar Pin 8.50 Gr.
 - Ribbons, All Colors, 100 Yds. 3.50 Roll
 - 12x30 Pennants, Fine Felt, With Tie Backs 15.00 C
 - Balltop Pennant Cans 3.00 C
 - Rabbit Foot Key Chains, Large 5.00 C
 - Gold Plated Footballs 4.50 Gr.
 - Plastic Footballs 2.75 Gr.
- 25% Deposit, Balance C. O. D.
PARK ROW NOVELTY CO.
139 PARK ROW NEW YORK 7, N. Y.
Worth 4-2688

Offering for Quick Clearance

CHILDREN'S RECORDS

At Prices Cut to the Bone **60c**
THE STORY OF THE SLEEPING BEAUTY, beautifully narrated with accompaniment of 10-piece orchestra on three 10-inch shellac records with attractive record album lithographed in three colors. Thousands of these albums have been sold at the regular \$3.00 retail price plus federal tax. Rush your order in today!

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See over walls—see around corners. All metal. For boys and girls alike.

Sensational \$2.50 Retailer

1 Doz. 2 Doz. or More **SAMPLE**
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25TH SIGNAL FLASHLIGHT CENTURY Shaped Like a Gun "Flashes," "Buzzes" Morse International Code and the Buck Rogers' Secret Interplanetary Code included FREE.

Sensational \$2.50 Retailer

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\$19.50 \$18.00 Per Doz. \$2.50

TERMS: 20% 10 days, 30 days net to rated firms, otherwise 25% deposit, bal C. O. D., F. O. B. Rochelle, Ill.

ORDER NOW H. D. CAMPBELL CO. DEPT. 1-B ROCHELLE, ILL. IMMEDIATE DELIVERY



NEW!!! NOVEL!!! BEAUTIFUL!!!

#6144K THREE PIECE SILVER PLATED FILIGREE SALT AND PEPPER SET

Non-tarnishable. Shakers 3/4 inches high, on mirrored silverplated filigree tray, 6x4 inches. Each set packed in individual GIFT BOX.

\$13.50 PER DOZ.

1/2 doz. sets in masterbox.

333 & 335 K SOUTH MARKET ST. CHICAGO 6, ILL.

LEO KAUL IMPORTING AGENCY, Inc.

SALESMEN WANTED TO SELL TO STORE-KEEPERS—PROFITABLE SIDELINE

Sample sent on receipt of \$2.00, refundable as soon as orders for 1 gross are sent in. One sideline salesman averages 3 gross a week; it takes but a minute to sell.

SLUM

(Give-Aways) Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention. 3,000 PIECES ASST. \$25.00

Some Items Retail Up to 25¢ Each.

Lucky Novelty

PRIZE BOXES

Assorted Novelties of All Kinds

\$4.50 Gr. Boxes

25% Deposit, Balance C. O. D.

Mdse. Distributing Co.

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Here's YOUR opportunity to learn about a life-time, spare or full-time office business in which earnings run as high as \$5,000-\$15,000 yearly! In this dignified profession, BIG profits are made by having thousands of others work for you. A copy of "Collect and Grow Rich"—the booklet that tells the full story—is yours for the asking. No cost or obligation. T. J. SURFACE, Pres., Dept. 303-J, Roanoke 4, Va.

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SELL STORES AND DIRECT

TIES Direct From Manufacturer. Largest Assortment of Latest Patterns.

\$6.50 Doz. 3 Doz. \$18. FAST \$1 SELLER.

YOU MAKE \$6.00 PER DOZEN.

Special Price on Gross Lot Orders.

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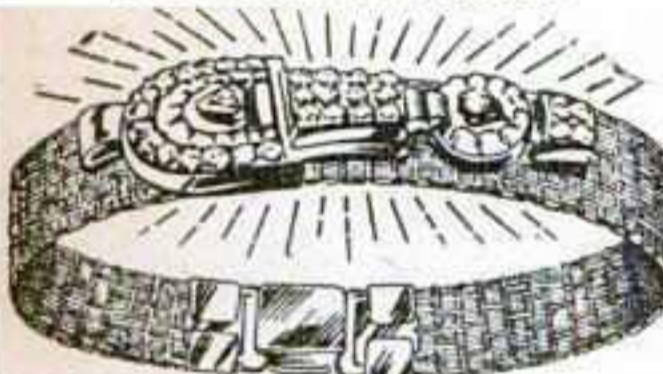
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Here's a Proven Money-maker
PEARL NECKLACES

- Indestructible Graduated Pearl Necklaces, With Safety Clasp, Individually Boxed.
- Single Strands, Doz. \$ 6.00
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- Charm Bracelets in Fine Gold or Silver Finish, With 10 Solid Movable Charms, Individually Boxed, Doz. 8.00
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- Ladies' Cigarette Case, With Compact to Match, in Glistening Gold Finish, in Rich Satin Lined Gift Box, Doz. 39.00
- 25% Deposit With Order, Balance C. O. D.

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148 PARK ROW NEW YORK CITY
Worth 4-0154

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Flexible Mesh, \$8.00 doz., \$7.50 in gr. lots
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Add 50¢ per doz. if individual boxes wanted.
STUNNING STYLES! LOTS OF FLASH! High Gold Plate—real Czech Rhinestones—Also FOBS—LOCKETS—LAVALIERS—CHATELAINES—AND ASSORTED BRACELETS.
SEND TODAY for free illustrations. Sample \$1.50. Send 1/3 dep. with order, balance O.O.D. Allow for postage on prepaid orders.

STAR IMPORT NOVELTY CO.
585 8th Ave. New York, N. Y.

Headquarters for
COUNTERCARD
MERCHANDISE
NOTIONS-SUNDRIES
FOR IMMEDIATE DELIVERY

LEE RAZOR BLADES
Write for Price List
LEE PRODUCTS CO.
437 WHITEHALL ST. S.W.
ATLANTA 2, GA. Dept. B

Sparkling Beauty That Sells On Sight!



ONLY \$5.65 Doz.
In Gross Lots Otherwise \$6.75 Doz.
WEDDING BANDS TO MATCH
L102
Brilliant Engagement Ring with large center whitestone and two side stones set in sterling silver mounting. Also available in gold filled. Other attractive styles for men and women. Send for free photos of October Specials and quantity discount quotations.
SAMPLE RING ASSORTMENT SENT FOR \$10.00.

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IMMEDIATE DELIVERY!
• ELECTRIC FLASH BOARDS
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Folding, Non-Folding
Many Styles
Steel, Wood, Bridge.
State requirements.
Minimum order—two dozen.
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NEW—LOW—PRICE

These Hats Are All Gabardine



IMMEDIATE DELIVERY

On Two-Tone and Plain Crew Hats. One of the best hats on the market. Guaranteed satisfaction or no sale.

WE DELIVER AT ONCE
COWBOY LACED HATS, ALL OPERATORS ARE USING THEM, \$9.00 Per Doz., \$102.00 Per Gr.

PLAIN CREW HATS. GROSS 60.00
(Red & White — Blue & White — Green & White)

CREW HAT WORKERS—We have a hat for the kiddies for ages from one year to 15 years old. Hat Workers at the fairs are cleaning up with them. Assorted Bright Colors. It's a knockout. You can put names on them. Every Crew Hat worker needs these kiddie sized hats, as countless sales have been lost without them. Gross.....\$24.00

Felt Crew Hats, assorted colors, are outstanding and one of the best on the market—and they are beautiful. Gross.....\$36.00

All these Crew Hats are in great demand all over the country from Coast to Coast, and we do business with most of the Crew Hat Workers. Ask them.

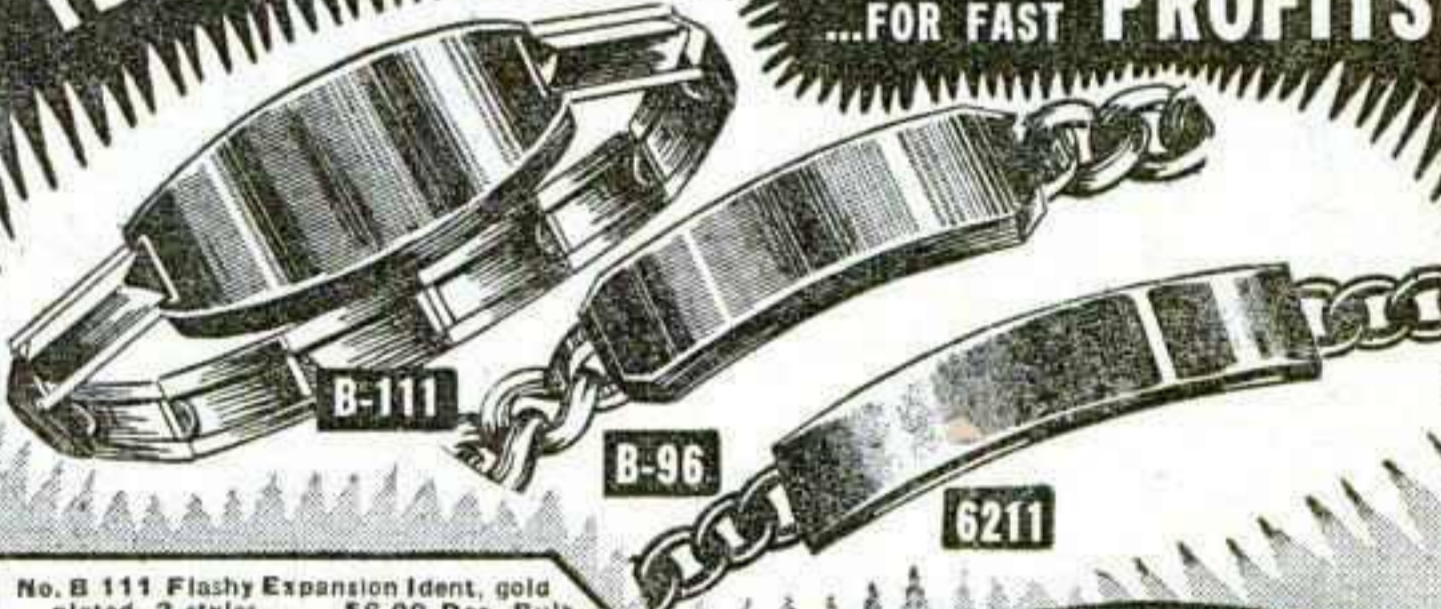
50% Deposit, Money Order or Cash, Balance C. O. D.

We also take orders for all schools, colleges and universities. Any color that you may desire.

HARRIS NOVELTY COMPANY

1102 Arch Street Phone: Market 7-9848 Philadelphia 7, Pa.

IDENTIFICATION BRACELETS!
...FOR FAST PROFITS



No. B 111 Flashy Expansion Ident, gold plated, 2 styles \$6.00 Doz. Bulk
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A Best Seller—Fun for everyone!
Sensational Mystery Trick!
Doz. \$3.60

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ON HALLOWEEN COLORED DISPLAY CARD, includes goggles, ears, mustache, double teeth!
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ELECTRIC HAND BUZZER
IT'S SHOCKING and Harmless! Complete with batteries and wiring! IDEAL CONVENTION ITEM.
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THE SQUIRTING CAMERA! Novelty pictures! Great Fun! The Surprise Item of the Year!
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IT LIGHTS UP!
Complete with Battery.
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"BEST MADE"
Complete with Batteries and Wiring.
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SEND FOR FREE ILLUSTRATED CATALOG OF 1,000 HOT SELLING ITEMS

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ELECTRIC EYE

Toy Sensation!

All Plush, Cotton Stuffed.
The Eyes Light.

#110 **BLINKIE THE DOG**



\$18.00 Per Doz.
8 Inches Tall.
8 Inches Long.
Sample Postpaid,
\$2.00 Ea.



#115 **CUDDLY BEAR**
\$18.00 Per Doz.
Color: Blue & White, Pink & White.
11 Inches Tall.
Sample Postpaid,
\$2.00 Ea.



#125 **BAMBI**
\$24.00 Per Doz.
Color: Beige.
11 Inches Tall.
8 Inches Wide.
Sample Postpaid,
\$2.50 Ea.

ORDER BY NUMBER
25% Deposit, Balance C. O. D.
Doz. Price F. O. B. Asbury Park, N. J.

JERRY GOTTLIEB, Inc.

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12 GAUGE SHOTGUN

ONLY \$9.95
New, Heavy-Duty, Manual Operated, 1948 Single-Shot 36" LONG



Maximum accuracy. Minimum recoil. Government Tested: NEVER BEFORE a shotgun at this price!
COMPACT 6 1/2 Lbs
Fool-proof, safety trigger device. Convertible "Tommy Gun" type grip. Rust-proofed. (Barrel & Stock.) Requires no oiling or cleaning.
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National Distributors
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L. I. C. 4, N. Y.

Genuine Latest Styles
FUR COATS
JACKETS AND SCARFS!
Let us put you in business for yourself! Big profits! Buy direct from reliable wholesale firm latest 1949 style Fur Coats! All sizes and colors! If not satisfied money refunded within 3 days! Wire or write today for free price list and catalog! Agents wanted!
ROSE FUR CO., Dept. P-23
20 W. 27th St. New York 1

Fine Assorted
CHOCOLATES
Gorgeous, Large, Flashy, Cellophane 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.
BARBARA FRITCHIE CHOCOLATES
Frederick, Md.

MUSICAL FAWN

Beautifully made of 100% Rayon Plush, with strayed orange dots on yellow background. Each fawn contains a Swiss Music Box with assorted melodies.

To play, wind up like a clock.

17" HIGH,
\$51.00 doz.
Samples, \$5.00 Ea.
Same fawn without Music Box
\$24.00 per doz.
Samples \$2.50 ea.



25% Deposit With Order, Balance C. O. D.
PLACE YOUR ORDER NOW!

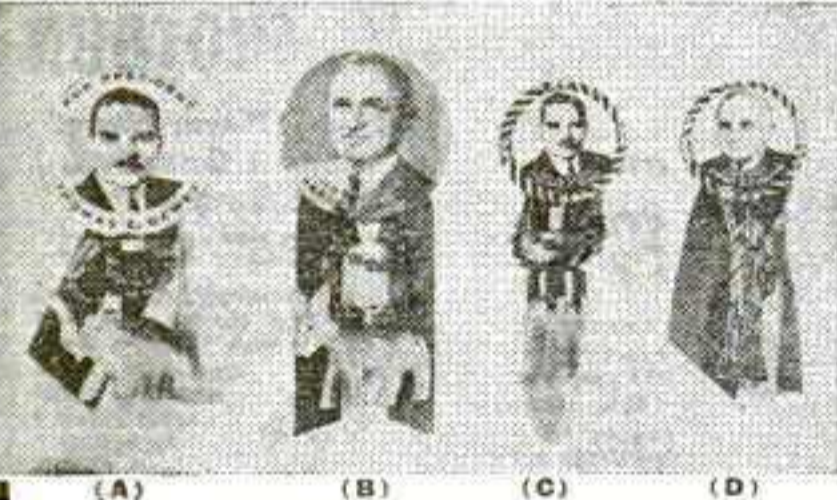
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THE ORIGINAL TWO-COLOR "SALLY"
of Hollywood & Vine
"Queen of the Strippers"
Outsells them all. Everyone is wild about "Sally." Sells on sight!
GROSS.. \$12.00
DOZEN..... 1.20
SAMPLE..... .25
25% Deposit With C. O. D. Orders.
BENGOR PRODUCTS CO.
119 5th Ave.
New York 3, N. Y.



BUY THE E-Z WAY 5 DRESSES \$3.00
Used Fall and Winter Styles as sorted sizes 12 to 20 (large sizes 40 to 52, \$1.25 each). **SEND NO MONEY**, we mail C.O.D., you pay regular price plus postage and C.O.D. fees. Return within 5 days if not delighted for refund of purchase price. **FREE** clothing catalog entire family.
E-Z SALES CO., Dept. B-1948
303 E. Houston St., N. Y. 2, N. Y.



CAMPAIGN BADGES

(A-B) Consists of 1 1/2" button, red white & blue ribbon. Doubled key chains with bonelike animal. Dewey or Truman. 50¢ seller. \$15 per 100.
(C) Consists of 1 1/2" button, R. W. and B ribbon loop. Doubled key-chain with lucky rabbit's foot. Dewey or Truman. 25¢ seller. \$8 per 100.
(D) Consists of 1 1/2" button, red, white & blue ribbon. Statue of Liberty pin. Dewey or Truman. 25¢ seller. \$8 per 100.

Immediate Delivery * 50% With Order, Balance C. O. D.
LOUIS FREEDMAN
38 N. PATTERSON PARK AVE. BALTIMORE 31, MARYLAND

SPECIAL CHRISTMAS OFFER!

DIRECT FROM MANUFACTURER
Real Fur and Plush Stuffed Toys at Their Best
28" RAYON PLUSH BEAR, cotton stuffed, asst. colors.....\$27.00 dz.
PLASTIC STUFFED TOYS, sanitary, washable, 3 dz. to carton, as low as 9.60 dz.
Special Set-up for jobbers.
SALESMEN: Choice territories still open. Liberal Commission!
Write now for catalog listing over 100 Christmas sellers.
ACE TOY MFG. CO. B1 122 West 27th St. New York 1, N. Y.

F. L. de ARKOS

MEXICAN IMPORTER
ARTISTIC AND SERVICE POTTERY, SARAPES, FEATHER CARDS, LARGE WITCHES, SKELETONS, DEVILS, TARANTULA, SPIDERS, TURTLES, MONKEYS, HAND-CARVED WOODEN POWDER BOWLS, VASES, WALKING CANES, LIQUOR SETS, PICTURE FRAMES, MINIATURE GUITARS, FUR DOGS, HORN NOVELTIES, ETC. REQUEST PRICE LIST.
904 SCOTT ST., LAREDO, TEXAS.

Mike Devine. Larry is working yuke oil, while Laura is pitching Lanova shampoo. They plan to remain in the spot for the season. The Sheas hit the Beer City from Wheeling, W. Va., where they spent seven successful weeks in the G. C. Murphy store. They'd like to read pipes here from Eddie Gillespie.

Famous Last Words: "Because of my intense love for this city and its citizens, I've planned a super deal just for you good people."

No matter what the outcome of the November elections, they will be profitable for you if you can tie in your items with the divers political meets which are in the offing.

AMONG PITCHFOLK . . . who scored handily with their varied items at the Pomona, Calif., fair were the Green boys, with kitchen gadgets; Jimmy Beach, silver plates; Benny Heberman, novelties, and Mr. and Mrs. Freeman, with what was believed to have been one of the best pitch layouts on the grounds.

BOB POSEY . . . that hardy perennial of Pitchdom, is back in department stores pushing his ink sticks and gummy to swell takes in a Muncie, Ind., establishment. Bob says he plans to work the East this winter. He'd like to read some pipes here from Tom Kennedy, Gummy Jack Curren, Randy Carouthers, Doc Tom Neeley and Alex McCord.

A DIVERSIFIED . . . group of pitch aces were on hand for the World Series games played at the Cleveland Municipal Stadium. Included in the group were Joe March, Lou King, Jimmy Piccolo, Rubin Bluestein, King Lucky, Whitey Douglas, Ernie Newman, Bill Weis, Jack Andrews, Lefty Shapiro, Walter Rice, Barney Kaplan, Joe Bennett and Cash Sweeney. The boys did their jackpot cutting in the Gillsy Hotel.

MARGE V. KELLY . . . well known pitchwoman, is reported to have gathered a goodly share of the mazuma working the fair in Pomona, Calif., with a neat layout.

Jerry the Jammer says: "Take stock of yourself before pointing an accusing finger at someone else."

COLE BROS.

(Continued from page 59)
Fort Worth; Joe Good, Altoona, Pa.; Bogonghi to Birmingham for Tom Packs; Fred Donovan, Springfield, Ill.; Dick Scatterday, Billy Griffin and Col. Harry Thomas, Wichita, Kan.; Mr. and Mrs. Bob Morrill, Dallas; Bobby Pashaion, Louisville; Horace Laird, Chester, Pa.; Jack Crippen, New Sharon, Ia.; Lee Vertue, Zanesville, O.; Augie Pasquinnucci, Cleveland; Tom Ontko, McClellandtown, Pa.; Bill and Ada Spaulding, Davenport, Ia.; Florence Tennyson, St. Paul.

Big show band: Henry Kyes, Sarasota; C. H. Swanger, Willeford, Ark.; Harry Armstrong, Miami; Frank Tovar, Leavenworth, Kan.; Ralph Gibbs, Chattanooga; Kenneth Waite and Lefty La Sale, Tom Packs; Mr. and Mrs. Bob Herson, Manistee, Mich.; Roy B. Landstrom, Breedsville, Mich.; Larry Ganyard, Miami; Joe Fiore, Tampa; Jimmie Hurtt, Charlotte, N. C.; Joe Woeckener, Erie, Pa.; Jackson Kyes, Farmington, Ill., and Happy Belisle, Thomasville, N. C.

Side Show: Arthur Hoffman, Greenwood, S. C.; Glen Girard and George Churchill, Louisville; Mr. and Mrs. Joe Haworth, Wilkesboro, N. C.; Joe Haworth Jr., Detroit; George Forman, New Albany, Ind.; Joe Carvalho and Pat Oliveira, Fall River, Mass.; Jerry Scruggs and Genevieve Wright, Spartanburg, S. C.; Mr. and Mrs. Charles Roarke, Malvern, Ark.; Joe Lee, Los Angeles; Ascension De Leon, Mexico; Leona Teodora and Harry Lordan, Chicago; Charles Christian, Vicksburg, W. Va.; Mr. and Mrs. J. Sabo, Hollywood; Major Mite and mother, Portland, Ore.; Pearl Farris, Huntington, W. Va.; Norma Robertson, Baltimore; Oklahoma Bob, Charleston, W. Va.; Gus Schab, Cincinnati.

Side Show band: Mr. and Mrs. R. V. Lewis, Owensboro, Ky.; Dee Freeman, Cincinnati; Robert Shufflin and Sam House, Tucson, Ariz.; George Hooks Tilford, Louisville; W. W. May, Cleveland; Pat Shelton and John Webb, Tucson; Noah Robinson, Cuthbert, Ga.; F. B. Wood, Vicksburg, Miss.; Tiny Glass, Cleveland; Louise Jackson, Detroit; Tommy Marvin, Tennessee.

Robert DeLochte, treasurer, and the Freemans to Peru, Ind.
Hilda Burkhart celebrated her birthday and received many gifts. Visitors: E. M. Woodring and Mr. and Mrs. Winston Shideler and Bill Roberts.—**FREDDIE FREEMAN.**

HAMID-MORTON

(Continued from page 59)
days ago. One of the creatures scampered half way up a guy line hauling mike, cable, and almost Bob Morton, behind her. P.S.: Morton now announces this act from the other end of the building.

George Brinton Beal, circus author, and Father Ed Sullivan, chaplain of the CFA, were daily visitors. Peaches O'Neil and her girls introduced a new production, the sabre dance, with music of the same name, played by Joe Basile and company. After much sabre feinting and skirt flitting, the girls close the new routine with a spectacular pyramid with Miss Cloie holding the load.

Mike Koucik and Jeep Milam are not only the funny men in Roy Valentine's aerial bar act, but also are noted psychologists and men of wisdom in the dressing room.

Now performing in the Bruno Zacchini cannon act is Don Nothdorf, former flier with Fred Valentine. Don also is a sleight of hand and magic enthusiast and, with Don Monroe Grant and the writer, spends quite a bit of time in sessions of hocus pocus.

Doctor Hinkle, of the Aleppo Shrine, Boston, donated his services to the cause of the backache boys. Now able to stand erect again after many days of curvature, due to net and other injuries, are Mike Koucik, Billy Ward, Jeep Milam, Papa Nor-

POLACK BROS.

(Continued from page 59)
rado Springs during the few open days between Denver and Great Bend, Kan.

Stephen Mustafa has been steering clear of taxi drivers since he ran up a \$6 bill on an around-the-town jaunt. Betty Bell's ukelele is running a poor second since she was presented with a new puppy from Dwight Moore's mongrel revue.

We enjoyed the visits of oldster Ivy Baldwin who, on his 82d birthday, received nationwide publicity by picking up his balancing pole and walking across a cable stretched over El Dorado Canyon, 125 feet high. Other visitors included highwire performer Fearless Gates, on the sick list for several years, and Gilda Gray, prominent movie star and dancer of yesteryear.

Ed Raymond is a happy clown. His beloved Cleveland Indians won the series.—**HAROLD BARNES.**

berty and Benny, the bum.
Following the Scranton date, Eddie and Mrs. Hunt will return to quarters and await a shipment of Indian elephants. The Hunts are doing rolo bolo and globe rolling acts on this show.—**GEORGE HUBLER.**

Sensational

at \$7.50

Where else could you get a modernly designed, timed and tested 7 Jewel Men's Swiss Chrome Cylinder Wrist Watch with Ruby and Rhinestone Dial decorations (No. 207) at this quick-selling, profit-making price? Or in 10 kt. domestic rolled Gold Top Case, Steel Back, 7 Jewel Swiss Cylinder Wrist Watch for \$8.50. (No. 208). Wholesale only in minimum sample lot of six. (Add \$1 extra to each for less than six.)

LANCYL CO.
580 Fifth Ave., New York 19, N. Y.

NEW Suction-Cup Auto Flag-Holder

Election Day Special
For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4 1/2 x 6". Sensational seller. Sell for 50¢ each. Samples, 25¢.
Adjustable, used in Horizontal or Vertical Position.
Doz. \$2.20
Gro. \$24.00
25% deposit with order.
bal. C. O. D.
Write for List of Over 200 Popular Items.
GORDON MFG. CO.
110 E. 23 St., Dept. BF-2, New York 10, N. Y.

No. 4012 GOLD FILLED OR STERLING SILVER

\$18.75 per dz.
SEND FOR CATALOG.
Over 300 styles, \$1.00 and up per doz.
Sample assortment for \$20.00.
STERLING JEWELERS
85 E. Gay St. Columbus 15, Ohio

Genuine Imported Oriental Design

RUGS

\$29.50 EACH
Be in business for yourself! Glowing Oriental design, heavy 8x12 room size rugs! Perfect quality! Woven through to back! Greatest money-maker today!
If not satisfied, money refunded within 3 days. Wire or write today for free price list. Agents wanted!
25% dep. with order, bal. C.O.D.
LO-US TRADING CO.
Dept. P-5
20 W. 27th St. New York 1

SALESBOARD SIDELIGHTS

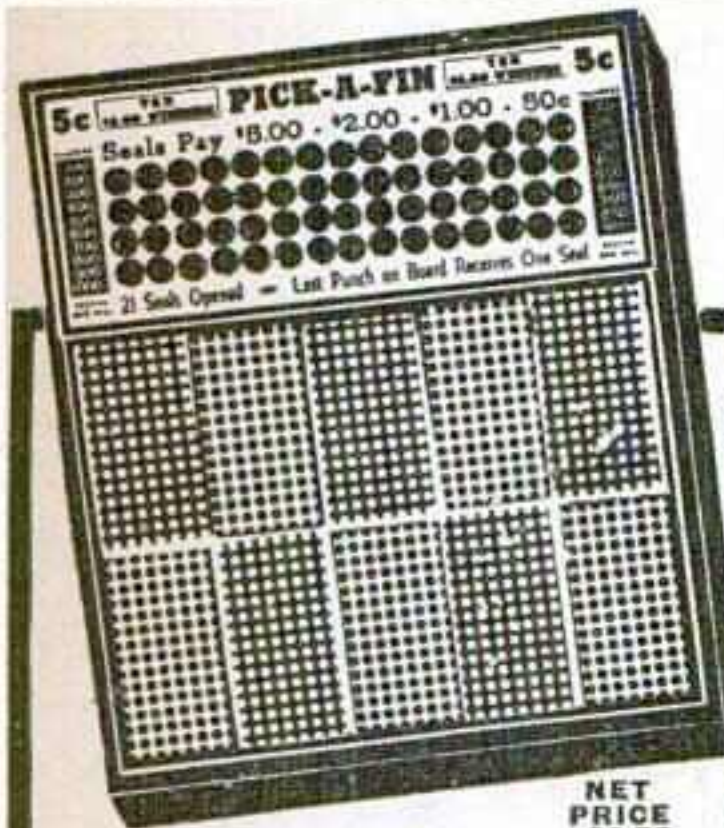
Harold Boex, vice-president of Pioneer Manufacturing Company, Chicago, took a trip around Illinois this week, returning to the home ballwick Thursday (14). With other trips on his schedule, Harold has not as yet hinted at his next destination. . . . Art Paule, of A-P Distributing Company, St. Louis, is keeping firm's production facilities keyed up to top pitch these days as demand continues for firm's bell machine dice, electric Whirlit machine and the novelty game, Bongo-Mongo.

Gay Games, Inc., Muncie, Ind., reports its nationwide sales organization

is handing in some high level orders for the line of 89 Rol-a-Tic game items, first released last April. Guy E. Noel, president, contends that the jar and spindle game tickets used by the new line are a big sales-aid. . . . Jack Morley, Container Manufacturing Company, St. Louis, vice-president, is pleased with the steady activity of his district sales managers. Frank Showalter, covering California, along with George Zweiger, Western Pennsylvania, and Manny Oren, for Florida and Georgia, are among the fair-haired sales boys.

Reporting an uptrend in sales on its whiz carded ticket game is Muncie Novelty Company, Muncie, Ind. H. M. Shoemaker, firm official, says that President Ted Broyles really gets results when he goes out on a business jaunt; witness his Western trip last March, when he lined up distributors to represent the firm on the West Coast. Contacts made then are paying off in hyped orders now.

Ray Zelle and J. Goldman, new heads of Triangle Manufacturing Company, Minneapolis, are pushing a full line of over 50 bingo and spindle deals under the La-Ta-Do musical note tag. Boys report a good response, order-wise, from the trade. . . . Walter McNamara, the McNamara Company, Chicago, has his finger on pellet board production while brothers Bill and Phillip continue to scoot about the country lining up orders. The illuminated color-ado aluminum stands in which the different type and price insert boards are placed, are especially successful in those de luxe dim-lighted cocktail lounges. They attract the customer with their eye-attracting design and illumination, he says.



"PICK A FIN"	1200 Holes, 5¢—Avr. Profit	\$33.05
"TEN SPOTS"	1200 Holes, 5¢—Avr. Profit	\$31.18
"WIN 'N' GRIN"	1200 Holes, 5¢—Avr. Profit	\$32.84
"E Z CARTONS"	1200 Holes, 5¢—Avr. Profit	\$33.98
"PICK A TEN"	1200 Holes, 10¢—Avr. Profit	\$59.40
"\$25\$ SPECIAL"	1200 Holes, 25¢—Avr. Profit	\$137.07
"SUPER CHARLEY"	1200 Holes, 25¢—Avr. Profit	\$84.50

CROWN PRODUCTS
322 E. COLFAX AVE.
SOUTH BEND 24, INDIANA



All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write
W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

BIG PROFITS "HOT" NEW TICKET DEAL

Salesmen wanted in every town and community. Sell in clubs, cigar stores, pool halls, taverns, etc., or start a route. Free pocket sales kit. No investment. No experience necessary. Big advance commission. Write today.

WORTHMORE SALES
1825 S. Mich. Av., Dept. B-1023, Chicago, Ill.

Nationally Famous FISHING TACKLE CLOSEOUTS!

Ideal Prizes! Gifts! Premiums!

Operators! Cash in on this huge stock of nationally famous tackle for punchboard prizes, etc., etc. Write at once for list of rods, reels, lures, lines, popular from coast to coast; fresh and salt water tackle. Sensationally low prices while they last!

WRITE NOW!
STANDARD SALES, INC.
1217 West First Spokane 8, Wash.

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

HOLES	NAME	DEF.	AVR.	PROFIT PRICE
400	5¢ Dollar Bd. X Tk.	Def. \$ 7.00	\$.59	
1000	25¢ Charley	Def. 50.00	.79	
1440	5¢ Cig. Barrel	Def. 22.00	.99	
1440	10¢ Barrel	Def. 38.00	1.39	
1440	5¢ Barrel	Def. 18.00	1.15	
1800	5¢ Lulu	Def. 18.00	1.49	
1000	25¢ J.P. Charley, Tk.	Avr. \$52.08	\$.94	
1200	25¢ Tex. Charley Seal,	Avr. 102.28	1.59	
600	25¢ Jumbo Q.T. X Tk.	Avr. 65.00	1.59	
1000	5¢ J.P. Asst. Bds.	Avr. 29.00	2.48	

NEW 8 TICKETS PER HOLE BOARDS

200	25¢ Lucky Fives	Max. Avr. \$39.50	\$2.25
300	25¢ Lucky Fives	Max. Avr. 73.50	2.98
200	25¢ 6 in 1 Bds.	Max. Avr. 39.50	2.45

2170 5¢ Red-Wh.-Bl. Tkts. Def. \$36.50 \$1.29
2170 5¢ R. W. B. 5 Fold 1.39
120 Tip Tickets Bks., Gr., \$18.75; Doz. 1.89

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
Deluxe Building Blue Earth, Minn.

RAKE SPECIAL SALE
PURPOSE
\$25,000.00 SALESBOARD STOCK
VALUES \$3.25 AND UP
ALL TO BE SOLD AT ONE PRICE
\$33.00 For Case of 12 Assorted Boards
5¢ and 10¢ Jackpot—25¢, 6 for Quarter.
1/2 Deposit With Order.
Send for Complete Price List #101.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 23, PA
LOmbard 3 2676

SPECIAL CLOSE OUT PRICES
ON BINGO AND JAR TICKET DEALS
EXTRA LARGE STOCK

1000	BINGOS ON STICKS	\$.80
1280	BINGOS ON STICKS	.75
1320	BINGOS ON STICKS	.80
1800	BINGOS ON STICKS	.98
1836	COMBINATION TICKETS, Per Bag	1.10
1836	PLUS 60 COMB. TICKETS, Per Bag	1.18
2052	COMBINATION TICKETS, Per Bag	1.15
2280	COMBINATION TICKETS, Per Bag	1.30
2520	COMBINATION TICKETS, Per Bag	1.45
2170	RED, WHITE, BLUE, Per Bag	1.25

NO ORDER ACCEPTED UNDER \$50.00
20% DEPOSIT BALANCE O. O. D.
WRITE OR WIRE, DON'T PHONE.
SPENCER SALES
MURRAYVILLE, ILLINOIS

JUST ARRIVED

GRIDIRON GOLD

CHAMPION of COIN BOARDS

10c PLAY

PROFIT \$65.00

1500 HOLES

THICK DIE CUT

CONTAINS \$6.50 IN COINS

CAN BE ORDERED EITHER WITH COINS OR METALIC PLUGS.

THERE IS NO EXTRA CHARGE FOR METALIC COIN PLUGS

NOTICE!
COMING NEXT WEEK - ANOTHER NEW FOOTBALL SENSATION

"TOP TEAMS"

WRITE FOR DETAILS

5c PLAY

CONSOLIDATED MANUFACTURING CO.
14 NORTH PEORIA STREET CHICAGO 7, ILLINOIS

A Winner . . .

GOLD BAG

A BEAUTIFUL GOLD EMBOSSED BOOK COVER BOARD WITH 3 POSSIBLE \$15.00 WINNERS

200 MGL HOLES
6 TICKETS IN EACH HOLE
25c PLAY

TAKES IN \$50.00
PAYOUT 24.25
AVE. PROFIT \$25.25

FORM NO. 219 MGL

HARLICH MFG. CO.
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND

LOOK TO THE CHAMPION LINE FOR LEADERSHIP

The originators of the Western Boot Lighters* now present their newest and original lines of sports lighters and cigarette container sets.



FOOTBALL LIGHTERS 4 1/4" HIGH BASEBALL LIGHTERS 4 1/2" HIGH
BOWLING BALL LIGHTERS 4 1/2" HIGH BASKETBALL (NOT SHOWN) 4 1/2" HIGH

Matching cigarette containers also available. All lighters furnished with EVANS large reservoir type units. Made of hand cast metal. Jewelers' finish: Bronze, Silver and 24 Karat Gold Plate.

See your local jobber or write factory direct

*THE MOST COPIED LINE IN AMERICA

CHAMPION PRODUCTS, INC.

305 E. 4th St.

Los Angeles 13, California

ALL ELECTRIC BASEBALL SCORE MACHINE

USING TAPES AND GIVING SCORES IN ACTUAL NUMBERS



Play baseball both summer and winter with the new improved Model "E" all-electric Baseball Score Machine.

Write for Details—Immediate Delivery

WERTS NOVELTY COMPANY, INC.

920 S. PERSHING DR.

MUNCIE, INDIANA

Del Monte Rollerdrome Turns In Click Year; Cele Planned

(Continued from page 75)

numerous skating events have been held. For the first time the rink has had professionals on its staff, including Walter Clark, former pro of the Roller Bowl, Chicago, and the Crystal Roller Rink, Hobart, Ind.

Under the pro-management of Paul J. Gilbert the Del Monte Skating Club has produced three successful shows. Club sent 13 skaters, with all expenses paid, for four days to the State meet at Pomona, Calif., and it came home with three winners. Barbara Henriksen won the

juvenile figures, and with Ronald Holland, of Pasadena, the juvenile dance. Claudette Colbert and Denis Earl placed second in juvenile dance. Rose Marinello was second in novice figures. Rixford Murray placed third in the races, and Barbara Ziem was second in the junior ladies figures. She also won the Barker trophy for artistic and showmanship skating. Club also has had three members become figure and dance judges of the United States Amateur Roller Skating Association.

Rebuilding of the Del Monte Rollerdrome has started. Blue prints call for making the rink 20 feet wider and 15 feet longer. A sporting goods shop, fountain and restaurant, clubroom, dressing rooms, showers and locker rooms will be provided, in addition to a rumpus room, television theater and 1,500 seats for spectators. There will be a beginner's floor 109 by 20 feet, and a glass-enclosed organ booth will hang from the center of the ceiling. Cost is expected to hit \$90,000. Club held dance and figure tests recently, with Howell Janes, Dorothy Lindgren Storey, Ramona Allen and Rose Marinello as judges.

Hoffman Sounds Off on Merger of RSROA, URO

(Continued from page 75)

Nations," he said, "and let all the rink operators decide the issue." Hoffman believes a vote would show a big majority in favor of amalgamation.

Altho deep in the red at the time, Hoffman said he spent \$100 to join the RSROA in 1941 because he was told some smart men in the industry had formed the organization and that he "might get a lot of good out of it." The idea behind the organization, founded by such successful operators as Victor J. Brown, Fred A. Martin, Earl Van Horn and Fred Freeman, was to make skating more popular and put it on the map, he said.

Schmitz the Terror

"In past years I have met all of the above-mentioned men and they seemed like fine men to me," Hoffman continued, "even William Schmitz (general manager of America on Wheels and former URO secretary), who I was led to believe was the terror of the East. Now, he didn't seem bad to me. In fact, he was very interesting and I got a few good points from him."

Hoffman concedes that the organizations have put the sport on the map and that the RSROA has done him a lot of good, but he expresses displeasure in that body's split which gave birth to the URO as a competing organization.

Hoffman believes that the first and best advertisement for the rink business should be an announcement to amateur skaters of a merger of the associations. "Call it the XYZ of America, if you want to," he said. Such a merger, Hoffman believes, would make the skaters work harder. Who wants to fight to be a champion only to find that there is another champion in the same class in the U. S.?" he asks.

Hoffman said he would rather give \$100 to advertise skating that is backed by all operators than \$10 to a cause over which two factions are fighting. He also believes membership in a merged organization would increase because many operators, now neutral, do not care to become involved in controversies between the associations. "If we, all the operators, could get these smart men together there would be a lot more money to advance roller skating to the height where it belongs," he said.

Hoffman also reported he has been told by a newspaper reporter that roller skating does not get its full share of sports page publicity because publishers do not want to be placed in the middle of the RSROA-URO fight.

CHICAGO, Oct. 16. — Believed caused by an electrical short circuit, Rollerway Skating Rink, 8490 North Avenue, Leydon Township, was destroyed Thursday (7) by fire. Damage was estimated at \$100,000 by Steve Seipp, owner.

ASU MEETS

(Continued from page 75)

Association as host. Ben Bagdade, Detroit, ASU prexy, will attend.

Top order of business will be picking dates and sites for the national and North American Skating meets. St. Paul is bidding for the North American and Alpena, Mich., and Schenectady, N. Y., for the nationals. Wisconsin won't bid this year, but hopes to raise enough moola to land the nationals in 1950.

Arrangements are being made by a committee including Al Zirkel, Gene Nord, Gene McGrath, Fred Portlance and Gilbert (Bcp) Van Willigen.

RSIA SETS

(Continued from page 75)

Irwin Rosee, assisted by Jerry Nagler, his right hand man at News Alliance.

Rosee said: "The wheels are already turning. First steps have been taken to launch an all-out drive to get national publicity in newspapers magazines, television, radio and movies for roller skating. This thing is bound to snowball as it goes along until roller skating becomes the nation's best publicized participant sport and recreation."

NO OTHER BOARD CAN MAKE THIS STATEMENT

MORE OPERATORS and JOBBERS USE

PROFIT BOARDS

THAN ALL OTHERS COMBINED

IT'S A FACT!

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50-11 40th St. L. I. C. 4, N. Y.

64 PG CATALOG FREE!

JAR DEALS SALESBOARDS and BINGO TICKETS

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LUBIN SALES

625 Fifth Ave., Pittsburgh 19, Pa.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . .
No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY
Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postel, 6418 N. Newgard Ave., Chicago. oc23

ADVANCE, NORTHWESTERN, SILVER KING
or Victor Vending Machines with five pounds Peanuts or 500 Balls Gum, \$10. Our booklets, "Dollars From Pennies" and "Why Work for the Other Guy," free. T. O. Thomas Co., 572 Jefferson, Paducah, Ky. no6

ASK FOR OUR BOOKLETS—"DOLLARS FROM Pennies" and "Why Work for the Other Guy." Both free. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. no6

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 VENDORS—ROWE, NATIONAL and DuGrenier, reconditioned and guaranteed. Quarter Coin Chutes, too. Kerner Vendors, 3730 W. Division St., Chicago 51. oc23

CIGARETTE MACHINE EQUIPMENT BOUGHT, Sold and Repaired. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EVergreen 8-4244.

RADIO 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, MUTO-scopes, Merchants; Erie Diggers, hand operated; Exhibit Rotary Merchandisers, National, 4248 Sanson, 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—STRIKES 'N' SPARES, LATEST
designed head, \$175 each. Curtis Coin Machine Co., 3033 Hamilton, Detroit 1, Mich. oc30

FOR SALE—SINGAPORE ROLL DOWN
Mimi Roll Down, \$39.50; Ideal Foot Ball, \$59; four Wurlitzer 616, \$35; one Wurlitzer 24, \$30; one Wurlitzer 500, \$65; two Rock-Ola Playmasters, \$60; one Wurlitzer 24, \$40; Wurlitzer 61 Counter Model, \$15. The machines have all the parts. Missouri Tavern Supply Co., 219 East Pershing St., Springfield, Mo.

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—BALLY TRIPLE BELL, 5c, 10c & 25c play, combination free play or cash, like new, \$450. United Flipper Games, \$20 each. Write for list good used slots. 1/3 deposit, balance C.O.D. Owl Distributing Co., 108 East Sycamore St., Independence, Kan.

IMMEDIATE DELIVERY OF CONVERSION
Flash Bowlers, 10, 12, 14, \$275 each. Never on location. A like new machine. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. oc30

LEAVING FOR SERVICE AND WILLING TO
sacrifice 9 Penny Counter Machines at \$7 each; originally cost \$30 new Dec., '47. P. O. Box 181, Mansfield, Ohio.

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

PAIR USED BALL GUM MACHINES AND 3,500
Balls Bubble Gum for \$20. Get our mailing list. Graeff, 1232 Broadway, Toledo, Ohio. no13

PANORAM PARTS, FILMS, BARBOXES,
Lamps, overhauled Projector Exchange Service, \$25. Ace Shoeshiner, \$175. Jack Parr, 13 Everett, E. Orange, N. J. no6

POPCORN MACHINE—MANLEY 1948 MODEL,
used only two months, at \$495 F. O. B. Washington, D. C. F. 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 Vendors. 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

USED, DAMAGED, OBSOLETE, CLOSEOUTS
wanted of any kind. Vassar, Box 1734, Cleveland 5, O. oc23

WILL PAY TOP PRICE FOR BUCKLEY DIG-
gers. J. A. Blash, 1101 1/2 College Ave., Elmira, N. Y. oc23

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 VICTOR MODEL V ALL PURPOSE VENDERS
and 3,500 Balls Bubble Gum, \$22. Becker Vending, Brillion, Wis. oc30

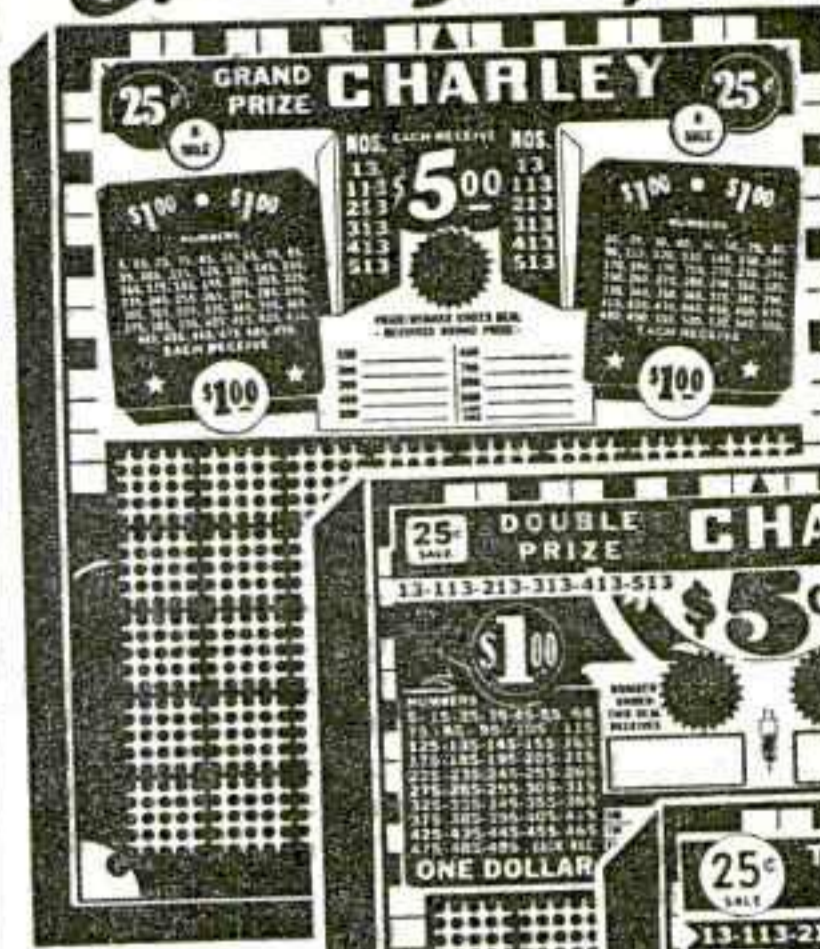
5c CANDY MACHINES—72 BAR CAPACITY
DuGrenier pre-war AMI Merchandisers, good shape, \$26.50; \$50 pair. Victory Postage Stamp Machines, \$10. Like new, will trade for Vending Machines, Scales, Cash Trays, \$2.25. Free list. Graeff, 1232 Broadway, Toledo, Ohio. oc30

10 REBUILT TICKET SCALES—NO BATTER-
ies, no electricity required. Good money makers! Write for price and descriptive leaflet. 6 rebuilt Shipman Duplex Stamp Vendors, \$18 each or all for \$100. Adair Co., 6926 Roosevelt, Oak Park, Ill.

25 ELECTRO SERV HOT POP CORN MA-
chines, 10c slot, almost new. Make offer. Alfred Anzak, 106 Aitchison Rd., R. D. 3, Syracuse, N. Y.

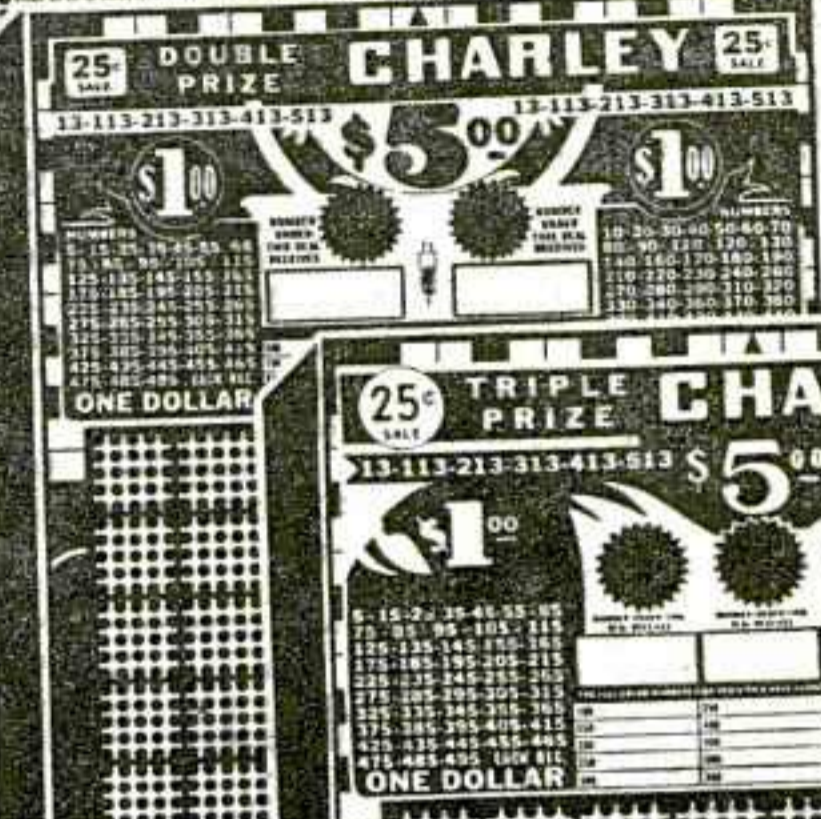
70 ROWE 1c GUM MACHINES (5 COLUMN)—
Slightly used. Make offer. Sam Kanter, 6940 Corbitt, University City, Mo.

Seal Prize CHARLEY BOARDS



1 PRIZE 2 PRIZE 3 PRIZE
25¢ PLAY — 10¢ PLAY — 5¢ PLAY
CASH PAYOUT OR CIGARETTE PLAY
ALL AVAILABLE IN THIN OR THICK 1000 TO 2000 HOLES

18 DIFFERENT STYLES IN ALL SIZES



New-profit Makers!
WRITE FOR CIRCULAR



GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

SALESBOARDS JAR-O-DO TICKETS WHOLESALE PRICES TO ALL

BEE JAY SALESBOARDS
JAR DEALS — BOX DEALS
BINGO TICKETS - RED WHITE BLUE
LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR CAROL SALES COMPANY
312 E. Market St. Elmira, N. Y.

WE ARE MANUFACTURERS All kinds—PULL TICKET GAMES .TIP BOOKS.

Buy Direct From Manufacturer at Very, Very Reasonable Prices.

Columbia Sales Co.
302 MAIN ST. WHEELING, W. VA.

YES—It is Gay Games, Inc., in Muncie, Indiana, who manufactures the CLUB NEVADA

SALESMEN WANTED

For New Jersey, Maryland, Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island. Here's a golden opportunity for you to carry two profitable lines, the two leading lines of salesboards and ticket games in addition to what you carry now.

If you contact tobacco, candy, drug, wagon men, or similar operators or jobbers—write us a letter, including photograph and complete details.

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1260 Holes @ 5¢
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1200	25c	Texas Charley, Thick Avg.	102.98	1.60
960	5c	Fully Packed, Thick, Girl Board Avg.	26.25	2.75
960	5c	It's the Knots, Thick, Girl Board Avg.	26.25	2.75
1000	5c	Barely Speaking, Thick, Girl Board Avg.	26.60	2.75
1000	5c	Glovely Lady Thick, Girl Board Avg.	28.60	2.75
1200	5c	Pick a Cherry, Thick, Seal Board Avg.	30.04	2.65
300	25c	Fin & Sawbuck, Thick, 5 Nos. to Ticket Avg.	33.15	2.85
220	25c	Kwick Fin, Giant Holes, 8 for 25¢ Avg.	28.75	2.50

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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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First Orders Received — First Filled.

Each	Each
3 Marlin 81-DL-22 Target Rifles . . . \$24.70	1 Stevens 22 Target Rifle, Model 416-2 \$ 43.55
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1 Stevens 12 Gauge Double Barrel . . . 41.33	

All Guns Guaranteed First Class Condition
25% With Order—Balance C. O. D., F. O. B. Omaha.

TIC-TOC MANUFACTURING COMPANY
BOX 504, OMAHA, NEBRASKA

CMI SETS CONVENTION PLANS

Predicts 1949 Show Will Be Biggest Ever

Inaugurates New Procedures

CHICAGO, Oct. 16.—The Coin Machine Institute (CMI) unveiled plans this week for the biggest coin machine show in the organization's history. Herb Jones, show chairman, stated that the convention and exhibit, which will open Monday, January 17, 1949, in the Hotel Sherman here, and run thru Wednesday (19), will feature a more impressive line-up of sessions and exhibits, both numerically and, in the latter case, decoratively, than during any past meet. Too, for the first time, members will not be required to pay the customary registration fee charged for non-member visitors. Fee for non-members, in addition, will be reduced from the \$2 fee charged at the 1948 show, to \$1.

Still another innovation is the advance registration of exhibitors and (See CMI SETS on page 110)

Move for New Ruling on SC Anti-Pin Law

Term '39 Decision Outmoded

COLUMBIA, S. C., Oct. 16.—Adding to the already confused situation in this State concerning the operation of pinball equipment is a refusal Tuesday (12) by the State Supreme Court to directly pass on the legality of the amusement machines. This resulted when South Carolina's high court refrained from taking original jurisdiction in a case on the controversial question.

Motion for original jurisdiction was made in favor of Wayne Chamblee, an amusement operator of Greenville, who sought a reversal of a 1939 court ruling that pinball games are gambling devices. His attorneys, Claud N. Sapp Jr. and William E. Chandler argued that pinballs have come a long way since 1939 and are now rated a pleasant diversion. They contended that the games no longer give out money, free plays or merchandise, but instead have become a game that challenges the player's skill.

Oddity of the whole case is that South Carolina laws tax coin-operated games and at the same time declare them illegal if used for gambling. It is possible that law enforcement personnel in the State interpret all amusement games as gambling devices because of the apparent ambiguity of the 1939 law, it has been pointed out.

The first case, in 1939, brought the gambling device ruling. A 1947 hearing upheld the decision in the Circuit Court, and an appeal to the State Supreme Court was never completed.

Legion Cites Industry

CHICAGO, Oct. 16.—Two prominent coin machine manufacturers and two equally well-known suppliers to the industry have been honored by the American Legion as Illinois' leading employers of the physically handicapped, Edward Turk, head of the Legion's employment commission, announced last week.

Manufacturers selected for the highly coveted honor were the D. Gottlieb Company, Chicago, and the Rudolph Wurlitzer Company, De Kalb branch, while the suppliers were Johnson Fare Box Company, Chicago, and the American Cabinet Hardware Company, Rockford.

Despite the fact that there are several thousand employers in Illinois, only 11 other concerns in the State were recipients of the award.

Coin Biz in Boston Shows Expansion in Postwar Era

BOSTON, Oct. 16.—A survey of coin-operated machines in this city reveals that since the end of the war the coin-operated mechanisms are finding good public favor and expanding. Free play pins have caught on well, both in amusement arcades and on locations and even panoramas are yielding a healthy take in some spots. Consensus of ops and distributors on shuffleboards is that with free play pins in, there is no demand for shuffleboards in the Hub. Most of the coinmen feel that this type of game is good where there are no free play pins, and in more rural areas.

Altho there are conflicting comments regarding juke boxes, it is increasingly evident that the effect of tele on juke boxes is no more than radio has been in the past. Another factor is that normal amount of business is channeled as before, because all top locations have tele. Tele still brings in the customers for special events, but outside of big events, like the World's Series, boxing, football, wrestling, etc., places with tele get no more play than other spots.

(See BOSTON COIN on page 110)

Chicago Coin Announces Plans For Shuffleboard Production

CHICAGO, Oct. 16.—Chicago Coin Machine Company is in production on Shuffle King, a new de luxe type shuffleboard with a coin-operated scoreboard and featuring Dura Life Playfields, Sam Gensburg and Sam

Wolberg, firm heads, disclosed this week. Announcement marks the first time that a major coin machine manufacturer has entered the shuffleboard field on a full-scale basis.

New board is of regulation size (22 feet), has a playfield 20 feet, 8 inches long and is housed in a maple and oak cabinet. Playfield is made of composition plastic which is extremely hard in consistency, resists chipping, dents, cigarette and acid burns and will not warp. Both the Playfield and the cabinet come in two equal parts and can be quickly assembled by two people. Because of Dura Life's hard surface it requires little servicing.

Scoreboard Feature

Gensburg and Wolberg explained that their Shuffle King is available with or without a coin-operated scoreboard, and also that the scoreboard may be had as a separate item since it is designed to complement any type of shuffleboard being produced. The Chicago Coin scoreboard is attached to the center of the game's cabinet. It is built to go about four feet clear of the playfield so that it will not interfere with play and is equally visible from either end of the board since score registers simultaneously on both sides of the scoreboard.

Coin chutes available for the coin-operated scoreboard are for dime and nickel play per person, and also for a quarter per game play regardless of whether two or four persons play at the same time. When two persons are playing, each deposits a coin and one slides red pucks while the other uses yellow pucks. After each (See CHI COIN on page 110)

Big Joe Huber Dies as Truck, Train Collide

CHICAGO, Oct. 16.—Joseph Huber, 53, whose career in the coin machine industry began as an operator in 1910, was killed instantly yesterday (15) when his truck was hit and dragged 300 feet by a train in Skokie, Ill. His daughter, Shirley, 22, was also killed in the accident.

Known familiarly to the trade as Big Joe, Huber successfully managed several well-known coin firms during his long span in the coin field, among them Huber Coin Machine Sales Company. He served as Rock-Ola vice-president for a number of years beginning in 1928. Among his other trade affiliations were the Southern Confection Company in Virginia and North Carolina, the Universal Novelty Vending Machine Company, Chicago, and the Automatic Games Supply Company, St. Paul.

Huber and his daughter were driving from his Skokie home to his restaurant, the Coffee Pot, in near-by Miles Center when the accident occurred.

Mrs. Huber and another daughter are among the survivors.

Holy Cross Set for CMI's Health Bowl

Opponent Still Not Named

CHICAGO, Oct. 16.—Coin Machine Institute's (CMI) first annual Health Bowl football game, which will be played at Soldier Field December 4, with all proceeds, after operational expenses have been deducted, going to the Damon Runyon Memorial Cancer Fund, will feature as one half of the attraction one of the Eastern powerhouse teams, that of Holy Cross College, it was announced this week by David Gottlieb, CMI president. Arrangements for Holy Cross' participation were completed with the Rev. John M. Tiernan, S. J., moderator of athletics for the college.

Speaking of the selection of Holy Cross, Gottlieb said: "We believe this (See CMI PACTS on page 110)

Simplify Tax Forms, Mills' Exec Urges

Treasury Studies Gesick Plan

CHICAGO, Oct. 16.—A plan which would combine quarterly withholding tax reports with Social Security tax forms and thereby result in huge savings to the coin machine and other industries is now under consideration by the U. S. Treasury Department. The new, simplified combination report method, originally proposed by Edward J. Gesick, treasurer of Mills Industries, Inc., also would result in curtailing Treasury Department expenses by millions.

Gesick's revolutionary plan was originally published in the December, 1947, issue of *The Controller*, the widely read financial trade publication, and bore the title, "Why Not Use the W-2 Forms for Reporting to Social Security and Unemployment Boards?" In that issue Gesick declared that a great deal of detail in the four quarterly reports to the Social Security Board was superfluous, and therefore suggested that it be eliminated.

To achieve this streamlining, the Mills executive recommended that in the combination report "the procedure would be to put the information required by the Treasury Department under the Internal Revenue codes for income tax purposes.

"The reporting of the amounts paid and the amounts withheld from employees for Social Security and withholding tax purposes," continued Gesick, "could be made on the present W-2. Improvements in the type of paper and the farsightedness of the man in the Treasury Department in approving one-time carbon forms W-2 permits expansion of these forms so that copies could be sent to the Social Security Board and other authorities."

DAIRIES HYPO MILK VENDING

NAMA Convention To Feature Candy, Cup Beverage Sessions

CHICAGO, Oct. 16.—Stressing increased efficiency for profitable operation as its theme, the 1948 National Automatic Merchandising Association (NAMA) convention and exhibit at the Palmer House here, December 12-15, will host candy, gum and nut machine operators at a special session December 15. Invited to participate will be both small and large operators. Meeting will be held from 9:30 a.m. to noon.

Bearing out the "increased efficiency" theme, the following operators will discuss all phases in their fields of vending during the meeting: W. T. Collett, W. W. Tibbals Company, Cincinnati, will talk on *Increasing Efficiency in Stock Control*; William Fishman, Automatic Merchandising Company, Chicago, and Jack Gallarneau, Gallarneau Bros., Amarillo, Tex., will discuss *Increasing Efficiency in Service*.

John Collins, The Canteen, New York, will speak on *Increasing Efficiency in Selling Locations*. *Increasing Efficiency in Maintenance and Repairs* will be the subject of Lloyd C. White, Lloyd White, Inc., Syracuse. In addition, discussion centered on *Operating Other Types of Equipment in Conjunction with Candy, Gum and Nut Machines* will be handled by Paul Berkeley, Vendex, Inc., Hillside, N. J., and H. D. Dwyer, H. D. Dwyer Company, Anderson, Ind.

Ideal Starts Production on Bantam Vender

BLOOMINGTON, Ill., Oct. 16.—Ideal Dispensers Company, Inc., announced details of its new Ideal bantam selective dispenser this week, with initial showing of the vender scheduled during the American Bottlers of Carbonated Beverages (ABCB) convention in Atlantic City November 15-19. Harold Smalley and Ralph Werner, firm officials, stated that the machine is in production and will sell for approximately half the price of the large 12-case Ideal machine or about \$145.

The new vender, designated as Model No. 35-B, vends up to 35 bottles and contains an equal number in its pre-cool compartment. Vending from one to five flavors, any size bottle from 6 to 12 ounces may be used. The machine, which is dry-cooled and has the same coin mechanism and manual vending system used in the larger vender, retains the one moving part principle of the latter. The bantam is 36 inches high, 25½ inches long and 18 inches wide.

Firm officials state that the new vender has been designed to meet the need for a bottle beverage vender that can be placed in locations where space is at a premium. Such spots as barber and beauty shops, small offices, garages and small factories were listed as bantam-type locations.

With a production schedule of double the present 75 to 100 machines per day by the end of year, Smalley and Werner point to plant expansion as the means of accomplishing their goal. During the past year firm has tripled its production space and has recently purchased additional land for a further increase. A 5,000 square foot increase was completed in March, and now 8,000 additional square feet of production facilities are available.

Other "increasing efficiency" sessions will be held for operators of cigarette, cup beverage and penny machines (9:30 a.m. to noon December 14) and bottle beverage and cigar vending operators (9:30 a.m. to noon, December 15).

CHICAGO, Oct. 16.—Cup vending, present and future operation of this type of soft drink equipment, is another phase of automatic merchandising on the agenda of the National Automatic Merchandising Association's (NAMA) 1948 convention (See CANDY on page 98)

Juice Bar Corp. Delivers First Machines; Dallas Showing

NEW YORK, Oct. 16.—The Juice Bar Corporation this week began delivering its new coin-operated, all-electric canned beverage vender, designed to dispense 300 six-ounce cans at a dime each, it was announced by Jack Cross, director of sales. Quantity shipments of the newly engineered venders are to begin within a month.

Promotion of the six-column Juice Bar is to be directed at installations such as industrial plants, transportation depots, and similar proven vender locations. It will sell to operators at \$785, but purchase of 10 machines or more brings the per unit price down to \$750. All orders are being handled thru the firm's headquarters here at 270 Madison Avenue.

Cross, who, until he resigned this summer, was head of the Tele-Juice division of Telecoin Corporation, earlier was manager of market research and new container development (See JUICE BAR on page 98)

Artic Vend-o-Mat Ice Cream Vender Production Hike

CHICAGO, Oct. 16.—Harold Chayes, Artic Vend-o-Mat, Inc., official, this week announced both an increased production schedule and design improvements on the firm's three-flavor ice cream bar vender.

Current output of 100 machines a month will be hiked to 150 in November, with further increases as materials and production facilities permit. Initial production on the Artic Vend-o-Mat vender started last May.

Two improvements in operation and bar storage have been effected on the current 100 machine production run. The pull-out delivery handle now has a vending check, which holds it out in delivery position long enough to permit the bar to be dispensed. This eliminates former too-quick snap back of handle which sometimes occurred before bar had fully cleared. Bars are now enclosed in individual metal pockets in an all-enclosed vending rack. This replaces former open-type rack. Enclosed rack serves to keep moisture and condensation from forming on the bar carrier and bar pockets, thus eliminating possible freezing of bars to metal.

Vender, which stocks 108 bars in three tiers of 36 bars each and has three separate dime coin mechanisms, has a storage compartment for an additional 72 bars. Price of the machine remains at \$585, f. o. b.

Combined Operator - Dairy Servicing Plan Approved

With introduction of carton vender with "soft drink machine looks," dairies predict expansion from plant to theater, "L" platform and apartment house locations

CHICAGO, Oct. 16.—Operation of milk venders is being promoted by Chicago's two largest dairies as a logical step to obtain a steadily increasing rate of plus-sales. Meantime, most of the smaller independent milk companies here are studying the automatic merchandising of

their product with keen interest, a survey by *The Billboard* revealed this week.

In several instances, the smaller dairies have entered the milk vending picture via an independent operator (H. T. Larrimore, Industrial Milk Service) by having their routemen stock the machines while Larrimore, as the owner, maintains the operation and makes collections. Dime price for a third-quart is standard for all Chicago milk routes.

While the mainstay of milk venders is now in industrial plants, Bowman, Borden and Larrimore have plans for eventual expansion to such public type locations as "L" platforms in the Loop area and theater lobbies. However, all state that such installations will require a carton vending machine, with individual straws supplied with each carton, instead of present bottle units. In- (See DAIRIES HYPO on page 99)

Begin Location Tests for Hot Sandwich Mach.

SAN FRANCISCO, Oct. 16.—The newly organized Perfection Engineering Products Corporation here announced this week that it has started location testing of a new hot sandwich vender after introduction of the machine at the California State Fair at Sacramento and at the San Mateo Fiesta. E. B. Davis, general manager, stated that 60 of the new venders, called Automatic Hot Sandwich Vendor, have been placed for test operation in Oregon, Washington, Colorado, Utah and this State.

Machine's inventor, E. P. Ford, firm's treasurer, states that it cooks and delivers a wrapped hot sandwich in from 20 to 30 seconds, depending upon the type of sandwich vended. Latter may be hot dog, ham and cheese, ham, cheese, salami, etc., but they must be of "hot dog bun" type. Capacity is 105 wrapped sandwiches. Using the short wave induction principle to cook the sandwiches, machine operates on 130 and 155 volt AC current or on 220 volts DC with converter.

Coin mechanism is adjustable for (See SANDWICH MACH., page 98)

DALLAS, Oct. 16.—In a three-day showing held at the Baker Hotel here this week, Texas operators got their first look at the six-column, canned juice vender produced by the Juice Bar Corporation (see story in adjoining column for details of the manufacturing firm).

Showing was staged by Juice-Matic of Texas, a corporation headed by Fred A. Ossonna Jr. Charles Schreiner III is treasurer of the firm and Ike Speer is sales manager. Juice-Matic has opened offices in Dallas, Austin and San Antonio to handle distribution of the vender.

Ossonna told *The Billboard* this week that Juice-Matic was organized a year ago to handle the juice vender manufactured by the Telecoin Corporation. With the showing, however, the firm announced that it would handle the Juice Bar line instead.

In addition to the fruit juice drinks, Ossonna said the company would likewise offer a canned chocolate milk drink produced by College Inn Products in Chicago. That particular product, Ossonna said, will be sold to operators at a price guaranteed not to exceed 70 cents per dozen cans.

Hi-Ho Silver Readies New Penny Vender in NAMA Confab Debut

LOS ANGELES, Oct. 16.—New penny bulk vending machine is being readied by Leon (Hi-Ho) Silver, former operator, for showing at the National Automatic Merchandising Association's convention in December, it was learned here this week. Silver claims the operator can clear the polished merchandise chute on his new vender at will, without removing any screws.

Operator also can repair any mechanical trouble by not having to empty his machine since the head can be removed intact. Heads, which consist of globe, rods and hopper, can be serviced at home by the operator and taken to locations where they can be interchanged.

Silver designed the new machine in collaboration with engineer Harold Probasco. He will take a dozen production models to the show. Machine is precision die-cast aluminum and will come with either natural buffed surface or baked enamel finish in red and yellow.

A company known as Leon Hi-Ho Silver, Inc., has been formed to manufacture the machines.

Matchless Cig

ST. LOUIS, Oct. 16.—A matchless cigarette, that may be lighted by scratching the head on the side of the package, has been invented by John P. Weis here. Altho a similar self-lighting cigarette brought out a number of years ago did not win approval because the flavor was impaired by the lighting ingredient, Weis declares that he has eliminated this defect. His cigarette does not flare up and the lighting ingredient does not taint the flavor, he maintains.

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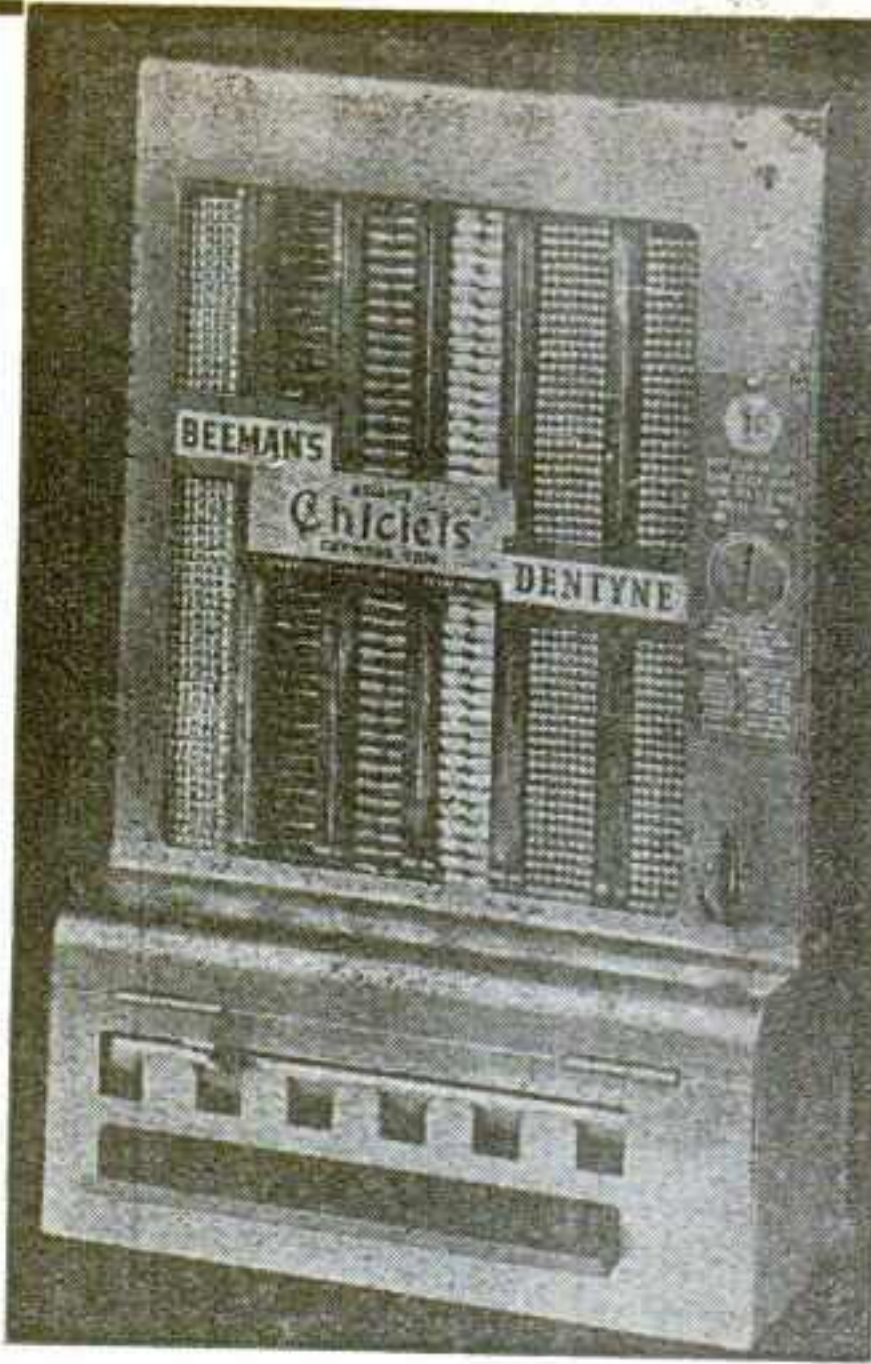
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| Washington, D.C. | Dayton | St. Louis | | |

However, we do have "open" counties adjoining and near the cities mentioned

CAA Okays 300 New Airfields

WASHINGTON, Oct. 16.—Some 300 grants for improving and building airports were made by Civil Aeronautics Administration (CAA) in the first six months of the year, D. W. Rentzel, CAA chief, reported this week. This progress in developing air traffic is expected to provide many new opportunities for the placing of new vending machines.

Because of congressional mandates, Rentzel said, CAA is concentrating its aid on loans to airports serving cities of greater than 150,000 population. He added that CAA has consequently had to delay the anticipated start of a large number of smaller airports to benefit private flyers.

Trade Assn. Group Names Walter Guild As Vice-President

BOSTON, Oct. 16.—American Trade Association Executives (ATAE), which manages the Cigarette Merchandisers' Association of Massachusetts (CMAM), announced the election last week of Walter R. Guild as vice-president. The ATAE has a membership of over 1,000 professional management experts of industrial and trade groups thruout the country.

In addition to managing the cigarette operator group, ATAE also manages the New England Manufacturing Confectioners' Association (NEMCA) and various other groups representing manufacturers' and service groups in many industries.

PATD Annual Meet Features Candy Talk

CHICAGO, Oct. 16.—James F. MulCahy, National Confectioners' Association (NCA), in a talk before the Pennsylvania Association of Tobacco Distributors (PATD) annual meeting last week, discussed upgrading candy distribution thru NCA's balanced-selling training program and importance of catching impulse sales.

"When it is realized that 78 per cent of all consumer candy purchases are eye impulse transactions, and only 22 per cent are predetermined wants, the problem of helping the independent candy retailer (and vender operator) increase his sales total becomes clearer," MulCahy stated. The chain, syndicate or super markets have "all the help needed" to push candy sales, and so to increase over-all candy sales the independent must be helped and shown how to merchandise confectionery more effectively.

Continuing, MulCahy gave per capita figures on retail candy sales of three important market areas for 1947. They were New York, \$15.77; New Jersey, \$14.46, and Pennsylvania, \$12.06.

Canadian Theaters Add Vending Mchs.

ST. JOHN, N. B., Oct. 16.—Vending coin-operated popcorn machine has been installed in the foyer of the new Paramount Theater, a 1,392-seater, recently opened here. Plans also call for candy, tobacco, cigarette, and beverage machines.

The Capitol, also owned by Famous Players (FP), has added a popcorn unit to a candy machine in the lobby and diagonally opposite, the Strand, half owned by FP, has installed a popcorn machine in the lobby. As the Paramount is the only maritime provinces' theater with a section for smoking and containing 550 push-back seats, the demand for cigarettes is expected to be keen.

Urge Cig Change Charity as Vending Good Will Builder

PHILADELPHIA, Oct. 16.—A timely and worthy project that would benefit the cigarette vending industry here from the standpoint of better public relations, is suggested by Timmy O'Brien, of the Madison Hotel, who has inaugurated the project on his own. Pointing out that there are two pennies change enclosed in the cellophane with each pack of cigarettes coming from the vending machine, O'Brien has placed a container on top of the hotel's cigarette machine with an appropriate sign asking the purchasers to toss the pennies to their favorite charity.

O'Brien suggested that the local cigarette machine operators association could build good relations, if all operators placed such containers on their machines. Since there are large public charity drives almost every month, the vending industry could show its public spirit in helping the cause of charity.

Correction, Please

NEW YORK, Oct. 16.—In covering the NAMA Region 2 meeting in Syracuse recently (*The Billboard*, September 25), Larry Reiss, of Statler Distributors, one of the major speakers at the session, was incorrectly referred to as representing the firm which distributed National biscuits. Statler Distributors, it is to be pointed out, distribute Sunshine biscuits.

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- \$11.50 Lots of 5
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200 Fortune

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SPECIAL LICORICE LOZENGES West Point Brand. Best Quality in the Country. 30 Lb. Boxes. High Count. 23 1/2¢ lb.

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In Original Cartons \$4.75 Lots of 6, \$5.50 Sample.

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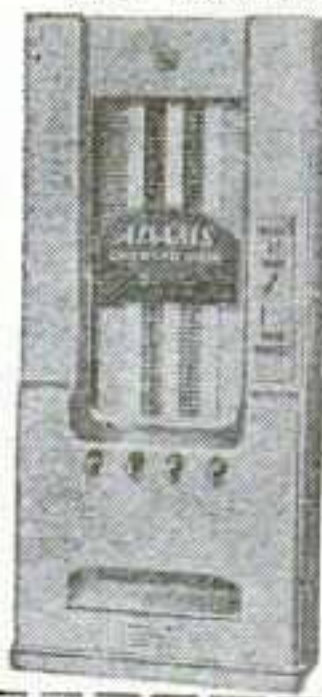
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- \$12.50 Lots of 5
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West Point Brand. 6 color centers. Guaranteed Best Quality in Country. 25 lb. cartons. 26¢ lb.

SPECIAL ASCO HOT NUT \$1.00 Ea. Lots of 50, \$1.35 Ea. Under 50. Also All Other Globes At Net Prices.

BINGO — 4 Games in 1

\$14.00 Lots of 5, \$15.50 Sample. STAMP FOLDERS, For Any Model. 50c Per M 35 lb. Solid Steel STANDS. \$3.95 Ea. CIGARETTE and CANDY MACHINES, All Models, LOWEST PRICES.



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Packed in 5-lb. vacuum tins, 6 tins to shipping case. Packed under his direction at the "Almond Bowl of America." Lowest prices. Write

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Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.

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To clear 54 brand new (never uncrated) nationally known vendors (we cannot name manufacturer), both 5¢ and 10¢ play (specify), formerly sold at \$189.50 each. Your bid may obtain enough for route. These vendors will make a highly lucrative route with good handling. Wire offer collect if interested.

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U-SELECT-IT, 72 Bars \$27.50 U-NEED-A, 5 Col., With Base 50.00

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MARION SCALE ONLY \$79.50

F. O. B. PLANT. 1/3 CASH. BAL. C. O. D.

LESS IN QUANTITIES

6 COLORS 41" HIGH SHIPPING WEIGHT 74 LBS.

IMMEDIATE DELIVERY.

FULLY GUARANTEED.

Fire and Theft Insurance Furnished.

Distributors: Write, Wire or Phone Foreign Inquiries Solicited.

WORLD SALES, INC.

Sole Factory Agents 3220 W. Broad St. Columbus 4, Ohio Phone: RA 6336

Kenro Vender Hits Market

PHILADELPHIA, Oct. 16.—Eastern Engineering & Sales, Inc., announced delivery of its first Kenro ice cream bar vender Friday (15), after the original production schedule for August met with delay. Samuel Rogove, secretary - treasurer, stated that distributor appointments would be announced shortly by firm's president, James E. Kendig.

Vender, which is manufactured for Kenro by the Wilson Cabinet Company, Smyrna, Del., features large capacity, high-density refrigeration and coin changer as standard equipment.

Officials expressed confidence that the original production schedule announced in July would be met. At that time, output was to be geared to 30 machines a day, with a minimum of 150 venders a week.

Keeney Boosts Cig Vender Output; Lists Distrib. in West

CHICAGO, Oct. 16.—J. H. Keeney & Company announced this week the release of cabinets and parts for a second 3,000-unit run on its electric cigarette vender, and the appointment of Flak's Merchandise, Inc., Denver, as distributor for the machine.

Bill Ryan, president, stated that with the first 3,000-machine production run reaching 2,400 this week, plans for continuation of vender production were completed. Assembly of the second production release will start within two weeks.

Flak's Merchandise, Inc., as new Keeney distributor, will cover Colorado, Utah, Idaho and Wyoming. Firm is a long established wholesaler of tobacco products, confections and appliances. In addition to its main Denver headquarters, the company has branch offices in Pueblo and Greeley, Colo., and has a staff of 27 sales representatives covering the Western territory.

Firm's personnel includes Fred Meyers, president; Herbert Cole, general manager; Charles Welch, sales manager, and Phil Koller, merchandising department manager, who will handle sales promotional activities for the Keeney vender.

Refrigeration Test Lab Set Up by Lion

CHICAGO, Oct. 16.—Lion Manufacturing Company here, makers of the Lion cup beverage vender, has announced the addition of a new laboratory in which to test and control quality of the machine's refrigeration system.

Moisture checks, sample of refrigerant analysis (latter taken from hermetic units as received from manufacturer and from supplier) and testing of equipment used for charging system with refrigerant, are a few of the pre-assembly examinations given the cooling system in the new laboratory.

Albert Beich, Paul Beich Co. Vice-President, Dies

BLOOMINGTON, Ill., Oct. 16.—Albert Carl Beich, vice-president of the Paul F. Beich Company, died at his home in Glencoe, Ill., Thursday (30) after suffering a heart attack. He had spent the greater part of his business life with the Beich concern, which was founded by his father.

He is survived by his widow, children and a brother, Otto C. Beich, chairman of the board of directors of the Beich company.

Performance tells the story!

univendor

Proved on thousands of locations—performance tells the story of operator preference for UNIVENDOR! Quality construction — plus "Merchandise Selectivity," vending in any three combinations of 5, 10, 15, and 20c, makes UNIVENDOR first choice on every location.

UNIVENDOR Senior 8 Column Model

Sturdy steel construction—smartly styled with gleaming chromium. 160 shelf capacity. Available in Gray, Green, Tan, or White.

Other Models: "120"—6 Column; "80"—4 Column general merchandise Vender; Deluxe theater models in 8, 16, and 24 columns.

Stoner Mfg. Corp. Aurora, Illinois

VICTOR'S MODEL V

The Operator's Choice is Model V as it correctly vends ALL BULK MDS. Churns, 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

ALL VICTOR MACHINES recommended and sold on **TORR TIME PAYMENT PLAN** 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.	5/8	170¢
100 lbs. and over	30¢	29¢
1000 lbs. and over	28¢	27¢

Freight paid on 100 lbs. or over

Pistachios, Large White, 60 Lb. Ctn.	72¢ Lb.
Pistachios, Small White, 60 Lb. Ctn.	47¢ Lb.
Pistachios, Large Red, 60 Lb. Ctn.	80¢ Lb.
Pistachios, Small Red, 60 Lb. Ctn.	60¢ Lb.
Virginia Peanuts, 30 Lb. Ctn.	29¢ Lb.
Spanish Peanuts, 30 Lb. Ctn.	23¢ Lb.
Licorice Gems, 775 Ct., 37 Lb. Ctn.	26¢ Lb.
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

ROY TORR LANSDOWNE, PENNA.

Manufacturer of **HIGHEST QUALITY CHEWING GUM BALL GUM BUBBLE GUM BUBBLE BASE**

SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY

BARKER BRANDS, Inc. SEA BRIGHT, N. J.

GET INTO THE POPCORN BUSINESS with only a small investment!

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes.

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

FOR SALE

25 USED BEVERAGE DISPENSERS 160 and 300 Cup Capacity — A-1 Shape Reconditioned by Factory Experts

\$165.00 EA. GUARANTEED 30 DAYS

10 Kwik-Kafe Coffee Machines **\$750.00** EA. (5 in Original Crates)

Jos. Heinrich 3448 Greenview Chicago, Illinois

"WARNER" Coin Operated VOICE RECORDERS

Pioneer of the Automatic Recorder Now Offers 1948 Models. Attractive All-Metal Cabinets—Trouble-Free Mechanisms—200 Record Magazine—Fully Automatic—High Fidelity Recording.

32"x42"x6" Cabinet Model \$750.00

14"x18"x22" Counter Model 550.00

WARNER & SONS, 300 No. Lake St., Pasadena 4, Calif.

POP N' HOT

HOT POP CORN VENDING MACHINE

NEW 1949 MODEL



**TAKES in \$12.00
ON EACH FILLING**
COST OF CORN FOR EACH FILLING IS
LESS THAN \$3.00.
EMPTIES 2 TO 3 TIMES A WEEK
IN ORDINARY LOCATIONS.
\$139.50

Get on the big profit wagon. Order today.
Send \$25.00 deposit for each machine
ordered. Balance C. O. D.

JACK NELSON & CO.

NATIONAL DISTRIBUTOR OF COIN MACHINE PRODUCTS

2320-22 Milwaukee Ave. Chicago 47, Ill.

CHARMS CAN DOUBLE OR
TRIPLE YOUR PROFITS
IN BULK VENDORS...
While you wait for lowest prices and samples of our
METAL AND PLASTIC CHARMS, STONE AND LAMÉ RINGS
WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.
BECKER VENDING SERVICE - BRILLIANT - WISCONSIN

**Phoenix Adopts
\$3 License Fee**

PHOENIX, Ariz., Oct. 16.—Recent bill for licensing and regulation of food and beverage venders, submitted by the municipal health board, was adopted by the city commission last week.

Ordinance requires a \$3 license fee be paid, per machine, and also sets up sanitation provisions for the equipment and the location in which the equipment is placed.

**Rite Gum Formed;
Announce New Type
Vender Ball Gum**

CLEVELAND, Oct. 16. — A new chicle-base ball gum will be introduced to the vending machine trade shortly by Rite Gum Company here. Announcement of the formation of the company and its production plans for the gum were made this week by Franklin Olson, president.

Olson said that the gum would be manufactured by an unnamed supplier. Since packaging costs have not yet been finally determined, Olson declared he could not quote an exact price on the gum. His firm expects, however, that the gum will be sold at 27 or 38 cents per box of 100.

Rite Gum expects to concentrate much of its promotional activities on the vending machine operator, Olson said. To introduce the product, the firm will make a sample offer to operators. Olson added that his company will exhibit at the National Automatic Merchandising Association's convention in December.

J. ROSENFELD CO.

Announces

the appointment
of
Mr. William (Ed) Randolph
as assistant sales manager of
J. Rosenfeld Co.



WILLIAM (ED) RANDOLPH

Mr. Randolph, formerly with Ideal Novelty Co. of St. Louis, Mo., has brought with him extensive experience in the coin machine field and will be most happy to continue serving his many friends and clients in his new capacity.

FACTORY DISTRIBUTORS OF COIN OPERATED AMUSEMENT AND VENDING MACHINES

J. ROSENFELD CO.
3218 OLIVE ST. ST. LOUIS 3, MO. NEWSTEAD 1582

**N. A. M. A.
CONVENTION
DEC. 12-15**

FOUR GREAT DAYS OF
"OPERATOR KNOW HOW"

How to improve stock control, sales and location selling, maintenance and repairs. How to increase profits by efficient operation. An all-star program with down-to-earth meetings, ideas dramatically presented in sessions and informal talks. A special program for the ladies, plus top entertainment.

Palmer House • Chicago

FOR HOTEL RESERVATIONS WRITE DIRECTLY TO THE PALMER HOUSE, RESERVATION DEPARTMENT
NATIONAL AUTOMATIC MERCHANDISING HEADQUARTERS ARE AT 120 S. LA SALLE STREET, CHICAGO

A SUCCESS LAST YEAR . . . A SENSATION THIS YEAR

**N. A. M. A.
EXHIBIT
DEC. 12-15**

TWO GREAT EXHIBIT FLOORS
OF MACHINES AND MERCHANDISE

Thousands of square feet of exhibits! Scores of display booths! Leading manufacturers of merchandise and service machines, equipment and supplies will show their products side by side at N. A. M. A.'s 1948 show. The latest in automatic dispensers for all types of packaged and bulk merchandise.

Palmer House • Chicago



10 BALL GUM VENDORS FILLED \$99.50 FOR THE LOT

Filled with 5/8" Colored Bubble Ball Gum (75 lbs.)

Reconditioned 1¢ or 5¢

SILVER KINGS

Late Model **\$7.95 EA.**

Lots of 10 Sample, \$8.95



Vends Pistachio Nuts, Peanuts, Cashews, etc.

Indian Nuts, 5 lb. bags 62¢ Lb.
 Tiny Jelly Beans, 28 lb. ctn. 24¢ Lb.
 Colored Bubble Ball Gum, 25 lb. ctn. 27¢ Lb.
 Pistachio Nuts, med. size, 60 lb. ctn. 72¢ Lb.
 Jumbo Salted Peanuts, 30 lb. ctn. 29¢ Lb.
 1/2 With Order, Bal. C.O.D., F.O.B. Newark.
SEND FOR COMPLETE PRICE LIST

ASCO VENDING MACHINE EXCHANGE
 55-57-59 BRANFORD STREET, NEWARK 5, N. J.
 BIGELOW 3-7744-5

\$395.00 PUTS YOU IN BUSINESS!

With ten Brand New Shipman Triplex Stamp Vendors (1¢, 3¢ and 5¢ Airmail Stamps) and 25,000 Folders included free which return gross profit of \$250. Place your orders now for **IMMEDIATE DELIVERY!** 1/3 Dep., Bal. C. O. D. Send for Free Leaflet.

R. H. ADAIR COMPANY
 6928 W. Roosevelt Rd. Oak Park, Ill.




MASTER #2 PENNY-NICKEL COMBINATION VENDOR

Time-Tested and Proved **\$17.50**

Vends All Products Also MASTER Straight 5¢ and 1¢ VENDORS. 1/3 With Order. **FACTORY DISTRIBUTOR TRI-STATE VENDING CO.** 561 10th Avenue New York, N. Y.



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.

THE "CHALLENGER"

THREE MACHINES IN ONE **\$10.00 to \$50.00** Weekly on Location!

TROPICAL TRADING CO.
 716 W. Madison St. Chicago 6, Illinois

English Coin Wash

LONDON, Oct. 16.—Coin-operated automatic washing machines are a much "oh-ed" and "ah-ed" feature of a new block of apartments here. The coin washers are the most publicized part of the new dwelling development, which was officially opened last week by Aneurin Bevan, minister of health. Local reporters praised the machines and wrote: "The washers, so very white, have a sort of port hole into which the women pop their clothes. They then pour in soap powder, insert a shilling in the slot and leave the machines, which are connected to the flats' hot and cold water system. Clothes, when collected, are clean, rinsed and partly dried."

Perma Top Appoints 4 Midwest Distributors For Shuffleboards

CHICAGO, Oct. 16.—Perma Top Company here has appointed four distributors for its shuffleboard featuring the Masonite Playfield, Kenneth Barnes, sales manager, announced this week.

Those named are Stan's Amusement, Flint, Mich.; Gopher Shuffleboard, Houston, Minn.; Indiana Shuffleboard Company, Indianapolis, and Triangle Sales, Peoria, Ill.

Barnes disclosed that interest in the recently introduced board had brought a number of inquiries from coinmen in all parts of the country and that distributors for East and West Coast territories will be appointed in the near future.

Perma Top boards and cabinets come in two pieces and are easily assembled on location, according to Barnes. Playfields, constructed of die-stock masonite, are jet black in color. Cabinets feature indirect lighting and have facilities for installing a radio in the front, where players originate their throws.

Tropical Trading Co. Opens Racine, Wis., Plant and Foundry

CHICAGO, Oct. 16.—The Tropical Trading Company announced the opening of its Racine plant last week, bringing all phases of production on its Challenger triple-bowl bulk venders under one roof. Gib Cousson and Ed Levine, firm heads, stated that production has been scheduled at 1,000 units per week.

Formerly, various parts of the vender were manufactured for Tropical Trading on a contract basis, but as the new plant includes a foundry, the machines will now be made from base to finished product on a single production line.

Pa. Soft Drink Tax Hurts Bottle Makers

HARRISBURG, Pa., Oct. 16.—The Pennsylvania soft drink tax is bringing heavy business losses to the makers of bottles and crowns, Emmanuel D. Lowenstein, local soft drink bottler and president of the Keystone Bottlers Association, charged this week in the association's latest attack against the tax measure.

Lowenstein said a large glass company operating in Pennsylvania reported to him that beverage bottle sales in the State are 20 per cent behind the average of all their branches outside the State. "This company," said Lowenstein, "claims that the sales lag in this State can only be attributed to the 20 per cent soft drink tax."

ATTENTION—25¢ & 30¢ CONVERSIONS

Either Silver Quarter or combination Nickel, Dime conversions available within 24 hours. Guaranteed Parts and Expert Workmanship. All models only \$8.50 for Silver Quarter conversions. ALSO 30¢ CONVERSIONS FOR ALL MODELS.

CIGARETTE MACHINES

Lehigh PX, 10 Col.	\$160.00
NEW National Electric, 9E	275.00
NEW ROWE Crusader, 8 and 10 Col. .	195.00
NEW Uneeda, 8 Cols., 510 Pack Cap.	159.50
DuGrenier Champion, 9 Cols., 420 Pack Cap.	75.00
DuGrenier Champion, 7 Cols., 325 Pack Cap.	65.00
Rowe Royal, 10 Col.	100.00
Rowe Imperial, 8 Col.	70.00
Uneeda Model E, 9 Cols., 270 Pack Cap.	59.50
DuGrenier, 9 Cols., Model W, 270 Pack Cap.	62.50
DuGrenier, 6 Cols., 150 Pack Cap. ...	32.50
DuGrenier, 4 Cols., 100 Pack Cap. ...	25.00
8 Columns	35.00

7 COLUMN CIGAR MACHINE, \$32.50
 Holds seven different brands

CANDY MACHINES

Rowe, 8 Cols.	\$90.00
U-Select-It	35.00
Advance Candy Machines	27.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
 ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
 Parts and Mirrors available for all makes and models.

SEND US YOUR COIN MECHANISMS FOR CONVERSION IN ANY QUANTITY

UNEEDA VENDING SERVICE
 "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK




SHIPMAN DUPLEX POSTAGE MACHINE

Compact and Foolproof. This famous model is in production once more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.

\$29.50

FOLDERS: 10 M., \$5.75; 25 M., \$13.95

DISTRIBUTORS AND SALESMEN WANTED—WRITE FOR SPECIAL DEAL

WRITE FOR CATALOG ON BULK VENDORS, GAMES, ETC.

NEW 1948 IMPS \$11.50 Ea.

Specify 1¢ or 5¢ Play, Cigarette or Fruit Reels.

MILLS VEST POCKET BELL \$62.50 Ea.

Pays Out Automatically USED \$47.50

1/3 DEPOSIT ON ALL ORDERS





PARKWAY MACHINE CORPORATION
 623 W. NORTH AVE. DEPT B • MADISON 1447 • BALTIMORE, 17, MD.

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



SALESMEN

National manufacturer has opening for salesmen to sell to new operators, brand new coin-operated Vending Machines. Must have auto. Free to do extensive traveling. Prospects obtained through business opportunity columns. Earnings well over \$1,500 to \$3,000 monthly commission. Men with franchise, intangible or promotional experience preferred. Permanent. References required. Strong company with excellent selling material.

BOX 214, The Billboard, 155 N. Clark Street, Chicago 1, Illinois



**VICTOR'S
SENSATIONAL
CUSTOM-BUILT
DE LUXE UNIVERSAL**

14 or 54 Play

Featuring Greater Capacity, Vends a combination of ball gum and charms . . . and all bulk merchandise.

CONTACT YOUR VICTOR DISTRIBUTOR OR WRITE DIRECT TO

VICTOR VENDING CORP.
8701-13 W. Grand Ave. Chicago 39, Ill.

**Juice Bar Corp. Delivers First
Machines; Dallas Showing**

(Continued from page 93)

ment for Continental Can Company, Inc.

In a marked departure from conventional vender construction, the cabinet of the Juice Bar is fabricated of a plastic laminate, claimed by its producers to offer greater lasting qualities than sheet steel. The exterior plastic finish, backed by a thick layer of plywood, is said to provide excellent resistance to normal wear and it cannot be dented by heavy blows.

nism is a product of Nash-Kelvinator and is backed by a one-year guarantee. It may be replaced during this period, in the event of breakdown, at any one of the 15 regional Nash-Kelvinator distributors, located in leading cities thruout the country. Cross asserted that the vender's dispensing

unit, operating as a gravity feed, contains a minimum of metal, thus adding to the efficiency of the refrigeration mechanism.

Weighing approximately 525 pounds unloaded, the Juice Bar stands 74 inches high, is 36 inches wide and 30 inches deep. Windows in the front of the vender display cans of the six beverages dispensed, as well as the individually wrapped straws. About 400 straws may be loaded at each servicing.

How the Cans Open

Patrons may open the cans they purchase by inserting them in a recess in the front panel. When a protective door is raised by the customer, a stainless steel knife automatically punctures the can. Safeguards are built into this mechanism precluding operation of the knife unless the can is actually inserted and the protective door is closed.

On-location servicing is eased by means of a replaceable relay box fitted to the interior of the front panel. By having on hand an extra relay box, as well as a spare coin mechanism, on-location servicing may be accomplished in a minimum of time, according to Cross. The coin mechanism, which accepts nickels, dimes, or returns change for quarters, is supplied by National Rejectors, Inc. A mirror on the front of the cabinet is topped by an illuminated sign, spelling out Juice Bar.

In distributing of the vender no deals will be required stipulating that canned beverages be purchased thru Juice Bar, Cross declared, altho operators may get them from the firm "at low cost" if desired. He said that most varieties of canned beverages, in the six-ounce size, are now available to operators at a delivered price of about 58 cents a dozen.

**Pa. Officials Call
Off Cig Roadblock;
Ill. Case Clarified**

MARCUS HOOK, Pa., Oct. 16.—Acting upon orders from State officials in Harrisburg, State police called off their cigarette roadblock this week at the Delaware - Pennsylvania border near here. Complaints of out-of-State motorists led to official action on the blockade, which had lasted two days and resulted in the confiscation of 200 cartons of cigarettes from 41 persons, who were compelled to pay a total of \$1,000 in fines. However, in spite of the cancellation of the roadblock, the State attorney general ruled that it was contrary to law to refund the fines levied on violators.

Tax-free out-State cigarettes were also the butt of legal contention in Illinois last week (*The Billboard*, October 16). More drastic measures protecting individual "importers" of cigarettes were taken there; a circuit court judge, backed by a superior court jurist on the same day, but in a different case, ruled that the Illinois State tax on persons buying 10 or more packs by mail or otherwise was unconstitutional. Cigarette operators in Illinois, and especially chain stores, felt that the rulings would result in some fall-off in their sales.

**Candy, Beverage
Talks to Feature
NAMA Meeting**

(Continued from page 93)

and exhibit here in December. A special session December 14, from 9:30 a.m. until noon, will deal with cup beverage problems. Chairman of the meeting will be F. Jay Rathbun, Cup Machine Service Corporation, Wilmington, Del.

E. C. Scully, Lily-Tulip Cup Corporation, New York, and division chairman will discuss the NAMA Cup Vending Division. Topics of major interest to the cup machine operator will be presented by four other speakers: Regis Parks, Spacarb, Inc., New York, chairman of NAMA Cup Vending Division Research Committee, will talk on *The Job Ahead*; Wilbur England, ABC Vending Corporation, New York, will speak on *A Customer Looks at Service*; M. L. Heffer, Johnson Tobacco Company, Chicago, will discuss *Cup Venders in Retail Stores*, and *Vending Fruit Juices* will be the subject of J. A. Mathews Sr., Washington. In addition, discussion will center on drink equipment in transportation terminals and coffee vending.

At conclusion of the meeting, speakers will hold a question forum.

**Sandwich Mach.
Location Tests
Get Under Way**

(Continued from page 93)

dime or quarter operation.

Two models of the vender are offered; refrigerated and unrefrigerated. Former will sell for \$1,025, while latter is priced at \$850. In the refrigerated machine, sandwiches will be stored in a dispenser unit which will be maintained at a maximum temperature of 45 degrees. Machine's cooking unit is removable for servicing and is adjustable for from 1 to 30 seconds heating time. The power unit is mounted on a separate chassis which may also be removed for servicing.

According to Davis, manufacturing facilities have been arranged in the Los Angeles area and deliveries are expected to start in February, 1949.

Officers of the corporation, in addition to Davis and Ford, are Leonard Bloom, president; George Smith, vice-president, and Charles Docker, secretary.

**Universal Match Opens New
Tulsa Office and Warehouse**

ST. LOUIS, Oct. 16.—Universal Match Corporation announced the establishment of a new office and warehouse facilities in Tulsa, Okla., this week. Sam Raphael has been named district manager. Office will serve customers thruout Oklahoma and Central and Western Kansas with firm's complete line; all types of wood and book matches and Old Nick and Bit-o-Honey candy bars.

Joe Morgan and Robert Sachs will head Raphael's sales staff.

**The New REGAL
Vender Is a HONEY!**
14 Bulk — Vends Nuts, Candles.
14 Ball Gum — Vends 140-170-210 Count.
PLASTIC GLOBE
Wonderful clear, seamless "Lucite" is Big Sensational Improvement every operator welcomes. Won't Break! Won't Chip! Safer than glass! Protects contents!
A Super-Salesman and Big Money Maker. Write for special prices and get **FREE CONFIDENTIAL CHART** which helps you increase your PROFITS.

REGAL MFG. CO.
Whitewater, Wis.

**ATTENTION
POPCORN VENDING MACHINE
OPERATORS**

Increase your machine profits with SupRpop hybrid specially popped corn. Packed in one bushel moisture-proof bags, 12 bags to shipping carton. Shipped anywhere. Can also furnish excellent reconditioned POP CORN SEZ hot popcorn venders.

Wire or write us for prices.

DWIGHT HAMLIN CO.
5958 BAUM BLVD., PITTSBURGH 6, PA.
HILAND 8410

Northwestern

DELUXE
WORLD'S
FINEST
BULK
VENDER

IN STOCK!
Less than 25 \$27.00
Less than 100 26.75
100 or more 26.25

Write for prices on Models 40, 33, 39 and 33 Ball Gum.

**EMPIRE COIN MACHINE
EXCHANGE**
1012 MILWAUKEE AVE. CHICAGO 22

**BUY NOW AND SAVE
PRICES GOING UP!**

**VICTOR
UNIVERSAL**

**5/8 140 Count
Colored
BUBBLE
BALL GUM**
25 Lb. Ctn.,
284 Lb.
100 Lb. Ctn. (Pre-
paid), 276 Lb.
**FULL CASH
WITH ORDER**

**SPECIAL
PISTACHIO
MIX**
**FOR VENDING
MACHINES**
25 Lb. Ctn.,
68¢ lb.
Small Pistachios, 25
Lb. Ctn., 52¢ Lb.

**PLASTIC
CHARMS**
\$3.25 Per M.

\$13.95 EA.
In Lots of 24
\$13.50 EA.

Candy Corn, 30 Lb. Ctn. 25¢ Lb.
M & M Assorted Chocolates, 25
Lb. Ctn. 38¢ Lb.
Virginia Peanuts, 30 Lb. Ctn. 23¢ Lb.
Spanish Peanuts, 30 Lb. Ctn. 24¢ Lb.
Pee Wee Boston Baked Beans,
33 Lb. Ctn. 27¢ Lb.
1/3 Deposit, F. O. B. Brooklyn, N. Y.,
Balance C. O. D.
Orders Under \$10.00, Money in Full.
**ALL PRICES SUBJECT TO CHANGE
WITHOUT NOTICE.**

**PIONEER
VENDING SERVICE**
Exclusive Victor Distributor in N. Y.
461 BACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7892

**GREATEST TIME-SAVING
PENNY WEIGHING
SCALE**

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED
HEAVY SHEET METAL
BASE
TIN SCOOP
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE
Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.
There is a sturdiness of construction more durable than is generally found in scales. Finish is black or nickel. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
1/3 Dep., Bal. C. O. D., F. O. B. N. Y.
DISTRIBUTORS, WRITE FOR PRICES
J. SCHOENBACH
Distributor of Advance Vending
Machines
1647 Bedford Ave. Brooklyn 25, N. Y.

**VICTOR'S
NEW
MODEL V-K**

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great new bulk vender.
Write us NOW for detailed information and prices.

A Product of
**VICTOR
VENDING CORP.**
5701-13 Grand Ave.
Chicago 39

**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

Dairies Hypo Milk Vending; Servicing Program Approved

(Continued from page 93)

dication of the growing trend toward widespread use of milk venders, is their current installation in office buildings, employee sections of large retail and mail order houses, as Sears and Wards, airports and high schools, in addition to original factory placements. If present plans of milk firms jell, bottle and carton milk venders will share locations with soft drink and candy machines.

Vender Sales Important

"The potential sales volume thru venders is important enough to warrant special attention and should eventually help make milk as common an impulse purchase as are soft drinks and candy today," Theodore Griesener, in charge of Bowman Dairy Company's vending department, stated.

Expansion of milk vender operations into public and other non-industrial type locations hinges on two things: Introduction of a vender capable of handling multiple-size cartons and "eye-appeal" cabinet design to compare with modern soft drink venders. With such machines available in quantity, dairies and independent operators signify that they will go all-out in location coverage.

While 100 per cent independent (non-dairy) operation of milk venders is not possible in several metropolitan areas, because of milk driver union regulations, operations can be set up as is Larrimore's Industrial Milk Service Company here. This means that the operator, while owning, maintaining and making collections from the machines, leaves the actual merchandise stocking up to one or more dairies. Profits are realized thru purchase of milk at the dairy's wholesale price—the dairy's regular routemen acting as the operator's routemen.

Operator-Dairy Routes

Such combination operator-dairy routes are required in (in addition to Chicago) the cities of New York, San Diego, Washington and Detroit. While others, because of similar local milk driver union rulings, may also require such operational set-ups, most of the smaller cities and towns do not raise such barriers to non-dairy operation.

Larrimore, who set up Industrial Milk Service in May, 1947, has over 90 machines on location here and obtains milk from eight different dairies. Usually, the brand of milk placed in the vender in any one plant or other type location is that formerly sold by personal contact, milkman with employees, Larrimore said. Additional locations are acquired with the help of the dairies, which often send out mailings to plants they service, or have their routemen promote the vender installation. Basic theme of his type of operation, Larrimore says, is the "service" angle, rather than the product. Latter has already been accepted by the location, so it is the convenience that is offered by the vending machine that is stressed.

Sells 90,000 Bottles

Because Larrimore vends about 90,000 bottles of milk per month, the wholesale purchase of this quantity from the different dairies enables his operation to realize a profit. Recently, because of rising operation costs, location commission has been reduced from 10 per cent to 5 per cent. In a number of industrial plants, no commission at all is paid. Larrimore figures that a minimum sale of 50 bottles per day is required to make a location an "earning" stop.

Harold Fageron, assistant general sales manager of Borden Milk Company, looks for eventual expansion of firm's milk venders to public and apartment building locations, latter having ½-pint bottle or carton ma-

chines. Present 150 venders are mainly in plants, offices and department stores (for employees). Sears, Roebuck & Company has 21 Borden venders, and Ward's has 10. Fageron expects rapid expansion to come with multiple-flavor (preferably three) venders able to handle both bottles and cartons. In addition to the company controlled venders, Borden also stocks (as explained above) 65 venders owned by Larrimore. Because of latter's specialization, Borden also has most of its vender service work on its own machines done by Larrimore.

Bowman Dairy Company, which has a special vending department, has 230 venders in service. Theodore Griesener, department head, also looks for further expansion of this phase of milk merchandising, when carton venders are available. "A fully automatic machine, having three-flavor selection and soft drink vender design, will broaden our vending horizon to include all types of locations," he said.

While the smaller dairies have so far by-passed self-operation of milk venders (seven small dairies stock about 40 Industrial Milk Service machines) they are nevertheless preparing to service their plant and office customers with venders when Bowman and Borden begin to expand their vending operations. Expressing the general feeling of the small dairy owner, M. Kouba, of Pioneer Dairy Company, declared that "with milk vending on the increase we intend examining the coin machine field and possibly operating our own equipment in the near future."

Candy Mfrs. Dollar Sales Soar for Aug.

WASHINGTON, Oct. 16.—Dollar sales of candy manufacturers took a sharp jump upward in August, Commerce Department reported this week. August volume of \$53,515,000 was 39 per cent above July and 18 per cent above August of last year, according to Commerce statistics. For the first eight months of 1948, sales were 5 per cent above the same period in 1947.

While both package and bulk confectionery fell off slightly in pound sales from August, 1947, sales of candy bars climbed from 56,668,000 pounds to 62,655,000 pounds. Bulk goods dropped to 8,580,000 pounds from the 9,107,000 pounds sold in August, 1947. Package goods slumped to 6,749,000 pounds from the previous August sales of 7,157,000 pounds.

For the first eight months of this year, dollar sales of bar goods amounted to \$213,568,000, an increase of 27 per cent over the same period of 1947. By weight, bar goods sold increased from 483,562,000 pounds for the first eight months of 1947 to 510,028,000 pounds for the comparable 1948 period. According to Commerce statisticians, this represents a 5 per cent increase for the January-August, 1948, period.

Package candy sold for the eight-month period this year amounted to 60,914,000 pounds, wholesaling for \$29,221,000. Last year the figures were 61,040,000 pounds sold, valued at \$28,810,000.

Sales of bulk goods for the first eight months were calculated at 69,385,000 pounds valued at \$21,466,000. Comparable 1947 figures were 103,186,000 pounds valued at \$26,688,000.

ELIZABETH, N. J., Oct. 16.—Thomas R. Sterck has been named vice-president in charge of sales of the Burry Biscuit Company here, firm officials announced this week. Company supplies biscuits to operators of vending machines.

COLUMBUS VENDORS
Star Performer
LOCATION PROVED
for
PROFIT
DEPENDABILITY
MODEL 46Z—1c
Sample, \$13.00
Lots Under 12, \$12.00
Lots 12 to 47, \$11.50
MODEL 46ZB—5c
Sample, \$13.75
Lots Under 12, \$12.75
Lots 12 to 47, \$12.25

BRAND NEW IMPS
EITHER 1¢ OR 5¢ PLAY
Cig. or Fruit Reels
\$12.95
Lots of 12
\$13.75—Lots of 6 or More
Sample \$14.50

TARGET KING BALL GUM VENDOR



A Combination Skill Game and Merchandise Vendor. Has Eye Appeal and is of Sturdy Construction. Large capacity. Size: 10" x 15" x 18". **\$45.00** Each

MILLS VEST POCKET BELL
Pays Out Automatically
\$65.00 Ea.
USED \$49.50

Send for New 1948 Catalog Listing All Vending Machines, Counter Models and Merchandise.

WANT TO BUY
Vending Machines, Counter Games, etc. **SEND LIST**
Certified Deposit Required on All Orders.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 21 PA
LOmbard 3 2676

BIG NEWS for OPERATORS..

Hot values in new vending machines—never before announced. Learn how these coin catchers pack in profits!

KO-PAK-TA "Packaged" HOT NUT Dispensers—not coin operated—**PATENTED—COPYRIGHTED—**nothing else like it!

Derby "Racer" 1¢ Candy, Nut and Gum Vendors.

Double Bowl Combination 5¢-1¢ HOT NUT Vendors.

FRESH 'N HOT—Popcorn Dispensers, not coin operated! Newest thing on the market! Get details right away.

10¢-5¢ Coin Operated Hot Popcorn Vendors. Both floor models and counter models.

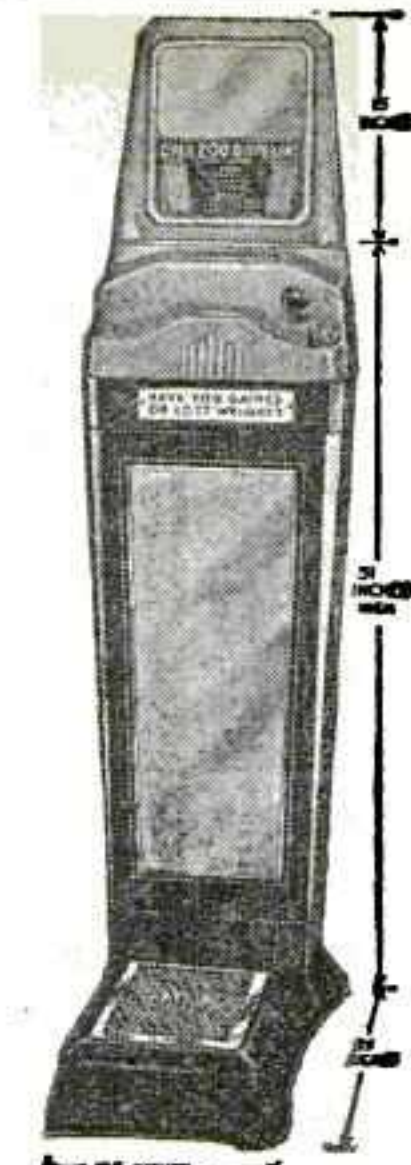
WRITE FOR DETAILS on machines you're interested in—
M. POWELL
326 Livingston St. Peoria, Illinois

METAL PLATED CHARMS

In bright gold and silver finish

Metal Plated Charms, Series #1	Per M
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
118-08 101st Ave. RICHMOND HILL 19, L. I., N. Y.



\$25 BRINGS THIS SCALE TO YOU
BALANCE MONTHLY
200 FORTUNE TELLING NO SPRINGS SCALE

Height, 51 In. Width, 13 In.
without sign
Depth, 25 In. Sign, 15 In.
Net Weight185 Lbs.
Shipping Weight . . 245 Lbs.

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

OCTOBER SPECIALS!

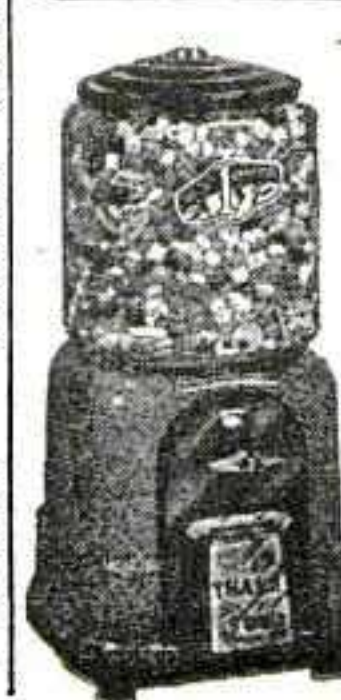
RECONDITIONED

25 5¢ Columbus Nut	\$ 3.00 Ea.
20 1¢-5¢ Northwestern	12.50 Ea.
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.
Indian Nuts Available 60¢ Lb.
½ Dep. With Order, Bal. C. O. D.
CAMEO VENDING SERVICE
432 West 42d St., New York 19, N. Y.
LONgacre 3-1334



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 29, Ill.



"NEPS" SANITARY VENDOR

- 2 Column
- Large Capacity 40 Pakgs.
- Counter or Wall Mounting
- Sanitary White Blue Finish
- All Aluminum Rust Proof
- Mirror Front
- 10¢ Play
- Immediate Delivery

PRICE \$44.70 each

SILVER-KING CORP.
622 Diversey Parkway Chicago, Illinois

BUILT for OPERATORS



Northwestern

WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, Northwestern bulk vendors are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment of your nearest distributor.

THE NORTHWESTERN CORPORATION
185 EAST ARMSTRONG ST. - CHICAGO, ILL.

DUX BRAND BULK VENDER'S PAN CANDIES

are the **FINEST QUALITY** in AMERICA! BOOST SALES!

ORDER NOW

ON THIS HANDY ORDER FORM

VIKING SPECIALTY COMPANY
530 GOLDEN GATE AVENUE
SAN FRANCISCO 2, CALIF.

PLEASE SHIP THE FOLLOWING:

- ___ Cases DUX BEANS—Dark Brown
- ___ " DUX BEANS—Light Brown
- ___ " DUX BEANS—Midgets
- ___ " DUX BEANS—Rainbow
- ___ " DUX Fruit Drops
- ___ " DUX California Mix

(at \$6.60 per 30-lb. case)

- ___ Cases DUX French Burnt
- ___ " DUX Rainbow Burnt

(at \$5.50 per 25-lb. case)

Save on shipping charges—order 4 or more cases at a time!

Enclosed is \$ _____ (1/4 of total)

Ship balance C. O. D. \$ _____

NAME _____

ADDRESS _____

CITY _____ STATE _____

SHIP VIA _____

Supplies in Brief

Peanut Crop Up

WASHINGTON, Oct. 16.—With the continued decline in consumption of edible peanuts, the 1948 crop of 2,300,000,000 pounds is about 1,000,000,000 pounds more than will be used for peanut butter, salted nuts, and confectionery, Agriculture Department reported this week. The excess is to be crushed and used for oil.

Agriculture said that commercial use of edible peanuts has "declined substantially" since the war. Part of the decline is attributed to sharply curtailed military procurement and part to the more abundant supplies of scarce foods for which peanuts and peanut butter were substituted during the war.

Peanut use during the war was boomed by the shortage of sugar, Agriculture said, which competes with peanuts in candy, and, in the form of jam, with peanut butter.

The government support price for peanuts produced in 1948 averages 10.8 cents a pound, a rise of .8 cents per pound over the 1947 support price. The Commodity Credit Corporation (CCC) is now offering to buy Grade 2 shelled peanuts for export to Canada and abroad.

Total peanut exports during the period September, 1947, to July, 1948, amounted to 518,000,000 pounds. Canada took 81,000,000 pounds for edible use, with most of the rest going to Europe for use in meal and oil.

Steel Picture

WASHINGTON, Oct. 16.—Future of the voluntary steel allocations program is strictly up to the next Congress, Commerce Department officials said this week. No new allocations are likely, it was stated, unless Congress extends the present authorization law which expires next March 1.

On that date, present agreements which provide steel priorities for some half dozen specialized industries, including housing and freight car production, will be dissolved unless the law is extended. According

Caution Knoxville Ops on Adherence To Coin Ordinance

KNOXVILLE, Oct. 16.—Operators in the area were warned this week by Finance Director Allen P. Frier-son that in the future all local coin machine ordinances would be strictly enforced thru the efforts of A. R. Clark, a policeman, who has just been assigned on a full-time basis to the City Finance Department.

In explaining the new move, Frier-son stated: "There has been such an increase in new coin machine gadgets and the old ones that the machines have grown from a minor to a major consideration for our department. Under an ordinance put thru in July, merchants are responsible for the licenses of machines on their premises. Formerly, the operators, who often had headquarters out of town, were responsible."

Pa. Borough Council Votes To Re-Examine Pin Fee Hike

HOLLIDAYSBURG, Pa., Oct. 16.—The borough council here has decided to hold its pinball and juke box tax ordinance in abeyance until investigation of complaints of several businessmen, operating pinball machines, that the tax of \$120 annually is too high and should be cut to \$25.

Representing the businessmen who presented their petition to the council for a lower fee, Attorney John Woodcock declared the pinball tax of \$120 would not be in accordance with the act of Assembly, since it is a license fee and not a revenue fee.

to Secretary of Commerce Charles Sawyer, present agreements provide for priorities covering diversion of about 9 per cent of steel production to essential industries.

In a letter to the Steel Products Advisory Committee, Acting Secretary of Interior C. Girard Davidson this week accused the industry of selling steel for "non-essential and even for frivolous purposes," while failing to meet the needs of the petroleum industry. He stated that Interior proposals for allocating steel to makers of petroleum pipe "were uniformly rejected" by the advisory group.

Tobacco Sales

WASHINGTON, Oct. 16.—August sales of tobacco wholesale showed little change from the previous August but were off 6 per cent from July of this year, Census Bureau said this week. August sales were estimated at \$193,000,000, while the estimated total for the first eight months of the year amounts to \$1,526,000,000. The latter figure represents an increase of \$17,000,000 or about 1 per cent over the same period in 1947.

Sugar Quota

WASHINGTON, Oct. 16.—The first step in setting up the 1949 sugar quota will be taken at a public hearing November 15, Agriculture Department announced this week. At that time, sugar users and growers will be able to testify or submit briefs regarding 1949 sugar consumption requirements.

Following testimony on supplies and requirements, Agriculture's sugar branch will establish the 1949 domestic quota as authorized by the Sugar Act of 1948. The hearing will begin at 9:30 a.m. in the Agriculture Auditorium. Briefs may be submitted to the sugar branch post-marked not later than November 26. Four copies of each brief are necessary.

Domestic sugar distribution for the week ended October 2 amounted to 133,368 tons as compared with 133,004 tons the previous week, Agriculture Department reported this week. For the first nine months of the year, total distribution was 5,711,679 tons, a slight drop from the 5,758,092 distributed for the same period in 1947.

Despite the nearly equal distribution for the two periods, stocks of sugar on hand in September were only 823,723 tons as compared with 999,905 tons in September, 1947. Still to be received, however, are large supplies from Cuba and Hawaii.

Peanut Project

WASHINGTON, Oct. 16. — A vast peanut project has been approved by the British government for East Africa, Commerce Department reported last week. The plan encompasses the cultivation of 3,200,000 acres in bush lands of Tanganyika, Kenya and Northern Rhodesia.

Because of supply and labor difficulties, the British anticipate that it will be 1950 before full-scale peanut operations are under way. Despite set-backs, the British Ministry of Foods has forecast that some peanut exports will be possible in the spring of 1949.

Bee-Line Delivery

CHILLICOTHE, O., Oct. 16.—Gilbert Francis, Central Amusement Company here, puts wings on the games he delivers to his customers. Using his own private plane, Francis makes air-line speed delivery to distant points, taking all types of coin amusement equipment up in the air to "get it on the ground" first.



FOR GREATER PROFITS IN VENDING MACHINES AND PACKAGES

ask for ZALOOM'S

3 STAR "BUDS"

PERFECT! No outer skin, no blemishes. The Finest and Fastest Selling Grade of Pistachios.
 • packed in 5 lb. moisture-proof bags
 • 12 5-lb. bags to a carton

"WHITE BUDS" — with the pure, thin, white salt coating.

"ROSE BUDS" — with the pure, certified, attractive red color.

DELICIOUSLY ROASTED & SALTED
RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES

WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts
 8 JAY ST. NEW YORK 13, N. Y.



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanut, 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

NEW CROP INDIAN NUTS

JUST ARRIVED

WRITE FOR PRICES

SUNFLOWER DIST. CO., INC.
 2125 AMSTERDAM AVE.
 NEW YORK 32, N. Y.
 PHONE: WADSWORTH 8-6287

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, profit maker for years of service.

P. K. SALES
 Cambridge, Ohio

WRITE FOR PRICES

Roasted and Salted Nuts of all types and Canded Nuts. Confectionery Items.

SPECIALISTS TO THE VENDING TRADE

San Filippo and Company
 Nut and Confectionery Importers and Wholesalers.
 37-65 77th St., Jackson Heights, L. I., N. Y.
 Telephone: Hickory 8-2452

Will Tele-Juke Combos Pay Off?

Telecoin Eyes Video as Next Development

Forms Tele Affiliate

NEW YORK, Oct. 16. — Telecoin Corporation, founder of the chain of launderette self-service laundries and producers of the Tele-Juice fruit juice vender, is soon to expand its distribution activities to commercial television, it was announced this week by Eugene R. Farny, chairman of the board.

A television manufacturing affiliate, the Tele-Video Corporation has been formed, with headquarters at 241 Fairfield Avenue, Upper Darby, Pa. Paul Weathers, an electronic expert associated with RCA Victor for 16 years, is president of the new firm.

With a coin operation attachment supplied as optional equipment, the Tele-Video is designed for use in taverns, hotels, schools, hospitals, theaters and other public and semi-public locations. Altho full details of the new system were not released, it will consist of a master television receiving unit which will relay simultaneous pictures and sound to "any number of outlets on the premises," according to Farny. The sub-receivers, of varying type and size, will be under operational control of the master unit. Their number and type will depend on the audio and visual conditions in each location.

Farny said full details of the new television system would be disclosed soon at a trade and press showing here.

APOA Studies Radio Program; Sets Hit Tune

CINCINNATI, Oct. 16.—Selection of its November hit tune and discussion on the possibilities of tying in the hit tune with a radio show here, highlighted the regular monthly meeting of the Automatic Phonograph Owners' Association (APOA) which was held Monday evening (11) at the Gibson Hotel.

With Sam E. Chester, president, presiding, the membership selected as its next hit-tune-of-the-month, *Am I Wasting My Time on You?* as recorded by Larry Vincent. Special title strips, which are used in the promotion, will be supplemented next month with location display cards to call attention to the plug tune.

Appearing as a special guest at the meeting was Paul Dixon, local disk jockey, who presented a transcribed program which he had prepared for the APOA. Dixon suggested that the association sponsor a Sunday afternoon radio show over a local station, which would be called the *APOA Juke Box Serenade* and which would not only promote the hit tunes of each month, but also build good will for the juke box industry as a whole.

Idea for the radio show has been turned over to the association ways and means committee, consisting of Charles Kanter, Bernard Stillmaker, William Fitzpatrick and John Nicholas, who will meet later this month to study the plan and make their (See APOA STUDIES on page 102)

Minnesota, Dakotas Operators Shifting to 60-40 Commissions

MINNEAPOLIS, Oct. 16.—Operators throught most of Minnesota, North and South Dakota are shifting to a 60-40 split on juke box play commissions, Hy Greenstein, of Hy-G Music Company, found following a personal survey made throught the area.

The 50-50 split, which had been the case in this territory for years, is all but out and operators report a definite increase in music income as a result. With take up, the coinmen are beginning to buy more new equipment, with wall boxes coming in for heavy attention in recent days, Green-

stein reported.

"This move to 60-40 has come on its own, with individual operators boosting their commission percentages in order to stay in business," he said. "Locations, for the most part, have been reasonable in accepting the new split, realizing only too well that the operator servicing each spot is paying higher prices for machines, records and service."

The 50-50 set-up continues strong only in Minneapolis, altho St. Paul has gone to 60-40, the survey showed. Reason for the Minneapolis reluctance (See MINN., DAKOTAS, page 102)

Struby Renamed President, Gen. Manager of Packard

INDIANAPOLIS, Oct. 16.—At the Packard Manufacturing Corporation here this week, Board Chairman Homer E. Capehart announced the return of W. F. Struby as president



W. F. STRUBY

and general manager. Struby succeeds William H. Krieg, who will remain as general counsel but will devote a larger portion of his time to

Lawyer Opines Tele May Halt Location Shows

NEW YORK, Oct. 16.—An opinion of vital interest to operators of music equipment in locations where television is either an actuality, or is a possibility for the near future, was expressed here recently by David M. Solinger, a lawyer, who stated that television broadcasters have a legal right to forbid the showing of their programs in taverns, theaters or public locations. Solinger advanced his thoughts in an article which appeared in the *Columbia Law Review*.

Solinger, who is adjudged an expert in the field of radio and advertising law, predicted the courts would decide in the near future whether a television station could limit, restrict and control what it originates in the way of programs.

Up to the present time television stations and program producers in that field have claimed the rights to which Solinger says they are legally entitled.

Buschman, Krieg, Devault & Alexander, Indianapolis law firm.

Capehart also announced that Packard has acquired additional plant facilities at Market and Noble streets to accommodate the firm's present line "plus new lines soon to be added." He did not enlarge on Packard's new lines, but the trade has heard rumors for several months that the company would shortly unveil a non-coin operated, automatic ice cube maker. Capehart could not be reached to confirm or deny this rumor.

Struby has been associated with Capehart since 1928. Two years ago he resigned as president and general manager and retired to Florida. At that time, Krieg was named president in addition to his duties as counsel.

Commenting on Struby's return, Capehart said: "Bill Struby will play a key role in Packard's new expansion program." He did not enlarge on that statement to disclose what shape that expansion program will take.

New Wurlitzer Distrib Named For Wash., Ore.

NORTH TONAWANDA, N. Y., Oct. 16.—The appointment of the Hart Distributing Company as authorized distributors of Wurlitzer commercial phonographs and auxiliary equipment for the Seattle, Wash., and Portland, Ore., territories was announced this week by E. R. Wurgler, general sales manager of Wurlitzer's phonograph division.

Hart Distributing Company, thru arrangements with Clark Distributing Company, has taken over the established Wurlitzer distributing headquarters on Elliot Avenue, West, in Seattle. Complete sales and service personnel and facilities will be maintained by Hart Distributing at that address.

Owners of Hart Distributing are Joseph K. Hart and Ron W. Pepple, both of whom have been active in the coin machine and commercial music business for many years. Until the organization of the Hart company, Joe Hart and Pepple conducted large phonograph operations in the Northwest.

The Clark Distributing Company's San Francisco and Los Angeles territories remain unaffected by the change in the Seattle-Portland area.

Ops Estimate '49 Tests To Settle Fate

New Firms Enter Picture

By Norman Weiser

CHICAGO, Oct. 16.—Whether coin-operated television, either as a separate operation or handled in conjunction with music machines, will prove to be a financial bonanza to the juke box operator is a question that will be answered to everyone's satisfaction with the next year, it has been indicated by leading operators and manufacturers throught the country. "That the video sets, operating with coin chutes, will get a complete test is assured. More important, however, from the music machine operators' viewpoint, is the fact that combination tele-juke operation will shortly be possible in every center where tele is now in operation, and it will be possible for operators to study the relative merits of the various sets to be offered, as well as the actual drawing power of coin tele in public locations.

Introduction of the Aireon unit here last week (*The Billboard*, October 16) focused still more attention on the coin tele-juke operation, with operators in this area able to get a first- (See WILL TELE-JUKE, page 102)

Mont. Music Operators Set Up New Assn.

Hold First Meet October 17

HELENA, Mont., Oct. 16.—At a recent meeting held in the Placer Hotel here, the Automatic Phonograph Operators of Montana officially formed a new Statewide association which is to be known as the Montana Music Operators Association (MMOA). At the inaugural session, Frank D. Mihelish, Helena, was named president, and other elected officials included Dick Holmes, vice-president; Connie Smithers, secretary-treasurer; C. L. Bever, business manager; Vic Swanson, Pete L. Weyn, E. Collier and M. C. Britz, directors.

The new association, it was announced, would work closely with the Utah and Idaho music operators' associations, and would also tie in with the national association, headed by George A. Miller, Oakland, Calif.

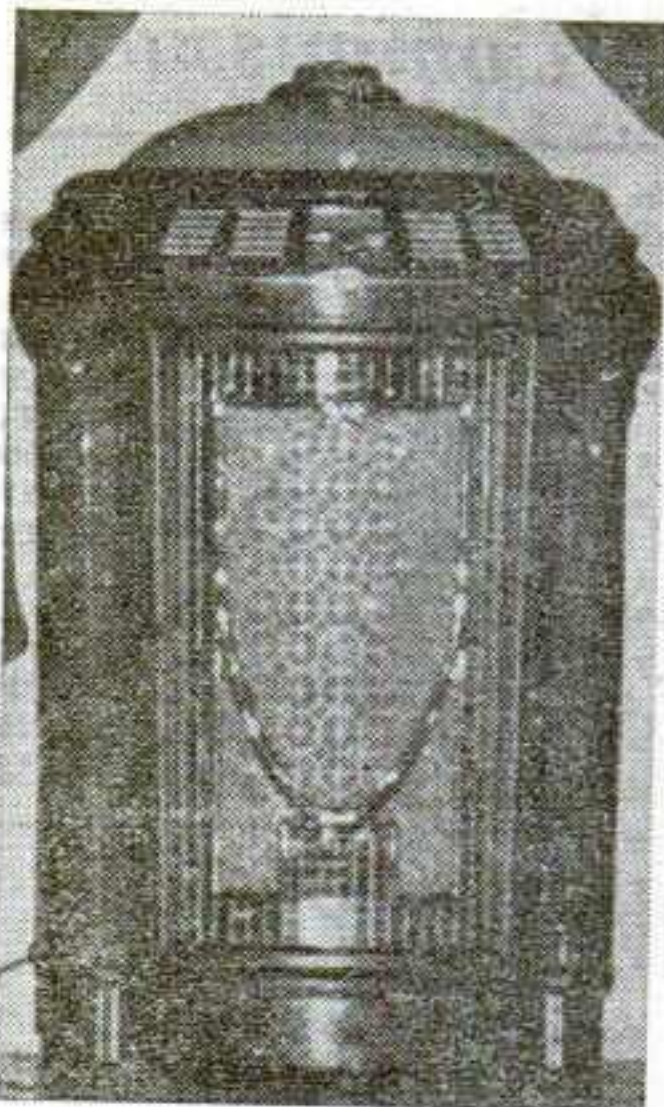
A special meeting of the association membership was called this week by Mihelish for Sunday (17) at the Placer Hotel, at which time Dan Kenaga, president of the Southern Idaho association was scheduled to address the membership on the effects of the association in his territory. Also on the agenda for discussion at this first membership meeting of the association were seven major points, as follows:

1. How operators can get a more equitable share of the phonograph receipts.
2. Fight taxes that are unfair on a local, State and national basis.
3. Outlaw unfair trade practices.
4. Standardize business practices. (See MONTANA OPS on page 103)

PHONOGRAPHS IN PLAYING CONDITION AT LOW WHOLESALE PRICES

SEEBURG

Model		
LO TONES, ES . . .	\$150.00	
146M	350.00	
147M	400.00	
Model		
REX	\$ 52.50	
REGAL	52.50	
PLAZA	79.50	
SEM	79.50	
CLASSIC	125.00	
CROWN	95.00	
COLONEL	125.00	
CADET	125.00	
ENVOY	125.00	
VOGUE	125.00	
8200	75.00	
8800	100.00	
9800	100.00	



WURLITZER

Model			
61	\$ 52.50	750M	\$225.00
71	72.50	750E	225.00
616	62.50	780E	182.00
716	65.00	800	185.00
24	79.50	850	185.00
600R	94.50	950	175.00
600K	94.50	1015	495.00
500K	98.00	1080	495.00
700	175.00		

ROCK-OLA

Model	
IMPERIAL	\$ 45.00
WINDSOR	69.50
MONARCH	69.50
40 SUPER	100.00
40 MASTER	100.00
STANDARD	89.50
DE LUXE	92.50
COMMANDO	75.00
1422 (46)	275.00

A.M.I.

Model	
HI-BOY	\$ 75.00
SINGING T	60.00
STREAMLINER	59.50
MODEL "A"	495.00

MILLS

Model	
THRONE	\$ 65.00
EMPRESS	75.00
PANORAM	75.00
CONSTELLATION	400.00

All phonographs reconditioned by factory trained experts—Mechanism completely overhauled . . . all worn parts replaced and amplifiers expertly reconditioned.

ABOVE PRICES FOR MACHINES COMPLETE IN WORKING ORDER. FOR REBUILT UNCONDITIONALLY GUARANTEED PHONOGRAPHS ADD \$35.00 EACH

1/3 Down Payment . . . Balance C. O. D.



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831 S. WABASH AVE. CHICAGO 5, ILL.
PHONE: WABASH 2-4090

Will Tele-Juke Combos Pay Off? 1949 To Settle Fate

(Continued from page 101)

hand account of the unit as it completed a one-week test at a far South Side location—Jordan's Tavern. Altho initial patron response to the unit was against payment for tele sound, within 24-hours, according to the location owner, customers had switched their sentiment, and by the end of the week, the unit operator and the location owner combined to state that the take, as compared with an average juke box income week, showed a 150 per cent increase.

Cost Problems

While operators are reconciled to the fact that television, where it is actually in operation, is here to stay, and that it definitely puts a crimp in the juke box take, they have been slow to go into the question of tele-juke combinations, mainly because of the costs involved.

Videograph, introduced approximately a year ago in New York, offers operators an elaborate cabinet, plus an Emerson tele set, and space to install a juke mechanism. This unit has made headway in New York, Boston and several other Eastern cities, but as yet has not become a part of the national picture. While the operator can use the mechanism of his present music machine for the Videograph (the installation is said to be a simple process easily completed by any competent service man), the Videograph unit, nevertheless, runs slightly higher in cost than a juke box.

Aireon's new unit, complete with a Coronet 400 juke box and an RCA television set, will cost the operator approximately \$1,000, and, according to all estimates, should take the operator only about one year to pay out, while still making a comfortable living.

Another point to be considered with the Aireon unit is the fact that this

complete unit is now on the production lines in Kansas City, Kan., and that samples presently are being shipped to all regional sales managers. Firm estimates that by October 21-22, all distributors will begin receiving their sets, and that national coverage will be available almost immediately.

On the other side of the cost picture is the fact that most locations have paid an average of \$700 for their present television sets, and have chalked up the expenditures to promotion. With a chance to get some money from their telecasts, many location owners told operators of Videograph equipment in New York that they would be willing to take home their tele sets and let the op install his coin-operated unit.

H. F. Dennison, pioneer music man and one of the first to recognize the potential of coin-operated television from the operator viewpoint, has been traveling the country for more than a year extolling the merits of this type of operation. First as president of Videograph, and more recently as owner of his own firm which also has a tie-in with Solotone, Dennison expects to spring yet another development in this phase of operation at the Coin Machine Institute (CMI) show in January.

Need Help

Another pioneer in the music field, Al Bloom, president of Speedway Products, New York, also recognized the import of tele early, and developed a combination tele-juke more than a year ago. Bloom has confined most of his activity to the East, and reports that initial operations in that area have been most successful.

There is no doubt that the average music operator, in a town where music is his bread and butter, has felt the bite from tele. (Amos Heilicher, Minneapolis: "Television has had an enormous effect on juke box income." Red Ingleman, Chicago: "Tele sliced my take by 50 per cent during the baseball season.") These operators need a shot in the arm if their business is to return to a profitable level. Many of them feel that coin-operated tele is the answer, or that the least that can be done is to test the equipment to see whether it is the answer. For this reason, operators throught the country feel that the coming year will either make or break the coin tele program.

That manufacturers feel there is a definite future in coin tele is also seen in current developments. Augmenting Aireon's entry into the field will be the new Solotone unit planned for early next year. Telecoin, another firm with coin machine savvy, is entering the field (see other story in this section) while at least one other major juke box manufacturer has been experimenting with a coin-operated tele-juke combination for several months and plans to break with the unit early next year.

MINN., DAKOTAS

(Continued from page 101)

tance to go to the new commission rate is that operators there are afraid it will disturb the one-ball pin game set-up which also pays 50-50.

"No operator feels strong enough to crack this set-up in Minneapolis," said Greenstein. "Some places are taking in top money ranging \$10 to \$15 per machine and splitting the receipts 50-50, which isn't as bad as a straight division."

Operators reported that there has been a general over-all increase in receipts, coupled with greater earnings due to the individual revision in commission alignments.

"The juke box season during this fall and coming winter, as a result, looks brighter than it has in some time," Greenstein concluded.

APOA STUDIES

(Continued from page 101)

recommendations to, the membership.

Membership added two more to its list at the meeting when the applications of the Norton Robinson, Supreme Novelty Company, and Leo Weingartner, Dot Sales Company, were accepted.

Others, in addition to Chester, who were in attendance, included Charles Kenter, secretary-treasurer; Harry Hester vice-president; Bill Harris, Lou Schoenlaub, Abe Pearlmutter, John Nicolas, Dave Tavel, Sam Gerros, Charles McKenney, Bernard Stillmaker and William Fitzpatrick.

Record Reviews

(Continued from page 36)

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

POPULAR

GEORGE OLSEN ORK- BETTY NORMAN (Ronde E-164) <i>Down Among the Sheltering Palms</i> This version of the plug revival uses every commercial gimmick in the book — tempo change, shuffle rhythm, piano solo with the Eddie Heywood bass figure, etc. Could very well click.	81	81	80	83
<i>I'm Headin' for a Shotgun Wedding</i> Sprightly hillbilly burlesque has its bright moments.	71	70	70	73
JOHNNY MERCER- THE PEEP PIPERS (Paul Weston Ork) (Capitol 15241) <i>Down Among the Sheltering Palms</i> Oldie now being plugged for a revival gets a smart Mercer-Pipers rhythm treatment.	81	81	81	81
<i>One for My Baby</i> Reissue of the fine Mercer-clefed and warbled atmosphere tune.	77	80	77	75
VIC DAMONE (Mercury 5194) <i>His Fraternity Pin</i> Vic steps out with a luring vocal on a quality ballad by the authors "Love Somebody," smoothly backed by a chorus and ork.	84	85	83	83
<i>At Half Past Seven</i> Light, breezy warbling—including a riff passage or two—of a Gershwin-De Sylva rhythm ballad.	74	76	72	74
THE CHARIOTEERS (Columbia 38329) <i>It's Too Soon to Know</i> Competent but uninspired warbling of the race-pop ballad.	72	72	70	74
<i>Until</i> Same story with the tune currently riding high via the TD platter.	72	72	70	74
FRANK SINATRA (Alex Stordahl Ork) (Columbia 38316) <i>(Once Upon) A Moonlight Night</i> Frank sings it with sensitivity and delicacy, but the performance lacks the commercial touch.	75	78	74	74
<i>Autumn in New York</i> Same treatment on the sophisticated Vernon Duke ballad.	79	86	76	76

POPULAR

HERBIE FIELDS (Victor 20-3052) <i>John John</i> (Pat Flaherty) Ordinary band novelty with Herbie sharing vocal honors with Pat Flaherty; Fields' tenor honks and squeaks lead the ork in a rather loose ensemble.	60	60	58	62
<i>In a Persian Market</i> Corny tom-tom intro and ending with the familiar Oriental melody plus the sharp squeaking of the Fields' clary make for commercial but undistinguished instrumental side.	70	70	70	70
ELLIOT LAWRENCE ORK (Jack Hunter) (Columbia 38326) <i>The Sweetheart of Sigma Chi</i> An almost too slow setting for the college fave with Jack Hunter singing the lyric with warmth.	75	79	76	70
<i>The Greatest Little Boy of My Life</i> (Rosalind Patton) Gimmick-laden novelty which may draw some attention; real clever orking.	78	82	78	75
THE WAYFARERS (London 321) <i>I'd Love To Live in Loveland With A Girl Like You</i> Pleasant version of the revived waltz with subdued vocal and musical harmonies.	72	74	70	72
<i>You'll Always Be My Sweetheart</i> Another of those corn-fed oldies finding their way into the revival stakes is treated as the above.	72	74	70	72
BENNY LEE (Stanley Black Ork) (London 320) <i>Rambling Rose</i> (The Keynotes) Would have meant more if the disk were issued at the height rather than at the descent of the tune; Lee's a fine singer.	60	70	50	60
<i>There's Nothin' Too Good for You</i> Weak blues ditty in a too familiar format with Lee trying but failing to overcome the material.	63	70	55	65

(Continued on page 105)

Montana Ops Form New Assn.

(Continued from page 101)

5. Methods of promoting harmonious relationships between members of the association.

6. Institute an air of co-operation among association members instead of the cut-throat policies that now prevail.

7. Discuss the possibilities of a master license.

Membership

Roster of the members of the newly formed association is as follows: Pierson Music Co., Anaconda; Montana Sales Co., S. J. Cohen, manager; State Sales Co., L. L. Bramlet, manager; Swanson Brothers Music Co.; Modern Music Sales, Jack Peckham, manager, and Reliable Sales, Charles Kimball, manager, all of Billings; Automatic Machine Co., Inc., W. J. Sullivan, president, and the Elite Novelty Co., Bozeman; Overdahl, Browning; H. B. Brink, Montana Music Co., Joe Dodds, manager, Humber Brothers, Edwin Hamm and Buster Froelick, Butte; Earl Montgomery, Carter; Smith's Music Co., Columbia Falls; Dolliver & Armstrong, Conrad; Ray Baker, Cut Bank; Dillon Novelty Co., John Wagner, manager, Dillon; Mr. Martin, Gardner; Ed Davison, Glasgow; Angelo Tomalini, Glendive; Western Novelty Company, Connie Smithers, manager, Henry Berg, M. C. Britz & Co., and Nuggett Cerdiero, all of Great Falls.

Also on the roster are Pete L. Weyh, Havre; Capital Music Co., Frank and Pete Mehilish, partners, and Maxine Linder, Helena; Mitch Nimey, Hungry Horse; Collier Music Co., Eldo Collier, manager, and Joe Beard, Kalispell; Pat and Mike Griffin, Kremlyn; Marion Powers, Livingston; Modern Music Co., E. C. Feigel,

Beacon Coin Ends New England Tour To Show AMI Units

BOSTON, Oct. 16.—Jack J. Mitnick, president of Beacon Coin Machines, Inc., here and Harry Poole, treasurer, have just brought to a close a New England-wide tour showing the new AMI juke box in their 31-foot trailer. More than 4,000 miles were covered and ops all over the region not only had a chance to see and hear the equipment but the trailer was driven right up to location spots too, so location owners could have a look. Harry Poole said that the company's September sales were the biggest in history. Outfit represents AMI, United and Chicago Coin.

Poole reported the juke box business is good and that the six-for-25-cents play is now popular in the area. He said that 25 per cent of all coins collected were quarters. He added that pins are going good, but ops want the newest ones and demand is always there despite the rapidity with which new games are being turned out. Flipper-type pins are most requested.

manager, Malta; Montana Bell Co., William Grogan, manager, Dean's Music Co., Jack Hotalling, manager, and John Newkoop, Miles City; Snead Sales Co., William McNamara, manager, Western Phonograph Co., Glen Tarbox, manager, and Dean Morris, Missoula; Jake Richter, Nashua; Ray Horseman, Polson; Bob Nethery, Powell, Wyo.; Mr. Turner, Scobey; Mr. Creiger, Sidney; Wayne Thompson, Thompson Falls; North Idaho Sales, A. F. McFee, Wallace, Idaho, and George Singleton, Wolf Point.

With the AMI
40 Selection Wall Box,
Model "B" can be in many places
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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:

MERCURY BUYS MAJESTIC ASSETS. Diskery submits highest bid in open auction to purchase entire holdings.

AFM QUILTS BAN SESSIONS. Rumors fly as musicians' union and recording companies end huddles after reaching an impasse.

JEWEL LABEL IS WITHDRAWN FROM BLACK & WHITE. Ben Pollack takes his Jewel label out of the diskery's fold to set up own quarters.

WARNER GROUP ACCEPTS RCA OFFER. Companies okay diskery's offer that 8.5 per cent allowance be made on royalties for breakage and returns.

REGIONAL NAMM CONFABS GIVE RECORDS PLAY. Discussion of various angles in record retailing is skedded for Boston huddle.

VICTOR SIGNS FRAN WARREN. Diskery inks chirp to one-year pact, with guarantee of 12 sides per year.

And other informative news stories as well as the Honor Roll of Hits and Pop Charts.

Location Ownership Campaign Plagues Ops in Richmond Area

RICHMOND, Va., Oct. 16.—Music operators in this area were faced with new competition this week when a new type of sales campaign, conducted via direct mailings, appeared in most of their locations. A firm, using a post office box number for an address, and attaching no signature to its form letter, offered location ownership as a solution to "commission bickering" and "low percentage" arrangements.

Up to press time *The Billboard* had been unable to discover either the name of the proprietors or the location of the concern offering the "golden opportunity." The letter sent out by the firm, which calls itself the Merchants' Music Service Company, follows:

"Dear Mr. Restaurant Owner or Merchant:

"Here is an exceptional oppor-

tunity offered to restaurant and confectionery owners. . . . The Merchants' Music Service Company, thru an exhaustive study, has found that the merchant is receiving a very small portion of the revenue that is possible (to receive) from coin-operated music equipment now on location in Richmond and vicinity in restaurants and confectionery stores. Realizing this condition and the current 50-50 split now being offered merchants by operators of coin-equipment, the Merchants' Music Service Company is now prepared to offer the merchant for as little as \$823 a music system equal to or better than that which you now have in your place of business. The Merchants' Music Service Company will sell outright to the merchant any and all necessary equipment to complete an installation equal to or better than that now in use.

"Have you ever thought of receiving 100 per cent rather than 50 per cent of the gross revenue obtained from your music machine? We believe that because of the soaring cost of operation of any type of business the merchant should be entitled to all of the money he can legally make. We know that the coin machine revenue now received in most locations pays for the rent of the building on the current 50-50 split, but we also know that the business has and will continue to drop off. Therefore, we feel that if the merchant was able to offset a portion of this loss by increased revenue from his music machine, he would be able to hold up his cash receipts.

"We know there is a move afoot among the coin machine operators to force the merchant to accept only 25 per cent of the gross revenue taken in by your music machine. Because we know this is unfair to the merchant, we now offer the following service:

"After purchasing a nationally advertised phonograph at list price and accessory equipment as necessary, we will (1) set up the machine in operating condition in your place of business; (2) obtain one full set of records; (3) offer you our service in obtaining the necessary licenses; (4) enter into a service contract with you for a small weekly fee, providing for you constant operation of your music equipment.

"If you are interested, kindly fill out the enclosed card for further information."

A survey of all music operators in this area disclosed that no attempt to cut location commission to 25 per cent had been made, as mentioned in the letter.

NORTHFIELD, N. J., Oct. 16.—A teen-age canteen has been set up here in Legion Hall by the Harvey D. Johnson Post No. 295, American Legion, and its women's auxiliary. Dancing to the music from a juke box will be featured each Saturday evening.

South Dakota Ops Find Biz On Increase

Augment Music With Games

YANKTON, S. D., Oct. 16.—Music operators in South Dakota have noted a definite upsurge in business in the past few weeks, and anticipate a continued rise in the near future. One of the most important factors involved in the brightening operating picture is the fact that the operator of juke boxes can, and in practically every instance does, augment his route with pinball machines, and, in some cases, vending equipment.

With the farm income again high, and local (State) industry operating at full blast, operators report the coin equipment, and especially music machines, are definitely benefiting from economic conditions. After a heavy drop in play earlier in the year (which was more or less general thruout the industry) the upsurge was noted as fall crops were in, and the urban vacation periods drew to a close.

Typical of the music operators' initiative in this State is Mike Imig, who heads the South Dakota Phonograph Operators' Association (SDPOA), and operates equipment thruout nine counties in this State. Imig also augments his music activities with a large pinball route, and has experimented thruout his nine-county area with such items as coin-operated radios and a coin-operated shoeshine machine.

Imig told *The Billboard* that the SDPOA membership was steadily on the increase, and that at the present time more than 90 per cent of the music operators in the State were members of the organization. It was felt that by the next association meeting, which will be held in December, the membership will include practically all of the operators in the area.

With the picture much brighter at this time, Imig revealed that the association, nevertheless, was searching for means to further bolster juke box play, and that he had made a trip to Cleveland to study the Hit-Tune-of-the-Month promotion there, with a view toward starting a similar promotion in South Dakota. This is one of the subjects which will be on the agenda for the December meet. Major obstacle in the way of State-wide promotion of this type, said Imig, was record distribution, but he hoped a solution would be worked out prior to the December get-together.

Partnership Dissolved

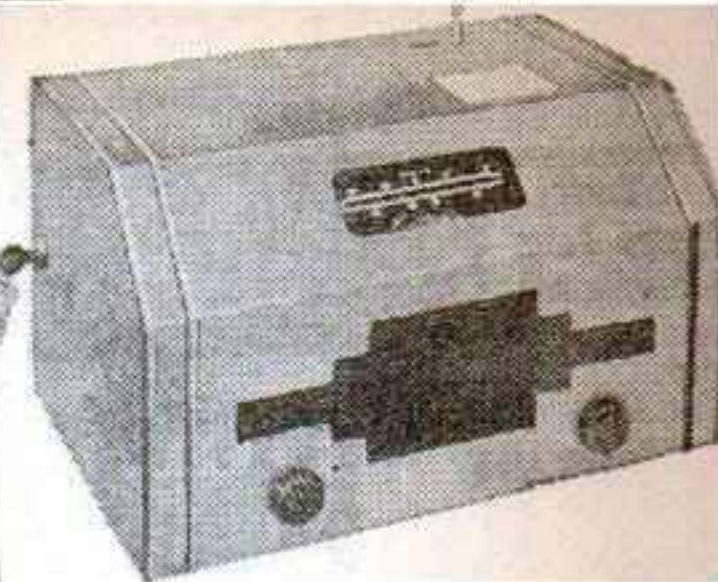
ALBUQUERQUE, N. M., Oct. 16.—The United Amusement Company here, distributor for the Packard Pla-Mor and other Packard products, this week announced that the partnership between Roy J. Jones and Jack Himmelfarb has been dissolved, with Jones dropping out of the business. Himmelfarb will continue the business. Firm, which will continue under the name of United Amusement Company, has moved to new quarters on East Silver Avenue, Himmelfarb announced.

Planet Well!

PHILADELPHIA, Oct. 16.—The identifying names being adopted by the musical units, for the elbow benders at the Wedge Musical Bar at least, have become most ethereal.

Apparently still out of this world, the Moonliters pulled out of the cocktailerie and the Starliters moved in.

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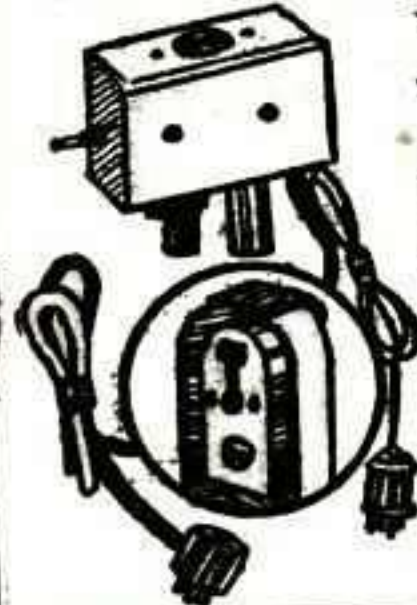
Plan Tele-Juke Promosh Prgm. In Boston Area

BOSTON, Oct. 16.—Pioneer Music Company, headed by Al Dolan, plans a big expansion in the near future to promote Videograph, the combo tele-juke box unit for which the firm has the New England distributorship. With 22 machines out in Hub locations, Dolan reports results good and ops showing interest in the unit. He plans to open new showrooms, using the present office and rooms on Warren Street as a storage and repair spot.

Dolan contends that the tele-juke box combo is a "must" for ops "who want to stay in the music business." He feels that the juke box business is off in the area and contends that the 700 or more juke boxes sold in the area in the last few months were bought by ops to save locations. He plans to use a direct mailing piece to ops on the combo, and to follow up with personal calls by his sales force.

For the Finest in Record Reproduction Use

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- ★ Seeburg — Light tone arm elec. cancel . . . \$19.95
- ★ Wurlitzer KR \$14.95
- Inc. cancel \$4.00 extra.
- Other makes on request
- 1/3 Deposit, Bal. C.O.D.

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Only Deal Today for an Operator
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MAIL THIS COUPON FOR COMPLETE INFORMATION

I am a bona fide Operator of Phonographs
in

Please send me full information about your "direct to Ops" Sales Plan, your new confidential price list for Operators, and tell me how much I can save by buying direct from factory.

Name (print)
Address
City State

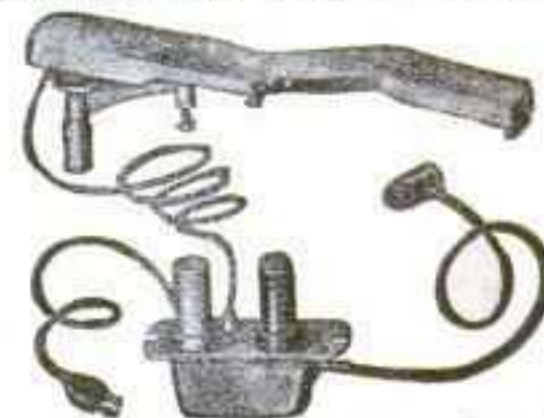
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Indianapolis 7, U. S. A.



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HEAD FOR WURLITZER
Models 750E to 1080-1015. Each . . . \$7.00
Models 818 to 700. Each 9.00
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in Eastern Virginia
BOX D-77
The Billboard Cincinnati 22, O.

Record Reviews

(Continued from page 103)

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

POPULAR

JERRY WAYNE-THE DELL TRIO (Columbia 38325) <i>Nights of Splendor</i> Schmaltz-laden waxing of a Neapolitan love song; Wayne sings straight and good.	70	70	70	70
THE DELL TRIO <i>Do You Ever Think of Me?</i> Oldie is well suited to the organ-accordion-guitar styling; should pull juke coins.	74	74	70	78
LES BROWN (Columbia 38324) <i>I'm A-Tellin' You, Sam</i> Smart intro bogs down when "Stumpy" Brown digs into a meatless lyric.	67	69	65	67
<i>I've Got My Love To Keep Me Warm</i> Brown's got one of the cleanest and best-sounding bands on wax; listen to this side and you'll see what we mean.	75	85	75	65
ANNE SHELTON-TED HEATH (London 309) <i>Ring Around the Moon</i> Anne's full rich piping and full-range orking are competent if miscast in this Ellington tune.	66	68	66	64
<i>What Did I Do</i> Better casting here. This blues balad is catching on, and Anne's version is fully-packed.	84	85	83	85
GRACIE FIELDS (Phil Green Ork) (London 319) <i>Bella Bella Marie</i> Late issue on a plug tune with the famed comedienne trying to find another "Now Is the Hour"; she'll have to keep looking.	60	56	60	65
<i>Pedro the Fisherman</i> One of her show routines with singing and whistling just misses on wax.	60	60	65	55

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

JEAN SABLON (Toots Camarata Ork) (Victor 20-3111) <i>Tell Me, Marianne</i> Sablon fans should fall over in ecstasy on hearing the crooner skip lightly thru the ever-green tango.	75	80	75	70
<i>Lillette</i> Sablon injects his pleasant personality into a new Yank rhythm ballad.	75	75	75	75
SAM BROWNE-THE SQUADRONAIRES (London 311) <i>Down Among the Sheltering Palms</i> Persuasive rendition of the current revival in a bright tempo; Browne sings straight and well.	80	80	80	80
<i>Cool Water</i> A little late to cash in on the currently hot Western ditty but a solid version of it nevertheless.	75	75	75	75
HENRY SCHELB (Crystal 165) <i>Josephine</i> A bouncy version of this corn evergreen can always catch some juke coin, but this pipe organ solo doesn't bounce.	48	45	45	55
<i>Now and Then</i> Thoroughly inept.	28	26	28	30
RONNIE DEAUVILLE (Mercury 5197) <i>In the Rain</i> Chorus and small ork aid Deauville thru this ballad; the singer, with each new disk, seems to show more and more promise owning just that slightly different "sound."	70	75	65	70
<i>Recess in Heaven</i> Deauville's phrasing is somewhat impaired by tempo and arrangement; if tune, which is hot via a Dan Grissom etching, picks up, this side may get some play.	70	70	70	70

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

POPULAR

VIC DAMONE (The Mercury Chorale-Camarata, Dir.) (Mercury 5074) <i>Ave Maria</i> Da Moan invites comparison with so-called "legitimate" interpreters of the Bach-Gounod opus, and comes out with full-toned but immature voicing. Background is rich, but overbearing.	80	82	78	NS
<i>Silent Night</i> Despite ambitious production this version is less effective than others being offered this season. Vic tries sincerely.	77	76	76	78
TEX BENEKE (Victor 20-3112) <i>Poinciana</i> (Garry Stevens-The Moonlight Serenaders) This side is a throw-back to the Maj. Glenn Miller Army ork; it's from the Jerry Gray library of that band and still holds up for easy listening.	75	80	75	70
<i>The Man I Love</i> Again the famed Miller sound comes up for a happily nostalgic airing with the Gershwin great as its subject.	73	80	70	70

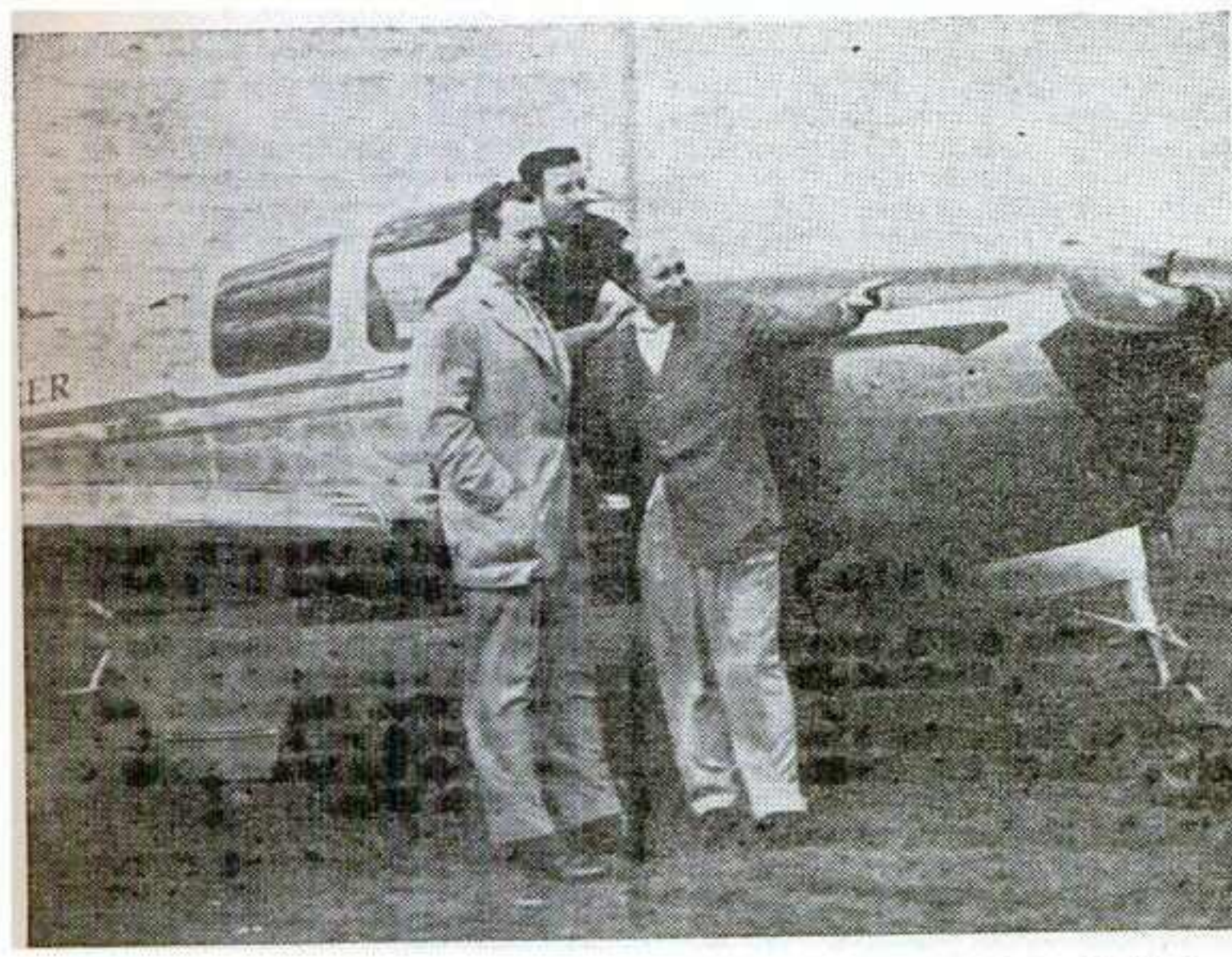
ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

CYRIL STAPLETON ORK (Dick James-Pearl Carr) (London 314) <i>Isn't It Romantic?</i> Typical boy-girl vocal in a Miller-like dance band setting on a tune revived via the pic of the same name.	62	60	60	65
<i>Love Is a Dangerous Game</i> Dick James croons the Don Reid tune adequately with the aid of the Stapleton reeds voiced a la the late Glenn Miller's.	65	65	65	65
THE WAYFARERS (London 315) <i>You Can Die From a Broken Heart</i> A new group directed by Billy Cotton is introduced to the label; it's bar-room harmony with a polite polish and subdued delivery.	72	72	70	75
<i>If We Can't Be the Same</i> Tune's being revived and this version will certainly do it no harm; emphasis on lyric and melody with schmaltz laid on thick.	75	75	73	78

(Continued on page 112)



HUGH McGARRITY, sales manager of Illinois Simplex, Wurlitzer distributor, and Frank Padula, Melody Music, get a pre-flight briefing from Gordon Sutton, Illinois Simplex prexy and ardent aviation enthusiast. Sutton uses his plane for business as well as pleasure, delivering 1100s to operators throught the territory covered by his firm for the phonograph manufacturer.

FOR THE BEST DEAL... Deal with Davis!

POST-WAR PHONOGRAPHS

- WURLITZER 1015. \$449.00
- WURLITZER 1080. 489.00
- ROCK-OLA 1422.. 319.00

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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	SEEBURG	ROCK-OLA
750 \$219	LOTONE Write	SUPER \$89
950-850 169	MAJOR \$135	MASTER 89
500 99	COLONEL 135	DELUXE 89
600R 89	COMMANDER 134	STANDARD 89
24 69	CLASSIC 109	PRESIDENT 89
500 VICTORY. 69	VOGUE 109	CELLAR JOB 59
71 79	1941 FACTORY	PLAYMASTER. 49
61 59	R.C. SPEC. . 199	TWIN 12, METAL CABINET . 49

WALL BOXES: Seeburg S-20-12, \$3.95; WS-2Z, Wireless, \$15.00; Post-War, Write; Wurlitzer 120, \$5.00; Wurlitzer 3020, S-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.

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COINMEN YOU KNOW

Chicago:

Ray Cunliffe, Brown Music Company, thinks his new custom-built hit record self-service seller will result in greater sales of the top 20 disks. Juke selector panel and playing mechanism included in the help-yourself set-up will further serve to hypo customer interest in record purchases.

Fred Mann, Midwest regional sales manager for Aireon Manufacturing Corporation, and John Bennett, factory sales representative, were kept busy in Chicago last week, officiating at the preview of the new Aireon tele-juke. They report high interest in the wax-video unit, a model of which is now in a test location here. Mann, who is a regular mile-hopper on his frequent trips throughout the Midwest, will stick close to the city during the next few weeks to supervise introduction of the new unit.

Ike Pierson, South Dakota operator, was a Chicago visitor last week, stopping in on his way back from Cleveland where he took in the World Series. . . . Angelo Angeleri, head of AA Swing Time Music Company, and his son, Vince, who manages the operation, took off with their families for California last week in their new Cadillac. Expecting to be gone three weeks, management of the music routes has been given to Salvatore Marrano. Firm's serviceman, Danny Garber, is an expectant father; the addition should materialize sometime this month. He's a dad two times already.

Harold Chayes, head of Artic Vend-o-Mat, Inc., firm making the ice cream bar vender of the same name, announced this week that Al Dubin is no longer connected with the organization. . . . Jack Horlock, president of Searles Welding & Manufacturing Company, and Walter Ashton, general manager, report that manufacture of the Kalva bottle vender, which they recently purchased from H. T. Larrimore, will proceed as soon as final facilities are set up. . . . Larrimore says that his industrial milk service company, operating almost 100 bottle venders in industrial and office locations, is gearing up for big things in the milk vending field in coming months.

John F. Frantz, J. F. Frantz Manufacturing Company, is putting the finishing touches on a new coin-operated insurance vender. . . . Bel E. Hall, Hollis-Ware Manufacturing Company general manager, is keeping the production lines purring on the new triple bowl bulk machines introduced by the firm. The veteran sugarbowl machine, and the newer selective streamline-designed venders are meeting with good operator acceptance, he states. . . . E. J. Novak, president of Crown Implement Company, promises operators of bottle vending equipment early availability of the Big Four selective machine.

Ed Levine and Gib Cousshon, leading lights of Tropical Trading Company, say the new Racine plant, complete with foundry, will enable them to turn out greater numbers of the Challenger three-way bulk machine. In addition to supplying the venders, boys also are on top of the nut market and help out their operator-customers with purchases of supplies. . . . Tom King and Paul Crisman, heads of King & Company, say that firm's "coffee time" about 3 p.m. each afternoon results in all-round good feeling (the java is poured for free).

Ray Raymond, A & M Music Company, has about the most eye-catching headquarters of any juke operator in the city. His landscaped manor on (See Chicago on page 108)

Indianapolis:

Sam Weinberger, of the Southern Automatic Music Company, announces an additional service for coinmen. A special sound-proof room, 14 by 56 feet, has been equipped for the testing of any electronic coin-operated device. The service is an entirely new feature and the only one of its kind here. The new department is under the direction of Albert Bland, who is a service and sound technologist. The department has been built and redecorated under the supervision of Weinberger and Bland.

The Columbia Avenue plant of the Packard Manufacturing Corporation has been leased to the electronics division of Cornell Dubiller Electric Corporation. The Packard corporation will retain its Niagara division at Market and Noble streets for its own manufacturing.

Richard White, Southern Automatic Music Company, Inc., salesman, has returned from a successful visit to Indiana operators. . . . Clarence Evans, Muncie, Ind., operator, reports the birth of a daughter. . . . Mr. and Mrs. Peter Stone spent the week-end in Chicago visiting relatives. . . . Albert Young, Marion, Ind., operator, has expanded his operations by taking over the Marion route of C. L. Medsker, who operates in Muncie, Ind.

Peter Stone, distributor for the Rock-Ola shuffleboard, is busy in all parts of the State directing installations of the new coin-operated device. . . . Fred Timons and C. L. Medsker, both Muncie operators, visited Indiana Automatic Sales Company during the week buying Rock-Ola shuffleboards. . . . Robert (Bob) Anderson, co-distributor for Rock-Ola phonographs in Louisville, was in the city picking up new Rock-Ola equipment. . . . Mr. and Mrs. Homer E. Capehart attended the Civic Theater's recent fall premiere.

Hartford:

Max Perlman, branch manager for Atlantic-New York Corporation, distributors of coin machine products manufactured by the J. P. Seeburg Corporation of Chicago, has announced moving of the Hartford branch from 1625 Main Street to 624 Franklin Avenue. The outfit was located on Main Street for four years.

At State Capitol here, Circle Vendors, Inc., Hamden, Conn., has notified the secretary of State of "Purchase of own shares," according to a report filed with the secretary of State's office. . . . Certificate of organization has been filed for Blakeslee Candy Company, 486 Derby Avenue, West Haven, at secretary of State's office. Frank Blakeslee is listed as corporation's president.

Los Angeles:

Ed Wilks, of the Paul A. Laymon Company, showing off the floor sample of Bally's new one-ball Citation to Johnny Huntsman. Incidentally, Huntsman is itching to get back in the business after disposing of his route two months ago. Other Laymon visitors last week included Gene Anderson, of Oceanside, and Bill Sparrow, Santa Barbara coinman.

Joe Duarte, of Badger Sales' export department, hosted Harold B. Holland, of Holland, Pires Co., Sao Paulo, Brazil. Holland reports that business is rough there because the government won't issue any more import permits. . . . William R. Happel Jr., of Badger Sales, had Niles Smith, of Oildale, and Burt Polin, of San Luis Obispo, in to look over new equipment last week.

Phil Shafer dropped down from Bakersfield to make the Pico Street rounds. Ditto for Perry Irwin, Ventura, and Charlie Waite, who left Miami, Ariz., sunshine for some of the local smog. . . . S. L. Griffin, of Pomona, was slightly under the weather last week and conducted his business by phone. . . . Bill Black, of Ace Amusement Company, renewed acquaintances on Pico Street. . . . Les Jordan, Coronado coinman, was in town again. . . . John Ketchersid says he's glad to be back from that quick Eastern trip.

Nick Rannels, well-known cigarette vender, is branching out in the record biz. He was stocking up in Marie Solle's record bar at the W. H. Leuenhagen Company. . . . Ann Harris, of Leuenhagen's, is moving into the new house she and her husband purchased last week. . . . Pete Morrissey, Santa Monica operator, was buying records at the Leuenhagen Company recently, also Diego Bringas, of Bringas Bros. Music Company. . . . Rep for the Thomsen Bros., Delano, was in town last week.

Fred Gaunt, of General Music Company, was writing up an order for San Handman, of Roxy Music, last week. Handman, who has stayed out of the shuffleboard biz so far, is eyeing the new venture with interest. . . . Other recent visitors to General Music were Pat Patton, Turlock operator, and A. Willard, from Paso Robles.

Seen on Pico Street last week were A. J. Clayton, of Alhambra, and F. D. Stover, from Fontana. . . . C. A. Robinson, of C. A. Robinson Company, is all set for the big Jennings show to be held at the Crystal Room of the Flamingo Hotel, Las Vegas, October 19-20. It's being held to introduce the new Jennings Live Jackpot machine. J. Raymond Bacon, Jennings vice-prexy, is (See Los Angeles on page 109)

New York:

Lew Jaffa, sales manager of Eastern Electric Vending Machine Corporation, will convoy a delegation of Eastern's sales staff to Columbus, O., to attend the Ohio Association of Tobacco Distributors' meet, October 21-23. Meyer Starr and Jack Feinberg will be among Jaffa's lieutenants on hand at the Neil House, as will Earl Wooden, of C-Eight Laboratories' engineering department. Naturally, a couple of Electros, C-Eight's cigarette vender, will be demonstrated.

Also trekking down to Columbus for the tobacco confab will be Murray and Bill Wiener, of Vendors, Inc., accompanied by Jacob Breidt, president of U-Need-A Vendors, to demonstrate the features of their all-electric cigarette machine, recently introduced here. The Vendors' execs report they will soon announce names of several regional distributors they are appointing.

Ralph Hotkins, of Capitol Projectors, says several of his midget movie machines are drawing good play at the Flatbush, Jamaica and Rockaway stations of the Long Island Railroad, among his more recent installations. . . . Mack Postel, of Chicago, was a visitor to coin row last week. . . . Also looking in at avenue stores recently were Harry Baron, of Miami, and Abe Stept, of Johnstown, Pa.

Morris Rood, Barney Sugarman's right-hand man at Runyon Sales, reports that his firm's monthly classes on the AMI phonograph will resume October 27. At the classes, open to all operators and servicemen in this area, factory men will purposely put machines out of order and then demonstrate approved repair techniques. Ops will have an opportunity to try out their newly-acquired knowledge under the eyes of skilled AMI engineers.

Coinmen were glad to learn last week that Louis Steiner was back in the manufacturing business at the head of his own organization. Headquartered in Brooklyn as the Steiner Manufacturing Company, he is now turning out conversion units for silver quarter cigarette coin mechanisms. Future plans call for the production of a nylon vender and other merchandising machines. Steiner was formerly president of the U-Need-A-Pak Products Corporation.

Dr. Bert Lowenstein, presently associated with his father in the Good and Cold Drink Vending Machine Corporation and the Stewart-Chase Canteen Corporation, reports that the latter firm has just obtained the vending franchise at Fort Hamilton, in Brooklyn. This is the third military installation signed up by the new outfit, the others being Camp Pickett, Virginia, and Camp Breckenridge, Kentucky.

Joe Hanna claims he is getting excellent response from coinmen throughout the State to his plan for a State-wide association. Promises to attend the first meeting of the new organization, scheduled for October 26 in Syracuse, have come in from all parts of the State. Among the cities sure to be represented are Buffalo, Syracuse, Utica, Binghamton and Albany, as well as New York City. Hanna heads the Hanna Distributing Company in Utica.

Visitors to Dave Simon's showroom on the avenue almost always submit to an intelligence test before they leave. But it's a painless process when taken on the Quizzer machine, which Simon distributes. One local coinman was observed last week racking up the correct answer to each question flashed on the screen for a top "genius" rating. But when he finished a crony of his

Calendar for Coinmen

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.

stepped from behind the Quizzer. He had been relaying the correct answers.

The Cobbs Florida Orange Vending Company of Manhattan has recently moved to 678 Eighth Avenue. Michael Fornatora, exec of the operating firm, which has over 25 venders in subway locations, is discouraged about the honesty of some of the city's strap-hangers. Seems that the change-makers he has installed are attracting many Canadian quarters, as well as pennies. The pennies have been squeezed to dime thickness and filed to the correct diameter to return two nickels.

Philadelphia:

Rudd Melikian, local firm turning out the Kwik-Kafe Hot Coffee vender, was the subject of an article in *Everybody's Weekly* supplement of *Philadelphia Inquirer* recently, titled *For Men With Ideas and Energy*. Story stressed the fact that a successful business could be built today as well as a century ago if one had a good idea. Article detailed how firm started in a garage and now employs 60 persons to turn out 40 venders a week.

Among the prizes donated for the annual golf tournament of the local Variety Club at the Whitemarsh Valley Country Club were a two-suit traveling bag from the Berlo Vending Company and a radio from Y & Y Popcorn Supply. . . . Milton Salzman came here from the West Coast to head the Atlantic division for Tempo Records. . . . B & K Vending Company, Wilmington, Del., is advertising a mail-order cigarette service in local newspapers. . . . Ma: Bushwick, vet operator, has a second optometrist in the family. His son, Herbert M. Bushwick, followed the footsteps of Mrs. Bushwick in receiving his degree from the Pennsylvania State College of Optometry.

David Yaffee and Irving Kahn, of Y & Y Popcorn Supply, are back from an extended business trip in New York. . . . Charles Borrelli adds to the town's record labels in setting up an Admiral Record Company. . . . The theft of \$75 in nickels while his delivery truck was parked in center of town was reported by Albert Streetfield, serviceman for the Kwik Kafe Company, venders of hot coffee. . . . David Rosen, music machine and record distributor, arranged for Mercury artists, Steve Gibson and Vic Damone, to make personal appearances on WPEN's 950 Club record show.

Cincinnati:

William Fitzpatrick, who is chairman of the Christmas party committee for the Automatic Phonograph Owners' Association (APOA) here, took the floor at the regular monthly meeting of the membership on Monday (11) to report the open dates at the Hotel Gibson which would fit into the association plans. After deliberation, it was decided to hold

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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.
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 From Factory to You

the shindig December 14 in the Victory Room of the hotel. Now the committee, which Fitzpatrick heads, will go ahead with plans for the party.

With the Hit-Tune-of-the-Month promotions here now in full swing and the growing pains rapidly disappearing, the APOA, thru its president, Sam E. Chester, this week officially thanked local record distributors and manufacturers for their full co-operation which has helped to make the promotions such a success. The November selection, *Am I Wasting My Time on You?* will be distributed to local ops thru the Supreme Distributing Company and the Hit Record Company.

Twin Cities:

Jim Karusis, of JAK Sales, Minneapolis operating firm, got his picture in the paper plus a full column of copy from *The Minneapolis Tribune* entertainment columnist, Will Jones, on the new juke box television set-up unveiled here by Karusis. The Solotone set-up, distributed here by Silent Sales Company, was installed by Karusis in two Mill City taverns, East Hennepin Cafe and Club 26, first in this area. Jones's piece went into the thing quite completely.

Mrs. Annette Harrison, widow of Howard Harrison, and head of Howard Sales Company, became a grandmother twice in one week recently. Her son, George, and his wife became parents of a daughter, Marianne, and her daughter, Mildred, and her husband, Phil Jordan, welcomed little Jan Leslie into the world. Grandma has an older grandchild, Ginny Lee, 7-year-old daughter of son, Bud, but she's hoping for a grandson before long. Both son, George, and son-in-law, Phil, are in the coin machine business with Bud. Bud, incidentally, is down to a mere 214 pounds and announces that his diet is over after shedding from 268 which he weighed last February.

Lester Bruning, St. Paul coinman, had some tough luck in recent days when burglars broke into two locations and smashed a juke box and a pin game. . . . Midwest Coin Machine Company, Filben distributors, have bolstered their service department's phonograph and pin game division with the addition of Jim Keller, former operator, and Tom Ross, former independent service man. . . . Harry Partridge, Mora, Minn., who was involved in an automobile accident with his panel truck several weeks ago, has made five trips to the Twin Cities in an effort to settle his claim with the insurance company, always managing to drop in and see the jobbers while in town.

Harry Lerner, of H & L Novelty Company, Minneapolis, is going back into the coin machine business with a bang, buying up new equipment for his locations. Lerner has operated the North Side Appliance Store in North Minneapolis for more than a year but now plans to dispose of it. . . . Mac Lyford, St. Paul operator, is revamping his music and pin game route and is adding more units.

Ace Tesky, St. Paul coinman, is shopping for new equipment which he wants to add to his route. . . . Oscar Englund, of Alexandria, was in the Twin Cities last week shopping. . . . Amos Heilicher, Minneapolis operator, reports television is having an enormous effect on coin machine operations. . . . Paul Feling, Sauk Center, Minn., coinman, was in buying a new Filben, as was Mike Illies, Long Prairie, Minn., who also bought some new five-ball games. . . . Walter Hennes, of Brainerd, picked up some used flippers in the Twin Cities. . . . Joe Toske, of Toske Bros., Fairmount, Minn., came to town last week to buy a few new pin games. . . . Jonas Bessler, of Lieberman Music Company, Wurlitzer distributor, reports business very brisk. He said the firm has taken on distribution of shuffleboards and finds the units moving extremely well.

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BOWLING LEAGUE	49.50
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HONEY	39.50
HUMPTY DUMPTY	119.50
LADY ROBIN HOOD	129.50
LUCKY STAR	49.50
MAJOR LEAGUE BASEBALL	149.50
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MEXICO	59.50
MIDGET RACER	29.50
NEVADA	69.50
PLAYBOY	39.50
ROCKET	49.50
SMARTY	39.50
SPINBALL	149.50
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SUPERLINER	29.50
SUPER SCORE	29.50
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Seeburg 8800, RCES	225.00
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GEM	99.50
MAYFAIR	99.50
HIDEAWAY, RC, in converted metal cabinet	175.00
WS-22, 5¢ wireless	29.50
wall-o-matic	209.50
Wurlitzer 800	239.50
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30-WIRE CABLE
 Finest quality, rat-proofed, fully color coded—25¢ per foot
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COINMEN YOU KNOW

Chicago:

(Continued from page 106)

the western edge of town has just about everything, outside and in, that castled barons in snooty suburbs could want.

Jimmy Johnson, Globe Distributing, returned from his Western tour last week. Jimmy brought back a folio of orders for his coin counting and sorting equipment. He may leave next week for Alabama. Jimmy is proud of the letter he received from officials of the recently closed Chicago Railroad Fair, telling of the good service his three Globe Electric Coin Sorter and Counter units rendered during coin auditing tasks. Jimmy had placed the machines at the fair on a rental basis.

John Conroe, J. H. Keeney & Company cigarette vander division head, has a good answer for operators who ask why the machine is made in its present height. John states that a console height invites use as a convenient surface on which to lay coats and hats and that the taller cabinet often makes it necessary to spot the vander away from a front window (a good location) as it blocks the view, inside and out. The all-aluminum cabinet makes the Keeney Deluxe machine a muscle saver, weighing only 194 pounds, John adds.

Richard Adair, Adair & Company, Oak Park, keeps his reconditioning shop busy refurbishing bulk and candy bar machines for operators. The increase in use of the penny bulk units by ops means a steadier stream of such jobs for Richard, who offers the service as a special feature for his customers. Stamp vending, too, is on the increase, he finds. . . . Perry Rose, Robot Sales, Maywood, reports that the use of a special small-size cooler unit in his candy trucks enabled him to use chocolate goods to a greater extent this past summer. Vender patrons took advantage of the fact such bars were in the machines and sales kept high.

Following up on a suggestion advanced by Lou Boasberg, of the New Orleans Novelty Company, New Orleans, Bally Manufacturing in its future one-ball production will stamp a serial number into the front cross-bar of the clear glass frame. This number will be in addition to the number in the outer wall of the cab-

inet. Bally officials report they are also seeking an effective means of serial numbering other types of equipment. . . . Sam Taran, an Distributing, of Miami and Sonville, Fla., says that the National Coin Machine Distributors' Association (NCMDA) will prove the answer to a lot of the trade's present problems.

Mike Imig, president of the South Dakota Phonograph Owners' Association, was a coin-row visitor last week following his trip to Cleveland where he saw three games of the World Series. . . . H. C. Evans' 1949 Ten Strike is bringing steady play reports from the field. . . . A. L. Neyens seems to be enjoying his new post as Baker Novelty's sales manager.

Smooth way in which United Manufacturing shifted its game production from the old Broadway plant to its new factory on California Avenue has brought praise from other manufacturing concerns, which know the great amount of detail and preparation involved. Firm staffers Billy DeSelm, Ray Riehl and Herb Oettinger are having quite a time getting accustomed to their new spacious settings, but admit that it is one of life's pleasant problems. . . . More and more local concerns are turning toward export channels for disposal of their used equipment. If Canada ever gets around to lifting its ban on non-essential imports the foreign market will really get a run, local coinmen claim.

Genco officials say that their policy of ending production on a hot game before all orders were filled will prove a break for operators and distributors in the long run. They base their optimism on the theory that since they are not flooding the market with a good game the game will remain a demand item for some time to come and the used price will stand up better.

Skeets Moore, Williams Manufacturing sales manager, is back at the office after an extended illness. Sam Stern, vice president, left for the East on business. William's Speedway continues to pull well with players and operators, according to Moore. . . . Al Fingulin, National Coin Machine Distributors Association managing director, says the new distributors' association continues to get inquiries from all parts of the country from interested distributors.

Joe Huber's sudden demise during a truck-train collision brought memories of better days for Big Joe, as he was affectionately known. Joe started in the trade 28 years ago when he operated a number of Zeno gum and peanut machines. During his heyday in the field, Joe's motto was: "If it's good and operates with a coin, Joe has it."

Joseph A. Batten, Exhibit Supply's vice-president and general manager, is pleased with acceptance of the firm's Explosion Bumpers, Exhibit's new five-ball game. Firm has a patent on the bumpers which are made of coil springs and collapse when contacted and then act as a kicker.

Sam Gensburg, Chicago Coin official, is certain that the de luxe features of the firm's Shuffleboard will make a big hit with locations all over the country. Firm also introduced a new game this week called Sally, featuring a new type bumper which resembles a lighted tower.

Gottlieb firm is proud of its citation from the American Legion for hiring an unusual number of physically handicapped persons. Dave Gottlieb, firm head, says these people do a top-notch job and all they ask is a chance to do a job with their unhandicapped faculties. . . . Floyd Pedone, Little Amusement, has taken delivery on a new Chevrolet.

Turning Back the Clock

15 Years Ago This Week

October 14, 1933.—D. Gottlieb & Company, Chicago, concluded the transfer of machinery and business to its new plant this week, move boosting the production space four times, compared with former quarters. October 21 was designated as open-house day, coinmen over the country being extended invitations to attend. Dave Gottlieb, as president, said move marked a milestone in production facilities and manufacture of games; bearing out his statement, firm signed contracts with two well-known engineers to work in the experimental department and develop new game ideas.

Attendance at the National Automatic Distributors' Association (NADA) in Chicago was 99 per cent, with only one member absent, officials reported. Those attending the series of meetings were David S. Bond, association president, Boston; Babe Kaufman, William Blatt, Nat Cohn and William Rabkin, all of New York; H. S. Budin Jr., and Dave Robbins, Brooklyn; I. H. Rothstein, William Helreigel Jr., Philadelphia; E. V. Ross and Carl Mantell, Baltimore; H. F. Moseley, Richmond, Va.; Mr. Marmer, Ben Goldberg, Cincinnati; George Ponser, Newark, N. J.; Louis Wolcher, San Francisco, and B. D. Lazar, Pittsburgh. One of the main issues of the meetings was the selling of machines to locations. Members appeared determined to protect operators in this respect.

Pacific Coast operators were making plans for a coin machine show, with the first such conclave to be set for the spring of 1934. Event was said to be planned after the Chicago exposition, and was aimed to provide the more than 3,000 operators on the West Coast with an important exhibition in their own area. Proposed show would differ from the Chicago meet in that jobbers would be the direct sponsors of the event; manufacturers desiring to exhibit would do so thru their authorized distributors on the Coast.

Modern Vending Company, New York, reported a shipment of 100 Chicago Club House machines to China this week. Purchasers stated that the coin chutes would not have to be changed to accommodate the particular Chinese popular coin that would be used; it's about the size of the American quarter. . . . Joseph Richarme, well-known operator, opened a jobbing business in Long Beach, Calif., this week. Move gave local ops their first jobbing house. New firm, called Long Beach Coin Machine Exchange, carried Gottlieb

10 Years Ago This Week

October 15, 1938.—James A. Gilmore, secretary-treasurer of Coin Machine Manufacturers' Association (CMMA), announced this week that the CMMA show and meet for 1939 would be held January 16 thru 19, at the Hotel Sherman, Chicago. Gilmore said that the Exhibition Hall had been sold out, with the exhibition floor and Grand Ballroom space going fast. . . . Joe Calcutt, Vending Machine Company, Fayetteville, N. C., attributed his increased juke box business to the fact that he had been offering a liberal trade-in on older models. "Business has doubled and in some cases tripled," he said.

Harry Stoner, Stoner Corporation president, was elected a director of the National Association of Coin Operated Machine Manufacturers (NACOMM), filling the vacancy caused by the death of his brother, Ted. . . . Dave Robbins, D. Robbins & Company, Brooklyn, said that altho war clouds were hanging over Europe, operators on the Continent continued to be good customers for coin games. He quoted recent orders from several European countries.

Juke ops placed greater numbers of the new hit tune, *Heart and Soul*, on their turntables, and also began using the pop treated classic, *My Reverie*, under their needles. Other promising wax was seen in *Martha*, *Tutti Frutti* and *Mexican Rose*. . . . Vending Machine Operators' Association of Chicago (VMOAC), tagged as the "oldest coin-operated machine organization in the world, met October 11 in the Great Northern Hotel. Subsequent meetings thru the winter were to be on Tuesday night of each week, according to W. P. (Pat) Conside, secretary.

H. F. Moseley, president of Moseley Vending Machine Exchange, Inc., Richmond, Va., advertised the following in slightly used pin games: Seeburg Ray-o-Lite, \$110; Stoner Air Races, \$10; Bally Bull's Eye, \$22.50; Bally Arcade, \$45, and Mills Flasher, \$52.50. . . . Willoughby H. Butterworth, factory superintendent of Exhibit Supply Company, died October 9; he had been associated with the firm for 35 years. . . . Jack Nelson, vice-president of Rock-Ola Manufacturing Corporation, addressed the annual State meeting of the Minnesota Amusement Games Association (MAGA) in St. Paul recently.

equipment in Long Beach in addition to a varied line of new and used machines.



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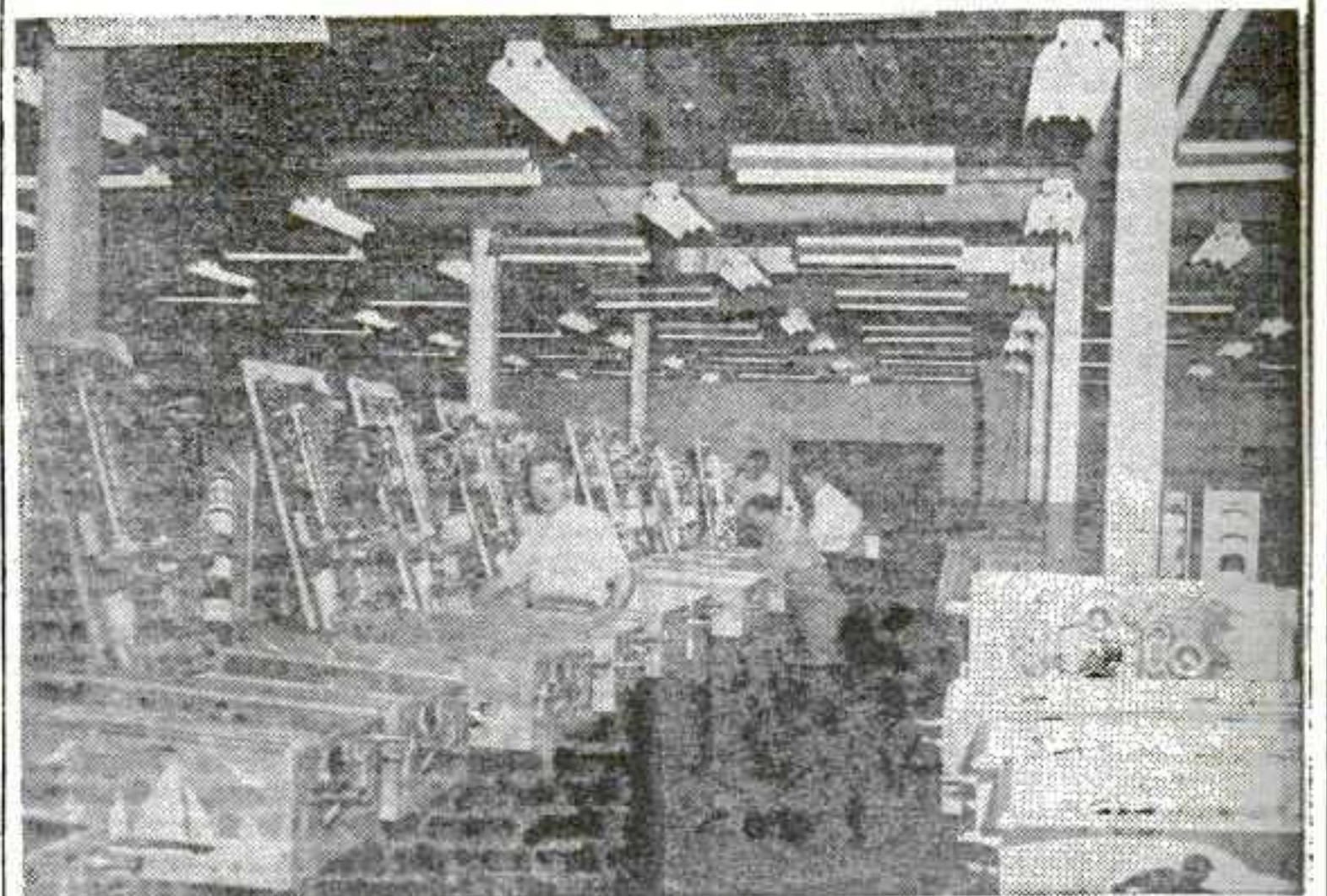
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Only One Mile South of George Washington Bridge on 9W, Jersey Side.



PART OF THE ASSEMBLY LINE at the new United Manufacturing Company plant in Chicago is shown above. The entire plant covers approximately 70,000 square feet, and includes such features as air-conditioning thruout, scientifically laid-out heavy production areas and assembly lines, and special heating and lighting units. Firm is now operating from its new plant under the direction of Lyn Durant, president.

FOR SALE

Jockey Clubs & Fairmonts	\$ 25.00
Jockey Clubs & Fairmonts, rebuilt with chrome rails & fronts	40.00
Long Shots & Kentuckys	20.00
Spinning Reels	25.00
Man o' Wars, Gottlieb	15.00
Paces Races	50.00
Turf Kings	25.00
Victory Derbys, P. O.	75.00
Victory Derbys, P. O., rebuilt motor auto, shuffle repainted 40 feature built up, instead of first and second race	125.00
Bally Entries	225.00
Jockey Clubs	325.00
Trophys	375.00
One Magic Chair	35.00
One Walling Scale	40.00
One Foot Vitalizer	30.00

\$10.00 extra for crating on tables under \$75.00.

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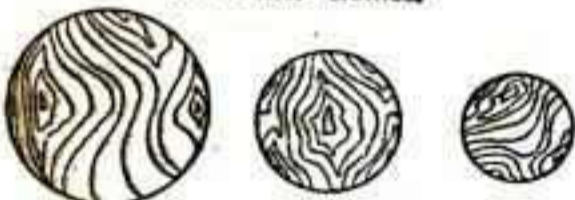
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154 7th Av., New York 11, N.Y.

Los Angeles:

(Continued from page 106)

coming out for the event. Al Bettelman, of the Robinson firm, leaves the end of this week for the show.

Ray R. Powers, of the Ray R. Powers Company, returned from a Northern business trip this week. He reports that shuffleboards are still going strong but business is generally off in that section. . . R. A. Hendricks, Hanford coinman, was in town to look over new equipment last week. . . Bill Abel, of Coast Records, says that Helen O'Connell's version of *Buttons and Bows* with the Harold Mooney ork, is going strong. . . W. O. Adkins was up from Oceanside to look over the Pico Street situation. . . Ernie Eastburn left his Pasadena coin machine biz to make the Pico Street rounds.

Phil Robinson, of Chicago Coin, is back after his Chicago jaunt. He says that the firm's new five-ball game, Sally, got a nice reception. He expects a sample of the company's new electric scorer for shuffleboards this week. . . Niles Smith, Bakersfield coinman, visited Jack Simon, of Sicking Distributors, last week. Another visitor was Tom Osborne, Las Vegas.

Cecil Wilson, of Wilson Brothers' Music Comany, made a Pico Street cruise last week. . . E. E. Peterson, San Diego, was up for a quick visit. . . Bob Bard, of Bard Music, dropped in on coin machine row. . . Ditto for Stanley Little, Long Beach operator. . . Another visitor from the same town was D. R. Backus, of Magic Music Company. . . Tilly Tillison was also seen on Pico Street.

Aubrey Stemler, of Stemler Distributors, is reported to be ill at his home. While he's on the mend the office is being handled by Nish Tara. . . Jack Arnold, Barslow coinman, made the rounds on coin machine row last week. . . Some of the operators were giving Gene Austin's new recording of *Calif California* a listen. . . Phil Brown, Bakersfield music man, went home with a fresh stack of Pico Street records last week. . . Nick Carter, of the Nickabob Company, has returned from a business trip to Fresno. . . Gabe Orland, of California Music, is happy now that he finally has one of the RCA big screen tele receivers in his window. Rachel Weston, of the firm's record department, thinks Rainbow has a winner with *Brush Those Tears From Your Eyes*. . . Art Crane, of Genco, head for San Francisco this week. . . Hank Tronick, of Minthorne Music, heads out of town for a week of fishing.

Tower Bumpers Highlight New Chi Coin Game

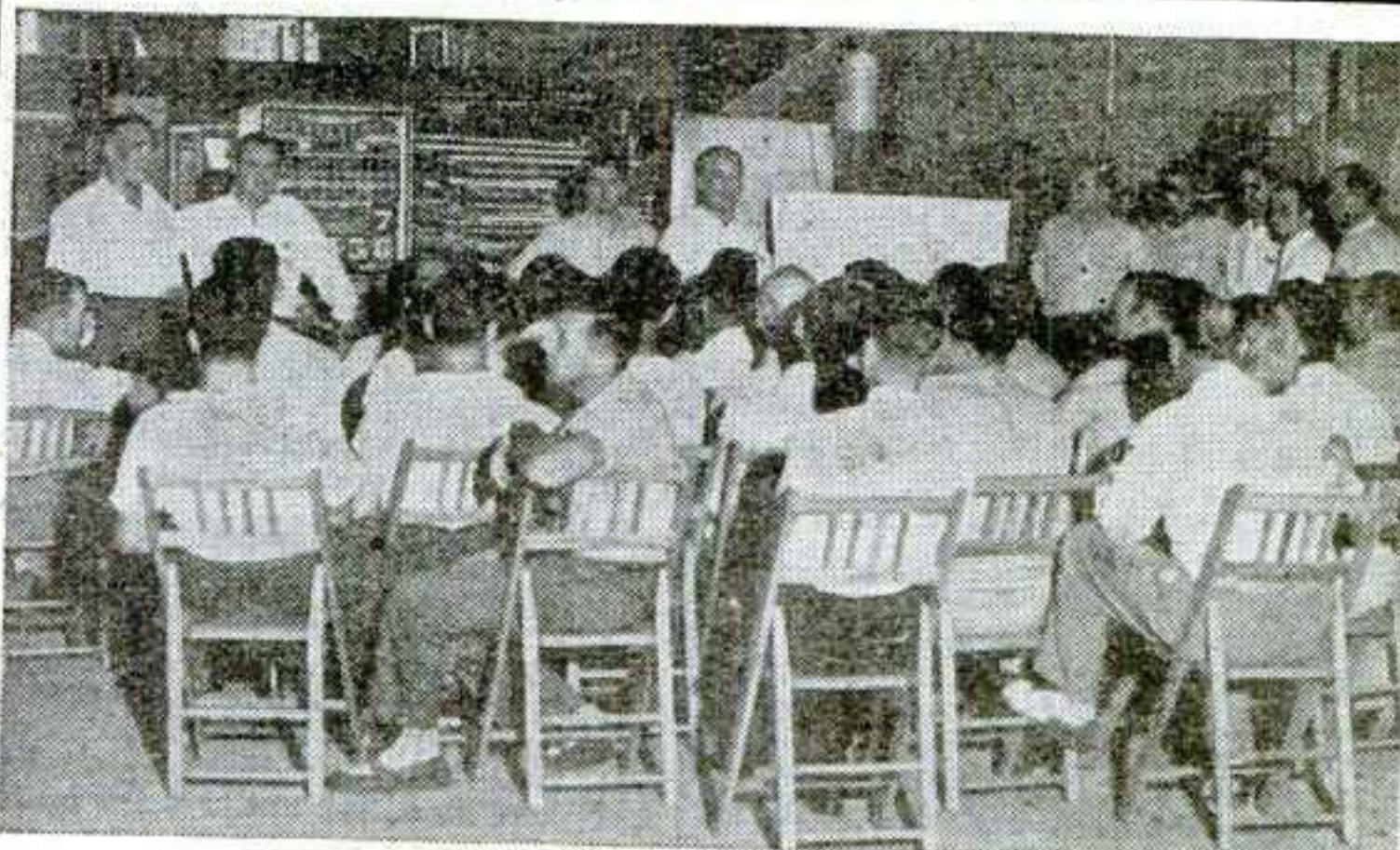
CHICAGO, Oct. 16.—First deliveries of Chicago Coin Machine Company's new five-ball, Sally, are under way, firm officials Sam Wolberg and Sam Gensburg announced Thursday (14). Game introduces lighted-tower bumpers and powered flippers.

Firm's newly designed bumpers are enclosed in triangular-shaped rubber rebounds, numbered 1-10 and must be hit in sequence to take full advantage of point bonuses. Lighted-tower bumpers are spread all thru the playfield. Bumpers 1 and 2 appear twice (top and bottom) and roll-over buttons numbered 3, 4, 5 and 6 when hit in sequence have the same effect as when ball in play strikes bumpers bearing the numbers 3, 4, 5 and 6. Therefore, player has two chances to make the first six numbers in sequence but only one opportunity to make 7, 8, 9 and 10. Reason for the difference is that if player makes 1-7 he wins one replay for hitting bumper 8, two replays for bumper 9 and three replays for bumper 10. Player also can make replays by rolling a ball thru roll-over switches located at either side of mid-playfield.

During play when a ball hits bumper 1, player automatically gets 50,000 points on the bonus scoreboard (located near the bottom of playfield). By hitting bumpers 2, 3 and 4, player gets an additional, 50,000 points on the bonus score. To transfer these points to main score and try for a high-score replay, player must get a ball thru a roll-over switch at the bottom of the playfield just above the out-hole. Since this particular switch is flanked on both sides by powered flippers, it is possible for player to run up additional points for both the bonus score and the main score by catching ball on flippers before it passes thru the bottom roll-over switch.

Chicago Coin's new game also has a bonus replay set-up. Score chart for this is right on playfield (near the bonus point scoreboard). Player can build bonus replay up to 20 replays by making certain sequence hits on the tower bumpers. To transfer the replays to the main scoreboard, player must get a ball in a kick-out pocket located in the middle of the bonus replay chart.

Sally has a new type ball tray which helps to move balls into play faster than any former tray used on Chicago Coin games.



HEAVY OPERATOR attendance features service school at Walbox Sales Company, Dallas, for demonstration on Bally's new one balls, Citation and Lexington. Similar service classes for Lone Star coinmen were held by Coin Machine Sales Company, in both Houston and Corpus Christi, and Pan American Sales, San Antonio. Picture includes four Bally representatives (standing background, left to right): Phil Weinberg, Western sales head; Ralph Nicholson, sales staffer, and Paul Calamari and Bob Breither, engineers.

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Ace Bomber	\$79.50 EACH
Sky Fighter	
Drivemobile	
Chicoin Basketball	\$249.50
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Photomatics, latest	WRITE

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15 13' 8" Bang-a-Fitty, used one season. Will accept best offer.		
Used perfect Keeney Bonus Bell, 5¢-5¢		395.00
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5 Used Camera Chiefs, perfect		10.00
1 Buckley Track Odds, metal cabinet, perfect		175.00
2 Perfect, clean Genco Advance Rolls		95.00
1 F.S. Bally Carnival, like new		150.00

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Bally Triple Bell	395.00
Mills Black Cherry, 5¢ and 25¢	135.00
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Caribbean	109.50
United's Major League	119.50
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HOLY CROSS CRUSADERS becomes first team to sign as a participant in the Coin Machine Institute's (CMI) Health Bowl football game. Eugene F. Flynn (left), director of athletics, and Dr. William T. Osmanski, legendary football star and head coach of the Crusaders (right) watch the Rev. John M. Tiernan, S.J., moderator of athletics for Holy Cross College, sign on the dotted line. Team will meet an opponent yet to be selected at Soldier Field, Chicago, December 4, with all proceeds, after expenses, going to the Damon Runyon Cancer Fund.

CMI Pacts Holy Cross for Health Bowl

(Continued from page 92)
year's inaugural Health Bowl game will be a tremendous success.

"We know that Holy Cross and its opponent (yet to be selected) will put up a fine football game and provide an afternoon of real entertainment. However, we expect to accomplish even more within the next few years and make the game one of the most outstanding attractions in the United States."

A kick-off dinner for manufacturers and distributors will be held Wednesday (20) in the Muriel Room of the Hotel Bismarck here, at which time pledges for tickets to the Health Bowl game will be accepted by CMI.

First national announcement of the signing of Holy Cross as a participant in the Health Bowl 1948 classic was scheduled to be made by Walter Winchell on his radio broadcast tomorrow night (17) over the American Broadcasting Company facilities. The news was then scheduled to be released to newspapers, radio and news services for general release thruout the country.

Local sports writers and radio sports announcers were called to a special luncheon by CMI Thursday (14), at which time they were briefed on the background of the Health Bowl and the selection of Holy Cross as one of the contestants. However, the meeting was stressed as a "closed session" until general release of the news, which was scheduled for next week.

It is expected that the Health Bowl game will be given thoro radio and television coverage here. This is especially probable in view of the fact that the Holy Cross team is coached by Dr. William T. Osmanski, who starred for seven years as a member of the Chicago Bears, professional football team.

CMI Sets Convention Plans; Record Turnout Anticipated

(Continued from page 92)
members, which the show committee set up to eliminate last-minute rushes and to assure convenient, crowd-free registration. To accomplish this, letters inviting both groups to take advantage of the plan will go out in December. Badges may be picked up at show time at a special desk set up to serve advance registrants promptly.

Commenting on the manufacture-backing of the show, Jones said that the rate at which exhibit space is already being assigned assures realization of the "biggest ever" prediction. He urged all persons planning to attend to make their hotel reservations thru the Hotel Sherman immediately.

Initial contracts for exhibit space were sent to CMI members in September, Jones revealed.

The annual CMI meeting for manufacturer-members will be held at a luncheon at 1 p.m. Sunday, January 16, on the day preceding the opening of the show. It will be in the Hotel Sherman Crystal Room. Jones stated that chief executives of State and local coin machine associations have been invited to attend a dinner meeting scheduled for 6 p.m. Monday, January 17, also in the Crystal Room.

The convention will close with the annual banquet, which is to be held at 7 p.m. Wednesday (19) in the Grand Ballroom of the Stevens Hotel. Herb Oettinger has been named entertainment chairman for this event.

Exhibit hours will be from 10 a.m. to 10 p.m. Monday and Tuesday, and from 10 a.m. to 4 p.m. Wednesday. Deadline for arranging exhibits is 4 p.m. Sunday (16).

Boston's Coin Biz Expands

(Continued from page 92)
Coin-operated soft drink machines with built-in changers have made their appearance at the Keith Boston Theater. Some changers, leased at \$7 a month, are being put out in department stores and other big locations but this business is just getting started and has a long way to go. A few shoeshiners are spotted around town. In the cigarette vending machine field, most top locations now have installed the electrically operated type.

There is a dearth of penny venders and scales in the area as many coinmen have left the penny vending field because of inability to get items in penny venders, and the resultant falling off of profits.

In the big amusement arcades in downtown Boston, free play pins are getting the big play, with panorams getting the next biggest take in coins. Voice recording machines, coin-operated popcorn machines, and various type coin-operated shooting games are yielding a steady take.

Complete Empire's Remodeling Plans

CHICAGO, Oct. 16.—Empire Coin Machine Exchange has completed its vast remodeling program of its showrooms and offices at Milwaukee Avenue here, Gil Kitt and Ralph Sheffield, firm partners, announced this week.

Under the new arrangement, Empire now has five times the former showroom space it formerly occupied and firm customers will be greatly aided in seeing the firm's line, including games, venders, and service machines. In all, the firm occupies two two-story buildings, including basement facilities under each building.

Other important changes in the firm's remodeling plan include the unifying of its shop repair and loading facilities under one roof and the addition of thousands of square feet of warehouse by improvement of previously existing space in the basements of the buildings.

Chi Coin Announces Shuffleboard Plans

(Continued from page 92)
player has alternately made his three slides, he then presses a button corresponding with his color. If he makes a one, two and three on his three slides he presses the button six times. This automatically registers six points on his score. Other player then tallies his points similarly by pressing the colored button which corresponds with the pucks he has used. Each part of the scoreboard also rings a bell for each point tallied—the bell for opposing color ringing in a different tone. Therefore, players can not only tell visually which points are being scored but have an additional check by the distinctive sound of the points registering. Each end of the cabinet has identical scoring buttons which actuate scoreboard.

When two customers play Shuffle King, player getting 15 points first wins and scoreboard registers "game over." When four play, each deposits the required coin and the players pair off in teams with the team getting 21 points first, the winner.

Additional features of the Chicago Coin shuffleboard include its broad-felt lined alleys and its own lighting system for each end of the playfield. Latter feature is particularly important for dimly lighted locations.

Gensburg and Wolberg said that their regular game distributors will have first opportunity to handle Shuffle King in their respective territories. In the event that a distributor in a given territory is not set up to handle the item, other qualified coinmen in the same area will be permitted the opportunity to apply for the distribution of the Chicago Coin boards.

ADVANCE RECORD RELEASES

(Continued from page 38)

POPULAR

Merry Christmas Polka
F. Gallagher & Serenaders (You're All) Dana 2026
Mexicali Rose
F. Carle Ork (Rose of) Columbia 38331
Minot Schottische
S. Haskell & The Jolly Miller (The Small-town) Capitol 15275
Robert Mitchum in Bachelor and the Stranger Album
3-10" Decca A695 Decca 24484-24486 Inclusive
Mom of Your Baby Days
J. Taylor & His Tailormade (Montana Skies) Red Bird 10004
Moon Over Miami
D. Hudson (What Is) Bullet 1049
Morning Glory Road
J. Laurenz (The Mountaineer and) Mercury 5202
Montana Skies
J. Taylor & His Tailormade (Mom of) Red Bird 10004
Morton Gould's Musical Fantasies Album
H. Herzon & His Septette (3-10") MGM 31
Colonial Portrait . . . MGM 30142
Continental Serenade . . . MGM 30141
Crimoline and Lace . . . MGM 30142
Pirouette . . . MGM 30140
Robot . . . MGM 30141
The Prima Donna . . . 30140
My Darling, My Darling
J. Stafford-G. MacRae & The Starlighters (Girls Where) Capitol 15270
My Gal Sal
K. Jagger (The Whiffenpoof) FM 337
My Honey's Lovin' Arms
D. Ellington Ork-R. Nance (Suddenly It) Victor 20-3135
Nights of Splendor
J. Wayne & Dell Trio (Do You) Columbia 38325
Now and Then
H. Scheib-Mary Louise (Josephine) Crystal 165
Old Kris Kringle
F. Gallagher & Serenaders (Happy New) Dana 2025
On a Slow Boat to China
F. Martin Ork-G. Hughes (Czardis) Victor 20-3123
One for My Baby (and One More for the Road)
J. Mercer-P. Weston Ork (Down Among) Capitol 15241
Once Upon a Wintertime
P. Fennelly Ork-D. Lundy (Bella Bella) MGM 10299
Once You Called Me Sweetheart
W. Ziemba Ork (Chatterbox Polka) Dana 2024
One Morning in May
H. McIntyre Ork (Lover Come) MGM 10296
Paradise Lane
W. Scheff-American Beauty Trio (Two Voices) American Beauty 250
Pedro the Fisherman
G. Fields-P. Green Ork (Bella Bella) London 319
Phil, the Fluter's Ball
D. Day (Danny Boy) Capitol 15247
Pretty Papa Blues
P. Watson (A Little Bird) Supreme S-1507
Put On Your Old Grey Bonnet
Mr. & Mrs. Todd (Apple On) Tempo TR-864
Ragging the Scale
A. Rey Ork (He's Not) Capitol 15272
Rambling Rose
B. Lee-S. Black Ork-The Keynotes (There's Nothing) London 320
Recess in Heaven
R. Deauville (In the) Mercury 5197
Recess in Heaven
D. Grissom (Why Must) Columbia 38351
Red Roses for a Blue Lady
J. Laurenz (Somebody's Lyin') Mercury 5201
Rex Rhumba
King Cole Trio (Kee-Mo Ky-Mo) Capitol 15240
Ring Around the Moon
A. Shelton-T. Heath Ork (What Did) London 309
Willard Robison's Deep River Music Album
J. Mercer-P. Weston Ork (3-10") Capitol CC-104
Country Boy Blues . . . Capitol 10163
Deep Summer Music . . . Capitol 10162
Don't Take Your Meanness Out on Me . . . Capitol 10161
Move Over, Jehovah . . . Capitol 10163
Old Folks . . . Capitol 10161
The Devil Is Afraid of Music . . . Capitol 10162
Rose of Washington Square
F. Carle Ork (Mexicali Rose) Columbia 38331
Rub-Dub
R. Scott Ork (You'd Be) MGM 10282
Santa Claus Is Comin' to Town
J. Mercer-The Pied Pipers-P. Weston Ork (Jingle Bells) Capitol 15204
Safe at Home
A. Sidroe-R. Davis (When You) Palda 1011
Say It With Music
B. Light-H. Kern (Gypsy Love) Tempo TR 618
(I Offer You the Moon) Senorita
V. Damone-Camarata (Far Away) Mercury 5198
Say It Simple (So I Can Understand)
P. Bailey-M. Ayres Ork (I'm Lazy) Columbia 38328
Say Something Sweet to Your Sweetheart
The Ink Spots (You Were) Decca 24507

Senorita
F. Sinatra-A. Stordahl Ork (If I) Columbia 38334
Short and Sweet
D. Jurgens Ork (You Brought) Columbia 38335
Siboney
B. Allen & His Rhythm Four (Tea for) Capitol 15273
Siboney
K. Cole (La Mariposa) Texstar T-8
Side by Side
N. Lucas (Tip Toe) Capitol 15242
Silent Night
V. Damone-Mercury Chorale (Ave Maria) Mercury 5074
Silent Night
A. Russell & Male Choir-P. Weston Ork (The First) Capitol 15013
Silent Night
J. Stafford & the Lyn Murray Singers (White Christmas) Capitol 15200
Silver Dollar Polka
Sam & His Men-The Electric Four (I Only) Palda 1012
Sleepy Time Gal
K. Jagger (Gotta Get) FM 339
Sleepy Town
J. Carroll-B. McRae's Ork (Time to) Rondo R-160
Soft Shoe Sam
M. Malneck Ork (Wings Over) MGM 10280
So Long, Darling
J. Alexander-D. Cavanaugh Ork (I Never) Capitol 15274
Somebody's Lyin'
J. Laurenz (Red Roses) Mercury 5201
Sometime, Some Place, Somewhere
The Four Tunes (Where Is) Manor 1077
Song and Dance Man Album
Doin' the New Low Down . . . MGM 30139
Ida, Sweet as Apple Cider . . . MGM 30138
Let Yourself Go . . . MGM 30139
Moonlight Bay . . . MGM 30137
The Daughter of Rosie O'Grady . . . MGM 30138
Your're a Grand Old Flag and Yankee Doodle Boy . . . MGM 30137
Strawberry Moon
Blue Barron Ork (There's a) MGM 10297
Stringopation
P. Green Ork (Dream of) MGM 30143
Suddenly It Jumped
D. Ellington Ork (My Honey's) Victor 20-3135
Sunday in Old Santa Fe
X. Cugat Ork-B. Graham (El Lobo) Columbia 38327
Sunday in Old Santa Fe
J. Morand Ork (Con Maracas) Victor 20-3101
Sunrise Serenade
Cole Sisters (Jack's Jump) Texstar T-6
Tara Talara Tala
J. Desmond (Before Long) MGM 10287
Tea for Two
B. Allen & His Rhythm Four (Siboney) Capitol 15273
Teardrops
C. Dudley Ork-J. Shepard (Lay It) FM 271
Temptation
V. Roddie (By the) Apollo 1130
That Certain Party
L. Prima Ork (Anywhere in) Victor 20-3098
That Certain Party
D. Martin & J. Lewis (The Money) Capitol 15249
The Chocolate Choo-Choo
V. Monroe-The Moon Maids (In My) Victor 20-3133
The Christmas Song (Merry Christmas to You)
King Cole Trio (Laguna Mood) Capitol 15201
The Greatest Little Boy of My Life
E. Lawrence Ork-R. Patton (The Sweetheart) Columbia 38326
The Little Wooden Church
Southern Silvertone Singers (Good Morning) De Luxe 3191
The Money Song
D. Martin & J. Lewis (That Certain) Capitol 15249
The Morning Glory Road
R. McKinley Ork (What Did) Victor 20-3124
The Mountaineer and the Jabberwock
J. Laurenz (Morning Glory) Mercury 5202
The New Moon Album (4-10")
A. Goodman Ork-F. Freer-E. Wrightson-The Guild Choristers . . . Victor K-16
Lover, Come Back to Me . . . Victor 45-0059
Marianne . . . Victor 45-0058
One Kiss . . . Victor 45-0061
Softly, as in a Morning Sunrise . . . Victor 45-0060
Stout-Hearted Men . . . Victor 45-0061
The Girl on the Prow . . . Victor 45-0059
Try Her Out at Dances . . . Victor 45-0059
Wanting You . . . Victor 45-0060
The Night Has a Thousand Eyes
E. Heywood Trio (Everybody Loves) Victor 20-3012
The Silver Wedding Waltz
J. Loss Ork-H. Jones (Bow Bells) Victor 20-3148
The Smalltown Band
S. Haskell & The Jolly Millers (Minot Schottische) Capitol 15275
The Song of the Gondolier
F. King Ork-D. James (You Belong) London 318

The Sweetheart of Sigma Chi
E. Lawrence Ork-J. Hunter (The Greatest) Columbia 38328
The Whiffenpoof Song
K. Jagger (My Gal) FM 337
The Whiffenpoof Song
Pied Pipers-P. Weston Ork (Dream) Capitol 15246
The Whispering Pines
Taylor & His Tailormade (Maumee Valley) Red Bird 10001
There's a Quaker Down in Quakertown
B. Barron Ork (Strawberry Moon) MGM 10297
There's Nothing Too Good for You
B. Lee-S. Black Ork (Rambling Rose) London 320
I'll We Meet Again
A. Vincent (Dream Kisses) Mercury 5190
Time to Dream
J. Carroll-B. McRae's Ork (Sleepy Town) Rondo R-160
Tip Toe Through the Tulips With Me
N. Lucas (Side by) Capitol 15242
To the Queen of Heaven
C. Brice-J. Brice (Sweet Little) Columbia 17559-D
Twelfth Street Rag
F. (Schnickelfritz) Fisher (Josephine) FM 301
Two Voices
W. Scheff-American Beauty Trio (Paradise Lane) American Beauty 250
Un'erneath the Arches
N. Minard (Hair of) Apollo 1129
What Did I Do?
E. Haymes & The Andrews Sisters (I'd Love) Decca 24504
What Did I Do?
H. James Ork-M. Morgan (Ah, But) Columbia 38342
What Did I Do?
R. McKinley Ork (The Morning) Victor 20-3124
What Did I Do?
A. Shelton-T. Heath Ork (Ring Around) London 309
What Is This Thing Called Love?
D. Hudson (Moon Over) Bullet 1049
What's Wrong With Me?
P. Page (Goodbye, Goodbye) Mercury 5199
When Ships Go Sailing Back to Avalon
K. Baker-K. Darby Singers (Indiana in) Decca 24510
When You Come to the End of the Day
A. Sidroe-R. Davis (Safe at) Palda 1011
Where'd Dat Money Go?
P. Cavanaugh Trio (Back in) Victor 20-3149
Where Is My Love?
The Four Tunes (Sometime, Somewhere) Manor 1077
Where'r When
The Mel-Tones (White Christmas) Jewel G-4000
White Christmas
V. Damone (Christmas Morn) Mercury 5178
White Christmas
G. Jenkins Ork-B. Carroll (I'm Always) Capitol 15202
White Christmas
J. Stafford & Lyn Murray Singers-P. Weston Ork (Silent Night) Capitol 15200
White Christmas
The Mel-Tones (Where or) Jewel G-4000
Who Knows? (Quien Sabe?)
R. Touzet (Impia) Capitol 15252
Why Must I Adore You?
D. Grissom (Recess in) Columbia 38351
Wings Over Mars
M. Malneck Ork (Soft Shoe) MGM 10280
Winter Wonderland
J. Mercer-The Pied Pipers-P. Weston Ork (If I) Capitol 15276
Woolchopper's Song
Six Fat Dutchmen (Cherry Pickers) Victor 20-3136
Would You Know
R. Long Ork-M. Campbell (Cheri) Collegiate J 2950
You Belong to Someone Else
K. King Ork-D. James (The Song) London 318
You Brought a New Kind of Love
D. Jurgens Ork-J. Castle (Short and) Columbia 38335
You Were Only Fooling (While I Was Falling in Love)
The Ink Spots (Say Something) Decca 24507
You Were Right, Baby
P. Lee-D. Barbour Ork (It's a) Capitol 15277
You'd Be Surprised
R. Scott Ork (Rub-Dub) MGM 10282
You're All I Want for Christmas
F. Gallagher & Serenaders (Merry Christmas)
You're All I Want for Christmas
Seger Ellis (Little Jack) Bullet 1011
mas) Dana 2026
You're With Love and Kisses
G. Lombardo Ork (Chocolate Choo) Decca 24507
HOT JAZZ
Dameronia
The T. Dameron Sextet (The Chase) Blue Note 541
Bop!
Red Norvo's Nine (I'll Follow) Capitol 15253
The Chase
The T. Dameron Sextet (Dameronia) Blue Note 541
I'll Follow You
Red Norvo's Nine (Bop) Capitol 15253

LATIN AMERICAN
A. Gozar el Botecito
C. Varela Ork-H. Salazar (Ni Una) Bongo 10053
Adios Amor
P. Vargas-V. Pignanzini Ork (La Capitana) Victor 23-1010
Agua, Agua
Hawaiian Serenaders-O. Novarro (Maracas) Victor 23-1009
Amada Mia
F. Fernandez (Muchachita) Victor 23-0923
Amargura
C. Gardel Ork (Los Ojos) Victor 23-0934
Amor Sagrado
M. Valdes-N. Maracas Ork (Roncana) Secco 4112
Arrepentido
B. Capo-R. Hernandez Y Su Conjunto (Le Lo) Secco 7005
Arrepentido
J. Lopez-R. G. Pena Ork (Mas Alla) Secco 659
Aunque se Muera Mi Alma
C. Bega Y su Quinteto (Mi Suegra) Secco 672
Ay Mi Vida
C. Campos (Cobardia) Victor 23-0927
Caminante
A. O. Tirado (Rosa) Victor 23-0935
Cenizas
Billo's Caracas Boys-M. Briceno (Parricida) Victor 23-1014
Caramba
P. Torres Y su Ork Siboney (Paraque) Secco 661
Clavel Sevillano
A. O. Tirado (Sentir Gitano) Victor 23-0936
Cobardia
C. Campos (Ay Mi) Victor 23-0927
Como me da la Gana
D. Santos Y su Conjunto (La Culebra) Secco 7004
Juan'o me Quieras
B. Capo-R. Hernandez Ork (Piensa Bien) Secco 7003
Cuesta A'ajo
C. Gardel (Soledad) Victor 23-0932
Don Chaqueton
A. Valdes Ork-D. Varjes (Moreno Tiene) Victor 23-1013
Don Voracio
J. D'Arienzo Ork (El Viento) Victor 23-1011
El Bo'o de Trinidad
J. Cueva Ork-O. Guerra (Yo Se) Victor 23-1012
El Dia Que Me Quieras
Camgarded (Sus Ojos) Victor 23-0933
El Huacero
N. De Utrera (La Salvaora) Victor 23-1015
El Viento Me Cuenta Cosas
J. D'Arienzo Ork (Don Horacio) Victor 23-1011
Fue un Imposible
R. M. Rivero (El Lo) Secco 666
Grandia
D. Santos Y su Conjunto (Me Toco) Secco 7006
La Capitana
P. Vargas-V. Pignanzini Ork (Adios Amor) Victor 23-1010
La Culebra
D. Santos Y su Conjunto (Como De) Secco 7004
La Puerca
L. Meyer Ork (Yo Quiero) Victor 23-1016
La Salvaora
N. De Utrera (El Huacero) Victor 23-1015
Le Lo Lay
B. Capo-R. Ondina Y su Ork (Arrepentido) Secco 7005
Listen to My Piano
Dandron (Tropical Rhapsody) Secco 4114
Los Hombres No Lloran
H. Samperio (Mi Juana) Victor 23-0925
Los Ojos De Mi Moza
C. Gardel Ork (Amargura) Victor 23-0934
Lluvia de Besos
Y. Pequero (Ni Me) Secco 673
Madre Mia
A. O. Tirado (Mananita) Victor 23-0939
Mananita
A. O. Tirado (Madre Mia) Victor 23-0939
Maracas
Hawaiian Serenaders-O. Novarro (Agua, Agua) Victor 23-1009
Mas Alla
J. Lopez-R. G. Pena Ork (Arre-Pentido) Secco 659
Me Toco la Mia
D. Santos Y su Conjunto (Grandia) Secco 7006
Mexico
P. Green & His Cuban Caballeros (O Passo) Pan-American Pan 087
Mi Juana Juanita
H. Samperio (Los Hombres) Victor 23-0925
Mi Suegra Candela
C. Bega Y su Quinteto (Aunque Se) Secco 672
Moreno Tiene Que Ser
A. Valdes Ork-D. Varjes (Don Chaqueton) Victor 23-1013
Muchachita
F. Fernandez (Amada Mia) Victor 23-0923
Negra Soledad
A. Landin (Que Te) Victor 23-0926
Negro Manyeyano
N. Morales Ork (Tu Regreso) Secco 4113
Ni Me Debes ni ti Debo
Y. Pequero (Lluvia De) Secco 673
Ni Una Mas, Querido
C. Varela (A. Gozar) Bongo 10053
Noche De Luna
F. Fernandez (Regalo) Victor 23-0906
(Continued on page 115)

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GOLD NUGGET, 5-25 525	BROWN FRONT, 50¢ 175	SEEBURG 8200, R.O. 215
WLD BELL, 5-25 595	GOLD CHROME, 5¢ 100	SEEBURG COLONEL, R.O. 195
SUPER BELL, 5¢ 85	GOLD CHROME, 10¢ 105	SEEBURG LO-TONE 8800 165
DRAW BELL, 5¢ 215	FUTURITY, 10¢ 100	SEEBURG 8800 125
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SARATOGA, 10¢ 50	STANDARD CHIEF, 5¢ 175	PACKARD 800 SPEAKER 80
SARATOGA, 25¢ 50	STANDARD CHIEF, 25¢ 195	PACKARD 700 SPEAKER 25
CHALLENGER 275	BRONZE CHIEF, 6¢, 5-10-25 450	

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Record Reviews

(Continued from page 105)

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS (100 Point Maximum)				ARTIST TUNES LABEL AND NO. COMMENT	RATINGS (100 Point Maximum)			
	OVER-ALL	DISC JOCKEY	OVER-ALL	DISC JOCKEY		OVER-ALL	DISC JOCKEY	OVER-ALL	DISC JOCKEY
POPULAR									
BENNY LEE (Stanley Black Ork) (London 318) <i>I'm Saying Goodbye to You</i> (The Keynotes) Benny's easy - going chanting gets strong assists from smooth vocal group and rich orking, but little happens. <i>I'll Wait</i> Especially cute ditty bears watching. Benny's informal approach enhances its charm.	65	65	65	64					
FELIX KING (Dick James) (London 318) <i>The Song of the Gondar</i> Uninspired rendition, makes material sound likewise. <i>You Belong to Someone Else</i> More conviction here. Like flip 1/3 in % time, with society-style, piano-punctuated orking.	55	55	56	54					
REGGIE GOFF (The Wardour Singers - Cyril Stapleton, Dir.) (London 340) <i>Forty Years On</i> Cyril's wiffling choristers get a sonorous sound, but not too much spirit, out of typical glee club material. <i>Eton Boating Song</i> All you Eton grads will go for this.	62	62	62	NS					
	53	55	52	NS					
FOLK									
MOLLY O'DAY & THE CUMBERLAND MOUNTAIN FOLKS (Columbia 20494) <i>I Heard My Mother Weeping</i> Maudlin tale of an erring son delivered with lachrymose effectiveness could score with the mountain music set. <i>At the First Fall of Snow</i> Same wailing technique on a ballad of a dead child.	80	76	81	82					
SMOKEY SMITH-THE GOLD COAST BOYS (Crystal 128) <i>I'm a Fool To Care</i> Warbling lacks punch and backing lacks beat. <i>I Made a Mistake</i> Dull for same faults.	56	56	55	58					
ALAN MOORE (Crystal 174) <i>Waiting for the Train</i> Indifferent sobbing warble-and-yodel job. <i>Each Flower That Blooms Must Die</i> Like flip, interest flags.	54	54	52	56					
WAYNE RANLEY (King 732) <i>Jack and Jill Boogie</i> Harmonica and guitars achieve a rocking beat behind the vocal in an effective folk - flavored boogie blues. <i>Lonesome Wind Blues</i> Country styled blues with authentic nasal chanting.	75	75	74	76					
JIMMY WAKELY (Capitol 15234) <i>Walkin' the Sidewalks of Shame</i> Tearjerker warbled and played with quiet feeling. <i>Mine All Mine</i> Jazzy rhythm ditty with overtones of the simple oldies of the twenties, warbled in corn fashion by Wakely with heavily syncopated orking.	75	75	74	76					
SPADE COOLEY (Columbia 20490) <i>You'll Rue the Day</i> Competent Cooley swing treatment of simple torcher, featuring a straight Tex Williams vocal in his pre-"Smoke, Smoke, Smoke" style. <i>Devil's Dream</i> An impressionistic Western-swing instrumental in a modified "Holiday for Strings" style. Effective and cleanly orked, folk jocks will like this one.	73	72	73	74					
AL DEXTER & HIS TROOPERS (Columbia 20482) <i>Just Take a Little Time</i> Dexter's falsetto-breaking warbling and lively orking make for an appealing job on the Western rhythm ballad. <i>High Price of Love</i> Repetitious and lacking in drive.	70	70	68	73					
ANNIE LAURIE-PAUL GAYTEN TRIO (De Luxe 3192) <i>Lonely Blues</i> An improbable mixture of straight blues and bop piping by Annie, rather raggedly backed. <i>(The Blenders)</i> <i>You Don't Love Me</i> Heavily slurred piping in exaggerated race style doesn't come off.	43	42	42	48					
SHORTY THOMPSON (Mercury 6135) <i>Smiles Are Made Out of the Sunshine</i> Shorty's mellow tones grace a pleasing ditty for the home folks. Smooth, stringy orking alternates with jazzy guitar, and good beat persists throughout. <i>Foolish Love</i> Simple, sentimental warbling becomes this old-fashioned lament. Bouncy orking highlights jam addin'.	76	76	78	74					
BAILES BROTHERS (Columbia 20493) <i>Building on the Sands</i> Moralistic tract type folk ditty delivered in anguished "brother" harmony. <i>Has the Devil Got a Mortgage On You</i> Same genre, but lacks conviction.	59	58	60	NS					
	51	50	52	NS					

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CORRECTION!

As the result of a typographical error, incorrect price of \$229.50 was quoted on ROCK-OLA 1422 MODEL in the ad of

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on Page 123 of the Oct. 16 issue.

Correct price is
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ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST
LABEL AND NO.
COMMENT
TUNES

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

FOLK

THE OKLAHOMA WRANGLERS
(Mercury 6133)
Darling Please Forgive and Forget
Full-flavored country waxing with persuasive warbling and live orking.
Monongahela Valley
It's a brighter tempo for another richly flavored outdoor aria. The warbling and choral assists have real character, and the live double-stop fiddlin' scores heavily for the orking.
BILL BOYD AND HIS COWBOY RAMBLERS
(Victor 20-3067)
Never Break Your Promise to a Woman
It's good advice lifelessly offered, but proceedings pick up with a bright bar-room planer and steel gittar.
The Skaters Waltz
Lively treatment of the standard makes for old-fashioned waltzability, but that's all.
DESI ARNAZ ORK
(Victor 20-3113)
Perhaps, Perhaps, Perhaps
A much recorded L-A item is done again and passably.
The Matador
Not up to standards set by other versions of this new novelty.

73	72	72	74
80	80	80	80
65	62	64	68
55	50	58	58
65	65	65	65
68	70	65	70

FOLK

CHARLIE MONROE AND HIS KENTUCKY PARDNERS
(Victor 20-3115)
I See a Bright Light Shining
There's real folk quality in the spirited chanting and bright orking.
The Grave At the Foot of the Mountain
Tear-jerker taken at moderately bright tempo. Chanting is real hill-country harmony with orking in same authentic groove.
CARL SAUCEMAN AND HIS HILLBILLY RAMBLERS
(Mercury 6130)
Please Don't Make Me Cry
Spirited rendition of strong mountain material. Warbling is packed with conviction.
Your Trouble Ways Keep Us Apart
Brightly chanted harmonies plus uninhibited orking evoke the spirited goin's-on of a Saturday night hoe-down.
DEWEY GROOM AND HIS TEXANS
(Mercury 6127)
I'm So Lonesome
Straight-forward and sincerely warbled Western.
Heartaches, Sadness and Tears
Easy-going Dewey and hearty orking do well by a pleasing formula ditty.

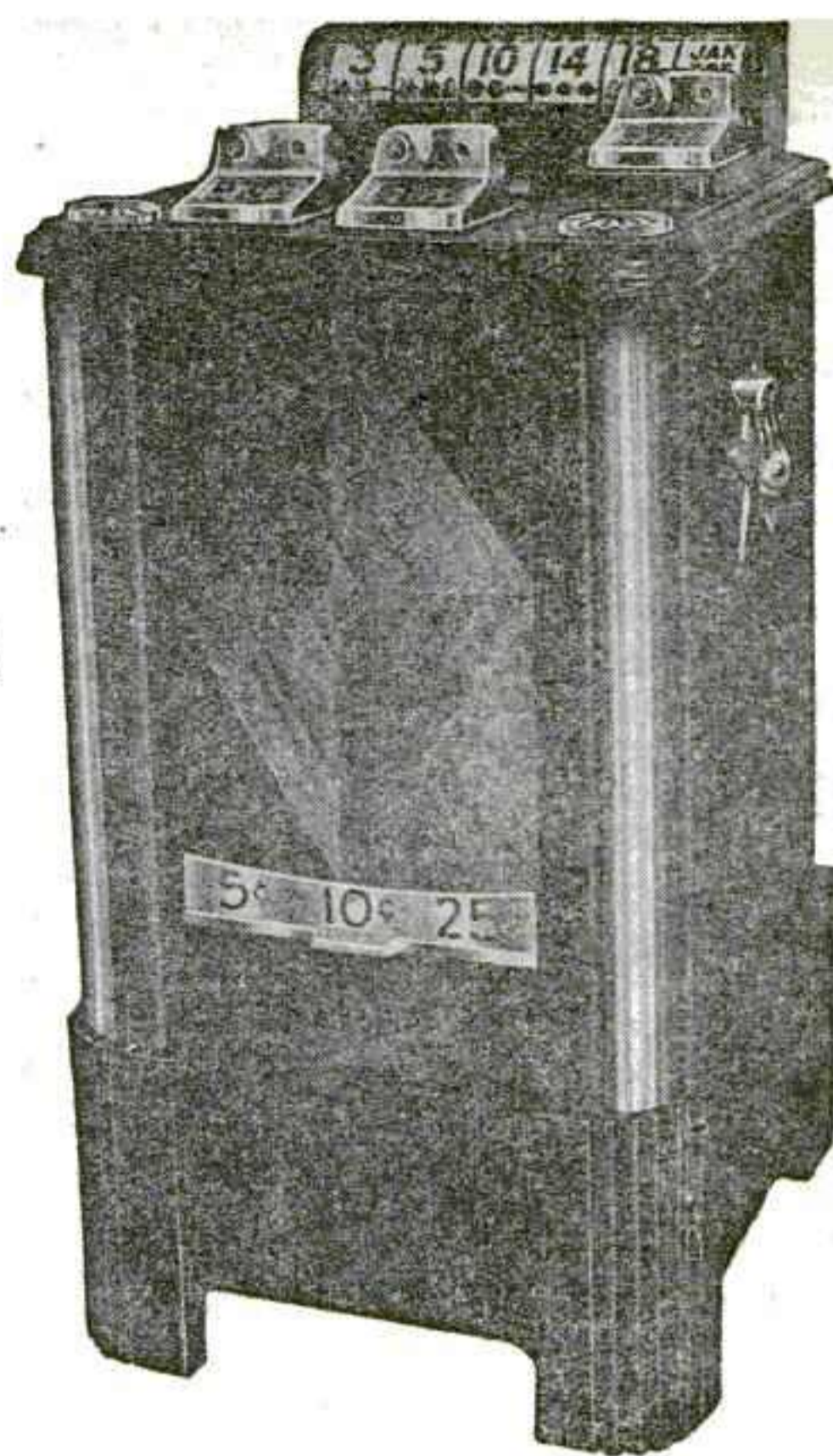
66	67	67	65
67	66	68	67
72	72	72	72
76	76	78	74
70	70	70	70
71	70	72	72

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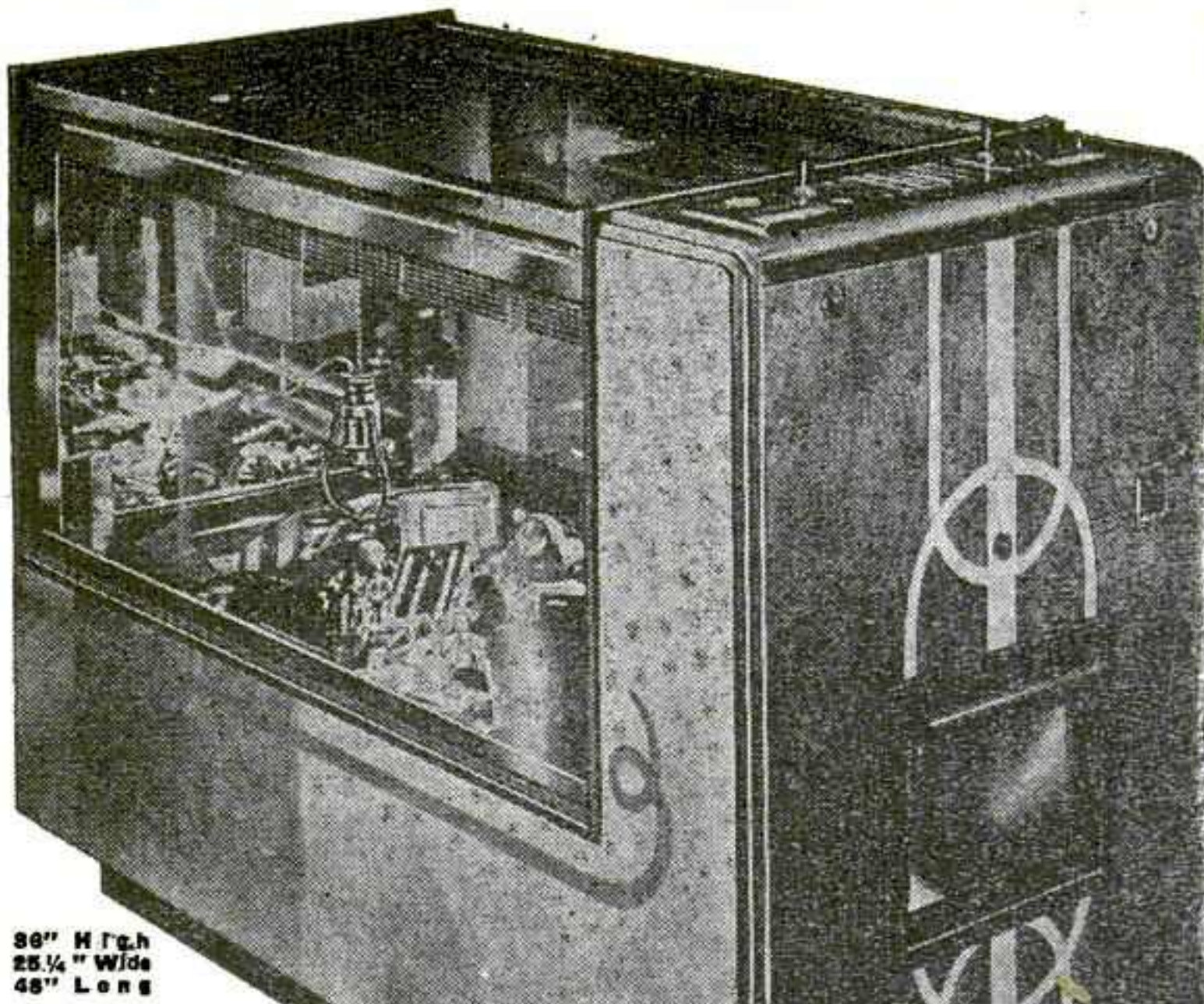
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(Continued from page 27)

Song	Publisher	SI—Sustaining Instrumental				OI—Commercial Instrumental				Tot.				
		SV—Sustaining Vocal	SI	SV	OI	SV	OI	SV	OI					
It's a Wonderful Life (Tint's Hit)	Famous	7	2	1	2	4	1	1	1	7	4	1	1	87
It Happens When I Walk With You (Parade)	Bette	3	5	0	3	0	4	2	3	4	4	0	3	76
It's a Wonderful Day (Date Judy)	Robbins	0	2	0	0	0	1	1	0	0	3	0	0	87
It's Magic (Romance on High Gear)	Witmark	1	5	0	3	1	0	5	0	3	0	0	0	108
Just for Now	Advanced	3	0	0	1	1	4	0	2	11	10	0	1	77
Little Girl	Leeds	0	5	1	2	1	4	2	2	1	4	0	2	61
Maybe You'll Be There	Triangle	0	7	0	0	3	3	5	5	0	15	0	5	104
My Darling, My Darling (Where's Charley?)	E. H. Morris	1	4	0	2	0	2	0	3	4	5	0	2	61
On a Slow Boat to China	Melrose	1	7	0	3	1	5	3	3	18	17	1	2	122
Rambling Rose	Laurel	4	7	0	0	1	0	0	0	4	5	0	3	113
Say It Isn't So	Berlin	3	0	0	1	7	0	0	5	1	1	0	1	95
The Money Song	Crawford	2	7	0	5	3	4	7	3	2	4	0	3	102
The Night Has a Thousand Eyes (Night Has a Thousand Eyes)	Paramount	7	10	0	5	4	0	1	4	5	10	0	3	119
The Things I Love	Campbell	3	4	0	3	2	4	1	3	5	3	1	2	70
This Is the Moment (Lady in Ermine)	Miller	1	8	0	7	1	5	2	3	4	0	0	5	100
Underneath the Arches	Robbins	2	5	0	5	3	0	2	5	3	0	0	4	108
When You Left Me	Forgie	0	12	0	4	0	1	0	4	1	7	0	2	33
With a Twist of the Wrist	Patmar	4	3	1	2	3	0	2	2	21	11	2	1	61
You Call Everybody Darlin'	Mayfair	0	7	1	11	1	0	0	12	1	3	1	3	108
You Were Only Foolin'	Shapiro-Bernstein	3	16	0	5	4	16	3	3	18	26	0	4	137

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 27)

Weeks to date	Position Last Week	Position This Week	Record	Label
8	14	14	IT'S MAGIC (F)	Gordon Mac Rae
24	4	15	MY HAPPINESS	J. & S. Steele
3	20	16	SERUTAN YOB	The Unnatural Seven-K. Tedder & Hawthorne
12	11	17	YOU CALL EVERYBODY DARLIN'	A. Vincent
8	13	18	UNDERNEATH THE ARCHES	P. Scala's Banjo and Accordion
10	16	19	IT'S MAGIC (F)	Sarah Vaughan
6	—	19	YOU CALL EVERYBODY DARLIN'	Jerry Wayne
5	17	21	UNDERNEATH THE ARCHES	Andy Russell-The Pied Pipers
7	16	22	CLAIR DE LUNE	Paul Weston
5	23	22	UNDERNEATH THE ARCHES	Andrews Sisters
2	21	24	BLUEBIRD OF HAPPINESS	J. Stafford-G. Mac Rae and The Starlighters
4	—	25	HAIR OF GOLD	Art Lund-Crew Chiefs and The Harmonica Gentlemen
2	—	25	YOU WERE ONLY FOOLIN'	Blue Barron
1	—	27	LIFE GETS TEE-JUS DON'T IT?	C. Robinson
14	—	27	MY HAPPINESS	Ella Fitzgerald
4	—	29	HINDUSTAN	Ted Weems
3	26	29	I'LL GET ALONG SOMEHOW	S. Donahue

BELL PRODUCTS

Offers MILLS RECONDITIONED BELLS All Originals

	Nickels	Dimes	Quarters
Blue Fronts	\$ 89.50	\$ 94.50	\$ 99.50
Brown Fronts	99.50	104.50	109.50
Silver Chromes	109.50	114.50	119.50
Bonus Bells	109.50	114.50	119.50
Black Cherrys	134.50	139.50	144.50
Golden Falls, HD	144.50	149.50	154.50

REBUILT JEWEL BELLS

\$149.50—5c \$154.50—10c \$159.50—25c

All machines thoroughly reconditioned by factory trained mechanics. Terms: 1/2 certified deposit, balance C. O. D. or sight draft.

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CHICAGO 47, ILL.

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2009 W. IOWA ST. PHONE EVERGLADE 4-3823 CHICAGO, ILLINOIS

finest
RECONDITIONED
EQUIPMENT
IN THE NATION

EVERY PHONOGRAPH COMPLETELY
OVERHAULED—READY
FOR TROUBLE-FREE OPERATION!

- 46 SEEBURG REMOTE \$429.50
- SEEBURG LO TONE, Like New,
With Remote 239.50
- SEEBURG HI TONE, With Remote 169.50
- SEEBURG ENVOY 89.50
- ROCK-OLA COMMANDO 69.50
- ROCK-OLA MASTER 79.50
- ROCK-OLA DE LUXE 79.50
- ROCK-OLA STANDARD 79.50
- ROCK-OLA 1946, With '48 Coin
Mechanism and Accumulator
(equipped with 6 for 25¢),
Like New 379.50
- WURLITZER 616, L.U. 49.50
- WURLITZER 600R 79.50
- WURLITZER 500K 79.50
- WURLITZER 700 199.50
- WURLITZER 1015, Like New .. 449.50
- WURLITZER 24 69.50
- MILLS THRONE 69.50
- MILLS EMPRESS (Chrome Front) 89.50
- AMI SINGING TOWER 79.50
- AMI SINGING TOWER
(40 Records) 89.50

ANY EQUIPMENT NOT
FOUND SATISFACTORY
MAY BE RETURNED
FOR FULL CREDIT
WITHIN 10 DAYS.

Scott-Crosse Co.
1423 Spring Garden Street
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BELLS!**

We have all Mills latest Bells
in stock.

**KEYSTONE PANORAM
COMPANY, INC.**

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KEENEY BONUS

2-Way, 5-25c. clean and crated, only

\$440.00

One-third deposit.

RAY RESSEL

BOX 780 CRESTLINE, CAL.
Phone: 6354

Popcorn Machine Auction

To clear 54 brand new (never uncrated)
nationally known vendors (we cannot name
manufacturer), both 5¢ and 10¢ play (specify),
formerly sold at \$189.50 each. Your bid may
obtain enough for route. These vendors will
make a highly lucrative route with good handling.
Wire offer collect if interested.

P. O. Box 330, Cambridge, O.

FOR SALE—OFF LOCATION

- 5 ROCK-OLA, MODEL 1422 \$320.00
- 1 SEEBURG 48 R.C. 430.00
- 3 WURLITZER 850 195.00
- 2 WURLITZER 1015 430.00
- 2 WURLITZER 750 195.00
- 4 WURLITZER 950 175.00
- 8 TEN STRIKES, EVANS 25.00

1/3 DEPOSIT
Want About 30 Late Model Pin Games.
DONALD ZAK

2017 E. 14th St. Milwaukee 7, Wis.

**GIVE TO THE
RUNYON CANCER FUND**

**Phoenix Solons
Weigh Legality
Of Digger Mch.**

PHOENIX, Ariz., Oct. 16.—Phoenix
City Commission attempt to rush into
law proposed ordinance declaring il-
legal operation of coin-operated dig-
ger machines was halted to await
hearing of objections of an attorney
who said he represented four small
operators.

Attorney Wade Church will state
objections next Wednesday. He added
proposal was discriminatory in that
no proper investigation was made by
commission to determine whether
they are gambling devices. Church
quoted an Arizona court decision in
which operator of diggers was ac-
quitted of operating a gambling de-
vice.

**Aug. Biz Levels
In 11% Increase**

WASHINGTON, Oct. 16.—Nation-
wide business in August hit a level
11 per cent above the previous Aug-
ust, altho receipts for coin machine
locations were spotty, Commerce De-
partment reported this week.

Eating and drinking places found
business 2 per cent below August,
1947, altho a 1 per cent pick-up over
July was reported. August gas sta-
tion business was 20 per cent higher
than for the same month last year,
but was 1 per cent below July of this

**RECORD RELEASE
(Continued from page 111)
LATIN AMERICAN**

- Nones Te Olvidare
- A. O. Tirado (Sevilla) Victor 23-0938
- O Passo du Kanguru
- P. Green & His Cuban Caballeros (Mex-
ico) Pan-American Pan 087

CHILDREN

- Happy New Year
- J. Clay-The Serenaders (Old Kris) Dana
5000
- Old Kris Kringle
- J. Clay-Serenaders (Happy New) Dana
5000

**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

**Import Ban Closes
Vet Canadian's
20-Year-Old Office**

CHICAGO, Oct. 16.—Indicative of
the hardships imposed on the Cana-
dian coin machine trade by the war
and, beginning November 17, 1947,
a ban on non-essential imports, is a
letter from Eric Liebman, of Coin
Craft Canada, Toronto, to Bally
Manufacturing officials in which
Liebman tells of the closing of his
Hamilton, Ont., plant after 20 years
of operation.

Liebman points out that the slow
strangulation of the business was
also brought about by high customs
duties, excise and special luxury
taxes which cut operator income.
The well-known Canadian coinman
concluded his factual letter in this
fashion: "We have had a complete
embargo for almost a year now, and
the public refuses to play the old
games anymore, proving that you
must have a constant supply of new
and interesting games at all times.
I wonder if you Yanks realize how
lucky you are!"

year.
The nation's drug stores reported
receipts off 3 per cent from July and
virtually equal to those for August,
1947. Candy and nut stores found
August business about the same as for
both July, 1947, and August, 1948.



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. 1889—Tel.: COLUMBUS 1-2772
Cable Address "WATLINGITE," Chicago

**SAVE MONEY WITH THESE
QUALITY SPECIALS**

In Shaffer Rebuilt Phonographs

USED PHONOGRAPHS

- | | |
|---|-----------------------------------|
| Seeburg 9800 R.C. Lotone .. \$229.50 | Rock-Ola 1422 \$299.50 |
| Seeburg 8800 R.C. Lotone .. 229.50 | Rock-Ola Super '40 109.50 |
| Seeburg 8200 R.C. Hitone .. 229.50 | Rock-Ola '40 Master 109.50 |
| Seeburg Maestro, E.S. 154.50 | Rock-Ola '39 Standard 99.50 |
| Seeburg Vogue, M.S. 129.50 | Rock-Ola '39 DeLuxe 99.50 |
| Seeburg 8200 Victory 119.50 | Rock-Ola Commando 99.50 |
| Seeburg Gam 119.50 | Wurlitzer 1015 424.50 |
| Seeburg Casino 119.50 | Wurlitzer 1017 Hideaway .. 350.00 |
| Seeburg Hideaway 109.50 | Wurlitzer 850 149.50 |
| Seeburg Royal 89.50 | Wurlitzer 500 89.50 |
| Mills Throne of Music 69.50 | Wurlitzer 24 59.50 |
| Seeburg (WB-1Z) 5-10-25¢ Wireless Baromatics... \$29.50 | |

TERMS: 1/3 CERTIFIED DEPOSIT, BALANCE C. O. D.

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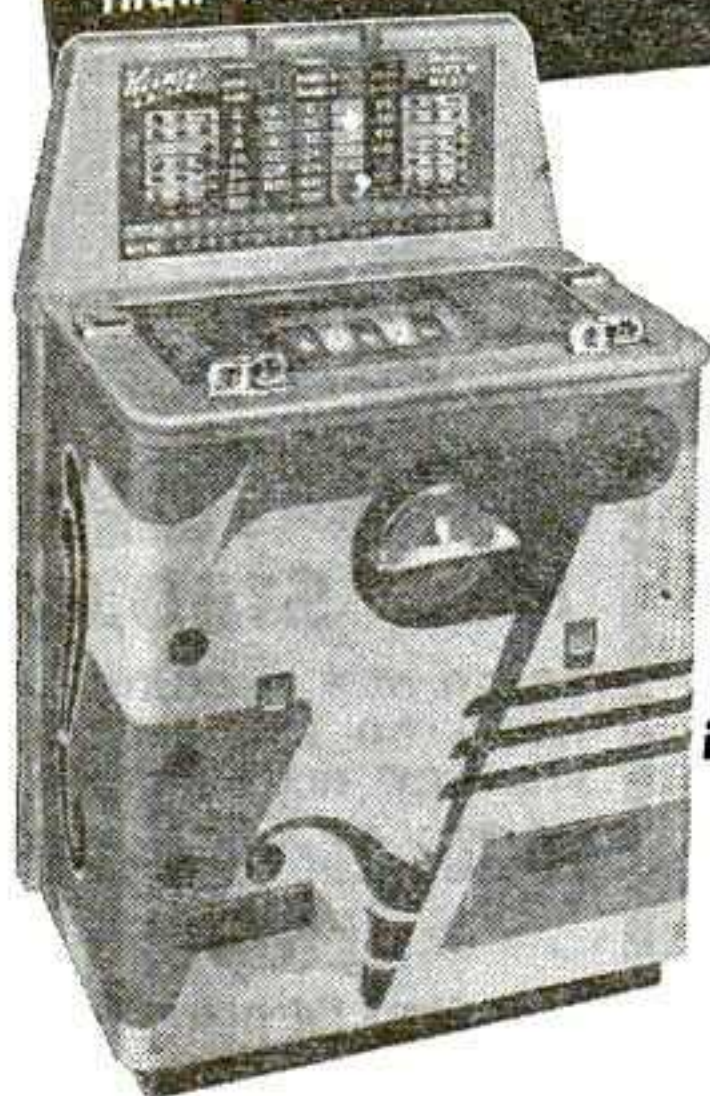
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FOR SHUFFLEBOARD**

Write For Price

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Phone: Dickens 2-3444

EARN MORE per individual unit
than a Complete Route of other equipment



with **KEENEY'S**
BONUS
Super Bell

Install one 2-Way Keeney Bonus Super Bell. Compare collections you make with a complete route of other equipment. Be assured — your Keeney 2-Way Bonus Super Bell will out-earn a group of competitive machines by a wide margin. A test will prove it!

in Heavy Production
Now by
Popular Demand!
See Your Nearest Keeney Distributor

There's a Keeney Console for Every Location

- ★ **2-WAY BONUS SUPER BELL**, famous 5 multiple, up to 5 coins each chute.
- ★ **GOLD NUGGET**, sensational Twin Multiple, 4-coin play console.
- ★ **WILD BELL**, new "wild" symbol, single coin, 2 chute console.

Any combination of 5c-10c-25c chutes available for each machine
Order from your Keeney Distributor NOW!

J. H. *Keeney* & CO., INC.
"THE HOUSE THAT JACK BUILT"
3000 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

Full Production For Evans' New Ten Strike Game

CHICAGO, Oct. 16.—H. C. Evans' 1949 Ten Strike is in full production, Dick Hood, Evans official, announced this week. Bowling game has an automatic pin-setting device, which eliminates wooden pulleys and steps up player action.

The 1949 version of the well-known bowling game includes a mannikin bowler which can be adjusted by the player for delivery of a ball from any part of the alley. During the action of one game, player gets five frames for a nickel. Insertion of a second coin will allow player to complete 10 frames which is the standard number of frames required to complete a regulation game of bowling. Players receive extra balls for spares and strikes just as in formal alley play. All operations of the game are automatic, once the player has inserted the required nickel.

Rex-Lee Develops New Timer Device For Tele-Juke Use

NEW YORK, Oct. 16.—A new timer assembly, designed to activate commercial television receivers thru the juke box coin mechanism, has been introduced here by Rex-Lee Enterprises. The timer, priced to operators at \$42.50, permits alternate operation of television and phonograph, with a switch controlled by the storekeeper determining which entertainment medium is provided.

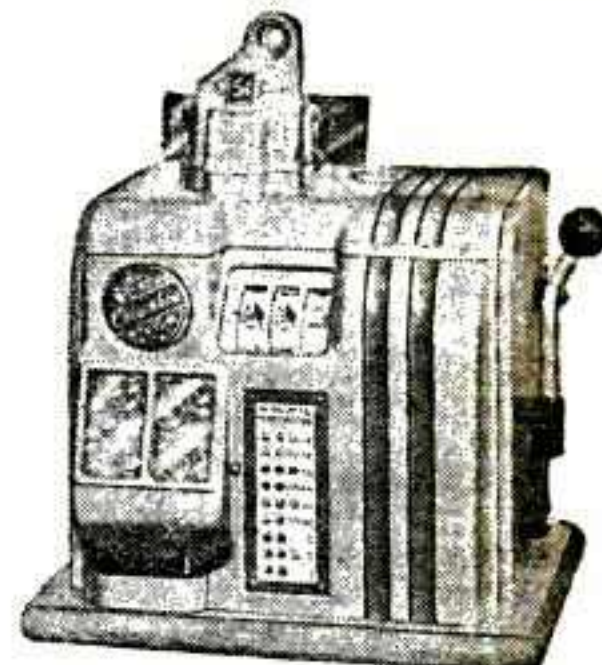
Specially engineered to meet the needs of music operators who wish to adapt television to coin operation but hesitate to have the location juke box lose its identity thru separate coin mechanisms, according to Tony (Rex) DiRenzo, the Rex-Lee timer may be easily installed in standard phonographs. DiRenzo stated that a complete conversion may be completed in less than a minute thru the use of three plugs.

Rather than provide one master assembly suitable for installation on any make phonograph, the timer assemblies will be marketed individually and designed for different makes. Only thru this means can the cost be kept low and can extensive wiring changes to the juke box mechanism be eliminated, DiRenzo said.

Offering three minutes of television or one record for a nickel, the device will accept as many coin credits as the accumulator on the phonograph. The timer is incorporated on a chassis measuring 4 by 5 inches.

A sample installation is on view at the Rex-Lee showroom on 10th Avenue.

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.



MILLS BELLS!

We have all Mills latest Bells in stock.

CENTRAL SERVICE SALES COMPANY

219 West Jackson, Kokomo, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

FOR SALE

AIR-O-MATIC Rifle Range, complete with Compressor, 6 Rifles, large stock of parts, in good working order. VOICE-O-GRAPH, in excellent condition. PHOTOMATIC Machine, in good working order. POPMATIC Phonograph—Electric—Machine, in good working order. Little used. The above can be bought either as a lot or individually. Make offer.

BRUNSWICK BOWLAND

222 N. E. 13th St. MIAMI, FLA.

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.

SHUFFLEBOARD

With The Original DIE STOCK
MASONITE PLAYING FIELD



Not Fiber-loid
Not Micoplast
BUT TRUE MASONITE PLAYING FIELD
with Written GUARANTEE for 1 YEAR
Against warping, cracking, splitting, splintering, damage from acid, alcohol or weather conditions.

\$495

F.O.B. Chicago

PLAYING FIELDS sold for replacement on other makes of Shuffleboards, all sizes **\$165**

IMMEDIATE DELIVERY

DISTRIBUTORS!
We can offer you a sensational profit-making deal. We guarantee our prices to you will enable you to beat all competition. WRITE — WIRE — PHONE for Complete Details. You can buy from us with confidence.

- Sensational LIGHT-UP BOARD**
Indirect Lights play on side of Cabinet, beautiful flash that attracts the players.
- **WEIGHTS** \$12.00
1 Set of eight weights.
 - **WAX** \$4.50
Carton of 12 cans, finest quality.
 - **SHUF-L-BOWL GAME** \$29.50
It's New—Sensational.

PERMA TOP COMPANY

WE MEET AND BEAT ALL COMPETITION
Permanent as the Pyramids
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free buyers guide for operators

RECONDITIONED PIN GAMES READY FOR LOCATION

Catalina	\$ 54.50	Robin Hood	\$127.50
Click	38.00	Rocket	22.50
Dew-Wa-Ditty	179.50	Shanghai	125.00
Fast Ball	25.00	Short Stop	179.50
Honey	28.50	Show Girl	20.00
Ginger	32.50	Spinball	142.50
Hi Ride	32.50	Step Up	17.50
Major League Baseball	120.00	Sky Ray	12.50
Miss America	17.50	Tropicana	62.50
Play Boy	28.50	Yanks	129.50

NOW DELIVERING:

Sally, Blue Skies, Screw Ball and Citation. Keeney Cigarette Vendor. Keeney Twin Bonus Super Bell. Bonus Bells, Jewel Bell, Q.T.'s.

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A nationally known, well established manufacturer has a high profit vendor which may be just what you are looking for.

**INTERESTED OPERATORS
WRITE TODAY TO
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THE BILLBOARD, CINCINNATI 22, O.**



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We have all Mills latest Bells in stock.

**MARVIN J. BLAND
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705 Putnam St., Terre Haute, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**COMPLETE
REVAMPING SERVICE**

Name changed on Backboard Glass ..\$5.00
Large Roll-Over Buttons, Ea.\$30
Small Roll-Over Buttons, Ea.15
Genco Post Groove Out20
Contacts for Genco Posts25
Spinner Motors7.50
Full Line of Plastics. Full Line of Rubbers.
Complete Line of Coils for Coin Machines
35% off List Price.
Toll for installing Roll-Overs \$7.50

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76 Main St. Tel.: 649-W Webster, Mass.

Used MUSIC Machines

MILLS THRONES\$ 55.00
WURLITZER 500 K 85.00
WURLITZER 616 40.00
SEEBURG HI-TONE 120.00

1/3 Dep., Bal. C. O. D.

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We will accept your present equipment in trade on our completely reconditioned SEEBURG RAY GUNS
Send your list NOW!

★ **SHOOT THE BEAR RAY GUN** ★

Completely reconditioned and repainted. \$124.50
Money-back guarantee. Terms: 1/3 deposit.



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FOR SALE

JUKE BOX & PIN BALL ROUTE

19 late model Juke Boxes and 39 Pin Games—mostly all post-war, on location. Parts, tools and records included. May have 2-year lease on shop and apartment. Price, \$16,500.00. In West Virginia. Will finance part.
BOX D-78, THE BILLBOARD, CINCINNATI 22, O.

FOR SALE

A-No. 1 Condition—Ready for Location
35 Bally's Gold Cups\$350.00 Each
14 Bally's Special Entries 200.00 Each
15 Bally's Victory Specials 50.00 Each
Terms: 1/2 Dep. With Order, Bal. C. O. D.

NASTASI COIN MACHINE CO.
1010 Poydras St. New Orleans 12, La.
Phone: Ma. 6386

MACHINE CLOSE-OUTS

17 GOLD CUPS\$395.00
12 JOCKEY SPECIALS 295.00
15 SPECIAL ENTRIES 225.00
ALL MACHINES RECONDITIONED
LIKE NEW.

1/3 Deposit with order.
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- Timer Score Dial
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Jade Green
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- Animated Life-up Scoreboard
- Large, Easy-to-Read 9x12 Screen
- 6 Answer Keys
- Side Door for Easy, Fast Service
- Coin Return in Front for Easy Accessibility
- Jumbo Size Locked Cashbox

TELEQUIZ

The game millions of quiz fans will Play . . . PLAY . . . PLAY! Holds player interest week after week, with hundreds of locations reporting large profits. Be the first to cover the top locations in your territory.

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WURLITZERS

MODEL 850	\$159.50
500 OR 600	89.50
616	49.50
P-12	49.50
800	139.50
750-E	229.50
600	79.50
24	69.50
1015	439.50
TWIN 12 HIDEAWAY	29.50
61 COUNTER MODEL	39.50

SEEBURGS

R. C. COMMANDER	\$139.50
R. C. COLONEL	149.50
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CADET	139.50
REGAL	129.50

ROCK-OLAS

1940 MASTER	\$ 87.50
1940 SUPER	99.50
1939 DELUXE	79.50
1939 STANDARD	79.50
COMMANDO 1418	109.50

THRONE OF MUSIC	\$ 49.50
EMPRESS	69.50
1200-A AIREON	129.50
PACKARD MODEL 7	225.00

Terms: 1/3 Deposit,
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Write for Latest List. All Types of Equipment Available.

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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

NEW GAMES

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CARNIVAL	
CITATION (1 Ball F.P.)	
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GUSHER	\$ 19.95
MILLS 5¢ VEST POCKET	65.00

CONSOLE BARGAINS

5¢ PACE REELS JR.	\$ 49.50
BANG TAILS (Floor Sample)	425.00
25¢ MILLS CLUB CONSOLE	145.00
VICTORY DERBY	125.00
5¢ SUPER BELL (Combination)	69.50
SPORT KING	59.50
TURF KING, P. O.	79.50

MILLS SLOTS—Rebuilt and Refinished — (All With Club Handles)

5c BLUE FRONTS	\$ 85.00
10c BLUE FRONTS	90.00
25c BLUE FRONTS	95.00
5c BROWN FRONTS	95.00
10c BROWN FRONTS	100.00
25c BROWN FRONTS	105.00
5c EXTRA BELLS (in Brand New Cabinets)	135.00
10c EXTRA BELLS (in Brand New Cabinets)	140.00
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THESE SLOTS GUARANTEED TO BE 100% PERFECT!

WANTED--QUARTER ROLATOPS & PACE BANTAMS

PHONOGRAPHS

Rock-Ola 1422	\$349.50
Wurlitzer 1015	450.00
Seeburg 1-48	450.00
Classic	175.00
Lotone	249.50
9800, R.C.	225.00
Colonel	199.50
Concert Grand	150.00
K-20	89.50
Casino	149.50
Wurlitzer 24	149.50
Rock-Ola Windsor	89.50



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!

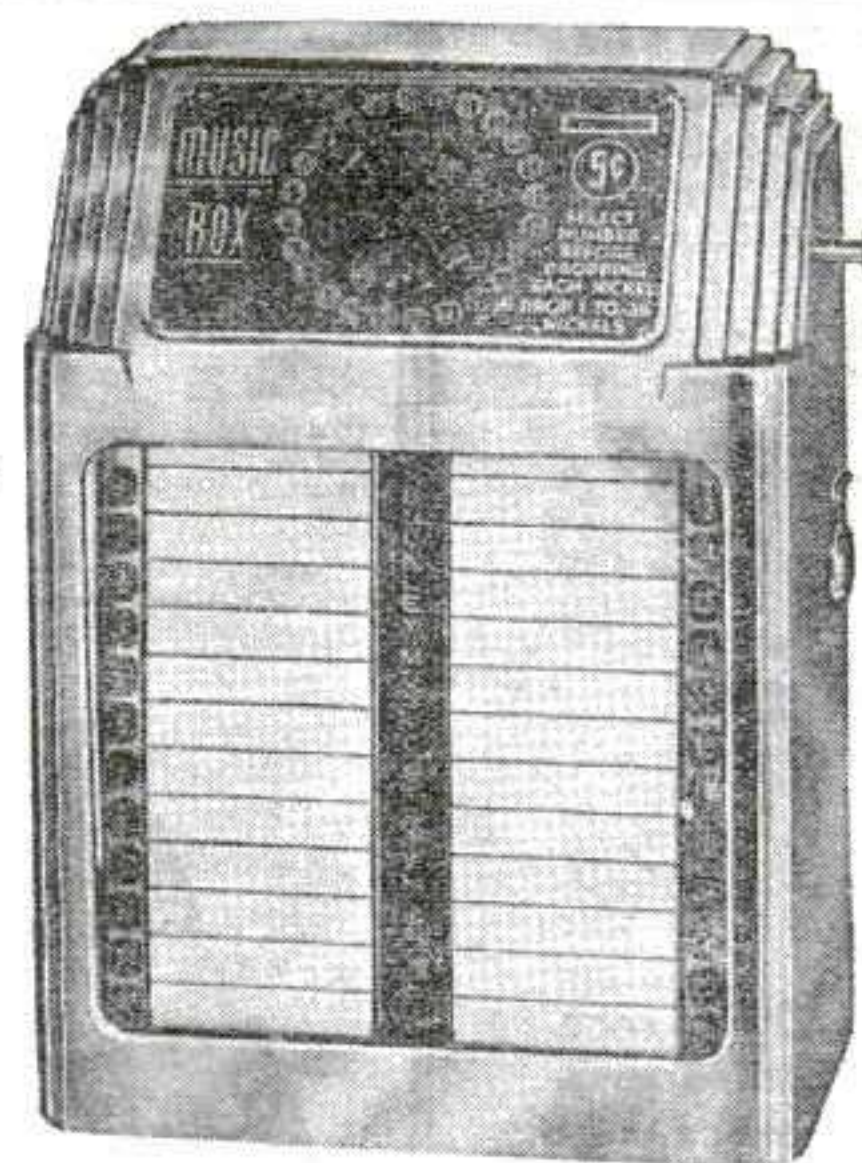
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Priced Within Reach of EVERY Operator

DELUXE & UNIVERSAL SAFES AND STANDS

FIT ALL MACHINES



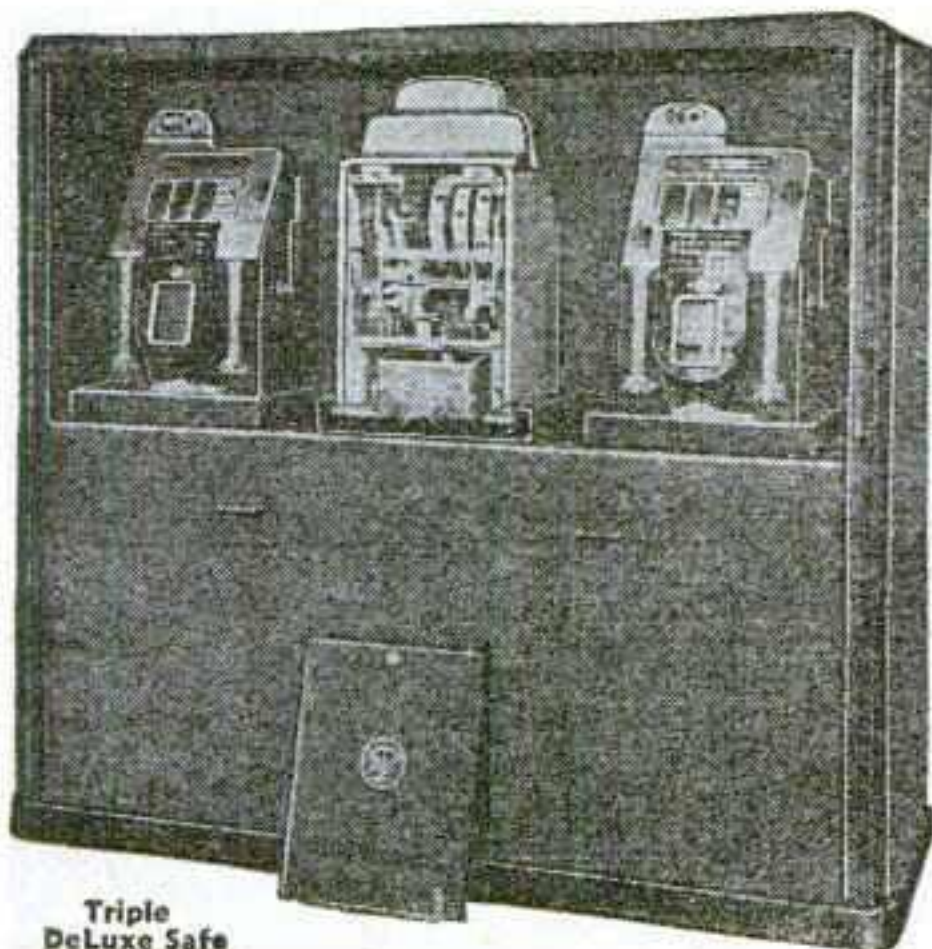
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Nothing can compare with these super-safe protection units at the price. They are heavier, better constructed . . . are equipped with better locking devices . . . simplify servicing all machines . . . are streamlined and finished in attractive colors that harmonize with the finest interiors.

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- UNITED BLUE SKY
- UNITED SUMMERTIME
- OHI COIN THRILL
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- BALLY CITATION
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ROCKET	59.50	BAFFLE CARD	49.50
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FAST BALL	39.50		
CANTEEN	29.50		
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- 5¢-25¢ Gold Nuggets 800.00
- 5¢ Bally Wild Lemons 542.50
- 5¢ Bally Double Ups 542.50

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- 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

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- Sky Fighter 119.50
- Air Raider 79.50
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- Panorams 259.50
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- Lite Leagues 149.50
- Voice Recorder 69.50
- 8-Ft. Skee Roll 79.50
- Scientific Baseball 69.50
- Jack Rabbit, New 300.00
- Buckley Diggers 99.50
- 2 Exhibit Rotary Diggers 195.00
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- Pokerino, Scientific 199.50
- Goalie, New 225.00
- Wurl. Skee Rolls 14-Ft. 165.00
- 10 1/2-Ft. Premier Skee Rolls WRITE

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	5¢	10¢	25¢	50¢
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Mills Jewel Bells	248.00	253.00	258.00	350.00
Mills Golden Falls	248.50	253.50	258.50	350.00
Mills Vest Pocket	74.50	—	—	—
Jennings Std. Chief	289.50	279.50	289.50	399.00
Jennings Club Chief	324.00	334.00	344.00	454.00
Groetchen Columbia	—	—	—	145.00
Watling Rotatop	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome	245.00	255.00	265.00	375.00
\$1.00 Pace DeLuxe	—	—	—	550.00

USED AND FACTORY REBUILT SLOTS

5¢ Blue Fronts	\$ 79.50	REBUILTS LIKE BRAND NEW	
10¢ Blue Fronts	89.50	5¢ COPPER GOLD AND BLUE, Hammerloid Finish	\$119.50
25¢ Blue Fronts	99.50	10¢ COPPER GOLD AND BLUE, Hammerloid Finish	129.50
5¢ Brown Fronts	99.50	25¢ COPPER GOLD AND BLUE, Hammerloid Finish	139.50
10¢ Brown Fronts	109.50	(Drill Proof and Knee Action)	
50¢ Chiefs	249.50		
50¢ Blue Fronts	249.50		
\$1.00 Chief	475.00		

COUNTER GAMES

- 1¢ Sparks Check, P.O. \$12.50
- 1¢ Daval Marvels 19.50
- 5¢ Gushers, New 29.50
- 5¢ Davals, Free Play 39.50
- 1¢ Marvel Pop Up, New 25.00
- 1¢ Target Skills 22.50
- 1¢ Gottlieb Grip Scales 32.50
- 1¢ Daval Buddy
- Cigarette 27.50
- 5¢ Jennings Grandstands 12.50

SAFES AND STANDS

- REVOLVAROUNDS**
- Single \$ 79.50
- Single DeLuxe 119.50
- Double 116.50
- Double DeLuxe 162.50
- Triple DeLuxe 262.50
- Heavy Double 265.00
- Box Stands 25.00

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NEW 1949 IMPROVED MODEL CHAIN DRIVE CHUTE FOR ALL MODELS OF MILLS MACHINES

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550 N. CLINTON ROCHESTER 5, N. Y.

WE HAVE A LARGE SUPPLY OF GOLD CUPS, JOCKEY SPECIALS, SPECIAL ENTRIES

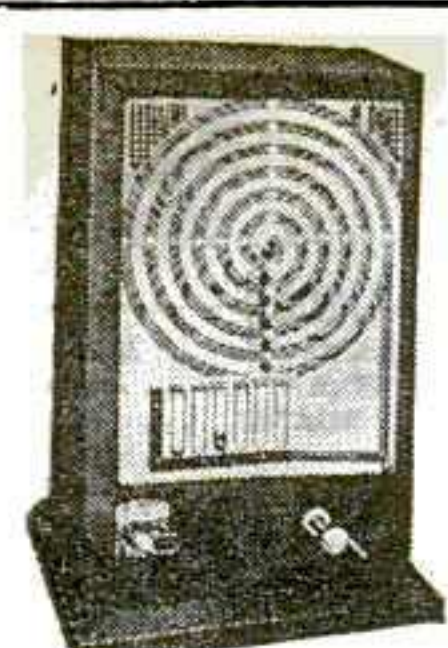
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 BRAND NEW—WHILE THEY LAST.
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 SPECIAL PRICE, \$19.00.
 Lots of 10 or More, \$17.50.

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Chi Coin Baseball	49.50
Big Hit	29.50
Crossfire	49.50
Cyclone	55.00
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Dynamite	49.50
Fiesta	49.50
Gold Ball	59.50
Havana	49.50
Hi Ride	59.50
Honey	59.50
Vanities	64.50
Kilroy	49.50
Lighting (Flip.)	49.50
Mystery	49.50
Ranger	49.50
Rio	39.50
Rocket	39.50
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25 Silver King 1c Ball Gum Vendors	8.50
25 5c Silver King 5c Nut Vendors	8.50
5 1946 Du Grenier Challengers, 7 Col.	135.00
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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 9 Col. Cigarette Machines	80.00
15 Brand New MURROE MATLACK STAMP VENDORS	17.50

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Prospect 6316 · 6317

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 5 Slightly Used 625.00

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 Buckley Wall Boxes .. 29.00
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 Packard Brackets ... 3.50

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 2 Mills Black Cherries, 5c 135.00
 2 Mills Black Cherries, 10c 145.00
 2 Mills Black Cherries, 25c 155.00
 4 Mills 25c Club Bells 175.00
 1 Mills 25c Golf Ball Vendor 225.00
 3 Watling 25c Rotatops 95.00
 1 Jennings 50c 4 Star Chief 140.00
 4 Jennings 5c 4 Star Chief 65.00
 3 Mills 25c Bonus Bells 150.00
 5 5c Cherry Bells ... 85.00

ARCADE EQUIPMENT

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 1 Mountain Climber 85.00
 1 Torpedo Gun 85.00
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 10 Photomats, Inside Lites 325.00
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 2 Claw Type Rotaries 225.00
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 2 Rapid Fires 110.00
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 2 Batting Practices 75.00
 3 Chicken Sams 95.00
 3 Keeney Air Raiders 95.00
 3 New Bowl-A-Scorer Keeney Submarines 95.00
 2 Western Baseballs 95.00
 2 Goales 150.00
 8 Boomerangs 95.00
 Jack Rabbit 150.00
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 1 Chicago Coin Basketball 285.00
 1 Exhibit Vitalizer 95.00
 2 Bat-A-Ball Srs. 39.50
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 Drive Mobile 175.00

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

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 10 3-Way Keeney Super Bonus Bells \$75.00
 5 Bally Triple Bells. 540.00
 3 Mills '47 Three Bells 250.00
 5 Bakora Pacers, D.D. 175.00
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 TIN PAN ALLEY .. 85.00

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 Lots of 24 or more 12.00
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 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

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 Bingo 12.00
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 Penny Pistol Shot 12.50
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 2 Rex Line-Ups 10.00
 2 Daval 21's 10.00
 4 Daval 5c Free Plays 20.00

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 Seeburg Mod. 9800 Hi Tone 190.00
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 AMI Hi Boy, 40 Rec. 75.00

ARCADE

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 Reserves Bell Write
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 Bangtails Write
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 Bob Tall, P.O. 30.00
 Silver Moon, P.O. 30.00
 Saratoga Rails 25.00
 Four Bells, Hi Head 75.00
 Four Bells, Lo Head 60.00
 Three Bells 150.00

PINS

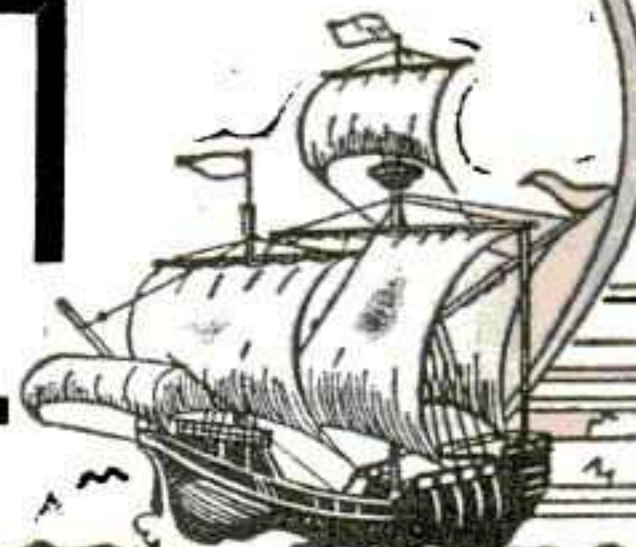
Double Barrel \$ 25.00
 Midget Racer 20.00
 Big League 20.00
 Stage Door Canteen 20.00
 Rocket 35.00
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Light Weight Tone Arm
 With Pre-amp Unit
 Fits All Wurl. and Seeburg
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Wurlitzer 616, ref. new coin chutes	65.00	1947 Evans 5c Bangtails, JP 325.00
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1015 \$480.00	148 \$375.00	COMMANDO \$ 80.00
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700 175.00	CADET 85.00	'39 DE 'JXE 60.00
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Above Machines All Parts Complete But Not Reconditioned. or Reconditioning. Guaranteed, Add \$35.00.

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ACME SHOCKER ... 24.50
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1¢ AMER. EAGLE ... 37.50
GROET. CAMERA OH ... 19.95
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EV. CASINO BELL ... 837.50
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MILLS MELON BELL ... **I**
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STANDARD OR SDX
CHIEFS
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N.W. MODEL 39 ... 14.40
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ATLAS DE LUXE ... 11.55
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Master Changer ... 27.95
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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 SKILL GAMES

BAT-A-BALL SR. ... \$ 49.50
EV. BAT-A-SCORE ... 355.00
SCIENTIFIC PITCH ... 450.00
EM & BAT 'EM

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

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	69.50	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 BALL	39.50	44.50	54.50
SEA BREEZE	39.50	44.50	54.50
SUSPENSE	39.50	44.50	54.50
MIDGET RACER	39.50	44.50	54.50
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.

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

ONE BALLS

SPECIAL ENTRY, F.P. ... \$289.50
VICTORY SPECIAL, F.P. ... 169.50
VICTORY DERBY, P.O. ... 159.50
LONGACRE, 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

ARCADE

P. D. Q. CAMERA & BOOTH ... \$419.50
CHI. COIN BASKETBALL CHAMP ... 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
SUPER TORPEDO ... 109.50
MAJOR LEAGUE BASEBALL ... 109.50
KIRK ASTROL SCALE ... 99.50
SCI. POKERINO ... 99.50
EXH. MERCHANTMAN DIGGER ... 79.50
BATTING PRACTICE ... 79.50
WEST. DE LUXE BASEBALL ... 89.50
HOCKEY, CHICOIN ... 89.50
LIBERATOR OR PERISCOPE ... 79.50
ROCKET BUSTER ... 79.50
TEN STRIKE ... 69.50
BALLY HEAVY HITTER ... 79.50
BUCKLEY TREAS. IS. DIGGER ... 119.50
GENCO LINE-A-BASKET, F.P., F.S. ... 69.50
MUTO. 3 COL. CARD VEN., 2 for 5¢ ... 29.50

CONSOLES

5-25 TWO-WAY BONUS SUPER ... \$495.00
BALLY TRIPLE BELL, 5-10-25¢ ... 495.00
5¢ KEEN. BONUS SUPER BELL ... 205.00
MILLS 3-BELLS ... 159.50
2-WAY SUPER BELL, 5-5¢ ... 125.00
HI HAND, JOMB. ... 99.50
MILLS 4-BELLS, 5-5-5 ... 99.50
BALLY CLUB BELL ... 89.50
MILLS JUMBO COMB. ... 89.50
KEENEY 5¢ SUPER BELL COMB. ... 79.50
WATLING BIG GAME, P.O. or F.P. ... 69.50
5¢ PACE SARATOGA SR., P.O. ... 69.50
BALLY BIG TOP, P.O. or F.P. ... 69.50
MILLS JUMBO, LATE HEAD ... 69.50
PACE REELS—CHR. RAIL ... 69.50
JENN. FAST TIME, P.O. ... 59.50

SPECIAL OF THE WEEK!
HAVANA with Flipper Kit Installed **\$69.50**

LATE FLIPPER TYPE 5 BALLS
Olanderella ... \$159.50
Robin Hood ... 149.50
Humpty Dum, ... 139.50
Wms. Speedway Write ...
Yanks ... \$139.50
Catalina ... 129.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

STOP! LOOK! READ!

GENCO TOTAL ROLLS, Ea. ... \$ 55.00
PREMIER TEN GRAND BARREL
ROLL, Ea. ... 99.50
ROLL-A-BALL ALLEY ... 50.00
3 SEEBURG REGALS ... 79.50
1 WURL 750E ... 239.50
2 WURL 800's ... 150.00
2 WURL 850's ... 175.00
4 Seeburg W1-L56 Boxes (Wireless 5¢). Ea. ... 25.00
Keeney Submarine Gun ... 30.00
Shoot Bartender Gun ... 50.00
Bally Alley ... 25.00
Bat-a-Ball ... 25.00
Williams All Stars, Late ... 199.50
Undersea Raider Gun ... 35.00

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(PATENT PENDING)

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You've got it coming!
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SEE IT! GET IT!
from your
'EXHIBIT' DISTRIBUTOR
NOW! NOW! NOW!



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NEW ACTION
'EXPLODING'
KICKERS

10,000
50,000

KICKS
and
SCORES
—LEFT and
—RIGHT—
—DOWN 1000
UP 5000

EXHIBIT SUPPLY CO.
(ESTABLISHED 1901)
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USE GENUINE EXHIBIT PARTS

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"Often a few dollars less - Seldom a penny more"

LOS ANGELES rep. Bill Hoppel
MILWAUKEE rep. Carl Hoppel

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-10-25	\$895.00	KEENEY BONUS 1-WAY, 5¢	\$265.00
BALLY TRIPLE BELLS, 5-10-25	525.00	KEENEY BONUS 2-WAY, 5-25	525.00
BALLY TRIPLE BELLS, 5-5-25	525.00	KEENEY BONUS 2-WAY, 5-5	525.00
MILLS 1941 THREE BELLS	189.50	KEENEY GOLD NUGGET	545.00
JENNINGS CHALLENGER, 5-25¢	350.00	BALLY DRAW BELLS (R. B.)	245.00
KEENEY TWINS, 5-25, F.P., P.O.	99.50	BALLY DRAW BELLS (M. B.)	225.00
KEENEY SINGLE SUPER, F.P., P.O.	59.50	MILLS JUMBO, LATE F.P., P.O.	49.50
MILLS JUMBO, LATE F.P.	39.50	MILLS JUMBO, LATE P.O.	39.50
1947 EVANS BANGTAIL, P.O.	250.00	1946 BUCKLEY TRACK ODDS	445.00
NEW BALLY GOLD CUP, F.P.	WRITE	NEW KEENEY FAVORITE, F.P., P.O.	WRITE
1948 GALLOPING DOMINOES	WRITE	1948 BANGTAILS	WRITE

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$469.50	SEEBURG MODEL 1-47 M	\$495.00
WURLITZER MODEL 1080	495.00	SEEBURG MODEL 1-46 M	395.00
A.M.I. 1946 MODEL A	550.00	ROCK-OLA MODEL 1428 (1947)	395.00
PACKARD 1946 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1946)	365.00
1946 SEEBURG MODEL 246	295.00	1946 ROCK-OLA PLAYMASTER	325.00
PACKARD MODEL 400	195.00	1940 ROCK-OLA PLAYMASTER	149.50

RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG. 5¢	\$139.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY, ORIG. 10¢	149.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY, ORIG. 25¢	159.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY, ORIG. 50¢	275.00	SINGLE WEIGHTED STAND	\$ 24.50
MILLS VEST POCKET BELLS	39.50	DOUBLE REVOLV-A-ROUND SAFE	149.50

BRAND NEW — IN ORIGINAL CRATES

DISTRIBUTORS, WRITE FOR PRICES

BALLY BOWLERS	WRITE	BALLY HI ROLLS	WRITE
BALLY HEAVY HITTER	WRITE	BALLY BIG INNING	WRITE
BALLY DOUBLE UP	WRITE	BALLY TRIPLE BELL	WRITE
BALLY RESERVE BELL	WRITE	STRIKES & SPARES	WRITE

ALSO LARGE STOCK OF USED GEMCO BING-A-ROLLS, BALLY HI ROLLS AND ADVANCE ROLLS

GUARANTEED RECONDITIONED CIGARETTE MACHINES

NATIONAL 9-30, 270 PACK	\$69.50	ROWE PRESIDENT, 10 COL.	\$79.50
NATIONAL 9-50, 350 PACK	79.50	ROWE ROYAL, 10 COL.	59.50
UNEEDA MODEL 500, 9 COL.	69.50	DU GRENIER CHAMPION, 9 COL.	69.50
UNEEDA MODEL 500, 15 COL.	69.00	DU GRENIER CHAMPION, 7 COL.	59.50

TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Badger Sales Co., Inc.

2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
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Badger Novelty Co.

2546 NORTH 30TH STREET
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ALL PHONE KIL. 3030

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

"UNITED STATES"

Mills Cherry Bells, 5¢	\$80.00	Galloping Dominoes, '42	\$200.00
Mills Chrome Bells, 5¢	60.00	Lucky Stars	100.00
Mills Chrome Bells, 10¢	60.00	5 Cigarollas, 5¢	75.00
Jennings Chiefs, 10¢	60.00	4 Bells, new Cab., 5-5-5-5¢	100.00
Mills Smoker Bells, 5¢	35.00	Draw Bell, 5¢	185.00
Columbia, new	90.00	Jumbo Parade, Cash	60.00
New A. B. T. Challengers	36.00	Jumbo Parade, Free Play	60.00
Used Challengers	22.00	DeLuxe Draw Bell, 5¢	225.00
New Model F's	33.00	Paces Races, 5¢, NEW	Write
Used Model F's	22.00	ASSORTED PIN GAMES AT LOW PRICES.	

WILL TRADE FOR SEEBURG RAY GUNS OR NEW MILLS SLOT PARTS

SEND 25% DEPOSIT

A. L. KROPP, JR.

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\$375.00 U. S. SHUFFLE BOARDS \$375.00

SIZES 20' ONLY Will ship you Shuffleboard for \$375.00 f.o.b. Canton. The new improved Shuffleboard.

1/3 deposit with orders, bal. c.o.d. Call 40690-47394 or write. Open territories for distributors and operators.

207 Second St. N.E.

Canton 2, Ohio

GIVE TO THE DAMON RUNYON CANCER FUND

YOU'RE ON THE INSIDE TRACK

with *Williams*

SPEEDWAY

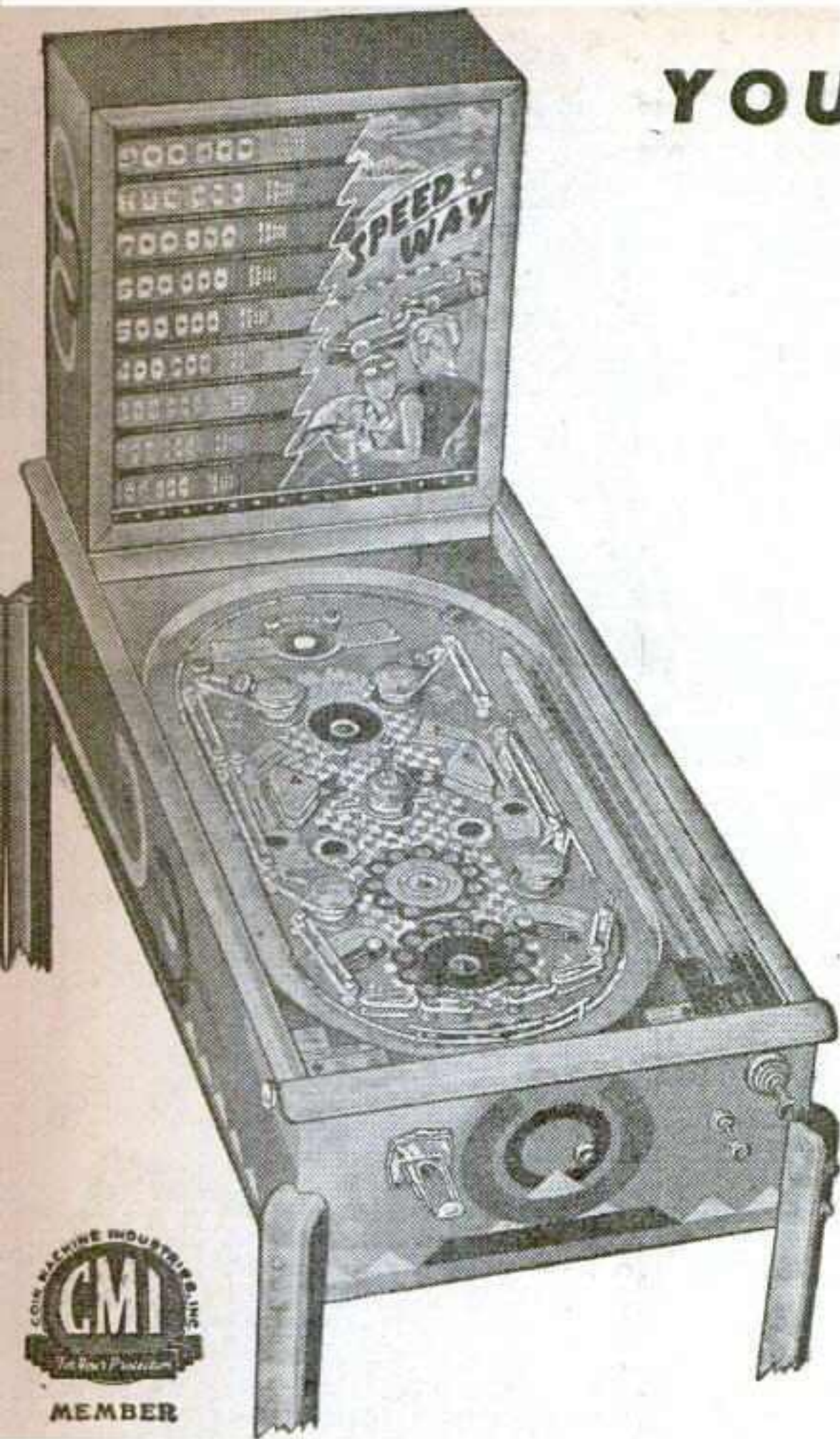
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COMPANY

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First Choice—LONDON—First Quality!

PIN GAMES — CLEANED — CHECKED — READY!

SPECIAL! \$24.50 EACH — ANY 5 FOR \$100.00

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| SHOW GIRL | SURF QUEEN | DOUBLEBARREL | ROCKET | |
| BALLYHOO | SEA BREEZE | SPELLBOUND | SUPERLINER | STEP UP |
| KILROY | RIO | AMBER | SMARTY | FAST BALL |
| BIG HIT | SUSPENSE | SUPER SCORE | MIDGET RACER | |

**ALL PHONOGRAPHS COMPLETELY RECONDITIONED
USED PHONOS**

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| SEEBURG | | SEEBURG |
| REGALS } \$99.50 EA. | | COLONELS } \$239.50 EA. |
| CROWNS } \$210.00 EA. | | ENVOYS } \$235.00 |
| CASINOS } \$210.00 EA. | | 8200 ESRC \$179.50 |
| 9800 ESRC } \$210.00 EA. | | COMMANDER \$179.50 |
| 8800 ESRC } \$210.00 EA. | | |
| ROCK-OLA | WURL. | ROCK-OLA |
| SUPER } \$99.50 EA. | 500 K } \$99.50 EA. | STANDARD } \$89.50 EA. |
| MASTERS } \$99.50 EA. | 600 K } \$99.50 EA. | DELUXE } \$89.50 EA. |
| ARCADE | ALL STARS | ROLL DOWNS |
| GOALEES \$99.50 | \$199.50 | TALLY ROLL } \$49.50 EA. |
| ALL-STAR } \$49.50 EA. | BLACK CHERRY CABINETS | DOUBLE UP } \$49.50 EA. |
| HOCKEY } \$49.50 EA. | \$24.50 | PINCH } \$49.50 EA. |
| SCIENT. } \$49.50 EA. | Complete | HITTER } \$49.50 EA. |
| BATTING } \$49.50 EA. | | SUPER } \$49.50 EA. |
| PRACTICE } \$49.50 EA. | | TRIANGLE } \$49.50 EA. |
| DRIVEMOBILE \$99.50 | | ADVANCE ROLLS } \$49.50 EA. |
| TUMBLER 79.50 | | BING-A-ROLLS } \$49.50 EA. |
| BOOMERANG 64.50 | | WRITE |

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Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.

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RECONDITIONED GAMES
READY FOR LOCATION
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YOUR CHOICE **\$17.50 Ea.** 3 FOR \$47.50

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| BIG HIT | STAGE DOOR CANTEEN |
| BIG LEAGUE | STEP UP |
| DYNAMITE | SUPERLINER |
| MISS AMERICA | SUPER SCORE |
| SPELLBOUND | SURF QUEEN |

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| BAFFLE CARD ... \$19.50 | KILROY \$27.50 |
| HAVANA 27.50 | RIO 24.50 |
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MAJOR LEAGUE BASEBALL ... \$119.50

1/3 With Order — Balance C. O. D.

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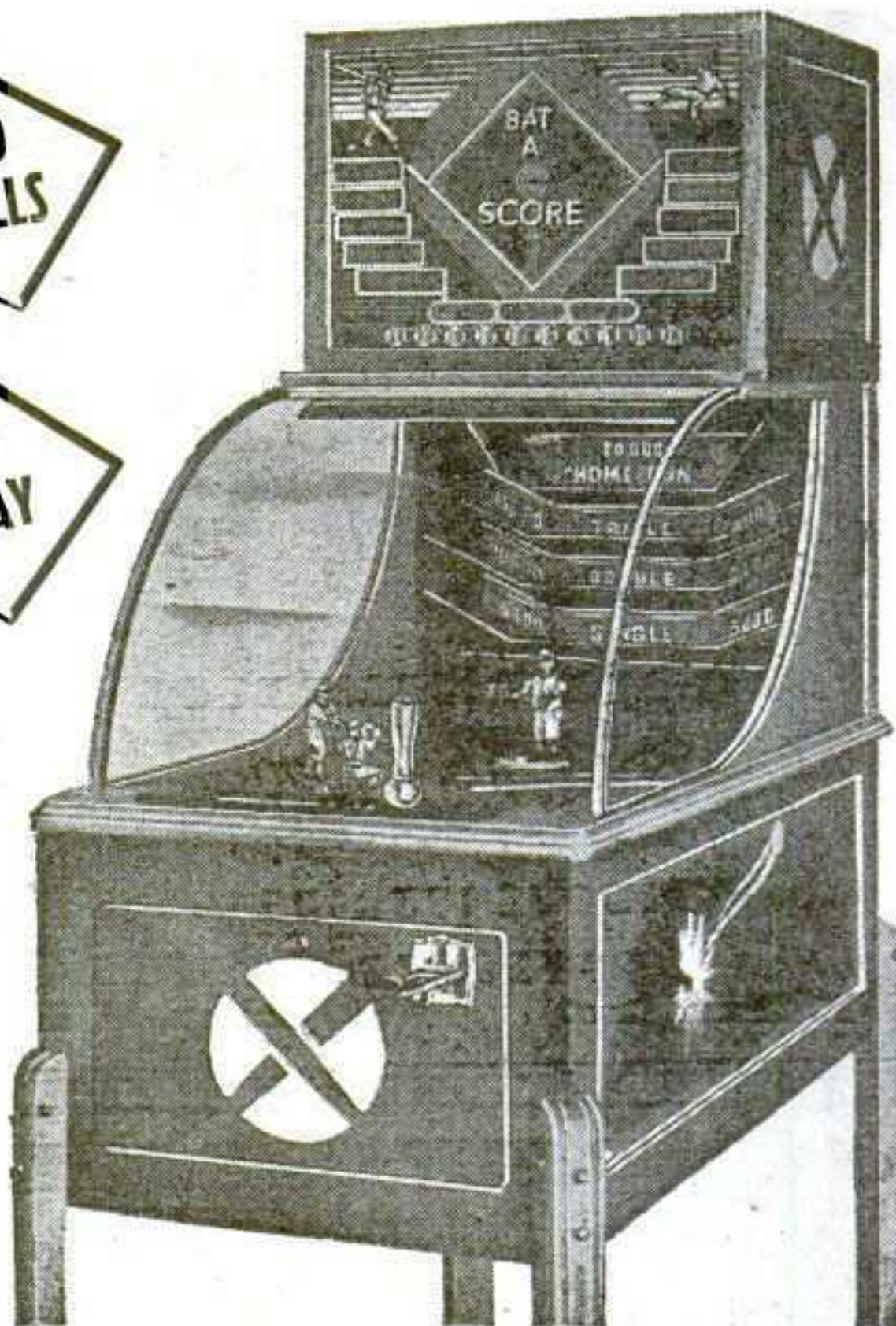


"YOU CAN ALWAYS DEPEND ON ACTIVE -- ALL WAYS"

EVANS' BAT-A-SCORE

10 BALLS

5¢ PLAY



**NOT A ROLL DOWN . . .
NOT A PIN GAME—BUT
AN ANIMATED MANIKIN**

**ALL SKILL
BASEBALL AMUSEMENT GAME
PERMITTED ANYWHERE!**

Watch the pitcher pick up the ball, go through his wind-up, and deliver the ball THROUGH THE AIR to the batter. Watch the batter take his stance, meet the pitch, for a foul, single, double, triple or home run, depending on the skill of the operator. Watch the catcher catch the ball, if missed by the batter.

**IT'S HIGH SCORING BASEBALL UNDER LIGHTS!
HIGHLY COLORFUL SCOREBOARD!
BEAUTIFULLY DECORATED DIAMOND and GRANDSTAND!
ALSO AVAILABLE IN FREE PLAY**

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- Winter Book
- Casino Bells
- Bang Tails
- Galloping Dominoes
- Long Shot Races

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YOUR DISTRIBUTOR
OR DIRECT**

**H. C. EVANS
& CO.**

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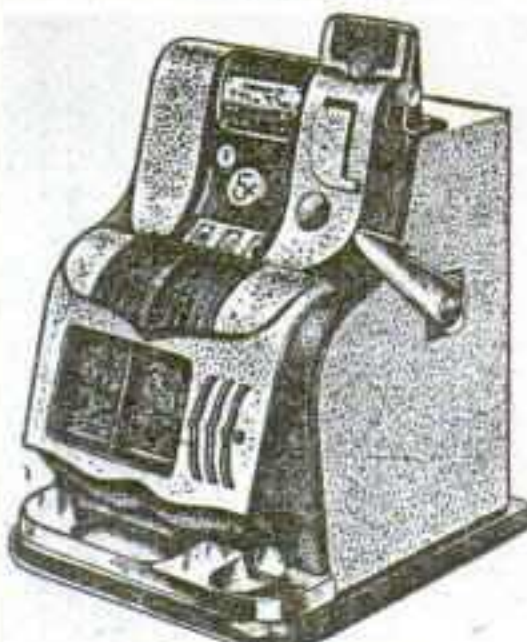
MILLS LATEST MACHINES



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. **WRITE FOR PRICES**



JEWEL BELL
If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**



MILLS 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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Associated with Sicking Dist. Co., 2833 W. Pico Blvd., Los Angeles, Cal.

AUTOMATIC COIN
America's Bell Machine Center

Exclusive Authorized Distributor for Mills Bell Products

NOW DELIVERING BRAND NEW MILLS
JEWEL BELL • MELON BELL
BLACK GOLD HAND LOAD
AND BONUS BELLS

- GUARANTEED SLOTS**
Reconditioned—Refinished—Repainted
- MILLS BLACK CHERRY BELL, Post-War, 2/5 or 3/5, 5¢-10¢-25¢. \$154.50
 - MILLS GOLDEN FALLS, Handload, Post-War, 5¢-10¢ or 25¢. 164.50
 - MILLS 50¢ GOLDEN FALLS, Post-War, Like New. 250.00
 - MILLS BONUS, 5¢ or 10¢. 109.50
 - MILLS 10¢ GOLD CHROME, 2/5 or 3/5. 109.50
 - MILLS BROWN FRONT, 5¢, 10¢ or 25¢. 99.50
 - MILLS BLUE FRONTS, 5¢, 10¢ or 25¢. 89.50
 - JENNINGS CHIEF, 5¢, 10¢ or 25¢. 89.50

SPECIAL: JENNINGS 5c or 10c 4-STAR CHIEF \$59.50

BRAND NEW MILLS VEST POCKET \$65.00



BRAND NEW MILLS 5c Q. T., Including METAL BOX STAND ONLY \$125.00

STANDS & SAFES	Double Universal Revolv-a-Round . . . \$128.50	NEW METAL BOX STANDS FOR SLOTS \$22.50
	Double DeLuxe Revolv-a-Round . . . 192.00	
	Triple DeLuxe Revolv-a-Round . . . 288.00	

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT	
Mills 3-Bells Console \$179.50	A. B. T. Challengers \$ 24.50
Unezda Pak. Cig. Vendors, like new. . . 129.50	Wurlitzer 500 Phonograph 149.50
Evans Bat-a-Score, like new 225.00	Seeburg Casino 139.50
Evans Bangtails, J.P. Model 149.50	Seeburg Mayfair 149.50

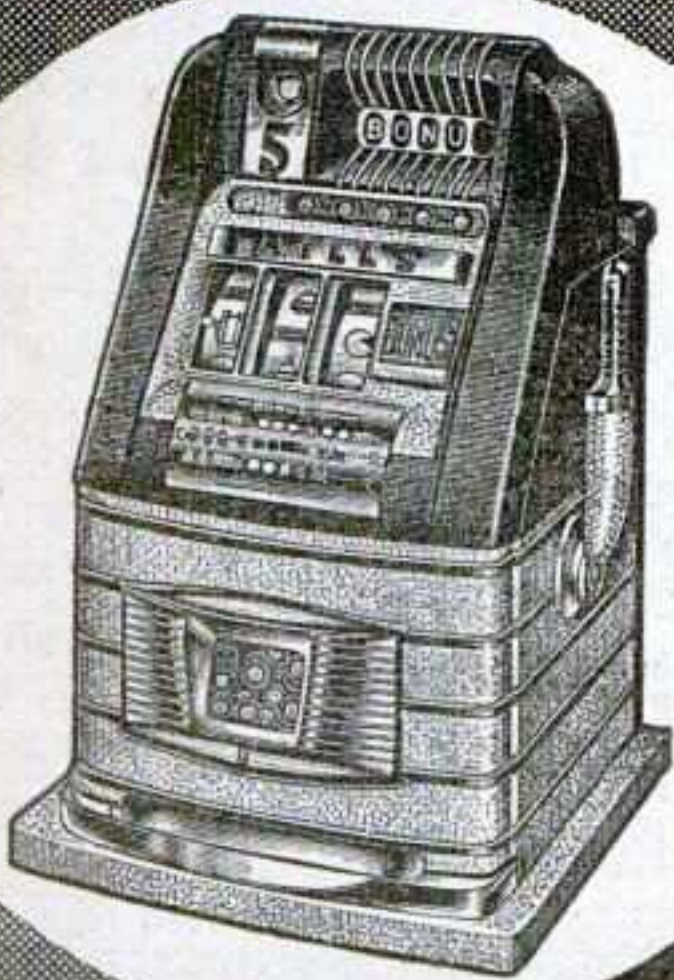
Terms: 1/3 Dep., Bal. C. O. D.

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

AUTOMATIC COIN MACHINES & SUPPLY CO.
TELEPHONE: CApitol 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

Bell-O-Gram

The most sought after Bell in the world, the Mills Bonus, is going through Mills production line in greater and greater numbers each day. Our only problem in filling orders comes with the fact that as soon as a new Mills Bonus appears on location, invariably a reorder is on the way to us for another. Bonus is proving to be everything we claimed it would be - PLUS! If you need Bonus Bells, place your order now, for we maintain a strict policy of shipping as the orders are received. Don't delay - allow us a little time to fill your Bonus needs. Order now for your Fall requirements.



MILLS
BONUS
BELL

P.S. We want to thank those who have already placed orders for the Bonus Bell and have waited so patiently for delivery. We are happy to assure them that, if they haven't as yet received their machines, they will very soon, due to our increase in Bonus production. We know that the Bonus Bell will justify their faith and patience and that it will show its appreciation in heavy cash boxes!

BELL·O·MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS
4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

Chicago Coin's

Sally

SOMETHING ENTIRELY NEW!

NO BUMPERS

**A BEAUTIFUL-LIVELY-
FAST GAME-THAT
TESTS PROVE WILL
OUT-PLAY THEM ALL**

SEE YOUR
DISTRIBUTOR
TODAY



SEND FOR YOUR
FREE CHICAGO COIN
PARTS CATALOG
TODAY!

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS



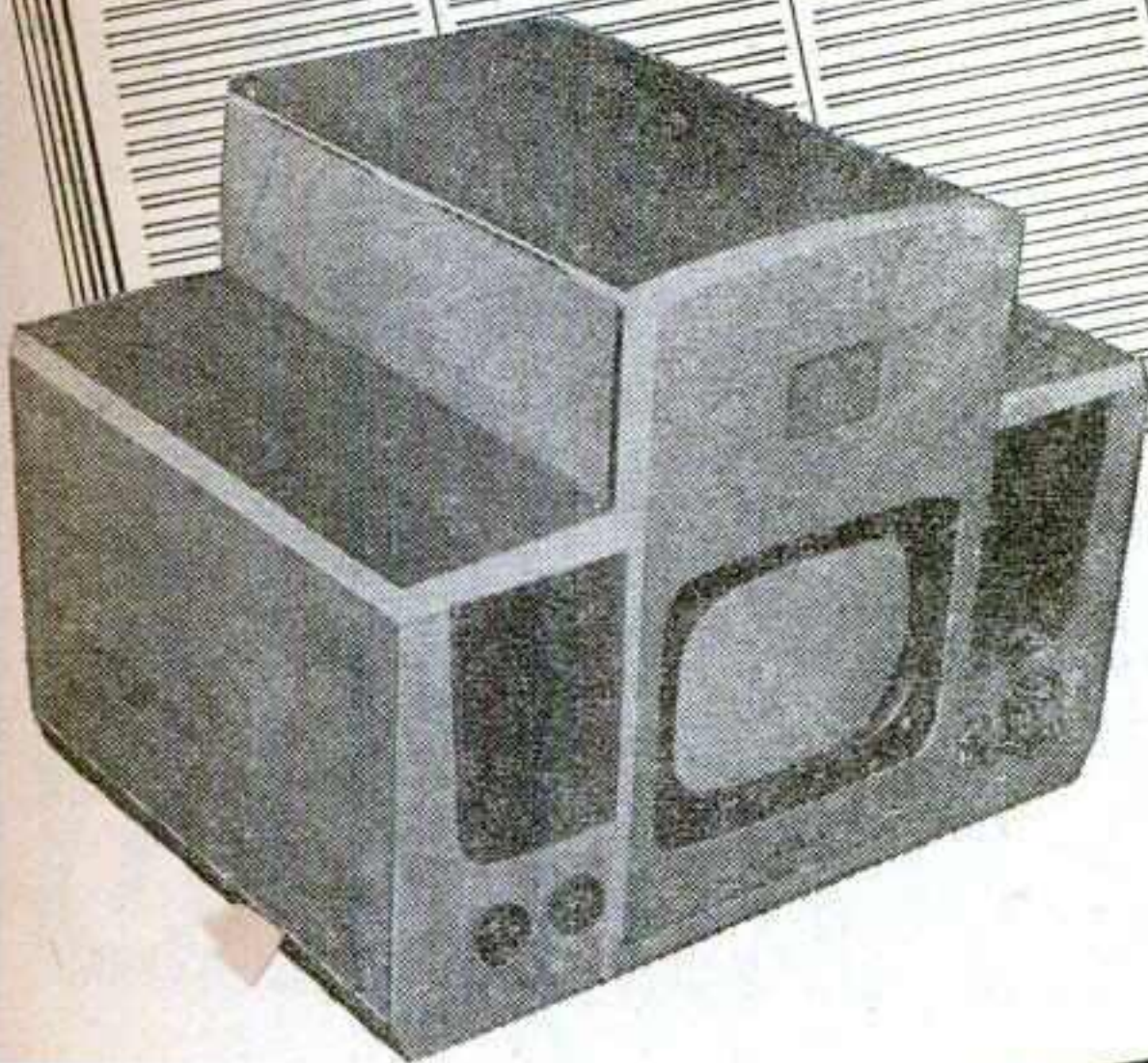
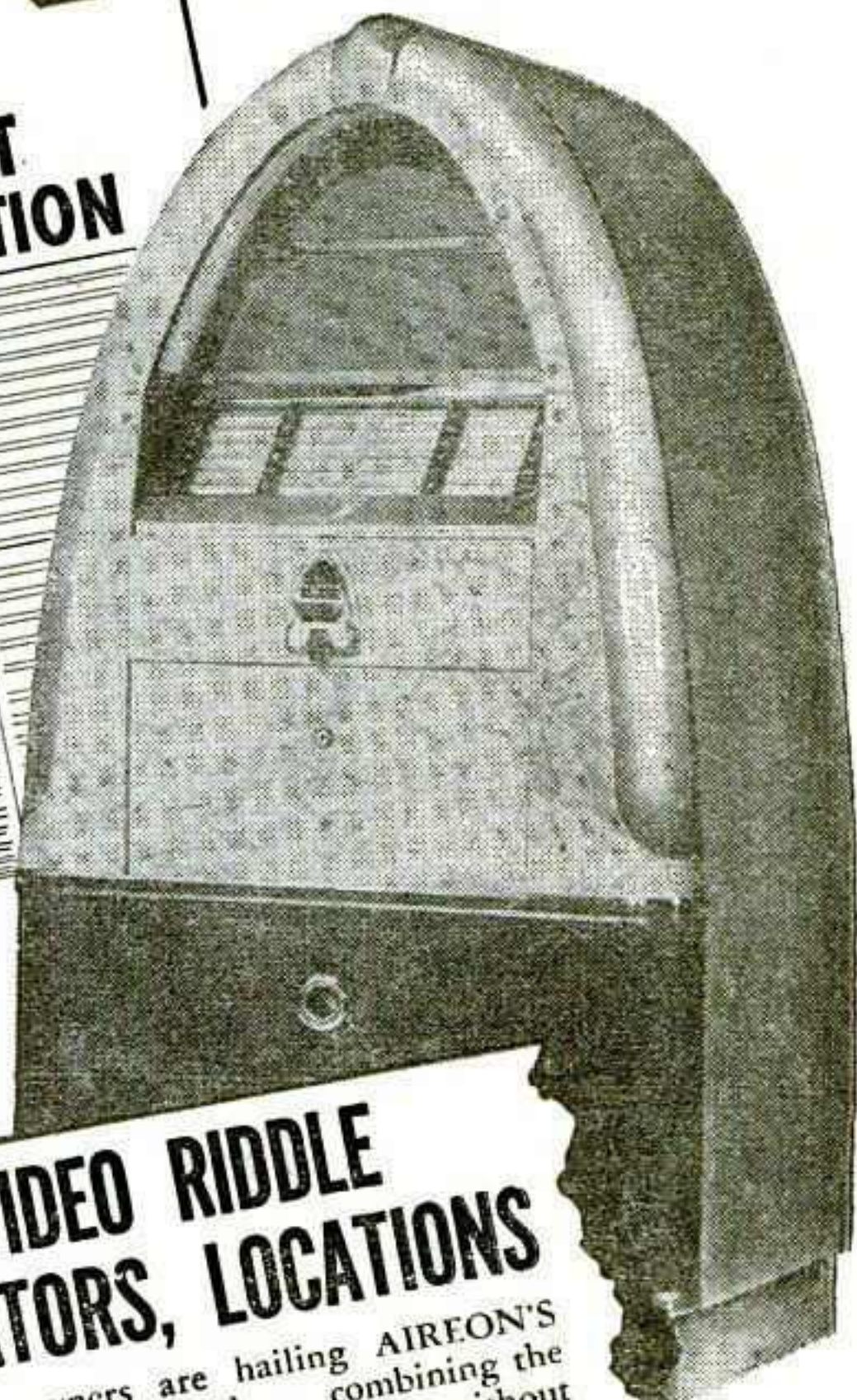
Aireon Clarion

NOW CORONET HAS TELEVISION

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AUDIO SUPPLEMENT
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OPERATORS
HAIL NEW
COIN HOPE

1949 MODEL
HITS THE
MARKET



ANSWER TO VIDEO RIDDLE FOR OPERATORS, LOCATIONS

Operators and location owners are hailing AIREON'S television as a sensational drawing-card . . . combining the best features of television and automatic music—without the usual disadvantages. Operators can now offer a revolutionary money-making team that operates without stopping . . . gives a continuous "take" . . . the answer to ordinary video or phonograph competition. Locations can pull in capacity crowds with televised programs—and still avoid non-profitable customers who come in for a "free show." Phonograph music is available between programs or whenever the location owner desires, providing continuous coin-play at all times.

AIREON TV FEATURES "PLAY INDICATOR" & "EYE WITNESS" UNIT

Operating through the CORONET or its wall-boxes, the new AIREON television cabinet features the RCA "Eye-Witness" picture synchronizer exclusively. The AIREON-designed cabinets harmonize with the CORONET. When video is in operation, customers buy audio, at the rate of 3 minutes for 5¢, by inserting coins in the CORONET or wall boxes. An indicator placed above the video screen serves as a constant play reminder

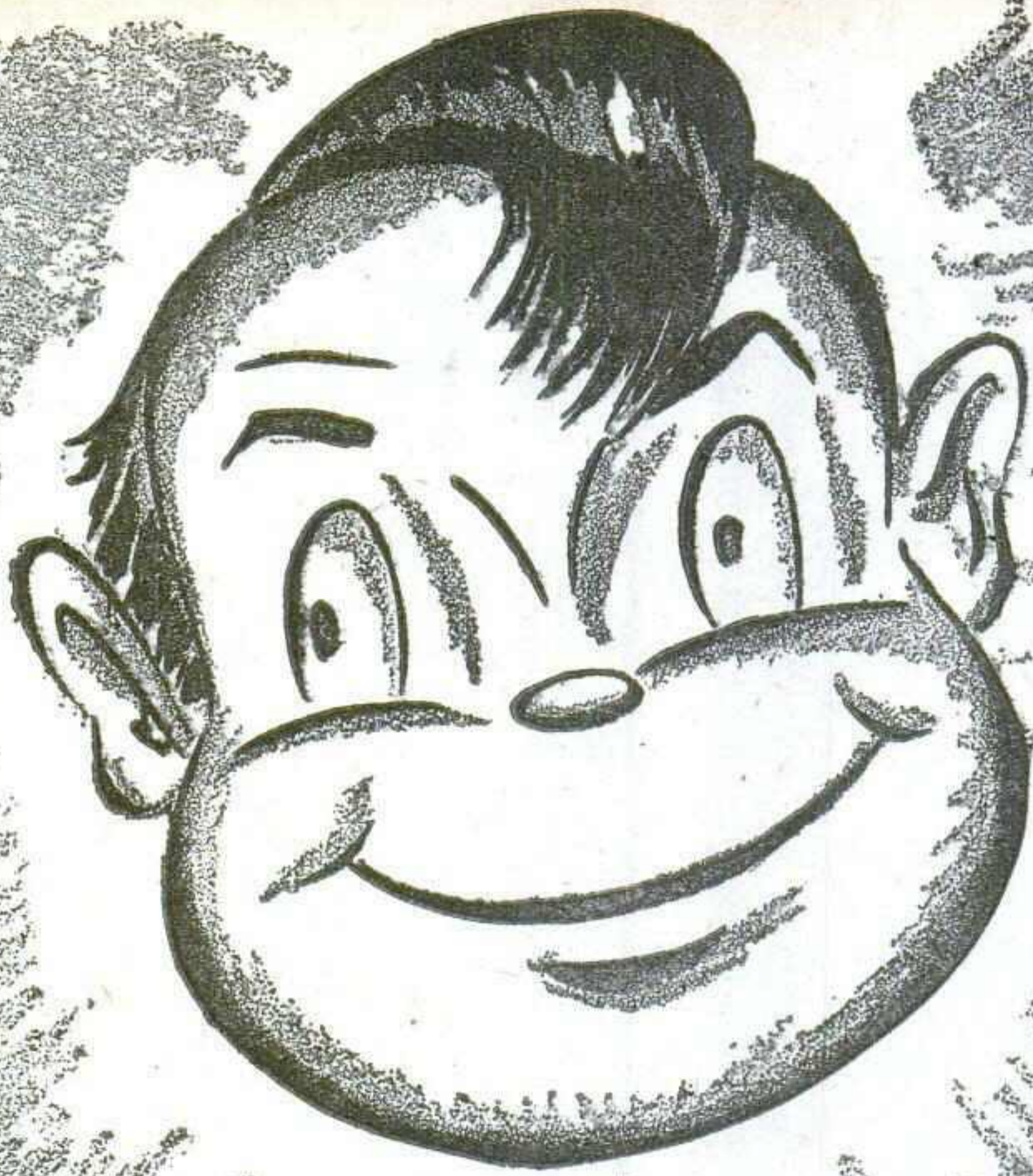
YOU MAY NOT HAVE TELEVISION NOW, BUT . . .

CORONET is available with or without the television unit . . . However, since most cities will have television within a short time, operators are advised to inquire about the new AIREON unit as early as possible. Be the first in your area to take advantage of greater profits with coin-operated television. Get the whole story from your AIREON representative, or write the factory direct today!

Aireon

MANUFACTURING CORPORATION

General Office: 1401 Fairfax Trafficway, Kansas City, Kansas
In Canada: Mafco Corp. Ltd., 4601 St. Antoine St., Montreal, Que.

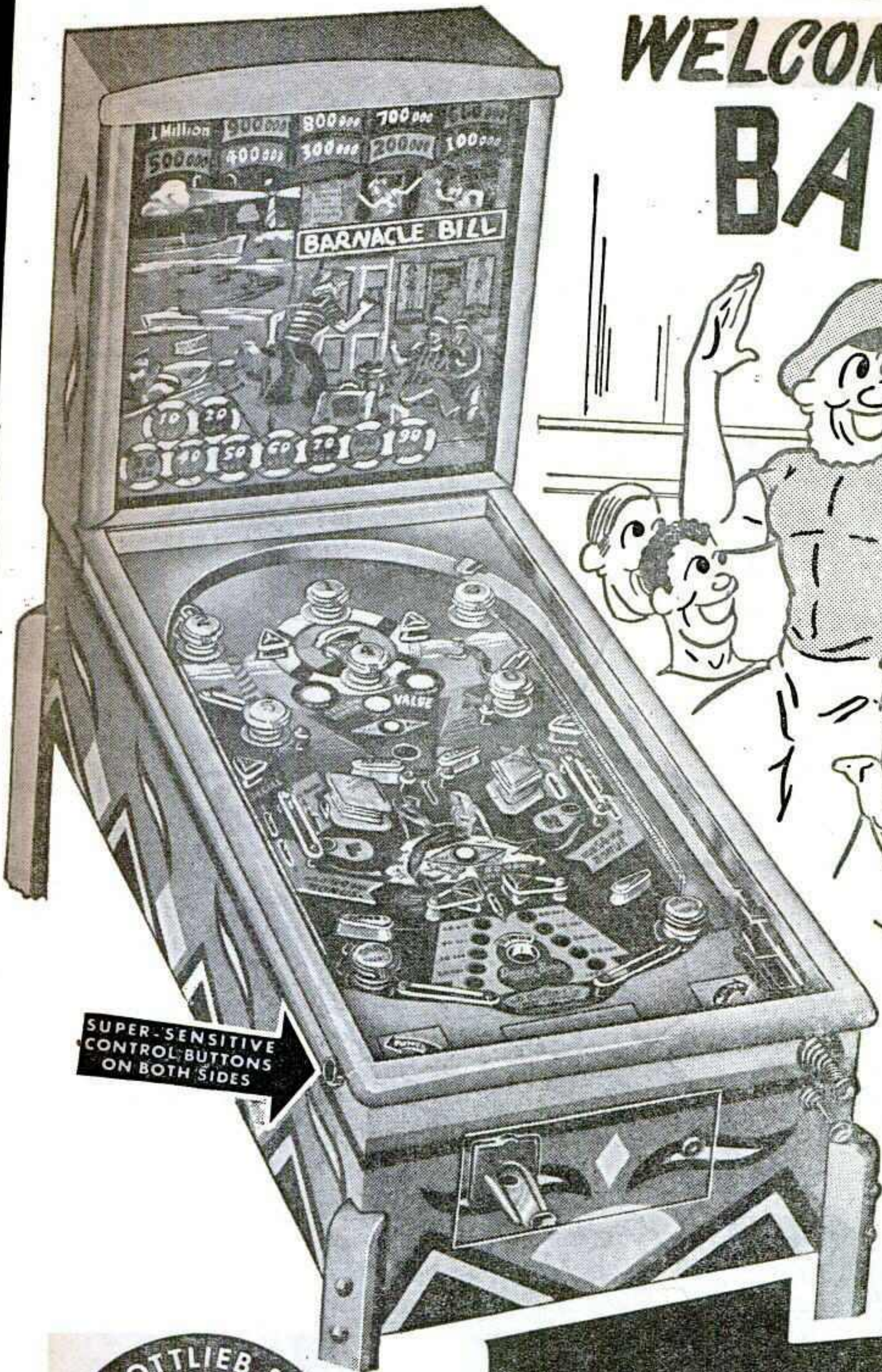


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YOUR WAY!**

WATCH FOR HIM!



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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.

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148" Symphonola



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