

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 4, 1947 *WV*



The factors that make hit tunes and bands (disk jockeys and juke boxes), the kids who represent such a heavy percentage of music's fandom, the location owners who play top names, and those same top name orks are represented in this shot taken during the Click (Philly nitery) "Tune of the Month Party" for teen-agers. On the Wurlitzer is Barbara Caldwell, who won the juke box in a competition with 1,430 kids who attended the shindig. Around the mike are top Philly platter spinners, Ed Hurst (WPEN), Stu Wayne (KYW) and Joe Grady (WPEN and doing the talking here). To the right of the music machine is Frank Palumbo, owner of the Click, and he is flanked by Tony Pastor, whose band was chosen to play the well-known spot on its first anniversary. Pastor's latest Columbia platter, "Tira Lira Li" and "My O'Darlin, My O'Lovely, My O'Brien," is one in a series helping to keep the Pastor crew riding high. Ork is managed by Joe Shribman and booked thru General Artists Corporation.

## FALL COIN MACHINE SPECIAL



## **Thank you, Gentlemen, For Those Kind Words...**

We refer, of course, to the words of the distinguished panel of advertisers and agency men who served as the judges for *The Billboard's* 10th Annual Radio Promotion Competition. We are proud and honored to have had our entry voted **FIRST** in the Over-all Promotion Division and **THIRD** in the Public Service Promotion Division among all clear channel network affiliates.

Our thanks, too, to *The Billboard* for sponsoring this annual competition, and to the staff for their monumental task in preparing the excellent report on this year's entries.

### **WE QUOTE...**

"WLW has long been recognized as one of the ablest operators in the many-angled field of promotion. The station's entry in this year's *The Billboard's* over-all competition bears this out. More than that, the entry, a compendium of information, shapes up as a veritable bible of promotional procedure. Scarcely a facet is untouched and all of the expository material shows an adult approach.

"The accent is not on the 'gimmick'; neither is it on the flashy or cute

type of promotion which reads well but proves nonproductive. Rather, the WLW conception of promotion is all-embracing and involves the highest levels of activity in merchandising, audience building, and test planning. Unlike the promotional operation of most stations, that of WLW has an architectural quality. It has structure and it is many-dimensioned. It succeeds in selling the station's programs to listeners, the virtues of WLW to time buyers, and thru special services it helps the merchant with his problems."



**CROSLEY BROADCASTING CORPORATION**



The World's Foremost Amusement Weekly

## PUBLIC RELATIONS VIA ET

### 22d Rodeo Off to Fast Start At Garden; 54 Shows May Buck '46 Take, \$1,300,000

**\$6 Pews Sell Out, Cheap Ones Go Begging**

NEW YORK, Sept. 27.—Madison Square Garden's 22d annual World's Championship Rodeo got underway auspiciously Wednesday night (24) when last-minute box office sales offset a sizable slump in the advance peddling of ducats and resulted in

### Coin Machines Combine Radio, TV and Jukes

**Videograph's New Projects**

NEW YORK, Sept. 27.—Development of a coin-operated juke box-television combination, featuring an Emerson tele receiver, and a revolutionary wall box for public locations which offer television, radio and juke box selectivity, has been announced by H. F. Dennison, president of the newly formed Videograph Corporation. The wall box, which gives a choice of tele sound (synchronized with one or more screens in a location), two radio channels or continuous recorded music picked up from a hideaway unit, was built by Solotone, a California corporation, and has been testing on locations.

According to Dennison, both the combination and the wall box will be unveiled October 18 and 19 at the Hotel Pennsylvania here, and distribution will start three weeks later.

The Videograph combination tele-juke box and the new wall box will operate with 5-10-and 25-cent coin slots. Six minutes play will cost 5 cents, and the machines will take

(See *Combine Juke*, page 108)

### Must the Stem Move Uptown To Cut Costs?

**N. Y. Legit's Crisis Scanned**

By Gilbert Williams  
(Theater Plannin. Consultant)

NEW YORK, Sept. 27.—Present indications point to the planning of \$150,000,000 worth of new legitimate theater construction over the country in the near future. However, this hefty potential investment in round-actor futures signposts primarily community and university playhouse

(See *N. Y. Legit's*, page 31)

an opening house comparable in size to that which greeted the cowpoke's initial efforts last year. Topping the record \$1,300,000 take of a year ago may well be within the realm of possibility, since customers this year again reclined in the luxury \$3.50 to \$6 pews\* while the cheaper seats, scaled down to \$1.25, went a-begging in the two-thirds house.

Except for replacing the Wild Cow Milking contest staged last year with a Wild Horse Race, this year's horse opera is a facsimile of past presentations, including the featured appearance of Gene Autry, singing movie and radio star, and his horse, Champion.

Opening performance was a spine-tling combination of innumerable spills and near gorings, despite the temperamental retrenching of a

(See *Garden Rodeo* on page 36)

### Series by Morse

NEW YORK, Sept. 27.—If you have a direct Western Union wire in your New York home or office, Western Union is ready and willing—for a fee of \$3.25 a game—to bring you the World Series. The results will come to you at the end of each half inning—not as fast as radio, but it will all be down on paper, to obviate any disputes.

### Petrillo Fight Spreads to Two Fronts

**AFM-FMA Huddle Set**

WASHINGTON, Sept. 27.—The see-saw struggle between broadcasters and American Federation of Musicians (AFM) president, James C. Petrillo, will go forward on two fronts next week. A peace delegation

(See *PETRILLO FIGHTS* on page 5)

### Big Biz Going Institutional With Waxings

**Employer-Employee Promosh**

NEW YORK, Sept. 27.—Top level industries are becoming increasingly aware of radio as a public relations and employer-employee relations medium, with special attention being given to use of transcriptions. The platters are used not only over local percolators, but also for in-plant playing. Many plants already are equipped with sound systems and playback machines, having been initiated into the use of platters during the war. Shortly after V-J Day, use of these systems went into a decline, but now the equipment is being dusted off and used in conjunction with a generally wider utilization of radio to tell industry's story to the public and the workers.

Here are some examples:

National Broadcasting Company's Radio Recording Division is doing a

(See *Public Relations* on page 18)

## Baseball Hypos Indie Stations

### NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*  
NEAR YOU
- No. 1 *Sheet Music Seller*  
NEAR YOU
- No. 1 *Most Heard on Live Air Shows*  
FEUDIN' AND FIGHTIN'
- No. 1 *Most Played on Disk Jockey Shows*  
NEAR YOU by Francis Craig, Bullet 1001
- No. 1 *Disk Via Dealer Sales*  
NEAR YOU by Francis Craig, Bullet 1001
- No. 1 *Disk in the Nation's Juke Boxes*  
NEAR YOU by Francis Craig, Bullet 1001
- No. 1 *Popular Album Via Dealer Sales*  
AL JOLSON ALBUM by Al Jolson, Decca A-575
- No. 1 *Classical Disks Via Dealer Sales*  
CHOPIN'S POLONAISE by Jose Iturbi, Victor 11-8848
- No. 1 *Classical Album Via Dealer Sales*  
RHAPSODY IN BLUE by Oscar Levant, Columbia X-251
- No. 1 *Folk Disk in the Nation's Juke Boxes*  
SMOKE! SMOKE! SMOKE! (That Cigarette) by Tex Williams, Capitol Americana 40001
- No. 1 *Race Disk in the Nation's Juke Boxes*  
BOOGIE WOOGIE BLUE PLATE by Louis Jordan, Decca 24104
- No. 1 *Sheet Music Best Seller in England*  
NOW IS THE HOUR
- No. 1 *Sheet Music Best Sellers in Canada (For two major jobbers)*  
THAT'S MY DESIRE  
I WONDER WHO'S KISSING HER NOW

The Billboard's Best Bets for Future Hit Disks

LOVE FOR LOVE by Claude Thornhill and Orchestra, with vocal by Fran Warren, Columbia 37940

I STILL GET JEALOUS by The Three Suns, Victor 20-2469

Full score on leading tunes and disks in the Music Department.

(MUSIC POPULARITY CHARTS THIS WEEK APPEAR ON PAGES 110 TO 123 IN MUSIC MACHINES SECTION)

### Broadcasting Of Games Ups Tuner-Inners

**Analysis Made for BB**

NEW YORK, Sept. 27.—Baseball broadcasts have proved a spectacular audience hypo for indie stations, jumping ratings four and five points over comparable time periods on non-baseball days. This is revealed by a special analysis made for *The Billboard* this week by the Pulse, audience research organization, from collated material.

The analysis indicated also that night ball games drew considerably better audiences than even week-end games, and both earned ratings well above those garnered by weekday games. The analysis, which covered the four months from May thru August, 1947, also proved the Brooklyn Dodgers to have the outstanding radio draw among local clubs, with the Giants and Yankees trailing in that order. Also, contrary to the usual downward trend in ratings as the summer progresses, baseball broadcasts drew successively larger audiences from May thru July, then dipped again in August.

Included in the analysis were 27 midweek afternoon games, 19 evening games and 18 week-end games. Of these, 23 were played by the Dodgers, and 21 each by the Giants

(See *BALL GAMES* on page 10)



# Freedom Train Is Top Draw In Three-Day N. Y. C. Stop; Big Radio Campaign Helps

## Turnout at Grand Central Exceeds All Expectations

NEW YORK, Sept. 27.—The Freedom Train rolled into town this week with the greatest press, radio and theatrical campaign plugging democracy since the war loan drives. Showbiz was in the forefront of the industries uniting, under government sponsorship and thru the American Heritage Foundation (AHF), to focus the attention of John and Jane Doe and their kids on the American system of government, to stimulate their participation in civic affairs and to launch a national program of re-dedication to this country's ideals and institutions. The constant line of people, four-abreast, stretching thru Grand Central Station and out onto Vanderbilt Avenue past 45th Street was powerful assurance that Americans take democracy seriously.

The three-car, specially rebuilt, gleaming streamliner which teed off a 500-city itinerary at Philadelphia September 17, arrived in Manhattan Wednesday (24). Grand Central remembered Music Hall with a hot picture. Long queues waited.

### Effective Campaign

The terrific turnout in Manhattan, as in Atlantic City, Trenton, Elizabeth and Paterson, N. J., where the train previously stopped, is attributed largely to the plugging by radio, theaters and the press. Because of the great response the Foundation found it unnecessary to call on much live talent to appear at the scene. Alan Ladd and Lucy Monroe made personal appearances in Philadelphia September 17, and Lucille Manners in Trenton September 19, but the rest of showbiz contribution has been on the air and in theaters.

Committee prepared a campaign designed to bombard the radio listener with the Foundation's program every time he turns on the radio. With the aid of the Advertising Coun-

cil, which placed the Foundation on its network and spot allocations for public service plugs (the arrangement whereby web commercial and sustaining shows agree to use public service pitches and themes regularly and at specific intervals), AHF esti- (See Big Radio Campaign on page 7)

# Tax Collections Off in August

WASHINGTON, Sept. 27.—Taxes collected from showbiz and allied enterprises showed a general downward trend in August this year from figures for August, 1946, according to the Bureau of Internal Revenue.

Only the levy collected on radios and phonos registered an increase over the previous August, while liquor and admission taxes showed the greatest decline. Coin machine and tobacco taxes were off only slightly from the August, 1946, levels, while disk receipts dropped off about \$150,000.

Comparative collections were:

	Aug. '47	Aug. '46
Liquors .....	\$171,719,623	\$236,146,179
Tobacco .....	109,581,183	109,616,948
Phonograph Records ..	476,800	604,903
Radio and Phonograph Sets .....	5,084,018	4,550,914
Coin Machines .....	5,518,377	5,797,987
Admissions (Theaters, Cabarets) .....	\$3,511,583	\$9,537,980

# Dullzell and Heller Attending AFL Meet

NEW YORK, Sept. 27.—Paul Dullzell and George Heller, execs of the Associated Actors and Artists of America (4-A's), will head coastward in a few days for the American Federation of Labor Convention to be held October 6 in San Francisco.

Dullzell will represent Actors' Equity; Heller, the American Federation of Radio Actors. Both expect to be briefed there on the AFL strategy against the Taft-Hartley Law.

# New Station Gives New Fan Mag an Unsolicited Boost

ELMIRA, N. Y., Sept. 27.—Newest radio fan mag, *Radio Best*, got a solid industry boost from here this week when R. R. Meachem, manager of the new local station, WELM, sent out a letter to broadcasters urging them to get behind the mag because "I think it will be good for my business if this magazine succeeds."

Meachem pointed out the terrific publicity job done for the film industry by movie fan mags and lamented the shortage of "magazines that would advertise radio." The station manager made it clear in his letter that "I have no connection with *Radio Best*. I don't know anyone connected with it or with any other radio fan magazine." The mag, he said, was not aware that he was sending out the letter.

Most ambitious previous effort in the radio fan mag field was probably the Annenberg paper, *Radio Guide*, which after a stormy career was finally folded when publisher decided to utilize the sheet's paper quota for the teen-age magazine, *Seventeen*. Most successful fan job in the field at present time is probably *Radio Mirror*.

# Hospital Shows Prove Good Tonic

WASHINGTON, Sept. 27.—Veterans' Administration (VA) is using stage and variety shows as part of a psychotherapy treatment in its hospitals around the country. Shows are written, produced and acted by VA patients.

In recent weeks, patients at a Fargo, N. D., hospital put on a variety show, while patients in a Richmond hospital put on a musical comedy. In a New York City hospital, patients have developed a series of skits and are giving shows to bed-ridden patients unable to attend auditorium performances.

VA doctors feel the various entertainment activities take patients' minds off their illnesses and thereby make them more receptive to medical treatment.

# 2 A.M. Curfew Hits Montreal After Shooting

MONTREAL, Sept. 27.—Montreal niteries got another jolt today when municipal police decided to crack down and enforce the 2 a.m. closing hour for all drinking spots, which includes night clubs. Tho the cops won't admit it, unofficially they're giving as an excuse the shooting of a young girl in an East End cafe a few nights ago.

Sources close to the government biggies claim that this is just a tricky move on the part of the politicians who, having influence in the granting of liquor licenses, collect "contributions" to party funds. There have been periodic clampdowns where the gendarmerie have stepped in and said the cafes have got to observe the law and close at the legal hour. When some Joe pulled a Cinderella his joint was closed up, the liquor seized, and then within a few weeks the place was mysteriously opened again and staying open until all hours.

Flesh shows (vaude, plays, floor-shows) are verboten here on Sunday. Months ago the coppers stepped in and told cafes to cut it out. The clubs did, for a few weeks, but were soon running again wide open on Sunday.

Right now, the Esquire and a few other spots run late shows up to 3:30 (See Montreal Curfew on page 34)

# Russell-Tilton Tour Bows at S. F. Para

HOLLYWOOD, Sept. 27.—Andy Russell and Martha Tilton kick-off their theater tour at San Francisco's Paramount (October 15-21). Stage package, which will include Jerry Wald and Will Matson Trio, will also play the Oriental, Chicago (October 30-November 5); Adams, Newark (November 6-12); Hippodrome, Baltimore (November 13-19); State, Hartford (November 21-23); Palace, Youngstown (December 1-2), and the Circle, Indianapolis (December 4-10).

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# Get on That Freedom Train

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

Date	This Week City & Exhibition Terminal	Date	Next Week City & Exhibition Terminal
October 4	Hartford, Conn. N. Y., N. H. & H.	October 11	Boston Boston & Albany South Station
October 5	New Haven, Conn. N. Y., N. H. & H.	October 13	Boston (Same as above)
October 6	(Open date in New Haven)	October 13	Rutland, Vt. Rutland
October 7	New London, Conn. N. Y., N. H. & H.	October 15	Burlington, Vt. Rutland
October 8	Providence, R. I. N. Y., N. H. & H.	October 16	Montpelier, Vt. Central of Vt.
October 9	Worcester, Mass. N. Y., N. H. & H.	October 17	Concord, N. H. Boston & Maine
October 10	Lynn, Mass. N. Y., N. H. & H.		

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

# The Billboard

The World's Foremost Amusement Weekly

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The Billboard also publishes:  
The Billboard Encyclopedia of Music  
Vend





# PETRILLO FIGHTS ON 2 FRONTS

## Kid Labor Law Gumming Up Radio Skeds

### NY State Edict Troublesome

NEW YORK, Sept. 27.—In the first four weeks of operation of the amendment to the New York State law on employment of kids for professional engagements, requiring that radio performers under 16 obtain work permits, the nerves of casting directors and mothers have begun to fray because of the red tape they have encountered. Even more grievous to them, however, is the fact that a number of shows reportedly have been writing moppets out of their scripts because, it is claimed, the method of getting clearance is so complicated.

That kid actors are not in great demand any more is shown by the fact that since the amendment became effective September 1, the Society for the Prevention of Cruelty to Children (SPCC), which under the law is required to receive notice of an appearance 48 hours before the performance so the Society can approve or disapprove, has had only 48 applications for radio work permits—and all of them were for single performances. Some moppet actors formerly averaged as many as 15 shows a week.

### Production Handicapped

According to web casting directors and producers, the SPCC is co-operative but the system of clearance is not efficient and consequently handicaps the production of shows. In addition to the SPCC, the mayor's office must pass on the application and issue the permit, which often introduces a time problem. Producers claim that the mothers rebel at being forced to go to the SPCC office on 105th Street to file the applications and casting directors gripe that the 48-hour limitation is a stumbling block in last-minute decision. John F. Smithers, general manager of the SPCC, said that in emergency cases the Society undoubtedly would waive the time requirement in order to speed the decision on the application.

The American Federation of Radio Artists (AFRA) is watching the operation of the new regulation. Recently the mothers of moppet performers held a meeting at AFRA to receive clarification on the new law and they were told that the SPCC had agreed that they need file only one application for series shows. However, the parents still resent having to file separate applications for other performances and may ask the union to step in and do something about it.

## World Series on FM In Washington Area

WASHINGTON, Sept. 27.—The favored with exclusive rights to the World Series airings of Mutual Broadcasting System (MBS) in this area, WOL will make the broadcasts available to WASH-FM. In announcing the step, WOL General Manager T. A. M. Craven stated it was taken to encourage the local development of FM. WOL also is making the series available to the Muzak Music Service.

## Application Backlog Thins; FCC Slated for Budget Slash

WASHINGTON, Sept. 27.—In view of a downward trend in application work of the Federal Communications Commission (FCC), Congress is seen certain to make a sizable cut in FCC's 1949 budget, consideration of which will get under way in the House Appropriations Committee in December.

For the current fiscal year, FCC was granted a record peace-time figure of \$6,240,000, but this amount was appropriated at a time when the Commission had one of the largest backlogs of unfinished work in history. With standard frequencies practically at the saturation point, FCC's processing work in this category is drawing toward an end. Applications for FM and video are largely uncontested, thus requiring a minimum of processing.

Only 372 standard bids are now in hearing, compared with 450 in May when House Appropriations was considering the 1948 budget, and with 503 in hearing at the end of last year.

The backlog of FM bids has also been reduced since May. On May 17, there were 208 FM applications—108

in hearing. At present there are 139 FM bids pending, with 83 designated for hearing.

The number of applications on hand at the Commission has been the chief criterion for determining the size of FCC's yearly budget, and this phase of Commission activity was thoroughly threshed out in hearings before appropriations committees.

Several legislators clearly told FCC Chairman Charles Denny, during the House hearings, that FCC could expect a budget cut as soon as the work load lightened.

## Gray Refuses Cut, Quits WOR

NEW YORK, Sept. 27.—Disk jockey Barry Gray and WOR-Mutual are parting company, effective October 24, when Gray will do his last broadcast. Break came when Gray was asked to take a cut in salary inasmuch as the football season would necessitate a reduction in his broadcast time. He refused.

Gray, who started as a staffer on WOR in 1944, is going to the Coast for a month's vacation, then consider offers. Thus far he's had a few nibbles, one from a web, one from a New York indie, and another from a Coast station.

## Whitehall Buys ABC Coast Time

NEW YORK, Sept. 27.—American Broadcasting Company (ABC) this week landed another name sponsor on its roster when it pacted American Home Products division of Whitehall Pharmacal Company to a 52-week contract. Deal covers Pacific stations of the web only, for the 7:45-8 a.m. local time period across the board, beginning January 5.

The sponsor has not yet determined what it will slot in that time.

## T. D. Waxer To Get Pic People Thru MGMPact

HOLLYWOOD, Sept. 27.—Two-way deal to allow Tommy Dorsey to use MGM featured players for his transcribed disk jockey show was set verbally last week, marking first such agreement reached by Dorsey since the band leader became a jockey. Under the set-up worked out by personal manager Arthur Michaud and MGM radio rep Les Peterson, the flickery will allow all but top stars to appear cuff on Dorsey's stanzas. In return, Dorsey will obviously give due attention to MGM records, as well as tie in with MGM pic releasing campaigns.

Under a ruling of the Motion Picture Producers' Association (Johnston office), top stars are banned from free air shots of any kind, even should studios want to use film toppers for free promotional airers. With MGM lined up on the Dorsey seg, it is expected that other major studios will fall in line, setting the pattern for all transcribed disk jockey airers.

## Oldfield Assigned Army Radio-TV Post

WASHINGTON, Sept. 27.—Major Barney Oldfield, who recently left a Warner Bros. publicity slot to go back to work in the army's public information division, has been appointed chief of division's radio and television section. He will be working under Major General F. L. Parks and succeeds Captain L. G. Schmitz, who is leaving the army.

During the war Oldfield attained the rank of colonel doing public relations and other work for such key figures as Generals Devers and Bradley, as well as British Field Marshal Montgomery. Oldfield has been active in show business public relations for many years.

## NAB Watches FMA Skirmish This Week

### Industry Sets Up War Board

(Continued from page 3)

from the Frequency Modulation Association (FMA) is skedded to meet for the first time with the union chief next Wednesday (October 1) even as an industry-wide "united front" group has been set up to deal with Petrillo. The FMA committee includes board members David G. Taft, of WCTS, Cincinnati; Everett Dillard, of WASH-FM, Washington; Morris Novik, of Unity Broadcasting, and FMA Executive Secretary Bill Bailey. Rep. Carroll D. Kearns will sit in as intermediary.

Watchfully awaiting the outcome of the meeting, the National Association of Broadcasters (NAB) meanwhile is paving the way for industry-wide action on the Petrillo issue in event the AFM prexy declines to back down on his ban on AM-FM duplication. In the wake of a week of intensive conferences on the problem, NAB is readying to announce formation of its industry-wide committee which presumably will meet within a fortnight. It is reported that the new committee may be headed by Leonard L. Asch, head of WBCA-FM, Schenectady, N. Y., and active in both NAB and FMA. Asch is head of NAB's FM executive group, and he is on the FMA board. The "united front" move by NAB is a follow-up of a resolution adopted by the NAB convention inviting such action.

### Strategy Yet To Be Drawn

At the same time, NAB nabobs indicated late yesterday that "no specific course of action" had been determined for the projected industry-wide committee which, itself, will be faced with deciding on the most effective means to deal with Petrillo. It is considered certain, however, that a war of words will be avoided by the group which, instead, will seek (See PETRILLO FIGHTS, page 8)

## The PERFECT CHRISTMAS GIFT

# 9

... to send to your friends

SILENT NIGHT • THE FIRST NOEL • ADESTE FIDELIS • JOY TO THE WORLD • CAROL OF THE BELLS • 'T WAS THE NIGHT BEFORE CHRISTMAS • HARK! THE HERALD ANGELS SING • O LITTLE TOWN OF BETHLEHEM • GOD REST YE MERRY GENTLEMEN

CHRISTMAS CAROLS

by the HOUR OF CHARM

ALL-GIRL ORCHESTRA and CHOIR  
under the direction of PHIL SPITALNY



CHARM RECORDS, INC.

P.O. BOX NO. 40, RADIO CITY STATION, NEW YORK 19

PLEASE SEND TO: .....

ADDRESS .....

NUMBER OF ALBUMS (\$3.85 PER ALBUM) .....

This One



ESTE-WOW-WUQB da copyright



# NAB GIRDS FOR CODE CHANGES

## Group Named To Pass Upon Suggestions

### Flood of Views Expected

WASHINGTON, Sept. 27.—Numerous changes in the National Association of Broadcasters' (NAB) projected new code are anticipated here as a special code committee, created yesterday by NAB President Justin Miller, prepared to screen an expected flood of recommendations from individual NAB members. The new code group, which will study all new suggestions preparatory to submitting a report to NAB's board at a November meeting, is comprised of the following: Harold Fellow, WEEI, Boston; Willard Egolf, WBCC, Bethesda, Md., former legal and public relations counsel to NAB, and John Meagher, KYSM, Mankato, Minn.

Under procedure outlined by NAB, rank-and-file members are invited to submit their recommendations to their district directors, who in turn, will transmit the proposals to the new three-member group which supplants the dissolved special committee on standards and practices headed by Robert Swezey, Mutual's vice-president and general manager. The NAB board, which has not yet set a definite date in November for its meeting, will take final action on the document after studying the committee report.

### NAB's Wait-and-See

Meanwhile, NAB is taking a wait-and-see attitude on methods of enforcement, with President Miller due to consult with Federal Communications Commission (FCC) and Federal Trade Commission (FTC) sometime after he returns to Washington on November 1. Miller, who attended the American Bar Association convention in Cleveland this week, is moving on to the American Municipal Officers' Association conclave in Los Angeles, after which he will go on a vacation.

While it is recognized that support by the major networks would assure wholehearted acceptance of the code, official recognition by FCC or FTC would give the code legal status, it is pointed out by government legalists. With FCC bigwigs indicating that the Commission is not empowered to give formal acknowledgement to an industry code except as a set of standards "for and by the industry," sole NAB chance of putting official teeth into any part of the code appears to rest with FTC.

### FTC Hesitates

FTC officials are disinclined to take a definite stand on the question until the code is formally presented to the Commission. Even if FTC agrees to take up the subject if and when NAB "formally makes application," FTC will not recognize NAB's standards without a series of conferences between FTC and spokesmen for the entire broadcast industry, FTC officials have explained. In other words, NAB's code would be regarded by FTC at that point merely as a preliminary draft for "discussion purposes." Whether NAB would be willing to submit its finished code to FTC under such circumstances is highly uncertain.

If NAB should carry the matter that far, full approval by FTC of any of the code's sections would give them the force of law for the entire broadcast industry, including non-NAB

## Unethical Small E.T. Firms Arouse New Trade Squawks

NEW YORK, Sept. 27.—Complaints that unethical practices of small transcription companies are damaging the wax trade in general and catching advertisers, agencies and stations short were circulated again this week. Chief squawks concern two companies that have been individually peddling an open-end series with a film star as the lead.

Station manager who bought one of these series—a program on crime—stated that he was perpetually embarrassed by the fact that the transcription arrived at the station very late, with the result that the program department always was in a state of jitters as to whether a last-minute change in schedule might be necessary. After a few weeks of this treatment, the wax arrived not only late but with a substitute playing the lead role. Fact that the wax carried an "explanation" about the star's ill-

ness necessitating a substitute didn't sit well with the station manager.

### Shoestring Operation

Second squawk had to do with a type of shoestring operation which hurts not only the client but also the performer. In this case, the wax company tried to line up a number of stations in order to persuade the film star to go for the wax deal, and at the same time used the film star's name as a come-on for stations. The film star never actually signed a contract, altho publicity indicated that he had.

This type of operation is admittedly making it tough for the legitimate transcription operators, whose salesmen must break down a lot of antipathy created by fly-by-night producers. The situation is not new, but the stations are becoming more articulate.

## Another Survey Org Enters Ring

NEW YORK, Sept. 27.—Latest audience measurement group to enter the field is Radio Encyclopedic Listener Institute (RELI), Los Angeles, which this week was introduced to New York tradesters by its executive director, Kenneth Roberts. The new survey, which Roberts claimed would be the least expensive of any method, will be sold to individual radio stations. Plan calls for stations using the survey to mail special cards to a random selection of listeners, who would punch holes next to the proper hours, as directed by the station involved in announcements over its facilities.

Roberts said he had offered use of the method to Broadcast Measurement Bureau (BMB), and had been told that organization might be interested pending results of a trial survey. He said he planned to run a survey in Los Angeles within the next month.

members. Non-members, however, would be given an opportunity to participate in the drafting. Chief stumbling block in the way of the outlined procedure is uncertainty by FTC over whether it has jurisdiction in view of the fact that FCC was created by Congress to regulate the Communications Act affecting the radio industry. This question, FTC officials say, will not be settled until such time as NAB formally submits the code to FTC.

### Informal Talks

It is learned that Miller is planning to consult "informally" with FCC and FTC instead of submitting the code for formal acceptance. Meanwhile, it is expected that FCC will receive a call from a delegation of the American Bar Association urging "remedial" regulations to tone down crime programs which, the bar group was told by one of its committee chairmen at its Cleveland conclave, have been among causes for an increase in crime.

FCC, however, in line with current policy, is expected to continue a "hands-off" attitude except possibly to suggest to broadcasters that they give consideration to the problem.

## Coming Soon! Final Results Of Another Outstanding Service to the Radio Industry

## The Billboard's 10TH ANNUAL RADIO PUBLICITY SURVEY

The nation's leading newspaper and magazine radio editors select radio's top publicizers . . . among the networks, advertising agencies, independent publicity organizations, local stations.

Just as *The Billboard's* Annual Radio Promotion Competition helps stimulate more and better promotion, so the publicity survey clarifies the radio publicity picture . . . by telling radio what the editors want and how they want it, and by recognizing and encouraging the industry's top publicity men and organizations.

## Pubserv Segs Resuming on WMCA, N. Y.

### Annual Cost Set at 100G

NEW YORK, Sept. 27.—Resumption of its top pubservice programming, drastically slashed several months ago, had crystallized at WMCA this week. Line-up estimated by tradesters to cost the station upwards of \$100,000 annually will be put into effect starting next week, with the station's extensive disk jockey shows providing the wherewithal.

Among shows ready for a reprieve after being knocked off the schedule are *New World A-Comin'*, which returns October 7 at 9:30 p.m. *Adventures Into the Mind*, the series on psychiatry, resumes November 7 and will air Fridays at 9:30 p.m. A practical child problem show, *Inquiring Parent*, starts October 19 at 12:45 p.m.

New shows which will debut Monday (29) include *Doorway to Fame*, a showcase for little known professional performers. Program will air at 4:03-4:30 p.m. across the board, and each week will feature one male and one female vocalist, who then will be booked into a local Loew movie house, with other engagements to follow if they prove satisfactory.

### Other Programs

Also preeming on the 29th is *This Is Your World*, a series of Corwin-like interviews made during the recent globe-girdling trip of Mr. and Mrs. William Winter. Winter is the former commentator at Columbia Broadcasting System (CBS). Snow will air at 4:30-4:45 across the board. Another new program, to air Tuesdays and Wednesdays at 9:03-9:45 p.m. beginning October 7, will feature readings from books on world topics.

Being prepped now by WMCA is a special new series of documentaries on social problems in New York, behind which the station will throw all its resources. No time or date has been set yet, but it will debut some time in November.

## Noted Guest Stars To Talk Optimism On Prudential Seg

NEW YORK, Sept. 27.—A series of highest-rank guests, beginning with Senator Warren Austin, has been lined up to appear on Prudential Insurance's *Family Hour*, aired at 5 p.m. Sundays on Columbia Broadcasting System (CBS). Senator Austin, permanent U. S. delegate to the United Nations, is set for the program next Sunday (5). He will be introduced by Carrol Shanks, president of Prudential, and then will speak.

Theme of the guesters, who will turn the show into a prestige operation, is expected to be an optimistic prophecy for the year ahead. Following Austin on this "wave of the future" series, Prudential and its agency, Benton & Bowles (B&B), are seeking to line up General Omar Bradley, Surgeon General Tom Parran, Admiral Richard E. Byrd, Bernard Baruch, Secretary of State George Marshall and Harvard President James Bryan Conant.



# TONI EXPANDING AIR BANKROLL

## Big Radio Campaign Helps Freedom Train Draw Crowds

(Continued from page 4)

mates it was able to obtain 200,000-000 listener impressions (an impression is a message heard once by a listener) during the week of September 15-21, the first allotted by the Council. The Council also plans to place AHF on its network allocation for the week starting October 13 and for the week starting November 10.

### All-Out Radio Aid

The response from the radio industry as a whole has been terrific. On September 16 the National Broadcasting Company (NBC) canceled the Johnson's Wax commercial on the Fred Waring show (9:30-10 p.m., EDST) and used the Waring work in a special program devoted to the dedication of the train at Philadelphia.

The following day the Mutual Broadcasting System (MBS) carried a program of interviews at the train on its network stations.

The other two national webs plan to air shows later. The Columbia Broadcasting System (CBS) will broadcast a special documentary about the train, written by William Robson, Wednesday (1), 9:30-10 p.m.

### Other Web Shows

Among the other national radio shows which, in one way or another, plugged the train and its program, are the Bob Hope show, *Kraft Music Hall*, *Theater Guild of the Air*, *Dennis Day show*, *Big Town*, *Lowell Thomas*, *It Pays to be Ignorant*, *Grand Ole Opry* and *Ellery Queen*. Such soap operas as *Our Gal Sunday* and kid shows such as *Jack Armstrong* and *Terry and the Pirates* went to town on the selling of democracy.

On September 24 Arthur Godfrey went thru the train with a hand mike and broadcast a 15-minute seg (5:45-6 p.m.). The *Esso Reporter*, on September 25, was aired from the train and is planning extensive coverage in each town the streamliner visits, if possible broadcasting from the train and in any case carrying spot announcements. Dr. Francis Stifler broadcast *Gems of Thought* from the train September 25.

*Cavalcade of America* is tying in all its scripts with the documents on the train and Irving Berlin made a personal appearance on the *Tex and Jinx* show. The *Breakfast Club* each Monday is saluting the various cities which the train will visit during the week.

Video also pitched in. WNBT, NBC's New York tele station, telecast a half-hour show sponsored by General Foods and Columbia's local video outlet, WCBS-TV, scanned a show, too.

Altho the radio pitch so far has been focused on the train first and its purpose second, the American Heritage Foundation is planning to reverse the accent with its future radio plugging thruout the nation. The Foundation has prepared a radio kit which it will send to all the stations in each town the train will visit and which is designed to aid the radio chairman of committees appointed by mayors to handle the promotion of the campaign.

### Radio Promotion Kit

These kits include: (1) A series of model spot announcements on the purpose of the Freedom Train visit, plus a sound effect disk of the tolling of the original liberty bell; (2) an

e.t. which carries the freedom pledge, recited individually by Jack Benny, Dorothy Lamour, Robert Taylor, Pat O'Brien, Jimmy Durante, Robert Young, Jean Hersholt, Edward Arnold, George Murphy, Walter Pidgeon, Van Heflin, Gene Autry, Lauritz Melchior, Ronald Reagan and Lynn Barie, to be used as 25-second spot announcements; (3) 24 features explaining the Foundation's program, for use by commentators and disk jockeys; (4) suggestions for music continuity on shows dealing with the Foundation's program; (5) script for a 15-minute sports show, and (6) script for a 30-minute kid show.

Theaters will be asked to display a one-sheet and a 40 by 60 card which will carry the pledge of re-dedication. New York theaters this week featured the one-sheets in their lobbies. In addition, exhibitors will be asked to carry plugs for the campaign in their marquees.

## Better Chances For 'Voice' Seen In New Congress

WASHINGTON, Sept. 27.—State Department's international broadcast set-up, with radio industry playing a stronger role, is virtually certain to get more favorable response in Congress next session, according to Capitol Hill sources this week, in the wake of the resignation of Assistant Secretary of State William Benton, who had charge of broadcasting activities.

Altho Benton had been making an all-out effort to give the radio industry an increased role in the foreign broadcast project, he faced hostility from a number of influential congressmen who had accused him of staffing the broadcast division with "outcast New Dealers." Even with the strong backing of Secretary of State Marshall, Benton had been unable to win enthusiastic support from Congress for his dream of an international broadcast set-up on a permanent basis.

### Increased Support Forecast

Capitol Hill is now forecasting that the "Voice of America" will gain increased support at the next session, which will take up once again the whole problem of establishing a quasi-governmental or independent body to maintain overseas short-waving. Incidental to this, one of Benton's last official acts was to announce formation of an advisory group of top radio folk to work with the State on broadcast policy.

Included in the score of radio and newsmen appointed to the advisory committee are Justin Miller, president of National Association of Broadcasters; Paul Porter, former chairman of Federal Communications Commission; Niles Trammell, president of National Broadcasting Company; Frank Stanton, president of Columbia Broadcasting System; Edward Noble, chairman of the board of American Broadcasting Company, and Edgar Kobak, president of Mutual Broadcasting System.

## Jersey Org Looms As Stations Get Only 2G in Time

JERSEY CITY, Sept. 27.—A State-wide trade organization of stations may crystallize as a result of stations' dissatisfaction over advertising expenditures allocated by the office of the secretary of state. The office, in order to acquaint natives with the State's newly revised constitution, has allocated \$78,000 for paid newspaper space and only \$2,000 for radio time. This odd state of affairs grew out of the recently held constitutional convention, which adopted a resolution that a total of \$80,000 be spent for paid advertising in press and radio. This advertising was intended to run until election time, November 4, on which day the people have an opportunity to accept or reject the changes.

Jersey stations are riled over the disproportionate allocation. One station exec, who is in the forefront of the move to organize a trade association, stated that the resolution specified \$80,000 for press and radio, and "did not mean \$78,000 for one and \$2,000 for the other.

Claiming that the stations were not angry at the newspapers for beating them out, he said that the incident nevertheless indicated to stations that a trade organization was necessary on a State-wide level.

A spokesman for three Jersey outlets stated that stations were ready to carry the constitutional revision strictly on the cuff, as a public service, but that the "newspaper lobby" forced thru the resolution calling for paid advertising.

## WNMP, Chi, Starts Operations Under Community Policy

CHICAGO, Sept. 27.—One of the most unique operations gets under way Monday (29) when WNMP, 1,000-watt daytime only station, starts broadcasting in Evanston, Ill., North Chicago suburb. Station, owned and operated by the Evanston Broadcasting Company, of which Angus D. Pfaff is general manager and one-third owner, will program primarily for the several hundred thousand radio homes in Chicago's north and northwest suburbs, but will also be heard in Chicago.

Intent of Pfaff is to operate a community service station, heavy on music, news and public service, with stringent control over commercials.

Applying its public service motif to the limit, the station at least once an hour, possibly on the hour, will give announcements calling attention to top-notch programs being aired concurrently on Chi network and large independent stations. This move is unprecedented here and has caused raised eyebrows on trade members who have heard about it.

In addition, the station will air each night before it goes off the air (undoubtedly at 5:30, half hour before sign off) a 15-minute stint reviewing programs to be heard on Chi stations that night.

Because he is not yet certain how his programs will lend themselves to commercial sponsorship, Pfaff purposely is not having any commercial time at the beginning. He wants to see how things jell before he begins to sell time.

Many of those in the trade here will be watching the station and will view it as a test of whether a station

## Testing Three New Shows in Network Plans

### Invading Canadian Market

ST. PAUL, Sept. 27.—The aggressive Toni Home Wave Company, which in less than nine months has jumped its national web expenditures from zero to over \$2,000,000 annually, this week prepared to expand its bankrolling in new directions. Toni now has begun a series of "minor league" test runs for new radio shows on a local and regional basis, with the object of building up more national network shows for the firm.

The Toni stable now includes 15 minutes of *Breakfast Club*, *Torme Time*, *Meet the Missus*, *Ladies Be Seated* and *Give and Take*. In addition, the firm has just signed Julian Funt, who penned *Big Sister*, to script a new, "more mature" daytime serial which it will slot shortly over National Broadcasting Company. Don Nathanson, Toni's radio director, said this week that the firm also is continuing its search for a suitable nighttime network show.

Three shows for test campaigns have been lined up already, with several others under consideration by the lively outfit, which began national distribution of its product less than a year ago. One, titled *Pay It With Music*, is slated to air over about 15 Eastern stations of the Trans-Canada Network beginning October 15. A musical show with an audience participation angle, it will star Russ Titus, Canadian crooner who once warbled with Richard Himber. Nathanson indicated that Toni will stick as closely as possible to audience participation shows, which have paid off well for the firm in the past.

### Invading Canada

Onset of this program will mark Toni's first invasion of the Canadian market. The show will air at 1:45-2 p.m. on Tuesdays and Thursdays, following the *Happy Gang* program, which has achieved ratings as high as 20. Should *Pay It* pay off, Toni is apt to boost it onto a national U. S. web hook-up.

Another audience participation show using the Canadian market for its testing ground is *Club 580*, a program for high school kids. This show will be aired at 4-5 p.m. across the board over CKEY, Toronto.

Third Toni experiment is being made in its own back yard, over WDGY, Minneapolis, at 4:15 to 4:30 p.m., on Saturdays. Called *The Mystery Singer*, this show each week uses records of a different singer, whose identity must be guessed by the audience. Should the gimmick prove successful, Toni might put the show on a web live, using different guest singers every program.

The programs are being pre-tested, when possible, with the Schwerin reactometer. They then will be given regular continuing tests while airing to work out rough spots. In addition, Toni will rely upon the old-fashioned test of mail pull to supplement ratings, using coupons and giveaways as the lure. Agency is Foote, Cone & Belding, Chicago office.

in a large competitive metropolitan market can do a unique, public service job and still make money.



Part I

The Billboard



NIGHTTIME Talent Cost Index

Tabulations are based on sponsored programs only. Based on first 15 evening shows and first three Sunday Afternoon shows in September 15 Hooper report.



Program, Sponsor, Agency Rank, Net. & Sta.	Hooper-ating	Previous Rating and Rank	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Urban Listeners
1—WALTER WINCHELL Andrew Jergens Co. Jergens' Lotion Robert Orr ABC 212	11.3†	*	Meet Corliss Archer—CBS NSP—MBS Manhattan Merry-Go-Round—NBC	\$ 7,500	\$ 663.72	\$ .73
2—MR. DISTRICT ATTORNEY Bristol-Myers Co. Vitalls, Sal Hepatica D.C.&S. NBC 133	10.9	11.1—1	College All-Stars vs. N.Y. Giants—ABC Ford Showroom-Meredith Willson—CBS NSP—MBS	\$ 7,000	\$ 642.20	\$ .79
3—RADIO THEATER Lever Bros. Co. Lux Soap J.W.T. CBS 149	10.7	*	NSP—ABC Gabriel Heatter—MBS Real Stories-Real Life, LN—MBS Telephone Hour—NBC Dr. I. Q.—NBC	\$16,000	\$1,495.33	\$1.74
4—CHARLIE MCCARTHY Standard Brands Chase & Sanborn Coffee Royal Puddings, Desserts J.W.T. NBC 143	10.4	*	NSP—ABC Adv. of Sam Spade—CBS NSP—MBS	\$20,000	\$1,923.08	\$2.10
5—YOUR HIT PARADE American Tobacco Co. Lucky Strike Cigarettes F.C.&S. NBC 160	9.8	8.8—4	NSP—ABC NSP—CBS NSP—MBS	\$10,000	\$1,020.40	\$1.10
6—BREAK THE BANK Bristol-Myers Co. Vitalls, Ipana D.C.&S. ABC 183	9.7	7.8—8	Arthur's Place—CBS Gabriel Heatter—MBS Real Stories-Real Life, LN—MBS NSP—NBC	\$ 4,500	\$ 463.92	\$ .53
7—JUDY CANOVA Colgate-Palmolive-Peet Co. Palmolive Soap Halo Shampoo Bates, S.&M. NBC 141	9.5	*	Professor Quiz, LN—ABC Saturday Night Serenade—CBS NSP—MBS	\$10,000	\$1,052.63	\$1.11
7—TAKE IT OR LEAVE IT Eversharp, Inc. Pens and Pencils Blow NBC 160	9.5	10.1—2	Theater Guild on the Air—ABC Xavier Cugat Show—CBS NSP—MBS	\$ 4,500	\$ 473.68	\$ .52
8—SUSPENSE Roma Wine Co. Roma Wines Blow CBS 57	9.0	*	Lum and Abner—NSP—MBS NSP—NBC	\$ 6,000	\$ 666.67	—
9—BLONDIE Colgate-Palmolive-Peet Co. Super Suds Colgate Dental Cream Wm. Esty CBS 150	8.9	*	NSP—ABC Gabriel Heatter Show—MBS Rogue's Gallery—NBC	\$ 8,500	\$ 955.06	\$1.01
10—THIS IS YOUR F.B.I. Equitable Life Assurance Soc. of U.S. W.&L. ABC 222	8.8	8.0—7	Adv. of the Thin Man—CBS Johns-Manville News—CBS NSP—MBS NSP—NBC	\$ 3,500	\$ 397.73	\$ .49
11—MANHATTAN MERRY-GO-ROUND Sterling Drug, Inc. Dr. Lyons' Tooth Powder D.-F.-S. NBC 141	8.6	7.5—9	Walter Winchell—ABC New Loudilla Parsons Show—ABC Meet Corliss Archer—CBS NSP—MBS	\$ 4,000	\$ 465.12	\$ .54
12—ADV. OF PHILIP MARLOWE Pepsodent Div., Lever Bros. Co. Various Products F.C.&S. NBC 128	8.4	*	NSP—ABC NSP—CBS NSP—MBS	\$ 5,500	\$ 654.76	\$ .84
12—THEATER GUILD OF THE AIR United States Steel Corp. B.B.D.&O. ABC 230	8.4	*	Tony Martin Show—CBS Xavier Cugat Show—CBS Jim Backus Show—MBS Amer. Album Familiar Music—NBC Take It or Leave It—NBC	\$15,000	\$1,785.71	\$2.21
12—FRED WARING S. C. Johnson & Son, Inc. Floor Wax N.L.&S. NBC 141	8.4	*	NSP—ABC NSP—CBS NSP—MBS	\$ 8,500	\$1,011.90	—

TOP THREE SUNDAY AFTERNOON PROGRAMS

ONE MAN'S FAMILY Standard Brands Fleischmann's Yeast Shefford Cheese J.W.T. NBC 144	6.3	*	NSP—ABC NSP—CBS Juvenile Jury—MBS	\$4,500	\$ 714.28	\$ .90
CARMEN CAVALLARO Sheaffer Pen Co. R.M.S. NBC 148	5.6	5.2—2	Lassie—ABC NSP—CBS NSP—MBS	\$ 3,500	\$ 625.00	\$ .73
HOUSE OF MYSTERY General Foods Post's Corn Toasties B.&B. MBS 382	5.5	*	NSP—ABC NSP—CBS Quiz Kids—NBC	\$ 2,500	\$ 454.55	\$ .53
QUIZ KIDS Miles Laboratories Alka-Seltzer One-A-Day Vitamins Wade NBC 145	5.5	*	NSP—ABC NSP—CBS House of Mystery—MBS	\$ 6,000	\$1,090.91	\$1.34

\* Not in top 15 or top 3 in August 30, 1947, report  
† Includes first and second broadcasts

LN—Limited Network

Average evening rating is 5.6, as against 4.9 last report, 6.7 a year ago. Average sets-in-use are 19.1, as against 18.1 last report, 21.3 a year ago. Available homes are 71.7, as against 70.1 last report, 72.5 a year ago. Number of sponsored hours reported is 61 1/4, as against 52 3/4 last report, 60 1/4 a year ago.

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

Petrillo Fights On Two Fronts

(Continued from page 5)  
to negotiate harmoniously with the AFM.

The Department of Justice is proceeding with a litigation which some industry folk here candidly regard as the means for an effective solution to the problem. The attorney general's office here disclosed that new briefs are ready for filing in Federal District Court in Chicago for re-introduction of the criminal charges against AFM concerning violation of the Lea-Vandenberg Act. The briefs are being resubmitted in keeping with a decision handed down several months ago by the U. S. Supreme Court. A Justice Department spokesman said here that the new briefs are "almost similar in content with the old briefs" and he pointed out that "some minor revisions have been made." The government's case, it was pointed out, will emphasize charges of violation of the law's anti-feather-bedding provisions.

Old Favorites Back on TCI After Layoff

Nighttime Toppers Return

NEW YORK, Sept. 27.—Return of leading nighttime radio shows after a summer layoff is changing the face of the Talent Cost Index, a feature of *The Billboard's* Continuing Program Studies prepared in co-operation with the C. E. Hooper organization.



The latest chart, for instance, lists Walter Winchell, Lux Radio Theater, Charlie McCarthy, Judy Canova and other top shows which were absent from the listing in the September 13 issue of *The Billboard*.

Winchell, who grabbed first rank with a Hooper of 11.3, is figured as reaching 1,000 urban listeners at a cost of \$.73. Other programs, which fall considerably below Winchell's in rank, show up even stronger when judged on the basis of cost per 1,000 urban listeners. *Break the Bank*, for instance, in sixth place and with a talent cost of \$4,500, breaks down to \$.53 per 1,000. *Take It Or Leave It*, seventh, is estimated at \$.52. *This Is Your FBI*, 10th in rank, delivers at \$.49. *Manhattan Merry-Go-Round*, 11th, at \$.54.

"Mr. D. A." Holds Up

Mr. District Attorney continues to hold up well among the leaders, landing second position and delivering listeners at the estimated rate of \$.79 per thousand. *Lux Radio Theater*, not on the last chart, comes third this trip with a Hooper of 10.7 and a basic cost of \$1.74, predicated on a talent nut of \$16,000. Standard Brands' Edgar Bergen (Charlie McCarthy) opus, also back from a summer's rest, lands fourth Hooperwise and is estimated as delivering at the rate of \$2.10. Glance at the chart will show ranks, rating and cost-per-thousand listeners for other programs which made the chart after a summer lay-off.

Top Sunday afternoon programs are *One Man's Family* and *Carmen Cavallaro*, in first and second rank respectively, with basic costs per 1,000 estimated at \$.90 and \$.73. *House of Mystery*, third on the list, has a cheaper basic rate than any of them—\$.53. *Quiz Kids* tied for third rank with *Mystery*, cost \$1.34 per 1,000.

In addition, Justice Department spokesmen hinted that the government may seek to bolster its case with a complaint drawn up against Petrillo by the FM association. Government attorneys will argue that this complaint has relevancy in the old case since it is an outgrowth of the original quarrel between broadcasters and Petrillo, it was pointed out. The FM complaint has been finally drafted after several weeks of work by the association's legalists and FMA Executive Director J. N. (Bill) Bailey. It contains a number of stinging rebukes to the AFM chief who, according to FMA, had led association officials to believe that he would lift the duplication ban earlier this year.

Petrillo's latest edict on duplication has already had a pronounced effect on programming of WASH-FM and its Continental network, officials disclosed here yesterday. The web has withdrawn Stromberg-Carlson's live symphonic program, *Treasury of Music*, which had originated from Rochester, N. Y., and provided jobs for members of the 50-piece Rochester Civic Orchestra. In addition, plans to put a 20-piece orchestra on the air sustaining from WASH-FM for the Continental network have been dropped.

Substitutes

Substituting for the symphony, first commercial FM web show, this week were a vocalist and harmonica player, neither of whom comes under AFM jurisdiction. Sustainer is to be replaced by a transcribed series on "true stories from the files of New York State Police." Also, three instrumental programs have been dropped by WASH-FM. It is estimated that in addition to 72 musicians and 12 solo artists who have been removed from the air, a score of other persons who had collaborated with the music programs have been affected by the latest Petrillo order to WASH-FM. Hudson Eldridge, WASH-FM program manager, said a number of other plans for live music program were being held in abeyance.

One FM official said this week that, since full AM rates were being paid performers on *Treasury of Music*, banning of the show constituted a clear case of discrimination against FM. As such, he indicated, other government agencies, such as the Small Business Committee, might come into the picture, since money apparently was not the reason behind Petrillo's action. This FM expert, one of the most important in the field, pointed out that the move might be confirmation of a long-held belief by many FM-ers that Petrillo and the AM network have an unwritten agreement which precludes use of music of FM at this time.

All action, however, awaits the outcome of Wednesday's sessions between the AFM chieftain and the negotiating committee.



Radio Station

**WHO**

*proudly acknowledges*

*its selection for*

**The  
Billboard**

**CLEAR CHANNEL PUBLIC SERVICE**

**AWARD**

**1947**

To quote *The Billboard's* news story,  
"In the category of public service, top honors went to **WHO**, Des Moines, for the spectacular job it did in promoting the fourth annual Corn Belt Plowing Match and Soil Conservation Field Day, which drew 50,000 farmers to the one-day event and gained national notice."

**WHO**

**DES MOINES . . 50,000 WATTS**

*B. J. Palmer, President*

*P. A. Loyet, Resident Manager*



# Pro Football On 22-Station Midwest Net

## Atlas Brewing Is Sponsor

CHICAGO, Sept. 27.—In one of the biggest deals of its kind in the Midwest, Atlas Brewing Company, thru the Olian Advertising Agency, this week signed to sponsor on 22 stations in Illinois, Kentucky, Iowa, Nebraska, Tennessee and Georgia all National League pro football games of the Chicago Cardinals. Games will be originated by WJJD, Marshall Field indie here. They will be fed by WJJD on three lines to some stations and be re-fed to other stations on the net. In addition to marking a top sale, lining up of the Midwest net could mark the beginning of an attempt by WJJD to become the hub of a Midwest regional net for other shows. It is known that *Here Comes Tomorrow*, WJJD all-Negro dramatic serial, is being contemplated for possible sale on a regional net basis. Trade observers here expect WJJD to grow rapidly now that it has 50,000 watts and expects to go full time soon, and look to formation of a regional web for sponsored shows, similar to WIND's Midwest network, to be a logical step in its growth.

Cardinal games will be described by Jack Brickhouse, one of the top sportscasters here. Attempt was also made to get Wisconsin stations to air the Atlas series, but owners of the Green Bay, Wis., team applied pressure to prevent encroachment into their territory.

In other steps marking its progress, WJJD this week took the Carson Pirie Scott & Company's *Distinguished Guest* show away from WGN and took on the *Quiz Dawn* program, formerly aired by WLS.

Part II

The Billboard



## BASEBALL LISTENERSHIP ANALYSIS

The following figures are part of a special analysis made by the Pulse showing listenership to baseball broadcasts in New York City. The analysis covered broadcasts during the months of May, June, July and August, 1947. Following charts summarize the games involved in the analysis, and breakdown listenership by team, time of game and month.

# Ball Games Give Hypo to Indie Outlets

## Special Analysis for BB

(Continued from page 3)

and Yankees. Over the four months, the Dodgers averaged a rating of 5.5 on WHN, compared with the 4.8 scored by the Giants on WMCA and 4.3 by the Yanks on WINS. The lowly state of the Yankees in luring listeners was ascribed by baseball insiders to the runaway which the team made of the American League race this season. Announcing combination was Mel Allen, who will handle part of the World Series, and Russ Hodges. Dodger games were spied by Red Barber, who will split the World Series assignment with Allen and Connie Desmond. Giant announcing team was Frankie Frisch and Steve Ellis.

Breakdown of a recent random week shows that, while a Yankee-Boston doubleheader averaged 4.9 between 1:30 and 7 p.m. on Wednesday, September 10, those same hours pulled, without baseball, an average of only 1.0 on September 8, 1.3 on September 9, .9 on September 11 and 1.0 on September 12.

A Giant-Dodger game on Friday, September 5, averaged 4.2 between 2:30 and 5 p.m. over WHN. The same hours, on September 1, 2, and 3 averaged 1.4, while on September 4 it dipped to 1.1.

The same Giant-Dodger game also

### Games Covered by This Survey

	Midweek Afternoon Games	Evening Games	Week-end Games	Total
Dodgers	10	8	5	23
Giants	10	6	5	21
Yankees	7	6	8	21
Total	27	*19	18	*64

\*Dodger-Giant game (Wednesday, July 2) counted once only, altho broadcast over both WHN and WMCA.

### Average Rating by Month and Time

	May	June	July	August	4 Mo. Av.
Average Rating Weekday games	3.5	3.4	5.0	3.9	4.0
Average Rating Week-End Games	4.6	6.1	5.0	5.0	5.2
Average Rating Evening Games	—	5.7	6.4	4.5	5.5
Monthly Average	4.0	5.1	5.5	4.5	4.9

### Average Rating by Teams

	Weekday	Week-end	Evening	Total
WHN (Dodgers)	4.1	6.3	6.2	5.5
WMCA (Giants)	3.5	6.3	4.6	4.8
WINS (Yankees)	3.6	4.5	4.9	4.3

was broadcast over WMCA, where it averaged 3.9. With no baseball on the three preceding days, the station averaged, for the same hours, 1.0 on September 2, .9 on September 3 and 1.0 on September 4.

### Non-Baseball Days

Weekdays, when baseball was not available, WHN generally has featured recorded music thru the afternoon, while WMCA broke up its music with news and sport flashes. WINS had a disk jockey show ready to insert on blank days. Baseball hours on the webs found National Broadcasting Company completely occupied by soap operas. American Broadcasting Company used audience-participation shows and the Paul Whiteman disk jockey seg. Columbia Broadcasting System ran

serials till 3 p.m., then moved pretty much into audience-participation shows. Mutual Broadcasting System filled its afternoon time with variety, musical, news and audience-participation shows.

Difference between "normal" ratings and baseball's ability to add listeners has program managers laboring over pre- and post-game schedules which would take advantage of the sportscasts' drawing power. Now, with the baseball season at an end, the program managers of stations which have reaped these bonus audiences must seek full-scale methods of retaining at least a portion of their baseball listeners.

Analysis of New York baseball listenership is broken down in greater detail by station, time and month in the accompanying charts.

**TALK to the SOUTH'S EAR ZONE through WDSU**

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

**NEW ORLEANS WDSU ABC Affiliate**  
1280 kc 5000 Watts  
JOHN BLAIR & CO., REPRESENTATIVE

## N. Y. Library Tie-Up With 'Books on Trial'

NEW YORK, Sept. 27.—WHD, Loew indie here, has worked out a promotional tie-up with the Brooklyn Public Library plugging the station's *Books on Trial* program, and a similar promotion is being set with the New York Public Library.

For three weeks, the central branch of the Brooklyn Public Library will have on view large displays of photos illustrating the program. This photo display will be tied in with books available at the library. Additional displays of *Books on Trial* scenes will be displayed by branches of borough's library system.

The deal being set with the New York library will involve displays in 65 branches.

## Fizdale To Resume Flacking, In N. Y., Chi and on Coast

NEW YORK, Sept. 27.—Tom Fizdale, who retired from his publicity company several years ago, has formed a new organization and will open New York, Chicago and West Coast offices. Max Hill, former foreign correspondent for the Associated Press and news commentator for the National Broadcasting Company (NBC), will be manager in New York, and Franklin Phillips will head up the Hollywood branch.

Fizdale will handle both show business and industrial accounts.

## Here's One Issue Radio Is NOT Trying To Skirt

NEW YORK, Sept. 27.—The top question of the day, exceeding even the veto and the atom bomb in importance, seems to be the length of women's skirts. Numerous programs debating this challenging issue are being aired, with more reported in the offing.

Bill Dawes, who conducts the *Make Believe Ballroom* at WCKY, Cincinnati, has taken a radio poll of his listeners and reported that of 516 letters and cards, 507 ladies and three men favored present skirt lengths. A video show titled *Fashionette*, aired over WCBS-TV, New York, September 18, demonstrated how teen-agers could enlarge their present wardrobe to fit the style needs economically. A forum titled *The Long and Short of It* was held September 20 over WLAW, Lawrence, Mass., featuring four noted women fashion experts, executives or writers and a lone male, Bill Riley, drama critic of *The Boston Globe*. The webs, too, are taking this seriously, with even the sober America's *Town Meeting* setting aside its show September 23 to debate "Shall we accept the new fashions for women?"

## Hilliard Producing, Benny's Staff Set

NEW YORK, Sept. 27.—Only change in the personnel of the Jack Benny show this year is Hilliard Marks' assumption of the producer's chair. Marks replaces Bob Ballin, who recently got a vice-presidency in Foote, Cone & Belding Agency, whose Hollywood office he heads. Marks was associate producer of the show last year.

The cast will be identical, with the signing of Mary Livingston, Phil Harris, Rochester, Dennis Day and Don Wilson. For the fifth successive year, the same scripters will turn out the program, which returns to the air October 5. The team consists of Sam Perrin, Milt Josefsberg, George Balzer and John Thackaberry.

**GENUINE GLOSSY PHOTOS 5 1/2 EA.**  
Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.73	MOUNTED ENLARGEMENTS
1000, 8"x10", \$55.00	30"x40" \$3.85 EA.
Fan Mail Photos	20"x30" \$2.50 EA.
1000, 5"x7", \$34.00	
1000 Postcards, \$22.00	

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Photographers Bryant 9-1723 N.Y.

**WE DELIVER WHAT WE ADVERTISE**





## ADDED HONORS... ADDED OBLIGATIONS

The Billboard has done KSTP great honor by adding its Promotion Plaque Award to the Showmanagement Plaque Award made by Variety. To KSTP, these added honors represent no calculation of a promotion effort. They represent, instead, added obligations which KSTP will make every effort to fulfill.

**50,000 WATTS • CLEAR CHANNEL**  
 KEY STATION FOR THE NORTHWEST NETWORK  
 EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES  
*Represented Nationally by Edward Petry & Co.*





Part III

The Billboard



NETWORK PROGRAM Reviews & Analyses

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



Zane Grey Show

Reviewed September 23, 1947

Sustaining Via MBS

Tuesdays, 9:30-10 p.m.

Estimated Talent Cost: \$2,750; producer, Stephen Slesinger; writer-director, Paul Franklin; Harry Zimmerman's orchestra; cast, Vic Perrin (Tex Thorne), Alvin Temple (Liz Tyler), Early Ross (Angus Sanderson); narrator, Bill Forman.

Current Hooperating for the program (Starts September 23).....None  
 Average Hooperating for shows of this type (Dramatic)..... 6.3  
 Current Hooperating of show preceding ("Real Stories")..... 3.0  
 Current Hooperating of show following (Sustaining)..... None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS  
 ABC and CBS: Sustaining.....None  
 NBC: Fred Waring Show..... 8.4

The good old days of pounding hoofs, grunting Indians and rattling rifles have been resurrected for the airplanes by Mutual in the form of the new Zane Grey show, for which the web is reported to have high commercial hopes. Draws thick enough to roll into hand-mades casually orated the usual tell-tale words like dinero, hombre, adios and lobo. Action was frequent and violent, with a dirty snake by the name of Lace Carew breaking the law of the purple sage with impunity but little success, due to the efforts of a two-fisted young Texan named Tex (what else) Thorne and his horse, Topaz.

So potent were the sound effects depicting the regular lead-and-muscle battles between Tex and Carew's gang that chaos, unfortunately, was the usual end result. For minutes at a time it was difficult to tell who was doing what to whom, and whether the grunts and other noises were supposed to signify pain or delight.

Story itself was typical of the Grey genre, with the villain's gang set to drive the heroine and her kin from town to prevent them from setting up a competing business. Tex, a lad who loved his boss better than any gal, nevertheless succumbed to the charms of Liz Tyler, and helped put the varmints where they belonged. Most intriguing character was the neighboring storekeeper, dour Angus Sanderson, whose Scottish burr, added to assorted redskin grunts, quasi-Spanish, and Texas twang, completed a weird concoction of speech.

Western Flavor

For what it attempted to be, however, the initial show must be ruled in contention. Those who tuned in hoping to hear the imaginary West revived, very likely were satisfied with what they got, even to the conversations between the cowboy and his horse. Lead role was handled by Vic Perrin, who made Tex sound properly infantile, dashing and romantic. Beginning next week, however, Jim Bannon will step into the swagger instead. Alvina Temple as Liz and Earle Ross as Angus did their bits.

Narrator Bill Forman turned up now and then with some pretentious lines plugging the show "tying up with the history of America." But the show spoke best for itself when 'See Zane Grey Show on page 18.

Bob Hope Show

Reviewed September 16, 1947

Pepsodent, Division of Lever Bros. Co. Frank Brodsky, Advg. Dir.

Thru Foote, Cone & Belding J. Hugh E. Davis, Acct. Exec.

Via NBC

Tuesdays, 10-1:30 p.m.

Estimated Talent Cost: \$20,000; producer-director, Bob Stephenson; musical director, Les Brown; announcer, Wendell Niles; writers, Norman Sullivan, Ray Allen, Jay Burton, Hal Goodman, Ralph Goodman, Larry Kline, Paul Laven, Cy Rose, Burt Styler and Fred Williams; cast, Bob Hope, Jerry Colonna, Vera Vague, Mirium singing group (Trudy Ewan, Leo Dukehorn, Leslie Baxter, Bernie Parke).

Last Hooperating for the program (June 3, 1947).....19.1  
 Average Hooperating for shows of this type (Variety)..... 4.6  
 Current Hooperating of show preceding (Fred Waring Show)..... 5.8  
 Current Hooperating of show following ("Evening With Romberg")..... 4.0

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS  
 ABC, CBS and MBS: Sustaining.....None

ABOUT THE ADVERTISER

Lever Bros. is, of course, one of the world's largest firms and one of radio's top bankrollers. Pepsodent Division of Lever Bros. alone spent close to \$900,000 on radio last year, as against about \$825,000 the year before. The company's magazine advertising expenditures last year ran about \$100,000 under those for radio, but still marked a decided increase over 1945, when Pepsodent earmarked about \$540,000 for magazines.

Bob Hope has started his ninth season on the air and he undoubtedly will remain as integral a part of radio this year as tubes and speakers. Having found a formula which has made him a habit with what Fred Allen has called "the faceless group," we may expect Hope to hew rather closely to the line again. However, there were a few indications present that Hope may try an occasional experimental fillip now and then.

Major innovation has a new fem chirper on the show each week, at least for the present. Martha Tilton warbled on the show's second edition. Les Brown's band has taken up the musical chores and does a neat and impressive job. Back again are Jerry Colonna, Vera Vague, announcer Wendell Niles and the Mirium singing group. Guest was Ken Murray, who has been producing the revue, *Black-outs*, on the Coast for the past century or two.

Usual Formula

Format ran thru the usual Hope rapid-fire opening ("price increases are too small to blame on the Republicans and too large to blame on Elliott Roosevelt") into a rambling but amusing program-long skit which embodied the regular sparring bees with Colonna and Vague. Hope joined the commercial-and-sponsor kidding routine, with the sponsoring Lever brothers (Quentin and Pismo) taking the brunt. Enactment of the brothers Lever characterized them as being on the ham- 'See Bob Hope Show on page 18.

Information, Please

Reviewed September 26, 1947

Cooperatively Sponsored Via MBS

Friday, 9:30-10 p.m.

Estimated Talent Cost: \$12,000; producer-director, Dan Colenpaul; emcee, Clifton Fadiman; cast, Franklin Pierce Adams, John Kieran; guests, this program, Fred Allen and Robert Montgomery.

Last Hooperating for the program (June 18, 1947)..... 4.7  
 Average Hooperating for shows of this type (Quiz)..... 7.2  
 Current Hooperating of show preceding ("Real Stories")..... 3.0  
 Current Hooperating of show following (Sustaining)..... None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS  
 ABC: "The Sheriff"..... 7.3  
 CBS: "F. B. I. in Peace and War"..... 5.3  
 NBC: "Waltz Time"..... 5.1

Nearing the wind-up of its first decade on the air, *Information, Please* made its bow as a co-op show over Mutual Broadcasting System (MBS) this week. Virtually the same program which gained numerous awards in bygone semesters, the show sparkled from the guest appearance on the "board of experts" of Fred Allen and Robert Montgomery. The regulars included, as usual, John Kieran and Franklin P. Adams, with Clifton Fadiman serving up the stumpers.

Fadiman teed off with a blurb about the show moving over to MBS and switching from one to "a family of sponsors," with the family due to expand. As a switch, he asked the panel members to state name, residence and occupation, much in the fashion of the audience-participation shows. Allen started a succession of brilliant thrusts by listing his occupation as "character analyst for a weighing machine company." The redoubtable Fred later on even supplied a definition for diastolic and systolic pressures, and when Kieran quibbled over the definition, Allen broke up the debate by declaring that "medical men will understand what I say."

Commercial Cues

Commercials were cued to the affiliates at the 10 and 20-minute marks. Four major Eastern cities, including New-York, are hearing the program under auspices of Robert R. Young's Chesapeake & Ohio Railroad, and the industrialist's plugs stressed his continuing campaign to get thru Pullman service from East to West.

FPA stopped the show near the end when Fad man raised the question of predicting weather changes by sensitivity of the body. Adams promptly declared that his body had "hundreds of sensitive areas." Fadiman, when he could make himself heard, ruled that they needn't go further into that subject at this time. Suave and assured as usual, Fadiman did a competent job, winding up the show with a plug for the *Information, Please Almanac*. Sign-off boosted MBS as the world's largest network, "with more than 450 stations."

*Information, Please* is a welcome opus among returning fall shows and should prove a significant addition to the MBS roster.

Sam Chase.

The Old Gold Show

Reviewed September 24, 1947

P. Lorillard Company

Alden James, Dir. of Advg.

Thru Lennen & Mitchell, Inc.

Thomas Doughten, Acct. Exec.

Via CBS

Wednesdays, 9-9:30 p.m.

Estimated Talent Cost: \$15,000; producer-director, Mann Holiner; writer, Phil Rapp; announcer, Marvin Miller; cast, Frank Morgan, Frances Langford, Don Ameche, Carmen Dragon's Orchestra; guest this program, Dinah Shore.

Current Hooperating for the program (Started September 24).....None  
 Average Hooperating for shows of this type (Variety)..... 5.8  
 Current Hooperating of show preceding ("Dr. Christian")..... 6.4  
 Current Hooperating of show following ("Meredith Willson")..... 3.3

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS  
 ABC: "College All Stars Vs. N. Y. Giants" (Special Event, 8:15-11)..... 4.2  
 MBS: "Gabriel Heater" (9-9:15)..... 3.0  
 NBC: "Tex and Jinx Show"..... 5.7

ABOUT THE ADVERTISER

P. Lorillard Company's annual radio advertising budget was in excess of \$1,500,000 during 1944, '45 and '46. It is interesting to note that whereas the radio budget has remained steady in the last few years, the mag budget has shown a general decline. In 1943, for instance, the figure was approximately \$725,000. This dropped to about \$660,000 in 1944, bounced up to \$700,000 in 1947, and fell to \$450,000 in 1946.

Among radio advertisers the sponsor is in 32d place.

*Old Gold Show* has slick production, is pleasant musically, and is good for a number of laughs, but (See *Old Gold Show* on page 18)

The Eddie Cantor Show

Reviewed September 25, 1947

PABST SALES COMPANY

Edwin L. Morris, V-P. in Chg. of Advg.

Thru Warwick & Legler, Inc.

Charles E. Staudinger, Acct. Exec.

Via NBC

Thursdays, 10:30-11 p.m.

Estimated Talent Cost: \$20,000; producer, Vic Knight; writers, Jay Sommers, Jesse Goldstein and Harold Goldman; announcer, Harry Von Zell; cast, Eddie Cantor, Cece Blake (vocalist), Harry Von Zell, Arnold Stang, Bert Gordon, Edgar Fairchild's orchestra, Blug Ribboneers vocal quartet.

Last Hooperating for the program (June 19, 1947)..... 9.3  
 Average Hooperating for shows of this type (Variety)..... 5.8  
 Current Hooperating of show preceding ("Mystery in the Air")..... 5.7  
 Current Hooperating of show following (Not available)

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS  
 ABC and MBS: Sustaining.....None  
 CBS: "Man Called X"..... 7.3

ABOUT THE ADVERTISERS

Pabst Sales Company in 1946 spent in the neighborhood of \$700,000 for radio time, and its talent budget on the Cantor show accounted for an additional estimated \$750,000. In 1947, figures promise to be similar. This radio outlay is much larger than the company's expenditures in magazines. In the latter medium, the firm's budget has shown a generally downward trend, the 1943 figure of approximately \$550,000 having been trimmed to about \$325,000 in 1946.

Eddie Cantor returned to the National Broadcasting Company (NBC) schedules Thursday with a 'See Eddie Cantor Show on page 18.



### Broadcast Unions Meet To Swap Views

NEW YORK, Sept. 27.—The Association of Broadcast Unions and Guilds will hold a luncheon Monday (29) to discuss plans for the fall season now that the group must cope with the Taft-Hartley Law. The law

prohibits collusion among labor orgs for the purpose of secondary boycott, but the radio unions can meet and compare contracts and general data on the broadcasting field.

The convention of the American Federation of Radio Artists in August passed a resolution asking the formation of ABUG on a national scale and there is a good possibility this will be on the agenda at the luncheon.

### All in One Show TV, AM and FM

BOISE, Idaho, Sept. 27.—What may have been the first program to be used simultaneously on television, AM and FM radio was broadcast in Boise recently. The *Musical Mer-*

*ry-Go-Round* program of Joe Maggio, featuring as guests songstress Lee Wiley and hot pianist Jess Stacey, was aired over KIDO and KIDO-FM and televised simultaneously by the touring RCA Victor television caravan.

The Boise demonstration by the caravan produced another first in televising a group of Nez Perce Indians in full regalia.

# WHN does it again!

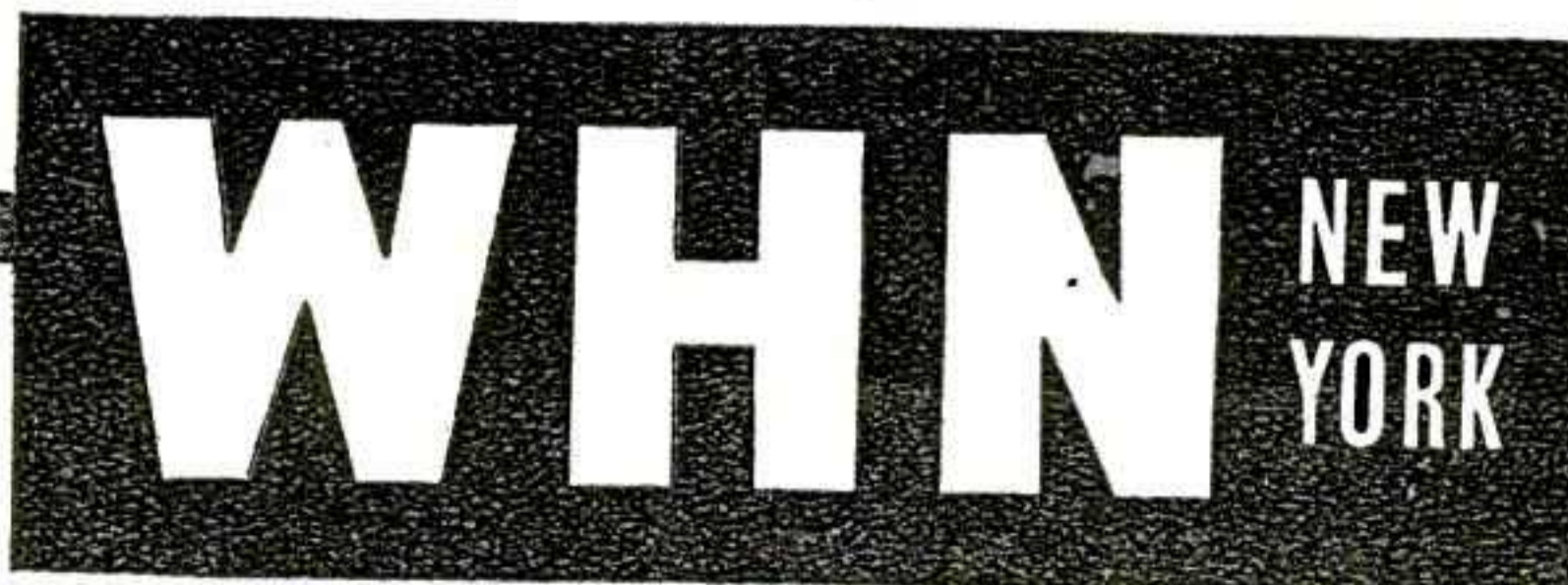


*Thank you,  
Billboard judges!*

**TED HUSING'S BANDSTAND PROMOTION  
WINS SINGLE CAMPAIGN DIVISION  
INDEPENDENT STATIONS OVER 5,000 WATTS  
BILLBOARD 1947 RADIO PROMOTION EXHIBIT**

Last year it was WHN's Sports. This year, again, another WHN feature runs off with top promotion honors. WHN advertisers get *intensive promotional support* for their campaigns, plus *showmanship*, plus *fifty-thousand-watt clear channel coverage*, in *America's greatest market*.

Yes, you get more for your money on WHN.



**50,000 Watts • 1050 Clear Channel**



## FCC To Hear WORL Protest

WASHINGTON, Sept. 27.—The case of WORL, Boston, comes in for new fireworks October 9, when attorneys for the station protest Federal Communications Commission's (FCC) April decision refusing to renew the station's license. FCC is expected to set oral argument on the similar case involving WOKO, Albany, later in October.

WORL was refused a renewal on the grounds of concealed ownership in a three-to-one decision. The station denies the charge and contends the decision should be invalidated because less than a majority of the commissioners approved the verdict.

WOKO's license renewal was refused on the same grounds, and FCC proposes to give the frequency to Gov. Dongan Broadcasting Company. Meanwhile, WOKO has been given a further temporary license extension to October 31 pending a final decision.

## Philip Morris Night Schedule Gets Shake-Up

NEW YORK, Sept. 27.—The Philip Morris Company has moved to revise its nighttime web programming drastically. It canceled completely the *Crime Doctor* show and dropped that program's Sunday night 8:30-9 p.m. time on Columbia Broadcasting System (CBS). At the same time, thru the Biow Agency, the cigarette firm prepared to sign a new variety show starring Dinah Shore, baritone Art Lund and the Harry James band.

Latter show, according to strong trade rumors, will begin airing in October as a replacement for one of the remaining two Philip Morris nighttime shows, bumping either *It Pays To Be Ignorant* or the Milton Berle show. Most bets in the trade had Berle staying put in his Tuesday time over National Broadcasting Company (NBC) and the Shore-Lund-James combo moving into the Friday CBS slot currently held by *Ignorant*.

## Cal Cannon Is G.M.

NEW YORK, Sept. 27.—In awarding first place to KIEV, Glendale, Calif., in the Public Service category under 5,000 watts in its 10th Annual Radio Promotion Competition, *The Billboard* mistakenly listed Jack Heintz as general manager of the station. Heintz has not been connected with KIEV since November, 1946.

*The Billboard* wishes to correct the record by noting that Cal Cannon is manager of KIEV and was responsible for the award-winning entry of the station.

## Young Now Fixture On Tony Martin Seg

HOLLYWOOD, Sept. 27.—Deal was set last week for comic Alan Young to become permanent fixture on Tony Martin-Texaco seg following series of consecutive guest appearances on CBS Sunday night airer. Young will get featured billing, plus 13-week options, reserving the right to headline own show if bankroller is snagged.

Young is reported negotiating new show for Plymouth altho motor maker has as yet not indicated any definite choice of property or type of show desired. Jimmy Saphier represented Young on Texaco deal.

## Morton Quits WM; Pacts 'Parky' Seg

HOLLYWOOD, Sept. 27.—After 12 years in the radio department of the William Morris Agency, talent Maurice Morton leaves at the end of the month to set up his own percentage specializing in radio packages. Morton takes with him the new Mutual co-op Parkyarkarkus package, handling Harry (Parky) Einstein personally as well as producing the stanza.

In addition to Parky, Morton will shortly announce several other name clients who switch radio representation to his outfit.

## Eldon Park Named WINS V.P.-Manager; Program Plans Pend

NEW YORK, Sept. 27.—Programming plans at WINS are up in the air this week, following appointment of Eldon Park as vice-president and station manager of the Crosley-owned indie outlet. Prior to the appointment of Park, who was Crosley's vice-president in charge of programs at WLW, Cincinnati, WINS was on the verge of adopting a new program formula which would have dropped single units in favor of long strips of block or mood programming. The proposed plan had been worked out by Jerry Danzig, who remains as program manager; Willard Schroeder, former station manager, and William Robinson, who has left his WINS sales manager job to become program director at WLW.

At the week's end, no replacement had yet been named for Robinson's sales manager post.

## Trio Set Again for Elgin Holiday Segs

HOLLYWOOD, Sept. 27.—This year Elgin's *Two Hours of Stars* air shows on Thanksgiving and Christmas Day will again include Don Ameche as emcee, Ken Carpenter for the announcing and Lou Silvers' musical direction. Threesome has participated in Elgin's lavish holiday packages for the past six years.

Some names have already inked the Elgin paper, with other contracts yet to be concluded. Skedded for the Thanksgiving seg are Jack Benny, Red Skelton, Vera Vague, Jimmy Durante and Yehudi Menuhin. Yuletide package will hold Edgar Bergen and Charlie McCarthy, Amos 'n' Andy, Bob Hope, Cass Daly and Lauritz Melchior. The Ameche-Carpenter-Silvers trio will participate in both the Thanksgiving and Christmas shows.

Talent buying for both is under supervision of Norman Blackburn, J. Walter Thompson Coast exec.

## Canuck License Pitch Explosive

MONTREAL, Sept. 27.—One of the Canadian Broadcasting Corporation's worst headaches—the issuance of licenses to French language stations—took a sudden turn for the worse recently with the charge by one of the CBS's own governors, Harold B. Chase of Montreal, that those who oppose the granting of licenses to French independent Stations did so on religious grounds because most of the French Canadians are Roman Catholics.

The charge is likely to explode a bombshell and worsen the already strained relations between the federal government, which runs CBS, and the province of Quebec, whose residents are 75 per cent French-speaking. Chase's statement, made at a CBS meeting in Calgary, was hotly challenged. Whether or not it is proved, a battle royal is certain.

Issue stems from the fact that there are two official languages in Canada. That is, under the British North America Act, which defines provincial and federal rights, French and English are recognized as the official "federal" languages, so to speak, but whether each province accepts this stand is another point.

What angers the applicants and general public most is that decisions on the issuance of licenses are not subject to appeal. In this case, however, the province may contest the statute before the Privy Council in London, highest court of the British Empire.

## Multi-Talented

NEW YORK, Sept. 27.—Morey Amsterdam is practically a one-man industry. In addition to his 7:30-8 p.m. across-the-board comedy show on WHN, he's starting a disk jock program on the same station Monday (29). This will be heard at 3:30-4:45 p.m. daily and will feature novelty and gag records.

He's also appearing on the Mutual show, *Stop Me If You've Heard This One*.

Amsterdam also makes nightly appearances at his night club, The Playgoers. He's also a songwriter.

He's also married.

## CBS Radio Sales To Represent KSL

NEW YORK, Sept. 27.—CBS Radio Sales, the spot broadcasting division of the Columbia Broadcasting System, will represent KSL, Salt Lake City web affiliate, starting January 1, it was reliably reported late this week. This is the second non-network-owned station to be repped by the web. Like WRVA, CBS affiliate in Richmond, Va., KSL is a 50,000-watter. It's been repped for many years by Ed Petry.

CBS Radio Sales stable of stations now includes 11 stations. Seven of these are Columbia-owned and managed, and include WCBM, New York; WBBM, Chicago; KMOX, St. Louis; WEEI, Boston; KNX, Los Angeles; WTOP, Washington, and WCCO, Minneapolis. In addition, the web reps WBT, Charlotte, N. C., and WAPI, Birmingham. Web once owned WBT and still owns an interest in WAPI.

## Cantor Plan To Air Minus Script Nixed

HOLLYWOOD, Sept. 27.—Eddie Cantor's plan to do this season's airers sans scripts (in anticipation of television days) has been tabled for several months, or at least until Cantor's cast is familiar enough with radio roles to work from memory. Cantor was understood to have urged immediate adoption of scheme, but ran into snags when cast balked. National Broadcasting Company (NBC) censors okayed scriptless segs, provided Cantor sticks to pre-broadcast versions approved by web censors.

On stanza Thursday (25) Cantor did the opening monolog mostly from memory, but other portions of airer were read as usual. Cantor and bankroller, Pabst Brewing Company, are both vitally interested in video potentialities, and are therefore anxious to begin tele adaptation of airshows as soon as practicable.

## CBS Appoints Sam Abelow

NEW YORK, Sept. 27.—Sam Abelow, a member of the program promotion department of the Columbia Broadcasting System (CBS) for two years, has been appointed assistant to Bob Heller, chief of the web's documentary unit. Abelow, who worked with the Office of Strategic Services during the war, has specialized in promoting public service programs at CBS.

## Directors-Networks Meet

NEW YORK, Sept. 27.—At a meeting Monday (22) between the Radio Directors' Guild and the networks to negotiate a contract for free-lance radio directors, discussion was held on the union's plan to dicker for the group as a unit. Another meeting will be set as soon as RDG execs return from the AFL convention in October.

## KWEM WINS FIRST PRIZE

### Thanks, BILLBOARD

KWEM, West Memphis, Arkansas, is proud to have won FIRST PRIZE in the Single Campaign Classification in The Billboard's Tenth Annual Radio Promotion Competition. The prize went to the "Cavalcade of the Mid-South," a half hour show sponsored by the Road Builders Equipment Company of Memphis. It salutes cities in the large Arkansas, Tennessee and Mississippi area covered by KWEM's strong signal.

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# Don Ward, Chi ABC Announcer, Sets Up Transcription Firm

CHICAGO, Sept. 27.—Don Ward, in radio here for the past five years and presently a staff announcer at the American Broadcasting Company here, recently announced he was starting a new transcription company to be known as Don Ward Productions, with offices at 205 West Wacker Drive. He will continue working for ABC as well as operating his own org.

First Ward show will be a five-minute musical program featuring the Honey Dreamers, ABC and Vita-coustic musical group, which will be released around January 1. Mel Henke will be featured at the piano in the series.

Ward's decision to get into the musical program transcribed business was based on a recent NBC survey of over 1,000 station managers which revealed that there was a great demand for 5 and 15-minute transcribed shows and that 31 per cent of the managers wanted musical programs of this length.

Title of first Ward show will be *Dreamtime*. Subsequent series will be produced and will be in the musical field almost exclusively.

# Finley E.T. Firm In Expansion Move

HOLLYWOOD, Sept. 27.—Larry Finley is expanding his e.t. firm, Finley Transcriptions, Inc., by taking over distribution of waxed shows for other producers who lack platter peddling facilities. Last week Finley took four shows under his distribution wing: *The Bowmans*, five-minute boy-and-girl piano and vocal seg produced by Trans-Radio Productions, Inc., of Boston, 65 platters; *Cathedral Hour*, 15-minute seg of religious organ and vocal music featuring John Metcalf, also produced by Trans-Radio, 78 platters; *Captain Stubby and the Buccaneers*, 15-minute novelty instrumental musical series produced by Davis-Kerr Productions, of New York, 78 platters; *Federal Agent*, 15-minute dramatic show produced by C. E. Bird, of Los Angeles, 39 platters ready.

Also for Bird, *Exclusive Stories*, 15-minute dramatized series of stories behind the headlines, 39 platters, and *Sunday Players*, half-hour seg of dramatized Biblical stories produced by George Logan Price, of Los Angeles, 52 platters.

# Advisory Council Held Unnecessary

NEW YORK, Sept. 27.—The Broadcasters' Advisory Council, which never was officially born, was officially killed Thursday (25) when it was decided that the Council was no longer needed. Ed Kobak, president of the Mutual Broadcasting System and chairman of the organizational committee of the BAC, in a session presided over by Frank Stanton, president of the Columbia Broadcasting System, noted that the chief objective of the BAC—the creation of a set of standards—was already being met. Kobak had reference to the code recently adopted by the National Association of Broadcasters (NAB) in Atlantic City.

Kobak also pointed out that inasmuch as the NAB, the Association of National Advertisers, and the American Association of Advertising Agencies already provided machinery for consultation between various facets of the industry, there would be no point in creating another group.

# Talk of the Trade

**IVORY TOWER**, a comedy by Lawrence Bearson and George Wolf, the latter radio publicity director of Foote, Cone & Belding, will be presented at the White Barn Theater in Westport, Conn., for one week starting Sunday (14). . . . Harry Rauch, Young & Rubicam press chief, pushes off for the Coast September 21 for a look-see at the General Electric *House Party* show and other Y&R properties. . . . Al Klenman, of CKWX, Vancouver, B. C., transferring from the engineering staff to sales. . . . KCMO, ABC outlet in Kansas City, switched to 50,000 watts and 810 k.c. this week.

Fred C. Mueller has been appointed manager of WEEK, NBC affiliate in Peoria, Ill., succeeding Stanley E. White, resigned. . . . A new series of transcribed five-minute singing programs on child safety is being released by World Broadcasting as a public service bonus to over 500 of its subscribers' stations. Series is based on Irving Caesar's *Songs of Safety*, featuring Frank Luther.

**HENRY CLAY**, for several years general manager of WLAY, Florence, Ala., has become manager of KWKH, Shreveport, La., succeeding Kenneth K. Kellam. Latter resigned to accept management of an automobile dealership. . . . Sharon Torrance, singer who left radio a couple of years ago, is going into the cosmetics manufacturing business.

Al Donaldson, formerly sales and assistant manager of KPND, Pampa, Tex., appointed sales manager of KNOE, NBC affiliate in Monroe, La. Robert Powell has been added to the sales department. . . . Harry E. Snook, for 22 months with the special services branch of the armed forces, and prior to that associated with various stations, has joined WBT, Charlotte, as production chief. . . . Andy Anderson, chief engineer at KTAR, Phoenix, is attending the Radio Corporation of America television school at Philadelphia and Camden, N. J.

**CROSLEY CORPORATION'S** experimental station, W8XCT, Cincinnati, launched a regular sked of video programing. . . . KSD-TV, St. Louis, is planning to produce its own newsreel. . . . Will Baltin, secretary-treasurer of the Television Broadcasters Association, has recorded a 15-minute talk on U. S. video progress for transmission by the Department of State's international radio division on 21 broadcasts overseas.

Ronald G. Tennant, former theatrical producer, has joined NBC, Chicago, as a staff producer. He succeeds Ed Bailey, who resigned last week to join Ralph Edwards' *Truth Or Consequences* staff. . . . Harold Russell, handless World War II veteran who won an Academy Award for his performance in *The Best Years of Our Lives*, has been given an announcer's audition by WGN, Chicago. . . . The Club Aluminum Company of Chicago has renewed its *Club Time* program on ABC. . . . WTMJ-TV, video outlet of WTMJ, Milwaukee, will begin operation about December 1. . . . KCMO, Kansas City, Mo., went from 5,000 watts to 50,000 watts September 9. . . . *Is It Fact—Or Fiction?* ABC five-minute Sunday show, has been renewed by the Brown & Williamson Tobacco Company.

**STU MANN**, sportscaster for WLOL, Minneapolis, lays claims to the dubious title of being the only radio-man to have a haircut while on the air. Mann lost a bet on the Minneapolis Millers to a sports fan, with the haircut—on the air—as the payoff. Fan was not a barber. Johnny Mor-

ris, gabber, was to do a blow-by-blow for audience but became so engrossed in the "Iraqian twist" style lock job all that was heard was the clip-clip of the shears and Mann's moans.

Ben Leighton, KSTP (Twin Cities) gabber, will do a Sunday night long-hair disk jockey show, running from 11:10 p.m. to midnight. WMIN, indie, and KUOM already have such segs. . . . Vince Lonergan, gabber for WDGY, Minneapolis, and the missus are puffed out about Rosemary Eileen, born September 5. . . . Touchdown Tips with Sam Hayes is the new WDGY Thursday evening seg sold to Jersey Ice Cream Company, Minneapolis, which will issue a weekly football score card as a gimmick for the show.

**BEGINNING** Tuesday (30), WOR, New York, will present Carey Longmire in a news program Tuesdays and Thursdays, 7:30-45 p.m. . . Two WOR staffers became fathers this week. Sam Morse, supervisor of sound effects division, was presented with a boy by his wife, Emily, at White Plains Hospital, and Dick and Margaret Willard (Dick is staff announcer) became parents of a son at Women's Hospital. . . Seeman Bros., for White Rose Quality Foods, will sponsor the CBS Joan Davis co-op program in the New York area over WCBS, Saturdays, 9-9:30 p.m., starting October 11. J. D. Tarcher & Company is the agency. . . To make certain that the entire CBS organization knew the web's attitude favoring the recently adopted NAB industry code, Frank Stanton, web president, had copies of his statement indorsing the code circularized to all employees at CBS headquarters.

WVL, New Orleans, on September 21 started on week-long celebration of its 25th anniversary. The 50,000-watt station, which now occupies the left wing of the Roosevelt Hotel, grew from a classroom physics project at Loyola University with only 10 watts power. . . . WDSU, New Orleans, is the first station in that city to sign a bank on a regular program schedule. Sponsor is the Progressive Bank and Trust Company, which is bankrolling *Newsweek Periscope*, a syndicated program produced in co-operation with *Newsweek* magazine. . . Mel Truitt, absent from the airwaves for a year owing to illness, has rejoined WJBK, Detroit, as announcer-producer of station's *What's Cookin'* series.

**A LARGE** musical instrument house is mulling bankrolling a symphonic broadcast, with commentary delivered by Art Hanes, who has been handling the CBS Symphony chors. . . . Emsee-humorist Eddie Dunne, who has been guesting on the video version of *Leave It to the Girls*, is to be featured in a new 30-minute comedy-variety show now making the rounds, with a food firm reported interested. . . The evening version of *Winner Take All*, which bowed off CBS about five weeks ago, may return shortly with a new sponsor. Daytime version began airing co-op September 29. Both shows are Bill Todman-Mark Goodson packages.

Mike Hunnicutt, disk jockey for WOL, Washington, is putting on a one-man campaign to help a boys' club raise \$10,000. . . . WWDC, Washington, expects to have its new FM tower and antenna in operation by September 24. . . . Continental FM network now claims a chain of 27 stations. . . . Dr. Jesse Sprowls, psychology professor at Maryland University for 20 years, began a series of talks September 14 over WGAY, Silver Spring, Md. Sprowls attracted much listener attention when he debunked the flying saucers on a "one-shot" recently.

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# TELE TALENT DUE TO PAY OFF

## Clean Sweep Coming, Says Martin Jones

### Able Workers To Take Over

NEW YORK, Sept. 27.—If Martin Jones, radio director of Buchanan Agency, is proved right, then many men currently in top video executive posts will be swept out by a flood of talented film, legit and tele people in about six months. Jones predicted that commercial television will burst into its own suddenly, and when it does, he said, "Talent will begin to pay off." Capable people will enter the field in droves, replacing "the nice file clerks and ex-copy writers who currently hold down many important television jobs."

Jones, who followed a highly successful career as legit producer by pioneering in pre-war video production for four years at National Broadcasting Company (NBC), declared that tele technique requires more skill than any other medium, since a bad film take can be done over, and a legit show can get a long tryout to iron out the kinks. A good tele producer, he indicated, must be part mathematician and part artist, with the same kind of alertness of mind needed to operate on the stock exchange.

### Optimistic Outlook

Optimistic about use of the medium to sell goods, Jones said he "admired the guts" of some of tele's big bank-rollers. However, he regretted that some plunged too much money over a concentrated period of time to reach a still-growing audience, and now don't have quite enough guts to stick out the remaining intermediate phase. In 18 months, he forecast, there will be sufficient commercial returns from tele and enough money invested in it to "put on live productions with which the stage cannot compete." The future of video definitely lies in the direction of live shows rather than film, he said. Commercials, however, might well be done via film for some time.

Jones also forecast that, within five years, radio as we know it will be a dead art. Television during the daytime hours, he said, will be so written that viewing will not be necessary and sound alone will make sense. This would hold the current housewife-listener who keeps the radio on while performing chores. From 5 or 6 p.m. on, Jones said, productions with emphasis on the visual will take over.

A major fault with current video is the smallness of the screen, he said. (See *Tele Talent* on opposite page)

### Uncle Phil

Reviewed Wednesday (17), 7:30-7:40 p.m. Ventriloquist act for kids. Sponsored by Gough Industries (Philco Southern California distributor). Agency, Cecil Noble. Produced by Larry Finley. Directed by Albert Cole. KTLA (Paramount), Hollywood.

Sales angle here is obviously to get the youngsters to sell their elders on getting a tele receiver for the home and is based on the solid principle that if kids harp on something long enough they can wear down parents' sales resistance. Commercials are cleverly handled in planting the seed in the youthful minds. Kids are told to be sure to be back the next night and if they don't have a receiver at home they can watch the show at their more fortunate playmate's house.

Vent Shirley Dinsdale and her doll, Judy Splinters, carry on 10 minutes of easy chatter in which they deliver birthday greetings to all the kids who write in to *Uncle Phil*. Each day a youngster whose birthday comes on that day is invited to appear on the show. Routine includes interviewing a kid and reading some of the mail from other youngsters. Miss Dinsdale, a personable young lady, proves herself quite capable in slanting the patter at the 4-12 group as well as being an accomplished ventriloquist.

Lee Zhitto.

## General Foods Cutting Hour Show in Half

NEW YORK, Sept. 27. — General Foods Corporation next week will reduce its television schedule to 30 minutes, replacing its former full hour weekly over WNBT. Beginning October 2, it will use only the first half hour of its former 8 to 9 p.m. period on Thursday nights, with Young & Rubicam (Y&R) Agency alternating on a five-week basis with Benton & Bowles (B&B). Y&R will produce the first five shows, B&B the next five, and Y&R will then take its second turn.

Neither agency had approved specific plans at week's end, altho the first Y&R show is only a few days off. B&B is known to be considering a video version of *Broadway Talks Back*, featuring legit actors, producers and drama critics. B&B shows will be for Maxwell House, while Y&R will plug Jello.

B&B this week ended a six-week run of *Leave It to the Girls* on the 8 to 8:30 time period, while Y&R concluded a 13-week institutional series on the 8:30 to 9 p.m. period, winding up with a film on the Freedom Train. General Foods is committed to the single half-hour period on WNBT until the end of this year, but is expected to decide its entire 1948 video program by the end of November.

### Loyola Football on KTLA

HOLLYWOOD, Sept. 27.—Sports-minded KTLA (Paramount) last week signed up the Loyola University football games for the season, marking the first time college football will be scanned on the Coast. Paramount's tele lenses will focus on eight Loyola grid contests this year in addition to outlet's coverage of the seven Los Angeles Dons (pro team) home games. Scanning rights to the Loyola games were secured by Klaus Landsberg, Coast director of Paramount tele, with Father Malone, Loyola veepee, repping the school.

### Philco Football Scoreboard

Reviewed Monday (15), 9-9:30 p.m. Style—Interview and sports commentary. Sponsored by Philco and the Broadway Department Stores, Inc. Agency, Cecil Noble. Produced by Larry Finley. Directed by Albert Cole. KTLA (Paramount), Hollywood.

Since Dean Cromwell's *Football Scoreboard* is scanned simultaneously while he broadcasts his predictions over KNX (Columbia Broadcasting System's Hollywood outlet), the entertainment and sales advantages of the video medium over radio are definitely pronounced.

Huge pic of jam-packed Los Angeles Coliseum is used as a backdrop, injecting grid atmosphere into the telecast. While sports announcer Tom Hamlon and pigskin expert Cromwell use scripts (because of the simultaneous AM broadcast), their gestures and facial expressions are prudently aimed at the home viewers and go a long way to creating an informal air. In addition, lookers can see the interviewees (USC and UCLA coaches) as they go thru the question-answer routines.

When Cromwell makes his predictions, shot of scoreboard is flashed on, showing possible score and how same teams scored when they met last season. Since by necessity show moves at a high pace, seeing the figures on the scoreboard results in a greater degree of retention in the viewer's mind than if he had to rely on the spoken word.

Handling of commercials was also superior. When co-sponsors are mentioned, either still pic of Broadway Department Store is flashed on, or shot of a Philco receiver is shown, giving commercials greater sales impact.

Lee Zhitto.

## IBTC Readies Intra-City Video Tie-Up

CHICAGO, Sept. 27.—The Illinois Bell Telephone Company will soon be ready to connect video stations here with important arenas and stadia via a new type "string insulated video cable link," a spokesman for the company said this week. The company is still not giving out specific dates as to when it expects to have video stations connected with such spots as the Chicago Stadium, Wrigley Field, Comiskey Park, Chicago Coliseum and Dyche Stadium, but promises that when the telecasters need connections, they will be ready. Cable to some of these spots is now being laid.

First link, already installed, connects the telephone company main office with the Merchandise Mart, where NBC will have its video studios.

This intra-city link is made up of two pairs of copper-sheathed wire covered with string and tape. It will be used primarily for short distance transmissions from remote pick-up locations and is being used instead of coaxial cable because it is much cheaper. For intra-city transmissions of longer distance, Bell company is planning to install a micro-wave relay system. Rates for either string insulated cable or micro-wave system have not been set yet, Bell spokesmen said. They also added that similar intra-city systems will be installed in all cities serviced by the Bell System telephone companies.

## New Battle Expected for TV Channels

### Broadcasters Seek Increase

WASHINGTON, Sept. 27.—Television broadcasters are expected to renew their arguments for a greater number of video channels at the scheduled October 13 hearing on the proposal of Federal Communications Commission (FCC) to allot one of the present 13 channels exclusively to fixed and mobile radio services. FCC announced this week that oral argument on its proposed rule will be held, despite the Commission's earlier expressed hope that there would be no controversy. Letters, however, have been received from the Television Broadcasters' Association (TBA) and individual telecasters, protesting the proposed elimination of one of video's channels.

At the recent engineering conference, TBA asked FCC to add "a number" of video channels above 108 mc. DuMont Laboratories was more specific, requesting 10 new channels between 108 and 174 mc. Much of this space on the spectrum is now occupied by other radio services, and granting of the request would require FCC to reshuffle a vast number of frequencies, plus making arrangements for a certain amount of sharing between video and the other services.

With organized video opposition to FCC's proposed rule, the Commission is faced with a dilemma. Under the status quo, too much interference with video is resulting from diathermy, aeronautical and other services now sharing some of the frequencies. Adding more video channels, according to FCC engineers, would only aggravate this problem, while subtracting one video channel appears to be favored by no one but FCC.

On the local scene, WMAL-TV will go on the air for the first time October 3 with a telecast of the Georgetown-Fordham football game. WNBW has announced that preparations have been made to televise home games of navy by using a high-frequency radio relay system from Annapolis. Meanwhile, Washington got its first demonstration Thursday (25) of television on 48-square-foot screens. RCA Victor gave the demonstration for press representatives.

## 4 TV Applications Filed With FCC

WASHINGTON, Sept. 27. — The Federal Communications Commission (FCC) has received applications for commercial video stations from the Travelers' Broadcasting Service, Hartford, Conn., for Channel 10; Connecticut Broadcasting Company, Hartford, for Channel 10; Trent Broadcasting Company, Trenton, N. J., for Channel 1, and WHP, Inc., Harrisburg, Pa., for Channel 8.

The Commission granted a commercial construction permit for a new video station in Dallas to Lacy-Potter Broadcasting Company and assigned Channel 8.

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Video Workmen — No. 13 in a Series

# Use of Video To Sell Ideas, Business, Promote Good Will Urged by Harvey Marlowe

By Harvey Marlowe

WE ALL know that television will sell goods. Television will move merchandise like the sandwich man at Ebbett's Field sells hot dogs. So let's not labor this point but go on from there.

Television also will sell ideas. I think this aspect of television has been largely overlooked. Sponsors and broadcasters have been so interested in exploring television as a sales medium that they have had little inclination to consider its potential as a public relations medium. Television will become increasingly important as a public relations medium—and here I go out on a bit of a limb—eventually more sponsor dollars will be spent for public relations programs than for sales promotion programs.

Harvey Marlowe, one of the most active young men in television, recently set up his own production organization, Harvey Marlowe Associates, Inc., after an extensive background in video, commercial films, radio and the theater. For the two and a half years preceding the formation of his new firm, Marlowe was executive producer-director in charge of programs and production for the American Broadcasting Company. Earlier, as an independent producer, he did television shows for WOR-Mutual and WABD-DuMont. He also produced shows at WRGB-Schenectady, WPTZ-Philadelphia and WBKB-Chicago for ABC and has directed and produced films for the Automotive Safety Council, Automobile Manufacturers' Association, U. S. Rubber Company, General Motors and Esmond Mills, as well as a number of sustaining video films for ABC.

And here's why: The manner in which business works and the contribution it makes to American life has never been adequately understood by many U. S. citizens. They have accepted the employment business offered and enjoyed the products it turned out as they have accepted the weather and the days of the week.

Today business still wrestles with rising costs, with shortages and other reconversion troubles, and people grumble that they can't buy what they want when they want it and for the price they want to pay.

And there is that small minority of citizens who cry down every accomplishment, every contribution of business, who talk constantly about profits but never about costs, who label the occasional business malpractice as typical of the whole business economy.

### Business Must Sell Itself

All this constitutes a challenge to business. Business must sell itself; it must sell the idea that a business economy provides the greatest good for the greatest number. Business must parade its virtues, or its vir-

tues will be forgotten in the hubbub of criticism over its shortcomings.

The story of business and the service it performs is a vital, dramatic story. It is a story of courage and imagination producing an abundance of good things. This story cannot be told adequately by annual reports, Dun and Bradstreet ratings, blueprints for expansion, sales surveys or production charts.

The story must be told with all its dramatic values; it must be told as the exciting story it is.

### Tele Can Tell Story

Television can tell the story of business in pictures, and pictures have an impact that no other form of communication can equal. Television can transform a musty, dusty editorial into a living, breathing, moving message that will be absorbed and remembered.

And television will soon deliver an audience that includes all classes of society, and an audience that is receptive because it is at home, relaxed.

Probably most public relations programs will be prepared on film. I believe this for two reasons:

With film a producer can re-take and edit, and thus avoid the "flubs" so characteristic of most "live" shows. If you've seen many "live" shows you know exactly what I mean.

After its initial television broadcast, the film can be used later for repeat broadcasts, and 16mm. prints of the film can be distributed to schools, libraries, service clubs, business groups and theaters for additional showings. If the film is good and such distribution is intelligently planned, the ultimate audience is almost unlimited.

### TV in Public Relations

Some business organizations have awakened to the place of television in a public relations program. To name two: U. S. Rubber Company and the Automobile Manufacturers Association. Many more will follow their lead.

So far, I have talked only about the public relations needs of business and industry. Television sponsorship is not limited to this field. Many trade unions, for example, have become public relations minded and have formulated PR programs which are being executed with considerable skill.

In fact, labor has produced public relations films that are more effective than most of those done by business. There is little doubt that labor will take its public relations programs to the video airways.

Today's world is confusing. U. S. citizens, while questioning the old values, are fearful of new ones. The organization that needs the support and good will of the public (and what organization doesn't?) must deliberately seek and encourage that support and good will.

I submit that no instrument can serve this purpose as effectively as television.

### TELE TALENT TO PAY

(Continued from opposite page) The tele screen of the future must dominate the room, or the medium will remain limited. The subtle nuances of comedy, the catching up of the spectators' emotions by making him forget his surroundings—these cannot be effected with the current screens. However, two different firms,

# NBC Video Gets Its First Permanent Engineer Staff

NEW YORK, Sept. 27.—For the first time in the history of the video operations of the National Broadcasting Company (NBC), the web is assigning permanent engineering personnel to the television department. This significant fact became apparent this week when Frank Mullen, executive veepee, named Robert E. Shelby as director of television engineering operations. Shelby, who was formerly the web's director of technical development, will report to Noran Kersta, director of television operations. Together with O. B. Hanson, vice-president, who is also the web's chief engineer, Shelby will blueprint the engineering phase of the web's video expansion.

Insiders view the Shelby appointment as one of the strongest indications of how rapidly the video department is crystallizing. Up to now, engineering personnel in television were strictly on loan from the web's AM division. Now, television engineers report to television execs.

### Top Brass Revamped

The Shelby appointment was preceded by a realignment of top brass, involving John Royal, video vice-president; Charles P. Hammond, director of advertising and promotion, and Kersta, manager of the video department. Royal and Hammond

were appointed aids to Mullen, and Kersta was upped to director of tele operations. James Nelson was moved into Hammond's old post, and George McElrath, formerly manager of the engineering department, was named director of engineering operations. The McElrath switch will allow Hanson to give as much time to tele as is necessary.

Late this week, more switches were made and others were in the works. Roy Porteus, formerly manager of audience promotion, is set to take over Nelson's former post of assistant director of advertising and promotion.

Royal's post as tele program chief, incidentally, is analogous to the job he once held as veepee in charge of programing at NBC. That was prior to his recently relinquished post as tele veepee.

# Ford and Gillette Buy TV Rights To World Series

NEW YORK, Sept. 27.—Deal for televising the World Series was set yesterday, with sponsorship to be undertaken by Ford Motor Company and Gillette. Price is \$65,000.

Games will be carried over all video outlets on the Eastern Seaboard, including WNBT, National Broadcasting Company's (NBC) station in New York; WCBS-TV, Columbia Broadcasting System (CBS) station in New York; WABD, DuMont outlet here; WPTZ, Philco station in Philadelphia; WFIL-TV, Philadelphia; WGRB, General Electric station in Schenectady, N. Y.; WTTG, DuMont station in Washington, and WNBW, NBC Washington outlet.

Deal was announced by Ed Kobak, president of the Mutual Broadcasting System (MBS), which owns the rights, after agreement had been reached with Happy Chandler, baseball commissioner. MBS also owns the radio rights.

Pickups of the World Series games are scheduled as follows: NBC will do first game, DuMont the second, CBS the third and fourth, NBC the fifth, and DuMont the sixth and seventh. Bob Stanton will call the games when NBC picks them up, with Bill Slater taking over for DuMont and Bob Edge for Columbia.

The Ford commercial will be on film and the Gillette commercials will be live.

# NBC Gets Okay for Inter-Studio Radio

WASHINGTON, Sept. 27. — The day of headsets and trailing cords in directing television plays appears to be drawing to a close with announcement recently by Federal Communications Commission (FCC) that National Broadcasting Company (NBC) has been granted a license to experiment with inter-studio radio communication.

Under NBC's approved plan, video directors will receive instructions from the control room thru a lightweight receiving set. According to FCC, this communication is now only available thru use of headsets and connecting wires plugged into various outlets around a video stage.

The proposed system will use the frequencies assigned to industrial, scientific and medical electronic equipment.

# DuMont Package Sold to Auto Firm

NEW YORK, Sept. 27.—Sale of a 15-minute DuMont package, *Know Your New York*, was completed here this week by WABD to the Bonded U-Drive-It auto firm. The show, airing at 8:45-9 p.m. Wednesdays, was purchased because of the sponsor's conviction that video set owners probably also are car owners and thus are likely prospects either to sell their present car or trade it in for a new one. Contract, for 13 weeks, comes to about \$3,250.

DuMont this week also completed several spot sales. These included orders from American Tobacco, Powers, Inc., and the Corsetorium, corset repair service.

he said, are reported readying receivers which will project magnified images against walls.

Jones, who was associated with such successful legit shows as *Mulatto* and *White Cargo*, is developing plans for adapting old stage shows for television. These could include, he said, shows which could not make the Broadway grade but might be good tele fare.

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# Public Relations Via E.T.'s; Big Biz Employs Waxings

(Continued from page 3)

series, *Stories in Steel*, for the American Iron and Steel Institute. This series of quarter-hour platters purports to tell the human interest story behind the development of steel products used in everyday life. It's being distributed to steel company members for local sponsorship. In the same vein, NBC did a series tabbed *The Brand Name Speaks* for the brand names research foundation.

Interesting use of platters by a relatively small company is illustrated by the Sunoco Products Company's *My Town* dramatizations. Sunoco, a paper company in Hartsville, S. C., wanted to humanize its story. It found it could best do this via wax. Tho a relatively expensive operation, the show was built by NBC as a quarter-hour opus for use over three local stations. Theme of the series is the company's role in the life of the community.

### Promote Good Relations

Tho these waxes generally take the form of documentaries, some of them attempt to combine entertainment with an institutional message plugging good employee and public relations. A twice-weekly quarter-hour series made by World Broadcasting for Republic Steel was of this nature.

Many of these wax documentaries take the form of interviews with plant workers. Aluminum Corporation of America, for instance, has done a series of programs of this type, closely tying in community and company interests. One of this company's series was tabbed *Let's Go Calling*. In this, the announcer used the technique of taking the radio audience on a series of imaginary visits to the company's plant in La Fayette, Ind. The program was made in the plant on portable recording equipment, with the wax later aired over Station WASK. According to C. C. Carr, director of public relations of Alcoa, the La Fayette job was intended as an experiment, but it proved an ideal method for use in other company's plants, including Davenport, Ia., and Mobile, Ala.

### Novel Use

Novel use of wax was made by Sargent & Company, New Haven, Conn. In order to acquaint listeners with management's point of view regarding a pension plan, the president of the company, Forbes Sargent, delivered a talk over WELI, local outlet. In view of the fact that some 80 per cent of the employees are of Italian extraction, an off-the-line recording was made, then translated into Italian and put on wax. This platter was played over WNHC,

which has a sizeable foreign language audience, and also aired in the plant via a playback machine.

Use of radio generally as a medium for public relations is on the upbeat, with such companies as Standard Oil, General Motors and Westinghouse now generally assigning public relations staffers to handle radio contacts in the same way that they always have been assigned to press contacts. Standard Oil, for instance, recently took on David Anderson, a former NBC newsman, for this job. In general, it's stated that free radio time is harder to crack than free newspaper space. Only stories which get by are those which have legitimate news value and are devoid of commercialism. The programs providing perhaps the largest opportunity for this type of free publicity are the network news shows.

### Three Appointments Made At WMID, Atlantic City

ATLANTIC CITY, Sept. 27.—Al Owen, chief announcer at WMID, Mutual affiliate here, was appointed program director this week by Paul Hancock, vice-president and general manager of the station. Hancock also named Bob Donnelly, formerly of KECA, Los Angeles, to head the traffic and continuity departments, and appointed Jack Kenward to the announcing staff.

Owen, who will continue in his chief announcer's post, replaced Ralph Silver, who resigned to join WTHT, Hartford, Conn.

### Jingle Disks Available For Fire Prevention Week

NEW YORK, Sept. 27.—WNEW has recorded a series of 10, 30 and 45-second spots which will be distributed to stations for use during fire prevention week, starting October 6. Done in co-operation with the Fire Prevention Association, the jingles are built around such characters as Careless Joe, Manueto the Match and the Man Who Smoked in Bed.

Words were done by Bob Stewart and Jeff Selden, with music by Roy Ross.

### TRC To Open N. Y. Office

CHICAGO, Sept. 27.—Tele-Radio Creations, Inc., local package and transcription company, will open a New York office in a few weeks, Josef Cherniavsky, head of the company, said this week. Cherniavsky will be in charge of New York branch, while Charles Buffer will head the Chi office. Firm is making an entrance into the New York market to sell live network packages. *My Lucky Break*, variety program; *Hurdy Gurdy Man*, mystery airer, and *Pioneers of Progress*, dramatic series, will be pushed in New York. At present the company is peddling the Jim Ameche transcribed series, *It Really Happened*.

### BOB HOPE SHOW

(Continued from page 12) bone side themselves, and finally, at the program's end, they were permitted to make with a corny gag routine. A little more of this top-notch satire and a few shades less of the eternal insult-swapping with Colonna and Vague might go far toward giving the show a new polish.

Commercials were a prime example of what drives broadcasters to the wall. There ought to be a code against the hammering of Peppodent's "preferred three-to-one" and "it's true!" pitches.

Sam Chase.

### Flack Spot Filled

NEW YORK, Sept. 27.—One of radio's top flack jobs was filled this week after going begging for months. Dick Pack, head of WOR's press department, resigned to move over to WNEW, where the chief press agent's job had been vacant since Will Yolen left last spring. Moving over to WNEW with Pack October 6 will be Bert Briller, who also served under Pack at WOR. Rhea Diamond, who has handled WNEW publicity since Yolen's departure, resigned this week.

Interesting feature is that WOR has become something of a flack's alma mater. Several years ago the people constituting the WOR press department were Pack, Charlie Oppenheim, Bob Davis, (Miss) Pat Hurley and Al Durante. All are now press chiefs, with Oppenheim at WINS, Davis at WNBC, Miss Hurley at WQXR and Durante at the J. Walter Thompson Agency.

### EDDIE CANTOR SHOW

(Continued from page 12) fairly lively program, aided and abetted by some old and new talent. The stand-bys were Bert (the Mad Russian) Gordon, Announcer Harry Von Zell, Musical Director "Cookie" Fairchild and the Blue Ribboners Quartet. Banter by the regulars was much in the old groove, with Bert Gordon providing yocks with his jaw-breaking dialect pitted against the straight delivery of Cantor and Von Zell.

New on the program are comedian Arnold Stang and warbler Cece Blake. Stang, with Milton Berle last year, appeared promising in his debut for Pabst. His lines were bright and his delivery timely and apt. Miss Blake's warbling of *The Lady From 29 Palms* didn't impress as too polished a performance but it's too early to pass final judgment.

Cantor gave a strong social touch to the program, plumping for better pay for school teachers. The pitch was embroidered with an enormous amount of sentiment—occasioned by the appearance on the program of Catherine Luddy, who was Cantor's teacher in the fourth grade. Plenty of human interest attached to this session, despite the fact that its sentimental values were overdone.

Fairly heavy commercial pattern plugged the product, but some of the gab was notably clever—particularly the singing commercial done with top effect by Von Zell.

Paul Ackerman.

### ZANE GREY SHOW

(Continued from page 12) Tex reckoned the villains weren't redskins because "they don't even

### Flying Falcon

NEW YORK, Sept. 27.—Les Tremayne, who plays the title role on Mutual's *The Falcon*, is skedded to put in a guest appearance on the same web's *Quick as a Flash* tomorrow (28) night, from 5:30 to 6 p.m. However, he is also due to introduce Drew Pearson on the commentator's ABC show, which kicks off at 6 p.m. That dilemma will be solved by having ABC run its mike into the MBS studio. After Tremayne makes the initial Pearson announcement, he will jump into a waiting cab which will try to get him to ABC in time for the show's middle plug.

Tremayne denied this is his training for the 1948 Olympic team.

### Shayon Lining Up 'CBS Is There' Sked

NEW YORK, Sept. 27.—Fall schedule for CBS *Is There*, Columbia Broadcasting System's documentary, is being lined up by producer-director, Robert L. Shayon. Show tees off October 21 in the 10:30-11 p.m. spot with *The Battle of Gettysburg*. Script job is being done by Mike Ren and Shayon, and Major George Fielding Elliott will appear on the show to give an analysis of the battle's contemporary significance.

On October 28 and November 4, respectively, Shayon has scheduled *The Signing of the Magna Carta* and *Columbus Discovers America*. Latter is a repeat. On succeeding weeks—altho dates are not yet set—Shayon will do shows on the following themes: Armistice of World War I, exile of Napoleon, Alexander Hamilton-Aaron Burr duel, Marco Polo's escape from Cathay, trial and death of Socrates and Hannibal's crossing of the Alps.

### OLD GOLD SHOW

(Continued from page 12) those tall tales by Frank Morgan seem dreadfully thin by this time—and the show has just debuted! Better comedy is provided in *The Honeymoon Is Over* sequence, depicting the marital life of the Bickersons, who are, of course, Don Ameche and Frances Langford. Phil Rapp's script for Bickersons presented a run-of-the-mill situation—a sleepy husband who snores and a nagging wife who is anxious for protestations of love—but the chatter built around them was bright and lively, and Ameche and Langford carried it off very well.

Musically, *Old Gold Show* comes off in top fashion, Langford's warbling hitting a high spot in technical excellence and voice quality, and Carmen Dragon providing excellent musical background.

New angle to the show is a *The Record Preview of the Week*, a promotion tie-up with Columbia Records wherein a guest performer does a preview of a record not yet released. Dinah Shore did the first preview, warbling *That's All I Want To Know*. Subsequent announcement advises listeners that the recording will be on sale on a certain date at local stores. Idea is sound promotionally, and will provide name guests for the series.

That singing commercial based on the "treat instead of a treatment" theme doesn't fall too pleasantly on the ear of this reviewer. The commercial pattern in general is rather forceful, using male and female voices in addition to the singing chorus.

Paul Ackerman.

smell like Indians," or when he figured he'd "sweet-talk the gal doin' the cookin'" and especially when he opined that "every time I see Carew I feel like comin' a-smokin'."

Sam Chase.

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- HAROLD GINGRICH, Chicago



# BEAT-THE-BAN SPRINT IS ON

## Pop Charts to the Rear

This being the week of *The Billboard's* Fall Coin Machine Special, the Music Popularity Charts have been shifted to the back of the book. For those best-seller picks and for the bulk of music advertising in this issue, be sure to check the music machines section. Next week the charts and ads will return to their home grounds in this department.

## Victor Sued by Shuberts Over "Blossom Time" Album

NEW YORK, Sept. 27.—RCA Victor was sued this week by April Productions, Inc., and Select Operating Corporation (the Shuberts' theater org) on charges that it recorded, manufactured, sold and advertised in a misleading manner an album of songs from the operetta, *Blossom Time*, which is a property of the Shuberts. April and Select asked for damages of \$100,000, plus an injunction and an accounting of the profits from the sale of the album.

The plaintiffs charge that Victor asked permission of their agents, Century Library, to wax the *Blossom Time* tunes for an album in 1946, but negotiations were never concluded and the plaintiffs refused permission to use the material and sell albums of the tunes. Despite this refusal, it is alleged Victor on May 23, 1947, manufactured and sold a *Blossom Time* album. The complaint also charges that advertisements for the album read that Conductor Al Goodman, who did the album, conducted *Blossom Time* during its first Broadway run. They also read "... from the

musical production, *Blossom Time*," which plaintiffs charge is misleading since the tunes are not from a production but are songs picked independently and recorded by Victor with the diskery's own artists.

The Shubert outfit claims that if its prospective patrons purchased the album they would not purchase tickets to the plaintiff's productions. Therefore it is charged that the plaintiff's right will be damaged. The injunction seeks to prevent RCA Victor from using the title, *Blossom Time*, as a title for the album and from selling the records with the statement that it is from the plaintiff's production.

## Monica Lewis And Madriguera Inked by Decca

NEW YORK, Sept. 27.—Bearing out *The Billboard's* statement (September 17, "Decca going after new talent"), chirp Monica Lewis and Latin orkster Enric Madriguera were signed to Decca Record contracts this week. Both were term papers and the confirmation of the Lewis gal's pact neatly muffled contradictory noises made by other trade sources last week.

She probably will cut her first sides for the major label next week.

## Sterling Expands Its Exec-Artists Set-Up

NEW YORK, Sept. 27.—Al Middleman's Sterling diskery in recent weeks has been expanding its exec and artist set-up. George Bennett is the firm's new recording and repertoire topper, Ben Siegert has been appointed a veepee in the firm, Ralph Emmett is the new sales director, and Seymour Bennis will assist Emmett and Joey Sasso as the new publicity chief.

New artists include chirps Dolores Brown and Ann Cornell, Irving Kaufman, Diamond Jubilee Singers, and male warblers Larry Stewart and Bob Harter.

## "NEAR YOU" SALES

NEW YORK, Sept. 27.—With the Francis Craig waxing of *Near You* on Bullet No. 1 seller in the country, sheet music sales are rocking along. Bregman, Vocco, Conn-Decca Records pubbery (Supreme Music) reports that the tune has sold over 350,000 copies in the six-week period since first print orders came thru, with the firm reporting 12,500 copies ordered Thursday (25) and 8,500 Friday (26).

## Record Biz Being Infected By 'Petrillo Panic'—Piling Up New Masters Before Dec. 31

### Columbia Has Big Sinatra Backlog—Victor To Step Up

By Joe Carlton

NEW YORK, Sept. 27.—The "Petrillo panic" is beginning to infect the record biz. Altho for weeks there have been stout denials that the waxing pace was being quickened in view of the threatened December 31 ban on all recording, the sheer number of disk sessions this past week, the candid admission of "don't quote me" record execs, the gathering call for publisher "plug" schedules after the first of the year—all comprise a dead giveaway. The record boys are almost convinced Petrillo's ban will happen and the panic is on to get a store of masters in under the wire. At week-end, mean-

while, unconfirmed reports swept the trade that Petrillo was on the up-tempo in recording and might spring his "no work" edict two months ahead of time on November 1.

Altho far from assuming alarmist tendencies, the facts substantiate that the race to the recording studio (such as accompanied the period just before Petrillo's 1943 strike) is working up to a mad sprint. The three largest labels with the largest catalogs—Victor, Decca, Columbia—still are the calmest starters in the dash to pile up masters, but even they are now banging out disk sessions at far better than the customary rate. It's no secret that Columbia with a backlog of nearly 55 Frank Sinatra and Dinah Shore cuttings is still mapping and cutting pub tunes for four months ahead release. And Victor, whose figuring-ahead hasn't really started in earnest, now concedes that "we're going to do a little more recording." Decca, too, with new artists added to the roster, is mixing some planning-ahead with its normal reserve and getting set to cut new pops much further in advance than is usual under standard Decca policy.

### Capitol, MGM Speed-Up

But the speed-up process is getting its greatest stimulant from Capitol, where 700 masters of fairly recent vintage already are stacked up and the new ones keep mounting, and from MGM, where the firm realizes it hasn't the catalogs of rival biggies and perforce must pile up merchandise early against the possibility of a musicians' walk-out. To some extent all small labels admit they're cutting as much stuff as they can possibly afford. With these companies the speculation involved in tossing non-available capitol into masters whose tune value must be proven months from now is holding down the panic fever somewhat. But in comparison with normal disking dates, even these smallies (who will be hardest hit by a Petrillo siege) are stretching their cost-of-recording budget to cover the maximum number of disk session possible.

Standard songs are now getting or will get the biggest hunk of the pre-deadline wax spurts. On a practical basis newer firms such as Capitol and MGM figure by pushing standards out as fast as they can now they lose nothing and stand to gain. Assuming that the ultimate outcome of a tussle with Petrillo will be a jump in recording scales for sidemen, the waxeries figure they'll be saving money on standards cut before the new increase. If the scales do not go up, the standards are just as useful, can be held in storage and spaced for release at proper intervals. The only problem is that of tying up (See *Disk Biz Is Infected*, page 23)

## Capitol Aims Export Pitch At Latin-Am

### Wide Distribution Planned

HOLLYWOOD, Sept. 27.—Capitol Records is currently invading the Latin-American market as part of the Coast diskery's step into the export disk biz field. Under the supervision of Sandor Porges, appointed several months ago to head Cap's international department, diskery's product will be available in almost all of Latin-America. Distribution is being handled via deals set up with various export companies.

An example of how this works is the method followed in Brazil, Peru, Colombia and Venezuela. Distribution for these four countries is being handled by Guggenheim Enterprises and the Barsa Company. Two firms, jointly, have 18 agents covering these markets, offering jobber distribution that will include a minimum of 75 to 100 retailers.

Cap's initial shipment, according to exporter Robert Guggenheim, amounted to 30,000 platters with 20,000 disks going to Brazil and 10,000 to Colombia. Colombia and Venezuela received token shipments. Platters include releases by Andy Russell, Jo Stafford, Carlos Molina, Pied Pipers and Benny Goodman. Cap is expected to follow up with larger shipments, the initial 30,000 load being considered only as a trial step south of the border.

Cap's deal with Guggenheim and Barsa is on a test basis with diskery signing exporters only to a six-month contract. However, it was explained that this doesn't necessarily mean Cap is merely trying out Latin-American market but is interpreted as waxery's desire to see if its present system of distribution is effective.

## JUDGE NOT, LEST—

NEW YORK, Sept. 27.—Disk jockey Ross Mulholland, of WXYZ, Detroit, pulls a switch on his early morning airers beginning October 1. Each Monday morning Mulholland will invite Detroit record contact men to personally spin and plug their current releases for half an hour on his show. While one contact man spins, the others will listen and criticize the disk and presentation.

## Victor Boosts Album Prices

NEW YORK, Sept. 27.—At the same time that he announced a drop in list price of the RCA Victor Heritage series from \$3.50 to \$2.50 per record, James W. Murray, veepee in charge of Victor's record division, revealed this week that the price of the diskery's albums would be hoisted to \$1 per.

Effective October 1, both the 75-cent 10-inch albums and the 85-cent 12-inch packages will retail at the new price. The Victor Recordrama album (which contains pages of operatic text and other repertoire notes) goes from the old price of \$1 to \$1.25.

In announcing the changes, Murray reiterated that no price change for Red Seal or popular records is "contemplated at this time." Red Seal will stay at 75 cents (10-inch) and \$1 (12-inch), while pop singles will list at the usual 60 cents exclusive of tax.

## MGM Records Sign George Paxton's Ork

NEW YORK, Sept. 27.—MGM Records this week signed George Paxton's ork to a waxing pact which runs one year with a one-year option. Paxton, who formerly waxed for Majestic and previously for Guild Records, currently is at the Arcadia Ballroom here for an indefinite run.

Last week he was rumored going to the new pop label currently being set up by Commodore Records. The ork will cut its initial sides for MGM shortly and will do two originals and two pops.



# MBOA MAPS LICENSE PROBE

## Plans Heavy Program for Coming Year

### Weber Is Managing Secretary

DES MOINES, Sept. 27.—Encouraged by the success of their six-year fight to revise the Form B contract, which climaxed in an August Supreme Court decision making the bandleader and not the ballroom operator liable for Social Security and unemployment fees, 125 delegates convened here this week to map out the most vigorous program in the nine-year history of the Midwest Ballroom Operators' Association (MBOA). The delegates, who almost doubled any previous year's attendance, represented locations and one-night spots from Denver to Buffalo.

### Geer Is Prexy

In a general shuffle of officers, Larry Geer, Geer Ballrooms, Fort Dodge, Ia., who resigned as secretary of MBOA after seven years' service as dynamo of the org, was elected prexy, replacing Carl Fox, who resigned because he is no longer in the terperly field (he sold his three Midwest ballrooms to William Karzas, Chi dancery op, late last year). Other officers chosen were: Ken Moore, Karzas chain, Chi, v.-p.; Alice McMahon, Indiana Roof, Indianapolis, treasurer; Bill Wittig, Plamor, Kansas City, secretary, and Herb Martinka, Kato Ballroom, Mankato Minn., sergeant at arms. Under a revised board of directors set-up, Tom Archer, Archer chain, Des Moines; Jerry Jones, Rainbo, Denver, and Doc Chinn, Crystal Ballroom, Fargo, N. D., were elected for three years; Gerald Carpenter, King's Ballroom, Lincoln, Neb.; Harold Burien, Casa Loma, St. Louis, and Vearl Sissle, Coliseum, Oelwein, Ia., two years, and Felix Beyer, Rainbo, Denver; Rudy Verdebar, Oh Henry Ballroom, Willow Springs, Ill., and Bob Soderhome, Grande Ballroom, Detroit, one year.

For the first time a membership fee was decided upon. Previously the MBOA was financed thru voluntary contributions by members. Members now will pay \$1 per dance, with a maximum of \$150 and a minimum of \$25 per year.

The membership fee was urged by Geer, who pointed out the heavy program which the MBOA is pointing toward for the next year. The org is adding its first paid employe in Otto Weber, veteran Des Moines scribe, who will act as managing secretary of the group.

Plans were made for a membership drive, with Geer to appoint a four-man board to spearhead the canvass. Any ballroom operator in the U. S. is now eligible for membership in the MBOA, and another committee will meet shortly with Tom Roberts to define requirements for membership.

### How To Copyright Songs

NEW YORK, Sept. 27.—Philip F. Barbanell, a copyright attorney, has written a monograph, published by Checkerboard Products, Inc., outlining the mechanics of copyrighting songs for authors, composers and publishers. Written in layman's language, the piece is titled *How To Protect and Copyright Your Songs in the United States and Thruout the World.*

## Tax Issues Chief Topic as Des Moines Meet Alerts Ops to New Band Biz Developments

By John Sippel

DES MOINES, Sept. 27.—Operators in attendance at the ninth annual Midwest Ballroom Operators' Association convention here this week were alerted to new developments in their facet of the music industry by a carefully-chosen slate of speakers and fellow members.

Tom Roberts, MBOA legal counsel, who led the successful six-year fight to make the bandleader, and not the ballroom, responsible for payment of federal unemployment and Social Security fees under the Form B contract, explained that certain MBOA members had reported difficulty with internal revenue collectors, even after the Supreme Court reversal decision late in August. Roberts told ballroom ops, who are ordered by their division collectors to continue to make social security and unemployment payments for bandmen, to contact the Internal Revenue Department's central headquarters at Washington, explaining that the ballroom op's conditions are the same as outlined in the Bartels' Supreme Court decision and the division collector will be notified by his superiors of the change in the law. Roberts emphasized that operators explain that they are working on the one to three-day successive short stands and employ bands such as are outlined in the Bartels' decision. Roberts pointed out that the Bartels' decision is vague in the case of lengthy location jobs.

In filing for back payments under Form B, Roberts urged ops to get Form 843 from their Internal Revenue office and attach to it the amended returns for the period in question. No claim can be made for taxes which date back more than four years from the time payment was made, he added. Roberts said that as yet little is known of the effect of the Taft-Hartley law on ballroom operation.

### Musickers' Side

Ops heard the musicians' side of ballroom operation from Vic Schroeder, vet Omaha booker, who urged that ops be cognizant of a bandleader's tenseness at the beginning of even a routine one-night stand and that terperly owners give leaders full instructions on how to play the dance before the down beat and not during a dance set. He said pianos, which are tuned to A-440, are a must if sidemen are to do a good musical job, and cited a majority of spots which spent considerable moo on fronts and interior, but forgot bandstand acoustics.

Ops had their turn at what they thought needed correction on the part of bands by pointing out the bad practice of tuning up for five minutes on the stand, which makes for a poor psychological effect on customers. One op brought up the practice of musickers to bring in a mob of relatives and friends to the dance free, while another suggested that musickers use more care in keeping their rooms in ballrooms clean.

Alice McMahon, Indiana Roof, Indianapolis, cited the value of a civic public relations' program to take a terperly from the dance hall to the ballroom classification. She said a group of well-trained employees is the best insurance for successful public relations. Clergy, leading women's clubs, school teachers and parents should be acquainted with a ball-

room's attempt to safeguard health and morals. Good high school and college students as employees are an excellent media of public relations, she added, as are school dances, which can be attracted to utilize a public ballroom's facilities.

### Tax Payments

Tax payments were discussed at length by Morris O. Penquite, chief of the miscellaneous tax division of the Internal Revenue office, here. Penquite cautioned ops to pay federal admission tax on the basis of one cent for every five cents' admission and not to pay a flat 20 per cent out of the total, for this does not work out correctly on ducats, which sell for uneven sums. Tax is always computed on regular prices, so if ops utilize a reduced price to induce patrons, the tax on regular price must still be paid.

If an op runs six or more dances per year, revenue execs demand that serialized numbered pasteboards be used, and ducat must carry the established price. In renting ballroom facilities, Penquite urged ops to safeguard themselves against a fly-by-night promoter by filing a Form 754, which notifies the revenue department that the ballroom is being rented and absolves the owner of some of the responsibility of paying the taxes. Penquite stated that operational records and unused tickets should be kept four years and that ticket stubs must be held for six months. In the event that office space is crowded by keeping records for those periods, ops can call deputy collectors, who will check their books and destroy tickets before that period is over.

## Christensen, Thru as P. M., Joins Mus-Art

CHICAGO, Sept. 27.—The rumored addition of personal manager Howard Christensen to the booking staff of Mus-Art Agency became an actuality this week when Christensen announced the dropping of his last two bands, Ted Weems and Jimmy Dorsey, as p.-m. properties. Christensen told *The Billboard* that starting Monday (29) he would become a veepee in the Mus-Art organization, with duties as yet rather vague. Present plans call for Christensen to book locations, working between Chicago and New York, and in addition he will develop new talent and also seek to set up a new record in radio tie-ups for Mus-Art chattels.

Christensen sat in on the original Mus-Art formation meeting here a year ago, but continued in personal management up to now. He has been in the p.-m. field for 15 years, excluding a four-year stretch in the army. Bands with which he has been associated include Johnny (Scat) Davis, Jan Garber, Dick Jurgens, Sherman Hayes, Art Kassel and Jimmy Joy, in addition to Dorsey and Weems.

## Midwest Ops To Meet With ASCAP, BMI

### Standardized Fees Discussed

DES MOINES, Sept. 27.—Concerned over reported unprecedented hikes in ASCAP fees and the recent licensing drive by BMI in the Midwest, delegates to the Midwest Ballroom Operators' annual convention here this week selected a four-man committee to meet with reps of both licensing orgs within the next six months.

Made up of Tom Archer, Archer chain, Des Moines; Rudy Verdebar, Oh Henry Ballroom, Willow Springs, Ill.; Herb Martinka, Kato Ballroom, Mankato, Minn., and Ben Lejcar, Melody Mill, Riverside, Ill., the group, together with the MBOA attorney, Tom Roberts, will receive reports on individual licensing situations facing each operator, and after study, meet with both ASCAP and BMI to discuss the matter. The meeting made it specific that "no actual negotiations" will take place before the matter is again brought before the entire MBOA membership.

Larry Shea, West Coast ASCAP rep, told MBOA officers that he had dispatched a letter to the Western Ballroom Operators' Association January 1, asking them to get together with MBOA reps so that an industry-wide agreement might be worked out, but MBOA officers said they had never heard from WBOA on the matter. Shea explained to MBOA membership the advantages of a licensing org, which makes it possible for music users for profit to negotiate with one central group, while otherwise ballroom ops might have to correspond individually with the hundreds of writers whose tunes they utilize on their ballroom programs.

Harold Orenstein, of the Gotham BMI office, discussed the standardized licensing fee under which any and all operators were assessed at the rate of one-half of 1 per cent of the first \$50,000 spent for musical talent and one-fourth of 1 per cent over that figure, with a maximum yearly payment of \$750 per ballroom and a minimum of \$40 per dancery.

## Sheils Leaves Haynes To Go On His Own; Retains Some Talent

NEW YORK, Sept. 27.—Tommy Sheils, long affiliated with Don Haynes in the latter's personal management biz, is leaving the Haynes office to set up his own p.-m. biz. The split was amicable and under the new set-up Sheils will retain the Modernaires, Johnny Bothwell's ork and chirp Virginia Maxey as p.-m. properties. Haynes will continue to handle the Tex Beneke ork and singer Johnny Desmond.

Sheils has purchased a home in North Hollywood, Calif., where he will open his office. The Modernaires currently are working out of Hollywood and will continue to do so since they copped a renewal on their daily Campbell Soup airers. Paula Kelly rejoins the group Monday (29) and the current fem fill-in, Virginia Maxey, will do a single.



# SANTA CLAUS'S PLATTER SACK

## English Decca Sets New Pop Label in U. S.

### Part of Britain's \$ Quest

NEW YORK, Sept. 27.—English Decca, Ltd., one of Great Britain's two important disk manufacturers (the other is Electric Musical Industries), shortly will launch a new pop and semi-classical label in this country, it has been reliably reported.

Altho E. R. Lewis, chief of English Decca, who is now in New York, was reluctant to discuss details of the new project, it is believed certain that the new venture will be called the London label and that it represents an effort by Lewis to go along with Great Britain's general financial drive and attempt to gain dollar credits in America.

### Distributing Not Set

Altho no distribution set-up has been blueprinted as yet, it is understood that initial selling problems will be worked out of the London Gramophone Shop, retail outlet here which also distributes English Decca's phonographs and classical disks. The new London label, it is known, will have no connection with Jack Kapp's Decca Company here, altho Kapp currently imports many of English Decca's FRRR records (actual pressings, not masters).

Whether the London label will import actual English disks, or press records in this country from imported English masters, has not been revealed, but it is believed certain that the new wax will be confined to English talent, at least for the time being. This, in view of the American Federation of Musicians' Decision to withhold its license from any new disk companies in this country.

## Disk Supervisor Worry Flares at Columbia Waxery

HOLLYWOOD, Sept. 27.—Caught without a general recording session supervisor in Hollywood following exit several weeks ago of Bill Richards, Columbia Records execs were evidencing considerable concern over possible pressure from waxery's top artists. At least two Columbia names, Frank Sinatra and Dinah Shore have already notified plattery that singers would insist on bringing in their own recording date supervisors for next skedded sessions. Fearful that other artists would demand the same privilege, waxworks was reported working swiftly to settle situation at earliest date.

With Richards' bow-out from plattery's Coast operations, Joe Higgins became head of all Hollywood activities. Bob Meyers, assistant to Richards, remains in same capacity. Higgins, however, has indicated he will devote full time to handling artists relations and tunes. It was uncertain that Meyers could carry the full recording date load alone, since his bailiwick has been longhair sessions, which is time-consuming in itself. Hence, Columbia must either hire another man or have Mitch Ayres, diskery's New York recording direc-

## CBS Hates Love

NEW YORK, Sept. 27.—Beverly Music's Larry Shayne tune, *That's What Every Young Girl Should Know*, was banned by the National (NBC) and Columbia (CBS) networks. It was too suggestive or something! With his tune riding on the back of the hot Sammy Kaye Victor record of *Serenade of the Bells*, Shayne pleaded with CBS to clear the song.

Back came a note from the network that he'd have to change the lyric. "What kind of change?" said the answering memo. It would have to be "an innocuous lyric; nothing to do with love."

## Brabec Leaves McConkey for MCA Band Post

NEW YORK, Sept. 27.—Ervin Brabec, manager of the New York office of McConkey Music Corporation, is leaving to join the band department of Music Corporation of America (MCA). Brabec goes to work for MCA Tuesday (30).

It is not yet known whether Brabec's properties—he is personal manager of Mildred Bailey, for example—will follow him to MCA or be handled as a separate enterprise as they were at McConkey. Brabec had an interest in the McConkey firm which he is giving up.

Mack McConkey still hasn't found Brabec's successor. He had been dickering with Jack Kearney, of the Harry Moss Agency, but the deal finally was nixed by Kearney because the dough offered was not enough. McConkey also has been toying with the idea of taking over the entire personnel of another office in the RKO Building reputedly available in order to entrench himself in the New York booking picture, but so far nothing is definite.

McConkey also was considering buying the Harry Moss Agency, but nixed the deal when Moss asked \$5,000 for the business. Moss originally offered to unload the firm to McConkey last March, thru Dick Sheldon, McConkey's Chi keyman, with the proviso that he be kept on salary. McConkey turned the proposition down.

When Moss went with Willard Alexander a couple of weeks ago, he announced that the agency would continue to operate under Kearney, but a few days later offered it to McConkey for \$5G. McConkey was to go for \$1,500 but figured that the 3G asked for Ventura's contract alone was too hefty a sum for him.

tor, commute between coasts to handle pop sessions locally.

Sinatra's last date, some six weeks ago, was supervised by Goddard Lieberman, veepee in charge of masterworks, who was in Hollywood at the time. Miss Shore, currently recording at a fast clip to beat her deadline with the stork, last waxed about four weeks ago before Richards left Columbia. Plattery now has a backlog of approximately 20 Sinatra masters and 30 etchings by Dinah which can be stretched out over a long period should balladiers call a temporary halt in waxing dates.

## Remember '46 Xmas Chaos? Early Waxing, Early Shipping Will Avert a Repeat in '47

NEW YORK, Sept. 27.—Diskers, distributors and retailers in recent weeks have been gearing for an anticipated record buying boom during the not-too-distant Christmas season. Most have been making an effort to prepare for Christmas early this year to avert the late delivery which caused a flock of trouble at the retailer level when Santa was around in '46. A good many merchants went broke last year when they placed heavy holiday orders with distributors late in November or early December, received shipments just as Christmas Day hit, and then were stuck with most of their stock. Resultant

tie-up of their capital in the holiday disks prevented purchase of new stock and forced some to go into bankruptcy and others to sell their Christmas stuff at below cost just to recover part of their investment.

### 15% of Annual Biz

To prevent a repetition of '46, many retailers started placing Christmas orders as long as two months ago. At the same time diskery execs were laying plans for many months for holiday wax specials and picking from catalogs for holiday merchandising. Currently all diskeries—majors and the smallies—have set aside a segment of their production facilities for nothing but Christmas merchandise. The general biz estimate of the amount of holiday disk buying figures that between 12 and 15 per cent of the annual disk biz is done in the three weeks prior to Christmas. This can explain the early pressing of Santa wax.

But the diskers and retailers are doing more than recording, pressing and ordering. At the manufacturer level, particularly among the biggie firms, execs are busily plotting special promotion and exploitation for the holiday season. Columbia Records alone has no fewer than 10 separate promotions going to aid the retailer directly—window displays, children's catalogs, co-op advertising, mailing pieces, etc.—in addition to the firm's disk jockey promotion, with Capitol and even the reserved Decca firm girding their promotional loins for concentrated Christmas disk exploitation.

### Kidisk Push

The exploitation will be keyed mainly to push most of the diskery's kidisk lines and the staple Christmas standards, including carol packages and singles, liturgical music, and pops like *White Christmas*, *Santa Claus Is Coming to Town* and last year's Mel Torme-Bob Wells tune, *The Christmas Song*, which this year is getting plenty of new waxings in addition to the Capitol King Cole biscuit which pushed the tune last year. Of the new pop material being proffered to the waxing execs, Leeds Music's *Christmas Dreaming* appears to be getting plenty of disk attention. Most of the new material on wax will be in the kidisk field, altho almost all diskers are digging from the catalog those oldies which still stand a chance of grabbing some consumer holiday coin.

Much of the Christmas wax will be reissued biscuits. Decca, which sent out a list of 13 albums and 22 singles all specifically designated for the holiday, is offering but two new packages—a Dick Haymes *Christmas Songs* package and a Bing Crosby kidisk package, *The Small One*. The remainder of the albums include such items as the Crosby *Merry Christmas* album and Ronald Colman's *Christmas Carols*. Among the single disks, the firm is putting out six different versions of *White Christmas* (by Guy Lombardo, Jascha Heifetz, Ink Spots, Carmen Cavallaro, Ethel Smith and Jesse Crawford) and two (See EARLY WAXING on page 22)

## Richards Joins Bornstein Firm

NEW YORK, Sept. 27.—Deal for Bill Richards, former West Coast disk exec for Columbia Records, to join Saul Bornstein's ABC-Bourne-Bogat publishing group, has been settled. Altho the precise nature of his duties has not been established as yet, Bornstein indicated that Richards was coming in as an "important executive" and intimated that he would work more or less as the publisher's executive assistant.

Job probably will be of a liaison nature—not interfering with professional staff set-up—with Richards looking after Bornstein's interests on the Coast and in Chicago while the publisher is in New York and vice versa when Bornstein journeys west. Richards leaves for the Coast tomorrow night to take up his new post.

## Frankie Laine Big At College Inn; May Hold Over

CHICAGO, Sept. 27.—Frankie Laine, whose first week at the College Inn of the Hotel Sherman here eclipsed any other attraction, band or single, which has appeared there during the past three years, according to hostelry spokesman, may be held over for an additional two weeks after his closing date of October 16. Laine, if his stint is extended two weeks, will be doubling from the Sherman to the Oriental Theater, where he opens a 14-day stay October 16.

Following his previously slated week's stay at the Paramount Theater, San Francisco, November 4, Laine comes back to the Midwest for a week at the 400 Club, St. Louis, November 14, at \$2,500 per. His four-week Paramount Gotham date, originally set for November 29, has been moved to December 5.

## Irving Ashby Set as King Cole Guitarist

HOLLYWOOD, Sept. 27.—Irving Ashby will replace Oscar Moore as guitarist in the King Cole Trio. Moore reportedly will leave the group after a 10-year association because a demand for feature billing and a larger slice of the take was turned down. Ashby planed into Pittsburgh today where the Cole trio is appearing tonight at the Mosque Auditorium. Ashby will travel along with the group on its current tour and will study the Cole book, stepping into Moore's shoes in two or three weeks.

Moore is expected to return to the Coast, where he reportedly will join his brother's unit, Jonny Moore's Three Blazers.



# ASCAP Defers Pic House Fee Hike

## Offer Exhibits Extensions Until Feb. 1

### Zero-Hour About-Face

NEW YORK, Sept. 27.—Board of directors of the American Society of Composers, Authors and Publishers (ASCAP) decided Thursday (26) to postpone the effective date of the Society's new motion picture theater licensing formula. The proposed formula, which was to have become effective October 1 and would have constituted a 200-300 per cent jump in exhibit music fees, had been under withering fire from various film exhibit associations the past few weeks. Reps of these groups two weeks ago had requested of an ASCAP committee that the change in theater licensing rates be held off for six months.

ASCAP's announcement said:

"There was a feeling on the part of the board of directors that every effort should be made to grant any reasonable request on the part of the motion picture theaters in connection with the proposed change of rates. It was pointed out that the Society had already announced a two months' extension available to all motion picture exhibitors who might ask for such extension. However, in a desire to allow ample time for a final disposition of the questions between the Society and the motion picture exhibitors, the Society's board of directors authorized management to offer extensions of the existing agreements to February 1, 1948, in the case of all exhibitors whose current agreement expires before that time."

Decision by ASCAP to back down from its original October 1 effective date was believed stemming partly from the fact that exhib orgs promised too much costly legal action. It was also reported to involve recognition of the fact that the film industry, with its British market crimped by the 75 per cent gross tax, probably would soon hoist rental costs for the exhibits.

## Chord Releases

### "Mystery Disk," Novelty Platter

CHICAGO, Sept. 27.—Mike Cudahy, prexy of Chord, Milwaukee indie label, this week released his *Mystery Disk* side of a two-sided platter. Puzzle side works on somewhat the same principle as the party-game horse race record, only the needle is placed at the normal starting point, and depending upon which groove the needle enters, one of two complete versions of the same tune is heard. One an Eddie Getz instrumental cutting of *Wrap Your Troubles in Dreams*, the other a slower-tempoed vocal interpretation of the same ditty by Bob Dunne, with Eddie Getz's combo backing. Each version runs a minute and a half. *Mystery Disk* is being pushed as a novelty for retail stores, while juke box ops will be serviced with special stickers for their boxes and corresponding colored title tapes. Disk sells for the normal 79-cent Chord price.

Cudahy also acquired his first folk artist talent, inking Sammy Madden, Wisconsin ork fronter, who previously waxed for his own Star label.

## Philly Click Buys Outdoor Ad Space In New York City

PHILADELPHIA, Sept. 27.—Frank Palumbo's Click, altho depending largely on local patronage for its bandstand diet of top name bands, becomes one of the first big after-dark spots located outside of New York that will go in for large-scale advertising in Gotham. Starting with the month's engagement of Xavier Cugat, opening October 6, Palumbo has purchased, thru the David Lodge outdoor advertising agency here, the giant outdoor billboard at 49th and Broadway, New York.

The sign, containing 3,000 square feet of space, with letters running as high as 16 feet and all illuminated by 25 spotlights, will carry a huge caricature of Cugat, along with the roster of bands coming into the Click this year.

Tony Pastor closes at the Click tonight, with Sammy Kaye opening Monday (29) until Cugat takes over October 6. Desi Arnaz follows on November 3 for three weeks and then makes way for Harry James on November 22, with Vaughn Monroe taking over on December 8 for a two-week stand.

## McKinley's Bridgeport Draw

BRIDGEPORT, Conn., Sept. 27.—Ray McKinley drew a good crowd, 1,337 persons, at the Ritz Ballroom here Sunday (21) and grossed \$2,005.50 at \$1.50 admission. Hal McIntyre, here September 14th, drew 1,211 persons for a gross of \$1,816.50.

# Petrillo's Office Confirms Shortened Term for Band-Agency Management Pacts

## Also Sets Code of Ethics for Music Education Field

CHICAGO, Sept. 27.—Official confirmation of a change in American Federation of Musicians policy governing the term of band contracts with booking agencies (expected for weeks) came out of James C. Petrillo's office this week. At the same time specific settlement of old school music squabbles with AFM was also documented by the union. Band bookers received edicts from the AFM, notifying them that the maximum term of management pacts between agencies and fronters was reduced from seven years with a three-year option to five years with a two-year option. The edict also stipulated that orksters might cancel their pacts with an office if they could show that they had not received "bona fide employment for a period of four weeks." Previously it was a six-week unemployment term which nullified a management paper. Under the new regulations agencies may not renew a management pact until two years before the original contract is about to run out.

### Some Gripping

While the letter stated that these terms had been drawn up "in conjunction with the major licensed booking agencies," there was considerable gripping on the part of some bookers contacted here who see themselves getting three years less protection on their exclusive right to a property. Slicing of the unemployment period will cause skedders some furrows, especially major agencies which are heavily stocked with bands. Plenty of lesser-known new bands have been hanging on, with skedders laying them off because of lack of work, especi-

## Bob Wills Signs MGM Disk Deal

HOLLYWOOD, Sept. 27.—Bob Wills, longtime cowboy singing disk artist for Columbia Records, has been signed to an MGM recording contract which will go into effect at the conclusion of his Columbia pact at the end of October. MGM is reported to have given Wills substantial guarantees under a long-term disking pact. The Western orkster is one of the more popular folk disking artists. He is said to have drawn royalties in excess of 75G last year at Columbia.

## New Philly Distributor To Handle Small Labels

PHILADELPHIA, Sept. 27.—Lesco Distributors, new record distrib firm, has set up shop here to handle local and other small-record labels in this territory. Local waxes distributed by the new firm include the Palda label, specializing in string band music; Quaker, featuring hillbilly, and the pop offerings of the Tune Disc and P.R.L. labels.

Outside indie labels handled by Lesco include Cyclone, Tara, Kismet, Circle, Hi-Society, Atomic and Irra. Distributing firm is making single records from Palda albums available only to music machine operators. All the labels carry a 5 per cent return privilege with a 100 per cent return privilege for the local Quaker label.

## Correction

NEW YORK, Sept. 27.—In a recent issue of *The Billboard* an unfortunate choice of words created the impression that the Leeds Music firm here and Campbell-Connelly publishing group in England were engaged in a reciprocal business arrangement. This was not correct. Campbell-Connelly has concluded song commitments with many major American publishers. The only Leeds song (*Heartaches*) published by C-C in England was acquired in 1930 from the old Olman catalog, which early this year passed into the hands of Leeds Music chief, Lou Levy.

# Early Waxing, Shipping Will Avert '46 Chaos

(Continued from page 21)

new waxings of *The Christmas Song* by Crosby and Haymes.

### Victor's Como Leader

Victor's sales leader for the Christmas season will be a newly-waxed album featuring Perry Como singing *Christmas Songs*. According to firm execs, this will be the package which will sparkplug the firm's holiday drive. For their longhair leader, the firm will put out a Leopold Stokowski album of Russian liturgical music. But Victor hadn't worked out a definite Christmas sked because of production difficulties caused by current dealer demand for pops and standard items.

Columbia execs report that the firm is putting out nothing "special" for Christmas, but will do heavy promotion on its catalog. Only key newies will be the Frank Sinatra disking of *Christmas Dreaming* and another version of *White Christmas* by Harry James and ork. Capitol likewise is not planning special Christmas material, outside of several new kid albums and a few seasonal standard singles like the Johnny Mercer-Pied Pipers *Jingle Bells*.

MGM Records, which will be going thru its initial Christmas season in biz, is prepping a series of kid albums, including Lionel Barrymore doing his version of the *Christmas Carol* and an album of Christmas music by a chorus and ork under Macklin Marrow. Signature is reissuing a *Best Loved Xmas Music* package which features Ray Block with Johnny Long's ork and Monica Lewis and a group of kidisk albums featuring Victor Jory and chirp Lewis.

### Muscraft Kidisks

Muscraft diskery was prepping its line of kidisks, some new pop and standard singles and its Shostakovich *Leningrad Symphony* package as its leading merchandising fodder. Majestic made four seasonal standard pops with Eddy Howard and cut some Christmas stuff for the hillbilly market, but the remainder of its Christmas stuff will come from catalog and its kidisks roster.

Most of the other diskeries are working on kidisk material and standards, with the apparent concentration seeming to lean toward the children in almost every diskery's campaign.

It certainly appears that this is the year that disk biz is shopping early for Christmas.

ally locations, for almost the full six-week period. New ruling on shorter out-of-work period may mean that some bands will be dropped if present biz continues.

Petrillo also met with Dr. Herold C. Hunt, prexy of the American Association of School Educators, and Luther A. Richman, head of the Music Educators' National Conference, here Tuesday (23) and agreed to terms whereby the play-for-pay musikers and the school tooters pledged that one group will not interfere with the other.

### School Musikers Pact

A code of ethics, separating the musical education field and commercial entertainment, was set up for the next year, starting September 23. Under the code, music education embraces performances which are non-profit, non-commercial and non-competitive in character. Conversely, the school reps agreed not to arrange any program which would in-

terfere with the employment of pro musikians. The new pact between the AFM and school tooters will mean that school musikers can now appear on school-owned-and-operated radio, a point which has been argued between AFM and music educators for the past couple years.



### Majestic's Big Jock Promotion For 'Your Heart'

HOLLYWOOD, Sept. 27.—Majestic Records will unleash its biggest disk jockey promotion in months to herald the new Artie Wayne dinking of *That's What Your Heart Is For*. Gimmick worked up by flack Red Doff for Majestic was to record the actual heartbeat of flicker star, Rita Hayworth, which was used in a waxing session to set the rhythm of the tune.

With the current release of the disk to retail trade, Majestic mailed 1,000 waxings of special Artie Wayne-Rita Hayworth interview to the nation's platter spinners for release October 3, climaxing a teaser campaign to guess name of the girl who's heartbeat was used. Columbia Pictures, la Hayworth's home studio, will tie in to the flack campaign with special releases plugging her new pic, *Down to Earth*.

*Heart* is first tune recorded by Wayne for Majestic, under a pact calling for one session with options. Wayne, meanwhile, retains rights to wax for Hucksters label, Hollywood independent set-up to market Wayne disks exclusively.

### Cole Trio Is Booked In Meadowbr'k After Troubadour Shuttters

NEW YORK, Sept. 27.—A last-minute booking switch puts the King Cole Trio into Frank Dailey's Meadowbrook, October 28 for a two-week stanza on a bill with the Ray Eberle ork. This pairing will follow the Skitch Henderson-Johnny Desmond bill, which goes into the spot after the current tenant, Carmen Cavallaro, vacates October 5. The Henderson-Desmond combo goes in for three weeks and is followed by Larry Clinton's ork with Vic Damone. The latter will stay one week only.

The Cole booking was made to replace two of the four weeks of a skedded date at the Club Troubadour which was due to begin October 16, but which was canceled when the nitery shuttered early this week. The trio will fill the remaining two weeks with one-nighters and concerts now being lined up by General Artists Corporation (GAC).

A new club reopened on the site of the Troubadour Friday (26) under the tab of Club Be-Bop. It features a quintet led by Tad Dameron, and tenor saxist Allan Eager's quartet.

### British Union Bids Semi-Pro Orksters

LONDON, Sept. 27.—In an opposite approach to American Federation of Musicians (AFM) policy in the United States, the musicians' union here added five new branch offices to organize all semi-professional musicians in the London area before the end of the year. A statement from the union headquarters said: "This should remove the last trace of any feeling on behalf of the semi-pros that they are not entirely welcome to us."

### Jose Iturbi Set For British Tour

LONDON, Sept. 27. — Jose Iturbi, who drew more than 15,000 customers at a single concert here last June, has been booked for a series of appearances in Britain during November. Iturbi will play in Manchester, Liverpool and Glasgow. Clearances for the tour were arranged by Jack Hylton with MGM, who rearranged

# Formula for Royalties Pact

## Disk Business Is Infected by 'Petrillo Panic'

(Continued from page 19)

money in masters whose value in return can only be computed on a long-term basis. At the same time, if the Petrillo ax definitely falls such firms will at least have more catalog power to use as a counter-weapon.

### Pop Situation

As for pops, while diskers maintain a more timorous attitude—the problem of dealing with "plugs" too far in advance is tricky—the publishers are now beginning to hear calls for "January and February No. 1 tunes." Even the majors, whose catalog and revival potential can be considered formidable Petrillo blocks, are not tossing off the pop situation too lightly. The record biz still rests on the merchandising of "new material" and "new hit tunes," they realize, and the pitch for publishers to play ball will get stronger and stronger. With Petrillo sounding a threat to cut off all network broadcasting in February, the diskers have an extra argument to use on pubs who don't adhere to advance-plug promise. Should commercial music shots be tabooed on the airwaves, the pubs would virtually be at the mercy of the diskers, the disk jockey, and the juke box.

A Petrillo ban, as some observers point out, may have one ironic effect on music publisher relations with disk jockeys. Despite the rising power of the jockey to buzz a new song, pubs long have resisted a disk jockey performance sheet on the ground that this would require full-time jocks and constitute a burdensome increase of overhead. If Petrillo cuts off live music in February, however, pubs may be forced to officially romance the jocks, who would constitute the only prime means of performance exploitation, apart from juke boxes. Once the romance habit gets started, some tradesters predict, it will cling.

This carries the implication that the Peatman performance sheet may have to absorb jockey plugs *per se*. From the publisher point of view, this could change the entire face of the business. Ironic, too, say these same observers, is the probability that a Petrillo ban on radio would force NBC and CBS to discard their "no disk jockeys" policy and unleash a batch of record shows. Thus, Petrillo indirectly may encourage the "canned music" habit which he is on record as bitterly opposing.

All this pre-ban maneuvering and conjecture, obviously, rests on how soon the record and radio biz can or will effect a compromise with Petrillo. At this writing the reported attitude of the radio people is still that the "law is on our side" and "we'll fight." Whether that attitude will soften seemingly depends on the inevitable congressional probe as well as the pending WAAF-Chicago court cases where a "guilty" plea by Petrillo still hangs over his head as the result of the Supreme Court's upholding of the Lea-Vandenberg Act.

### Murray Lane's Hat in Ring

NEW YORK, Sept. 27.—The only independent candidate for delegate to the American Guild of Variety Artist convention who already has signed up in agents' offices is Murray Lane.

the pianist's picture sked to allow for the one-month trip.

## New Herman Herd To Tee Off With One-Nighter Tour

HOLLYWOOD, Sept. 27.—The newly formed Woody Herman ork will kick off with a string of one-nighters, opening at the Municipal Auditorium, San Bernardino, Calif., October 16. Herman's Coast one-nighter swing is believed to be among the most extensively covered tours since the war, numbering 32 consecutive dates. Tour was set by Jack Archer, Coast head of the newly born Continental Artists booking house.

Herman's 17-man aggregation will include Sam Marowitz, first alto (former ork member), Stan Getz and "Zoot" Simms, tenor; Herb Stewart, third alto; Ralph Piffner, former Herman trombonist; Ernie Royal, Negro trumpet star, formerly featured with Lionel Hampton, the first Negro musician Herman will have used; Freddy Otis on piano, who leaves the Boyd Raeburn orchestra; Don Lamond, drums, and Walt Yoder, bass, another former Herman orchestra member.

Herman crew will consist of 5 saxes, 5 trumpets, 3 trombones and 4 rhythm, plus Jeri Ney, vocalist, who will double on piano and vibes during the Four Chips and Woodchopper jazz sessions.

## AFM Won't Let Mt. Royal Hire Neil Golden Sidemen

MONTREAL, Sept. 27.—The Mount Royal Hotel here was refused permission recently by the Montreal local of the American Federation of Musicians (AFM) to change its policy in the hiring of sidemen for Neil Golden, orkster replacing Buddy Clarke at the Normandie Roof.

The hotel sought to hire musicians individually, which would mean that the hiring and firing rights would be taken away from the leader. Also

## Haggling Near End, Tentative Accord Seen

### Sliding Scale Optional

NEW YORK, Sept. 27.—Opening the first note of accord on a major issue (after months of dragged-out haggling), a special meeting of the committees conducting contract negotiations for a new pact between the Songwriters Protective Association (SPA) and Music Publishers Protective Association (MPPA) Friday (26) resulted in the acceptance of modified royalty arrangements for writers by both committees.

Current proposal, which will now be taken back to both orgs' general memberships for approval, is based on a 3-cent-per-copy minimum flat rate and also offers an option to the writer to sign a pact for a sliding scale which runs from 2½ cents to a 4-cent top. The sliding scale, which can be sought optionally by the writer, need not be granted by the publisher under the negotiated terms. The sliding scale calls for 2½ per copy for the first 100,000 copies, 3 cents for the next 100,000, 3½ cents for the third 100,000 and 4 cents for every copy sold beyond that mark.

Meeting was held specifically to discuss the royalty structure of the proposals. With both parties' legal aids absent they were unable to conclude negotiations of other points. Pub feeling, however, is that final settlement of the royalty problem will wrap up further bargaining speedily.

the hotel figured to save money by hiring men at the cheapest price.

Current policy, which remains in effect, is that the leader is in charge of the band, which means that he gets a lump sum and makes his own arrangements with the sidemen.

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## ON THE STAND

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

### Frankie Masters

(Reviewed at the Casino Gardens, Ocean Park, Calif., September 17. Personal manager, Arthur Michaud—Eddie Greene; road manager, Carson Harris. Booked by Music Corporation of America.)

TRUMPETS: Andy Marchese, Laurie Gautreaux, Mack Yarborough.  
TROMBONES: Phil Gray, Edward Krupa.  
SAXES: Jim Putman, Fred Moore, Charles Drake, Les Kreitzer, Jack Wald.  
RHYTHM: Larry Hooper, piano; Marty Nathan, drums; Hyman Lesnick, bass.  
VOCALISTS: Phyllis Myles, Phil Gray, Frankie Masters, Four Holly Sisters.  
ARRANGER: Stuart Charles.

It's been three years since Frankie Masters last worked in this area. Crew is now tailor-made along sweet lines, altho boasting much variety to the complete satisfaction of all concerned. It's an easy-to-listen-to ork with a solid beat heavy on danceability.

Masters is a maestro who works with the enthusiasm of a kid fronting his first ork, sparkplugging the organization with an easy going, informal manner. He reaches deep into the library for sock novelties, show tunes built up to near production dimensions, and featurettes designed to showcase talented members of the org. A prime fave with kids on the floor are his medleys of memorable oldies, sprinkled generously thruout the sets to give solid balance. A liberal number of solid instrumentals rounds out the book.

Only recent change in band composition has been elimination of one brass. Arrangements are relatively simple, alternating the lead between the reeds and brass. At times, the sweeping reeds are happily reminiscent of the old Glenn Miller ork; on other tunes, it's the fine trumpet section which offers the most interesting tonal effect.

Ork boasts seven good vocalists, using them singly, for duets, or as combos. Featured slot goes to Phyllis Myles, a fixture with the Masters ork. Lass is easy on the eyes and ears, and is especially effective on show tunes and novelties. Bary Phil Gray carries the ballads in good form, dishing out offerings with rich tone and resonance. The Holly Sisters, young in appearance, work with the polish and ease of vets. As for Masters, his frequent vocal stints are pleasing all the way. Fronter teams with Miss Myles on novelty duets, registering solidly with such offerings as *Anything You Can Do*.

Masters recently did his first session for MGM Records, with more cutting dates in the offing. With any amount of recording luck, plus friends Masters will make on his current Coast trek, ork should be in for some lush days from here on out.

Alan Fischler.

**BENNY FIELDS**  
IS DOING HIS

**CHRISTMAS DREAMING**

A LITTLE EARLY THIS YEAR

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Name Bands, Name Acts, Tops in Cocktail Units

### Leo Pieper

(Reviewed at Donohue's, Mountain View, N. J., September 10. Booked by McConkey Music Corporation.)

TRUMPETS: Charles Lewis, Ray Lee.  
TROMBONE: Lauren Brown.  
SAXES: Don Kraft, Jimmy Shade, Ed Millar, Bill Gardner.  
RHYTHM: Red Purcell, piano; Franny Harbin, drums; Chuck Bindig, bass.  
ARRANGERS: Red Purcell, Bill Gardner, Dick Roberts.  
VOCALISTS: Patti Regan, Chuck Bindig, Leo Pieper.  
LEADER (accordion, piano and vocalist): Leo Pieper.

Both Leo Pieper and McConkey are invading the East for the first time, and it looks like the band's current date at Donohue's will benefit both. A well-rehearsed, smooth aggregation, the unit has a good commercial approach that sells it to the hoofers.

Pieper is six-foot-three, looks something like film actor John Loder and has an easy manner that wears well. The band has that relaxed, comfortable attitude that comes when the boys have played together for some time and have confidence in each other.

The arrangements fit the band's make-up and at various times show broad strokes of the styles of Hal Kemp, Lawrence Welk and Blue Barron, among others. The choppy Kemp rhythm is especially evident in a fair share of the tunes, with the horns playing against the clarinets.

Lauren Brown's trombone and Pieper's accordion are ably featured. At other times, the batoneer uses the squeezebox for good background effects.

The band is weakest in the voice department. Chuck Bindig, a good-looking lad, shows considerable promise as a sock novelty singer, but right now relies too much on orks. With a few more comedy bits of business, he'll be a terrific asset to Pieper. Pieper tried his hand at a few choruses but they meant little because he picked the wrong type of numbers. He's too tall to be coy, and with his resonant baritone pipes should pick some of the more romantic, dreamy stuff that will have the fems sighing.

George Berkowitz.

### Stephen Kisley

(Reviewed at the Hotel Biltmore, September 23. Booked thru William Morris Agency.)

TRUMPETS: Paul Pugliese, Vincent Bagale, Mort Bullman.  
SAXES: Mark David, Maurice Kogan, Cashier Day.  
VIOLINISTS: Al Ciccone, Harry Kriche, Fred Johnston.  
RHYTHM: Don Smith, piano; Ralph Dunham, bass; Billy Hill, drums.  
ARRANGERS: Buddy Du Fault, Billy Robbins.

Kisley's society stompings are new to the New York area, the maestro holding down heretofore at the Edgewater Beach, Chi (three seasons), and the Carlton Hotel, Washington. How much biz a territorial unknown with no disk power can bring to the Biltmore remains to be seen, but as society orks go, this one (probably bought cheap) goes along at a good clip. Most fiddle orks in the 400 belt push their whiny stringing out before a boopsie-boopsie rhythm section and count on Cole Porter to do the rest. This one shows a bit of guts; brass isn't timid and takes sufficient section lead to remove the onus from strict-tempo terp music. Vocally, pert Shirley Temple-like chirp Pat Whitney battles valiantly against Biltmore's n. s. g. speakers, which either hang too high or are badly slanted within angles of the room. Gal sings well with a slightly fragile tone, but the mike is murderous competition.

House fills out the bill with Dave Apollon's feature act supported by gal harpist and keyboard.

Joe Carlton.

# MGM Really Starts Roaring As a Factor in Disk Biz

By Joe Carlton

NEW YORK, Sept. 27.—On three counts, the menacing mane of Leo the Lion has begun to really bristle in the disk biz. Sober veterans of the wax world long have pooh-poohed the power of MGM, the studio name, to prove MGM, the record label. In the record biz, there were unique pitfalls—had MGM diskery avoided these? Skeptics said "no," but this week it looked as tho the waxery had bonged the "yes" bell at least three times.

(I) Catalog was one of the basic criticisms leveled at MGM diskery when it was born. (With all of MGM's studio money, said the historians, the wax branch should have been busy preparing a standard wax catalog at least a year before officially hitting the market. That would have given the Zenith Distributor chain a full line to trade with retailers. Then, in a "penny business" the cushion would be there when the every-week pop release hit a bad season. Instead, averred the critics, MGM spent a big chunk of dough for a plant in Bloomfield, N. J., made noise like a lion but opened for biz without a real backbone catalog.)

### Full Kidisk Line

Last week MGM's catalog cylinders opened up wide. A full line of kidisk albums were readied for the retail stalls — Keenan Wynn's *The Bear That Wasn't*, Lionel Barrymore's *Halloween*, Irving the *Unemployed Horse*, *Mother Goose Parade*, Korn Kobblers' *Kiddie Korncert* package, etc., and for Christmas specials for Barrymore versions of Dickens' *Christmas Carol* and an original penned by the famed Dr. Seuss, *Horton Hatches the Egg* round out a barrage of MGM moppet tallow.

Meanwhile the diskery was pouring

### Marshall Young

Reviewed at the Post Lodge, New Rochelle, N. Y., September 25. Booked thru General Artists Corporation. Personal manager, Warren Pearl.

TROMBONES: Sol Giovanetti, Burde Strayer and Dave Mott.  
TRUMPET: Matty Selittl.  
SAXES: Dick Freidman, Phil Macy, Frank Ueller and Mel Christianson.  
RHYTHM: Buddy Clark, piano; Ralph Pace, drums, and Roy Barbey, bass.  
VOCALIST: Terri Stevens.  
VOCALIST AND LEADER: Marshall Young.

Reversing the usual procedure, Marshall Young, ex-radio singer, has broken in his new outfit in New York, and now heads South for some serious seasoning. The fronter has built a personable crew which features a mixed sweet-swing book, with an occasional rumba production number tossed in for the Lodge payees, who want plenty of dance music, and Young's novel instrumentations, featuring a solo trumpet and three trombones, seemed to fill the bill.

The ork features a group of young sidemen and a new chirp, Terri Stevens, all of whom need some road work to polish the ragged edges. The Stevens gal is easy to look at and has a clear voice that shows considerable training. Young, whose airers with Arthur Godfrey led to the formation of the ork, is a capable throater and has a pleasing personality.

A gimmick which the ork features and which might build into a major draw is called *Let's Do a Duet*, with Young and a fem from the audience doing *Tea for Two* and Stevens calling a male payee for a similar chore.

Young opens at the Hollywood Dinner Club in Galveston Thursday (2), then follows up at the Hotel Roosevelt, New Orleans.

Norman Weiser.

it on in the hillbilly field. With Bob Wills nabbed from the Columbia stable and Denver Darling coming over from Decca, a batch of h. b. platters are slated for winter season. In the standard-pop line the waxery is re-doubling its album production efforts, mostly tied in with MGM pic stars or vehicles. On top of expansion in specialized fields, the MGM'ers are building up their stock of straight pops and in the classical vein the film-disk lads reportedly are rattling sabers about proposed talent grabs. One of the top classical pianists, now with a rival label, is reported to be ready for an MGM swoop.

So it goes, the catalog mushrooms, and while the diskery may be accused of using too big a piece of it for parent film exploitation, by and large there's a serious effort evidenced to get the disk branch operating as a profitable self-sustained unit.

(II) Mechanically, the MGM records have come in for too many yelps. (Pops and cracks, poor durability—was the lament of juke box ops, disk jocks and retailers.) This has been corrected. The 13th of MGM's fallow releases, by any ordinary listening test, represents a marked improvement over previous MGM releases, with the new platter surface stacking up in audition with surfaces of other large labels. MGM'ers say the new surface stems from fact that Bloomfield plant now has its own mixing branch going.

(III) Advertising and promotion-wise the MGM disk affiliate finally is getting off with the big roar that had been expected of the lion's trademark. Beginning October 6, the label carries a full-page in *Life* magazine which will be repeated October 1. December 15 six factory-paid newspaper insertions will hit 65 gazettes in 47 key cities thruout the country. At the same time, a barrage of display kits co-plugging the merchandise advertised in the *Life* spreads will be dumped on dealers everywhere!

## Soble Sues AFM For 100G Over License Repeal

HOLLYWOOD, Sept. 27.—Band booker-agent Lee Soble last week leveled his long-threatened suit against American Federation of Musicians (AFM), charging musicians' org with depriving him of a livelihood by revocation of his booking license. In a court action filed Thursday (25) in California Superior Court, Soble demanded \$50,000 actual damages for commissions he would have earned since license was revoked in May, 1945. Soble also demanded an additional \$50,000 for exemplary and punitive damages.

Defendants named in the suit included Local 47, AFM; Prexy James C. Petrillo; J. K. (Spike) Wallace, head of the local org, and John Teagroen, veepee of Local 47. Soble contends that AFM threatened to boycott spots using his talent, as well as expel talent from the union if booked by him. He charged further that Local 47 took away his license without good cause or explanation, in wanton disregard of his rights. License was restored, he charged, on the eve of the recent congressional investigation of Local 47 activities in order to avoid governmental exposure.

Spokesman for AFM local declined to comment on charges leveled by Soble, stating only that accusations were grossly exaggerated and would be refuted in court at the proper time.



# MUSIC—AS WRITTEN

## New York:

Joe Mooney Quartet had its option picked up for two additional weeks at the Raleigh Room of the Warwick Hotel. . . . Duke Ellington's annual Carnegie Hall concert presentation is skedded for a two-day stand, December 26-27. . . . Wayne Varnum flackery landed the Hotel Commodore press account. . . . Seeco diskery Prexy Sidney Seigel will leave for an extended trip thru South America next week to set up distrib outlets. . . . Les Elgart's ork now at the Palladium Ballroom here.

George Moffet concluded a deal with society orkster Bill Snyder to take over the fronter's personal management responsibilities. Snyder opened September 29 at the Hollenden Hotel, Cleveland. . . . Hal McIntyre, whose ork was virtually set to finish the year out at Joe Waller's Post Lodge in Larchmont, beginning September 30, will cut his booking short at the Westchester terperly to play a date at the Capitol Theater here beginning October 16 or 23 for two weeks with options. . . . Miller Music plugger Murray Deutch will be married to Pam Walker November 8.

Hans W. Heisheimer has been appointed director of the symphonic and dramatic repertory of G. Schirmer, Inc. . . . McNamara's Band, a musiccomedy ork, now at the Marine Grill of the Hotel McAlpin. . . . Fred Ziv electrical transcription firm is offering its *Guy Lombardo Show* on tape recordings as well as on standard e.t.'s. . . . *The Seattle Times* has added a record review and news column to its Sunday mag section. . . . Stardust Room of the Hotel St. George, Brooklyn, opened last week with Walter Powell's comedy ork.

Mickey Goldsen's Capitol-Criterion firm got a fourth anniversary present from the Peatman sheet when *It's a Good Day* crept into the hallowed list of most-performed standards. . . . Three Suns shattering attendance records at Ansley Hotel, Atlanta. . . . Jim Conkling, father of a girl. . . . Talk now picking up that Johnny O'Connor may be named general manager of ASCAP one of these days. . . . Carmen Cavallaro into Mark Hopkins Hotel, San Francisco, October 14; thence to Ciro's, Hollywood, December 29.

Hospitalized Veterans' benefit at Madison Square Garden October 28 (sponsored by musicians' emergency fund) getting its talent roster moving with a music biz committee comprising record company execs, agents, etc., combing the star ranks. Show has Gladys Swarthout, Bob Merrill, Sammy Kaye, Vaughn Monroe, Jean Sablon, Nore Morales and Hazel Scott definite for the bill, with Frank Sinatra and Perry Como to make appearances if possible. Other showbiz names, including top comics and filmers, are being rounded up.

Report has it that Jack Johnstone will buy Charlie Spivak's piece of Stevens Music, with Spivak maybe tossing in with Bobby Mellin. Some say, tho, that if the orkster sells he'll stay out of the pub biz. . . . Larry Shayne, Redd Evans, Bobby Mellin back in town. . . . Phonograph Record Manufacturers' Association next week holds its first meeting since summer.

## Chicago:

Don Ragon's commercial crew has been inked by Mike Cudahy, prexy of Chord platters, Milwaukee indie. . . . Tower, Universal and Chord labels, Midwest platteries, are working out a deal with Art Kay, Chicago distributor, whereby he will do the traveling job of getting distributors for all three firms. . . . Will Back's band will work in a package, which is currently being built around the Harmonicats, for a fall series of concert and theater one-day stops.

Dewey Hunt replaced Eddie Gilmartin as manager of Tom Archer's Sher-mot, Omaha dancery. . . . Jimmy Barnett, Sioux Falls, S. D., territory band booker, has been made commandant of his home State's Civil Air Patrol. . . . Russ Baltz, of the new Highland Terrace, Grand Haven, Mich., in town to study ballroom operation. . . . Irving Ashby, ex-Hampton gitman, will replace Oscar Moore, who leaves the King Cole Trio to join Johnny Moore's Three Blazers.

Billy McDonald, ex-William Morris and Frederick Bros. one-night booker, married Leah Goldy, daughter of George Goldy, of the Trocadero and Clover Bar, Los Angeles, here September 20. McDonald joins the Olsen and Johnson troupe in a managerial capacity this week. . . . Saxie Dowell is now fronting a quartet at the Leland Hotel, Aurora, Ill. . . . Bing Crosby has okayed use of his name for a new horse race game, called the Crosby Derby, which will be distributed by the Fishlove Industries here.

## Philadelphia:

Edmond DeLuca, piano-maestro who has led his own band here for many years, has joined the KYW staff as arranger for Clarence Fuhrman's staff orchestra. He succeeds Al Boss, one-time arranger for Paul Whiteman, who moved over to WFIL as staff arranger. . . . Buddy Greco and His Three Sharps, local piano-vocals, guitar and bass unit currently at Club 13, signed by the Musicraft label. . . . Vincent Rizzo whips together a rumba band to take over the Adelphia Room stand at the Hotel Adelphia. . . . Wes Scott bows with his new band at the Thursday night proms promoted at the Elate Ballroom, where tenor sax-trumpet man Danny McCune breaks in a new 16-piece band for the Tuesday night dancing.

Jimmy Tisdale gets the call for the Tuesday night proms at Mercantile Hall. . . . Emory Davis, son of society maestro Meyer Davis, has gone into the band business with his famous dad and has 19 society hops booked already. . . . Phyllis Houston has shifted her viola playing from Clarence Fuhrman to Norman Black's band. . . . Charlie Stone and the Jack Verna Quartet cut four sides for the local 20th Century label. . . . Kenmore Karavan orchestra, new local aggregation, inked a two-year exclusive with the local Palda label. . . . Ross Raphael, Embassy Club maestro, set to record his rumba rhythms for the De Luxe label.

## Hollywood:

Lion Records became newest Hollywood indie to enter disk field. Execs include David Miller, former Enterprise Records musical director; ex-Enterprise flack Bert Richman and A. E. Simpson, wealthy Canadian industrialist. . . . Anita O'Day returns to Coast in time for October 21 opening at Red Feather. . . . Bobby True, combo leader, and Bob Runger have purchased small nitery in San Fernando Valley. . . . Jack Kurtze left Frederick Bros. Agency last week-end, to be replaced by Jack Wendover, ex-band fronter turned agent.

Poison Gardner, currently working at Culver City's Toddle House, waxed initial sides for Imperial label. . . . At Modern Records, Teddy Bunn Trio and Jerry Brent's ork each cut string of sides. . . . Thrush newcomer Grayce Chandler, daughter of a Warner Bros. exec, set for pic build-up at pappy's home lot. . . . Freddy Martin opens eighth year at Ambassador Hotel's Coconut Grove September 30.

## Cincinnati:

Harold Marks, personal manager for Al Morgan, pianist-entertainer, leaves Wednesday (1) for Minneapolis where the latter begins a two-week stand Friday (3) at the Nicollet Ho., set by Phil Tyrrell and Frank Hogan, Chicago. . . . Earl Edmonds is on the Solovox at the Yorkshire, Newport, Ky. . . . Hal Thornton is the new 88-er at the Wonder Bar of the Lookout House, Covington, Ky., replacing Larry Vincent who, after four years there, has left to devote all his time to his record business. . . . Pianist Charley Hudson, who recently concluded a two-and-a-half year stretch at the Latin Quarter, Newport, Ky., is holed up for a long rest on his plantation near Birmingham.

Clyde Trask, still mending from burns and injuries sustained in the Steamer Island Queen disaster in Pittsburgh September 9, is reorganizing, with the combo slated to resume October 11. Bob Gary, Trask vocalist and guitarist, will front until such time as Trask can personally take over. . . . Spike Jones makes his first foray into the concert field with a one-nighter at Taft Theater here October 24. . . . Sam Donahue ork into the renovated Topper Club here Saturday and Sunday (4-5).

## Goday Buys "Wish I Knew"

NEW YORK, Sept. 27.—Happy Goday's Peter Maurice pubbery has bought up Alan Roberts and Lester Lee's *I Wish I Knew the Name*. The deal on the tune was made with Columbia Pictures, since Roberts and Lee are under studio contract. Inasmuch as the film company won't be using the tune in any flicker, the ditty, instead of going into Mood Music, Columbia's pub branch in the Shapiro-Bernstein holdings, was sold to Goday. Goday is paying a royalty to the studio in addition to the regular songwriter's advance.

## H'w'd AFM Head On Sick Leave

HOLLYWOOD, Sept. 27.—J. K. (Spike) Wallace, head of Local 47, American Federation of Musicians (AFM), was granted an indefinite leave of absence by board of directors of union. Long ailing from a heart condition, Wallace will remain on full salary of \$200 a week until he resumes his duties.

Meanwhile, John T. Groen, veepee of Local 47, will have active charge of union's affairs.

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From the firm that gave you  
**CHOO - CHOO - CH'BOOGIE**  
**I'M A LONELY LITTLE PETUNIA**  
(in an onion patch)

Two-Ton Baker  
Lawrence Welk  
Tommy Tucker  
The Happy Gang

**SOLD DOWN THE RIVER**

Blue Sky Boys  
Larry Cassidy  
Dewey Price  
Buckley and Skidmore

Mercury 5066  
Decca 24197  
Columbia—to be released  
Victor (Can.) 56-0022

Victor 20-2380  
Capitol 40005  
Majestic 6008  
Continental 8030

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I DON'T  
**WANT TO SET  
THE WORLD ON FIRE**

Steve Gibson and The Red Caps  
**T-U-L-S-A, Straight Ahead**

Mercury 8052  
Majestic 11032

**1585 BROADWAY**  
**MAURIE HARTMANN**  
**NEW YORK 19, N. Y.**  
**DEANNA BARTLETT**



## Standby Fight To Be Carried On by Adams

### Immediate Suit Dropped

NEW YORK, Sept. 27.—Despite the dropping of the immediate legal action against Local 16, American Federation of Musicians (AFM), by the Adams Theater in Newark, N. J., house intends to go on battling the union over the question of stand-bys.

Primary reason for agreeing to use pit band while house had a name band on stage was lawyer's advice that the Adams would be liable for all contracts outstanding for bands already signed. Furthermore, attorneys argued that dropping of immediate legal steps didn't jeopardize theater's position and besides it permitted the house to stay open.

Steps are now being taken by the Adams to bring the case up before the National Labor Relations Board (NLRB), accusing the union of violating the Taft-Hartley law. If there is a definite ruling, and there seems to be some doubt in lawyers' minds that a definite ruling will result, ops will seek a State law with the help of Frank Hartley Jr. (co-author of the T-H Law) and other New Jersey Republican biggies which will be modeled on the Lea Act.

## Detroit Tries Negro Shows

DETROIT, Sept. 27.—Duke Theater, newest house in the metropolitan area here, is adopting an experimental policy of playing Negro vaudeville three nights a week, Sunday thru Tuesday, catering to all-Negro clientele. House is using five acts and a band. In addition, an amateur show is being held on Wednesday night.

The Duke is operated by the Wisper & Wetsman theater circuit, and Harry Clark, of the circuit office, is handling the bookings. Policy may be extended to other houses if it proves successful here.

### Kitty Davis Ops Trying To Start Hotel Project

NEW YORK, Sept. 27.—Danny and Kitty Davis, owners of the Kitty Davis Airliner, Miami Beach, are in New York trying to line up what may be a new policy for the club. Davis is thinking of selling his club and his Allison Island home, in order to start building a hotel in Surfside.

The land, situated in the 100 block, was acquired years ago. Davis said the new hotel would be on the order of the Versailles, with air conditioning and heat in every room.

### Windfall

NEW YORK, Sept. 27.—Joe Marsolais had submitted the Billy Arnold Trio to Sammy Clark, new Florida percenter. After a while, not hearing from Clark, Marsolais wrote him again. A few days later Marsolais got the following letter from Clark:

"Received your letter on the Billy Arnold Trio. I was looking for a trio for a club in Palm Beach, but as you know, we had a hurricane here. I am now looking for my club."

## Merry-Go-Round in Youngstown: Can Op Snatch the Brass Ring?

By Bill Smith

YOUNGSTOWN, O., Sept. 27.—The Merry-Go-Round, latest and most ostentatious nitery here, may make a go of it if its dough holds out, if it gets the green light for gambling or if a new wave of prosperity hits the town. Meanwhile, Nick Constantino, club op, is committed to a budget that calls for between \$2,500 and \$3,000 a week and is booked into December in the belief that Youngstown will support his new room.

The club is on the west side and makes a splash of color in an otherwise drab neighborhood. The room is L-shaped, with the small arm of the L being filled with a revolving bar and the big arm being the nitery proper. The walls are covered with bas relief marine scenes flooded with indirect lighting. The floor slides under the bandstand, making it a good place for acts to work on. Lighting was only adequate opening night, tho workmen still were not finished.

### Terrific Show

Opening show of Joey Adams, Tony Canzoneri, Mark Plant and the Chandra Kaly Dancers did a terrific job. The way that preem night mob went for the acts was out of this world. The Adams-Canzoneri-Plant team had a zip and polish about it that held that noisy audience like a magnet. The Chandra Kaly four-person act opened in No. 1, getting immediate attention with its bizarre East Indian costumes and routines. The one mistake was in having the dancers come back for their South American finale. After Adams and his partners got thru, they were a tough spot to follow. The fact that Kaly and the three girls managed to do it was a credit to them. Secondly, the Don Cortez band doesn't have enough sidemen or percussion on the stand to give dancers the proper backing. The band tried, but a six-piece ork doesn't have the guts such a flash act needs.

Bobbie Martin filled out the show with novelty songs that sold fairly well. She looked good in her spot and worked well in straightening for Adams.

The new club doesn't seem to have much competition. But what may lick it is the town itself. Youngstown is a mill town in the Mahoning Valley, where nearly everybody gets up at 6 a.m. to work for either Carnegie Steel, Youngstown Sheet & Tube, or Republic Steel. Lush days in town are over—no more overtime, plants on an eight-hour day. This means that the big night is Saturday, and one night a week can't pay off a seven-day operation. Biggest competition comes from such spots as the Gray Wolf, now using a high-wire act, a pair of hoofers and an emcee devoted to material that no family trade will take. But the budget is probably no more than \$400-\$500, and that is the biggest show in town, outside of the Merry-Go-Round.

There are a couple of other spots in town, like the Tropics and Pines, but they don't stack up where money is concerned. Acts are mostly local lads who work for scale (\$60-\$85). The customers apparently do like them.

The biggest spenders in town go to the Jungle—no show but a big business across the green tables. The town is shut tight, according to various people, but the Jungle operates wide open. There is some talk that the Merry-Go-Round will get the okay for a couple of tables, but there is equal talk that the syndicate out of Cleveland won't allow the fix.

Publicity in this town is murder. There just ain't any. The town's only rag, *The Vindicator* (75,000 circulation), doesn't give any free

space to nitery acts or spots. It will take ads, but that's all. The paper has a Billy Rose column that it runs at odd moments; no other Broadway gossipers appear locally. That means acts coming into town are virtually unknown and have to be plugged via paid space. Biggest space for showbiz in town comes from *Youngstowner*, a 28-page slick paper digest give-away found on all nitery tables. The sheet is run by Buddy Fares, former fighter-wrestler-acrobat, who says he nets about \$10,000 a year out of its ads. Each advertiser gets plugs, and so do his attractions.

Merry-Go-Round operates on a 65-cent cover weekdays and \$1 holidays. The competition has no cover and no minimum. Biggest play in town seems to go to the pizza houses and saloons (no entertainment) and straight eateries. Over it all is the constant red sky from the open hearth burners of the mills. It's a tough combo to beat. If Constantino licks it he'll give plenty of acts work. At least he's in there trying.

## Copacabana Package Is Submitted to Theaters, Niteries

NEW YORK, Sept. 27.—The Copacabana line, productions and numbers (previous show) are being submitted to theaters and niteries by Monte Proser thru Val Irving. Latter has called in Harry Romm to handle the theater angle and to form a package around the line.

First such package probably will include the Three Stooges, a dance team, a girl (or boy) singer and the seven-girl line. Theater price asked for the Copa show (minus the name attraction) will be about \$5,000. Same show offered to niteries (it's now working at the Cairo, Washington), will be \$2,500.

Prices will bring the Copa ops about \$1,500 when the package plays vauders and \$600 in clubs.

## Coast Group Buys H'wood Chanticleer

NEW YORK, Sept. 27.—The Coast group behind Monte Proser, op of the local Copa, has just bought the Chanticleer, Hollywood, and Proser will start running it as a class room with entertainment in about a month.

The spot has always been a chi-chi eatery with no shows. Policy will be to use one act for the time being.

## Fort Worth Buys Casino And Leases It to Smith

FORT WORTH, Sept. 27.—The five-month dispute between the city of Fort Worth and George E. Smith over possession of his Lake Worth Casino on city-leased land ended Friday (19).

The city paid Smith \$32,000 for the buildings—a night club and bingo house. Smith was given a five-year lease on the properties at \$5,200 annually. He was denied a right to renew the lease unless the city agrees.

Smith promptly announced the re-opening of the city-owned padlocked dine and dance spot for September 25. Ray Herbert's Decca and Okeh recording orchestra, now playing in Pittsburgh, has been booked.

The city-Smith row was prompted by a dispute over lease charges which the city won in Texas Supreme Court. Smith said he would operate the Casino with bands and floor shows.

## Slapsie Maxie's New Nitery Bows With Ella Logan

HOLLYWOOD, Sept. 27.—The new Slapsie Maxie's nitery, reportedly patterned largely after New York's Copa, is set for its preem October 16, with Ella Logan headlining the show. Club has been shuttered since Sammy Lewis sold out to Sy Devore. During this time extensive alterations have been made.

New show is being produced by Don Loper, who will also handle talent, costumes, decor and choreography. In addition to Miss Logan, opening show will feature mimic Dean Murphy and Fred and Elaine Barry. Original music has been penned by Allan Roberts and Lester Lee. Regulars in the cast will include comedienne Ruth Brady; Mary Mullen, ballerina; thrush Trudy Stevens, and balladier Michael Brothers. Dancer Joe Friend, a line of girls and four male hoofers complete the talent roster. Dick Stabile ork will cut the show and play for dancing.

Price policy has not been determined, but with the terrific talent nut, it is believed ops will tack on a cover or increase the minimum. In order to meet advertising acceptance requirements of Los Angeles daily newspapers, a box office in the club lobby may be installed, thereby making the club eligible to advertise on drama pages of local sheets.

## July Eating-Drinking Tops Billion Bucks

WASHINGTON, Sept. 27.—Estimated business done by the nation's eating and drinking places was above the billion-dollar level in July for the second month this year, the Commerce Department reported this week, tho estimated July sales were \$1,014,000,000—approximately \$22,000,000 below the year's record set in May.

Business of eaterie-niteries continues to run under last year's figures, when the monthly estimated total was always over the billion-dollar mark. So far this year the monthly average has been about \$960,000,000, with the low mark, \$861,000,000 being registered in February.

There has been a similar decline of about 40 per cent in consumption of alcoholic beverages.

## Too Excitable

BOSTON, Sept. 27.—Boston Licensing Board, a powerful "clean-entertainment" force in the Hub, knows a strip teaser when it sees one. Walter L. Woods, owner of "Woodsie's," a Charlestown night spot, found that out when he tabbed his gal dancers "interpretive and character dancers" in reply to the board's decree that he clean up or lose his liquor license.

Arthur Carey, member of the board, visited the night spot last week and ordered Woods to clean it up. He paid a return visit and found things the same. When Chairman Mary E. Driscoll received his report, Woods was called on the carpet to show cause why his license shouldn't be revoked. Woods stated that he didn't intend to give an indecent show, but that when the crowds applauded too loudly, or "went wild over an act," the dancers got excited and the emcee got out of hand.

The board gave Woods one more chance.



**Roxy, New York**

(Wednesday Night, September 24)

Capacity, 6,000 seats. Price range, 80 cents-\$1.50. Five shows daily, with six on holidays and Saturdays. House booker, Sammy Rauch. Show played by Paul Ash.

The Morris office brass was out in full force to see its property, Milton Berle, put on his one-man show. Actually he needed his reps like a hole in the head. He knows his material forward and backward. He should. He did the same thing for 46 weeks at the Carnival besides repeating healthy chunks of the same stuff at celeb nights, openings and various and sundry benefits all over town. So if there are any people in New York who don't know Berle's routine it's because they can't hear or see. Yet this same familiarity should bring plenty of business into the house.

To jazz up the opening, the producers brought Berle on with a new gimmick. After a fast six minutes or so of some fine tap routines by the house line, the screen came down to show newsreel shots and quotes by various columnists about Berle. After each quote there was a topper, the whole thing winding up with "... and here is New York's famous son—flash-flash-flash—Milton Berle." His opening mitt wasn't sustained by his opening lines, for the reasons given above. They were too familiar. In fact, Berle had to resort to the oldie, "is this a jury or an audience?" to get a reaction. About the only new thing Berle came in with was, of all things, a flag-waving song.

**Speeds Up**

But if his opening was loaded with grapefruit, he really started moving when he went into his act with his familiar speed and timing working with Nancy Donovan, red-haired thrush, the Four Moroccans, Stan Fisher and the Vikings, with all of whom he has worked before, with the exception of Miss Donovan.

Considering that the actors already had five shows under their belt and had probably been up since the early (See ROXY, N. Y., on page 29)

**Oriental, Chicago**

(Thursday, September 25)

Capacity: 3,200. Price, 95 cents straight; five shows daily, six on week-ends. House booker, Charley Moran. Shows played by Freddy Martin's band.

With the exception of four minutes of routine juggling by the opening act, the entertainment pitch of this entire show is high. With headliners Beatrice Kay and Joe Howard drawing the over-40 payees, applause was still just as big as that which results from the more frantic teen-age pew-sitters who usually crowd the house opening day.

Carl Sands and his pit band got show rolling smoothly with a scoring of *Cherokee* that showed band off in both swing and sweet tempo. Sands showed skill on piano, solovox and celeste keyboard during the Noble ditty.

Pride and Day opened slowly with the male doing routine juggling that was enhanced a bit by some wisecracking. Final five minutes pepped up plenty when fem partner appeared to swap Indian clubs with her partner from various distances. Closing bit, with the male doing back somersaults between receiving pins from gal won them callback, where they again clicked with two-man stand, while both juggled balls.

Joe Howard confined his work to three numbers, each of which demonstrated that he hasn't lost any of his stage savvy during his 35-year absence from Chi. The white-haired tunesmith's erect stature, his manner of singing out vigorously and smart use of his hands kept orbs as well as ears on his work. His closer, *Goodbye My Lady Love*, in which he walked off after doing cakewalk to several choruses, earned him long and loud mitt.

Frankie Ray and Don Nardo (See Oriental, Chicago, on page 30)

**VAUDEVILLE REVIEWS**

**Paramount, New York**

(Friday, September 26)

Capacity, 3,654 seats. Prices, 55 cents to \$1.50. Number of shows, five daily, six on Saturday. House booker, Harry Levine. Show played by name ork.

The hour-long flesher with Desi Arnaz and ork (19) quite naturally tended toward the Latin beat, but the supporting acts were aptly chosen to break up the South American monopoly, resulting in a well-rounded, entertaining show. Customers couldn't get enough of Arnaz, who opened and closed and played between every act he introduced. However, the ork's straight numbers seemed just band stuff with insufficient stage showmanship, tho the audience liked it. Arnaz's throaty answer to *South America Take It Away* was an expert rendition of excellent material and drew long mitts. Arnaz and Dulcina, band chirp, wrapped up the house with a dignified rumba vs. all-out Lindy-hop exhibition.

Marion Hutton came on to a recognized hand, stayed with a sensible selection of Hutton stylized songs and begged her way off after a terrific outburst. Her *Brooklyn Love Song* and *Please Take Me Home This Moment* were on a par with any of her past hit numbers.

**Three Nonchalants**

The Three Nonchalants did difficult acrobatic hand stunts, clowning thruout with remarkable ease while maintaining a constant humorous pattering for a yock-mitt intermingling return. The butcher-meat grinder gag was reborn in the chatter, but for the most part the lingo fitted into the act, which went off to a strong hand.

Rudy Cardenas made his New York debut for the novelty opener, showing excellent technique, good control and fine flash in juggling three or a half dozen rubber balls and containers. His forte was expert handling of high hats in speedy fashion which drew him a warming ovation.

Pic, *Desert Fury*. Jack Tell.

**Capitol, New York**

(Friday, September 26)

Capacity, 4,627. Price range, 70 cents-\$1.50. Four shows daily; five Saturdays. House booker, Sid Piermont.

There's a real show on stage this time around. Gene Krupa brings 'em in and the Vagabonds and Rose Marie see to it that the non-hip customers get their bellyfull of pedestrian entertainment. For the change of pace Cardini works in the middle with his card sleight-of-hand, chain cigarette routine and match bits, winding up with an appreciative mitt.

Krupa, 16 men on board this time (five sax, three rhythm, four trumpets and four trombones), did a fine job of building up his familiar numbers like *Valse Triste*, *Lover* and closing with the well-known *Drum Boogie* against the now almost standard double silhouette on a black stage. Like all Krupa shows, the skin beater was up there beating the hell out of his drums, getting that savage, almost primitive sound that can be so electrifying. His biggest was his finale, *Drum Boogie*, winding up to a sock mitt. Krupa's numbers were introduced by the acts on the bill, which is just as good. When Krupa talks he can barely be understood.

**New Singer**

Band leader showed a new canary this time, a cute brunette with a baby face, Dolores Hawkins, who opened the show with a hep delivery of *He's so Fine*. Youngster showed a load of personality and a stage presence remarkable in one so young. Buddy (See CAPITOL, N. Y., on page 29)

**Loew's State, New York**

(Thursday, September 25)

Capacity, 3,500. Price, 50 cents to \$1.10. Four shows daily, five Saturdays. House booker, Sid Piermont. Show played by Louis Basil's house ork in the pit.

Lew Parker showed flashes of big time in his own spot, with his clever take-off on a husband's tenderness. This won a loud hand, and then he brought the house into an uproar on closing with his restaurant routine, that depicts different types of diners—a gem. Otherwise, Parker's gags (none of which was new) fell flat, his stories were meaningless and his delivery was spotty. With the exception of Trevor Frazee, who scored as the wife in the tenderness bit, the straights could not click with their weak wordage. The messenger, Paul Murdock, was too drawn out. At least two of the walk-ons informing of act cancellations could have been eliminated before Parker's last note punch missed by being cut too short. The 802 stooge, Alan Walker, banning mention of Petrillo's name by Parker, was much ado building up to a not-big-enough climax. His (See LOEW'S STATE, N. Y., page 29)

**Gayety, Montreal**

(Tuesday, September 16)

Capacity, 1,750 seats. Prices, \$50 to \$1.75. Number of shows, two daily, three Saturday, none Sunday. House booker, E. & B. Dow. Show played by house ork (9).

Tho there's usually one strip on the bill, this house is primarily a vaude house on the old two-a-day style with no movies. There are nine acts in all.

Current layout shapes up well with plenty of variety. Comic Bob Syney paces things well, tho he has a tendency to oversell. A little slowdown in the delivery would help. He is young, looks clicko on stage, has okay personality, but his material needs sprucing.

Coco, Steve and Eddie knock 'em dead with some smartly done tumbling helped by a springboard. Lads inject enough comedy in their turn to keep things humming. Another show stopper is Duke Art and Junior in a clay modelling act. He shows slick showmanship with his work being seen from all over the house.

**Benson and Mann**

Benson & Mann's comedy didn't really go on show caught but picked up nicely on succeeding performances. (See Gayety, Montreal, on page 30)

**Million Dollar, Los Angeles**

(Tuesday, September 23)

Capacity, 2,400. Prices, 55-98 cents. Four shows daily. House booker, Bill McElwain.

This offering of the Erskine Hawkins ork is proof that name bands still mean box office if the bill has plenty to offer. Judging from the exceptionally heavy house the opening show, the Hawkins package should hit way over the house average. Screen character thesp Hattie McDaniel shares top billing, but it's Hawkins all the way.

Band offers plenty of variety, neatly packaged and tied in with good showmanship and top supporting acts. Hawkins is an amiable fronter who lets the band speak for itself with a wide variety of sweet and jive. Opening with typical pepped-up version of *Swing Out*, ork segues into *Out of Nowhere*, featuring the slow, mellow trombone of Matthew Gee. Ork sideman Jimmy Mitchell is given a solo spot on a vocal twosome, acquitting himself in style. But for audience appeal, it's the ork's version of *Kilroy Was Here* that registers. Laura Washington, thrush, sells a couple of tunes easily. Lass passes the ear and eye test okay.

If Hattie McDaniel expected to coast on her film rep, she was in for a letdown. Armed only with a couple of songs and some conry recitations exhumed from an early edition of Joe (See Million Dollar, L. A., page 30)

**RKO Boston, Boston**

(Thursday, September 25)

Capacity: 3,200 seats. Price range, 55 cents-85 cents. House booker, Danny Friendly. Show cut by name band.

In his time hi-de-ho maestro Cab Calloway has given many a rousing show. But it's doubtful if he and a company of entertainers ever did better by the customers than he does this week at the RKO Boston. Calloway's music is better than ever, particularly for a presentation house; his acts are good and they stack up as a group. But the capper is the comedy team of Stump and Stumpy, new around here and surely headed for the big time.

Stump (James Frost) and Stumpy (Eddie Hartman) are just about the funniest fellows this town has seen in a dog's age. They seem to be able to do everything that might be required of a team of entertainers. They sing, dance, perform acrobatics and clown in a manner reminiscent of some of the favored funnymen of show business. Yet they rely largely upon panto, most of it truly inspired, (See RKO Boston, Boston, page 30)

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## The Versailles, New York

(Wednesday, September 24)

Capacity: 300. Prices: \$3.50 minimum, \$4.50 Saturdays and holidays. Operators: Nicholas D. Prounis and Arnold Rossfield. Booking policy: non-exclusive. Shows: 9:15 and 12:15. Estimated budget this show, \$1,500. Previous show, estimate, \$1,200.

Dwight Fiske, high-priest of bawdy recitative, is back at the piano for his umpteenth return in as many years. Preem night carriage trade had the room bulging to welcome back the master of not-so-double-entendre and came thru with an ovation. The maestro, in turn, gave plenty back to them—a good 40 minutes of sock personal production. There is no question that the chanteur still holds his place as top man in the field of ribald, sophisticated entertainment. He's worth every cent the house has to pay him. Management doubtless knows this, or he would not be an annual fixture.

No Fiske routine would be complete without the familiar *Mrs. Pettibone*, punctuated by the inimitable Fiske leer. It's a sure-fire show stopper with smart-set trade. Likewise on his list were a re-do of *Fred and Mary* and *Pomona*, the sexy deer. Brand-new, however, at least to this reporter, were a hilarious item about dining with Lucretia Borgia and another, titled *Case 114*, which has to do with a gent's visit to a psychiatrist. Both were instant clicks with the customers.

All in all, for a one-man show, the room has an attraction that should add up to sock business. Bob Grant and his band continue to serve up the dance background with Panchito and his boys filling in for the Latin stuff. *Bob Francis.*

## NIGHT CLUB REVIEWS

### Oval Room, Copley Plaza Hotel, Boston

(Wednesday, September 17)

Capacity, 300. Prices, \$1 cover after 10 p.m. Operators, Sheraton Corporation, Maurice Lawlor, manager. Booking policy, exclusive thru Stanley Melba. Publicity, James Wäber. Estimated budget this show, \$1,500.

The opening of the fall season in the swank Oval Room came off nicely, with Jean Sablon headlining the first show. The mink trade and radio fans turned out in about equal proportions to pack the room.

Sablon, unveiling some new songs and an opener new to Boston, turned in an excellent 40-minute stint to exit while the cash customers were still calling for more. But plenty of work will have to be put into juggling numbers to balance the mood songs and the lively special material numbers which rated the best hands.

#### French and English

Off-stage mike bit, with Sablon singing, introed the show effectively and built nicely for his walk-on singing the same number, *Just a Tune for Humming*. The next three songs, which Sablon showcased neatly via wordage that personalized the numbers for the room, were well sold but suffered slightly from a hard-to-define monotony of mood. *White Wine* and *Ce Soir* were done in French, with *I Wonder Who's Kissing Her Now* spaced between in English.

A high spot of the one-man show followed this set of songs—*Maladie L'Amour*. Sablon's handling of the number, the business which he added, got across with a bang that needed no English translation.

The next group of three songs, *On the Rue de La Paix*, *L'Accordion* and *These Foolish Things*, barely escaped a fall-off, mainly because of the tempo and the business added to the second number. Sablon finished strong, however, with his popular customer participation *Coach Song* drawing enthusiastic clomp-clomp from usually sedate ringsiders.

The act encored twice with *Vois Qui Passez* and *D'Avignon*, both of which were customer requests. He could have stayed a lot longer, but he left them calling for more.

Harry Marshard's ork cut a capable show. *Barbara Pearson.*

### El Morocco, Montreal

(Wednesday, September 10)

Capacity, 275. Price Policy, \$1.50 minimum. Shows 8:45 and 12:45. Manager, Bill Druick. Booking policy, William Morris Agency. Publicity, E. W. Ferguson. Estimated budget this show, \$1,800. Estimated budget last show, \$2,300.

Ops of this boite tried a new policy of four acts instead of the usual three. Experiment works out okay, for the one reason that comic Syd Gould is there to keep it going at a good pace. Otherwise the layout would be cumbersome. Biz is solid, too, a big percentage coming from the tourists.

Parlay also includes a vocalist, tapster and jive team, all the acts getting good returns for their work. Gould is a fast, punchy worker who keeps payers hopping with a steady stream of patter and gagging, but there's little heard in the way of original material. However, he gets a big reception. Best things he does are some special material items—one on the fate of the stooge, and another "Morris." Interpolation of Yiddish expressions could be eliminated.

Thrush Vickee Richards has a pleasant set of pipes and plenty of s. a. to go with it. She sells well in *Chi-Baba*, *St. Louis Blues* and other blues numbers, but falls down in her choice. Five slow numbers without a change of pace are too much for any audience.

Terper Winn Selley is pert and cute

### College Inn, Hotel Sherman, Chicago

(Friday, September 19)

Capacity, 500. Price policy, \$2.50 and \$3.50 minimums. Manager, Hugh Kuhl; producer, Marty Bloom; publicity, Howard Mayer Agency. Estimated budget this show, \$4,400.

Frankie Laine's wide shoulder-spread carried quite a load in this show, but the dynamic songster racked up a winner almost by himself, netting the biggest salvos accorded a band or single in this room in the past four years. Working in the anchor spot, Laine got a terrific ovation as he came on, swinging immediately into his record hit, *River St. Marie*. From there on in, Laine sold himself not only with his stylized vocals, but even more on a personal appearance with his vibrant delivery, stamping his feet, shuffling his arms and doing a complete leap off the floor at the end of his rhythm tunes. He co-ordinates a natural set of rhythmic body reflexes with his original phrasing, with the result that his delivery packs a double slug.

Laine was handicapped greatly by the magnitude of this room and the resultant limited visibility, with his ballads, such as *That's My Desire*, suffering a bit. But even these softer-type tunes scored on a so-so p.-a. system. It was on the up-tempo ditties, like *Black and Blue* and *All of Me*, that the first sellout crowd in two years gave the curly-haired singer their all in the way of mitt.

#### Melis's Group/Okay

Jose Melis, who worked here for the past two months as a single, has done a good job of organizing a band with only four weeks' notice. Personnel (three tenors, two trumpets and three rhythm) did a good job in its own opening spot and followed Laine's tough accompaniment book with only a single rehearsal. Melis himself stepped out to do two solos, his rendition of *Cumana* getting double the response that his first standard did. On the Latin beat ditty Mel really found his groove and with capable assistance from drummer Steve Verela wound up with an encore. Melis would do well to concentrate on the more pulsating Castilian beat, for his keyboard is more suited to this type number.

Jean Williams, a last-minute replacement for Patti Page, whose style is similar to Laine's, didn't have any recent records, so she encountered difficulty in getting attention in the rough opening spot. Gal, who doesn't look as sharp with blond tresses as she did with dark hair, got just fair response with a duo of standards.

For the first time in three shows, a model, Joan Hiatt, who repped Chi in the Atlantic City beauty contest, showed to advantage. Gal has a clean, refreshing type of beauty and did well with a semi-classical ditty. Eddie Hubbard, back from 13 weeks on the NBC *Chesterfield Supper Club*, is 100 per cent smoother as emcee on this show. He has picked up plenty of confidence and his casual presentation of the show helped put it over. In his first time here, Hubbard used comedy material. This time his straight emseeing went over much better. *Johnny Sippel.*

and gets a warm mitt for her tap turns. Nothing sensational, but a good solid act. Jivers Joe and Tiny Lou click in some peppy routines that include getting a couple up from the audience with the usual results. It's good for a big hand. Norma Hutton goes over in the band vocals, with the band giving adequate support to the show.

Milray line (6) is easy on the eyes and gives out with a good set of routines. *Charles J. Lazarus.*

## Carnival, New York

(Thursday, September 25)

Capacity, 605. Price policy, \$3.50 minimum. Shows at 8:30 and 12:30. Operator, Nicky Blair. Booking policy, non-exclusive. Publicity, Harry Sobol. Estimated budget current show, \$15,000. Estimated budget last show, \$9,000.

Claimants to the crowning title of "Best Night Club Performer" are going to hate this guy. They must seek to topple Ray Bolger from that perch. Making his nitery debut, the will-o'-the-wisp hooper lost none of his film fantasy, nor any of his legit intellectual charm. On the contrary, close audience proximity gave added buoyancy to his well-known sterling delivery. Bolger's unparalleled performance boosted the otherwise very good show up to the field's all-time topper, surpassing the 1937 Cotton Club's Cab Calloway-Bill Robinson opus.

Bolger never once digressed in asides to ringsiders or comments to the other entertainers. He gave an honest, unaffected performance which brought out all his years of dramatic background training. His humor contained no puns, slanders or blue notes. The election speech was class. But all other excellencies were overshadowed by his dancing demeanor. His light-footed off-balanced routine was equally as sincere and individualistic as when performed in musical comedy triumphs. His facial expressions from closer up played to better advantage. *Dancing Thru the Years*, a quickie exhibition of black bottom, la conga, rumba, jitterbug and sad sack, showed Bolger as a master craftsman.

#### Kaye Ballard Winner

Bolger's prestige was enhanced when he introed Kaye Ballard as the next coming singing star. This chirp has everything. Gifted with personality to the n'th degree, dramatic ability to emote with every note, overwhelming stage presence and a voice range from powerfully high to sweetly diminutive, she upholds Bolger's prediction. Only dent was a corny beg-off, "What else can I say?" in answer to her show-stopping ovation.

Beatrice Kraft stopped the show and took five bows, fronting an Omar Khayam chorus routine, with her realistic wrist twisting-neck moving Egyptian oscillations. Wiere Brothers (3 men, piano accompanist) held the secondary comedy spot with their standard act using violins in droll effect, capped by their sock nude woman hat routine. The Del Rios (2 men, 1 girl) opened the show, ballrooming in slow, deliberate twirls and lifts which got mitts with every feat.

Blonde warbler Yvonne Adair brought out the chorus (10 ponies, 6 showgirls) in three eye-catching, freshly costumed, picturesqued walk-arounds. Charles Blackman ork cut the show. Morty Reid and his music handled the relief. *Jack Tell.*

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**Normandie Roof, Montreal**  
(Tuesday, September 16)

Capacity 475. Prices, \$1.50 cover after 10:30, \$1.50 minimum before 10:30. Shows, 8:30 and 11:30. Operator, Cardy Hotels. Booking policy, May Johnson Associates. Publicity Colln A. Gravenor. Estimated budget this show, \$2,500. Estimated budget last show, \$1,500.

May Johnson comes up with one of the best-balanced and best-received shows of the season. Layout includes two acts, both playing for comedy, but still good for healthy returns all the way.

Teeing off are Helene and Howard, knockabout ballroom team that's bright and solid. The act, which has played Montreal before, shows a maturity and finish in performance it didn't have then.

Howard plays straight to Helene's panto comedy and it all comes out with perfect timing and displays a smart knowledge of what the ring-sider wants. Commerciability lies in the fact that there's never any straining for effect. Jive number is especially hot, with the duo getting off the floor to a big hand.

**Dornan Brothers**

Dornan Brothers in the closing spot complement Helene and Howard perfectly. They're newcomers, and with a little better pacing and selection of material, they should be good for plenty of bookings. Fault now lies in the fact that one of the brothers carries all the comedy, with the other not even playing the expected straight man.

Routines consist of patter made up largely from stock material which goes over big because of slick delivery. They also do the bit of getting five fellows on the floor and making them move their mouths in co-ordination with the mike voice coming from off stage. It's not new, but it is still fresh enough here to bring screams.

Buddy Clarke's ork (13), which closes its engagement with this show, is on the button in the show-cutting department. Erni Ardi Quintet fills in well for the relief and looker Mary Mayo clicks in the band vocals. Biz: Good for dinner, fair for supper.  
Charles J. Lazarus.

**ROXY, N. Y.**

(Continued from page 27)

a.m. rehearsing, the sixth show, which the reviewer caught, ran smoothly enough. Miss Donovan looked plenty sexy, even if she broke up time and again at Berle's bits. Her warbling of an Irish ditty and the Jack, Jack, Jack number, with Berle blaring out his special lyrics, got plenty of yocks.

**Moroccans Whirl**

The Moroccans' whirling dervish act, with Berle in the middle, was another yock puller. The Stan Fisher bit, with Fisher doing okay on the harmonica and Berle coming back to work with him, was all of a piece. The house ate it up and yelled for more.

Finale, with the Vikings giving out with man-sized operetta numbers, was, as usual, the best of the lot. Berle, in make-up, joined in, making with the bits and the gags and just about splitting the customers' sides.

It was strictly a Berle show. It's too bad he didn't come up with sufficient new material, or a new format, to give his talents the scope they deserve.

Flicker, *The Foxes of Harrow*.  
Bill Smith.

**CAPITOL, N. Y.**

(Continued from page 27)

Hughes, Krupa's boy singer, did okay with his *Young and Foolish Heart*.

Rose Marie, who apparently has lost weight and looked plenty all right in a white gown that must have set her back almost a week's salary, had them right from the first eight bars of *The One I Love Belongs to Somebody Else*. Slipped into a change of pace with *Ain'tcha*, but stayed in that characteristic rhythm bounce that is so infectious. Then came her *Duranty*, winding up with standard *Chem-a-Luna*, getting deafening mitt that almost stopped the show. Gal's style hasn't suffered from her enforced lay-off. She is still a top showman, peddling her material with superb skill. In fact, she was so at ease she even tried a little customer seat directing and not only did it well but got yocks with it.

The Vagabonds were labeled as a top musical quartet when they opened at La Martinique last year. In their first Stem theater date they proved it again. Not only do the four boys (two guitars, bass and accordion) do a solid musical job, but they are a sock commercial act with their in-the-groove chanting and comedy numbers. Their chatter broke up the customers, their corn did ditto. When they wound up it was a wonder how anything could follow them.

Pic, *Desire Me*. Bill Smith.

**LOEW'S STATE, N. Y.**

(Continued from page 27)

Albuquerque Indian memory joke was evidence of Parker's long-range reflective abilities.

The Three Flames (men—electric guitar, piano, bass) jam-packed triple-time music, wide awake vocals and all-over-the-stage frenzies into a volcanic act which had the lads huffing and puffing at the end of each number for well-earned mitts and a *Sea Food* medley encore. The latter called for a beg-off.

Dolinoffs and Raya Sisters (man and three girls) closed the show with novel, clever and effective levitation appearances and disappearances behind a blacked-out upper stage. Their dancing-doll routine was a competent rendition of a standard theme. Both numbers got good hands.

Elsa and Waldo, a goopie looking couple, did a deadpan, imbecilic-appearing dance burlesque, but their flashes of brilliant foot ability were borne out in their sock whirlwind wind-up. Their swell comedy panto was good for boisterous yocks, topped by a swifty Harpo and Groucho Marx take-off for a big exit.

**Aileen Stanley Jr.**

Aileen Stanley Jr. spoke her songs, despite a good singing voice evidenced by long, high-note closings. The chirp is stymied by a mike, as she has loads of vitality, selling with personality and charming facial expressions. Her vibrancy wanted to carry her all over the stage, which may be the proper sort of delivery for this energetic miss, but she remained chained to the p. a. system. The audience approved her performance.

Billy Ardely trapezed her way thru the opening with her standard, neat balancings on the swinging bar, winding up with a headstand close for a strong mitt.

The pit ork missed no cues and leader Louis Basil gets credit for a capable assist as straight in a Parker quip.

Pic, *The Other Love*. Jack Tell.

**Saul Grauman**  
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FREE CATALOG

**F. W. NACK** 30 N. Dearborn St.  
CHICAGO 2, ILL.**New York:****Autumn Chills Stem's B. O.'s;  
Under 400G After 4 Months**NEW YORK, Sept. 27.—The com-  
ing of fall brought a decline in tem-  
perature as well as in box-office re-  
ceipts at the six Stem movie-vaude-  
houses. The week's grosses dipped  
to \$395,200, a drop of \$40,300 from  
the previous week's figure. The six  
houses hadn't gone below the 400G  
mark since May 24, which hit \$333,-  
000. The only individual gain for the  
week (\$2,500) was racked up in the  
comparatively smallest grossing  
Loew's State. Between the Music  
Hall's \$13,000 parachute and the  
Paramount's \$5,000 dip were the  
Roxy's \$10,000 slide, the Strand's  
\$8,000 slump and the Capitol's \$6,800  
drop.Loew's State (3,500 seats; average  
\$25,000) took in \$28,500 for John  
Calvert, Paul Regan, Caleb Peterson,  
Landre and Verna, Jack Holst and  
Cynthia. New show (reviewed this  
issue) has Lew Parker, Dolinoffs and  
Raya Sisters, Three Flames, Elsa and  
Waldo, Aileen Stanley Jr., and Billy  
Ardelty. Pic: *The Other Love*.

Para \$65,000

Paramount (3,654 seats; average  
\$85,000) rang up a not too low \$65,000  
in the last week for a seven-session  
chalk-up of \$613,000 after the first  
six chukkers in order had grossed  
\$110,000, \$105,000, \$93,000 twice, \$77,-  
000, and \$70,000. Stage show had Car-  
men Cavallaro and ork. Paul and Eva  
Reyes, and Nelson. Pic: *Welcome  
Stranger*. New show (reviewed this  
issue) has Desi Arnaz, Marion Hut-  
ton, Rudy Cardenas and the Three  
Nonchalants, with *Desert Fury*.Capitol (4,627 seats; average \$72,-  
000) wound up another two-weeker  
(second in a row) with \$44,700 after  
opening to \$51,500, making a total of  
\$96,200 for Enric Madriguera and his  
ork, Georgie Price, Luba Malina,  
John and Rene Arnaut and *The Ro-  
mance of Rosy Ridge*. New show  
(reviewed in this issue) has Gene  
Krupa, Rose Marie, the Vagabonds,  
Cardini and *Desire Me*.

Strand Down to 52G

The Strand (2,700 seats; average  
\$40,000) hit \$52,000 for the third  
inning after \$70,000 and \$60,000 pe-  
riods, for a total so far of \$182,000  
with Vic Lombardo's band, Borrah  
Minevitch, the Marshall Brothers,  
Dorothy Keller and *Dark Passage*.Roxy (6,000 seats, average \$85,000)  
wound up the five weeks with \$70,-  
000 after having previously beltedaway, in order, \$117,000, \$120,000,  
\$85,000 and \$80,000. The total gross  
came to \$472,000 for Jack Haley, Ella  
Logan, Jerry Murad, Victoria Cor-  
dova and *Mother Wore Tights*.Radio City Music Hall (6,200 seats;  
average \$100,000) chalked up \$135,-  
000 following a \$148,000 preem, to  
tally \$283,000 for the two weeks with  
Patricia Bowman, Rudolph Kroeller,  
Esther Forja, Brunhilda Roque, Salici  
Puppets and *Down to Earth*.**ORIENTAL, CHICAGO**

(Continued from page 27)

showed smartest material and most  
realistic job of impressions done by a  
team in some time. Both handsome  
youngsters, they do a series of per-  
sonalities, such as John Garfield,  
Bary Fitzgerald, Carmen Lombardo  
and Leo Gorcey, which are not usual  
run-of-the-mill impressions. Whole  
act is built on original situation  
comedy, with boys getting better at-  
tention than most because of clever  
use of hats to ape the characters.  
Won two callbacks.Beatrice Kay, in closing space, re-  
lied less on her standard Gay '90's  
ditties and more on her excellent  
comedy than in her past local p.a.'s.  
Interspersing her standard favorites  
with material that's delivered so  
smoothly that it seems ad lib, the  
curvy chirp pulled yocks, even with  
some chestnut lines. Her lampooning  
impression of a modern-day thrush  
was the laugh high spot.

Johnny Sippel.

**GAYETY, MONTREAL**

(Continued from page 27)

Benson does the comedy to Mann's  
straightening but the act can be pruned  
appreciably for better results.Joe Allen's tenoring in standard  
selections gets a warm mitt and his  
Donald Duck take-off also is given  
good response. Ditto Marion Taylor,  
who shows a good set of soprano  
pipes. Chet Clark goes over big in  
harmonica selections, his best items  
being the jive shots.The Springers, a ballroom team,  
don't seem to belong in this layout.  
They showed unfinished work and  
timing when caught.Eunice Jason is okay in the strip  
spot, but she doesn't go too far, which  
is okay with the local gendarmerie.Len Howard ork in the pit backs  
the show nicely. Biz good.

Charles J. Lazarus.

**RKO BOSTON, BOSTON**

(Continued from page 27)

sight gags and all the tricks of the  
comedian's trade except dialog. There  
is some dialog, to be sure; but it is  
used sparingly and well. It is almost  
impossible to describe the act, since  
it has to be seen. But the team  
literally convulsed a first-show audi-  
ence with fresh humor and spirited  
clowning. Stump and Stumpy, if per-  
mitted enough latitude, would be  
wonderful in a musical comedy.Rest of the show stacks up nearly  
as well. Count Leroy performed im-  
possible things on roller skates, tap-  
dancing like Bojangles Robinson, and  
dancing on a two-foot-square table  
in a breathtaking way. The Berry  
Brothers went thru their usual con-  
volutions and did everything but  
break a leg for laughs. Mary Louise's  
vocals, *My Desire* and *I Want To Be  
Loved* were nicely done. Calloway's  
new arrangement of *Minnie the  
Moocher*, opening with a set of "sym-  
phonic" variations so serious as to be  
funny, is a whopper. The hi-de-ho  
business is played down, but there's  
enough to satisfy the devotees.Pic, *Stepchild*. Bill Riley.**Berle Boffo**NEW YORK, Sept. 27.—The  
Milton Berle show at the Roxy,  
with the flicker, *Foxes of Har-  
row*, collected a record-breaking  
\$24,000 for its first day, Wednes-  
day (24). Previous big grosser  
had Rosario and Antonio on  
stage with *Razor's Edge*, No-  
vember, 1946.**MILLION DOLLAR, L. A.**

(Continued from page 27)

Miller, her offerings fell flat. While  
she sold tunes easily, total effect was  
lost when she attempted to amuse  
payees with some unfunny rhymes.  
Miss McDaniel should call in gag  
writers to rewrite her skit before  
taking to the road.If the audience was disappointed in  
Miss McDaniel, it was more than  
happy about a couple of 250-pound  
clowns, Patterson and Jackson. Lads  
are refreshingly different, with an  
amazing amount of energy and tal-  
ent. Boys can sing, dance and clown  
with the timing and savvy of veteran  
comedians. The audience was rolling  
with laughter as the boys unleashed a  
barrage of fresh gags and patter.  
After two callbacks, team had to beg  
off. Young, handsome Calvin Davis, a  
hooper far above average, completes  
the bill. Boy is a precision tapper who  
works hard to develop original rou-  
tines, and his stint is smooth, highly  
stylized and sparked by top sales-  
manship.Pic, *Stepchild*. Biz good.

Alan Fischler.

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# N. Y. LEGIT'S HOUSING CRISIS

## Arena Staging By Margo Jones Clicks in Dallas

NEW YORK, Sept. 27.—Arena-style staging, seldom used on a professional scale, proved feasible last summer for Margo Jones in her Dallas Theater, permitting her to cut costs to the point where she could handle and produce repertory in a 200-seat house for about \$6,000. This system meant productions without scenery, using only set pieces and accenting lighting. It also saved her plenty of dough when it came to changing plays in repertory.

This type of theater cannot, obviously, be used in houses which seat over 400, but permit a producer to work cheaply in an intimate style of legit which is simple to produce, needing only platforms and lights.

The big feature of the past summer, her first, was the discovery of a new Tennessee Williams script, *Summer Smoke*, which is slated for the Stem early in 1948. Miss Jones opens in Dallas for the winter on November 3 with a troupe of eight Equity actors and several technicians. The season runs for 20 weeks until early March and her program already includes Vivian O'Connell's *Nineteenth Hole of Europe* (Michael Myerberg has this script on his production agenda for Broadway), *The Taming of the Shrew*, three Tennessee Williams one-acters, three unchosen new plays and another classic.

The theater operates at a \$2,500 weekly nut but can gross \$3,100. The 20-week winter season, 10-week summer season and six weeks of rehearsals mean 36 weeks of work at \$75 per week for actors engaged, almost the millenium when it comes to employment for thespians. The eight shows this winter will be performed for two weeks each and the last four weeks will be devoted to the four best plays for one week each.

## Library Theater Meeting To Shape New Season Plans

NEW YORK, Sept. 27.—After considering Equity Library Theater (ELT) recommendations made by John Golden at the last meeting of the union's council Tuesday (23), execs handed them to the ELT committee to put into final shape. Committee is meeting with Golden Wednesday (1), when it will put the finishing touches on the new ELT plans for the season.

Set-up will not be too different from that presently in use, but will accent closer supervision of productions with people outside the trade involved. Elliot Nugent is a new member of the ELT committee. The union's producing group figures to be on the boards by the beginning of November.

## Donlevy To Open Detroit Music Hall Season Oct. 6

DETROIT, Sept. 27.—Detroit Music Hall has signed Brian Donlevy to open its first winter season as lead in *What Price Glory*, scheduled for October 6.

This org, which staged an eight-week season of plays this summer, plans to run 16 weeks during the winter.

## Pressure Groups Nixed by Equity

NEW YORK, Sept. 27.—The appearance of a delegation of four actors—Philip Coolidge, Austin Elliot, George Keene and Betty Garde—at the meeting of the Actors' Equity Council Tuesday (23) was responsible for the passage of a resolution ordering members of the actors' org to resign "forthwith" from any group or faction seeking to "influence or control the association." During the meeting Elliot Nugent, who had announced he was forming a group called "the militant middle" to see that Equity deviated neither to the right nor to the left in its policies, announced that he had scrapped plans for his faction.

However, Nugent pointed out at the meeting that it was best for these factions to be above ground and that he believed in the party system for anything larger than a town meeting. Many other execs in the union seem to agree that the prohibition against factions, on the books since 1936 and reaffirmed several times since, will not end the blocs but only drive them underground.

## Michael Todd Agrees To Bankruptcy Move

NEW YORK, Sept. 27.—Mike Todd on Wednesday (24) before Judge Peter Leibell in New York Federal Court consented to be adjudged a bankrupt. The next step is for those instituting the proceedings to file a schedule of creditors before referee Peter B. Olney.

Involuntary bankruptcy proceedings were begun by A. Sheldon Jaffe, claiming a debt of \$9,150; Allan H. Bonito, claiming \$600 in unpaid commissions, and Kaj Velden Studios, who want \$2,152. Todd has plenty of assets but they are not all liquid and are below his liabilities by about 750G.

It is thought in the trade, however, that bankruptcy proceedings will have the beneficial effect of allowing Todd to produce again, even with plenty of debts to pay back. The other way Todd would have been harassed continually by debtors once he began producing. This way, all monies will go thru one funnel—the referee.

## Experimental Theater Plans Simultaneous Coast Debut

NEW YORK, Sept. 27.—The Experimental Theater, Inc., expects to have its shows open at the Tivoli in San Francisco and perhaps the Actors' Lab in Hollywood at the same time that they open here.

ETI is waiting for a theater before going ahead with its program this season. Last year's home, the Princess Theater, is now showing foreign films, but the ETI is dickering for two larger houses uptown. No date has been set for the opening of the season, which is now dependent upon the availability of a theater.

## Joshua Logan Set To Direct Leland Hayward Production

NEW YORK, Sept. 27.—Joshua Logan has consented to direct Leland Hayward's forthcoming production of Thomas Heggen's play, *Mr. Roberts*. Script is now undergoing revisions, with Logan sitting in on the sessions.



## BROADWAY SHOWLOG

Performances Thru  
September 27, 1947

### Dramas

	Opened	Perfs.
A Young Man's Fancy... (Plymouth)	4-29, '47	175
All My Sons..... (Coronet)	1-29, '47	278
Born Yesterday..... (Lyceum)	2- 4, '46	696
Happy Birthday..... (Broadhurst)	10-33, '46	376
Harvey..... (48th Street)	11- 1, '44	1,230
John Loves Mary..... (Music Box)	2- 4, '47	271
Voices of the Turtle, The. (Morosco)	12- 3, '43	1,447

### DRAMA REVIVALS

Burlesque..... (Belasco)	12-25, '46	318
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### Musicals

Annie, Get Your Gun... (Imperial)	5-16, '46	572
Brigadoon..... (Ziegfeld)	3-13, '47	228
Call Me Mister..... (National)	4-18, '46	607
Finian's Rainbow..... (46th Street Theater)	1-10, '47	299
Oklahoma..... (St. James)	3-13, '43	2,044
The Telephone and The Medium..... (Barrymore)	8- 2, '47	171

### ICE SHOWS

Ice-time of 1948..... (Center)	5-23, '47	161
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### OPENED

Anna Lucasta..... (Limited return engagement) (National)	9-22, '47	995
I Gotta Get Out..... (Cort)	9-25, '47	5

The verdict was unanimous: Nine to zero. No: Brooks Atkinson, Times; John Chapman, Daily News; Robert Coleman, Daily Mirror; William Hawkins, World-Telegram; Ward Morehouse, Sun; Richard Watts Jr., Post; Robert Garland, Journal-American; Howard Barnes, Herald-Tribune and John Wilson, PM.

Our Lan'..... (Royale)	9-27, '47	1
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### CLOSED

Sweethearts..... (Shubert)	1-31, '47	238
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### CLOSING

I Gotta Get Out..... (Cort)	9-25, '47	4
Saturday (27).		

### COMING UP

(Week of September 29, 1947)

Heiress, The..... (Biltmore)	9-29, '47	
How I Wonder..... (Hudson)	9-30, '47	
Command Decision..... (Fulton)	10- 1, '47	
Music in My Heart..... (Adelphi)	10- 2, '47	
Under the Counter..... (Shubert)	10- 3, '47	

## N. Y. Theater League Sets 2 Amendments for Ballot

NEW YORK, Sept. 27. — The League of New York Theaters at its Thursday (25) meeting proposed two amendments to its constitution which are due for action at its annual conclave on October 9.

The first one asks for a change in the voting procedure to a secret ballot in writing instead of the prevailing method of a showing of hands. The idea is to clarify the voting method because the present one has proved confusing at large meetings.

The second change would have specific groups within the org, such as theater owners and producers, vote on only those issues that directly affect them.

## Theater May Have To Move North To Save

### Or Go to Office Buildings

(Continued from page 3)

construction. To date no plans for much-needed additions to Broadway legit showcasing are even on an architect's drawing board. With more and more houses converted to radio and screen presentations and with television already on the look-out for presentation spots, local theater building should become a good risk for potential operators.

In the first place, in no other industry does so large a share of the operating gross go to the landlord. Theaters which cost \$100,000 30 years ago have earned that sum for their owner in a single year. But not one legitimate house has been built in the Times Square area since the ill-fated Earl Carroll back in the '30's. Memories of the lean years of the depression have not only kept rentals sky-high, but have stymied operators from beginning new ventures. So a producer must pay heavily in these meatier years for inadequate play-houses in order to protect owners' investments for leaner seasons which may or may not be on the way.

### Fenced In

The reason for the operator's hesitation for embarking on new building projects is simple enough. He is expected to build in the small area, bounded roughly by 42d Street, 52d Street, Sixth and Eighth Avenues, a locale of fabulous land values. With front footage figured in the thousands, he must jam his building on not more than two lots. To make his house pay, he must cut his backstage facilities to the barest minimum, thereby making his set-up unsuitable for shows with heavy scenic or cast loads. He must cram the paying customer into a tight seat, sans leg-room for anyone over five feet tall—and suffer a consequent loss of good will. Since corner locations are out of financial reach, he must cut up his lot with alleys and passageways to satisfy local fire laws and thereby lose valuable space. The net result must be a poor theater, with consequent likely loss of good will and revenue. It is no wonder he hesitates to take a plunge.

The landlord's plight has come in for considerable attention during the past few years. Arguments have been advanced that a theater building must have additional sources of revenue to carry it over bad times. Some suggest that the theater be housed in an office building and share operating and maintenance costs with other businesses. As far back as the '90's, the Empire was built with that idea in mind. However, anyone will agree that its office rentals were negligible in comparison to the operating freight paid by a tenant like *Life With Father*. Other suggestions have been made that lobby areas be used for club meetings or exhibits—that a restaurant be included so that dinner and theater could be sold on one ticket.

### Good Possibilities

Perhaps these notions have merit. There is probably room in New York for a few theaters built in office buildings. The revised New York (See N. Y. Legit's Crisis on page 34)



## THIS TIME TOMORROW

(Opened Monday, September 22, 1947)

## PLYMOUTH THEATER, BOSTON

Play by Jan De Hartog. Directed by Paul Crabtree. Settings, Herbert Brodtkin. Costumes, Patricia Montgomery. Company Manager, Hugo Schauf. Press Representatives, Joseph Heidt and Arthur Levy. Stage Manager, Ruford Armitage. Presented by the Theater Guild.

Wilts.....John Archer  
Kareis.....Tyler Carpenter  
Yolan.....Ruth Ford  
Wouterson.....Sam Jaffe

The fact that there is practically no hope for the commercial future of *This Time Tomorrow* does not detract from its importance. For this Theater Guild importation from Holland introduces to the American theater in Jan De Hartog a young playwright of imagination and great promise. His play is everything and nothing. It tries to re-solve some of the most cosmic of ideas and fails simply because the ideas are too big and too varied. The premiere of *Tomorrow*, which clearly perplexed a sophisticated first-night audience, is reminiscent of the opening here of Tennessee Williams's first play, *Battle for Angels* which had much to say about deep human relationships. Williams hadn't found himself, but he profited in his next productions. The same may be true of Hartog.

*Tomorrow* is compounded of too many elements and too many contrasts. Among them are cancer research, the impending war (the time is prior to the Nazi invasion of Holland), cosmic forces which drive the human mind, a search for the meanings of fear, love, hate and a seeking for freedom from fear of death, hypnotism, and finally love—yes, always love.

## Pre-War Amsterdam

The scene is pre-war Amsterdam, where young Dr. Joseph Wilts is assisting old Professor Wouterson in cancer research. Because he feels his work will be canceled by the astronomical death toll in the coming war, Wilts deserts. But he is brought back by the intense pleadings of a chance pick-up in a night ferry. Yolan is dying of tuberculosis and about to commit suicide because her life is dragging on to no purpose. She sees a purpose in bringing Wilts back to his work. The girl has incredible hallucinations, in which she clearly sees events in the future. Professor Wouterson investigates them, hypnotizes her and tries to delve into some of the cosmic secrets of the human soul. He finds, he thinks, that it is love which keeps this young woman going, tho according to medical theory she should have been long dead.

Wilts loves her, but continues in his researches long enough to find some clues to a cancer cure, which will take the professor away from his scientific interest in the girl. The doctor hopes, thus, to free her mind so they can go away together, be married and live happily as long as her short life allows. In a final dramatic scene the girl dies in his arms, as she had earlier prophesied.

The whole business sounds grim, and in the last analysis it is. But the author, whether out of ineptitude, constant shifting viewpoint, or perhaps daring, changes the mood violently from mordant humor to low comedy to high drama. The professor is an absent-minded old soul. This, with his often shrewd and bawdy comments on the relationship of the two lovers, is food for comedy.

The acting of *Tomorrow* is generally on a high level. Ruth Ford is a dramatic actress of intensity and believability. She'll go far. John Archer, as the young doctor, performs in a rather elementary fashion, but gets the meaning across. Sam Jaffe, of course, is a virtuoso.

If in his next play De Hartog will settle on one central theme and use his skill for dialog, characterization and freshness of approach with clear purpose, he may produce a first-rate drama.

Bill Riley.

## OUT-OF-TOWN OPENINGS

## FREE FOR ALL

(Reviewed Thursday, September 18, 1947)

## BELASCO THEATER, LOS ANGELES

A new comedy by Ralph Rose Jr. Staged by the author. Settings by Phil Raiguel. Stage Manager, Edward Colebrook. Publicity, Hank Levy. Presented by Carleton Holmes.

Steve Mraz.....Donald Curtis  
Marlon (Butch) Shirley.....Charles Smith  
Pops.....Jack Nestle  
Robert Campbell.....Allan Nixon  
Susan Tappan.....Evelynn Eaton  
Forhan.....Gordon Gray  
Doris Lansing.....Virginia Patton  
C. M. Ketterfield.....Ramsay Hill  
Jack Kaye.....Leo Bayard  
Martin.....Paul McGuire  
Cynthia Hathaway.....Virginia Cox  
Typesetters.....Edward Colebrook, Jan Arvan, Harry Lauter, James Folger, Frank Turner, Max Burch, Sid Frank, Henry Burt, James Davis, Joe Furst.

Author Ralph Rose Jr., apparently had a lofty purpose in mind when he scripted *Free for All*—that of exposing native born commies as a breed of neurotic, maladjusted punks who are reds until they get a buck in their pockets. After that, the Stalin worshippers suddenly become filthy capitalists. Dressed in its mediocre dramatic garb, this premise falls flat, and the play is neither fish nor fowl. In substance, it is a punchless offering, sparkling neither in writing nor direction, made palatable only by a few intermittent laughs and some able acting. If Producer Carleton Holmes carries thru with intentions to bring the play to Broadway, its chances of stem survival are next to nil.

The plot is obvious after the first act, as the tale of the editor of "the new freedom" slowly unravels. As the hungry, fanatical "down with capitalism" mag pilot, Steve Mraz vows to fight Stalin until the masses have been educated and capitalism overthrown. His heretofore benevolent financial angel withdraws support of the mag, however, with the revelation that monied interests were secretly backing the sheet only to point up its dangers to the nation, leaving Mraz with a starving staff and no dough. He thereupon turns to a well-meaning heiress with a bank roll, switching the magazine's policy completely until the sheet actually becomes a mouthpiece of reaction.

Climax comes when the beautiful gal backer discovers that Mraz's love making and promises were false and that he was merely using her to further his own ends. When the power-hungry editor defies union organizers who come to organize typesetters in the plant, he is tagged a native Fascist and the paper is picketed. Finally discovering what a heel he is, the heiress leaves, taking the staff with her to organize a genuine liberal sheet. The editor then preys on another rich dame, getting her to back "the new freedom," thus beginning anew the vicious circle.

While not without its tritely funny moments, the play lacks punch needed to sell its theme. Even with tongue deftly in cheek, Arthur Rose has failed to come thru with anything but a redundant discussion on communism. In its weaker moments, the play strains to bring laughter by the injection of pointless profanity. At times there are genuine clever bits of business which, if sustained thruout, might have given the piece the potency it sadly needed.

Acting is competent thruout, altho nothing sensational. Donald Curtis as the editor works hard all the time, at the expense of the necessary shading required for subtle effect. Virginia Patton as Doris Lansing, the rich and beautiful financial angel, is well cast and convincing. Screen comic, Charles Smith, as the foul-mouthed office boy has his moments as is the case with Evelyn Eaton, who plays the stupid, flighty recep-

## DUET FOR TWO HANDS

(Opened Wednesday, September 24, 1947)

## HIS MAJESTY'S, MONTREAL

A melodrama by Mary Hayley Bell. Staged by Reginald D. Ham. Setting, Charles Elson. Costumes, Helene Pons. Company manager, Richard E. French. Press representative, Willard Keefe. Presented by Robert Reud.

Abigail Sarclet.....Joyce Redman  
Herda Sarclet.....Wynne Clark  
Fletty.....Ruth Vivian  
Edward Sarclet.....Francis L. Sullivan  
Stephen Cass.....Hugh Marlowe

*Duet for Two Hands*, which has enjoyed a very successful run in London, opened a four-day pre-Broadway run to an s.r.o. house, but it can be safely said that a great majority of the attendees were drawn by the presence in the cast of Francis L. Sullivan, who registered so strongly as Jagers in the Rank screen smash, *Great Expectations*.

The vehicle itself is an almost incredible melodrama and it's questionable if it will stand up on its merits before New York audiences. However, Sullivan's presence may be instrumental in bringing in the curious for a limited period, and if that is the case, *Duet* may be good for a reasonable Broadway run.

## The Plot

Setting is in a castle in the Orkneys, where a young poet (Hugh Marlowe), who has lost his hands in a climbing accident, has the hands of a dead man placed on him. This incredible feat (circa 1904) is performed by an unsinister medico (Francis L. Sullivan) who has taken the mitts from a man who was hanged for murder. Other dramatic personae find the hands having strange effects on them, the doctor's daughter, for example, discovering that the hands belonged to the guy she loved.

The M. D.'s sister is also affected, as are the housemaid and the poet himself. It turns out that the guy who was noosed never did the murdering, and as a matter of fact, it was the doctor who was responsible in the first place because he gave the doomed man's paramour too much of something or other because she was distraught after finding she was in an interesting condition. Not satisfied with painting the doctor as a misguided villain, the author emphasizes the picture by shooting him as a worse cad because he was cheating on his friend.

## Second Act Picks Up

As a thriller, *Duet* is fair enough job but, as stated before, it remains to be seen whether Broadway will swallow it. The second act is far stronger than the first and as a matter of fact, it's in the second stanza that Marlowe and Joyce Redman really emote—even overemote.

Sullivan, of course, dominates the proceedings, but Miss Redman nearly catches up with him in some spots near the end. Marlowe's poet is generally overdrawn except for one scene with Sullivan in the second act, where he is outstanding. The role of sister Herda, played by Wynne Clark, doesn't seem to have quite enough somberness written into it, but Miss Clark does a good job with what she's got. Ditto Ruth Vivian, as Fletty the maid.

Charles Elson's single set is excellent, as are the costuming and lighting.

Charles J. Lazarus.

tionist on the make for Mraz. Allan Nixon, who is seen as the serious-minded liberal who means what he writes, does his role straight and with effective sincerity. Others in the cast rate A for effort. Settings by Phil Raiguel are cleverly effective.

Alan Fischler.

## HIGH BUTTON SHOES

(Opened Monday, September 15, 1947)

FORREST THEATER,  
PHILADELPHIA

A musical comedy with book by Stephen Longstreet. Lyrics and music by Sammy Cahn and Jule Styne. Staged by Jerome Robbins. Choreography, Jerome Robbins. Settings, Oliver Smith. Costumes, Miles White. Directed by George Abbott. Produced by Monte Proser and Joseph Kipness.

CAST—Phil Silvers, Joey Faye, Nanette Fabray, Clay Clement, Jack McCauley, Lois Lee, Johnny Stewart, Paul Godkin, Helen Gallagher, Mark Dawson, Tom Glennon, Carole Coleman, William David and Nathaniel Frey.

The first new musical of the season, this slightly humorous, melodious and colorful song and dance saga framed in a nostalgic atmosphere scores high on the hit register. Adapted for the footlights from Stephen Longstreet's familiar narrative, *The Sisters Liked Them Handsome*, it's an autobiographical tale of the lovable and gullible Longstreets and their family life, with all its foibles, in New Jersey in the early 1900's.

Not only is it jam-packed with talent, tunes and terping, but both Oliver Smith in his settings, and Miles White in his costumes, have captured the full flavor of that early era of celluloid collars and button shoes.

## Dear Old Rutgers

Longstreet, in adapting his book for the stage, never lets it interfere with the entertainment on tap. He confines the action to a couple of confidence men who are driven back to their old home town in New Brunswick, N. J. They immediately get mixed up with a real estate deal and a love interest whose heart really belongs to the Rutgers football hero. They escape to Atlantic City, which gives George Abbott a chance to stage the Mack Sennett ballet, most imaginative and truly comical dance design to grace the boards in many a moon. And it all ends happily with the con guys on their way to peddle their snake oil stuff in other places.

As Harry Floy, the glib con artist, who comes back home as J. Harrison Floy, retired millionaire, Phil Silvers would ordinarily be a happy choice both for the production and the peewhoppers. But the material provided him is slightly skimpy, tho he milks every line of it. Joey Faye, as his

(See *High Button Shoes* on page 33)

## MAN AND SUPERMAN

(Opened Wednesday, September 17, 1947)

SHUBERT THEATER,  
NEW HAVEN, CONN.

Comedy by George Bernard Shaw. Staged by Maurice Evans. Associate director, George Schaeffer. Scenery, Frederick Stover. Costumes, David Fiolkes. General manager, Robert Rapport. Press representatives, Robert Hector and Sol Jacobson. Stage manager, Ralph Edington. Presented by Maurice Evans.

Roebuck Ramsden.....Malcolm Keen  
Maid.....Miriam Stovall  
Octavius Robinson.....Chester Stratton  
John Tanner.....Maurice Evans  
Ann Whitefield.....Frances Rowe  
Mrs. Whitefield.....Josephine Brown  
Miss Ramsden.....Phoebe Mackay  
Violet Robinson.....Carmen Mathews  
Henry Straker.....Jack Manning  
Hector Malone Jr.....Tony Bickley  
Hector Malone Sr.....Victor Sutherland

Forsaking the Bard of Avon for the more subtle wit of George Bernard Shaw proves a happy choice for Maurice Evans. His production of *Man and Superman* is as delightful a comedy of manners as the stage has seen in many years. Main Stem audiences will greet this fourth Evans production with enthusiasm, and little doubt remains as to the complete success of the venture.

Despite the fact that the play is over 40 years old, Shaw's biting observations on life, and on women in particular, are just as amusing today as they ever were, altho the time lapse has apparently made a change in our thinking, for many of the situations that were obviously intended to have a sobering effect

(See *Man and Superman* on page 33)



# BROADWAY OPENINGS

## I GOTTA GET OUT

(Opened Thursday, September 25, 1947)

### CORT THEATER

A comedy by Joseph Fields and Ben Sher. Directed by Joseph Fields. Settings by Raymond Sovey. General manager, Chandos Sweet. Stage manager, Paul Porter. Press representative, Richard Maney. Presented by Herbert H. Harris and Lester Meyer.

- Swiftly, a Bookmaker.....Reed Brown Jr.
- Bernie, a Bookmaker.....Davis Burns
- Eddie, a Bookmaker.....Hal Neiman
- Timmie.....John Conway
- Frances, a Manicurist.....Eileen Larson
- Gussie, Another Manicurist.....Peggy Maley
- Mary.....Peggy Van Vleet
- Mrs. Clark, Mary's Aunt
- Cynthia.....Edith Meiser
- A Taxicab Driver.....Ralph Smiley
- Larry, a Telephone Man.....Ted Erwin
- Dr. Perrin, a Physician.....Edwin Whitner
- Constantin, a Patient of Dr. Perrin's.....Richard Shankland
- Stoddard, a Wall Street Broker.....Harry K. Smith
- Dr. Flugelman, a Psychoanalyst.....E. A. Krumschmidt
- Angie, a Packer.....Kenneth Forbes
- Jake, a Shipping Clerk.....Don Grusso
- Steve, Another Packer.....Griff Evans
- Hogan, a Detective.....Mickey Cochran
- A Woman Player.....Ruth Saville
- Broderick, Another Detective.....Dan Evans
- A Ticket Seller.....Charles F. O'Connor
- Jerry, a Bartender.....Ralph Simone
- A Player.....Robert Gallagher
- Another Player.....Charles Rondeau
- A Second Woman Player.....Vici Raaf
- Tom Hill, a Horse Breeder.....Donald Foster
- A Waiter.....William Ayers

Unveiling of the Joseph Fields-Ben Sher comedy about assorted horse-playing characters only serves to sign-post the fact that all concerned in its financing might better have put their coin on the ponies direct. At least the gee-gees would have provided them with some excitement and a run for their money. *I Gotta Get Out* is likely to provide neither.

The title, it seems, refers to the anguished wails of bettors who find themselves on the red side of the ledger just before the day's last race. To this end Fields and Sher have concocted some nonsense about a trio of bookies who are badgered by the gendarmes to the point of taking over the kitchen of a respectable Long Island spinster as a basis of operations. There is a slight young-love interest included. Unfortunately, the authors had little plot to start with and the current unveiling gives the impression that a frantic juicing via gag situations and wisecracks has been in order during its break-in. However this may be, the results are not too happy. The patient is still undernourished and never runs at more than a mild jog-trot.

Performances are over-all good as far as the lack of plot allows. Reed Brown Jr., David Burns and Hal Neiman are the bookie trio in search of a quiet bookery. Eileen Larson and Peggy Maley are their wisecracking girl friends, and John Conway and Peggy Van Vleet contribute the clean heart interest. Edith Meiser is the innocent spinster aunt who gets her kitchen all cluttered up with hot telephones. For the rest, there is a seemingly endless parade of characters who have little or nothing to do with matters in general. Apparently they are just in there to keep things going between 8:40 and 11. Most of them fulfill their minor obligations efficiently.

Producers Herbert Harris and Lester Meyer have gone all the way to give *Out* a handsome and elaborate production. Raymond Sovey's three sets are fine—particularly the interior at Belmont Park, spotting the mutual windows and the bar. Unfortunately, a handsome mounting doesn't count for much, where there is no play around which to build it. *Out* would be an extreme long shot at best for even the most moderate success, and the odds seem fatally increased by the operating nut of a three-setter calling for 28 players.

Bob Francis.

## OUR LAN'

(Reviewed September 27, 1947)

### ROYALE THEATER

A drama by Theodore Ward. Directed by Eddie Dowling. Associate director, Edward R. Mitchell. Setting by Ralph Alswang. Company manager, Edward O'Keefe. Stage manager, Courtney Burr Jr. Press representatives, Sol Jacobson and Robert Hector. Produced by Eddie Dowling and Louis J. Singer.

- Edgar Price.....Irving Barnes
- Gabe Peltier.....Ferman Phillips
- Emanuel Price.....Louis Peterson
- Patsy Ross.....Theresa Merritte
- Joe Ross.....Augustus Smith Sr.
- Charlie Sellow.....Emory Richardson
- Ellen, His Daughter.....Valerie Black
- James.....Harold Conklin
- Daddy Sykes.....Service Bell
- Roxanna, Delphine's Sister.....Margo Washington
- Delphine.....Muriel Smith
- Beulah.....Dolores Woodward
- Ruth.....Martha Evans
- Martha.....Paula Oliver
- Allice.....Mary Lucille McBride
- Fred Douglas.....Augustus Smith Jr.
- Tom Taggart.....Jay Brooks
- Minnie.....Blanche Christopher
- Sarah, Tom's Wife.....Estelle Rolle Evans
- Joshua Tain.....William Veasey
- Georgiana.....Virginia Chapman
- Dosia.....Edith Atuka Reid
- Ollie Webster.....Richard Angarola
- Lem.....Chauncey Reynolds
- Chester.....Edmund Cambridge
- Hank Saunders.....Charles Lillenthal
- Captain Bryant.....Jack Becker
- Libeth Arbarbanel.....Julie Haydon
- Oliver Webster.....James Harwood
- Yank Sergeant.....Stuart Hoover
- Captain Stewart.....Gene O'Donnell
- John Burkhardt.....Frank Tweddell
- Cotton Broker.....Graham Velsey
- First Rebel Soldier.....Nathan Adler
- Second Rebel Soldier.....Michael Higgins

When last spring a young group of legit experimentalists, who called themselves Associated Playwrights, presented *Our Lan'* downtown at the Henry Street settlement, their effort called forth considerable critical acclaim. Now Eddie Dowling and Louis Singer bring it uptown for a full-size production. Theodore Ward's bitter pageant of post-Civil War Negro frustration still deserves considerable commendation. But the jump from the experimental to the commercial ranks will be, in this reporter's opinion, entirely too much for it.

Ward's premise, involving a group of freed Negroes who take over a Georgia island plantation on the promise of General Sherman that the land shall belong to them, only to find that the selfish political trimming of the white man puts them right back where they started, has its moments of deep tenderness and pathos. He builds his arraignment with dignity and force. But once more, as in previous plays involving the racial problem, no solution is reached—unless in this case it is the belief that martyrdom is preferable to practical compromise. "Someday," says the Moses who leads his people to the promised land, "the land shall belong to the people who till it." In the meantime it is better to die for the right to it. Ward's effort is dignified and serious, but it must be added that his division of it into 10 episodes, none of which adds up to a real climax until the final scene, is not gaited to lure the casual escapist customer to the b. o. Its appeal is likely to be limited.

### Good Production

With only four or five exceptions the big cast is identical with the group which introduced the play downtown. William Veasey again plays the idealistic leader, who tries to weld a community on the basis of political promises. His performance is momentarily impressive, but over-all too much in one key, with a tendency to monotony. Muriel Smith, as the gal who loves him, is excellent on both the acting and vocal scores. Valerie Black also contributes effectively as a younger sister, and Julie Haydon appears briefly as a white schoolmarm without much to do. Outside of the chore of Richard Angarola, as a seducing mulatto, nobody else has more than a bit, but Eddie Dowling has given the staging matter loving care and the best comes

## Test May Spring From Music Query At Cox's, Cincy

CINCINNATI, Sept. 27.—Local No. 1, American Federation of Musicians, this week branded as unfair the Cox Theater, local legit house operated by the Shubert interests, on the charge that the theater refused to hire musicians for overture and between-act music at dramatic presentations. Oscar Hild, Local 1 prexy, said that the decision had been forwarded to AFM international headquarters in New York, with that body slated to make an early ruling on the case.

Pickets from Local 1 paraded in front of the Cox at the season's opening Sunday night (21) with *The Voice of the Turtle*, and continued their marching all week. Hild said that musicians had been hired to play at dramatic performances at the Cox for the last several years. Leo MacDonald, Cox manager, stated that the union's demands come under the "featherbedding" clause of the Taft-Hartley Act, which prohibits employers being forced to hire union members it doesn't need. He also pointed out that New York dramatic houses are not forced to use musicians.

It is reported that the Shuberts intend to make a test case of the Cox situation to determine whether the union's action is a violation of the Taft-Hartley law. If such is the case, it is said, the outcome of the dispute may have far-reaching results.

If the international upholds the Cincinnati local, other trade unions, including Equity members, would likely respect the musicians' picket line, thus throwing the house into darkness.

## Four Get Agents' Permits

NEW YORK, Sept. 27. — Paul Small, Jerry Rosen, Howard Hoyt and Meyer North have been granted agents' permits by the Actors' Equity Council. Union execs at the next meeting Tuesday (30) will consider the cases of other individuals who want to become agents.

## HIGH BUTTON SHOES

(Continued from page 32)

accomplice, is also a rib-tickler in his own right. Only he never gets much of a chance to do anything amusing. In fact, the show's only real weakness is in the comedy material.

Its outstanding asset is the Sammy Cahn-Jule Styne musical score. Old hands at hitting the parade, they'll soon hear the radios and records blaring out their *I Still Get Jealous*, a lovely *Can't You Just See Yourself?* *Get Away for a Day* and the polka-styled *Papa, Won't You Dance With Me?* among the dozen songs in the score. And Jerome Robbins's dance numbers are tops, with sock specialty hoofing by Jack McCauley. Lois Lee and Mark Dawson are a happy choice for the romantic singing leads and Nanette Fabray, a delectable dish in her dittying, is easily the brightest light in the running and scores a personal triumph in her role as Mama Longstreet.

A gracious nod is rated also by George Abbott for his well-paced and meticulous direction. The production is a cinch to find long lines at the box office when it reaches the Main Stem.

Maurie Orodener.

out of all of them. Choral chanting is tops.

Productionwise, *Lan'* leaves nothing to be desired. Ralph Alswang has designed a splendidly atmospheric set of an island cabin and vista and lighted it superbly. Singer and Dowling are to be congratulated on a fine and thoughtful contribution to the theater. Unfortunately, art doesn't pay off in heavy coin.

Bob Francis.

## No Hope

NEW YORK, Sept. 27.—Indicative of the prestige of Richard Rodgers and Oscar Hammerstein II in the trade is the argument between two actors over the merits of the team's new show, *Allegro*. One liked the musical, the other was violently against it. Finally after a particularly heated exchange in which the critic tossed every damning adjective in the book at the show, he topped himself by shouting, "Yah, it hasn't got a chance. I bet it only runs two years!"

## MAN AND SUPERMAN

(Continued from page 32)

brought hilarious laughter to the audience.

### Evans Top-Drawer

*Man and Superman* is a typical exercise, with Shaw's deft dialogue handled beautifully in Evans's precise manner. Particularly fascinating is the diatribe against women in the first act—in which the fluid tones of the Evans voice completely captivated the audience. Evans's step from Shakespearean garb to high comedy is handled so deftly and gracefully that no doubt should remain of his peak place in this acting generation. And the diction and understanding which have so warmed his Shakespearean offerings in the past are here employed to give life and pungency to Shaw's long dissertations on society and its failings.

His staging is excellent, and the rest of his cast is flawless. Frances Rowe as Ann Whitefield is a superb foil for Evans's John Tanner. Malcolm Keen as the traditional English gentleman paints and excellent portrait, with the rest of the cast offering complete support.

### Excellent Sets

Scenery by Frederick Stover and costumes by David Ffolkes make the play a joy to behold as well as listen to.

Despite the fact that Shaw had given Evans full permission to revise the play as he saw fit, the current production is exactly the same as the original Lorraine production that played here in 1925, with only the long dream sequence (which is never played on the stage) being omitted.

The double play combination of Shaw to Evans is unquestionably a winner.

Sidney Golly.

## ROUTES

Dramatic and Musical

- Allegro (Colonial) Boston.
- Annie Get Your Gun (State Fair) Dallas, Tex., 3-4.
- Another Part of the Forest (Walnut St.) Philadelphia.
- Benchwarmer (Selwyn) Chicago.
- Big People (Locust St.) Philadelphia.
- Blackstone (Savoy) Hamilton, Ont., Can., 1; (Strand) Utica, N. Y., 3-4.
- Born Yesterday (Erlanger) Chicago.
- Call Me Mister (Biltmore) Los Angeles.
- Carousel (Shubert) Chicago.
- Chocolate Soldier (Nixon) Pittsburgh.
- Druid Circle (Shubert) New Haven, Conn., 2-4.
- Duet With Two Hands (Wilbur) Boston.
- Fatal Weakness, with Ina Claire (Hartman) Columbus, O., 1; (English) Indianapolis, Ind., 2-4.
- Harvey (Cass) Detroit.
- High Button Shoes (Forest) Philadelphia.
- I Remember Mama (Civic Auditorium) Fresno, Calif., 1; (Jr. College Aud.) Sacramento 2-3; (Auditorium) Oakland 4.
- Lady Windermere's Fan (National) Washington.
- Man & Superman, with Maurice Evans (Shubert) Boston.
- Medea, with Judith Anderson (McCarter) Princeton, N. J., 2-4.
- Musical Repertoire—Rose Marie and Merry Widow (Playhouse) Wilmington, Del., 3-4.
- Oklahoma (Metropolitan) Providence.
- Private Lives (Harris) Chicago.
- Red Mill (Hanna) Cleveland.
- San Carlo Opera Co. (Opera House) Boston.
- State of the Union (Opera House) Newark, N. J.
- Sweethearts (Ford) Baltimore.
- This Time Tomorrow (Plymouth) Boston.
- Toplitsky of Notre Dame (Studebaker) Chicago.
- Tobacco Road (Shubert-Lafayette) Detroit.
- Voice of the Turtle (American) St. Louis.



## Burlesque

By UNO

**RENEE GRIFFIN** opened at the Mayfair, Dayton, O., September 26 and moves thence to the Grand, Youngstown, O., thru Jack Beck. . . . Lorette left the Cat and Fiddle Club, Cincinnati, for the Club 26, Milwaukee, where she is the featured strip and sharing headline honors with dancers Tommy Mahoney and Jean Holton. Spot reopened September 15. . . . Hudson's (Union City) manager, Sam Cohen, back from a Hollywood vacation, found a new Chrysler awaiting him from the factory. Backstage, new in the crew, is Slim Wendt, carpenter, who filled a similar position when the Empire, Hoboken, played Columbia wheel shows. Other mechanics held over are Paul D'Savino, electrician; Sal D'Savino, flyman; John Schertel, props, and Louis Colombo, spotlight man. All new Lynchettes in the chorus include Judy Bissell, captain; Anna May Novick, Judy Londyn, Jeanne Falvey, Bobbie Burt, Cecilia McMillan, Trudy Baron, Rosie Comfort, Wanda Hart, Elizabeth Verga, Helene McPhail, Joan Grace, Dolores Cortez and Gladys Lane, surprisingly able precision dancers for first-timers. George Ponzoni, 10 years a pianist in the pit, is a new promotion to ork leader. . . . Jane Cooper emerges this season as a talking woman and strip principal in a Hirst unit after two years at the Casino, Boston.

**SIGRID FOX**, featured on the Hirst wheel, has a particular date three weeks hence in Philadelphia, where she will become Mrs. Howard Baum, wife of an ork conductor and operator at the Vogue Terrace, Pittsburgh. . . . Bennie Moore and Harry Bentley back as a comedy team in a Hirst unit after four years apart in other shows. . . . Bob Ridley, house vocalist at the Hudson, Union City, shifts next week to the Casino, Pittsburgh. Had been three consecutive seasons at the Troc, Philadelphia, where he recently bought and furnished a home. . . . Nancy Hart returned from a vacation and is starring at the Club Terris, Milwaukee. Other specialists are Roy Styles, Jimmy Method, Beverly Brunnell and Babe Lawa's ork. . . . Mickey Owens, at his Nocturne Club, Manhattan, has Irving Selig, comic, booked for 16 weeks and Lois DeFee, eight. Georgia Sothern follows Lois. Also at the nitery are Nat Ozman, Denise Mavity, Nora Manning, Diane Manners, Mickey Manners and George Kelly, ork leader. Other Owens placements, Tirza, for the Melody Club, Union City, opening October 3, and Gladys Glad, for the Sound View Hotel, Milford, Conn., September 25. . . . Lew Sharp is assisting Freddie Fulton in staging the show for the NVA American Legion Post at the Henry Hudson Hotel, Manhattan, on October 10 to aid hospitalized vets. . . . Gayety, Norfolk, reopened September 15 to capacity audiences. Complete cast includes Walter Budd, producing-straight; Smoky Burns and Jack Sobol, comics; Ned Crane, stage manager; Princess Tullane, featured, and Roberta Lee, Bernice Benson, Judy Lee, Georgia Reese and Jean Davis.

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## N. Y. Legit's Housing Crisis

(Continued from page 31)

code permits construction of rooms over the auditorium, altho space over stage must still be kept clear. Possibly there is room for a playhouse or two with a built-in table d'hote. Maybe a theater art gallery might bring in a bit of trade, but the fact remains that the theater in the final analysis must support itself. Unless everyone concerned—and that includes the public—gets a fair return, we can't maintain a healthy profession.

The one inescapable conclusion that legit must come to is the abandonment of the Times Square area and the holy of holies theaterwise. The builder must have the initial break of building where land costs are not astronomical. It is true that New York audiences are used to the area and it will like take time to sell them on new locales. But it isn't impossible. Ever since the old John Street Theater was built in 1767, the customers have steadily moved uptown with the theaters. Many who are still very active in the profession remember when 23d Street was the center of amusement activity. As an example for future construction, the new United Nations site might prove an excellent spot with a guaranteed audience from its personnel and visitors. Pick a moderate location and theaters can be built with stages big enough to house the heaviest shows. A customer can have a seat big enough for comfort. He can have adequate elbow-room in the lobby—and he might be able to get a taxi or a subway seat to and from the theater.

### Rent No Problem

But wherever new theaters are built today, rent will remain a problem for the producer. If he can afford it, his best break is to build his own. His next best bet is to rent on an annual or seasonal basis. Instead of paying out 30 or 35 per cent of his gross and fighting a stop clause, he can afford to nurse a show. With the rent paid up, he can shelve a flop and try again. The landlord gets a fair return on his investment and producing becomes again a fair risk.

The war boom is already showing signs of a fade-out. A buyers' market in theaters, both for producers and customers, may not be too far off. The bloom is off the ready-money peach and the new productions will need to have merit and rate a sound investment. But the old cycle will come round again and the same old congestion will occur. If New York is to remain the hub of legit enterprise, landlord and operators must plan for the future. If they can get rid of the notion that legit and Times Square are synonymous, New York theater can have a healthy expansion which will serve producer, actor, crew and audience without "turning the joint into a bowling alley."

### Met Rehearsals Start

**NEW YORK, Sept. 27.**—The first rehearsals for the 1946-'47 Metropolitan Opera season will begin Monday (29), when Chorus Master Kurt Adler will conduct the chorus of 78. Rehearsals for the orchestra, artists and ballet will begin on or about October 27.

### Markova-Dolin Ballet Booked

**NEW YORK, Sept. 27.**—Alicia Markova and Anton Dolin, with their own company, will give two performances at the Metropolitan Opera House this season, Saturday and Sunday evenings, October 18-19. They will present several new ballets, including *Henry VIII*, *Fantasia*, and *Lady of the Camellias*. Among the featured dancers in the company are Bettina Rosay, Oleg Tupine, Rozsika Sabo and Wallace Seibert. The engagement is being handled by

## Magic

By Bill Sachs

**PAUL ROSINI**, Waldo Logan, Johnny Paul, Dr. Harlan Tarbell, Paul Le Paul and some 150 Chicago magi were visitors to Percy Abbott's magic emporium in the Windy City September 20 to witness Richard Humber's demonstration of some of his new effects. He pulled the biggest gasps with his reverse flag blendo and new rabbit silks. . . . Joseph Gabor (Mr. G.) is doing his magical master-of-ceremonying at the Melody Bar, Wilkes-Barre, Pa. . . . The November issue of *True Police Cases* gives a solid spread to Licut. Lee Allen Estes, Safety First Magician of the Kentucky State Highway Patrol, via a special article penned by Walter Gibson, the magic expert-author. . . . Monte and Diane are at Hubert's Museum, New York, on the first stop of a planned cross-country trek. . . . At a benefit show for veterans at Hines Hospital given recently by the Northern Illinois College of Optometry at Shakespeare Auditorium, Chicago, the magical profession was well represented by Jo-Del, mentalist; Doc Baum and a company of five in an illusion, and Walt Williams, magician-vent of *The Billboard's* Chicago office. . . . R. E. Jacobi (Jodar), who worked Fox West Coast and T. & D. houses in California all summer, cracks his school season in that area next week. Jodar, still assisted by his wife, Vivian, plans to cover California, Arizona and Nevada. . . . Pelkin the Magician, who played Michigan all summer with 16mm. pictures and magic under canvas, is resting up for a few weeks before taking his bafflers into halls and theaters for the fall and winter. . . . Landrus, currently magicking his way thru Texas, postals that business and working conditions are tops in that sector.

**SIR FELIX KORIM**, with an enlarged troupe and a refurbished bag of tricks, opened the new season at the Proctor High School Auditorium, Utica, N. Y., last Friday (26). Unit also sports new scenery and wardrobe plus several black-light spectacles made by Syl Reilly, of Columbus, O. Korim's bookings will carry him thru Massachusetts, New York, Ohio and Pennsylvania. . . . Mal B. Lippincott, after several weeks of fairs in Kansas and Nebraska, has just finished at the Tri-State Fair, Amarillo, Tex., with several more fairs in Texas and Oklahoma to follow. Following the fair trek, Lippincott will make a three-week booking jaunt to line up his magic-spook opry in theaters for the winter. His wife, Maxine, is still in Lexington, Ky., with their daughter, Francine, who is recuperating from an illness with which she was stricken early in the summer. Lippincott, in a memo to the Magic Desk, tells of catching Howard Huntington doing a quality magic turn at a Kansas fair recently. . . . Larry Weeks, who during the war was the juggling star with Irving Berlin's *This Is the Army*, is now juggling for hospitalized vets. He's in his 17th week with USO-Camps Shows, Inc., currently in the South. Weeks, who is well known in magic circles, writes as follows from Birmingham: "Had a quick visit with Haskell in Atlanta recently and also met Seymour Kessler, department store owner and prominent magical enthusiast, while there. In Norfolk was entertained by Lerno and Louis H. Murphy, the three of us catching the Great Dexter's stagemat at Ocean View Park there. Was also Russell Swann's guest on his recent opening at the Clover Club, Miami. Our unit is scheduled to wind up in or around Seattle next January 1."

### Hurok Attractions, Inc.

Hurok also is presenting, beginning November 9, a series of programs by Harold Kreutzberg, European dancer, who has not been seen in the U. S. since 1939.

## Showbiz Charters Filed in Delaware

**DOVER, Del., Sept. 27.**—Charters filed with the corporation department of the secretary of state's office follow:

Name Bands, Inc. Purpose: Deal in entertainment. Capital, 1,000 shares, no par. Principal office, U. S. Corporation Company.

U-Lauder, Inc. Purpose: Deal in laundry machines. Capital, \$25,000 and 250 shares, no par. Principal office, the Capital Trust Company of Delaware.

Cleervue Television Corporation. Purpose: Deal in radios of all kinds. Capital, \$260,000. Principal office, United States Corporation Company.

International Basic Research Corporation. Purpose: Deal in radar, radio, etc. Capital, \$100,000. Principal office, Corporation Service Company.

Pettus Communications, Inc. Purpose: Deal in radio telegraphy. Capital, none. Principal office, Corporation Trust Company.

Delmarva Associates, Inc. Purpose: Deal in theater equipment. Capital, \$100,000 and 1,000 shares, no par. Principal office, Corporation Guarantee & Trust Company.

W. Pantazes Vending Corporation. Purpose: Deal in vending machines. Capital, 500 shares, no par value. Principal office, Corporation Service Company.

Apex Radio & Television Company. Purpose: Deal in electrical appliances. Capital, \$50,000. Principal office, Corporation Guarantee & Trust Company.

Roger Williams Broadcasting Company, Inc. Purpose: Radio broadcasting. Capital, \$100,000. Principal office, Prentice-Hall Corporation System, Inc.

### MONTREAL CURFEW

(Continued from page 4)

a.m. They'll have to cut it out, for a while, but for how long remains to be seen.

The American Guild of Variety Artists (AGVA) angle steps into the picture, since a place like the Esquire, for example, has advance booking where contracts call for so many shows a week (three a night). Whether AGVA will allow the spots to cut the price now that the shows are fewer, or whether they'll declare the contracts null and void, is also problematical.

### WANTED

Advance Man for Magic and Illusion Show.

Write or Wire

### POWER

Box 4, Du Quoin, Ill. (Temporary Address.)  
Can have permanent address in St. Louis

### WANTED

Comedians and Strip Tease Girls. Experience unnecessary. No matinees. Write

### EDDIE MADDEN or FRANK BLUE

Gayety Theater NORFOLK, VA.

### WANTED

Burlesque Performers

Specialty and Semi-Nude Dancers

Write

**PRESIDENT FOLLIES**  
San Francisco 2, Calif. E. SKOLAK, Mgr.

### CHORUS GIRLS

Wanted at once. Day off. Short rehearsals.

Wire or Write

### PALACE THEATER

Buffalo 3, New York

### ELASTIC OPERA HOSE

Black or suntan, \$4.95 pr. Elastic Net Tights, \$7.50. Strip or Chorus Pants, \$1.35. Bras, 75¢. Theatrical Eyelashes, \$1.85. Opera Nose Belts, \$2.00. Rhinestones, Spangles, etc. Free folder.

### EVELYN ROWE

P. O. Box 233, Radio City Sta., New York 16, N. Y.



# THE FINAL CURTAIN

**ASHE**—Warren, 44, veteran radio, legit and film actor, killed September 19 in Madison, Conn., when his car crashed into a tree during a storm.

**BARNETT**—Chester A., 62, stage and film actor, September 22 in Jefferson City, Mo. He began his career under David Belasco on the stage and became a silent picture star in Hollywood and had appeared opposite Pearl White, Norma Talmadge and Alice Brady. His widow and two sisters survive.

**BRAISTED**—George W., 76, retired Shakespearean actor, September 19 in Norwich, N. Y. He was known on the stage as Walter B. Holmes. For several years before his retirement he served as treasurer of the Keith-Proctor vaude circuit.

**CAREY**—Harry, 69, stage and film actor, September 21 in Hollywood of coronary thrombosis. A veteran of more than 300 film roles since 1908, Carey began his theatrical career as a playwright with his play *Montana*. Once a leading Western player, Carey's popularity waned with the advent of sound films and he returned to the stage. Later he made a movie comeback. Films in which he appeared in recent years include *Mr. Smith Goes to Washington* and *Duel in the Sun*. In 1941 he enacted the original George M. Cohan role in the stage play, *Ah, Wilderness* for the Theater Guild, and in 1944 appeared in *But Not Goodbye*. Survived by his widow, Olive, and two children, Harry Jr. and Mrs. Ella Carey Taylor. Burial in Forest Lawn Memorial Park, Glendale, Calif.

**DETZEL**—Peter J., 71, former minstrel star, September 23 in St. Vincent's Hospital, Erie, Pa., after a heart attack. The past 10 years he had been as steward at the Erie Maennerchor Club. Survived by his widow, Ida; a sister, Mrs. Charles Breter, and a brother, Adam. Burial in Calvary Cemetery, Erie, September 26.

**DORMER**—Daisy, 64, music hall comedienne, September 13 in London. She was the widow of Albert Egbert, of the Egbert Brothers, comedians.

**DORSCH**—George, 87, pioneer in radio construction and operation in Ohio, September 24 in Hamilton

County Chronic Disease Hospital, Cincinnati. Burial in Vine Street Hill Cemetery, Cincinnati, September 27.

**DOWNING**—Albert E., 49, musical comedy actor, September 19 in the Bronx, New York. He first appeared in *The O'Brien Birl*, then *Ballyhoo*, *Little Nellie Kelly*, *Follow Thru*, *Good News*, *Hellzapoppin*, *Panama Hattie* and the recent revival of *The Red Mill*. Downing also appeared with the Municipal Opera Company, St. Louis, for six summers. His mother and two sisters survive.

**ENO**—Harry, projectionist at Milford Drive-In Theater, Milford, Conn., recently in that city of a heart attack.

**FLETCHER**—Claude B., 67, former horse race secretary of the New York State Fair, September 17 at Watertown, N. Y.

**FRITSCH**—John, 75, inventor of automatic food and coffee dispensing machines, September 25 in Philadelphia. His coin machines were used in New York and Philadelphia by the Horn & Hardart Baking Company, with which he was associated since 1888—since 1917 as treasurer. Fritsche's first vending machine appeared in Philadelphia in 1902. Three sons and two daughters survive.

**GAYLOR**—Rose (Ledbetter), former rep performer and member of the team Gaylor and Edmunds, September 8 in Youngstown, O. She was the widow of Harry Ledbetter. Burial in St. Mary's Cemetery, Youngstown.

**GUTHRIE**—Mrs. Ida, 73, former member of the Flying Guthries, circus aerialists, September 22 at her home in Cincinnati. A trapeze artist since she was 14, Mrs. Guthrie broke up the original act 25 years ago when her husband, Edward, died. A son, Fred, and his wife, Marie, now comprise the Guthrie aerial act. Her other son, Albert, also in the original combo, died 13 years ago. Burial in Cincinnati September 24.

**KADISON**—Lieb (Leon), 66, actor on the Jewish stage, September 25 in New York. He founded the original Vilno Troupe from Poland in 1916 and toured America and Europe. He had also been associated with the American Jewish Theater and the Yiddish Art Theater.

**McKINLEY**—Julian W., supervisor for Duwico Stage Lighting Company, September 23 in Atlantic City.

**McKINNEY**—William J., 64, parachute jumper and balloonist, formerly with the Edward A. Evans Greater Shows and the Gorman Bros.' Circus, in a Springfield, Ill., hospital September 11. Survived by his widow, Grace, and a son, Francis. Burial in Calvary Cemetery, Springfield.

**McMAHON**—Frank R., 67, concessionaire and one-time custodian of the Pacific Coast Showmen's Association clubrooms, in San Diego, Calif., September 15. He had been in the concession business for many years on carnivals and circuses. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, September 18. No known survivors.

**MORRIS**—Milton, 61, veteran outdoor showman and since 1943 concessionaire with the Johnny J. Jones Exposition, September 21 in St. Joseph Hospital, Memphis. He was stricken with a heart attack while en route by auto from Nashville to Memphis. Morris was formerly owner, with John R. Castle, of the Morris & Castle Shows. Later he was associated several seasons with the Rubin & Cherry Shows, Al Wagner's Cavalcade of Amusements and other carnival organizations. Morris, who was born in Greenville, Miss., was past-president of the Showmen's League of America, a member of the Rotary Club in Tampa, a Mason and Shriner. Survived by his widow, Iva; two brothers, Lee and Dave, both of Los Angeles, the last named well known in outdoor show business, and three sisters, Millie, Hortense and Mrs. Max

Kahn, all of Washington. Burial in Washington September 25.

**PILGRIM**—Billy, 66, circus and carnival side show performer, at Klamath Falls, Ore., September 17 of pneumonia. In show business since he was seven years old, Pilgrim was born without legs and forearms, but became renowned for his ability to turn out fine specimens of penmanship despite this disability. At one time he was with the Al G. Barnes Circus Side Show and later with Foley & Burk and other shows. At the time of his death he was with the A. S. Budd Side Show on the West Coast Shows. He was a member of the Pacific Coast Showmen's Association. Survived by his widow and a daughter. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, September 22.

**PYNE**—Mike, 50, who retired in August as press agent for Hunt Bros.' Circus because of poor health, in Brantford, Ont., September 2. Pyne was advertising manager for Hagenbeck-Wallace, 1918-1921; publicity agent with the original Sparks Circus and later general agent for the Sam B. Dill, Tom Mix, Jack Hoxie, Dan Rice, Gorman Bros. and Robbins Bros.' circuses. Survivors include his brother, Dan Pyne, director of public relations with Bailey Bros.' Circus.

**PROVOST**—Mrs., mother of pianist and composer William Provost, recently in Pittsburgh.

**ROGERS**—Joseph, 53, veteran outdoor showman and recent operator of the Rogers Corner restaurant, New York, in that city, September 21. Surviving are his widow, Ella, two brothers and a sister. Details in Outdoor Department.

**ROSEN**—George, 50, concessionaire and novelty dealer, in Vancouver, B. C., September 19. He had been in the concession and novelty business on shows and in parks for 20 years. He was a member of the Pacific Coast Showmen's Association, Los Angeles. Survived by a sister and brother, of Brooklyn. Burial in New York.

**SCHIRMER**—Robert, 48, director and assistant secretary of G. Schirmer, Inc., music publishers, September 23 in New York. He was the grandson of the founder of the corporation. Survivors are his widow, Mary, a brother, Gustave, and a sister.

**STEVENS**—George A., 64, former leader of the pit band at the Capitol Theater, Regina, Sask., at Shaunavon, Sask., September 9. Services in Shaunavon, with burial in Swift Current, Sask.

**STULTS**—Mrs. Robert, 85, sweetheart of the popular ballad, *The Sweetest Story Ever Told*, September 21 in West Chester, Pa. She was the widow of the composer.

**THOMPSON**—Harry C., 71, composer and widely known concert drummer, September 14 in Tipton, Ia. He died unexpectedly on the bandstand as the band finished playing his composition, *Hand to Hand*. He formerly played with Sousa's band, the Chicago Symphony and the Philadelphia Philharmonic.

**WILLSEY**—Harry F., 49, pianist and former prominent Cincinnati orchestra leader, September 20 in Dunham Hospital, Cincinnati. Willsey opened the first stageshow at the Albee Theater, Cincinnati, in 1926 with his orchestra and had played at the old Castle Farm and Swiss Gardens in that city. He was a former piano soloist with Teddy Hahn's orchestra at the Capitol Theater, Cincinnati, when it opened 20 years ago, and also had played with the Louisville Loons, a musical combo which included Clyde McCoy and Guy Horn, the latter now musical director of WHAS, Louisville. His last engagement was at the Arrowhead Inn, Cincinnati, in 1935. Survived by three sisters, Mrs. Esther Miller and Lenora, Cincinnati, and Mrs. Ida Craig, Kokomo, Ind., and a brother, William, Norwood, O. Burial in Spring Grove Cemetery, Cincinnati, September 22.

## IN MEMORY OF



**CLAUDE J. BELTON**  
Passed away October 6, 1946  
A real Husband, Father and Friend.  
**MRS. REBA BELTON**  
and Daughters  
**JACK & NAN LAMPTON**

## MY SINCERE THANKS

to the many friends of my  
late Husband

## MILT MORRIS

for their kind expressions of  
sympathy and flowers at time  
of his passing.

**MRS. MILT MORRIS**

## In Memory of My Dear Wife

## BONNIE DEE RICE

who passed away  
Oct. 2, 1946, in Chicago.  
Daughter of Matt and Ann Dee

**ARTHUR D. RICE**

## IN LOVING MEMORY OF

## PEARL L. FOX

Passed Away Sept. 26, 1944

Sady Missed by All  
May She Rest in Peace

**TOM FOX**

## In Memory of a True Friend

## TOM MIX

Who Crossed the Great Divide  
October 12, 1940

**James E. Hunt**

## IN MEMORY Of Our Dear Friend

## ROBERT BYRON COOPER

Passed away Sept. 29, 1941,  
Hutchinson, Kan.

**ART AND NORA RADTKE**



In Memory of My Beloved Husband

## J. C. (Jimmie) SIMPSON

Who passed away  
OCTOBER 6, 1943

**Marie Simpson**

## In Memory of DEWEY EBERSTEIN

Passed away September 29, 1945.  
We miss you so very much.

Wife—**RITA**  
Daughter—**ANITA**  
Father—**MOE EBERSTEIN**



Communications to 155 No. Clark St., Chicago 1, Ill.

# GARDEN RODEO IN NIFTY START

## Event May Hit 1946 Take of \$1,300,000

### Cheap Seats Go Begging

(Continued from page 3)

couple of heralded "ferocious" animals that left the chutes to stand ineffectively still. Wild Horse Race, viewed here for the first time in several years, serves as the finale, with eight horses and 24 top hands mixing it up in a free-for-all that promises broken bones and the letting of blood before the show ends. Folks looking for lusty entertainment will find it at the remaining 53 performances lasting thru October 26 and including matinees on Wednesdays, Fridays, Saturdays, Sundays and Monday, October 13.

The 189 contestants vying for a record \$155,000 in prize money got off to a poor start, as far as noteworthy times were concerned. Competition should improve, however, with each performance as cowboys and stock, trained in here from the West, become more accustomed to doing their chores in a flood-lighted arena. The fact that few contestants ever rise in fame above a program listing, plus the lack of scoring knowledge on the part of public here, has resulted in audience appeal's being stimulated only by plenty of action.

### Autry Good Draw

Autry's flickers for Columbia Pictures and radio shows over the Columbia Broadcasting System (CBS) have kept the personable Western star in the top bracket as a box office draw. An adult audience greeted him cordially during his opening performances, but his real appeal, as always, is expected to assert itself by hyping the attendance of small fry thruout the engagement.

The first of Autry's two appearances was with his horse, Champion. The animal is exceptionally well trained and went thru his routine with scarcely any obvious cueing from his rider. A production number, *Home on the Range*, is used, as it was last year, as background for Autry's warbling. The range scene is created by sponsor girls and cow hands riding herd on a group of long horn steers, followed by a chuck wagon. The production adds little, since Autry capably sells his voice with the aid of Ray Whitley and the Cass County & Melody Ranch Boys who appear with him on his radio show. All songs presented were largely popularized by the cowboy. Audience participation was introduced successfully for one number.

### Abe Lefton on Hand

Announcer Abe Lefton, making his fifth appearance, sparked the show with his usual affable, sprightly commentary. A thoro knowledge of rodeo and a keen perception of events were translated into ad libbing, with the result that the sound of pounding hoofs and falling bodies was tempered by liberal doses of humor.

Ray Ramsay and His Flying Cloud horses, a perfectly matched white

## Joe Rogers, Veteran Outdoor Showman, Succumbs in New York

NEW YORK, Sept. 27.—Joseph Rogers, 53, veteran outdoor showman and since 1940 operator of the Rogers' Corner Restaurant across from Madison Square Garden, on Eighth Avenue, was found dead late Sunday night (21) in a locker room adjoining the office which he still maintained above the restaurant since he leased his cafe, a few months ago, to a cafeteria chain. Rogers intended opening a new cafe-restaurant in another part of the building, the former Jack Dempsey Restaurant, which he owned.

Rogers entered the outdoor show business when in his teens, working with the Felice and Polly organization, operators of concessions on American and Canadian carnivals. After several years with Canadian and American carnivals and fairs, Rogers teamed with Lew DuFour, putting on big shows and operating

pair, a hold-over from last year's show, won top individual favor with the crowd. The cowboys' and cowgirls' trick and fancy riding exhibition lead in appeal among group events. Ramsay, riding Roman, put his steed thru at least four gaits in as many minutes and climaxed his act by jumping a four-foot barrier. Unusual feature of his presentation is that the horses are not tied together or secured in any way. Trick riders were Mitzi Lucas, Fay Blesing, Nancy Kelley, Don Wilcox, Nancy Bragg and Buff Brady.

Grand entry was perhaps the most colorful ever presented here, with 110 riders in the arena at one time. Another colorful spectacle was the horseback quadrille, which went off without a hitch. Paired riders were Wag and Fay Blesing, Tater and Joe Decker, Lanham Riley and Mitzi Lucas, Tom Hogan and Nancy Kelley, Jim Dean and Fay Kirkwood, and Dan and Annabelle Taylor.

### Clowns Agile

The popular cowboy clowns, George Mills, Jasbo Fulkerson and Jack Knapp, returned to do their usual daring stunts during the Wild Brahma Bull Riding contest.

James Cimmeron's Cowboy Band is again furnishing the music.

Annual rodeo parade downtown to city hall was held Wednesday noon. Performers were greeted by Deputy Mayor John J. Bennett after having been viewed by many thousands in the busy midtown and downtown sectors.

Defending champions on hand are Bud Spearman, Bucking Bronko, Bareback and Saddle divisions; Toots Mansfield, Calf Roping, and Steve Campbell, Steer Wrestling.

Officials are Gen. John Reed Kilpatrick, Garden president; Everett E. Colborn, managing director, and Frank Moore, rodeo manager.

Arena officials are Fred Alvord, secretary; Ted Lucas, Charles M. Ertz, Cappy Lane and C. L. Crovat, timers; Alvin Gordon, chute boss; Buck Lucas, saddle horse foreman; Carl Dossey, Joe Welch and Eddie Curtis, judges; Abe Lefton, announcer; Charlie Ben Bradbury, (See 22d Madison Square, page 57)

concessions at the Century of Progress, in Chicago; Great Lakes Exposition, Cleveland; the Fort Worth Exposition and at the more recent New York World's Fair, where they operated, among others, *Strange As It Seems*, an Illusion Show, a Crime Show and where Rogers devoted his personal attention to the Rondevo Restaurant and was familiarly known as the Mayor of the Midway. With DuFour he also operated in Europe, with shows and concessions at the Brussels (Belgium) Exposition in 1935. For several years they had numerous units of Unborn shows at parks, fairs and on carnivals.

Funeral services were held at the Riverside Memorial Chapel, in New York, Thursday afternoon (25). Services were in charge of the Masons, and a brief address was made by Chaplain Fred Murray, of the National Showmen's Association. Among the members of the family present were the widow, Ella Rogers, two brothers and a sister.

Also in attendance were many members of the National Showmen's Association, including Fred Murray, Joe Hughes, Walter K. Sibley, Nat and Mrs. Weinberg, Ike Weinberg, D. D. Simmons, J. Spitzer, Johnny Kline, Sam Rothstein, Jack Rosenthal, Joe McKee, Frank Duffield, Murray Goldberg, Willy Glick, Tom Wolf, Herman Cohen, Leonard Traube, Joe Csida and Ted Wolfram.

## 3 Former Singer Midgets Facing Deportation Threat

TAMPA, Sept. 27.—Deportation of three former Singer midgets, who have been part of the show at a St. Petersburg wild animal ranch for five years, is "inevitable" and only a "matter of time," U. S. immigration authorities here said.

The three had formal hearings on the proceedings last May but were released at that time because legislation was pending before Congress which would grant them "hardship" status and thus pave the way for them to obtain citizenship and remain here.

Congress, however, failed to pass the bill and the plight of the trio reached a climax this week when local immigration authorities received orders from Washington to proceed with deportation proceedings. The same authorities said they knew of no way—without an act of Congress—that any U. S. official could intercede for them.

The three are Kristina Buresova, 43; Ludmila Buresova, 40, and their brother, Edward, 38. All came to the U. S. from Czechoslovakia with Baron Singer in 1928 on visitors' visas which expired in 1945 when extensions were denied.

S. W. Thomason, trio's present employer, has made efforts to legalize the status of the little people but without success. The most recent endeavor was the introduction of an amendment to the "hardship bill," the act that failed to pass Congress at its last sessions, by Congressman J.

## Poultry Show To Be Revived

S. C. State annual gets under way October 20 — 25G spent on new building

COLUMBIA, S. C., Sept. 27.—Missing the last few years, the poultry show will be back this year when the State Fair opens October 20. The annual runs six days, ending October 25. The fair has constructed a \$25,000 building to house the poultry exhibits. The building, which will boast a central pool for waterfowl, will house 1,000 birds.

Premiums ranging from \$1 to \$5 are offered for the best birds in their respective classes and shows. The fair also will have a boys and girls' 4-H poultry club department this year, with E. A. Peterson, assistant extension poultryman at Clemson College, in charge.

The fair will observe the usual special days. Monday will be Machinery and Farmers' Day; Tuesday will be Future Farmers' Day, when all Future Farmers in South Carolina will be admitted free; Wednesday will be 4-H Club Day, with all 4-H members admitted free; Thursday will be College and Football Day, with the Carolina-Clemson football game as the highlight; Friday will be School Day, with school children being admitted free, and Saturday will be Thrill Day.

The World of Mirth Shows will occupy the midway, and George Hamid's Revue is scheduled for the grandstand show.

## Pasco County, Fla., Breaks Ground for Annual Set in Jan.

NEW PORT RICHEY, Fla., Sept. 27.—The new fairgrounds of Pasco County are under construction nine miles north of here and, according to present plans, the first fair to be staged in Pasco County in some time will be held in January.

Adjacent to U. S. Highway 52 will be the parking lot. To the rear of the parking lot will be erected the exhibition buildings, the first of which will be ready by the time the fair opens. One fourth of the space will be reserved for agricultural organizations and the remainder will be sold for commercial displays. There will be picnic grounds, a three-eighth-mile race track and catch pens for horses and other animals participating in rodeos. Buildings erected for the rodeo are being donated by the Cattlemen's Association.

Chief adviser to the association is County Agricultural Agent J. H. Higgins, who also is acting agent for the association. Officers of the fair association are M. L. Milbauer, R. J. Henry and N. M. Swartzel.

Hardin Peterson (D., Fla.).

Final orders in the case of the trio, who last visited their native land in 1935, are expected to be made as soon as immigration officials here can find time to conduct a hearing.



## Tennessee A&I Beats Weather To Register Par

KNOXVILLE, Sept. 27.—Tennessee Valley A & I Fair, which closed here today, lived up to advance speculation in every respect with exception of opening day Monday (22) when only 6,800 people passed thru the turnstiles after an early morning rain. Each day was increasingly better on attendance thru Friday, which saw an all-time high of 42,609 paid admissions.

Altho weather was unusually cool, patrons were not stopped, but turned out with plenty of spending money. Third showing of the horse show on Thursday night (25) had customers paying 75 cents for standing room only, to set a precedent in this respect. Ernie Young and his Chicago revue played thrice daily, with two nightly performances. Sally Rand and her revue played continuously from 11 a.m. to midnight and was a feature attraction of Hennies Bros.' Shows on the midway. Both local papers carried front-page features and pictures.

Altho food prices at concession stands reached a new high the squawks were at a minimum. Total premium money offered exhibitors was \$32,000, a new high. General theme of the fair was farm and home electrification, in co-operation with the TVA program for this area. Secretary-Manager Pat W. Kerr attributes a large measure of fair's success to the efforts of Publicity Director R. R. Stripling, who is serving his 31st year in this capacity.

### Wichita Notes

WICHITA, Kan. Sept. 27.—Fred K. Leonard judged a horse show during the fair in Winfield, Kan. While there he and the writer visited the Frazier family and the Flying Meteors, grandstand acts booked by the J. C. Michael's office of Kansas City.

Frank and Virginia Knoll went home to put their son in school and also to allow Virginia to recuperate from her injury suffered while doing a head carry with Burma, elephant on Mills Bros.

Charlie Dryden is in St. Francis Hospital, recovering from a major operation.

The Chisholm Trail Jubilee was a big success. Highlights were the rodeo at Lawrence Stadium, Bob Burns and Company, the Ladies Be Seated show at the Forum, auto races at Cejay Stadium, the old fiddlers' contest at the Orpheum, street dances, three parades, Rockwell's carnival and Chisholm Trail whisker growing contest.

Fred and Bette Leonard were dinner guests in Eldorado, Kan., of their old boss, Pete Lindermann, one of the former owners of the Seils Sterling Circus. Pete is contracting ahead of Dailey Bros. While in Eldorado we visited Bert Rickman on the Montgomery show. Other visitors were Bud Anderson, of Emporia, Kan., and Tom Ewalt, of Geneva, Neb. The Harrisons left for Des Moines to join Clyde Bros.—BETTE LEONARD.

### Pensacola Bldgs. Damaged By Hurricane Are Repaired

PENSACOLA, Fla., Sept. 27.—Workmen are busy here making repairs and improvements at the Pensacola Interstate Fairgrounds in preparation for the annual fair October 14-19. J. E. Frenkel, secretary, said the roofs on three buildings were damaged by the recent hurricane.

Among improvements to be ready for the opening, Frenkel said, will be the erection of a fence around the grounds.

## Showbiz Protest On Boost in Rail Rates Is Rejected

WASHINGTON, Sept. 27.—The protest of numerous showbiz interests against proposed increased rates for special passenger trains and baggage cars has been rejected by the Interstate Commerce Commission.

The commission authorized the railroads to increase rates 25 per cent for the exclusive use of these trains. Earlier the commission suspended the proposed rate increases, pending an investigation in I & S Docket 5457.

Charges for special trains are the equivalent of the sum of the first-class passenger fares for the number of persons in the party, subject to the requirement that not less than 100 first-class tickets are bought. The railroads propose to increase this minimum from 100 to 125 fares and also to increase the minimum charge for special trains from \$132 to \$165.

## Yuba City, Calif., Registers New Mark

YUBA CITY, Calif., Sept. 27.—The Yuba-Sutter County Fair, first to be held in six years, closed here Sunday (21) after drawing a crowd of 15,000 during the three-day run for a new attendance record.

One of the highlights was a Saturday night horse show witnessed by 5,000.

Outstanding displays and a record number of entries in the agricultural, livestock and other divisions also were featured. According to officials, there were more than 600 head of sheep and swine, 250 head of beef and dairy cattle, 500 small animal exhibits and 125 horses shown.

The Agricultural Exhibit Building afforded 8,000 square feet of space for individual and organizational exhibit booths. Commercial exhibits were housed under three circus tents with approximately 20,000 square feet of exhibit space.

Entertainment features\* included free circus acts, trick roping and riding acts, high acts featuring Marjorie Bailey, the Sky Lady, and Frank Cushing's Thrill Show.

## Tragedy Marks Opening Of Tulare, Calif., Annual

TULARE, Calif., Sept. 27.—Tragedy marked the opening of the Tulare-Kings County Fair here when James K. Ingle Jr., 18, only son of Jim Ingle, widely known civic leader here, was injured fatally in front of the grandstand during a horse race.

Young Ingle was thrown to the track, receiving skull injuries from which he died three hours later without regaining consciousness.

## Diamond B Rodeo Proves Big Draw at Springfield

SPRINGFIELD, Mass., Sept. 27.—Lew Blackmon's Diamond B Rodeo, featured entertainment appearing nightly in the 6,500-seat coliseum at the Eastern States Exposition, which closed here Saturday (20), played to capacity audiences thruout the engagement and turned away an estimated 2,000 closing night.

Personnel included Trixie McCormick and Bud Carlell, trick and fancy rope spinning; Dan Carroll, drama horse; Bob Cobb, trained Brahma bull; Red Pilz, comedy Ford; Margie Meritt, Roman riding and bronk riding; Jacqueline Bradicich, baton twirling; Nancy Blackmon, Joan Mathis, Margie Meritt, Betty Martindale, Wilson Mathis and Herman Fredicates, trick and fancy riding.

# New Hampshire Annuals Enjoy Successful Season

CONCORD, N. H., Sept. 27.—With two more fairs scheduled for October, New Hampshire already has marked up its most successful season and has plans now underway for improvements in 1948. The West Rockingham Fair, October 6-7 in Derry, and Sandwich Fair, October 13, are the remaining dates. Orgs that have already closed their gates have cash to launch next year's exhibits since the State Department of Agriculture has distributed receipts from the pari-mutuel tax levied on betting at the Rockingham summer meet. Amounting to one-quarter of 1 per cent of the money handled in the race track pool, the 18 days' take again gives the Plymouth Fair the largest slice. Since the revenue is split in proportion to the money distributed as premiums, Plymouth gets 25.3 per cent or \$7,662. Lancaster receives \$4,075; Rochester, \$3,537; Hopkinton, \$3,477; Cheshire, \$3,448; Deerfield, \$2,969; Canaan, \$2,102; Sandwich, \$1,834, and Pittsfield, \$1,684.

## East Idaho Annual Sets All New Marks Despite Dust Storm

BLACKFOOT, Idaho, Sept. 27.—Despite one of the worst dust storms in the State's history, which drastically cut attendance on the final day, the annual Eastern Idaho State Fair here shattered all previous attendance marks, according to Ruth C. Hartkopf, secretary, and Frank G. DeKay, chairman of the board.

The annual, which opened Tuesday (9) and continued thru Saturday (13), showed an increase in every department, including entries, attendance and concession fees, Manager Ival Wartchow reported. He said the increase in the various departments ranged from 5 to 30 per cent over last year, which was a record-breaker itself.

It was obvious this year that the fair must expand its accommodations everywhere or decline from the peak reached this year. Livestock exhibitors had to be turned away, racing men could not bring their horses for lack of sufficient stalls and commercial exhibitors could not be furnished space. Hundreds were turned away from the night shows for lack of grandstand room.

## Circus Clown Club

LOS ANGELES, Sept. 27.—New member is Curtis E. Little, Omaha, former agent for the Barnum & Bailey Circus. Letters have been received from Stan Bult, CFA, from London; Cirque D'Hiver, Paris; Judy Christy, New York; Phil Kallail, 20th Century Shows, who sent in \$10 for the benefit fund, and the S. C. Karland Circus, which reports the show is in the barn until January.

Next meeting will be held in Los Angeles November 6.

## Wales Industrial Show Fails To Attract 'Em

LONDON, Sept. 27.—Biggest flop from the point of view of attendance in many years was the \$6,851,000 Industrial Wales Exhibition at Olympia Empire Hall, which closed September 11 after drawing slightly more than 20,000 visitors in its 18-day run—an all-time low in the history of Olympia.

The show which was promoted by the Welsh Industrial Association to boost Welsh industry could not buck the annual British Engineering Exhibition running simultaneously in an adjoining exhibition hall at Olympia.

## Francis L. McSherry, 30, Midget Racer, Is Killed

FAIRFAX, Calif., Sept. 27.—The skidding plunge of their convertible over a 250-foot embankment on White's Grade north of here, was fatal Wednesday (17) for Francis L. McSherry, 30-year-old Fairfax midget racing driver.

His widow, mother of two small children, suffered critical injuries.

Rain Monday, Tuesday and Friday (19) kept the Rochester Fair from setting a new attendance record but a big gate was scored the remaining five days of its 72d season. Pari-mutuel windows raked in \$57,187 on the final day. Visitors called it a cleaner show both from the standpoint of grounds and concessions. Gypsies were banned for the first time.

Cattle exhibitors had to wait on the fairgrounds for carpenters to build a lean-to on one of the barns, as space proved inadequate at the last moment, despite addition of four new aluminum sheds. Streets were paved this year, a 70-foot wing added to the main exhibition building, and new bleachers and fences erected. A starting gate for the trotters and pacers was inaugurated.

Schools Close  
Rochester Fair held a Sunday pre-  
vue, with schools closed thruout  
Strafford County Monday (15), when  
children under 12 were admitted free,  
with those older paying only the 15-  
cent tax. A horse show was an in-  
novation this year and attracted 150  
animals.

Charles Kinsman, restaurant con-  
cessionaire, was back for his 36th  
consecutive year. The large restau-  
rant, which once stood near the main  
entrance, has been removed to per-  
mit more parking.

Plymouth Fair's four-day program,  
favored by good weather, clocked  
25,000 on its best day and 10,000 on  
its poorest. George M. Cohan Jr. was  
present to dedicate the new stage,  
visible from every corner of the  
grandstand.

So numerous were the exhibits that  
not until the closing hour were all the  
winners known.

Livestock on the grounds hit  
around 1,600, including 833 cattle and  
116 race horses. Nine heats were  
held each day. Jimmie Lynch's  
Death Dodgers made a one-day ap-  
pearance.

Burr in Charge  
Ed Burr, treasurer and principal  
stockholder of the Pittsfield Fair,  
was in charge of Plymouth Fair's  
concessions for the 10th year and  
increased the number of rides from  
six to eight. Commercial exhibit  
space was about twice last year's and  
totaled 1,450 feet. A new road per-  
mitted a second entrance to the  
grounds where horse sheds, exhibi-  
tion hall, bandstand, judges' pavilion,  
parking lots, electric system and sani-  
tary facilities were added this year.

For the first time, livestock was  
brought across the Canadian border  
for exhibit in Plymouth. Nearly \$50,-  
000 were offered in cash prizes and  
\$30,000 had been spent on improve-  
ments. Missed this year was Charles  
A. Jones, long superintendent of races,  
who died just two weeks before the  
fair.

Hopkinton Fair averaged between  
8,000 and 15,000 for its four days, the  
first time the traditional three days  
have been extended. Officials moved  
(See New Hampshire Racks, page 38)



# New Hampshire Racks Up A Bang-Up Fair Season

(Continued from page 37)

cattle quarters to a wooded section where picnic grounds were also spotted. Relying on tents more than its contemporaries, the org has nevertheless put considerable money in improvements.

A nursery service, managed by Girl Scouts, was welcomed by mothers. Joie Chitwood and His Hell Drivers were credited with bringing out the final day crowd, while sulky racing and ox-pulling had their traditional followers.

## Pittsfield Sets Records

Pittsfield Fair also chalked up attendance records in its first week-long season. Motorcycle races, the Jimmie Lynch Death Dodgers, and pari-mutuel harness racing were among the attractions. "The Human Torch" proved a good drawing card with his dive from a 100-foot ladder into a small tank.

Like many other of the State's orgs, Pittsfield delayed judging until mid-week. Unique was a display of 500 birds, but none of the exhibits drew as much interest as the horse races, with betting heavy for each heat.

Lancaster Fair's attendance was approximately 25,000, officials announced at the end of the four-day program in its 45th year. Org gave \$35,000 in premiums and prizes. The Dynamite Girl, coffin-exploding act, which received unexpected publicity in a syndicated story, vied for thrills with the Jimmie Lynch Drivers, who arrived late from Florida. Only one day was marred by rain.

## Cattle Exhibit Big

Ticket booths placed on the highway speeded up handling of the crowds, which formerly could purchase the cardboards only at the gate. The three new cattle barns added in the past two years proved unable to cope with the cattle exhibit which overflowed into four tents. A new grandstand for the horse show and additions to the exhibition hall were dedicated.

The Sally Show, featuring "Miss America," drew large crowds and was unchanged despite vigorous attempts earlier in the year to have such entertainment banned. Rep. C. Edward Bourassa, who hit fairs with an anti-sex and anti-gambling bill at the recent session of the Legislature, made headlines in declaring after a tour of three fairs, that the girlie shows were "bigger and more revolting than ever."

Cheshire Fair in Keene drew 13,000 in three days, with a rodeo and dog show among the talked-about features. Bolton Hall was opened for the first time, with ceremonies honoring the late general manager of the association, who died in May. The new exhibit structure is 60 by 100 feet.

Game operators, closed down by the

## Lodi Grape Festival Biggest in History

LODI, Calif., Sept. 27.—The 10th annual Lodi Grape and Wine Festival closed here Sunday (14) after a three-day run that brought an estimated 100,000 visitors to the city. The harvest celebration is regarded as the most successful ever held, according to Archie Closson, president of the festival association.

A big parade, feature of the final day, found 40,000 persons along the line of march. The horse show also attracted a capacity crowd and there were many thousands of visitors watching the folk dances staged by the California Folk Dance Federation. The grape and wine exhibit at the Lodi Armory also drew thousands of visitors.

sheriff in a surprise move were resentful. Fair association officials had placed midway operation entirely in his hands for the first time, as the result of complaints in former seasons. Games of skill were allowed to remain.

Mascoma Valley Fair in Canaan, like its brothers, found new quarters too small for its enlarged exhibits. When the old building and the recently erected 400-foot-long cattle sheds were full, animals had to be hitched to fences.

Attendance of 16,500 for the three days compares with 11,000 last year. In 1946 the record was spoiled by rain cutting the first-day figure to 500. Best day's gate this year was 10,500. The largest number of purebred cattle ever entered, 600, competed for \$6,000 in prizes.

Becoming the 10th of New Hampshire's fairs this year, West Rockingham Fair in Derry will open its gates October 10 with a small plant and slim resources but hopes to lay a good groundwork for the future. Martin H. Golden is fair association president.

While all fairs in the State have expanded, the West Rockingham org is the first to become established to take advantage of the State subsidy. Based on its premiums this year, the new fair will be apportioned a percentage of the race track revenue.

Deerfield Fair opened Thursday (25) for its annual three days. A community enterprise, all profits are used either to build up the plant or to benefit local and national charities.

## Circo Humanas To Tour After Santiago Stand

SANTIAGO, Chile, Sept. 27.—The Nuevo Circo Las Aguilas Humanas, which opened at the indoor arena, the Teatro-Circo-Caupolican, September 5, will conclude its run here October 15, after which it will hit the road for a tour of the principal cities of Chile. Circus, a one-ring set-up, has been playing to packed houses and very good audience response. Show is owned and produced by Senor Enrique Venturino.

Show has some acts from the United States, including the Roller-Skating Macks, who are given heavy billing. Other acts from the U. S. are William Kerrigan, single bar, and the producing clown, Polidor (Edward Guillaume), for 14 years with the Ringling circus. The Adamson brothers, European perch act which recently played U. S. dates, are also on the bill.

Other acts making up the program are the Maisons, flying trapeze; Ramirez, equilibrist; the Changs, Chinese teeterboard troupe; Las Coculas Mexican dancers; Yolanda and Torres, double trap; Peiros Brothers, jugglers; Tupac Yupaqui, musical novelty, and an 18-girl ballet. In clown alley are Coligne, Manolin, Macabes, Lechsiga and Rolito.

## Halifax, N. S., To Spend 362G on Plant Improvem't

HALIFAX, N. S., Sept. 27.—Halifax will spend \$362,000, including \$260,000 paid to it by the dominion government, for improvements to buildings, erection of new structures and fences and for paving of roads at the fair plant here.

Sum of \$45,000 will be spent on the Forum, which will be used for hockey and skating beginning in November and continuing until April 1.

## Not Again!

SAN JOSE, Calif., Sept. 27.—The Santa Clara County Fair, which closed here Sunday (21) with an all-time high in attendance, had many free shows but the one that received the most attention was entirely unscheduled.

When the fair officials boasted that their show "had everything" they meant "everything"—including flying saucers! On the night before the fair closed seven of the mysterious disks were picked up in the beams of the powerful searchlights sweeping the sky over the fairgrounds.

Several thousand persons, including Russel E. Pettit, fair manager, and Frank Mitchell, president of the fair association, observed the strange objects for more than half an hour.

Pettit reported they changed in size and color and were apparently about two feet in diameter. The searchlights followed their zig-zag flight as they drifted across the sky above the fairgrounds.

## Davies Plan To Open Oct. 29 in Dixon, Ill.

DIXON, Ill., Sept. 27.—The Ayres and Kathryn Davies Circus opens its season here October. Featured will be Tama Frank and Patsy, knife throwing and whip cracking, plus high school horses, dogs and monkeys. Paul Zallee and Shorty Adkisson will be back in clown alley and Edna Earl will have the concessions.

The show will play one and two-day stands in auditoriums and gymnasiums in Northern Illinois and Wisconsin. Org will stay out five or six weeks before the holidays, close during the holidays, and reopen January 15 for an extended season. A caliope will be carried for street bally.

## Edinburgh's Trade Show Big; Extended a Month

EDINBURGH, Sept. 27.—The Enterprise Scotland Trade Fair, which opened August 25 for a month's run, has proven so successful that it has been extended for an additional month.

Exhibit, occupying the Royal Scottish Museum and two adjoining buildings, drew more than 300,000 visitors in the first three weeks and is still attracting a daily attendance of around 14,000, at a weekly profit of \$14,105.

## Yreka (Calif.) Annual Pays 50G in Premiums

YREKA, Calif., Sept. 27.—Stuart B. Waite, secretary-manager of the Siskiyou County Fair, announces that premium money paid out this year totaled nearly \$50,000. Annual closed its three-day run here September 7.

Prize money paid included \$12,150 for dairy cattle, \$5,294 for sheep, \$6,322.50 for horses and \$4,500 for swine. Horse show was allotted \$2,357 while feature exhibits received \$2,050.

## Grass Valley, Calif., Tops Expected Attendance Mark

GRASS VALLEY, Calif., Sept. 27.—The three-day Nevada County Fair closed here September 10 with attendance exceeding expectations. Grass Valley and its sister community, Nevada City, combined to give the fair a big send-off. Business houses in both towns closed Admission Day, September 9, so that employees could attend, Loyle Freeman, fair manager, said.

The first fair held in the county since 1941, the event attracted more than 200 head of livestock, numerous agricultural and industrial exhibits.

# Wilburn Leads IMCA Standings

DAVENPORT, Ia., Sept. 27.—Jimmie Wilburn, of Indianapolis, is setting the pace in the International Motor Contest Association with 3,877 points, according to figures released here by Frank Harris, secretary. Emory Collins, Le Mars, Ia., is second with 3,840, and Deb Snyder, Kent, O., third, with 2,985. The standings:

Jimmie Wilburn, Indianapolis, 3,877; Emory Collins, Le Mars, Ia., 3,840; Deb Snyder, Kent, O., 2,985; Billy Snyder, Minneapolis, 1,305; Bayliss Levrett, Glendale, Calif., 1,290; Wayne Wynn, Tampa, 1,290; Bob Frame, Owatonna, Minn., 1,125; Russ Lee, Minneapolis, 965; Bert Hellmueller, Baltimore, 960; Harry West, Crestline, Kan., 914; C. H. Ebsen, Springfield, Ia., 870; Al Ketter, Quincy, Ill., 755; Ernie Johnson, Christine, N. D., 710; Les Adair, Indianapolis, 660; Frankie Luptow, Tampa, 620; Phil Mocca, Maplewood, Mo., 617; Joe Baker, Indianapolis, 582; Tex Stubbe, Milwaukee, 475.

Ronald E. Bohlender, Des Moines, 455; G. H. Van Poll, Hopkins, Minn., 415; W. W. Wright, Quincy, Ill., 390; Jack R. Martin, Chicago, 330; John B. Anderson, Winter Haven, Fla., 365; Wild Bill Anderson, Long Beach, Calif., 365; Quentin Cowles, Davenport, Ia., 345; Ralph Moore, Austin, Minn., 335; Howie Hoffman, St. Paul, 312; George E. Swangler, Grand Forks, N. D., 290; Allen L. Yauger, Austin, Minn., 285; George V. Lynch, Detroit, 270; C. N. Frame, St. Joseph, Mo., 252; Clair Peterson, Walnut, Ill., 250; Bud Simonson, St. Paul, 250; Leon Hubble, Indianapolis, 240; Ingevar Erickson, Gurnee, Ill., 230; Harry King, Tampa, 225; J. B. Smith, Frankfort, Ky., 201.

Loren Fondoble, Wichita, Kan., 195; Fred W. Tegtmeyer, Elgin, Ill., 185; Clair Cotter, Austin, Minn., 175; Hal Cole, South Gate, Calif., 170; Herbert Eastman, Minneapolis, 170; Thornton E. Russell, Denver, 165; Hank Snyder, Minneapolis, 165; Joe Gemsa, Pasadena, Calif., 150; Kirk Washburn, St. Paul, 150; Harold Stark, Sauk Rapids, Minn., 130; Don Smith, Tampa, 125; Tommy Buenger, Chicago, 120; Clarence Ketter, Ulica, Ill., 115; Bill Hoff, Minneapolis, 110; Hank Schlosser, Cincinnati, 90; Bob Sledge, Houston, 90.

Ford Waiters, Inglewood, Calif., 80; Henry M. Wheeler, Grand Forks, N. D., 70; Alfred L. Funderburk, Tampa, 60; Bill Larimer, St. Petersburg, Fla., 60; Leo Oldfield, Washington, Ia., 60; John Purdy, Kirkwood, Mo., 60; A. H. Givens, Shreveport, La., 55; O. Kelleher, San Francisco, 55; George Tichenor, Logansport, Ind., 55; Albert B. Anderson, Boulder, Colo., 50; James Strube, Peoria, Ill., 50; John Lelas, 40; Al Speth, Davenport, Ia., 40; Bert McNeese, Colorado Springs, Colo., 35; David Harris Owen, Minneapolis, 35; Willard Patterson, Washington, Ia., 35; Charlie Breslin, Philmont, Pa., 30; Forrest Fisher, Denver, 30; George Marshman, Yerkes, Pa., 30.

Lutz Rathke, Cedarburg, Wis., 30; Steven Yannigan, Allentown, Pa., 30; Ray Knipper, St. Louis, 25; Robert Charles Wilton, Minneapolis, 25; Arthur De Paepe, Blue Earth, Minn., 20; W. L. Harding, Doniphan, Neb., 20; Lloyd L. Hill, East Los Angeles, 20; Earl Horn, Natick, Mass., 20; Eddie Miller, Talladega, Ala., 20; Bill Steves, Los Angeles, 20; Keith Sapp, Macomb, Ill., 15; Harry Abajain, Pasadena, Calif., 10; Floyd Bannarn, Minneapolis, 10; C. J. Kettering, Cedar Rapids, 10; Tex Peterson, Pasadena, Calif., 10; Herman A. Schipman, Tampa, 10.

## 16-Week Utah Cent. Draw Said 605,480

SALT LAKE CITY, Sept. 27.—The Utah Centennial Exposition, in its 16-week run from June 1 to September 20, played to a gate of 605,480, it was announced here today by Sheldon R. Brewster, production manager. Of this number, less than 50,000 came in the final three weeks despite favorable weather.

The gate figure just about equals the minimum estimate placed on the show, previous to its opening.

The money report on the exposition and fair is due in about a week, but it was indicated the actual operation loss, aside from capital improvements, was not great.

## McCoy Resigns as Secretary Of Solano County Annual

DIXON, Calif., Sept. 27.—Eugene McCoy resigned as secretary-manager of the Solano County District Fair, according to Charles McGimsey, vice-president of the fair board, who said a successor has not been appointed.

McCoy is now manager of the Monterey County Fair.



# ATLANTA BEHIND 1946 PEAK

## Mid-South Resumes With Gate Matching Last Pre-War Count; Crowds Build After Light Bow

### Rodeo in Near-Capacity Biz; Radio Plays Big Role

By a Staff Correspondent

MEMPHIS, Sept. 27.—Minus a grandstand which was destroyed by fire in 1942 and bearing scars of the army's long occupancy of its plant, Mid-South Fair this week returned to operation with attendance for the six days hitting approximately that of 1941, when the event was last held and when it pulled some 214,000 persons.

In resuming, the fair was forced to improvise due to its reduced plant facilities. An arena, built primarily for a horse show, was used for a rodeo, staged twice daily under the direction of Homer Todd, Fort Smith, Ark. The riders and ropers constituted the biggest single attraction of the fair. While it opened Monday (22) to light attendance, patronage built and beginning Wednesday (24) it played to near capacity at each performance in the 6,500-capacity arena. Ducats were scaled at \$1 general admission for adults, 50 cents for kids, with reserved seats priced at \$1.25 and boxes at \$1.75.

#### Free Acts Presented

Lacking a grandstand, the fair spotted four acts thruout the grounds, and these were presented as free attractions each afternoon and night. Booked thru the Ernie Young Agency, Chicago, the acts were the Skylarks and the Sensational Kays, aerial acts; Bobby Kuhn and His Midnight Suns, instrumentalists, and Camille and Her Dogs.

One fatality marred the event. A Memphis girl, accepting a \$10 bet from a friend, late Friday night (26) mounted darkened rigging of the Sensational Kays and when she reached the top, she lost her balance and plunged to the ground. She died an hour later in a hospital.

A new departure this year was the location of the carnival, the Johnny J. Jones Exposition. Instead of being spotted near the cluster of permanent rides on the fairgrounds, close to the main entrance, and parallel to the principal streets, the Jones aggregation was set up at the extreme opposite corner of the plant. Thus, the permanent rides and the Jones unit were separated by a distance of about a mile.

The Jones show did not benefit by this. Ride business, in particular, suffered. The bulk of the JJJ midway play went to the shows thruout the week, with games doing okay up until this afternoon.

The permanent rides, of which there are 14, plus a hugh Funhouse

### Caravella Launches Southern Trek at Kingstree, S. C., Fair

KINGSTREE, S. C., Sept. 27.—Caravella Amusement Company, making its initial appearance in the South, began its trek of fairs in this sector at the annual Williamsburg County Fair here and business for the stand, which ends tonight, has been good altho rain and wind storms hampered opening-day activities.

Stan Reed said that plenty of visitors were on the grounds to see shows launch their Southern fair tour.

and a Glass House, scored a banner week. J. L. (Jessie) Pennick, manager of the city-owned Memphis Fairgrounds Park, said the gross of the park's attractions during the fair was about \$45,000, tax included. Biggest day in the permanent sector was Friday (26), when the take, according to Pennick, was \$12,000.

#### Problems Beset Annual

Serving his first year as fair manager, G. W. (Bill) Wynne, grappled with many problems which would have vexed even a veteran at the business. The lighting system, for instance, was badly damaged during the army's occupancy. Many of the standards could not be repaired in time for the fair. As a temporary measure, long strings of lights were hung.

One physical improvement was the introduction of new turnstiles, with the fair spending \$10,000 for a battery of them. Tokens were used in the machines, with adults' admissions priced at 60 cents and children's at 30 cents.

Some innovations were offered in the agricultural end of the fair. Open classes in field crops, fruits and vegetables were eliminated. They were replaced by educational exhibits built by five leading agricultural agencies of Tennessee, Arkansas and Mississippi, wherein the contributions of those agencies were stressed. Each of the three States presented large exhibits, with the Agricultural Extension Service, the State Department of Vocational Agriculture, the Farmers' Home Administration and the Soil Conservation Service co-operating in each State. The basic aim was to indicate how better crops can be grown.

Notable on the grounds were the live shows and man-in-the-street

### Gotta Match?

DETROIT, Sept. 27.—Here's one O. Buck Saunders, general agent of the Gooding Amusement Company, is telling on his boss, Floyd E. Gooding.

On the last day of the recent Michigan State Fair here, Gooding stopped in en route to Saginaw, Mich., to see how things were running. They were running all right, it appears, as the final count placed the rides and shows gross at a strong \$150,000, but when Gooding left the grounds he made another check—and noted that his gold pen and pencil set was gone, apparently having been appropriated by someone in the milling throng.

### Circus Acts Augment White Horse Troupe At Texas State Fair

OKLAHOMA CITY, Sept. 27.—The White Horse Troupe will be supplemented by circus-type acts in the afternoon and night grandstand shows at the State Fair of Texas, Dallas, October 4-19, Sonny Bernet, manager of the White Horse Troupe and holder of the Dallas grandstand contract, announced here.

Acts already booked are Roy Sims, high pole; Gallagher Family, teeterboard and acrobatic; Ernie Wiswall, Funny Ford; Bill and Nancy Long, aerial novelty; Boxo Harrell, clown, and Andy Boyette, singer. Music will be furnished by Bill Lasker's band.

The show, to be billed as the White Horse Revue and Hippodrome Show, will be scaled at \$1 general admission, with reserved seats at \$1.50.

type programs offered by Stations WMC, WMPS and WPIA, all of this city, and by KREM, West Memphis, Ark. Luring strong attendance was the television demonstration presented by WMC, using an RCA unit, with cable, televised fair goes on a stage.

## C&W's Benefit at Trenton Fair Nets NSA Welfare Fund \$1,200

TRENTON, N. J., Sept. 27.—Jamboree on the Cetlin & Wilson midway at the New Jersey State Fair Thursday night (25) was a big financial success, netting \$1,200 for the welfare fund of the National Showmen's Association. As usual the sparkplugs of the C & W Jamboree were Jack Wilson and George A. Hamid, with Issy Cetlin a silent but active partner on the sidelines. Also as usual, practically everybody connected with the Hamid and the Cetlin & Wilson organizations in Trenton took some part.

The show was staged in the Paradise Revue tent, with Joe Basile's band providing the music for most of the numbers excepting those from the Paradise Revue, which were accompanied by the nifty girl combo of the revue. Lee Evans, Jimmy West and Jimmy Edwards emceed the show and Jack Lichtman, musical director of the Roxyettes, handled the piano or fronted the band for production and vocal numbers from the grandstand show.

Jamboree program was tops, with all acts forced to do encores or beg off after several bows. On the program were 10 Roxyettes, in neat tap routine. Ben Yost Singers, a show stop; Parker Brothers, ace hand-to-hand; Stepin Fetchit, a show stop; Appletons, knockabout adagio trio; Joe Basile, trumpet solo; Paradise Revue girls in neat line number; Paul Sidell and Susie, clever canine act; Del Rios, good little trio from Singer's midgets; King and Kitty, taps, and Lucy Elliot, vocalist from the Harlem Revue.

Addresses were made by George Hamid, Jack Wilson and Dorothy Packtman. NSA and Ladies' Auxiliary members out from New York for the jamboree were Executive Secretary Walter K. Sibley, President Anna Halpin, Jack Halpin, Bess Hamid, Mr. and Mrs. Jack Lichter, Dolly McCormick, Ethel Shapiro, Dorothy Packtman, T. Jay Quincy and Ted Wolfram. Also attending were Mrs. Rose Sarlo, secretary of the Iona (Mich.) Fair, and Marie Sarlo.

## First 3 Days In 20% Drop From Last Yr.

### Endy Bros.' Midway Biz Good

By a Staff Correspondent

ATLANTA, Sept. 29.—Southeastern World's Fair here last night, after three of its 10 days, was running about 20 per cent under the peak year of 1946, when the count for the full run of the event was put at 883,771.

A day-by-day comparison of the first three days this year as compared with the corresponding days last year follows:

	1947	1946
Friday .....	74,182	85,511
Saturday ....	95,010	127,563
Sunday .....	90,550	109,731

Weather thru the first three days was clear, but the nights, particularly Saturday and last night, were cold. The raw night air sent the folks scurrying home at an early hour, held down ride play but served to bolster shows along the midway.

Dave Endy, of the Endy Bros.' Shows, allowed as how the midway business was slightly under 1946—but still very good. This year Endy did not book in additional midway attractions, as he did in 1946, and his regular contingent plus the permanent midway attractions comprise the total—and a big total at that—of rides and shows on the grounds.

Drop-off at the gate on opening day this year was attributed largely to the fact that the day was given over to county and State school children, whereas last year it was the day for the city school kids, the bigger of the two days. The Atlanta youngsters will have their fling Friday (3), a fact calculated to result in a higher attendance than that for the corresponding day last year.

#### Exhibit Bulge

The fair bulges with commercial exhibits. All indoor space was sold out three weeks before the opening, Mike Benton, veteran fair manager, pointed out. The agricultural end is outstanding for a huge poultry show, which brought in entries from 32 States, and a large livestock show, for which 17 States contributed entries.

Midget auto racing, staged by the Atlanta Motorcycle Club, was presented for the first time as part of the fair program here Friday night (26). Harness horse races and Jack Kochman's Hell Drivers were featured Saturday (27) and the Kochman aggregation repeated yesterday afternoon, pulling a three-quarters filled grandstand. The stunt unit will return again Saturday and Sunday (October 4-5).

The grandstand feature tonight was a show consisting of talent from Station WBGE here. Offered for free, the stand was about half filled for the presentation, as the cold weather (See Atlanta Behind on page 49)

### 12G in Prizes

WICHITA FALLS, Tex., Sept. 27.—More than \$12,000 in prizes will be offered at the Texas-Oklahoma Fair opening here Monday (29). Much of the money will go to the Hereford and Palomino division, according to John B. Barbour, fair president.



# WAGNER SELLS CAVALCADE

## Dirago, Weiss Head Firm Taking Over

### Details of Deal Lacking

CINCINNATI, Sept. 29.—In a wire to *The Billboard* over the week-end Al Wagner, owner and general manager of the Cavalcade of Amusements, announced that he had sold his carnival organization to a company headed by Frank Dirago, of Tusculumbia, Ala., and O. J. (Whitey) Weiss, who has concessions on Cavalcade. Wagner's announcement came from Columbus, Ga., where the shows played last week. Dirago is reported to have had an interest in Cavalcade when it was first organized by Wagner.

Details of the deal were not announced, however, nor was mention made of the money involved in the transaction. Wagner stated, however, that he will remain with Cavalcade as manager. Rumors had persisted for several weeks that Wagner was dickering to sell his Cavalcade.

Efforts to contact Wagner or his press agent, Bill Naylor, at Tupelo, Miss., last night by phone for further details on the transaction were unsuccessful.

Cavalcade of Amusements, one of the largest carnival organizations ever to hit the road, is playing the fair at Tupelo this week.

## Silver States End Regular '47 Season; New Unit Organized

WOOD RIVER, Neb., Sept. 27.—The Silver States Shows closed the regular 1947 season here by playing the four-day Wood River Fair, which closed Thursday (25). Part of the shows will move to winter quarters in Waterloo, Neb., while a new unit will be organized for a Southern tour. The unit will consist of 5 rides, 3 shows and 25 concessions and will play Missouri, Arkansas and Mississippi. Co-Owner Harry Richman will manage the show on the Southern tour and Frank Gaskins, who has been away arranging the dates, will be business manager and agent. Co-Owner James Carpenter will remain in Omaha to look after his other business interests.

The Silver States org opened the season February 22 in Tuscon, Ariz., and toured Arizona, New Mexico, Colorado and Nebraska.

## Lee United, Downriver Merge for Michigan Cele

DETROIT, Sept. 27.—The Lee United Shows, operated by Charles Lee, of Bay City, Mich., and the Downriver Amusement Company, operated by Severin Hilo, of River Rouge, Mich., are merging their units for a special celebration at Ecorse, southern Detroit suburb, for October 1-12.

Event will be under the auspices of the Great Lakes Drum and Bugle Corps and the Community Chest and held on the grounds of the Great Lakes Steel Corporation. William Postelwaitte is general representative for the combined show.



THE OLD MANASSA MAULER is still one of the greatest drawing cards in any type of show business. Jack Dempsey, third from the left, popped into Vicksburg, Miss., a week ago for the Cotton Carnival, and his appearance meant the unleashing of folding money on the John R. Ward Shows' lot. In between the contest with autograph seekers, Dempsey posed for this picture with, left to right: Bill Cowan, Charley Renthrop, John R. Ward and Bobby Kline.

## Jones Ups Train to 40 Cars; Nashville, Memphis Red Ones

By a Staff Correspondent

MEMPHIS, Sept. 27.—Closing at the Mid-South Fair here tonight, the Johnny J. Jones Exposition will make its longest jump of the season, railing to Greensboro, N. C., where it will open Tuesday (30) at the Greensboro Fair.

Five more flats will be added to the train on the move out of here, Ralph Lockett, general agent, said. This will bring the train up to 40 cars.

Personnel of the shows spent no little time here discussing the business which was racked up by the org at the recent Tennessee State Fair, Nashville. Shows' gross there was \$102,000, Owner E. Lawrence Phillips said.

The Minstrel Show, managed by Eddie Jamieson; *Follies of '47*, handled by Chick Schloss, and the Side Show, managed by Mickey Mansign, were reported as the top money-getters at the fair here. The Wal-

lenda Circus has been snaring raves from patrons and has been earning good press receptions.

Four rides and Sam Greco's Iron Lung, which joined for the season, continue with the shows. The rides added for the fairs are Rolloplane, L. J. Thomas; Tilt-a-Whirl, Buff Hot-tle; Ghost Train, Harry Beach, and Spitfire, C. J. Howe.

Jimmy Rose, press agent, and Peasey Hoffman, special agent, continue to move ahead of the show.

Visitors here included Bobby R. Kline, general agent, John R. Ward's World's Fair Shows. Fair executives who visited were Vernon Huff, St. Louis County Fair, St. Louis; Mrs. Maude Atwood, Chattanooga, and A. V. Taylor, West Tennessee District Fair, Jackson.

Ralph Lockett's mother is visiting him and will accompany him to Greensboro.

## C&W Likely To Par 1946 Take at New Jersey State

TRENTON, N. J., Sept. 27.—Cetlin & Wilson Shows, wet and cold during most of its engagement on the midway of the New Jersey State Fair, nevertheless seemed likely to equal the gross garnered here a year ago, as it headed toward tonight's closing.

Hard to lose were Monday (22), Children's Day, and Thursday (25), Governor's Day, both because of rain. Each is annually accompanied by large crowds and free spending in the fun zone.

With an estimated 60,000 persons spending a large part of their time and money on the midway opening Sunday (21), the Cetlin & Wilson

tally sheets, following Monday's downpour and slim 5,000 attendance, just about balanced those of a year ago.

The day play on big Thursday was lost, but clearing skies at night brought out a large crowd. Yesterday's clear, crisp weather is continuing today and show owners are hoping for a hefty take.

### Season's Cross Ahead

Cetlin & Wilson's seasonal gross to date is reported well ahead of last year's record handle by William A. (Bill) Hartzman, secretary. Org is still riding the crest of the reported (See C & W to Par '46 on page 49)

## NSA Memorial Donors Named

NEW YORK, Sept. 27.—James E. Strates, chairman of the National Showmen's Association monument committee, announces the following inscription and names of donors will be inscribed on the memorial which will be unveiled November 23 at Ferncliffe Cemetery.

"Presented to NSA on its 10th anniversary 1947 by the monument committee. James E. Strates, chairman; Clemens Schmitz, Arthur Campfield, Joseph A. McKee, Fred Murray, Walter K. Sibley."

Harry Agne, Bernard Allen, Vincent Anderson, Morris Batalisky, Frank Bergen, George Berman, August Berni, Marion DeWolfe Berry, Leo Bistany, Thomas Brady, Oscar C. Buck, Frank Caravella, John F. Carney, S. Tommy Carson, Isaac Cetlin, L. T. Christian Jr., Max Cohen, James M. Cole, Myron N. Colegrove, Richard J. Coleman, J. W. Conklin, Dudley Cooper, James J. Corcoran, William Cowan, Eddie Davis, Ralph Decker, David B. Endy, Ralph Endy.

Rox Gatto, John Gecoma, A. Joseph Geist, John C. Gilbert, Richard F. Gilsdorf, William Glick, Murray Goldberg, Floyd E. Gooding, Max Goodman, Sidney Goodwalt, Jerome Gottlieb, Jack Greenspoon, Max Gruberg, Henry Guenther, Eli Guralisky, Bess Hamid, George A. Hamid, Morris Hannum, Harry Heller, Phil Isser, H. William Jones, Harry J. Kahn, Marie Kaus; Ladies Auxiliary, NSA; Eli N. LaGasse, Herbert H. Leves, Sam S. Levy, Art Lewis.

Louis Light, Morris Lipsky, Roger S. Littleford Jr., William Lynch, John McCormick, Ross Manning, Ben Merson, Irving Merson, Frank C. Miller, Paul Miller, William Moore, William E. Muldoon, Harry Nelson, Robert K. Parker, Jack Perry, Samuel Prell, Harry Prince, Michael Prudent, Tom Jay Quincy, Lon Ramsdell, King Reid, Louis A. Rice, Irving Rosenthal, Jack Rosenthal, Samuel Rothstein, Charles Rubenstein.

Max Schaffer, William F. Schorck, Jake Shapiro, D. D. Simmons, Gerald Snellens, Samuel Spitz, Ned E. Torti, Isidore Trebish, Rocco Trupiano, Max Tubis, Pat Valdo, Justin Van Vliet Sr., Morris Vivona, Al Wagner, Ben Selig Weiss, Joseph Weissman, W. J. Wendler, John W. Wilson and Harry Witt.

## Ted Williams' New Cookhouse Bows

TRENTON, N. J., Sept. 27.—Ted Williams' new cookhouse bowed on the midway of the New Jersey State Fair here. The new unit has kitchen and sanitary equipment comparable with the installations of the finest permanent restaurants. Three huge electric refrigerators, with a total capacity of 100 cubic feet, are used for the storage of perishables. An electric dishwasher with a constant 180-degree temperature insures the sanitation of all serving units. An electric deep fryer, electric griddles and fuel oil ranges are used for cooking. A combination electric mixer and grinder and all stainless steel equipment are additional features.

Williams is awaiting the arrival of a 32-foot semi in which the bulk of the kitchen equipment will be permanently installed, thus insuring additional sanitation. Van will contain a 15 kw. power unit, making it possible to operate the cookhouse under any conditions. Williams employs 18 persons.



# BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Coyote Hollow, Ark.  
September 27, 1947.

Dear Pat:

There is no labor shortage on this show. Like the circus that was different (it featured all animal actors), we feature all animal workers. It gives the show swell publicity, and it's a rare day when the lot isn't over-run with newspaper photogs. On rainy days the newsmen really flock to our lot to get copy and pictures of our monster sponge-bottom apes in action. We have 12 of them, and the sight of the dozen sponge-bottomers skidding around the lot sopping up the water is something to write about.

I sincerely believe this is the first midway to use all goat ticket takers. They work on every show and ride from the front gate on back. The slogan is, "Feed the goat your ticket." Thousands of animal lovers come to the midway for the sole purpose of feeding the goats. We use a lot of "Be kind to animals" paper. The system does away with checking ticket numbers. We merely weigh the offal which runs about \$15 to the pound on 15-cent tickets, and \$23.50 on two-bit ducats.

Our Wild Life Show is operated entirely by animals. An ex-organ grinder monk works the mooch box. He's on the up-and-up and always gives the office a fair count. A trained goose leads the tip thru. For protection purposes, should some stick wise up the mooch monk, we keep a parrot behind the pling table calling the donations, while another parrot does nothing but insult the patrons who drop nickels and dimes instead of quarters. The parrot has a big vocabulary and uses such phrases as, "Hey, jerk! Take that measly dime and buy the lady some bubble gum," or "Ack! Ack! A cheap john is showing his hillbilly gal friend a good time on a nickel." I wish you could hear the bird when a customer doesn't leave a donation. It's brutal. When that line starts the ding-monk climbs a side pole thru fear of getting slugged.

We have a chimpanzee that handles press and radio and doubles as a gorilla in the monkey circus's blowoff. It's a treat to see him punch a type-writer. He was trained for the act. Little did we or the chimp realize at the time that some day he would carry cards reading, "Counsel, the 2d., public relations director, Bally-

hoo Bros.' Circulating Exposition." Naturally, you'd imagine his type-written copy wouldn't be so hot, and right you are, but it's at par with some press agents' copy.

Remember the monkey Motor-dromes that were popular on midways about 15 years ago? We still have our original troupe, but they are now tractor drivers and are doing a good job. We're using a retired chimp as beautiful Gladys Good, the girl in the iron lung. As the patient's body is hidden in the lung, a blonde wig and heavy make-up makes many a rustic's heart flutter for the poor unfortunate girl. The ape has had not less than 150 offers of matrimony from lonesome farmers that want to take her where she can regain her health in the open air.

We have everything from Little Tiny, a ringtail, that does the strap dance, and wears nothing but a strap and a buckel, on down to six wrestling bears that run an Athletic Show. Even our giant pythons are brainy. They kept the Snake Show top from blowing down in a storm by acting as guylines by coiling around the side poles and stakes. Hell, Pat, don't crack it to a soul. The parrot bingo caller just blew with one of the love-birds off of our all-bird Posing Show. Rumor has it they blew with a bird wheel that is heading for the Draw-head Sisters' Cultured Carnival.

## Hoosier Org Gets Share of Business At Seymour Cele

SEYMOUR, Ind., Sept. 27.—Mighty Hoosier State Shows enjoyed good business on the four-day stand this week at the annual Seymour Fall Festival, which opened Wednesday night (24) and closes tonight.

Crowd opening night was tremendous and patrons kept coming the rest of the week. Owner W. R. Geren had 10 rides and 100 concessions here.

The festival, this year called the golden jubilee, is sponsored by the Chamber of Commerce, headed by Harry Palmer and Walter C. Brinkman, both of whom co-operated. Band concerts were held nightly and the midway committee had the Great Siegfried, ski jumper, and Miss Kayletta, perch, doing two shows daily. Geren announced here he had signed to present his entire midway at the Indianapolis Colored Community Fair starting October 13 and continuing one week.

## 220 Shows Now Members Of ACA, Cohen Announces

ROCHESTER, N. Y., Sept. 27.—American Carnival Association now has a membership of 220 shows, Max Cohen, secretary-treasurer announced.

Number is an all-time high. Fifteen shows became members since the 1946 convention, Cohen said.

# JOHNSON UNITED SHOWS

Douglas, Michigan, this week; then south, out until Christmas. Muncie, Ind., Oct. 6 to 11, Disabled Vets Home-Coming, then 8 weeks in Alabama and Mississippi.

Will book Octopus, Tilt, Caterpillar, Rollo Plane, Scooter, Kiddy Rides or any major ride not conflicting. Shows with own outfit.

Concessions of all kinds, no ex except Bingo, Popcorn, Candy Floss and Scales. Flatties will positively work at Muncie. Earl Kelly, get in touch. Want Electrician. Sleepy Johnson wants Agent for PC Buckets and Razzle Dazzle. Girls for Girl Show, must be good looking; top salary. Vi, get in touch. All wires JOHNSON UNITED SHOWS, Douglas, Mich.

**C. E. JOHNSON, Co-Owner-General Manager**  
**DON FUR, Co-Owner-Asst. Manager**

# C. A. STEPHANS SHOWS

WANTED

For Jonesboro, Ga., Fair, Oct. 6-11; Chatsworth, Ga., Fair to follow.

CONCESSIONS—Snow, Jewelry, Grab, Rotaries and Novelties, all Stock Concessions for these spots.

SHOWS—Will book any Show with own transportation.

RIDES—Octopus, Spitfire, Roll-o-Plane and Merry-Go-Round. One more Kid Ride. Edward Bryant and Bill Boran, contact. Important to you.

ROCKMART, GA., THIS WEEK.

## "MID-WESTERN EXPOSITION"

Can place the following for the Webster Parish Fair, MINDEN, LA., Oct. 6 to 11, and for six bona fide Fairs to follow thru Louisiana and Texas. OUT ALL WINTER. Get with a WINNER.

Rides—Octopus, Tilt, Spitfire, Roll-o-Plane, Pony Track, Fun House. Low percentage. Shows—Ten-in-One, Animal, Monkey, Jig, Posing, Mechanical, Athletic, Wild Life. Best of treatment. Concessions—Photos, Popcorn, Floss, Gallery, Palmistry, Ball Games, Fish or Duck Ponds, High Striker, Custard, Clothes Pin, Weight, String Game, Agents for Percentage. Office owned. This Show now carries 6 Rides, 4 Shows, 30 Concessions, Light Towers, Front Arch, etc. Our past, present and future route speaks for itself. Such popularity must be deserved. Wire, write or come on.

McAllister, Okla., this week; with the big one, Minden, La., Fair, to follow.

JIM LIVINGSTON  
Gen. Representative

TED WOODWARD  
Owner-Gen. Mgr.

GEORGE HANLON  
Legal Adjutor

## WILL SACRIFICE

1947 Model, 30-gallon-per-hour Eze-Freeze Custard Machine, mounted in special-built body on long Chevrolet Truck Chassis. Outfit used only nine weeks. Electric Hot Water Heater, Storage Tank, Sink, Electric Refrigerator and Fluorescent Lighting throughout. Guaranteed A-1 condition. Cost \$5,500.00 to frame. Will sacrifice for \$4,000.00 cash if sold before Oct. 10, or will trade on A-1 32 or 36-ft. Merry-Go-Round. Address:

**J. C. DUNCAN, care Johnny J. Denton Shows**  
Cullman, Ala., Sept. 29-Oct. 4; Athens, Ga., Oct. 6-11.

## "HERE'S LOW-COST ELECTRICITY"



Let a portable Universal Lighting Plant provide all the electricity you need—at less than city rates. Models for all requirements—to light from 10 to 500 bulbs. Low cost, compact, lightweight, reliable—they pay for themselves in a short time. Write for free literature.

**Universal LIGHTING PLANTS**

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426 Universal Drive • Oshkosh, Wisconsin

## SOUTHERN AM. CO.

WALLER CO. FAIR

Hempstead, Tex., Oct. 2-3-4

POLK CO. FAIR

Livingston, Oct. 7-11

LIBERTY BI-CO. COLORED FAIR

In Texas, Oct. 31-Nov. 1-2

All legitimate Merchandise Concessions open.  
Address: A. B. VOGT, Mgr.

## WANTED

AURORA, MO., FAIR, OCT. 8-9-10-11

Legitimate Concessions of all kinds. Also Colored Minstrel or any worth while Show. Will book Kiddie Train Ride or Ride not conflicting with what we have. This Fair is held on the Square and estimated attendance, four days, 80,000 people. Phone or wire

## FUNLAND SHOWS

Phone 3-7720, 341-343  
EAST KEARNEY, SPRINGFIELD, MO.

## Sunflower State Shows

THIS SHOW HAS NOT BEEN SOLD AS WAS RUMORED

Will sell 1946 Mix-Up, Gas Power, 24 Seats. Ford Truck, Semi. All for \$1,500.00 Cash. Will book all Shows and Concessions. Show will be out 8 more weeks. Ringling Home Coming now, then West Texas. Wire:

**C. A. GOREE**

Ringling Home Coming, Ringling, Okla., this week.

## WANT CONCESSIONS

Especially want Ball Game, Cat Rack, Fish Pond, Cigarette Shooting Gallery, Diggers, Photo, Darts, Bingo, Ride Help. Out till December. All replies to

## A & M United Amusements

Swifton, Ark., this week; then per route.

## CARNIVAL WANTED

For

Elberton, Ga., Colored Fair

Week of Oct. 27 or Nov. 3.

Address: I. V. HULME, Anderson, So. Car.

## PEARLENE SHOWS

Want for Pond Creek, Okla., County Fair and Auto Races, Oct. 7-8-9-10, others to follow: South to Cotton. Rides: Wheel, Chairplane or any ride not conflicting. 20% of net. Shows: Any Show of merit. Concessions: Bingo, Grab, Fish Pond, P.T.W. All Concessions are open, 1 P.C. open, all Count and Coupon open. Wire or come on.

**E. F. UNDERWOOD**

STONEWALL, OKLA., SEPT. 29 TO OCT. 4.

## ATHLETIC TALENT

Join West Helena, Ark., Fair, now; Marlanna, Legion Jamboree follows. Want Cookhouse, Grab, Popcorn, Apples, legitimate Hanky Panks, come on, oodles of space. Best territory on earth for Bicycles. Minimum charge. Carpenters, Painters, Ride Men, those who work with their hands preferred.

## DYER'S GREATER SHOWS

FOR SALE

## FROZEN CUSTARD MACHINE

Mounted on GMC Truck, just overhauled, 3 new tires. Each freeze machine very good condition, fluorescent lighted, hot running water.

Price, \$3000.00.  
JOHNNY LEFLER, Mad Cody Fleming Shows  
Greensboro, Ga., Sept. 29-Oct. 4.

## FOR SALE

1—1947 Dayton Miniature Train, With Five Cars and 600 Ft. of Portable Track.

1—Dark Ride, New This Year.

1—Fly-O-Plane.

Terms: Cash.

Can be seen in Birmingham at the Alabama State Fair this week, or Columbus, Ga., next week.

**A. "DUTCH" WILSON**  
c/o HENNIES BROS.' SHOWS

## DORSON & GOODMAN

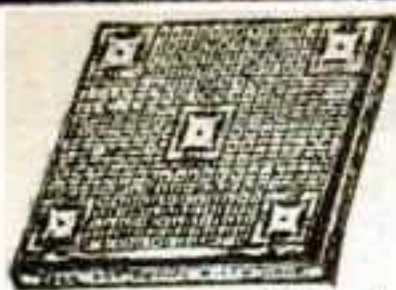
CAN PLACE

For Richmond, Va., Bingo Callers and Counter-men, also Cookhouse help.

**GEO. GOODMAN**

Cetlin & Wilson Shows  
Frederick, Md., this week.





**PENNY PITCH GAMES**

Size 46x46", Price \$37.50.  
Size 48x48", With 1 Jack Pot, \$45.00.  
Size 48x48", with 5 Jack Pots, \$50.00.

**PARK SPECIAL WHEELS**

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price ..... \$22.50

**BINGO GAMES**

75-Player Complete ..... \$6.00  
100-Player Complete ..... \$8.00

1/3 Deposit on All Orders.

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116-122 W. Illinois St. CHICAGO, ILL.

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All Readings Complete for 1947  
Single Sheets, 8 1/2 x 14, Typewritten. Per M. . \$5.00  
4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity. Each ..... 1 1/2  
Analysis, 8-p., with White Cover. Each ..... 1 1/2  
Forecast and Analysis, 10-p., Fancy Covers. Ea. \$4  
Sample of the 4 Readings. Four for 25¢.  
No. 1, 25 Pages, Assorted Color Covers ..... \$54

**NEW DREAM BOOK**

120 Pages, 2 Sets Numbers, Clearing and Policy.  
1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.  
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound ..... 25¢  
PACK OF 75 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. \$54  
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"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢.  
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit. Our name or ads do not appear in any merchandise. Samples postpaid—prices. Orders are P.P. Extra.

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READY-TO-EAT POPCORN PRODUCTS

**ALL ALUMINUM**

**12 QT. POPPER**  
Equipped with Lifetime Micro Precision Heat. Only Treated Gears. **\$16.00**  
6 Qt. Popper, All Aluminum Gearless. **\$10.00**

**NEW ATOM POPPERS**  
ALL ELECTRIC. FOR IMMEDIATE DELIVERY.  
PORTABLE GASOLINE UNITS. USED EQUIPMENT OF ALL KINDS. POPCORN SUPPLIES.

**B & B POPCORN CO.**  
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V Belt Drives, Disc Clutch, Steel Cut Pinion Gears, Le Roi Power Units, Steel Tubing Welded Fence.

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PINCKNEYVILLE, ILL.

**NEW FORTUNE Buddha Papers on NEW WHITE Paper**  
MASTER OUTFITS NOW AVAILABLE.  
**S. BOWER**  
Belle Mead, N. J.

**HUBERT'S MUSEUM**  
228 W. 42nd St., New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts.  
State salary and all particulars in first letter.

**MIDWAY CONFAB**

Rita Raye has joined the Majestic Greater Shows with a side show.

Openings on ballys might improve if every talker had to read his opening, verbatim, in cold type.

Billy Logsdon, Wonder City Shows, reports receiving a shipment of big pythons for his Monster Show.

Pinky Pepper and Tex Putegnat, Wonder City Shows, renewed acquaintances with Mr. and Mrs. Doc Ward at Monticello, Ark., recently.

Johnnie Reddick has his *Black and Tan Revue* on the Morris Hannum Shows and reports that "it is doing fine."

A look about midways reveals that they've repealed the old rule which used to compel talkers to wear neckties.

Mr. and Mrs. John L. Cole, of the Endy Bros.' Shows, celebrated their seventh wedding anniversary September 19 in Chattanooga.

George J. Brunelle, Troy, N. Y., employee of Coleman Bros.' Shows, was seriously burned when his truck overturned en route to Rochester, N. Y., for the fair.

Leon Long visited Doc Anderson on the Crescent Amusement Company at Lexington, N. C., September 24, and Fount Woods, trombonist in the side show on Cole Bros.' Circus, at High Point, N. C., September 26.

Pessimism over the future of midways is expressed mostly by those who always said that it was too good to last.

Since joining the World of Pleasure Shows at Monroe, Mich., W. O. King (King Amusements) reports that his long-range gallery has done big biz. The Kings have contracted to open with WOP in Detroit in April.

Line-up on the Lou Davis Oddities on View on the Silver States Shows follows: Lou Louette, annex; Diana White, electric chair; Tony Mesa, free act; Lou Davis, front; C. W. Wyster, manager, and Stella.

Billie Timberlake, annex attraction, closed with the Mighty Hoosier State Shows at Greensburg, Ind., and returned home to Noel, Mo., for a visit before starting to play theaters with a mental act.

Hat should be passed for the poverty-stricken geek showman who, in these times, is forced to ask for two-bit admissions instead of the boom-time half-buck.

Walter K. Sibley, executive secretary of the National Showmen's Association, recently negotiated a new lease on club headquarters in the Palace Theater Building, New York. Redecorating will be started immediately.

Bunny Venus, dancer and show operator, visited Boly Betty, fat girl on the World of Mirth, and Al Porter, of the side show, in Bangor, Me., and also with Ray Rayette on Bailey Bros. Miss Venus is now playing fairs.

During Turner Bros.' Shows' stand in Champaign, Ill., recently, Sam Spanglo blossomed out with what showfolk thought was a new trailer,

**R. H. WORK SAYS—**  
"The BIG ELI No. 12 is truly a beautiful ride, not only in appearance but in performance; the all-steel seats are so easy to handle. We have had many compliments on the ride. 1947 was the biggest July we ever had in the Park."  
Another owner of BIG ELI Wheels for 25 years is pleased with improvements and performance of his new No. 12. Sure sorry we cannot build wheels fast enough to meet the demand. Thank you, BIG ELI customers, for your patience.  
**ELI RIDE COMPANY**  
800 Cass Avenue Jacksonville, Illinois

**HEADQUARTERS FOR WORLD FAMOUS CONCESSION EQUIPMENT AND SUPPLIES**  
**BLEVINS POPCORN CO.**  
Nashville, Tenn.

**TURNER BROS.' SHOWS WANT FOR FIREMEN'S FALL FESTIVAL, EAST PRAIRIE, MISSOURI**  
Concessions that work for 10¢ and stock. Opening Tuesday, Oct. 7, with string of Southern dates to follow. FOR SALE—Completely equipped Cook House.  
Wire c/o East Prairie, Mo., this week.

**Upper Marlboro Fair, Md.**  
October 6th to 12th Inclusive Day Night  
**WANTED**  
Girl Shows and Other Shows. Also Custards.  
**WM. E. LONG**  
22 S. Fulton Ave., Baltimore 23, Md.

**TIP TOP SHOWS WANT**  
Few more Concessions and Ride Help. No gypsies or drunks.  
**LOUISE, MISS., thru Oct. 4th.**

**FOR SALE OCEAN WAVE**  
Very good condition, seats 36 adults. Can be seen in operation.  
**C. H. TOTHILL**  
LAKEWOOD PARK, YOUNGSTOWN, N. Y. Telephone 59

**FOR SALE**  
1947 Spitfire, side loader, with electric motor. Used only ten weeks. Must sell.  
Apply:  
**G. & S. AMUSEMENT CO.**  
Salisbury Beach, Mass.

**MOVED Baker's Game Shop**  
8108 Desoto Ave. Detroit, Mich.  
Phone: Un. 2-0464 No nite calls.

**Popcorn Profits Doubled with CRETORS auxiliary GIANT MODEL 41**

A fast, trouble-free popper that pops corn direct in the seasoning and salt. Pops two pounds of raw corn each popping, giving about 19 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission.

<b>PURDUE HYBRID S. A. CORN</b>	<b>Immediate delivery on Coconut Oil, Peanut Oil, Salt, Boxes</b>
<b>\$10.75 Per 100 Lb. Bag</b>	

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**GENERAL MOTORS DIESEL SALES AND SERVICE — PARTS**  
**BEMISS EQUIPMENT CORP.**  
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**OCTOPUS ROLLOPLANE FLY-O-PLANE**  
World's Most Popular Rides  
**EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.**

**FLASHY PLASTER LOWEST PRICES**  
LARGE (Asst.), \$18.50 PER 100; MEDIUM (Asst.), \$10.00 PER 100.  
PIN-UP GIRLS (Asst.), \$15.00 PER 100.  
25% Cash With Orders, Balance C. O. D.

Write or Wire **BOTTO NOVELTY PLASTER CO.** ACT NOW!  
3032 WALTON PLACE ST. LOUIS 15, MO.



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Tickets—Paddles—Laydowns

Complete BINGO Outfits  
FAIR AND CARNIVAL  
SUPPLIES AND EQUIPMENT

DEVIL'S ALLEY  
CANDY RACE TRACK  
JUMBO DICE  
SKILLOS  
COUNTRY STORE WHEELS, 42"  
ALUMINUM MILK BOTTLES

CHUCK CAGES  
WATCH-LA BLOCKS  
HOOPLA BOXES

Write for Catalog

H. C. EVANS & CO.  
1520-28 W. Adams St., Chicago 7

but it developed to be only a new paint job applied by the Rogers Trailer Ranch.

Being scorned is well understood by an agent who booked his show at a blank fair and couldn't get another show manager to buy it.

Detroit Notes: Mr. and Mrs. Charles J. Stapleton spent several days in Hillsdale. . . . Walter (Wingy) Schafer is settling down at his home here to do sheet writing for the winter after spending the season as press agent for the W. G. Wade Shows.

While making the hop from Champaign to Rockford, Ill., with Turner Bros.' Shows, Mr. and Mrs. J. A. Waters' trailer broke loose from its moorings and skidded into a corn field, with the principal damage incurred being the barbed-wire fence cutting into the front of the trailer.

When a Wheel agent advised that he could never again live on small money, his boss retorted: "Some day, you'll go back to it along with the 10-cent hot dog."

Lucky Bishop, magic and escape, who recently finished a week's engagement at the Hotel Marquette Mirror Room, Hot Springs, is now in Cincinnati visiting his mother. His assistant, Linda, is visiting her family in Lexington, Ky. They plan to play Dallas and other Texas cities, working schools and hotels.

After closing with Carl J. Lauthes's Side Show on the Gooding Greater Shows, Alice Burns returned to her home in Washington. She plans to visit Percilli Emmette Bejano on the Royal American Shows and also visit friends in New Orleans before leaving for the West Coast for the winter. She will stay in Los Angeles until spring.

Call a talker a liar and he's ready to fight, but when you tell him, "you really made a strong opening with nothing in the show to back it up," he's proud.

While showing the Kennewick (Wash.) Grape Festival (September 18-20), Rae Terrill, of the Meeker Shows, entertained Ralph Edwards, of *Truth and Consequence*, radio network show, which emanated from Kennewick Saturday (20). Terrill (See *Midway Confab* on page 44)

# BETTER BUILT MONEY MAKERS

## ★ ALL ELECTRIC CANDY FLOSS MACHINE

Our new Super Model #111 is extremely easy to operate—even a child can do it. Single Spinnerhead, \$227.50; Double Spinnerhead, \$245.00; Single Bands and Ribbons, \$5.00 each; Double Bands, \$15.00 each.

WE REPAIR ALL MAKES OF MACHINES



## ★ NEW SARATOGA ALUMINUM POPPER . . .

Makes delicious French Fried Popcorn—sells fast! Easy to operate. Very profitable. Constructed of heavy aluminum. Closed gear housing enables us to guarantee freedom from gear jamming. Lowest priced corn popper on market of equal quality and capacity. 3/32" aluminum, 12-qt. capacity, \$20.00 each. Meets all state health requirements. Durable cast aluminum top, dependable. Also 8-qt. kettle, \$10.00; 35-qt. Gearless Kettle, \$37.50; 6x6 taps with frames, \$150.00. Write today.



## ★ FRENCH WAFFLE OR ROSECAKE MOLDS "GET THE ORIGINALS"

Large 4" commercial size of cast aluminum. Light and easy to handle. Made in three designs: six-sided, round, and scalloped. Complete with wooden handles and formulas, \$2.50 each. WE'VE SOLD THESE MONEY MAKERS SINCE 1905.



All items ready for immediate shipment. Terms: 25% with order, balance on delivery. F. O. B. Toledo.

CONCESSION SUPPLY CO.

BOX 133, STATION B

Phone: Kingswood 2408

TOLEDO 6, OHIO

# 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-104 Muncie, Indiana

## IS YOUR VOLTAGE LOW?

I have a voltage booster operating on 115 volt AC circuit with a 10% and 20% boost. Will handle 1500 watt load. For special application, please write. \$15.00 each. In lots of five or more, will allow 15% discount.

W. R. DORSETT  
Route 6, Macon, Ga.

## WANTED OCTOBER 6-11, 1947

Candy Butchers and Hustlers for Grand Stand.  
See  
PAUL BOTWIN  
Fair Grounds, Richmond, Va.

## RUPE'S MIDWAY FOR FUN

Want any legitimate Concessions that do not conflict. Agents for Cork Gallery, Short Range Lead, Glass Pitch and Mug Outfit.

W. R. RUPE, Mgr.  
Roby, Texas, all week.

PRODUCING AMERICA'S BEST  
Carnival and Circus Show

## BANNERS

SNAP WYATT STUDIOS  
1909 Franklin St. TAMPA, FLA.  
Phone: M-63562

## WANTED WANTED

### COOK HOUSE HELP

Griddle Men

Short Order Chef

Waiters

TED WILLIAMS

Cetlin & Wilson Shows

Frederick, Md.

## WANTED

Can place Ride Help that can drive. Will book Hi-Striker, Jewelry, one Flat Ride and Basket Ball. Address:

DANNY ARNETT, Mgr.

American Eagle Shows

Keiser, Ark., Sept. 29 to Oct. 4

## FOR PROFIT AND FLASH THE SPITFIRE

IS "SUREFIRE"  
WORLD'S MOST BEAUTIFUL RIDE  
FRANK HRUBETZ & CO. SALEM, ORE.



MODERN

## CHAIRPLANE AND KIDDIE AIRPLANE RIDE

IMPROVED

WRITE FOR CATALOGUE.

Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.

SMITH & SMITH, SPRINGVILLE, N. Y.

## CATERPILLAR RIDE FOR SALE

Only \$2500. R. E. Chambers make, now in operation, new top, fully equipped. Will need overhauling. Buyer takes apart and removes.

ROCKAWAYS' PLAYLAND

BEACH 98TH STREET

ROCKAWAY BEACH, L. I.

## POPCORN CARTONS

We have a complete stock of the most popular concession sizes, Large 10¢ Medium 10¢ and Small 10¢ size. All you want, no limit. Stock up now and be all set for the Fair season.

GOLD MEDAL PRODUCTS CO.

318 E. Third Street

Cincinnati 2, Ohio

Prices Effective March 1, 1947

## ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000  
\$25.00

10,000 ..... \$ 8.50  
20,000 ..... 10.25  
50,000 ..... 15.75



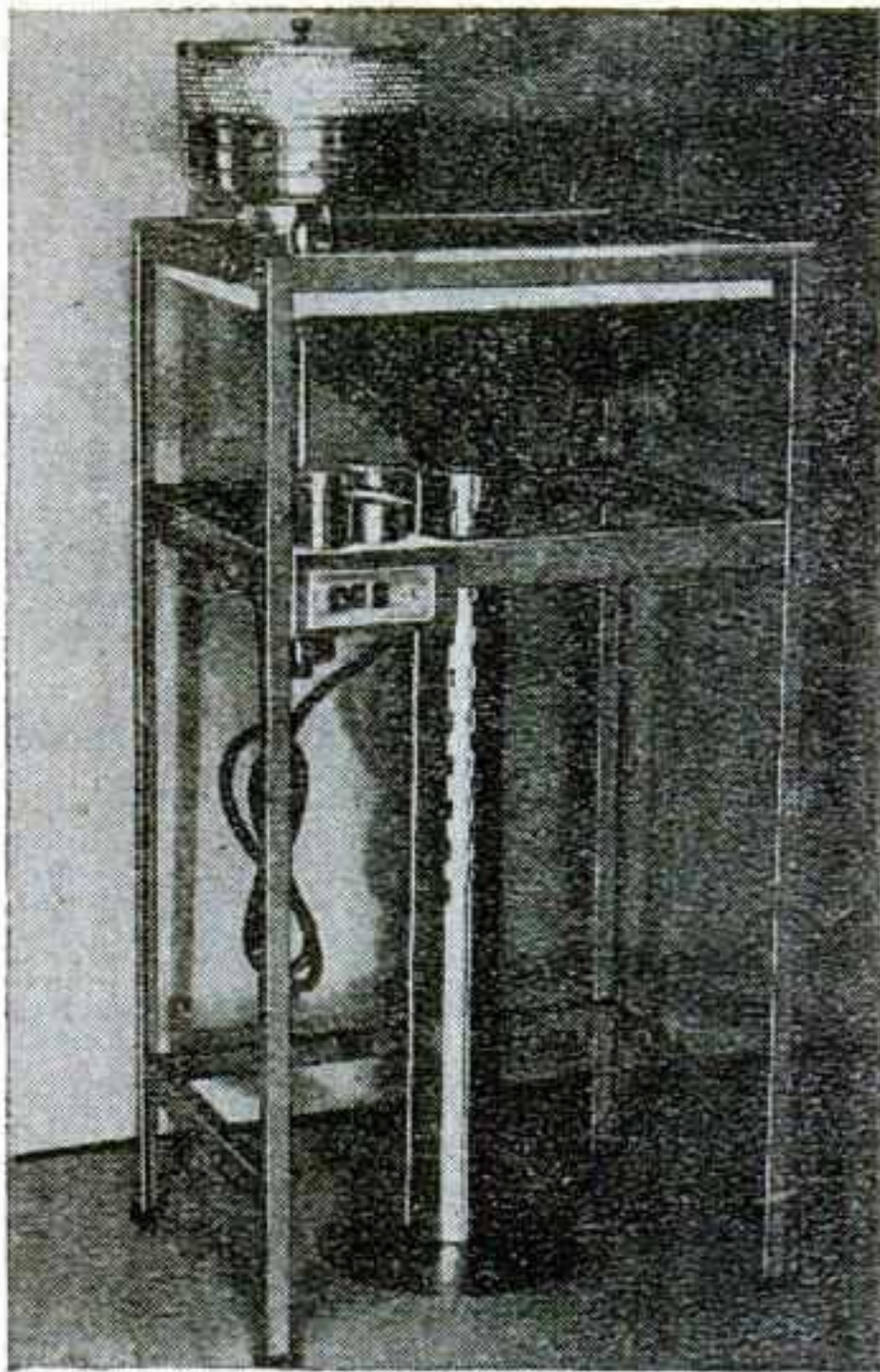
## Be Sure... with O. V. T.\*

### New Standard Popcorn

#### \*OFFICIAL VOLUME TESTER

Cretors O.V.T. is the only official measuring yardstick of the popcorn industry. For the first time, you are assured of a uniform method and standard tester that allows you the same margin of profit every time.

Capacity of 6 ounces per popping. Frame of heavy welded steel with stainless steel hopper and accessories. Measures are accurately calibrated. May be plugged in ordinary base plug. A.C. motor. D.C. when available (at extra cost). Dimensions: height 48", width 24", depth 18".



**\$298.50** F. O. B.  
Chicago

Approved and used by National Association of Popcorn Manufacturers and Popcorn Processors' Association

## C. CRETORS & CO.

602 West Cermak Road

Chicago 16, Ill.

## L. J. HETH SHOWS

FAIRS TILL NOVEMBER 15

**WANT:** Girl Show, Animal Show, Iron Lung, Mechanical City.

**CONCESSIONS:** Exclusive open on Photo Gallery, Novelties and Custard. Other Hanky Panks open.

Show will positively play Florida. All replies:

Carrollton, Ga., now; Covington, Ga., next week.

## PIONEER SHOWS

*high class midway attractions*

10TH ANNUAL TURBOTVILLE COMMUNITY FAIR, TURBOTVILLE, PA., OCT. 7-11  
Day and Night, the biggest in the history of this Fair. This Fair receives State Aid.

A bona fide Agricultural Fair. First held since the war.  
All legitimate Concessions. Eating and Drinking Concessions open. Shows, except Girl Show.  
Rides not conflicting. Answer this week, MANSFIELD, PA.

**MICKY PERCELL**

### THE "LUCKY SEVEN" GAME

FOR THE OUTDOORS

IT'S NEW — IT'S EXCITING — IT'S A MONEY MAKER!

For information write now to

**ANTHONY DISPLAY CO., 26 Gore St., Hamilton, Ont.**  
MANUFACTURERS — WRITE FOR LICENSE — THIS GAME IS HOT!

### D. & H. SHOWS

Want for Pikeville, N. C., Street Fair and Festival, Oct. 6th to 11th, in the heart of town.  
Several more good ones to follow. Out all winter.

Place one or two more Rides. Will book, buy or lease Ferris Wheel. Place few more Stock Concessions or P.C. Place one Mitt Camp, any worth-while Show. Can use Ride Help for winter's work.

Bailey, N. C., this week; Pikeville, N. C., next.

### Midway Confab

(Continued from page 43)

said the stand netted him the three biggest days of his career, the midway being jammed daily from 10 a.m. until 1:30 a.m. with good spenders.

Carlton (Russ) Shreaves writes from New Church, Va., that he visited the Virginia Greater Shows at Crisfield, Salisbury and Pocomoke City, all in Maryland, and the Dumont Shows in the same spots. He also infers he caught the King Bros.' Circus and renewed acquaintances with the Zoppe-Zavotta family on the Hunt Bros.' Circus. Shreaves adds he now operates a dancing school in Pocomoke City.

In order to let the machine age help do his work, a talker made a record of his opening. When the record was played for the first time the talker gasped, "Good gosh! Have I been telling people that?"

Among the concessionaires at the Nashville Fair were Avory C. Christy, two cookhouses; Byron Christy, two cookhouses; J. E. Grizzard, grab; Charles Golding, two pineapple whips; Mrs. Walter Long, cookhouse; R. C. Mills, candy floss and chocolate whip; Milt Morris, candy apples; Nan Rankine, palmistry; George Reinhardt, cookhouse; Mrs. J. C. Simpson, photos; J. D. Sullivan, popcorn and peanuts; Richard D. Swain, cookhouse; B. O. Tucker, cookhouse and grabs; G. A. Tucker, cookhouse; W. J. Winslow, age and picture machine, and Lawrence Weir, cookhouse.

Members of the Missouri Show Women's Club who attended funeral services in St. Louis recently for Lucius B. Smutz included Mrs. Dee Lang, Gertrude Lang, Lee Belmont, Bea Dawson, Mrs. Al Donahue, Mrs. John K. Maher, Delores Maher, Mildred Laird, Peggy Grimm, Blanche Maher, Mrs. Teresa Sidenberg, Arlene Sidenberg, Mrs. Earl H. Bunting, Mrs. Floyd Hesse, Mrs. Ida McCoy, Ada Miller, Mrs. Maurice O'Neil, Mrs. R. F. Mackey, Mrs. Marshall Dean, Mrs. Florence Cobb, Mrs. Frank B. Joerling, Alice Belmont, Lorraine Belmont, Mrs. Ed Campbell, Mrs. Orville Van Stratten and Mrs. Leonard Graves.

### CONCESSION TRAILERS



"Calumet Built" by Experts who know your needs!  
● All-Clad Airplane Aluminum and Non-Breakable Plexi-Glas Exterior.  
● Flashy Translucent Roof Corners.  
● No Set-Up Required—Always Ready to Operate.  
● 2 Large Vending Windows.  
● Unequaled Customer Handling Efficiency.  
● Smooth Rolling on the Road.

#### PROMPT DELIVERY

Size, 7 1/2 Ft. Wide, 12 Ft. Long. Interiors Set Up to Your Specifications. Write and State Your Needs for Further Details and Prices.

#### THE CALUMET COACH CO.

Special Vending Trailers for Carnivals

11575-77 S. Wabash Ave.  
Phone: COMmodore 7251  
CHICAGO 26, ILL.

### FOR SALE

Penny Arcade, built on Dodge Semi Truck. 37 machines. Must be seen to be appreciated. Will sell cheap.

**SUDENFIELD AMUSEMENT CO., INC.**  
Old Orchard Beach, Maine

### FOR EXPORT

Popcorn Machines & Concession Equipment & Supplies

**BLEVINS POPCORN CO.**  
NASHVILLE, TENN.

### WANTED TO BUY

Portable Scooter Building, with or without Cars, size 40 by 80 or larger; all-steel construction preferred.

**GRIFFEN AMUSEMENT COMPANY**  
JACKSONVILLE BEACH, FLORIDA

## W - A - N - T - E - D

### K-KISS WRAPPING MACHINES

NEW OR USED

WRITE — PHONE — WIRE

**NORTHWESTERN SALES AND SERVICE COMPANY**

4105 16TH AVE.

Windsor 9-3600

BROOKLYN 4, N. Y.

## VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

WANT

Girl Show Manager with three or more Girls to join at once to take over two Girl Shows: Want Popcorn and Candy Apples, String Game, Bowling Alley, Hoop-La, Pitch Till Win, Cigarette Pitch, Ball Games, French Fries, Age and Scales, High Striker, Penny Pitches, Bumpets and Grind Store, Penny Arcade and Motor Drome. Whiteville, North Carolina, this week; followed by Wadesboro, North Carolina, Fair; Chesterfield, South Carolina, Fair; Bennettsville, South Carolina, Fair, and the Great Marion, South Carolina, Fair. Write or wire

**WM. C. MURRAY**  
WHITEVILLE, NORTH CAROLINA

### STANDARD AMUSEMENTS

OUT ALL WINTER

Place few more Stock Stores, Photos, Fish Pond, String Game, Bumper, Cork Gallery, Hoop-La, Pitch Till Win, any Hanky Panks. Place one more Side Show. Fairs to follow.  
Greene County Fair, Greeneville, Tenn., Sept. 29 to Oct. 4.

**ALBERT L. ANDRE, Gen. Mgr.; BRYANT TINDALL, Con. Mgr.**



## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Sept. 27.—The 1947 visitation program was completed September 20 with a visit to Holman's Rides at Port Gibson, N. Y.

During the past five weeks five more personnel membership cards were issued to the B. & V. Shows, which brings their total up to 48. Leading contenders in the personnel membership race are Penn Premier, 263; James E. Strates, 250; Endy Bros., 112; Gooding Greater, 106, and W. G. Wade, 101.

Billboards have been banned in Oklahoma and will no longer be permitted on federal or State highway rights of way, but billboards visible from State highways but located on private property are permitted under the order of the Oklahoma State Highway Department.

A research service advises of an

### OUTDOOR CEL. COMMITTEES, READ THIS

A high-class Novelty Trapeze Act available for Outdoor Celebrations, Fairs, etc. Also for Indoor Events. Attractive equipment. Real Act. (Platform required for Outdoor.) For full particulars address: CHARLES LA CROIX, 1304 South Anthony Blvd., Fort Wayne 4, Indiana.

### LAKE CITY EXPO SHOWS

Booking Concessions of all kinds. Want Ferris Wheel Foreman; Burton Polky, contact A. H. Herman Fair at once.

**J. M. JONES**  
Monterey, Tenn.

### GRIMM'S GAYLAND SHOWS

Shows, Rides, Concessions not conflicting. Playing the best cotton in delta. Come get your winter B. R.

H. L. GRIMM

Cruzer, Miss., Sept. 29-Oct. 4.

## ROYAL EXPOSITION SHOWS

WANT

for Middle Georgia Fair, Milledgeville, Ga., week October 6th. Rides not conflicting with what we have, Penny Arcade, Diggers, Rotaries, Hanky-Panks, Custard, Novelities, etc. Can use Funhouse, Wild Life, Motordrome, Illusion Show, Big Snake and Mechanical City. Rides, 35 per cent; Shows, 30 per cent to office. Have De Luxe Diner completely equipped in every respect and flashed with mammoth neon signs for sale. Can be booked on show for balance of season.

Address this week, Ft. Valley, Ga., then as per route.

## EAST ST. LOUIS JUNIOR CHAMBER OF COMMERCE PRESENTS

### EAST SIDE INDUSTRIAL FIESTA

OCTOBER 7 THRU OCTOBER 11

5 DAYS AND NITES

STATE AND 20TH STREETS — MORE THAN A HUNDRED EXHIBITS

SUN BROS.' SAWDUST AND SPANGLES

ALL-STAR HIPPODROME AND EXTRAVAGANZA

A \$10,000 PRODUCTION

Tremendous membership advance sale. A limited amount of very desirable display space for Exhibitors and Demonstrators still available. Can place Legitimate Merchandise Concessions, attractive Lunch Stand or Grab outfit. No Bingo, Wheels, Percentage, Flat Stores or Palmistry.

Address all communications to GENE CHAMBERS, East Side Industrial Fiesta  
503 Missouri Ave., East St. Louis, Illinois.

## Zacchini Bros. SHOWS

WANTED

WANTED

WANTED

For the biggest still date known in Texas and all winter LEGITIMATE CONCESSIONS—Fish Pond, Bumper, Ball Game, Hoop-La, French Fries, Candy Apple, Mitt Camp and any 10¢ Concession. SHOWS—Girl Show, Side Show, Animal Show, Fun House or any Show with own equipment. Kitty and Millie, wire or come on. Those joining now will receive preference. Best route in South.

Henderson, Tex., this week; Longview to follow. Wire

**HUGO ZACCHINI**

WANTED

Ride Help, especially Octopus Man that knows how. Few more Stock Concessions. No gypsies, no racket, no gate. One of a kind. All replies to

**JOHN B. DAVIS, Mgr.**

## SOUTHERN STATES SHOWS

Camilla, Ga., this week; Sylvester, next.

## Nicki Ross and Hell Drivers Show at Chapel Oaks, Md.

CHAPEL OAKS, Md., Sept. 27.—Nicki Ross and Her Hell Drivers staged a benefit show for the Chapel Oaks Volunteer Fire Department here Sunday (21). Show was given strong publicity and advertising.

Besides Nicki, other stunters were Bruce Hall, James Paul Walker and Reds Fowler.

Malcolm L. Morrison did the announcing, with Spencer A. Stine handling the novelties.

## Leavittsburg, O., Cancels

LEAVITTSBURG, O., Sept. 27.—The Leavittsburg Firemen's Fall Festival, scheduled week of September 29, has been canceled, Arnold Bickley, concession chairman, announced.

improved tacking tool which permits accurate stapling of advertising paper and development of a liquid cleaner for the restoration of paint brushes.

The weekly indicator of business activities indicates that altho some prices are increasing, incomes also are increasing and employment continues at an almost record rate. Altho there is still considerable uncertainty, it is expected business conditions will continue to be satisfactory.

Withholding tax reports for the amounts withheld during September must be filed by October 10, provided that amount exceeds \$100. Tax returns for corporations, individuals and partnerships operating on a fiscal year ending July 31 must be filed by October 15, and the third-quarter social security returns, the quarterly unemployment tax return and the third-quarter withholding tax return must be filed by the end of October.

## SIX MORE BIG FAIRS TO GO



Cullman, Ala., this week, followed by Athens, Ga., and then four more Alabama Fairs.

CAN PLACE

CAN PLACE

CONCESSIONS—All Concessions open except Bingo, Popcorn and Diggers.

Good opening for Cookhouse, Photo Gallery, Candy Apples, French Fries and all other Stock Concessions.

RIDES—Will give good proposition for two more Rides for Athens, Ga.

Can use Spitfire, Moon Rocket, Flyoplane or any other not conflicting.

SHOWS—Have good proposition for Monkey Show.

Wire

**JOHNNY J. DENTON**

Care Johnny J. Denton Shows, Cullman, Ala., this week.



WANT

WANT

WANT

CONCESSIONS: Will book Stock Concessions of all kinds, \$25.00 per week. Need a few more Agents for office-owned. SHOWS: Can place a few more Shows with own transportation and equipment that don't conflict with what we have, 20% to office. Want complete organized Minstrel Show to join at once for six more bona fide Georgia Fairs. Luke King, Big Jim, contact. RIDES: Will book one more major Ride for balance of season. Would like to book Spitfire or Caterpillar.

ROUTE: Sparta, Ga. (Fair), Sept. 24-Oct. 4; Wrightsville, Ga. (Fair), Oct. 6-11.



WANT

For Hartsville, S. C., White Fair, Oct. 6-11; with six more Fairs to follow. Can place Concessions of all kind, no exclusive. Good opening for Bingo to join on wire. Want Foremen and Second Men on following Rides: Caterpillar, Octopus, Chairplane and Merry-Go-Round. Can place one or two more Shows; have complete outfit for Girl Show. Can place Lot Man. Leo Hirsch wants Coupon and P.C. Agents. All wires to

**FRANK HARRISON, Manager; REID McDONALD, Bus. Manager**  
Clinton, S. C., this week; then as per route.

## PAGE BROS.' SHOWS

WANT

For Robertson County Fair, Springfield, Tenn., next week. Slum Concessions of all kinds, Hoop-La, String, Fish Pond, Bowling Alley, Pitch-To-Win, Cotton Candy. Need no Rides or Shows, have 7 of each.

CHEATEM COUNTY FAIR, ASHLAND CITY, TENN., this week;  
ROBERTSON COUNTY FAIR, SPRINGFIELD, TENN., next week.

## WALLACE & MURRAY SHOWS

BOOKING NOW

Merchandise Concessions, Frozen Custard, Shooting Gallery and Slum Concessions of all kinds. Also Shows not conflicting, for Perry, Ga., Legion Celebration, week of October 6; Cochran, Ga., Community Fair, week Oct. 13, and other dates until Armistice Day. Address:

**JACK MURRAY, Mgr.**

MANCHESTER, GA. (TRI-COUNTY FAIR), THIS WEEK.

WANTED

Merry-Go-Round Foreman, Second Men to drive Semis, all Rides, Ticket Sellers, Pea Pool Dealer, join at once. Fairs through Nov. 11.

## DON FRANKLIN SHOWS

La Grange, Texas

## KNOXVILLE'S NEW PLASTER SHOP

Wants expert Mould and Shell Maker, experienced in (NUPLAMOLD) rubber. Must be GOOD and sober; state experience and salary expected. We make high class, high flash Carnival and retail statuary.

**CUMBERLAND STATUARY COMPANY**

Phone 2-3780

101 E. FRONT ST., KNOXVILLE, TENN.

Phone 6-2524 Nights



**SIX MORE BIG FAIRS  
GOLDEN BELT FIVE COUNTY FAIR**

Henderson, N. C., Week October 6th-11th  
THIS IS THE BIGGEST AND BEST FAIR IN EASTERN CAROLINA.  
HERE IS YOUR CHANCE TO GET SET FOR THE WINTER B. R.



**Week October 13th-18th  
HALIFAX COUNTY GREATER FAIR  
SOUTH BOSTON, VIRGINIA**

POSITIVELY THE CREAM OF ALL VIRGINIA FAIRS.

A NATURAL FOR ANYONE . . . DON'T MISS . . . DON'T MISS . . . DON'T MISS.  
WANT CONCESSIONS OF ALL KINDS . . . WANT CONCESSIONS OF ALL KINDS.

Can place one more Custard, all types Eating Stands. Will place any worth while Attraction. What have you? Curley Shoemaker wants all types Cookhouse Help. Bob White wants young, attractive Ladies for our Scandals Revue. Ride Help of all type wanted, those driving Semis preferred. NOVELTIES . . . NOVELTIES . . . NOVELTIES . . . Can use. Will place.

WIRE WIRE WIRE

**SAM E. PRELL, PRELL'S BROADWAY SHOWS**  
Marlboro Big Cotton Fair, Bennettsville, South Carolina, this week; then per route.

**THE LITTLE GIANT  
POPCORN VENDER**



MODERN—Illuminated Plastic features trimmed in stainless steel, which will beautify any back bar, counter, soda fountain, etc. Chromalox heating elements (not a bulb).

PRACTICAL—Guaranteed against mechanical defects. No service calls necessary.

ECONOMICAL—Small Investment. Large Profit.

Designed, Engineered and Location-Tested by a working operator. UNLIMITED OPPORTUNITY . . . COUNTLESS LOCATIONS AVAILABLE. Eight-gallon capacity, may be increased thru use of larger plastic cylinder. Measurements: 15"x12"x29". Portions controlled by size of bag or bowl.

IN PRODUCTION READY FOR DELIVERY \$55.00

1/3 Deposit, Balance C. O. D.

**ABC POPCORN CO.** 3441 W. North Ave. CHICAGO 47, ILL. BELMONT 7103  
Wholesale and Supplies

**J. L. (JIMMIE) HENSON SHOWS**

A NAME THAT STANDS FOR CLEAN SHOWMANSHIP

**WANT**

For Dahlonega, Ga., Fair, Oct. 6 to Oct. 12, followed by four of the best Fairs and Sponsored Events in Central Georgia; then five Fairs in Louisiana with balance of Winter in the Cane Country.

RIDES: Will book, buy or lease one more #5 Ferris Wheel; will book Spitfire and Octopus, Kiddie Rides.

SHOWS: Will book any clean Show with own equipment.

CONCESSIONS: Will book Bingo and any legitimate Stock Concessions, privilege \$15.00. We do not carry any racket and will not book any.

HELP: Can place A-1 Foreman for #5 Wheel, Merry-Go-Round, Chairplane, other Ride Help that drive; only sober, dependable Help need apply; winter's work for reliable men.

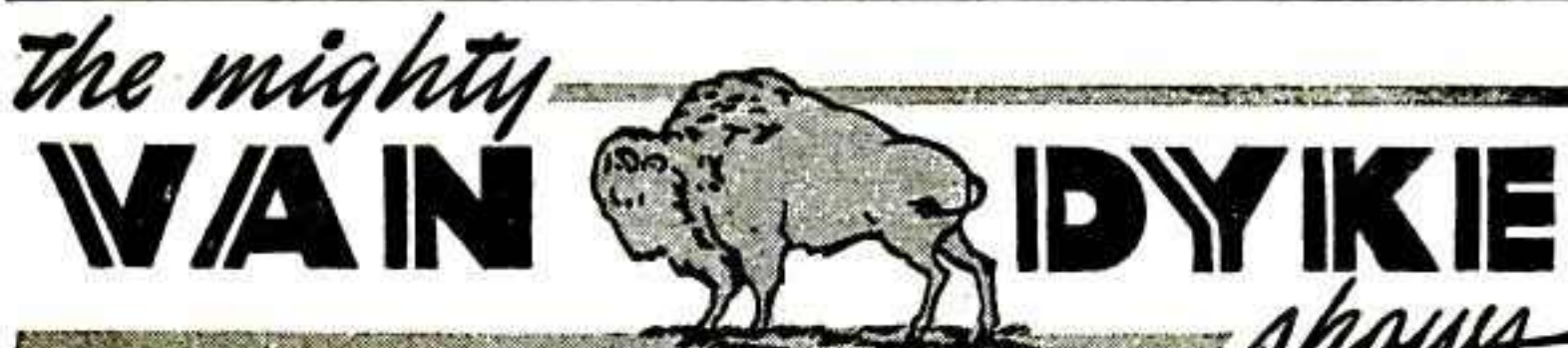
AGENTS: Jack Frick wants Agents for Ball Games, Stock Stores and Percentage. Ray Smith, wire. Preference given those joining now for next season. This Show will carry 9 Rides, playing the best Fairs and Celebrations in the Midwest.

Fair Secretaries and Committees in Illinois, Missouri and Wisconsin desiring a clean, high-class Show, please contact now for the coming season. All reply

**J. L. HENSON**

BUFORD, GA., now; then per route.

P.S.: Have for sale, set of Ell Wheel Seat Crates, good condition.



**WANT WANT WANT WANT**

For American Legion, Gainesville, Florida, Fair, and other Fairs to follow. Out all winter. Want one or two Shows, such as Snake, Monkey, Fun House, or any Novel Show with own equipment. Legitimate Concessions, opening for Scales, Guess-Your-Age. Want Stock Wheels that will throw out merchandise. Would like to hear from good Billposter, year-round work. Contact at once.

**JACK PERRY or LEO BISTANY**  
JACKSONVILLE, FLORIDA, week of Sept. 29th.

**CLUB ACTIVITIES**

**Showmen's League of America**

400 So. State St., Chicago

CHICAGO, Sept. 27.—Everything is ready for the fall and winter season. The house committee has the rooms in order and the first meeting is scheduled October 2. The nominating committee will meet October 14.

Everyone was grieved to hear of the deaths of Joe Rogers and Milton Morris. Plain Dave Morris stopped in Chicago en route to Washington for his brother's funeral.

John U. Lefebvre is in the Denver Sanitarium. Ben Kaplan is still in Chicago but reports he is greatly improved. Marshall L. Green advises he just underwent what he hopes is the final operation and that he may be out of the hospital by December. Rudy Singer is recuperating after an operation. W. C. Deneke and H. D. Wilson are still confined in San Antonio.

Banquet and ball reservations are coming in rapidly. The date is December 2 and the site is the Palmer House. Tickets are \$10 per plate. Early results on the auto award are encouraging. Keep up the good work.

With 35 applications coming up for the ballot, the total for the year is 148. This is ahead of a year ago. Reports are President Irving Polack soon will be sending in a number. H. B. Shive never lets the committee down and this time it's the application of L. W. Guerth.

Vice-President Bob Parker left on his annual Eastern and Southern tour. Incidentally, he was well equipped to do business on the auto award.

**Miami Showmen's Association**

236 W. Flagler St., Miami

MIAMI, Sept. 27.—Secretary Milton Paer returned from a visiting tour. At Paulsboro, N. J., he caught the Matthew J. Riley Enterprises and enjoyed visits with Squire Riley, Bill Kerr, George Ingram, Joe Baker, Jack Metts, Larry Osborne, Bill Hagelgans, Joe Shaw and Joe Bellinger. Owner Matt Riley subscribed for a \$100 ad in the 1947 year book.

At Trenton, N. J., Paer visited Dumont Shows and saw Owner Lew Riley, Barney Williams, Red Rankin, Sonny Allen, Gene Davis, Whitney Olsen and Whitey Wrey. In Rhinebeck, N. Y., he visited the King Reid Shows, meeting Owner King Reid, Neil Carr, Charley Davenport and Louis Sandler. On his next stop he chatted with Mr. and Mrs. Francis Coleman, Leonard Ross, Bill (Alabama) Story, Whitey Beardsley, Captain Shaw and Timmy Coleman.

Next on Paer's list were the Morris Hannum Shows at Flemington, N. J. There he found Owner Hannum, Harry Elliott, Monroe Eule, Joe Silva, Edgar and Judy Lewis, Meyer Ruff, Carl Barlow, Al Delucca, Herbert Pinder, John (Red) Mason, Connie B. Phillips, Max Tratch, Alfred Rinaldi, Jack Lango, Jerry Gerard, Dannie Dell and Louis J. Kane. New membership applications came from Morris Hannum, Herbert B. Pender, Connie Phillips and Louis J. Kane.

At Annapolis, Md., Paer viewed Lawrence Greater Shows and was entertained by Owners Sam and Shirley Levy, Bennie Herman, Secretary McDevitt, Jack Stern, Hiram Beall and James C. Cyr, the last named being proposed for the organization by Sam Levy.

Paer visited the fair in Timonium, Md., and renewed acquaintances with Lyman Truesdale, Sam Kaplan, Irving Merson and Pete Manzi. From there he moved to the Cetlin & Wilson Shows at the Reading, Pa., Fair, visiting Co-Owners Issy Cetlin and Jack Wilson, Doc Fisher, Sol Geffen, Jimmy Burgdon, Pete Manos, Ben

**National Showmen's Association**  
1564 Broadway, New York

NEW YORK, Sept. 27.—Recent visitors were Harry A. Borick, Harry Weinraub, Patrick Spirone, Morris Vivona, Morris Batalsky, Fred Fournier, Pete O'Connell, Max Hummel, Ben Forgosh, Max Friedman, Sam Carl, Ernest Dellabate, Vincent Guastamachio, Frank Rappaport, Saul Eichen, Joe Kane, Louis Scherer, Steve Gekos, Henry Fein, Michael Goldstein, Arthur Milligan, David Baker, Leo Brenner, Samuel Cohen, Bernard Miller. Also Isidor Biscow, H. H. Krasner, Lee Lewis, Herman Moskowitz, Luke Seifer, Sidney Goodwalt and Charles Zucker, all of whom paid their 1948 dues.

The club is grateful to James M. Cole, personally, and to all of his staff and performers for their kindness in making the I. T. Shows' jamboree for the club fund at Mineola Fair a success. This was the first time any circus ever pitched in to help raise money for the club.

Executive Secretary Walter K. Sibley recently visited the Cetlin & Wilson Shows at the Reading (Pa.) Fair and the James E. Strates Shows at the York (Pa.) Fair.

Arrangements have been made with the owners of the building in which the clubrooms are situated for occupancy for at least another year. The rooms will be redecorated, which necessitates postponing the first fall meeting from September 24 to October 8.

Sharon Stevens, of the Circus Saints and Sinners, was a recent visitor, as were Murray Zand, Mr. and Mrs. Benny Herman, Siro Aurillo, Joseph Buckner, of the Buck Shows, and Louis Light and his friends, Fernando and Friedman.

Herman Moscovitz, ill for several months, is up and around again. Michael Walkoff is recovering from serious operation. Jimmy Cox was obliged to quit the Ross Manning Shows to enter a sanitarium in Pauley, N. Y. Other members on the sick list are Jack Carr, Rudy Udowitz, Earl H. Feed and Gene Gutman, the latter improved and now in the Adirondacks.

**Michigan Showmen's Association**

3153 Cass Avenue, Detroit

DETROIT, Sept. 27.—First meeting of the board of directors was held September (17) in the clubrooms. The board voted to remodel the first floor of the home. A lounge will be constructed where the Legion Hall is located. The original office of the men's org will be turned over to the Ladies' Auxiliary for its office and a larger office for the men will be built where the present lounge is located.

The first regular meeting is scheduled October 13. The 1947 year book has gone to press.

Roscoe Wade reports he has sent his Joyland Amusement Company to winter quarters after a successful season.

Recent club visitors were Bob Geritz, Joe Exler, Abe Levine, Irving Borker and Jack Greeley. Levine left for Bluffton, while Exler headed south. Red Horwitz closed with Roscoe Wade and went to the W. G. Wade No. 2 Unit. Sam Solof is off to join the Majestic Shows in Georgia.

Chin, Joe Green, Claude Sechrest, Frank Capell, Frank Bresk and George Harms.

Recent visitors included Eddie Hackett, Ernest Felici, George Piercy, Pete Lockhart, Murray Levitt, Murl Deemer, Bill Bolin, Mack McFarland, C. P. Henry and Dave Fineman.



**Regular Associated Troupers**  
106 E. Washington, Los Angeles

LOS ANGELES, Sept. 27.—Nell Robideaux, first vice-president, presided at the regular meeting. Called on to speak were Maxine Ellison and Bill Meyers.

Jack Wesley Schue and Mary and Teddy Texeira were added to the membership.

The door prize was won by Jimmy Dunn.

In the absence of Chairman Lill Eisenmen, Lucille Dolman, co-chairman, is heading preparations for the bazaar.

Babe Miller is up and around after being hospitalized. George Rosen is in a critical condition in Canada. Also on the sick list are Madame Delma, Inez Allton and Curly Cummins. The latter sustained three fractured ribs in an accident.

Martha and Harry Levine recently visited Moe and Lill Eisenmen and Johnny Castle in San Diego.

Communications were received from Harry and Marge Chipman and from Ethel Krug, who was visiting the Chipmans in Yakima, Wash.; Babe Perry, Joseph G. Duran, Elizabeth Berry, Harry Suker, Ralph and Helen Christiansen, Lillian Schue, Ada Mae Sabo, W. J. and Robert M. Phillips. Wires were received from June Gilligan, Lill and Moe Eisenmen and John R. Castle. Sammy Dolman, Virginia and Max Sharp and Joe Krug sent greetings.

The following donations were received: \$5 each from Joseph Duran and Elizabeth Berry, \$8 from Bill and Nancy Meyers, sugar from Vivian Gorman and a cake from Inez Allton.

**Show Folks of America**  
1839 W. Monroe St., Chicago

CHICAGO, Sept. 27.—The social in the home Saturday (20), with Rose Page, manager of the Anne Lynch Home, as hostess, was a grand success, \$45.25 being raised for SFA. Al Geiler and Harry Fox carried off top pinocle honors and Maude Geiler won a basket of fruit. Spaghetti and meat balls were served.

The regular monthly meeting of the board of directors will be October 2 with Darrel Lyall, chairman, presiding.

The barn dance committee reports everything going along smoothly under co-chairmanship of Warren Warren and Tom Coulthard. Many pages of complimentary advertising already are reported. Any person in show business may have his name included in the souvenir journal for \$1. Jess Harlow, of the publicity committee, is sending out more than 2,000 "be there" circulars to those in the business in the Chicago area. Jack Lamey and Bud Schaeffer, who will emcee the barn dance, are working out a plan that will allow celebrities to appear and receive recognition, but at the same time will not upset the routine.

Nellie Grosch, welfare chairman, reports Laura Roth Young still is a patient in Cottage No. 9, Municipal Tuberculosis Sanitarium, Chicago; that Mother Christine Snow still is a patient in the county hospital and that Madam Pinxy is ill at her home at 4627 West Monroe Street. Members are urged to send these folks get-well cards.

**Heart of America Showmen's Club**

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 27.—Captain Hugo, his wife and daughter, Loreli, visited friends in Kansas City. Blanche Francis, president of the Ladies Auxiliary, has left for Cleveland to be with her son, Russell Jewett, who will undergo a major operation. She was accompanied by her granddaughter, Jeriann Jewett.

Bird Brainerd info's that she and Hattie Howk will start putting the ladies' club rooms in order for the opening of the fall meetings. May Wilson, of the auxiliary, has returned from a two weeks' trip to Battle Creek, Mich., where she visited her son and his family. On the return trip she stopped in Chicago to visit her daughter.

Al C. Wilson, for the past four years personnel director of the California Restaurant System in Kansas City, is severing connections with that organization October 10.

President Harold Elliott announces that the regular weekly meetings will start about October 24.

Past President Chester I. Levin and wife, Ruth Ann, gave a birthday dinner for his father Sunday, September 14, on his 85th birthday.

**Show Folks of America**  
1839 W. Monroe St., Chicago

SAN FRANCISCO, Sept. 27.—President Harry Seber was in the chair at the September 15 meeting. Council Raiford, Joe Franks, Ralph Deering and Bill Oberhandsli also were on the rostrum.

Mrs. Clara McKinnon and Michael Thomas Donovan were elected to membership. Members absent for some time who were introduced included Carlos Harrison, John Provenzale, John McKinnon, Mrs. Pearl Grant, Mrs. Donna Dial, Dwight Kane, Jennie Christenson, Mr. and Mrs. Orrie Bloom, Thomas O'Toole and George Botto.

Bill Hodges reported he recently visited Harry Reynolds at the Hassler Health Home and reports Hassler's condition is critical. Treasurer Milt Williams continues confined to his home. Mrs. Gertrude Coutts remains a patient at the San Francisco Hospital.

President Seber appointed a nominating committee consisting of Adam McBride, chairman; Bill Coles, Frances Seber, Ralph Deering, J. J. Casey, Steve Murphy and O. H. Mattley.

A donation of \$100 by Dan Meggs to the cemetery monument fund was announced. It was reported that \$73.44 already had been paid in for the club's gold label pins.

**Pacific Coast**

**Showmen's Association**  
1106 S. Broadway, Los Angeles 15

President Trudie Di Santi presided at the meeting September 22. Twenty-seven members were present. A bazaar will be held October 15 in Opal Manly's home. Hostesses will be President Di Santi, Opal Manly, Charlotte Cohen and Ann Waterman.

Nina Rodgers returned from a successful tour, and Marie Mead came in from her Midwestern fair trek.

Peggy Forstall and Mabel Brown served homemade chili and apple pie following the meeting.

New members are Julia Norris, of the Ferris Shows, and Alice Cochran, Los Angeles. Communications were received from Emma Crosby, Sylvia Lundgren, Rosemary Yeakle, Consuello Blakesley and Mabel Stark; Vivian Gorman, Marie Mead, Mary Taylor, Nina Rodgers, Elsie Suker and Ruth Smith, the last named a guest of Elsie Suker, gave brief talks.

Bank award was won by Martha Reilly. Door prizes, donated by Ann Waterman and Sally Flint, were won by Nancy Meyer and Ann Waterman. Bazaar articles were turned in by Ida Delno and Marie Mead.

**W. C. KAUS SHOWS**  
*Pride of the Piedmont country*

THE BIGGEST COLORED FAIR IN THE SOUTH

WANT — For Shelby, N. C., and balance of season.

Can use one Flat Ride — Tilt-a-Whirl, Ridee-O, Caterpillar or large Whip.

All Concessions — Duck Pond, Fish Pond, Ball Games, Pitch-'Till-You-Win, or any other Grind Store for this big event. Have you anything new to offer? If so, join us for the big ones.

Have for sale, one Short Range Gallery, factory built, complete with everything and all steel built on trailer—beautiful at a sacrifice price. \$800.00. All communications wire

**W. C. KAUS SHOWS**

Russ Owens, Mgr.

Morgantown, N. C., this week

**FOR SALE**

25 Trucks and Trailers, Chevrolets and Dodges, mostly tractor type.

One 32-foot two-abreast Merry-Go-Round with new Allis-Chalmers motor, only used one week; organ, fluorescent light, new blue Top and Sidewall. All loads on 24-foot Trailer. Will sell or trade for three-abreast, prefer wagon center.

One 90Kw. Diesel Plant, used only 90 days, mounted on Chevrolet truck.

One Motor Drome, complete with Cycles, P.A. Sets and new blue Top and Sidewall. Loads on two 24 foot Trailers.

One Side Show Top and Banner Line. Top used only three weeks.

One small, complete Animal Show with Midget Cage Wagons and Animals.

One Fun House built on 24-foot Trailer.

One complete Minstrel Show, Wagon style Front, built on 26-foot Trailer with Fluorescent lights, seats, stage, Khaki canvas with aluminum side poles.

One Sunburst Front, built on 24-foot Trailer.

One Platform style Front, suitable for Snake, etc. This is the special job that was built for the Whale Exhibit. Can give delivery Nov. 1st on above equipment. If interested, come and look at what you are buying. We cannot do business by phone, letter or wire. Can give clear title to all. All replies to

**SHAN WILCOX, SHAN BROS.' SHOWS**

Canton, Ga., Sept. 29-Oct. 4; Atlanta, Ga., Oct. 6-11; Sandersville, Ga., Oct. 13-18; Eastman, Ga., Oct. 20-25.

**WESTERN EMPIRE SHOWS**

CAN PLACE

FOR TEN BIG WEEKS THIS FALL; ALSO EARLY OPENING

IN FEBRUARY

Two Kid Rides, Girl Show Operator for newly framed show. People I talked to this fall, wire at once. All shows open. Bones Hartzel, Dugan, wire. All Concessions open. Will sell X on Popcorn and others. Wire, don't write.

Nephi, this week; Cedar City, on the streets, Oct. 5-11;

all Utah. Las Vegas County Fair follows.

**SUTTON**  
35th ANNUAL TOUR GREAT BEST ILLUMINATED MIDWAY IN AMERICA  
SUTTON SHOWS

"AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"

WANT

WANT

Can place Help in all departments. Long season, good pay. Need Help for Wheel, Tilt-a-Whirl and Merry-Go-Round. (Pete McMath and Otis Fulton, come on.) Also need Side Show People, Front Man for Geek Show. Can also place Hanky Panks at \$25.00. Have long route of Mississippi Fairs. Address:

**F. M. SUTTON JR., Mgr.**

Gideon, Mo., Fall Festival, this week; then Aberdeen, Miss., Monroe County Fair.

**GROVES GREATER SHOWS**

AVOUELLES PARISH FAIR, MARKSVILLE, LA., SEPT. 29-OCT. 4

TRI-PARISH FAIR, TALLULAH, LA., OCT. 7-11

LIONS' CLUB FAIR, VILLE PLATTE, LA., OCT. 13-18

CALCASEIU-CAMERON PARISH FAIR, SULPHUR, LA., OCT. 20-25

Can place Scales, Age, Custard, Novelties and Concessions that work for Stock. Agent for Milk Bottle Ball Game. Second Man on Ferris Wheel. All replies

**ED GROVES, Mgr.**

MARKSVILLE, LA., SEPT. 29-OCT. 4.

**"AMERICA'S FINEST SHOW CANVAS"**

PRACTICALLY NEW!

24x36 BINGO TENT—USED 1 WEEK

IMMEDIATE DELIVERY!

**QUICK CONSTRUCTION TENTS, SHOW TENTS, DELIVERY.. AND BANNERS**

The Best Flameproofed Available. } Forest Green }  
 } Royal Blue }  
 } Orange }  
 } Khaki }

**BERNIE MENDELSON—CHARLES DRIVER**

**O. Henry Tent & Awning Co.**

4862 N. CLARK ST. CHICAGO 40



# Carnival Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: (Fair) Bonham, Tex.; Lufkin 6-11.  
All American Amuse. Co.: Holt, Mo.  
A. & M. United Am.: Swifton, Ark.  
American Eagle: Keiser, Ark.  
A. M. P.: Selma, N. C.  
Anderson Greater: Lexington, Tenn.; Guin, Ala., 6-11.  
B. & C. Expo.: (Fair) Trumansburg, N. Y.  
Bee's Old Reliable: (Fair) Sparta, Ga.; (Fair) Wrightsville 6-11.  
Bell & Vinson: (Fair) Piggott, Ark.; Paragould 6-11.  
B. & H.: Ellenton, S. C.  
Big State Am. Co.: Killeen, Tex., 29-Oct. 5.  
Blue Grass State: Rome, Ga.  
Bohn & Sons United: Atkins, Ark.  
Borderland: Coolidge, Tex.  
Brewer's United: (Colored Fair) Palestine, Tex.

Bright Lights Expo.: (Fair) East Bend, N. C.; Edenton 6-11.  
Brownie Am. Co.: Broken Arrow, Okla.  
Buck, O. C.: (Fair) Danbury, Conn.  
Capell Bros.: Ada, Okla.  
Capital City: Cornelia, Ga.; Hartwell 6-11.  
Caravella Am.: Manning, S. C.; Camden 6-11.  
Cattlett Greater: Kansas City, Mo.  
Cavalade of Amusements: (Fair) Tupelo, Miss.; (Fair) Jackson 6-11.  
Central Am. Co.: Seaboard, N. C.; Washington 6-11.  
Central States: Snyder, Tex.  
Cetlin & Wilson: (Fair) Frederick, Md.; (Fair) Richmond, Va., 6-11.  
Chanos, Jimmie: St. Paris, O.  
Cherokee Am. Co.: Chanute, Kan.; Fredonia 6-11.  
Coastal Plain: Tarboro, N. C.  
Coleman Bros.: Middletown, Conn.  
Coleman's, C.: McCall, S. C.  
Crafts Expo.: Visalia, Calif.  
Crafts 20 Big: Pittsburg, Calif.  
Crandell's Midway: (Fair) Huntingdon, Tenn.  
Crescent Am. Co.: (Fair) Union, S. C.; (Fair) Statesville, N. C., 6-11.  
Crescent Canadian: Grand Forks, B. C., Can.; Ossoyos 6-11; season ends.  
Crystal Expo.: Clarksville, Ga.  
Cumberland Valley: (Fair) Athens, Tenn.; (Fair) La Fayette, Ga., 6-11.  
Curl, W. S.: Germantown, O.  
Dennis Bros.: Sundown, Tex.  
Denton, Johnny J.: Cullman, Ala.; Athens, Ga., 6-11.  
D. & H.: Bailey, N. C.  
Dickson United: Walters, Okla.  
Dudley, D. S.: Memphis, Tex.  
Dumont: Smithfield, Va.  
Dupree, Jimmie: Las Cruces, N. M., 29-Oct. 5.  
Dyer's Greater: (Fair) West Helena, Ark.; Marianna 6-11.  
Elliott, L. W., Am. Co.: Nashville, Ind., 2-4.  
Eudy Bros.: (Fair) Atlanta, Ga.; (Fair) Athens 6-11.  
Exposition at Home: Copperhill, Tenn.  
Fay's Silver Derby: Lilbourn, Mo.  
Fidler's United: Wynne, Ark.  
Fleming, Mad Cody: (Fair) Greensboro, Ga.; (Fair) McDonough 6-11.  
Florida Am. Co.: Palatka, Fla.  
Folk Celebration: (State Fair) Albuquerque, N. M.; (Fair) Roswell 7-11.  
Franklin, Don: (Fair) La Grange, Tex., 2-5; (Fair) Rosenberg 8-12.  
Funland: Springfield, Mo.; Aurora 8-11.  
Gem Carnival: Hoxie, Kan.  
Gem City: (Fair) Eldorado, Ark.; (Fair) Monroe, La., 6-10.  
Gentsch, J. A.: Greenville, Miss.  
Gold Bond: Roseville, Ill.  
Gold Medal: Greenwood, Miss.; (Fair) Little Rock, Ark., 6-11.  
Golden West: (Fair) Watsonville, Calif., 2-5.  
Gooding Am. Co., No. 1: (Fair) Georgetown, O.  
Gooding Am. Co., No. 5: Hannibal, Mo.  
Gooding American Expo.: (Fair) Hartford, Mich.  
Gooding Park Attrs.: Utica, O.  
Grady, Kellie: (Fair) Leighton, Ala.  
Great Sutton: Gideon, Mo.; (Fair) Aberdeen, Miss., 6-11.  
Greater United: (Fair) New Braunfels, Tex.; (Fair) Caldwell 6-11.  
Grimm's Gayland: Cruger, Miss.  
Groves Greater: (Fair) Marksville, La.; (Fair) Tallulah 6-12.  
Gulf Coast: Forrest City, Ark.; Holly Springs, Miss., 6-11.  
Hale's: Fort Madison, Ia., 1-4.  
Hames, Bill: (Fair) Lubbock, Tex.; (Fair) Marshall 6-11.  
Hannaum, Morris: Enfield, N. C.; Reidsville 6-11.  
Happy Attrs.: (Fair) Ashley, O.; (Fair) Coshocton 7-11.  
Happyland: Royal Oak, Mich.  
Harrison Greater: Clinton, S. C.; (Fair) Hartsville 6-11.  
Hartssock Bros.: Clarkton, Mo.  
Hennies Bros.: (State Fair) Birmingham, Ala.; (Fair) Columbus, Ga., 6-11.  
Henson, J. L.: Buford, Ga.; Dahlonega 6-11.  
Heth Expo.: Marked Tree, Ark.  
Heth, L. J.: (Fair) Carrollton, Ga.; Covington 6-11.  
Hill's Greater: McKinney, Tex.  
Home State: (Fair) Batesville, Ark.  
Hottle, Buff: (Fair) Thibodaux, La.  
Howard Bros.: (Fair) Ottawa, O.; (Pumpkin Show) Bradford 6-11.  
Imperial: Rector, Ark.  
International: Antlers, Okla.  
Jackson Am. Co.: Raeford, N. C.  
Jayhawk Am. Co.: Cherokee, Kan.  
Johnny's United: Dickson, Tenn.  
Johnson's United: Douglas, Mich.  
Jones Greater: Pembroke, Ga.  
Jones, Johnny J.: (Fair) Greensboro, N. C.  
Joyland Midway Attrs.: Detroit, Mich.  
Kaus, W. C.: Morganton, N. C.  
Keystone Expo.: Macesfield, N. C.

Kilgore: (Fair) Linden, Tex.; (Fair) Bullard 6-11.  
Kirkwood, Joseph J.: Murphy, N. C.  
Lamb, L. B.: Athens, Ala.  
Lawrence Greater: (Fair) Oxford, N. C.; (Fair) Durham 6-11.  
Leeright, J. R.: Ulysses, Kan.  
Long's United: Woodland, Calif., 29-Oct. 5.  
Lottridge, Harry: (Fair) Milton, Fla.; (Fair) Jay 6-11.  
Madison Bros.: Magnolia, Ark.  
Magic Empire: (Fair) Bolivar, Tenn.  
Magic Valley Am. Co.: Sunray, Tex.  
Majestic Greater: Roanoke Rapids, N. C.  
Marion Greater: (Fair) Conway, S. C.; Pelzer 6-11.  
Marks, John H.: (Fair) Fayetteville, N. C.; (Fair) Hickory 6-11.  
Martin United: East Bellgardens, Calif., 1-5; San Bernardino 6-12.  
McBride Bros.: King, N. C.; Spray 6-11.  
McCall's, Jim: Fairburn, Ga.; (Fair) Jackson 6-11.  
McCown Midway: Eldorado Springs, Mo., 2-4.  
McKee, John: Luxora, Ark.  
Merit: (Fair) Fryburg, Me., 1-4.  
Midwestern Expo.: McAlester, Okla.; (Fair) Minden, La., 6-11.  
Mighty Hoosier State, No. 1: Jeffersonville, O.; Red Key, Ind., 6-11.  
Mighty Hoosier State, No. 2: Odon, Ind.  
Mighty Monarch: Donaldsonville, Ga.  
Mighty Page: (Fair) Warrenton, N. C.; (Fair) Spring Hope 6-11.  
Mighty Van Dyke: (Colored Fair) Jacksonville, Fla., 1-11.  
Model Shows, Inc.: Texarkana, Ark.  
Moody: Sheffield, Ala.  
Moore's Modern: Searcy, Ark.  
Mound City: Lenoche, Ark.  
Mound City No. 2: Campbell, Mo.  
Nolan: Boise City, Okla., 2-4.  
Norton Midway: Clarendon, Tex.  
Omar's Greater Am.: (Fair) Haynesville, La.  
Page Bros.: (Fair) Ashland City, Tenn.; (Fair) Springfield 6-11.  
Paul's Am. Co.: Van Buren, Ark.  
Peach State: Sale City, Ga.  
Pearlene: Stonewall, Okla.; Pond Creek 7-10.  
Peerless Celebration Am.: Hot Springs, Va.; New Castle 6-11.  
Penn Premier: (Fair) Sanford, N. C.; (Fair) Chase City, Va., 6-11.  
Peppers All-State: Kinston, N. C.; Wendell 6-11.  
Pike Am.: (Fair) Harrison, Ark.; (Fair) Melbourne 6-11.  
Pine State: Cochran, Ga.  
Pioneer: Mansfield, Pa.  
Powelson Greater: Laurelville, O.; Frankfort 8-11.  
Prell's Broadway: Bennettsville, S. C.; Henderson, N. C., 6-11.  
Rafferty, James M.: Jacksonville, N. C.; (Fair) Littleton 6-11.  
Raines Am. Co.: Newport, Ark.  
Regal, New, Expo.: Laurens, S. C.  
Rogers & Powell: Philadelphia, Miss.  
Rogers Greater: Kosciusko, Miss.  
Royal American: (Fair) Muskogee, Okla.; (Fair) Beaumont, Tex., 6-15.  
Royal Amusement: Toombsboro, Ga.; Jeffersonville 6-11.  
Royal Crown: Tifton, Ga.  
Royal Expo.: (Fair) Fort Valley, Ga.; (Fair) Milledgeville 6-11.  
Rupe's Midway for Fun: Roby, Tex.  
Sam's Funland: Lake View, S. C.; Chadbourne, N. C., 6-11.  
Shan Bros.: (Fair) Canton, Ga.; (Colored Fair) Atlanta 6-11.  
Siebrand Bros.: Tucson, Ariz.  
Silver Slipper: (Fair) Gainesboro, Tenn.  
Silver States: Buffalo, Mo.; Thayer 6-11.  
Smith Amuse. Co.: Cushing, Okla.; Marietta 6-11.  
Smith, Casey: Mulberry, Ark.  
Smith, George Clyde: Crewe, Va.  
Snapp Greater: (Fair) Texarkana, Ark.  
Southern Am. Co.: Hempstead, Tex.  
Southern States: Camilla, Ga.  
Southern Valley: (Fair) De Ridder, La.; (Fair) Olla 6-11.  
Srader, M. A.: Medicine Lodge, Kan.; Kingman 6-11.  
Stafford's United: Indianapolis, Ind.  
Standard Am. Co.: (Fair) Greenville, Tenn.  
Standard Shows: Wauneta, Neb.  
Starr, Joe: Delight, Ark.  
Stebler Greater: Cowpens, S. C.; Jonesville 6-11.  
Stephens, C. A.: Rockmart, Ga.; (Fair) Jonesboro 6-11.  
Strates, James E.: (Fair) Danville, Va.  
Stumbo, Fred R.: Clinton, Ark., 1-3.  
Sunflower State: Ringling, Okla.  
Sunset Am. Co., No. 1: Holden, Mo.  
Sunset Am. Co., No. 2: (Fair) Concordia, Mo.  
Tassel, Barney: Brookneal, Va.  
Tassel, Sam: Philipsburg, N. J.  
Tatham Bros.: Clinton, Ill.  
Thomas Joyland: Elkins, W. Va.  
Tidwell, T. J.: (Fair) Pecos, Tex.  
Tinsley, Johnny T.: Greenville, S. C.  
Tip Top: Louise, Miss.  
Tivoli Expo.: (Fair) Bentonville, Ark.; season ends.  
Triangle: (Fair) Albertville, Ala.  
Tri-State: Woodson, Ark.  
Turner Bros.: East Prairie, Mo.  
20th Century: Hillsboro, Kan.  
United Expo.: Austin, Tex.  
United States: Princeton, W. Va.  
Van Hooten: Markham, Ont., Can., 3-4.  
Victory Expo.: (Fair) Iowa Park, Tex.; (Fair) Center 6-11.  
Virginia Greater: Whiteville, N. C.  
Wade, W. G., No. 1: La Grange, Ind.  
Wade, W. G., No. 2: Monroeville, Ind.  
Wallace Bros.: (Fair) Yazoo City, Miss.  
Wallace Bros. of Canada: (Fair) Caledonia, Ont., Can.; (Fair) Simcoe 6-11.  
Wallace, I. K.: (Fair) Chesterfield, Va.  
Wallace & Murray: (Fair) Manchester, Ga.; Perry 6-11.  
Ward, John R.: Meridian, Miss.  
West Coast: (Fair) Madera, Calif., 1-5.  
Western Empire: Nephi, Utah; Cedar City 6-11.  
White Star Attrs.: Alamo, Tenn.; Humboldt 6-11.  
Wolfe Am.: (Fair) Woodruff, S. C.  
Wonder City: (Fair) Warren, Ark.; (Fair) Dumas 6-11.  
Wonder Shows of America: Caruthersville, Mo.  
World of Mirth: (Fair) Charlotte, N. C.  
World of Pleasure: (Fair) Oak Harbor, O.  
World of Today: Dallas, Tex.  
Zacchini Bros.: Henderson, Tex.; Longview 6-11.  
Zeiger, C. F., United: El Paso, Tex., 29-Oct. 5.

# Circus Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

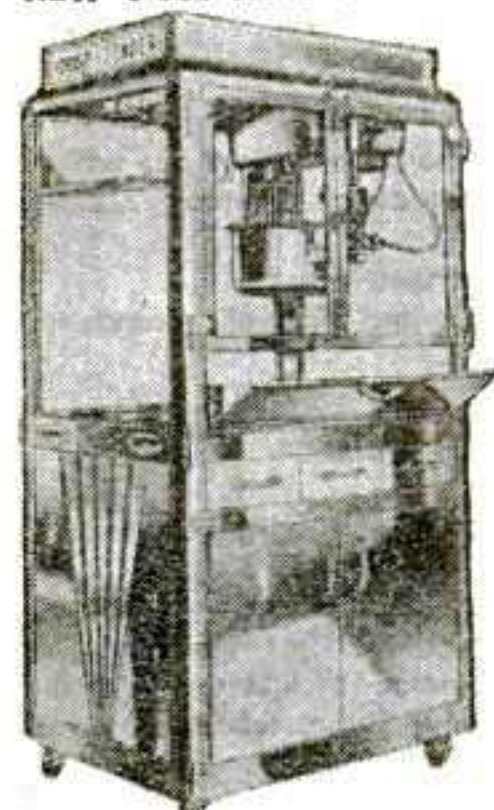
Bailey Bros.: Navasota, Tex., 30; Brenham Oct. 1; Cameron 2; Taylor 3; Lampasas 4; Temple 6; Hillsboro 7.  
Beatty, Clyde: Decatur, Ala., 30; Corinth, Miss., Oct. 1; West Point 2; Canton 3; Hattiesburg 4; Bogalusa, La., 6; Columbia, Miss., 7; McComb 8; Brookhaven 9; Natchez 10; Vicksburg 11.  
Bealy, E. R.: (Fair) Tupelo, Miss., 29-Oct. 4.  
Clyde Bros.: Des Moines, Ia., 1-5; Ottumwa 6-8; Cedar Rapids 9-12.  
Cole Bros.: Hickory, N. C., 30; Statesville Oct. 1; Salisbury 2; Burlington 3; Raleigh 4; Wilson 6; Wilmington 7; New Bern 8; Kinston 9; Williamston 10; Greenville 11.  
Dailey Bros.: Fairbury, Neb., 30; Marysville, Kan., Oct. 1; Abilene 2; Beloit 3; Ellsworth 4; Hays 6; Colby 7; Norton 8; Phillipsburg 9; Belleville 10; Clay Center 11; Ottawa 13.  
Gran Circo Americano: Guayaquil, Ecuador, until Oct. 26.  
Hamid-Morton: (Arena) Philadelphia, Pa., 29-Oct. 4; Cleveland, O., 6-11.  
Kelly, Al G., & Miller Bros.: Warrensburg, Mo., 30; Clinton Oct. 1; Garnett, Kan., 2; Yates Center 3; Neodesha 4.  
King Bros.: Reidsville, N. C., 30; Martinsville, Va., Oct. 1; Mt. Airy, N. C., 2; North Wilkesboro 3; Lenoir 4; Lincolnton 6; Concord 7; Albemarle 8; Asheboro 9; Roxboro 10; Sanford 11.  
Mills Bros.: Arkadelphia, Ark., 30; Nashville Oct. 1; Hope 2; Prescott 3; De Queen 4; Texarkana 6; Mount Pleasant, Tex., 7; Greenville 8; Mincola 9; Terrell 10; Grand Prairie 11.  
Polack Bros. (Eastern): (Auditorium) San Angelo, Tex., 29-Oct. 2.  
Polack Bros. (Western): (Auditorium) Demaver, Colo., 29-Oct. 4; (Auditorium) Wichita Falls, Tex., 8-10.  
Ringling Bros. and Barnum & Bailey: Austin, Tex., 30; San Antonio Oct. 1-2; Victoria 3; Houston 4-6; Lake Charles, La., 7; Alexandria 8; Baton Rouge 9; New Orleans 10-12.  
Roger Bros.: San Saba, Tex., 3.

# Misc. Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Fun Frolic Revue (Strand) Staunton, Va., 1; (Hiway) New Market 2; (Virginia) Harrisonburg 3; (Strand) Strasburg 6.  
Holland's, E. S., Gorilla Show: Smithfield, N. C., 2; Pine Level 3; Princeton 4; Goldsboro 5-6; Stantonburg 7; Pine Tops 8; Fountain 9; Farmville 10.  
Miller's, Irvin C., Brown-Skin Models (Frolic) Birmingham, Ala., 1-2.  
Plunkett's Stage Show: Perryton, Tex., 29-Oct. 1; Spearman 2-4; Canadian 6-8; Borger 9-11.  
Renfro Valley Folks: Jasper, Ala., 1; Northport 2; Eutaw 3; Greensboro 4; Brent 6; Calera 7; Clinton 8; Prattville 9; Greenville 10; Luverne 11.  
Sadler, Harley, Show: Midland, Tex., 29-Oct. 1; Big Spring 2-4.  
Slout Players Tent Show: Herman, Mo., 29-Oct. 4; Houston 6-11.

## NOW DELIVERING NEW POST-WAR POPCORN MACHINES



Streamlined Stainless Steel Cabinet, Illuminated Display Signs.  
A Real Money Maker in Theaters, Bowling Alleys, and other Concession Stands.  
Now Available!

SUPER STAR, Theater Model ..... \$599.00  
SUPER STAR, Counter Model ..... 519.00  
SILVER STAR, Floor Model ..... 485.00  
SILVER STAR, Counter Model ..... 398.00  
TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS. BALANCE C. O. D., F. O. B. CLEVELAND.  
CLEVELAND COIN MACHINE EXCHANGE  
2021 PROSPECT AVE., CLEVELAND 15, O.  
Phones: PProspect 6316-17

## CIRCUS MUSICIANS WANTED

To join now for balance of season and for my indoor winter dates. Two Trumpets, Trombone, Baritone, one Alto Sax.  
**JOE ROSSI**  
Care Dailey Bros.' Circus  
Marysville, Oct. 1; Abilene, 2; Beloit, 3; Ellsworth, 4; Hays, 6; Colby, 7; Norton, 8; all Kansas.  
P.S.: Single berth, two high; fine meals; \$55.00 week scale.

## WANTED

Piano Player for Medicine Show. Must be sober and able to read, fake and transpose. Out until 15th of December. State your salary in letter. Can use good Middle Man, other useful people write. Will also open in February next year. Write or wire  
**RAY SMITH**  
1240 W. Houston PARIS, TEX.

# BEACON BLANKETS

ONE CASE OR A CARLOAD PLACE YOUR ORDER NOW		Case Lots of 30 Each	Less Than Case Lots Each
No. 140 Toba Indian Hemmed Edge	Size 60x80	\$2.50	\$2.60
No. 144 Midway Plaid Hemmed Edge	Size 60x80	2.50	2.60
No. 145 Magnet Plaid Bound Edge	Size 66x80	3.15	3.25
No. 146 Mingo Indian Bound Edge	Size 66x80	3.15	3.25
No. 141 Curlew Plaid Bound Edge	Size 72x84	3.75	3.85
No. 142 Wigwam Indian Bound Edge	Size 72x84	3.75	3.85
No. 154 Curlew Plaid Hemmed Edge	Size 72x84	3.25	3.35
No. 155 Wigwam Indian Hemmed Edge	Size 72x84	3.25	3.35

Our 1947 catalog is ready. Write for your copy. State business.  
NEW LOW PRICES ON BALLOONS. COMPLETE LINE OF PREMIUM MERCHANDISE.  
**WISCONSIN DELUXE COMPANY** 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

## WANTED 3 OR MORE RIDES

Prefer Eli No. 5 Wheel, 2-abreast Jinny, and Kiddie Autos. Pay cash.  
Write or phone  
**A. H. FREERS**  
311 Fairview Avenue, Muscatine, Iowa Phone 1290

# WANTED PHONE MEN

For Damon Runyon Cancer Fund Benefit Circus. UPC's, Banners and Program. Personal Collections. Deal starts NOW!  
Write, wire or phone  
**R. F. DAGGETT**  
Campaign Manager  
401 Paramount Bldg. Toledo, Ohio  
Phone EMerson 1492

## FOR SALE

Three Rides — Merry-Go-Round, No. 5 Eli Wheel, Kid Ride, Tractors and Trailers; new Concession Top, 16x20; Popcorn Machine, Root Beer Barrels.  
**F. J. DOWLAND**  
60 Warndt St., Fond du Lac, Wis.

## WANTED BAR PERFORMERS

STRAIGHT OR COMEDY Steady work, starting December 21st. Write  
**W. C. GUICE**  
BOX 2673, TAMPA, FLA.





## Coming Events

### California

Annheim—Halloween Festival. Oct. 31. J. W. Moeller, 136 N. Los Angeles St.  
Hemet—Fair, Turkey Show & Congress. Oct. 2-6.

### Colorado

Center—Potato Show & Fair. Oct. 16-18. W. O. Souder.  
Del Norte—Livestock Fair. Oct. 23-25.  
Denver—Denver National Home Show. Oct. 11-19. John W. Daly, U. S. Natl. Bank Bldg.  
Las Animas—Harvest Show. Oct. 9-11. Bruce G. Whitmore.

### Illinois

Chicago—Antiques Expo. & Hobby Fair. Oct. 13-17. Roy Mosoriak, 2810 S. Michigan.  
Orion—Fall Festival. Oct. 10-11. Don Norton, American Legion.  
Taylorville—Soybean Festival. Oct. 2-3. Richard Hershey, Jr. Chamber of Commerce.

### Indiana

Oct. 4. Merle V. Rawson.  
Monroeville—Am. Legion Street Fair. Oct. 1-4. Dick Rider.  
North Vernon—VFW Fall Festival. Sept. 23-27. William Stagman.  
Odon—Harvest Festival. Sept. 29-Oct. 4. Lions' Club.

### Kentucky

Cynthiana—VFW Autumn Festival, indoors. Oct. 15-18. J. D. Bruner.  
Paris—Am. Legion Fall Festival. Oct. 8-10. B. J. Santeen.

### Massachusetts

Boston—Boston Garden Rodeo. Oct. 30-Nov. 11. Walter Brown.  
Quincy—South Shore Pageant of Progress, in Armory. Oct. 8-11. Sheldon H. Fairbanks.

### Minnesota

Melrose—Harvest Festival. Oct. 10-11. M. J. Shay, Knights of Columbus.  
St. Paul—Home Show in Auditorium. Oct. 3-11.  
South St. Paul—Junior Livestock Show. Oct. 6-9. J. S. Jones, 478 St. Peter St.

### Mississippi

Louisville—Livestock Show. Oct. 6-11. Claude E. Ming.  
Meadville—Livestock Show. Oct. 30-Nov. 1. H. R. Babington.

### Missouri

Cameron—Fall Festival. Oct. 2-4. Max H. Ford.  
Concordia—Civic Club Fall Festival. Oct. 2-4. Hugo Alewel.  
Dexter—Fall Festival. Week of Sept. 29. Thomas J. Ross.  
Dexter—Fall Festival. Week of Sept. 29. C. R. Lurton.  
Hannibal—Fall Celebration. Sept. 29-Oct. 4. Chamber of Commerce.  
Holden—Free Fall Fiesta. Oct. 1-3. William English, Chamber of Commerce.  
Lincoln—Harvest Festival. Oct. 2-4. J. R. Poague.  
Liberty—Junior Livestock Show. Oct. 18-19. Stuart Biggerstaff.  
Perry—Fall Festival. Oct. 2-4. Dr. E. T. Swan.  
St. Joseph—Interstate Baby Beef Show. Sept. 30-Oct. 2. H. M. Garlock.

### Nebraska

Gothenburg—Harvest Festival. Oct. 2-3. Bill Beckwith, Chamber of Commerce.

### Nevada

Carson City—Nevada Day. Oct. 31. E. H. Miller, Box 612.

### New York

New York—World's Championship Rodeo at Madison Square Garden. Sept. 24-Oct. 26. Frank Moore.  
New York—Antiques Fair. Oct. 20-24. C. J. Nuttall, 40 E. 49th St.  
Rochester—Better Homes Expo. Oct. 18-25. Frank Dubinsky & Sam E. Stone, 71 Sharon St., Hartford, Conn.  
White Plains—Better Homes Expo. Oct. 14-19. C. J. Nuttall.

### North Carolina

Wendell—Tobacco Festival. Oct. 6-11.

### Ohio

Bradford—Pumpkin Show. Oct. 7-11. M. O. Sargent.  
Circleville—Pumpkin Show. Oct. 22-25. Ned H. Dresbach, Court House.  
Hillsboro—Fall Festival. Oct. 7-11. C. H. Stevenson.  
Milford—Fall Festival. Oct. 9-11. Rene Pepin, Chamber of Commerce.  
Ripley—Farmers Fall Festival. Oct. 23-25. Eugene F. Drake.

### Pennsylvania

Philadelphia—Amateur Science Hobby & Craft Show. Oct. 20-25. H. Sherman Assn., 1321 Arch St.

### South Dakota

Sioux Falls—Tepee Day. Oct. 10-11. John E. McPherson, Sioux Falls College.  
Sioux Falls—Viking Days. Oct. 17-19. Tom Kilian, 622 W. 21st. St.

## Atlanta Behind '46 Peak Mark

(Continued from page 39)

cut deeply into attendance. Acts included Southern Travelers Quartet, Southern Gospel Singers, the Curry Dancers; Miriam Karp, Paul Dent, Maryland Biggs, Barbara Cook, all singers; Bob Jones's ork; McGee and Thrash, piano; Jimmy Kirby and Joybelles, instrumental and vocalists; Marlyn Altrock, singer; Maryand Biggs, xylophone, with Jimmy Kerby handling the emcee duties.

### Heavy Radio Sked

The fair has a heavy schedule of radio shows, 105 being billed. WGBE is airing FM shows. Other outlets are WAGA, WGST, WATL and WSB, all of which have programed many live shows for emanation from the grounds.

Circus-type acts, booked thru the George A. Hamid, New York, will be presented each afternoon and night, starting today and continuing thru the close Sunday (5). Other special features skedded are motorcycle races, to be staged by the Atlanta Motorcycle Club Saturday. Nightly fireworks are furnished by the Keystone Fireworks Company.

The fair again used a downtown parade of giant balloons, contracted thru Jean Gros, of Pittsburgh, to ballyhoo the fair. Held Thursday (25), the parade was witnessed by an estimated 200,000.

### C&W TO PAR '46

(Continued from page 40)

\$151,000 midway gross record at the Indiana State Fair several weeks ago. Since then it has garnered two other satisfying weeks at the Reading, Pa., and Hagerstown, Md., fairs.

Show line-up here is one of the strongest seen in these parts in a long time. Cetlin & Wilson, or "the boys" as they are known in carnival circles, have Singer's Midgets, Stepin Fetchit in the Minstrel Show and Samuel Bakerman's recent importation from South America, the Rivero Troupe of motorcyclists, who perform within a steel mesh globe.

Independent shows booked in here are the Dunn Bros.' Miniature Circus, an elaborate scale model presentation of the big show, and Dave Irwin's Eskimo Show. Edythe Sterling, of Hopi Indian show fame, is lecturing for Irwin.

### J. E. Rogers Passes

BESSEMER, Ala., Sept. 29.—J. E. Rogers, father of H. V. Rogers, owner of Rogers Greater Shows, died here yesterday.

### Tennessee

Paris—Livestock & Products Show. Oct. 2-4. Ernest Greer.  
Union City—Corn Festival. Oct. 13-18. Cecil Moss, American Legion.

### Texas

Gilmer—East Texas Yamboree. Oct. 29-Nov. 1. Don V. Purington, Chamber of Commerce.  
Lufkin—Texas Forest Festival. Oct. 6-11. Ed Holden, County Chamber of Commerce.  
McKinney—Livestock Show. Sept. 29-Oct. 2. W. T. Dungan.  
Waco—Cotton Festival. Oct. 20-30. Pop Hale, 610 Webster St.

### Washington

Kennewick—Grape Festival. Oct. 2-4.

### Canada

Kingston, Ont.—Int'l. Plowing Match. Oct. 14-17. J. A. Carroll, Parliament Bldgs., Toronto.  
Toronto, Ont.—Shrine Circus. Oct. 6-11. D. F. Pierce, Suite A, Victory Bldg.

## UNITED STATES SHOWS

### WANT

A few more legitimate Concessions. High Striker, Jewelry and Photo Gallery. Frank Lawson, get in touch.

Can use good Animal Show or any other Grind Show, such as Snake Show, etc. L. E. Wise, get in touch.

Cleveland, Tenn., downtown, week of October 6 to 11, under strong auspices, American Legion; this week; Princeton, W. Va.

### The Original

## BARNEY TASSELL UNIT SHOW

NOW BOOKING

FOR KINGSTREE, S. C., COLORED FAIR, WEEK OCTOBER 20

EVERYTHING OPEN

Mort Messias wants Slum and Ball Game Agents for all winter's work. Have new Motordrome complete and want capable Riders or Manager with Riders. Speedy Roland, contact. Can place Jig Show. Wire or write, this week, Brookneal, Va.; week October 6, Kenbridge, Va.

## LAWRIENCE

GREATER SHOWS  
amusements of to-day plus a bit of tomorrow

### Want Next Week (October 6 to 11) for the GREAT DURHAM, NORTH CAROLINA, FAIR

With Four more Fairs to follow. Will book one more Ferris Wheel and one more Grind Show, Eating and Drinking Concessions, Guess Your Age and Weight, Novelties, Photos and Merchandise Concessions of all kinds. Can always use seasoned Ride Help. (Ann and Lee King, contact quick.) Oxford, N. C., Fair now; Durham, N. C., next week.

## PINE STATE SHOWS

### WANTS

Ride Help, Concessions of all kinds, Rides not conflicting. Cochran, Georgia, this week; Douglas, Oct. 6th through 11th, American Legion Celebration; Lake City, Florida; Perry and Live Oak Fairs following; twelve weeks of Florida Fairs. Wire or come on to Cochran.

JOHN CARUSO, Mgr.

## CRANDELL'S MIDWAY DELUXE

This week, Huntingdon, Tenn., Colored Fair, October 2d to 4th; next week, Savannah, Tenn.

Concessions all open except Bingo, Percentage and Cookhouse; one week deposit in office. Can use capable Help in all departments. A Ten-Car Kiddie Auto Ride for sale, \$400.00; can be booked on show. All replies to L. C. CRANDELL, Mgr.

## HARRY LOTTRIDGE SHOWS

### WANT CONCESSIONS

Orville Miller is no longer with this Show, therefore will book two Fishponds and Popcorn. Ray Price, please wire me if you are not booked with your Concessions. Want immediately, fully experienced Man to tune Wurlitzer.

Address: Milton, Fla., this week; then per route.

WANT WANT WANT

## CARL BOHN & SONS SHOWS

Atkins, Ark., Street Celebration

Want to book small Merry-Go-Round, SHOWS—Athletic Show and any Show not conflicting. CONCESSIONS—Want to book Fish Pond, Dart Balloon, Bumper, High Striker, String Game or any Hunky Punk not conflicting with what we have. Want Agents for Count Stores and Skillos. All address:

CARL H. BOHN, Mgr.

c/o BOHN & SONS UNITED SHOWS, Atkins, Arkansas; then as per route.

## BUTTS COUNTY FAIR WANTS

JACKSON, GA., OCTOBER 7-11

SHOWS OF OUTSTANDING MERIT, especially 10-in-1, Animal, Freak, Motordrome, Illusion. None too big. Also have small amount of Concession space left and will book few more legitimate Concessions. Jim McCall Shows—Georgia's newest and biggest—on midway with eight Rides. All wire:

W. M. REDMAN, Secy., Jackson, Ga., or JIM MCCALL SHOWS, Per Route.



# GETLIN WILSON SHOWS

WORLD ON PARADE

## ATLANTIC RURAL EXPOSITION

"Formerly Virginia State Fair"

**RICHMOND, VA., OCTOBER 6 TO 11 INCLUSIVE**

We will place all legitimate Merchandise Concessions and Eating and Drinking Stands.

**FOR SALE**—1947 new Spitfire Ride and Smith & Smith Chair-o-Plane. We will book both rides with this show.

**WANTED**—Experienced Carnival Workingmen in all departments.

All Address This Week  
Frederick, Md., Fair; then as per route.

# CAPITAL CITY SHOWS

## WANT FOR SEVEN GEORGIA FAIRS

Legitimate Stock Concessions of all kinds. Age and Scales open.

SHOWS—10 in 1, Wild Life, Monkey and Snake. All replies:

**J. L. KEEF**

CORNELIA, GA., this week; HARTWELL, GA., next week.

## LaGRANGE (IND.) CORN SCHOOL

## and the MONROEVILLE (IND.) STREET FAIR

Closed the Operating Season for Both Units of the

# W.G. WADE

Shows



All inquiries regarding the 1948 season and any other communications may be addressed to

PERMANENT ADDRESS: G. P. O. Box 1488, Detroit 31, Mich.

# WONDER CITY SHOWS

WANT FOR DESHA COUNTY FAIR, DUMAS, ARK., OCT. 6-11

This is positively the biggest Fair in the Delta. Can use Octopus, Roll-o-Plane for this engagement and balance of season. Also Shows and Concessions of all kinds. Address

**JOE KARR**

Wonder City Shows, Warren, Ark., this week; Dumas, Ark., Oct. 6-11.

## SAM'S FUNLAND SHOWS

WANT FOR THE FOLLOWING FAIRS

Week Sept. 29th, Lakeview Community Fair, Lakeview, S. C.; week Oct. 6th, Firemen's Fair, Chadbourne, N. C.; followed by Firemen's Fair, Bladenboro, N. C., and Roberson Co. Agricultural Indian Fair, Pembroke, N. C.  
CONCESSIONS—Grab joint, small Bingo that works for stock, Fish Pond, Ball Games, Penny Pitch, Cig. Gallery, any Stock Store. No X. SHOWS—Any Grind Shows with own outfit, 20 per cent after tax. Eagelson, answer. Book, buy or lease Kiddie Auto Ride.

**SAM FOGLEMAN**  
THIS WEEK, LAKEVIEW, S. C.

W. R. GEREN Presents

## MIGHTY HOOSIER STATE SHOWS

WANT WANT WANT

Hanky Panks for Odon, Indiana, and also following week starting Oct. 6.

Then the BIG one—Indianapolis Colored Fair.

Wire M. G. STOKES, UNIT #2, ODON, INDIANA.

If you want to book for Indianapolis wire W. R. GEREN, UNIT #1, JEFFERSONVILLE, OHIO.

## FROM THE LOTS

### Prell's Broadway

BENNETTSVILLE, S. C., Sept. 27.—Prell's Broadway Shows, after opening their fair season in Carlisle, Pa., jumped to Altoona, Pa., for a still date, August 25-30, which proved very satisfactory. The 135-mile jump was uneventful and all equipment was on the lot ready for action by noon. Credit for the way the shows have been able to make their moves without undue trouble goes to the shows' three mechanics and the able supervision of Abe Prell. This has been a tough year for shows, but to date the outfit has always made its opening on Monday and has been ready, weather permitting, to put on a show. In Altoona rides and equipment were repainted by Whitey Hewitt and his crew.

Labor Day stand at Ebensburg proved to be bigger than in 1946, with 67,000 people passing thru the gates, giving the shows the largest single day's gross in its history, nearly \$25,000. While the rest of the week was not so big, it held up better than in 1946 and total attendance for the week was more than 20 per cent greater than last year's, with the shows' gross proportionally bigger.

Augmented midway had 18 major rides and more than 14 big shows. The top money on the rides was taken in by the Caterpillar, second by the Spitfire and third by the Ferris Wheels. Among the shows, the top gross was handled by Cash Miller's Freaks of the World, second by the Barro Brothers' Motordrome and third by Bob White's Scandals. All other shows reaped their share. On Thursday night shows' personnel once again got together and put on a jamboree for the Miami and National Showmen's associations, netting a total of \$1,000, which was split between the NSA and Miami club. Sam Prell, owner of the shows, contributed a sizable amount of this total, and a wonderful talk was given by Milton Paer, secretary of the Miami Showmen's Association.

Many visitors were on the lot in Ebensburg and the writer had his brother, Charles, and his wife as guests while there. With the shows getting set for the Southern fairs, Business Manager Patty Finnerty received delivery of a 1947 Buick car.—ALLAN A. TRAVERS.

### Mighty Page

WILSON, N. C., Sept. 27.—William (Bill) Page presented the Mighty Page Shows to his home-town neighbors here this week. His son, Bill Jr., who joined his dad's show this spring after serving in the navy four years, entertained many of his high school and college friends, while the elder Page entertained the oldsters. Page owns an extensive farm on the outskirts of the city and is building permanent winter quarters for the shows here.

Org opened the 1947 season March 8 and will close in November. Shows will have traveled over 2,000 miles in Mississippi, Alabama, Tennessee, Kentucky, Georgia, Virginia and North Carolina.

To date shows have lost only two Monday nights. One serious blow-down was experienced at Gallatin, Tenn., when the Minstrel Show was destroyed. A new top and sidewall was rushed in the same day from Nashville, however, and was up at 6:30 the same night. Capt. Shin Songer, high fire dive, has been the free attraction on the shows all season. The executive staff includes Page, owner-manager; Mack House, legal adjuster; Pete Hendricks, chief electrician; Little Boy Boykin, ride superintendent; Billy Buck, special agent, and H. J. Gill, manager of bingo and other concessions.

### B&D

WADESBORO, N. C., Sept. 27.—Everything was up and ready for the Monday night (15) opening of the Firemen's Fall Festival. Altho the lot was a little far out, it was a good one and the local committee proved good hustlers. Station WADE carried many spot announcements during the week. Opening night they sent out their wire recorder with the Man on the Street announcer and a 15-minute program was recorded from the midway. The record was put on the air the next day. Station also gave plenty of publicity to the Saturday Kiddie Matinee, featuring a bubble gum contest. The kids came out in droves and stayed late. In fact, the midway was crowded from 2 p.m. until midnight. The Taylor and Mickie Trout, free act, proved a big draw. Act was presented on a 40 by 20-foot stage and Manager C. E. Davis took care of the announcing duties.

Visitors included Jack Partlow, who came over from Charlotte to arrange with Davis for four rides, and Kelly Abbott and Charles Lentz, who combined business with pleasure Kelly Davis Taylor and Ben Trout visited King Bros.' Circus at Rockingham, N. C.

Line-up includes C. E. Davis, manager; Mrs. Jim Doby, front gate ticket box; Jim Doby, electrician; Mr. and Mrs. R. M. Sutton, who have Emmett, Rabbit Boy Show, and Mr. and Mrs. Sol Feld, Glass House and bingo. Concessionaires are J. W. Blanton, 3; Pete Crystal, 2; the Trouts, 1; Joe Wasso, 2; Ray Garrison, 4; Bill Taylor, 7; and Mr. and Mrs. Walter Lankfor, cookhouse. Ridemen are Walter Short, superintendent; Bill Williams, Flying Comet; John Skinner, Merry-Go-Round, foreman, with Tom Doby, second man; Arthur Sloan Fox, Swing foreman, and Albert Patterson, Ferris Wheel second man.—BEN TROUT.

### Virginia Greater

WILLIAMSTON, N. C., Sept. 27.—Org, auspiced by the Lions Club met with fair business in mixed weather here the week ending September 20.

Jump from Warsaw, Va., was long and a heart-breaker. One of the Whip trucks skidded and smacked against a stone culvert, and the trailer was demolished. Tractor, however, was saved. Several other trucks encountered minor troubles en route, and arrived too late for the shows to open Monday.

During the early part of the week here business was light, the folks being scared by the radio reports of the hurricane. Patronage picked up the last half, tho, and the stand wound up satisfactorily.

Jack (Ross) Chickerelle, who operated the Girl and Minstrel shows, left here. Visitors included H. Cooper and Mike Roma of the James Raftery Shows.

Manager Rocco Massucci purchased another trailer truck to replace the wrecked Whip truck. Mrs. Noel Bass rejoined after spending a few days at her Burlington, N. C. home.

### Wolfe Amusements

McCORMICK, S. C., Sept. 27.—Ideal weather, combined with a downtown location and the fact no carnival had been allowed in town for 18 years enabled shows to register its best date of the season so far, with the rides getting top money.

Midway was open each afternoon and all p.a. sets on the lot were tuned low so as not to disturb classes in a nearby school. Results were satisfactory and shows were invited to return next year.

Majority of the townspeople never had attended a carnival before, and the merchandise games were popular.

Recent arrivals are Macks' two concessions, Harriss's short-range gallery and Neal's diggers—ERNEST SYLVESTER.



**FOR SALE**

3-Abreast Allan Herschell Merry-Go-Round, 8-Tub Octopus, 5-Car Pretzel Ride, Super Roll-o-Plane, 12-Car Ridee-O, Eli #5 Ferris Wheel, 10 Dodgem Cars, Miniature Train, Pre-Flight Trainer; 60-Inch Sperry Searchlight and Generator, mounted on Trailer; Mouse Circus, complete with Building; 20 Concession Games, Concession Merchandise, Allis-Chalmers and Waukesha Motors; Bingo, complete with Merchandise; Steel Park Benches, Playground Equipment, Chevrolet Tractor and 22-ft. Trailer. Many other items too numerous to mention, such as Light Towers, Cable, Tools, Paint, etc.

Our Rides and Equipment are all in good shape and have been operated in a park, still standing, and we invite the closest inspection.

PHONE, WIRE OR WRITE:

**CRYSTAL CITY PARK**

**JOHN C. MULLINS, Owner,**  
**or GEORGE B. DAVIDSON,**  
**Manager**

TULSA, OKLA.

(Phone 5-0101, between 10 a.m. and 5 p.m.)

**FOR SALE**

3,500 feet, 7-ft. full height, white flameproof sidewall, Koroseal finish. 50c running foot. 50-ft. and 100-ft. lengths. Snaps at top, rings at bottom.

**ARMBRUSTER MFG. CO.**

812 East Adams St., Springfield, Ill.  
Phone: 5479

**Big Harry Walker Days**

LEEDS, ALA.

**WILL BOOK, BUY OR LEASE**

Ferris Wheel or any Flat Ride. Will book Concessions: Ball Game, Fish Pond, Bowling Alley, Candy Apples, Agents wanted.

This Show is out all winter. P.S.: Will book Mitt Camp. All wires

**JOE SALADINO**

This week, Leeds, Ala; next, Moundville.

(Permanent Address)

202 N. 17th St., Mecca Hotel, Birmingham, Ala.

**STEBLAR GREATER SHOWS**

**WANT**

For Cowpens, S. C., this week; then Jonesville, S. C., Oct. 6 to 11, and long season south.

Can place Bingo, Popcorn, Candy Apples, Fish Pond, Bowling Alley, Penny Pitch, Hoop-La, Pitch-Till-You-Win.

Have For Sale: 30 by 60 Top, Sidewall. Poles and Banner Line, also Leaping Lena Flat Ride.

Address all mail:

**J. G. STEBLAR**

**HERMAN (GREENY) PLUDA**

**WANTS NAIL AGENTS**

Tupelo, Miss., this week; Jackson, Miss., the following week. Wire

CAVALCADE OF AMUSEMENTS

**WANTED**

**GIRL CARNIVAL DANCERS**

3 months' engagement, good salary, short hours. Write or wire

Send Pictures if Possible.

**MOULIN ROUGE CLUB**

240 Burgundy St., New Orleans, La.  
Phone: Magnolia 8-21

**Majestic Greater**

TROY, N. C., Sept. 27.—The Montgomery County Fair closed here Saturday (20) in a blaze of glory following an inauspicious start. Rain opening Monday (15) and generally unsettled weather the following two days hurt attendance, altho a few did turn out. Business perked up Friday (19) and Saturday was good except for a shower late in the evening. Wednesday (17), Kiddie's Day, was big.

Altho confined to a hospital in Detroit, Mrs. Sam Goldstein, wife of the owner, reports she enjoyed her 37th birthday Thursday (18). She was remembered by all and was the recipient of many beautiful gifts and flowers.

Mrs. Pearl Glassman joined here, as did Rita-Raye. Latter will be in Bancroft's Side Show.

Leighton Brown and members of the fair board were very co-operative. General Agent W. A. (Bob) Hallock returned for a visit. The Perotta boys joined here with four concessions. Speedy Drags is doing fine with his Motordrome. The Blonde Bombshell is still packing them in. Philip Jones took over the Merry-Go-Round. Slim has taken over the Spitfire. Joe Martin is handling the Roll-o-Plane while the Rocket crew is still striving to break records.—HARRY E. WILSON.

**Lee United**

GLADWIN, Mich., Sept. 27.—Fair here the week ending September 20 was the biggest in city's history and the org's gross was the largest in the annals of the fair. Rides included Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Spitfire, all office-owned, plus kiddie rides and pony ride. Shows were Gal Revue, Meyers Glass Blowers, Ferdinand's Glass Blowers and Usher's Snake Show. There were 35 concessions, ranging from corn on the cob to blankets.

General Manager Harry Taylor laid the shows out flush along the street to the grandstand, getting away from the customary horseshoe design and it proved more effective.

On the lot were Eddie Herman, Jack (Gypsy) Winters, Bill Porter, Paul Herschell, Tommy (Paddles) Reisner, Wingie Schaefer and William (Heavy) Postelwaite.—FRANK HOWARD.

**Crescent Amusement**

SPRUCE PINE, N. C., Sept. 27.—Org enjoyed big business at the Mayland Fair, which closed here Saturday night (13). The fair, out of action since before the war, hit a record gate in its return.

Twin Ferris Wheels and the Caterpillar took top money among the rides. Doc Anderson's Harlem in Dixie scored a big week. Doc Harwick's Shows racked up better than satisfactory business. The Motordrome, however, was the top money-getter among the shows.

Roy Johnson added two more concessions. Mr. and Mrs. Troy Large and Mrs. Bob Pollack purchased new house cars here.

Shows were spotted on top of a hill, and George Smith had to lay out what amounted to three midways in order to set up all equipment.—LOUIS BRIGHT.

**Marion Greater**

MULLINS, S. C., Sept. 27.—Org had a nice season and no little credit is given to F. E. Spain, who did the booking.

Personnel gave Billy Riley a party before she left for school. The birthday of Mrs. Louise Parton, concessionaire and ball game work, also was celebrated with a party, at which she received many gifts.—J. W. TILLY.

**Morris Hannum Shows**  
*A tradition at Veterans' Conventions*

**REIDSVILLE AGRICULTURAL FAIR**

REIDSVILLE, N. C., OCTOBER 6-11,

★★★

**SCOTLAND COUNTY FAIR**

LAURINBURG, N. C., OCTOBER 13-18

★★★

Will book Concessions of all kinds, no exclusive.  
Enfield, N. C., Fair, now; Reidsville, October 6-11.

**ALAMO EXPOSITION SHOWS**

FAIRS FOR BALANCE OF SEASON FAIRS

TEXAS FOREST FESTIVAL AND FAIR, LUFKIN, TEX., OCT. 6-11

Draws more people than any other County Fair in Texas.

THEN CARTHAGE, TEX., FAIR, OCT. 13-18; WACO, TEX., FREE FAIR AND EXPOSITION, OCT. 21-26, SPONSORED BY LOCAL BUSINESS MEN.

ALSO THE BIGGEST ARMISTICE CELEBRATION IN TEXAS—STEPHENVILLE, NOV. 10-15.

Can place Hawaiian Show Operator (no blows). Wild Life, Pretzel Ride and will book or buy one more Eli Ferris Wheel. Will book Novelties and Merchandise Concessions. Joe Murphy wants GIRLS for French Casino. We are now booking Concessions for the Battle of Flowers on the Streets of San Antonio, Tex. Will sell Novelties to one Operator.

Permanent address: 2240 E. Houston St., San Antonio, Tex. WIRE, WRITE OR PHONE:

**JACK RUBACK, Mgr.**

Bonham, Texas (Fair), this week; then per route.

P. S.: Frank Topper can place Side Show Acts. Need Operator—Have complete Snake Show Frame-Up.

**WHITE STAR ATTRACTIONS**

**WANT**

10-in-One, Monkey Show, Wild Life; Free Act, prefer High Dive. CONCESSIONS—Bingo, Ball Games, String Game, Bumper Store, Short Range Gallery, Cigarette Gallery, Watch-La, Hoop-La, Balloon Darts, Fish Pond, Pitch-Till-U-Win, High Striker, Coke Bottle, Blower, Photos, any stock store. Wire  
**A. D. COFFMAN, Owner-Mgr.—BILL REESE, Concession Mgr.**  
Alamo, Tenn., this week; then Humboldt  
This show has 5 rides and moves every week and opens on Monday night

**BUFF HOLE SHOWS**

**WANT**

**WANT**

FOR PICAYUNE, MISS., FAIR, AND OBERLIN, LA., FAIR, WEEK OCT. 8; WASHINGTON PARISH FREE FAIR, FRANKLINTON, LA., WEEK OCT. 13. Concessions that work for Stock, except Corn Game, Diggers, Mitt Camp, Ice Cream and Novelties. Especially need Lead Gallery, Cookhouses and Grab for Franklinton. Will book Shows that do not conflict. (Mark Williams and Jack Galuppo, get in touch with me.) Address:

**B. W. HOTTLE, Mgr.**

THIBODAUX, LA., this week; then per route.

**ANDERSON'S GREATER SHOWS**  
*the fine old show with the grand old name*

Want for Henderson County Fair, Lexington, Tenn., this week, followed by Tri-County Fair, Guin, Ala.; Cordova Fair and Horse Show and six more Alabama Cotton Belt spots. Out 'till December 1st. RIDES—Flat Ride or Roll-o-Plane, 25 per cent. SHOWS—Monkey and Snake or any Show with own outfit, 25 per cent. CONCESSIONS—Bingo and Diggers, \$35.00 each, two weeks deposit required. Hanky Panks, \$20.00. Will book one Mitt Camp and two only Flat Stores. Contact

**NORMAN ANDERSON, Anderson's Greater Shows, Lexington, Tenn.**

**HETH EXPOSITION SHOWS**

MARKED TREE, ARKANSAS, OCT. 1 TO 11

Concessions all open except Bingo, Fish Pond and Scales. Will book all Rides not conflicting. Address:

**R. L. HETH, Mgr.**

as per route.



# CARAVELLA AMUSEMENTS

Now Playing  
MANNING, S. C., FAIR

CAMDEN, S. C., FAIR, October 6 to 11  
NEWBURY, S. C., FAIR, October 13 to 18  
3 More To Follow 3

## CAN USE

CONCESSIONS (R. W. Rocco in charge of midway): Hanky Panks of all kinds, 2 Stock Wheels, can deal P. C.; good opening for Penny Pitch. Bob Parker can use Diggers.  
SHOWS: One Girl Show—one Snake Show. Hank Sylow wants Half and Half, also good working Acts for Side Show.  
RIDES: Kiddie Rides only (we carry 9 major rides).  
HELP: Second Men on all rides.

—:—GOOD FOREMAN FOR MOON ROCKET—:—  
Top Salary

## AGENTS NEEDED

Head for Bowling Alley and Roll Down. Men and Women for Hanky Panks.  
All Wire R. W. ROCCO.

FRANK CARAVELLA, Gen. Mgr., Manning, S. C.  
P.S.: Grant Chandler, have proposition for you. Johnny Chiborri, wire if open.

W. R. GEREN Presents

# MIGHTY HOOSIER STATE Shows

WANT—Week October 13-18—WANT

SECOND CALL

Want for Indianapolis Colored Fair—Legitimate Stock Concessions only. Shows—Must be in keeping with this show. Will book Fly-o-Plane and Looper. Cookhouses and Eating Stands contact. We will put No. 1 and No. 2 units in this fair, which will total 12 rides. This fair is really papered and advertised and will be the largest ever held in Indianapolis.

For Sale—One Four-Year-Old Female Chimpanzee, broke to wear clothes, eats at table, and very easily taught. Priced to go at \$650.00.

All replies wire:

W. R. GEREN, Owner

Mighty Hoosier State Shows, Jeffersonville, Ohio, this week;  
week October 7-11, Red Key, Indiana.

SECOND CALL

# BRIGHT LIGHTS EXPOSITION

Shows  
World's Brightest Midway

## CAN PLACE

Shows not conflicting. Also place Concessions not conflicting. We have 7 more weeks to go. Good opening for Hanky Panks, High-Striker, String Game, Penny Arcade, Custard, Jewelry, Bumper, Glass Store, Bowling Alley, Pitch-Till-U-Win, Motordrome. Pete Howard Wants Girls, Comedians and Musicians for Minstrel Show. Want Talker and Working Acts for Side Show. Write or wire

JOHN GECONA or L. C. HECK

East Bend, N. C., this week; Edenton, N. C., October 6th.

# Silver STATES SHOWS NO. 2

## RICHMAN-CARPENTER Presents

Touring Arkansas, Mississppi, Louisiana, Out All Winter.

Good proposition for small Cookhouse or Sit-Down Grab, Pop Corn, Candy Apples, Floss, Scale, Custard. Will book Arcade, Cake Bakes, Fish Pond or any Concession that works for stock. Some P.C. open. Will book one major Ride and Grand Show with own outfit. This unit carries 5 Rides, 3 Shows.  
Buffalo, Mo., this week; Thayer, Mo. (Celebration), week of Oct. 6.

## WANT—McBRIDE BROS.' SHOWS—WANT

One Flat Ride or any ride not conflicting. Train Ride, Fun House, Hanky Panks, Fish Pond, Duck Pond, Cork Gallery or what have you. Good proposition for shows with own outfits. All P.C. booked. No girl show or mitt camp wanted. Bill Taylor, contact Howard Thompson. King Fair, King, N. C., this week, followed by Spray and Draper, N. C. All replies to McBride Bros.' Shows, King, N. C., this week.

## FROM THE LOTS

### West Coast

SAN JOSE, Calif., Sept. 27.—The 125-mile move from Lodi was made in good time. Business at the Santa Clara County Fair started slowly but picked up each day and the engagement proved very satisfactory. The midway was in an ideal location, situated between the main gate, grandstand and horse show arena. Several attractions were added for this spot and the org's free acts were used to great advantage by the fair management, showing twice daily in front of the main grandstand.

Secretary Louis Leos entertained his wife and daughters, who reside in Los Banos. Other visitors included Harry Seber, president of Show Folks of America, San Francisco; Harry Lowe, Show Folks' secretary; Mr. and Mrs. Harry Friedman, Friedman Novelty Company; Mr. and Mrs. Glenn Artz, San Francisco; Dave Long, owner of Long's Greater Enterprises; Art Craner, manager of Allied Amusement Industries; P. Camp, Sello Bros.' Circus, and Jack Lewis, Lewis Novelty Company.

This was the third season shows have played the Santa Clara annual and marked the third time it has played within a two-mile radius of this location this season, org having been featured at the San Jose Veterans' Spring Festival in April and also at the Portuguese Festival in Santa Clara in June.

At Lodi the shows played one of the State's best seasonal festivals and fairs. Mr. and Mrs. Mike Krekos were greeted by Archie Clossong, manager; Jack Carter and Secretary Van Arsdale. Visitors from Stockton, Sacramento, Oakland and other Bay areas kept Manager Harry Myers and his assistant, George (Everett) Coe, busy entertaining.

Hot weather prevailed during most of the stand, but this helped night business because the crowds stayed late and the midseason grape shipping furnished the populace with the necessary spending cash. Org has practically the same line-up here as that which played the Legion picnic here May 4.

### Page Bros.

LEBANON, Tenn., Sept. 27.—While shows were here the week ending September 20, practically all personnel visited the Tennessee State Fair at Nashville.

Sgt. Charles Emmerton spent a week on the shows visiting his parents, Mr. and Mrs. Herman Emmerton. Herman has taken over the office-owned Funhouse and is remodeling it.

Mr. and Mrs. Jessie Johnson visited Mr. and Mrs. Jack Land, who have the mug joint on Capital City Shows. Mrs. Johnson is the Land's daughter.

Louis Curtler joined with an Octopus and six concessions; Mr. and Mrs. E. L. Smith, with balloon darts and scales, and A. C. Hart, custard.—V. COLLIER.

### Heart of Texas

DUNCAN, Okla., Sept. 27.—Org jumped in here from Stillwater, Okla., and was up and ready to go Monday night (8). Ride Superintendent Melton and Chief Mechanic Dutch were given credit for getting the shows up in fast time.

Mr. and Mrs. Blackie Finsweiler visited Eddie Lynch and the latter's family here, where Eddie, the org's legal adjuster, turned in an excellent job.

Previous stand at the fair in Stillwater proved a red one. Shows, rides and concessions all did big. The Spitfire topped the rides, with the Colored Revue and Heddie Jo Starr's Side Show finishing neck-and-neck among the shows. Howard Ramsey joined the office staff at Stillwater.—LOTTIE LOU RAMBO.

### Bee's Old Reliable

SOCIAL CIRCLE, Ga., Sept. 27.—Move here from Centerville, Tenn., was made in record time, with everything up and ready for business Tuesday night except the Chairplane, which was a little late in arriving. Shows, rides and concessions did fair business Friday and Saturday, but the rest of the week was a little off but still the spot was a winner considering everything.

John Huls, electrician, returned to Winchester, Ky., for a short vacation and will return to the show in a few weeks to resume his duties until the hunting season starts when he and Owner David J. Huls will make an extended tour thru Canada and South Dakota. Charles Britton has assumed the duties of electrician for the present time.

M. B. VanHooser took his wife home from Centerville, Tenn., before making the long trip to Social Circle, and will manage the bingo, formerly operated by his wife, in addition to his duties as ride superintendent. Owner David J. Huls and wife returned home from Centerville after a visit to the show the past eight weeks. During this time Huls helped in the office and Mrs. Huls managed the popcorn stand. Paul M. Conaway, Macon, Ga., visited at Social Circle.

Raymond C. Huls, 21-year-old manager, said the Georgia tour was an experiment that appears to be panning out well. A string of five fairs was to start at Thomson, Ga., after this date.

Huls said the shows usually stayed near home in Kentucky but have found the South to their liking. Huls lives in Winchester, Ky.

Org had 6 rides, 6 shows and about 35 concessions at this spot. Howard H. Dawson, legal adjuster, reported brisk biz for concessions at all Kentucky fairs this summer and found the opening spot in Georgia okay.

## R. E. (BOB) STEWART

General Agent

AT LIBERTY 1948

Have new car, don't need anything. Can handle anything back with Show from office to lot. Don't just talk a good Game, I can play one. Address

R. E. STEWART

Care Shan Bros.' Shows

Canton, Ga., this week, or as per route until Nov. 1st.

## FOR SALE, BARGAIN—\$700.00

Potato Chip and French Fry Concession, including Top and Camp Trailer. Entire outfit electrified; brand new 10x10 brass pin hinged Top with Awnings. Trailer hauls outfit and sleeps 4. Photo on request. Bargain at \$700.00. Trailer alone, \$450.00.

A. FURST

83-18 No. Blvd., Jackson Heights, L. I., N. Y.  
Ha. 9-9655

## JOE KAUS WANTS

Agents for Stock Stores and P.O. Wire

JOE E. KAUS

Care Peerless Amusement, Hot Springs, Virginia.

## MONROE HOGE WANTS

Agents for Skillo and Count Store, Hezzie Johnson, Herman Watts, come on.

ANDERSON GREATER SHOWS, Lexington, Tenn., Fair, this week; then Alabama. You pay your wires, I'll pay mine.

## ROGERS AND POWELL WANT

Major Ride, Concessions of all kind for Mississippi Fairs. Forest, Lauderdale, Canton, Etta, Ebbena. Wire or come on. Philadelphia, Miss.

## WANT TO BUY LATE MODEL 7 CAR TILT-A-WHIRL

For Cash. No Junk. Write or Wire  
BOX 124, c/o Billboard, 155 N. Clark  
Chicago 1, Ill.



# Central Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

## WANTS FOR THE FOLLOWING FAIRS

**BEAUFORT COUNTY FAIR, Washington, N. C., Oct. 6-11**

- Robersonville Community Fair, Robersonville, N. C., Oct. 13-18
- Firemen's Annual Peanut Festival, Scotland Neck, N. C., Oct. 20-25
- Great Loris Fair, Loris, S. C., Oct. 27-Nov. 1
- Firemen's Annual Fair, Tabor City, N. C., Nov. 3-8
- Armistice Day Celebration, Andrews, S. C., Nov. 10-15
- Chamber of Commerce Fair and Celebration, Summerville, S. C., Nov. 17-22

### STOCK AND P. C. CONCESSIONS OF ALL KINDS

Shows with or without own outfits. Will book one more Flat Ride.

**WANT OUTSTANDING FREE ACTS.** (State salary in first wire or letter, and be ready to join on wire.)

**RIDE HELP ON ALL RIDES.**

All-Contact: **SHERMAN HUSTED, Mgr.**

Seaboard, N. C., this week; then Washington, N. C., week of Oct. 6.

# PEARLESS CELEBRATION Amusements

## CLEAN ATTRACTIONS FOR PARTICULAR COMMITTEES

**NEW CASTLE, VA., Oct. 6 Thru 11 — FALL FESTIVAL**

WANT for a long season south in the money spots.  
 CONCESSIONS: Good opening now for Popcorn, Candy Apples, Grab, Fish or Duck Pond, Guess Your Age, High Striker, Penny Pitch, Palmistry, Photos. Other Stock Concessions and some Percentage open.  
 RIDES: Will book or buy Octopus, Roll-o-Plane or Kiddie Ride.  
 SHOWS with own transportation.  
 Sober and reliable Ride Help: Drivers, Mechanic, Electrician, contact for now and next season.  
 All address:

**WM. J. MESPELT or FRED HEDRICK**  
 HOT SPRINGS, VA., this week, or as routed.

## MECKLENBURG COUNTY FAIR

CHASE CITY, VA., OCTOBER 6th-11th

CONCESSIONS—Can place all kinds of Concessions, including Eating, Drinking, Hanky Panks, some percentage, and palmistry.

SHOWS—Can place any type of Shows not conflicting.

Address all wires and mail to

**LLOYD D. SERFASS, Gen. Mgr.**

## PENN PREMIER SHOWS

Sanford, North Carolina, Fair this week

## WANT CONCESSIONS

FOR

**Oct. 13 to 18—ANDERSON, S. C.—Oct. 13 to 18**

Have room for a few strictly legitimate Concessions—Hanky Panks or Ball Games, Photo Gallery, etc. Positively no Roll Downs or Razzles, they won't work. Shooting Gallery open. Dave Fineman, wire me your address or call

**CARL H. BARLOW, Danville Hotel, Danville, Va.**

## GULF COAST SHOWS

FAIR AND STOCK SHOW

Holly Springs, Miss., October 6 to 11

And Several Weeks To Follow.

WANT SHOWS, RIDES AND STOCK CONCESSIONS. Wire or come on—will place you. Agents for Coke Bottles, Darts, Mucky Buck, Hoop-La, Fishpond, Office Ball Game, Cork Gallery. Dutch Bristow, come on; L. W. is here. Address:

**F. M. SUTTON SR.**

Forrest City, Ark., until Oct. 4; Holly Springs, Miss., Oct. 6-11.

## WANT TO BUY OR BOOK MINIATURE STREAMLINED TRAIN

ADDISON MAKE

MUST BE IN A-1 CONDITION

## JOE DIEHL, KIDDIE-LAND

3330 CAHUENCA BLVD.  
 HOLLYWOOD 28, CALIF.

PHONE:  
 HOLLYWOOD 2888

# CARNIVAL OWNERS OUTDOOR SHOWMEN

Individuals Interested in Buying or  
 Major Carnivals Interested in Booking

# BLACKOUT TAXI

(Reg. U. S. Pat. Office)

The original, most beautiful and most practical

**DARK RIDE EVER BUILT**

See the 1948 Model

On the Endy Bros.' Midway at Atlanta, Ga., Fair

September 26 to October 5, or write to

**S. A. BAKER**

2907 W. Warren

Detroit, Mich.

# MARKS SHOWS

MILE LONG PLEASURE TRAIL

**CATAWBA COUNTY FAIR, HICKORY, N. C.**

October 6th to 11th

**UNION COUNTY FAIR, MONROE, N. C.**

October 13th to 18th

And All Fairs Until the Middle of November

Want legitimate Merchandise Concessions of all kind. FOR SALE: Moon Rocket Ride, first-class condition, with new Diesel power unit. One 8-Car Whip, first-class condition. Both Rides can be seen in operation. Twenty-eight (28) foot Semi-Trailers and late model International Tractors, used for transportation, can be bought for these Rides, or will sell without transportation. Address:

Fayetteville, N. C., this week; Hickory, N. C., following; then as route.

# ROYAL AMERICAN SHOWS

WORLD'S LARGEST  
 (AND MOST BRILLIANTLY)  
 ILLUMINATED MIDWAY

FOR SALE

**PRETZEL RIDE—NEW THIS YEAR**

REASON FOR SELLING, NEED LARGER PRETZEL RIDE. Can be seen in operation as per route: Muskogee, Okla., Sept. 27 thru Oct. 4; Beaumont, Texas, Oct. 5 thru 15; Shreveport, La., Oct. 16 thru 27; after Oct. 27, Tampa, Florida, Fair Grounds, Winter Quarters.

WILL MAKE DELIVERY AT CLOSE OF SHREVEPORT FAIR, OCT. 27. Address

**C. J. SEDLMAYR, Gen. Mgr., Royal American Shows**  
 per route.

# A.M.P. SHOWS

Juggly

WANT WANT WANT WANT  
 FOR RICHMOND CO. AGRI. FAIR, HAMLET, N. C., OCT. 6-11, Devil's Bowling Alley, Hoop-La, High Striker, Age and Scales, Novelties, Part Store, Mug Outfit, Basket Ball, Six Oats, Blower and Wheels open. Shows: Fun House, Glass House, Motordrome, Snake, Wild Life, 10-in-1 (have complete outfit), Jig Show (complete outfit), any others not conflicting. All replies to  
**A. M. PODSOBINSKI, Gen. Mgr.; MARK CURLEY, Bus. Mgr.**  
 This week, Selma, N. C.; next week, Hamlet, N. C.



# HARRY LOTTRIDGE SHOWS

America's Best Amusement Equipment

FLORIDA — FAIRS — FLORIDA

**RIDES** All are Show owned and are NEW, either this year or last year. Can always use good, sober RIDE HELP. Semi Drivers preferred. Top salaries. If married, can use wife as Ticket Seller or Concession Agent.

**WANT** FUN HOUSE. Floyd Smith, am anxious to hear from you. Either book or buy.

**WILL BOOK** Legitimate Concessions of all kinds.

## FOR SALE

2 50 Kw. Transformers, complete with switches, etc., mounted in Chev. Van. Just installed new motor. Reason for selling, have bought Power Plants.

## FOR SALE

1946 Smith & Smith Kiddie Airplane Ride, very good condition. ALSO IF WANTED—1½ ton International Stake Body Truck. Just installed new motor, used to haul ride.

## FOR SALE

Grab Trailer, booked on Show. Priced reasonable. Apply, Bill Noe.

## FOR SALE

36-ft. Merry-Go-Round Top and Sidewall, several Show Tops and Concessions, in good condition. Reason for selling, will have all new in 1948.

COMMITTEES AND FAIR SECRETARIES  
Contact Now for 1948 Bookings

ALL REPLIES TO

HARRY LOTTRIDGE, Manager

Milton, Florida, this week; Jay, Florida, next week

QUEEN OF THE FLYING RIDES

## FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.

5441 COTTAGE GROVE

CHICAGO, ILL.

## T — E — N — T — S

BINGO — CONCESSIONS — SHOW — MERRY-GO-ROUND — CIRCUS  
khaki, blue, olive, baker bold stripe

Jimmy Morrissey

ALL-STATE TENT & AWNING CO.

300 E. 9th St.

Phone: Harrison 6867

Kansas City, Mo.

## TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE.

(Phone 38885)

ALTON, ILLINOIS

## TENTS

TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS

QUICK DELIVERY—WIRE, WRITE OR PHONE

TENTCO CANVAS, INC.

130 GREENE STREET

Phone: Walker 5-1299

NEW YORK 12, N. Y.

## CARNIVAL FOR SALE

1 10-Seat Ferris Wheel, 1 Allan-Herschell 34-ft. mounted center pole Merry-Go-Round, 1 large Airplane Ride, 1 St. Joseph 24-Seat Merry-Go-Round, 1 Fiddle Airplane Ride, 20-Passenger; 1 8-Car Auto Ride, all Ticket Boxes same size, 1 10x20-ft. new Sit Down Cook House, 1 16x22 Side Show Top complete with poles, 1 High Striker, 1 Jingle Board, 2 Ball Games, new Top, 1 Snow Cone, 2 Percentage Tables, 1 P.A. System new this year, 1 Switch Box and 1,000 ft. Cable; Trucks, consisting of 1 1942 K7 International Tractor with 24-ft. Feystone Trailer, 1 1941 K8 International Tractor with 20-ft. Springfield Trailer, 1 1941 K7 International Van, straight pulling Merry-Go-Round center pole, 1 1938 International Tractor with 1 24-ft. all-steel Van Semi Trailer, 1 1937 Chev. straight Truck. Sell as Unit only. Selling on account of other business. Playing Eldorado Springs, Mo., Oct. 2-3-4. Don't write or wire, come look it over. First \$17,500.00 takes all. Home address: 206 EAST JACKSON, WINDEFOR, MO.

E. L. McCOWN

## From the Lots

### Mighty Van Dyke

SAVANNAH, Ga., Sept. 27.—We are steadily moving south and soon will be playing in the Florida sunshine. The last several weeks we encountered plenty of rain, and business, as a result, has been only fair.

Harry Fraker joined with his Wild Animal Show, assisted by his wife. Their son, Russell, joined with his Oriental Nights, girl show, featuring Barbara La May, and Princess Nova. Lewis and Babe Scott have the Harlem Broadcaster, with a cast of 18 and a seven-piece band. Max Glynn's cookhouse, operated by Bill and Isabel Bard, continues to put out excellent meals.

The line-up includes Jack Perry, manager; Leo Bistany, assistant manager; Fred Landers, secretary, and F. E. Kelly, advance agent. Concessionaires: E. L. Riccardi, shooting gallery; Dutch Whiteside, bingo; C. Fisher and daughter, Florence, novelties; Mr. and Mrs. H. W. Lester, candy floss; Karl Wilson, hoopla; Elmer Jolly, slum spidle; Finley and Rose Harbert, string joint; Mr. and Mrs. E. C. Bolton, photos; Sara Lewis and Mary and Rose Nicholas, mitt camps; Sadie and Diana Nicholas ball game; Mike and Dorothy Belderes, custard, popcorn and candy apples; Geraldine and Tito Moreno, French fries, and Red and June Shell, G-top and various concessions.

Ridemen include John Markham, foreman; Laurence Jipson and Hunter Woodall, Merry-Go-Round; Paul O'Shields and Maurice Beaupre, Swings; William Oden, kiddie autos; Pender Morrison and Horace Bivens, Ridee-O; Edgar Bowman, Octopus; Paul Cross, Ferris Wheel; Claude Grubb, sound truck and concessions, and Neil Butters, mechanic.

Lew Alters is manager of the side show, with Helen Alters, assistant. Personnel includes Fred Mauer, No. 1 box and outside talker; Harry E. Lewis, No. 2 box; Texas Joe Rubie, fire eater; Rammy Sammy, magic; Maj. P. Fox, midget; Bertha, big snakes; Sig Anderson, tattoo; Dubletta, two-headed baby; Capt. Bob McGaughey, escape; Devil, two-nosed dog; Phillip, frog boy. George Spears has the ape girl in the annex.—JUNE SHELL.

### Wrightsman's Amusement

EL CERRITO, Calif., Sept. 27.—C. (Shorty) Wrightsman's Amusement Company closed the season here Monday (15). All trucks were taken to org's winter quarters in Mountain View, Calif.

At closing, line-up included C. (Shorty) Wrightsman, owner-manager; Mrs. C. Wrightsman, cashier and bookkeeper; Arthur (Pinky) Coleman, ride superintendent; John (Cupcake) Woronuk, electrician; Elmer (Shifty) Burns, Al MacReynolds and Rusty Sheets, Tilt-a-Whirl; Pinky Coleman and Joe Gomes, Merry-Go-Round; Dave Gregory and Cupcake, Ferris Wheel; John Flemming, Roll-o-Plane; Little Red, baby ride, and Starr Woronuk, Jess Loomis, Allie Wrightsman, ticket sellers.

Concessionaires included Glen Loomis, ball game; T. J. Cunningham, grab and candy floss; Ted Wright, long and short range shooting gallery, and Tex Cordell, one store.—STARR WORONUK.

### Thompson Bros.' No. 2

HASTINGS, Pa., Sept. 27.—Auspiced by the local fire company, org was spotted in the heart of town. Weather was fair, but business poor. It was the second time the shows had played the spot.

For the third straight week the Ferris Wheel topped the rides. The writer's trailer was damaged en route from Johnsonburg.—BUD WIEGAND.

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**ROGER D. FINGAR**  
W. C. KAUS SHOWS  
Morganton, N. C., this week



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\$25.00 Wax Head Joan of Arc in glass case.  
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3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 ..... 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 ..... 2.00  
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5 M ..... 1.50  
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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

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## NAAPPB '48 Feed Set for Larger Room

### Org Outgrows Bal Tabarin

CHICAGO, Sept. 27.—Annual banquet of the National Association of Amusement Parks, Pools and Beaches, one of the highlights of the org's annual convention, December 1-4, will be held this year in the Grand Ballroom of the Hotel Sherman instead of in the Bal Tabarin Room as heretofore, Paul H. Huedepohl, NAAPPB executive secretary, announces.

"We just outgrew the Bal Tabarin," Huedepohl said, "and in order to give everyone a chance to attend the banquet we have decided to move it to the Grand Ballroom. It means we'll have to hustle to fill the big place, but I am confident we'll have no trouble."

### Trade Show Sellout

From the announcement about the change in site of the banquet, Huedepohl swung into a conversation about the trade show and said that "we are sold out and have been for the last few weeks."

The NAAPPB executive secretary, however, said he was working on a plan to try to squeeze in a few more exhibitors. The number of exhibitors this year will be the largest in history. Reservations have been made for 121 booths this year, topping by 16 the record 105 of last year. In the event Huedepohl is successful in getting additional space, he will be able to take care of the 15 or 16 exhibitors now on the waiting list.

"In order to accommodate the 121 exhibitors this year, we took over Parlor L and another spot referred to as the 'elevator shaft,'" Huedepohl said.

### Some New Ones

Most of last year's exhibitors will be back again this year, only 10 of those on last year's list missing this year. There are quite a few new exhibitors and would be more, the NAAPPB secretary said, if "we had the room."

Regarding room reservations for the December convention, Huedepohl said his organization was making every effort this year to house the entire membership in Hotel Sherman. "This means," he said, "that it is imperative that members get in their reservations to the NAAPPB office as quickly as possible so that all may be taken care of. There are no parlor suites, bedroom suites or alcove bedrooms left, but if members will get in their requests to us now we will do everything within our power to see that they are taken care of at the Hotel Sherman," Huedepohl added.

### Swedish Funspot Op Books Acts in London

LONDON, Sept. 27.—E. Ekstrom, managing director of the Liseberg Amusement Park, Gothenberg, Sweden, has been in town booking acts for next summer.

Liseberg has a large indoor theater, using vaude-revue talent, and an outdoor circus arena, both of which feature top foreign acts before the war.

### Hartford Zoo Opposed

HARTFORD, Conn., Sept. 27.—Alderman Louis Kosoff's proposal for a city zoological garden was opposed in a letter to the common council received this week from the park department.

## Sitting 'Round the Table

(Editor's Note: The discussion continues on the current question, "Do you believe the expense of a first-aid department in your park is financially worth while?" Many replies have been received and all will be printed in this column. If you are among the "missing" on this question, write your views on the subject now and mail them to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago, Ill., and they'll appear here in the future.)

### Addison Says Yes

I believe a first-aid department should be a MUST in every amusement park, regardless of the financial consideration given it. There is no better way to make friends for the park or to build up good will. Most parks know the value of good will in times of necessity and bad business.

The first place a customer looks for when he is in trouble is the first-aid department. This gives you an opportunity to get acquainted with someone with a claim of an injury (regardless how small) received in your park, and by treating him courteously and your helping him get over his cuts or ills will make him feel better and become a friend of the park. To ignore this customer and send him on his way with a bleeding cut or an open wound would make an enemy.

Children always are getting into small trouble, falling from benches, bumping into tables, etc. These things usually upset the parents, and with some smart salesmanship on the part of your first-aid nurse or attendant, the ills are taken care of, the faces and hands cleaned and off they go, happy once again. These same children will be your customers for a long, long time.

True, when you are very busy (if you do the first aid yourself) and some Joe, who has been on a bender, wants some aspirin or something like that, you feel like telling him off. But if you fix him up, and it takes little or no time, he will remember that bit of kindness.

It is surprising to see how many people want to pay for the first-aid service they receive in my office. Naturally, we never think of taking anything. But it does happen.

There is the case of the small boy who comes to the park with a bandage on his leg. The mishap occurred in the city where he lives. However, he is in your park and his mother wants the wound looked at so he won't get any infection. You realize this mishap didn't occur in your park (and that might be a good thing to know), but you figure it's good business to aid the boy. You give him attention and both the boy and his mother are grateful.

A first-aid department gives you first-hand information on any accidents that happen in your park and gives you an opportunity to remedy the cause of the accident.

There are so many ways that a first-aid department will help to overcome some shortcomings that you might have in your park. Yes, a great many parks have first-aid departments and who knows, this little bit of human assistance given a customer may make him forget that the drinking water was bad, or that there was no drinking water on hand, that the cold drinks were hot and a few such things. There is just no way of measuring the many benefits.

### Coney Island Boardwalk Building Brings \$170,000

NEW YORK, Sept. 27.—The large and ornate building at West 21st Street and Coney Island's Boardwalk brought \$170,000 at auction Wednesday (25). The building was owned by the Childs restaurant chain, which originally occupied it. It has served as a roller-skating rink and dance hall in recent years.

Building originally cost \$1,500,000 and occupies 100.41 feet along the Boardwalk and 248.38 feet along 21st. The buyer was a syndicate headed by Abraham J. Kheel.

—I. C. ADDISON, manager, Marshall Hall Park, Bryans Road, Md.

### Not Main Consideration

Yes, we firmly believe in a first-aid department in our park. The question of it being financially worth while is not the main consideration. The fact it helps establish good will and makes the patron feel you are taking an interest in his welfare is worth the cost alone.

In the past we not only have had a first-aid station but we had a registered nurse in attendance on all of the big days. Just recently we decided to have a full-time registered nurse in attendance thruout the season next year.—J. B. SOLLENBERGER.

## Lewis Sell Interest in Seaside Park

### Dispose of Ocean View Stands

NORFOLK, Sept. 27.—Art and Charles Lewis, long prominent in outdoor show business, this week pulled out of the shore resort amusement field when they disposed of their interest in Seaside Park, largest local amusement center here, to Dudley Cooper and Jack Greenspoon.

It was announced that Cooper, well-known local business man and operator of Ocean View Park, and Greenspoon, formerly associated with the Lewises in the operation of Seaside Park, have full control of the latter funspot and currently are working on plans to renovate and modernize it before 1948's opening, which is set for a week prior to Decoration Day.

The Lewises also have disposed of their leases on a number of concessions which they operated at Ocean View Park for several years. Purchase price of either transaction was not disclosed.

Before entering the park field, Art Lewis owned and operated the Art Lewis Shows for many years, wintering for the most part in this city. Charles Lewis held an executive position with the shows prior to joining his brother in the operation of the local park.

### Oakland's Durant Zoo To Get City's Support

OAKLAND, Calif., Sept. 27.—Durant Park Zoo won another year of city financial support as the result of action taken by the city council, which recommended that the park board renew for another year the city's contract with Alameda County Zoological Society. Contract, which has run eight years, provides \$4,800 of city funds annually for the zoo's upkeep.

In taking this action, the council overrode recommendations by the park board that the contract be ended on its expiration date, October 1.

## Pontchartrain Damage Light, Batt Informs

### Rides Withstand Hurricane

CHICAGO, Sept. 27.—Surprising as it may seem, Pontchartrain Park escaped any serious damage from the recent hurricane, Harry J. Batt, owner, wrote *The Billboard* this week.

"I was aboard the ship thruout the storm, as a good captain should be, and I was an eye witness to the hurricane," Batt wrote. "Pontchartrain Beach weathered the hurricane, which had winds upwards of 100 miles per hour, without any major damage whatsoever. There was absolutely no damage to any of the high rides and outside of the loss of two built-up roofs from the shooting gallery and food stand, the only other damage was caused by water driven by high winds over the seawall to a height of 22 inches, causing damage to merchandise stock stored in our warehouses. This will amount to between \$2,000 and \$2,500. A number of small motors in our machine shop, for off-season check-up, were caught in this water but suffered no damage, altho it will be necessary to put them thru a dryer.

"Both Mrs. Batt and I were in our summer apartment and rode out the storm which struck from the northeast, the hurricane moving in a circle as you perhaps understand. Pontchartrain Beach, being on the northeast shore of the lake, bore the brunt of the storm. I think we were very fortunate, because if it had not been for the fact that the seawall that fronts the entire lake on the north shoreline of New Orleans is of substantial construction, and also for the fact our buildings are all of good construction, we would have suffered great damage.

"Wires and letters have poured in from my friends in the park business thruout the country offering their assistance and I want them all to know, until I get a chance to answer their letters, telegrams, etc., that we are, by the grace of God, in good shape."

### Olympic Employees Guests Of Guenther at Clambake

IRVINGTON, N. J., Sept. 27.—Management, staff, concessionaires and employees of Olympic Park celebrated the close of the season with a clambake served in the park's picnic grove Friday (12). Entertainment was provided by Helen Turner, accordionist, and Ben Williston, magician.

Among the 87 persons attending were Owner Henry Guenther and sons, Robert and Henry Jr., with their wives; A. Kuhn, Dan Petersen, Mr. and Mrs. Brooke, S. Kaufman, Mr. and Mrs. William Erne, Mr. and Mrs. George Turner, Mr. and Mrs. George Rochedieu, Harry Harris, Ed De Riso, Mr. and Mrs. Walter Zolkiewicz, Mr. and Mrs. Sornabend, Mr. and Mrs. Ed Spencer, Mr. and Mrs. Silverthorne, Mr. D'Auria, Mr. and Mrs. Gottlieb, Mr. and Mrs. Young, E. Clark, Mr. and Mrs. H. Conti, Mr. Schwartz, Mr. and Mrs. F. Baker, S. Weisham, F. Laurence, F. Cabello, Charles Bieber, E. Ball Jr., Mr. and Mrs. Classen, Mr. and Mrs. William Kim, William Lee, George Malanga, F. Harrington, Mr. Ishler, Mr. and Mrs. N. Guillian, Mrs. Lillian Zereist, E. A. Gibbons and A. Fishbein.



**Strolling Thru the Park:**

**Unusual Fronts at Toronto  
Draw Raves From de L'horbe**

"There is one item about the recent Canadian National Exposition at Toronto this year which I think deserves a little notice," writes William (Bill) de L'horbe Jr., sales manager of the National Amusement Device Company, Dayton, O. "That was the unusual fronts on many of the shows and rides, particularly the bingo building, Laugh in the Dark, Skooter, Water Show, Mirror Maze and Magic Carpet, not to mention most of the concession buildings. It seemed to me to be a new type of park architecture and worthy of considerable praise, which should go to the architect; Joe Drambour, the builder, and J. W. (Patty) Conklin, owner of the buildings, and the man, of course, who actually merits the chief credit. Too, Elwood Hughes should not be forgotten when passing out the praise."

A. B. (Brady) McSwigan, owner of Kennywood Park, Pittsburgh, and president of the National Association of Amusement Parks, Pools and Beaches (NAAPB), discloses that under the Federal Trades Act it will be impossible for toy or doll manufacturers to sell their merchandise for use as prizes on games of chance next year. Brady is under the impression this will be extended to all automobiles and various items used as prizes.

Dr. Louis Firestone, Flint Park, Flint, Mich., is visiting in California but expects to return early in October. . . . Also visiting in California, in San Diego to be exact, are Charles Beares Jr. and his mother. . . . Mr. and Mrs. Harry Illions, of Celoron Park, Jamestown, N. Y., are in Dallas for the fair. Harry operates three or four rides at the big Texas event.

Charles Henninger Sr., Kennywood Park, Pittsburgh, was one of the many park men to visit the

CNE at Toronto. He had his color camera along and recorded much of what he saw.

Mr. and Mrs. Alex Moeller, Waldamere Beach Park, Erie, Pa., are enjoying a well-earned vacation at Cape Cod, out Boston way. . . . Aurel Vaszin, president of the National Amusement Device Company, Dayton, O., was in Chicago on a business trip. . . . The entire crew of Crystal Beach, Ontario, opposite Buffalo on Lake Erie, enjoyed a week's vacation. Crew was headed by park Manager Jimmy Mitchell.

George M. Harton, president and general manager of Westview Park, Pittsburgh, discloses he is contemplating erection of a \$100,000 ballroom this winter. Harton, incidentally, left Pittsburgh September 14 for a vacation at Ocean City, Md.

Mrs. John Wendler, wife of the senior partner in the Allen-Herschel Company, who has been critically ill the last month with a heart condition, is showing improvement and is now allowed to sit up for short periods. John Wendler, who also has been on the sick list, is okay again. Bill Wendler, general manager of the A-H org, informs they are not going to build any Rocket rides this coming year. "We have two on hand and when those are sold that will end Rocket production for at least a year," Wendler said.

Charlie Deibel and his manager, Max Rinden, of Idora Park, Youngstown, O., report additions to their park next year will include a new Caterpillar and new stainless steel Chambers Airplane Swing cars. The Caterpillar was purchased from the Allen-Herschel Company.

George Hall and son, Phil, plan to leave shortly for Florida aboard their new twin-screw boat. Phil will disembark at New York and return to complete the closing of the park for the season.

C. C. MacDonald, president of Idlewald Park, Ligonier, Pa., is about to take off for his annual trip to San Antonio for the winter. His son, Jack, will continue to pilot the affairs of the park during his dad's absence.

Bill Muar, Roseland Park, Canandaigua, N. Y., who has had steam shovels operating in his park for over two years, carving out lakes and picnic groves, says it will take another two years to complete the project.

George Long, owner of Dreamland Park in Sea Breeze, N. Y., says the many improvements made at his funspot this year are just a beginning.

Harry Ackley, of Ackley, Bradley and Day, recently returned to his Sewickley, Pa., office after a quick tour of Ohio, Tennessee and West Virginia.

Charlie Deibel, owner of Idora Park, Youngstown, O., is sporting a new Cadillac. He plans to leave for Florida in it early this month.

Roland S. Gamache, public relations director at Lincoln Park, North Dartmouth, Mass., believes now, for sure, that Lincoln Park is well known. Recently, Gamache says, a post card, mailed from Williamstown, Mass., about 175 miles from Lincoln Park, was addressed to Lincoln Park, with no city or State on it and yet it was delivered to the North Dartmouth funspot.

**22d Madison Square Garden  
Rodeo Off to Rousing Start**

(Continued from page 36)  
bucking horse foreman, and Glenn Morehouse, cattle foreman.

**Personnel List**

Lillian Jenkins and Toby Scholefield handle publicity.

Competitive, contractor and executive personnel as listed in the program: Tad Lucas, Mitzi Lucas, Dickie Richter, Carolyn Colborn, Bobbie Knapp, Fay Kirkwood, Helen Ruth Almy, Geraldine Farrar, Elva Wake, Bette Smith, Martha Ann Graham, Theresa Dean Smith, Jasbo Pulkerson, Nancy Bragg, Fay Blesing, Nancy Kelley, Frances Fletcher, Jo Decker, Arabelle Taylor, Carl Dossey, Joe Welch, Eddie Curtis, Jack Knapp, Gene McLaughlin, Don Wilcox, Charles Colbert, Tom Hogan, Zeno Farris, Frank Rowe, Fred Alvord, Earl Wofford, Eddie Hovenkamp, Claude Henson, Vern Castro, Pancho Greve, Junior Turner, Ken Roberts, Charlie Davis, Bill Hedge, Hubert Dalton, Dan Taylor, R. L. Bland, Toots Mansfield, Phil Manix, Peter Batallas, Clark McEntire, Jerry Ambler, Duke Smith, Red Wilmer, Buddy Groff, Lanham Riley, Joe Vinas, Lloyd Allen, Frank Duce, Lee Roberts, Jimmie Hazen, Chet McCarty, Bill Weeks, David Shellenger, Norman Person, Don Slade, Jack Wilkerson.

Richard Gonzales, Kid Fletcher, J. D. Holleyman, Bill Lowe, Wag Blesing, Paul Gould, Larry Wink, Jack Buschom, Gerald Roberts, Sunny Edwards, Don McLaughlin, Mike Ward, Art Cook, Harry Cannon, Eddie Evans, Jim Like, Dee Burk, Clinton Hill, Buck Sorrells,

Charley Beals, Gene Peacock, Jack Holder, Fred Rider, Wayne Dunafon, Whiz Whisenhunt, Dave Ulrey, Pat Perker, Mike Fisher, Pat Henry, Casey Tibbs, Harry Fricke, Pancho Scardo, Carl Mendes, Carl Olson, Howard Baker, Tater Decker, Louis Powers, Tom Powers, Casey Davis, Jim Davis, Tommy Cahoe, Oris Dooley, Chic Utterback, Clayton Hill, Jimmy Schumacher, John Pogue, Steve Heacock, Glenn Tyler, Jim Snively, Jackie Cooper, Bob Fisher, Turk Greenough, Bill Dixon, Billy Butler, Dick Griffith, Frank Finley, Todd Whitley, Jake Monroe, Mickey McCrorey, Roy Calloway, Fred Fleming, Howard McCrorey, Eddie Costel.

Ned Ferraro, Dave Campbell, Mike Hastings, Buttons Yonnick, Frank, Mendes, Dub Phillips, Tom Taylor, George Mills, Jack Martin, Leo Brannan, Ray Wharton, Bill Ward, Larry Finley, Jim Shoulders, Marvin Shoulders, Bob Maynard, Red Stone, Harry Tomkins, Wallace Brooks, Ike Rude, Earl Blevins, Manuel Enos, Jack Shaw, Maynard Hunter, Bill Linderman, Dale Greenwood, Jack Skipworth, Tom Knight, Buster Ivory, Gene Pruett, Barney Willis, Wilbur Pllaughter, Red Whitley, Bill McGuire, Byron Lisenbee, Everett Shaw, Shoat Webster, Troy Fort, Pee Wee Morris, Rufus Johnson, Homer Pettigrew, Bud Linderman, Bill Hancock, Bill McMacken, Johnny Cobb, Hub Whiteman, Vern Goodrich, Ray Ramsey, Buff Brady, Alvin Gordon, Buck Lucas, Charlie Ben Bradberry, Julia Smith, Estelle Gilbert, Carl Cotner, Fred Martin, Jerry Scoggins, Frank Marvin, Johnny Bond, Bert Dodson, Ray Whitley, Glenn Morehouse and Abe Lefton.

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## Robert Ringling Asks 15G In Suit Against Jim Haley

WILMINGTON, Del., Sept. 27. — Robert E. Ringling has filed a petition in the Court of Chancery asking that James A. Haley and the Fidelity and Casualty Company of New York be ordered to pay to Ringling \$15,000 "as damages for the unlawful usurpation by the said James A. Haley of petitioner's office as president of Ringling Bros.-Barnum & Bailey Combined Shows, Inc.," between December 4, 1946 and June 4, 1947. Haley, John Ringling North and James R. Griffin on December 12, 1946, posted a \$15,000 supersedas bond as required by the court prior to the State Supreme Court's May 3, 1947, decision modifying the Chancery Court's December 4 decree and declaring that Ringling was the lawful president of the circus corporation by reason of the failure of the directors at their 1946 annual meeting to elect a successor to Ringling.

### Threats Alleged

Ringling's petition asserts that he was denied access to the presidency of the circus corporation "by threats of physical force and violence" and sustained damages of \$15,000 between December 4, 1946, and June 4, 1947.

Ringling, according to his petition, "has demanded payment of and from the said James A. Haley of the salary received by him from April 10, 1946, to and including June 4, 1947, and more particularly of the salary received by him from the said corporation between December 4, 1946, and June 4, 1947, and the said James A. Haley has refused to pay over to your petitioner the sums thus lawfully due and owing or any part thereof, wherefore the said supersedas bond now is and remains in full force and effect."

### Complaint Continues

According to the complaint, Haley continually from April 10, 1946, and more particularly from December 4, 1946, to and including June 4, 1947, "unlawfully held and usurped" the office of president of the circus corporation and received \$34,520.54 in salary between April 10, 1946, and June 4, 1947, and "more particularly has received and now retains without right, against the lawful demands of your petitioner" (Ringling) \$15,000 in salary for the period from December 4, 1946, to and including June 4, 1947, the latter "being the period during which the stay of this court (Chancery) of its decree of December 4, 1946, was operative by virtue of its terms."

Ringling's petition further states that W. P. Dunn Jr., the remaining obligee in the supersedas bond together with Ringling, relinquishes his rights to recover, unless the \$15,000 is not exhausted by Haley's alleged liability to Ringling.

## King Bros. Gets Two Full Ones At New Bern, N. C.

NEW BERN, N. C., Sept. 27.—King Bros. hit the proverbial jackpot here, getting two full houses, despite cold, cloudy and threatening weather. So big was the line-up for tickets at the matinee that it was delayed 40 minutes so everyone could be accommodated.

It has been much the same story thru other spots in North Carolina. Fayetteville, for instance, gave with two full ones. Weather in the afternoon was hot and it rained at night, shortly after the show got under way.

The first circus to show Laurinburg in some years, King Bros. drew two strong houses. At Rockingham, a polio scare kept the kids away and the result was a small matinee. The adults, however, turned out big for the night show which was capacity.

Monroe, N. C., gave with a strong matinee crowd and a full one at night.

## 'Bama Giving Beatty Kale

Full houses and straws are rule in three spots—Montgomery proves big

MONTGOMERY, Ala., Sept. 27.—Clyde Beatty's tour of Alabama is proving better than okay and Montgomery did its part to keep the record intact. A two-day stand here proved highly profitable for Beatty. Opening day, despite cloudy and hot weather, the show had a strong matinee and an overflow at night. Second day it was a strong matinee and a full one at night, the night crowd attending in the face of threatening weather.

Despite cloudy and chilly weather, Talladega gave with a full night house after a fair matinee.

The weather, said by many to be a "hurricane holdover," failed to hurt business for Beatty at Selma. The show played to a strong house at the matinee and a full one at night.

## Biz Continues On Right Side For Dailey Org

KIRKSVILLE, Mo., Sept. 27.—With ideal weather on hand, Dailey Bros.' Circus, which has been doing okay on its Illinois, Indiana and Missouri trek, had a profitable one-day stand here, getting a three-quarter matinee and a full night house. The same was true at Hannibal, Mo., the night show attracting a capacity audience and the matinee a three-quarter crowd. Howard Saunders, public relations man with the show, is a former Hannibal resident and was greeted there by his many friends.

Three Illinois spots, Galesburg, Kankakee and Streator, gave with okay business. Altho the matinee was light at Galesburg, the night show played to capacity. At Streator, the Dailey org, first show to play the town this year, drew two three-quarters houses. At Kankakee it was a three-quarters matinee and a full one at night.

At La Fayette, Ind., the show drew a full night house after only a fair matinee. Greencastle, Ind., gave with a full one at night after a fair matinee.

## Monroe Bros. Finds Three Ohio Spots to Liking

LEWISBURG, O., Sept. 27.—Monroe Bros. found three Ohio spots to their liking and chalked them up as red ones. Aided by ideal weather here, the show drew two full houses under sponsorship of the Disabled American Veterans.

At Waynesville it was the same story, two full ones, and this despite the fact it rained before the matinee.



T. DWIGHT PEPPLE, general agent for Polack Bros.' Circus, celebrated his 70th birthday September 21 in Chicago. His guests at the home of Donald and Viola MacLeod included Ida E. Cohen, Carlton Duffis, Nellie Vaughn and Ethel Robinson.

## Heavy Rains Plague Cole On So. Tour

Org forced to pass up Charlotte, N. C.—Blows night show at Savannah

DURHAM, N. C., Sept. 27.—Cole Bros. moved in here today and hoped the recent rains, which have been raising havoc with attendance, have concluded.

In Savannah, Ga., org ran into tough weather, which held the matinee crowd to a half house. It was necessary to call off the scheduled night show, and the org tore down early due to the torrential rain. The lot was a regular quagmire.

At Charlotte, N. C., the scheduled engagement was canceled because of rain and high winds. At Charleston the regular lot was under water and it was necessary to move the show to Martin's Park, which is a much smaller layout. The opening matinee was canceled. Night show drew a capacity throng opening night. Business the second day was capacity at the night show but light at the matinee.

Augusta gave with a light matinee but a near capacity at night. Gastonia, N. C., proved okay.

## Polack Clovis, N. M., Biz Said Just Fair

CLOVIS, N. M., Sept. 27.—The two-day stand of Polack Bros. here Friday and Saturday (19-20) was called just fair, org getting only one full house, that opening night. Opening matinee was light. Second day the matinee was light with night attendance about three-quarters.

Weather hurt the second day. It was hot in the afternoon and at night, shortly before the performance was to get under way, a strong wind came up.

West Alexandria gave with a full night house, only performance scheduled.

## Longview Is Best of Three Spots for R-B

Paris, Sherman Below Par

CHICAGO, Sept. 27.—Ringling Bros. and Barnum & Bailey did okay business in Longview, Tex., Wednesday (24), it being the best of three recent stops in Texas. It was the first R-B showing in Longview in 16 years and a three-quarter house turned out for the matinee and a capacity throng at night.

The story in Paris, Tex., was different, however, but only because of the weather. The third railroad show to visit Paris this summer—Clyde Beatty and Cole Bros. preceded the Big One—the R-B org picked the right time to move into Paris, at the height of the cotton picking season and on a Saturday when the pickers ordinarily take the afternoon off. The weatherman, however, had different ideas. It started to rain the night before and it continued thru the night and all day Saturday, turning the grounds into a sea of mud. The show had to use four or five tractors, plus elephants, to push the heavy wagons thru the mud. It also was necessary to provide crushed rock so people could enter the grounds.

Both the matinee and night crowds were thin, the two shows drawing less than capacity for one show.

The weather and a high school football game offered the opposition for the Big One at Sherman, the first appearance, incidentally, of the Big One in Sherman since 1928. The matinee crowd was on the small side and the night show drew a three-quarter house.

Gainesville was chalked up as little better than fair. A crowd of 2,000 attended the matinee, with the night house being three-quarters filled. The entire personnel of the Gainesville Community Circus attended the night show as guests of the Community Circus board of directors. Twenty-five members of the R-B show were guests at a barbecue supper given by Gainesville circus fans in the home of Mr. and Mrs. J. B. Saylor.

## K-M Gets Full One in Moberly

MOBERLY, Mo., Sept. 27.—The Al G. Kelly-Miller Bros.' Circus registered a full house at its night show here after only a fair-sized crowd caught the matinee.

At Paris, the K-M org, first to show the town in many years, set up in a heavy rain. The entrance to the lot was a sea of mud and the cookhouse and most of the trucks were spotted quite a distance from the big top. The weather broke about 11 a.m., however, and the natives turned out to fill the tent.

Mexico, Mo., proved a poor spot, attendance at both the matinee and night shows being light. Weather was to blame. It was threatening in the afternoon and rained before the night show got under way.

The first show to play Pittsburgh, Ill., in 10 years, the K-M outfit drew a full night house after a light matinee. At Canton, Ill., the matinee was light but it was a straw at night.

## Gould Does Okay

KNOX CITY, Mo., Sept. 27.—The Jay Gould Million-Dollar Circus drew okay attendance here in a three-day stand. Org featured the Knox City Community Festival Celebration.



## DRESSING ROOM GOSSIP

### Ringling-Barnum

The Free-Roll Club had its biggest blowout of the season in Shreveport. The police department held its annual chicken dinner for members of the Big Show at the city jail. Transportation was furnished by the police department's paddy wagons and it was some ride, with sirens screaming. Highlight of the meal was the recording of the speeches by the different guests.

**Birthdays:** Frenchie Wolthing, Matt Reilly, John Manko and Red Grumley.

Bobbie Mader has been released from the hospital. Red Burgett closed the season, because of a freak accident, and returned to Sarasota. In the mishap, Burgett suffered a broken leg.

**Visitors:** Bob Stevens, Red and Barbara White, Joe Lynch, Red Larkin, Bill Perry, Mrs. Lard Carter, Vernon Pratt and daughter; Betty Jean, of Hugo Bros.; Rusty Bader, Tom S. Bloodworth and son, John; Hugo and Mario Zacchini; Justus Edwards, general agent for Clyde (See Ringling-Barnum on page 65)

### Stevens Bros.

We've been drafted again by the Dressing Room Gossip column, this time to let you in on the goings on of this little but mighty show that is piloted by Bob Stevens. Business has been very good but Old Man Winter is right on our heels and about to overtake us.

Oklahoma Shorty Shearer's concert is going over big. Master Salesman Bob Grub manages to place an after-show ticket in the hands of most all of the big show customers.

Mr. and Mrs. Tommy Thompson joined for a restful vacation but are now working harder than anyone on the show. Mrs. Thompson is the former Juanita Hobson. Tommy is "the voice" of the advertising sound car and pinch-hits in all departments, even to selling balloons. Juanita practically has been caged in the No. 1 ticket wagon since her arrival.

En route to Ogallala, Neb., the fifth wheel of the elephant truck broke, overturning the trailer. Boy Blue, the horse, riding in the front section, was cut but is okay. Coy Lee is nursing several broken ribs. Empress, Modoc and Judy emerged from the wreckage with some scratches and cuts but walked 16 miles to give a performance that same night. — DOLLY JACOBS.

### Mills Bros.

As we entered Arkansas, we found ourselves winding our way up and down and around. Thanks to Pete Binkerd, Keith Behny and Floyd Hancock, our mechanic, we made the mancee on time.

Doc Waddell, our publicity agent, is back with us after a few days' absence. To the Conley riding troupe: We miss you. Princess Red-Wing, who shoots the bow and arrow in the concert, is doing a William Tell. She asks some young man from the audience to furnish the head and she supplies the apple. So far she is using the same apple!

Chief White Eagle is doing an okay job as emcee. In addition, he is in charge of the Wild West. Jack Hoxie and wife, Bonnie Baker, returned to their home in Mulberry, Ark. So the dressing room gossip from this show, which has been written by Bonnie, will come from this correspondent. — KAY BARNEY.

### Dailey Bros.

We've had a few hot days lately, but fall is definitely in the air. The cloud swing continues to be the high spot on the program for the younger set. They either come out laughing (See Dailey Bros. on page 65)

### Cole Bros.

A lot of us saw plenty of Jacksonville, Fla., while looking for the coaches. We finally found them hidden in the jungles. Columbus had a much easier time finding America!

Mrs. Charles Luckey flew from Tallahassee to Miami for a two-day visit with her daughter, Alice, and Cecil LaBelle made a flying trip to Fort Lauderdale to visit his family. We were all worried because they were in the path of the hurricane. Both made it back okay, however.

Johnnie Charlton, catcher for the Chambertys, did a Houdini in New Orleans. The two remaining Chambertys left for Sarasota to break in a new catcher.

In Charleston we tried three lots before we got one. The one we finally got was very small and how they got everything on it, I'll never know. Whoever laid it out—and I think Capt. Bill Curtis deserves the credit—did a swell job.

To Mr. and Mrs. Glen Townsend, Battle Creek, Mich.: Thanks a million from Florence Tennyson, Mr. and Mrs. Winn Partello, Otto Griebing and Freddie and Ethel Freeman. To Dr. L. C. Holland: Thanks for the very nice letter.

Visitors have included May Colleano, sister of Con; Happy Oakley and Fewell Thompson from Hattiesburg, Miss.; Frank and Ann Loving, formerly with this opera; Boots Salee Mac and children; Don Beall and Mr. and Mrs. Cristiani Sr. and Corky.

Anna Fitts, of the side show, recently celebrated her birthday. — FREDDIE FREEMAN.

### Polack Eastern

We day and dated the Big One in Colorado Springs, Colo., and they beat us into Amarillo, Tex., by two days, opening there Monday, September 3. We opened the following Wednesday. The town was well plastered with paper from both shows.

From Amarillo we moved to Clovis, N. M., playing the ball park September 19-20. Mr. and Mrs. Irving Polack arrived from the West Coast on an extended business and pleasure trip. The Polacks also visited in British Columbia, where Mrs. Polack purchased a Scotch collie.

Mrs. Charles E. Post, who has been visiting on the show, returned to her home in North Hollywood, Calif. Mr. and Mrs. Pete Iwanov are still putting out thanks to the personnel of the Polack org for the wedding gifts, and especially to the management for the silver service.

Slivers and Jo Madison are eager to buy a car and trailer. Slivers says he's tired of hotel and restaurant bills. — CHARLES E. POST.

### Clyde Beatty

Tho we weren't actually in the hurricane, side winds caught us in Selma, Ala., ripping both the big top and side show tent, and leveling the cookhouse. We started using last year's big top in Chattanooga.

Albina Beatty left the show in Bessemer, Ala., for Palm Beach and school. Mrs. Harriet Beatty is convalescing in a Houston hospital after a recent operation. Mr. and Mrs. Bill McGough also left for Dallas and the fair. They were guests at a banquet in Tuscaloosa, Ala.

Rose LaMount and Spenders Cline (See Clyde Beatty on page 65)

### Bailey Bros

Owner Bob Stevens played his home town of Bonham, Tex., and was busy all day shaking hands with old friends. In honor of the occasion, Stevens had the chef serve a full-course chicken dinner. Jelly Roll Rogers also played his home town of (See Bailey Bros. on page 65)

## Cirques Pinder, Bouglione Feud Reaches Climax

PARIS, Sept. 27.—The bitter feud between the Cirque Pinder and the Cirque Bouglione, big French tent circuses, reached a climax when the Pinder circus stole a march on the Bougliones by playing the principal suburbs of Paris, where the Bougliones have their headquarters in the Cirque d'Hiver building, prior to the scheduled invasion of the same region by the Bouglione outfit and only a few weeks before the Bougliones start their indoor season at the Cirque d'Hiver.

The Bouglione brothers, members of an old European circus family, by blatant publicity, have expanded their interests to the point where they now not only have their own big tent show but also control the Cirque d'Hiver indoor arena in Paris and are said to own the site on which the Cirque Medrano, oldest Paris arena, is located.

### One of Oldest, Biggest

Cirque Pinder is one of the oldest and biggest of the French circuses, directed for many years by Charles Spessardy, and until recently operated in the traditionally conservative manner of most French circuses. For some time, however, Spessardy and the Bougliones have been going all out in a bitter publicity campaign, flamboyantly plugging their own shows and slurring each others programs, animals and equipment.

The Bougliones always have been a thorn in the side of other French circus owners due to the unorthodox methods they resort to, such as their using billing and the title Stade Capitain Buffalo Bill, for several years, to create the impression theirs was a genuine American Wild West outfit. Spessardy's grudge probably stems from the fact that at another period the Bougliones used the Pinder title, which action they attempted to justify by having given a dummy official position in their organization to an unknown party named Pinder.

Paris circus and music hall direc- (See French Shows Feud on page 65)

## Bushnell Memorial To House Hartford Circus Next Year

HARTFORD, Conn., Sept. 27.—Bushnell Memorial will be the scene of the revival of Sphinx Temple Shrine Circus when the first show in three years will be presented here in February, 1948. Switch from the Armory, former show site, was made because Bushnell's seating capacity is 3,200 as compared to the former's 1,300. The interruption of the annual presentation of the circus was caused by the unavailability of the Armory which was being used for military purposes. Frank Wirth, New York, has been engaged to produce and direct the show.

Fred W. Ward is general chairman. Other committee members are: Fred H. Williams, show chairman; Ralph W. Thompson, secretary; Jeffrey O. Phelps IV, treasurer; George H. Gabb, auditor; John Jepson, advance ticket sales; Frank Rahe, program; William Hunter, program set-up; Henry W. Reid and Harry W. Hatsing, ticket sale and collections; William Dunbar, concessions; Sphinx Temple Drum Corps, ushers; Frank V. Chamero, traffic and public safety.

Hatsing and Phelps are members of the Circus Fans' Association.

B. M. (Doc) Clare, for the last two seasons with Lee Hinkley's Show and later with King Bros., closed in Gastonia, N. C., September 15 and left for his home in Illinois because of his mother's illness.

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## St. Paul Rodeo Attracts 90,000

ST. PAUL, Sept. 27.—A total attendance of 90,000 for 13 performances was hung up by the St. Paul World's Championship Rodeo which wound up Sunday (21) in St. Paul Auditorium here.

Leo J. Cremer, promoter, said attendance was a record for rodeo crowds in cities of less than 500,000 population.

Top money was won by Bill Linderman, of Billings, Mont., 1945 championship cowboy, who, in addition to collecting \$1,200 in prize money, was awarded a \$300 saddle for being named all-around cowboy of the show.

Gene Autry, screen and radio cowboy, headlined the St. Paul show and flew from St. Paul to New York where he is co-promoter of the Madison Square Garden Rodeo which opened Wednesday.

Abe Lefton, Minneapolis, emceed the show.

## Bailey Draws Well In Two Texas Spots

DENTON, Tex., Sept. 27.—Two Texas spots, Denton and Henderson, proved okay for Bailey Bros. Playing here Thursday (18), the org drew a full house at the matinee and a three-quarter one at night. Org had competition from the Lions Club Carnival.

At Henderson more than 2,000 were on hand for the matinee, with attendance at the night show slightly under that figure.

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**PHONE MEN AND WOMEN**

FOR INDOOR CIRCUS DEAL 25% ON 1KS. BOOK, BANNERS. BEST SPONSOR IN CITY.

**R. C. COULS**  
General Delivery South Bend, Indiana

## UNDER THE MARQUEE

Frank Sotiro has returned to King Bros. after visiting his home in Macon, Ga.

"Small, intelligent feet," was the way a press agent described a blonde wire performer.

Roy G. Valentine writes that his Flying Romas will open indoor dates for Bob Morton at the Shrine Circus, Cleveland, week of October 6.

Mr. and Mrs. Fred Timon, Oswego, N. Y., spent their vacation on Dailey Bros. and also visited Terrell Jacobs at his animal farm at Peru, Ind.

Threatened billing wars between opposition brigades will never be given to the U.N. to handle.

Joe and Eva Lewis returned to Peru, Ind., after playing fairs in the Midwest. They soon will leave on a tour of circus dates for Orrin Davenport.

Frank S. Reed, retired showman who now operates a book store in Shreveport, La., writes that he caught the Big One when it played Shreveport.

Life is dull in cookhouse these days, as a gust of wind hasn't blown sand into the stew pot for two weeks.

Walter L. Main, former circus owner, will be chairman of the circus committee for Al Koran's Shrine Circus in Cleveland opening October 6.

C. W. Bodine reports that he caught the Al G. Kelly-Miller Bros.' Circus when it played Pittsfield, Ill., September 19. Bodine has been on the sick list but is on the mend.

Long the winter home of circuses and circus troupers, Macon, Ga., will have an ardent circus fan as mayor in November when Lewis Wilson is installed into office.

We are getting closer to the time of the year when it will be comfortably warm between noon and night-show-time.

The Three Craddocks, sons of the famous French joeys, the Fratellinis, are featured in the Skating Vanities of 1948, doing their comedy routine sans skates and clicking solidly.

Carmita Radtkem, aerialist, passed thru Springfield, Ill., recently en route to Eastern dates. While in Springfield she visited Mr. and Mrs. H. R. Mueller.

Scotty, European clown, reports that he has contracted to play the Shrine Circus in Cleveland October 6-13. Scotty also played Shrine dates in Sheboygan and Madison, Wis.

Every now and then the weather man provides a day that proves what a mistake it was to not put up the menagerie top.

Whitey Gibson writes from Louisville that he visited Dailey Bros. in La Fayette, Ind., Kelly-Miller in Mexico, Mo., and Monroe Bros. in Morgantown, Ind.

Elmer C. Lindquist, clown, has returned to Hartford, Conn., after two seasons with the Sparks Circus. He was selected as a model, to work for the Hartford Art School for several weeks beginning September 30.

On Sundays every advance car has its rocking-chair brigade that is made up of billers, on hotel verandas, forgetting about paste and brushes.

When Bailey Bros. played Denton, Tex., Mr. and Mrs. A. Morton Smith,

Gerry Murrell and Vern Brewer, of the Gainesville, Tex., Community Circus, were guests of Manager Bob Stevens.

J. C. Admire, veteran circus agent, is in advance of two school shows, Glenn Martin, magician, and Robert Mason, hypnotist. Each unit carries four people and does a morning and afternoon show at schools, combining for a two-hour night show.

Arnold Maley, treasurer of the Sparks Circus, and Mrs. Maley visited in Chicago September 27 en route from Renton, Wash., to Tampa, where he will confer with Dave Schwartz, the show's auditor. Maley reported all equipment and stock is still at the temporary quarters in Renton, a suburb of Seattle.

Lee S. Conarroe, car manager of the Ringling-Barnum brigade: Hi-Brown Bobby Burns, Sam Oken, Steve Kachman, Jack Adams and Leonard Zaruba, all of the Ringling posting crew, were dinner guests of Allan R. Scharmacher, who worked as a lithographer on Car No. 2 from 1943-1946, while in Waco, Tex.

Reading that the population of Strawstack, Conn., had increased its population by 300, the Charlot & Tableau Circus ordered another 20-foot middle piece for its big top.

Mr. and Mrs. Glenn Townsend, Battle Creek, Mich., entertained at a buffet supper September 13 for the following circus fans: Mr. and Mrs. Tom Gregory, Mr. and Mrs. J. M. Munnings, Art Mitchell and Mr. and Mrs. C. W. Chapman. The evening was spent looking thru circus albums, and Gregory showed his collection of circus slides. The Gregorlys were week-end guests of the Townsends.

Bert and Corinne Dearo report that they will conclude their outdoor season at the Monroeville (Ind.) Fair October 4. They open their Shrine (See Under the Marquee on page 79)

### Sunday Law Prohibits Stanford, Conn., Rodeo

STAMFORD, Conn., Sept. 27.—Stanford police Sunday (21) sent some 1,800 persons home from Mitchell Field here, where a rodeo was scheduled, because Corporation Counsel Charles Wexler said a State statute bars Sunday performances.

Show, which opened Friday (19), was booked for a week, sponsored by the 102d Field Artillery, Connecticut National Guard.

When informed of the police action, Col. Edward W. Berry, commanding officer of the local National Guard unit, said: "I was told by a guardsmen that we would be permitted to have a show here Sunday, but when I found out it would not be allowed, I ordered our sponsorship withdrawn."

### H-M Skedded in Boston

BOSTON, Sept. 27.—The Hamid-Morton Shrine Circus will be presented in the Boston Garden here October 13-18, under auspices of Aleppo Temple of the Mystic Shrine. Judge Robert Gardiner Wilson is chairman of the Aleppo Temple circus committee.

### Mike Pyne Dies

BRANTFORD, Ont., Sept. 27.—Mike Pyne, 50, brother of Dan Pyne, director of public relations with Bailey Bros., died here September 2. (Details in Final Curtain page.)

## Greenville Draw Tops '46 by 15%

GREENVILLE, S. C., Sept. 27.—Third annual Lions' Club Hippodrome Thrill Circus, under direction of Edwin N. Williams, which played here September 15-20, grossed 15 per cent more than a year ago, John F. Drake, general chairman, announced.

Gladys Gillen, lion tamer, was attacked by one of the lions during her act. She successfully fought off the animal but received many severe scratches. She was taken to a hospital for emergency treatment but returned to take her bow.

Among the 20 acts featured were the Acido's, aerial; the Dekohl Trio, juggling; the Morales Troupe, trampoline and head slide; Virginia Lynne, balance; Conley's Riding Act; Miss Fredia and Her Dog Town Revue; George Lerch and Jack Lattery, slack wire; Winnifred Colleano, toe and heel catches; Gladys Gillen, lions; the Waldorfs, aerial motorcycle; the Flying Wards; Dick Lewis and Company, rocking tables. Clowns were Jack Harrison, Dick Lewis and Company and Brownie Goodloe.

## Producer T. Arnold Sets Plans for Big Circus in England

LONDON, Sept. 27.—Tom Arnold, versatile English producer, has announced his intention to form a circus which, if it materializes according to plan, will outstrip in every department the famed Bertram Mills Circus, largest in England and dominant in the European field. Arnold, who is currently staging Mae West's production of *Diamond Lil* here, last winter produced an ice show which is still running in the London Stoll Theater.

The show will open, probably during the holiday season, in the 10,000-seat Harringay Arena, on which a reputed \$200,000 is being spent in structural changes, including the installation of a ring and two flanking stages. The Mills Circus uses the 6,000-seat Olympic for its annual London engagement during the holidays. Organization details will be handled by Clem Butson, formerly of the Blackpool Tower Circus.

Signed talent, according to Arnold, includes Albert Schuman, leading Scandinavian circus figure, with members of his family and their trained horses; Bob Gerry Troupe, high wire; Chipperfield's Lions, Tigers (6), Bears and Elephants (10); Cairolis, producing clown, and a 150-girl ballet. (Ringling Bros.' circus uses a 48-girl ballet, while the entire personnel of the Mills Circus is only 250 persons.) The animal line-up will include 25 elephants, 50 horses and 40 performing dogs.

The circus will tour the provinces after its London showing.

## Hot Springs Proves Red One for Mills

HOT SPRINGS, Sept. 27.—This spot proved a red one for Mills Bros., org getting straws at both matinee and night shows. Two Hot Springs men, Frank Head, veteran Hot Springs showman and father of the late Bernie Head, press agent for Ringling-Barnum, and H. H. Matlock, Arkansas Masonic leader, were "adopted" by the circus Cherokee Indian tribe during special ceremonies.

Weather hurt the draw in a two-day stand in Little Rock. Opening day found the weather threatening and with much talk of a hurricane. As a result, attendance at both shows was light. Second day it rained in the afternoon, but the show still got a strong matinee crowd and a similar one at night.



# WEATHER BALKS JERSEY BID

## Elements Hit Bloomsburg's New Mark Try

### Grandstand Fare Big Draw

BLOOMSBURG, Pa., Sept. 27.—Less fortunate than its fellow annuals among Pennsylvania's big four, the Bloomsburg Fair this week was buffeted by rain and low temperatures, with the result that there is little hope that last year's record gate of 250,000 will be equaled. York, Reading and Allentown all operated in near-perfect weather.

Opening Monday (22) and Thursday (25) were both largely lost because of rain. Loss of the usual heavy attendance and free spending on Thursday probably will not be made up even if the good weather which prevailed yesterday continues thru tonight's closing.

### Record Sale of Space

Secretary Harry B. Correll said that the sale of exhibit and concession space this year shattered all previous records. It was necessary to use part of the parking area for the display of farm equipment and machinery. Correll said he thought more commercial exhibit space was in use here than at any other Pennsylvania fair.

The night grandstand show, Frank Wirth's revue, *Make Mine America*, played to capacity houses all week. Interest in the show Friday necessitated the scheduling of two performances, both of which were sold out well in advance.

Acts included Gautier's Bricklayers; Herzogs, trapeze; Elgins, juggling; Stevens Brothers and their bear; Appollos, aerialists; Jansleys, Risley; Zavatta Riding Troupe; Wayne Morlin Trio, Don Henry Trio; Buccaneers, vocalists; Bob Love and Clare; Henderson Dancers, Walter Carlson and the Shyretto Trio, unicyclists.

### Beam's Hell Drivers

B. Ward Beam's Hell Drivers played to hefty crowds Tuesday and Friday afternoons. Midget auto races, scheduled for this afternoon, were sold out in advance.

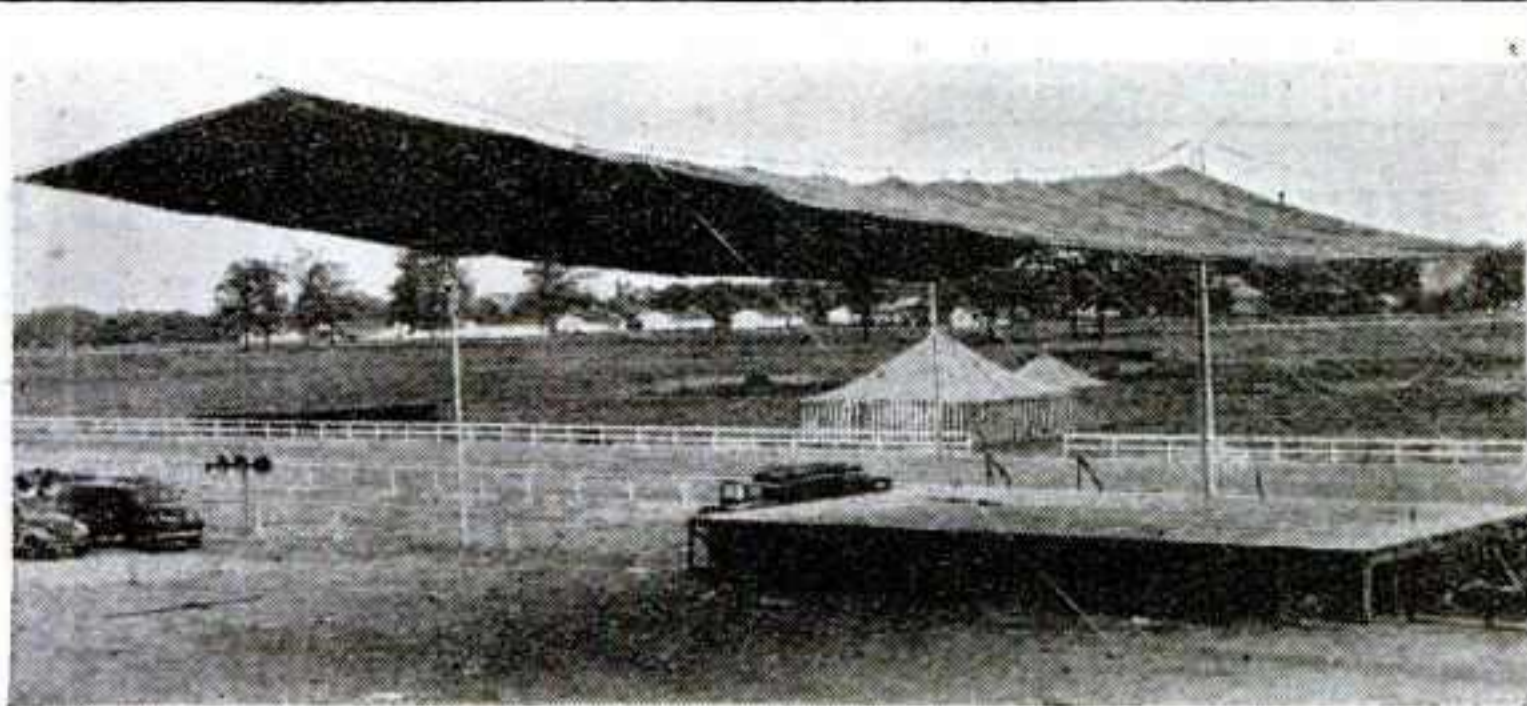
Futurity purses ranging up to \$7,000 drew about 208 horse entries.

The James E. Strates Shows on the midway were doing good business.

## Northampton To Get New Track

NORTHAMPTON, Mass., Sept. 27.—Work already has been started on the construction of a new half-mile race track, which will replace the track in use thru this year, at the Three-County fair here, it was announced by the board of directors. Other improvements planned include a new cattle shed and the remodeling of the grandstand and the construction of a modern stage suitable for revues.

The new track will have a much larger paddock. The infield will be graded to insure proper drainage and to beautify the grounds. Excavated earth will be used to fill in low spots on the fairgrounds. A new fence to enclose the track will be erected next spring.



GRANDSTAND STAGE COVER put in use this year for the first time at the New Jersey State Fair, Trenton. Planned to save stagershows in the event of rain, the Trenton innovation is also comparatively inexpensive. George A. Hamid, booker and fair president, estimates that the cost of construction, following the completion of the experimental phase at Trenton, where all bugs are expected to be eliminated, will run around \$7,500. Hamid says he will give the plans and specifications free to any interested fair men. Trenton's installation virtually paid for itself September 22 when it was possible to give an afternoon show to a two-thirds full grandstand despite heavy rains. The top is large enough so that the 106-piece army air force band was well sheltered for its performance.

## Eastern States Expo Smashes All-Time Highs; Gate Better Best Pre-War Year by 33,000

### Five Out of Seven Daily Records Fall; Rodeo Draws

SPRINGFIELD, Mass., Sept. 27.—Smashing all previous attendance records, the Eastern States Exposition closed here Saturday (20) after a seven-day run. The official overall attendance figure of 385,612 was more than 33,000 above the previous all-time high of 352,516, established in 1941, the final year of operation before the plant was taken over by the army. Daily records fell, too, with five out of the seven days showing new record highs.

A late afternoon thunderstorm Monday (15), Children's Day, killed the possibility of a new record. Friday (19), the only other day on which attendance figures did not tumble, was competing against a mark set in 1922 when it was designated as Children's Day. Showers also hurt.

The national spotlight shone on the exposition several times during its run. New York's Gov. Thomas E. Dewey and Minnesota's ex-Gov. Harold E. Stassen, potential Republican candidates for the presidency, helped to swell attendance by their presence on different days.

Newspaper and radio coverage of the exposition, under the direction of Ray Winans, was the fullest in the fair's history. Floyd L. Bell, Boston publicist, was engaged to handle press in that city, where an attempt was made to sell the fair for the first time. Good results were reported.

### Rodeo a Good Draw

Lew Blackmon and His Diamond B Rodeo, nightly Coliseum feature commencing Monday (15), drew rec-

### Glenn County, Calif., Gives 50G in Premiums

ORLAND, Calif., Sept. 27.—The Glenn County Fair closed a successful four-day run here Saturday (20) with a program of horse racing and a livestock parade as the climaxing features.

A total of \$50,000 in premiums was awarded.

ord crowds. Dr. Edwin Franko Goldman and his band were featured Sunday (14).

Grandstand attractions included Loyal-Repensky Riding Act; Seven Brannocks, teeterboard; Robinson's elephants, Gaudsmith Brothers and dogs; Berosinis, high wire; Clara Torina, aerialist; Rosale Sisters, perch, and the skyway helicopter. Music was by Mickey Sullivan and his band. Joie Chitwood and His Hell Drivers opened Sunday. Jack Kochman presented his automobile thrill show Monday thru Thursday. Big car auto races were presented Friday and Saturday. All talent was booked thru George A. Hamid, Inc.

Twenty-four hours before opening, rumors spread thruout Massachusetts that the annual had hyped its admission charge over pre-war levels. A deluge of phone calls, many from Boston, resulted in officials canceling full-page ads prepared weeks in advance to describe attractions and replacing them with bold type statements that prices remained at the pre-war figure of \$1 for adults, plus tax.

The U. S. Employment Service announced that it placed about 500 unemployed persons in temporary jobs at the fair.

McNally's rides on the midway apparently did record business.

### Attendance Records Fall At Gridley, Calif., Event

GRIDLEY, Calif., Sept. 27.—Attendance records for the Butte County Fair were shattered Sunday (14) when 12,000 visitors went thru the gates for the final day of the exhibition to bring the total to 20,000 for the four-day event.

Three thousand persons filled the grandstand and all available standing room at the rodeo which featured Friday night's (12) program. Eighty-four cowhands from San Joaquin, Butte and Siskiyou counties participated.

## Rain, Cold Hit After Record Bow

### Counts Par 1946 Records

TRENTON, N. J., Sept. 27.—Two days of rain, plus near-freezing temperatures the rest of the week, have successfully balked the bid of New Jersey State Fair to date for new attendance and gross records following a strong start on opening Sunday (21), when a record estimated crowd of 60,000 attended. Even so, auditor's reports available thru yesterday show the fair to be about on a par with records established last year.

With good weather today and tomorrow, President George A. Hamid and Secretary Norman L. Marshall predict that the normally expected turnout will be swollen by thousands who failed to attend on Thursday (18) because of rain. Local, county and State politicians, headed by the governor, annually turn out in large numbers on Thursday and are trailed by hordes of constituents.

### Grandstand Features

Strong grandstand features today and tomorrow, the final day, are expected to stimulate attendance. Joie Chitwood and His Hell Drivers will perform this afternoon. Big-car auto races, staged by Sam Nunis, will be featured tomorrow.

Altho only a scant 5,000 attended Monday (22), Children's Day, because of rain, the Cettin & Wilson Shows on the midway reported a gross only slightly below last year's take.

Tuesday (23) failed to better its meager annual showing even tho it was favored by clear, warm weather. Wednesday (24) about 20,000 farm folks turned out.

Motorcycle races were presented as the opening grandstand feature. The 106-piece army air forces band was an added feature on Sunday and Monday. Harness racing was held Tuesday thru Friday.

### "Grandstand Follies"

Night show featured Hamid's *Grandstand Follies*. Acts were Gautier's Steeplechase, trained dogs, ponies and monkeys; Parker and Miller, acrobats; Harold Barnes, wire walker; Skating Earls; the California (See *Weather Balks Jersey*, page 64)

## Minn. Race Track In Dan Patch Film

ST. PAUL, Sept. 27.—The Minnesota State Fair race track is being used by W. R. Franks Productions, Hollywood, for filming of racing scenes for the motion picture *Dan Patch*. Frank, a St. Paulite, chose the Minnesota Fair track to re-enact scenes in the life of the famous trotter because Dan Patch set most of his records on the St. Paul track.

Billy Jean, Minneapolis-owned trotter, is playing the role of Dan Patch in the scenes shot here while Murray Anderson, of Rochester, Minn., who drove the famous Dan in the horse's heyday, is at the reins for Billy Jean.

Highlight of the picture will be the re-enactment of Labor Day, 1906, when Dan Patch paced a mile in 1.55 with two pacemakers, a record for harness horses never surpassed.



# OKLA. AHEAD ON ALL COUNTS

## Despite Bow Day Washout

Gate, grandstand, midway register huge play—second day tops two-day '46 figure

OKLAHOMA CITY, Sept. 27.—New highs for outside gate admissions, grandstand patronage and midway play were registered by the Oklahoma State Fair, which closed its scheduled seven-day run here Friday night (26).

New records were chalked up despite the loss of the opening day, Saturday (20), which was washed out by a day-long rain.

The tremendous patronage amazed such veterans as Ralph Hemphill, fair manager, who has been identified with the event for 30 years; Mike Barnes, who first entered the attraction business 38 years ago, and Carl J. Sedlmayr Sr., owner of Royal American Shows.

A combination of factors, chief among them being the unprecedented and continued prosperity of Oklahoma farmers and the high pay rolls in the Oklahoma City area, was cited by Hemphill as contributing to the record-breaking fair. Final figures were unavailable, but completion of the count is expected to put the attendance at over 340,000. The previous high mark, established in '41, was 337,000.

### Grandstand Sell-Outs

Night grandstand patronage was so big that Mike Barnes, representing the Barnes-Carruthers Theatrical Enterprises, Chicago, which furnished a grandstand show that packed 'em in, was forced to curtail performances the last few nights in order to provide space for spectators.

Not only did the grandstand, which seats approximately 7,500, sell out nightly, but the bleachers, too, were filled. Additional seats were wedged onto the track along a large stretch in front of the stage. Even this seating capacity was insufficient. Benches then were placed on either side of the stage, extending from the scenery out to the edge of the race track.

The seating capacity thus provided totaled 14,500, according to Hemphill, and there was no empty space during the last few nights of the fair. To make it possible for such a seating arrangement, it was necessary to cut one high act, the Grettona Family, from the bill, the space for the act's rigging being required for benches.

"It was the first time in my many years in the business that I was called upon to eliminate an act in order to accommodate spectators at a fair," Barnes declared.

On the midway the loss of the opening day's take, which last year amounted to more than \$7,500, was more than recouped the following day, Sunday (21), as the gross for the rides and shows aggregated more that day than for the first two days in '46, when a new midway record for the fair was set by the Royal American Shows.

Expressing amazement at the tremendous business done by his organization, Sedlmayr pointed out that in 1946 Royal American doubled the

### Around the Grounds:

## Yuma, Ariz., May Go in 1948; Drive To Continue Mineola, L. I.

A county fair looms for Yuma, Ariz., in 1948 following the recent action of the Yuma Fairgrounds Association in turning the fairgrounds over to the county for any use the county may desire. The plant, covering seven acres, includes a grandstand seating 3,000 spectators, a horse track, midget auto race course and concession buildings. Plans for a Yuma County Fair have been under consideration for some time, but the lack of a site on the part of the county has, up until now, been the obstacle. In turning the plant over to the county, the fairgrounds association retained the exclusive concession rights.

Strenuous efforts to continue the Mineola (L. I., N. Y.) Fair at its present site for from three to five more years are being pushed, according to Charles Bochert, fair manager. The 1947 annual had been expected to end the activity of the Queens-Nassau Agricultural Society, but fair directors and supporters of the annual are pushing for continuance fol-

lowing the success of the recent event. Bochert claims attendance for 1947 was 320,000 for the five-day run.

Jimmie Lynch, thrill show operator, has purchased a Texarkana, Tex., storage garage, and plans to modernize it as a service station-garage and institute a drive-yourself, car-rental service. Sale price was reported at \$32,000.

M. G. Dodson announces he again will put on the North East Florida State Fair, November 10-15, in Jacksonville.

Maj. E. B. Allen, of the Flemington (N. J.) Fair, visited the New Jersey State Fair, Trenton, September 23.

## Saskatoon Receipts Down 8% From 1946

SASKATOON, Sask., Sept. 27.—Altho total receipts were down \$8,100 from last year, the financial statement for the 1947 Saskatoon Industrial Exhibition was "probably a little better than figured last July," according to a financial report presented at the annual fair board dinner meeting by A. D. Munro.

Receipts were \$91,736, as compared with \$99,836 for 1946.

Gate attendance was off 20 per cent and the grandstand was down 23 per cent. However, grandstand receipts were up 4 per cent, reflecting the policy of increased prices and abolition of Ladies' Day. The midway showed a drop of 21 per cent and pari-mutuels were down 9 per cent. Auto parking receipts were off 25 per cent.

The report fixed revenues at about the same level as the 1945 exhibition.

The cash position at the end of August was \$134,000, less \$10,000 in outstanding accounts, as compared with \$93,400 at October 31, 1946.

The building and grounds committee was authorized to start immediate construction of two new race horse stables similar to the one added earlier in 1947. Estimated cost is \$18,280.

## 52,000 Oranges Used To Hypo Interest In Ventura Annual

VENTURA, Calif., Sept. 27.—A new gimmick in fair promotion was staged here as a gala pre-event stunt to publicize the annual Ventura County Fair, which opens October 1 for a five-day run. Described as an Orange Pool, of 52,000 oranges provided by citrus growers in the county, the surface of a swimming pool, 52 feet by 21 feet, was covered by the fruit as a setting for a ballet of 15 local bathing girls.

From the sides of the pool submerged planks led to a platform anchored just below the surface in the center of the plunge, in order that the girls might give the effect of walking on a pool of oranges. Then, for the benefit of visitors, newspapermen and cameramen, the orange ballet swam in the pool and engaged in water and orange fights.

## Santa Clara In New Mark

Total attendance for six-day event announced at 125,289 by Pettit

SAN JOSE, Calif., Sept. 27.—A crowd of 21,729 visitors braved the 98-degree weather Sunday (21) to attend the final day's activities of the Santa Clara County Fair and bring the total paid attendance for the six-day event to 125,289—an all-time record. Added to this figure is another estimated 10,000 persons, counting guests and exhibitors, who passed thru the turnstiles during the exposition's run, said Russell E. Pettit, manager.

Colorful landscaped gardens, new permanent buildings, a record number of exhibitors and a strong promotional and publicity campaign combined to put the show over the top in all departments.

### Features Listed

Features of the six-day display included industrial and agricultural activities, livestock and poultry shows, an art show, junior division exhibits, free dancing, midway, a continuous program of free entertainment and the grandstand show, *Revelations of 1947*, produced by the Eddie Burke Attractions. The latter featured comedy, dancing, music, acrobatics and two tight-wire acts.

The midway was supplied by the West Coast Amusement Company.

Some of the changes in the layout of this year's fair were a new \$30,000 cattle barn, a new enlarged out-of-door dance floor, a separate tent given over to the displaying of county school activities, and a large new children's playground.

The fair covered 167 acres of ground with a parking area which provides for 3,442 cars. This is an increase in capacity of 1,750 cars over that of last year.

### Stress Cultural Aspects

Cultural aspects were stressed this year. Music, school exhibits and art (See Santa Clara Record on page 64)



BENNY FOX, of the sky-dancing team of Benny and Betty Fox, pulled a nifty stunt while showing the New Jersey State Fair, Trenton, when he had a helicopter deposit him on his aerial platform. Air currents generated by the overhead prop made the transfer a risky proposition but Fox made it all right, as pictured above.

**WANTED CARNIVAL**  
For Conway County Agriculture Association  
Fair Dates, Oct. 24-25, 1947, Morrilton, Ark.  
Contact  
**P. W. McCAWLEY**  
Morrilton, Ark.



## Push Buildings At Macon Plant

New Administration office, livestock arena to be finished for Oct. 13-19 event

MACON, Ga., Sept. 27.—Buildings and improvements are being pushed for the opening of the 92d Georgia State Fair here October 13-19.

A modernistic administration building should be ready for occupancy September 29, E. Ross Jordan, vet general manager, announced. Soon afterward the fair will formally accept a new brick livestock arena, with more modern judging ring and seating facilities.

New structures will bring to four the new buildings added at fairgrounds in Central City park in the past two years. For the first time in a decade the State fair will not require tents to handle overflow exhibits.

### State-Wide Participation

Greater State-wide participation has been arranged thru 4-H Club events, with contestants coming from practically every Georgia county.

Advertising area has been doubled this year. Billing crews under C. K. Moore are covering all territory within a radius of 100 miles.

In addition, the fair is using all radio stations and daily and weekly newspapers in the territory, as well as mailing heralds. Paul M. Conaway is serving as publicity director for the 19th consecutive year.

Endy Bros. have the midway contract. Grandstand show will be furnished by George A. Hamid and will include the California Queens, the Downies, Lott and Joe Anders, the Bedells and Clemens Bellings Company.

Advance sale of tickets is showing heavy returns, according to Ralph Brantley, head of the ticket group of the Exchange Club, which operates the fair. Regular 50-cent adult admission tickets are sold at a discount of 20 per cent in books of 5 and 10.

Will C. Ragan, president of the fair last year, again heads the org, with Robert M. Penland, vice-president, and Otis Hughes, secretary-treasurer.

A strict anti-concession policy, in vogue last year, is being relaxed. Ben Weiss again will have the corn game on the independent midway.

## Cold and Rain Mar Last Day Attendance At San Fernando

SAN FERNANDO, Calif., Sept. 27.—An unexpected cold and rainy Sunday (21) dampened attendance on the closing day of the second annual San Fernando Valley Fair sponsored by the 51st Agricultural District. Total turnstile count for the three-day event was approximately 7,500 with gate receipts of about \$6,000. Premium money was \$6,600.

Montie Montana, Western star, headlined the closing day horse show. Other attractions included commercial, floricultural, poultry, livestock, industrial, citrus and domestic arts and sciences exhibits.

Midway was supplied by Martin's United Shows, including 10 rides, a Funhouse, 20 concessions and 2 shows. Org travels on 10 semi-trailers.

### Held in Park

Held in the 30-acre municipal park and baseball stadium, the fair got its second bad weather break in as many years. The inaugural event, presented by the new agricultural district in 1946, was a two-day affair which blew down opening day and drew a scant 4,500 visitors the final

### Motor Speed Round-Up:

## Car Crashes Peru, Ind., Rail; Three Spectators Lose Lives

PERU, Ind., Sept. 27.—Three spectators were killed and a driver, Lee R. Clark, 29, Cincinnati, was injured Sunday (21) at Converse Speedway here when Clark's car plunged thru a railing and into spectators. The driver sustained a fractured leg and face cuts.

PORTLAND, Ore.—Dan M. Weeks (Danny Freeman), 27, veteran auto race driver of Vancouver, Wash., was killed at the Portland Speedway in the sixth "hot rod" heat race September 21. Weeks, who had been driving in the Portland region for several years, lost control at the far turn of the speedway oval and crashed into the screen tower on the back stretch.

TAMPA—Eddie Adams, Bradenton, Fla., won the feature 10-lap auto race at Plant Field Sunday (21). Program was marked by several crack-ups, one of which sent Hank Blalock to the hospital, where he was reported recovering from injuries. A paid gate of 4,735 was announced.

SANTA MONICA, Calif.—Peewee Cullum took the handicap final, feature of the motorcycle racing card at Municipal Stadium here Tuesday (23). Lammy Lamoreaux was second and Jack Milne, third. Time was 61.96. Lamoreaux won the scratch final in 60.15, with Jimmy Gibbs second and Jack Milne third.

SAN BERNARDINO, Calif.—Johnny Garrett captured the 30-lap main midget auto race here Wednesday (18), beating out Johnny Mantz and Mac Hellings. Time was 9:22.

PASADENA, Calif.—Taking the lead from Johnny Mantz in the final lap of the 100-lap feature midget auto race at the Rose Bowl Tuesday (23), Walt Faulkner, San Diego, won the final event of the season here. Mantz finished second and Gib Lilly third. Time was 25:51.33. Race was witnessed by 9,500 fans. Semi-main went to Bill Taylor, and Faulkner copped the trophy dash.

The official season is now over at the Rose Bowl, there is a big race still slated for this track. The Ameri-

can Midget Racing Association will stage a Grand Prix here on October 5, with the U. R. A. as hosts. It is billed as a national championship.

day. Officials had hoped this year's exposition would draw as many as 50,000 because of the thickly populated area of this rich valley, which is one of the principal suburban and farming sections of Los Angeles County. A revised estimate of expected attendance was made on opening day but hopes of reaching the 10,000 mark went glimmering when Sunday dawned chilly with intermittent showers all day.

Officials of the fair included Harold Ibrig, commercial exhibits; Dick Coles Jr., poultry; Henry W. Carter, floricultural exhibits; James P. Butler, citrus division; Jimmy Icardo, concessions; Dan Spencer, junior agricultural exhibits; and Max P. Schonfeld, president of the fair board and horse show superintendent. Russell L. Logue is secretary-manager.

A special Saturday night (20) entertainment program was headlined by selection of a round-up rodeo queen and four acts of vaudeville with the Mannelles, comedy trampoline pedestal act: Dwight Davis, "The Mighty Goliath"; The Jewel Tones, strolling players, and Si Otis and His Comedy Mule.

Preparations are now underway for next year's event and permanent quarters are being sought so that the fair may be presented in buildings instead of in tents.

can Midget Racing Association will stage a Grand Prix here on October 5, with the U. R. A. as hosts. It is billed as a national championship.

SACRAMENTO—Butler Rugaard edged cut Ed Andres in the main event of the roadster races at the speedway here Sunday (14). Time was 8:52.9. Wayne Seltzer won the semi-main. Herb Hill, Stockton, racked up a victory in the trophy dash by turning in the fastest single lap time of the card. He covered the distance in 21 seconds flat.

PATERSON, N. J.—Georgie Rice, Milford, Conn., copped honors in the feature race in Tuesday's (23) midget race card at Hinchliffe Stadium, with Bob Disbrow, Poughkeepsie, N. Y., second, and Art Cross, Rutherford, N. J., third.

## Puyallup Is Down Slightly From Last Yr.

'47 Attendance Is 389,390

PUYALLUP, Wash., Sept. 27.—The Western Washington Fair closed a nine-day run Sunday (21) with a total turnstile attendance of 389,390 compared with 404,224 a year ago. Manager J. H. McMurray pointed out that 1946 was an abnormal season, record being set after a wartime respite, and he declared the 1947 season entirely satisfactory from the viewpoint of attendance and exhibits.

The '47 fair had good weather thruout, with the exception of Tuesday night (16), when rain cut attendance.

Turnstile figures include children admitted free, which was on any regular school day when any school

(See Puyallup Down on page 64)

Mr. Fair Secretary—Celebration Committees—  
Something New Under the Sun for You

## MUSTARD AND GRAY AND THEIR BIG STAGE REVUE

Mustard and Gravy have recently completed two Columbia pictures, working with Smiley Burnette and Charles Starrett, which are now being shown throughout the U. S. Also Mustard and Gravy are heard 15 minutes daily, 5 days a week, over 100 radio stations throughout eleven Southern States on the Retunga program.

ALSO INCLUDING ROBERT NOELL'S

## GORILLA SHOW

Without question of a doubt one of the greatest attractions available today, you will actually see people you know box and wrestle with the

WORLD'S ONLY ATHLETIC APES  
IT'S A SCREAM—IT'S A THRILL—IT'S SOMETHING YOU  
WILL REMEMBER THE LONGEST DAY OF YOUR LIFE

## COMPLETE STAGE SHOW

Also including other outstanding novelty acts, Joe the Trained Chimpanzee doing his act, roller skating, jumping the rope, eating at a table with knife and fork, tug of war with local boys and a thrilling bicycle race with 4 local boys; also Sammy the Talking Doll, Etling the Magician, Bob's Juggling Act, Doc's Troupe of Trained Birds, Mao and her Crayon Pictures and music by Smiley O'Brien and his Sons of the South.

AND ONE YOUR PATRONS WILL LONG REMEMBER AS  
THE BEST THEY HAVE EVER SEEN

<p>NOW PLAYING TO SRO IN THEIR BIG TENT THEATRE</p>	<p>DON'T TAKE OUR WORD—COME AND SEET IT—AND GIVE YOUR FAIR A SHOW YOU WILL BE PROUD TO PRESENT—</p>	<p>OPEN FOR BOOKINGS, LATE FAIRS AND CELEBRATIONS</p>
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Write, wire E. S. HOLLAND, Box 247, Goldsboro, N. C.



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# Fair Dates



A list of fairs a week in advance, arranged according to dates, States and cities, will appear in each issue. The complete list of Fair Dates was published in the issue dated August 16.

## October 5-11

### ARKANSAS

Harrison—Boone Co. Fair Assn. Oct. 8-10. L. J. Cooper.  
 Little Rock—Arkansas Livestock Show Assn. Oct. 6-12. Clyde E. Byrd.  
 Magnolia—Columbia Co. Fair. Sept. 29-Oct. 6. W. L. Jameson Jr.  
 Paris—Logan Co. Free Fair Assn. Oct. 7-12. Edwin H. Floyd.

### CALIFORNIA

Caruthers—Caruthers District Fair. Oct. 9-11. James L. Edmondson.  
 Hollister—San Benito Co. Fair. Oct. 10-12. J. M. Leonard.  
 Ventura—Ventura Co. Fair. Oct. 8-12. Robert E. Stuart.

### CONNECTICUT

Riverton—Riverton Fair. Oct. 11. Mrs. Allen Seymour, R.F.D. 2, Winsted.

### GEORGIA

Columbus—Chattahoochee Valley Expo. Oct. 6-11. Felix L. Jenkins.  
 La Fayette—Walker Co. Fair Assn. Week of Oct. 6. W. E. McKeown.  
 Milledgeville—Middle Georgia Fair. Oct. 6-11. P. Paisley Davis.  
 Swainsboro—Emanuel Co. Fair. Oct. 6-11. Earl M. Varner.

### KANSAS

Kingman—Kingman Co. Fair Assn. Oct. 6-11. Arthur Goenner, Zenda.  
 Wakefield—W. T. Field Free Fair. Oct. 9-10. Mrs. Mildred Eye.

### KENTUCKY

Monticello—Wayne Co. Fair. Oct. 9-10. A. J. Lloyd.  
 Whitley City—McCreary Co. Fair. Oct. 10-11. George D. Corder.

### LOUISIANA

Alexandria—Rapids Parish Agrl. Fair. Oct. 8-11. B. W. Baker.  
 Arcadia—Blenville Parish Fair. Oct. 9-11. D. L. Estess.  
 Farmerville—Union Parish Fair. Oct. 8-10. Fred Preaus.  
 Houma—Terrebonne Fair Assn. Oct. 10-17. Gibson J. Austin Jr.  
 Jonesboro—Jackson-Winn Parish Fair Assn. Oct. 6-11. R. S. Pipes.  
 Livingston—Livingston Parish Fair. Oct. 9-11. A. J. Berey, Albany.  
 Mansfield—DeSoto Parish Fair. Oct. 9-11. Mrs. Margaret Halecomb.  
 Minden—Webster Parish Fair Assn. Oct. 9-11. J. C. Salmon Jr.  
 Natchitoches—Natchitoches Parish Fair. Oct. 9-11. Coleman Martin.  
 New Roads—Pointe Coupee Parish Fair Assn. Oct. 10-12. J. Wade LeBeau.  
 New Verda—Grant Parish Fair Assn. Oct. 9-11. Odella Purvis.  
 Oak Grove—West Carroll Parish Fair. Oct. 8-10. J. Wayland Smith.  
 Oberlin—Allen Parish Fair Assn. Oct. 9-11. G. C. Meaux.  
 Olla—North Central La. Fair. Oct. 7-11. H. Vinyard.  
 Opelousas—Louisiana Yambilee. Oct. 8-11. A. M. Landry.  
 Tallulah—Tri-Parish Fair. Oct. 7-10. James M. Gilfoill.  
 West Monroe—Ouachita Valley Fair Assn. Oct. 6-12. John H. Birdsong.

### MAINE

Cornish—Cornish Agrl. Assn. Oct. 6-11. Leon M. Ayer.  
 Litchfield—Litchfield Farmers' Club. Oct. 7-8. Rhona Maloon.

### MARYLAND

Upper Marlboro—Southern Md. Fair Assn. Oct. 6-10. John Farrell.

### MISSISSIPPI

Jackson—Mississippi State Fair. Oct. 6-11. J. M. Dean.  
 Poplarville—Pearl River Co. Fair. Oct. 9-11. J. M. Sinclair.  
 West Point—Clay Co. Fair Assn. Oct. 6-11. T. F. Akers.

### MISSOURI

Aurora—Tri-Co. Fair. Oct. 8-11. D. R. Harper.  
 Doniphan—Ripley Co. Fair Assn. Oct. 10-11. A. D. Arnhart.

### NEW HAMPSHIRE

Derry—West Rockingham Fair. Oct. 6-7. R. E. Underwood.

### NEW MEXICO

Roswell—Eastern N. M. State Fair. Oct. 8-11. Earl E. Patterson.

### NORTH CAROLINA

Elizabeth City—Six Counties Fair. Oct. 6-11. H. J. Burke.  
 Henderson—Golden Belt Fair. Oct. 6-12. C. M. Hight.  
 Durham—Durham Legion Fair. Oct. 6-11. Thompson-Rumley.  
 Hickory—Catawba Fair Assn. Oct. 7-11. John W. Robinson.  
 Littleton—Littleton Fair. Oct. 6-11. T. R. Walker.  
 Reidsville—Reidsville Fair Assn. Oct. 6-11. William M. Oliver.  
 Rocky Mount—Rocky Mount Fair. Oct. 6-11. Norman Y. Chambliss.  
 Shelby—Cleveland Co. Negro Fair. Oct. 8-11. Rev. A. W. Foster.  
 Spring Hope—Nash Co. Fair. Week of Oct. 6. Hobart Brantley.  
 Statesville—Iredell Co. Fair. Oct. 6-11. James C. Smyre.  
 Washington—Beaufort Co. Fair. Oct. 6-11. T. H. Hodges.  
 Winston-Salem—Winston-Salem & Forsyth Co. Fair. Oct. 7-11. Thomas S. Blum.

### OHIO

Coshocton—Coshocton Co. Agrl. Soc. Oct. 7-11. C. V. Croy, R. 1, Dresden.

### OKLAHOMA

Pond Creek—Grant Co. Free Fair. Oct. 7-10. H. J. Dedrick, Medford.  
 Shattuck—Ellis Co. Fair. Oct. 8-10. M. M. Kern.

### PENNSYLVANIA

Hollidaysburg—Hollidaysburg Comm. Farm Show. Oct. 8-10. Norman K. Hoover.  
 Myerstown—Myerstown Community Fair Assn. Oct. 8-10. James B. Woodford.

### SOUTH CAROLINA

Camden—Kershaw Co. Fair. Oct. 6-12. John C. Stover.  
 Spartanburg—Piedmont Interstate Fair. Oct. 6-11. George S. DuPeess.

### TENNESSEE

Fayetteville—Lincoln Co. Fair. Week of Oct. 6-11. Tom Bigham.  
 Springfield—Robertson Co. Fair Assn. Oct. 9-11. E. E. Childers.

### TEXAS

Anderson—Grimes Co. Fair Assn. Oct. 9-11. C. W. Becker.  
 Beaumont—South Texas State Fair. Oct. 6-15. K. D. Schwartz.  
 Center—Shelby Co. Fair Assn. Oct. 7-11. Bubba Cowser.  
 Dallas—State Fair of Texas. Oct. 4-19. W. H. Hiltzberger.  
 Livingston—Trinity-Neches Regional Fair. Oct. 6-11. C. M. Thomas.  
 Lufkin—Texas Forest Festival Assn. Oct. 6-11. Ed Holden.  
 Marshall—Central East Texas Fair. Oct. 6-11. Oscar B. Jones.  
 Richmond—Fort Bend Co. Fair Assn. Oct. 9-12. C. I. Snedecor.

### VIRGINIA

Chase City—Mecklenburg Co. Fair Assn. Oct. 7-11. Carson W. Gregory.  
 Richmond—Atlantic Rural Expo. Oct. 6-11. J. A. Mitchell.

### CANADA

Bayfield, Ont.—Bayfield Agrl. Soc. Oct. 7-8. Chas. Gemeinhard.  
 Erin, Ont.—Erin Agrl. Soc. Oct. 11-13. George C. Burt, Hillsburg.  
 Highgate, Ont.—Orford Agrl. Soc. Oct. 10-11. Albert Clark.  
 Ingersoll, Ont.—Ingersoll Agrl. Soc. Oct. 9-11. Bruce Dickout, Salford.  
 Madoc, Ont.—Madoc Agrl. Soc. Oct. 7-8. W. J. Hill.  
 Moraviantown, Ont.—Moraviantown Agrl. Soc. Oct. 8-9. Johnson Huff, Bothwell.  
 Norwood, Ont.—East Peterboro Agrl. Soc. Oct. 11-13. William Heffernan.  
 Rocklyn, Ont.—Rocklyn Agrl. Soc. Oct. 7-8. J. W. Clarke.  
 Rockton, Ont.—Rockton Agrl. Soc. Oct. 11-13. A. S. Lee.  
 Roseneath, Ont.—Roseneath Agrl. Soc. Oct. 9-10. C. W. Varcoe.  
 Schomberg, Ont.—Schomberg Agrl. Soc. Oct. 10-11. George L. Walker.  
 Simcoe, Ont.—Norfolk Co. Fair. Oct. 6-9. Harold I. Pond.  
 Thedford, Ont.—Escanquet Agrl. Soc. Oct. 7-8. Robert M. Love.  
 Tiverton, Ont.—Tiverton Agrl. Soc. Oct. 6-7. Lovell McKenzie, R. 3, Kincairdine.  
 Walters Falls, Ont.—Walters Falls Agrl. Soc. Oct. 8-9. H. V. Wales.  
 Woodbridge, Ont.—Woodbridge Agrl. Soc. Oct. 11-13. N. George Wallace.

## WEATHER BALKS JERSEY

(Continued from page 61)

Queens, aerialists; Ben Yost's Cavaliers, vocal group; Three Barretts, bar act; Rosales Sisters, trapeze; Lott and Joe Anders, juggling unicyclists, and Joe Basile's Madison Square Garden Band. Dorenda Von Schmidt and Her Educated Horse was an added attraction. Lee Barton Evans was emcee.

A canvas canopy, supported by permanent rigging, was used as a shelter for the stage this year for the first time. The innovation worked successfully and saved two shows which otherwise would have been lost. The revenue from these shows more than justified the cost of the apparatus, Hamid said. Experimentation is continuing, but Hamid expects all the bugs to be eliminated before tomorrow's closing. Plans and specifications will be made available free to all interested fair men. The cost is expected to run between \$5,000 and \$10,000.

John McCormick, superintendent of concessions, said the sale of concession and exhibit space was 40 per cent ahead of last year when new records were set. All space was sold prior to July 1, earliest in fair history.

DDT was used to spray the grounds and buildings several days before opening. All unpaved thoroughfares were treated with oil prior to opening and remained dust-free thruout the engagement.

## SANTA CLARA RECORD

(Continued from page 62)

displays were given prominent publicity with the result that all were well attended. Floricultural displays were arranged in a natural setting out-of-doors, and were considerably more elaborate than in former years.

The 1947 premiums for exhibitors totaled more than \$52,000. Largest premiums on the agenda were in the junior division with an allotment of more than \$14,000. Dairy cattle received \$12,480 in cash and numerous prizes. Cash prizes totalling \$3,150 were awarded in the horticulture, agriculture and vitaculture. This was three times the amount awarded last year in these divisions.

Exhibits were displayed under 103,000 feet of canvas with some 500 exhibitors represented.

Officers of the Santa Clara County Fair Association are Frank C. Mitchell, San Jose, president; M. L. Blanchfield, San Jose, vice-president; Mrs. Ben Campbell, San Jose, vice-president; R. Vince Garrod, Saratoga, vice-president; Jere W. Sheldon, Madrone, vice-president; Ray E. Turner, Palo Alto, vice-president; Russell E. Pettit, San Jose, manager.

## Westport, Conn., Profitable

WESTPORT, Conn., Sept. 27.—Yankee Doodle Fair, annual three-day event sponsored by the Westport Women's Club recently for charity, reports a profit of \$15,700.

# Arizona's County Annuals Underway; 7,000 at Holbrook

PHOENIX, Ariz., Sept. 27.—Another Arizona county fair—at Holbrook with an attendance of 7,000—was concluded Sunday (21) and other county seats made preparation for shows which are being held preparatory to the Arizona State Fair here in November.

This is the first year that county fairs have been held in Arizona since the war ended. Yavapai County Fair, concluded September 14, was the first there in 18 years, and citizens there are looking forward to a repetition of the exhibition next fall, probably in October.

New corrals and chutes are under construction in Nogales as the Santa Cruz County Fair and Rodeo Association makes preparation for an October 5 rodeo and race meet.

Cochise County Fair will be held October 10 to 12 at Douglas, Ariz., despite the loss last week of two frame buildings and the caretaker's residence. Ray Moore, vice-president of the Douglas Rodeo Association, owner of the buildings, said the structures will be replaced.

## Claude B. Fletcher Dies; Ex-N. Y. State Race Sec.

WATERTOWN, N. Y., Sept. 27.—Claude B. Fletcher, 67, Evans Mills, N. Y., dairyman and former race secretary of the New York State Fair, died September 17 at a local hospital.

He was a former president of the Peoples Bank at Evans Mills and at one time was chairman of the Jefferson County Board of Supervisors.

## PUYALLUP DOWN

(Continued from page 63)

would close for the event. For the first time in 17 years, special trains were run, bringing school children from Bothel and from Kirkland. Each of the two trains brought about 1,000 students and parents.

Comparative attendance figures follow:

	1947	1946
Saturday (13)	36,577	36,736
Sunday	67,785	78,791
Monday	38,890	31,880
Tuesday	30,784	37,968
Wednesday	52,375	58,152
Thursday	35,948	37,299
Friday	31,654	31,202
Saturday	60,013	58,943
Sunday	35,364	33,343
Totals	389,390	404,244

Midway business was reported closer to last year's figures than was attendance. Some lines had expected a 25 per cent decline but noted only a slight decrease. Reconstruction of the three entrances expedited handling of the crowds so that no delay was encountered.

Outstanding exhibit event was that of the 4-H State Dairy Show, wherein best entries from smaller fairs over the State competed. About 150 entries were accommodated, but so heavy was the list that 60 head of dairy cattle were turned away for lack of exhibition space.

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OCTOBER 14 THRU 19

—NO GAMING—

Others open except Age and Scales.

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**FRENCH SHOWS FEUD**

(Continued from page 59)

tors crabbed Bougliones use of the Buffalo Bill label by plastering lithos, with Cody's obit notice and place of interment, on all Paris and suburban billboards when the Bougliones played anywhere near the city. Spesardly went to court and stopped their use of the Pinder title. Present feud is just another in the series the Bougliones have been involved in since some time prior to 1925.

The Bouglione-Pinder feud is the highlight of the Paris circus season which gets off to a rather slow start this month with the two indoor arenas offering opening bills largely made up of modest vaude acts. Cirque Medrano, features the American screen vet and former acrobat, Buster Keaton, while Cirque d'Hiver is splurging on top-notch clowns, plus a few standard circus acts and the Carre horses. Cirque d'Hiver is operated by E. Audiffred and Jean Coupan until some time in November when the Bougliones end their tenting season and take over for their indoor season.

**RINGLING-BARNUM**

(Continued from page 59)

Beatty; and John Kreis, the latter being made a member of the Dirty Dozen Club and the Charmed Circle Club.

Backyard scenes: The race for the cookhouse flag contest still is a dead heat. In recent tabulations, it was found a lady contestant is in the lead by one meal. And she says she will hold that lead at all costs. . . . Prince Paul doing his Sherman bow tie gag in Sherman, Tex. . . . The 100 Per Cent Club is making plans to hold its annual dinner. . . . Due to the loss of the p.-a. system, the side show ticket sellers did it the hard way, via the leather lung route for two days. To quote Bobby Hassen, "Marconi really has something in that wireless." . . . Chicken Charley quips, "When the frost is on the pumpkin, it's too late to worry about your summer's wages, if you haven't saved some."—DICK MILLER.

**16MM. ROADSHOWMEN**

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**REP RIPPLES**

**HENRY A. DAVIS** and Myron Abershaw are planning a 16mm. circuit near Moline, Ill. . . . Word comes from Lee Hersberg, Malone, N. Y., that he soon will have films in schools and for auspices in Essex County, New York. He also will continue his religious pic outfit. . . . W. W. Bryan, who recently opened his school show at Winona, Minn., will move soon into Western Minnesota. Org has short-cast bills and 16mm. pix. . . . A new flesh trick of four people will move around Norwich, Conn., after October 1. Welland Dyson will be in charge of the troupe, a family affair. . . . William Twombly, who has a school show in Central Iowa, reports good early-season biz. . . . W. M. McCauley, who recently opened his religious film season, will be around Springfield, Mo., thruout October. . . . Jackman Players, five people, will operate around Indianapolis after middle of October on sponsored dates. . . . Toomey's Show, vaude-pix, reports

fair returns in the Piedmont, Kan., sector. . . . Wilfred Leonard, former repster, is organizing a flesh group to play around Portland, Ore. . . . Bird's Show, which has been playing around Thomasville, Ga., to fair takes, is moving north with straight and religious films. Org plays halls. . . . L. D. French is mulling operation of a flesh group around Caldwell, Idaho, to play sponsored dates.

**Rutter Hops to Sumter, S. C.**

SUMTER, S. C., Sept. 27.—Rutter's Tent Theater, owned and operated by Harry and Irene Rutter, recently closed a 39-week stand in Pamplico, S. C., and opened just outside the city limits here. Show uses 16mm. films and a cast made up of Irene Rutter, ladder, web and rings; Dolly Rutter, rolling globe; Bob Russell and Harry Rutter, clowns; Stanley Cole, Western songs and guitar, and Buster Poston, straight man.

**CLYDE BEATTY**

(Continued from page 59)

celebrated birthdays. Spenders didn't have a party. The event was celebrated prematurely a few weeks ago in Fort Worth.

Those on the sick list include Eddie Hurd, electrician, foot injury; Jimmy Nelson, pony boy, appendix, and Bill Moore, wrist injury.

Peggy and Shorty Sylvester thought they were seeing things the other morning, but what seemed to be a halucination turned out to be Connie Conrey's pet white mouse, painted toe nails and all.

Sunday off in Bessemer, Ala., made it easy for everyone to dash into Birmingham for the day. Mockey received a rousing welcome on his return from his vacation.

Recent visitors were Poodles and Gracie Hanneford, Barbara Freist, Mitzi and Murray Fein, and Carl Baumer.

Marvin Smith, anatomical wonder of the side show, also is a chiropractor. Maybe Edna Antes should pay him a visit after that recent spill she took out of the office wagon.

A stop sign or light soon will be installed for the menage number. It seems that Jo Ann Day stopped one day when she wasn't supposed to and all the riders practically piled up behind her. Another time Claire LeVine kept on going when she was supposed to stop.

It used to be "bring me back a coke," now it's get me one with cream and sugar." My how the weather changes.—DICK ANDERSON.

**BAILEY BROS.**

(Continued from page 59)

Carthage, Tex., and was guest of honor at a chicken dinner.

A. J. Hall is the new Side Show band leader. He recently added a trumpet player from the Jimmy Lunsford band and also Low Down Red, trombone player, from Dailey Bros. The big snow band has gone native, with all members wearing big Stetsons. Frank Ellis, our concession manager, is in the lead with a rodeo outfit, including hat, boots, shirt, pants and spurs. The big show really was dressed up at Bonham, what with new uniforms for property men, grooms and ushers and fresh paint thruout the big top and front.

Visitors included Mr. and Mrs. Buddy Kemp, formerly of the 101 Ranch; Willie Clark, clown; Sugar-foot Williams, who was the guest of Ted Milligan; Charlie and Peggy Kline, rube come-in workers; Jimmy Hamiter and dad, horse trainers; Jimmy Cook, Dallas; Bill Newton, Art Concello and Guy Whitener.—**GEORGE L. MYERS.**

**DAILEY BROS.**

(Continued from page 59)

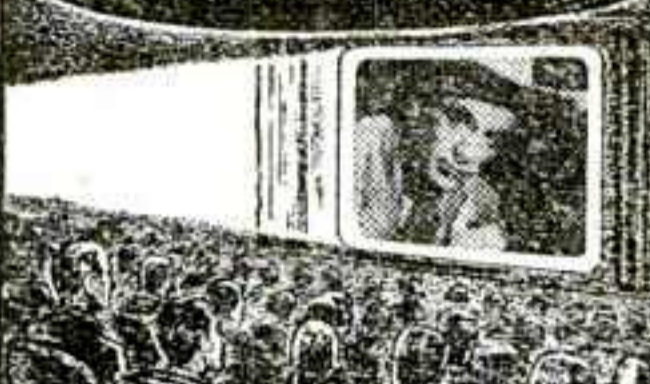
at each other's mistakes or crying because they think they didn't do their best.

Mario Iwanov has purchased a new Buick and trailer. Walter Schuyler is out of the hospital and has taken over the wardrobe. Donna Pyle, on a one-day visit, brought her mother a corsage. Madge Snyder is visiting her sister in Michigan.

Streamline Fizele and Freddie Fredericks had to pinch-hit on the 24-hour job until the arrival of Harry (Bad) Brown. Joe Baker rejoined as legal adjuster. Eddie Hendricks and Jesse Dawson and his two children have closed for the season. New faces: Cal and Torchy Townsend and Joe Gould.

Visitors: Rosemary Stock's mother and family, Eva Davenport's parents, Mr. and Mrs. Guy Billings, Mr. and Mrs. Doc Pyle and daughter, Jack Drane, Gertrude Scott and daughter, Walter Allen; Roy Feltus and daughter, Virginia; Cliff Monet, George and Minnie Adams, Cooney Malone, Jack Nelson; Chick Muller, who was around for three days and rode spec and Wild West with us; Frank Storet, King Baile, Milton J. Durham, Francis Widener, June Russell, Dr. and Mrs. Schlack, Bert Wilson, Ed Reno, Mr. Foels, Mr. and Mrs. Harry Atwell and party, Dwight T. Pepple, Anita Mijares, Bennie Chavez, Mr. Erby, Slayman Ali, Harold Flint, Mr. and Mrs. Linden, Bob Parkinson, W. R. King, Mr. and Mrs. Harry Durand, Mrs. O'Regan, Miss Andrews, Mrs. Eva Parker, Harry Winslow, Bill Lindemann and W. M. Temple. R. M. Harvey and Dorothy O'Brien were back on the show for a few days.—HAZEL KING.

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AMPRO PREMIER 20 (Like New) . 450.00

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**F. S. WOLCOTT'S RABBIT FOOT MINSTREL SHOW**

Greatest title and show of its kind, the Barnum of them all now showing and making money. After 40 years in show business I wish to retire. Show equipment consists of eight (8) Trucks, Office and House Trailer, 80-foot Round Top, two 30' and two 20' Middle Pieces. Completely seated. Come and see and stay with the show a few days and you will be convinced. (Cash deal.)

Route: Hollandale, Miss., Sept. 29; Shaw, 30; Alligator, Oct. 1; Crenshaw, 2; Sardis, 3; Hernando, 4; Osceola, Ark., 6; Blytheville, 7; Joiner, 8.

Home address: Port Gibson, Miss.

No more ads will appear.

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## NEW Betty Lytle DANCE SHOES

Another beautiful Hyde creation in white bucko calf for the most fashionable roller skating occasion. (Ask your rink operator or roller skating friends.)

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ATHLETIC SHOE COMPANY  
CAMBRIDGE, MASS.



Remember, there's a Hyde-crafted shoe for every sport!

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EXPERIENCED SINGLE ROLLER SKATE INSTRUCTOR (Veteran Preferred)

For next few months; \$25 week, plus room and board; more if business builds up. Write all in letter to

**COLONY CENTER**  
Lonsdale, Ark.

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### 1948 CALENDARS NOW ON THE PRESS

There will be no second run this year

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TRADE MARK REG. U.S. PAT. OFF.  
**ROLLER SKATE CO.**

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# "Information, Please," Say Ops--and Rawson Gives Out

THAT THE SERIES of articles by Perry B. Rawson on the subject, *Mass-Produce Meal Tickets To Skate Thru a Depression*, caught the interest of operators is indicated by the number of inquiries he has received to date. *The Billboard* reprints herewith the inquiries received by Mr. Rawson and his answers, so that all who are interested may receive the benefit of his replies.

Q. Do you mean rope-type apparatus is injurious to the shoulders? A. No, I mean ropes will not control them. Shoulders have to be under rigid control. Free shoulders mean upset skate. Ropes will work for experts, but experts do not need ropes. A beginner could be taught to handle a rope apparatus. That takes time. Best apparatus is rigid piping or taut steel cable.

Q. Cannot the pro teach this system alone without use of mechanical gadgets? A. Certainly, but it is costly, slow and unsatisfactory. You must remember this is a drive for box office.

Q. Why was this not done before? Why all the noise now? A. Rollers borrowed heavily from ice at the beginning. Ice has stuck too long with the circle; is still stuck with the circle. Rollers also gave competition too much prominence, played it too long. The slump merely brought these matters to a focus. Many have seen it coming for a long time.

A. You speak of proper skate equipment. What make is good? A. It is not a question of make. All reliable makes can be termed good. Both ice and roller have a skate problem when they start going box office. The roller skate is too much sidewalk skate. The majority are equipped with hard rubber cushions which turn skates into scooters. Shoe heels are too low. Wheels are too wide and clumsy. Trucks are too wide and axles protrude. The ice figure skate is too low in the heel stanchion by one-quarter inch—has too many teeth. Mass public will be satisfied with a proper skate; discouraged with an improper skate. The roller problem is principally one of adjustment.

Q. Are you in favor of giveaways of skating literature? A. I am in favor of all methods of getting large quantities of skating literature into the American home where all can become skate-minded. However, the psychology of selling is far superior to giveaways. An intelligent sales campaign makes giveaways unnecessary. The best giveaway is safe and scientific skating instruction.

Q. Why won't the adult public buy the present brand of skating? A. They are too smart. There is nothing in it for them and they have found it out. No one can sell them for long. The goods have first to be sent to the cleaners. The adults leave it to the children to play with. I am confident they will be glad to buy real skating.

Q. How can I teach the Rawson mass sys-

tem technique if my employer says he wants to produce champions? A. You can't. They won't mix and the boss is spending his own money. If he wants medals instead of box office you will have to try for medals or move elsewhere.

Q. If the public is not skating now, what are they doing? A. They are walking on skates. Or walking on scooters.

Q. Is this material guaranteed to cure paralysis of the turnstiles? A. No, nothing is guaranteed. Read the article again.

Q. Some of our figure skaters took years to learn edges. Will the public work that hard? A. They won't have to. They will not be taught circle skating, will never meet up with the circle except by their own choice after graduating from plain skating. Figure skating makes use of the circle. A skate will not do a circle unless forced. Forced skating is trick skating. The public will not buy trick skating. On the proper system edges can be learned in minutes instead of years. The public will be on one-eighth, one-quarter and one-half circles. Sticking with the circle has brought ice rinks to their present predicament.

Q. Are the Rawson gadgets patented? Do you have them for sale? A. Being an amateur skater, I have nothing for sale. The gadgets are not patented. Copyrighted, yes. Copyright is for protection of rink operators. To sidetrack chiselers. Anyone may make and use them.

Q. How does one teach the one balance? A. Too long a story for this space. Very simple. It's all in the books. You find the exact middle of the skate for your particular body set-up. Then you learn to stay there with no abdominal bending and learn to make it go.

Q. If mass public skaters are put on edges won't they slip or fall more than they do on flats? A. No. Edges spell safety. Flats spell disaster. The new drive customers will be taught to skate on the side of a skate. There's where the permanent money is.

Q. How long do beginners have to stay on the gadgets? A. That depends. Some get off in minutes. Some need several hours. It's a matter of confidence and absence of fear. The gadgets provide both quickly.

Q. Is there no danger on the mechanical teaching apparatus? A. None whatever, unless customers are allowed to run wild on them. But there are two danger spots to watch—getting to the gadgets and getting away from them. Attendant should make these two spots air tight.

Q. Can a pro who is on his own make an appointment at your laboratory for a check-up? A. Yes. Any time from October to December and April to June. Present favoritism for operators is an attempt to get some anti-slump box-office action. Pros cannot dictate box-office policy.

Q. How much do the mechanical gadgets cost? A. Not expensive. Depends on size, elaborateness, flash and how much is built by your own mechanics. The only costly apparatus is the de luxe motorized escalator handrail, which is a luxury and not a necessity.

(To be continued.)

## Denver Hockey Attracts 1,800

DENVER, Sept. 27.—Irving Jacob's Mammoth Garden Roller Rink got its fall hockey season under way September 18 with 1,800 fans in the seats to see the Detroit Arcadias defeat the Mammoth Garden Dodgers 10 to 3 in a bruising battle that kept spectators on the edges of their chairs, reported Walter Rosen, Mammoth Garden publicity director.

Rink officials, after checking the box office, were quick to point out that "if this game is a criterion of what we will have in future games at the Garden, the fans of Denver will just not be able to get their fill of this interesting game," and predicted a sell-out for the Dodgers' second game, against Lowery Field here, which was scheduled for September 25.

The Detroit team, champion of their city, lived up to advance notice, fighting a smart, hard game. The Mammoth team played its usual aggressive game in what is believed to have been the first inter-city roller hockey contest played in the West.

Fred (Bright Star) Murrec, 87-year-old Pawnee Indian fancy skater, was recently booked for his yearly birthday week appearance at Arena Gardens Roller Rink, Detroit, by General Manager Fred A. Martin.

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## FOR SALE COMPLETE PORTABLE RINK

size 42x100; excellent, first-grade maple floor; new royal blue tent, 15-cv. canvas; chains, 175 pr. Chicago skates, 25 pr. shoe skates, new automatic P.A. system, new 8-cv. electric pop cooler, skate grinder, fans. Just opened new spot, can skate year around; business very good. Health forces this sale. I will positively take highest offer. Wire or phone 170, GUERO, TEXAS.

**E. G. CHRISTENSON**  
ROLLER RINK

## FOR SALE

Rink equipment, 300 pr. Chicago skates, Hammond organ, model "R", 2 B-40 Hammond speakers, Solovox, large motor-driven crystal ball, 4 large spotlights, 20-number dance announcing electric sign, outside 8-ft. neon animated girl skating sign, neon roller skating and entrance signs, 1 1/2" railings. All in good condition. \$5,000.00 takes all. Reason for selling, building sold. Equipment is in Pittsfield, Mass. Contact

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"The Featherweight"  
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Former U.P.A., \$8.50,  
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40x100 Hard Maple Floor in 5x10 sections, skates, amplifier, microphones, speakers, record player, records. Midwest and throughout top. Now operating. Reason for selling, building permanent Rink.

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## Pasadena Rollerway Reopening Sept. 29; Classes, Events Set

PASADENA, Calif., Sept. 27.—Currently closed while undergoing renovations, Moonlight Rollerway here will reopen September 29 with stress laid on class work and a series of special events set up for the coming season by Manager Gurnar, it was announced by Clifford Neschke, pro.

Featured at Moonlight's grand opening will be skating exhibitions by the club's USARSA national champions, Christine and Genevieve Ross, senior pairs, the former also runner-up in the juvenile division, and Betty Brown and Pete Estes, junior dancers.

Much attention, said Neschke, will be given to week-end matinees for children, and a juvenile class, which Mrs. Neschke will tutor, is being formed. It will function Saturday afternoons before matinees. A junior addition to the Pasadena Dance and Figure Club for members under 13 also has been organized. Its class session will follow Saturday matinees and will be devoted to children who are more advanced and plan to skate in competition. Public dance classes for elementary and advanced skaters will be conducted on Wednesdays and Thursdays before evening sessions.

About 50 members and guests turned out for the first class and club session of the PD&FC September 8 under the supervision of Mr. and Mrs. Neschke. Skaters who had been active in attending summer dance classes were invited on the recommendation of club pros, most of the guests submitting applications for membership during the evening. They will be voted upon by the club's executive board.

Ralph Perkins, Rollerway operator, announced that he has submitted his membership application to the secretary of the United Rink Operators.

## Competitive Spot To Racing in AOW Challenge Program

ELIZABETH, N. J., Sept. 27.—Following a recent meeting of managers and pros of America on Wheels rinks at Twin City Arena here, it was announced by General Manager William Schmitz that speed skating will be considered a competitive sport in the chain's 1948 challenge trophy contests.

Heretofore, an individual trophy was offered racing. Under the new set-up points for racing will be awarded on the same basis they are for figure skating and dancing.

Since the announcement Jack Edwards, AOW director of speed, has received racing applications from clubs that previously did not accept the sport, and announced that the club of Perth Amboy (N. J.) Arena is preparing a team of 12 skaters, while Capitol Arena, Trenton, N. J., is planning an eight-man team.

Edwards has asked Jean White, donor of the Jean White national challenge trophy, to permit speed skater competition for the trophy in the USARSA contests, along with dance and figure skating. If permission is not granted, it is planned to set up a special trophy for racing.

AOW begins its race season tonight at Mount Vernon (N. Y.) Arena. The second meet is slated for October 11 at Twin City Arena.

## Flood and Trolley Strike Hurt Trippe in St. Louis

ST. LOUIS, Sept. 27.—Flood waters and the local street car strike, which closed all roads leading to parks at which Ideal Roller Rink & Amusement Company had a number of summer units spotted, caused the firm to record a small drop-off in receipts compared with last year, reported Operator Carl Trippe, who closed the units Labor Day and has reopened his large rink here at Lemay and Bayless streets.

During the summer the local rink was reconditioned. New exhaust fans, merchandise and candy display cases, and a small penny arcade have been added.

## New Club at Milford, Conn.

MILFORD, Conn., Sept. 27.—Holland Skating Club of Milford, a United States Amateur Roller Skating Association group organized recently at Armory Skating Rink, operated by William Holland, of Bridgeport, Conn., has elected George Kelleher, president; Harold Otterman, vice-president, and Bernard Blotney, treasurer, reported Leonora Nastic, secretary. Club meets once monthly and is allowed a free practice session Friday nights from 6:30 to 8. First event held by the club was a party August 23, featuring exhibition skaters from Hartford, Conn. Members held a wiener roast this month.

## Two Philly Spots Reopen

PHILADELPHIA, Sept. 27.—Two roller rinks here announced their fall openings last week. Crystal Palace, in North Philadelphia, has been renovated and redecorated, and is booking parties. In Southwest Philadelphia, Elmwood Roller Rink, air-cooled and featuring organ music, also reopened. Rink is open nightly, with Saturday and Sunday matinees.

## Holland Reopens in B'port

BRIDGEPORT, Conn., Sept. 27.—Holland's Skateland here, owned and operated by William Holland, reopened September 3. All attending were presented with an 8 by 10-inch autographed picture of Holland in his Indianapolis race car.

## Big Rollery Set For Recreation Center in Ohio

WILMINGTON, O., Sept. 27.—A 120 by 240-foot roller rink that will be convertible for dancing and other indoor sports will be a major attraction of the Northside, a \$350,000 recreation center that is to be built here by the Wilmington-Northside Corporation just north of Wilmington corporation limits on Port William Pike.

Kroger Babb, of Wilmington, and J. S. Jossey, of Cleveland, who for years have been partners in the successful production and roadshowing of sex films, will financially control and supervise the operating corporation.

The layout will involve three major buildings. The principal structure of 400 feet frontage and 275-foot depth, to be erected of glazed tile and brick, will house the rink, a 16-lane bowling alley, a "Howard Johnson" type restaurant, two sports merchandising departments, two snack bars, and dressing room, locker and shower facilities.

Other features of the center will include swim pool with sun patios, dressing room facilities and refreshment stand, surrounded by parking space and picnic facilities, and a 500-car drive-in theater.

The main structure and equipment is budgeted at \$200,000, the pool and theater at \$125,000, and the real estate, improvements and landscaping at more than \$25,000.

## RSCC Prepping Fall Program

CHICAGO, Sept. 27.—Roller Skating Club of Chicago is working on its fall program of social events, reports Gwen Ray, president. The club's hockey team clashed with a team from Skateland, Aurora, Ill., September 20 and tomorrow night is scheduled to meet a team from Chester, Ind., at Armory Rink here, the club's home. Over the Labor Day holidays the club traveled to Detroit for a game with the Arcadia Wildcats and a visit at Arena Gardens.

## Chi Madison Gardens Opens

CHICAGO, Sept. 27.—Madison Gardens Roller Rink here reopened Wednesday (17) under the management of Virginia McCormack on a six-night-per-week operating schedule. It will be closed on Mondays. Billy Phillips is organist.

Continental Figure Skating Club of Hoffman's Skateland, Albany, N. Y., now reopened after summer renovations, has published its first edition of *The Continental News*, in which it is recorded that the newly formed club recently visited Webster Square Arena, Worcester, Mass.

## Choice of Champions!

Roller skaters have accepted Liberty as unquestionably the finest skate ever constructed. No other skate is used by so many present-day champions!



LIBERTY ROLLER SKATE CO., Inc. FARMINGDALE, L. I., NEW YORK

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One Model 92 U ed Finell Automatic Scrubbing Machine for plastic floors, \$900.00; 2 Hammond DX20 Speakers (revolving drum in top), \$200.00 each; 500 Used Chicago Skates (extra good condition), \$3.00 per pair (will sell in lots of 100 pair); one 50x120 Used Portable Maple Floor, like new (used four months), \$4,000.00; one 12" Crystal Ball, complete with motor and changeable color spots, \$150.00; several good P.A. Systems, complete.

DON McELHINNEY  
CE-MAR ROLLER RINK  
Box 207, Marion, Ia.  
Phone 6410, Cedar Rapids, Ia.

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BULLS-EYE with  
**ARROW SKATES**  
ARROW PRODUCTS MFG. CO.  
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Portable Roller Rink, 134x50; tent with chains, excellent floor, over 400 pns. new (1946 and 1947) Chicago 159 skates (about half never used), sound system, counter, skate boy boxes, benches, lighting, etc. All complete ready to set up and operate. \$5,800. Write or see

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LAWSON FLOORS ARE BEST  
Thru tested and proven. The ORIGINAL, interchangeable sectional floor. Made with Northern Hard Maple. Price 75¢ per sq. ft. F. O. B. factory.

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We ship all over the U. S. A. and its many possessions the same day order is received. Our complete packaged sets (nothing to add for an assembly) is not priced in dollars, but is only \$50 per set, shipped C. O. D. any amount. Our two modern tools, heel cutter \$15.00 each, vice toe clamp bender tool \$10.00 each. Pay nothing down until you receive your shipment, then pay the postman the C. O. D. amount. Thank you. Start Your Season Right—With Bright Accessories

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STANDARD DANCE TEMPOS  
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Also SECTIONAL FLOORS, complete, @ 75¢ per sq. ft. Northern hard maple. Write for prices and full information.

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PRECISION FIGURE & DANCE SKATES  
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FACTORY DISTRIBUTORS Write for New Lowered Prices.

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For information write Mrs Vivian Heard, S.R.S.T.A., affiliated with R.S.R.O.A.

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Made of Plaster Composition Walnut, Mahogany, Ivory Finish.

Packed individually, **\$5.95**  
6 to Master Carton.....

Doz. Lots—Sample \$7.00

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Made of polished metal 2 ¼ inches round, painted letters in blue enamel with safety pin, each on a card. Sells on sight.

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Write quick for commission, as every gift shop, jeweler, department store has a seven-year hunger to fill. Make money while the demand is big, liberal commission.

Illustrated price lists #285-K and 286-K mailed to any reseller on request.

**LEO KAUL** 333 & 335-K South Market St. Chicago 6, Ill.

## PRICES CUT 30%

### NEW Heavy Quality Waterproof Table Cloths in Beautiful Colors



Packed in individual envelopes. Build a repeat business on a quality product. Here's an item really in demand. Saves laundering! Just wipe clean with a damp cloth. Size 52x52 was \$12.00 per doz.

**NOW ONLY \$8.40 PER DOZ.**

\$7.95 per doz. in 2 doz. lots. \$7.40 per doz. in 4 doz. lots. We pay freight when cash in full accompanies order. Minimum order ½ doz.

**E. F. BERNHOLD, INC., 330 S. Wells St., Chicago, Ill.**

## THE BARR RUBBER PRODUCTS CO.

SANDUSKY, OHIO, U. S. A.



### TODAY'S RAGE!

**BARR Raggedy Ann, Raggedy Andy and Dolls of Nations Balloons** are the top flight, fast turnover items of the year.

The red, white and blue box with the famous BARR Shield is your positive assurance of quality, value, sales appeal—and gratifying profits.

### SEE YOUR JOBBER

## CHENILLE BEDSPREADS

Direct From Manufacturer

**BIG FLASH SENSATIONAL VALUE**

Style 807 Single Peacock.... \$7.50 each  
Style 801 Double Peacock.... 8.50 each  
Style 909 Floral Basket.... 6.50 each

These are heavy, thickly tufted, beautifully designed spreads with gorgeous multicolors that will attract attention everywhere. All spreads full size. Satisfaction guaranteed.

Terms: 25% Cash with order, balance C. O. D., F. O. B. Rome, Georgia.

Orders shipped same day received on above patterns. Assorted colored backgrounds.

**BEAUTI-CRAFT CHENILLES, INC.**  
ROME, GEORGIA

## ENGRAVERS

For the best in Engravers' Merchandise use "Morse Finish"; it stands up. Old reliables and new 1947 numbers now ready. New post-war Engraving Machines.

"Always Something New"

**EDW. H. MORSE & CO.**  
ATTLEBORO, MASS.

"We Lead, Others Follow"

**GENUINE ABALONE PEARL SEA SHELL LADIES' RINGS**  
Sterling Silver, \$6.75 Doz., \$9.00 Doz., \$12.00 Doz. We also have Earrings and Necklaces.

**JOS. FLEISCHMAN**  
1535 BROADWAY TAMPA, FLA.



**A TERRIFIC SELLER AT 25c GALLOPING TURTLE**

Works on a string. Wags his head and tail. Jitters and wiggles with life-like action. Bright plastic. 4 inches long.

**RUSH YOUR ORDER AT THIS LOW PRICE**

**Gross, \$13.75**  
**Doz. \$1.25**

Cash with order or 25% down, balance C. O. D.



Sorry—No Sample Orders!

**Another sure-fire winner! METAL Galloping MOUSE**

A catchy demonstration item that draws crowds wherever it's shown! All metal! Remarkable action — wiggles, jitters, runs on a string! Men buy it to scare the girls. Retail at 39c.

**Gr. \$23.50**      **Doz. \$2.25**

Write! Wire! Phone!

**M. D. ORUM**      1519 W. North Ave. Milwaukee 5, Wis.

**LEADING SELLERS IN FUR COATS**

**LOW JACKETS PRICES CHOKERS • SCARFS**

ALL GENUINE FURS

Our new 1948 Sure Fire Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.

**H.M.J. FUR CO.**  
150-B W. 23rd St., New York 1



**LORD'S PRAYER, TEN COMMANDMENTS, OR Creed, etc., reproduced on a real penny, individually priced, \$9.00 gross. Sample assortment sent prepaid, \$1.00. Perches, Dept. B, 1190 Lawrence, Chicago.** oc11

**MEN, WOMEN—\$50.00 WERE EASY. SELL** Imitation Photo Reproduction Jewelry—style hit. Bonus plan. Metro Art Studios, 1102 C, 210 5th Avenue, N. Y. oc11

**MEXICAN NOVELTIES—BASKETS, \$7.00** gross; Saddles, \$6.00 doz; Bird Feather Cards, 1,000, \$95.00; Clay Turtles, Alligators, Armadillos, \$8.40 gross assorted. Special Products, Laredo, Texas.

**SELL MARTIN'S INSECT RIDDANCE BLOTTERS.** New and sensational. Blot out roaches, waterbugs, ants, moths, mites, all other insect pests. Free sample. Martin Products, 126 Lexington, New York 16, N. Y. oc4

**SELL RARE SNAKE-HEADED FLESH-EATING plants.** Devour live insects. Unequaled in sales appeal. Bring sensational profits. Free particulars. (Sample guaranteed seeds, \$1.00.) British Enterprises, 157 Goldade, Toronto, Canada.

**SELL NEW-USED CLOTHING FROM HOME,** auto, store. Men's Suits, \$1.17. Leather Jackets, 85c. Overcoats, 62c. Dresses, 17c. Ladies' Coats, 38c. Other bargains. Catalog free. S & N, 563A Roosevelt, Chicago. oc4

**SENSATIONAL NEW SMOKERS' FAST SELLER!** Item direct from manufacturer being introduced to agents and distributors for the first time. Charun Manufacturing Corp., Dept. B, 225 Lafayette Street, New York 12, N. Y.

**YOU MAKE \$25 FOR SELLING FIFTY \$1.00** boxes 50 beautiful assorted Christmas cards, sell for only \$1.00, your profit, 50c. Write today for free samples 50 and 25 for \$1.00 and other boxes on approval. It costs nothing to try. Cheerful Card Co., 170 White Plains, N. Y. oc25

**300 MONEY MAKING DEALS—FORMULAS,** Plans, Ideas, Schemes, unusual Items, Success secrets. Folio free. Formula-KA, Box 572, Dayton, Ohio. oc18

**ANIMALS, BIRDS, PETS**

**A GOOD STOCK SMALL ANIMALS—RING-**tail, Lemur, Marmoset Monkeys, Agoutis, Pares, Ocelots, rare Black Tra, Boas, Iguanas. 40 years reliable service. Snake King, Brownsville, Texas. oc22

**AALS (TWO-FOOT SLOTHS), \$50.00; CARA-**caras, \$35.00; Baby Pumas, \$125.00; Bear Cubs, \$75.00; Java Monkeys, \$45.00; Baby Guanacos, \$200.00; Domesticated Skunks, \$15.00; Agoutis, \$25.00; Kinkajous, \$15.00; Coyote Bats, \$35.00; Eagles, Owls, Phacants, Dingos, Foxes (white, blue, red, gray, silver). Chase Wild Animal Farm, Bayre, Mass. oc4

**LARGE, YOUNG, CLEAN SPIDER MONKEY—**Collar and chain broke, very active, fine baby, \$40.00. Large Kinkajou, with collar and chain, \$45.00. Tame Ocelot, dandy, \$10.00. Large South American Coat Mundi, \$25.00. Terms half cash, balance C.O.D. Don Compton, Box 93, Mt. Vernon, Ill.

**MEXICAN YOUNG TAME BURROS—SPECIAL** for children to ride, 6-8 months old, \$10.00 each; Laredo, \$50.00 each prepaid. Special Products, Laredo, Tex.

**PAIR YEARLING OUR BEARS—CINNAMON** female, black male, broke collar and chain, \$100.00 ea., \$150.00 pr. Rockvale Store, Sillesia, Montana. oc4

**PLENTY SNAKES, ALLIGATORS, IGUANAS,** Armadillos, Horned Toads, Giant Boas, Raging Terrapins, Male Indian Leopard Cub, Scantless Skunks, Maccoons, Prairie Dogs, Porcupines, Guinea Pigs, Rats, Mice, White Doves, Jungle Rats, Fan-tail Pigeons, Bantams, Peafowl, Monkeys, Agoutis, Wire Otto Martin Locke, New Braunfels, Texas. oc18

**TOY MANCHESTER TERRIERS—REGISTERED** A. K. C. Female, 14 months; female, 9 months; male, 15 months. All no relation. Very fine, in good condition. Bargains. H. W. Des Portes, 2321 Devine, Columbia, S. C.

**BUSINESS OPPORTUNITIES**

**A \$250,000 MAIL ORDER BUSINESS FROM** \$200.00 capital. Plan, \$1.00. Cy Bibbs, 2233 Eastern Ave., Indianapolis, Ind.

**GET 300 MONEY MAKING TIPS, PLANS,** Ideas, Formulas, Schemes, Trade Secrets, Methods, Folio free. Formula-Mil, Box 572, Dayton, Ohio. oc18

**"HOW TO BUILD YOUR OWN MAIL ORDER** Business," by Walter Greb, 25c postpaid. Elton Services, 53-B Exchange St., Portland, Maine. oc18

**MAIL ORDER OPERATORS, SALESMEN,** Salesladies, Concessionaires — Sell highest quality Siamese Zircon: Blue, white, golden, brown. My prices defy competition. H. E. Idcombe, Direct Importer, 458 51st Street, Oakland, Calif.

**NOW YOU CAN HAVE AN OFFICE—LEARN** credit-collection business by new home study course. Many earn up to \$5,000-\$15,000 annually. Free Bulletin. Franklin Credit School, Dept. 210-K, Roanoke 7, Va. oc25

**OPERATE OUR PUSHCARD DEAL, GIVING** 2 Fan Dancer Lighters and 1 Ball Point Pen for each Card sold. Takes in \$8.88. Sample deal, \$4.25. Sample card and details, 10c. Variety Sales, 1058 N. Rockwell St., Chicago 22, Ill.

**PLASTIC BALLOON FORMULA—COMPLETE** instructions for the manufacturing of Plastic Balloons—including sources of ingredients. Send \$5.00 to Eln Chemical Co., 1139 Elm St., Cincinnati, Ohio.

**RELIABLE OPERATOR—TO PLACE AND** service restroom vendors, on profit sharing basis, in West Virginia, New Mexico, Nevada and North Carolina. Write Modern Sanitary Sales, 620 W. Saratoga, Ferndale 20, Mich. oc4

**TROUTERS—OPERATE MAIL BUSINESS THIS** winter. Investigate. Get next, read with profit. "Mail Monitor" 1 Edited, published by former showman. Copy, starting pointers, 25c. Don't miss it. Beler's Agency, 837 Hoffert, Bethlehem, Pa.

**WIRED MUSIC BUSINESS FOR SALE—PRIN-**cipals desire devote time to other business. This is one of two in operation in Midwest metropolitan area, population one million. 12 to 15 thousand will buy to, 6 thousand cash. Box C-329, care Billboard, Cincinnati 22, O.

**NATIONALLY FAMOUS**

- ELGIN
- BULOVA
- WALTHAM

**MEN'S WRIST WATCHES**

Your PROFITS start with the first order! They sell on sight!

7 JEWEL ..... \$12.95  
15 JEWEL ..... 15.95  
17 JEWEL ..... 18.95

(Wholesale Only)

Handsome 10K r.g.p. case • Steel Back • Genuine leather band • Beautiful dial • Reconditioned like new. FULLY GUARANTEED! 25% with order, balance C. O. D. Sample orders—\$1.00 Extra

Write for Our New Catalog Showing Our Complete Jewelry Line

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PHILADELPHIA 6, PA.

**READY NOW CHOCOLATES**

Packed in Cedar Chests and Mirror Vanity Chests. Also Assorted Chocolate Deals.

Write For Circular

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4744 W. Harrison St., Chicago 44, Ill.

**SPIDERS—15c each**  
5 samples for \$1.00 post paid

**10 GR. SLUM—\$9.00**  
25% deposit must accompany all orders. Merchandise shipped same day order is received.

**HARRY FRIEDMAN**  
1065 Mission St. San Francisco, Calif.

**MODERNAIR**  
*The self-powered Pentode Tube RADIO—plays anywhere!*

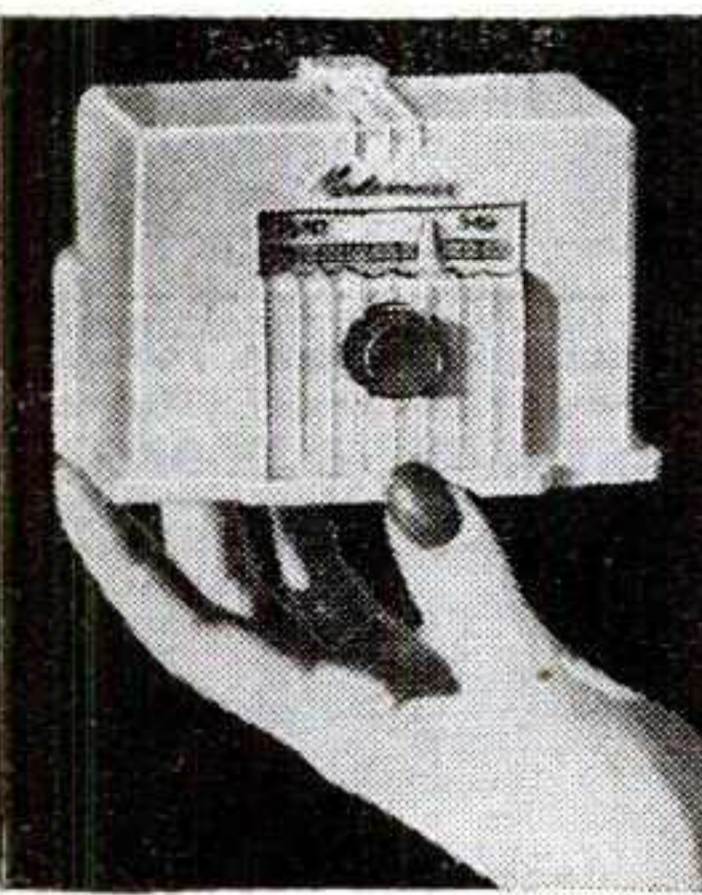
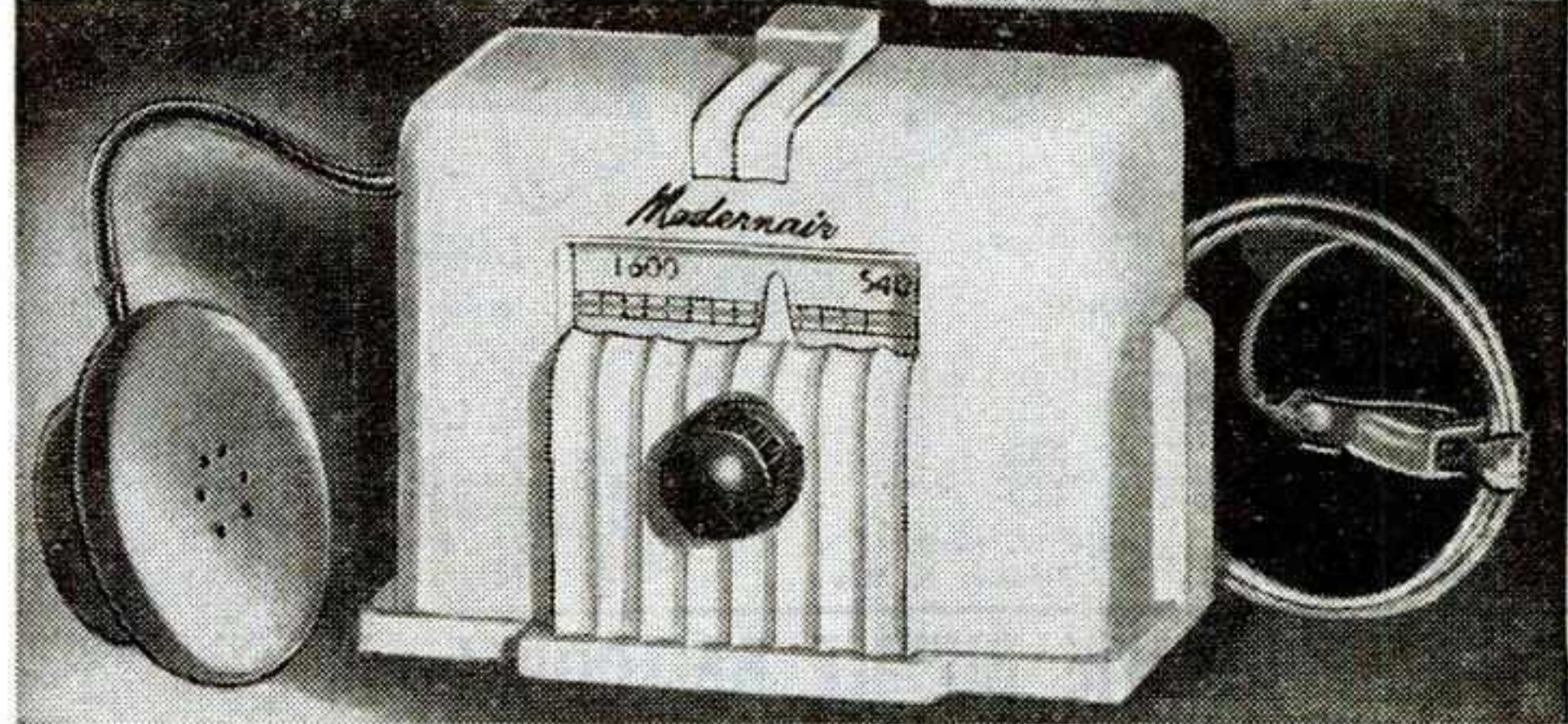
**THE GREATEST PREMIUM BUY IN YEARS! DOZENS OF REORDERS PROVE ITS VALUE . .**

**FITS IN THE PALM OF YOUR HAND. PLAY IT ANYWHERE — ANY TIME**

When we first offered this great Modernair Radio we knew it was hot — but your deluge of orders overwhelmed us. Now the reorders are coming in — and reorders are proof plenty that Modernair is clicking. It's the greatest sales builder we've had in years — and we've had plenty. This great little radio will play anywhere, without power connections of any kind. It comes complete with Pentode tube and midget batteries — has full 100-mile receiving range.

**EVERYBODY WHO SEES IT — WANTS IT**

Set these Modernair Radios out where the crowd can see them — let them listen. Watch their amazement as they tune in station after station. The beautiful tenite plastic cabinets make a red, white and blue display that draws the crowd and holds them.



**YOUR BEST "BUY" FOR ANY TYPE OF DEAL**

And don't forget what a value this great Modernair Radio is — plastic case — highly sensitive individual earphone — low current draw Pentode tube — midget long-life batteries. Everything is there — it's ready to play. Every set carries a one-year factory guarantee. Every set individually boxed in a 3-color carton.

**PRICED RIGHT FOR VOLUME SALES AND TURN-OVER**

Covers full standard broadcast band with 100-mile receiving range. Complete with tube, batteries and earphone — set measures only 3"x4½"x2½". Weight, less batteries, only 8 ounces. Plays anywhere, indoors or out, without power connections of any kind. Packed 24 to a shipping carton — assorted colors.

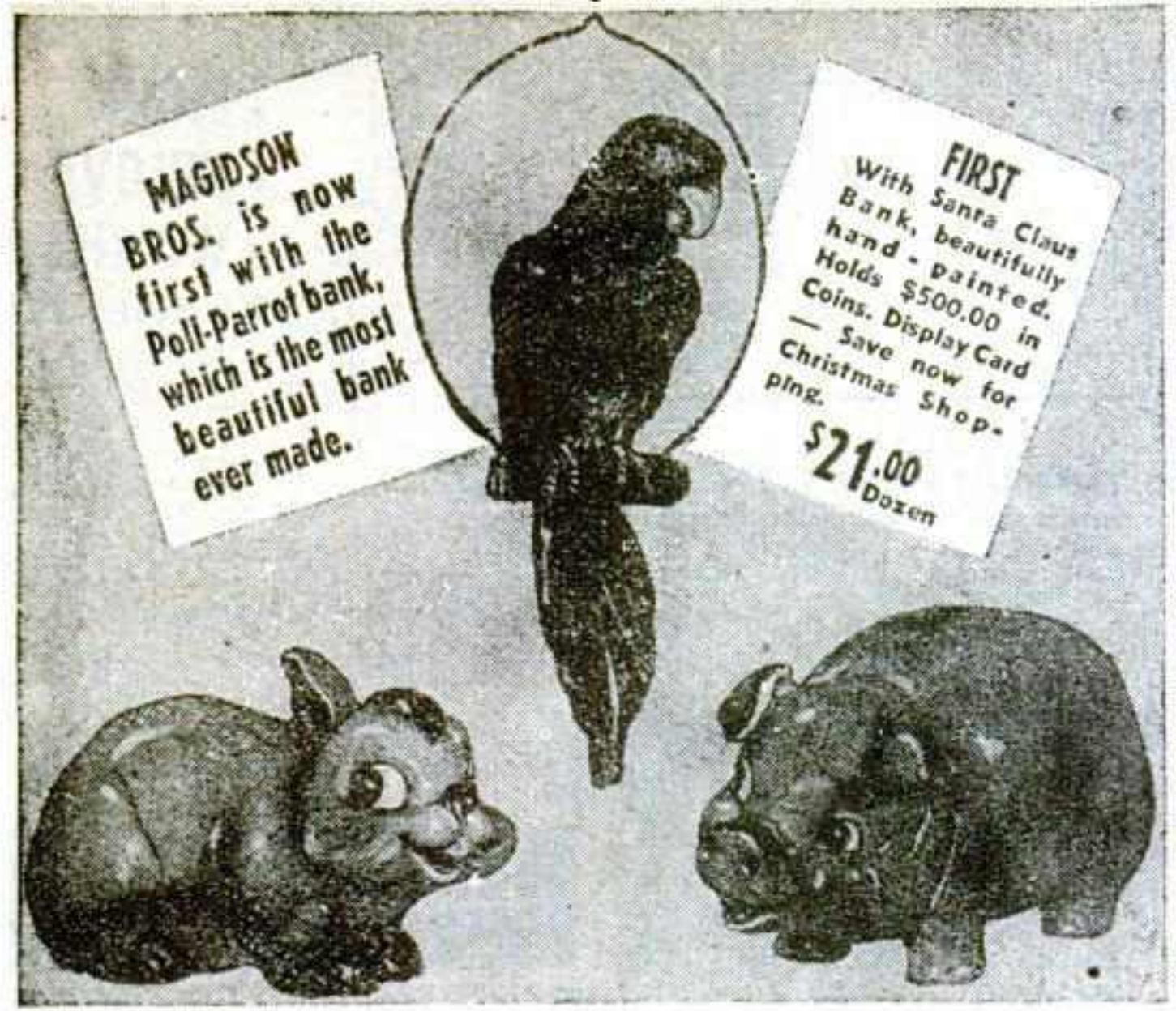
**QUANTITY USERS, WRITE FOR SPECIAL PRICES**

**\$6.95**

EACH  
F. O. B.  
CHICAGO

**D. A. PACHTER CO.**      705 W. Washington Blvd. CHICAGO 6, ILLINOIS





WE GUARANTEE OUR BANKS TO BE THE MOST BEAUTIFUL AND FASTEST SELLING ON THE MARKET

**GIANT PIGGY and BUNNY BANKS**  
9" High and 16" Long. LARGE AS A WATERMELON. Special Wholesale Price, \$24.00 Doz. or \$2.00 Ea. Holds \$1,000 in Coins. Packed in individual cartons.

**HAPPY JR. PIGGY and BUNNY BANKS**  
7" High and 10 1/2" Long. Special Wholesale Price, \$18.00 Doz. Holds \$500 in Coins. Packed 3 to a Carton.

**POLL PARROT BANK**  
Holds \$500.00 in Silver. 21" Long — complete with ring. Brilliant natural Colors. Special Wholesale Price — \$24.00 Doz.

Display Cards Free With Order. Send \$6.00 for 3 Samples. Check with Order or 1/3 Deposit. Balance C. O. D.—F. O. B. Chicago. **JOBBERS AND WHOLESALE DISCOUNT—** 10% 12 1/2% Discount in 6 Doz. lots

All PIGGY and BUNNY Banks come in Pink, Yellow, Blue or White base colors with red cheeks and mouth.

Send Orders Direct to **MAGIDSON BROTHERS** 30 W. Washington Street, Chicago, Illinois

**Famous KILGORE CAP PISTOLS**

**MOUNTIE — 50-Shot Repeater**

Use Kilgore perforated roll caps—touch a button on the side and the magazine springs open for loading. Positive firing, fast or slow. Patented grips secure without using bolt and nut. Realistic in design, feel and action.

Your Price \$9 Dozen Samples, \$1.25 Ea.

**6-Shooter Type! THE FARGO EXPRESS SPECIAL**

Shoots Disc Mammoth Caps. Breaks down to load like a real Western pistol. Automatic action—entire cylinder revolves. Cast barrel and body, highly polished and engraved.

Your Price, \$16 Dozen Samples, \$2.00 Ea.



Kilgore perforated roll caps, extra loud, never miss a shot. 5 doz. packs, \$1.80.

Cash with order or 25% down, bal. C. O. D.

Kilgore Disc Mammoth Caps, 5 doz., \$1.80.

#100 Long Tom Six-Shooter Pistol	Doz. \$14.00	Sample \$1.80
#30 Big Horn Six-Shooter Pistol	12.00	1.50
#12 Ranger Repeater Pistol	8.00	1.00
#18 Presso Repeater Pistol	6.00	.75
#9 Captain Repeater Pistol	5.20	.75
#105 American Six-Shooter Pistol	16.00	2.00
Kilgore Single-Shot Caps, 5 Doz.	1.50	

**M. D. ORUM** 1519 W. North Avenue Milwaukee 5, Wis.

**NEW PLASTIC BUBBLE BALLOONS!**

— WIRE YOUR ORDERS — STOCK UP NOW! NEW FAST SELLING SPECIALTY ITEM.

Children can now make their own Balloons, Comical Clowns, Figures, etc.

Each set complete with tube, blower and descriptive circular

Dozen \$2.00 Gross \$23.00 Special prices to quantity users 1,000,000 were sold and still selling.

— 25% Deposit with all C. O. D. orders — **BENGOR PRODUCTS CO., 119 Fifth Ave., New York City**

**Merchandise You Have Been Looking For**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready — Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.** 1111 South 12th St. Louis 4, Mo.

**COIN-OPERATED MACHINES, SECONDHAND**

A Large List of Second-Hand Coin Machine Bargains will be found on page 82 of this issue.

**COSTUMES, UNIFORMS, WARDROBES**

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts with Leds, \$7.50; Oriental and Strip Costumes, \$12.50; Shorts or Strip Panties, \$1.35; Bras, 75¢; Rhinestoned G-String, \$7.50; Bras, \$2.00; Rhinestoned Pinafore, \$4.50; Rhinestones with Settings, \$1.85 a gross. Folder: Yeal C. Guyette, 346 West 45th St., New York 19. Tel.: Circle 6-4137.

ASSORTED BUNDLES OF CHORUS COSTUMES, Gowns, Trimmings, etc., \$5.00. Other Costumes and Gowns from \$3.00 up. Bally Capes, \$7.50. C. Corley, 308 W. 47th St., New York.

CREATIVE PAPIER MACHE DECORATIONS. Plastic Display, Masks made to order. No catalog. John Praetorius, 603 W. 45th Str., New York City. Circle 6-7672. no8

SEVERAL MEN'S SUITS, OVER COATS, TUXEDOS, Orchestra Coats, Beautiful Gowns, Wigs, Rhinestones, Velvet Curtains (5 1/2 x 40), \$35.00. Fox Surt, \$30.00. Wallace, 2416 N. Halsted, Chicago.

SINCE 1809—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up. No catalogue. State Wadts, Guttenberg, 9 W. 18th, New York 11, N. Y. de6

**FORMULAS & PLANS**

PLASTIC BALLOON FORMULA—COMPLETE instructions for the manufacturing of Plastic Balloons—including sources of ingredients. Send \$5.00 to Film Chemical Co., 1439 Elm St., Cincinnati, Ohio.

**FOR SALE SECONDHAND GOODS**

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225.00, complete set. 50 all-electric, from \$155.00. Krispy Korn, 120 S. Halsted, Chicago, Illinois. oc18

ALL ELECTRIC POPPING ENITS—GEARED Aluminum Kettles, Peanut Roasters, Copper Carmel Candy Kettles, Display Cases. Northside Co., Indianapolis, Iowa. no1

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing, 20% discount. Bottled Gas Burners, Regulators. Northside Sales Co., Indianapolis, Iowa. oc4

FOR SALE—200 PAIRS CHICAGO RINK Skates already to roll, \$3.40 per pair. Sylvan Gardens Rink, R. F. D. No. 1, Onsted, Mich. oc11

FOR SALE—CANDY MAKERS EQUIPMENT. Coal fired candy furnace. Four large copper bottles. Marshmallow beater. Chocolate dipping machine. Hand operated hard candy machines. Hand cutters. Spatulas trays, racks. Miscellaneous small tools. In good condition. Cheap for cash. Mrs. S. H. Foote, Georgetown, N. Y.

PORTABLE SKATING RINK FOR SALE—Complete Equipment, only used 3 months, 40x100 Tent, \$4,000.000. For details, write Bertram Orr, 224 Kings Highway, Murfreesboro, Tenn.

SCALES—TWELVE CONTINENTAL TICKETS Scales, recently rebuilt and retubed, \$40.00 each. 1/3 deposit, bal. C.O.D. Nyman, 11319 S. Bell Ave., Chicago.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

BUILD YOUR RIDES FROM TESTED PLANS—Free catalog: Kiddie Auto, \$5.00; Kiddie Airplane, \$5.00. Brill, 228-B North University, Peoria, Ill.

CHATILLON SCALE, TRIPOD AND CHAIR Jacks and base and flash complete, \$125.00. Sunset Amusement Company, Norborne, Mo.

COMPLETE 16MM. TENT PICTURE SHOW IN operation. A-1 condition. \$850.00. Paul Linzer, South Mills, N. C.

EXHIBITORS SLIDE PROJECTORS, COLOR Wheels, Burglar Alarms, Ladies' Hair Curlers, House Plans. Low factory to you price. Circulars free. Agents wanted. Gronberg Projector Works, Seymour, Ill. oc11

FOR SALE—MOUNTED LION AND BLACK Back Camera and some supplies, \$150.00. Earl Mason, Texarkana, Tex., Gen. Del.

FOR SALE—ONE PRACTICALLY NEW BARON Tone Organ Speaker and one DXR-20 Hammond Speaker. Address Box C-328, Billboard Cincinnati 22, Ohio.

FOR SALE—LOOP-O-PLANE, ADD-EM-UP Dart, Balloon Dart, Snow Ball and concession stock. Address Mr. Lamb, 3473 Bevis Ave., Evanston, Cincinnati 7, Ohio. Telephone Wood-burn 8091.

FOR SALE—20-30 12 OZ. K. TOP, 8 FT. Side Walls, 75 ft. Bally Curtain Poles, Iron Stakes. Used two weeks; \$250.00. J. Caple, 60 N. Ave., Oswego, N. Y.

FOR SALE—CONCESSION TRAILER, 24 FT. body, open on both sides; 2 bunks, fluorescent lights, tandem wheels and dolly, electric brakes. All new, used 2 months; approximately 400 miles. C. T. Hatcher, R. D. 2, Dover, Ohio.

FUN HOUSE ON 24' FREUHAUF TRAILER—Walk-thru type; midway front 36". Now booked with No. 1 show. International Tractor included. Price, \$1,750.00 for quick sale. H. W. Parker, 230 N. Warren, Saginaw, Mich. oc25

GOVERNMENT SURPLUS THEATER SOUND Projectors, Arcs, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. oc25

LONG RANGE GALLERY BUILT ON A twelve foot truck body. Truck not included. Gallery complete. Sell at Mitchell, S. D., Sept. 27. F. A. Hyeon.

LONG RANGE LEAD SHOOTING RANGES—Portable or stationary. H. Schmidt, 548 Lindler, Bellwood, Ill. oc25

**WHEN IT RAINS IT RAINS PROFITS FOR YOU**

**SELL Umbrella**



**EDW. A. MUTH & SON** 551 MICHIGAN AVE. BUFFALO 3, N. Y.

**BALLOONS**

Pure Latex #10 \$1.50 per gross Packed 40 Gr. to Case. Less Than Case, \$2.00 Gross. Mail or telephone your order.

**UNITED FIREWORKS MFG. CO., INC.**

Dayton 7, Ohio

**NEW IMPORTED SWISS WRIST WATCHES**



★ Precision Built ★ Stainless Steel Back ★ Genuine Leather Band ★ Styled for Beauty ★ Built for Accuracy ★ Immediate Delivery \$3.25 Each In Lots of 6 or More. Sample orders, \$1.00 extra. 25% deposit with order, balance C. O. D. **ALLIED SERVICE CO.** 829 Fifth Ave. Pittsburgh 19, Pa.

**MAGIC, FANNY DANCER, MIDGET BIBLES, KNIFE THROWING, DREAMS, FORTUNES**

**Sensational Big Profit Items for Pitchmen**

**FAST MOVING BOOKS**

Title	Popular, fancy, paper covered books.	Sample Doz.	100	1000
Midget Bible (Black Cover)	.15	.70	\$ 5.00	\$ 40.00
Midget Bible (Gold Cross on Black Cover)	.25	.80	5.50	45.00
Fanny Dancer (Flip Action Book)	.12	.84	6.00	50.00
125 Card Trick	.25	1.68	12.00	100.00
279 Amazing Tricks	.12	.65	3.00	25.00
Handcuff King & Chain Escape	.12	.84	6.00	50.00
Knife Throwing Book	.12	.84	6.00	50.00
Sketches of Naughty Ladies	.12	.84	6.00	50.00
Book of Forbidden Knowledge	.12	.84	6.00	50.00
25 Lessons in Hypnotism	.12	.84	6.00	50.00
Dream Book & Fortune Teller	.25	1.68	12.00	100.00
Late Dance Steps	.25	1.68	12.00	100.00
Ancient & Modern Magic	.25	1.68	12.00	100.00

F. O. B. Detroit; Add Postage—C.O.D. or Cash With Order **JOHNSON SMITH & COMPANY** Publishers Detroit 7, Michigan



EXCITING BUYS

Prices Cut Very Low To Move Large Stock on Hand
PAY STATION TELEPHONE BANK, \$2.00 value, Dozen, \$79.20
UKULELE, Biggest flash and value. Plastic, two-tone colors, Individually boxed. Retail \$1.39. Dozen, \$8.25. Gross 69.00
CHARACTER FIGURE LAMPS. A real fine super value. Each \$2.50. Dozen Complete 27.00
TOYS, Assorted. Very big values. Gross 39.00
TOYS, Giant sizes. Gigantic values. Dozen 7.80
PERFUME, Old Acquaintance with Bud Vase. By Karoff. Retail \$1.00. Very exquisite. Dozen complete, \$4.50. Gross 48.00
DUSTING POWDER, Bubble bath salts, baby bath salts, baby talcum powder. Retail to \$1.00. Gross Assorted 18.00
MEN'S TOILETRIES, Also for milady, 6 oz. to 32 oz. sizes. It's a must. 10 gross, \$144.00. Gross Assorted 18.00
SQUIBBS, Kolyons, 25¢ cans tooth powder. Special price. Gross 9.00
KEY CHAINS, With assorted charms. Carded. 10 gross, \$27.50. Gross Complete 2.95
POCKET COMBS, Terrific value. Gross 1.35
RAZOR BLADES, 5 to 6 box. 1,000 Blades 4.00
GEM RAZORS, Genuine. With 5 genuine Gem Blades. Retail to \$1.00. Dozen Complete 3.45
CIGARETTE HOLDERS, Assorted. 10 gross, \$25.00. Gross 2.75
POKER CHIPS, 100 assorted colors in rack. Close-out. 100 Racks Complete 20.00
WATCH BRACELETS, Stainless steel. Sensational value. Gross 19.80
HUNTING OR FISHING KNIVES, With sheath. 100 complete, \$30.00. Ten Complete 3.50
MEN'S HOBIERY, Firsts. 10 Dozen Assorted 23.50
LADIES' NYLON AND SILK HOBIERY, Firsts. Dozen 9.00
BOBBY HAIR PINS, 24 count. Attractively carded. 100 gross, \$350.00. 10 gross, \$37.50. Gross Cards 3.95
INK WRITING TABLETS, 80 pages. Fine cover. Extra special price. 10 gross, \$32.50. Gross Tablets 3.75
BALLOONS, Assorted colors. 10 Gross 9.00
SACCHARIN TABLETS, 12 bottle lots. 1000 to a bottle. 1 grain, 90¢. 1/2 grain, 65¢; 1/4 grain bottle .40
EDUCATIONAL system of the deaf, also ex-service men envelopes with close-out merchandise. Your choice 100 Assortments 4.50
Deposit or payment with all orders. Act fast. We defy all. Our prices cannot be beat.

MILLS SALES CO. Cut-Rate WHOLESALERS Since 1916 901 BROADWAY, New York 3, N. Y.

THE OUTSTANDING NUMBER OF 1947

FAWNS

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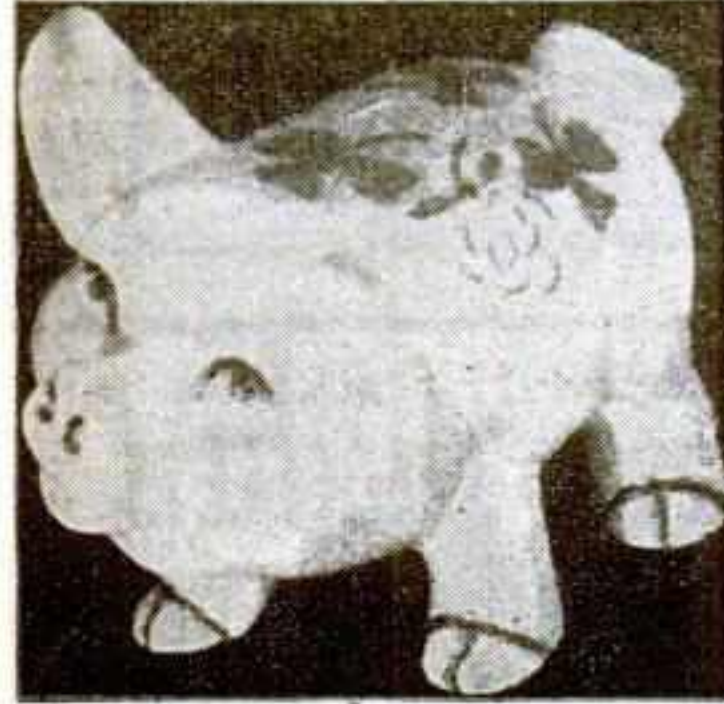
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AT LIBERTY SEPT. 15—BB RECORDING bass. Doubling string bass; experienced in symphony, band circus, dance, orchestra, small combos and trios. Union. Billy Jean, 627 Hickory, Dayton, Ohio.

AT LIBERTY—VIOLINIST, WITH FINE TONE and twelve years' experience. Prefer to join a small hotel unit. Write R. R. No. 2, c/o Ben Bennett, Sullivan, Ind., or phone 8045.

AVAILABLE IMMEDIATELY—SMALL COMBO: electric guitar, accordion, string bass; also vocal. Sweet or swing; all union men. Will give consideration to all offers. Call, wire or write W. D. Cook, 1132 N. Kimball St., Danville, Ill. Phone 7849-W. oc11

AVAILABLE FOR YOUR ORCHESTRA, BAND, act, Datus Duo of master trumpeters. Datus Goodwin, 2606 Indiana Ave., Chicago, Ill.

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Here are the Latest  
Lamps Ever Offered

- No. 311 Card Lamp
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- No. 301 Scoffy Lamp

All winners—Made of white opal glass, wired; height, 11".

Each \$1.50 Per Dozen \$16.50

Helium Gas for inflating balloons.  
Per Tank (185 cu. ft.) .....\$16.50  
Regulators for Helium Tank. Ea. .... 12.50

25% Deposit on all orders, balance C. O. D.

Send for our New 1947 Catalog IT IS FREE!!!

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In business in Chicago for over 34 years.  
1116 S. Halsted St. CHICAGO, ILL.  
(Monroe 9520)

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Everyone will be delighted with these marvelous Toys! Loads of fun for children and all ages. Beautifully finished!



Kitten made of all white rabbit skins, highly processed and Sitting Down Puppy made of highly processed rabbit skins, black fur tails and ears. Both have life-like bright eyes, embroidered nose and tongue, silk-like ribbon around neck. Packed in \$24 individual boxes.



LESS THAN DOZEN LOTS—\$2.50 EACH POSTPAID. 25% DEPOSIT, BALANCE C. O. D. ALSO MANY OTHER FUR SPECIALTIES

MAILOR CO., Dept. B, 233 West 26th St., New York 1, N. Y.

*Gold Wire Artists*  
Beautiful Transparent "Gem-Lite" Plates in Delicate Pastel Colors... set with Flashy Sparkling White Stones!

Send \$1.00 for SET OF SIX SAMPLES

**Chas. Demee MFG. CO.**  
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- Combs, Gross ..... 2.50
- Comic Cards (24 Per Pkg.) Per Pkg. .10
- Humor Stationery & Envelopes. Per Folder .....\$ .10
- Mirror Memo Books, Gross ..... 4.00

Send for Our Complete Carnival Catalog.

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B. B. 101—3 Diamond Wedding Ring to match. Each . . . . . 4.50  
Sizes 5 to 7

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CHICAGO 6, ILLINOIS

# Elgin! Waltham! Bensus!

SENSATIONAL PURCHASE!

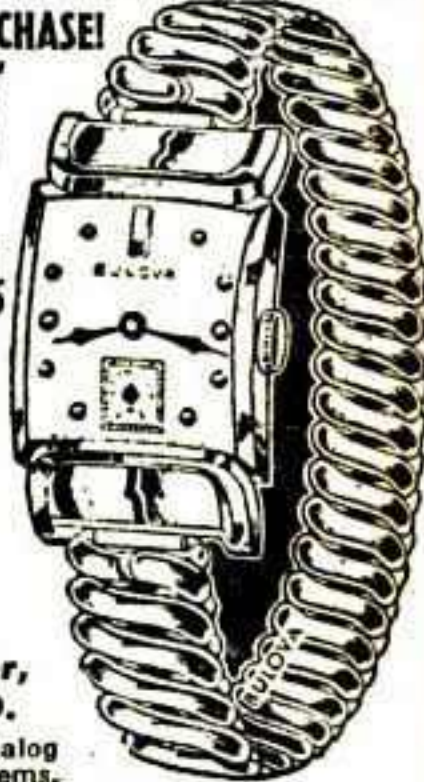
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WRIST WATCHES

Reconditioned Like New

7 Jewel 15 Jewel

\$11.95 \$13.95



Above watches with Rhinestone Dials, \$2.00 additional. Available in white stone with Rubies, Black with white stones, and all white stones.

Minimum Order, 3 Watches. For Resale Only.

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- STRONG!
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- IMMEDIATE DELIVERY!
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FOR THE HOLIDAY TRADE  
Cap Guns, Caps and all kinds of Fireworks for the jobbing and Chain Store Trade.

WHOLESALE ONLY  
SPECIAL—Repeater Caps—50 Boxes \$1.60

Send check with order. Complete catalog mailed on request—Low Prices.

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Oostburg, Wisconsin

Fine Assorted  
**CHOCOLATES**  
Attractive Cellophane Wrapped, 1 lb. Box, \$4.00 Doz., in 6 Doz. Lots; \$4.50 in 2 Doz. Lots. 25% Cash on C. O. D. Orders.  
Barbara Fritchie Chocolates, Frederick, Md.



You Make at Least \$2100

WITH THESE BRILLIANT NEW SOLID GOLD GUARANTEED GENUINE ZIRCONS

FOR MEN AND WOMEN

\$800

SELLS FOR \$16.00 YOU MAKE \$8.00

\$1300

SELLS FOR \$26.00 YOU MAKE \$13.00

Here's a profit deal no smart business man will pass up. Robert's exclusive one carat diamond-sized zircon for women, beautifully mounted on distinctive 14K gold. Also Robert's exclusive diamond-size zircon for men, one carat exceptionally fine stone, handsomely set in modern 10K gold mounting. Feature these two terrific rings—both are best sellers—both are big money makers. Order them NOW.

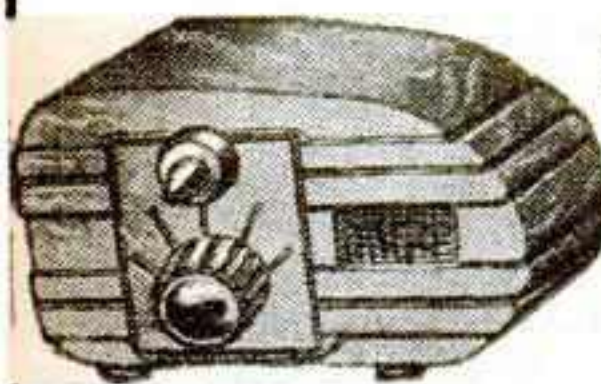
Send for our new catalog. For resale only. Kindly state your business. ROBERTS JEWELRY MFG. CO., INC. 7 West 45th St. • New York 17

JUST OUT!

POCKET OR PURSE SIZE

RADIO

\$2.95 IN DOZEN LOTS



This is what you have been waiting for. The latest postwar Portable Crystal Radio. Weighs only a few ounces, and will pick up stations up to 50 miles. Beautiful plastic cabinet, streamlined design.

IMMEDIATE DELIVERY \$2.95 Ea. In Lots of 12. \$3.45 Ea. In Lots of 6. SAMPLE, \$3.95 Postpaid 25% with order, balance C. O. D. No Catalog.

REGAL COMPANY, Dept. BB 345 East 47th St., Chicago 15, Ill.

Advertisement for Lee Counter Cards and Lee Razor Blades. Includes text: 'BIG BUSINESS DAY AFTER DAY WITH LEE COUNTER CARDS! LEE RAZOR BLADES' and 'LEE PRODUCTS CO., INC. 437 Whitehall St., S. W., Dept. B, Atlanta 2, Ga.'

Advertisement for Earle Products Co. chocolates. Includes text: 'CHOCOLATES In CEDAR CHESTS MAPLE CHESTS' and 'DEALS'.

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DRUMMER—28, AVAILABLE IMMEDIATELY. 10 years' experience, with commercial tenor band for past year, steady two or four beat, good character, reliable, preference steady work, single. Ken Seigler, Opelousas, La. oc4

DRUMMER—AGE 27, AVAILABLE IMMEDIATELY. Large or small band. Reliable. Wire Musician, 608 N. Jackson St., Albany, Ga. oc4

DRUMMER—AGE 27, EXPERIENCED IN ALL styles, reliable. Prefer hotel tenor band. Other offers considered. Box C-324, c/o Billboard, Cincinnati 22, O. oc4

DRUMMER — 28, FINE, LATIN-AMERICAN beats. 802, read, fake, cut shows, car, married. Location. Previous work two years. Notice necessary. Minimum, \$75.00, union tax paid. Chuck George, Park Hotel, Winona, Minn.

DRUMMER — GOOD TWO OR FOUR; SEMI-NAME experience. Immed. to fly; commercial, society, Latin, shows. Pearl equipment; 7-passenger sedan. Sober, married. No one-nighters. Bud Cunningham, 3141 Southern Blvd., Youngstown, Ohio.

DRUMMER — 28, EXPERIENCED, UNION; commercial or jazz, good beat, available immediately. Bob Emdand, 1408 4th Ave., Columbus, Ga. Phone 2-2498.

DRUMMER—PLENTY EXPERIENCE WITH semi and name bands. Read well, have steady beat. Do vocals; new pearl drums. Age 24, sober and reliable. All offers considered; will travel. Norman Coogan, 45-17 43rd St., Sunnyside, N. Y. oc11

DRUMMER — SOFT, SOLID, COMMERCIAL or jazz. Age 28. New white pearl drums. Prefer location; available immediately. Musician, 606 Broad St., Monroe, La.

DRUMMER—21, GOOD BEAT, READ, AVAILABLE IMMEDIATELY; all styles. Travel or location. Drummer, 17 Seventh St., Derby, Conn. Phone 4398.

GIRL TROMBONE—GOOD TONE RANGE, take-off. Read well, best experience; large bands or combo. Location. Eunice Johnson, Tomahawk, Wis. oc11

MAN FOR GENERAL BUSINESS, CHARACTERS. Good line, specialties, sing, dance and etc. Jerry Bruce, Elgin Hotel, Minneapolis, Minn.

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STRONG CORNET—54, LONG EXPERIENCE all types, circus especially. Sober, union, appearance. Prefer South. Musician, 256 Baker St., Ft. Wayne, Ind.

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VIOLIN, TROMBONE MAN AVAILABLE—Name, semi-name experience. Prefer hotel orchestra or small combo. Musician, 1212 Government, Mobile, Ala. Phone 3-1944.

VIOLINIST—HOTEL SOCIETY, DANCE OR solo section. Experienced ground up after musical education. Symphony; no drink; A. F. M. Violinist, 85 Main St., Coraopolis, Pa. oc11

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Advertisement for Spors Wholesale Catalog. Includes text: '5000 Items In Wholesale FREE Catalog' and 'SPORS CO., 10-47 Lamont, Le Center, Minn.'

Advertisement for Gellman Bros. Inc. 1947 Catalog. Includes text: 'SEND FOR OUR NEW 1947 CATALOG' and 'GELLMAN BROS. INC. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.'

BINK'S CIRCUS ATTRACTIONS — WORLD'S best Wire Act, Comedy Clowns, Juggling, Novelty Trapeze, Hand Balancing and Acrobatic. Four acts. Address: R. 1, Cudaly, Wis. oc4

BOOKERS AND NITE CLUB OPERATORS—5 Piece Band, Piano, Drums, Tenor Sax, Trumpet, Trombone. Special arrangements and stocks. Sweet, commercial, swing. Write to 'Tiny Biggs, Ave. K, Fort Madison, Ia. oc11

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VAUDEVILLE ARTISTS

AT LIBERTY—BANJOIST AND TRICK Roper. Want to join good cowboy orchestra. Road or fake. Can solo modern or cowboy. Good roping routine. Show experience. Member A.G.V.A., A.F.M. Single and sober. Can travel; pictures on request Ray Ball, 3906 14th Ave., Sacramento, Calif. oc4

VOCALISTS

SOPRANO—KNOWN AS GEORGETTE. IN excellent voice for come back; go anywhere. Repertoire over 200 songs, popular, semi-classic, arias superbly rendered. The Battle Cry, Die Walkure, Tales of Vienna Woods, immediately swinging into any jazz. Exquisite gowns by Kar-kat. Write Georgette, Greenwich Village Inn, 122 College St., Buffalo, N. Y. oc11

Advertisement for Flip-Up Tie. Includes text: 'NEW!! NEW!! FLIP-UP TIE (Protected by Pat. Pending) Fun for Young and Old' and 'FRANCO-AMERICAN NOVELTY CO. 1209 Broadway, New York 1, N. Y.'

Advertisement for The New Chip Type Earring. Includes text: 'THE NEW \*CHIP TYPE EARRING IS OUR SPECIALTY' and 'ALI BEN CREATIONS 760 E. 27th St. Paterson, N. J. Pat. Pend.'

Advertisement for Rock Bottom Prices! Pocket Knives. Includes text: 'ROCK BOTTOM PRICES! POCKET KNIVES' and 'S. Rahinowitz Co. 198 Neptune Ave. Brooklyn 24, N. Y.'

Advertisement for Best Sellers at the lowest prices! Includes text: 'BEST SELLERS at the lowest prices! EVERY STYLE EVERY SIZE' and 'STERLING JEWELERS 85 E. Gay St. Columbus 15, Ohio'

Advertisement for Abrams Lighting. Includes text: 'FLUORESCENT FIXTURES Offer Tremendous Profits for Dealers, Distributors, Concessionaires. FOR EVERY PURPOSE' and 'ABRAMS LIGHTING MANUFACTURERS -FLUORESCENT FIXTURES 113 No. 7th St., Philadelphia 6, Pa., Phone Walnut 2-6787'

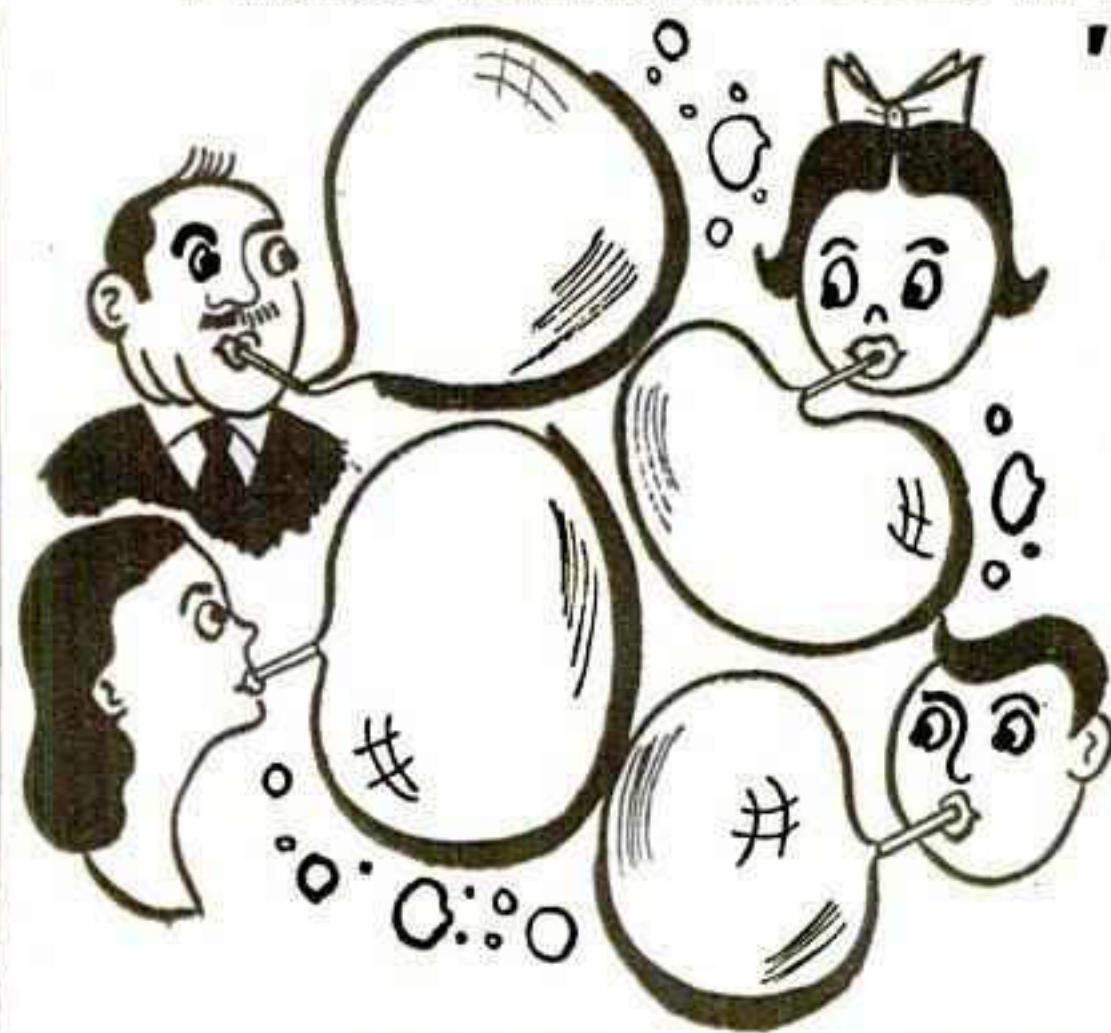
Advertisement for Costume Jewelry. Includes text: 'COSTUME JEWELRY LARGE ASSORTMENT — NEW STYLES' and 'BENJO NOVELTY CO. 148 PARK ROW NEW YORK 7, N. Y. Phone: Worth 2-8928'

Advertisement for Fireworks. Includes text: 'DEALERS! ARRANGE NOW FOR FIREWORKS FOR THE HOLIDAY TRADE!' and 'ACME SALES CO., Inc. Dept. 2, 781 Marietta St. ATLANTA, GA.'

Advertisement for 5,000 Items at Factory Prices. Includes text: '5,000 ITEMS AT FACTORY PRICES Your complete needs at one source—Candy, Gum, Batteries, Gloves, Dry Goods, Pins, Salesboards, Drugs, Toilet Articles, Automobile Supplies, Specialty Merchandise and Layman's famous carded merchandise. Send 3¢ stamp for complete new list. We have the merchandise. H. L. BLAKE 112 E. Markham St. Factory Distributor Little Rock, Ark.'



**FRANCO-AMERICAN DOES IT AGAIN!**



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It's the sensation of the century. FUN FOR EVERYONE! "BLO" needs no introduction. One retail store sold over 200 tubes at 39¢ ea. in less than one hour! a 100% NET PROFIT!

Price Per Dozen ... \$ 2.00  
Price Per Gross ... 22.50  
Sample Dozen ... 2.00

Packed in original cartons of 6 dozen. JOBBERS and DISTRIBUTORS ... Write for quantity prices.

Sole Distributors of "BLO" MAGIC BUBBLES

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1209 BROADWAY

NEW YORK 1, N. Y.

**NEWEST SENSATIONAL SELLER**

**DATE BRACELET**

FASCINATING FOR YOUNG AND OLD  
HIGHLY POLISHED GOLD & SILVER

ASK FOR OUR LATEST CIRCULAR



\$6.60 DOZ.  
\$1.00 SAMPLE  
25% DEPOSIT WITH ORDER, BAL. C. O. D.

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310 Washington Square Bldg., 7th & Chestnut Sts., PHILADELPHIA, PA.



**COLLEGE PENNANTS**  
WITH AUTHENTIC SEALS AND COLORS. 4x9 and 12x30 inch. Write for our Stock List for Immediate Shipment.

**SOUVENIR PENNANTS**  
For CONVENTIONS, CITIES, PARKS. All Sizes. Artistically Designed and Colored.

**OVERSEAS HATS**



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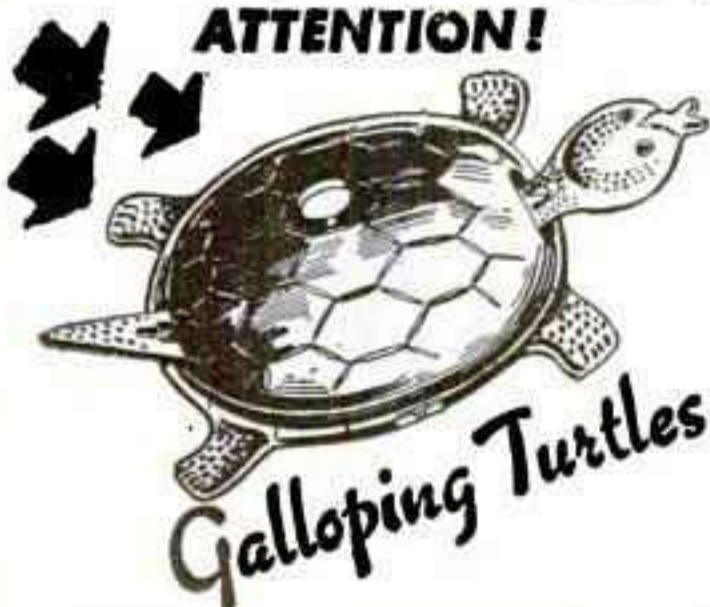
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**COMMERCIAL ART PRODUCTS**

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**NOVELTY MEN ... DEMONSTRATORS ATTENTION!**



**A- REAL MONEY GETTER! NEW! AMAZING! LOADS OF FUN!**

This Galloping Turtle is terrific! You pull the string — it gallops — it rewinds automatically. It gallops with such realism that children and grown-ups fall in love with it at first sight. Made of plastic, decorated in bright and attractive colors.

Don't wait. The time is now. If you want the biggest HIT of the season ... this is it ... the GALLOPING TURTLE that Looks Natural ... Sales indicate that the Galloping Turtle will be the sensation of the year.

\$12.50 Gross. 25% Deposit with order, balance C. O. D. Phone, write, wire, cable

**JAYSID MFG. & DIST. CO.**

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**Sensation Value! Clever Novelty ELECTRIC KITCHEN CLOCKS**

**New ROLLIT Convertible BALL PEN**

**NEVER STOPS WRITING**

— Reloads in 2 seconds

A new exclusive improvement — It's amazing — Squeeze clip, cartridge drops out — slip in new cartridge, squeeze clip and locks in position automatically.

\$7.20 DOZ. REFILLS \$3.00 DOZ. Sample \$1.00



Colorful Dutch design with big sales appeal. Complete with cord and plug. Individually boxed. Should retail at \$4.98. **YOUR COST \$27.60 DOZ. Sample \$3.50**

25% With Order, Balance C. O. D. Write for Literature on Other Fast-Selling Merchandise

**ORDER THESE DEPENDABLE EVERYDAY SELLERS**

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New Spencer Double Head Electric Dry Shaver with Pouch	\$ 7.50	\$3.00
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#1008 4-Jewel Wrist Watch—Chrome Plated	13.75	5.89
#1010 2-Jewel Wrist Watch—Chrome Plated, Stop Watch, Sweep Second Hand	17.95	8.00
Giant Table Lighter. Semi-Automatic, modern design	7.50	2.75
Zephyr Wind-Proof Pocket Lighters. Two Tone. Per Doz.	12.00	7.20
Falcon Deluxe Camera, with carrying case	4.25	2.67
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**TOP QUALITY RINGS, THAT SPELL PROFITS!**



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No. 6191  
Cleverly designed White Finish  
\$1.85 Doz.  
\$21.00 Gross



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Assorted color glass eyes. They stare like living eyes. Truly a novel ring.  
\$2.20 DOZ.  
\$24.75 GROSS



**Chinese Good Luck Ring.** No. 6213. Rhodium or Gold Finish. Adjustable.  
\$1.10 Doz.  
\$12.00 Gr.



**Man's Game o. Rhodium Finish Double Head Design.** Adjustable.  
\$3.10 Doz.  
\$36.00 Gr.



**WHITESTONE** No. 6193  
Fine Sterling Sparkling Whitestones  
\$2.35 Dozen  
\$27.00 Gross



**LADIES' WHITESTONE SET** No. 6216. Engagement Ring. Diamond Each Side. White or Gold Finish.  
\$2.85 Doz.  
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**No. 6217. Wedding Band. 5 Whitestones. White or Gold Gold Finish.**  
\$2.85 Doz.  
\$33.00 Gr.

NEW CATALOGUE NOW READY!!

**SUPERIOR JEWELRY CO.**

740 SANSOM ST., PHILA 6, PA

**Get Your NOVELTY HATS Now!**

- ASSORTED COLORS ● QUALITY FELT ●
- IMMEDIATE DELIVERY ●



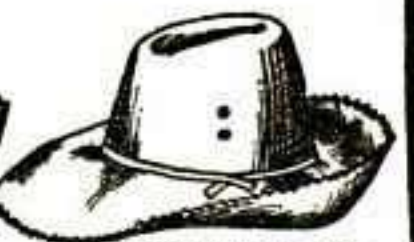
Gay "SOMBRERO" Caudy trimming, ELASTIC chin band. Plenty of flash!



Famous "GOB" Suitable for embroidery writing. A good repeat item!



Colorful "CREW" Suitable for embroidery writing. Sure fire seller!



Natty "WESTERN" Forms many shapes. ELASTIC chin band. Popular? You bet!

WRITE OR WIRE FOR PRICE LIST

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**ENGRAVERS ATTENTION!**  
**WRITE! PHONE! WIRE!**  
**FOR OUR NEW 1947 ENGRAVING JEWELRY CATALOG**  
 IT'S LOADED WITH BIG VALUE FAST SELLING STYLES

- PINS
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- IDENTIFICATION BRACELETS
- LOCKETS
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**ALSO! 375 BIG SELLING RINGS—WRITE FOR OUR RING CATALOG**

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**BINGO CAGES**

Wire and Rubberized Cages Now Available With Catalin Uprights and Chromium Finished Trimmings.

**FOLDING CHAIRS**

SEND FOR PRICE LIST

New Style Bingo Blower, P.A. Systems and Complete Line of Bingo Supplies Available. Send For Free Catalogue.

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 Chelsea 2-3064

**RUGS HANDWOVEN**  
 100% Cotton Throw-Rugs

**DIRECT FROM MANUFACTURER**

No Rugs of This Fine Quality Have Been Offered to You at This Low Price Since 1939!

These beauties are multicolored—each different. No two alike! 100% cotton jersey, tightly woven on hand looms. Will not slip easily on floor. Edges are even, neatly bound. Washable in lukewarm suds. Colorful, solid patterns or prints. Each weighs about 2 1/2 lbs. Size: 24"x48", with bright tasseled fringes. HOTTEST ITEM OF THE YEAR. Sell on sight at \$9.95! Varied colors cannot be duplicated anywhere at these low prices—and believe it or not—UNLIMITED QUANTITIES! Coming off assembly lines by thousands. Buy direct from the manufacturer. Only \$25.00 dozen. F.O.B. N. Y. \$13 for 6. \$6.75 for 3. Or send 20% deposit, balance C. O. D. Order NOW. Money-back guarantee.

**M. PESCATORY COMPANY, Dept. Q**  
 1123 Broadway NEW YORK 10, N. Y.

**DELICIOUS SUMMER BOX CANDY**

Regular Price 35c  
**NOW CUT TO 23c EACH**

Great big extension edge boxes 10 in. long, 7 in. wide, with glamorous cover girl picture tops. Filled with half pound individually wrapped delicious caramels and English toffees. Looks like a dollar retailer. Packed 36 boxes to case. \$8.28 per case, 5 case lots \$8.00 case. 3 sample boxes postpaid \$1.00. Terms: Cash with order or 1/3 dep., bal. C. O. D.

Write for prices on our full line of Candy Bars, Penny Candies and Bubble Gum.

**CASTERLINE BROS.** 2030 Sunnyside Dept. Z, CHICAGO

**LETTER LIST**

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

**MAIL ON HAND AT CINCINNATI OFFICE**  
 2160 Patterson St.  
 Cincinnati 22, O.

**Parcel Post**

Lambert, Chas M. 15c  
 Lowery, Grace 10c

Walsh, Mrs. Jean 30c

- Abel, Mrs. Barnett  
 Ackard, Benny  
 Adams, Dewey P.  
 Adams, Mrs. Helen N.  
 Adams, Maude  
 Adams, Mrs. W. J.  
 Alcidos, Mrs. Alexis  
 Alexander, Tiny  
 Allen, Bettie Lee  
 Allen, Chas. Ireland  
 Allen, Fred  
 Allen, Jack (Baldy)  
 Allen, Mrs. Joe  
 Allen, Robt. F.  
 Allen, Samuel D.  
 Anderson, Nellie  
 Anderson, Samuel M.  
 Andreano, Frank  
 Annin, Mrs. Audrey  
 Annin, Jimmy  
 Antalek, Joe  
 Armann, Smokey  
 Arthur, Bob  
 Arthur, Prof.  
 Ashcroft, Donald  
 Atcheyman, Geo. H.  
 Atkinson, Hoses  
 Austin, Mrs. Winifred
- Balfey, Mr. Iodine  
 Baird, Roger  
 Baker, Chas.  
 Baker, Larry  
 Ball, Carl  
 Balsevice, Peter  
 Balzer, Blanche & Audrey Taylor  
 Bancroft, Harry L.  
 Barbee, Mrs. Kay  
 Barclay, R. L.  
 Barfield, David  
 Barnett, O. H.  
 Barnhill, Elna M.  
 Barragan, Vincento  
 Barrett, Fred  
 Barry, Martin E.  
 Bartley, Geo.  
 Bartone, Pearl  
 Beard, Arthur F. (Blackie)
- Beardsley, Clarence E.  
 Becht, Mrs. Edna M.  
 Becker, Grant  
 Beecher, Mohamed B.  
 Beecher, Jean  
 Bembridge, Pearl  
 Benjamin, W.  
 Bennett, Melvin  
 Bennett, Pauline  
 Bicker, Mrs. J. N.  
 Bickett, J. H.  
 Bimbo, Miller  
 Bishop, Lucky (Magician)  
 Blackley, John R.  
 Blair, Jos.  
 Blake, Sam  
 Blakely, Benton H.  
 Blakely, Evelyn  
 Bloodworth, John H.  
 Bloom, Wm.  
 Bloomfield, Mrs. Augusta  
 Blount, Bernard  
 Bluestein, Morris  
 Blumenthal, Al  
 Boltz, Ann  
 Borders, Mrs. James  
 Bouchard, Romeo Jos.  
 Bowman, Mrs. Hazel  
 Boyd, Mrs. Casey  
 Boyd, Clarence Tex  
 Brady, Mrs. Evangeline  
 Brooks, Edw. L.  
 Brooks, Gayle  
 Brooks, Hattie (Cookhouse)  
 Brown, Geo. Fred  
 Brown, Irvin  
 Brown, Zelma  
 Bryan, Bob  
 Bryant, Paul  
 Bryson, S. W.  
 Bull, Geo.  
 Bullock, R. T.  
 Burk, Leroy W.  
 Burke, Jack W.  
 Burkhardt, Melvin  
 Burleson, Baby  
 Burns, J. H.  
 Burrill, Jerry  
 Burton, James T.  
 Burton, Frank P.  
 Butler, Donald  
 Butner, Mrs. Don  
 Byrne, John C.  
 Caldwell, Erskine  
 Campbell, Thomas  
 Canter, K. G.  
 Cardoza, Donald J.  
 Carlson, Arthur  
 Carpenski, Mrs. Al  
 Carpenter, Clifford  
 Carpenter, Thelma  
 Carstairs, June  
 Carter, Glendon T.  
 Carter, Jack  
 Carter, Linda  
 Cartwright, Karl  
 Cash, R. A.  
 Casidy, James  
 Catalano, Peter  
 Cayle, C. E.  
 Cerrone, Vito
- Chaney, Richard A.  
 Chaping, Mrs. Helen  
 Chichvak, Jos.  
 Childress, Lewis  
 Chilton, Bob  
 Cibull, Frank  
 Cibull, Mrs. Gertrude  
 Clayton, C. C.  
 Clement, O. N.  
 Cline, Joe J.  
 Cloutier, Ted  
 Cobert, Myrtle  
 Cobler, Letha  
 Coggans, John  
 Cohen, Milton J.  
 Cole, R. F. (Smoker)  
 Coleman, C. C.  
 Collins, J. B.  
 Columbia Carnival Shows  
 Conn, John B.  
 Connor, Geo. Alfred  
 Cooke, Sonya M.  
 Cooper, Cecil  
 Cooper, Quey  
 Cooper, Mrs. Tom J.  
 Coplin, Carl  
 Coppus, Wm.  
 Coryell, Jean  
 Costello, Geo.  
 Couture, Leo  
 Cowell, John & L. Scott  
 Cox Jr., C. G.  
 Cox, Dave J.  
 Craden, Tom  
 Crasig, C. F.  
 Craman, Max  
 Crane, Sidney S.  
 Crawford, Richard & Esther  
 Crawford, Richard  
 Crawford, Richard M.  
 Crawford, Robt. H.  
 Crawford, Robt. P.  
 Cristo, Pete  
 Critzer, Mrs. Marie  
 Crocker, Miss Lee  
 Cross, Lawrence  
 Crowley, Mrs. Ruby  
 Croy, Chas.  
 Curtis, Fay N.  
 Cushman, Billy J.  
 Cutsinger, Thos.  
 Cycles, Bobbie  
 Dadswell, Miss Jessie F.  
 Dalasio, Michael  
 Daly, Edw.  
 Daniels, G. P.  
 Dandy Dixie Minstrels  
 Darnaby, J. Allen  
 Davis, Mrs. C. H.  
 Davis, Geo. Costello  
 Davies, Herman E.  
 Davis, Ned  
 Davis, Tom Frank  
 Davis, Wayne J.  
 Day, Charlie, Owner  
 DeCoste, Romaine A.  
 DeFazio, Mrs. Julia  
 DeKohl, Perry  
 Dean, Chas.  
 Decker, Otis  
 Deeland, Cleo  
 Dell, Danny  
 Dell, Ruth  
 Demers, Unice  
 Demetro, Archie  
 Demetro, John  
 Demick, John  
 Demond, H. W.  
 Denis, Prince & Lady Ethel  
 Dennis, Andrew J.  
 Dennis, Frank  
 Dennis, Russell  
 Derrickson, Geo. W.  
 Desak, Geo. T.  
 Dexter, Mrs. H. L.  
 Dey, Geo.  
 Dias & Diane  
 DiCorte, David  
 Dixon, Earl  
 Doc & Edna  
 Donohue, Jack W.  
 Donner, Jack W.  
 Dover, T. M.  
 Doto, Phil  
 Dover, Geo.  
 Dressing, P.  
 Drew, Eula  
 Drew, J. H.  
 Drouillon, Frank D.  
 Duncan, James  
 Dunkin, James  
 Dunleavy, Mrs. Anna J.  
 Dunn, Robt.  
 Dwinall, Lena (Pauley)  
 Dynes, Jake  
 Eakle, Creed  
 Earle, Mrs. Ethel  
 Edgar, James B. Mgr.  
 Edwards, Winnie  
 Elliott, Wm.  
 Evans, Mrs. Bell  
 Evitts, Mrs. Geo. L.  
 Evitts, Mrs.  
 Eric, The Great  
 Evans, James  
 Fazon, Roosevelt  
 Faries, Bernis  
 Fay, Mrs. Virginia
- Ferrer, Tom  
 Felton, Norman  
 Fields, Benny  
 Filley, Mary O.  
 Fish, James E.  
 Fisher, Florence  
 Flanagan, Tom  
 Fleming, Mal M.  
 Floy, Kitty  
 Floyd, Wm. Jr.  
 Fogleman, S. A.  
 Forbus, Jos. L.  
 Forrest, Geneva  
 Forrest, Edw. M.  
 Foss, John D.  
 Fowler, Mrs. Gladys  
 Fowler, Mrs. Gladys Erway (Actress)  
 Francis, Ray  
 Francoies, Kit  
 Frank, Tennis  
 Frazier, Mrs. Billie  
 French, Bill  
 Fuleston, Mrs. D.  
 Gabe, Mrs. Jos.  
 Galluppo, Jack  
 Gamble, Henry Red  
 Gambone, Felix  
 Garrett, Vangie  
 Gearlino, Mr. Angelo  
 Gearlino, Mrs. Helen  
 Geiger, W. M.  
 Gennusa, Mrs. Mary  
 Gibson, Don  
 Gilmore, Cecilia  
 Ginther, Homer  
 Givens, Robt.  
 Givens, Virvil Robt.  
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 Glenn, Dan  
 Gloden, Chas.  
 Gloden, Mrs. C. L.  
 Goad, J. G.  
 Golden, H. D. Circus  
 Goldie, Jack  
 Gosh, Byron  
 Goss, Mrs. R. L.  
 Granz, Norman  
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 Green, Johnny  
 Green, Mrs. Marion  
 Greene, A. A.  
 Gregory, Mrs. Gladys  
 Gregory, R. W.  
 Grey, Don  
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 Griffith, Mrs. Elsie  
 Griner, Lou (Variety Show)  
 Groveclose, Mrs. Ferno  
 Gulen, Johnnie  
 Guild, R. H.  
 Gunter, James H.  
 Gunter, Hadden J.  
 Hagen, Mrs. Gladys  
 Hagen, Orville  
 Hagleman, Wm.  
 Halbrook, Mrs. Bobbie  
 Hall, Dale  
 Hall, Forrest  
 Hall, Louis & Mrs. Haldin, Tage  
 Hamilton, Jack R. & Charlotte  
 Hammond, Mr. (Dog Sled Trainer)  
 Hammond, Texas R.  
 Hanford, M. L.  
 Hangsterfer, Allan  
 Hardman, Chas.  
 Hardy, Patricia  
 Harlinger, Chas. R.  
 Harnett, Wm.  
 Hartzel, John  
 Harvey, Henry  
 Harris, Lee  
 Harris, Mrs. Lillian Toliver  
 Harris, Mrs. Marion Zell  
 Harris, Melvin  
 Harrison, Mrs. Laura  
 Harrison, Pete  
 Harry, W. H.  
 Hartman, Mrs. Vannie  
 Hartzells, The Flying  
 Hatfield, James (Whitie)  
 Hawkins, H. E. & Mrs.  
 Haworth, Mary  
 Hayes, John W.  
 Heckendorn, Clarence  
 Heffley, W. F. (Buddy)  
 Heibickel, A. G.  
 Helms, Denis & Mrs.  
 Henderson, Harry  
 Henningfeld, Mrs. Donald S.  
 Henburn, Dan  
 Hergert, Gertrude M.  
 Herisman, Hyman  
 Hernandez, John  
 Heron, R. D.  
 Hoyer, Bill  
 Hilderbrand, Mrs. Letha  
 Hill, Clyde  
 Hill, Harold  
 Hinkleby, R. H.  
 Hinkleby, Whitey  
 Hollar, Charlie  
 Holly, Mrs. Agnes  
 Holmes, G. M.  
 Holt, Leroy S.  
 Homsley, Marvin  
 Hook, Sue  
 Horne, Cleo  
 Horner, Thurman  
 Hos, Mrs. Lillian  
 Hos, Marcel F.
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 Housner, Mrs. Ruth  
 Howard, Bert  
 Howard, J. R.  
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 Huddleston, R. Leo  
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 Jackson, Willie B.  
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 Jacobs, Harry  
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 Jahrig, Fern  
 James, David  
 James, Howard E.  
 Jenkins, Brownie  
 Jewel, Bill  
 Jewell, Raymond  
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 Johnson, Frank  
 Johnson, Mrs. H. B.  
 Johnson, H. C.  
 Johnson, Harry Lee  
 Johnson, Mike  
 Johnson, Nesbitt  
 Johnston, J. G.  
 Jones, Rudolph (Cootie)  
 Joseph, Tom  
 Jurden, D. E.  
 Kalbaugh, Bill  
 Kalbaugh, Mrs. Ons  
 Kallin, Mitchell  
 Keating, Babe  
 Keefer, R. E.  
 Keller, L. C.  
 Kelly, Bernice  
 Kelly, Frank  
 Kelly, Toby  
 Kehrn, Raymond J.  
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 Keyes, James S.  
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 King, Faith  
 King, John Francis  
 King, John M.  
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 Kirk, W. A.  
 Kirkman, Mrs. Eddie  
 Kirkwood, Eugene  
 Kiser, John F.  
 Kiser, E. D. Tubby  
 Kline, Chas. F.  
 Knox, Howard  
 LaBlank, Jack  
 LaBlonde Troupe  
 Lamarr, Ted  
 Lamb, Frances B.  
 Lamont, Harry  
 Lampell, L.  
 Landanski, Jack  
 Lands, Robt.  
 Lane, Lois  
 Lauer, Mrs. Alma  
 Leach, Dick  
 Leairt, Lawrence A.  
 Lebish, Lewis C.  
 Lee, C. C.  
 Lee, Ezra L.  
 Lee Jr., John H.  
 Leedy, Robt. W. and Carlene  
 Lefebure, J. A.  
 Legg, Ernest A.  
 Leighton, James A.  
 Lemtimi, F. A.  
 LeRoy, Buddie  
 Lentoy, Toney  
 Lephen, Marie  
 Leslie, Francis M.  
 Leslie, Miriam  
 Lewis, Kenneth  
 Lewis, L. C.  
 Lewis, Mel  
 Lindstrom, Ted  
 Little, James  
 Litzenburg, Mrs. Loretta  
 Livingston, Earl B.  
 Lock, Mrs. Arley E.  
 Lockette, Frances Scott  
 Long, Ernest  
 Louckes, Jim  
 Loyd, Johnnie  
 Lucas, Buck  
 Lully, Mrs. Rachel G.  
 Lundquist, T.  
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 Lussan, Leo J.  
 Luther, the Dog Trainer  
 Lydiek, Jack  
 Lynch, Miss Bobbie  
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 McCandless, Odell  
 McCarey, Cecil  
 McClean, Ray  
 McClellan, Lonnie  
 McClurkin, Richard J.  
 McCown Midway Shows  
 McCrary, Blanton, Hazel  
 McCully, Trusty  
 McDermott, Joseph P.  
 McGrath, Leo the Lion  
 McGrath, P. A.  
 McKay, Bill  
 McNeal Jr., James S.  
 Macolly, P. N.  
 Maley, A.  
 Mallernee, Chas. C.  
 Mallett, Lawrence  
 Mann, Roy  
 Marchard, Helen  
 Marino, Joseph  
 Marks, Mrs. Pearl  
 Marshall, Glen  
 Martin, Benny  
 Martin, Mrs. Bob  
 Martin, Lewis  
 Masche Sr., Wm.
- Mason, Billy  
 Massey, Ronald  
 Matausch, Geo.  
 Matthews, Scherry Mac  
 Maynard, Tex  
 Mazurek, Steve  
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 Menz, Howard  
 Mercer, Hazel  
 Merchant, Jimmie  
 Metcalf, Jas. H.  
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 Meyers, Leonard  
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 Miller, Mrs. Blackie  
 Miller, Howard D.  
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 Miller, Roy  
 Miller, Tom  
 Miller, W. E.  
 Miller, Walter  
 Milligan, Martha  
 Millie, Geo.  
 Mills, Robt.  
 Milton, Dana  
 Mitchell, Allen A.  
 Mitchell, Bob  
 Mitchell, Forest D.  
 Mitchell, Frank C.  
 Mitchell, Mrs. Gladys  
 Mitchell, Jack  
 Mitchell, Lee  
 Mitchell, Pete F.  
 Mitchell, Russell E.  
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 Modelle, Sandra  
 Moffett, Danny  
 Montgomery, Trevn  
 Mooney, Mrs. J. A.  
 Moore, Betty J.  
 Morales, Pedre  
 Morgan, Mrs. Hester  
 Morgan, S. B.  
 Moroco, W. A.  
 Morton, Carlton V.  
 Morton, Clarence  
 Morton, L. O.  
 Morton, Vincent  
 Moss, Chuck  
 Moyer, W. W.  
 Mudersbach, Harry  
 Murdock, Robt. K.  
 Mull, Lola B.  
 Murphee, Mrs. Velma  
 Munroe, F. H.  
 Murray, Bernard James  
 Myers, Harry J.  
 Myers, R. D.  
 Nailor, Jack  
 Navarro, Monte & Kathleen  
 Nazarechuk, Nicholas  
 Nelson, Jack  
 Neoma, Mrs. Beatrice  
 Neville, Jack  
 New England Amus.  
 Newton, Bill  
 Nicholas, Mrs. Chas.  
 Nolan, Bob  
 Novella, Capt. Joseph  
 Nugent Jr., Richard V.  
 Nuesca, Basilio  
 O'Brien, Jerry  
 O'Connor, J. J.  
 O'Connor, Lillian  
 O'Dell, Mrs. Tommy  
 O'Hara, Beatrice  
 O'Rear, Elmer A.  
 O'Rear, John B.  
 O'Rourke, Harry  
 Ollis, Paul  
 Olsen, Ole  
 Osborn, Mrs. Walter  
 Owen, Peggy  
 Painter, Jack  
 Palmer, Earl  
 Panizzi, Raymond  
 Paradise, Tony  
 Parker, Don  
 Parkinson, Raymond  
 Parsons, Fred S. and Erma  
 Parton, Frank H.  
 Pateet, Wayne (Steamer)  
 Paul, A.  
 Pellman, Morris  
 Permeture, Hazel Perry  
 Persely, Chas.  
 Peters, Frank  
 Petraski, Walter (Drags)  
 Peyton, Ella Mae L.  
 Phillips, Goody  
 Phillips, G.  
 Phillips, W.  
 Phillips, Virgil  
 Pine, Mrs. R. W.  
 Pozozenski, Eddie  
 Post, Westley  
 Pyrdum, Carl S.  
 Rabelo, Ralph  
 Ramsey, Bill  
 Rasmussen, Ray  
 Ray, Allene  
 Ray, Robt.  
 Reed, Mrs. Dollie or Fred  
 Reed, Fred  
 Renfro, J. H.  
 Renaud, Thomas A.  
 Renn, Paul D.  
 Reynolds, Peggy  
 Richards, Bud  
 Richards, Robt. K.  
 Richardson, Betty  
 Richardson, Joe  
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 25% With Order, Balance C. O. D.

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3 dozen Texan Jr. Pistols, 720 Boxes Caps (Retail Value \$68.00) **\$34.95**

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 We offer a very limited quantity of our two counter displays, **FAIR PLAY** and **SKY-HY**; both have 90 tabs or pulls. **EQUAL VALUE—NO BLANKS.** Takes in \$9.00 for dealer. Cabinets in multi-colors. To "live wires" this offers a very unusual profit. 25% deposit with order, balance C. O. D.

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 Order the NEW **LEE-TEX Balloon Party Hats**

SEE AD ON PAGE 77

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• Square and round rolled gold plate wire, all gauges and qualities. • Stone-set and plain bangles as follows: • hearts • stars • clovers • crescents • beaded hearts • wagon wheels • crosses, etc. • Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls. • 3-stone ring top of beaded stock. • Beaded band wire. • Plain findings, such as crosses • anchors • bowknot pins • springrings • jumprings • swivels • chains • plain and twisted hoops • earwires • earrings, etc. • Hoop earrings • earrings for pierced and unpierced ears. • Hand-made adjustable bangle bracelets. • Wire knot rings of rolled gold plate. • Pearl plates of snail shell. • Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

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**Pipes for Pitchmen**

By Bill Baker

**PITCHFOLK WORKING . . .** the midway at the Tennessee State Fair, Nashville, September 15-20, to good returns included Jack Anthony, auto condensers; Desplanter Brothers, novelties, and Helen A. Zott, silhouettes.

*The good merchandiser never runs out of stock.*

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How are conditions in the South this year?

**SONNY DOMBECK . . .** letters from the Stage Door Night Club, Milwaukee: "A few nights ago we were discussing the pipes column here and to my surprise I learned that three of the lads in Herbie Field's Sextet had taken a whirl at pitching at one time or another. Maestro Fields himself gathered many a tip in the store known as Dublin's in Elizabeth, N. J., when he gave his talk in front of his layout. His bass fiddle man, Marty Brown, did a bit of pitching several years ago; while his trumpet man, Ernie Englund, used to double between the Ringling circus band and

one of the concession stands. The other three lads in the sextet stuck pretty close to music to bring in the geedus."

If you want your stock on time, order it early. Your request for items isn't the only one that has to be handled.

**THEY TELL US . . .** that Morry Plotkin, erstwhile pitcher, is currently using his talks on Milwaukeeans so that they'll purchase their insurance from him. Morry is reported to have purchased a house in the Beer City and is planning to concentrate on his present line of work to support his family.

*This is as good a time as any to decide whether it will be oranges or snowballs this winter.*

**WHAT SHEETIES . . .** have been working the fairs? How has business been? Let's have a report.

**SUCCESSFUL . . .** pitchmen work hard when they work and play hard when they play, proving that business and pleasure can be a good combination.

Let's have some pipes from those high-powered med babies who purchase farms in the South after a successful summer.

**WANT TO GARNER . . .** some ready cash? There are still some pumpkin fairs operating on streets and a few spots remain open for the boys and girls who are up and at 'em.

*The successful pitchman never sets a pace that he can't maintain.*

**HAVEN'T HAD . . .** any pipes from the following in some time: Johnny McLane, Clarence Giroud, Carl Young, Thomas C. Riley, Jack Brewer, Mike Murphy, Fred Wells, Ross Elijah, Slim Doris, (See PIPES on page 80)

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 Prices From **\$7.25**

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Fills big needs. Picks up and EJECTS MECHANICALLY sliced meats, cheese, pickles, vegetables, fruits, pastries, butter pats; turns steaks, chops, hamburgers. SAVES TIME—a flick of the thumb flips off food, one hand does work of two. SANITARY—keeps fingers off food and from being burnt or soiled. Nothing like it on market! Customers will love you for showing how it saves, speeds work. Processors need quantities to speed packing, pickling, grading. One demonstration wins. An EYE-APPEALING GIFT. Polished aluminum and stainless steel. If you want to cash in on quick sales yourself or organize selling crews direct or to trade, write for circular. Send \$2.50 for sample.

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**NEWEST Rhinestone WATCHES**

FINE NATIONALLY ADVERTISED WATCHES For Immediate Delivery

**Men's RENSIE OCTO or MID-WEST**

ALL MOVEMENTS AND CASES GUARANTEED NEW.

7 JEWEL \$11.95 Plain Dial  
 17 JEWEL \$14.95 Plain Dial

Rhinestone Dial—\$2.00 additional  
 Stretch Band, 1/20 12K GF . . . . . \$2.00  
 Mesh Band, 1/20 12K GF . . . . . 3.75

**MONEY BACK IF NOT SATISFACTORY**  
 Write for new complete cat. #201

**MIDWEST WATCH CORP.**  
 5 S. WABASH CHICAGO 3, ILL.  
 Exclusively Wholesale

**BACK AGAIN! THOSE FAST-SELLING MOUSE-HEAD BALLOONS**

All Natural Rubber. Ass't Colors \$4.50 Gross

**THE EARS BLOW UP!**

FREE PRICE LIST—Describes complete line of Bingo and Premium Merchandise, Blum, Plaster, etc. Send for yours today.

TERMS: 25% Dep., Bal. C. O. D.  
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 51 Gauge Stamped on Hose.  
 New Dark Shades—In Bags, If Desired.

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 137 E. SPRING ST. Dept. X COLUMBUS, OHIO



# SALESBOARD SIDELIGHTS

## Chicago

Pioneer Manufacturing Company is experiencing a steady and high demand for its giant hole six-in-one and three-in-one boards. Harold Boex reports. Fall business is universally good, showing a pronounced upward trend in the last few weeks, he says. . . . Bee-Jay Products has made arrangements to have the city-sponsored mobile tuberculosis X-ray unit visit their plant October 24, Reuben Berkowitz states. Firm's employees will be able to have free X-rays

## Bee-Jay Debuts New Coin Seals

CHICAGO, Sept. 27. — Bee-Jay Products announced a new line of three coin seal boards this week which feature "presidential coins" for pocket pieces. Each of the boards contain a full set of 32 such coins, Reuben Berkowitz, firm official, states.

New salesboards are Peoples Choice, a nickel 2,000-hole board; Presidential Winners, with 1,500 holes going for a dime, and Land of Freedom, a 1,200-hole quarter board.

Coins in all boards are made of zinc and copper, are not legal tender, and each coin carries the head of a different president on one side and a brief history of his outstanding accomplishments on the reverse side. Length and date of each president's term of office appears on the head side.

As all 32 former U. S. presidents are depicted on the coins, a full set has high educational value, Berkowitz says.

## Dave Rice Appointed V-P at Empire Press

CHICAGO, Sept. 27.—Joseph Zimmerman, head of Empire Press here, announced this week the appointment of Dave Rice as vice-president in charge of sales.

An extensive sales organization is being set up by Zimmerman and Rice to handle the new boards coming off the production line. They returned this week from an Eastern trip that covered several states and reported the response of board operators in that area was gratifying.

**SALESBOARDS**  
ALL TYPES  
LOWEST PRICES IN 10 YRS.  
FREE ILLUS. CATALOGUE  
PROFIT MFG. CO. 39 W. 23, N. Y. 10

during the unit's day stay at the plant.

Samuel J. Feldman, Harlich Manufacturing Company sales manager, tells of the humming activity in the 110,000 square feet of floor space in the plant. All signals point to big demand for boards, he claims. One of the firm's artists, Kenneth Anderson, had an appendectomy last week, is scheduled to be back October 29.

Sylvan Miller, Superior Products veepee in charge of production, has the plant perking on a more efficient basis now that his plan of machinery and bench rearrangement has streamlined output procedure. Sylvan became a father for the second time September 21 when a boy was born to his wife. Firm's v.-p. and sales manager, Seymour Trott, leaves September 29 for a two-week Southern business tour.

Irving Sax, general sales manager of Consolidated Manufacturing Company, announces the introduction of a brand-new type of salesboard idea in the firm's new Lucky Slot release this week. Irving says the 1,000 hole, quarter-play board has a small plastic bell machine set in the center, which is an integral part of the board. Drawing a winning ticket, the player gets a play on the bell, and any combination coming up pays off in prizes. Value of prize depends on combination played. Visitors last week at Consolidated offices were Chat McMurdie, Salt Lake City; Bill Erskine, Denver, and Abe Stept, Johnstown, Pa.

## Under the Marquee

(Continued from page 60)  
dates at Duluth, Minn., October 20 for Orrin Davenport, with the Houston Shrine Circus following. The Dearos, aerial and ground acts, opened their outdoor season at Fontaine Ferry Park, Louisville, June 29, and played parks, celebrations and fairs thruout the Midwest.

When the James M. Cole Circus showed Doylestown, Pa., visitors from the Philadelphia area included J. Rudolph Conway, Mr. and Mrs. Otto (Dutch) Hoffman, Ed Conway, Mr. and Mrs. Howard Y. Bary; Mr. and Mrs. Charles B. Kistler, Allentown, Pa.; James MacInnes, Alburtis, Pa.; Elmer Kemp, Trenton, N. J.; Joe Conway and son, Jim, Bala-Cynwyd, Pa., and Mr. and Mrs. Herbert Douglas, West Chester, Pa.

"Do you know a cowboy named Tex?" a native asked an old-time bronk-wrangler. "I've met thousands of Roebuck cowboys named Tex," was the wrangler's answer. "Yeah," shot back the native, "but this fellow is a real cowboy. He

## MULTI-GIANTS (6 TICKETS IN EACH HOLE)

Holes	Play	Name	Profit	List Price
200	25¢	They All Go (Def.)	\$24.25	\$5.55
200	25¢	Prize Game	26.50	7.47
240	25¢	Sparkling	33.00	8.70
200	25¢	Trial Treat (Def.)	27.00	5.55
200	25¢	Hat Box	25.15	7.47
200	25¢	Striking	28.50	7.47
200	25¢	Hawaiian Honey	25.40	7.37
200	25¢	Play Time	28.00	7.48

\*First With the Latest in Quality Boards.\*  
Regular Discounts Given to the Trade.

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Direct Manufacturer's Distributor  
Genuine Original  
**JAR-O-DO TICKETS**  
RWB, Pasted, Each . . . \$1.90  
RWB Tickets, Plain, Each . . . 1.65  
RWB Big "6" Sixes, Each . . . 2.35

## PULL TICKET CARDS

AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY — WE SPECIALIZE IN

## TIP—TAKE TIP—JACKPOT—BASEBALL

Write, Wire or Phone Our New Factory Address

PHONE: WHEELING 340 COLUMBIA SALES CO. 302 MAIN ST. WHEELING, W. VA.

wears a big hat and boots and plays a wonderful guitar."

Chester Sherman, of the Sherman Brothers clown act, who recently played with the Roy Rogers Thrill Show and last appeared at Hamilton County Fair, Carthage, near Cincinnati, reports that he is recuperating from a hernia operation he recently underwent in Speers Hospital, Dayton, Ky., and expects to be in shape for his October 20 booking with the Orrin Davenport Circus at Duluth, Minn.

R. H. Harris, Dover, O., reports that he caught Steele's grandstand attractions at Coldwater, Mich., where he

met Marion Wallick, who spent two years in the army. Wallick, on return from the army, promoted seven playgrounds in Dover, his hometown, until the fair season rolled around. Then he joined Buck Steele's Attractions with his wife and son, Junior. They are doing a family trampoline act, in addition to knife throwing and whip cracking. Wallick, before going into the army, was with the Dutton Attractions, Russell Bros., and Louis Bros. circuses, among others. Others with the Steele Attractions are Dot and Hank Kennen, Dorothy and Giby Gibson, Mr. and Mrs. Eddie Frisco, Rapp and Rapp troupe, and Charles Louis and son, Carl, who do the clowning.

THE PUNCH BOARD  
**Sensation** OF THE YEAR  
AN ACTUAL MINIATURE SLOT MACHINE PROVIDES FASCINATING ACTION!



**FAST CLEVER ACTION PROFITS**

1000 HOLES 25¢ PLAY TAKES IN \$250.00

**DEFINITE PROFIT \$130.00**

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CREATORS AND MANUFACTURERS OF THE COMPLETE LINE OF SALES-BOARDS--WRITE FOR CATALOGUE

## PAY FOR 5 — ONE TICKET FREE

WHAT A COME ON!  
FAST? SHE'S ALL ACTION!

## MY GAL

Super Thick Board—New Giant Holes.  
Six 5¢ tickets in each 25¢ hole.  
220-Hole Board.

AVERAGE PROFIT \$25.30

IMMEDIATE DELIVERY

Send for our illustrated catalogue of full line.

OTHER GLOBE ACTION BOARDS (220 HOLES)

- KWIK FIN—Kwik Action
- KWIK FAG—Cigarette
- KWIK TRIK—Merchandise
- KWIK DEAL—Gandy



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ORIGINAL JAR-O'DO BINGO TICKETS LA-TA-DO BINGO TICKETS BEE JAY SALESBOARDS

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TICKET AND SALESBOARD USERS WRITE FOR SOUVENIR

ORIGINAL JAR-O'DO AND LA-TA-DO TICKETS

Pipes

(Continued from page 78)

John Bradley, Issy Kemp, Curly Copen, Dick Wells, E. J. Floyd, Doc M. Dean, Stanley Naldrett, Harry (Key-Check) Hisco, A. O. (Red) Sanders, Mr. and Mrs. Frank Read, Mr. and Mrs. Sid Householder, Harold Lowe and Jack Bennett. Come on, boys and girls, unlimber the ink-sticks.

Personal appeal and personal contact is the very life blood of Pitchdom.

REPORTS INDICATE... that, on the whole, business at the fairs in the Northern States has been highly satisfactory. Now that the curtain has been rung down, many of the lads are hying themselves to Chicago, Milwaukee, Detroit and Cleveland. Why not tell this column what your prospects are for the winter?

Fancy Freddie Says: "One good spot will put the good worker back on his pins."

A NUMBER... of the pitch lads turned out for the Southern Indiana fairs this season and reports have it that they managed to stash away enough long green to keep them warm all winter.

IF YOU'RE... planning to work indoor events this winter, you'd better arrange your dates now. From all indications a goodly number of subscription men and demonstrators are scheduled for the various doings and it's a cinch that space at the events will be limited.

Jerry the Jammer says: "It never pays to be indifferent when it comes to paying off your obligations."

VAL RENNE... after working the Michigan State Fair, Detroit, has returned to Chicago and is set at Kresge's No. 8, turning good tips with McLean's Polishing Plate.

MARTY ROBBINS... is gathering his share of the geedus at Kresge's No. 8 in Chicago with a nifty gadget layout.

Consult your season's records and you'll know whether you're a success or failure.

RICHARD ARCAND... following a week's stand in Newberry's, Burbank, Calif., opened a unit in a downtown Los Angeles Newberry store with plastic balloons. Arcand says the item has been getting big play on Saturdays, while the rest of the week the demand is only fair. He plans to remain at Newberry's, Los Angeles, another two weeks before switching to the Grant department store.

RECENT MOOSE CLUB... doings at Santa Cruz, Calif., proved a big one for Jack Vinnick, according to reports hitting the pipes desk.

MARGE V. KELLY... West Coast demonstrator who has a number of layouts clicking in Los Angeles department stores, also is financial secretary of the Circus Clown Club of America, with headquarters in the City of Angels.

It's all right to yell about closed towns and spots, especially if you are one of those who never leave a location littered with trash after you've finished your pitch.

OUR COAST SCOUTS... tell us that the American Legion convention in Los Angeles got off to a bad start September 21 for pitchmen when a slow rain kept crowds away. Among the pitchfolk making the big parade were Cornblum, legion

PUSH CARDS. All sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 800 Holes. FREE Catalog. Write W. H. BRADY CO., MFRS. CHIPPEWA FALLS, WISC.

SALESBOARDS. SPECIALS—25% DEPOSIT. Table with columns: Holes, Name, Profit, Price. Includes items like Dollar Board, Texas Charley, Double Fin, Lulu, Jack Pot Charley, Texas Charley, Win-a-Fin, Block Buster, J.P. Girls, Rd. Wh. Bl. Sgls. Tickets, Tip Ticket Books.

CANDY SALESBOARD DEAL. By Candy Manufacturer. Well known established high-grade deal with proven sales appeal. Excellent value and good profit margin for jobbers and retailers. Territory open to live jobbers or retailers. We ship deal complete prepaid. Box 118, c/o Billboard, 155 N. Clark St., Chicago 1, Ill.

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FIVE SLOT SYMBOL TICKETS IN EACH HOLE -- ONE TICKET IS FREE

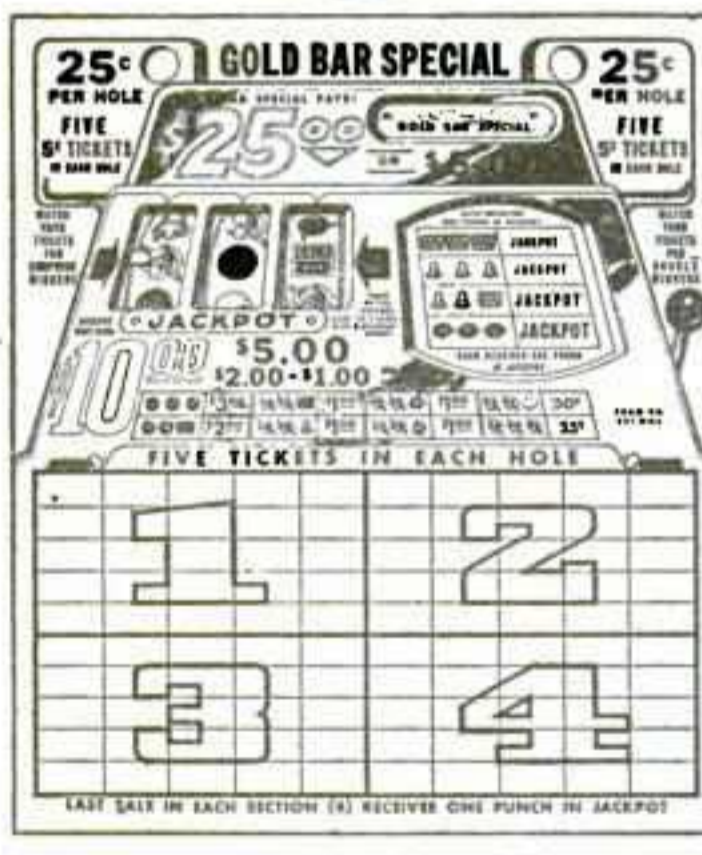
GOLD BAR SPECIAL FORM NO. 307 MGL

200 HOLES -- 25¢ PLAY

Takes In -- \$50.00

Average Payout -- \$24.18

Average Profit -- \$25.82



1200 N. HOMAN AVE. HARLICH MFG. CO. CHICAGO 51, ILLINOIS

Make \$250 to \$500 a week. BE YOUR OWN OPERATOR OF PUSH CARDS. A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band. Watches Styled for Beauty and Built for Accuracy! Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week. 25% Deposit with Order, Bal. C.O.D., F.O.S. Chicago. Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

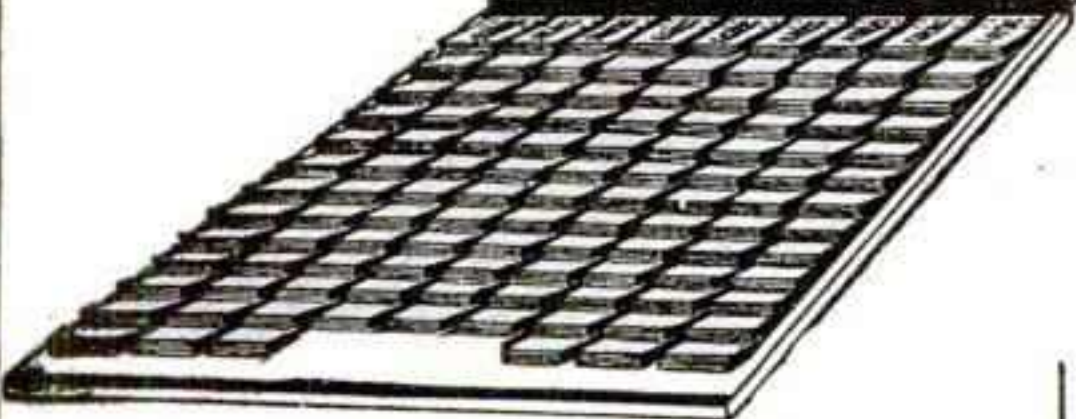


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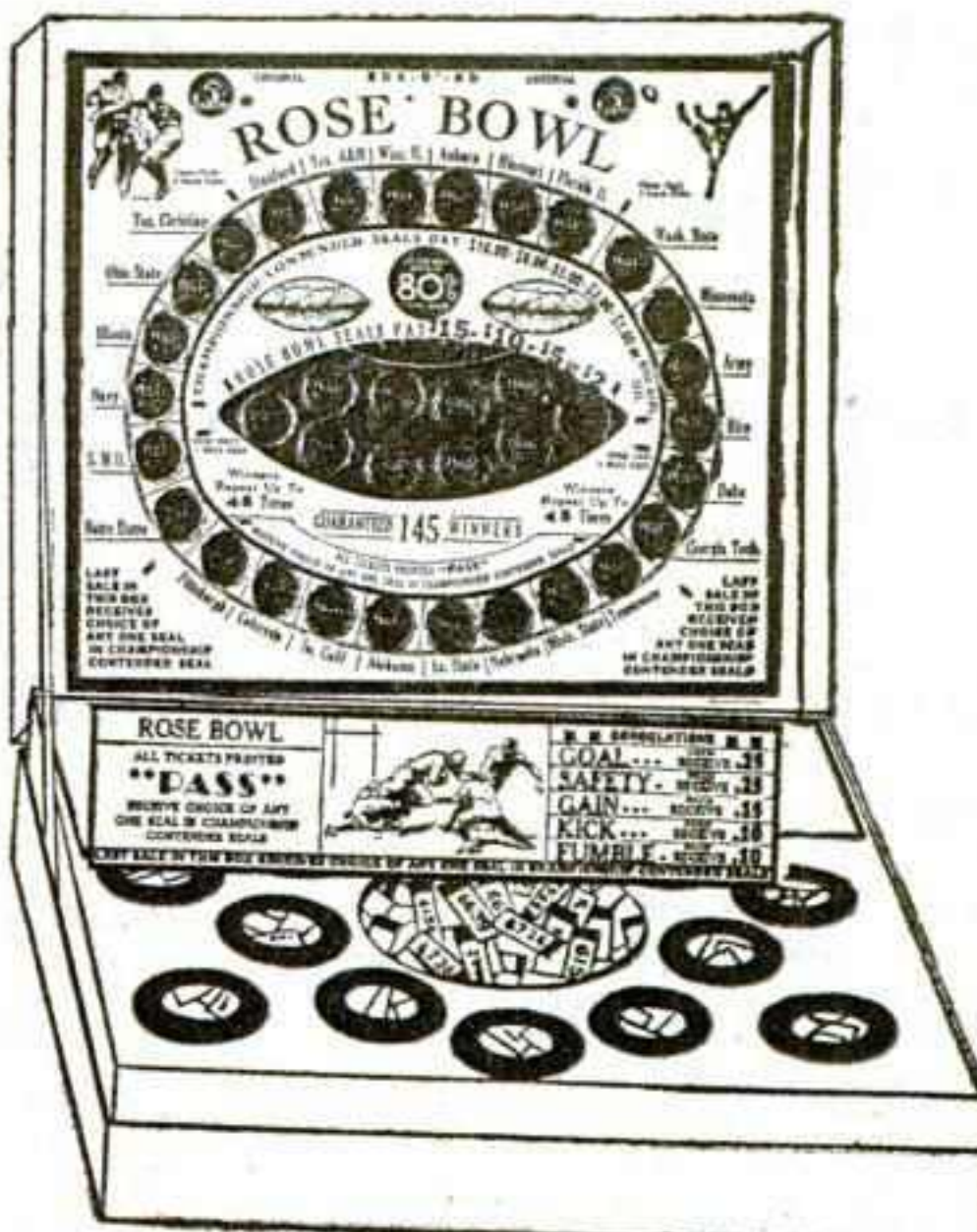
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**(FOOTBALL SYMBOL TICKETS)**  
 TAKES IN 660 TICKETS @ 5¢ .....\$33.00  
 PAYS OUT (AVERAGE) ..... 19.36  
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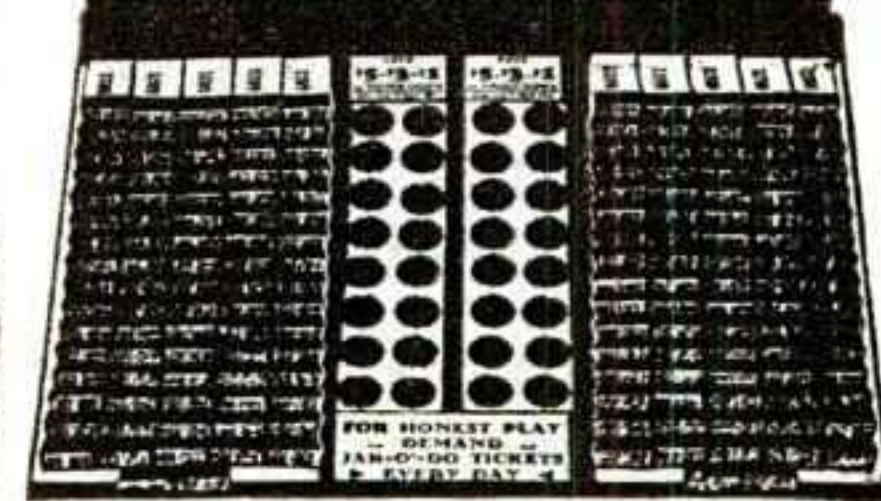


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 TAKES IN 1260 TICKETS @ 5¢ .....\$63.00  
 PAYS OUT (AVERAGE) ..... 26.90  
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TAKES IN 816 TICKETS @ 5¢ .....\$40.80  
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TOTAL PAYOUT (AVERAGE) ..... 23.34

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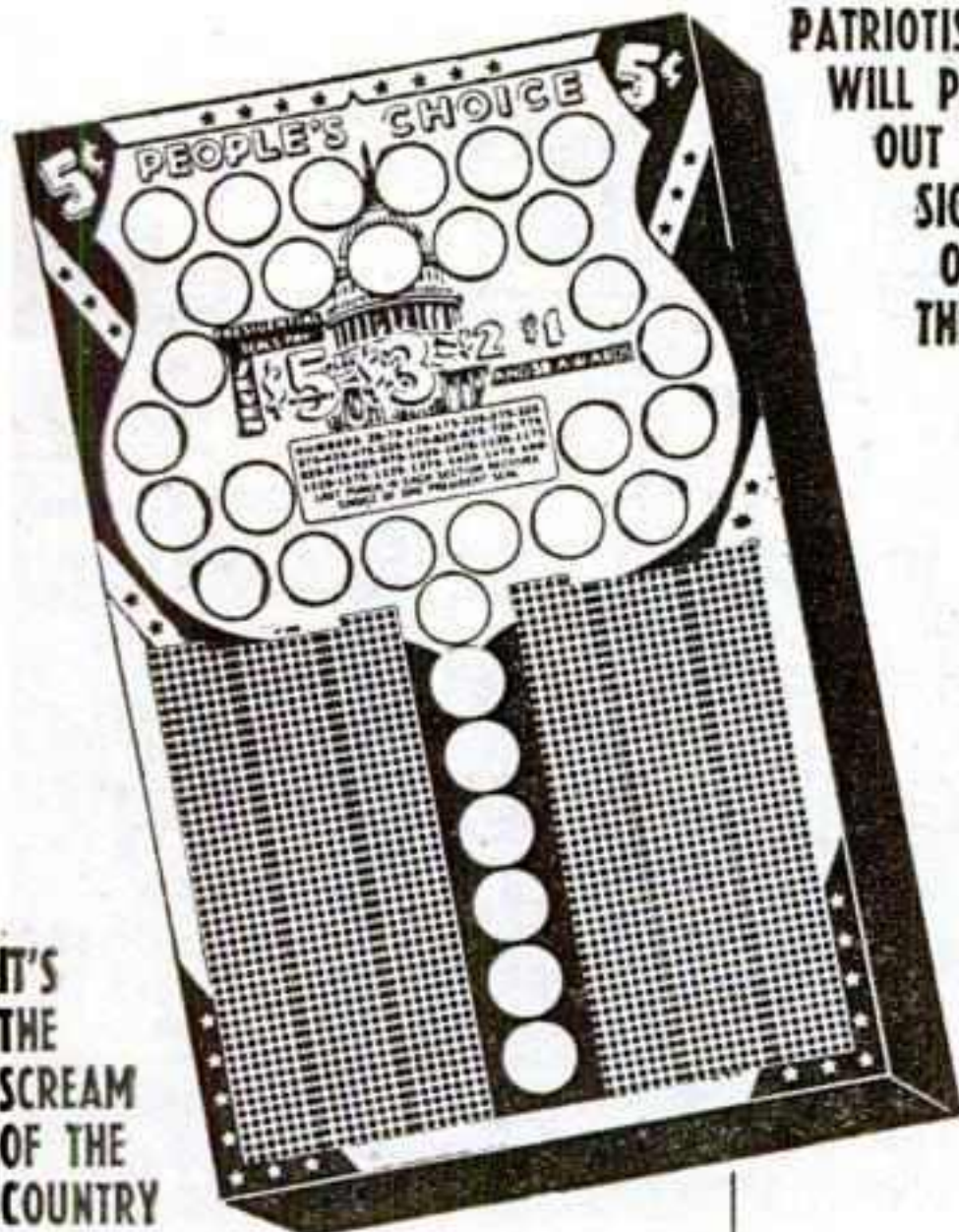
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 PRESIDENTIAL COIN SEALS PAY:  
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 1 @ 3.00.. 3.00  
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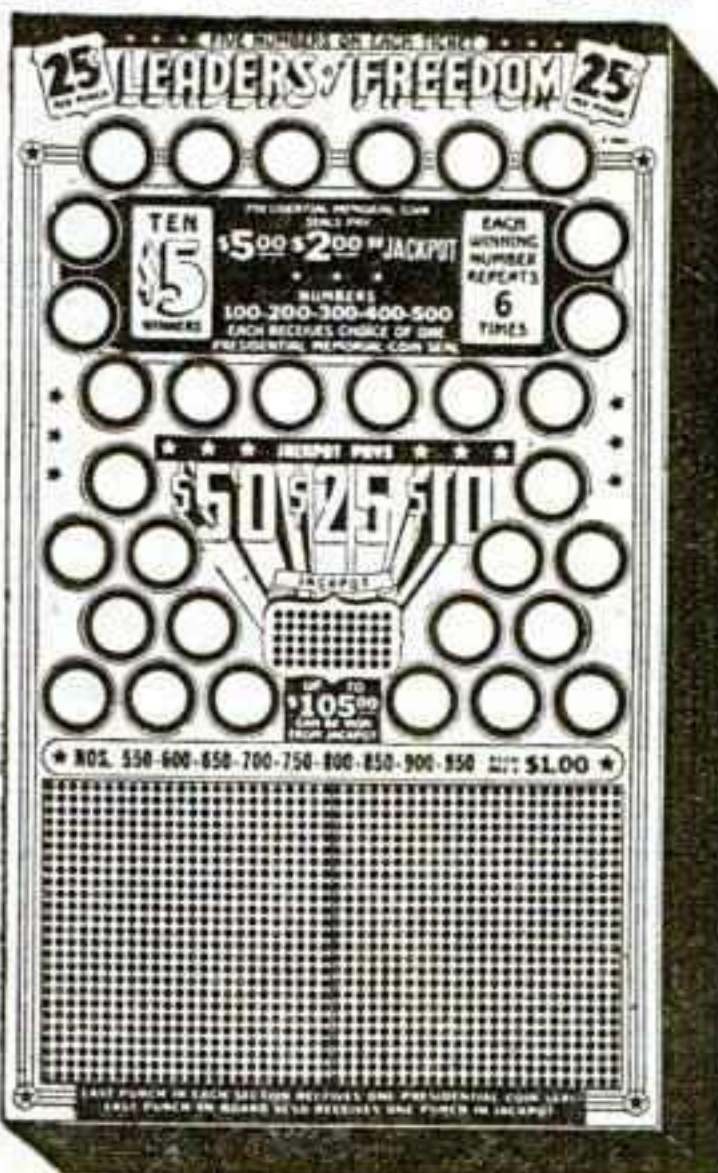
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Board Takes in 1200 Holes @ 25¢ ....\$300.00

Jackpot Contains  
 1 .....\$50.00  
 1 ..... 25.00  
 48 ..... 10.00

50 AVERAGE .....\$11.10  
 Presidential Seals, Coin Seals Contain  
 4 Jackpots .....\$11.10 \$44.40  
 10 Jackpots ..... 5.00 50.00  
 18 Jackpots ..... 2.00 36.00  
 54 Consolations ..... 1.00 54.00  
 1 Last Punch ..... 11.10

AVERAGE PAYOUT ..... 195.50

AVERAGE PROFIT .....\$104.50

Pictured here are the President in Goldine Coins, with a likeness of the President on the front and a short history of his career on the back. Each board contains 32 Presidential Coins.

PRESIDENTIAL GOLDINE COINS, 32 IN ALL



ORDER NOW IT'S THE SENSATION OF THE NATION

Board Takes in 1500 Holes @ 10¢ ....\$150.00

Pays Out:  
 1 @ \$10.00..\$10.00  
 10 @ 5.00.. 50.00  
 21 @ 1.00.. 21.00  
 20 Consolations 50¢.. 10.00

Total Payout ..... 91.00

Total Profit .....\$ 59.00

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 "The House of Quality"  
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**CIGARETTE MACHINES—ELEVEN-COLUMN,** Du Greiner, Champion mechanism, reconditioned cabinets refinished, like new. \$110.00 or best offer. Thomas Andrae, 6351 Hiawatha, Chicago, Illinois. oc4

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**FOR SALE—CONSOLES JUMBO PARADE,** Silver Moon, Big Top, all free play, \$25.00 each. 3c Marvels, \$1.00 each; pre war Pin Games, all makes, \$15.00 each. Frank Guerrini, Burnham, Pa. Phone: Day, 5726; night, 5609. oc11

**FOR SALE—MUSIC BOXES, TOP FLIGHT,** \$65.00; Wurlitzer 412, \$40.00; Singing Towers, \$100.00; Wurlitzer 616, \$30.00; 1946 Vest Pockets, \$25.00 each; 2 Columbias, like new, \$50.00 each; Mills Slots, Brown Fronts and Blue Fronts, 6c, \$45.00; 10c, \$55.00; 25c, \$65.00. All machines in good working order. Frank Guerrini, Burnham, Pa. Phone: Day, 5726; night, 5609.

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100 200 300 400 500 600 700 800 900 1000

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520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

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# The Billboard

## Fall COIN MACHINE Special

### **KICK-OFF FOR FALL**

For the first time since September of 1941 The Billboard Publishing Company is able to offer the coin machine industry its annual Fall Special Edition.

In the pre-war era this issue signaled the industry's return to work—"getting down to business" after the so-called summer slump. It was the issue in which manufacturers announced their fall equipment, distributor appointments and sales plans. For the operator it was the issue anxiously awaited for news of what his local distributors would soon have to show him.

For weeks the editorial, advertising, circulation and promotion staffs have

been working to make this new Fall Special all it was in pre-war years—and more. Into it have been packed the facts operators need to know to guide them thru three solid business months just ahead. Feature and news stories focus into an over-all picture of new equipment, production progress and operating prospects for every phase of the coin machine industry. And in giving the outlook for the home industry, the important coin machine export market has not been overlooked.

This is the industry's own guidebook to fall business. Read it carefully. It has been edited with your interests—and yours alone, Mr. Coinman—in mind!



# THE FALL OUTLOOK:

**O**PERATORS, manufacturers and distributors are looking ahead with watchful optimism to the months of coin machine activity which lie ahead. This year, they have turned their backs on the big-spending, restriction-filled wartime era which turned the coin machine field topsy-turvy, and are basing their plans on the more realistic peg of normal times. But their outlook is that "normal" in the current sense will be heads and tails above the picture which existed before the war.

A nationwide survey of key cities conducted by *The Billboard* indicates that thruout the nation the number of operators is growing—and correspondingly the number of coin machines on locations. Altho in comparison with last year, play is generally down somewhat, it still continues above the pre-war level.

## Exacting Spending

The fact that soaring cost-of-living has killed the easy-money days is obvious in all sections of the country, the survey shows. Spending, in general, is becoming more exacting, and coin machines are being required to give more for the amount of money spent.

Bright side of the survey, however, is that coin-operated amusement devices and music equipment are doing correspondingly better than other forms of amusements in the majority of cities surveyed.

## Venders Best

Of the three general types of coin-operated equipment—amusement, music and vending—gross receipts from vending machines showed the least drop from 1946 business, with a rise being indicated in most cities.

(Table of survey results which accompanies this story showing city-by-city reports, reveal a few wide variations in figures from specific cities. Part of this difference results from the personal equation in gathering of information. Policy was for correspondents to contact as large a number of individuals in the trade as possible in their cities, then compile data and compute averages. Variance in reporting techniques sometimes affects results obtained. However, the significant factor is the general business picture for the nation as a whole.

## Game Play Drops

Average drop in amusement machine play so far this year, compared with 1946, has been about 15 per cent, operator reports show. In some cities, popularity of particular types of machines have made up for a drop in the play of other types. In Knoxville, for instance, new operation of pinball games resulted in big play for this classification.

Juke box play generally suffered the greatest drop, altho it still is above the pre-war average in spite of competition from television in certain cities. Los Angeles reported the greatest loss from phonographs—a drop of 30 per cent. The loss, however, is not nearly so great as that of taverns there, which report drops of from 40 to 80 per cent in income.

On the equipment side of the picture, the consensus of those queried is that at least one-third of all equipment needs replacement this fall. In making this estimate almost in the same breath as they report a play drop, the country's coinmen may be putting their fingers on a possible reason for the drop—that is, failure to re-

place equipment, either with new machines or with improved used machines.

## Replace 10 Per Cent

On the other hand, the average of percentage replacements contemplated, according to the survey, is only 10 per cent.

In the amusement game field, the replacement items most in demand are pinball games, with rolldowns running second. Arcade operators, who reported a 10 per cent drop in play from 1946, this year (*The Billboard*, September 13), which is well over pre-war average years, are in the market for new animated games and, in most cases, still are looking for something sensationally new in arcade pieces.

Juke box trade says the item most in demand for fall replacements are floor model juke boxes with hideaway models next. Some distributors indicated a trend away from remote equipment because of the added service problems for operators. In certain sections, a demand for mirror and other special-type cabinets was noted.

## Diversified Replacements

Equipment requests in the vending machines for fall replacement are highly diversified. Because of the lower capital required for certain types of vending machine operations, the number

of new operators in this field is well above that in other coin machine operations for most cities, survey results show. Most popular demand item is the cup beverage vender, with candy venders next in order, but in the big majority of cases that is to be taken as evidence of interest in a new type of operation rather than as an indication of replacement needs. Next in order of demand is the candy bar vender. Vending equip-

ment requiring a low capital investment remains in constant demand in most areas, according to distributors.

## Location Outlook Good

Report on the location outlook presents an encouraging side to the prospect for the fall months, as well as for the long pull. Almost without exception, cities covered in the survey are reporting a rise in the number of restaurants, taverns, retail stores and industrial plants in their localities. Such figures were garnered from local Chambers of Commerce, or similar organizations which keep an accurate check of new business.

With one exception—the important tavern location—all of these types of coin machine stops are operating at high levels of employment or business activity. Thruout the country, the tavern business was taking a beating, judged by its boom war days and even by last year's record. Slashes in business as high as 80 per cent—the figure reported for Los Angeles—were reported, but the average decline was put at about 25 per cent.

Reasons given for the tavern business drop were many. Since television affects only a few major cities, this factor can only partially explain the national situation. Other explanations included: Virtual disappearances of armed forces personnel, local political situations which influence closing hours, the demise of the swollen factory pay check. Biggest reason, it was agreed for most cities, is the tremendous increase in living costs which has cut the average consumer's spending money to the bone.










## More Chicago Locations

In Chicago the fall outlook indicates an increased demand for new equipment in the music and vending fields, with amusement game replacements limited to arcade equipment. During the past year, there has been a net increase of 139 restaurants, 256 taverns, 176 retail stores and 362 industrial plants within the city limits, and the number of on-sale liquor licenses has increased from 9,608 to 9,955.

Accompanying the increase in available locations, there has been an increase in the number of operators of both vending machines and juke boxes. Officials of the Illinois Phonograph Owners, Inc., report the establishment of at least a dozen new juke box operating businesses and hardly a week has gone by during the past year without the announcement of the establishment of a new vending machine business.

However, in spite of the increase in locations and operating firms, there has been a general drop in spending for amusements in the Chicago area. Tavernmen estimate as much as a 30 per cent drop in business from last year. Juke box play, operators say, has fallen off but 10 per cent this year. Television has been one factor that has affected play, but its harm to the over-all juke box business in the city hasn't been as great as at first believed since well over the majority of juke box locations have by-passed installation of television sets.

Vending machine operators credit the return of supplies which last year were on the scarce list as the biggest factor affecting their gross volume which has risen as much as 50 per cent and generally about 10 per cent above 1946. Operators of soft drink venders say that the intensive mid-summer heat wave which blanketed the Chicago area with 90 degree plus heat for

GAMES		Pinball Games No. 1 Equipment Demand
		30% of Average Route Needs Replacement
		U. S. Play Average 15% Under Last Fall
MUSIC		Floor Model No. 1 Equipment Demand
		40% of Average Route Needs Replacement
		U. S. Play Average 15% Under Last Fall
VENDING		Cup Vender No. 1 Equipment Demand
		50% of Average Route Needs Replacement
		Gross Receipts Hold Steady

of new operators in this field is well above that in other coin machine operations for most cities, survey results show. Most popular demand item is the cup beverage vender, with candy venders next in order, but in the big majority of cases that is to be taken as evidence of interest in a new type of operation rather than as an indication of replacement needs. Next in order of demand is the candy bar vender. Vending equip-



# SAFE AND SANE OPTIMISM IS KEYNOTE FOR COIN MACHINE BUSINESS IN MONTHS AHEAD

In key cities thruout the country The Billboard's news gatherers talked to hundreds of operators and distributors. Here's what they uncovered.

several weeks, was a big factor in running up their volume to a new high.

### New York Surveyed

In New York City, an increase of 428 on-sale liquor licenses issued this year—7,999 as compared with 7,571 in 1946—indicates the growth of location possibilities.

As in Chicago there has been a corresponding increase in the number of coin machine operators. Reliable reports place the present operator total for New York at 1,600, including 280 operators gained during the past year.

Survey indicated general replacement needs at about 30 per cent, with operators expecting to replace 18 per cent of amusement games, 8 per cent of their juke boxes and 20 per cent of venders during the fall season.

Most demanded items in the Empire City are floor model jukes and coin-operated radios in the music line; rolldowns and arcade machines in the amusement classifications, and soft drink cup venders and cigarette venders leading the vending machine list.

Amusement games are keeping well above the general take picture in the amusement trade, the survey indicated.

### More L. A. Music Ops

In Los Angeles County, the survey shows that there are about 100 new music operators and from 150 to 200 new vending machine operators this year, bringing the total number of operators in these two lines to 260 and 500 respectively.

Spokesmen of the Southern California Amusement Machine Operators' Association (SCAMOA) say that about 75 per cent of the juke boxes now used by operators need replacement with new machines and that during the next three months there probably will be 10 to 15 per cent replacement of these.

Music machine operators, the survey indicated, are doing very well considering the gen-

eral business trend in Southern California and considerably above their pre-war average.

### Portland Locations Limited

In Portland, Ore., with locations limited because of a State liquor monopoly, the increase in location possibilities has been limited mostly to 46 new restaurants, 141 new retail stores and 135 new industrial plants.

Most popular coin-operated amusement devices, the survey showed, are five-ball and one-ball games, with continuing interest in the possibility of a really new game idea. Telephone music is currently outdrawing requests for other types of coin music, with *sideaways* in second place on the request list. This, it was explained, is probably due to the lack of tavern locations.

In Knoxville several operators have taken advantage of the authorization for use of pinball games. Novelty interest in pin games, which reached a peak immediately after the June decision authorizing them, is now declining somewhat, but their play is considered by operators to be good. Demand for both new and used pin tables is still high, the survey indicated.

### Fort Worth Ops Report

Fort Worth operators report that they intend to replace approximately 10 per cent of all coin machine equipment. Operators reported juke play up an average of 10 per cent.

Vender gross has increased from 20 to 25 per cent, it was reported. The number of operators has increased from 30 to 70 during the last year for all types of coin machines, according to available figures.

Pin games are the top replacement items in St. Louis, the survey indicated, with floor model juke boxes leading the music equipment list. A 10 per cent replacement of juke boxes and venders and 25 per cent change in amusement games, was estimated for the fall season.

### K. C. Picture Good

Kansas City, Mo., presents the most optimistic picture of the cities covered in the sur-

vey. Gross increases included 15 per cent on amusement games over last year and 15 per cent or over on juke boxes.

The new equipment demands in Kansas City generally follow those of other cities surveyed with pin tables topping the game list and floor models the top music item.

During the past year about 25 new operators entered the coin machine business in K. C., bringing the present total to approximately 75. The survey indicated that these firms will replace around 10 per cent of their present equipment during the fall season.

### Detroit Play Off

Music and amusement game take fell off more than the average in Detroit this year due mostly to labor troubles, auto plant layoffs and a general tightening of spending. Amusement play, the survey showed, was off one-third, juke boxes down 25 per cent.

In spite of the drop in gross business, nearly 175 new operators are trying their hand at the coin machine business this year. However, about 75 others have dropped their coin machine businesses leaving the city total at about 400 for all types. Most of the new operators were in the vending machine field.

According to the survey, there will be little replacement of equipment in Detroit this fall, due to the business drop during the past year, with the exception of vending machines, of which 15 to 20 per cent will be replaced. Candy and cigarette venders are top demand items.

Possible locations remained about the same as during 1946 with the number of liquor licenses frozen and a decrease of 266 restaurants during the year. Actually the number of on-sale liquor licenses were 21 below the 1946 number.

In other surveyed cities including Milwaukee, Dallas, Des Moines and Indianapolis, the fall outlet ran parallel to the general picture, with play down but still above the pre-war level.

## CITY-BY-CITY OUTLOOK AS ESTIMATED BY INDUSTRY MEMBERS

Name of City	Gross Collections Compared with a Year Ago			What % of Routes Need Replacement This Fall?			What % of Routes Do Operators Plan to Replace?			What Kinds of New Equipment Are Most in Demand?			Number of New Operators	
	Games	Music	Vend	Games	Music	Vend	Games	Music	Vend	Games	Music	Vend	New	Net Gain
CHICAGO	-10% (arcade only)	-10%	+10%	50% (arcade only)	30%	50%	10% (arcade only)	10%	10%	Animated Games (for arcades)	Floor Model	Cup Vender	160	75
DES MOINES	+10%	-20%	Same	33%	33%	50%	20%	10%	20%	Five Ball	Floor Model	Candy Bar	10	6
DETROIT	-25%	-25%	Same	65%	None	20%	5%	—	15%	Skee-ball	Floor Model	Candy Bar	175	100
FORT WORTH	-10%	+10%	+20%	15%	15%	10%	10%	10%	10%	Pinball	Floor Model	Cigarette	40	40
INDIANAPOLIS	-10%	-5%	Same	30%	40%	20%	30%	20%	10%	Pinball	Floor Model	Candy Bar	6	None
KANSAS CITY	+15%	+10%	+10%	None	60%	75%	10%	10%	10%	Pinball	Floor Model	Cup Beverage	25	15
KNOXVILLE	First yr. operation	-20%	Same	10%	5%	None	5%	5%	None	Pinball	Floor Model	—	7	7
LOS ANGELES	None operating	-30%	-20%	—	75%	70%	None	10%	40%	None	Floor Model	—	250	250
MILWAUKEE	-10%	-15%	Same	50%	25%	75%	30%	20%	50%	Rolldown	Floor Model & Mirror Cabinet	—	20	10
NEW YORK	-18%	-16%	+10%	30%	30%	35%	18%	8%	20%	Arcade	Floor Model	Cup Beverage	310	280
PORTLAND, Ore.	-20%	-12%	-10%	20%	33%	10%	5%	10%	5%	Five Ball	Telephone	Chewing Gum	30	10
ST. LOUIS	-5%	-20%	-5%	50%	20%	10%	25%	10%	10%	Five Ball	Floor Model	Candy Bar	10	10



# EXPORTS CAN GROW

With American coin machine exports at an all-time high and the demand increasing, a leading coinman explains what's in store for the future.

By PAT BUCKLEY



● PAT BUCKLEY, president of Buckley Manufacturing Company and nationally known figure in the industry, was probably the first coinman to visit post-war Europe. In eight-month trip which took him to France, England, Belgium, Italy, Holland and Switzerland, Buckley surveyed the possibilities for European importation of coin machines.

THESE is a great demand in foreign countries for American-made coin machines of all types. During eight months in Europe I witnessed the enthusiasm of the people there for amusement machines, juke boxes and venders of various types. Letters which come to our offices every week indicate that this interest is not lessening and is confined to Europe.

The present flow of coin machines thru the export market shows that something is being done about this demand, but so far American coinmen have only touched the surface of this potential. Buyers are waiting in every corner of the globe.

At present the majority of coin machine exports are going to the Latin-American area and a limited few other sections of the globe. The reason behind this, of course, is that heavy restrictions are being imposed on letting money out of most foreign countries. But regardless of the impossibility of getting machines into certain sections of the world, the demand does not decrease.

### Letter From Saar

Typical of this demand is one of the many letters we have received in the past month from foreigners interested in American coin machines. This letter came to us from a former customer of Automaten, Neunkirchen-Saar, who said:

"From 1934-1938 I led in Paris a special branch of the import of the automatic machines, Automatic and I have sold and repaired a good lot of coin machines of your product. At present I am operator of the Saar and I have introduced and am operating a number of coin machines of American origin, for which exists a great interest in the public.

"We expect novelties of America. The German factories for games are destroyed and the general lack makes a production of complicated machines impossible. We have not even enough to eat, not to mention materials. The Saar district will soon belong to the Tax-Union of France and then the payment of the imports will be facilitated.

"I should be glad if we could take up again our trading relations and if you could start them by sending me prospects at first of new models. As the newspaper export is not yet permitted I propose to send me the prospects as a parcel."

### French Demand Great

This variety of letter comes over my desk nearly every day—a concrete indication that American coin machines are definitely in demand the world over. During my tour of Europe, I estimated that France alone can use 40,000 to 50,000 coin machines today with a continuing demand in

the future.

At one time we thought that coin machines would be unprofitable when placed among frugal Europeans. When we made an experiment and installed machines in France in 1934 and 1937 many people told us that they just wouldn't be played like they were in the United States.

But it didn't take long to learn that the opposite was the case, for in every section of the globe where American coin machines have been located they are every bit as popular as they are right here at home in America. Today, people in all countries have money to spend and everywhere there are those who would like to invest it in coin machines, but in spite of the demand, the enthusiasm and

the potential, increasing barriers face the extension of export sales.

### Keep Capital Home

Biggest restricting element of all is the grave economic crisis which is facing the majority of nations, especially those in Europe where World War II had the most damaging effects. Because of this, the problem has become one of exchanging the available money into United States dollars.

Governments, in order to keep capital at home, have placed ever-increasing restrictions on methods by which money would be able to get out of the country. The solution of this problem, as I see it, is in "selling" governments on the role coin machines can play in helping improve their financial status.

## Exports Pass All-Time Record

Hitting an all-time record high of \$2,754,236, American coin machine exports in the first six months of 1947 passed even the record total of \$2,655,078 for the 12 months of 1946.

Biggest factor in the sensational rise in exports was an average payment of \$213.51 per machine—\$29.08 above the \$184.43 average during 1946.

Just how far above any previous yearly total the exports for 1947 will be hinges upon the coming months. From all indications, however, the days of easy foreign sales, which hit their peak during the last six months, are over and the future depends upon sound salesmanship and business promotion by coin firms in the foreign field.

Governments the world over are putting binding restrictions on the dollars streaming out of their countries and although the demand abroad for coin machines is ever increasing, it will require first class salesmanship for American coin firms to keep up their present foreign sales.

The key to development of the over-

seas market lies in the fact that coin machines, the majority of which are currently classified as "luxury items" in import quotas of most countries, stimulate the flow of money within a country once they are located. Their coin chutes draw money from a source which is currently highly undeveloped in most territories. They provide an outlet for spending, which is now thwarted due to the lack of salable commodities, one of the main troubles in the unstable economic situation of many countries thruout the world. In addition their license fees mean additional income for governments which are presently searching for new means of meeting budgets.

Thus the big job is to sell individual governments on the money-circulating ability of coin machines as an answer to one of their toughest problems. If this is coupled with the increasing demand among the people, themselves, for all types of coin machines, there is no end to the foreign market possibilities for coin machines.

## Export Totals for First Half 1947

### According to Country

Country	Totals		Phonographs		Venders		Amusement Games	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	7,521	\$ 875,997	2,234	\$ 542,600	2,300	\$ 69,356	2,987	\$264,041
Mexico	2,278	765,829	1,822	700,691	167	31,812	289	33,328
Cuba	671	219,604	493	196,939	56	9,182	122	13,483
Colombia	311	191,798	310	191,278	—	—	1	520
Venezuela	304	153,146	239	145,906	65	7,240	20	2,460
Argentina	258	76,941	214	73,761	24	720	72	8,289
Philippine Is.	184	59,206	109	50,412	3	525	54	7,817
Un. of S. Africa	166	52,844	112	50,027	—	—	39	3,597
Sweden	189	52,484	150	48,887	—	—	—	—
Salvador	120	48,588	120	48,888	—	—	—	—
Guatemala	88	48,013	83	45,968	—	—	4	2,045
Brazil	47	34,780	47	34,780	—	—	—	—
Panama	37	32,291	32	23,430	—	—	35	8,861
Belgium	35	21,869	35	21,869	—	—	—	—
Canal Zone	81	18,753	1	675	—	—	80	18,078
Chile	86	12,769	74	11,252	—	—	12	1,517
Newfoundland	25	10,089	11	6,819	4	760	10	2,510
Netherlands	42	6,894	2	1,405	40	5,489	—	—
Honduras	18	6,545	18	6,545	—	—	—	—
Peru	18	6,269	18	6,269	—	—	—	—
Costa Rica	15	5,765	12	5,138	—	—	3	629
Iran	4	5,182	—	—	—	—	4	5,182
Curacao	10	4,952	5	3,475	5	1,477	—	—
Nicaragua	10	4,892	10	4,892	—	—	—	—
Portugal	106	3,615	100	3,060	—	—	6	555
Korea	9	3,300	—	—	—	—	9	3,300
Dominican Rep.	14	2,368	8	825	—	—	6	1,541
British Guiana	9	2,209	6	1,420	—	—	3	789
Ecuador	15	2,145	15	2,145	—	—	—	—
Bermuda	5	1,600	—	—	5	1,600	—	—
Hong Kong	1	941	1	941	—	—	—	—
Jamaica	1	793	1	793	—	—	—	—
Bahamas	2	764	2	764	—	—	—	—
Haiti	1	753	1	753	—	—	—	—
Switzerland	1	693	1	693	—	—	—	—
Trinidad	2	504	—	—	—	—	2	504
Other Countries	156	12,771	16	4,234	28	2,385	112	6,152

### Monthly Summary

Month	Totals		Phonographs		Venders		Amusement Games	
	No.	Value	No.	Value	No.	Value	No.	Value
January	1,461	\$ 380,036	811	\$ 326,306	244	\$ 7,580	406	\$ 46,150
February	1,924	471,278	908	382,886	322	23,711	698	64,681
March	2,870	693,432	1,552	540,392	809	18,239	709	74,801
April	2,734	485,539	1,035	375,795	771	29,922	928	79,822
May	2,136	422,742	899	342,994	563	25,554	674	54,194
June	1,778	361,209	1,129	270,141	188	25,541	458	65,527
TOTALS:	12,900	\$2,754,236	6,332	\$2,238,514	2,897	\$130,547	3,871	\$385,176

Right now governments need increased income and coin machines can help them solve this problem. With proper licensing, which will control and yet not hamper operation of machines, many governments can obtain a source of income which so far has been virtually untapped by them. Import duties, themselves, mean added income, but since they are a "one-time" income, their importance is secondary.

### Need Recreation

There is another big point to consider, however. The people of the world can definitely use the kind of recreation afforded by various types of coin-operated amusement machines and music equipment. There is no doubt that they have money to spend on such things, and money spent thru coin machines, even tho they were purchased outside of the country originally, would be kept at home and at the same time put to use.

Currently, the biggest share of the export coin machine trade has been in used machines since they are more readily acceptable to foreign use and their price is more easily absorbed into the delivery price which includes import duties and relatively high transportation charges.

However, the real demand is for new machines. In many cases production problems have ruled out supplying of new equipment to any except U. S. buyers, but as material shortages decrease there will be more and more new equipment available for export.

### Some Sales Now

In most cases, I have been talking about the majority of countries. There are, however, exceptions where coin machines of all types are in ready demand. In Europe, Sweden and Switzerland are both open for American exports. The Swiss, I found, are particularly a ready market for music equipment. In South and Central America there are many countries that, with proper salesmanship, will buy many thousands of dollars worth of American coin machines in the near future.

As a whole, the future of the American coin machine export market is very bright. As our former customer pointed out in his letter from the Saar, the world looks to America for coin machines, and when the day comes, not in the too distant future, we hope, that national economies become more stable, it will be a great day for our business.

But in the meantime, with the proper business approach, there is a lot of export trade to be had, and it is the progressive coinmen who will get it.



# DIRECTORY OF DISTRIBUTORS

## ABT Manufacturing Co. 715 N. Kedzie Ave. Chicago 12, Ill.

ATLANTA—H & L Distributors, Inc., 708 Spring St., N. W.  
BALTIMORE—General Vending Sales Co., 306 N. Gay St.  
BILOXI, Miss.—United Novelty Co., De Launey & Division Sts.  
BOSTON 18—Trimount Coin Machine Co., 40 Waltham St.  
BUFFALO 2—Fred Sales Co., 1006 Main St.  
CHICAGO 47—Atlas Novelty Co., 2200 N. Western Ave.  
CHICAGO 39—Automatic Coin Machine Co., 4135 Armitage Ave. Empire Coin Machine Exchange, 1012 N. Milwaukee Ave.  
First American Sales, 4603 Lincoln Ave.  
National Coin Machine Co., 1411 Diversy Blvd.  
Webb Distributing Co., 6 S. Kedzie Ave.  
Electric Machine Gun Co., 547 N. Kedzie Ave.  
CINCINNATI—Sicking, Inc., 1401 Central Parkway  
CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave. Markepp Co., 4310 Carnegie Ave.  
COLUMBUS 15, O.—Shaffer Music Co., 606 High St., S.  
DENVER 2, Colo.—Modern Distributing Co., 1810 Welton  
DULUTH 2, Minn.—Twin Ports Sales Co., 230 Lake Ave., S.  
ELDORADO, Ark.—Wood Distributing Co.  
EVANSVILLE 10, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.  
FAYETTEVILLE, N. C.—Vending Machine Co., 205 Franklin St.  
KANSAS CITY 2, Mo.—United Amusement Co., 3410 Main St.  
KNOX, Ind.—Knox Novelty Co., 207 Main St.  
LITCHFIELD, Ill.—Hi-Lo Sales, 109 W. Union Ave.  
LOS ANGELES 6,—Nickabob Co., 2525 W. Pico Blvd.  
LOUISVILLE—Ohio Specialty Co., 539 S. Second St.  
MACON, Ga.—Heath Distributing Co., 217 Third St.  
MEMPHIS—C & P Sales Co., 407 Madison Ave.  
MILWAUKEE—Klein Distributing Co., 2606 W. Fond Du Lac Ave. S. L. London Music Co., 3130 W. Lisbon Ave. United Coin Machine Co., 6304 Greenfield Ave.  
MINNEAPOLIS—Bush Distributing Co., 250 W. Broadway Silent Sales Co., 200 Eleventh Ave.  
MONTEREY, N. L., Mex.—Frederico C. Torres, 1131 Arteaga Pte.  
NASHVILLE—Automatic Sales Co., 421 Broad St. Hermitage Music Co., 423 Broad St. H. G. Payne Co., 312 Broadway  
NEW ORLEANS 12—New Orleans Novelty Co., 115 Magazine St.  
NEW YORK 1—Mike Munves Co., 510 W. 34th St. West Side Distributing Co., 612 10th Ave.  
OAK PARK, Ill.—R. H. Adair Co., 6924 W. Roosevelt Rd.  
PHILADELPHIA 3—Rake Coin Machine Exchange, 609 Spring Garden St.  
PHOENIX, Ariz.—M. W. McBroom, 2242 N. Alvarado Rd.  
PITTSBURGH 19—D. D. Lazar Co., 1635 5th Ave.  
PORTLAND, Me.—Main Coin Machine Co., 351 Forest Ave.  
PORTLAND, Ore.—Western Distributors, 16th & Jefferson  
POUGHKEEPSIE, N. Y.—Square Amusement Co., 88 Main St.  
RAPID CITY, S. D.—Koers Distributing Co., 613 8th St.  
ROCHESTER 9, N. Y.—Eastern Sales Co., 1824 Main St., E.  
ST. LOUIS—Ideal Novelty Co., 2833 Locust St. Standard Scale Co., 715 N. Kingshighway V. P. Distributing Co., 2336 Olive St. W. B. Novelty Co., 1012 Market St.  
ST. PAUL—Mayflower Distributing Co., 2238 University Ave.  
SAN ANTONIO—United Amusement Co., 310 S. Alamo St.  
SAVANNAH, Ga.—Mullinix Amusement Co., 302 W. Victory Drive  
SEATTLE 99, Puget Sound Novelty Co., 114 Elliott Ave., W.  
TAMPA 6—Royal Palm Music Service, 1525 Grand Central Ave.

This list of distributors, classified according to the manufacturer whose products they represent, is presented as a convenient guide for coin machine buyers. Each distributor listed has been appointed by the manufacturer indicated to act as its sales agent and has a definite agreement or franchise with the manufacturer to buy at wholesale and sell at list prices to the operating trade.

Like all other lists of this type, the directory of distributors is undergoing constant revision. It is based on reports from manufacturers on their distributor appointments, and omission of any manufacturer in the listings means either that the company has failed to report, or that he is unable to participate because of distributor changes currently being made.

TAYLOR, Tex.—Scarborough and Markins, 601 W. Second St.  
TORONTO 5, Ont.—Toronto Trading Post, Ltd., 736 Yonge St.  
TULSA, Okla.—Cliff Wilson Distributing Co., 1121 S. Main  
TUSCALOOSA, Ala.—A. L. Kropp, 1432 10th St.  
VANCOUVER, B. C., Can.—Specialty Sales & Distributors, 1120 Hamilton St. Store Fixtures Supply House, 1260 Granville St.  
WASHINGTON 4—Silent Sales System, 635 D. St., N. W.

## Aireon Manufacturing Corp. 1401 Fairfax Trafficway Kansas City 15, Kan.

ASHEVILLE, N. C.—Tri-State Distributing Co., 248 Charlotte St.  
ATLANTA—Georgia Distributing Co., 110 Spring St., S. W.  
BALTIMORE 1—General Vending Sales Corp., Biddle & Howard Sts.  
BOSTON 34—Greene Distributing Co., 26 Brighton Ave.  
BUFFALO 2—Alfred Sales, Inc., 1006-1008 Main St.  
CHICAGO 22—Distributing Corp. of Illinois, 1231 West Chicago Ave.  
CLEVELAND 3—Triangle Distributing Co., 4608 Prospect Ave.  
COLUMBUS—Dressel Distributing Co., 300 West High St.  
DALLAS 1—American Distributing Co., 2034 Commerce St.  
DENVER 6—Blackwell Distributing Co., Sixth Ave. at Milwaukee St.  
DETROIT—Wolverine Sales Co., Inc., 2200 West Warren Ave.  
HARTFORD 3, Conn.—State Music Distributing Co., 1156 Main St.  
HAVANA, Cuba—Cuban Plastics & Record Corp., 410 San Miguel  
HAVRE, Mont.—Pete L. Weyh Co., 437 Fourth St.  
HOUSTON 3—Standard Music Distributors, 1913 Leeland Ave.  
INDIANAPOLIS 4—Indiana Music Corp., 542 S. Meridian St.  
JACKSONVILLE 4, Fla.—Modern Southern Distributors, Inc., 459 Riverside Ave.  
KANSAS CITY 8, Mo.—Advance Music Co., 1606 Grand Ave.  
LOS ANGELES—Aireon Sales & Service Corp. of Southern Calif., 1501 South La Brea  
LOUISVILLE 1—H. M. Branson Distributing Co., 514-16-18 So. Second St.  
MARIETTA, O.—R & S Sales Co., 3d & Butler Sts.  
MEMPHIS 3—Atlas Amusement Co., 1078 Union Ave. Southern Amusement Co., 628 Madison Ave.  
MEXICO CITY, Mex.—Articulos Electricos, S. A. Calle Aguascalientes No. 154  
MIAMI 37—Vendors Distributors, Inc., 3128 N. E. Second Ave.  
MILWAUKEE—Hastings Distributing Co., 2014 W. Vliet St.  
MINNEAPOLIS 11—Bush Distributing Co., 257 Plymouth Ave. No.  
MOBILE 21, Ala.—Deep South Distributing Co., 364 So. Washington Ave.  
MONTREAL, Quebec—Mafo Corporation, Ltd., 4001 St. Antoine St.  
NASHVILLE 3—Hermitage Music Co., Inc., 423 Broad St.  
NEW ORLEANS 19—J. H. Peres Distributing Co., 922 Poydra St.  
NEW YORK 19—Manhattan Phonograph Co., Inc., 767 10th Ave.  
OKLAHOMA CITY—K & M Distributing Co., 704 North Broadway  
PHILADELPHIA 47—Lalli Music Co., 822 So. 11th St.  
PHOENIX, Ariz.—Garrison Sales Co., 1000 West Washington  
PITTSBURGH 19—Mulligan Distributors, Inc., 1400 Fifth Ave.

PORTLAND 5, Ore.—Western Distributors, 1226 S. W. 16th Ave.  
SAN ANTONIO 2—American Distributing Co., 510 Seventh St.  
SAN FRANCISCO 9—Music Distributors, 2424 Polk St.  
SPOKANE 8—Interstate Novelty Co., W. 16 Sprague Ave.  
ST. LOUIS 3—V. P. Distributing Co., 2336 Olive St.

## Allite Manufacturing Co., The 5732 Duarte St. Los Angeles, Calif. (Strikes & Spares)

ALBANY, N. Y.—Rex Coin Machine Distributing Corporation, 1230 Broadway  
BALTIMORE—Hub Enterprise, 32 South Charles St.  
BUFFALO—Rex Coin Machine Distributing Corp., 1441 Main St.  
BUTTE, Mont.—H. B. Brinck Distributing Co., 825 E. Front St.  
CHARLOTTE, N. C.—A. R. Kiser & Co., 127 North Brevard St.  
CHICAGO—Logan Distributing Co., 2320 Milwaukee Ave.  
CLEVELAND—The Markepp Co., 4310 Carnegie Ave.  
DES MOINES—Atlas Music Co., 221 9th St.  
DETROIT—Atlas Music Co., 5743 Grand River Rd.  
HARTFORD, Conn.—Seaboard Conn. Corp., 1625 Main St.  
JACKSONVILLE, Fla.—Supreme Distributors, 49 Riverside Ave.  
LOS ANGELES—Badger Sales Co., 2251 West Pico Blvd.  
MIAMI—Supreme Distributors, 3817 N. E. Second Ave.  
MILWAUKEE—Badger Novelty Co., 2546 North 30th St.  
MINNEAPOLIS—Bush Distributing Co., 257 Plymouth Ave., No.  
NEWARK, N. J.—Seaboard New Jersey Corp., 27-29 Austin St.  
NEW YORK—Seaboard New York Corp., 550 West 58th St.  
OKLAHOMA CITY—G. R. Keller Co., 425 W. Main St.  
PHILADELPHIA—Scott Crosse Co., 1423 Spring Garden St.  
PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.  
PORTLAND, Ore.—Western Distributors 16th & Jefferson  
ROANOKE, Va.—Roanoke Vending Machine Co., 13 South Jefferson St.  
SAN ANTONIO—United Amusement Co., 310 South Alamo St.  
SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.  
SEATTLE—Western Distributors 3126 Elliott Ave.  
ST. LOUIS—Automatic Bowling, Inc., 2332 Locust St.  
SYRACUSE, N. Y.—Rex Coin Machine Distributing Co., 821 S. Salina St.

## AMI, Inc. 127 N. Dearborn St. Chicago, Ill.

ATLANTA—H & L Distributors, Inc., 708 Spring St., N. W.  
BIRMINGHAM—H & L Distributors, Inc., 1524 2d Ave.  
CHARLOTTE, N. C.—Pioneer Distributing Co., 106 N. Caldwell St.  
CHICAGO 22—Automatic Phonograph Distributing Co., 806 N. Milwaukee Ave.  
CLEVELAND 14—E. & W. Distributing Co., 1642 Payne Ave.  
COLUMBIA, S. C.—Pioneer Distributing Co., 1628 Sumter St.  
DALLAS—Southwest Amusement Co., 2916 Main St.  
DETROIT 26—Marston Distributing Co., 313 E. Jefferson Ave.  
FOND DU LAC, Wis.—General Music & Novelty Co., Inc., 51 N. Main St.

FT. WORTH—Southwest Amusement Co., 301 E. 15th St.  
HOUSTON—Griffin Distributing Co., 607 M. & M. Bldg.  
INDIANAPOLIS 4—P-J Distributing Co., Inc., 821 N. Illinois St.  
JACKSON, Miss.—Griffin Distributing Co., 607 W. Capitol St.  
JACKSONVILLE, Fla.—Supreme Distributors, Inc., 49 Riverside Ave.  
LOS ANGELES 6—M. S. Wolf Distributing Co., 1348 W. Venice Blvd.  
MIAMI 37—Supreme Distributors, Inc., 3817 N. E. Second Ave.  
MINERAL WELLS, Tex.—Southwest Amusement Co., 212 N. E. 1st Ave.  
NASHVILLE—Tennessee Music Distributors, 145 Lafayette St.  
NEWARK 8, N. J.—Runyon Sales Co. of N. J., Inc., 123 W. Runyon St.  
NEW ORLEANS—Griffin Distributing Co., 931 Poydras St.  
NEW YORK—Runyon Sales Co. of N. Y., Inc., 593 Tenth Ave.  
PHILADELPHIA 23—David Rosen, 855 Broad St.  
PITTSBURGH 19—American Coin-A-Matic Machine Co., 1437 5th Ave.  
PORTLAND, Ore.—M. S. Wolf Distributing Co., 427 S. W. 13th Ave.  
RALEIGH, N. C.—Pioneer Distributing Co., 422 S. McDowell St.  
RICHMOND 20, Va.—Automatic Music System, 306 W. Broad St.  
ST. LOUIS 3—Murphy Distributing Co., 3504 Lindell Blvd.  
SAN ANTONIO—R. Warncke Co., 121 Navarro St.  
SAN FRANCISCO—M. S. Wolf Distributing Co., 1175 Folsom St.  
SEATTLE 1—M. S. Wolf Distributing Co., 2313 3d Ave.  
SHREVEPORT, La.—Griffin Distributing Co., 605 Cotton St.  
TULSA, Okla.—H. W. Dolph Distributing Co., 222 E. Fourth St.  
UNION CITY, Tenn.—Tennessee Music Distributors, 110 E. Main St.

## Amusematic Corporation 4556 N. Kenmore Ave. Chicago 40, Ill.

ATLANTA—H. & L. Distributors, 708 Spring St.  
ATLANTIC CITY—F. McKim Smith, Central Pier  
BOSTON—Associated Amusements, Inc., 846 Commonwealth Ave. Trimount Coin Machine Co., 40 Waltham St.  
BUFFALO—Alfred Sales, Inc., 1006 Main St. James D. Blakeslee, 406 Conn. St.  
CHARLOTTE, N. C.—T. B. Holliday Co., Inc., 1200 W. Morehead  
CHICAGO Colnex Corp., 1346 W. Roscoe Monarch Coin Machine Co., 1545 N. Fairfield Ave. Empire Coin Machine Co., 1012 Milwaukee  
CINCINNATI—Sicking, Inc., 1401 Central Parkway  
CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave. Markepp Co., 4310 Carnegie Ave.  
COLUMBUS, O.—Central Ohio Coin Machine Exchange, 184 E. Town Shaffer Music Co., 606 S. High St.  
DALLAS—Urban Distributing Co., 2214 Main St.  
DENVER—Denver Distributing Co., 1856 Arapahoe St.  
FT. WAYNE, Ind.—R. A. Martin Distributing Co., 1639 Wells  
GREELEY, Colo.—Rocky Mountain Novelty Co., Rt. 4, Box 299  
HOUSTON—Coin Machine Sales Co., 3804 Travis St.  
KALAMAZOO, Mich.—King-Pin Equipment Co., 826 Mills St.  
KANSAS CITY, Mo.—Consolidated Distributing Co., 1910 Grand  
LAS VEGAS, Nev.—Gayer Amusement Co., Box 734  
LONG ISLAND, N. Y.—National Novelty Co., 179 E. Merrick Rd.  
LOS ANGELES—General Music Co., 2257 W. Pico Blvd. C. A. Robinson Co., 2301 W. Pico Blvd.  
LOUISVILLE—Southern Automatic Music Co., 634 S. Third St.  
MINNEAPOLIS—Bush Distributing Co., 257 Plymouth, No. Twin Ports Sales Co., 2029 Washington Ave. S.  
MILWAUKEE—Wisconsin Novelty Co., 3734 N. Green Bay Ave.  
NASHVILLE—H. G. Payne Co., 312 Broadway  
NEW ORLEANS—New Orleans Novelty Co., 115 Magazine St.  
NEW YORK—Mike Munves Corp., 510 W. 34th St.  
OMAHA—H. Z. Vending Machine & Sales Co., 1205 Douglas St.  
PHILADELPHIA—K. C. Novelty Co., 419 Market St.

(Directory of Distributors, page 88)



# DON'T WAIT TO BE ASKED

Here's the story of how a tightly knit industry is campaigning for the Damon Runyon Cancer Fund

**FROM** coinmen to date \$113,522.10! The Damon Runyon Cancer Fund campaign of the coin machine industry is already a certified success!

When we started a couple of months ago, we promised Walter Winchell that our industry would raise more money for the fund than has so far been raised by any other industry organization. With the above money already in our hands, we've reached our goal—and yet our organized drive is really just starting. We have spent two months in informing everybody in the trade about the drive. We certainly have got the news around. When any coinman is asked to donate, he doesn't put on a blank look and ask, "What drive are you talking about?" He knows.

Our groundwork is laid. The information is out. Now there are several other important wheels in our campaign.

**Territorial Chairmen** — We have approximately 100 territorial chairmen in the coin machine industry's campaign for the Damon Runyon Cancer Fund. The function of each of these chairmen is to round up all coin machine operators in his territory and secure their commitments to the drive in the form of either outright donations or a certain percentage of their proceeds during a given week. This percentage so far has run between 5 and 10 per cent.

Most of our territorial chairmen have already started intensive campaigns in their territories, and are enlarging their operators' participation day by day. In this activity, an all-important element is local public relations.

**Public Relations**—The satisfaction of doing good for a grand and necessary cause is reason enough for the coin machine industry being in this campaign. Yet we must be realistic enough not to ignore the public relations by-products of the campaign. By making a record in fund raising in the cancer fight, we bring a great deal of credit to the coin machine industry. The public is impressed by our generosity. The press applauds. People who before, for no good reason, were prone to attack our industry are in a definite measure won over to us when they see how sincerely and effectively we are working for the public good. So it behooves every coin machine man to seize and use every public relations opportunity offered by this campaign.

**Signs and Stickers Are Public Relations**—The stickers you put on your coin operated machines and the signs you put on location walls near the machines are definite instruments for improved public relations. We have already sent to operators tens of thousands of these signs. They are free. We want every operator in the country to ask for these stickers and signs and use them. Let the public know that every one of your machines is working in the cancer fight.

And another thing. When you do put on your special week in which you give part of your proceeds to the cancer fund, be sure to let the world know about it! Send the news to your local newspapers and radio stations. If possible, prepare a special sign for your locations and invite the location owner and the locations' regular patrons to participate in the drive in this week, not only by playing your machines, but also by direct gifts to the Damon Runyon Fund. Let's get at least a small donation from every location! If it's only \$5, \$2 or \$1, it will amount to an awful

lot when added up! Always remember, everybody hates to give to charity when first asked; but when you finally induce them to part with their money, they are proud of themselves and grateful to us for allowing them to participate.

**Duration of Drive**—Our drive will last until convention time, January 19-22, 1948, and at the annual Coin Machine Banquet the complete proceeds will be turned over to Walter Winchell. This gives us nearly four months to go. And we'll need those months!

In raising \$113,522.10 to date, we have secured this sum from less than 300 individual donors! When you remember that we have always boasted of more than 20,000 operators in the coin machine business, that will show you that we have far from covered our field. Our propaganda, has reached everybody, but we need personal salesmanship, and a great deal of it, to get the rest of our industry members into the campaign.

If you are one of the thousands who know of our campaign and agree it is a splendid activity, you can save us a great deal of printing, praying, hoping, writing and talking by wholeheartedly jumping in with your contribution, or your announcement of a special week you will put on for the fund.

If you hold back and wait till we are able to sell you personally, you certainly are sensible enough to know that this will be very expensive for all concerned. We want volunteers—20,000 of them—men who say "yes" when asked the first time, men who take the ball and do their part in an important campaign without having to be coaxed or sold. If you are this kind of man, it won't be long till we can boast that we have many thousands of our people participating instead of hundreds.

**Local Special Events** — Territorial

chairmen are planning on a long and interesting program of special events in the next four months. In each major city it is planned to hold a dinner to which all operators in the territory will be invited. At the dinner pledges and contributions will be taken, and a great deal of inspiration dispensed for securing operator participation. Practically all operators' associations are undertaking individual campaigns in their territories.

**Four Crowded Months**—Our next four months will be crowded with super-activity. Our thousands of operators will be active agents of this drive, with hundreds of thousands of coin operated machines bearing signs and legends informing the public that coin machines are definite instruments of public service because they are engaged in the cancer fight.

The whole coin machine industry is performing thrillingly on this industry-wide charity and public service campaign. We have never before had a drive of this nature and the Damon Runyon Campaign has acted as a miraculous element to draw all members of the industry closer together. Before we are thru with this campaign, we will have every coin machine employee in it, and we will have not only manufacturers, distributors, jobbers and operators on our team, but hundreds of thousands of location owners and millions of the great American public also. It is the biggest public relations project CMI Public Relations Department has handled so far and we are mighty proud of the success to date and overwhelmingly grateful for the co-operation we have secured from everybody. All we ask is this: In the next four months if you receive a letter, an appeal, a request for personal work on your part, please act as soon as you receive the notice and don't wait for a follow-up. If we can turn our printing and letters into instant action by you, we all achieve supreme



\$50,000 DONATION, largest to date in the CMI-sponsored coin machine industry campaign to aid the Damon Runyon Cancer Fund, comes from Lyn Durant, president United Manufacturing Company, Chicago. Durant (left) presents check to Dave Gottlieb, president of CMI at complimentary dinner held in Chicago September 20 to boost drive. Left to right: Durant, Fund Chairman Ray Maloney; Senator James E. Murray of Montana, who was guest speaker; Gottlieb, and George Glassgold, New York attorney.

efficiency. During the war our industry showed the U. S. government what it could do. But the war is over and past achievements soon forgotten. Now we have the eyes of the world on us. Other interests and other industries have set out to help the Damon Runyon Fund, but no industry has, even in a small degree, shown the kind of results we have already turned in. This is our chance to make a record in public service which will stand forever and gain us an amount of good will which will pay us dividends for 20 or more years to come. Let's all get into it—fast—immediately—intensively—and give it everything we've got. Thanks!

## Directory of Distributors

(Continued from page 87)

- PITTSBURGH—Pittsburgh Coin Machine Exchange, 2203 Fifth Ave.  
 PORTLAND, Ore.—Western Distributors, 1226 Sixteenth St., S. W.  
 PROVIDENCE, R. I.—Triangle Vending Machine Co., 386 N. Main St.  
 RICHMOND, Va.—Mosely Vending Machine Exchange, Inc., 00 Broad St.  
 Richmond Sales Co., 821 W. Broad St.  
 ROANOKE, Va.—Roanoke Vending Machine Co., 13 S. Jefferson  
 ROCHESTER, N. Y.—Gem Enterprises Co., Inc., 540 Clinton Ave., No.  
 SALT LAKE CITY—Rainbow Distributing Co., 276 W. First St.  
 R. F. Vogt Distributors, Convention Hall, Cullen Hotel Bldg.  
 SPOKANE—A. C. Rud Co., North 9 Bernard St.  
 SYRACUSE, N. Y.—Rex Coin Machine Distributing Corp., 821 S. Salina  
 TULSA, Okla.—Culp Music Co., 1405 E. First St.  
 UTICA, N. Y.—Hanna Distributing Co., 169 Campbell Ave.  
 WASHINGTON—Marlin Equipment Co., 412 Ninth St., N. W.  
 Silent Sales System, 635 "D", N. W.  
 YONKERS, N. Y.—Metropolitan Amusement Co., 177 S. Broadway

Bally Mfg. Co.  
 2640 Belmont Ave.  
 Chicago, Ill.

- ALBANY, N. Y.—Rex Coin Machine Distributing Corp., 1230 Broadway  
 AMARILLO, Tex.—Rutherford Enterprises, 615 Madison St.  
 ATLANTA—Mullinix Amusement Co., 233 Trinity Ave., S. W.  
 BALTIMORE—Chris Novelty Co., 1217 N. Charles St.  
 BILOXI, Miss.—United Novelty Co., Inc., 111 W. Division St.  
 BIRMINGHAM—H & L Distributing Co., 1524 Second Ave., N.  
 BOSTON—Associated Amusement, Inc., 846 Commonwealth Ave.  
 BUFFALO—Alfred Sales, Inc., 1006 Main St.  
 CHICAGO 18—Coven Distributing Co., 3181 N. Elston Ave.  
 CINCINNATI 14—Sicking, Inc., 1401 Central Parkway  
 CLEVELAND—Lake City Amusement Co., 1621-33 Superior Ave.  
 CORPUS CHRISTI, Tex.—Corpus Christi Novelty Co., 1332 Agnes St.  
 DALLAS—Walbox Sales Co., 1503 Young St.  
 DENVER—Jones Distributing Co., 1454 Welton St.  
 DES MOINES—Atlas Music Co., 221 9th St.  
 Mayflower Distributing Co., 615 Tenth St.  
 DETROIT—King-Pin Distributing Co., 3004 Grand River Ave.  
 EL PASO, Tex.—Reichel Distributing, 1212 N. Copia St.  
 FAYETTEVILLE, N. C.—The Vending Machine Co., 207 Franklin St.  
 HARTFORD, Conn.—Reliable Coin Machine Co., 192 Windsor St.  
 HOUSTON—Coin Machine Sales Co., 3804 Travis St.  
 JACKSON, Miss.—United Dixie Co., Inc., 617 W. Capitol St.  
 JACKSONVILLE, Fla.—Alcorn & Gates, 1705 Pearl St.  
 Southern Music Distributing Co., 3927 Main St.  
 KALAMAZOO, Mich.—King-Pin Equipment Co., 826 Mills St.  
 LITTLE ROCK—Ark-Tenn Distributing Co., 507-11 E. Markham St.  
 KANSAS CITY 2, Mo.—United Amusement Co., 3410 Main St.

(Directory of Distributors, page 126)



# FIVE-BALLS LEAD IN GAMES

## Honor Durant At CMI Fund Drive Dinner

### Montana Senator Speaks

CHICAGO, Sept. 27.—Lyn Durant, head of United Manufacturing Company here, was the man of the hour at the special banquet held by Coin Machine Industries, Inc. (CMI), to boost the industry-wide Damon Runyon Memorial Fund for Cancer Research drive at the Bismarck Hotel here Sunday (21).

Durant, introduced as the largest individual contributor to the drive, was given a round of applause by the 150 CMI members present. Durant's contribution was \$50,000—nearly half of the sum thus far collected in the drive.

### Senator Lauds Industry

Featured at the dinner was an address by Sen. James E. Murray, of Montana, who told the gathering that the men of the coin machine industry have given Americans an outstanding demonstration of the pioneering spirit of American progress.

Murray said: "I've been impressed by the vigor with which your industry grew during the depths of the depression—grew within a short span of years from an infant industry to one of distinct and measurable importance to our whole national economy."

Commenting on the CMI drive for the Damon Runyon cancer fund, the senator said: "In choosing the Damon Runyon fund as the dispenser of your generosity, you have chosen well. I know your drive will be a success. I know that to whatever extent the cancer research made possible by the Runyon memorial fund is successful, you men of the coin machine industry will share with Walter Winchell that deep satisfaction of knowing that you have saved countless of your fellows from a slow and an agonizing death."

### Winchell Thanks Coinmen

The assemblage also listened to the regular Sunday night Winchell program. Winchell commented on the excellent job being done by CMI in their drive for the fund.

Other address at the dinner were made by George Glassgold, New York attorney, who originated the idea for the fund campaign; Jim Mangan, director of CMI's public relations bureau, and Dave Gottlieb, CMI president.

Glassgold told of the origin of the drive and Mangan gave several details of the campaign thus far. Gottlieb served as toastmaster. At the conclusion of the program the list of donors was read. Several additional contributions were received during the banquet.

## Army To Train Juke Mechanics in Europe

FRANKFURT, Germany, Sept. 27.—A special school to train juke box and vending machine mechanics is being started here in October by the Army Exchange Service. It is estimated that 35 enlisted men will be in the school.

Instructors will be supplied by the Hylton Manufacturing Company, Ltd., English juke box manufacturers, and the army.

## Coinmen Hit in Hurricane Belt Give Damage Report

NEW ORLEANS, Sept. 27.—Coinmen in hurricane-belt Southern States are working hard to restore substantial losses in equipment which resulted from the big blow which swept across Florida last week and hit its crescendo here and in Biloxi, Miss.

Altho sufficiently normal communications have not been re-established to evaluate the total damage to coinmen property in the path of the hurricane, those reporting losses were able to put together enough information so as to indicate the picture as a whole.

### Water Big Factor

According to New Orleans coinmen, water that reached flood stages following in the wake of 95-mile-an-hour winds, really accounted for the major share of damage, estimated at more than \$100,000 in both coin equipment and office facilities.

## Win Location Aid In Keeping Kids Away From Games

FLINT, Mich., Sept. 27.—A new approach in establishing definite responsibility for operation of coin machines upon the location owner, who is in direct touch with potential players, has been tried out successfully by Flint Manufacturing Pin Game Operators' Association for the past four weeks.

Complaints have been received that youngsters were operating machines, and there was some talk of a local regulation which would ban machines from some locations.

Operators decided to take matters in their own hands and provided locations, which were near a school, with a lock for their machines, which will apparently be locked up during the hours the youngsters congregate—8 to 9:30 a.m.; 11 a.m. to 1 p.m., and 3 to 4:30 p.m. During other hours these same spots prove good for older patronage but the youngsters are prevented from playing them during the hours when they are on their way to school, during lunch and on their way home.

Idea places the responsibility directly on the location owner and appears to be satisfactory. The sheriff of Genesee County is reported to be well satisfied with the results of this new experiment, which has virtually eliminated complaints of children playing machines.

First-hand reports by coinmen well known to the trade follow:

Admiral Vaughan, of Service Coin Company and who operates in the Rigelets-Lake Catherine area, estimated damage of \$15,000 to machines on location. They include music machines and bells. He says that the sector is still partially under water. Another heavily flooded area, the Metairie region just above New Orleans, apparently escaped major disaster to coin equipment primarily because the worst flood stages centered around residential areas.

Louis Boasberg, head of New Orleans Novelty, placed his losses at \$2,000. His company jeep was demolished and a delivery truck was heavily damaged when a garage in which both were stored caved in during the height of the storm. He also reported that a portion of the penthouse on top of the firm's new elevator was blown away.

### Play Halted

Another slant on the type of havoc caused by the tropical winds was attested to by Marion Matranga, Dixie Coin Company. Matranga lays business losses chiefly to delays in receiving and shipping of equipment. He also pointed to the losses in play caused by inability to get electrical circuits back in operating order.

John J. Bertuci, who owns the United Novelty Company in Biloxi, Miss., lost heavily in his locations that stud the fashionable Gulf Coast area. He placed his losses above \$50,000, including 90 per cent of all the equipment he had on location.

Another Biloxi loser was Les Griffin, of the Griffin Distributing Company, with offices in both Mississippi and Louisiana. Griffin's warehouse in Biloxi was right in the path of the big blow, and while the storage space did not suffer greatly, his music machines there did. Damage approximately \$2,000.

### Florida Picture Confused

At this time no concrete property loss has been indicated for the Florida beaches, battered at the beginning of the hurricane. Here the major losses in addition to property were lives.

While no coinmen have been listed as fatalities thus far, Jack Lovelady, who heads the Supreme Distributing Company, Miami, said that the reports that house untold number of coin machines on location took a bad beating.

Lovelady, who had been thru similar storms in the years past, stated that he had moved all his equipment to areas which he thought were relatively safe when the first indications of hurricane were announced via radio. He said that fellow distributors and operators with routes spread out over a wide area have not evaluated the situation, but indicated heavy losses.

## Competition Healthy Sign

All working on new games — majority keep plans secret until output starts

CHICAGO, Sept. 27.—Coin-operated amusement game picture, which depends constantly upon new, exciting machines for its life's blood, is going ahead full blast in anticipation of a heavy year-end business.

Old line manufacturers are being offered stimulating competition by many of the newer firms which have entered the field since the war. All agree that there will always be a better amusement game business as long as the trend of clever, well-designed machines which keep play interest at peak, continues. More than ever stressed by the equipment makers is the established rule that original games must be coming off the production line before the latest hot game has had a chance to lose its appeal.

### Five-Balls Lead

While there is no single pattern that has enhanced the success of game manufacturers, a majority of the firms are stressing high score, fast action, five-ball production for the present and ensuing fall, with roll-down games and arcade pieces seemingly running a good second and third respectively.

Fortunately for the field as a whole, production bottlenecks seem to have been all but eliminated and skilled plant workers—a lack of which affected output considerably this time a year ago—are turning out equipment that is marked by high quality of workmanship and stepped-up production.

A summary of manufacturers who have divulged their current production schedules and immediate future plans follow:

Genco Manufacturing & Sales Company, Chicago: Firm announced this week that it has gone into full production on a new five-ball novelty game called Broncho. It is also adaptable for three-ball play.

Exhibit Supply Company, Chicago: Full production on new five-ball, Coed.

D. Gottlieb & Company, Chicago: New game, Bowling League, already in full production. It is a five-ball game.

Williams Manufacturing Company: Concentrating full production on its All-Star baseball game. First introduced in the summer, it was recently re-engineered to embody improvements.

Bally Manufacturing Company, (See FIVE-BALLS LEAD, page 143)

## Durable Goods Tops Mfg. Sales Decline

WASHINGTON, Sept. 27.—Manufacturers reported declines in sales and receipts of new orders during the month of July, it was announced here by the Department of Commerce Monday (22).

Daily average value of sales was off 7 per cent, the department stated, and estimated value of July sales was approximately \$500,000,000 under the June total of \$13,100,000,000. Durable goods accounted for the largest sales decline.

## Coin Machine Taxes Drop

WASHINGTON, Sept. 27.—Receipts from the federal tax on coin-operated amusement devices amounted to \$5,518,877 during August, the Bureau of Internal Revenue announced. This represents a decrease of about \$300,000 from August of 1946.

Total collection from the coin machine tax since July 1, 1947—start of the current fiscal year—until the end of August were \$13,404,174. This figure is approximately \$600,000 less than the sum collected for a similar period last year.



# Government Reports Show Good Fall Coin Business

WASHINGTON, Sept. 27.—Reports from government figure men offer additional reasons why coin machine business activity will be at a high level this fall. Employment, personal spending and business done by the big coin machine locations are all on the upswing.

Latest monthly figures for August show that sales of eating and drinking places, both top coin machine locations, are running nearly three times the average for 1935-'39, reports the Department of Commerce. Filling stations and drugstores are chalking sales about twice the average of this period.

Business activity for the latest week reported on by government statisticians (week ending September 13) stood at 210 per cent of the 1935-'39 average, and represents a 5.6 per cent rise over business during the corresponding week last year.

## Boom Indicated

Industrial employment, good index for all types of operations and particularly for vending machine operators concentrating in factory locations, began picking up in August, indicating a fall boom. Department of Labor says that total number of non-agricultural employees rose to a

# Set Assignment Of Booths for CMI Convention

CHICAGO, Sept. 27.—Assignment of almost every available booth for the Coin Machine Industries (CMI) convention and show were made at a meeting of the show committee, held here Friday (26) at the association's offices.

James Gilmore, CMI secretary-manager, said that space for the show, which is scheduled for January 19-22 at the Hotel Sherman, was assigned to definite manufacturers covering all booths in the grand ballroom and exhibition hall, and in all except three of those located on the mezzanine. One-fourth of space in the annex also has been designated.

"We are not soliciting any more exhibitors," Gilmore said, explaining that the few remaining unassigned booths would go to manufacturer members late in submitting applications and to members who are awaiting approval of their membership applications.

Gilmore also announced that the CMI board of directors and the association's public relations committee would hold a joint meeting here October 2. Twofold purpose of the meeting is to pass on pending membership applications and to discuss plans for further boosting the CMI cancer fund drive.

# Ben Becker New Bally Distrib

CHICAGO, Sept. 27.—Appointment of Ben Becker as Bally Manufacturing Company regional sales distributor for New York, New Jersey and New England was announced this week by George Jenkins, Bally vice-president and general sales manager.

Becker's firm will be known as the Ben Becker Sales Company, New York City. He will be in his new offices within a week and will handle the complete Bally line.

1947 peak of 42,558,000—400,000 more than the previous month.

Personal consumption expenditures are continuing their upward trend as the national income soars. Statistics issued by the Institute of Life Insurance show that this spending rose to 143.7 billion dollars last year—more than double the 1939 figure and more than 80 per cent in excess of what consumers spent in 1929.

On the employment side, the Department of Labor statistics said that the reasons for increased employment are: (1) higher activity in soft goods manufacturing, particularly apparel and food; (2) recall of many workers made temporarily idle by material shortages and vacation shutdowns, and (3) continued expansion in construction.

# Output Begins On Marvel Game

CHICAGO, Sept. 27.—Marvel Manufacturing Company is now in production on a new five-ball game, it was announced Thursday (25) by Ted Rubenstein, firm president.

Called "Oscar," the new game is built around the Hollywood theme of presenting an Oscar for outstanding movie performances of a specific year, features high-score action and seven ways to tally a winning total. Kickers, boosters and bumpers and poppers serve as attractions to maintain play at high interest level.

Rubenstein stated that Oscar had been on test location the past two months.

# Another \$10,000 Booms Cancer Fund; List New Contributors

CHICAGO, Sept. 27.—Officials of Coin Machine Industries, Inc. (CMI), this week released a second list of donors to the Damon Runyon Memorial Fund for Cancer Research drive being conducted by CMI. This list, in addition to the one announced last week (*The Billboard*, September 27), brings the total thus far contributed by coinmen to \$114,598.20.

New contributors are Exhibit Supply Co., Chicago, \$1,500; American Molded Products Co., Chicago, \$1,000; United Amusement Co., Kansas City, Mo., \$1,000; Mayflower Distributing Co., St. Paul, \$1,000; Shaffer Music Co., Columbus, O., \$1,000; Southern Automatic Amusement Co., Louisville, \$500; World Wide Distributors, Inc., Chicago, \$500; Lake City Amusement Co., Cleveland, \$500; Southern Amusement Co., Memphis, \$500.

## \$250-\$100

John A. Ruggiero, Jack R. Moore Co., San Francisco, \$250; Portland Crane Co., Portland, Ore., \$250; Paul A. Laymon, Inc., Los Angeles, \$250; Chris Novelty Co., Baltimore, \$250; Becker Novelty Co., Springfield, Mass., \$250; Eastern Sales Co., Rochester, N. Y., \$250; King Pir Equipment Co., Kalamazoo, Mich., \$200; Automatic World, Fort Worth, \$200; Seaboard New York Corporation, New York, \$200; D. Gottlieb & Co. Employees, Chicago, \$103.10; Sol Gottlieb, Gottlieb Foundation, Chicago, \$100; William Goebel, Portland, Ore., \$100; Ohio Specialty Co., Cincinnati, \$100.

## \$50-\$25

Grunig Novelty Co., Chicago, \$50; Chicago Lock Co., Chicago, \$50; Hougen Music Co., Idaho Falls, Idaho, \$50; J. A. Stewart, Morgan, Utah, \$50; Atlas Specialty Co., Salt Lake City,

# Coast Distrib To Show Movie Mach.

ATLANTIC CITY, Sept. 27.—Grand opening of Coast Distributing Company, headed by Max Needelman and Irving Behn, will take place at the firm's headquarters, 2510 Pacific Avenue, Tuesday (30). Firm will be distributor for the Imperial Distributing Company, New York, in the States of New Jersey and Pennsylvania.

New Imperial Pix Machine, a coin-operated movie, will be on display at the opening.

# Exhibit Makes New Five Ball

CHICAGO, Sept. 27.—Exhibit Supply Company announced this week that it is now in production on a new five ball game called Coed.

Game has for its subject young couples jitterbugging and features high score action. Some of Coed's individual novelties are its advance and reset bumpers.

The four advance bumpers are painted red and placed toward the top of the game's playing surface. When a ball is in play after it hits the various scoring bumpers and then hits the red advance bumpers the players score is stepped up. As the ball works its way thru the game's poppers, buttons, kickers and bumpers, it then drops toward the bottom of Coed's playing surface where three green reset bumpers are located. If the ball strikes one of the reset bumpers, the action causes the score board to nullify the stepped up score that was achieved by hitting the advance bumpers.

\$50; Gus W. Carter, Fort Collins, Colo., \$25; LaSalle Music Co., Denver, \$25; Gentry Music Service, Carlsbad, N. M., \$25; Charles T. Williams Music Co., Kemmerer, Wyo., \$25; Leroy Lambert, Stockton, Calif., \$25; Supreme Music Co., Denver, \$25; Joe Puccio, Pittsburg, Calif., \$25; Monarch Tool & Manufacturing Co., Cincinnati, \$25; C. R. Rhodes, Sabine Novelty Co., Orange, Tex., \$25; W. R. Earlow, Dalhart, Tex., \$25; Acme Novelty Co., St. Louis, \$25.

## \$20-\$1

Atlas Amusement Co., Cincinnati, \$20; Steve's Automatic Sales Co., Riverton, Wyo., \$20; P. George Kerrigan, Oakland, Calif., \$20; Silver Spruce Tavern (Dan Zehna), Red River, N. M., \$15; Mountain Music Co., Denver, \$10; W. K. Simpson, Red Bluff, Calif., \$10; Walker Vending Co., Denver, \$10; Anonymous, St. Louis, \$10; Ed Wenninger, Cincinnati, \$10; Al J. Marks, Webster Grove, Mo., \$10; John T. Dyche, Sanderson, Tex., \$8; Mack Odum, Santa Fe, N. M., \$5; Homer Antrim, Waurika, Okla., \$5; John M. Stuart, Paris, Ky., \$5; Lakeside Novelty Co., Kenosha, Wis., \$5; Dixie Vending Machine Co., Anniston, Ala., \$5; Lyman A. Duncanson, Hillsboro, O., \$5; Harold L. Swartz, Worthington, Ind., \$1.

## Late Contributions

Additional names released too late for classification includes Carl E. Seneff, Seneff, Dunham & Seneff Co., Washington, \$250; S. P. McElhatton, Atlas Spring & Manufacturing Co., Chicago, \$100; Master Screw Products Co., Chicago, \$50; Anonymous, Chicago, \$30; Dana M. Howell, Belmond, Ia., \$30; Anonymous, \$25; W. S. Pinkerton, Pink's Recreation,

# NAAMO \$100 Dinner Gets Fine Response

## List Ticket Purchasers

ATLANTIC CITY, Sept. 27.—Reaction from coinmen all over the country to last week's announcement of the \$100-a-plate dinner sponsored by the National Association of Amusement Machine Owners (NAAMO) is most encouraging, F. McKim Smith, NAAMO president, announced. With the object of raising a fund of at least \$10,000 for the Veterans' Coin Machine Mechanics Training School, the dinner will be held October 15, at 8 p.m., in the Waldorf-Astoria Hotel in New York.

Fund is being raised in order to underwrite the expenses involved in giving free tickets to the mechanic school graduates and their immediate relatives for the graduation dinner on November 6. All funds raised above the amount needed for this purpose will be used to purchase the latest teaching equipment for succeeding classes attending the special coin machine school in the Manhattan Trades Center, Smith points out.

## Early Purchasers

First to respond by purchasing tickets to the dinner were Max Schaffer, New York; Joe Ash, Philadelphia; Ben Rodin, Washington; Dave Simon, New York; Al Meyers, Rockaway Park, N. Y.; Max Levine, New York; Meyer Wolf, Atlantic City; Al Rodstein, Philadelphia; Sam Pinkowitz, Philadelphia, and I. H. Rothstein, Philadelphia. Other \$100 checks are expected to come in from manufacturers, distributors, jobbers, operators and arcade owners in all parts of the United States, Alaska and Hawaii, according to NAAMO executives.

"Coinmen who want to help the first coin machine mechanics' school established on a national basis should purchase a ticket—even if they will be unable to attend the function—to show their support of the school that the Veterans' Administration and the New York City Board of Education are helping NAAMO establish as a permanent affair for veterans," Smith states.

## To Be on Committee

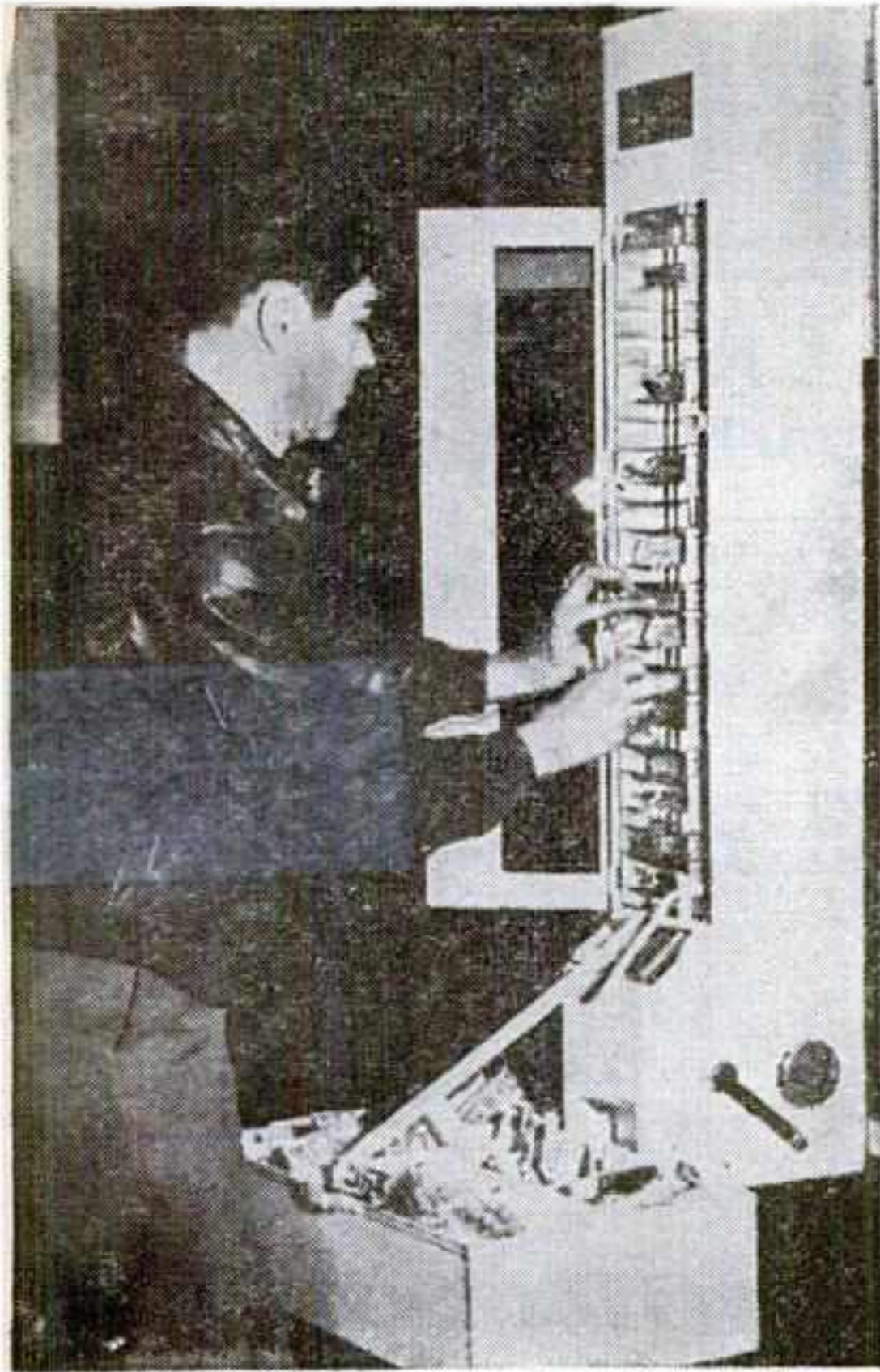
All coinmen who purchase tickets to the fund-raising dinner will automatically serve on the committee that will decide when, where and how the funds will be spent. A committee of 50 coinmen from all parts of the country was announced last week (*The Billboard*, September 27) to spearhead the ticket-selling drive.

Four hundred mechanics can be trained yearly at the Manhattan Trades Center, according to A. P. Henry, senior instructor in charge of the school. Plans for enlarging the school have already been approved by the Veterans' Administration and New York City Board of Education, Henry points out.

Tickets for the \$100-a-plate dinner can be obtained from the national headquarters of NAAMO, 1400 Boardwalk, Atlantic City, or from any member of the 50-man committee in charge of ticket sales.

Sugar City, Colo., \$25; Roy M. Gatto, Portland, Ore., \$25; W. C. Morgan & Son, Santa Rosa, Calif., \$25; Glen Gillette, Wilkinsburg, Pa., \$10; Samuel Silber, Bradley Brown, Atlantic City, \$10; A. L. Durand, Durand Sales Co., Green Bay, Wis., \$10; Raymrod C. Jacobson, Chicago, \$10; Thybony & Bengtson, Chicago, \$10; Jack's Club, Wilbaux, Mont., \$3.





# SUPPLIES GO NORMAL

**Assured availability for almost every class of vender supplies is the advantage operators gain this fall, but price, equipment problems remain.**

**O**NE VITAL missing link in the chain of automatic selling is being restored in the fall of 1947. This is the return to normalcy in availability of supplies for almost every item sold thru venders—a development which gives operators a chance to expand their businesses as they have not been able to do since before the war.

For the first time since 1941, it makes sense to be thinking in terms of new equipment needs, to be actively programing expansion of routes. Because quality vender merchandise is at hand, the industry has a better opportunity now to grow as business analysts have predicted it would. The remaining problem is to produce, and place in the field, the quantities and types of new vending machines needed to do the job. Also, to solve the merchandise price headache.

What are the vender supply facts which add up to this picture?

### Big Four Back

Fact No. 1 is that all of the "big four" products are now in relatively free supply. Candy bars, except for a handful of brands mostly in the solid chocolate class, are no longer allocated. Soft drinks, the products which took the biggest spurt with removal of sugar rationing, are in such free supply that the competitive struggle among bottlers and sirup-makers is reaching a new high. Nuts are no problem, and have not been, so far as availability is concerned. And cigarettes, fourth big product, saw the last of allocations early this summer.

There are exceptions, of course. Stick chewing gum is still not in satisfactory supply for vending machine operators, nor will it be for some time. Popcorn, endangered by a reduced planting and a long summer drought, is another item which may be difficult unless operators develop alert buying programs now.

### Sugar Snarl

But one key snarl in the over-all vender supply situation was untangled when sugar was removed from the rationing list. More basically, it was when sugar supplies became abundant enough to eliminate the need for rationing, because many suppliers were out of the woods even before government controls were withdrawn in August.

removed as to future shortages.

Generally speaking, raw material shortages in other ingredients have eased along with sugar. Today, the chief complaints of candy and other edible vender product producers are their inability to get adequate labor and to contend with spiralling costs of materials, shipping and almost every production cost item.

### Price Major Headache

That explains why prices now become the major problem of vending machine operators. Recent weeks, for example, have seen a succession of large, conservative bar goods houses like Mars, Beich and Necco boost prices which they had been holding the line on as long as they were able. If the bulk of big 72-cent houses should go, like Mars, to 77 cents, with those houses which have been at the 75 and 80-cent level moving up proportionately, the operator would face a serious problem of too-narrow margins. In short, the nickel bar, base of vender success, is again threatened, and few solutions are in sight for the operator. One, even now being tried on a wide scale, is packaged bulk candies. Chewing gum operators face the same condition.

Stiff competition in the soft drink field looks as tho it would prevent any early rise in prices for this product. Thru August and into September, prices of soft drink sirups continued to tumble among the host of brands which had been successful during the shortage period. Altho the big brand companies have held steady, their spokesmen don't see a price rise in sight. They know the power of the nickel seller, and unlike candymakers, appear to be able to keep prices at that level.

### Bulk Operator Advantage

Altho price is a real problem in the vender nut supply field, operators are fortunate in having the advantage of bulk dispensing equipment which can be adapted more easily to a rising market. Bulk candy machines can absorb candy price hikes for the same reason.

Shortage in popcorn is expected to drive prices upward, but processors think that declining prices in oils and other ingredients may save the situation for operators.

Cigarette operators are in the most enviable spot of all, because prices here remain steady, and the normal

The list of products which came off the shortage list with free sugar takes in the majority of staple vender items, including candy bars, bulk candy, soft drinks, and some varieties of chewing gum. Ice cream, another sugar-using product, was never a shortage problem for the vending industry, but doubt was re-

current vending equipment is geared to pass on to the customers either price rises or taxes.

Because this price picture involves the prospect of more increases, rather than a tapering off, the need for the operator to modernize and adapt his equipment to conditions grows more urgent. New bar vender which can be set to multiple prices may be his solution in some locations, while voluntary reductions in commissions may be possible in others. Efficiency of machines will be an important factor in profitable operation.

Even in the bulk vender field, new equipment is designed to give the operator choice of prices, with interchangeable units provided which allow quick changes to conform with conditions.

Certainly, the coin changing devices will play a part in relieving pricing pressures for some types of operations.

### Suppliers Woo Venders

Apart from the obvious price difficulties which operators face, the out-

look for supplies is bright in several ways. Important point, for instance, is the increasing special attention paid to the vending machine market by many types of suppliers.

Following the lead of cigarette producers, who learned almost against their will the power of venders as merchandisers, manufacturers of candy bars, chewing gum, soft drinks and many other products now are bending their efforts to make gains thru automatic selling.

This explains the results of a survey recently conducted among makers of candy bars, showing the growth in number of firms which offer large count packaging especially for automatic merchandisers. More than half of the companies surveyed are now selling multiple-count. Reports indicate that some who have had to increase prices on 24-count boxes recently, will give operators of vending machines a deserved advantage by refraining from mark-ups of their large count packs in the same lines. This policy—if the majority of candy-makers could be convinced it is for the good of the industry—might be automatic merchandising's way out in the coming price crisis.

### Design Vender Product

The increased prestige of venders among suppliers also is evident in another current trend. This fall, as producers try to build sales in a competitive market, more producers are packaging bulk candy products for bar vender sales. Typical was a large licorice candy supplier—with a product which for years has been a leading item on candy counters—who introduced his licorice twist in a flat boat package of bar vender size and added the inducement of 100-count packaging.

Final favorable element in the supply field is the unprecedented advertising drive with suppliers generally knocking at the consumer's door. *Advertising Age* recently carried a front-page article heralding big money which candy and chewing gum makers are putting into such campaigns. After six years in which much vender product advertising was a dead letter, these companies are driving now to expand their markets.

### Equipment Counts

Benefits of these moves will be shared by all of the groups which retail the products involved. Automatic merchandising firms will be among them, but the extent of its gains is likely to be measured by their preparedness—with attractive equipment and efficient management—to capitalize on increased demand.

This fall the candy industry begins in earnest to work toward its billion dollar annual sales goal. The soft drink industry is unshackled and ready to drive for its 20,000,000,000 nickel sales goal. Cigarette makers, noting continuous rising consumption, are raising their sights. The opportunity for individual automatic merchandisers is to help them win their objectives.

## SUPPLY CHECK LIST

- **CANDY BARS:** Shortage in certain brands; upward price trend most serious problem.
- **CHEWING GUM:** One exception in free supply outlook; no sudden relief in sight.
- **CIGARETTES:** Consumption on upswing expands market.
- **SOFT DRINKS:** Shortage over; competition holding prices.
- **NUTS:** Supplies on free list but high price level may drop.
- **POPCORN:** Real shortage with early buying best solution.
- **BALL GUM:** Reduced prices with plentiful supplies.



# NEW \$20,000,000 OPERATION

## Combo: Berlo And Sanitary

**Public stock sale signals ABC Vending Corp. birth; biz 45% vending machines**

NEW YORK, Sept. 27.—A comprehensive reorganization of several of the largest companies engaged in purchasing, storing and transporting confections and other merchandise sold thru vending machines, candy stands and newsstands, and the simultaneous placing on public sale of 145,000 shares of its common stock were completed this week by the newly organized ABC Vending Corporation thru its underwriter, Reynolds & Company.

The ABC Vending Corporation, with headquarters here, was formed under the laws of the State of Delaware and will acquire vending businesses which have been selling brand name candies and confections in thousands of U. S. theaters and other public locations under the slogan, "America's best candy," for many years.

### Companies Absorbed

The companies to be absorbed by ABC under the new set-up are divided into two principal groups: (1) The Berlo group, comprising the Berlo Vending Company, Peoples Service News Company, Peoples Service Vending Company, Automatic Sales & Service, Inc., and the Berlo org in Philadelphia. The second group, known as the Sanitary group, includes Sanitary Automatic Candy Corporation; Criterion Concessions, Inc.; Interstate Automatic Candy Corporation; Pack Shops of Connecticut, Inc.; Pacific Automatic Candy Corporation, and the Schenectady Pack Shops, Inc.

Three other companies, known as the Sanitary 50 per cent group and comprising the Tri-State Automatic Candy Corporation, Northwest Automatic Candy Corporation, and the Southern Automatic Candy Company, are involved in the three-way combine reorganization but have (See Berlo, Sanitary on page 100)

## NAMA Names Committee on Freight Rates

CHICAGO, Sept. 27.—Officials of the National Automating Merchandising Association (NAMA) announced this week the appointment of a committee to assist in freight classification rating problems.

First meeting of the committee was set for Monday (29) at association headquarters in Chicago. Hearings on proposed changes in classification of vending machines are scheduled for Tuesday (30) before the Committee on Uniform Classification in Chicago.

### Point of Protest

NAMA is protesting proposed increases in freight classification ratings on coin-operated merchandise and service vending machines. Committee will not only protest against proposed changes but will urge a decrease be made. It will ask the government committee either to de-

(See NAMA Names on page 104)

## Bars Down, Package Items Up In Seven Months' Candy Report

WASHINGTON, Sept. 27.—First seven months of 1947 saw 591,008,000 pounds of bar, package and bulk candy goods produced, value of which was \$202,060,000, compared with 578,348,000 pounds worth \$145,577,000 for the same period in 1946, according to figures recently released by the Department of Commerce.

Indication of the continuing strong upward spiral of bar prices was seen in the production and price figures for this type of goods. For the first seven months this year, 436,888,000 pounds of bar goods were produced, valued at \$151,519,000. Same period in 1946 saw 447,952,000 pounds produced (11,064,000 pounds more) valued at only \$110,853,000. The more bars were made, they sold for \$40,666,000 less than the reduced production up to July this year.

### Package Leads Bars

Production of package and bulk goods, however, took a leap for the seven-month period this year over last. Package goods increased 14,121,000 pounds and bulk goods

9,603,000 pounds. Prices for the latter two lines, altho evidencing some increase, did not repeat the soaring cost rise of bar goods.

Candy manufacturers' sales for July, 1947, were \$38,995,000, 40 per cent over the same month last year, in spite of the usual seasonal slump period which begins at that time, according to latest figures from the Department of Commerce.

Poundage sold in July this year was 88,443,000, compared with 75,598,000 in July, 1946. Actual dollar sales of July poundage this year, for all types of confections, which were 17 per cent above same month in 1946, was upped 46 per cent in the year to year comparison.

Foremost in sales gains for the July record this year, over that of 1946, were chocolate producers, who scored with an increase of 78 per cent; wholesale manufacturers recorded a 37 per cent increase and retail manufacturers chalked up 7 per cent. From June to July this year, (See Bars Down on page 102)

## Latest Comparative Candy Sales Report

FOR FIRST SEVEN MONTHS

Product	Pounds		Value		July, 1947		July, 1946	
	1947	1946	1947	1946	Pounds	Pounds	Pounds	Pounds
Bar Goods.....	436,888,000	447,952,000	\$151,519,000	\$110,853,000	47,945,000	45,441,000	47,945,000	45,441,000
Package Goods..	55,042,000	40,921,000	26,667,000	18,059,000	6,683,000	4,851,000	6,683,000	4,851,000
Bulk Goods.....	99,078,000	89,475,000	23,874,000	16,665,000	9,094,000	8,202,000	9,094,000	8,202,000
Total .....	591,008,000	578,348,000	\$202,060,000	\$145,577,000	63,722,000	58,494,000	63,722,000	58,494,000

## \$100,000,000 Program Set For Pepsi-Cola Venders

NEW YORK, Sept. 27.—Entering the cup and bottle vending field with what will eventually amount to a \$100,000,000 investment on the part of the parent company, bottlers and operators, Pepsi-Cola has already completed plans to install cup venders in the future in new locations never before exploited by the industry—railroad cars, cross-country busses and other modes of public travel.

The second largest cola drink corporation in existence today, Pepsi-Cola, which prior to the war was unable to exploit the vending field because the firm's energies were concentrated in handling the rapid increases in bottle and sirup sales, has now focused its sights on the vast new horizons opened by venders and has cup venders on test location in industrial plants, bus stations, etc.

### Houston Optimistic

Working primarily with recognized manufacturers, Bryan Houston, executive vice-president of Pepsi-Cola, told *The Billboard* that he expected to have 30,000 machines on location next year and that the firm had contracts for twice that many machines. But he said delivery was still a major problem. Houston said the firm would take all the machines it could get, provided the devices met with mechanical standards set up by Pepsi-Cola. At present, cup-type venders are on order with, and being made by Standard Products, Detroit (the

Sneed cup vender), and Lion Manufacturing Company, Chicago (Bally). A third manufacturer, in Detroit, is expected to sign Pepsi-Cola contracts in a few days. The machines cost \$800 each. However, models of other venders now being built are expected to cost as little as \$250.

Houston, stressing that Pepsi-Cola operated as a close-margin, big-volume business, reported that cup venders would dispense a nine-ounce drink in a 10-ounce cup.

### Distrib Pic

The distribution picture as regards the vending operations has also been clarified by Houston. According to present plans, franchise bottlers thruout the country (there are approximately 500 now) will be able to purchase the machines and place them on location. However, independent operators are not excluded from the picture. In cities where bottlers do not wish to make the investment required to purchase the vending machines (200 cities, according to Houston, will fall in this category), independent ops will be able to set up their own routes, with the local bottler selling the sirup. The only restrictions on indie operations will be that the operator must use a machine recognized by Pepsi-Cola in order to assure the quality and the size of the drink.

Immediate locations for the Pepsi-Cola venders include industrial loca-

(See Pepsi-Cola on page 105)

## 11 Operators Seek Part in Canteen Case

### Ask FTC To Intervene

WASHINGTON, Sept. 27.—Eleven vending machine companies filed a joint petition with the Federal Trade Commission (FTC) Wednesday (24) to intervene in the proceedings against Automatic Canteen Company of America. Announcement from FTC also disclosed partial granting of the intervention plea of National Candy Wholesalers Association (*The Billboard*, August 16).

The vending firms included: Davidson Bros., Los Angeles; Keystone Vending Company, Philadelphia; National Distributors, Washington; George E. Leach, Inc., Minneapolis; Pack Shops Company, Providence; Southern Vendors, San Antonio; Sterling Vending Company, Belleville, N. J.; W. W. Tibbals, Cincinnati; Vendex, Inc., Hillside, N. J., and Vendomat Corporation of America, Baltimore.

Long-pending action, instituted in 1943, concern charges against Canteen of securing preferential prices from some 90 candy and gum manufacturers, as well as of maintaining restrictive contracts with its distributors.

The vending machine petitioners stated that they are, in many areas, in competition with Canteen, both in acquiring merchandise from suppliers and in securing outlets for the sale of such merchandise in vending machines.

"The competitive position of each of the petitioners is therefore affected by the trade practices of the respondent corporation," the petition said.

The eleven companies claimed that exhibits of the proceeding show "that there have been discriminations in price between different purchases of commodities of like grade and quality." Quoting instances of alleged price discriminations granted Canteen, they asserted that "the prima facie discriminations in price have caused them substantial injury by reducing their margins of gross (See 11 Ops Seek Part on page 105)

## Int'l To Show Package Vender

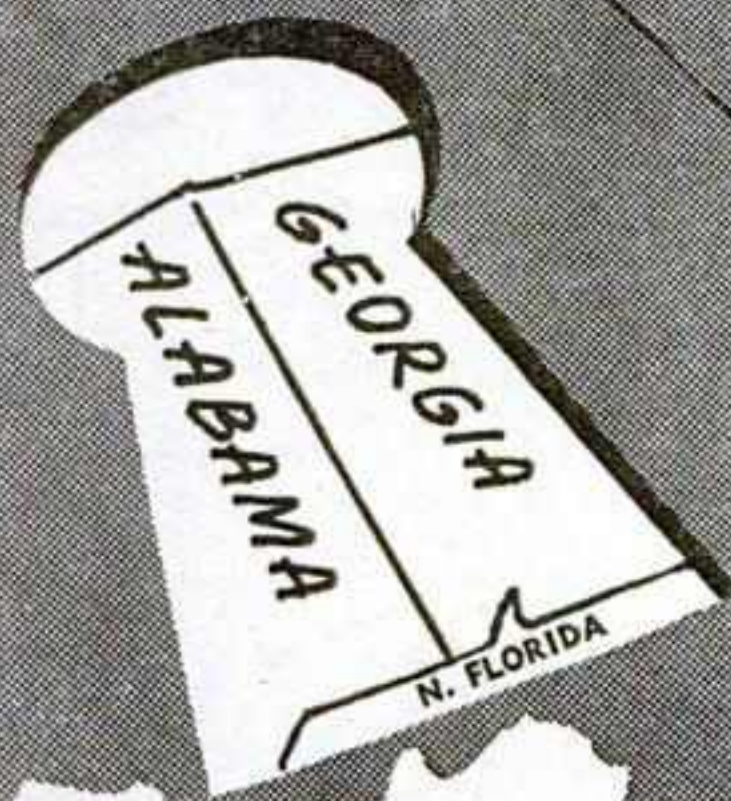
NEW YORK, Sept. 27.—First of the production line models of the International Vending Machine Corporation's packaged food vender will be on display at a New York hotel early in November, according to Samuel Leschin, firm president. The machine will vend any merchandise priced up to \$2. It accepts only quarters, but gives change automatically.

Standing 6 feet high, 2 feet deep and 2 feet wide, the machine will vend any kind of packaged merchandise such as pound boxes of candy, hose, clothing, ties, fountain pens, and thousands of any similar items. It is manually operated.

National sales agents for International will be Slicon Merchandise Vending Machine Corporation, recently organized by Bob Slifer in Hillside, N. J. Slifer was formerly sales manager for East Coast Sales & Distributing Company and Seacoast Distributing Company, New York.



unlocking the treasures of the "original Coca-Cola land" with...



# DRINK-O-MAT

*Coca-Cola* CUP VENDOR

FEATURING

## COOLER-CARB\*

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THE APPOINTMENT OF H. & L.  
AS EXCLUSIVE DISTRIBUTORS  
FOR DRINK-O-MAT IN THE STATES  
OF GEORGIA AND ALABAMA—  
plus NORTHERN FLORIDA!

**H. & L. DISTRIBUTORS**  
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..the first in a series of key distributors

**DRINK-O-MAT**  
INDUSTRIES



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Phone: Circle 6-5941 • Factories . . . Lawrence, Mass.

Here's a combination that will make solid profits for you. The most experienced distributors in the country plus the miraculous new Drink O Mat that is the result of 12 years manufacturing and operating experience by men nationally known as originators and specialists in the field.

Here is the dispenser that incorporates the most sensational developments ever included in one machine and is designed from the serviceman's viewpoint for PERFORMANCE under any and all operating conditions.

A Perfect Drink — FRESHLY MADE — Delivered Ice Cold And Sparkling In A Sanitary Paper Cup *Within 6 Seconds!*

\* COOLER-CARB is exclusive with Drink O Mat. Gives instantaneous DRY refrigeration and carbonation.

- 1,000 Cup Capacity—The equivalent of over 41½ cases of bottles. Reduces overhead.
- Automatic Changer—Accepts nickels, dimes and quarters. Gives drink plus change, automatically.
- Plus Many Other Features That Mean Positive Constant Performance.

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DISTRIBUTORS: A few franchised territories are open. Write to our General Sales Office.



WE LEAD AGAIN WITH  
NEW LOW PRICES

**PISTACHIO NUTS**

AFGHAN RED—43c Per Lb.  
App. 800 Count Per Lb.  
LARGE RED . . . .67c Per Lb.  
App. 575 Count Per Lb.

**M & M ASSORTED CHOCOLATES**  
25 Lbs. Per Carton—42¢ Per Lb.

**LICORICE LOZENGES—30c per lb.**  
App. 530 Count per lb.  
38 lbs. to carton

**ADAMS GUM—All Flavors**  
TAB OF CANDY COATED  
Box of 100 . . . . .54¢

**3/8 BALL BUBBLE GUM**  
100 Lbs. and Over  
38c per lb.  
BALL BUBBLE GUM, 43c Per Lb.  
170 Count. Per Lb.  
25 Lbs. to Carton.  
The Best in the Nation

**BOSTON BAKED BEANS**  
35 Lbs. to Carton . . . . .25¢ per lb.

WRITE FOR QUANTITY PRICES  
We Buy and Sell New and Used Vending  
Machines  
All Orders F. O. B. New York  
1/3 Deposit, Balance C. O. D.

**SUNFLOWER DISTRIBUTING CO., INC.**  
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**MASTER VENDOR**

No. 2 Master, the original penny nickel vendor. Rejects slugs. The most satisfactory and biggest money-maker for operators and locations.



**ABT's New CHALLENGER**

Famous pistol type counter game with new plastic head, new player appeal, streamlined design. A day in and day out profit producer on location.

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\*\*\*\*\*  
**Announcing the New '48 'Regal Royal' Vendors**  
\*\*\*\*\*



- Ball Gum Vendor for 140, 170, 210 size with no adjustments—over 1000 5/8" ball capacity.
  - 1¢ Bulk Vendor—peanuts, candies, charms, etc. 6 lb. capacity.
  - 5¢ Bulk Vendor—almonds, cashews, pistachios, etc. 6 lb. capacity.
  - 2 sizes plastic globes ready.
  - More beautiful—smoother operating.
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**WANT TO BUY 3 Column Snack Machines**

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FOR VENDING MACHINE PRIZES  
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**Service School New Idea At NAMA's Dallas Meeting**

DALLAS, Sept. 27.—Experimenting with a new format for National Automatic Merchandising Association (NAMA) regional meetings, Region IX featured a service school for various types of equipment at its meeting here, Sunday and Monday (21-22) at the Baker Hotel.

Question-and-answer seminar was handled entirely by servicemen, idea being to exchange information on methods of correcting "bugs" which develop after machines are placed on location. Indicating their approval of the new-type programs, many operators from Arkansas, Texas, Louisiana, Oklahoma and Texas, which comprise Region IX, declared that they had been able for the first time to get answers on problems which has been stumping them.

Two-day meeting was well attended by Southwest operators, as well as representatives of manufacturers and suppliers, with wives of a number of automatic merchandisers also present.

**Greene Keynote**

Sunday (21) was devoted to the service school, followed by Region IX banquet. With Bob Jones, chairman of the region and head of Paramount Distributing Company here, presiding, Robert Z. Greene, NAMA president, delivered the keynote address, *Successful Automatic Merchandising*. Greene deviated from his prepared address to comment specifically on Lone Star State operating problems, emphasizing that efficiency of operation and friendly contacts with locations are more important than commission considerations. He declared that the operator who depends upon these factors, rather than on the size of percentage payments to locations, would be more successful.

**Demonstrate Machines**

The service school led off with explanations of a machine's mechanism and functioning by an informed servicemen, who then answered questions from the floor. General discussion and comparison of problems followed.

Among service school leaders were A. H. Stepken and J. M. Richburg, both of Paramount Distributing Company, Dallas, who explained the Stoner six-column vender and C-Eight electric vender. Ray Humphrey, chief serviceman for Claude F. Haynes' Texas Cigarette Company in Dallas, analyzed the Rowe machine. Ed Brown, Dallas Cigarette Service, Dallas, conducted the demonstration of the National cigarette vender, also explaining in detail workings of the slug rejector.

Monday sessions were highlighted by a round-table discussion which presented representatives of leading vender supply firms, during the luncheon session.

**Tell Convention Plans**

Monday sessions were highlighted by discussions of plans for NAMA's 1947 convention at the Palmer House in Chicago, and of legislative problems confronting the industry.

Convention Chairman George Seedman told the operators what they would see at the Chicago convention, explaining benefits to be gained by those attending. Fred L. Brandstrader, legislative counsel for Regions VI thru IX, presented the legislative picture, with C. S. Darling, executive director of the association, reviewing NAMA activities in legislative and public relations fields.

J. E. Murray, representing P. Lorillard Company, told operators that the vending machine industry has reached maturity during the past two years, pointing to his firm's radio and publication advertising as an example of the recognition cigarette

merchandising machines have received.

Representing the beverage industry, Jack Moore, of Dr. Pepper Company, Dallas, said that he was impressed with the identical taxation problems shared by the vending machine industry and the bottlers. In discussing his firm's work with venders, he said that Dr. Pepper has spent more than a quarter of a million dollars in development work.

**Cup Vender for Operator**

Moore said that Dr. Pepper would favor multi-drink cup venders. Independent operators could handle bottle machines too, he said, but only if they have a large enough operation to justify extra equipment needed. Cup venders, however, are the important machine for independent operators, according to Moore.

T. J. Harvey, of American Chicle Company, told reasons for the chewing gum shortage, but expressed optimism regarding supply in the near future. He cited the factor of freshness as his company's most important concern in vending machine operations. Chicle is now dating gum packages and will exchange soiled or "stale" gum for fresh supplies, he said.

J. Lewis Simpson, Texas candy broker, told operators that the supply situation is lightening and that the days are just about over when his firm "will be solicited" for business. Simpson, however, expressed fear that major 5-cent sellers might be forced to raise prices to 10 cents because of rising costs, particularly in chocolate coatings.

At the final luncheon session, at which George Seedman spoke, Chairman Jones again called upon Fred Brandstrader for a summary of the association's efforts in connection with the new freight classification schedule for merchandising machines.

**Daval Shipping Stamp Venders**

CHICAGO, Sept. 27.—Shipments are being made of Daval Products Corporation's stamp vending Postmaster, according to an announcement made here this week by Ben Lutske, sales manager of the firm.

Lutske stated that the firm is currently filling back orders and making partial shipments within a week or 10 days of receipt of new orders.

Daval has recently completed three and a half months of location tests with its new postage stamp vender. In a variety of different Chicago locations the machines were given comparative tests. Customers of the machines were interviewed on occasion. One of the most interesting observations was the general approval of the whirring sound the vender makes as the lever is pulled and the stamps vended.

In all locations, Lutske said, the Postmasters operated without flaw during the entire test period with working parts showing no signs of wear at the completion of the test.

**License Survey for Venders in Burbank**

BURBANK, Calif., Sept. 27.—Following a letter from the license department warning of a survey of unlicensed machines, the department has started its annual "round-up" of unlicensed vending equipment.

Vending machine license is \$1 per machine per year if merchandise is sold and all unlicensed machines are subject to confiscation.

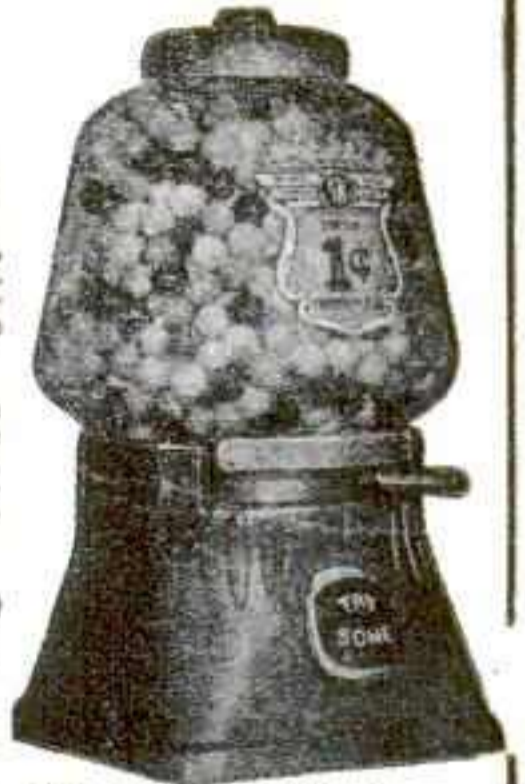
**ANNOUNCING ENTIRELY NEW '48 "SILVER KING" BALL GUM VENDOR**

(PATENTS PENDING)  
No missing—no adjustments

Handles 140, 170, 210 count gum, no breakage, and positive delivery.

If you want the best trouble-free ball gum vendor, try the new improved '48 "Silver King."

Nut and Ball Gum Vendors, 1¢-5¢. U. S. and Foreign Coins



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1ST CHOICE OF ALL EXPERIENCED OPERATORS

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LOTS of 50 or More @ \$12.50 each  
GUM AVAILABLE IN ANY QUANTITY  
GUM or PEANUT MACHINE STANDS  
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Weighing about 50 lbs. each.  
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**WANTED**

USED 1¢ "MASTER" VENDING MACHINES  
State price, condition, quantity  
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# TOP-DEMAND MACHINES NEAR

## Buck Scant Steel Supply

Production lines to roll this fall for many long-awaited new vender types

CHICAGO, Sept. 27. — Bucking their only serious remaining bottleneck—steel supplies—vending machine manufacturers this fall will begin to roll on a number of long-awaited types of equipment.

Many of these machines have been announced during the past few months; some of them already have gone into production. But country-wide showings and actual deliveries are the news for fall.

Biggest story is the production green light for various types of beverage units, including the new coffee venders, cup carbonated drink dispensers and fruit juice machines.

### Two Drink Venders Roll

Two cup beverage venders to be marketed to independent operators will begin to roll in quantity production this fall, helping to supply the top equipment demand item for vending machine operators. Million and a half dollar contract, let by Super Vend Corporation, of Dallas, for manufacture of its new three-flavor carbonated beverage vender, goes into effect the first week of October when assembly lines begin to roll. Second unit, a dual-flavor machine, is to be marketed by the new Ex-Cell Products Sales Company, of Chicago, and will have a national 10-day showing at the Congress Hotel here September 30 thru October 9. In limited production by Ex-Cell Products Corporation since last July, this unit is slated to hit quantity production in coming months.

A number of other cup venders, most of which are to be delivered under contract to certain bottling companies and large operators, also will be coming off lines in greater numbers this fall.

### Coffee Machines Set

At least two of the new coffee venders are expected to reach operators during the next few weeks. Bert Mills Corporation announces that move of its plant facilities from St. Charles, Ill., to Chicago, will enable the firm to begin production about October 15, with simultaneous distributor showings thruout the country about November 1. Rudd-M Melikian, Inc., of Philadelphia, which has been producing on a limited scale for local use for some months, has reached the production stage where its 425-cup coffee vender is being shown in other areas, with Chicago and West Coast showings as starters.

Other coffee machines, including the doughnut-and-coffee unit of Coffee Venders of America, a machine to be introduced by Manning-Lewis, and the vender unveiled recently by E. J. Lime in Kansas City, Mo., are in the later fall or early 1948 production picture.

In the same category are Milk-O-Mat's bulk milk vender—set for January, 1948, production—and the fruit juice venders of Telecoin Corporation and Snively Vending and Sales Company. Telecoin's unit, according to the firm, will be in production by November.

Among new food venders to be introduced shortly is the packaged food dispenser of International Vending Machine Corporation, New York,

which will show production line models in New York early in November. This machine, which will vend other than food merchandise also, will accept quarters only, sell goods priced up to \$2. Radio Chef, Inc., expects to have its hot sandwich vender—an improved model—in production early next year, as does Vendomatic Corporation, its 16-selection cold sandwich vender.

Refrigerated venders, another type of equipment which has been awaited by operators, include two candidates

for fall production. U. S. Vending Corporation, of Chicago, this week is holding a meeting here of its entire distributor organization for first showing of its new refrigerated candy vender, which firm officials say will be the first frost-free vender of its kind and incorporate many features of the 10-column Pik-Ups machine introduced last year. Also, U. S. Vending has announced an exclusive agreement with Clarence Birdseye to make and sell a coin-operated frozen food vender which Birdseye has de-

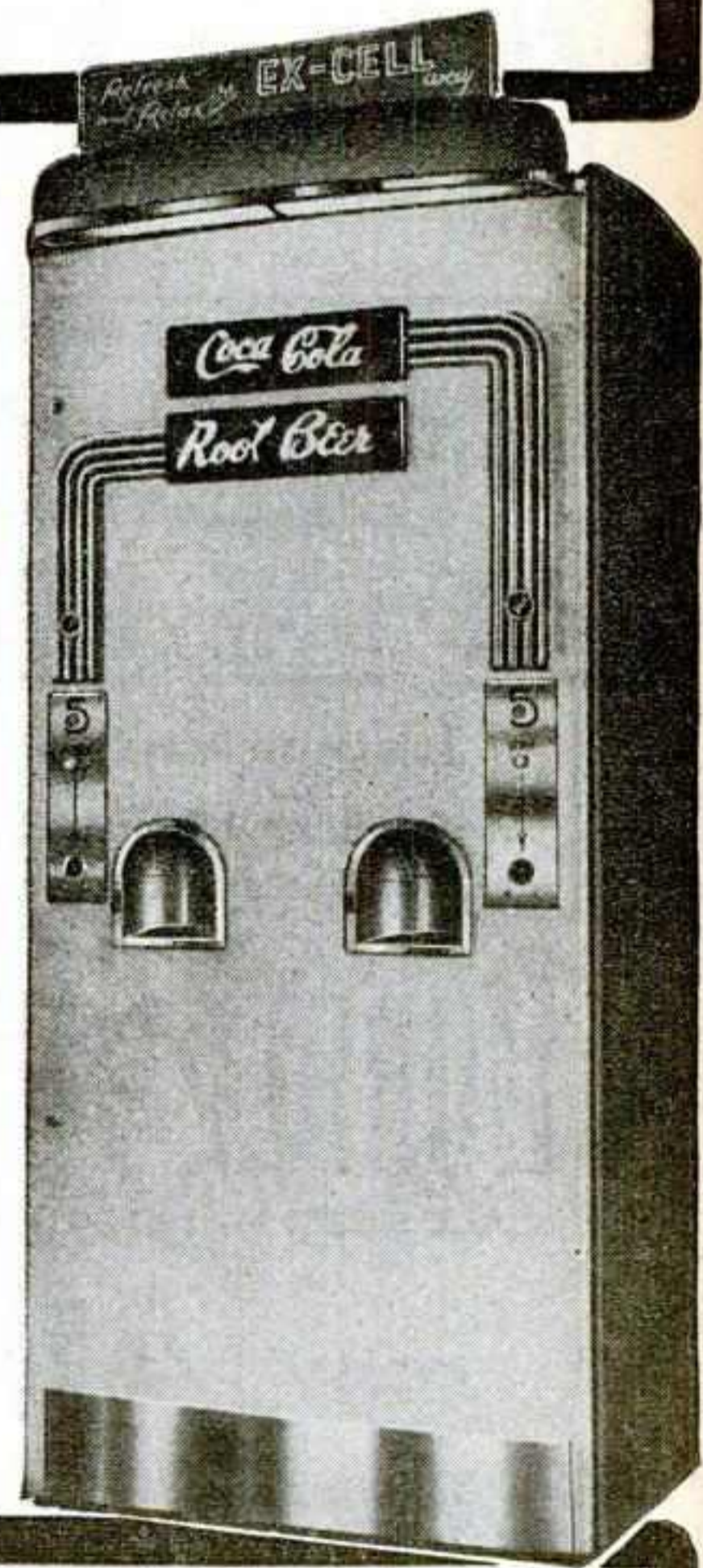
veloped.

Third announcement in the refrigerated field is that of Vendi-Freeze Corporation, San Diego, which disclosed this week that it will make deliveries within 60 days on a new model ice cream bar vender. Unit differs from that previously shown by the firm in having ratchet delivery mechanism rather than weigh-and-pulley system, and increase in capacity from 84 to 120 bars.

For the most part candy vending (See Top-Demand on page 105)

# This is it! THE NEW EX-CELL DUAL BEVERAGE VENDER

**PREMIERE Showing**  
Sept. 30th to Oct. 9th Inclusive  
**CONGRESS HOTEL CHICAGO**  
PARLOR D — THIRD FLOOR



You owe it to your future to see this, the world's most mechanically perfect DUAL BEVERAGE DISPENSER with new improved, fully patented features. Stainless steel throughout with 800-cup capacity. 2 DRINKS SERVED SIMULTANEOUSLY, uniform measure and mixture, no overflow. NO JACKPOT.

EASIER TO SERVICE ➡

EASIER TO OPERATE ➡

Now awarding territories to distributors who can qualify. MACHINES ARE NOW AVAILABLE FOR DISPLAY IN YOUR SHOWROOM . . . ACT NOW!

12 MONTH TEST LOCATION INCREASED EARNINGS 100 TO 300%

One of Chicago's leading operators has Ex-Cell Venders on locations now, out-earning all other dispensers and showing greater profit.

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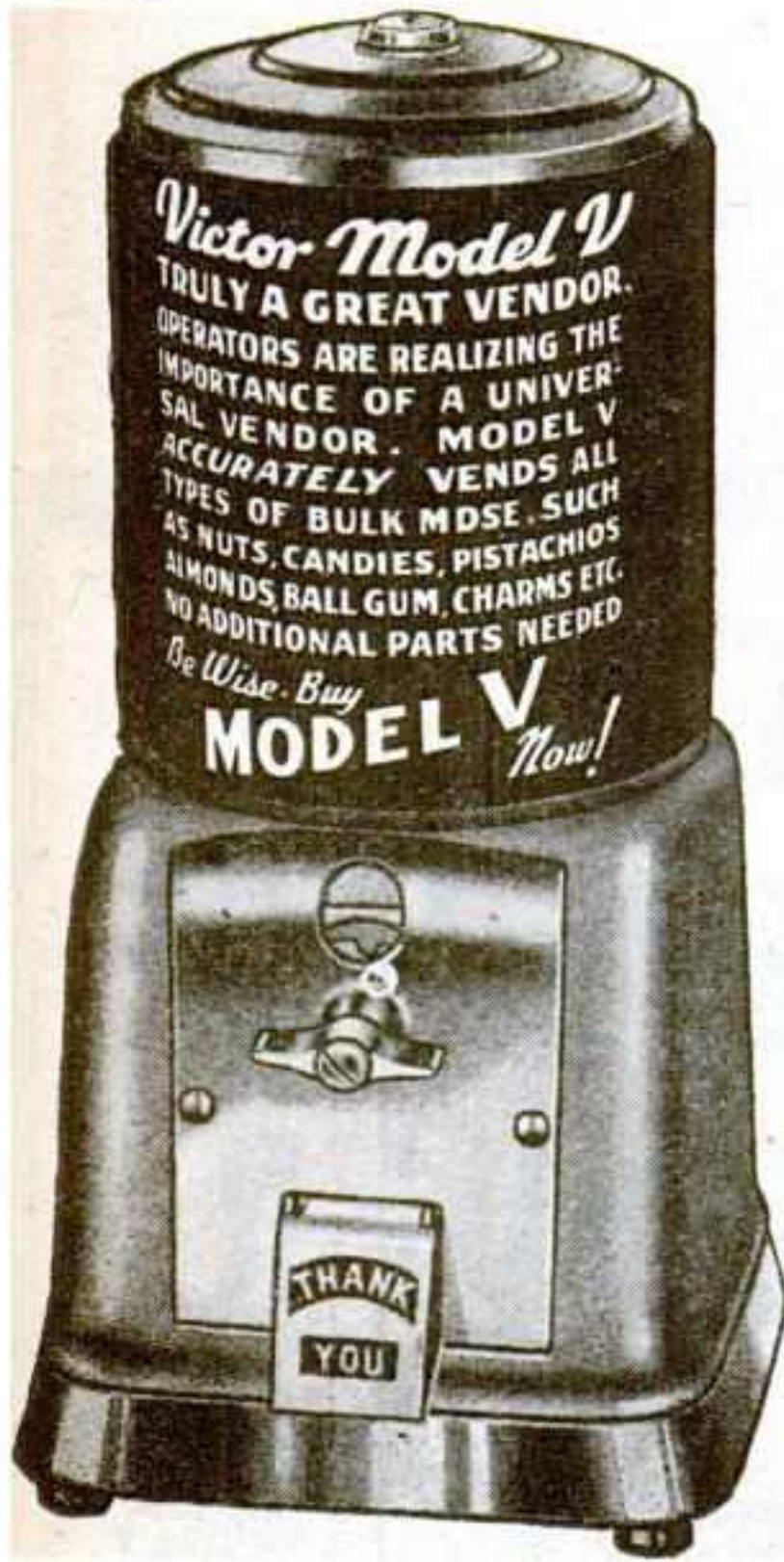
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Chicago, Ill.



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1012-14 Milwaukee Ave.  
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Miami 36, Fla.

**Southwest Distributing Co.**  
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**Star Vending Co.**  
510 W. 4th Ave.  
Denver 9, Colo.

**Russ Thomas**  
2189 Central Ave.  
Memphis, Tenn.

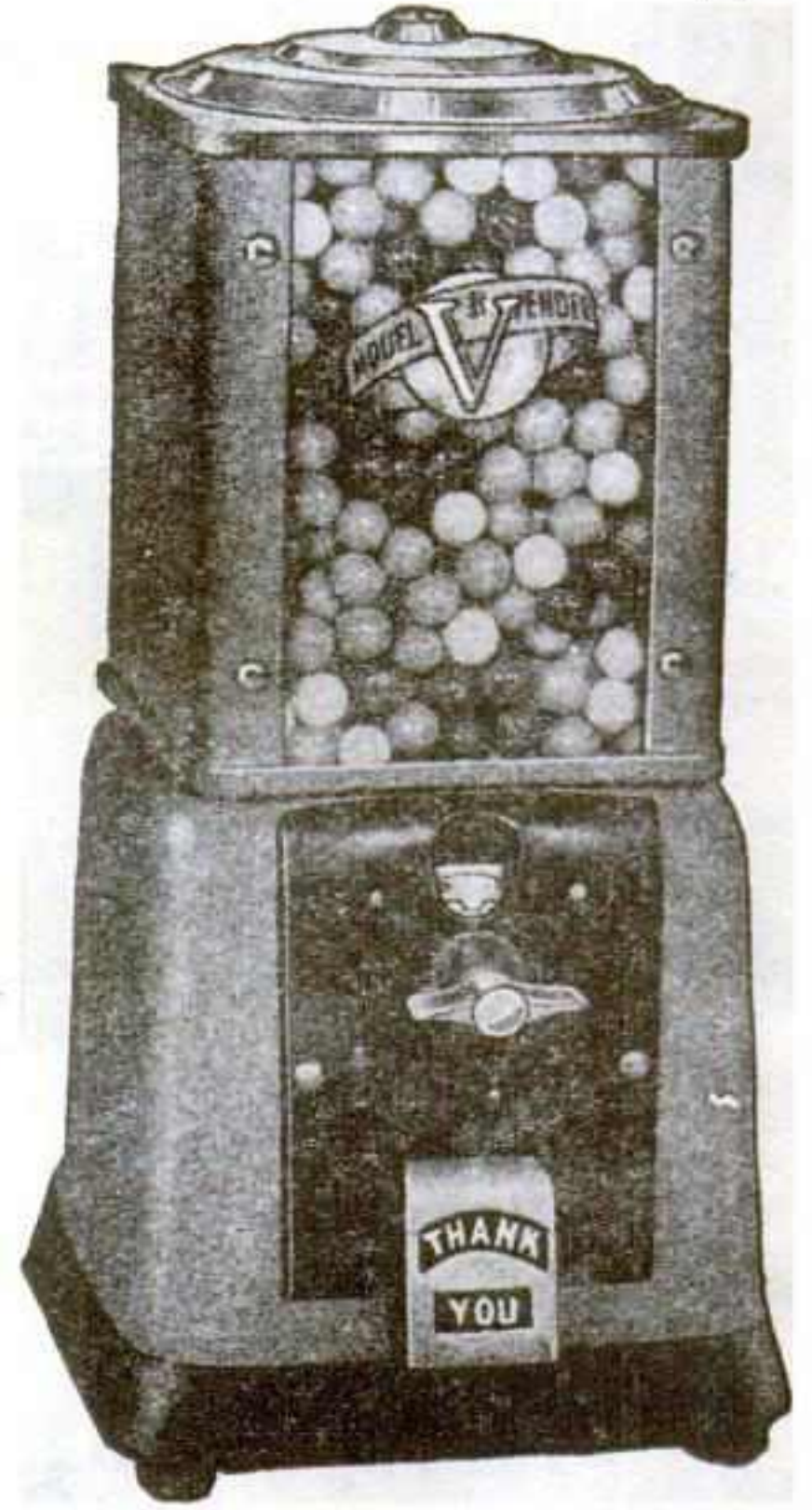
**T. O. Thomas Novelty Co.**  
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Paducah, Ky.

**Roy Torr  
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DELUXE CABINET TYPE

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Pay for same in 16 weekly payments.

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Limited number of accounts to be opened.

# BUBBLE BALL GUM

ALL SIZES: — 140 — 170 — 210 COUNT

**ONLY 40¢** per pound  
in 500 lb. lots

This Is Freight Paid To Your Door

Does your distributor do this?

Samples of any size mailed on receipt of \$1.00 to cover cost of package and postage.

Orders less than 500 pounds, 2c per pound additional.

At these prices with freight paid—full cash with order required.

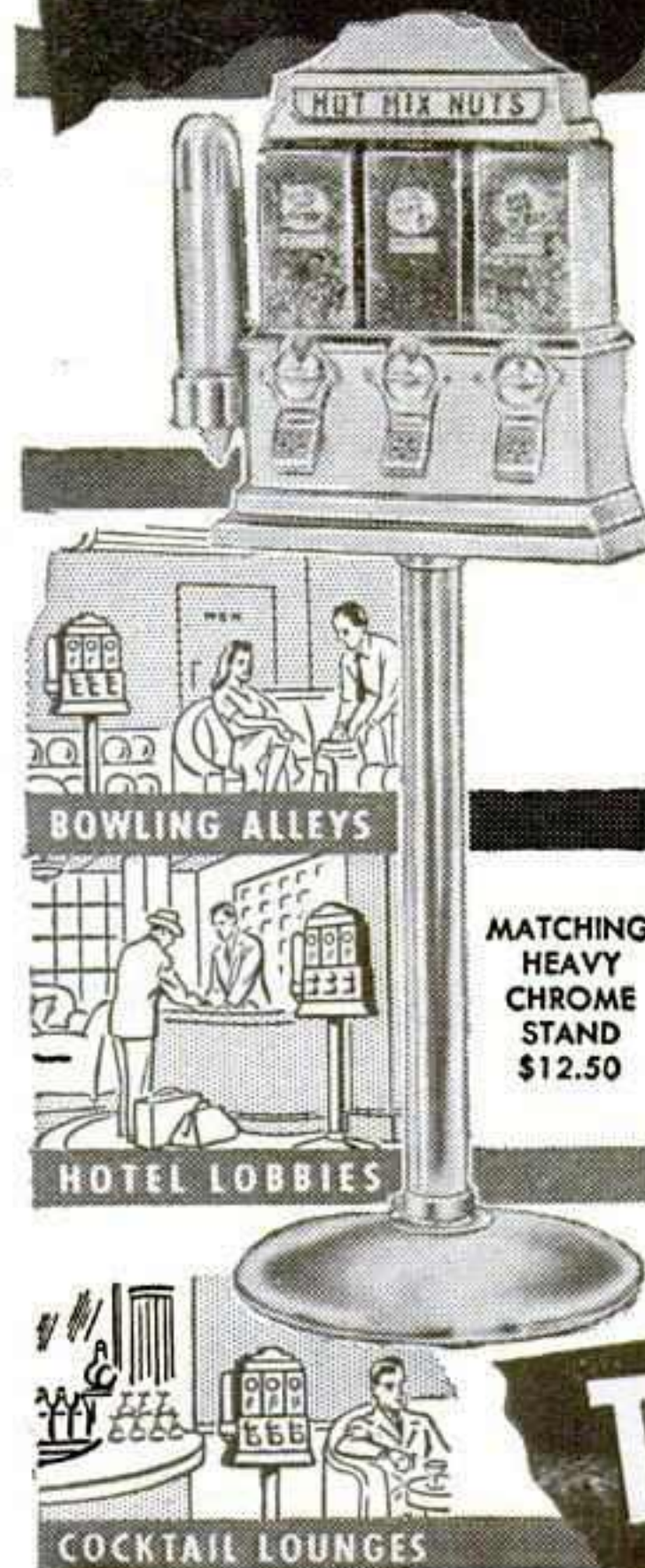
100 pounds minimum shipment.

Gum is high quality, Diamond Bright, perfectly round, uniform in size, a little better than the best.

**ROY TORR** Lansdowne, Penna.

## The Challenger

AVAILABLE NOW



The most efficient  
profit-making Hot Nut Dispenser

- Uniform Heat in all 3 units
- 3 Machines in one • 3 Way vending means 3 way profits
- It's attractiveness means finer locations • 3 Prices means less cost of operation • Operates at 5c-5c-5c; 10c-10c-10c; 10c-5c-10c; 5c-10c-5c; (25c slot soon)
- Each slot reversible • Beautifully designed with highly polished finish • Engineered for economy • Life-time construction — Inexpensive part replacement.

**\$59.50**

F.O.B. Chicago  
Cup Dispenser  
\$1.25 extra

MATCHING  
HEAVY  
CHROME  
STAND  
\$12.50

Send your order, or write for  
Free brochure today.

**TROPICAL TRADING CO.**  
716 W. Madison St. • Chicago 6, Ill.



# Name Refrigerated Candy Vender Distribbs at Meet

CHICAGO, Sept. 27.—United States Vending Corporation displayed its new Pik-Ups refrigerated candy vender for the first time at a special meeting of firm distributors at the Palmer House here Thursday (25). Distributor list was disclosed at the meeting.

New vender, which will be built for U. S. Vending by Nash-Kelvinator Corporation, is an adaptation of a regular Kelvinator electric refrigerator. In appearance it resembles a standard refrigerator with the addition of a Packard selection unit and a chute for delivery of candy bars. The displayed model had blue and white signs reading: "Air-conditioned candy."

Vending mechanism of the refrigerated vender is the patented Pik-Ups mechanism, first displayed in an earlier vender which is not yet in production, with seven selections giving a capacity of from 465 to 56 candy bars depending upon the size of bars used. Selector mechanism, which is almost identical to the regular Packard wall-box used with Packard Pla-Mor music line, has seven-selection capacity with room for an illustration of the product offered in each selection space.

Dimensions of the vender are: Width, 31 5/16 inches; depth, 26 9/16 inches; height, 58 9/16 inches; shipping weight, approximately 350 pounds; color, white enamel; temperature adjustable for from 55 to 65 degrees F.; Freon-12 refrigerant, and 110 volt, 60 cycle, single phase, AC motor.

Advantage of the refrigerated vender, firm officials point out, is that it keeps candy at a constant temperature regardless of the location of the vender. Because of the construction, the machine is protected against insects and rodents.

According to Clarence Bayne, firm sales manager, the vender is now in production and will be available to distributors in time for December local showings. "When the local showings are held, we will have a supply of the venders in the warehouse available for immediate distribution to operators," Bayne said.

The Chicago meeting this week was to discuss 1948 sales plans. Attending were distributors from all sections of the country. At a luncheon held Thursday noon, Homer E. Capehart, chairman of the board of the Packard Manufacturing Corporation, was the guest speaker.

Besides the U. S. Vending distributors, the meeting and luncheon were attended by officials of the corporation, representatives of various manufacturing firms supplying parts for the new vender as well as Nash Kelvinator representatives, and members of other concerns connected in business with U. S. Vending.


The program for the conference included an address by Allen G. Messick, president of U. S. Vending; a planning discussion conducted by Bayne, B. O. Springer and R. S. Updyke, the latter two regional managers; a service discussion led by William J. Downing, director of engineering; description of the financing plan by R. W. Burman, president of Coin Machine Acceptance Corporation; promotion discussion by Carlyle Emery, senior vice-president of Ruthrauff & Ryan, Inc.; a description of the machine by Henry T. Roberts, vice-president and director of sales; special distributors conference, and a showing of the National Confectioners' Association (NCA) movie, *Candy and Nutrition*.

Distributors for the new Pik-Ups refrigerated candy vender as announced at the conference are American Novelty Company, Detroit; Warren C. Deaton Associates, Columbus, O.; J. J. Golumbo & Company, Bos-

ton; London Distributing Company, Pittsburgh; the Markepp Company, Cleveland; Midwest Popcorn Company, Inc., Omaha; Modern Vending Company, New York.

Musical Sales Company, St. Louis; North New England Vending Machine Company, Bath, Me.; A. O'Neill Company, Vicksburg, Miss.; P. J. Distributing Company, Indianapolis; Parker Products Company, Knoxville; Peerless Distributing Company, Elizabeth, N. J.; Spector Distributing Company, Philadelphia; Tri-State Distributing Company, Asheville, N. C.; Twin Ports Sales Company, Duluth, Minn.; United Amusement Company, Kansas City; United Coin Machine Company, Milwaukee.

Universal Vendors, Albany, N. Y.; Vendall Distributing Company, Denver; Vendors Distributors, Inc., Miami; Western Distributors, San Francisco; Cliff Wilson Distributing Company, Tulsa; J. H. Winfield & Company, Buffalo, and Nickabob Company, Los Angeles; Viking Specialty Company, San Francisco.



**1948 IMPS**  
1¢ or 5¢  
Cigarette or Fruit  
**\$12.95**  
Lots of 12

\$13.75, Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

**SHIPMAN TRIPLEX STAMP MACHINE**

Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps.  
Sluggproof, compact, foolproof. Immediate Delivery.  
Operator's Price **\$39.50**

**STAMP FOLDERS**  
For Shipman, Schermack, Victory.  
10,000 ... \$ 5.75  
25,000 ... 13.95

Distributors interested in selling our advertised machines write for details.

1/8 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

**PARKWAY MACHINE CORPORATION**  
623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

## ATTENTION, VENDING MACHINE SALESMEN

If you have had MAIN-ASCO-SHIPMAN or similar experience you may be able to make the most profitable connection of your career. THIS IS A NATURAL: This machine vends a nationally advertised product that is a household word. This is the newest, fastest deal ever offered. If you can sell new operators through business opportunity ads you are a cinch to earn \$1,000.00 a week. Protected territories are now being assigned to proven producers.

Write or Wire  
**BALL-A-MATIC**  
SUITE 407, SCHWEEN-WAGNER BLDG. YOUNGSTOWN, OHIO

# Introducing.... CASH-TRIO

- THIS NEW LOW PRICED LUXURY UNIT—  
**SAVES SPACE!  
SAVES MONEY!  
TRIPLES PROFITS!**
- HERE'S THE OUTFIT THAT MOVES INTO ALL THE TOP LOCATIONS—AND STAYS THERE
- BECAUSE OF ITS BEAUTY CASH-TRIO IS IRRESISTIBLE TO PATRON AND LOCATION ALIKE
- So universally adaptable that it "fits" in every location from a night club to a factory.

**PRICE \$33<sup>50</sup> F. O. B. FACTORY**

Sold only as a Complete Unit

## ADAMS-FAIRFAX CORPORATION

5729 W. JEFFERSON BLVD.  
LOS ANGELES 16, CALIF.  
TEXAS 0-3555



Three varieties of merchandise. Any combination of 1¢ and 5¢ machines.

Freely revolving turn table allows full choice of merchandise. Motion attracts all eyes and therefore additional play. Tray prevents spillage. Revolutionary construction device permits location to roll stand in at night—no dragging or lifting.

Sturdy construction—entire outfit completely chrome-plated steel and polished aluminum.

Base constructed to prevent rocking and tipping. Exclusive new method (patent applied for) to permit proper weight of base on location. Combined with low shipping cost of light weight aluminum construction. (To add 10 lb. additional weight just fill hollow base with water or sand.) The base is highly buffed cast aluminum.



IT'S THE OLD STORY  
OF MOHAMMED AND  
THE MOUNTAIN—  
WITH A NEW TWIST!



**"POP" CORN SEZ**  
AUTOMATIC ELECTRIC VENDING MACHINES

BRINGS HOT POPCORN TO THE PUBLIC EVERYWHERE

Now—popcorn is big business. Now—popcorn sales are a thousand times higher with 'Pop' Corn Sez modern, attractive vendors. The profits are enormous because here is popcorn served everywhere, hot, fresh and sanitary, crispy and well seasoned.



**ORDER TODAY**

EXCLUSIVE DISTRIBUTOR IN  
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New York, Rockland and  
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**SOLID**

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Vikiner Vendors



**5¢ BULK  
CANDY VENDOR**



**5¢ HOT  
NUT VENDOR**

Built to last, built to serve by a company known for its fine design and rugged engineering.

Operators everywhere regard Vikiner as a "find". They outsell and they're practically indestructible.

Send for Free Literature.  
Distributor Territories  
Available.

**SPECIAL DEAL FOR  
A LIMITED TIME ONLY**

Hot Nut Vendor, Bulk Candy Vendor,  
Dual Floor Stand, 1,000 Souffle cups —  
All for **\$79.50**

Regular Price — \$95.75

**ALKUNO & CO. INC.**

Mechanical Manufacturing Laboratories

408 CONCORD AVENUE, NEW YORK 54, N. Y.

**AT LAST!**

**"Star" 5¢  
Candy Bar Vender**

A Real Money Maker  
Designed Especially To Sell

**HERSHEY'S**

World Famous  
Chocolate Bar

**WANTED!**

Experienced coin machine salesman. Qualified in selling and setting up operators. No cold soliciting. Leads come to you for closing. Unless you are a \$10,000 a year man, don't waste time. Give full details—write



6"x4 1/2"x18"  
only 3 moving parts

**PRECISION-BILT CO.**

19 ARLINGTON STREET, BOSTON 17, MASS. • COMMONWEALTH 6740



## Spacarb Cup Vender To NAAMO School

NEW YORK, Sept. 27.—New Spacarb soft drink cup vending machine and a firm engineer will be present at the Manhattan Trades School October 6-7 in order to acquaint the veterans attending the National Association of Amusement Machine Owners' (NAAMO) sponsored coin machine mechanic training school with the machine, according to an announcement this week by I. T. Houston, president of Spacarb, Inc.

John Bowman, Spacarb engineer, will represent the manufacturer as guest instructor during the two-day schooling on the vender. Houston said. Instruction periods will be held in the afternoons on both days, from 1:30 to 4:30.

## St. Paul Cig Levy Proposal Snagged, Termed Expensive

ST. PAUL, Sept. 27.—Proposed local 1-cent levy for cigarettes, introduced to the city council last week, momentarily hit a snag when one councilman attempted unsuccessfully to have the measure tabled.

At an open hearing Tuesday (23) the council heard the proposal assailed as overly expensive, causing them to delay third reading of the ordinance and approval as to form until next week. If passed, the levy would mean that venders would sell cigarettes at a straight 20-cent price, as most sales are for 18 or 20 cents at present.

Paul Lambert, of McFadden-Lambert Company, St. Paul tobacco wholesalers, told the council that the job of administering the proposed tax would eat up half of the expected revenue yield of \$300,000 annually. He pointed out that the job of attaching stamps to cigarette packs would be difficult because of the federal stamp on the front of the package and the State stamp on the back, with neither to be mutilated under provisions of laws governing them.

Timed with the cigarette tax discussion, a move was launched by an outside St. Paul group to resurrect the proposed soft drink tax and the admission tax measures, both of which were tabled some weeks ago following strenuous campaigns by citizens against the proposals.

## Central Stamping Plans Manufacture Of Carrying Cases

CHICAGO, Sept. 27. — Central Stamping & Manufacturing Company here, manufacturer of the Coin-o-Matic cashier coin changer for Coin-o-Matic Cashier Company, Seattle, announced plans this week for production of metal carrying cases for small vender and service machines.

Arthur H. Eichholz, Central Stamping president, stated that the cases, which will be of 20-gauge sheet steel and have a wrinkled, baked enamel finish, will be available in standard production models or made to special specifications furnished by the purchaser. Various colors may be had.

First carrying cases produced are designed for the Coin-o-Matic changer and a stamp vending machine, Eichholz said. Standard production models to be produced shortly include merchandise carrying kits for cigarettes, candy cases with trays, and a cup vender service kit that will hold sirups and cups.

Firm will manufacture any number of made-to-order cases that a single purchaser requires, Eichholz said, even though the order may be for a single case.

**It's Alive**  
**It's a Record Smasher**  
**It's Real Baseball Action**



Williams

## ALL STARS

Here's the baseball game with terrific skill appeal. Miniature ball player figures run the bases in the backboard. 100% mechanically perfect. New 3-coin drop head chute takes in loads of nickels and plenty of dimes and quarters.

Not a Pin Game.

ORDER NOW

Immediate Delivery

**SCOTT-CROSSE COMPANY**

1423 Spring Garden Street

Philadelphia, Pa.

RIttenhouse 6-7712



Model V Cabinet Vender

**BOOST YOUR SALES!**  
**CHARMS Create CASHABLE COM-MOTION when vended with BALL BUBBLE GUM in VICTOR MODEL V MACHINES!**

— SEND FOR COMPLETE DETAILS —

1¢ Cabinet Vender ... \$13.75	1,000 Asst. Charms ... \$3.50
1¢ Globe Vender ... 11.75	1,000 Big Charms ... 4.50
25 lb. 5/8" Bubble Gum 10.00	1 Gross Stone Rings ... 1.50

TERMS: 1/3 Cash Deposit, Bal. C. O. D., F. O. B. Brillion.

**OPERATORS & BEGINNERS**  
Write for FREE helpful BOOKLET  
**"DOLLARS FROM PENNIES"**

**L. M. Becker Vending Service** 105-5 DEWEY ST. BRILLION, WIS.

## OPERATORS!

NEW "STAR" 5c  
**CANDY BAR VENDER**

DESIGNED ESPECIALLY TO SELL

**HERSHEY'S**

AND MANY OTHER POPULAR 5c BARS

SMALL INVESTMENT  
DAILY TURNOVERS  
BIG PROFITS

A MILLION LOCATIONS WAITING NOW.

➡ **WANTED** ◀

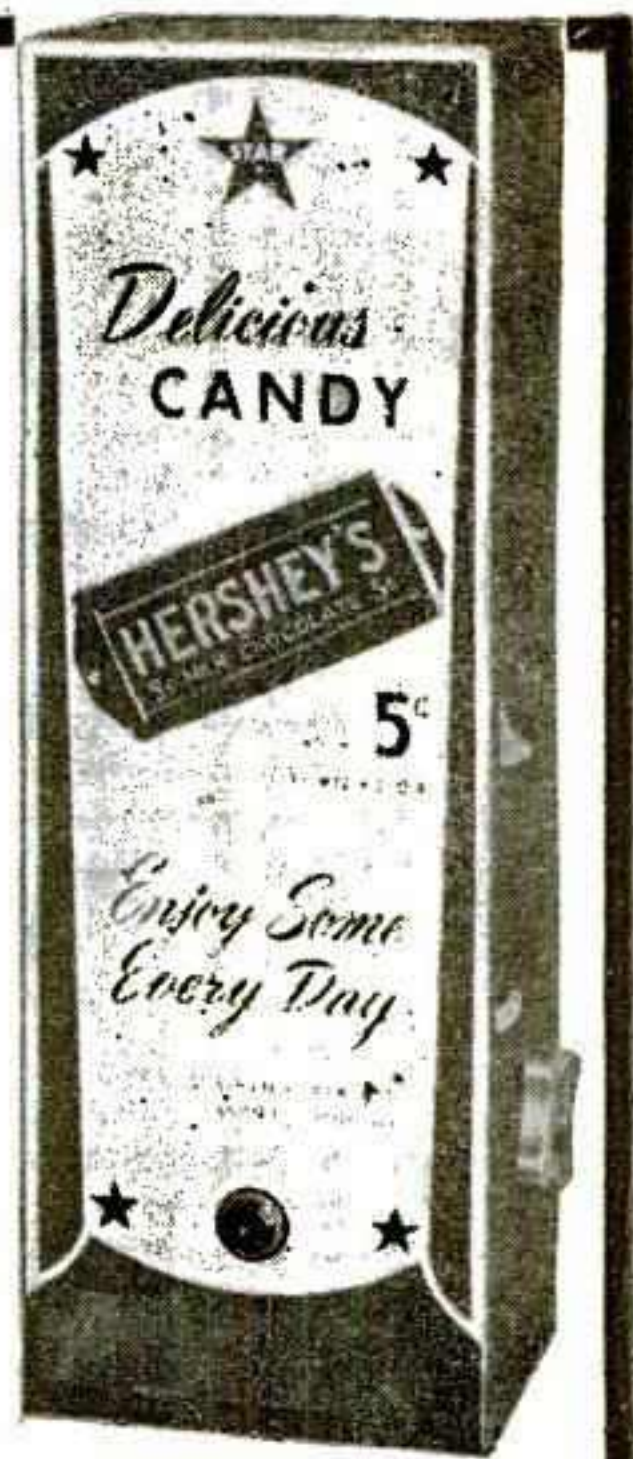
Few top quality Coin Machine Salesmen. Experienced in Selling and Setting Up Route Operators. Write full particulars your qualifications.

**AUTOMATIC ENTERPRISES**

National Sales Agents

635 South Kenmore

Los Angeles 5, Calif.



6"x4 1/2"x18"  
Weight 5 pounds  
Only 3 moving parts  
Capacity 40 Hersheys

## CIGARETTE MACHINES

NEW LEHIGH PX, 10 COLS., 425 PACK CAP., AVAILABLE FOR IMMEDIATE DELIVERY!!!

NEW EASTERN ELECTRIC .....	\$222.50	NATIONAL 950 .....	\$100.00
NEW DU GRENIER CHAL- LINGER, 7 COLS. ...	\$125.00	NATIONAL 750 .....	90.00
NEW UNEEDA, 8 COLS. ...	159.50	ROWE ROYALS, 10 COLS.	105.00
NEW UNEEDA, 6 COLS. ...	149.50	ROWE, 6 COLS., 150 PK.	32.50
UNEEDA MODEL 500, 15 COLS. ...	\$100.00	DU GRENIER CHAM- PION, 9 COLS. ....	92.50
UNEEDA MODEL E, 15 COLS. ....	72.50	DU GRENIER CHAM- PION, 7 COLS. ....	82.50
UNEEDA MODEL E, 12 COLS. ....	62.50	DU GRENIER MODEL WD, 9 COLS., 385 PACK CAP. ....	72.50
UNEEDA MODEL E, 8 COLS. ....	57.50	DU GRENIER "S," 7 COLS., 210 PACK CAP.	50.00
NATIONAL 930 .....	75.00	DU GRENIER, 6 COLS., 150 PACK CAP. ....	32.50
NATIONAL 630, 150 PACK CAP. ....	32.50	STEWART-McGUIRE, 8 COLS. ....	35.00



## CANDY MACHINES

NATIONAL 9-18, 9 COLS. ....	\$110.00	UNEEDA, 5 COLS., 102 BAR CAP. ....	\$ 75.00
ROWE STANDARD, 8 COLS., 120 BAR CAP. ....	95.00	DU GRENIER CANDY- MAN, 72 BAR CAP. ....	62.50
ROWE 5c MINT GUM .....	\$15.00		

WEEKLY SPECIAL! DU GRENIER "W," 9 COLS., 300 Pack Cap.

**\$62.50**

10c CIGAR MACHINES, Cap. 175, 7 Col. .... \$32.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED  
One-Third Deposit With Orders—Balance C. O. D.  
Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

## UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

Operators!

## KUNKEL HOT POPCORN VENDOR

(Machine Listed by Underwriters' Laboratories)

PRACTICAL — DEPENDABLE

- Beautiful Baked Enamel Finish
- Sturdy Steel Cabinet
- 99 1/2% Slug Proof
- Low Electric Consumption
- Can be refilled without Operator calling
- Easy to Service and Clean
- 16x16" Wide, 62" High
- 67 lbs. approx. Net Weight

"KUNKEL" for 30 Years Makers of Coin Operated Machines

Some DISTRIBUTOR Territories Available.  
OPERATORS: Write for Name of Your Nearest Distributor.

**NORSOAMERICA**

356 50. BROADWAY  
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LOS ANGELES 13, CALIF.  
Cable Address—NOSOAM





# Pistachios

FOR GREATER PROFITS IN  
VENDING MACHINES AND PACKAGES

ask for **ZALOOM'S**

## 3 STAR "BUDS"

**PERFECT!** No outerskin, 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



# Zaloom & Co.

AMERICA'S ORIGINAL

MASTERS IN IMPORTING, ROASTING  
AND SALTING OF PISTACHIO NUTS

122 HUDSON ST., NEW YORK 13, N. Y.

## BEVERAGE MACHINE CUP TYPE VENDERS FOR SALE

12 Frigidrink Cup Type Vending  
Machines for sale. In very good  
condition.

**IMMEDIATE  
DELIVERY**

**UNITED BEVERAGE CO.**

1251 S. Michigan Avenue  
Chicago, Illinois  
Tel.: WABash 6647

### NORTHWESTERN VENDORS

DeLuxe Merchandisers ... \$25.00  
Model "33" ..... 11.80  
Model "40" ..... 9.85  
Model "33" Ball Gum ... 10.40

1/3 Deposit, Balance C. O. D.  
Subject to change without notice.  
Liberal credit terms.

**CARL TRIPPE**

**IDEAL NOVELTY CO.**

"Authorized Northwestern  
Distributor"  
2823 LOCUST ST.  
ST. LOUIS 3, MO.

## Ready FTC Code For Candy Men

WASHINGTON, Sept. 27.—A code of fair trade practices for the wholesale candy industry will probably be put into effect in about five weeks, Federal Trade Commission (FTC) officials announced.

Statement came as a trade practice conference went into session here last week-end between representatives of the candy industry and FTC representatives. About 50 candy wholesalers sat in on the conference, with Henry Millker, chief of FTC's trade practices committee, presiding.

Among those representing the industry were Joseph Olshan, Anthracite Candy Jobbers Club; Joseph P. Kelly, Loft Candy Corporation; Victor Adams, National Theater Corporation; Louis Gravelle, Automatic Canteen Company; Peter Atwood, Curtiss Candy Company; Forrest Holtz, Southern Wholesalers Confectionery Association. C. S. Drolsbaugh, National Association of-Chewing Gum Manufacturers; M. J. Herrick and J. P. Fritz, Sweetheart Candy Company; E. Ray Jones, Jones Candy Company; Ernest Prince, McKeesport Candy Company; Sam Sawyer, Sawyer Candy Company; Glen Baldwin, General Tobacco and Candy Company, and J. F. Poetker, Poetker & Son.

## Regal Manufacturing Incorporated in Wis.

WHITEWATER, Wis., Sept. 27.—Regal Manufacturing Company here was recently incorporated after purchasing the vending machine interests of Regal Products Company, Gay Mills, Wis., and is no longer associated with latter firm, Charles Murray, vice-president and general manager of Regal Manufacturing, announced this week.

Murray also disclosed that his firm has completely remodeled the old Regal penny bulk merchandiser and has added the Regal Royal line, which includes a ball gum vender with a capacity of over 1,350 one-half inch balls; a penny bulk vender that holds six pounds of merchandise and a nickel-operated bulk nut vender. Last machine is adaptable for foreign coins.

Regal Manufacturing officers in addition to Charles Murray are W. E. Haworth, president, and Marion H. Murray, secretary and treasurer.

**AVAILABLE NOW!!!  
UP TO 200 NEW ADVANCE  
MODEL D BALL GUM VENDORS!!**



First Come, First Serve. Orders Filled  
Rotation.  
Sample ..... \$13.25  
2 thru 11 ..... 10.85  
12 thru 49 ..... 10.35  
50 and up ..... 9.95  
1/3 Deposit, Balance C. O. D.

**T. O. THOMAS CO.**

Phone 2131

1572 Jefferson Paducah, Ky.

## Berlo, Sanitary Combined in New ABC Setup

(Continued from page 92)

outstanding stock interests of 50 per cent each which will not be acquired at this time.

### 25,000-Share Issue

In order to distribute enough common stock to permit the creation of a public market, ABC will sell 25,000 shares, and 32 individual stockholders will jointly sell to the underwriter 120,000 shares. The total of 145,000 shares of common stock will then be placed in the public market.

Berlo and Sanitary both have contracts with the Warner Bros.' Service Corporation permitting operations in approximately 340 different Warner theaters located in more than 130 cities and towns. Sales under the Warner contracts for 1946 totaled \$1,422,272 for Berlo, and \$1,113,690 for Sanitary. Approximately \$2,455,800 in sales for 1946 was netted by Berlo thru operation in locations owned by the Philadelphia Transportation Company, and for the fiscal year ended December 31, 1946, Berlo garnered approximately \$1,586,452 in sales for Sanitary on location in lobbies and foyers of more than 80 RKO motion picture theaters.

### '46 Sales \$20,000,000

In 1946 the net sales of the Berlo and Sanitary groups totaled \$20,503,422.83. A combined summary of operation of the two groups for the six-month period ended June 30, 1947, is as follows: Net sales, \$12,260,989.32; profit before taxes on income, \$853,664.72; taxes on income, \$332,259.81, and net income for period, \$521,384.91. Operations for this period are equivalent to 74 cents a share in net income.

Analyzing their net sales in 1946 by types of merchandise sold, Berlo and Sanitary report that 85 per cent of the sales were in confections, gum and certain soft drinks; 4.2 per cent in popcorn; 3.9 per cent in cigarettes and tobacco; 3.7 per cent in newspapers and periodicals; 2.2 per cent in food, soft drinks served over the fountain and ice cream, and 9.5 per cent in drugs, cosmetics and sundries.

### 45% in Vending Machines

Pointing up the use of vending machines by the groups, it was reported that 45 per cent of the 1946 income represents sales by automatic vending machines.

A survey of vending machines of all types operated by Berlo and Sanitary groups as of December 31, 1946, placed 2,370 in theaters, 537 in industrial plants, 532 in transportation system locations and 117 in other locations for a total of 3,556. The Sanitary 50 per cent group, which operated only in theaters, had 638 machines in locations as of the end of last year. The three groups combined had sales outlets in approximately 3,160 locations, covering larger communities in 26 States and the District of Columbia.

The officers and directors of ABC are Charles L. O'Reilly, president and director; Jacob Beresin, vice-president and director; Benjamin Sherman, Edward Loeb, Louis Klebenov and Max Aron, directors; Rodney D. Andrews, treasurer and comptroller, and E. Russell Shockley, secretary.

## Texas Liquor Tax Returns

AUSTIN, Tex., Sept. 27.—Liquor revenue during August brought the State \$913,682, Bert Ford, liquor administrator, reported last week. Of this amount, liquor stamp sales accounted for \$413,336, wine stamps \$39,458 and beer stamps \$386,222.

## SALES STIMULATING VENDOR VALUES

Unsurpassed

in PROFIT-MAKING Ability

**GOLDEN STATE**

Favorite of Operators

Coast to Coast.

Rugged, service-free

mechanism.

All Purpose—All Product

Available in 1¢

or 5¢ Model.

\$12.95 Sample Lots.

Write for

Quantity

Price.

DISTRIBUTORS: Contact

Us. Some Terri-

tories Still Open.



**GOLDEN STATE  
Hot-Nut Vendor**

Vends All-Type

Nuts.

HEAT Element

Guaranteed For-

ever.

Flashing, Brill-

iant, Eye-At-

tracting Beauty.

\$29.95



**5c ALMOND VENDOR**

Biggest little Money-

Maker of all time.

Portable, Compact.

Sales Arresting De-

sign.

High Chrome Finish.

\$9.85

**VENDOR SUPPLIES**

Write for List.

Distributors, Write for Quantity Prices.

**BADGER SALES CO., INC.**

2251 W. Pico Blvd. Los Angeles 6, Calif.

## MERCHANDISE SPECIALS

140 Count Bubble Ball Gum 38¢ per lb.

170 Count Bubble Ball Gum 43¢ per lb.

Minimum 100 lbs.

Boston Baked Beans, 35 lb.

carton ..... 25¢ per lb.

Pistachio Nuts, medium, red.

25 lb. carton ..... 60¢ per lb.

Pistachio Nuts, small, red.

25 lb. carton ..... 49¢ per lb.

**AN ADVANCE MACHINE TO SUIT  
YOUR NEEDS**

My Best Advertisement Are the  
Machines in Use

**ORDER TODAY**

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

**J. SCHOENBACH**

DISTRIBUTOR OF

**ADVANCE VENDING MACHINES**

1647 Bedford Ave. Brooklyn 25, N. Y.

**NON TILT**



**SUCTION-GRIP CUPS  
For Vending Machines**

Live Rubber, 1 1/2" diam. Powerful Grip;

with standard 8/32" machine screw.

100 ..... \$ 3.00

1000 ..... \$24.00

Lower prices in quantities; write for catalog.

25% on C. O. D. orders; prompt delivery.

**GORDON MFG. CO., Dept. VM**

110 E. 23d St., New York City 10

• FOR EVERYTHING •  
IN  
**COIN MACHINE  
EQUIPMENT  
and SUPPLIES**

CONTACT

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2113 Market St. Phila. Pa.

LOOK FOR  
**MINIT-POP**

SEE PAGE 105



# Candy Prices, Clean Venders Big Topics at NAMA K. C. Meet

KANSAS CITY, Mo., Sept. 27.—Coping with candy prices, keeping venders clean and attractive, and maintaining a close check on sales of each location, were major problems discussed at the one-day meeting here, September 20, of National Automatic Merchandising Association's (NAMA) Region IX.

Operators from Colorado, Missouri, Kansas and Nebraska participated in the round-table discussions and heard national NAMA leaders explain association and convention plans. Ralph A. Dahl, Omaha, presided as chairman of Region IX.

Presented as featured speaker was A. E. Weltner, well-known Kansas City business forecaster, who discussed business trends, relating them to the automatic merchandising business. Weltner, predicting a continuing upward trend thru May, 1948, said that candy vending business would benefit from high industrial employment, while cigarette machine operators would be affected by retail activity and national income.

### NAMA Officials Attend

Among NAMA officials who included Kansas City in their round of regional meeting appearances were President R. Z. Greene, General Convention Chairman George Seedman, Executive Director C. S. Darling and Legislative Counsel Fred L. Brandstrader. All addressed the meeting on various phases of NAMA plans. Seedman reported that \$36,000 out of the \$45,000 quota of advertising for NAMA's yearbook has been sold and urged all operators, distributors and manufacturers of venders to attend the 1947 convention and exhibit at the Palmer House, Chicago, December 14-17.

Tour of the Vendo Company's new Kansas City plant was a feature of the meeting, and the plant cafeteria was the scene of the opening business session, with Elmer T. Pierson, Vendo president, acting as host.

The round-table discussions on candy and cigarettes brought out a variety of points of view.

Percy M. Franks, representative of P. Lorillard Tobacco Company, pointed out that clean, inviting machines are just as important to cigarette sales as to candy merchandising.

Use of advertising stickers of cigarette manufacturers are valuable sales stimulators, he said, but the stickers should be removed when they become frayed and dirty. He suggested that cigarette operators supply each of their service and route men with inexpensive scrapers to remove such stickers when they become unsightly.

Al G. Price, St. Louis operator, suggested that cigarette makers prepare smaller stickers for vending machines.

"Some of them send out regular banners that would cover up the machine if we used them," he declared. "Advertising value is a matter of relative size anyway and we have found the small decal or sticker works just as well as a big one."

Paul Presley, operator of Automatic Cigarette Sales at St. Louis, said he has obtained excellent results with a small decal with a red arrow pointing at the cigarette coin chute as a means of preventing customers from putting their coins in the match chute. Price said he has had a number of compliments on a sticker saying simply, "Thank you!" and his company's name, address and phone number.

Question of book versus box matches was discussed by R. I. McBee, of Cigarette Service, Kansas City, Kan., and Philip Shields, of Universal Match Company, and J. H. Sturtevant, of Diamond Match. Consensus was that vender customers prefer book matches, and McBee said

his company has had good results selling two books of matches for a penny. Sturtevant said his firm now is packing special two-book boxes for venders.

McBee and George Seedman, of Rowe Manufacturing Company, conducted the cigarette table. Others participating included Robert Z. Greene, president of Rowe; R. I. Stanley, of Automatic Sales, Pittsburg, Kan.; Carroll Beavers, of Karnett Vending, Omaha, and Ralph Dahl, of Omaha, regional NAMA chairman.

Problems in stimulating location sales, placing new machines and use of insurance came in for most discussion at the candy table conducted by Lon Russing, of Automatic Canteen, Pittsburg, Kan. Most animated discussion, however, revolved around the recent increase announced in candy prices.

Operators declared that with prices of 24-bar boxes above 75 cents, it was impossible for an operator to operate in the black except with the most severe economies. "Even then he is not sure whether he is in the red or the black until the end of the year," one operator declared. "A vender operator simply cannot show a profit on a 3 per cent margin."

### Suggests 1,600-Count Box

Harry Copelman, of Paul F. Beich Company, suggested that the 1,600-count box might be one answer for the vending machines, but Francis Allan, of Automatic Canteen, countered that "even that is out of our bracket."

Operators were agreed that there is no such thing as a 7-cent market for venders even if they could change their coin chutes without too great expense. "It is either a nickel or a dime, and the public has been educated to the 5-cent candy bar," one commented.

At another session one Kansas City operator reported that he had experimented with 7-cent and 10-cent operation this summer and found that it was necessary to go on up to a dime to take care of the drop in sales. Early this year a few other candy venders in Kansas City tried 10-cent operation, but abandoned it after a short trial.

It was urged that NAMA make representations to candy manufacturers in an effort to find some solution.

Ira E. Thomas, of Karnett Vending, suggested that the operator should immediately inquire into any noticeable drop in sales at any location. O. A. Mefford, of Sunbeam Products, Wichita, Kan., seconded this advice and pointed out that many small things may affect sales, such as a change in production routing in a factory.

Discussing payment of service and route men, L. P. Donohue, of Kansas City, said he has found the flat salary plus quarterly bonus for sales over quota the best.

"On a straight salary, the route man doesn't take care of his machines," Donohue said. "While on a commission, he hurries too much for the good of locations. His only interest then is getting as much candy into the machines as possible." Mefford said his firm has had the same experience.

Thomas E. Dods, sales manager of Automatic Canteen, Kansas City, stated his firm has found it valuable to have a special sales staff to call on locations at regular intervals of about every three months. These salesmen do not accompany the route men but make separate calls, he said.

Leonard Kenyon, Ford gum operator in Kansas City, said that he believed the small operator who makes his own service calls should stop fre-

quently to talk with the location owner. He said he tries to make his service calls almost weekly.

Inadequate identification of owner and operator of vending machine still plagues the industry, particularly on penny venders, it was brought out in discussions. All agreed that there should be an identifying card or sticker, which also lists telephone


number to call for servicing, on every machine.

Thomas, of Karnett Vending, disclosed that his firm makes a practice of supplying cards saying "Out of Order" for the location owner to place on the machines whenever they are not working. He said this has considerably reduced the number of refunds.

## 7 REASONS WHY

# The POSTMASTER

is the **PREFERRED**  
**POSTAGE STAMP VENDER!**



**ORDER A SAMPLE NOW!**  
**See Your Nearest Distributor**

**DAVAL PRODUCTS CORPORATION**  
**1512 N. FREMONT ST., CHICAGO 22, ILL.**

1. Vends choice of three sanitary stamps directly from U. S. Government rolls!
2. Each unit adjustable to vend 2 to 5 stamps.
3. Stamps are accurately cut off on perforations!
4. Full rolls of 500 or 1000 stamps inserted in a few seconds. Eliminates expense and nuisance of tearing sheets and inserting stamps into folders.
5. Capacity 2 to 3 times greater than folder-type venders. Takes only a few minutes to service.
6. Aluminum cabinet (11" x 11½" x 8" deep), finished in attractive colors and trimmed in chrome. Precision-built mechanism constructed to last a lifetime.
7. Merchants welcome Postmaster because of its compactness, streamlined beauty, time-saving and money-making features.

## NORTHWESTERN BULK VENDERS

### MEAN MORE FOR YOUR MONEY

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

Pistachio Queens, Red, 5 Lb. Bags	72¢ Per Lb.
Pistachio Large, Tulip Red, 5 Lb. Bags	50¢ Per Lb.
Jumbo Peanuts, 30 Lb. Ctn.	31¢ Per Lb.
Spanish Peanuts, 30 Lb. Ctn.	24¢ Per Lb.
Cashew, 480 Count, 30 Lb. Ctn.	56¢ Per Lb.
Squash, Red or White, 25 Lb. Ctn.	20¢ Per Lb.
Boston Baked Beans, 32 Lb. Ctn.	28¢ Per Lb.
Rainbow Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Cinnamon Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Licorice Lozenges, 38 Lb. Ctn.	30¢ Per Lb.
M & M, Asst'd Colors, 16½ Lb.	42¢ Per Lb.
Ball Gum, ½, 140 Count, 25 Lb. Ctn.	40¢ Per Lb.
Ball Gum, 170 Count, 25 Lb. Ctn.	50¢ Per Lb.
Adams Gum, All Flavors, Tab or Candy Coated, Box 100	54¢



**33 BALL GUM**  
(3½ Lb. Globe)  
Less Than 25... \$11.40  
Less Than 100... 11.10  
100 or More... 10.80  
(5 Lb. Globe, 15¢ Extra)

Charms • Stands • Brackets • Globes (Glass and Plastic) • Used Machines • Send for Free List.

**1/3 Deposit With All Orders, Balance C. O. D.**

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**POP CORN SEZ. AUTOMATIC VENDING MACHINE**



Immediate delivery — means PROFITS NOW. Yes 'POP' Corn Sez Automatic Vending Machines are coming off the line and ready for immediate shipment and the vending of hot, fresh, crisp popcorn — quick profits for you. Operators report better than expectations—don't delay, join the popcorn profit parade today. See your nearest distributor or write

**T. & C. Co.**  
 Box 5998  
 Dallas, Texas

## Say SuperVend Cup Vender for Independ't Op

DALLAS, Sept. 27. — The new three-flavor cup beverage vender announced (*The Billboard*, September 27) last week by SuperVend Corporation here will be available to independent operators, firm's president M. M. Miller announced this week. Miller also made available additional information on the mechanism of the unit, and said that SuperVend's \$1,500,000 production contract with Texas Engineering & Manufacturing Company here would result in starting production lines shortly. He stressed the machine's selector valve and combined carbonator and cooler.

### Features Described

Valve has three inlets for sirup and one inlet for carbonated water, with maximum travel of cold water and cold sirup, from cooling unit to cup, set at 2½ inches. Three stainless steel sirup drums with a total capacity of 10 gallons (one drum, 4 gallons, the other two three gallons each) may be filled without removal from cabinet, have three-inch openings for cleaning as well as filling.

The combined carbonator and cooler have a capacity of 15 gallons per hour, or 320 drinks, 6 ounce size, according to Miller. Coils are cast in an aluminum bed, and thermostatic control maintains constant temperature.

The cup dispenser, with Dixie mechanism as standard equipment, has capacity of 600 cups for 6-ounce drinks, and cup disposal unit is placed inside the cabinet.

A water conditioning unit, charged with activated carbon, is incorporated to remove objectionable tastes from water supplies.

Other features listed by Miller include a germicidal lamp, nationally known make of compressor unit (1/3 horsepower), National Slug rejector, anti-jackpot device, fiber glass insulation and rounded surfaces for all-metal cabinet.

## Rule Spin-It Vender Free From U. S. Tax

LOS ANGELES, Sept. 27.—The Spin-It nut vender with game element, manufactured by Shipman Manufacturing Company here, has been ruled a bona fide vending machine and not subject to the federal tax on amusement devices. D. S. Bliss, deputy commissioner for Bureau of Internal Revenue, furnished the ruling.

R. W. Bell, of Automatic Enterprises, national distributors for the machine, sought clarification under Section 3267 of the Internal Revenue Code.

Bliss said in his notification that specifications of the game had been considered, and that it was noted that the game reel moved as the hopper was filled with nuts, with no payout premium or prize of any kind dispensed.

Said the commissioner: "Since a specified quantity of nuts is dispensed for each coin inserted, the coin-operated Spin-It machine is considered a bona fide vending machine exempt from special tax."

## New Hartford Candy Service

HARTFORD, Conn., Sept. 27.—Certificate of organization has been filed with secretary of state here for a new Connecticut corporation, National Candy Service Corp., 33 Jefferson Street, Stamford, Conn. Listed as firm officials were president, John T. Bouzoucos; vice-president and treasurer, Milton H. Siolas; secretary, Nick P. Namos. Same principals were listed as directors.

## Tomorrow's World? It's Already Here

KANSAS CITY, Mo., Sept. 27.—The "world of tomorrow" has already moved in on the vending industry, Elmer Pierson, president of the Vendo Company, revealed at the recent National Automatic Merchandising Association Region VIII meeting here.

Pierson reported that the long-distance telephone conversations between him and Ralph Dahl, of Omaha, regional chairman, to arrange for reservations and other preparations for the sessions, were carried on with Dahl riding around Omaha in an automobile as he talked. Dahl made the call from one of the telephone company's experimental cars.

## Silberman Will Plug Cash Trio

LOS ANGELES, Sept. 27.—Al Silberman, sales representative of Adams-Fairfax Corporation, leaves October 1 on a trip to Philadelphia, Boston, Chicago, Minneapolis and Fargo, N. D., in the interest of the firm's new product, Cash Trio.

During the six-week jaunt Silberman will hold meetings with operators and distributors in a move to bring operators, distributors and manufacturer closer together.

Cash Trio features three specially designed cash trays on a revolving top held on a stand. Trays can be operated for 1 or 5 cents or a combination. The stand, says President Bernie Shapiro, designer of the vender, is hollow cast and can be filled with water or sand to hold it in place. Base is 15 inches in diameter.

Adams-Fairfax, which recently moved into new quarters, is also planning to bring out a junior five-column cigarette machine. Shapiro said the vender has passed the drawing board stage and will go into production soon.

## Spacarb Appoints Pero Sales Mgr.

NEW YORK, Sept. 27.—Appointment of John P. Pero III as national sales and advertising manager for Spacarb has been announced by Hayne Houston, president of the company.

## BARS DOWN

(Continued from page 92)

however, chocolate sales dropped 28 per cent; wholesale producers decreased 15 per cent and retail producers were down 3 per cent.

### Dollar Volume Up 40%

Report of 285 manufacturers, from which the over-all reports by the Commerce Department were made, show that for the first seven months of this year their pound volume gained 4 per cent over that of same period in 1946, while dollar volume rose 40 per cent.

Manufacturers of package, bar and bulk goods reveal the same upward trend in production; July, 1947, production totaled 63,722,000 pounds while July, 1946, output was 58,494,000 pounds. Bar goods led with an increase of 2,504,000 pounds, while package goods showed a 1,832,000 increase and bulk goods a poor third with an 892,000 pound increase.

During the July-to-July period candy sales increases in the West North Central area (including Minnesota, North and South Dakota and Nebraska) were 81 per cent over those of July, 1946. Meanwhile, in the West South Central territory a decrease of 10 per cent took place, and in Ohio and Indiana a decline of 7 per cent was recorded.

**SPECIAL DEAL! VICTOR MODEL V**  
 FAMOUS PRE-WAR VENDORS  
 10 GLOBE TYPE PLUS 100 POUNDS OF BUBBLE BALL GUM, ALL FOR \$152.50  
 Mention Deal A When Ordering  
 We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30 Lb. Ctns., 28¢ lb.  
**PISTACHIO NUTS**  
 60 Lb. Ctns. . . . . 59¢ lb.  
 Spanish Peanuts, 30-Lb. Ctns. . . . . 22¢ lb.  
 M&M's, Ass't Colors, Limited Quantity . . . . . 40¢ lb.  
 Model V Deluxe Cab. Type . . . . . 45¢

**BUBBLE BALL GUM**  
 6" 144 Count . . . . . 38¢  
 6" 170 Count, 25 Lb. Cartons . . . . . 45¢  
 Ball Gum Orders—Full Cash.

1/2 Deposit, Certified Check or Money Order. Balance C. O. D.  
**PIONEER VENDING SERVICE**  
 Exclusive Victor Distributor in N. Y.  
 461 Backman St. Brooklyn 12, N. Y.  
 Phone: Dickens 2-7992

**ASCO STANDARD ALL-PURPOSE 5c VENDOR**

Built To Bring You Big Profits With **PISTACHIO NUTS**  
 Salted Peanuts, Mixed Nuts, Cashews, Panned Confections.  
**IMMEDIATE DELIVERY \$19.50 EA.**  
 Established Operators' Quantity Price.  
 1/3 with order, bal. C.O.D., F.O.B. Newark. Send for new price list of all types of new and reconditioned vending machines!  
**DISTRIBUTOR TERRITORIES AVAILABLE**

**ASCO VENDING MACHINE EXCHANGE**  
 55-57-59 Branford Street - Newark 5, N. J.  
 BRIDGE 2-7744

**SPECIAL BRAND NEW VENDERS!! IMMEDIATE DELIVERY**

Silver Kings (1¢ or 5¢)	Each \$19.95
Columbus Nut or Ball Gum (1¢ or 5¢)	12.50
Reliable Cash Trays (Almonds), 5¢	9.85
Northwestern Deluxe (1¢-5¢ Comb.)	25.00
Victor Model V (Ball Gum or Nut, 1¢)	11.75

200 5¢ Cash Trays, 1947 Model, used 2 weeks . . . . . \$7.85 ea.

California Teeny Almonds (A-F), in 5 lb. cartons . . . . . 90¢ lb.  
 5¢ Ball Gum, 40¢ lb. | 170 Ball Gum 45¢ lb.  
 Pistachios . . . . . 80¢ lb. | Va. Peanuts . . . . . 28¢ lb.  
 Adams Gum 55¢ box M & M's . . . . . 42¢ lb.  
 1/3 Dep.—Balance C. O. D.

**CAMEO VENDING SERVICE**  
 432 W. 42nd St. New York 18, N. Y.

**LOOK FOR MINIT-POP SEE PAGE 105**

**WANT TO BUY ERIE DIGGERS**  
 Will take them in any condition or any quantity. No packing, we pick up anywhere.  
**NATIONAL**  
 4243 Sansom St., Philadelphia 4, Pa.



**Boston Tobacco Table Meet**

BOSTON, Sept. 27. — First fall meeting of the Boston Tobacco Table is slated to be held Monday, October 6, in the Hotel Sheraton here. Program for the new season will be discussed.

**CIGARETTE MACHINES  
REAL LOW PRICES**

READY FOR LOCATION

Rowe Royal, 10 Col.	\$65.00
Rowe 7 Col. Mint & Gum. Ea.	10.00
DuGrenier W's, 9 Col.	47.50
DuGrenier 7 Col. Mod. S. Ea.	27.50
DuGrenier Champs, 9 & 11 Col.	60.00
DuGrenier 7 Col. Challenger, new	125.00
U-Need-A-Pak 15 Col. 500	70.00
Phillies 10¢ Cigar Mach., wall type, coin return, 75 capacity, Ea.	22.50
National 9-30	50.00
Rowe Aristocrat 6 Col., Mills 6 Col., Stewart-McGuire 8 Col. Any One, Ea.	22.50

**HARRIS VENDING**  
2717 N. Park Ave. Philadelphia, Pa. Phone BA 9-0606

**WHY BUY EXPENSIVE VENDORS?**



HIGH in quality  
LOW in price  
Table, Silver Tray,  
Single and Triple  
Revolving models

CIRCULARS ON  
REQUEST

**DAVIS METAL FIXTURE COMPANY**  
LANSING, MICHIGAN

**WEIGHTED STANDS**

For one or two Peanut or Ballgum Machines. Approx. wt. 25 lbs.—33" high. Lots of 25, \$3.00 each; sample, \$4.00. Deposit with order.

**LEW WOLF ENTERPRISES**  
1022 Main St. BUFFALO 2, N. Y.

**Product Award to C-Eight Machine**

NEWARK, Sept. 27.—The Electro, electric cigarette vending machine manufactured by C-Eight Laboratories, was given one of five new electrical product awards by *Electrical Manufacturing*, trade magazine, in the magazine's Ninth Annual Production Design Contest, Anthony M. Caruso, firm general manager, announced this week. Electro received its award for its completely modern design and function, according to editors of the publication. "Products such as the Electro open new horizons for producers and operators of vending machines thruout the world," said the contest judges. Contest was judged on papers and photographs describing the completed workings of each machine which was submitted.

**Drink-O-Mat Acts To Protect Firm's Name**

NEW YORK, Sept. 27.—Sam Kresberg, general manager of Drink-O-Mat Industries, announced that the firm this week instituted legal proceedings to stop other automatic beverage vender manufacturers from using names that resemble or conflict with Drink-O-Mat.

**Elect Walter R. Keefe to Heide Board of Directors**

NEW YORK, Sept. 27.—Walter R. Keefe has been elected to the board of directors of Henry Heide, Inc., confectionery manufacturer, Herman L. Heide, president, announced last week. Keefe, who is general manager of the Heide firm, has been with the organization 37 years, starting as an office boy.

**Northwestern**

1ST CHOICE OF ALL EXPERIENCED OPERATORS

<b>DELUXE</b>	<b>MODEL 33</b>	<b>33 BALL GUM</b> (3 1/2 lb. Globe)	<b>MODEL 40</b> (4 lb. Globe)	<b>MODEL 39</b>
Less than 25... \$25.00	Less than 25... \$11.60	Less than 25... \$10.40	Less than 25... \$9.85	Less than 25... \$13.40
Less than 100... 24.75	Less than 100... 11.40	Less than 100... 10.10	Less than 100... 9.60	Less than 100... 12.95
100 or more... 24.25	100 or more... 11.25	100 or more... 9.80 (5 lb. Globe, 15¢ Extra)	100 or more... 9.35 (6 lb. Globe, 15¢ Extra)	100 or more... 12.55

NEW NORTHWESTERN POST WAR STAMP MACHINE .....\$69.00

We Roast and Salt Our Nut Meats in Pure Peanut Oil Cooked Especially for Bulk Venders.

SPANISH PEANUTS, NEW CROP, 30 LB. CTN.	\$ 6.60 CTN.
BLANCHED VIRGINIA, 30 LB. CTN.	8.40 CTN.
HARD SHELL RAINBOW PEANUTS, 32 LB. CTN.	8.90 CTN.
HARD SHELL CINNAMON PEANUTS, 32 LB. CTN.	8.90 CTN.
HARD SHELL BOSTON BAKED BEANS, 32 LB. CTN.	8.90 CTN.
M & M, 20 LB. CTN.	7.80 CTN.
LICORICE PASTELS, 38 LB. CTN.	11.40 CTN.
BEST GRADE BUBBLE GUM, 5/8, 25 LB. CTN.	9.75 CTN.
ADAMS GUM, ALL FLAVORS, TAB AND CANDY COATED BOX OF 100	.52 BX.
SQUASH SEEDS, 20 LB. CTN.	4.00 CTN.

Germack's Zenobia pistachio nuts 5 lb. moisture proof bags. All sizes at lowest market price at time of shipping.

Terms: Net 1/3 with order, balance C. O. D., F. O. B. Boston.

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**NORTHWESTERN SALES & SERVICE**

1198 Tremont St.

Boston, Mass.

thanks

for the terrific response to "Automatically Yours," the brilliant new 10c cigar machine. We have now caught up with the demand and can give you

Immediate Delivery

Here's Our Famous Cigar Deal that Insures You Profit

Muriels, Natural Blooms, Yankees, Seidenbergs and many other leading brands, packed in specially designed vending cartons — Available at Direct Factory Distributor Prices.

Order

"Automatically Yours" Today

\$34.50 F. O. B. Newark, N. J. \$2.00 discount for cash. Floor Stand (1 sq. ft. space), \$7.50 extra. Time Payment Plan—1/3 down, balance in 12 monthly installments AT NO INTEREST.

**Stange - Sharenow** distributors  
Military Park Bldg., 60 Park Place  
Newark, N. J. • Market 2-2460

Approved by U. S. Internal Revenue Dept.

AT LAST

A VENDOR THAT DOES EVERYTHING



The WHITE 5c Pistachio and ALL Purpose Bulk Vendor Hot or Cold

Give yourself elbow room. Make your operation flexible with this rugged but modern WHITE 5c VENDOR that dispenses Pistachios . . . Hot Nuts . . . Cold Nuts . . . M & M's . . . Boston Baked Beans and other bulk merchandise.

Franchise Territories Open Write for Special Distributor Prices



**eacoast** DISTRIBUTORS, INC.  
627 10th AVENUE NEW YORK 18, N. Y. PHONE: LONGACRE 3-0740  
415 FRELINGHUYSEN AVENUE NEWARK 5, N. J. PHONE: BIGELOW 8-3524



**Northwestern** World's Finest Bulk Vendors

**DELUXE** 1¢ or 5¢ Combination \$25.00


MODEL 39 ..... \$13.40

MODEL 33 ..... 11.60

33 BALL GUM .. 10.40

MODEL 40 ..... 9.85

LESS IN QUANTITY



**BRAND NEW IMPS**

EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels

**\$12.95 ea.**

LOTS OF 12 OR MORE

5 or More. Ea. .... \$13.75

Sample ..... 14.50



**MILLS VEST BELL**

POCKET SIZE 8"x8"x8"

A 5¢ pocket size slot with automatic payout system. Awards from 3 to 20 nickels.

**OPERATOR'S PRICE \$65.00**



**NEW COLUMBIA BELLS**

Twin Jackpot 1947 Models

**\$99.50 EA.**

\$95.00 6 or More

Changeable to 1¢, 5¢, 10¢, 25¢ - Play



**COUNTER GAMES**

Kicker & Catcher (New) ..... \$37.50

Acme Electric Shockers (New) ..... 18.50

Gottlieb Grip Scales (New) ..... 34.50

Amer. Eagles, 1¢, Token Payout ..... 17.50

Marvels, 1¢, Token Payout ..... 29.50

Marvels, Brand New ..... 39.50

Daval Skill Thrill, New, Penny Back ... 39.50

Liberty & Mercury, 1¢ ..... 14.50

Champion-Sparks, 1¢ or 5¢, Token Payout 19.50

Klix Blackjack, 1¢ ..... 22.50

Bat-a-Ball (New) ..... 29.50

Star Card Vendor (New) with 1000 Cards Pop-Up (New) ..... 29.50

Champion Basketball (New) ..... 29.50

**SUPPLIES AND ACCESSORIES**

Hard Shell B.B. Beans, 35¢ Ctn. Per lb. 29¢

Hard Shell Army-Navy Mix, 35¢ Ctn. Per lb. 29¢

Hard Shell Rainbow, 35¢ Ctn. Per lb. 29¢

Licorice Lozenges, 35¢ Ctn. Per lb. 30¢

Pee Wee B.B. Beans, 32¢ Ctn. Per lb. 27¢

Pee Wee Rainbow Peanuts, 32¢ Ctn. Per lb. 27¢

Pee Wee Cinnamon, 32¢ Ctn. Per lb. 27¢

Charms, Large, Per 1000 ..... \$4.50

Charms, Small, Per 1000 ..... 3.50

Bubble Gum, 144 and 170 Count, 35¢ Ctn. Per lb. .... 38¢

Spanish Peanuts, 30¢ Ctn. Per lb. .... 22¢

Virginia Peanuts, 30¢ Ctn. Per lb. .... 28¢

**WRITE FOR COMPLETE LIST!**

1/3 Deposit must accompany all orders.

**RAKE COIN MACHINE EXCHANGE**

609 Spring Garden St., Philadelphia 23, Pa. Lombard 3-2676

**Columbus Vendors**

BALL GUM \$11.50 Ea.

1¢ or 5¢ ALL PURPOSE \$11.95 Less in Quantities

New Improved VICTOR Model V \$11.75 Cab. Type \$13.75

SILVER KING 1¢ or 5¢ \$12.50

Send for Literature and Quantity Prices. 1/3 Deposit Required With Orders. Address All Mail to Dept. BB

**FRANK DIST. CO.** 535 N. 8th St. Phila. 23, Pa.



# New Venders Are Filmed By Newsreel

## "Vend" Mag Highlighted

NEW YORK, Sept. 27.—A movie short highlighting five vending machines and *Vend* magazine was taken yesterday (26) in the clubrooms of the National Showmen's Association (NSA) by Warner-Pathe News. Machines selected by Pathe for filming were the Automatic Book Machine Company's Book-o-Mat, International Mutoscope Corporation's Voice-o-Graph, Telecoin Corporation's canned fruit juice vender, Rudd-Melikian's Kwik-Kafe vender and the Viking Tool & Machine Corporation's Minit-Pop Machine.

Closeups of all the machines dispensing their products were made by Pathe for inclusion in the newsreel. *Vend* was mentioned as the post-war vending machine publication covering the post-war venders displayed, as well as all coin merchandise machines.

**New Book Vender**

A new model of the Book-o-Mat pocket book vender, which will hold about 240 books and give a selection of 20 titles, was presented for the first time at the NSA clubrooms for the movie by Irving and Murray Goldstein, firm executives.

Bill Rabkin, Mutoscope president; Al Blendow, firm sales manager, and Larry Ascher, of the sales department, were present to instruct the model in demonstrating the Voice-o-Graph, in the finer points of the machine.

The canned fruit juice vending machine, made by Telecoin, was represented at the clubrooms by Mel Adams and other executives of the organization. Machine vended a can of juice for a dime.

Kwik-Kafe coffee vending machine was represented by R. L. Rudd, firm president, who disclosed that the machines are in steady production now in the organization's Philadelphia plant.

Larry Lommerin and Ed Leeson, executive of Viking, were on tap at the time of the filming of the Minit-Pop popcorn vending machine.

# Vendi Freeze Builds New Ice Cream Mach.

CHICAGO, Sept. 27.—Vendi Freeze Corporation, San Diego, Calif., is now in production on a new model ice cream bar vender, A. A. Dubin, of Vendi Freeze Sales, Chicago, announced this week. Fabricated under

**SUNSHINE BISCUITS "NIKS"**

(5c packages)

sold through specially built vending machines placed in schools, factories, offices, banks, department stores, amusement places and other similar locations where people work or congregate.

Investment as low as \$1150.00. Exclusive franchises available.

**STATLER MANUFACTURERS CORP.**

2112 Broadway, New York 23, N. Y.



# NAMA Suites Filled

CHICAGO, Sept. 27. — All available suites at the Palmer House have been taken for the National Automatic Merchandising Association's (NAMA) 1947 convention and exhibit December 14-17, it was announced this week.

Convention Chairman George M. Seedman said that within 10 days after the mailing of hotel reservation forms all suites had been applied for. NAMA has asked the Palmer House to provide studio rooms for members unable to obtain suites, Seedman said.

# NAMA Names Freight Comm.

(Continued from page 92)

lete from the docket the items in question or to specifically indicate the factors which would justify an increase in classification ratings.

Committee members are Arthur C. Schacht, Automatic Canteen Company of America, Chicago; Ford S. Mason, Ford Gum & Machine Company, Inc., Lockport, N. Y.; C. D. Anderson, F. L. Jacobs Company, Indianapolis; Arthur C. Moeller, Rowe Manufacturing Company, Inc., Whippany, N. J.; Clarence Adelberg, Stoner Manufacturing Corporation, Aurora, Ill., and W. M. Boring, The Vendo Company, Kansas City.

NAMA legislative counsel Fred L. Brandstrader and attorney Paul Maguire, representing manufacturers and operators of merchandise and service machines, will present to the committee on Tuesday results of a survey of leading manufacturers conducted by NAMA last month to determine how the proposed transportation ratings would affect the industry.

# Perin Sales Head in Genco-Seaboard Plan

NEW YORK, Sept. 27. — Herman Perin was announced this week as regional sales manager to serve the South and Southwest for the new Genco-Seaboard amusement game machine merchandising plan by Bert Lane, Seaboard New York Corporation executive. Perin took over his duties at once and will leave next week for the South.

Calling personally on distributors, jobbers and operators in North Carolina, South Carolina, Georgia, Alabama, Florida, Texas and Mississippi, Perin will present the new merchandising plan of Seaboard that is slated to give them faster service as well as many other advantages, Lane states. Perin also will give advance information on new Genco games that will be released soon.

contract by the American Fitting Company, Escondido, Calif., the improved machine is in quantity production.

Capacity has been increased from 84 bars in the first model to 120 bars in the new vender. Standing 66 inches high, 24 inches wide and 24 inches high, it is 4 inches taller and 4 inches deeper than the former machine. The bar elevator mechanism has been redesigned; the weight counterbalance system formerly used is replaced with a ratchet lift arrangement, Dubin stated.

Standard color of the new vender is apple green instead of the maroon used on the first models. The dime coin mechanism and the Penguin trade-mark remain unchanged, but the plexiglas panel carrying the firm name is illuminated by a fluorescent tube from behind.

# LOW PRICE POP CORN VENDOR



**\$69.50**

Holds 6 gallons of pre-popped corn Vends 2 oz. for 10¢

Thermostatic heat control . . . Stainless steel trouble-proof mechanism . . . Easy to service . . . Very attractive metal cabinet . . . Well lighted . . . Immediate delivery . . . Also non-coin-operated model, \$59.50.

25% deposit required with order.

**Jack Nelson Jr. & Co.**

2320 Milwaukee Ave. Chicago 47, Ill.

# NEW! SILVER-KING HOT NUT VENDOR

WITH THE GUARANTEED HEATING UNIT

**BIGGER PROFITS** from locations are a natural with the all-new Silver-King Hot Nut Vender. Completely redesigned for sales-compelling eye appeal. Flashing ruby red jeweled top Vender only

**\$29.95**

Cup Dispenser extra. See Your Dealer



**SILVER-KING CORP.**

622 Diversey Parkway, Chicago 14, Ill.

# FAMOUS EPPY CHARMS

Series #1 \$3.50 per M

Series #2 \$4.50 per M

Six other charm and prize items available from us. Write in and ask for free samples.

**SAMUEL EPPY & CO., INC.**

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# Top-Demand Machines Near; Buck Scant Steel Supply

(Continued from page 95) machine manufacturers are stressing production on models which they introduced early in the year. Among new entries are Alkuno & Company, Inc., New York, which already is in production on a 5-cent bulk candy and hot nut machine, and will introduce a vender to dispense Charms, another for Livesavers, a chewing gum unit and a candy bar machine. All are currently scheduled for early 1948 presentation. The Vendall Company, of Chicago, will introduce in December a new five-column candy bar vender designed particularly for the smaller location. American Vending Corporation, Kansas City, Mo., which resumed quantity production during the summer on its Vendit machine, expects to fill demand this fall.

On the West Coast, Adams Fairfax Corporation, Los Angeles, will soon have a three-tray nut vender, bigger version of the cash tray it introduced this year. Star Venders of California, Inc., Los Angeles, already has produced 1,000 of its new 40-bar venders, expects production to hit 2,500 a month by January 1.

In the tobacco vending machine

field, several new entries have been announced. Hal R. Meeks & Company, New York, is national distributor for a new push-button, eight-column cigarette vender made by General Coin Products Corporation. C-Eight Laboratories, Newark, N. J., will have a 12-column model of its electric cigarette vender in full production by the end of the year. Both Alkuno and Adams-Fairfax announce early introduction of cigarette venders, and Advance Machine Company, Chicago, is considering resuming production of its pre-war penny cigarette vender.

Full production has been reached on the three and six-column cigar vending machines of Cigarmat Corporation of America, New York.

Among major cigarette vending machine manufacturers, plans for new electric models are brewing, but announcements will come later in the fall.

In the service and miscellaneous machine picture are a large number of firms, most of which have introduced new equipment lines during the past few months, but expect real production to open up this fall.

Among these, for example, are Daval Products Corporation, which announced that it would begin partial filling of new orders for its roll-type postage stamp vender within 10 days, after present process of catching up on back orders. Another is Pacific Electron Products Company, Long Beach, Calif., which is pushing production on its all-electric controlled coin-operated typewriter, and expects to reach 400-a-month rate by year's end.

There are limits to production schedules of every type of vending equipment during coming months, chiefly because steel supplies are still limited. Larger, all-steel machines will be pinched the most, but makers of smaller equipment also will be restricted. For this reason, many manufacturers will continue to use aluminum in their small, bulk vender products. By mid-1948 steel industry spokesmen and vending machine makers agree the steel situation will allow capacity production.

## 11 Ops Seek Part In Canteen Case

(Continued from page 92) profit and have thereby affected their ability to secure outlets for the distribution of candies."

### Cite Cheaper Rates

Petition also cites some 10 manufacturers of chewing gum and candy as having granted cheaper rates to Canteen than those charged to other operators, stating that examples are taken from the record of the case.

It was also stated that since trade practices of Canteen "have in fact injured the competitive positions of vending machine operators, including the petitioners, they are interested parties in the present proceeding."

The brief requested FTC to grant the companies permission to intervene and to file written briefs as well as make oral arguments or objections before the commission.

A spokesman for one of the petitioners said that he was "highly satisfied" with the FTC case as presented by trial attorney, Austin Forkner, and that the petition was filed to assure the commission of the automatic merchandising industry's support.

In partly granting the intervention petition of NCWA, the commission limited the jobber group to filing written briefs and presenting oral arguments. Full intervention, which would include the right of cross-examination, was denied.

# Pepsi-Cola Sets Hefty Program For Its Venders

(Continued from page 92)

tions, bus stations, theaters, service stations, candy stores, etc. The firm plans to investigate every type of public location for the machines.

While the stress is on the cup venders, Pepsi-Cola is also using bottle venders and will continue to do so, not only for its cola drink but also for Evervess, a sparkling water product of the company which comes in a 12-ounce size selling for 5 cents. Houston pointed out that tests to date indicate the bottle venders are better in smaller locations where fewer than 100 drinks are sold daily. However, in operations surpassing that figure, the cup vender has been found to be more practical. One test, in the Detroit bus terminal, showed that the cup vender was used approximately 900 times daily. However, locations like service stations, where the vender is located on an island which also contains the gas pumps and perhaps an oil display, must be small and compact. Too, the turnover in this type of location is usually 10 or 12 bottles a day.

The new Pepsi-Cola venders will also contain coin changers. Recent tests have shown that vending machine business, where the coin changer was used, jumped 42 and a fraction per cent after the changer was installed.

One of the few major businesses with a musical identification thru its singing jingle which has been played millions of times in the past 10 years thruout the country, Pepsi-Cola is now testing an advertising device on their venders. Some of the Standard Products machines on location feature a music box arrangement whereby, when the customer inserts his nickel, several lines of the jingle are played as the drink is poured. The results have been most successful to date. The Detroit bus terminal location is one instance—the jingle there being performed 900 times daily.

Cabinet of the machine is finished in the two-tone blue colors of Pepsi-Cola with an enlarged bottle decal featured. Below is lettered: "Ice cold on draught. In the big cups." A glass panel covers the delivery point for sanitary reasons as well as to prevent splashing.

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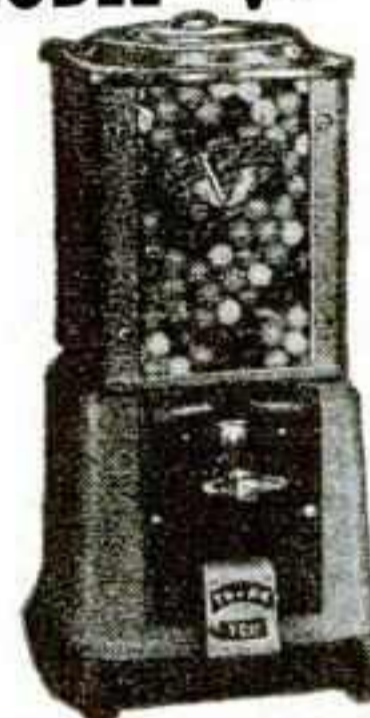
- SLUG PROOF
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- SAMPLE .....\$13.75  
2 THRU 11 .... 11.25  
12 THRU 49..... 10.75  
50 UP ..... 10.50

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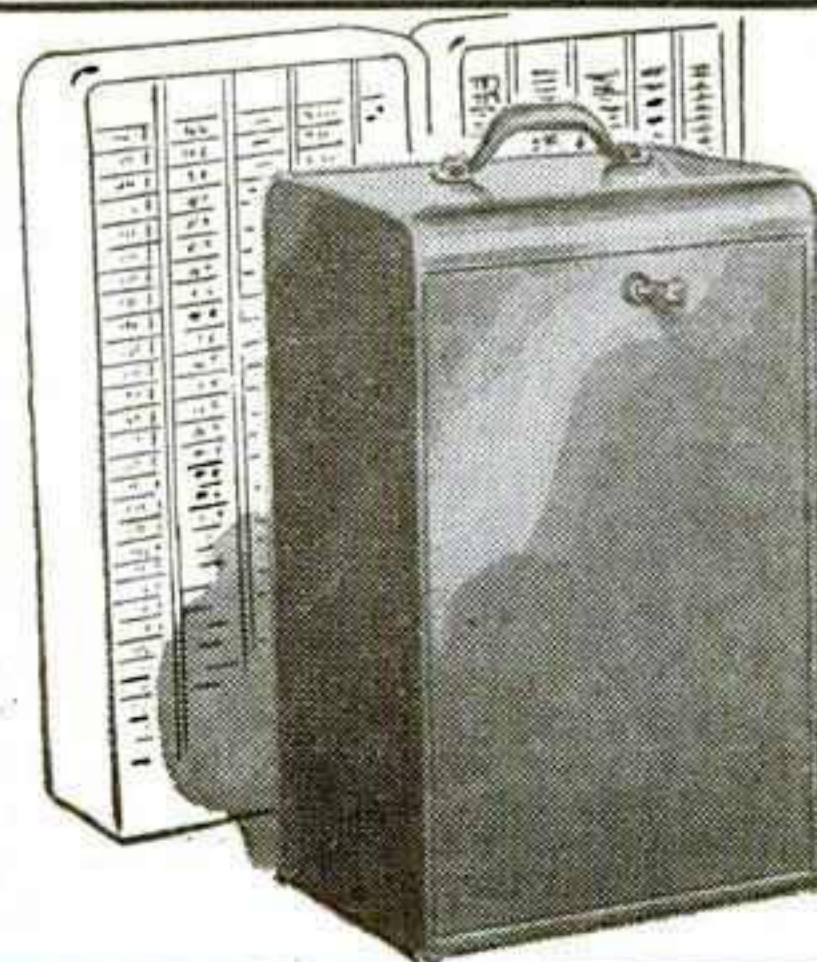
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# JUKE MAKERS IN HIGH GEAR

## Eight Firms Push Lines

Floor model main demand item in music field—new lines offered by 3 firms

CHICAGO, Sept. 27.—Full production is the highlight of the fall outlook in the automatic music field with every major juke box manufacturer, including the newcomers, now in the running for bigger sales. Allied fields are also at the peak output mark and concentrating on distribution.

Only entirely new idea offered in the music field for this fall is the planned production of coin-operated television-juke box combinations by two firms, Videograph Corporation (see story on page 3) and Speedway Products, Inc. Two other firms—Tradio, Inc., and Sports-View—are planning coin-operated television sets. However, the general impression of the trade is that these machines will not be ready for the fall market, even tho they may be produced in some quantity during the next three months.

Announcements this week by the National Filben Corporation and AMI, Inc., brought to eight the number of major juke box firms to hit the full production mark. Filben told of reaching peak output on their Mirrocle music line and AMI announced that their Model A is now rolling off assembly lines at top pace.

Production has not been a direct problem at some of the older firms for several months, but a couple of newer manufacturers suffered acutely from this source of worry. Now with the field swelled to eight juke box makers, the big problem for most manufacturers is on the sales side. A few are still filling back orders, but indications are that before the fall season is over all will be campaigning for additional orders.

Thus far only three firms have announced new floor models available for the first time this fall. These are the Model 1100 Wurlitzer, Aireon's Blonde Bombshell and the Filben Mirrocle cabinet.

The juke box accessory line is rapidly developing as several firms offer wall boxes, speakers, remote controls and other items in this field. Several firms have indicated intentions to introduce new accessory items this fall.

Telephone music appears to have reached its peak. A survey of music operators indicates that in all sections this line falls far below regular floor model juke boxes in demand. There have thus far been no indications of any new telephone music equipment to be available this fall.

In the allied coin-operated radio field business continues ripe, with manufacturers pushing current models. Most recently introduced innovation is a special coin radio for eateries developed by Music Menu, Inc., of Los Angeles.

Most complete new juke box line to be introduced for issue this fall is the 1948 Wurlitzer line which features the Zenith Cobra tone arm. Included in the line are two floor models, a hideaway, a new style wall box, eight auxiliary speakers and other extras. First showings of the new line were held at distributors throught the country last Sunday and Monday (21-22).

Departure from the basic pattern of automatic music equipment is the



JAMES L. BARRON

## James Barron, Key Industry Figure, Dies

CHICAGO, Sept. 27.—James L. Barron, vice-president in charge of manufacturing for the J. P. Seeburg Corporation, died September 22 in the West Suburban Hospital, Oak Park, Ill.

Prior to joining Seeburg in 1935, Barron had been for many years vice-president and general superintendent of the Everett Piano Company, South Haven, Mich. During World War II his direction of Seeburg employees helped the firm win commendation from the army and navy, to whom highly confidential electronic equipment was supplied in quantity.

Barron's executive abilities were further demonstrated in the post-war years when Seeburg reconversion was effected despite critical material and labor shortages.

Born July 14, 1890, Barron was graduated from the University of Illinois, where he became a member of Phi Kappa Sigma and Alpha Gamma Rho fraternities.

Filben mirror cabinet music line which is being made available to operators in quantity for the first time this fall. Essential elements of the Filben system are a hideaway and the use of a comparatively inexpensive mirrored floor cabinet containing a 12-inch speaker and 30-key selection unit. Wall boxes and speakers will be added to the line this fall, firm officials announced this week.

Aireon Manufacturing Corporation, altho currently in suspended production on any juke boxes due to an inventory problem (*The Billboard*, September 20), is offering three floor models. Upon resumption of production, 90 per cent will be concentrated on the newest of the three, the Blonde Bombshell. Two others still available are Airliner and Fiesta.

Packard Manufacturing Corporation is concentrating its production on its new Manhattan model. Full production on this model was reached September 1. Of other equipment being offered by the firm, its standard wall box is featured. Packard officials report a backlog of orders, but report that they are being filled at a rapid pace.

AMI, Inc., which this week announced

(See *Juke Makers*, page 108)

## Award Watches to Rock-Ola Distributors

CHICAGO, Sept. 27.—Watches were presented to the 13 Rock-Ola distributors for outstanding sales achievement during August by D. C. Rockola, president of the Rock-Ola Manufacturing Corporation.

Each watch was engraved to signify the basis for the presentation. They were sent by mail this week to the following men:

J. J. Golumbo, J. J. Golumbo & Company, Boston; South Dixon, Coin Automatic Music Company, Johnson City, Tenn.; I. Webb, Webb Distributing Company, Chicago; L. F. LeSturgeon, Southern Music Corporation, Charlotte, N. C.; Ron Rood, Southern Music Distributing Company, Orlando, Fla.; Earl Montgomery, S & M Sales Company, Inc., Memphis; Carl Trippe, Ideal Novelty Company, St. Louis; A. J. LeBeau, LeBeau Novelty Sales Company, St. Paul; Irving Sandler, Sandler Distributing Company, Des Moines; George Prock, General Distributing Company, Dallas; J. Brilliant, Brilliant Music Company, Detroit; George Murdock, George L. Murdock, San Francisco, and W. R. Happel Jr., Badger Sales Company, Inc., Los Angeles.

## Over 400 Attend Lynch Round-Up

HOUSTON, Sept. 27.—Over 400 coinmen attended the recently held Seeburg Round-Up in the Rice Hotel here. Event was sponsored by S. H. Lynch & Company for the purpose of discussing the Seeburg sales policy and service methods with music machine operators.

Round-Up began with a 12:30 a.m. luncheon, followed by a stagershow directed by Anderson Sage, Lynch Houston manager. Next on the program was the introduction of distinguished visitors. One-day event was climaxed by a brief business session led by Sage, who explained and answered questions on Seeburg's three-year program. Assisting Sage during the Round-Up were H. A. Franz, assistant manager of the Lynch Houston branch, and J. R. Johnson.

Seated at the speakers' table for the luncheon were S. H. Lynch, president of the firm bearing his name; A. C. Hughes, Lynch vice-president; C. R. Brewer, head of field service for Lynch; Buddy Nichol, Wayne Copeland and George Sammons, Lynch office managers in San Antonio, Oklahoma City and Memphis, respectively; Adrian Zander and Johnny Heagle, Lynch assistant managers in New Orleans and San Antonio, respectively, and R. L. Dunlap, Spencer Otis and Gil Semonin, all of the J. P. Seeburg Corporation.

## Filben Showing Held At Cee Gee Distributors

BALTIMORE, Sept. 27.—Juke box operators in this area were guests at a special showing of the Filben Mirrocle Music line at the Cee Gee Distributors here Sunday (21).

Showing, which ran from 1 p.m. to 10 p.m., included a buffet lunch. Joseph Gilotti, firm head, was in charge of the event. Special guests included Bert Davidson and William Zogg, of the Chicago National Filben offices.

## Filben Music Line Output Reaches Peak

Now in Full Production

CHICAGO, Sept. 27.—Officials of the National Filben Corporation announced here this week that they are now in full production with units of the Filben Mirrocle Music line.

At present, shipments of Filben stowaways and Mirrocle cabinets are being made, Bert Davidson, general sales manager, reports. Plans for the near future include production of wall boxes within 30 days he added. Auxiliary speakers will be offered soon.

Leading feature of the Filben Mirrocle Music line is its main replacement unit, the cabinet, which includes only selector mechanism and speaker.

### Cabinet Described

The cabinet, adaptable for use with any type of juke box or hideaway, is of chrome plated steel with wooden backing. All servicing of the cabinet can be done at arm level. It stands six feet high, 42 inches wide and 18 inches deep.

Top of cabinet has an illuminated picture mirror. At present two ready-made mirrors are offered for use with the cabinet and others will be produced in the future. Firm officials expect, however, that most frequently locations using the cabinet will desire to have a special presentation made on the mirror to tie in with the location itself. Mirrors will be prepared to meet any specifications. They are easily put in the cabinet or taken out, making a frequent change of panels possible.

At present, the only available cabinet model is with 30-key selection. However, 20 and 24-key models will be on the production lines shortly, Davidson said.

### Hideaway Unit

The Filben hideaway unit has 30-record, one side selection. Housed in a cabinet 36 inches high, 32 inches wide and 21 inches deep, the unit makes record changes in less than six seconds. Made for use principally

(See *Filben Music* on page 134)

## Pacific Coast Jukes Boost Cancer Drive

PORTLAND, Ore., Sept. 27.—Jack R. Moore estimated that 35,000 coin music machines in Oregon, Washington and California were mustered into the battle against cancer during the fund-raising campaign for the Damon Runyon Memorial Cancer Fund.

Moore, regional chairman for the Coin Machine Industries, Inc., campaign, and president of the Jack R. Moore Company of Portland, said operators the length of the Pacific Coast advised him they had complied with his request to post their machines with sign reading "This machine is working for the Damon Runyon Cancer Fund."

"Altho the week of September 20-28 was emphasized in the drive, the coin machine operators' campaign against cancer has been in progress for some weeks," Moore said, "and several thousand dollars already have been realized, with a lot more expected in the near future."



# JUKE DISK PUZZLE: PETRILLO, PRICES

**If a threatened recording ban comes, selectivity will be the operator's biggest platter problem. Otherwise, it's prices. Here's the outlook, with possible solutions**

By JOE CARLTON

**A**N OPERATOR'S Baedeker to the phonograph industry these next few months really should be a two-volume affair, one tagged "Petrillo," the other "Prices." Both could entail important fall and winter changes in the disk biz relationship with juke box people but it is only fair to concede that volume one, Petrillo, conceivably can knock the editing of volume two, Prices, into a cocked hat. This, if James C. Petrillo sticks to his promise to stop all recording by the first of the year. If he does bring about another instrumental-music ban on waxings, then ops may find their price problems secondary to selectivity; if he doesn't, then price will be the big factor for disk-buying operators.

A Petrillo taboo on recording by musicians after December 31 appears a certainty at this writing. The American Federation of Musicians prexy has been adamant about the ban unless "a way out" of the Taft-Hartley law can be found to satisfy him. The T-H curbs on Petrillo's union not only affect the record biz—the law prohibits the AFM type of welfare fund unless jointly administered by employers and the union and unless the benefits (royalties) paid by employers (disk companies) are used for the employees (musicians) of the contributing employers—but involve the loftier radio industry where restrictions on "stand-bys," etc., have aroused Petrillo's wrath. Insiders believe that only a combined settlement of the record and radio problems will satisfy Petrillo, that is the National Broadcasting Corporation would speak for RCA Victor and the Columbia Broadcasting System would dicker for Columbia Records. At the same time, the question of whether radio toppers will take a chance on weakening their "protection" under the T-H law and give Petrillo the concessions he wants is still way in the air. Even if the radioites work out a solution, the record makers must then find a method to pay Petrillo's union its royalties without violating the law. The complication of lumping radio and records on one end of the bargaining table may well force a record ban, at least for a short period.

### Ops' Recourse

What recourse is there for the operator should the ban fall? The answer is dual and conjectural. First, the op can sweat it out and hope that the taboo will not last too long past the first of the year. Once Congress convenes, a musicians' "strike" on radio and records (the radio contracts expire February 1, the networks' round with Petrillo starting only one month after the diskers' bout begins) will probably call forth legislative look-see, possible intervention and undoubtedly some influence on a settlement. Second, the op may have to recall disk manufacturer tricks during the last Petrillo ban. Perhaps the record companies will revive the a cappella platters of the 1943 seige when efforts to merchandise new pop tunes saw vocal groups humming behind a star soloist. More importantly,

the catalog of the major disk companies will be called into heavy play should the ban stay put for any length of time. At a time when revivals have been popular (without restrictions posed by a Petrillo ban) the flood of old anti-Petrillo masters that will be dug up and pushed forth on the market will top anything seen.

### Stop-for-Breath

Major record companies, in most cases, would be just as happy to take a stop-for-breath period in which to fill back-orders and to clean out catalog items, particularly those where demand has been pent-up for years but never satisfied due to the limitations of production. Now, too, when the record market more rapidly turns into a buyers market the production problem has become slight so far as satisfying demand is concerned. Any fear that ops may have for the death of pop song hits (the money end of the juke box trade) can be mitigated partially by the revival factor. Happily enough, the revival is in vogue now; under a Petrillo ban with the record companies pushing out "revivals" as their only pop hits; with the music publishers forced to play along in order to capitalize on record performances and exploitation (particularly if networks strike simultaneously off their top airwave channels), op faith in revivals need not be short counted. *Heartaches, I Wonder Who's Kissing Her Now*, etc., are current examples of the power of old tunes and old wax over which Mr. Petrillo can exert no control. The greatest bruise to disk availability, however, will probably be felt by smaller record labels who have no catalogs comparable to the majors. With a Petrillo ban clamped on, the small firms with little backlog material will suffer. Though only a probability, their one "out" may be ersatz music in the form of unique combinations of non-union instruments—ukulele, harmonica (Universal's Harmonicats may really explode a trend) ocarina, cazoo and what have you. Either that, or the smallies may develop a rash of "Mexican recordings" . . . some made in Jersey City, ahem . . . or develop a cappella to new extremes that may find better reception than the musicless disks in '42-'43. Whatever the outlet, the smallies will be distinct sufferers under the Petrillo thumb, as long as that thumb remains pointed down.

### Prices, the Answer

Casting all the conjecture about Petrillo aside and assuming that before December 31 peace between AFM and the diskers is reached, what remains as the chief subject of interest to ops? The answer: PRICES. Without a Petrillo upsetting balance, the pattern of Prices in the disk biz is now being set for the months ahead. Columbia Recording has already upped its single pops from 63 to 75 cents list, with the manufacturer absorbing the tax. Capitol has begun to move some of its pop stars up to a new 75-cent purple label. RCA Victor Company executives insist they contemplate no price raise

at this time but reports from the East and West Coast indicate that local Victor distribs have been sounding retailers on their reaction to a jump off the 60-cent label to a 75-cent product. This upward trend from two (or three) majors tells part of the price story and the explanations are usually pegged around costs. With fixed labor contracts and little hope for a drop in material charges, the majors probably have little choice but to get away from the 60-cent level. Some hope for operators may lie in the distinct possibility that while larger diskeries generally hoist list prices, they may preserve their lower-priced labels for the juke box trade. This does not mean selling the same artist and disk at two price levels—one to retailers, the other to ops—but rather devoting certain talent and tunes to the 50 or 60-cent scale which would be aimed at ops. Capitol's 60-cent disks, for example, would achieve this purpose and Victor, if it should hoist some talent to 75 cents, may leave some on the price level that better suits operators. Decca, meanwhile, one of the first to shift to the 75-cent level for most of its top artists, may be way ahead of the trend, again, with its newly announced 50-cent product. As the entire industry goes into the upward price swing, Decca, cognizant that the toughening buyers market cannot be ignored, gives evidence of enlivening its 50-cent "juke box" line with some new talent, at least for a starter. Firm already has pegged some of its old royalty-free masters and other cuttings for a 50-cent concession to op needs. Trend or no trend, Decca may turn out to be a months-ahead pace-setter with its 50-cent wedge which can be quickly expanded if need be. Too many 50-cent sides probably cannot be forthcoming from Decca too soon, however; assuming the firm has equal production costs with other majors, the release of regular pop disks which involve standard copyright-royalty costs may not be possible.

### MGM May Curry Favor

Should Victor hoist prices and Decca confine its 50-centers to less-important names, Leo the Lion in the person of MGM Records may curry some added favor with ops. The MGM firm avers it will stick to its 60-cent tag which would place it in an exclusive position along with Capitol's 60-centers, provided the Victor and Decca eventualities (above) take place.

Meanwhile, with the majors' price pattern seemingly charted as an upward curve, the independent record firms may earn more attention from operators. The smallies for a long time have initiated a downward peg on disk prices at the \$1.05 level which ops disliked. Today most of the small labels have either abandoned the \$1.05 tariff for the 79-cent tag or are on their way to doing so. At 79 cents the indie competes not too badly with the major on price since the latter may be selling at 75 cents. This condition may promote some interesting competition by the indies who, despite the constant prophecies of doom (which have yet to come true), lately have produced their share of hits.

One other possibility comes forth for the operator in the next few months. The majors presumably are forced by fixed-cost levels to go nowhere but up in disk prices. The indies are hard-bent to cut prices any further. This, spells invitation for new competition to enter the price sphere. Already whispers of new firms with 35-cent disks (three for a dollar—"we can get pressings for 15 cents or less") are being heard around. Conceivably a fast-moving disk-biz veteran, who can disperse with the middleman, sell direct to ops and make "price" an important merchandising factor along with the ability to pair hit songs may find the situation in fall and winter ripe for the kill. If Petrillo doesn't hamper the "killing" season, no op should be surprised to find such a three-for-a-buck peddler soon knocking on his door.

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## Juke Makers Hit High Gear As Eight Firms Push Lines

(Continued from page 106)  
nounced the full production of a 40-selection Model A, recently reported the introduction of a 40-selection wall box. Firm also announced Model A output will continue thru 1948.

Mills Industries, Inc., is currently featuring its 40-selection Constellation, which was introduced in January.

Rock-Ola Manufacturing Company has its entire line in full production

with no announced plans for any new equipment this fall.

J. P. Seeburg is placing sales emphasis on scientific sound distribution and remote control units. The firm is filling all orders for delivery of its Symphonola 1-47.

Several firms are marketing accessory items but thus far they have made no specific announcements of new items to be introduced in the near future.

## Combine Juke, Radio, TV All in One Coin Machine

(Continued from page 3)

enough coins at one time to allow for three hours of continuous operation (30 nickels or 15 dimes). In the case of the combination, a warning signal feature has been incorporated to advise that the time is running out, and additional coins are necessary.

The two operations, running simultaneously, according to Dennison, now offer an operator a chance to double or triple his income from a location where only the juke box has been a source of income to date. Under the new Videograph operations, each individual booth occupant will be able to make his own choice of entertainment, and the wall box will not interfere with the next booth, where a totally different type of program may be on. According to Forrest Wilson, Solotone president, the wall box is now on test locations, one such installation having 70 boxes in operation.

### Distrib Set-Up

According to Videograph plans, the combination is to be handled by established distributors thruout the country. Operators, in turn, will take over the machines for locations, and will work with Videograph-appointed television firms in their cities in installing the equipment. Each distributor will send a serviceman to the Videograph headquarters here for schooling with Emerson on servicing and installation problems so as to be able to check the machines and assure that quality service is maintained. The installation and tele servicing fee, which will be paid to the television firm, will be absorbed by either the op or the location.

The combination cabinet, a mirrored, decalced body in blue and silver, can be sold with or without the juke box mechanism, according to Dennison. Most operators will be able to detach the mechanisms from their present machines, and thru a series of instructions, will be able to insert them into the cabinet.

### Two Speakers in Combo

Special features of the combo include two speakers, a locked switch-over from tele to juke which can be operated only by the location owner; servicing of the machine from either the front or the back; straight coin dropshoots and slug rejector. Approximately 25 combinations will be on test locations prior to the October 18 showing.

Stressing the multiple earning power of both operations, Dennison pointed out that the wall boxes (which can also be used at regularly

spaced intervals on bars, counters, etc.), thru their decentralized sound feature, have proved quite successful in the test locations to date. Initial tests were made with unmarked boxes, and the play was hampered as the location owner had to explain each of the four dial markings (television, two radio channels, music). Now, however, the boxes include instructions, and the play is strong in the locations.

## Hold Wurlitzer Showings at All Distributors in U. S.

CHICAGO, Sept. 27.—The Rudolph Wurlitzer Company's 1948 juke box line was introduced to the trade Sunday and Monday (21-22) with all distributors holding simultaneous local showings in all sections of the country.

New Wurlitzer line announced last week (*The Billboard*, September 27) features the use of the Zenith Cobra Tone Arm. All showings included special demonstrations of this and other leading features.

Typical of the showings held at various distributors was that held by Illinois Simplex at Hotel Bismarck in Chicago. This event, attended by some 325 music men, had as special entertainment the Dinning Sisters, Honey Dreamers, Tu-Tones, Roy Milton orchestra, Freddie Stewart and others of radio and recording fame.

Included with the showing was a buffet luncheon, cocktails and other special features. Several Wurlitzer officials, including Mike Hammergren, vice-president and director of sales, were present to aid Gordon Sutton, Frank Garnett and other Illinois Simplex officials at the showing.

In New York a record turnout was present at the headquarters of Emby Distributing Company for the Wurlitzer showing there. Plant officials attending the New York showing were Leonard E. Cumming and Hal Corrigan.

Other showings reported included that of the Brandt Distributing Company, of Indianapolis, where 140 operators, mechanics and salesmen attended the two-day affair at the Brandt showrooms. In Knoxville the showing held in the display rooms of the Cruze Distributing Company were publicized by an illustrated story in *The Knoxville Journal*.

# NEW LOW PRICES on AEROPPOINT Coin Machine Needles



Aeropoint Original. The only curved shank needle for operators at this price. Recommended for lightweight tone arms.

**BUY NOW AND  
SAVE UP TO 22%**  
on these two  
famous styles of  
long-play, coin  
machine needles

### LOOK AT THESE LOW PRICES!

	Now	Formerly
1-299 . . .	40c ea.	46c ea.
300-499 . . .	38c ea.	44c ea.
500-999 . . .	36c ea.	42c ea.
1000 or more . . .	36c ea.	40c ea.

Plus 100-needle Bonus  
with Each 1000  
Needles

100 NEEDLE BONUS

Free

WITH EACH 1000 NEEDLES  
PURCHASED ON THIS OFFER

Play the percentages! In addition to the savings outlined above you get an additional 10% break for every 1000 needles you buy. We will ship 1,100 needles for every 1,000 needles ordered on this offer. That's 10% more for you, right there. Put these percentages together and they spell: "SAVINGS" . . . if you act right now.



Aeropoint Red Devil. Precision made, osmium tipped straight shank for the most rugged locations.

FREE TRIAL OFFER:  
If you have never tried  
Aeropoint Needles we'll  
furnish samples on request.

AERO NEEDLE CO., 619 N. MICHIGAN AVE., CHICAGO 11, ILL.



PART OF CROWD of over 300 that attended Illinois Simplex showing of the 1948 Wurlitzer line listen as an all-star show boosts the Damon Runyon Memorial Fund for Cancer Research. Showing was held at Hotel Bismarck, Chicago, September 21-22.





**a  
name  
to  
remember**

# **VIDEOGRAPH\***

**A name that means  
COIN OPERATED  
MUSIC SYSTEMS  
COMBINED WITH  
EMERSON TELEVISION**



EMERSON RADIO AND PHONOGRAPH CORPORATION, famous for radio quality throughout the world, introduces its brilliant DIRECT VIEW television sets to the coin machine field through the VIDEOGRAPH CORPORATION. EMERSON, one of the pioneers in television and VIDEOGRAPH CORPORATION—headed by men experienced in the coin operated music business—join to bring you coin operated television and music systems that offer the greatest potential EARNING POWER since the inception of automatic music. VIDEOGRAPH is now in production and distributor applications are now being accepted.

● Attend the PREMIERE SHOWING OF THESE AMAZING SYSTEMS on October 17th, 18th and 19th in the SALLE MODERNE ROOM, HOTEL PENNSYLVANIA, NEW YORK CITY

\*TRADE MARK

**VIDEOGRAPH CORPORATION • Starrett-Lehigh Bldg., 601 West 26th Street, New York 1, N. Y.**



**CASH IN  
with  
CAPITOL**

oh, NELL,  
how  
you SELL!

**NELLIE  
LUTCHER**

AND HER  
RHYTHM



HER LATEST CAPITOL HITS:

**"HURRY ON DOWN"**

**"THE LADY'S IN  
LOVE WITH YOU"**

From the Paramount Picture, "Some Like  
It Hot"

**SENSATIONALLY POPULAR!**

CAPITOL RECORD A-40002

**"HE'S A REAL GONE GUY"**

**"LET ME LOVE  
YOU TONIGHT"**

From the Latin-American Song, "No To  
Importe Saber"

**NELLIE PLAYS, NELLIE SINGS  
AND NELLIE SELLS!**

CAPITOL RECORD A-40017

**"YOU BETTER WATCH  
YOURSELF, BUB"**

**MY MOTHER'S EYES"**

NELLIE'S LATEST . . .  
AND WATCH IT CLICK

CAPITOL RECORD A-40042

**Capitol  
RECORDS**

FIRST WITH THE HITS FROM HOLLYWOOD

Sunset and Vine

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  
September 27

TRADE  
SERVICE  
FEATURE

**HONOR ROLL OF HITS**

(TRADEMARK)

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

This Week

Last Week

- 1. NEAR YOU** 1  
By Kermit Goell and Francis Craig  
Published by Supreme (ASCAP)  
Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Auditones, Rainbow 10025; Dolores Brown-Auditones, Sterling 3001; Victor Lombardo, Majestic 7263.  
Electrical transcription libraries: Music of Manhattan Ork, NBC Thesaurus; Lawrence Welk, Standard.
- 2. PEG O' MY HEART** 2  
By Alfred Bryan and Fred Fisher  
Published by Robbins (ASCAP)  
Records available: Buddy Clark, Columbia 37392; Glenn Davis, Skating Rhythms SR-235; Clark Dennis, Capitol 346; the Harmonicats, Vitacoustic 1 & 2; Dolph Hewitt, Dixie 115; Eddie Heywood Ork, Decca 23960; Art Lund, MGM 10037; Ted Martin, DeLuxe 1080; Red McKenzie, National 9027; Glenn Miller Ork, Decca 25075; Miff Mille Nicksieland Band, Commodore C-1518; Danny O'Neil, Majestic 7238; Phil Regan, Decca 25076; Floyd Sherman-the Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052.  
Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrlvanek Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.
- 3. I WONDER WHO'S KISSING HER NOW** 3  
By W. M. Hough, F. R. Adams and  
J. E. Howard  
Published by E. B. Marks (BMI)  
Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-aires, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-239; Frank Proeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilo-tone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15; Phil Reed, Dance-Tone 119; Jack McLean Ork-Wayne Gregg, Coast 8013; Jean Sablon, Victor 25-0101.  
Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozie Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Proeba, World; Hollywood Serenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor; Lawrence Welk, Standard.
- 4. THAT'S MY DÉSIRE** 4  
By Carroll Loveday and Helmy Kresa  
Published by Mills (ASCAP)  
Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23868; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1056; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-516; Martha Tilton, Capitol 395; Glenn Davis, Skating Rhythms, SR-235; Phil Reed, Dance-Tone 118.  
Electrical transcription libraries: Barclay Allen, MacGregor; Lenny Herman, Lang-Worth; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Leighton Noble, Standard; Skinny Ennis, Standard.
- 5. FEUDIN' AND FIGHTIN'** 6  
By Al Dubin and Burton Lane  
Published by Chappell (ASCAP)  
Records available: Tex Beneke, Victor 20-2313; Dorothy Shay, Columbia 37189 (also in Dorothy Shay Sings Album, Columbia C-119); Rex Allen, Mercury 6049; Bing Crosby, Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith, MGM 10041; Jo Stafford, Capitol B443; Phil Reed, Dance-Tone 133.  
Electrical transcription libraries: The Song Spinners, World.
- 6. I WISH I DIDN'T LOVE YOU SO** 8  
By Frank Loesser  
Published by Paramount (ASCAP)  
From the Paramount film "Perils of Pauline."  
Records available: Dick Farney, Majestic 7225; Helen Forrest, MGM 10040; Dick Haymes, Decca 23977; Betty Hutton, Capitol 409; Vaughn Monroe, Victor 20-2294; Dinah Shore, Columbia 37506; Phil Reed, Dance-Tone 120; Carol Gable, Radio Artist 211.  
Electrical transcription libraries: Mindy Carson, Associated; Eddy Howard, World; Lenny Herman, Lang-Worth; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus; Phil Brito, Musicraft 15117.
- 7. WHEN YOU WERE SWEET SIXTEEN** 7  
By James Thornton; published  
by Shapiro-Bernstein (ASCAP)  
Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627; Dick Jergens, Columbia 37803; Phil Reed, Dance-Tone 120; Herb Kern, Temp TR 1034.  
Electrical transcription libraries: Phil Brito, Associated; Foursome Quartet, MacGregor; Emile Cote, Lang-Worth; Collins Driggs, Standard; Knickerbocker Four, NBC Thesaurus; Lawrence Welk, Standard.
- 8. SMOKE, SMOKE, SMOKE (THAT CIGARETTE)** 5  
By Merle Travis and Tex  
Williams; published by  
American (BMI)  
Records available: Johnny Bond, Columbia 37831; Phil Harris, Victor 20-2370; Deuce Spriggins, Coast 263; Lawrence Welk, Decca 24113; Tex Williams, Capitol Americana 40001; Cal Shrum and His Rhythm Rangers, Westernair 101.  
Electrical transcription libraries: Lawrence Welk, Standard.
- 9. AN APPLE BLOSSOM WEDDING** 5  
By Jimmy Kennedy and Nat Simon; pub-  
lished by Shapiro-Bernstein (ASCAP)  
Records available: Kenny Baker-Russ Morgan, Decca 24117; Phil Brito, Musicraft 15112; Buddy Clark, Columbia 37488; Jerry Cooper, Diamond 2081; Hal Derwin Ork, Capitol 430; Joe Dosh, Continental C-1101; Eddy Howard, Majestic 1156V; Sammy Kaye, Victor 20-2330; Ginny Simms, Sonora 3044.  
Electrical transcription libraries: Nat Brandwynne Ork, World; Lenny Herman, Lang-Worth.
- 10. THE LADY FROM 29 PALMS** 9  
By Allie Wrubel  
Published by Martin (ASCAP)  
Records available: Andrews Sisters, Decca 23976; Henry Busse, Vitacoustic 6; Victor Lombardo Ork, Majestic 7250; Freddy Martin, Victor 20-2347; Curt Massey, Coast 8011; Tony Pastor, Columbia 37562; The Pied Pipers, Capitol B460; Phil Reed, Dance-Tone 133.  
Electrical transcription libraries: Eddy Howard, World; Tony Pastor, Lang-Worth; Sweetwood Serenaders, NBC Thesaurus; Vic Damone-Ted Dale Ork, Associated; Lawrence Welk, Standard.





RCA VICTOR'S  
**TONY MARTIN!**

**The Stanley Steamer**  
(with Victor Young, his Orchestra and Chorus)  
Fast novelty tune from the new pic "Summer Holiday" will ride like "The Trolley Song." Tony and group lay it on with terrific drive.

**Julie**  
(with Earle Hagen, his Orchestra and Chorus)  
On the order of "Stella By Starlight." Beautiful vocal expression.  
RCA Victor 20-2425



RCA VICTOR'S  
TEXAS JIM  
**ROBERTSON!**

and The Panhandle Punchers  
**Answer to Rainbow at Midnight**  
The tall boots-and-saddle balladeer in a follow-up to his big "Rainbow at Midnight." Slow waltz tempo.

**I Sure Got It From You**  
Gay lilted delivery backed by instrumental solos.  
RCA Victor 20-2455



RCA VICTOR'S  
**TOMMY DORSEY!**

**The Old Chaperon**  
Novelty Spanish lesson in bouncy rhythm delivered by Mae Williams, Stuart Foster and The Town Criers. A big Dorsey request number.

**L-L-L-L-A**  
Mae Williams and The Town Criers jam it up in jump beat, "Chattanooga Choo Choo" style.  
RCA Victor 20-2468



RCA VICTOR'S  
**COUNT BASIE!**

**House Rent Boogie**  
Swell Basie piano boogie sparked up with instrumental choruses.

**Take a Little Off The Top**  
Harry Edison, the Count, Ted Donnelly and Ensemble in a terrific vocal arrangement. Lots of coin in this catchy novelty number!  
RCA Victor 20-2435



RCA VICTOR'S  
TEX  
**BENEKE!**

with The Miller Orchestra  
Two old favorites Millerized by Tex and the boys for a big haul in the boxes. ("A" is in the new pic of the same name)

**Body and Soul**  
AND  
**Stormy Weather**  
RCA Victor 20-2374



RCA VICTOR'S  
**DELTA RHYTHM BOYS!**

with Frank Comstock and his Orchestra  
**My Future Just Passed**      **I'm in Love With a Gal**  
From the Paramount flick "Safety in Numbers." Strong feeling in the harmonizing shows up their swell musical interpretation.  
RCA Victor 20-2436



RCA VICTOR'S  
SAMMY  
**KAYE!**

The everlasting popularity of seasonal tunes will skyrocket Sammy Kaye's newest album, a collection of some of the finest music in the calendar!  
(RCA Victor Musical Smart Set "Year-Round Favorites" P-184)

**Easter Parade**  
vocal by The Three Kaydets and The Octette  
AND  
**April Showers**  
vocal by Your Sunday Serenade Sweetheart  
RCA Victor 20-2389  
**Summertime**  
vocal by Don Cornell  
AND  
**June is Bustin' Out All Over**  
vocal by Laura Leslie and The Kaydets  
RCA Victor 20-2390

**Indian Summer**  
vocal by Johnny Ryan and The Kaye Choir  
AND  
**September Song**  
vocal by Your Sunday Serenade Sweetheart  
RCA Victor 20-2391  
**White Christmas**  
vocal by Johnny Ryan and Choir  
AND  
**Winter Wonderland**  
vocal by The Three Kaydets  
RCA Victor 20-2392

● **PHIL HARRIS**  
and his Orchestra  
**That's What I Like About The South**  
AND  
**The Dark Town Poker Club**  
RCA Victor 20-2471

**SIX FAT DUTCHMEN**  
**Chicken Polka** AND  
**Varmland Nat Schottisch**  
RCA Victor 25-1096  
**JOHNNY VADNAL**  
and his Orchestra  
**Gay Polka** AND  
**Alp's Yodel Waltz**  
RCA Victor 25-1097  
**WALTER DOMBKOWSKI**  
**Babushka Polka** AND  
**Kasino Wale (Casino Walk)**  
RCA Victor 25-9180

**RENÉ CABEL**  
**Cuéntame Tu Vida**—Canción  
AND **Vuelve a Querer**—Beguine  
RCA Victor 23-0686  
**LOS TRES VAQUEROS**  
**No Se Va a Peder**—Canción Ranchera  
(Impossible)  
AND **Pancho García**—Corrido  
RCA Victor 23-0690

THE STARS WHO MAKE THE HITS ARE ON

**RCA VICTOR RECORDS**



# BMI Pin Up SHEET

## Hit Tunes for October

On Records

### A GIRL THAT I REMEMBER (BMI)

Tex Beneke—Vic.\* • Victor Lombardo—Maj.\*  
Tommy Tucker—Col.\*

### CASTANETS AND LACE (Republic)

Sammy Kaye—Vic. 20-2345 • Bob Houston—MGM\*

### COME TO THE MARDI GRAS (Peer)

Xavier Cugat—Col. 37556 • Freddy Martin—Vic. 20-2288  
Victor Lombardo—Maj. 7243 • Fernando Alvarez—Sig. 15145  
Guy Lombardo—Dec. 24156 • Dinning Sisters—Cap.\*

### FORGIVING YOU (Mellin)

Harry James—Col. 37588 • Sammy Kaye—Vic.\*  
Johnny Johnston—MGM\*

### HILLS OF COLORADO (London)

Guy Lombardo—Dec. 24179 • Robert Scott—Mercury 3069

### I WONDER WHO'S KISSING HER NOW (Marks)

Perry Como—Vic. 20-2315 • Ted Weems—Perry Como—Dec. 25078  
Jean Sablon—Vic. 25-0101 • Danny Kaye—Dec. 24110  
Joe Howard—DeLuxe 1036 • Frank Froeba—Dec. 23602  
Dinning Sisters—Cap. 433 • Ray Noble—Col. 37544  
Four Vagabonds—Apollo 1055 • Jerry Cooper—Diamond 2082  
Bobby Doyle—Sig. 15057 • D'Artega—Sonora 2012  
Foy Willing—Maj. 6013 • Jack McLean—Coast 8002  
Joseph Littau—Pilotone 5132 • Marshall Young—Rainbow 10002  
Ben Yost Singers—Sonora 1084 • Wayne King—Vic.\*

### JUST AN OLD LOVE OF MINE (Campbell-Porgie)

Billy Eckstine—MGM 10043 • Dick Farney—Maj. 7248  
Tommy Dorsey—Vic. 20-2371 • Peggy Lee—Cap. 445  
Doris Day—Col. 37821

### LOLITA LOPEZ (Encore)

Freddy Martin—Vic. 20-2288 • Dinning Sisters—Cap. 433

### SMOKE! SMOKE! SMOKE! (That Cigarette)

Tex Williams—Cap. 40001 • Phil Harris—Vic. 20-2370  
Lawrence Walk—Dec. 24113 • Deuce Spriggins—Coast 263  
Johnny Bond—Col. 37831

### TENNESSEE (Stevens)

Charlie Spivak—Vic. 20-2422 • Blue Barron—MGM 10058

### THE STORY OF SORRENTO (Pemora)

Buddy Clark—Xavier Cugat—Col. 37507  
Bobby Doyle—Sig. 15079

### WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)

Ginny Simms—Mercury 3014 • Jack McLean—Coast 8009  
Four Chicks & Chuck—MGM 10048 • Foy Willing—Maj. 6013  
Gordon Jenkins—Dec.\* • The Mel-Tones—B & W\*

#### COMING UP

- AS SWEET AS YOU (Regent)
- DO A LITTLE BUSINESS ON THE SIDE (Valiant)
- LAST NIGHT IN A DREAM (Brightlights)
- MADE FOR EACH OTHER (Peer)
- THAT MISS FROM MISSISSIPPI (Dawn)
- THERE'LL BE SOME CHANGES MADE (Marks)
- WHAT EVERY WOMAN KNOWS (BMI)
- ZU-BI (Republic)



**BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE, NEW YORK 19, N. Y.  
New York • Chicago • Hollywood

# The Billboard MUSIC POPULARITY CHARTS

PART II

## Sheet Music

Week Ending  
September 27



### 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	Song	Publisher
5	2	1	1	NEAR YOU (R)	Supreme
11	1	2	2	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
8	8	3	3	FEUDIN' AND FIGHTIN' (R)	Chappell
8	6	4	4	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
21	5	5	5	THAT'S MY DESIRE (R)	Mills
19	3	5	5	PEG O' MY HEART (R)	Robbins
8	7	6	6	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
13	10	7	7	ASK ANYONE WHO KNOWS (R)	Witmark
12	4	8	8	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
7	—	9	9	ALMOST LIKE BEING IN LOVE (M) (R)	Sam Fox
6	11	9	9	I HAVE BUT ONE HEART (R)	Barton
2	13	10	10	ALL MY LOVE (R)	Harms, Inc.
2	—	11	11	YOU DO (F) (R)	Bregman-Vocco-Conn
5	13	12	12	THE WHIFFENPOOF SONG (R)	Miller
9	14	13	13	TALLAHASSEE (F) (R)	Famous
2	15	14	14	KATE (R)	Berlin
4	9	15	15	THE LADY FROM 29 PALMS (R)	Martin

### ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	Song	English	American
9	1	1	1	NOW IS THE HOUR	Keith Prowse	Leeds
17	3	2	2	COME BACK TO SORRENTO	Ricordi	Public Domain
5	2	3	3	CHI-BABA, CHI-BABA	Sun	Oxford
6	4	4	4	GUILTY	Francis Day	Feist
19	2	5	5	PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
8	8	6	6	THE LITTLE OLD MILL	Irwin Dash	Shapiro-Bernstein
7	3	7	7	I BELIEVE	E. H. Morris	Sinatra Songs
11	5	8	8	MAM'ELLE	Francis Day	Feist
12	4	9	9	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
4	10	10	10	A GARDEN IN THE RAIN	Campbell-Connolly	Melrose
14	4	11	11	I GOT THE SUN IN THE MORNING	Chappell	Berlin
16	13	12	12	OH, WHAT A BEAUTIFUL MORNING	Chappell	Williamson
15	12	13	13	HEARTACHES	Campbell-Connolly	Leeds
22	6	14	14	AMONG MY SOUVENIRS	Lawrence Wright	T. B. Harms
36	14	15	15	ANNIVERSARY SONG	Campbell-Connolly	Mood
13	11	16	16	THEY SAY IT'S WONDERFUL	Chappell	Berlin
21	7	17	17	A GAL IN CALICO	Feldman	Reinick
24	15	18	18	TELL ME, MARIANNE	Southern	Southern
16	17	19	19	TIME AFTER TIME	E. H. Morris	Sinatra Songs
15	16	20	20	DEAR OLD DONEGAL	Leeds	Leeds

### CANADA'S TOP TUNES

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

SONG	Rank Order According to CMS	Rank Order According to GVT	SONG	Rank Order According to CMS	Rank Order According to GVT
THAT'S MY DESIRE	1	10	THE LADY FROM 29 PALMS	15	—
I WONDER WHO'S KISSING HER NOW	2	1	COUNTRY STYLE	16	—
WHEN YOU WERE SWEET SIXTEEN	3	4	IVY	17	—
ON THE AVENUE	4	—	AS LONG AS I'M DREAMING	18	—
I WISH I DIDN'T LOVE YOU SO	5	—	COME TO THE MARDI GRAS	19	17
AN APPLE BLOSSOM WEDDING	6	5	ANNIVERSARY SONG	20	15
FEUDIN' AND FIGHTIN'	7	13	PEG O' MY HEART	—	2
TALLAHASSEE	8	14	NEAR YOU	—	3
ALL MY LOVE	9	18	I HAVE BUT ONE HEART	—	6
MY HEART IS A HOBO	10	—	NAUGHTY ANGELINE	—	7
ACROSS THE ALLEY FROM THE ALAMO	11	9	I WONDER, I WONDER, I WONDER	—	3
ASK ANYONE WHO KNOWS AIN'TCHA EVER COMIN' BACK	12	—	CHI-BABA, CHI-BABA	—	11
THERE'S THAT LONELY FEELING AGAIN	13	—	THE ECHO SAID "NO"	—	12
			ALMOST LIKE BEING IN LOVE	—	16
			MAM'ELLE	—	19
			YOU DO	—	20



THE "HARMONICATS" ARE HOME *Again!*



**Universal**  
*Recording Corp.*

Instrumental

4 \* **I LOVE YOU**

(Archer-Thompson)

Jerry Murad's

**HARMONICATS**

with

Rhythm Accompaniment

U-850

FOR NON-COMMERCIAL USE IN HOMES ONLY • MFD BY UNIVERSAL RECORDING CORP.



*Again!*

**A UNIVERSAL HIT!**

Jerry Murad's HARMONICATS and UNIVERSAL RECORDS, the originators of the "PEG O MY HEART" sensation are thanking the nation with their greatest record I LOVE YOU (4)

*Again*

A "million-AIR" record headed for a long stop at the TOP! The CATS are out of the bag... here's the record we've waited for!

*Again*

It's yours, UNIVERSAL-ly!

\*Shhh... "MY GAL SAL" is a sleeper on the back.





**ACE PHILLY SPINNER  
BOB HORN**

Bob's "C'mon 'n Dance" show airs every day 11 to 1 over WIP in the City of Brotherly Love. He comes back later for the Midnight Bandwagon stint.

**C-A-S-H** spells cash for your box  
and



**BOBBY**

Sig 15125

**DOYLE**

BRINGS IT IN WITH

**A-N-G-E-L SPELLS MARY**

**JEALOUS**

with Ray Bloch and his Orchestra

**Signature**  
records

DISTRIBUTED BY  
GENERAL ELECTRIC  
SUPPLY CORPORATION

See your GESCO distributor or write direct to  
Signature Records, 601 W. 26th St., New York 1, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART  
III

**Radio Popularity**

Week Ending  
September 27



**SONGS WITH GREATEST RADIO AUDIENCES**

(Beginning Friday, September 19, 8 a.m., and ending Friday, September 26, 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 AGI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.  
(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

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**The Top 30 Tunes (plus ties)**

- Ain'tcha Ever Comin' Back (R) ..... Sinatra Songs—ASCAP
- All of Me (R) ..... Bourne—ASCAP
- Almost Like Being in Love (M) (R) ..... Sam Fox—ASCAP
- An Apple Blossom Wedding (R) ..... Shapiro-Bernstein—ASCAP
- As Long As I'm Dreaming (F) (R) ..... Burke-Van Heusen—ASCAP
- Ask Anyone Who Knows (R) ..... Witmark—ASCAP
- Come To the Mardi Gras (R) ..... Peer—BMI
- Don't Tell Me (R) ..... Robbins—ASCAP
- Feudin' and Fightin' (R) ..... Chappell—ASCAP
- Fun and Fancy Free (F) (R) ..... Santly-Joy—ASCAP
- I Have But One Heart (R) ..... Barton—ASCAP
- I Wish I Didn't Love You So (F) (R) ..... Paramount—ASCAP
- I Wonder Who's Kissing Her Now (F) (R) ..... E. B. Marks—BMI
- Je Vous Aime (R) ..... Crawford—ASCAP
- Just an Old Love of Mine (R) ..... Campbell-Porgie—BMI
- Kate (R) ..... Berlin—ASCAP
- Lazy Countryside (F) (R) ..... Santly-Joy—ASCAP
- Naughty Angelina (R) ..... George Simon—ASCAP
- Near You (R) ..... Supreme—ASCAP
- On the Avenue (R) ..... Leeds—ASCAP
- On the Old Spanish Trail (R) ..... Peter Maurice—ASCAP
- Peg o' My Heart (R) ..... Robbins—ASCAP
- So Far (M) (R) ..... Williamson—ASCAP
- Tallahassee (F) (R) ..... Famous—ASCAP
- That's My Desire (R) ..... Mills—ASCAP
- The Echo Said "No" (R) ..... Lombardo—ASCAP
- The Lady From 29 Palms (R) ..... Martin—ASCAP
- The Stanley Steamer (R) ..... Harry Warren—ASCAP
- The Wiffenpoof Song (R) ..... Miller—ASCAP
- You Do (F) (R) ..... Bregman-Vocco-Conn—ASCAP
- You're Not So Easy to Forget (R) ..... Feist—ASCAP

**The Remaining 19 Songs of the Week**

- All My Love (R) ..... Harms, Inc.—ASCAP
- As Years Go By (R) ..... Miller—ASCAP
- Cecilia (R) ..... ABC—ASCAP
- Christmas Dreaming (R) ..... Leeds—ASCAP
- Deep Valley (R) ..... Remick—ASCAP
- Every So Often (R) ..... Harry Warren—ASCAP
- For Once in Your Life (R) ..... Dreyer—ASCAP
- Just Plain Love (R) ..... E. H. Morris—ASCAP
- Kokomo, Indiana (F) (R) ..... Bregman-Vocco-Conn—ASCAP
- Love and the Weather (R) ..... Berlin—ASCAP
- My Heart Is a Hobo (F) (R) ..... Burke-Van Heusen—ASCAP
- Old Devil Moon (M) (R) ..... Crawford—ASCAP
- Tennessee (R) ..... Stevens—BMI
- The Freedom Train (R) ..... Berlin—ASCAP
- The Old Ferris Wheel (R) ..... Goldmine—ASCAP
- The Story of Sorrento (R) ..... Pemora—BMI
- Too Marvelous for Words (R) ..... Harms, Inc.—ASCAP
- What Are You Doing New Year's Eve? (R) ..... Famous—ASCAP
- When You Were Sweet Sixteen (R) ..... Shapiro-Bernstein—ASCAP

**RECORDS MOST-PLAYED ON THE AIR**

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

POSITION	Week's Last	This Week	Artist	Label	By
9	1	1	NEAR YOU	Francis Craig	Bullet 1001—ASCAP
14	2	2	SMOKE! SMOKE!	Tex Williams Western Caravan	(Tex Wil-SMOKE!—BMI)
8	3	3	I WONDER WHO'S KISSING HER NOW (F)	Ted Weems-Perry Como	Decca 25078—BMI
22	6	4	THAT'S MY DESIRE	Frankie Laine	Mercury 5007—ASCAP
15	4	5	PEG O' MY HEART	Buddy Clark	Columbia 37392—ASCAP
3	5	6	NEAR YOU	Alvino Rey (Jimmy Joyce)	Capitol B-452—ASCAP
6	15	6	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Shaffer)	Victor 20-2259—ASCAP
16	14	7	PEG O' MY HEART	Three Suns	Victor 21-2272—ASCAP
6	10	8	FEUDIN' AND FIGHTIN' (M)	Jo Stafford (The Starlighters-Paul Weston Ork)	Capitol B-443—ASCAP
2	7	8	I WISH I DIDN'T LOVE YOU SO (F)	Betty Hutton (Joe Lilley Ork)	Capitol 409—ASCAP
1	—	9	NEAR YOU	Elliot Lawrence (Rosalind Patton)	Columbia 37838—ASCAP
6	12	10	THE LADY FROM 29 PALMS	Freddy Martin (The Martin Men)	Victor 20-2347—ASCAP
1	—	11	NEAR YOU	Andrews Sisters (Vic Schoen Ork)	Decca 24171—ASCAP
18	—	12	PEG O' MY HEART	The Harmonicats	Vitacoustic 1—ASCAP
2	9	13	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe (Moon Maids)	Victor 20-2294—ASCAP
3	11	14	I WONDER WHO'S KISSING HER NOW (F)	Ray Noble	Columbia 37544—BMI
12	8	15	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251—ASCAP

**Coming Up**

- TALLAHASSEE (F) ..... Bing Crosby-Andrews Sisters (Vic Schoen Ork) Decca 23885—ASCAP
- WHEN YOU WERE SWEET SIXTEEN, Dick Jurgens (Jimmy Castle) Columbia 37803—ASCAP



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# ARTISTS

- |                    |                    |
|--------------------|--------------------|
| ★ Frankie Laine    | ★ Wally Fowler     |
| ★ Vic Damone       | ★ Art Gibson       |
| ★ Ted Weems        | ★ John Laurenz     |
| ★ "Two Ton" Baker  | ★ Rose Marie       |
| ★ Chuck Foster     | ★ Prairie Ramblers |
| ★ Harry Cool       | ★ Helen Humes      |
| ★ Tiny Hill        | ★ Gene Ammons      |
| ★ Rex Allen        | ★ Dinah Washington |
| ★ Frances Langford | ★ Trenier Twins    |
| ★ Albert Ammons    | ★ Cliff Bruner     |
| ★ Bill Samuels     | ★ Georgia Slim     |
| ★ Anita Ellis      | ★ Myra Taylor      |

LOOK TO

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BROOKLYN POLKA
- F-115 ONE MORE POLKA Espe Musette Orchestra  
POT LUCK POLKA
- T-125 PUNCH & JUDY POLKA Espe Musette Orchestra  
DON'T DO IT, STELLA—Polka

## INTERNATIONAL

- T-131 MISIRLOU Charles Magnante  
HORA STACCATO Accordionist

After many, many requests by dealers all over the country, we couple these two selections from our album 3T-17 and put them on a single record. The selections themselves, supported by the brilliant artist, CHARLES MAGNANTE, assure big sales. Although there are many records of Misirlou and Hora Staccato on the market, none is like this one. Listen to it. Demonstrate it. The public will accept it.

## POLISH

- F-3030 PRZYRECE MNIE—Waltz Clara & Neil Zamachaj  
PONIEDZIALEN SMUTNY BANEK—Polka with J. Lazarz Orch.

Here's another release by the popular Clara & Neil Zamachaj, with Joe Lazarz Orchestra. Two beautiful Polish songs — one in waltz tempo and the other a polka. Both are excellent selections that will appeal to the trade.

- F-3031 OMNIBUS POLKA Joseph Bednarek  
NIESPODZIANKA POLKA and his Orchestra

Two lovely polkas by Joe Bednarek's Orchestra. We expect this record to beat the sales of his previous hit, F-3021.

## LATIN AMERICAN

- F-4027 MI SENTIR—Bolero Luis (Lija) Ortiz y su Grupo  
AL SONAR EL BONGO—Guaracha Cantan Yayo y Alvarado

Two typical dances — a bolero and a guaracha — by Luis Ortiz and his ensemble.

## SCANDINAVIAN

- F-5011 DANS PA RIXO—Schottis Ivor Peterson  
NORRESKENET VALS Accordionist

The famous accordionist Ivor Peterson gives us two excellent dance selections — one in schottish tempo and the other a waltz. Both are typical Scandinavian dances.

## ITALIAN

- F-6033 MARIA PIA—Mazurka Quartetto Excelsior  
BEVO PERCHE SON FELICE—Polka

The Quartetto Excelsior is now well known because of previous releases. This is an excellent dance record that the Italian trade awaits.

## JEWISH

- F-8008 MARGERITKES—Folk Song Miriam Kressyn  
SHPILT A CHASANA OIF with Abe Ellstein's Orch.

Miriam Kressyn sings two beautiful Jewish songs. We believe the A side will be the hit tune of this record.

- F-8009 MISIRLOU Charles Magnante  
HORA STACCATO Accordionist

We release these two selections in the Jewish series because both selections appeal to the Jewish trade. Demonstrate it to them and they will buy it.

## GREEK

- F-9042 IRTHEA ARGA M. Thomakos  
ZEMILE

Here is another record by the golden voiced tenor, Mr. Thomakos. We don't know which will be the hit, the A side or the B side. Both are very appealing to the Greek trade.

- F-9043 EVZONAKIA—Tsamico George Xenopoulos  
MALAMO—Sirto

Two typical Greek dances with vocals by the popular G. Xenopoulos.

- F-9044 MISIRLOU Charles Magnante  
HORA STACCATO Accordionist

We release these two selections in the Greek series because both selections appeal to the Greek trade. Demonstrate it to them and they will buy it.

## IN GERMAN

- F-11007 JA, JA, DIE ZENZI Max Helmut Wessels  
I KAB' AN DURSCHT with Orchestra

Once again Max Wessels "delivers" two songs which will strongly appeal to German speaking buyers. Music and lyrics of both will put this record over.

## ALBUMS

- Album 3T-17 VARIETY IN RHYTHM Played by Charles Magnante  
Accordionist, with Rhythm Accomp.

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# The Billboard

## MUSIC POPULARITY CHARTS

PART IV

### Retail Record Sales

Week Ending September 27



### 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 Italic.

POSITION	Weeks Last This to date	Week Week	Record	Artist	Label
5	1	1	NEAR YOU	Francis Craig	Bullet 1001
			<i>Red Rose</i>		
11	2	2	SMOKE! SMOKE! SMOKE!	Tex Williams Western Caravan	(That Cigarette) (Tex Williams-Trio) .....
			<i>Round-Up Polka</i>		Capitol Americana 40001
6	3	3	I WONDER WHO'S KISSING HER NOW (F)	Perry Como-Ted Weems	.....
			<i>That Old Gang of Mine</i>		Decca 25078
10	5	4	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Shaffer Ork)	.....Victor 20-2259
			<i>Chi-Baba, Chi-Baba</i>		
5	8	5	FEUDIN AND FIGHTIN' (M)	Dorothy Shay (Mischa Russell Ork)	..... Columbia 37189
			<i>Say That We're Sweet-hearts Again</i>		
20	6	6	PEG O' MY HEART	The Harmonicats-Sid Fisher	..... Vitacoustic 1
			<i>Fantasy Impromptu</i>		
3	10	7	I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe-The Moon Maids	.....Victor 20-2294
			<i>Tallahassee (F)</i>		
15	7	8	PEG O' MY HEART	Three Suns	.....Victor 20-2272
			<i>Across the Alley From the Alamo</i>		
16	4	9	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Kaydets)	.....Victor 20-2251
			<i>The Red Silk Stockings and Green Perfume</i>		
2	—	10	I HAVE BUT ONE HEART	Vic Damone	.....Mercury 5053
			<i>Joy (F)</i>		

### 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 Last This to date	Week Week	Album	Label
8	2	1	Al Jolson Album	..... Decca A-575
			<i>Al Jolson</i>	
24	1	2	Dorothy Shay (The Park Avenue Hillbilly) Sings Album	..... Columbia C-119
			<i>Dorothy Shay (Mischa Russell Ork)</i>	
36	—	3	Al Jolson Album	..... Decca 469
			<i>Al Jolson</i>	
82	3	4	Glenn Miller	..... Victor P-148
			<i>Glenn Miller Ork</i>	
15	4	5	Carle Comes Calling	..... Columbia C-129
			<i>Frankie Carle</i>	

### 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 Last This to date	Week Week	Record	Label
119	2	1	Chopin's Polonaise	..... Victor 11-8848
			<i>Jose Iturbi</i>	
77	2	2	Jalouse	..... Victor 12160
			<i>Boston Pops; Arthur Fiedler, conductor</i>	
104	1	3	Clair de Lune	..... Victor 11-8851
			<i>Jose Iturbi</i>	
93	3	4	Warsaw Concerto	..... Victor 11-8863
			<i>The Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist</i>	
20	4	5	The Whiffenpoof Song	..... Victor 10-1313
			<i>Robert Merrill</i>	

### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION	Weeks Last This to date	Week Week	Album	Label
110	1	1	Rhapsody in Blue	..... Columbia X-251
			<i>Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor</i>	
55	2	2	Rachmaninoff Concerto No. 2 in C Minor	..... Victor 1075
			<i>Artur Schnabel, pianist, NBC Ork; Vladimir Golschmann, conductor</i>	
22	—	3	Rhapsody in Blue	..... Signature GP-1
			<i>Paul Whiteman</i>	
11	3	4	The Student Prince	..... Victor P-180
			<i>Al Goodman Ork (Earl Wrightson, Mary Martha Briney, Donald Dame, Francis Greer and the Guild Chorieters)</i>	
37	5	5	Tchaikowsky Nutcracker Suite	..... Victor DM-1020
			<i>Eugene Ormandy, conductor; Philadelphia Ork</i>	



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★ 15117

KATE

I WISH I DIDN'T LOVE YOU SO

★ 15113

FUN AND FANCY FREE  
HOW LUCKY YOU ARE

★ 15112

AN APPLE BLOSSOM WEDDING  
I'M SORRY I DIDN'T SAY I'M SORRY

**Musicraft**  
RECORDS

The **Billboard** MUSIC POPULARITY CHARTS  
**Juke Box Record Plays**  
PART V  
Week Ending September 27

### MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
5	3	1.	NEAR YOU ..... Francis Craig ..... Bullet 1001
8	2	2.	I WONDER WHO'S KISSING HER NOW (F) ..... Ted Weems-Perry Como ..... Decca 25078
12	1	3.	SMOKE! SMOKE! SMOKE! (That Cigarette) ..... Tex Williams Western Caravan (Tex Williams-Trio) ..... Capitol Americana 40001
15	4	4.	PEG O' MY HEART ..... Three Suns ..... Victor 20-2272
13	5	5.	WHEN YOU WERE SWEET SIXTEEN ..... Perry Como (The Satisfiers-Lloyd Shaffer) ..... Victor 20-2259
19	6	6.	THAT'S MY DESIRE ..... Sammy Kaye (Don Cornell-The Kaydets) ..... Victor 20-2251
23	7	7.	PEG O' MY HEART ..... The Harmonicats-Sid Fisher ..... Vitacoustic 1
22	8	8.	THAT'S MY DESIRE ..... Frankie Laine ..... Mercury 5007
5	13	9.	THE LADY FROM 29 PALMS ..... Freddy Martin (The Martin Men) ..... Victor 20-2347
1	—	10.	SMOKE! SMOKE! SMOKE! (That Cigarette) ..... Phil Harris (Phil Harris-The Sportsmen) ..... Victor 20-2370 (See No. 3)
1	—	11.	NEAR YOU ..... Andrews Sisters (Vic Schoen Ork) ..... Decca 24171
2	14	12.	I WISH I DIDN'T LOVE YOU SO (F) ..... Vaughn Monroe (Moon Maids) ..... Victor 20-2294
7	9	13.	FEUDIN' AND FIGHTIN' (M) ..... Dorothy Shay (Mischa Russell Ork) ..... Columbia 37189
10	—	13.	PEG O' MY HEART ..... Clark Dennis ..... Capitol 346
2	10	14.	FEUDIN' AND FIGHTIN' (M) ..... Jo Stafford (The Starlighters-Paul Weston Ork) ..... Capitol B-443
6	—	14.	PEG O' MY HEART ..... Buddy Clark ..... Columbia 37392
1	—	15.	AN APPLE BLOSSOM WEDDING ..... Sammy Kaye (Don Cornell) (Glee Club) ..... Victor 20-2330
1	—	15.	SUGAR BLUES ..... Johnny Mercer (Paul Weston Ork) ..... Capitol B-448
14	12	15.	TIMTAYSHUN ..... Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) ..... Capitol 412 (Jerry Brent Ork, Modern Music 20-510; Henry Busse Ork, Four Star 1139; Bing Crosby (John Scott Trotter Ork), Decca 23754; Noro Morales Ork, Majestic 1130; Juan Rolando, Cocktail Hour CGE 116)

#### Going Strong

#### Coming Up

I WONDER WHO'S KISSING HER NOW (F) .. Ray Noble (Snooky Lanson-The Sportsmen) .. Columbia 37544

### MOST-PLAYED JUKE BOX HILLBILLY RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
15	1	1.	SMOKE! SMOKE! SMOKE! (That Cigarette) ..... Tex Williams Western Caravan (Tex Williams-Trio) ..... Capitol Americana 40001
16	3	2.	TIMTAYSHUN ..... Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) .. Capitol 412
7	2	3.	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms) ..... Eddy Arnold and His Tennessee Plowboys ..... Victor 20-2332
19	5	4.	IT'S A SIN ..... Eddy Arnold and His Tennessee Plowboys ..... Victor 20-2241
1	—	5.	THAT'S WHAT I LIKE ABOUT THE WEST ..... Tex Williams and His Western Caravan ..... Capitol Americana A-40031

### MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
6	1	1.	BOOGIE WOOGIE BLUE PLATE ..... Louis Jordan ..... Decca 24104
4	—	2.	HURRY ON DOWN ..... Nellie Lutcher and Her Rhythm ..... Capitol Americana 40002
17	2	3.	JACK, YOU'RE DEAD ..... Louis Jordan ..... Decca 23901
11	—	4.	THAT'S MY DESIRE ..... Frankie Laine ..... Mercury 5007
2	3	4.	HE'S A REAL GONE GUY ..... Nellie Lutcher ..... Capitol Americana 40017
3	—	5.	TRUE BLUES ..... Roy Milton Ork (Roy Milton) ..... Specialty SP-510
1	—	5.	SINCE I FELL FOR YOU ..... Paul Gayten and His Trio (Annie Laurie) .. De Luxe 1082

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and his Orchestra

GLOOMY SUNDAY

AND  
In The Still of  
The Night

NAT. 9037

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AND

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DUSTY  
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The **Billboard** MUSIC POPULARITY CHARTS  
**PART VI**  
**Record Reviews and Possibilities**  
 Week Ending September 27

**RECORD POSSIBILITIES**

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

**LOVE FOR LOVE** ..... Claude Thornhill and Orchestra with vocal by Fran Warren. Columbia 37940  
 Fran Warren generally gets the nod as one of the best band canaries around and the experts who agreed on "A Sunday Kind of Love" can comb out some new superlatives for this one. Note for note, "Love for Love" is one of the finest vocal jobs of the year. The soft-sound, muted magic of the Thornhill band, the elusive tinkle of the maestro's piano gracefully serve into dramatic swells that mean great listening and should spell great sales. Flipover is the "Warsaw Concerto" fave, with the piano treatment and arrangement a refreshing change from the standard "Warsaw" versions.

**I STILL GET JEALOUS** ..... The Three Suns ..... Victor 20-2469  
 A rhythm ballad from the score of "High Button Shoes," which the Suns give full meaning via their organ-accordion-guitar blends and a vocal duet between Artie Dunn and an unbilled chirp. Tune is due for a heavy sked of waxing, with biscuits soon due by Harry James on Columbia and Gordon MacRae on Capitol, among others, but with the wax-popular Suns first on the tune this dinking could do well for the threesome. Flip is another "Button Shoes" ditty tabbed "Papa Won't You Dance With Me?" which will also get a number of major waxery dinkings and which is a catchy polka novelty with Dunn and a fem vocal trio, the Sun Maids, spinning the lyrical tale.

**RECORD REVIEWS**

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

**THE THREE SUNS (Victor 20-2469)**  
**Papa, Won't You Dance With Me?**—FT; VC.  
**I Still Get Jealous**—FT; VC.

The organ, accordion and guitar blend of the Three Suns bring to wax for the first time two of the Sammy Cahn-Jule Styne songs from the new musical, "High Button Shoes." And in spite of the triteness of the title, it spins with all the makings of a major hit for the tuneful and catchy rhythm ballad, "I Still Get Jealous." The Suns fashion it a bright and moderate tempo with an unnamed gal thrush singing it cute rather than in good voice as she shares the meaningful wordage with the sweet-scaled baritone of organist Artie Dunn. For the flip, it's a polka-style novelty in "Papa, Won't You Dance With Me?" a lively and catchy specialty song with the Sun Maids, a fem trio of little account, joining Dunn in the ditty.  
 "I Still Get Jealous" packs the phono promise.

**BING CROSBY**  
 (Decca 25230-25232-25233)  
**Pennies From Heaven**—FT; V.  
**So Do I**—FT; V.  
**My Heart Is Taking Lessons**—FT; V.  
**Let's Call a Heart a Heart**—FT; V.  
**One, Two, Button Your Shoe**—FT; V.  
**On the Sentimental Side**—FT; V.

These are reissues of screen songs which Bing Crosby introduced on the celluloid in earlier years. And while the Crosby chanting shows no sign of age in the spinning, merchandising appeal will be restricted largely to the legion of Crosby fans who may not have been able to purchase these platters during the shellac-scarce years. With Georgie Stoll's music, four of the sides are from his "Pennies From Heaven" movie, including the movie title tune which he sings as a slow ballad with full tempo liberty, giving the same treatment and expression for "So Do I," and backing each with the lively and rhythmic "Let's Call a Heart a Heart" and the happy jingle ditty, "One, Two, Button Your Shoe." From the "Doctor Rhythm" movie, it's the lively and hitting "My Heart Is Taking Lessons" mated to the slow and buoyant "Sentimental Side" ballad, with John Scott Trotter painting the musical backgrounds.

Little reason for the fans to give up coins for these reissues.

**FREDDY MARTIN (Victor 20-2376)**  
**All My Love**—W; VC.  
**When the White Roses Bloom in Red River Valley**—FT; VC.

It's smooth and highly polished dance music that Freddy Martin dishes out for this coupling. With the musical accent on the fiddle section and Clyde Rogers's sweet tenor voice assisted by the Martin Men for the lyrical force, it's entirely melodious for the haunting "All My Love" waltz melody. For the flip, it's a tender cowboy ballad to the hoofbeat rhythms with the strings and woodwinds playing it softly and sweetly as Stuart Wade and the Martin Men sing it that way with the flavor of the sagebrush for "Red River Valley." Where the Martin music attracts, phono fans will favor "All My Love."

**SAMMY KAYE (Victor 20-2434)**  
**Forgiving You**—FT; VC.  
**The Little Old Mill**—FT; VC.

In "The Little Old Mill," Dutch ditty that goes round and round, Sammy Kaye has a rhythm novelty with plenty of catch. And with the Three Kaydets and the band choir carrying the chant in an easy and pleasant harmony pattern, it makes the melody all the more contagious. In the slow ballad frame for the flip, it's a pleasant enough ballad in "Forgiving You" with the fem voice of Your Sunday Serenade Sweetheart singing it expressively.  
 "The Little Old Mill" may hit pay dirt in the phono belts.

**JERRY BAKER (Pleasant 1002 and 1006)**  
**Money in the Bank**—FT; V.  
**Stingy**—FT; V.  
**If You Smile**—FT; V.  
**The Old Ferris Wheel**—FT; V.

A romantic baritone, but entirely relaxed in his piping to make for an easy flow of words and music, Jerry Baker projects all of these lyrics in fine order. And with the soft and rhythmic music of Andy Sanella's music, taking in strings, vibes, solo alto sax, accordion and electric guitar, to frame his songs, Baker spins pleasantly on the ears. Of the four songs, his best song is the slow-spinning "Ferris Wheel" ballad, a delightful and melodic dish of nostalgia sung with full romantic appeal. For the flip, it's an attractive rhythm song in "Stingy," with Baker in full voice singing it bright. Gives the same measure of attention, even if the songs are not as melodic, as the "Money in the Bank" rhythm ditty and the "If You Smile" ballad.

If the song gains any favor, "The Old Ferris Wheel" may have some phono meaning.

**CHARLES MAGNANTE (Standard T-131)**  
**Misirlou**—FT;  
**Hora Staccato**—FT.

The accordion artistry of Charles Magnante, with guitar and bass added to spark the rhythm, is heard to advantage for both of these sides. His intonations and phrasings making the most of the melodies, he makes it a flash for his squeezings in the lively and sparkling "Hora Staccato," with full melodic and rhythmic flourish for the haunting "Misirlou."

For those seeking out the accordion music on wax.

(Continued on page 120)

**Album Reviews**

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 25. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the Music Machines department this week.



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 Buddy Clark  
 Claude Thornhill  
 Duke Ellington

Dick Jurgens  
 The Modernaires  
 Tommy Tucker  
 Elliot Lawrence  
 Ray Noble  
 Dorothy Shay  
 Pearl Bailey  
 Cab Calloway  
 The Charioteers  
 Golden Gate Quartet  
 Fred Lowery  
 Tony Pastor  
 Doris Day

The Three Flames  
 The Dell Trio  
 Victor Borge  
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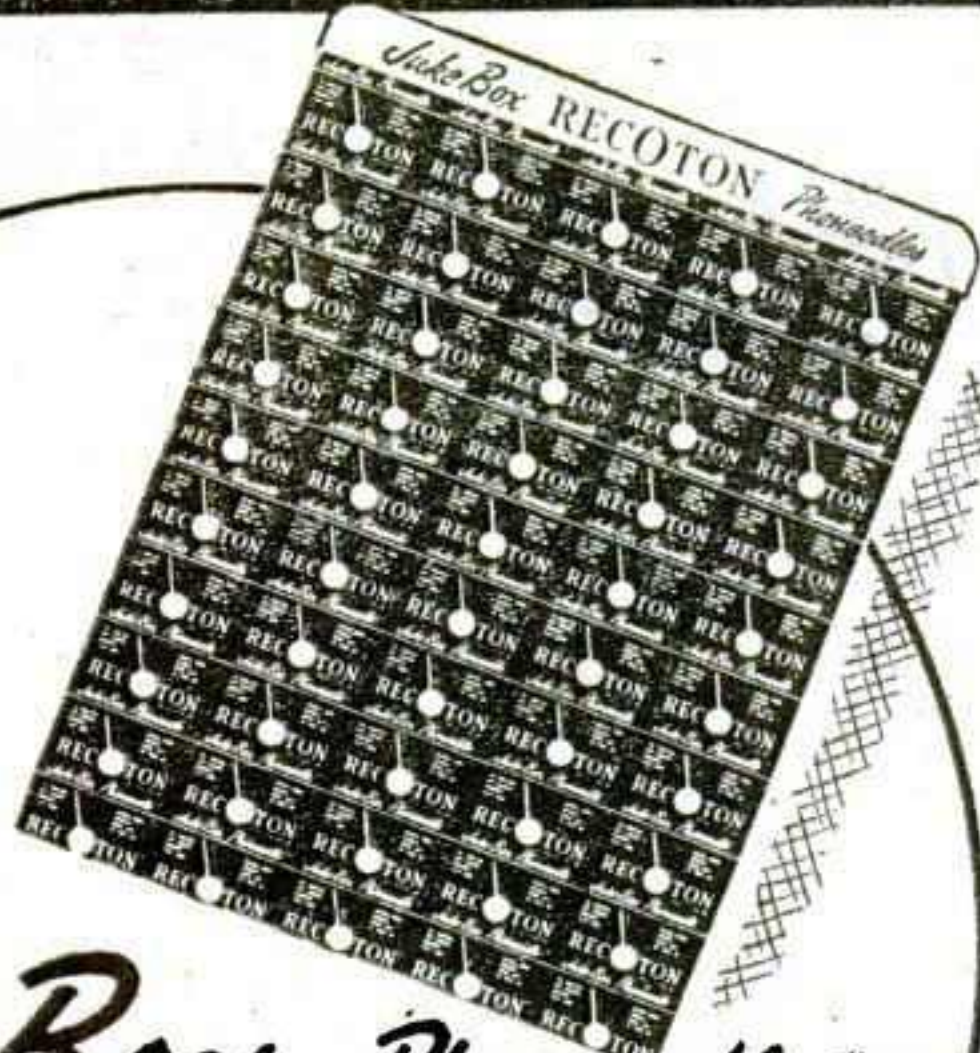
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(Continued from page 119)

**M. THOMAKOS (Standard F-9042)**

*Irthes Arga*—FT; V.  
*Zemile*—FT; V.

Two entirely melodic Greek songs, the sweet-toned chanting of M. Thomakos brings a full measure of tenderness in their lyrical expressions in the native tongue. With a small orchestra giving the male voice good accompaniment, it's a bright tempo to the tango rhythm set for a beautiful "Irthes Arga" nostalgic song story; bringing out as well the bitter-sweet expressions of his own "Zemile" folk song set to the oriental rhythms.

For the nationality home buyers.

**MAX HELMUT WESSELS (Standard F-11007)**

*Yes, Yes, It's Zenzi*—FT; V.  
*I'm So Thirsty*—W; V.

Singing in the German tongue and with a carefree spirit, there's a full measure of intimate appeal in the calm and easy baritone of Max Helmut Wessels. The gay and spirited music of the rathskellers of earlier days, it's a lively and lilting refrain for "Yes, Yes, It's Zenzi," and a tuneful "I'm So Thirsty" song played in a lively and lilting waltz tempo. Small string orchestra provides appropriate musical setting for the intimacy of the folk singer.

For the nationality spots.

**GEORGE ZENOPOULOS (Standard F-9043)**

*Evzonakia*—FT; V.  
*Malamo*—FT; V.

It's the lusty and expressive folk singing in the native Greek tongue by George Zenopoulos for both of these lively Greek dance melodies. With accordion, clarinet and piano pounding out the Greek dance rhythms for a Tsamico, he sings it with full folk dance spirit for his own "Evzonakia." For the flip, it's the Srto dance for the traditional "Malamo" melody, piping it with plenty of pathos in his folksie chanting.

For the nationality play.

**IVOR PETERSON (Standard F-5011)**

*Dance on Rixa*—FT.  
*Northern Lights Waltz*—W.

The accordion squeezings of Ivor Peterson, with rhythm accompaniment to spark the folk dance appeal, platters it in straight-forward melody fashion for both of these Scandinavian folk songs. Altho without flash in his fingerings, it's entirely in the international flavor as he squeezes out "Dance on Rixa" for the Schottis hoofings and the lively "Northern Lights Waltz" for the old country waltz dancing.

For the nationality dancing.

**ART LUND (MGM 10072)**

*It's a Lonesome Old Town*—FT; V.  
*As Sweet as You*—FT; V.

When giving vent to the romantics in his vocalizing, and with a tuneful love ballad in "As Sweet as You," Art Lund is entirely convincing in his chant. And with Johnny Thompson's music setting forth a colorful string and woodwind setting, the troubador is much at home. For the flip, Lund brings back an old torch melody in the haunting "Lonesome Old Town" ballad, excepting that he doesn't know what to do with a torch song.

"As Sweet as You" makes coin sense if the song takes root.

**ZIGGY ELMAN (MGM 10071)**

*Body and Soul*—FT.  
*I've Found a New Baby*—FT; V.

Two pop standards are dished up here as solid instrumentals by the Ziggy Elman band, playing it with plenty of brilliance in their blend and with plenty of enthusiasm in their youthful arrangements. The full body and rich tone of the maestro's trumpet is showcased for the low spinning "Body and Soul," which comes to the fore again as a movie title tune. For the flip, Elman puts his band in a solid sock formation, and with plenty of brightness and bounce to their playing, dishes up "New Baby" in a stylish rhythmic dress with a bit of the Elman horn to make it all the more attractive.

Jump fans will find it joyous for "I've Found a New Baby," with the movie bound to hypo coin attention to the everlasting "Body and Soul" familiar.

**ARTHUR FIELDER (Victor 11-9652)**

*Hungarian Rhapsody No. 9—Parts I and II.*

Liszt's Ninth Rhapsody, rich in romantic Romany melody and gypsy rhythm, is given an exhilarating performance by Arthur Fielder, conducting the Boston "Pops" Orchestra. Entirely in the composer's folk style, it spins over both sides of the 12-inch track.

An excellent addition to the music library at home.

**XAVIER CUGAT (Columbia 37829)**

*Un Poquito de Amor*—FT; VC.  
*Rumba at the Waldorf*—FT.

The colorful rumba rhythms of Xavier Cugat make for a colorful cutting in this twosome. For real hip-swaying incentives, it's the subtle styling by the strings and xylophones for an engaging and tuneful instrumental rumba in the maestro's "Rumba at the Waldorf." For the flip, it's the polished and sophisticated rumba music for the "Un Poquito de Amor" love lullaby in the beguine tempo, with Dorothy Porter coming in to sing the English lyrics softly and expressively.

Both sides fine for the rumba addicts.

**WALTER SCHEFF-KAY PARKER**

(Republic 110 and 117)

*Saint Paul "Min" and Kansas City "Moe"*—FT; V.  
*The Green Hills of Montana*—FT; V.  
*Smiling Thru the Tears*—FT; V.  
*The More I Do*—FT; V.

Once you dismiss the dittying of Kay Parker, who displays no rhythmic flair nor the required rustic feeling for the novelty "Saint Paul" ditty, the spinning of this new label is easier to take as Walter Scheff's baritone in full and melodic voice takes over for the other three sides to demonstrate the new songs. Scheff spins it with an easy flow of words and music for a pleasant ballad in "Smiling Thru the Tears," and with a nostalgic note in his needling of the outdoor "Green Hills of Montana" ballad. And while he's far from a rhythm piper, the pert rhythms of the accompanying piano, guitar and bass of the Ray Carter Trio help much to sustain pace and interest in "The More I Do" rhythm song. In fact, the musical threesome helps no end to keep all sides spinning in a bright frame.

No coin callings in these cuttings.

**CLARA AND NELL ZAMACHAJ**

(Standard F-3030)

*Promise Me*—W; V.  
*Monday Morning Blue*—FT; V.

With the small unit of music makers making up the Joe Lazarek orchestra playing these Polish folk melodies brightly and with spirit, it goes a long way in covering up the listless singing in the native tongue by Clara and Nell Zamachaj, whose lyrical blend is entirely without distinction or with any measure of vocal quality. Girls sing it plaintively for the "Promise Me" waltz melody, and entirely out of keeping with the spirit of the polka plattering of the gay and spirited "Monday Morning Blue."

Not enough life or color in this cutting to catch coins at the nationality spots.

**CHARLIE SPIVAK (Victor 20-2422)**

*Tennessee*—FT; VC.  
*—And Mimi*—FT; VC.

The Charlie Spivak band, subdued by sustaining a rhythmic background throughout, the maestro turns it over entirely to Irene Daye of "Tennessee," singing it softly and sultry with the feel of the cow-cow boogie chanting in her voice for Dixie train song. Boys in the band join in on the singing for the second stanza and the spinning starts with train station noises. But while the gal sings it in a low-down groove, there's no luster to her lyricizing, nor does she get any real bite from the band's blowing. More in keeping with the maestro's capabilities is the ballad on the mated side, "—And Mimi." Sets it forth at a moderate tempo to a rhythmic beat with Tommy Mercer singing it with full romantic flavor and Spivak adding an interlude of his sweet trumpet tones.

Charlie Spivak fans will select "—And Mimi."

**SNUB MOSLEY (Sonora 110)**

*Squash Head*—FT; VC.  
*Herman's Boogie*—FT; VC.

A right tight little band devoted to the joyous jump rhythms, with Snub Mosley's trombone slides and husky rhythm chanting flashing in the solo sequences, it's a fine jump session for both of these Harlemese rhythm ditties spinning at a lively beat. The ensemble riffing is sharp and clean for "Squash Head," with the band boys joining in for the five lyrics and the alto sax sharing the instrumental riding with the maestro. And to a more solid beat, with the drummer boy pounding out the eight notes to a measure to make up for the piano pounder's ineptness, it's a right solid spin for "Herman's Boogie," with the Mosley trombone and chant laying it on right thick.

Race spots spending coins for the jump music will find "Herman's Boogie" joyous.

**CHICAGO ALL-STARS (Columbia 37594)**

*I Love Mama*—FT; VC.  
*Green Light*—FT; VC.

A small and swifty jump band of seven groovers, the Chicago All-Stars beat it out bright and breezy for these traditional race blues items. Setting a rhythm-figured background pattern to a shuffle boogie beat in a moderate tempo, tenor saxist Sugarman Penigar shouts it lusty and rhythmically for "I Love Mama," packing plenty of enthusiasm in his chant as he tells of his mistreating mama. For the flip, it's a lively jump beat for the "Green Light" novelty blues, with Johnny Morton and the band boys shouting it out in spirited rhythm style.

Race jump parlors will take to these two.

**TAMPA RED (Victor 20-2432)**

*Corrine Blues*—FT; V.  
*New Bad Luck Blues*—FT; V.

The rugged and low-down race blues shouting of Tampa Red, with his blues guitar pickings joined by piano and drums, spins to a sturdy beat for "Corrine Blues." Sings of his affection for his gal in forthright earthy manner, interspersing his song with a blues wail on his kazoo. Adding a clary and bull fiddler to the instrumental combo, and slowing down the tempo to make it real low-down, it's sturdy blues shouting about his cheatin' gal in "New Bad Luck Blues."

Where Tampa Red takes in coins, both sides will do it again.

(Continued on page 135)



The Billboard

MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending September 27



ADVANCE RECORD RELEASES

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

POPULAR

- A GIRL THAT I REMEMBER ... Victor Lombardo (Mark Carter) (LET'S BE) ... Majestic 7269
A NIGHTINGALE CAN SING THE BLUES ... Peggy Lee (Frank DeVol) (THERE'LL ALWAYS IN MY HEART) ... Capitol 15001
ALWAYS IN MY HEART ... The Philharmonica Trio (CARIOCA) ... Capitol 470
(I'm a Dreamer) AREN'T WE ALL ... Bobby Sherwood (Frank DeVol Ork) (JULIE) ... Capitol 468
BLUE LU ... Charlie Barnet (JUICE HEAD) ... Apollo 1082
CARIOCA ... The Philharmonica Trio (ALWAYS IN) ... Capitol 470
CHICKASAW LIMITED ... Bill Johnson and His Musical Notes (YOU'RE THE) ... Victor 20-2498
\*CONCERTO (Adapted from Tchaikovsky Concerto No. 1 B-Flat Minor) ... Carmen Cavallaro (INTERMEZZO) ... Decca 25272
DEAREST SANTA ... Eddy Howard (THE CHRISTMAS) ... Majestic 1173
DON'T EAT ME ... Murphy Sisters (Jerry Jerome Ork) (GIRLS IF) ... Apollo 1080
DON'T YOU LOVE ME ANYMORE? ... Bob Eberle-Eddie Heywood (WHEN I) ... Decca 24185
\*DOWN THE GYPSY TRAIL ... Decca Salon Ork (INTERMEZZO) ... Decca 25275
GIRLS IF YOU EVER GET MARRIED ... Murphy Sisters (Jerry Jerome Ork) (DON'T EAT) ... Apollo 1080
GOD BLESS AMERICA ... Margaret Whiting-The Pied Pipers (Paul Weston Ork) (THE FREEDOM) ... Capitol 15003
HAND IN HAND ... Sammy Kaye (Laura Leslie-Don Cornell) (SANTA CLAUS) ... Victor 20-2482
HARMONY ... Johnny Mercer-King Cole Trio (SAVE THE) ... Capitol 15000
HOME IS WHERE THE HEART IS ... Hal Derwin (Hal Derwin-The Hi-Liters) (KATE) ... Capitol 467
I STILL GET JEALOUS ... Gordon MacRae (Paul Weston Ork) (I UNDERSTAND) ... Capitol 15002
I UNDERSTAND ... Gordon MacRae (Paul Weston Ork) (I STILL) ... Capitol 15002
\*I'M A LONELY LITTLE PETUNIA (Onion Patch) ... Lawrence Welk (SVENSKA FLICKA) ... Decca 24197
\*I'LL BE HOME FOR CHRISTMAS (If Only in My Dreams) ... Eddy Howard (WHITE CHRISTMAS) ... Majestic 1175
\*INTERMEZZO (Souvenir De Vienne) ... Carmen Cavallaro (CONCERTO) ... Decca 25272
\*INTERMEZZO (Souvenir De Vienne) ... Decca Salon Ork (DOWN THE) ... Decca 25275
\*INTERMEZZO (Souvenir De Vienne) ... Woody Herman (SORRENTO) ... Decca 25274
\*INTERMEZZO (Souvenir De Vienne) ... Albert Kerry (Maurice Nadell) (WHERE WAS) ... Decca 25275
\*INTERMEZZO (Souvenir De Vienne) ... Guy Lombardo (STAR DUST) ... Decca 25271
\*INTERMEZZO (Souvenir De Vienne) ... Tony Martin (TONIGHT WE) ... Decca 25273
JINGLE BELLS ... Johnny Mercer-The Pied Pipers (Paul Weston Ork) (SANTA CLAUS) ... Capitol 15004
JUICE HEAD BLUES ... Charlie Barnet (BLUE LU) ... Apollo 1082
JULIE ... Bobby Sherwood (Frank DeVol Ork) (AREN'T WE) ... Capitol 468
KATE (Have I Come Too Early, Too Late) ... Hal Derwin (Hal Derwin-The Hi-Liters) (HOME IS) ... Capitol 467
LAMOUR, TOUJOUR, LAMOUR (Love Everlasting) ... Kenny Baker (TWO HEARTS) ... Decca 24198
LET'S BE SWEETHEARTS AGAIN ... Victor Lombardo (The Threesome) (A GIRL) ... Majestic 7269
\*LET'S DANCE ALBUM ... Benny Goodman ... Victor P-188
Afraid to Dream ... Victor 20-249 King Porter ... Victor 20-246
Changes ... Victor 20-248 Mad House ... Victor 20-246
Goodbye (Jenkins) ... Victor 20-249 Roll 'Em ... Victor 20-247
I Found a New Baby ... Victor 20-247 Sometimes I'm Happy ... Victor 20-248
MY, HOW THE TIME GOES BY ... Hal Derwin (Hal Derwin-The Hi-Liters) (THE LITTLE) ... Capitol 469
PASS THAT PEACE PIPE ... Beryl Davis (Russ Case Ork) (THE BEST) ... Victor 20-2483
SANTA CLAUS FOR PRESIDENT ... Sammy Kaye (Don Cornell-Three Kaydets) (HAND IN) ... Victor 20-2483
SANTA CLAUS IS COMIN' TO TOWN ... Johnny Mercer-The Pied Pipers (Paul Weston Ork) (JINGLE BELLS) ... Capitol 15004
SAVE THE BONES FOR HENRY JONES (Cause Henry Don't Eat No Meat) ... Johnny Mercer (Johnny Mercer-King Cole) (HARMONY) ... Capitol 15000
(Hurry Back To) SORRENTO ... Woody Herman (INTERMEZZO) ... Decca 25274
\*STARBUCK ... Guy Lombardo (INTERMEZZO) ... Decca 25271
SURPRISE SYMPHONY ... Tex Beneke-Miller Ork (THE GIRL) ... Victor 20-2497
SVENSKA FLICKA (Pretty Girl) ... Lawrence Welk (I'M A) ... Decca 24197
THE BEST THINGS IN LIFE ARE FREE ... Beryl Davis (Russ Case Ork) (PASS THAT) ... Victor 20-2483
THE CHRISTMAS SONG (Merry Christmas to You) ... Eddy Howard (DEAREST SANTA) ... Majestic 1173
THE FREEDOM TRAIN ... Johnny Mercer-Benny Goodman-Peggy Lee-Margaret Whiting-The Pied Pipers (Paul Weston Ork) (GOD BLESS) ... Capitol 15003
THE GIRL THAT I REMEMBER ... Tex Beneke-Miller Ork (Gary Stevens) (SURPRISE SYMPHONY) ... Victor 20-2497
THE LITTLE OLD MILL ... Hal Derwin (Hal Derwin-The Hi-Liters) (MY, HOW) ... Capitol 469
THE MORE WE ARE TOGETHER ... Russ Morgan (THE TRAIL) ... Decca 24196
THE TRAIL OF THE LONESOME PINE ... Russ Morgan (THE MORE) ... Decca 24196
THERE'LL BE SOME CHANGES MADE ... Peggy Lee (Frank DeVol Ork) (A NIGHTINGALE) ... Capitol 15001
\*TONIGHT WE LOVE ... Tony Martin (INTERMEZZO) ... Decca 25273
TWO HEARTS IN THREE QUARTER TIME ... Kenny Baker (LAMOUR, TOUJOUR) ... Decca 24198
WHEN I WRITE MY SONG ... Eddie Heywood-Bob Eberle (DON'T YOU) ... Decca 24195
\*WHERE WAS I? ... Albert Kerry (Maurice Nadell) (INTERMEZZO) ... Decca 25275

(Continued on page 122)



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## ARTISTIC RECORDS

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(Continued from page 121)

### FOLK

- A BLUE MONDAY NIGHT.....Bennie Hess-Texas Dandies (WASTIN' MY).....Black & White 10023
- A COWBOY'S CHRISTMAS SONG.....Leon McAuliffe and His Western Swing Band (Jimmy Hall) (TULSA STRAIGHT).....Majestic 11032
- ANSWER TO RAINBOW AT MIDNIGHT.....Ernest Tubb (HEADIN' DOWN).....Decca 46078
- BELIEVE ME, I'LL BE LEAVING YOU.....Rosalie Allen and the Black Riders (MOUNTAIN POLKA).....Victor 20-2486
- BE MY DARLIN'.....Foy Willing and the Riders of the Purple Sage (THEN THE).....Majestic 6016
- B-ONE BABY.....Cliffie Stone and His Barn Dance Band (Cliffie Stone) (DON'T DO).....Capitol Americana A-40041
- BIG FOUR BRAKIE BLUES.....Bare Foot Brownie Reynolds (ROSES HAVE).....Radio Artist 210
- CANNED HEAT.....Chet Atkins and His Colorado Mountain Boys (IN HER).....Victor 20-2472
- CRYING FOR YOU.....Jerry & Sky (YOU CAN'T).....Sonora H-7051
- DARLING, I'M LOST WITHOUT YOU.....Bob Pressley and His Sagebrush Serenaders (SILVER AND).....Decca 46076
- DEEP SEA CHANTLEYS ALBUM.....Pete Seeger-Woody Guthrie-Peter Hawes-Millard Lampell.....Commodore CR-11
- Away Rio.....Commodore C-3007
- Blow the Man Down.....Commodore C-3006
- Blow Ye Wind, Heigh-Ho.....Commodore C-3005
- Haul Away, Joe.....Commodore C-3005
- The Coast of High Barbary.....Commodore C-3007
- The Golden Vanity.....Commodore C-3006
- DON'T DO IT, DARLIN'.....Cliffie Stone and His Barn Dance Band (Sonny Kirk) (B-ONE BABY).....Capitol Americana A-40041
- DREAMY EYES.....Jerry and Sky (THE FIRST).....Sonora H7052
- EASY ROCKIN' CHAIR.....Eddy Arnold and His Tennessee Playboys (TO MY).....Victor 20-2481
- EASY TO PLEASE.....Jimmy Selph (THE LITTLE).....Majestic 11029
- FLY TROUBLE.....Hank Williams (ON THE).....MGM 10073
- HEADIN' DOWN THE WRONG HIGHWAY.....Ernest Tubb (ANSWER TO).....Decca 46078
- HERE TODAY AND GONE TOMORROW.....Jimmy Wakely (I CAN'T).....Capitol Americana A40040
- HOE DOWN HATTIE.....Barefoot Brownie Reynolds (HOW CORNY).....Radio Artist 209
- HOW CORNY CAN YOU GET?.....Barefoot Boys (HOE DOWN).....Radio Artist 209
- I CAN'T KEEP THE TEARS OUT OF MY EYES.....Jimmy Wakely (HERE TODAY).....Capitol Americana A40040
- (I Know My Baby Loves Me) IN HER OWN PECULIAR WAY.....Chet Atkins and His Colorado Mountain Boys (CANNED HEAT).....Victor 20-2472
- \*I'M GOIN' BACK TO SADIE.....Buddy Jones (WHAT IS).....Decca-46079
- KENTUCKY.....Jimmie & Leon Short (MOVE IT).....Decca 46077
- LITTLE RED CABOOSE.....Eddie McMullen's Sleepy Valley Five (WORRIED MIND).....Rainbow 50004
- LOST JOHN.....Lonnie Glosson and His Railroad Playboys (WHAT IS).....Mercury 6057
- MOUNTAIN POLKA.....Rosalie Allen and the Black River Riders (BELIEVE ME).....Victor 20-2486
- MOVE IT OVER.....Jimmie and Leon Short (KENTUCKY).....Decca 46077
- ON THE BANKS OF THE OLD PONCHARTRAIN.....Hank Williams (FLY TROUBLE).....MGM 10073
- OUT IN PIONEER TOWN.....Sons of the Pioneers (YOU'LL BE).....Victor 20-2484
- PRETTY THING.....Karl and Harty (TRUE LOVE).....Capitol Americana A4044
- RAINBOW IN THE SKY.....Turner Brothers (WHEN THE).....Mercury 6056
- RHYTHM RANGER WALTZ.....Cal Shrum and His Rhythm Rangers (WHEN DOES).....Westernair 102
- ROSES HAVE THORNS SO THEY TELL ME.....Bare Foot Brownie Reynolds (BIG FOUR).....Radio Artist 210
- SHUT THE DOOR.....Cal Shrum and His Rhythm Rangers (Stan Boreson) (SMOKE, SMOKE).....Westernair 101
- SILVER AND GOLD.....Bob Pressley and His Sagebrush Serenaders (DARLING, I'M).....Decca 46076
- SMOKE, SMOKE, SMOKE (That Cigarette).....Cal Shrum and His Rhythm Rangers (Jack Gress) (SHUT THE).....Westernair 101
- SOD BUSTER BALLADS ALBUM.....Pete Seeger-Woody Guthrie-Lee Hayes-Millard Lampell.....Commodore CR-10
- Ground Hog.....Commodore C-3002
- Hard, Ain't it Hard?.....Commodore C-3003
- House of the Rising Sun.....Commodore C-3004
- I Ride an Old Paint.....Commodore C-3004
- State of Arkansas.....Commodore C-3003
- The Dodger Song.....Commodore C-3003
- THE FIRST WHIPPORWILL.....Jerry and Sky (DREAMY EYES).....Sonora H7052
- THE LITTLE BOY'S LETTER TO SANTA CLAUS.....Jimmie Selph (EASY TO).....Majestic 11029
- TO MY SORROW.....Eddy Arnold and His Tennessee Playboys (EASY ROCKIN').....Victor 20-2481
- TRUE LOVE.....Karl and Harty (PRETTY THING).....Capitol Americana A40044
- TULSA STRAIGHT AHEAD.....Leon McAuliffe and His Western Swing Band (Jimmy Hall) (A COWBOY'S).....Majestic 11032
- WASTIN' MY TIME.....Bennie Hess-Texas Dandies (A BLUE).....Black & White 10022
- WHAT IS A MOTHER'S LOVE?.....Lonnie Glosson and His Railroad Playboys (LOST JOHN).....Mercury 6057
- \*WHAT IS LIFE LIVED ALONE?.....Buddy Jones (I'M GOIN').....Decca 46079
- WHEN DOES FRIENDSHIP END?.....Cal Shrum and His Rhythm Rangers (RHYTHM RANGER).....Westernair 102
- WHEN THE FIRE COMES DOWN.....Turner Brothers (RAINBOW IN).....Mercury 6056
- WHEN THE WHITE ROSES BLOOM (In the Red River Valley).....Dale Evans (I'M THE).....Majestic 11031
- WHERE THE COOL CLEAR WATER SPILLS.....Foy Willing (The Riders of the Purple Sage) (HOLIDAY FOR).....Majestic 6015
- WORRIED MIND.....Eddie McMullen's Sleepy Valley Five (LITTLE RED).....Rainbow 50004
- YOU CAN BE A MILLIONAIRE WITH ME.....Willis Meyers and His Bar X Ranch Boys (THE GREAT).....Cowboy CR-501
- YOU CAN'T GO WRONG DOING RIGHT.....Jerry & Sky (CRYING FOR).....Sonora H-7051
- YOU DON'T NEED CUSHIONS TO PRAY.....Bob Harter-Ranchmen (THE FIRST).....Sterling 212
- YOU GET ME.....The Western Aces (LONELY HEART).....Down Home CJ-601
- YOU RAN AROUND.....Terry Fell (The Fellers) (I'VE DONE).....4 Star 1161
- YOU SHOULD HAVE THOUGHT OF THAT BEFORE.....Bob Wills and His Texas Playboys (Tommy Duncan) (FAT BOY).....Columbia 37824
- YOU'LL NEVER TAKE AWAY MY DREAMS.....Fred Kirby (THE CHAPEL).....Sonora H-7045
- YOU'LL BE SORRY WHEN I'M GONE.....Sons of the Pioneers (OUT IN).....Victor 20-2484
- YOU'VE GOT ME WRAPPED AROUND YOUR FINGER.....Texas Jim Lewis and His Lone Star Cow-boys (THEY ALWAYS).....Decca 46073

(Continued on opposite page)



**LATIN-AMERICAN**

(Continued from opposite page)

- AL SONAR EL BONGO (When the Bongo Sounds) ..... Luis (Lija) Ortiz Y Su Grupo (Yayo Y Alvarado) (MI SENTIR) Standard F-4027
- BOOGIE WOOGIE NA FAVELA (The Bumble Boogie Sambo) ..... Jose Curbelo Ork (CUANDO APREN- DERES) ..... Victor 23-0665
- CAMINANDO, CAMINANDO (Walking) ..... Conjunto Casino (SALAGENTE)..... Victor 23-0666
- CANCION DESPERADA (Desperate)..... Libertad Lamarque (Alfredo Malerba Ork (SIN PALABRAS) ..... Victor 23-0668
- CUANDO APRENDERES (When You Cross Your Heart) ..... Jose Curbelo Ork (BOOGIE WOOGIE)... Victor 23-0665
- DIRE LO MISMO DE TI (I Feel the Same About You) ..... Cuarteto Hermanos Mercado (Yipe y Pepe) (JOE! JOE!) ..... Davis 617
- EL SOL INAMARAO ..... Billo's Caracas Boys Ork (Manolo Mon- terey) (NUESTRA SITA)..... Victor 23-0671
- FAROLITA DE MADRID ..... Arcano y Sus Maravillas (GUADALUPE) ..... Victor 23-0667
- GUADALUPE ..... Arcano y Sus Maravillas (FAROLITA DE) ..... Victor 23-0667
- HASTA CUANDO (Until When) ..... Raul Vidal (Rafael Seijo Trio) (VIDA MIA) ..... Davis 618
- JOE! JOE! JOE! (Yo, Yo, Yo) ..... Cuarteto Hermanos Mercado (Yipe y Pepe) (DIRE LO) ..... Davis 617
- MI SENTIR (My Feelings) ..... Luis (Lija) Ortiz Y Su Grupo (Yayo Y Alvarado) (AL SONAR) Standard F-4027
- NUESTRA SITA (Our Rendezvous)..... Billo's Caracas Boys Ork (Manolo Mon- terey-Miguel Briceno) (EL SOL)..... Victor 23-0671
- PEREGRINA (Pilgrim) ..... Trio Calaveras (QUISIERA)..... Victor 23-0669
- PRIMAVERA (Spring) ..... Guadalupe Le Chinaca (SOY DE)..... Standard F-4026
- QUISIERA (Wishing) ..... Trio Calaveras (PEREGRINA) ..... Victor 23-0669
- SALAGENTS (You're a Jinx) ..... Conjunto Casino (CAMINANDO, CAMIN- ANDO) ..... Victor 23-0666
- SIN PALABRAS (Speechless) ..... Libertad Lamarque (Alfredo Malerba Ork (CANCION DESPERADA)..... Victor 23-0668
- SOY DE COAHUILA (I am From Coahuila) ..... Guadalupe La Chinaca (PRIMAVERA) Standard F-4026
- TALVEZ (Could Be) ..... Jose Luis Monero (Alberto Iznaga Ork (TILIN TILAN) ..... Davis 619
- TILIN TILAN ..... Jose Luis Monero (Alberto Iznaga Ork (TALVEZ) ..... Davis 619
- VIDA MIA (You're My Life) ..... Raul Vidal (Rafael Seijo Trio) (HASTA CUANDO) ..... Davis 618

**HOT JAZZ**

- BABS' DREAM ..... Babs' 3 Bips and a Bop (RUNNIN' AROUND) ..... Blue Note 537
- BABY, HAVE YOU GOT A LITTLE LOVE TO SPARE? ..... The Benny Goodman Sextet (Al Hen- drickson) (HI'YA, SOPHIA)..... Capitol B-462
- BASICALLY BLUE ..... Ike Quebec's Swing Seven (THE MASQUERADE) ..... Blue Note 539
- BLUE CHAMPAGNE ..... Charlie Ventura All-American Sextet (SYNTHESIS) ..... National 9036
- JEEP'S BLUES ..... Johnny Hodges Ork (RENDEZVOUS WITH) ..... Columbia 37837
- JOHNNY GUARNIERI ALBUM ..... Johnny Guarnieri..... Keynote K-141
  - All My Life ..... Rose Room
  - Coquette ..... What's the Use
  - Groovin' With J. C. .... Why Do I Love You?
- EARL HINES ALBUM ..... Keynote K-145
  - Blue Moon ..... Mountain Air
  - Curry in a Hurry ..... Rosetta
  - Father Co-operates ..... Star Dust
  - Just One More Chance ..... Thru' For the Night
- HI'YA, SOPHIA ..... The Benny Goodman Sextet (BABY, HAVE) ..... Capitol B-462
- I'LL HATE MYSELF IN THE MORNING ..... Bill Dillard (THE DEVIL) ..... Victor 20-2480
- IT'S THE TALK OF THE TOWN..... Mary Howard Recordings MHR 128
- MAD LAD ..... Bill Dillard (WHEN GABRIEL) ..... Apollo 773
- MAD LAD ..... Sir Charles Thompson (TUNIS IN)..... Columbia 37837
- OOPPADA ..... Dizzy Gillespie (Kenneth Hagood En- semble) (OW!) ..... Victor 20-2480
- OW! ..... Dizzy Gillespie (Kenneth Hagood En- semble) (OOPPADA)..... Victor 20-2480
- RENDEZVOUS WITH RHYTHM ..... Johnny Hodges Ork (JEEP'S BLUES) ..... Columbia 37837
- RUNNIN' AROUND ..... Babs' 3 Bips and a Bop (BABS' DREAM) ..... Blue Note 537
- SYNTHESIS ..... Charlie Ventura All-American Sextet (Buddy Stewart) (BLUE CHAMPAGNE) ..... National 9036
- THE DEVIL SAT DOWN AND CRIED. Bill Dillard (I'LL HATE) ..... Mary Howard Recordings MHR 128
- TUNIS IN ..... Sir Charles Thompson (MAD LAD)..... Apollo 773
- WHEN GABRIEL BLOWS HIS TRUMPET ..... Bill Dillard (IT'S THE) ..... Mary Howard Recordings MHR 129

**CLASSICAL AND SEMI-CLASSICAL**

- A PATRICE MUNSEL PROGRAM ALBUM ..... Patrice Munsel (Al Goodman Ork-The Guild Choristers) ..... Victor M-1130
  - Andalucia ..... Estrellita
  - Cielito Lindo ..... Granada
  - Dark Eyes ..... Il Bacio
  - El Relicario ..... Solveig's Song
- AN IGOR GORIN PROGRAM ..ALBUM ..... Igon Gorin (Maximilian Pilzer, Dir.)..... Victor M-1125
  - At Dawning ..... Play Gypsies, Dance Gypsies
  - Dark Eyes ..... Song of the Open Road
  - One Alone ..... The Volga Legend
- BRAHMS: INTERMEZZO NO. 13 IN A MAJOR, Op. 118, No. 2 ..... Oscar Levant (BRAHMS: WALTZ)..... Columbia 72372
- 1. BRAHMS: WALTZ NO. 15 IN A-FLAT MAJOR, Op. 39, No. 2. Schumann: Traumerei, Op. 15, No. 7 ..... Oscar Levant (BRAHMS: INTERMEZZO) ..... Columbia 72372
- DEBUSSY: PRELUDES—BK 11 AL- BUM ..... E. Robert Schmitz ..... Victor M-1138
- GIORDANO: ANDREA CH'NIER: ACT IV ..... Jussi Bjoreling (Nils Grevilliusk, Dir.) (VERDI: UN) ..... Victor 10-1323
- HUMPERDINCK: HANSEL AND GRETEL ALBUM ..... Rise Stevens-Nadine Connor-Thelma Vo- tipa-John Browlee-Claramae Turner- Lillian Raymond-The Metropolitan Opera Assoc. . . Ork-Max Rudolph, Dir. .... Columbia MOP-26
- LOVE SONGS ALBUM ..... Donald Dame (Russ Case Ork)..... Victor P-172
  - A Dream..... Victor 20-2112
  - A Little Love, a Little Kiss (Un Peu d'Amour)..... Victor 20-2113
  - Auf Wiedersehen..... Victor 20-2112
  - I'll Take You Home Again, Kathleen..... Victor 20-2115
  - Kathleen, Mavourneen..... Victor 20-2115

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O'Dell Rides High

Doy O'Dell, Exclusive Records balladeer, and his Sunshine Ranch

Boys were signed by Columbia Pictures for roles and songs in *Whirlwind Riders*. O'Dell was with the Yankee Network in New England for seven years. He caught attention of pic scouts when he recently brought his web show to the Coast.

Smiley Burnette is turning disk jockey following the transcribed principle recently put in use by Tommy Dorsey. Show, broken up into 15-minute segs to a full hour, is being made available for open-end sponsorship by the recently formed transcription syndicate, Broadcasters' Guild, Inc. The Burnette show will use Western and hillbilly platters. Smiley recently switched from his own Rancho label to a deal with Variety Records.

Tex Williams' break-in date at the Los Angeles Million-Dollar Theater, where he will headline a Western package show, will be followed by a series of one-nighters in the Southern California area. Dates, at \$1,000 per night, are for double the salary he was getting before the *Smoke* smash. . . . Slumber Nichols' Western Aces have released 10 sides on the S & G label, Coast indie diskery. . . . Dale Evans, Republic pic player, has completed her fifth song, *His Hat Cost More Than Mine*, a Western ditty with a Calypso beat.

**Smiley's Songs in Movie**

Two of Smiley Burnette's songs, *Looking Poor and Feeling Rich* and *Fiddling Fool*, will be used in his next flicker, *Whirlwind Raiders*. . . . Gene Autry, after having completed final scenes in his latest pic, *A Little Spanish Town*, left in his own twin-engined plane for Minneapolis on the first leg of his annual Flying-A-Rodeo tour, which winds up four weeks later in Madison Square Garden, New York. He opens in Minneapolis October 13 and will return in November to Hollywood to start work on his fourth Western musical for Columbia.

Tex King, a former feature over WWVA, Wheeling, is heading his own show over WPPA, Pottsville, Pa., and playing parks and theaters in the East. Jack Good, of Glen Moore, Pa., is setting up a New England theater tour for King. . . . Cowboy Jack Hunt has cut *My Valley Heaven* and *Naggin Blues* for Process label. . . . The Sleepy Hollow Ranch Gang has waxed *Westward Bound* and *Do You Think It's Fair?* for the cowboy waxery.

Matt Pelkonen, the folk artist scribe, reports that Cowboy Jack Patton now has a daily show over KGER, Los Angeles, for a health food sponsor. . . . Jack Swanson, hillbilly publisher, has returned to radio over WSYR, Syracuse, and is set for a platter pact. He was formerly heard over other New York State stations. . . . Irv Siegel, accordionist, is now with the Oklahoma Cowboys.

**New Radio Station**

A new station, WXLT, Ely, Minn., goes on the air soon. Carl E. (Buck) Davidson will jockey a hillbilly platter show on the new air outlet. Buck, who scales 265, is reportedly the heaviest platter pilot on the air. . . . Cotton Carrier is emceeing two hillbilly shows over WSB, Atlanta. . . . Famous Lashua now has two shows daily over KDAL, Duluth, Minn. . . . Matt Pelkonen has a sleeper hit in his *My Puppy Love Has Gone to the Dogs*.

Eddie Sosby and His Radio Rangers, heard over KFAB, Omaha, did all their programs from the Nebraska State Fair, as well as three extra shows per day for International Harvester during the fair week. An estimated 100,000 saw their week's work. Eddie reports that many of his shows are now being aired from remotes, where they are doing personal appearances. He

is lining up his own Saturday night package for radio and personals, which will be called the *Prairie Schooner*.

**New Record Show**

A new Western record show is being aired over KOLN, Lincoln, Neb. Called the Rhythm Round-Up, the show is handled by Don French. . . . Hal Clark, once of the Radio Rangers, has gone to Florida to operate his own nitery. . . . Billy Dean, nephew of Eddie Dean, is thinking over a proposition to join his uncle on the West Coast. . . . Jimmy Johnson, of WNAX, Yankton, S. D., will soon start his own show, the *Missouri Valley Barn Dance*, which will be heard Saturday nights.

Cassey Clark, once with WJR, Detroit, is playing over WKNX, Saginaw, Mich. Curly Cagle, another former Radio Ranger, is playing electric guitar with Clark. . . . Harry Burge is emceeing a Western music recorded show over WCFL, Chicago, daily. . . . Chet Stoddard's *Dixieland Jamboree*, staged every Saturday night at the City Auditorium, Gadsden, Ala., and broadcast over WGAD, the local Mutual station, is playing to 1,000 people weekly.

**Texas Slim**

Tennessee (Slim) King, formerly at WNOX, Knoxville, has taken over management of the Crossroads Gang, now heard over WLAP, Lexington, Ky. The Gang, including Curly Mullikin, Smoky Duvall, Connie Mullikin, Freddie Langdon and Jay Neas, with "Slim" on vocals, will be heard on Apollo platters soon. . . . Sheriff Tom Owens still racking up big grosses on personal appearances in the Midwest territory.

Maurice A. Granatour, co-operator of the Cowboy Record firm in Philadelphia, is recovering from a heart attack at the University Hospital there. . . . The 101 Ranch Boys make their record bow on the Rich label, with George Long, Andy Reynolds and Smokey Roberts featured. Their first release will be *Someday You'll Be Sorry* and *The Timber Trail*. . . . Willie Meyers and his Bar X Ranch Boys, of Norristown, Pa., are now on Cowboy label. Their first release will be Rev. Guy Smith's *Great Speckled Bird* and *You Can Be a Millionaire*. . . . Mac Maguire, who spins the Western platters on WIP, Philadelphia, and heads his own Harmony Rangers unit, is the newest folk artist on video. Every Thursday evening Maguire conducts his *Dude Ranch* on WPTZ, Philco television station in Philadelphia.

Warren Wright, program director of WCYB, Bristol, Tenn., auditioned 35 rustic string bands before deciding on the three which the station has been using since it opened in December, 1946. Curly King and the Tennessee Hilltoppers recently sold \$7,000 worth of ducats when they appeared at the annual Bean Festival at Mountain City, Tenn. The Stanley Brothers and the Clinch Mountain Boys, another WCYB chattel, recently pressed their first sides for Rich-Er-Tone Records, while the station's third band, Mac Weisman's Country Boys, only recently added, is composed of Charley Monroe's old band, heard over WNOX, Knoxville.

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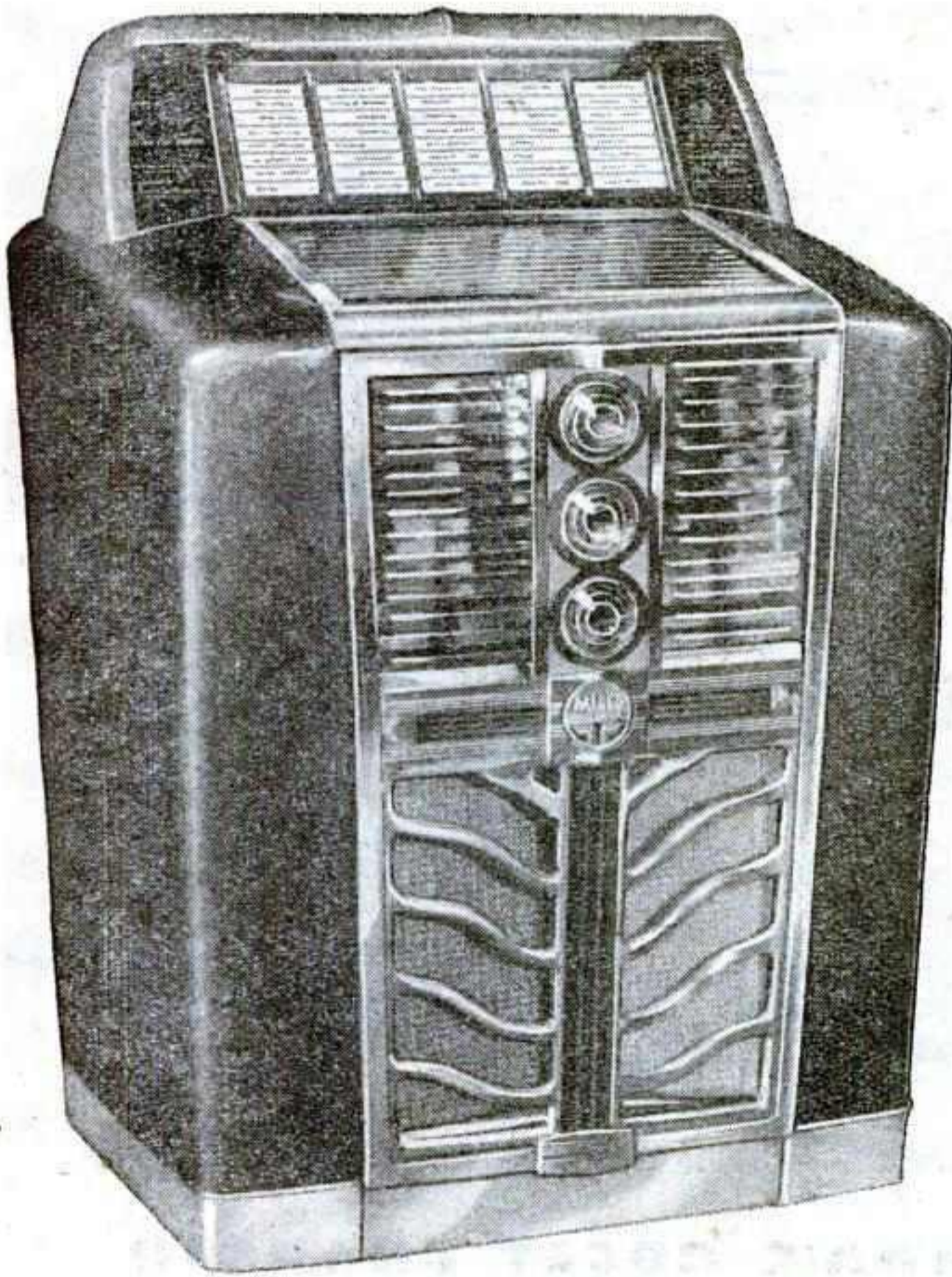
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Trimount Coin Machine Co., 40 Walham St.  
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J. H. Winfield, 916 Main St.  
CHICAGO—Atlas Novelty Co., 2200 N. Western Ave.  
Automatic Coin Machine & Supply Co., 4135 Armitage Ave.  
Empire Coin Machine Co., 1014 Milwaukee Ave.  
Monarch Coin Machine Co., 1545 N. Fairfield Ave.  
National Coin Machine Co., Diversey Blvd.

(Directory of Distributors, page 130)



*If it's a Mills, I always play it—*  
**that's real music!**

*The public prefers*  
**THE MILLS CONSTELLATION**  
*The coin box concurs*

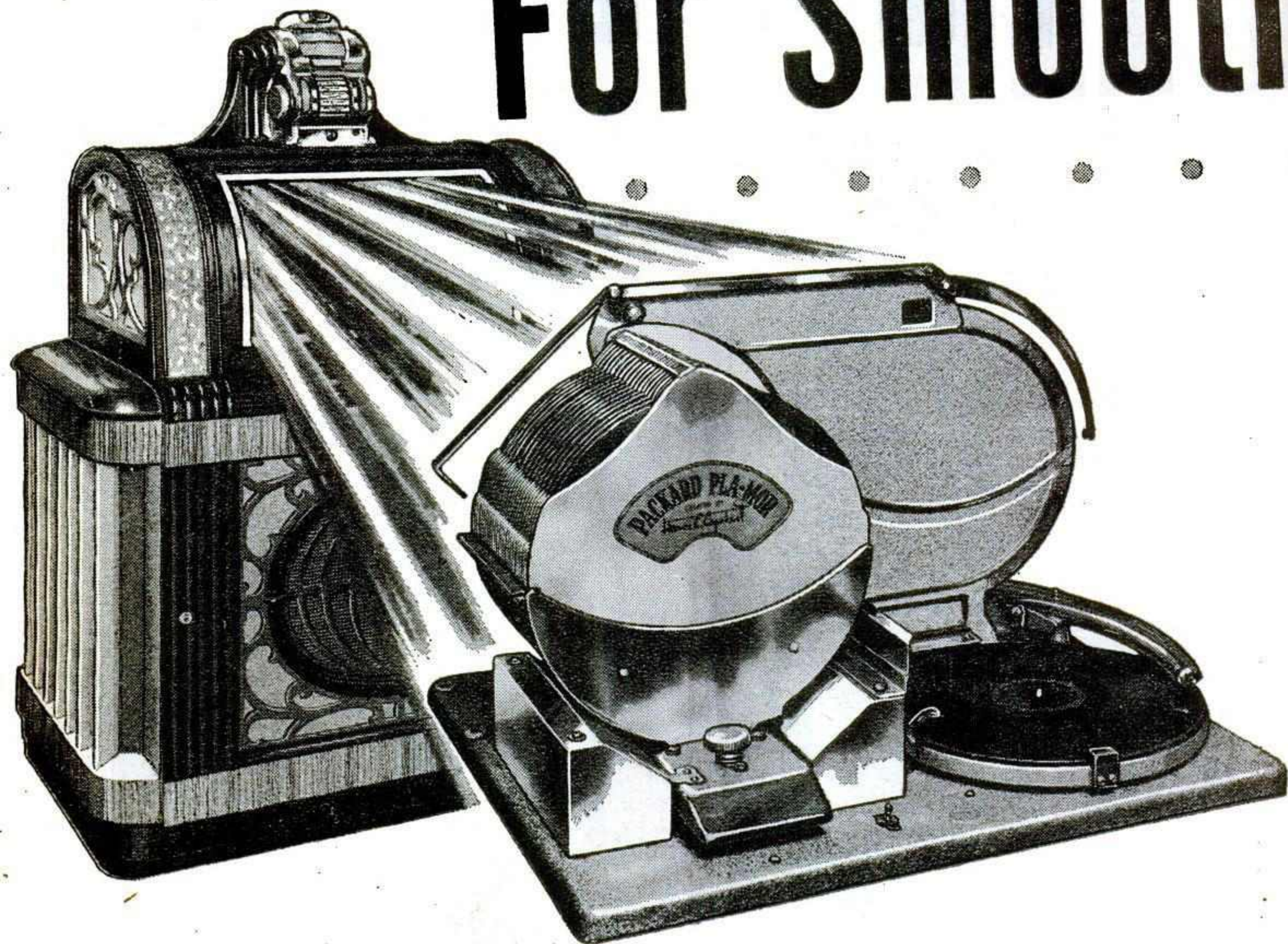


**Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois**

Materiale protetto da copyright



# For Smooth



**PACKARD'S GREAT CHANGER**

*an engineering achievement*

**"The MANHATTAN"**

*created by Homer E. Caphart*

**the finest, most luxurious . . . highest priced  
phonograph made!**



# Dependable Play

*Anywhere... Anytime  
under any condition!*

## • PROVED PERFORMANCE

Shake it! Heat it! Freeze it! Packard's *mechanism can make it!* The *simplicity* of its design and its *dependability* as a result of fewer moving parts have been proved by operator experience. Being able to withstand any conditions and still continue in satisfactory operation is the demand placed upon every phonograph today—and *Packard, alone, can meet these demands.*



*Beautiful*

## • BALANCED TONE ARM

Packard's engineering research has achieved this pickup with *perfect balance*—a feature that removes all torsion and "needle twist" and levels out *all* "sensitivity lag." This results in reproduction with "life-like" fidelity . . . and in reducing wear to a minimum.



*Light*

## • RECORD-PRESERVING

The Packard magazine keeps record playing surfaces free from dust, dirt, grit and grease! Preserves and protects! Eliminates wilt and warp! *Records and needles last longer!* Play is smoother . . . with each tonal frequency reproduced to absolute perfection.



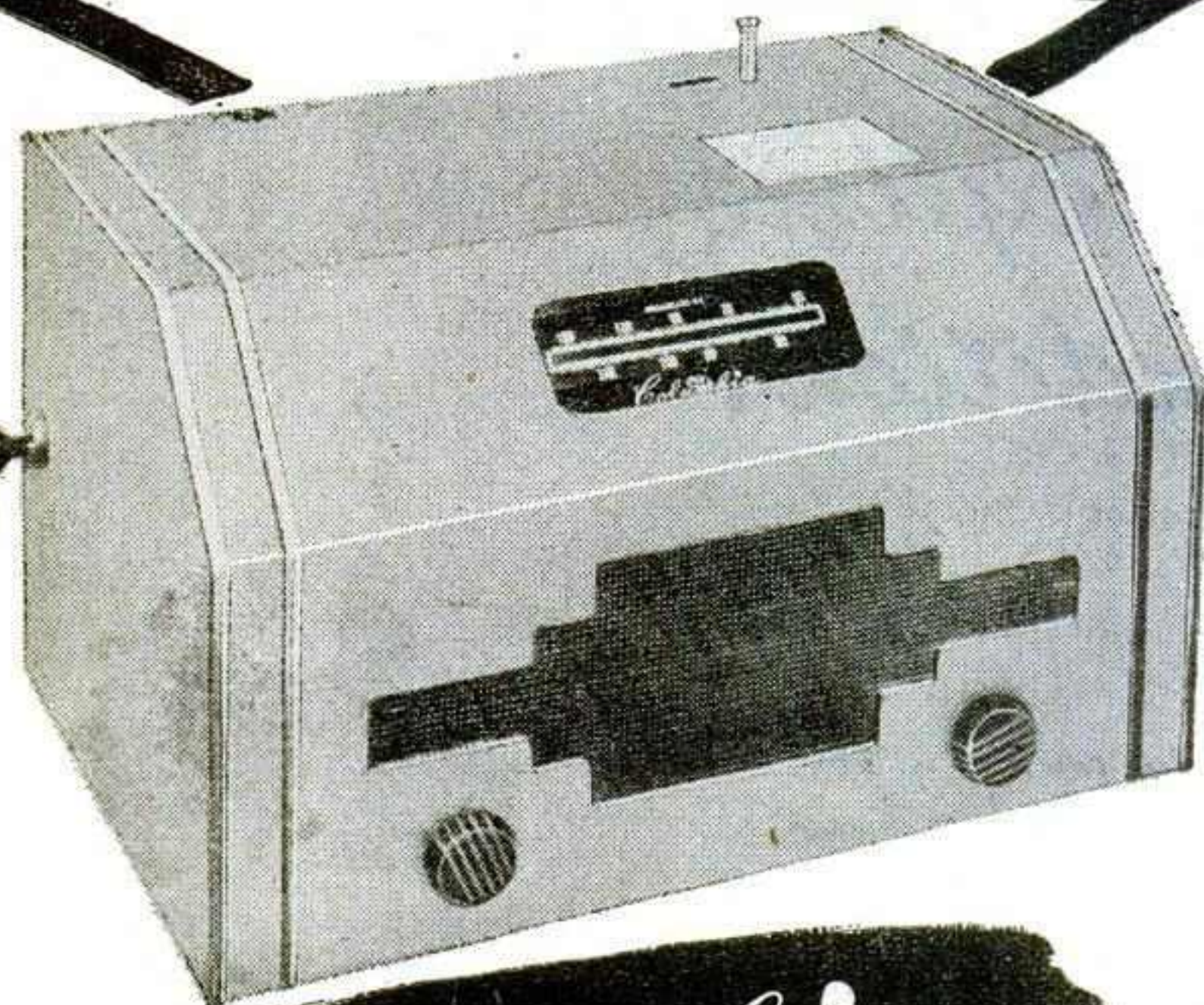
*Sturdy*

**PACKARD MANUFACTURING CORP., Indianapolis 7, Indiana**



# AMERICA'S BEST BUY\*

- ★ BIGGEST PROFITS
- ★ SMALL INVESTMENT
- ★ LIFETIME INCOME



*Columbia*  
RODS  
**COIN OPERATED  
RADIOS**

**ESPECIALLY ENGINEERED FOR COIN OPERATION**

★ "America's best buy" in construction, performance and tone quality they are the most outstanding sets on the market today... designed for hotels, motels, hospitals, clubrooms, etc. — especially engineered for coin operation (not converted radios) They're the answer to big repeat profits at a very small investment.

### NOTE:

Special hospital model with Telex under-pillow speaker attachment, currently being used by U. S. Army hospitals.

### CANADIAN OPERATORS, ATTENTION!

These sets approved by  
**CANADIAN  
STANDARDS  
ASSOCIATION**

BACKED BY THE STANDARD R. M. A. GUARANTEE FOR RADIOS

**COLUMBIAN PRODUCTS CO.**

321 W. DIVISION ST.

CHICAGO 10, ILLINOIS

- Modern designed 18-gauge oversize metal cabinet (16"x9"x9"), tamper-proof, can be securely mounted on wall or table.
- Crackle finish, choice of colors, with chrome trims.
- 6-Tube Superheterodyne, including Rectifier.
- RCA and Hazeltine Licensed.
- Available in AC or DC models.
- Tamper-proof lock on side and extra lock on coin box.

Sold Through Distributors

SEVERAL CHOICE TERRITORIES OPEN

Operators, Write or Wire for Additional Literature and Nearest Distributor

Phone: Superior 2398

FOREIGN INQUIRIES INVITED

## DIRECTORY OF DISTRIBUTORS

(Continued from page 126)

World Wide Distributing Co., 2330 N. Western Ave.  
CINCINNATI—Sicking, Inc., Co., 1401 Central Parkway  
Southern Automatic Music Co., 228 W. 7th St.  
T & L Distributing Co., 1321 Central Parkway  
CLEVELAND—Cleveland Coin Machine Co., 2021 Prospect Ave.  
Markepp Co., 4310 Carnegie Ave.  
COLUMBIA, S. C.—Pioneer Distributing Co., 1628 Sumter St.  
COLUMBUS—Central Ohio Coin Machine Co., 189 E. Town St.  
Shaffer Music Co., 606 S. High St.  
COOKEVILLE, Tenn.—F & W Amusement Co., 34 N. Cedar St.  
DALLAS—Walbox Sales Co., 1503 Young St.  
DENVER—Blackwell Distributing Co., 585 Milwaukee St.  
Denver Distributing Co., 1856 Arapahoe St.  
Wolf Sales Co., 1932 Broadway  
DES MOINES—Paster Distributing Co., 615 W. 10th St.  
Sandler Distributing Co., 110 11th St.  
EVANSVILLE, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.  
FALL RIVER, Mass.—Lavoie & Hillman, 2 E. Main St.  
FAYETTEVILLE, N. C.—Vending Machine Co., 205 Franklin St.  
HARTFORD, Conn.—General Amusement Games, 187 Park Ave.  
Novelty Amusement Co., 999 Main St.  
Reliable Coin Machine Co., 192 Windsor St.  
Seaboard Connecticut Corp., 1625 Main St.  
INDIANAPOLIS—Sicking Co., 927 Fort Wayne Ave.  
Southern Automatic Music Co., 325 N. Illinois St.  
JACKSONVILLE, Fla.—Taran Distributing Co.  
KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.  
LEXINGTON—Sterling Novelty Co., 669 S. Broadway  
LONG BEACH, Calif.—Gillespie Games 1200 Gavoita  
LOS ANGELES—Badger Sales Co., 1612 Pico St., W.  
Irving Bromberg Co., 1349 W. Washington Blvd.  
General Music Co., 2277 W. Pico St.  
Gold Coast Distributing Co., 2846 W. Pico St.  
Paul A. Laymon, 1503 W. Pico St.  
C. A. Robinson & Co., 2301 W. Pico St.  
Phil Robinson, 607 1/2 Kelton Ave.  
Sicking Co., 2833 W. Pico St.  
LOUISVILLE—Branson Distributing Co., 514 S. 2d St.  
Co-Operative Distributing Co., 234 W. Jefferson St.  
Ohio Specialty Co., 539 S. 2d St.  
Southern Automatic Music Co., 634 S. 3d St.  
MACON, Ga.—Heath Distributing Co., 217 3d St.  
MARIETTA, O.—R & S Sales Co., 3d & Butler Sts.  
MEMPHIS—Southern Amusement Co., 628 Madison Ave.  
MIAMI—Taran Distributing Co., 2820 7th Ave., N. W.  
MILWAUKEE—S. L. London Music Co., 3130 W. Lisbon Ave.  
MINNEAPOLIS—Bush Distributing Co., 257 Plymouth Ave., No.  
MONTREAL, Que.—Donald Fielding Co., 4356 St. Lawrence Blvd.

Roxy Specialty Co., 703 Notre Dame West  
NASHVILLE—Automatic Sales Co., 421 Broad St.  
Payne Distributing Co., 312 Broadway  
NEWARK, N. J.—Active Amusement Machine Co., 1060 Broad St.  
R & Y Novelty Co., 131 Clinton St.  
NEW HAVEN, Conn.—Fitzgerald Sales, 107 Meadows St.  
NEW ORLEANS—Dixie Coin Machine Co., 910 Poydras St.  
New Orleans Novelty Co., 115 Magazine St.  
Robinson Distributing Co., 745 Barone St.  
NEW YORK—Albert Simon, Inc., 213 W. 64th St.  
OAKLAND, Calif.—Mills Sales Co., 1640 18th St.  
OMAHA—H. Z. Vending Co., 1206 Douglas St.  
PADUCAH, Ky.—Hudson Distributing Co., 1207 Broadway  
PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington Blvd.  
PHILADELPHIA—Active Amusement Machine Co., 666 N. Broad St.  
Banner Specialty Co., 199 W. Girard St.  
General Coin Machine Co., 227 N. 10th St.  
K. C. Novelty Co., 419 Market St.  
Philadelphia Coin Machine Co., 844 N. Broad St.  
David Rosen, Inc., 855 N. Broad St.  
PITTSBURGH—Atlas Novelty Co., 2217 5th Ave.  
Banner Specialty Co., 1508 5th Ave.  
PORTLAND, Me.—Main Automatic Music Co., 33 Exchange  
PORTLAND, Ore.—Western Distributing Co., 1121 S. Main St.  
PORTSMOUTH, Va.—O'Conner Vending Machine Co., 624 Crawford St.  
PUEBLO, Colo.—Rocky Mountain Coin Machine Co., 224 N. Sante Fe  
READING, Pa.—Reading Novelty Co., 117 Penn St.  
RICHMOND, Va.—O'Conner Vending Machine Co., 2320 W. Main St.  
ROCHESTER, N. Y.—Eastern Sales Co., 1824 Main St., East  
Kertman Sales Corp., 573 Clinton Ave. No.  
SACRAMENTO—Ray Proctor, 1308 7th Ave.  
SALT LAKE CITY—Jones Distributing Co., 127 E. 2d, South  
Stewart Novelty Co., 250 S. State St.  
SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.  
Golden Gate Novelty Co., 701 Golden Gate Ave.  
M. A. Pollard Co., 725 Larkin St.  
SAVANNAH, Ga.—Mullinix Amusement Co., 302 W. Victory Drive  
SCRANTON, Pa.—Basch Novelty Co., 136 Franklin Ave.  
Sterling Novelty Co., 109 Franklin Ave.  
ST. LOUIS—Baum Specialty Co., 2332 Locust St.  
SYRACUSE, N. Y.—Rex Coin Machine Co., 821 S. Saline St.  
TUCSON, Ariz.—Maestro Music Co., 41 S. 5th St.  
TULSA, Okla.—Cliff Wilson Distributing Co., 1121 S. Main St.  
UTICA, N. Y.—Hanna Distributing Co., 217 Elizabeth St.  
WASHINGTON—Marlin Amusement Corp., 412 9th St. N. W.  
Silent Sales Corp., 635 "D" St.

(Directory of Distributors, page 132)

## NEW PHONOGRAPH COIN CHUTES

Replace worn coin chutes on your 412, 616, 24, 500, and 600 today. HEATH UNITS eliminate service calls and put more profits in your pocket. HEATH UNITS are new 5c, 10c, 25c coin chutes in one assembly, and completely replace old chutes now on your phonographs. Easily and quickly installed. Specify model machine you desire unit for.

**NEW LOW PRICE PER UNIT \$16.85**

ORDER TODAY—SATISFACTION GUARANTEED ON EVERY PURCHASE

**HEATH DISTRIBUTING COMPANY**

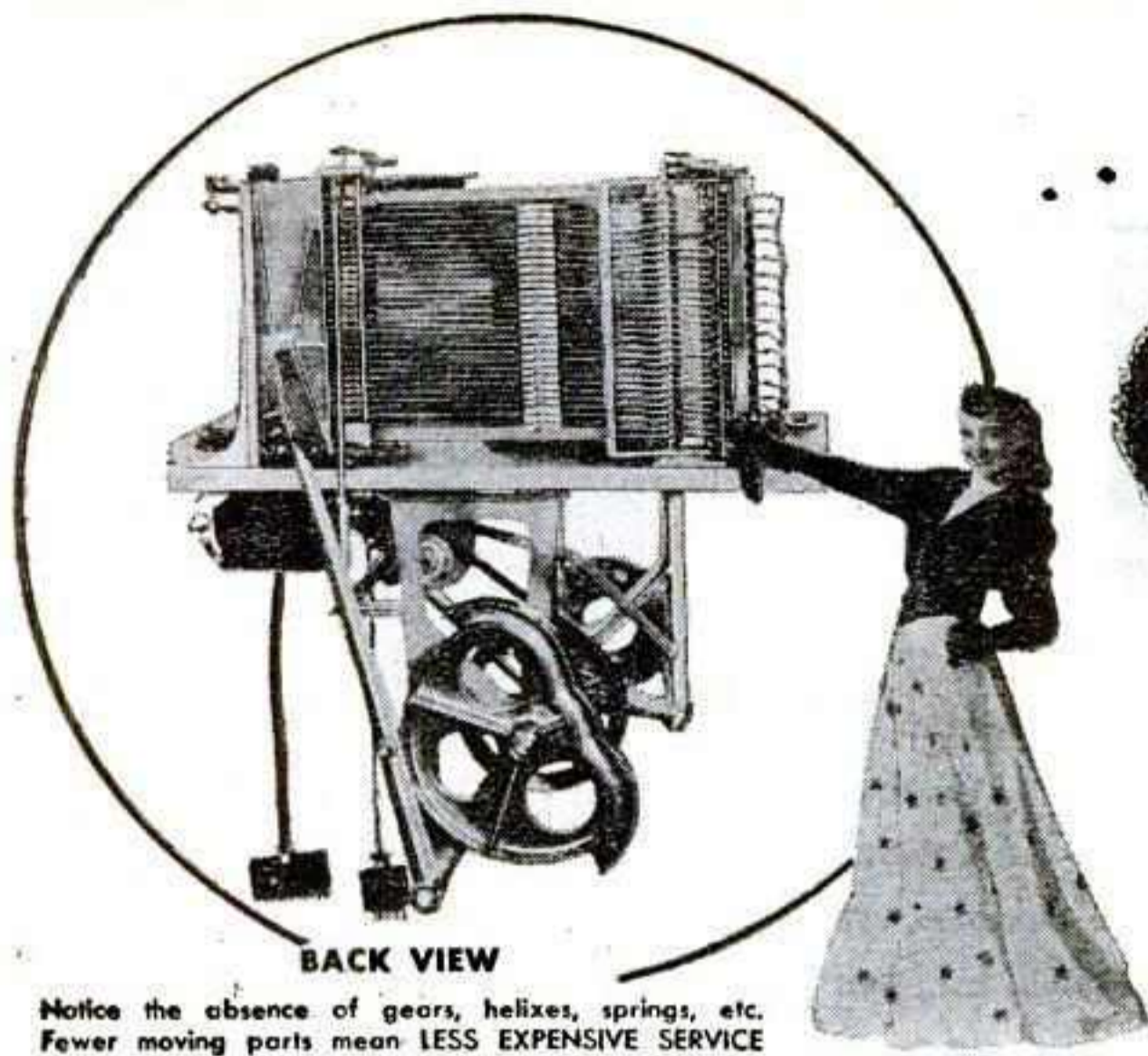
217 THIRD STREET

PHONES: 2631-2

MACON, GEORGIA



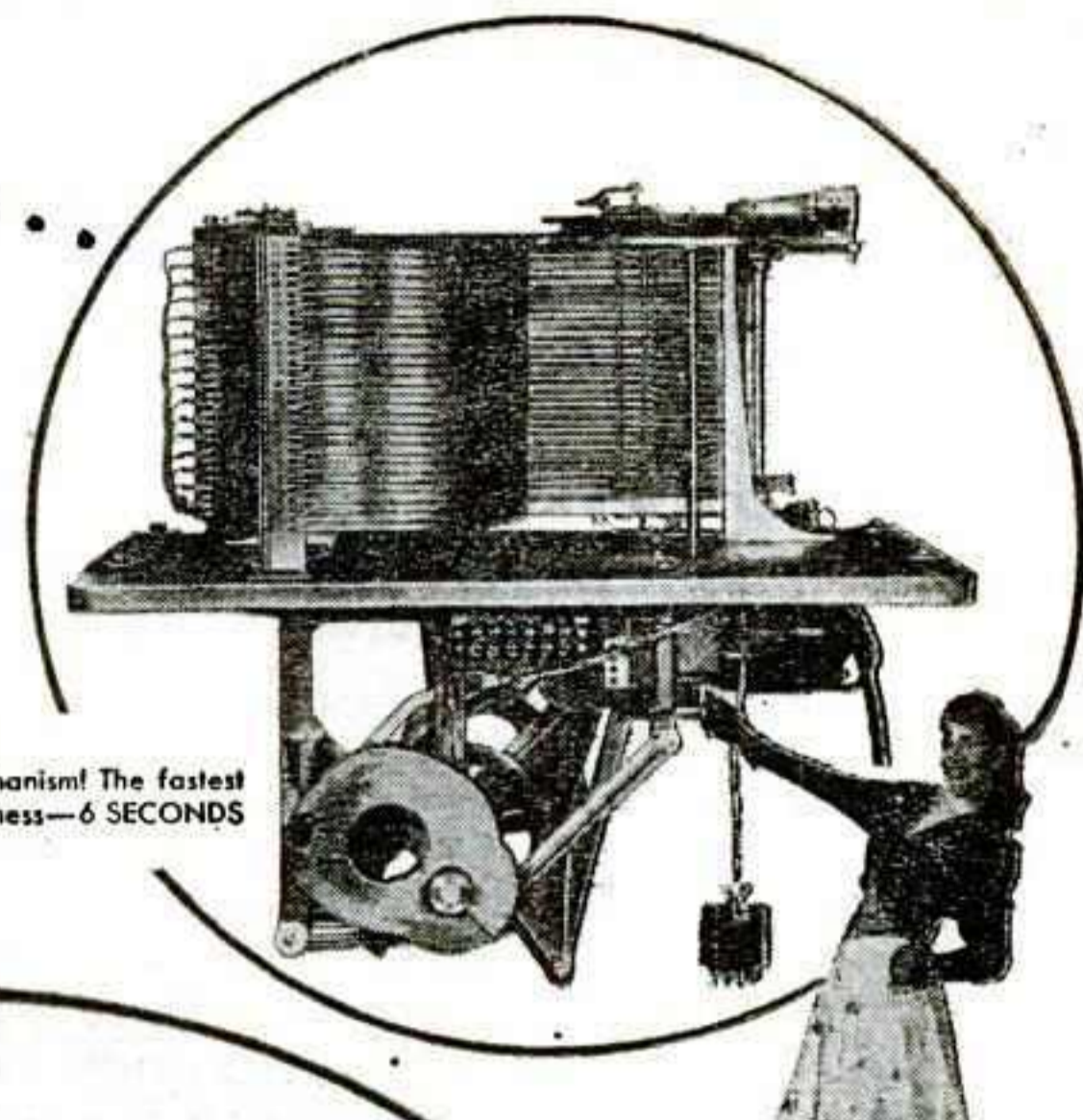




**BACK VIEW**

Notice the absence of gears, helices, springs, etc. Fewer moving parts mean LESS EXPENSIVE SERVICE CALLS! Yessir! Filben means YEARS OF TROUBLE-FREE OPERATION!!!

**FILBEN**  
MIRROCLE MUSIC



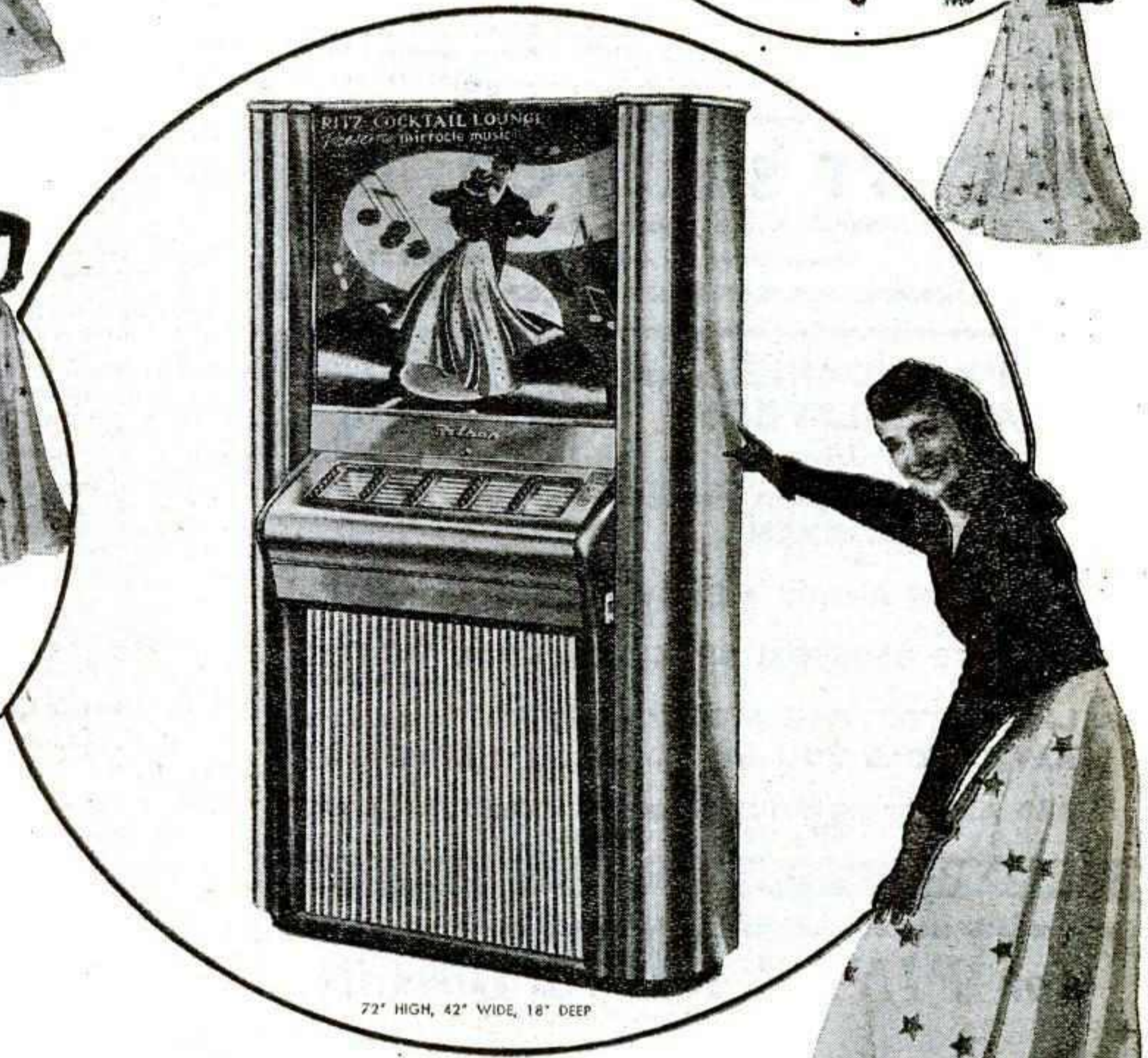
**FRONT VIEW**

Simplicity itself! That's the Filben Mechanism! The fastest record changing mechanism in the business—6 SECONDS—THAT'S ALL!!

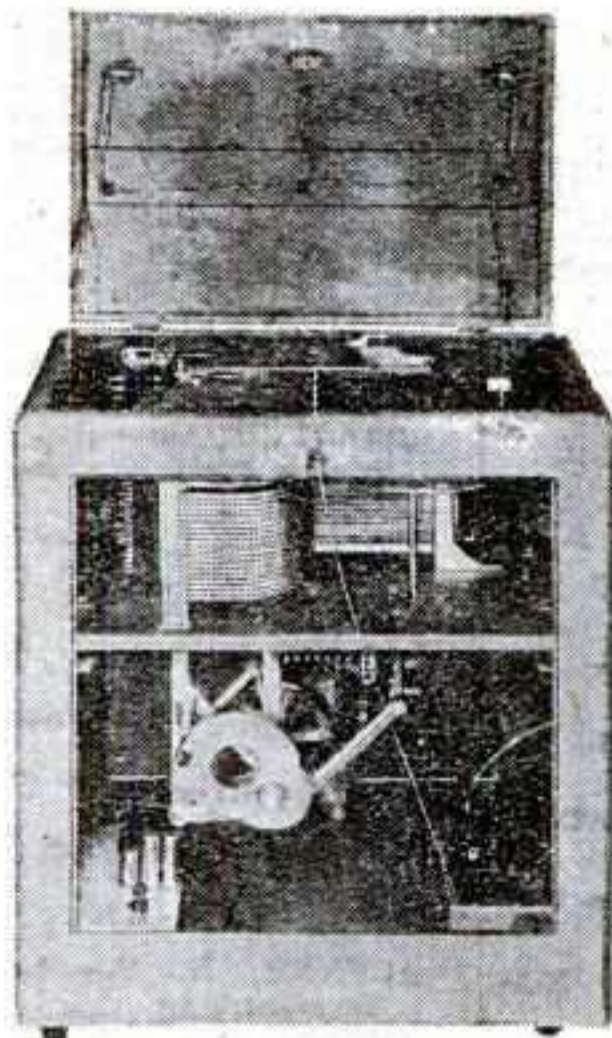


**TOP VIEW**

Less than 1/4 ounce needle pressure! Each record tray SLIDES ON ITS OWN TRACK—NO JAMMIN'—NO THROWING OF RECORDS—JUST GOOD RELIABLE OPERATION.



72" HIGH, 42" WIDE, 18" DEEP



36" HIGH, 32" WIDE, 21" DEEP

**LOOK AT IT FROM ANY ANGLE**

*It's the best in Automatic Music!*

Here's the lucky combination that's hittin' all over the country!!! Music operators appreciate that FILBEN is the answer to LOWER INVESTMENT COSTS IN NEW EQUIPMENT! THE FILBEN MIRROCLE MUSIC CABINET CAN BE USED WITH ALL ELECTRIC SELECTION MECHANISMS—NEW OR OLD!

**SEE AN AUTHORIZED FILBEN DISTRIBUTOR TODAY!**

**Eastern New York State**  
Hanna Distributing Co.  
169 Campbell Ave., Utica, New York

**Western New York State**  
Eastern Sales Company  
1824 Main Street, E., Rochester, N. Y.

**Maryland, Delaware & Washington, D.C.**  
Cee Gee Music Distributors, Inc.  
734 North Gay St., Baltimore, Md.

**Arkansas, Texas, Tennessee & Northern Mississippi**  
C. M. McDaniels Distributing Co.  
851 N. Flores St., San Antonio, Texas

**Oklahoma**  
Cliff Wilson Dist. Co.  
1121 S. Main St., Tulsa, Oklahoma

**Georgia, N. & S. Carolina**  
Cohen-Distributing Co.  
305 Edgewood Ave., S. E., Atlanta, Ga.

**Western Va. and West Virginia**  
Roanoke Vending Machine Exchange Inc.  
13 S. Jefferson St., Roanoke, Va.

**Kentucky**  
Co-Operative Distributing Co.  
234 West Jefferson St., Louisville, Ky.

**Montana, Idaho, Nevada, Utah, Wyoming, Colorado, Arizona, New Mexico & Western Texas**  
Sun Valley Distributing Co.  
443 S. LaCienega, Los Angeles, Calif.

**Western Pennsylvania**  
Coin Machine Distributing Co.  
500 N. Craig St., Pittsburgh, Pa.

**Eastern Virginia**  
Oley Brothers Amusement Co.  
422 West Broad St., Richmond, Va.

**Illinois & Indiana**  
Jack Nelson Co.  
2320 Milwaukee Ave., Chicago, Ill.

**Ohio**  
Edwards Distributing Co.  
471 S. Main St., Akron, Ohio

**Kansas, Missouri & Southern Illinois**  
Central Distributors  
2334 Olive St., St. Louis, Mo.

**N. & S. Dakota, Minnesota, Nebraska and Iowa**  
Northwest Filben Inc.  
1412 Hennepin Ave., Minneapolis, Minn.

**Alabama**  
Ace Distributing Co.  
12 N. 23rd St., Birmingham, Alabama

**Wisconsin & Northern Michigan**  
United Coin Machine Co.  
6304 W. Greenfield Ave., Milwaukee, Wjs.

**California, Washington, Oregon, Western Nevada**  
E. T. Mape Distributing Co.  
284 Turk St., San Francisco, Calif.  
1701 West Pico Blvd., Los Angeles, Calif.

*See for Yourself!*

**NATIONAL FILBEN CORPORATION • 1141 SO. WABASH AVE. • CHICAGO 5, ILL.**



**Fast Service**  
**RECORD ELECTROPLATING**  
 MASTERS—MOTHERS—STAMPERS  
**MATRIX PLATING CO.**  
 4224 JOY ROAD, DETROIT 4, MICH.  
 Not affiliated with any Recording Company.

# DIRECTORY OF DISTRIBUTORS

(Continued from page 130)  
 WICHITA, Kans.—United Distributors,  
 513 E. Central

## READY FOR LOCATION

THOROUGHLY WASHED AND CLEANED—WORN ELECTRICAL AND MECHANICAL PARTS REPLACED—BROKEN PLASTICS REPLACED

WURLITZER	ROCK-OLA	SEEBURG
950 .....\$340.00	1422, Like New ...\$450.00	Classic .....\$175.00
750E ..... 325.00	'39 DeLuxe ..... 175.00	Colonel ..... 165.00
780M Colonial .... 290.00	Commando ..... 175.00	Major ..... 165.00
850 Walnut ..... 275.00	'39 Standard ..... 165.00	9800, ES, also
700 ..... 275.00		8800, ES ..... 150.00
600K Walnut ..... 155.00		Vogue ..... 150.00
500K Walnut ..... 145.00		Mayfair ..... 135.00
600R ..... 140.00		Regal ..... 125.00
Victory 42/600 ... 135.00		Remote, complete . 100.00
CABINETS, Refinished Like New .....		\$25.00 additional

25% Deposit — Balance C. O. D.

## ANGOTT SALES CO., Inc.

MICHIGAN DISTRIBUTORS FOR PACKARD

2616 PURITAN Phone: UNiversity 4-0773 DETROIT 21, MICH.

**SLEEPY McDANIEL and his**  
**RADIO PLAYBOYS**  
 featuring  
**9 State Champion Fiddler**  
**BUCK RYAN**



- SHEIK OF ARABY • BABY DOLL DC 8024-5
  - ORANGE BLOSSOM SPECIAL • COOL WATER DC 8026-7
  - LISTEN TO THE MOCKING BIRD DC 8028-9
- HAVE I TOLD YOU LATELY THAT I LOVE YOU**
- WFMD ARTIST SERVICE BUREAU • FREDERICK, MD.  
 BILL SELL, MANAGER

DC RECORDS • 1425 VAN BUREN ST., N.W. • WASHINGTON 12, D.C.

## for FINER Record Biscuits

# NEFOLAC

A superior shellac compound at no higher cost which produces records that play longer—with less surface noise.

"A Product of J. W. Neff Laboratories, Inc."

Order a hundred or a million pounds from

## BINNEY & SMITH CO.

41 EAST 42ND STREET NEW YORK CITY  
 EXCLUSIVE SALES AGENTS FOR U. S., CANADA, CENTRAL & SOUTH AMERICA

The *Specialty* of the House!

**ROY MILTON** and **Latest Release: "THRILL ME" and "BIG FAT MAMA"** (Specialty 518)

*Specialty* RECORDS, INC.  
 311 VENICE BOULEVARD  
 LOS ANGELES 15, CALIFORNIA

WILKES BARRE, Pa.—Roth Novelty Co., 54 Penn Ave.  
 Williamsport Amusement Co., 323 Hepburn St.  
 WINDSOR, Ont.—Gilboe Fielding Co., 4000 Dougal Ave.  
 YOUNGSTOWN, O.—J. M. Novelty Co., 17 No. Schenley Ave.

### Daval Products Corp. 1512 N. Fremont Chicago 22

ATLANTA—H & L Distributors, 708 N. W. Spring St.  
 BALTIMORE—General Vending Sales Corp., 245 W. Biddle St.  
 CHARLOTTE, N. C.—T. B. Holliday Co., 1200 W. Morehead St.  
 CHICAGO—Keller Vendors, 3728 W. Division St.  
 CINCINNATI—Sicking, Inc., 1401 Central Parkway  
 CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.  
 The Markepp Co., 4310 Carnegie Ave.  
 FAYETTEVILLE, N. C.—Vending Machine Co., 205 Franklin St.  
 HARTFORD 5, Conn.—Seaboard Connecticut Corp., 1625 Main St.  
 JACKSONVILLE, Fla.—Florida Automatic Sales Corp., 60 Riverside Ave.  
 LOS ANGELES—L. A. Vending Machine Service, 5940 W. Pico Blvd.  
 LOUISVILLE—Southern Automatic Music Co., 634 S. 3d St.  
 MIAMI—Florida Automatic Sales Corp., 839 W. Flagler St.  
 MILWAUKEE—United Coin Machine Co., 6304 W. Greenfield Ave.  
 NEWARK 5, N. J.—Seaboard New Jersey Corp., 27-29 Austin St.  
 NEW YORK—Seaboard New York Corp., 550 W. 58th St.  
 PHILADELPHIA 30—Scott Crosse Co., 1423 Spring Garden St.  
 PITTSBURGH—Atlas Novelty Co., 2217 Fifth Ave.  
 ST. LOUIS—J. Rosenfeld Co., 3218 Olive St.  
 ST. PAUL—Mayflower Novelty Co., 2218 University Ave.  
 TAMPA—Florida Automatic Sales Corp., 115 S. Franklin St.

### H. C. Evans & Co. 1528 W. Adams St. Chicago 7

BILOXI, Miss.—United Novelty Co., DeLauney & Division Sts.  
 BROOKLYN—Brooklyn Amusement Machine Co., 660 Broadway.  
 CINCINNATI 14—Sicking, Inc., 1401 Central Parkway  
 DENVER 2—Modern Distributing Co., 1810 Welton St.  
 EVANSVILLE 10, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.  
 FAYETTEVILLE, N. C.—Vending Machine Co., 205 Franklin St.  
 GALVESTON, Tex.—Island Distributing Co., 2502 39th St.  
 KANSAS CITY 8, Mo.—Consolidated Distributing Co., 1910 Grand Ave.  
 LOS ANGELES 7—Pacific Coast Distributors, 1347 W. Washington Blvd.  
 MACON, Ga.—Heath Distributing Co., 217 3rd St.  
 MEMPHIS—C. & P. Sales Co., 407 Madison Ave.  
 MIAMI 36—Christopher-Luker Co., 763 S. W. 8th St.  
 MILWAUKEE 14—United Coin Machine Co., 6304 W. Greenfield Ave.  
 NASHVILLE—Frank Swartz Sales Co., 515-A 4th Ave. South.  
 NEW ORLEANS 13—Dixie Coin Machine Co., 910-912 Poydras St.  
 PHILADELPHIA 30—Scott-Crosse Co., 1423-25 Spring Garden St.  
 PORTLAND, Ore.—Robert C. Maloy, 7325 S. E. 22d St.  
 PORTSMOUTH, Va.—O'Connor Vending Machine Co., 624 Crawford St.  
 RICHMOND, Va.—O'Connor Vending Machine Co., 2318-2320 W. Main St.  
 ROCHESTER 9, N. Y.—Eastern Sales Co., 1824 Main St., East.  
 ROCK ISLAND, Ill.—Frankel Distributing Co., 2532 5th Ave.  
 SACRAMENTO—Williamson Distributing Co., 1815 K St.  
 SALT LAKE CITY—Rainbow Distributing Co., 1475 S. Main St.  
 SAN FRANCISCO—M. A. Pollard Co., 725 Larkin St.  
 ST. PAUL 3—Automatic Games Supply Co., 302 University Ave.

### Ideal Weighing Machine Co. 1012 W. 43d St. Los Angeles 37

BENTON, Mo.—Benton Specialty Co.  
 BIRMINGHAM—W. E. Kreh, 3011 13th Ave., North.  
 BRIDGEPORT, O.—E. V. Young, 1033 Howard St.  
 CAMBRIDGE, O.—P. K. Sales Co., 5th and Wheeling St.  
 CLEVELAND—Cleveland Coin Mach. Exch., 2021 Prospect Ave.  
 DALLAS—General Distributing Co., 2812 Main St.  
 DENVER—Harry Moll, Inc., 930 Grant Street.  
 Superior Distributing Co., 11716 W. Colfax.  
 FORT SMITH, Ark.—Southwest Dist. Co., 17-N. 7th.  
 HAVANA, Cuba—Cia Distribudora Pan Americana.  
 HONOLULU, Hawaii—Cigarette Machines Ltd., 838 Curtis St.  
 MEXICO, D. F.—Manuel Martinez de Castro.  
 MILWAUKEE—Packard Dist. Co., 534 N. 9th St.  
 NEW ORLEANS—Louisiana Vending Mach. Serv. Co., 203 Harding.  
 OAKLAND, Calif.—Standard Specialty Co., 3021 38th St.  
 OAK PARK, Ill.—R. H. Adair Co., 6924 W. Roosevelt Rd.  
 OTTUMWA, Iowa—L. L. Barthelow, 104 S. Court.  
 PAMPA, Tex.—Vic Banks.  
 PHILADELPHIA—Veeco Sales Co., 2113 Market St.  
 PITTSBURGH—McGlenn's Distributing Co., 612 Fifth Ave.  
 ST. LOUIS—McClure Distributing Co., 703 N. Vendeventer.  
 STOCKHOLM, Sweden—Hans Nordquist, Drottningatan 47.  
 TULSA, Okla.—E. L. Ehrle, 1763 S. Wheeling.  
 VANCOUVER, B. C.—B. Lerner, 7410 Angus Drive.

### International Mutoscope Corp. 44-01 Eleventh St. Long Island City, N. Y.

ATLANTA—H & L Distributors, Inc., 708 Spring St., N. W.  
 BILOXI, Miss.—United Novelty Co., Inc., 111 W. Division St.  
 BIRMINGHAM—H & L Distributors, Inc., 1524 2d Ave., N.  
 CLEVELAND—The Markepp Co., 4310 Carnegie Ave.  
 DAYTONA BEACH, Fla.—Daytona Beach Amusement Co., 518 Live Oak Street.  
 FAYETTEVILLE, N. C.—The Vending Machine Co., 207 Franklin St.  
 KANSAS CITY, Mo.—W. B. Novelty Co., Inc., 1518 McGee St.  
 LOS ANGELES—Mills Sales Co., Ltd., 2827 W. Pico Blvd.  
 MILWAUKEE—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.  
 NASHVILLE 3—Automatic Sales Co., 421 Broad St.  
 OAKLAND, Calif.—Mills Sales Co., Ltd., 1640 18th St.  
 PHOENIX, Ariz.—Phoenix Distributing Co., 611 W. Washington St.  
 PORTLAND, Ore.—Mills Sales Co., Ltd., 600 S. E. Stark St.  
 ROANOKE, Va.—Roanoke Vending Machine Exchange, Inc., 13 S. Jefferson Street.  
 ST. LOUIS 1, Mo.—W. B. Novelty Co., Inc., 1012 Market St.  
 TORONTO 5, Ont., Can.—Toronto Trading Post, Ltd., 736 Yonge St.  
 TULSA, Okla.—Cliff Wilson Distributing Co., 1121 S. Main St.

### O. D. Jennings & Co. 4307-39 W. Lake St. Chicago 24

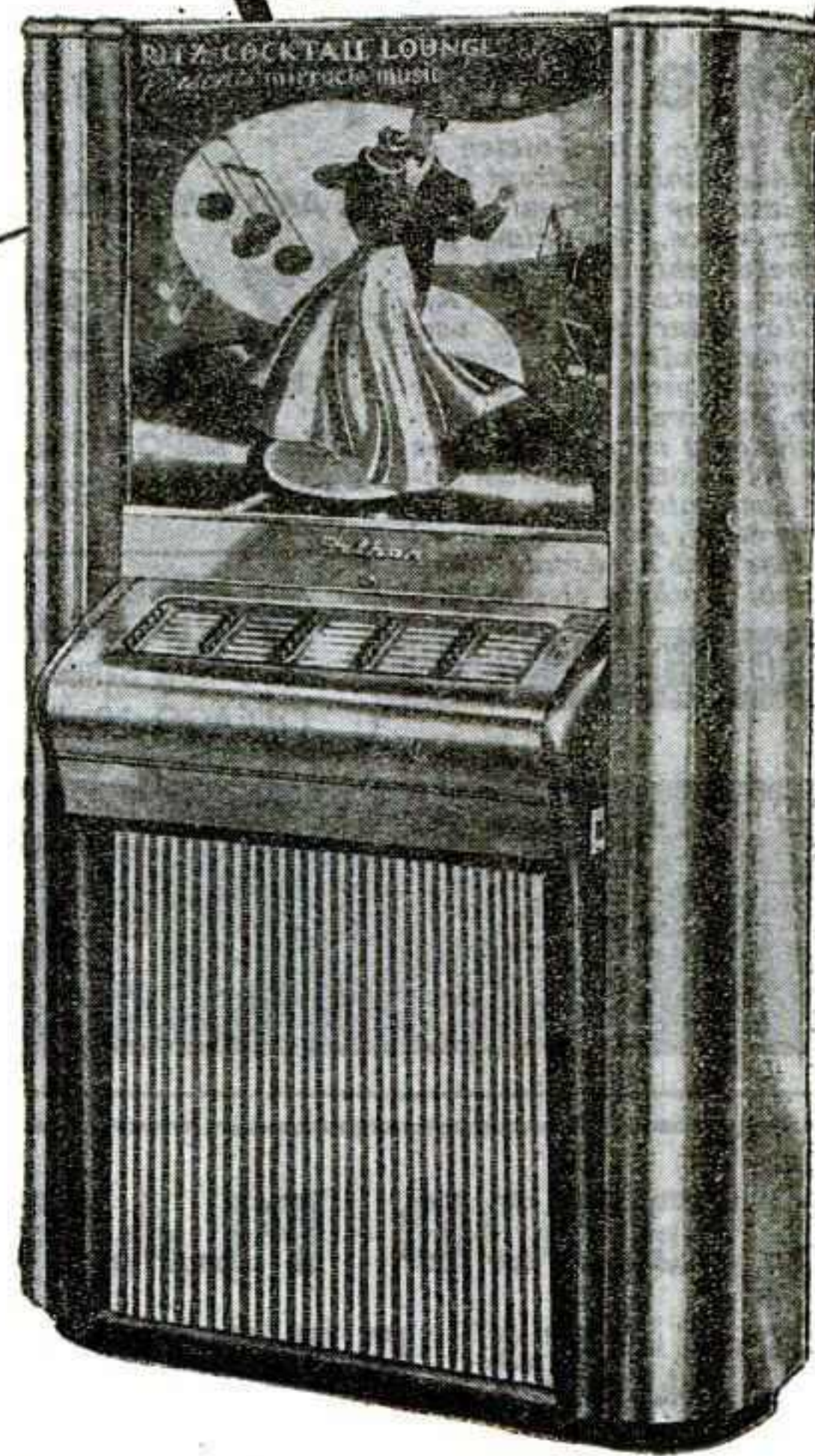
ALBANY, N. Y.—Rex Coin Machine Distributing Corp., 1230 Broadway.  
 ANCON, Canal Zone—Irving Solovey, Box 2067.  
 BALTIMORE—General Vending Sales Corp., 245 W. Biddle St.  
 BARRINGTON, Ill.—Frithiof Burgeson.  
 BATESVILLE, Ind.—Club Distributing, Inc., 13 N. Park Ave.  
 BIRMINGHAM—Franco Novelty Co., 1707 3rd Ave., N.  
 BOSTON—Trimount Coin Machine Co., 40 Waltham St.  
 BUFFALO—Rex Coin Machine Distributing Corp., 1441 Main St.  
 CARMi, Ill.—Southern Illinois Amusement Co.  
 CHARLESTON, W. Va.—Shaffer Music Co., 1619 W. Washington St.  
 CHATTANOOGA—Shearer Amusement Co., 140 N. Market St.  
 CHICAGO—Atlas Novelty Co., 2200 N. Western Ave.

(Directory of Distributors, page 136)



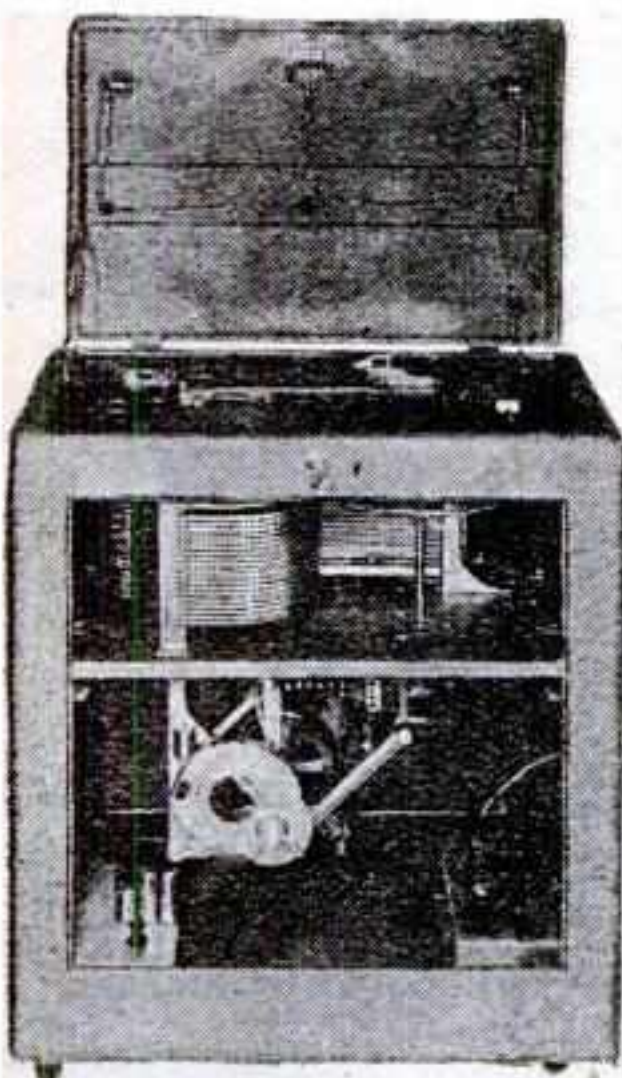
**C. M. McDANIELS**  
 DISTRIBUTING COMPANY  
 PROUDLY PRESENTS  
 The Most Sensible  
 NEW Idea In  
 Automatic Music!

**FILBEN**  
 MIRROCLE MUSIC



It's The Salvation Of The Music Operators Because It Eliminates Periodic Heavy Investments In New Equipment. See It! Buy It! SAVE As Hundreds Of Other Operators Are Doing Right Now!

- ★ Gorgeous Illuminated Mirror Cabinet
- ★ Sturdily Constructed—Brilliant Chromed Steel
- ★ Interchangeable Mirrored Panels—Custom Designed For Locations Upon Request
- ★ Cabinet Can Be Hooked Up With All Electric Selection Mechanisms—New Or Old!
- ★ SIZE: 72" High—42" Wide—18" Deep



**FILBEN STOW-A-WAY**

- ★ Fewer Moving Parts Than Any Other Commercial Phono Model
- ★ The Only 30 Record One Side Selection Phono Model
- ★ 6 Second Record Change Time!
- ★ SIZE: 36" High—32" Wide—21" Deep

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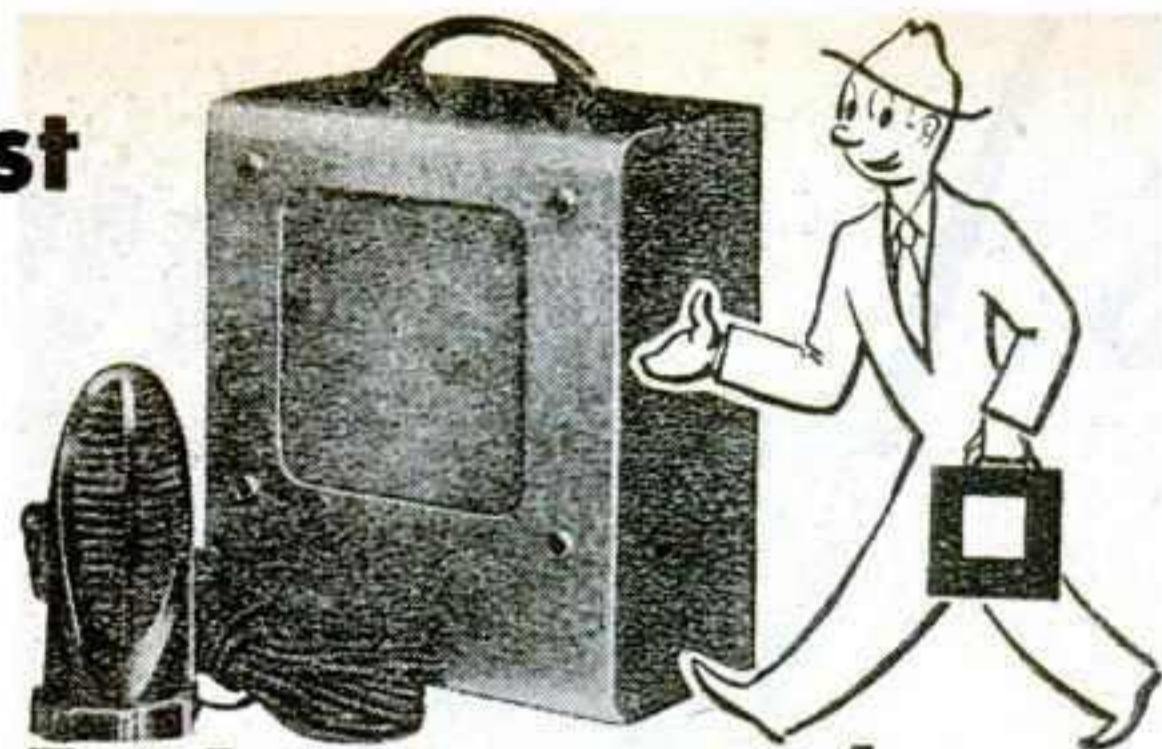
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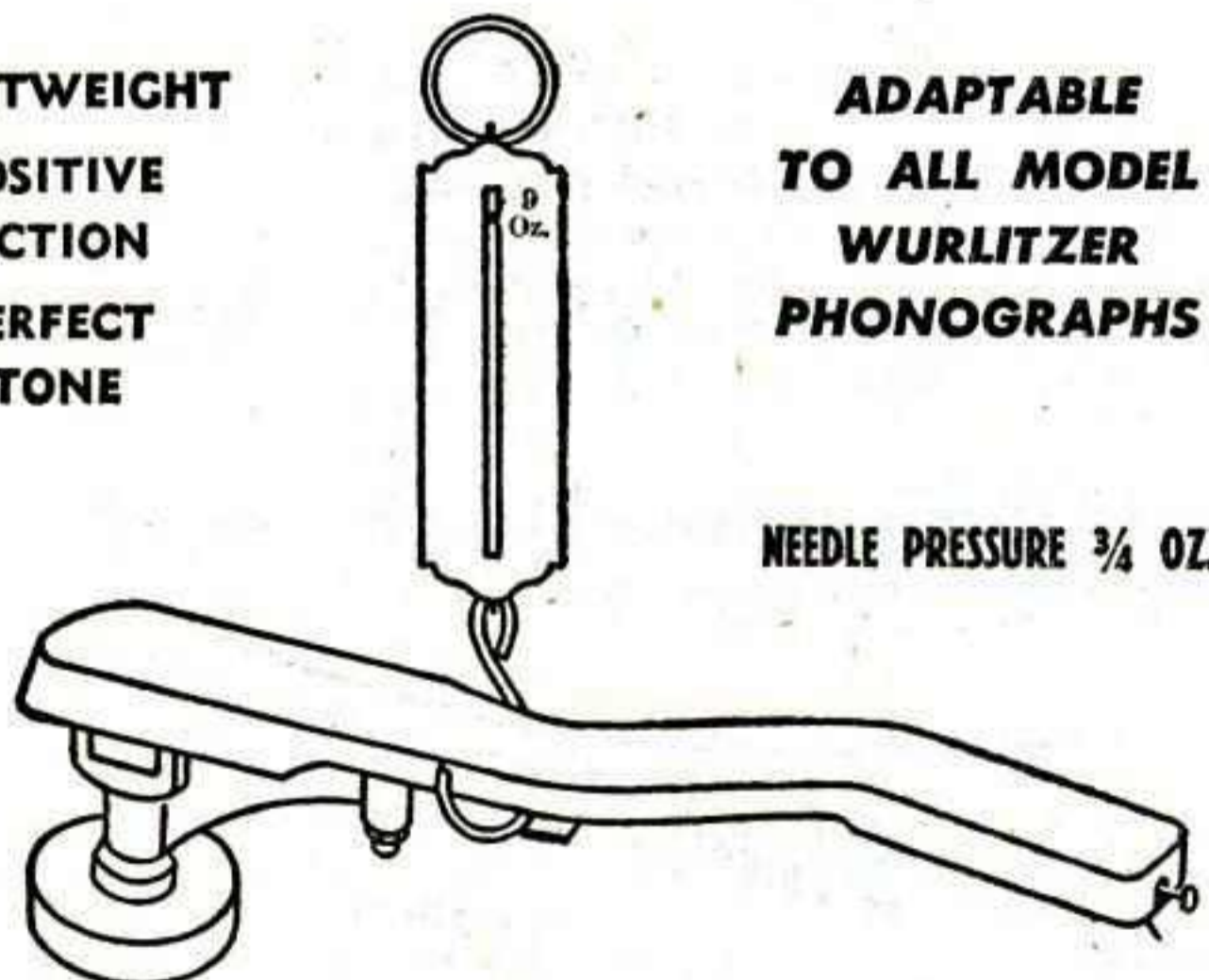


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## Album Reviews

(Continued from page 25)

### MOTHER GOOSE PARADE (MGM L-2A)

A soft-back album of two records, this set produced by Betty Martin with Curtis Biever's orchestra, spins out 13 of the Mother Goose rhymes. But while the tunes are for the tiny tots, their treatment is entirely adult. Gal singer pipes with sophistication, singing away from the kids and not for them. And the musical scoring, burdened with sound effects, would be better suited for a Broadway musical rather than for these simple melodies. As a result, the simplicity and charm of the jingles, which is what makes 'em juvenile favorites, is entirely lost or smothered in the spinning. Outside and inside covers illustrate the nursery rhymes.

### BESSIE SMITH—Vol. II (Columbia C-142)

A rare opportunity for the hot diskophiles to build up their Bessie Smiths is afforded in this second package of reissues, this set of four blues classics of more recent vintage in dating back to 1929-1933. Singing the race blues as they've never been sung since, it's La Belle Bessie's warm and driving singing for a set of eight blues of the honky-tonk variety. And just as significant as her singing is the background music. Two of the records—*Gimme a Pigfoot, Take Me for a Buggy Ride, Do Your Duty and I'm Down in the Dumps*—show some important jazz names in accompanying Buck (pianist Floyd Washington) and his band. On the session, and getting a chance to ring in some of their riding on the *Do Your Duty* side, are trombonist Jack Teagarden, clarinetist Benny Goodman, trumpeter Frankie Newton and the late Chu Berry on tenor sax. Clarence Williams at the piano, with the muted blues sliding of Charlie Green's trombone, provides the musical incentives for *See If I'll Care and Baby, Have Pity on Me*, Williams adding trumpet and clarinet for *New Orleans Hop Scop Blues* and *Nobody Knows You When You're Down and Out*. Album packed in the new cardboard Recordtainer box with plastic spindle holding the platters in place. Deep blue color for the box cover title page accents the spinning inside and a four-page booklet on the blues singer accompanies the set.

### LOVE SONGS—Donald Dame (Victor P-172)

The soft and romantic tenor voice of radio's Donald Dame, with the string setting of Russ Case's music adding to his lyrical charm, makes for a pleasant packaging of eight standard love songs. Singing each at a slow and leisurely pace, and with a full measure of tenderness in his lyrical expressions, Dame makes it charm chants for *A Dream, Auf Wiederseh'n; Lonesome, That's All; A Little Love, a Little Kiss; To the Land of My Own Romance, My Dream Girl, Kathleen Mavourneen and I'll Take You Home Again, Kathleen*. Records shipped without album cover for review.

### FILBEN MUSIC LINE

(Continued from page 106) with the Filben Mirrocle cabinet, the hideaway can be used with 20, 24, or 30 wire wall boxes and with an adapter unit, with two or three-wire installations.

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# RECORD REVIEWS

(Continued from page 120)

**AL DEXTER** (Columbia 37594)

*New Broom Boogie*—FT; VC.  
*Remember You're Mine*—FT; VC.

When singing it for the cowboy love song, imparting a spirit of sympathy to the song, Al Dexter delivers the ditty in fine style. And with the hot trumpet, fiddle and accordion of his Troopers adding the Western hot to the lively rhythms, the spinning is entirely desirable as it is for his *Remember You're Mine*, attractive song about the gal at the roadside inn. But on taking on *New Broom Boogie*, it would have been far better to keep it instrumental instead of messing up the spin with mush piping.

*Remember You're Mine* makes the phonograph grade both in song and setting.

**EDDIE DEAN** (Majestic 11020)

*I'm a Kansas Man*—FT; VC.  
*It's a Boy*—FT; VC.

A rousing bary singer for the rustic melodies, with a measure of simplicity in his styling that makes his delivery complete, Eddie Dean makes it a spirited Western spin for both sides of the disk. Plenty of gusto in his vocal groovings as he sings he's a *Kansas Man*, from the movie, *The Fightin' Kansas*. Accordion and guitar strums with hot note pickings by the electric box provides a peppery support. Male trio joins in on the song to make his happy singing all the more acceptable for *It's a Boy*, shouting out for all to hear that he's a father.

Both sides have what it takes to take in coins.

**TED DAFFAN** (Columbia 37823)

*Long John*—FT.  
*Lonesome Highway*—FT; VC.

Ted Daffan's Texans, with the fiddles and guitars in good Western hot style, make it a fast-stepping instrumental for *Long John*, reissued here. Also reissued is *Lonesome Highway*, taken at a more moderate tempo, with the Three Texans harmonizing it sweetly and smoothly about the open road.

Both sides will stack up for the phonograph spin.

**ERNIE LEE** (Victor 20-2438 and 20-2439)

*Hominy Grits*—FT; V.  
*Waiting for the Postman*—FT; V.  
*I Miss a Little Miss*—FT; V.  
*Takin' It Easy Here*—FT; V.

A new ranger voice for the label, the free style and husky baritone chanting of Ernie Lee cuts no fancy Western capers for his preem platters. And while the rhythms of his Midwesterners (trumpet, vibes, accordion and guitar) are pronounced, their playing is without that folk flavor of the West. Romps his way thru *Hominy Grits*, singing of his longing for that Dixie dish, mating with his own *Little Miss* song about the miss who misses him. Two more originals in the song of longing for home in *Waiting for the Postman* and the saga of free and easy living in *Takin' It Easy Here*. All taken at a moderate tempo, and the song material all more impressive than their delivery.

Little enthusiasm packed in these platters to make 'em give up coins.

**LAZY SAM** (Sterling 802)

*Supper Must Be on the Table at Six o'Clock*—FT; V.  
*This Time the Laugh's on Me*—FT; V.

Two character songs by a non-descript "Lazy Sam" with the spin winding up to a let-down. For the *Supper* song, it's a Negro dialect dish which only perpetuates the Uncle Tom stereotype of the Negro, sounding more like a one-man Amos and Andy as he talks his way thru the song. For the *Laugh's On Me*, it's the innocuous and raucous laughing fit that's very unfunny. Bert Knapp's music, organ, piano and guitar, provide the instrumental support in vain. Nothing here for the music boxes.

**RAUL VIDAL** (Davis 618)

*Vida Mia*—FT; V.  
*Hasta Cuando*—FT; V.

Singing the Spanish ballads in the moderate tempo of the bolero to the guitar strums and percussion beats of Rafael Seijo and his trio, Raul Vidal's soft and sweet tenor piping provides a fine lyrical lustre for both of these sides. Takes it at a leisurely pace as he sings it expressively for the tuneless *Vida Mia (You're My Life)*, also taking tempo liberty for *Hasta Cuando (Until When)*.

For the Spanish home buying set.

**THREE DYNAMITES** (Columbia 37825)

*Dynamite Boogie*—FT.  
*Facing Life*—FT; VC.

A rough and rugged race combination of electric guitar, bass, piano and drums, it's the backroom barrelhousing that the Three Dynamites dish out. Charged with a raucous enthusiasm rather than musicianship, the guit-man glisses all over the neck of the instrument to a fast eight-beat frame that comes out as *Dynamite Boogie*, to which piano and bass add their say. For the flip, at a moderate tempo, it's the traditional race blues in *Facing Life*, with Timothy Brown singing the lament about a sad and hard life with too much restraint to make the spin whip up any enthusiasm.

Backroom boltes in Harlem quarters may make some use of the *Boogie biscuit*. (Continued on page 151)

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**ATLANTA**—Friedman Amusement Co., 441 Edgewood Ave., S. E.  
**BALTIMORE**—Roy P. McGinnis Co., 2011 Maryland.  
**BILOXI, Miss.**—United Novelty Co., Dealuney and Division Sts.  
**BOSTON**—Associated Amusements, Inc., 846 Commonwealth Ave.  
**BUFFALO**—J. H. Winfield & Co., 916 Main St.  
**CHICAGO**—Automatic Coin Machines & Supply Co., 4135 W. Armitage Ave.  
**CINCINNATI**—Sicking, Inc., 1401 Central Pkwy.  
**CLEVELAND**—Markepp Co., 4310 Carnegie Ave.  
**DENVER**—Denver Distributing Co., 1856 Arapahoe St.  
**DETROIT**—Marquette Music Co., 3770 Woodward Ave.  
**FAYETTEVILLE, N. C.**—Vending Machine Co., 205-15 Franklin St.  
**HOUSTON**—South Coast Amusement Co., 314 E. 11th St.  
**JACKSONVILLE, Fla.**—Simplex Distributing Co., 310-12 Riverside Ave.  
**KANSAS CITY, Mo.**—United Amusement Co., 3410-12 Main St.  
**MILWAUKEE**—Vic Manhardt Co., Inc., 1705 W. Clybourn St.  
**MINNEAPOLIS**—Silent Sales Co., 204 11th Ave., S.  
**NEW ORLEANS**—Dixie Coin Machine Co., 910-912 Poydras St.  
**NEW YORK**—Modern Music Sales Corp., 10th Ave. at 45th St.  
**OAKLAND, Calif.**—Mills Sales Co., Ltd., 1640 18th St.  
**PHILADELPHIA**—Keystone Panoram Co., 26th and Huntingdon Sts.  
**PITTSBURGH**—American Distributors, 1349 5th Ave.  
**ST. LOUIS**—W-L Amusement Co., 217 S. 7th St.  
**SALT LAKE CITY**—Stewart Novelty Co., 1316 S. Main St.  
**SEATTLE**—Northwest Sales Co., 3144 Elliott Ave.  
**TERRE HAUTE, Ind.**—Indiana Music Co., 705 Putnam St.  
**WAUSAU, Wis.**—Green & Delitz Distributing Co., 115 Franklin St.

**National Filben Corp.**  
**1141 South Wabash Ave.**  
**Chicago 5**

**AKRON**—Edwards Distributing Co., 471 S. Main St.  
**ATLANTA**—Cohen Distributing Co., 305 Edgewood Ave., S. E.  
**BALTIMORE**—Cee Gee Music Distributors, Inc., 734 N. Gay St.  
**BIRMINGHAM**—Ace Distributing Co., 12 N. 23d St.  
**CHICAGO**—Jack Nelson Co., 2320 Milwaukee Ave.  
**HOLLYWOOD**—Sun Valley Distributing Co., 443 S. LaCienega.  
**LOUISVILLE**—Cooperative Distributing Co., 234 W. Jefferson St.  
**MILWAUKEE**—United Coin Machine Co., 6304 W. Greenfield Ave.  
**MINNEAPOLIS**—Northwest Filben, Inc., 1412 Hennepin Ave.  
**PITTSBURGH**—Coin Machine Distributing Co., 500 N. Craig St.  
**RICHMOND, Va.**—Oley Brothers Amusement Co., 422 W. Broad St.  
**ROANOKE, Va.**—Roanoke Vending Machine Exchange, Inc., 13 S. Jefferson St.  
**ROCHESTER, N. Y.**—Eastern Sales Co., 1824 Main St., E.  
**ST. LOUIS**—Central Distributors, 2334 Olive St.  
**SAN ANTONIO**—C. M. McDaniels Distributing Co., 851 N. Flores St.  
**SAN FRANCISCO**—E. T. Mape Distributing Co., 284 Turk St.  
**UTICA, N. Y.**—Hanna Distributing Co., 169 Campbell Ave.

**The Northwestern Corp.**  
**6 E. Armstrong St.**  
**Morris, Ill.**  
**BOSTON**—Northwestern Sales & Service, 1198 Tremont St.

**One-Use Tooth Brush Corp.**  
**14408 Calvert St.**  
**Van Nuys, Calif.**

**DALLAS**—Vend-A-Brush Co., 3620 Fairmount St.  
**HILLSIDE, N. J.**—Vendex, Inc.  
**MEMPHIS**—Automatic Merchandise Distributors, P. O. Box 4501.  
**OKLAHOMA CITY**—J. W. Herrington Co., 820 N. E. 19th St.  
**SAN DIEGO**—Recker & Gebel.  
**SEATTLE**—Trio Distributors, 4000 Airport Way.

**Pace Manufacturing Co.**  
**2901-17 Indiana Ave.**  
**Chicago**

**ALBUQUERQUE, N. M.**—P. & B. Novelty Co., 1015 W. Candelaria Rd.  
**BALTIMORE**—Mar-Matic Sales Co., 27 W. Biddle St.  
**BUTTE, Mont.**—H. B. Brinck, 825 E. Front St.  
**COLUMBUS, O.**—Central Ohio Coin Machine Exchange, 184 E. Town.  
**DENVER**—Superior Distributor Co., 11716 W. Colfax Ave.  
**EVANSVILLE, Ind.**—Automatic Amusement Co., 1000 Pennsylvania St.  
**FAYETTEVILLE, N. C.**—Vending Machine Co., 207 Franklin St.  
**KANSAS CITY, Mo.**—Automatic Coin Machine Co., 13 W. Linwood Blvd.  
**LAFAYETTE, Ind.**—Milner Sales Co., 516 N. 9th St.  
**LOUISVILLE**—Ohio Specialty Co., 539 S. 2d Ave.  
**MIAMI**—U-Need-A Vender Distributing Co., 300 N. W. 27th Ave.  
**MINNEAPOLIS**—Bush Distributing Co., 250 W. Broadway.  
**NASHVILLE**—Automatic Sales Co., 421 Broad St.  
**NEWARK, N. J.**—Runyon Sales Co., 123 W. Runyon St.  
**NEW ORLEANS**—Crown Novelty Co., 920 N. Howard.  
**PITTSBURGH**—B. D. Lazar Co., 1635 Fifth Ave.  
**POPLAR BLUFFS, Mo.**—Frank Harris Sales Co., 430 S. Broadway.  
**RAWLINS, Wyo.**—Household Appliance Shop.  
**SALT LAKE CITY**—Stewart Sales Co., 1361 Main St.  
**SEATTLE**—Puget Sound Novelty Co., 114 Elliot Ave., W.  
**SHREVEPORT**—Lees Novelty Co., 1004 Spring St.  
**SOPERTON, Ga.**—Sparks Specialty Co.  
**TUCUMCARI, N. M.**—P. & B. Novelty Co., Box 1092.  
**WASHINGTON**—Silent Sales System, 635 "D," N. W.  
**WICHITA, Kan.**—Matheny Vending Co., 564 W. Douglas Ave.

**Packard Manufacturing Co.**  
**2900 Columbia Ave.**  
**Indianapolis**

**ALBUQUERQUE, N. M.**—Albuquerque Distributing Co., 1732 W. Central Ave.  
**AMARILLO, Tex.**—Rutherford Enterprises, 615 Madison St.  
**ATLANTA**—Mullinnix Amusement Co., 233 Trinity Ave., S. W.  
**BALTIMORE**—Calvert Novelty Co., 708 N. Howard St.  
**BINGHAMTON, N. Y.**—George R. Thayer Co., 47 State St.  
**BIRMINGHAM**—Ten Ball Novelty Co., 1731 2d Ave., N.  
**BOSTON**—McIlhenny Distributing Co., 910 Beacon St.  
**BOISE, Idaho**—Ketchersid Distributing Co., 1515 N. 13th St.  
**BRODHEAD, Wis.**—Pierce Distributing Co., 602 W. 3d Ave.  
**BUFFALO**—Lew Wolf Enterprises, 1022 Main St.

(Directory of Distributors, page 144)

# SAVE MONEY WITH A SHAFER PACKAGE BUY

**COMPLETE MUSIC SYSTEMS FOR SMALL LOCATIONS**  
**GUARANTEED COMPLETELY RECONDITIONED**  
**ALL READY TO INSTALL IN LOCATION**

**1 SEEBURG HIDEAWAY**  
**5 DS20-1Z 5c WIRED WALL-O-MATICS**  
**1 SPEAKER**  
**\$299.<sup>50</sup>**

**NEW LOW PRICES**

Completely Reconditioned and Refinished.

'46 Rock-Ola	\$474.50	Seeburg "8200 Victory"	\$159.50
'46 Aireon	324.50	Seeburg "Hideaway"	199.50
Seeburg (9800) Hitone, R.C.	299.50	Seeburg "Crown"	149.50
Seeburg (8800) Hitone, R.C.	299.50	Seeburg "Mayfair"	139.50
Seeburg (9800) Hitone, E.S.	274.50	Seeburg "Casino"	139.50
Seeburg (8800) Hitone, E.S.	274.50	Rock-Ola "Premier"	169.50
Seeburg "Colonel," R.C.	254.50	Rock-Ola "40 Super"	199.50
Seeburg "Colonel," E.S.	239.50	Rock-Ola "39 DeLuxe"	149.50
Seeburg "Major," R.C.	254.50	Rock-Ola "Spectravox with Hideaway"	129.50
Seeburg "Commander," R.C.	249.50	Rock-Ola "Monarch"	99.50
Seeburg "Commander," E.S.	234.50	Rock-Ola "Imperial"	89.50
Seeburg "Maestro," R.C.	249.50	Wurlitzer "850"	299.50
Seeburg "Maestro," E.S.	234.50	Wurlitzer "500"	159.50
Seeburg "Cadet," R.C.	249.50	Wurlitzer "600"	149.50
Seeburg "Classic"	199.50		

Terms: 50% Certified Deposit, Balance C. O. D.  
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### A NEW SERVICE

We do wholesale repair and remodeling work on all Coin-Operated Radios. Our work done by experts. All work guaranteed.

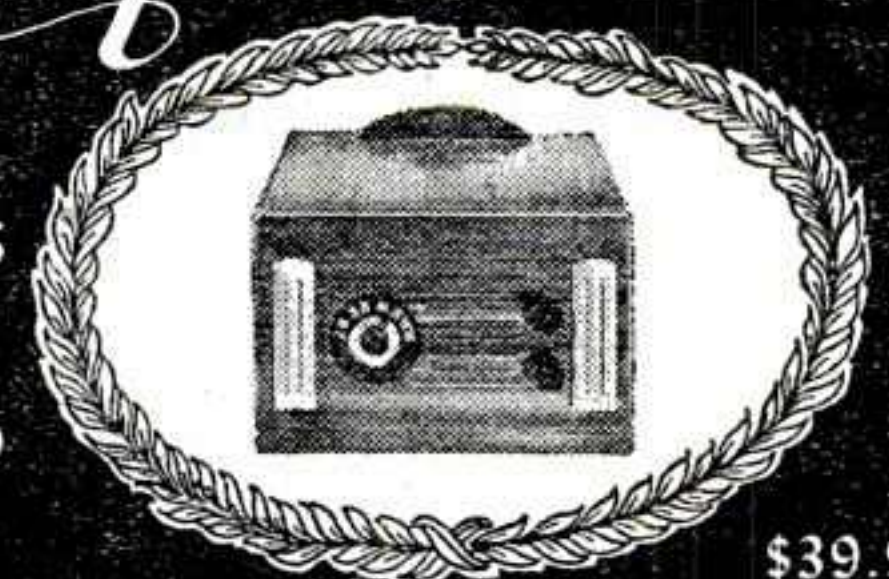
- ★ Wood and Metal Cabinets Refinished
  - ★ Coin Mechanisms Repaired
  - ★ Radio Parts Replaced or Repaired
- Ship ALL your Equipment prepaid to

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# Tranquil Tone

AMERICA'S  
 Finest  
 COIN RADIO



\$39.95

PRODUCT OF EICHEL ELECTRONIC CORP. EVANSVILLE 8, INDIANA



**New York:**

Emby Distributing's showing of the Wurlitzer 1200 brought out one of the largest crowds of the season. The two-day affair teed off Sunday (21) with visitors from California, the Midwest and the Eastern Seacoast visiting at Eddie Smith's headquarters to view the new music machine. . . . Moe B'tter, formerly service manager of West Side Distributing, has started Scar Amusement.

Bill Lassy, formerly with International Mutoscope, has joined McKim Smith as general service manager. . . . Sam Garber, of Perfect Games Company, is in Atlantic City looking for a location. . . . Eddie Slevin, formerly with Charlie Lichtman, has joined Maxie Green's New Deal Distributing Company.

Mac Pollay, United Phonograph, has started a new manufacturing firm to be called Dynamic Devices. First machine will be a roll-down. . . . Tony Rex, general manager of Manhattan Phono, has jumped the firm's business considerably since taking over the reins a few months ago. . . . Al Simon is about ready to open his new headquarters on the avenue.

The General Import-Export Enterprise Company, of Port-au-Prince, Haiti, is now representing American firms in Haiti, working on a straight commission basis. Firm is opening up a new market for U. S. coin machine manufacturers. . . . Harry Berger has been tagged twice already by the police as a result of parking his new sky-blue Cadillac in restricted areas.

Ben D. Palastrant, Aireon sales manager, New England region, was in New York last week, and this week will be in Philadelphia and Baltimore. . . . Maurice Shack, president of Milk-o-Mat, has returned from Canada and reports his firm is set to roll with its milk and soft drink machines.

Bill Rabkin, president of International Mutoscope Corporation, personally supervised the installation of his firm's machine in the new Amusementland arcade on 50th Street. The arcade also features 38 Scientific poker (See NEW YORK on page 140)

**COINMEN YOU KNOW**

**Detroit:**

Edward A. Gorney and Chester Rozinski are stepping up production of the new Mercury Athletic Scale to a schedule of 50 units a day at their East Side plant here. . . . Phil Yuille, of the Wolverine Sales Company, is convalescing in Saint Joseph's Mercy Hospital at Pontiac following an automobile accident which resulted in both collarbone and pelvic fractures. Glenn Yuille, head of the company, is spending most of his time in Pontiac, while Bud Engelhart is at Lansing.

Hazel Richlin, of King-Pin Distributing Company, reports business rushing. . . . Arthur P. Sauve, who just reopened his Grand River store as State distributor for Genco, is back in business after a year's rest. . . . Dale, his son, with him as an associate, was with the old firm for a few months while in school before the war. . . . George Koosis, sales operator, is expanding his route with the purchase of some new machines.

Jack Parr, comptroller of Allied, has been laid up for two weeks with a sacroiliac condition. . . . Gerhard (Gay) Wobermin, of the Gay-Coin Distributors, is the victim of a fall cold. . . . Stanley Robins and Rudy Dohrman have both left the Gay-Coin organization to go into the bookkeeping and restaurant businesses respectively. . . . James A. Passanante, pioneer coin machine operator, is enjoying a late vacation in northern Michigan.

Joseph Brilliant, head of Brilliant Music Company, left to spend the Jewish holidays with friends in Cleveland. . . . Lawrence Kanaga has been named vice-president of the RCA Victor Distributing Corporation, succeeding C. W. Strawn, who resigned to go into business. . . . George MacDuff, of RCA Victor, functioned as "auctioneer" at a successful press and radio party in concert (See DETROIT on page 142)

**Kansas City:**

The NAMA regional meeting took the spotlight in local coin machine circles last week with operators in from Nebraska, Kansas, Colorado and Missouri as well as a number of supplier's representatives. . . . Ralph A. Dahl, of Omaha, regional chairman of the automatic merchandisers, recorded many of the highlights of the two-day session in color with his 16mm. movie camera. Dahl, incidentally, handles his movie maker like a professional. Recently he was cited by Eastman Kodak for his fine reels of children, and a number of his shots were reprinted in one of the company's movie publications.

Mrs. Lon Russing, whose husband operates the Automatic Canteen Company at Pittsburg, Kan., also was in town for the meeting. . . . Joel Cutting who has the Cutting Wholesale Candy Company at Ottawa, Kan., however, was pinch-hitting for his wife, Hazel, who handles the vending end of the business. She was too busy to get away for the meeting. Cutting came up with John S. Stevens, who has U-Select-It Candy Service at Wichita.

Paul Presley, who has Automatic Cigarette Sales at St. Louis, says he has been able to cut down on the number of customers getting their coins into the match chute by using a decal sticker featuring a large red arrow pointing at the right coin chute.

Elmer and Fred Pierson and their Vendo staff virtually showered the visitors with nickels while they were touring the company's plant, and the guests kept those soft drink machines clicking steadily as a result of the 100-degree temperature. . . . John McLean, new advertising manager at Vendo, got his introduction to the Midwest vending industry during the tour.

O. A. Mefford, of Sunbeam Products at Wichita, felt right at home going thru the Vendo plant with Coca-Cola venders rolling down the assembly line. He used to head the vending department of the Wichita Coca-Cola company. With him was one of his partners, D. R. Carson. The third partner in the firm, F. L. Fellingham, had to stay home to look after the business. . . . Only father and son team at the session was R. W. (See KANSAS CITY on page 141)

**Indianapolis:**

Mrs. Blanch Janes has resigned as secretary of the Music Operators of Indiana Association. Joseph Robillard, of the Record Music Company, succeeds her. . . . Joseph Wishard and Don Irwin have been added to the mechanical staff at the Janes Music Company. . . . Ruth McDuff, operator of pinball and music machines, is confined to her home by hay fever. . . . Frank Banister, head of Banister & Banister Distributing Company, was a Chicago business visitor during the week. . . . Dan Brennan, at the Indiana Music Corporation, was in Detroit on business, and on his return visited operators in Northern Indiana.

Warren Bruce, formerly Aireon field serviceman, is now the service manager at Indiana Music Corporation here. . . . Rudy Greenbaum, Aireon vice-president in charge of sales, was a visitor at the Indiana Music Corporation during the week. . . . Prominent out-of-town Indiana coinmen calling on local distributing firms included Irwin and James Eyster, who have the Eyster Music Company in Terre Haute; Thomas Birch, Muncie operator; Dale Wiley, Peru operator; Chester Bridwell, Bridwell Music Company, Bedford, and Leon Bane, Oxford Amusement Company, Oxford.

**Chicago:**

Coinmen from all parts flooded into Chicago over the week-end to attend the special CMI dinner given to boost the cancer fund drive and others to get a first hand view of the new 1948 Wurlitzer phono equipment shown by Illinois Simplex at the Bismarck Hotel. Gordon Sutton and the rest of the crew from Illinois Simplex were kept going steady for two days (21-22) taking care of their guests.

Recent out-of-town callers at the Chicago plant of National Filben Corporation were Harry Jacobs Jr., United Coin Machine Company, Milwaukee; Sam Mannarino, Coin Machine Distributing Company, Pittsburgh and Len Baskfield, E. T. Mape Distributing Company, San Francisco. Bert Davidson and William Zogg, whose name was misspelled in a recent story in *The Billboard* as Zott, are back from the Filben showing at Baltimore. Davidson reports that the recent showings of the Filben Mirrocle Music line in the East drew excellent crowds and much praise for the new line.

Rock-Ola Manufacturing Company reports that the frames for the diplomas to be issued those who have successfully completed Rock-Ola's new visual-aid service course have not arrived yet but are expected next week. Visitors at the Rock-Ola plant last week were Earl Montgomery, S & M Sales Company, Memphis, and Archie LaBeau, of LaBeau Novelty Company, St. Paul.

AMI's manager of General Sales, Lindy Force, returned Monday (22) from a trip to Baltimore and Washington. While in Maryland he contacted several distributing firms that have sought the handling of AMI products for that State. Paul F. Jock, well-known coinman who heads the P-J Distributing Company in Indianapolis, made a call at AMI Thursday (25). Southern gentleman Harold (The Mighty) Midyett, of Tennessee Music Distributors, Nashville, was among others dropping in on Force during the week.

Lindy had a couple of hurricane notes to report: Les Griffin, who heads the Griffin Distributing Company with offices in Mississippi and Louisiana, reported that the big blow damaged an Automatic Hostess that he had in his Biloxi warehouse; Jack Lovelady, of the Supreme Distributors in Florida, stated that altho he managed to escape any losses due to plans based on experience in similar Florida disasters, many other coinmen in the Miami and Miami Beach areas were not so fortunate.

J. A. Darwin, formerly with the Packard organization and currently setting up his own juke box manufacturing firm, made a trip to the Windy City from his New Jersey hacienda. . . . The well-known father and son coinmen Harry Jacobs Sr. and Harry Jacobs Jr., who jointly head United Coin Machine Company, Inc., Milwaukee, called on some coinrow manufacturers Thursday (25). Accompanying them on the trip were Ed Rogan and Harry Stark, both of United Coin.

Williams Manufacturing Company had a whole host of out-of-town visitors in the past few days. Among them were Irv Weiler, Consolidated Distributing Company, Kansas City, Mo.; George Prock, General Distributing Company, Dallas; Sam Stearn, Scott-Crosse, Philadelphia; Bill Marmer, Sicking, Inc., Cincinnati, and Earl Montgomery, S and M Sales, Memphis.

Monarch Coin Machine Company put down the welcome carpet this week for, among other visitors, George Ohlendorf, Freeport, Ill., and Bob McLean, Kenosha, Wis. Clayton Nemeroff and Roy Bazelon report business picking up gradually. . . . Atlas Novelty Company's Joe Kline is going to change a gal's name come (See CHICAGO on page 142)

**SHOW THAT YOU CARE...**  
**GIVE YOUR SHARE TO THE CMI**  
**DAMON**  
**RUNYON**  
**CANCER**  
**FUND**



Make Your Contribution—Fill in This Form Now—Get Award at Once!  
**COIN MACHINE INDUSTRIES Damon Runyon Cancer Fund**  
 COIN MACHINE INDUSTRIES, INC. • Room 2206, 134 N. La Salle St. • Chicago 2, Ill.  
 Enclosed here please find \$....., my donation to the Damon Runyon Memorial Fund for Cancer Research.

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COLUMBUS BULK VENDORS  
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**Los Angeles:**

Nels Nelson has assumed the post of manager of the M. S. Wolf Distributing Company branch. With Nelson joining the Wolf staff, the firm now has an office on West Pico as well as Venice Boulevard. . . . Frank Butterfield, serviceman at Wolf's, recuperating from an arm injury. . . . Morris Berendo, of North Hollywood, was scouting for equipment along West Pico. . . . J. B. Mulleneaux, of Calexico, stopped off at Badger Sales Company. . . . Walter Gaunt, of Twentynine Palms, is visiting his brother, Fred, of General Music Company. . . . Niles Smith, of Oildale, a buyer last week.

L. B. McCreary, of Solotone, back on the job following a five-month jaunt thru the Pacific Northwest during which he crossed the continental divide 14 times. McCreary, after deciding to stay on the road, bought a trailer in which he and Mrs. McCreary lived during the trip. The journey gave Mac a good idea for merchandising Solotones, and distributors will see it early next year. . . . F. E. Wilson, also of Solotone, in the East on business.

Aubrey Stemler, sales representative for Kayem Products Company, vending machine manufacturer, announced the appointment of Runyon Sales, Newark, N. J.; Westways Vending Company, Washington, and Bill Doyle, Grand Rapids, Mich., as distributors. . . . Ivan Wilcox, of Visalia, stopped off at Badger Sales Company to chat with Bill Happel. . . . Ed Gallagher, of Inglewood, in the city. . . . Also noted along Coin Row was William C. Thomas, of Burbank. . . . Charlie Robinson, of C. A. Robinson Company, eastward on business.

**Milwaukee:**

Back in Milwaukee after an extended tour of the West and Northwest is Harry Jacobs Sr., of United Coin Machine Company. The staff of United Coin is going to Green Bay Monday and Tuesday (29-30) for a Northern Wisconsin showing of the Filben Mirrocle music line. This showing, Harry Jacobs Jr. reports, was prompted by the success of the Filben showing held in La Crosse September 10-11.

Among the out-of-town coinmen in Milwaukee the past week have been Frank Sager, Ahmeek, Mich.; Joe Turech and wife of Wittenburg; Lawrence Eggner, Marinette; Sid Vaillencourt, Racine; Harry Holman, Sheboygan; C. R. Quinn, Clintonville, and Charlie Hopp, Manitowoc, Wis.

**CLEARANCE SALE OF NEW AND USED EQUIPMENT**

**UNCONDITIONALLY GUARANTEED**

**FIVE BALL GAMES**

Ballyhoos . . . . .	\$195.00	Shooting Stars . . . . .	\$ 64.50
Rockets (New) . . . . .	174.50	Midget Racers . . . . .	64.50
Playboys (New) . . . . .	195.00	Big League . . . . .	64.50
Vanities . . . . .	129.50	Surf Queens . . . . .	64.50
Kilroys . . . . .	129.50	Sunbeams . . . . .	42.50
Fast Ball . . . . .	89.50	Wild Fire . . . . .	24.50

**ONE BALL GAMES**

Victory Special . . . . .	\$185.00
<b>MUSIC*</b>	
Wurlitzer 850 (Rebuilt & Refinished) . . . . .	\$425.00
Seeburg Classic (Rebuilt & Refinished) . . . . .	325.00
Seeburg 8200 (Rebuilt & Refinished) . . . . .	295.00
Seeburg Regal (Rebuilt & Refinished) . . . . .	175.00
Seeburg Concert Master . . . . .	250.00
Wurlitzer 500 . . . . .	165.00
Wurlitzer 61, Counter Models, with bases . . . . .	110.00

ALL MACHINES CRATED AND PRICES F. O. B. DALLAS. 1/3 DEPOSIT WITH ORDER

**WALBOX SALES COMPANY**

1503 YOUNG STREET

DALLAS, TEXAS

**COUNTER GAMES**

New Daval Free Plays . . . . .	\$ 39.50
New Daval Skill Thrills . . . . .	32.50

**CONSOLES**

New Revamped May Bells . . . . .	\$245.00
Porst-War Galloping Dominoes . . . . .	215.00
Jumbo Parade, F. P. . . . .	65.00

**ARCADE EQUIPMENT**

Goalees . . . . .	\$149.50
Heavy Hitters, with stand . . . . .	175.00
1947 Voice-O-Graphs . . . . .	(Write)

Look To The **GENERAL** For **LEADERSHIP**

**ONE BALL—Free Play**

New — Immediate Delivery  
Bally's JOCKEY SPECIAL, Cottlieb's DAILY RACES  
RECONDITIONED:  
Special — BALLY VICTORY SPECIALS,  
with chrome rails, clean . . . . . \$275.00

**CONSOLES**

NEW:  
JENNINGS CHALLENGER  
5-5¢, 5-10¢, 5-25¢  
RECONDITIONED:  
BAKER'S PACERS,  
DD & JP . . . . . \$175.00  
GALLOPING DOM-  
INOES, walnut  
cab, clean . . . . . 99.50  
LUCKY LUORE,  
walnut cab. . . . . 99.50  
KEENEY  
PASTIME . . . . . 150.00  
KEENEY  
TRIPLE ENTRY 140.00  
KEENEY BONUS  
SUPER BELLS,  
Clean . . . . . 395.00

**SLOTS**

NEW:  
5¢-10¢-25¢-50¢-\$1.00 Play  
Jennings STANDARD  
CHIEF  
Jennings SUPER DE LUXE  
CHIEF  
Jennings STANDARD  
CLUB CONSOLE  
Jennings SUPER DE LUXE  
CLUB CONSOLE  
RECONDITIONED:  
MILLS BLACK  
CHERRY, 25¢ \$139.50  
BLUE FRONT, 5¢ 109.50  
BLUE FRONT, 10¢ 114.50  
ORIGINAL  
CHROME, 10¢ 124.50  
BROWN FRONT,  
5¢ . . . . . 114.50  
10¢ . . . . . 119.50  
GOLD CHROME,  
10¢ . . . . . 160.00  
All above are Mills factory  
originals—no revamps. Com-  
pletely overhauled, refinished  
and repainted like new. New  
reel strips, club handles,  
new award cards.

Factory Distributors for  
Pfanstiehl Regular and  
Special Needles.  
Each 55¢.  
100 . . . . . \$ 50.00  
1000 . . . . . 450.00

**5 BALLS—Now Delivering**

Gottlieb's <b>BOWLING LEAGUE</b> Chico's GOLD BALL	Williams' <b>FLAMINGO</b> United's HAWAII
RECONDITIONED:	
BAFFLE CARD \$150.00	STAGE DOOR \$ 89.50
BIG HIT . . . . . 79.50	CANTEEN . . . . . 129.50
MISS AMERICA 149.50	STEP-UP . . . . . 129.50
RIO . . . . . 149.50	SUPERLINER . . . . . 129.50
SEA BREEZE . . . . . 89.50	SURF QUEENS . . . . . 89.50
SPELLBOUND . . . . . 129.50	SUSPENSE . . . . . 89.50
	SUPER SCORE . . . . . 139.50

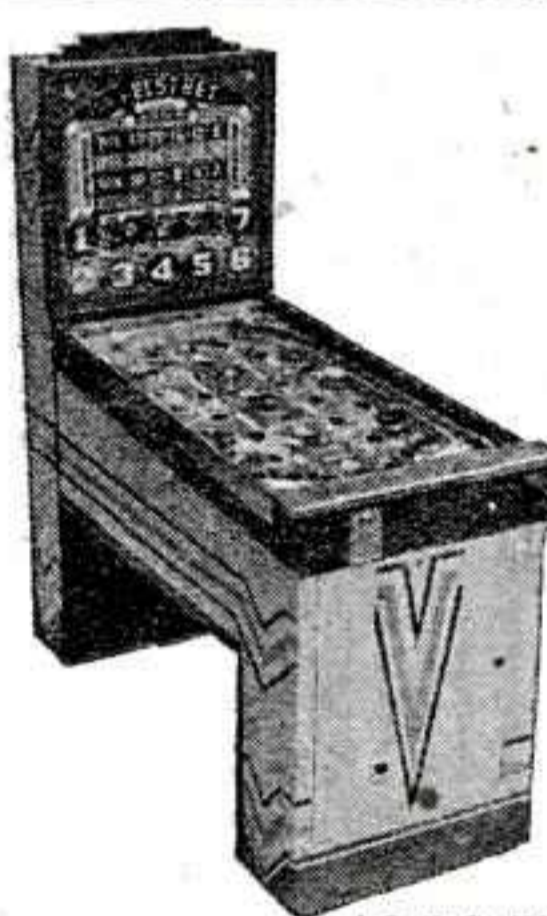
CHICAGO METAL UNI-  
VERSAL BOX STANDS  
DE LUXE REVOLV-  
AROUND SAFE CABIN-  
ETS—Single, Double, Triple,  
DOWNEY JOHNSON COIN  
COUNTERS . . . . . \$217.50

Write for prices on  
all new  
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Send for  
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TERMS: 1/3 cash with  
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NEW:  
BANK BALL, 8 ft. steel roll  
ONE WORLD,  
roll down game  
RECONDITIONED:  
AGE BOMBER . . . \$150.00  
AIR RAIDER . . . 89.50  
PLAY GOLF . . . 89.50  
TOTAL ROLL . . . 275.00  
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PANORAM . . . 295.00  
SKY FIGHTER . . 125.00  
UNDERSEA  
RAIDER . . . . . 150.00

**GENERAL** Vending Sales Corp.  
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.



**VICTORY'S BEST BET**  
FIRST OUT WITH DROP-SLOT  
MOTOR-DRIVEN SHUFFLE-BOARD

"BEST BET" is a One Ball Free Play Multiple Conversion  
which will net you more money than any game on  
your route.  
"BEST BET" has been location tested and proven itself.

- ONLY "BEST BET" HAS THESE STAR ATTRactions**
- ★ Purse Light Flash—Win Odds Feature
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  - ★ Extra Light Flash—Special "20" Feature
  - ★ Latest Cabinet Design and Paint Job
  - ★ Stainless Steel Front and Side Rails
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  - ★ Removable Backboard Glass Frame and Back.
  - ★ Instant Action
  - ★ Electric Solenoid Jackpot
  - ★ Easy Accessibility to Bulbs and Those Tight Squeezed Locations

Immediate Exchange on \$279.50  
Lonsgore, Thorobred,  
Club Trophy, '41 Derby \$299.50  
Others with 1st and 2d Race Outright  
Purchase — From \$150.00 to  
\$249.50, 1/3 Deposit.

Same Job on  
Victory Special  
\$159.50  
New paint job if  
desired — small  
charge. No new  
cabinet.

Outright Price \$329.50  
NOW . . . . .  
**VICTORY SALES CO.**  
BALTIMORE 2, MD. 1100 HARFORD AVE. PHONE: WOLFE 9124-W

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Large Shipment Just Received  
**GENCO'S**  
**ADVANCE ROLL**  
MOST SENSATIONAL GAME OF TODAY  
Phone or Wire Your Order  
1/3 Deposit, Balance C. O. D.  
**A. P. SAUVE CO.**  
2998 Grand River Ave. Detroit 1, Michigan  
Phone TEmple 3-3765  
"Michigan Headquarters for the Genco Line"



**AUTOMATIC COIN**  
*America's Bell Machine Center*

★ **NOW DELIVERING—BRAND NEW** ★

**MILLS SENSATIONAL**

**JEWEL BELL** →

Available in 5c-10c-25c Play

BRAND NEW

1947

MILLS

5c

Q. T.

\$115.00



Exclusive Distributor for Mills Slots and Phonographs



**GUARANTEED**

Reconditioned, Refinished, Repainted Slots

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War Eagle, 3/5, 5¢	\$ 89.50
10¢, \$94.50; 25¢	79.50
Blue Front, 5¢	89.50
10¢, \$94.50; 25¢	89.50
Brown Front, 5¢	89.50
10¢, \$94.50; 25¢	89.50
Bonus Bell, 5¢	119.50
10¢, \$124.50; 25¢	129.50
Silver Chrome, 5¢	139.50
10¢, \$144.50; 25¢	149.50

**SPECIAL**

WATLING ROLATOP, 5¢ or 10¢	\$59.50
JENNINGS 4-STAR CHIEF, 5¢ or 10¢	89.50
JENNINGS CLUB SPECIAL, 5¢ or 25¢	89.50
5¢ VICTORY CHIEF	89.50

Mills 5¢ Jumbo, P.O., Late Head, Fruit or Animal \$69.50

Authorized Distributors for PFANSTIEHL NEEDLES . . . 55¢ Ea.

WRITE FOR COMPLETE LIST, GAMES AND PARTS. TERMS: 1/3 DEP., BAL. C.O.D.

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It's Accurate!

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\$27.50

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The Master Changer

The finest coin changer that money can buy. Check these features: All metal, solid die cast, precision machined construction . . . finished in HIGHLY POLISHED CHROME. On heavily weighted non-slip base. Fully tested for absolute accuracy. A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand. Protected by patents. Sold on a money-back guarantee.



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EXCLUSIVE NATIONAL DISTRIBUTOR

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SEATTLE 1, WASH.

**NO**  
 WE DIDN'T GET BLOWN AWAY DURING THE HURRICANE.

**YES**

WE HAVE THE LATEST  
**BALLY AND EVANS GAMES**

**CHRISTOPHER-LUKER CO., INC.**

763 S. W. 8th Street Phone 97961 Miami 36, Fla.

P.S.—We had the joy juice bottle on a high shelf and it didn't get hurt. "DUKE"

**COINMEN YOU KNOW**

New York:

(Continued from page 138)

rolls. Herman Rapp owns the new location.

One of the major promotions of the year was successfully directed by LeRoy Stein, Music Guild of America (MGA) executive director, last week when MGA members tied in with the arrival of the Freedom Train in New Jersey. Elizabeth's mayor, James T. Kirk, appointed Stein; Sam Waldor, MGA proxy; Thomas Burke, David Stern and Harry Pearl, all well-known coinmen, to his committee to celebrate the arrival of the train.

Harry Gaines, Jacksonville, Fla., is looking for an arcade location in or around New York. . . . Veterans' Administration officials have advised Mac Smith that if Gen. Omar Bradley returns from Europe in time he will appear at the National Association of Amusement Machine Owners' (NAAMO) coin machine mechanic school graduation dinner on November 6 at the Waldorf-Astoria.

C. M. Jones reports the new scoring device for his arcade machine is about ready to go into production. . . . Bill Golden, manager of Miller Automatic Vending, Monticello; Edward B. Norsworthy, Schenectady; Raymond Lowe, Syracuse; Vernon Krause, Lebanon, Pa., and Dominick Di Passino, Southington, Conn., were in town recently. Ed Norsworthy flew here in his own plane.

Johnny Christopher has installed a new rifle range in his 42d Street Arcade. . . . Joseph Rake, Rake Coin Machine Exchange, Philadelphia, is busy showing out-of-towners thru his remodeled headquarters.

Sam Richner reports he is now manufacturing game machines in addition to his postage stamp venders. . . . Jim Stewart, who has some big plans, has set up his headquarters in Greenwich, Conn. . . . Yuichi Ige, owner of the Rifle Sport Arcade, Hawaii, and Alvin Cargile, owner of the Acme Arcade in the same city, are planning a trip to the U. S. shortly.

Pan Coast, according to President Sol Wohlman, has added Victor Feldman and Murray Needleman. The firm is now concentrating on its routes, with Murray Wohlman directing that phase of the business while Sol runs the manufacturing end of the business.

Joe Diamond, of Heights Music Company, is now fully recovered after an appendicitis operation. . . . On Thursday (25), Hymie Rosenberg took off for Chicago on business. . . . Milt, Gruber, Seacoast's director of sales, expects a shipment of new machines. . . . Ed Trumble returned to the city after a vacation spent with relatives in Cleveland.

Howard Pulley, pre-war music machine operator in this area, now owns a supermarket in Canton, O. . . . Telecoin Caravan has scheduled a special stop in California this month. . . . Buyers from Venezuela, Colombia and Argentina dropped in at Ben Horowitz's Albena Sales early last week. . . . Herman Rabinowitz has joined the Automatic Music Operators' Association (AMOA).

Kiva Berwald, of B. & F. Music Company, back after three weeks in Montreal. . . . New York Automatic Phonograph's William Kaiser has moved into his new home in Eastchester, N. Y. . . . Tony Pastor's version of Lady From 29 Palms is being snapped up by juke ops.

James Kendig, proxy of Vendi-Freeze Distributors, Philly, returned last Friday (26) from the West Coast, with the new 1948 model of the firm's ice cream vending machine.

**MYCO AUTOMATIC SALES CO.**

Actually Worth \$200.00 More!

**PANORAMS**

\$249.50

Guaranteed To Be A-1 First-Class Condition.

Sensational money-maker for Cafes, Restaurants, Motels, Arcades, Parks, etc. These Moving Picture Juke Boxes are terrific to operate, using Hollywood film in white locations and colored subjects in colored locations. Can be used for home movies . . . or rented to stores, factories, schools. Use any 16mm. film. Has R.C.A. projector and amplifier, which is worth this price alone.



**PANORAM WALL BOXES AND ADAPTORS \$7.50 EACH**

FILM PARTS, REWINDS, ETC. WRITE

GENUINE "BANG-A-DEER" GUN MACHINES  
 - Shoots Real Bullets in a Real Rifle.  
 - A Real Money Maker for Arcades, Parks, Cafes, etc. \$199.50  
 Bullets—Case 10,000 Bullets . . . \$50.00  
 Terms: 1/3 Deposit, Balance C. O. D.

347 S. HIGH ST., COLUMBUS, O. MA 1600

**CLOSING OUT MILLS REBUILT SLOTS**

**GOLDEN FALLS**

Regular Reserve Jackpot

5c	\$135.00
10c	140.00
25c	145.00

**GOLDEN FALLS—Hand Load**

5c	\$140.00
10c	145.00
25c	150.00
50c	195.00

Write for Special Prices on Golden Falls Cabinets

**American Amusement Co.**

158 E. Grand Ave. Chicago 11, Ill.  
 Phone: WHITEhall 4370  
 Buy "AMERICAN" and you buy the "FINEST"

**RECONDITIONED SLOTS**

1947 Watling Rol-A-Top . . . 5c	\$125.00
1947 Watling Rol-A-Top . . . 10c	135.00
1947 Watling Rol-A-Top . . . 25c	150.00
1947 DeLuxe Club Columbia, like new	135.00
Small Columbia . . .	65.00
Mills Gold Chrome . 5c	100.00
Mills Silver Chrome . 25c	125.00
Mills Brown Front . . 25c	100.00
Mills Black Hand Load . . . . . 5c	130.00
Mills Vest Pocket . . 5c	40.00

25% Deposit—Balance C. O. D.

Write for Circulars on Coin Changers and Coin Machine Safe Cabinets

In stock, new Buckley Criss Cross Bells and Track Odds Console. Write for circulars.

**INTERSTATE COIN MACHINE CO., INC.**

314 Locust St. SPRINGFIELD, MASS.  
 Phone 3-9088

**LOOK FOR MINIT-POP**

SEE PAGE 105



We are now delivering

- Williams All Star
- Bally Silver Streak
- Bally Jockey Club
- Gottlieb Bowling League
- ChiCoin Gold Ball
- Exhibit Mam'selle
- United Hawaii
- Keeney Click
- Genco Honey

Terms: 1/2 Certified Deposit, Bal. C.O.D.



Sterling NOVELTY CO.

669-671 S. Broadway LEXINGTON 20, KY.

Kansas City:

(Continued from page 138)

Lape of Lexington, Neb., and his son, L. V., who operate Ford gum machines and a route of peanut and penny candy machines thru Western Nebraska and Eastern Colorado.

Fred E. A. Wallin, research chief for National Rejectors, Inc., of St. Louis (formerly National Slug Rejector), was just back from teaching a couple of classes on coin machine mechanisms at New York City's Manhattan Trades Center.

Ira E. Thomas, of Karnett Vending Company at Omaha, reports that his firm is planning to start vending smoking and chewing tobacco.

Newest operator at the session was John G. Graham, who just bought L. P. Donohue's candy operation which he rechristened Graham Confection Service Company.

R. E. Stanley, partner in Automatic Sales, Inc., new candy and cigarette vending firm at Pittsburg, Kan., reports that he and his partner, W. R. Hagman, like a lot of other operators, are looking for a good cup vender.

Biggest single company delegation probably was that from Automatic Canteen of Kansas City. Besides President Francis H. Allan, it included Thomas E. Dods, sales manager; Gene Francis, who also arranged the hotel reservations for out-of-towners, and Bill Robertson, field supervisor.

COMPARE these ridiculous LOW PRICES LIMITED STOCK Ready for Location 1st COME 1st SERVED All Orders Subject to Prior Sale

USED 5 BALLS table listing items like Suspense, Superliner, Show Girl, Tornado, 7 Stage Door Canteen, etc. with prices.

USED 1 BALLS table listing items like Club Trophy, Victory Specials, Bally Basketball, Play Ball, etc. with prices.

USED MUSIC table listing items like Wurlitzer 750E, 25-Cycle '40 Super Rock-Olas, etc. with prices.

ONE CENT COUNTER GAMES table listing items like ABT Challengers, Used ABT Challengers, etc. with prices.

MISCELLANEOUS table listing items like Brand new hand-spun aluminum Wurlitzer Counter Model Record Trays, etc. with prices.

SEE US ON LATEST BALLY RELEASES. Now delivering: Silver Streak (5 ball free play), Bally Hiboy (bell console), jockey Special (1 ball free play), jockey Club (1 ball payout), Heavy Hitter (novelty legal game). WRITE! WIRE! PHONE! ALFRED SALES, INC. 1006-1008 Main St. Phones: LI 9107-9108. Buffalo 2, N. Y.

Get 'Em NOW! IMMEDIATE DELIVERY

Bally ROCKETS \$160 Brand new—in crates

Bally DOUBLE BARRELS \$75 All brand new—in crates

CALVERT NOVELTY COMPANY COIN OPERATED EQUIPMENT 708 N. Howard St. Baltimore 1, Md. Vernon 3034

OPERATORS SEE THE NEW PACKARD "MANHATTAN" before you buy that new Phonograph ALL FIVE-BALL, FREE PLAY AND AMUSEMENT MACHINES AT LOWEST CURRENT PRICES! ALL TYPE SLOTS AT LOWEST PRICES WHAT DO YOU HAVE TO TRADE? Write, wire or phone either office! TWIN PORT SALES CO. 230 Lake Ave. So. Duluth, Minn. 2029 Wash. Ave. So. Minneapolis, Minn. MA. 8522

CLEAN AND WELL KEPT We believe we have the cleanest and best 750-E Wurlitzer left, \$289.50; two excellent 700 Wur. @ \$249.50; Wurlitzer 61, \$49.50; Rock-Ola World Series, \$49.50; Playmor Cabinet, never uncrated, \$29.50; Chicago Coin Hockey, \$49.50. 25% Deposit, balance C. O. D. SCOTT MUSIC CO. Talladega, Ala.

WANTED EXPERIENCED COIN MACHINE SALESMAN Qualified by experience to sell and handle operators. Liberal drawing account against commissions. Must have car. Unless you are a ten thousand dollar a year man, don't waste time. Give full details and submit photo with first letter. International Mutoscope Corporation 44-01 ELEVENTH ST. LONG ISLAND CITY 1, N. Y.

BUY FROM HUB FOR LOW PRICES LARGEST WHOLESALERS OF USED PHONOGRAPHS

Table listing various phonograph items under categories: WURLITZER, WALL BOXES, PARTS, ROCK-OLA, MILLS, SINGING GOLD, FOR GRILLE FRONT SHEET 20x50 \$2.75 EA.

Send 1/3 Deposit, Balance C. O. D. HUB DISTRIBUTING CO. 632 Tenth Ave., cor. 45th St. New York 19, N. Y. Circle 6-9570





We've pulled no punches in fall housecleaning. These prices are knocked clear DOWN. Order 'em—uncrate 'em—put 'em on location. They're in A-1 operating condition.

**PIN GAMES**

CAROUSEL	\$149.50	SHOOTING STARS	\$ 74.50
LIGHTNING	139.50	BIG LEAGUE	59.50
ROCKET	139.50	KEEP 'EM FLYING	39.50
TORNADO	139.50	SCHOOL DAYS	39.50
AMBER	129.50	DUPLEX	39.50
SEA BREEZE	129.50	EAGLE SQUADRON	34.50
DYNAMITE	129.50	VICTORY	34.50
SUPER SCORE	124.50	CATALINA	29.50
STATE FAIR	119.50	GUN CLUB	29.50
FAST BALL	109.50	JUNGLE	29.50
SPELLBOUND	109.50	FOX HUNT	29.50
SUPERLINER	109.50	SPORT PARADE	24.50
STEP UP	104.50	JEEP	24.50
SUSPENSE	99.50	LEGIONNAIRE	24.50
BIG HIT	74.50	SUNBEAM	24.50
DOUBLE BARREL	59.50	SEVEN UP	24.50
SURF QUEEN	59.50	BOSCO	24.50
MIDGET RACER	59.50	POWERHOUSE	24.50

**CONSOLES AND SLOTS**

KEENEY "SUPER BONUS BELL," 5-25¢	\$684.50	WATLING "BIG GAME" CONSOLE, F.P.	\$ 39.50
CS BAKER'S "PACERS" (DAILY DOUBLE)	199.50	5¢ MILLS "BLACK CHERRY"	124.50
4-WAY MAYBELL (NEW), 5-5-5-25¢	179.50	10¢ MILLS "BLACK CHERRY"	129.50
MILLS "4-BELLS," 5-5-5-25¢	159.50	25¢ MILLS "BLACK CHERRY"	134.50
BALLY "HI HANDS" COMB.	129.50	5¢ MILLS "GOLDEN FALLS"	124.50
PACES "SARATOGAS"	44.50	5¢ COLUMBIA SLOTS	44.50
BALLY "ROLL 'EM"	39.50	<b>ARCADE EQUIPMENT</b>	
SKILL TIME CONSOLE, '41	39.50	GENCO "TOTAL ROLL"	\$224.50
BALLY "CLUB BELLS"	39.50	GENCO "WHIZZ"	49.50
		KEENEY "AIR RAIDER"	49.50
		A.B.T. "TARGET SKILLS"	24.50
		MARVEL'S "POP UP"	19.50
		COTTLIEB "GRIP SCALES"	17.50

Terms: 50% Certified Deposit, Balance C. O. D. All Orders Filled in the Order Received

**SHAFFER MUSIC COMPANY**

606 South High St. Columbus 15, Ohio  
PHONE: MAIN 5563

You'll have fewer out-of-order calls with a Jennings!

**O. D. Jennings & Co.** 4309 W. Lake St. Chicago 24, Ill.

**THE VERY BEST LOT OF SLOTS YOU CAN FIND ANYWHERE**

Mills Black Cherry, same as new	\$189.00	5¢	10¢	25¢	50¢
Mills Black Cherry, rebuilt	169.00				
Mills Golden Falls, same as new	199.00				
Mills Golden Falls, rebuilt	179.00				
Mills Bonus Bells, perfect shape	159.00				
Mills Gold Chrome, factory built	100.00				
Mills Gold Chrome, rebuilt	89.00				199.00
Mills Cherry Bell, perfect shape	85.00				
Mills Brown Front, perfect shape	85.00				
Mills Blue Front, wonderful buy	75.00				175.00
Mills Melon Bell, very good buy	75.00				
Groetchen, Changeable 1¢-5¢-10¢-25¢	89.00				89.00

I require 25% deposit on all orders, and all of the above can be shipped at once, if you want slots ready to go in perfect shape.

**HARRY HOKE**

4020 MINNESOTA AVE., N. E. WASHINGTON, D. C. Phone: Franklin 1832

**COINMEN YOU KNOW**

**Chicago:**

(Continued from page 138) Thanksgiving Day. The charming lady is Isabel Neross. A party will be held at the Belden Stratford. Of course the Atlas boys will be there. Everyone at Atlas says the cool weather has perked up trade the last two weeks. Eddie Ginsburg is coming into the office more often now and all expect him to take up his old steady place soon.

Harold Schwartz, National Coin Machine Exchange head, says that Gottlieb's Bowling League game is drawing good comments from his Illinois and Iowa territories. "It's a real puller," Harold reports. He also has good news on new Rock-Olas. Start of cool weather brought a real increase in business, Harold agrees with coin-dom's universal statement this week.

Coven Distributing Company hosted a raft of callers during the past week. Among those giving Ben Coven a handshake were Tom Walsh, Ottawa, Ill.; Sammy Miller, Kenosha, Wis.; Happy Halberstadt, Racine, Wis.; Frank Bannister, Indianapolis; Joe Conley, Muncie, Ind., and Jesse Trump, Rantoul, Ill. New addition to the office staff last week is Lillian Ross. Sally, who manipulates the phonetics at Coven, is dreaming about the new Buick convertible she has coming in about three weeks. "Need someone to teach me to drive it," she says.

World Wide Distributors' new Western Avenue headquarters and showroom is providing a popular place for visiting coinmen, according to firm's Wallace Fink. Reception room is walled in black, green and brown leatherette and entrance to showroom is flanked by two semi-transparent glass panels, edges of which are set off by concealed lighting. Showroom boasts pastel wall colors and a women's lounge for the convenience of wives of visiting coinmen. Both Al Stern and Fink predict a steady high turnover during the coming months and look for many pleasant business transactions in the new quarters.

George Jenkins, Bally Manufacturing Company, was "up to his ears in work" this past week when the firm's distributors converged on the plant for a meeting. . . . Corely Phelps, Coin-o-Matic Cashier Company head, says the new secretary in the Chicago office is Gladys Osthus. Firm's coin changer is meeting with location-owner approval, Phelps states. . . . A. Palermo and Joseph Prisdie, well known in the coin machine business, are currently planning a new set-up for their operations.

Al Sebring, Bell Products Company, reports widespread use locally of the improved Change Maker coin changer. Bowling alleys, department stores and industrial plants are proving prime locations for the changers. Production is at a steady high and with public education progressing on changers, their use will eventually go higher, Sebring says.

**Detroit:**

(Continued from page 138) nection with the Grinnell Bros. grand opening Monday (22).

Joe Rakovits, of Muskegon Music Company, Muskegon, was a visitor to the Allied Music Company. . . . Frank Stankowitz, of the Ace Music Company, is expanding his route with the addition of new jukes. . . . Aaron Lipin is enthusing over the way local operators have built up Vic Damone. . . . Frankie Laine was scheduled for a personal appearance and broadcast Saturday from Grinnell's music store. Max Lipin has placed a new Alceon Bombshell on display at the Allied Music salesroom for the convenience of operators.

Idessa Malone, independent record distributor, reports the big problem in records today is a shortage of press capacity in this territory. . . . Ed Henderson, partner with Franklin Westgate in the ABC Music Company, juke box operators, has gone into the record manufacturing field.

*It's CONDITION That Counts FOR WINNING PERFORMANCE*

**FREE PLAYS**

Amber \$ 97.50	Mystery \$149.50
Baffle Card 124.50	Santa Fe 59.50
Bally Hoo 189.50	Sea Breeze 89.50
Big League 59.50	Show Girl 119.50
Carousel 149.50	Smarty 89.50
Crossfire 149.50	Smoky 129.50
Cyclone 149.50	Spellbound 89.50
Fast Ball 89.50	Stg. Door 54.50
Fiesta 114.50	Canteen 119.50
Kilroy 139.50	State Fair 84.50
Lightning 119.50	Suspense 89.50
Midget Racer 84.50	Superliner 149.50
Miss America 159.50	Vanities 149.50

**10 SLIGHTLY USED UNITED'S HAVANA \$139.50**

**ANY FREE PLAYS BELOW @ \$19.50 ALL READY FOR LOCATION**

ABC Bowler, Armada, Bomb the Axis Rats, Bosco, Champ, Fox Hunt, GI Joe, Dude Ranch, Paradise, On Deck, Tail Gunner, Victory, Yanks, Venus.

**CONSOLES**

Bally Club Bell, FP/Comb.	\$ 42.50
Paces Twin Reels, C-PO, 5/25¢	69.50
Keeney Super Bell, 5¢ Comb.	69.50
Paces Saratoga w/Rails, FP/Comb.	32.50
'48 Twin Duo Bell, F.P., 5/5¢	99.50
Jennings Silver Moon Tot., FP	29.50
Jumbo Parade, FP	29.50
Watling Big Game, FP	29.50
Triple Entry (Cracked Glasses)	79.50

**SLOTS**

New Mills Vest Pocket (Blue & Gold)	\$ 74.50
Mills 25¢ Gold Chrome	99.50
Mills 5¢ Gold Chrome	84.50
Mills 5¢ Cherry Bell	84.50
Mills 5¢ Copper Chrome	84.50
Mills 5¢ Blue Front	59.50
Mills 10¢ Liberty Bell	29.50
Columbia Bell, DJP, '48 (Used 5 Days)	99.50
Columbia Bell DeLuxe Club (Used 5 Days)	129.50
Columbia Bell, DJP	39.50
Callie Cadet, 10¢ (White Cabinet)	29.50
Jennings 10¢ 4-Star Chief	74.50
Jennings 5¢ Silver Chief	74.50
Jennings 5¢ Bronze Chief, '48	149.50
Daval FP (Fruit or Cig. Reels)	22.50
Daval FP, New (Fruit or Cig. Reels)	32.50

**ONE BALLS**

Big Parlay, FP	\$269.50
Record Time, FP (Compl. But Needs Repr.)	25.00
Whirlaway, FP	39.50
Fortune, Comb, FP/PO	29.50

**ARCADES**

Atomic Bomber	\$289.50
Bally Defender	59.50
Bowl-o-Ball, 6"	149.50
Bowl-o-Ball, 14"	189.50
Chi Coin Goatee (Refin. & Reb.)	199.50
Genco Whizz w/Stand (Brand New)	79.50
Panoram (Viewing Show)	239.50
Red Ball	149.50
Stands for ABT Challenger	9.75
Ten Strike, '48, FP	169.50

**SILENT SALES**  
635 "D" St., N. W., Washington 4, D. C.

**FOR SALE**

NO REASONABLE OFFER REFUSED. THE FOLLOWING EQUIPMENT GUARANTEED IN PERFECT WORKING CONDITION AND CLEAN

- |                        |   |                 |
|------------------------|---|-----------------|
| 2 STAGE DOOR CANTEENS  | 2 MIDGET RACERS                           | 1 SURF QUEEN    |
| 1 RIVIERA              | 2 WAGON WHEELS                            | 2 HOLLYWOODS    |
| 2 KEEP 'EM FLYING      | 1 LAURA                                   | 4 LIBERTYS      |
| 1 FRISCO               | 1 COVER GIRL                              | 1 5-10-20       |
| 3 CASABLANCA           | 1 STREAMLINER                             | 1 7-UP          |
| 1 SPOT-CHA             | 1 AMERICAN BEAUTY                         | 1 FLYING TIGERS |
| 7 GENCO WHIZZ'S        | 1 FOUR ROSES                              | 1 FLAT-TOP      |
| 2 SEEBURG HI-TONES, RC | 1 VICTORIOUS                              |                 |
|                        | 1 PRE-WAR PHOTOMATIC WITH INSIDE LIGHTING |                 |

**A-1 AMUSEMENT COMPANY**

219 PENNSYLVANIA AVENUE CULVER 3480 ROCHESTER, NEW YORK



# New Genco Game In Production

CHICAGO, Sept. 27.—Genco Manufacturing & Sales Company announced a new five-ball novelty game this week which may also be adapted to three-ball play. Dave Gensburg, firm official, says the new game, Broncho, features a "seven ways to win board and includes a high-score action of over 1,000,000."

Game has a Western background on the backboard and a play field to match. Two roll-over buttons on the board give free plays when the ball passes over them when they are lit. The buttons come up several times during the course of play, thus furnishing added play interest, as do the several kick-out pockets on the field. Included in the game is a new free-play scoring device on the backboard and a tally meter which registers all plays, including nickel and free plays.

# Allite Working Out Exchange Plan for Bowling Game Parts

LOS ANGELES, Sept. 27.—Allite Manufacturing Company, Inc., manufacturer of Strikes 'n' Spares, is working out an exchange plan on the pin-pulley mechanism used on its first 400 games, William Schrader, owner of the company, announced.

In the meantime the company will allow full credit on the old units. In the past few weeks the research and engineering departments have been at work on the units, and the improved and perfected units will be used to replace them. A new type of cable, which has been fully tested, and a cable and pin attachment are features of the new mechanisms.

Schrader said that the new mechanisms would be ready for shipment in approximately three weeks.

Now in process of reorganization, the company expects to resume operations on game production within the next few weeks.

# No New Coin Mchs. For Australians

SYDNEY, Sept. 27.—Reflecting the dollar crisis, recent action by the Australian government in banning many imports from the United States will halt imports of all coin machines for some time to come. Altho present take is below the level that prevailed when allied troops crowded Sydney, coin machines remain profitable.

Down-under coinmen, looking ahead to waning interest in outdated machines as a result of the new ban, are showing considerable ingenuity in local redesign.

# Plan One Chicago Showing for Five Coin Mach. Lines

CHICAGO, Sept. 27.—Two amusement machines, a cup drink vender, a complete music line and a popcorn machine will be featured at a consolidated showing to be held at Hotel Sherman here October 18-19.

Two amusement machines are Sport o' Kings, a race track game using a multiple groove record, and Skill Wheel, a product of Games Corporation of America, Chicago, which is already in use in several locations. Sport o' Kings is being introduced for the first time by Gordon Coin Machine Company, a new firm with headquarters in Chicago.

Music equipment to be shown is the Filben Mirrocle Music line which is currently being shown at various distributors thruout the country. The Chicago showing will be directed by the National Filben Corporation.

Cup drink vender is the Drink-o-Mat, manufactured by Drink-o-Mat Industries of New York. It will be shown in Chicago by the Drink-o-Mat Corporation, a local firm which will service five Midwestern States as regional sales office for the New York firm.

Popcorn maker to be shown is the manually operated Popmaster of the National Popmaster Company. Machine to be shown, firm officials said, is a new and improved model. First showing of the original model was at the 1947 CMI show.

Showing is being sponsored by Martin S. Gordon, prominent Chicago corporation attorney, who is connected business-wise with all five concerns involved in the show.

In announcing the showing, Gordon stated that the Sport o' Kings amusement game is now in production and will be ready for distributors at the time of the showing. Gordon Coin Machine Company, which is producing the game, is headed by the Chicago attorney.

# Greene-Golumbo Plan Video Biz

NEW YORK, Sept. 27.—Joseph Greene and J. J. Golumbo, both widely known as distributors of coin-operated machines, were appointed distributors of products in the New England area made by Colonial Television Corporation, the television firm announced here this week.

Greene-Golumbo organization has offices in Boston and will handle all four models of the 15-inch and 20-inch direct view receivers now being manufactured by Colonial, which incorporate remote control units. All installation and service will be handled by the Greene-Golumbo firm.

J. J. Golumbo & Company is the New England distributor for Rock-Ola Manufacturing Corporation and the United States Vending Corporation. Greene is the New England distributor for Aireon Manufacturing Corporation.

# Five-Balls Lead In Games Field

(Continued from page 89)

Chicago: Five-ball, Silver Streak, and two one-balls; Jockey Special, one-ball that may also be had as an automatic set-up, and Jockey Club. All three in production.

United Manufacturing Company: Full production on a five-ball game, Hawaii.

P & S Machine Company, Chicago: In production on a new eight-ball game, Tom Tom, suitable for arcade and pinball locations.

## Two Firms Set Showing

Gordon Coin Machine Company, Chicago: To have first showing of Sport o' Kings, race horse game, at Sherman Hotel, Chicago, October 18-19.

Games Corporation of America: Skill Wheel, arcade piece, to be shown at Sherman Hotel, Chicago, October 18-19.

Cointrol Corporation, Chicago: Now in full production on Zodi, fortune-telling typewriter on coin operation. New model embodies changes in cabinet.

Allite Manufacturing Company, Los Angeles: To resume production on Strikes 'n' Spares bowling game in a few weeks. Games being re-engineered in the interim.

Gillespie Games, Long Beach, Calif.: In production on automatic set-up of Penny Lag. Amusement model of Penny Lag being readied for production.

Dale Engineering Company, North Long Beach, Calif.: Scale model of P-51, plane control arcade piece, now on test location. Target game also on test location. Quantity production on both starts soon.

Mercury Steel Corporation, Detroit: Now shipping first models of Mercury Athletic Scale, arcade piece. Firm was temporarily handicapped by damage to plant caused by fire, but quantity production is being effected.

Scientific Machine Corporation, New York: Ready new game for quantity production in early 1948.

International Mutoscope Corporation, Long Island City, N. Y.: Currently has new arcade pieces on test location.

Pan Coast Amusement Company, New York: To introduce a new game in December.

Dynamic Devices, New York: In production on new roll-down game, Rollette.

# N. Y. Arcade Gets 1st '47 Mutoscopes

NEW YORK, Sept. 27.—Five of the first of the 1947 Mutoscope Reel machines to roll off the production lines of International Mutoscope Corporation, Long Island City, N. Y., were installed this week in the new Amusement Arcade here.

None of the features of the early models of the reel machine has been changed, with the exception of the cabinet. A bright red, the modernized cabinets are topped by a well-lighted case that contains the name of the movie in the reel machine, together with a still picture.

The machines in the arcade are operating on nickels instead of the usual pennies, but William Rabkin, Mutoscope president, states that some of the arcades still plan to install the new version of the machine, one of the first coin machines ever made by his firm, at the old penny rate. Additional reel subjects are being made by the concern.

## Town Readies Park Meters

BRAWLEY, Calif., Sept. 27.—Crews are now setting metal posts on which they will install 440 park meters for scheduled October 1 operation.

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DYNAMITE ..... 124.50	MISS AMERICA.... 139.50	SPELLBOUND ..... 89.50
FAST BALL ..... 99.50	MYSTERY ..... 139.50	STEP UP ..... 119.50
FIESTA ..... 119.50	RANGER ..... 189.50	SUPERLINER ..... 109.50
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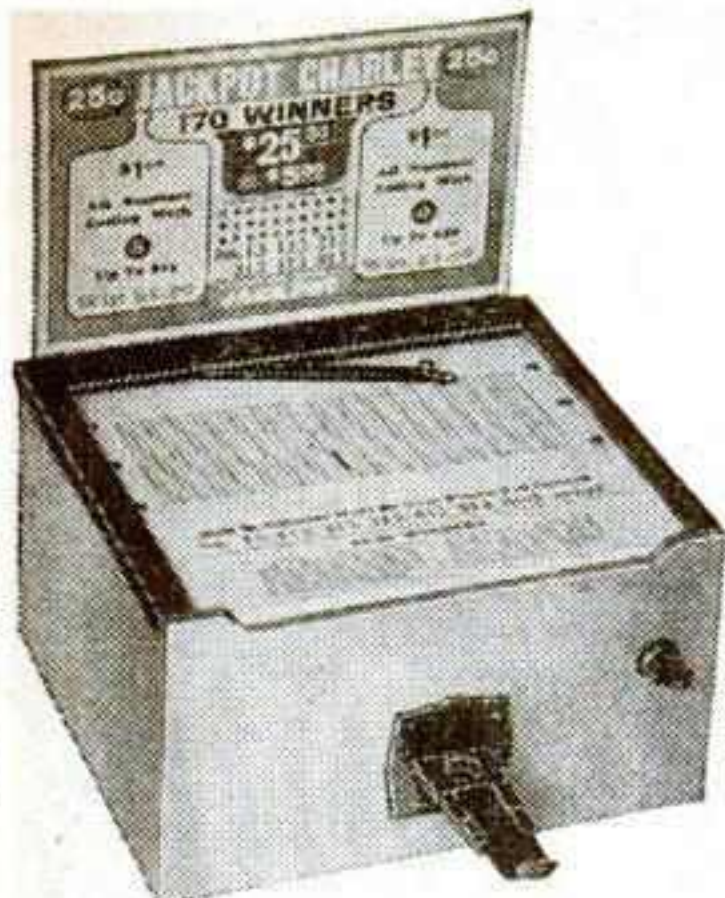
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**DIRECTORY OF DISTRIBUTORS**

(Continued from page 137)

- CHARLOTTE, N. C.—Paramount Music Co., 231 E. Trade St.
- CHATTANOOGA—Shearer Amusement Co., 138-42 N. Market.
- CHICAGO—Illinois Pla-Mor Distributing Co., 2705-9 S. Michigan Ave.
- CINCINNATI—Pla-Mor Distributing Co., 1408-12 Central Pkwy.
- CLEVELAND 15—Packard Distributing Co., 1518 Prospect Ave.
- COLORADO SPRINGS, Colo.—Kelly Distributing Co.
- COLUMBUS, O.—Capitol Pla-Mor Distributing Co., 428 S. High St.
- CUMBERLAND, Md.—Virgil H. Ruppenthal, 446 N. Mechanic St.
- DALLAS—Walbox Sales Co., 1503 Young St.
- DENVER—Kelly Distributing Co.
- DES MOINES—Frankel Distributing Co., 1220 Grand Ave.
- DETROIT—Angott Sales Co., 2616 Puritan Ave.
- DULUTH, Minn.—Twin Ports Sales Co., 230 Lake Ave., S.
- EAST CHICAGO, Ind.—Guarantee Distributing Co., 533 W. 144th St.
- EVANSVILLE, Ind.—Automatic Amusement Co., 1000 Pennsylvania Ave.
- FT. WAYNE, Ind.—Binco Music Co., 1305 E. State St.
- HOLLYWOOD 38—Alpha Distributing Co., 1025 N. Highland Ave.
- HOUSTON—Slagle Sales Co., 1509 Louisiana Ave.
- JACKSONVILLE, Fla.—Mutual Distributing Co., Inc., 508 Dellwood Ave.
- JOHNSON CITY, Tenn.—Virginia Pla-Mor Distributing Co., South H. Dixon, 241 W. Main St.
- KANSAS CITY, Mo.—Frankel Distributing Co., 3814 S. Main St.
- LAFAYETTE, La.—Louisiana Coin Machine Co., 104 Jefferson St.
- LEXINGTON—Sterling Novelty Co., 669 S. Broadway.
- LOS ANGELES—Jack Gutshall Distributing Co., 1870 W. Washington Blvd. The Nickabob Co., 2525 W. Pico Blvd.
- LOUISVILLE—Coin Machine Distributing Co. of Ky., 2219 Frankfort Ave.
- MEMPHIS—Osborn Distributing Co., 1104 Union Ave.
- MERIDIAN, Miss.—Magnolia Distributing Co., P. O. Box 881.
- MIAMI BEACH 39—American Distributing Coin Co., 810 West Ave.
- MILWAUKEE—Packard Distributing Co., 534 N. Ninth St.
- MINNEAPOLIS—Twin Port Sales Co., 2027 S. Washington Ave.
- MONTREAL, Que.—Lawrence Novelty Co., 1436 Notre Dame St., W.
- NASHVILLE—Frank Swartz Sales Co., 515-A 4th Ave., S.
- NEW ORLEANS—Packard Distributing Co., 922 Howard St.
- NEW YORK—Joseph Eisen & Sons, 710-12 12th Ave., corner 52d St.
- NORFOLK 8—George J. Young, 3302 Colley Ave.
- OGDEN, Utah—Pla-Mor Distributing Co., 235 25th St.
- OKLAHOMA CITY—Rutherford Enterprises.
- OMAHA—Frankel Distributing Co., 1202 Douglas St.
- PHILADELPHIA—Cade Distributing Co., 2013 N. Broad St.
- PHOENIX, Ariz.—Kelly Distributing Co., 611 W. Washington St.
- PITTSBURGH—Packard Distributing Co., 1731 5th Ave.

- PORTLAND, Ore.—Kleartone Distributing Co., 424 N. E. Broadway.
- PROVO, Utah—Pla-Mor Distributing Co.
- RENO—Saviers Electrical Products Corp., P. O. Box 531.
- ROCKFORD, Ill.—Pierce Distributing Co., Faust Hotel.
- ROCK ISLAND, Ill.—Frankel Distributing Co., 2532 5th Ave.
- SAGINAW, Mich.—Angott Sales Co., 805 E. Genessee St.
- SAN ANTONIO—Slagle Sales Co., 301 S. Main St.
- SAN FRANCISCO—Osborn Distributing Co., 63 Page St.
- SAVANNAH, Ga.—Mullinlx Amusement Co., 302 W. Victory Dr.
- SEATTLE—Seattle Amusement Co., 129 First Ave., W.
- SPARTA, Mich.—Peach Ridge Distributing Co., R. R. 2.
- SPARTANBURG, S. C.—Amusu Novelty Co., 129 Spring St.
- SPOKANE—Emery Music Co., 14 Bernard St.
- ST. LOUIS—Musical Sales Co., 2632-34 Olive St.
- TULSA, Okla.—Rutherford Enterprises.
- WASHINGTON—Hirsh Coin Machine Corp., 1309 New Jersey Ave., N. W.
- WILKES-BARRE, Pa.—Roth Novelty Co., 54 N. Pennsylvania St.
- WILMINGTON, N. C.—Whitehead Music Co., 109 Princess St.
- YOUNGSTOWN, O.—Miller Pla-Mor Distributing Co., 1310 Market St.

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Oakland 12, Calif.

- (National Sales Reps. Douglas Shoe Shine Machine)
- DALLAS—Southwest Tablet Mfg. Co., Amusement Division, 2110 Corinth St.
  - FOND DU LAC, Wis.—United Distributing Corp., 34 N. Main St.
  - HONOLULU 42, T. H.—Herring Distributing Co., 931 Kawaiahao St.
  - LOS ANGELES—Shine Distributing Co., 2307 W. Pico Blvd.
  - NEW ORLEANS—Progressive Distr. Co., 1055 Barronne St.
  - SEATTLE—Seattle Coin Machine Co., 3225 Western Ave.
  - VINCENNES, Ind.—Vincent Distributing Co., 429 N. 3rd St.

**Rock-Ola Mfg. Corp.**  
800 N. Kedzie Ave.  
Chicago 51

- ALBANY, N. Y.—Rex Coin Machine Distributing Corp., 1230 Broadway.
- BALTIMORE 1—Hub Enterprises, 32 S. Charles St.
- BIRMINGHAM 3—Birmingham Vending Co., 2117 Third Ave., N.
- BOISE, Idaho—S & W Sales, 1110 Main Street.
- BOSTON 15—J. J. Golumbo & Co., 1119 Commonwealth Ave.
- BUFFALO 8—Rex Coin Machine Distributing Corp., 1441 Main St.
- BUTTE, Mont.—H. B. Brinck, 825 E. Front St.
- CHARLOTTE, N. C.—Southern Music Corp., 822 W. Morehead Ave., P. O. Box 641.
- CHICAGO 12—Webb Distributing Co., 6 S. Kedzie Ave.
- CINCINNATI—Warren C. Deaton Associates, 214 W. Liberty St.
- CLEVELAND 14—Windsor Phonograph Co., 1648 St. Clair Ave.
- COLUMBUS, O.—Warren C. Deaton Associates, 141 E. Gay.
- DALLAS 1—General Distributing Co., 2812 Main St.
- DENVER 2—Modern Distributing Co., 1810 Welton St.
- DES MOINES—Sandler Distributing Co., 110 11th St.
- DETROIT 1—Brilliant Music Co., 4606 Cass Ave.
- ELIZABETH 4, N. J.—Seacoast Distributors, Inc., 1200 North Ave.
- EL PASO, Tex.—General Distributing Co., 3000 Alameda.
- GALION, O.—Warren C. Deaton Associates, 437 Harding Way, W.
- GRAND RAPIDS 2, Mich.—Bill Doyle & Co., 330 Bond Ave., N. W.
- HOUSTON—Southern Distributing Co., 1010 Leeland.
- INDIANAPOLIS 4—Indiana Automatic Sales Co., 450 Massachusetts Ave.
- JACKSONVILLE 6, Fla.—Southern Music Distributing Co., 3927 Main St.
- JOHNSON CITY, Tenn.—Coin Automatic Music Co., 241 W. Main, P. O. Box 364.

- KANSAS CITY 8, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
- LOS ANGELES 6—Badger Sales Co., Inc., 2251 W. Pico Blvd. Coinmatic Distributors, 212 W. Pico Blvd.
- MEMPHIS—S & M Sales Co., Inc., 1074 Union Ave.
- MIAMI—Southern Music Distributing Co., 763 S. W. 8th St.
- MILWAUKEE 10—Badger Novelty Co., 2546 N. 30th St.
- MONTREAL, Que., Can.—Mortimer Sales Co., 1269 Amherst St.
- NASHVILLE 3—H. G. Payne Co., 312 Broadway.
- NEW ORLEANS 12—Hemisphere Trading Co., Inc., 727 Paydras St. Southern Export Sales Co., Inc., 1402 Hibernia Bank Bldg.
- NEW YQRK 18—Seacoast Distributors, Inc., 627-29 10th Ave.
- OKLAHOMA CITY—General Distributing Co., 119 S. Walker St.
- ORLANDO, Fla.—Southern Music Distributing Co., 503 W. Central Ave.
- PHILADELPHIA 30—Scott-Crosse Co., 1423 Spring Garden St.
- PHOENIX, Ariz.—Robinson Brothers, 1111 E. Van Buren.
- PITTSBURGH 19—B. D. Lazar Co., 1635 5th Ave.
- PORTLAND 3, Me.—Maine Automatic Music Co., 33 Exchange St.
- PORTLAND 13, Ore.—Columbia Music Co., 1516 N. E. 33d Ave.
- RICHMOND 20, Va.—Wertz Music Supply Co., 319 W. Broad St.
- ST. LOUIS—Ideal Novelty Co., 2823 Locust St.
- ST. PAUL 4—LaBeau Novelty Sales Co., 1946 University Ave.
- SALT LAKE CITY 4—J. H. Rutter, 1477 S. Main St.
- SAN ANTONIO 5—United Amusement Co., 310 S. Alamo St.
- SAN DIEGO, Calif.—A. J. Fox Co., 1254 India St.
- SAN FRANCISCO 23—George R. Muddock, 1797 Union St. Golden Gate Novelty Co., 701 Golden Gate Ave.
- SEATTLE 99—Puget Sound Novelty Co., 114 Elliott Ave., W.
- SPOKANE 8—Inland Novelty Co., N. 9th Bernard St.
- SYRACUSE 3, N. Y.—Rex Coin Machine Distributing Corp., 821 S. Salina St.
- TULSA, Okla.—Cliff Wilson Distributing Co., 1121 S. Main St.

**J. P. Seeburg Corp.**  
1510 Dayton St.  
Chicago

- ALBANY, N. Y.—Gorman Novelty Co., 288-290 Central Ave.
- ATLANTA—Sparks Specialty Co., 301-303 Edgewood Ave., N. E.
- BALTIMORE 1—The Musical Sales Co., 140 W. Mt. Royal Ave.
- BIRMINGHAM 3—Franco Distributing Co., 1707 Third Ave., N.
- BOSTON 15—Atlas Distributors, 1024 Commonwealth Ave.
- BUFFALO 3—Davis Distributing Corp., 873-875 Main St.
- CHARLESTON, W. Va.—Shaffer Music Co., 1619 W. Washington St.
- CHARLOTTE, N. C.—T. B. Holliday Co., Inc., 1200 W. Morehead St.
- CHATTANOOGA 3—S. L. Stiebel Co., 211 E. 10th St.
- CHICAGO 47—Atlas Music Co., 2200 N. Western Ave.
- CINCINNATI 2—Southern Automatic Music Co., 228-30 W. 7th St.
- CLEVELAND 3—Music Systems, Inc., 6210 Euclid Ave.
- COLUMBIA, S. C.—Sparks Specialty Co., 2101 Main St.
- COLUMBUS 15, O.—Shaffer Music Co., 606 S. High St.
- DALLAS 1—S. H. Lynch & Co., 2101-03 Pacific Ave.
- DAYTON 3, O.—Southern Automatic Music Co., 603 Linden Ave.
- DENVER—Jones Distributing Co., 1454 Welton St.
- DES MOINES 9—Atlas Music Co., 221 9th St.
- DETROIT 8—Atlas Music Co., 5743 Grand River Ave.
- EVANSVILLE 8, Ind.—S. L. Stiebel Co., 710 N. W. 2d St.
- FORT WAYNE, Ind.—Southern Automatic Music Co., 1329 S. Calhoun St.
- HARTFORD 5, Conn.—Atlantic Connecticut Corp., 1625 Main St.
- HOUSTON—S. H. Lynch & Co., 910 Calhoun St.
- INDIANAPOLIS 4—Southern Automatic Music Co., 325 N. Illinois Ave.
- JACKSONVILLE, Fla.—Florida Automatic Sales Corp., 60 Riverside Ave.
- KANSAS CITY 8, Mo.—W. B. Music Co., Inc., 1518 McGee St.
- LEXINGTON 7—Southern Automatic Music Co., 243 N. Jefferson St.
- LOS ANGELES 6—Minthorne Music Co., 2916-2 W. Pico Blvd.

(Directory of Distributors, page 146)

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  - 5c Black Chrome . . . . . 99.50
  - 5c Pace Deluxe Chrome ('46 Model) . . . . . 400.00
  - 5c Brown Front . . . . . 62.50
  - 5c Gold Chrome . . . . . 87.50
  - 10c Brown Front . . . . . 67.50
  - 10c Pace Deluxe Chrome ('46 Model) . . . . . 105.00
  - 10c Black Cherry Bell (Org.) . . . . 139.50
  - 25c Silver Chrome . . . . . 109.50
  - 25c Jennings Gooseneck . . . . . 19.50
  - 25c Black Cherry Bell (Org.) . . . . 149.50
  - Columbia Bell, DJP ('46 Mod.) . . . 69.50

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2 Meltona	50.00	1 Seeburg Colonel, Remote	250.00
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1 Rock-Ola Imperial 20	89.50	1 Singing Tower, 5-10-25	100.00
3 Rock-Ola Master	225.00	1 Playmaster & Spectravox	200.00
3 Rock-Ola 12 Rhythm King	65.00	2 Wurlitzer 61, Counter Model	99.50
2 Rock-Ola 16 Record	100.00	2 Wurlitzer 71, Counter Model	125.00
5 Rock-Ola Premier	165.00	2 Wurlitzer 312	59.50
3 Rock-Ola Standard	185.00	4 Wurlitzer 412	59.50
20 Rock-Ola Super	200.00	3 Wurlitzer 500	200.00
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Wurlitzer 600, Rotary	125.00	Seeburg Classic	149.50
Wurlitzer 500K	125.00	Seeburg Hi-Tone 8800, ES	185.00
Wurlitzer 600 Keyboard	149.50	Seeburg Hi-Tone 8800, ESRC	195.00
Wurlitzer 950	250.00	ROCK-OLA	
Wurlitzer 850	275.00	Rock-Ola Windsor or Monarch	\$ 79.50
Wurlitzer 700	295.00	Rock-Ola Standard	125.00
Wurlitzer 750, E & M	295.00	Rock-Ola De Luxe	135.00
		Rock-Ola Master	149.50

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**DIRECTORY OF DISTRIBUTORS**

(Continued from page 144)

LOUISVILLE 2—S. L. Stiebel Co., 542 S. 2d St.  
MEMPHIS—S. H. Lynch & Co., 1049 Union Ave.  
MIAMI—Florida Automatic Sales Corp., 839 W. Flagler St.  
MILWAUKEE 8—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.  
MINNEAPOLIS 4—Hy-G Music Co., 1415-17 Washington Ave., S.  
MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry St.  
NASHVILLE—S. L. Stiebel Co., 425 Broad St.  
NEWARK 5, N. J.—Atlantic New Jersey Corp., 27-29 Austin St.  
NEW ORLEANS—S. H. Lynch & Co., 832 Baronne.  
NEW YORK 19—Atlantic New York Corp., 540-550 W. 58th St.  
OKLAHOMA CITY—S. H. Lynch & Co., 900 N. Western.  
PHILADELPHIA 23—Automatic Equipment Co., 919-921 N. Broad St.  
PHOENIX, Ariz.—Mintthorne Music Co., 512 W. Washington St.  
PITTSBURGH 19—Atlas Music Co., 2217 5th Ave.  
PORTLAND 1, Ore.—Jack R. Moore Co., 1615 S. W. 14th Ave.  
RICHMOND 20, Va.—The Musical Sales Corp. of Va., 415 W. Broad St.  
SALT LAKE CITY 1—Jones Distributing Co., 127-129 E. 2d, S.  
SAN ANTONIO—S. H. Lynch & Co., 241 Broadway.  
SAN FRANCISCO 3—Jack R. Moore Co., 348 6th St.  
SEATTLE 99—Jack R. Moore Co., 100 Elliott, W.  
SOPERTON, Ga.—Sparks Specialty Co.  
SPOKANE—Jack R. Moore Co., 4 Bernard St.  
ST. LOUIS 1—W. B. Novelty Co., Inc., 1012 Market St.  
SYRACUSE 3, N. Y.—Davis Distributing Corp., 38 Erie Blvd., E.  
TAMPA — Florida Automatic Sales Corp., 115 S. Franklin St.  
TOLEDO—Music Systems, Inc., 1312 Jackson Ave.  
UTICA 2, N. Y.—Gorman Novelty Co., 85 Genesee St.  
WHEELING, W. Va.—Shaffer Music Co., 2129 Main St.

**Shipman Manufacturing Co.**  
1326 S. Lorena  
Los Angeles 33  
(Spin-It Machines only)  
BOSTON—Precision Bilt Co., 19 Arlington St.  
BUFFALO—Alfred Sales, Inc., 1006-1008 Main St.  
LOS ANGELES—Automatic Enterprises, 635 S. Kenmore Ave.  
PITTSBURGH—H. R. Kent, 822 S. Negley Ave.  
SAN FRANCISCO — MacLean Enterprises, 3333 Broderick St.  
TOPEKA, Kan.—W. K. Kling, 107 N. Western.  
WOLFVILLE, N. S., Can.—Home Products Co.

**Shipman Manufacturing Co.**  
1326 S. Lorena St.  
Los Angeles 33  
(Stamp Machines)  
BALTIMORE—Parkway Machine Corp., 623 W. North Ave.  
HOUSTON—Central Distributors, 2613 Milam.  
MIAMI — Schwartz Distributing Co., 1800 S. W. 17th St.  
MILWAUKEE — Jones Stamp Service, 540 N. 20th St.  
NEW YORK—Globe Distributors, 17 W. 60th St.  
Mike Munves Corp., 510 W. 34th St.  
OAK PARK, Ill.—R. H. Adair Co., 6924 W. Roosevelt Rd.  
PHILADELPHIA — Veeco Sales Co., 2113 Market St.  
ST. JOHN, N. B., Can.—Jones Electric Supply Co., 96 King St.  
SAN FRANCISCO — Viking Specialty Co., 530 Golden Gate Ave.  
VANCOUVER, B. C., Can.—Western Vendit Co., 1004 Sun Bldg.

**Star Venders of California**  
509 North Fairfax  
Los Angeles 36  
(Mrs. of Star Candy Vender)  
BOSTON—Precision Bilt Co., 19 Arlington St.

BUFFALO—Alfred Sales, Inc., 1006-1008 Main St.  
LOS ANGELES—Automatic Enterprises, 635 S. Kenmore Ave.

**Stoner Manufacturing Corp.**  
328 Gale St.  
Aurora, Ill.

BROOKLYN—Furst & Schwartz, 512 Grand St.  
CHARLESTON, W. Va.—M. C. Doumany, Box 1944.  
CHICAGO—Donald N. Buck, 7804 Colfax.  
HOLLAND, Mich.—Thomas Smith, 489 College Ave.  
LOS ANGELES — Stan Rousso, 326 Homewood Dr.  
PORTLAND, Ore.—D. H. Burcham, 917 S. W. Oak.  
SHAKER HEIGHTS, O.—J. R. Fox, 3562 Ingleside Rd.  
ST. CHARLES, Ill.—J. E. Naughton, 861 Geneva Rd.  
WOLLASTON, Mass.—Ralph Littlefield, 108 Bromfield.

**Tradio Company**  
1001 First Ave.  
Asbury Park, N. J.

ATLANTA — Production Engineering, 350 Woodward Way, N. W.  
BALTIMORE 18—Silent Sales System, 2596 N. Charles St.  
BIRMINGHAM—H & L Distributors, 1524 2d Ave., N.  
BOONEVILLE, Ark.—W. R. Allen & Co., 160 Main St.  
BOSTON 10—New England Sales Distributors, 79 Milk St.  
CHATTANOOGA 2—Tradio, Inc., of Tennessee, 628 James Bldg.  
CHICAGO 47—Bradley Distributors, 1652 N. Damen Ave.  
CLEVELAND—Central Tradio Distributors, Hotel Garfield, Prospect at 36th Street.  
DALLAS—B & R Sales, 1028 Fort Worth Ave.  
GRAND ISLAND, Neb.—Northwest Distributing Co., Hotel Palmer.  
HONOLULU 42, Hawaii—Pacific Sales Factors, 657 Kapiolani Blvd.  
LOS ANGELES 6—Coast Enterprises, 3709 W. Pico Blvd.  
MIAMI 36—Tradio of Florida, 814 N. Miami Ave.  
NEW YORK — Empire State Tradio, 49 1/2 8th Ave.  
Gen Golob Distributing Co., 303 4th Ave.  
Tradio Corp. of New York, 377 4th Ave.  
OAKLAND 10, Calif.—Sambert Distributing Co., 585 Mandana Blvd.  
PORTLAND 9, Ore.—Specialty Sales Co., 1515 S. W. Fifth Ave.  
PORTSMOUTH, Va.—Tri-State Tradio, 430 High St.  
PUEBLO, Colo.—H. B. Andreasen Laboratories, 1840 E. First St.  
SAN JUAN, Puerto Rico—The Schroeder Agencies, P. O. Box 4661.  
WASHINGTON 4—Silent Sales System, 635 "D" St., N. W.  
WICHITA, Kan.—L. J. Morefield, National Trucking Assn., 1411 Union National Bank Bldg.

**U. S. Vending Corporation**  
Chicago

ALBANY, N. Y.—Universal Vendors.  
ATLANTA—H & L Distributors, Inc.  
ASHEVILLE, N. C.—Tri-State Distributing Co.  
BATH, Me.—North New England Vending Machine Co.  
BOSTON—J. J. Golumbo & Co.  
BUFFALO—J. H. Winfield & Co.  
CLEVELAND—The Markepp Co.  
COLUMBUS, O.—Warren C. Deaton Associates.  
DENVER—Vendall Distributing Co.  
DETROIT—American Novelty Co.  
DULUTH, Minn.—Twin Ports Sales Co.  
ELIZABETH, N. J.—Peerless Distributing Co.  
INDIANAPOLIS—P. J. Distributing Co.  
KANSAS CITY, Mo.—United Amusement Co.  
KNOXVILLE—Parker Products Co.  
LOS ANGELES—Nicabob Co.  
MIAMI—Vendors Distributors, Inc.  
MILWAUKEE—United Coin Machine Co.  
NEW YORK—Modern Vending Co.  
OMAHA—Midwest Popcorn Co., Inc.



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 FOR GROETCHEN TYPER  
 Finest Aluminum—Per 1000  
 Standard Thickness \$8.50  
 Satin Finish  
 PRECISION DIES Sample on Request  
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 Obtain a NEW Model B2H ACE COIN COUNTER  
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 Bally Ballyhoo  
 Bally Special Entry  
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 \$59.50 EACH \$99.50 EACH  
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 5 Surf Queens 2 Suspense  
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 PITTSBURGH—London Distributing Co.  
 SAN FRANCISCO—Western Distributors.  
 Viking Specialty Co.  
 ST. LOUIS—Musical Sales Co.  
 TULSA, Okla.—Cliff Wilson Distributing Co.

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 (Minit-Pop)

ASHEVILLE, N. C.—Tri-State Distributing Co., 248 Charlotte St.  
 CAMBRIDGE, O.—P. K. Sales Co., 507-509 Wheeling Ave.  
 KNOXVILLE—Parker Products Co., Inc., P. O. Box 1211.  
 MIAMI BEACH, Fla.—American Distributing Coin Co., 810 West Ave.  
 MINNEAPOLIS—Midland Brokerage Co., 1406 W. Lake St.  
 NEW YORK—Seaboard New York Corp., 540-550 W. 58th St.  
 PHILADELPHIA—Y & Y Popcorn Supply Co., 1226 Vine St.  
 WASHINGTON—Silent Sales System, 635-637 "D" St., N. W.

**Williams Manufacturing Co.**  
 161 W. Huron St.  
 Chicago 10

BALTIMORE—Hub Enterprises, 32 S. Charles St.  
 BILOXI, Miss.—United Novelty Co., DeLauney and Division Sts.  
 BOSTON—Trimount Coin Machine Co., 40 Waltham St.  
 CINCINNATI—Sicking, Inc., 1401 Central Pkwy.  
 COLUMBUS, O.—Shaffer Music Co., 606 S. High St.  
 DALLAS—General Distributing Co., 2812 Main St.  
 DETROIT 1—King Pin Distributing Co., 3004 Grand River Ave.  
 EL PASO, Tex.—General Distributing Co., 3000 Alameda Ave.  
 FAYETTEVILLE, N. C.—The Vending Machine Co., 207 Franklin St.  
 HOUSTON—General Distributing Co., 1906 Leeland Ave.  
 INDIANAPOLIS—Sicking Co., 927 Fort Wayne Ave.  
 JACKSON, Miss.—United Dixie Co., W. Capitol St.  
 JACKSONVILLE, Fla.—Taran Distributing Co., 90 Riverside Ave.  
 KALAMAZOO, Mich.—King Pin Equipment Co., 826 Mills St.  
 KANSAS CITY, Mo.—Consolidated Distributing Co., 1910 Grand Ave.  
 LEXINGTON—Sterling Novelty Co., 669 S. Broadway.  
 LOS ANGELES—Williams Distributing Co., 2309 W. Pico Blvd.  
 MACON, Ga.—Heath Distributing Co., 217 3d St.  
 MEMPHIS—S. & M. Sales Co., 1074 Union St.  
 MIAMI—Taran Distributing Co., 2812 N. W. 7th Ave.  
 NEW ORLEANS—Crown Novelty Co., 920 Howard St.  
 NEW YORK—World Wide Distributing Co., 453 W. 47th St.  
 PHILADELPHIA—Scott-Crosse Co., 1423 Spring Garden St.  
 PHOENIX, Ariz.—Kelly Distributing Co., 611 W. Washington St.  
 SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.  
 ST. LOUIS—V. P. Distributing Co., 2336 Olive St.  
 ST. PAUL—Mayflower Distributing Co., 2218 University Ave.

**Rudolph Wurlitzer Co.**  
 North Tonawanda, N. Y.

ALBANY, N. Y.—Arthur Hermann Co., Inc., 282 Central Ave.  
 ALLSTON 34, Mass.—Redd Distributing Co., Inc., 130 Lincoln St.  
 ATLANTA 3—F. A. B. Distributing Co., Inc., 304 Ivy St., N. E.  
 BALTIMORE 18—The Harvey Distributing Co., 521-25 St. Paul Pl.  
 BIRMINGHAM—F. A. B. Distributing Co., Inc., 1140 Tuscaloosa Ave.  
 BUFFALO 3—Redd Distributing Co., Inc., 881 Main St.  
 CHARLESTON, W. Va.—Cruze Distributing Co., 105 Virginia St., W.  
 CHARLOTTE, N. C.—Brady Distributing Co., 620 W. Morehead St.  
 CHICAGO—Illinois Simplex Distributing Co., 831 S. Wabash Ave.  
 CINCINNATI 2—Young Distributing Co., Inc., 707-11 Sycamore St.  
 CLEVELAND—Young Distributing Co., Inc., 2445 St. Clair Ave.

COLUMBIA, S. C.—F. A. B. Distributing Co., Inc., 1628 Laurel St.  
 COLUMBUS 8, O.—Young Distributing Co., Inc., 1257 W. Broad St.  
 DALLAS 1—Commercial Music Co., Inc., 726 N. Ervay St.  
 DENVER—Wolf Sales Co., 1832-4 Broadway.  
 DES MOINES 14—Paster Distributing Co., Inc., 615 10th St.  
 DETROIT—The Young Distributing Co., Inc., 167 E. Jefferson St.  
 EL PASO, Tex.—Wolf Sales Co., 2401-5 E. Alameda.  
 EVANSVILLE, Ind.—Brandt Distributing Co., Inc., c/o Belmont Moving & Storage Co., 321 E. Illinois St.  
 HAVANA, Cuba—Compania Distribuidora, Pan Americana, S. A., Arsenal No. 110.  
 HOUSTON—Commercial Music Co., Inc., 3300 Louisiana St.  
 INDIANAPOLIS 8—Brandt Distributing Co., Inc., 2451 Meridian St.  
 JACKSONVILLE, Fla.—Taran Distributing Co., 90 Riverside Ave.  
 KANSAS CITY 8, Mo.—Central Music Distributing Co., Inc., 1523-25 Grand Ave.  
 KNOXVILLE 17—Cruze Distributing Co., 407 N. Central Ave.  
 LITTLE ROCK—Williams Distributing Co., Inc., 324 W. 6th St.  
 LOS ANGELES 7—Clark Distributing Co., 1561 W. Washington Blvd.  
 LOUISVILLE 2—G & S Distributing Co., 650 S. First St.  
 MEMPHIS 3—Williams Distributing Co., Inc., 1082 Union Ave.  
 MIAMI 37—Taran Distributing Co., Inc., 2820 N. W. 7th Ave.  
 MOOSIC, Pa.—Sterling Service, Rocky Glen Park.  
 NASHVILLE 9—G & S Distributing Co., 5200 Centennial Blvd.  
 NEW ORLEANS—F. A. B. Distributing Co., Inc., 704 Baronne St.  
 NEW YORK 18—Emby Distributing Co., Inc., 525 W. 43d St.  
 OKLAHOMA CITY—Central Distributing Co., Inc., 806 W. Main St.  
 OMAHA 2—Central Distributing Co., Inc., 2562-64 Harney St.  
 PHILADELPHIA—Smith & Fields Distributing Co., 1518 N. Broad St.  
 PITTSBURGH 13—Smith & Fields Distributing Co., 420 N. Craig St.  
 PHOENIX, Ariz.—Wolf Sales Co., 626 W. Washington.

RICHMOND 20, Va.—Maynor Distributing Co., 823 W. Broad St.  
 SALT LAKE CITY—Wolf Sales Co., P. O. Box 1889.  
 SAN FRANCISCO 7—Clark Distributing Co., 415 Brannan St.  
 SEATTLE 99—Clark Distributing Co., 906 Elliott Ave., W.  
 ST. LOUIS 2—Brandt Distributing Co., Inc., 24 S. 10th St.

**Coradio, Inc.**  
 108 W. 31st St.  
 New York 1

ATLANTA—National Hotel Radio Co.  
 BUFFALO—Hescor, Inc.  
 BURBANK, Calif.—Gold Distributing Co.  
 COLUMBUS, O.—Coradio Distributing Co. of Ohio.  
 DES MOINES—Atlas Music Co.  
 EVERETT, Wash.—Arnold Novelty Co.  
 MADISON, Wis.—Plath & Anthon Distributing Co.  
 TAMPA—Twenty Record Phonograph Co.  
 WASHINGTON—Silent Sales System, 635 "D" St.

**Ald Opens Cleveland Test Laundry Store**

CLEVELAND, Sept. 27. — New experimental coin-operated automatic laundry was opened here recently by Ald, Inc., national distributors of coin-operated Westinghouse Laundromats. New laundry is located in Parma Heights, a Cleveland suburb. Installation has 40 coin-operated Westinghouse automatic washing machines. It will be used to try out new developments and keep a "finger on the pulse of the automatic laundry business," Ald officials said. The Parma Heights location is the fifth such experimental laundry to be established by Ald and Westinghouse. Two others are located in Mansfield, O.; a third in Chicago, and the fourth in Kankakee, Ill. A sixth Ald-sponsored experimental location will be opened next month in Hollywood.

**REMEMBER THIS**

**acme PLASTICS ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS**

SOLID COLOR  
 NON-INFLAMMABLE  
 NON-BRITTLE  
 SHRINK-PROOF  
 EXPERTLY MOLDED — PERFECT FIT

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

Determine Right or Left as You Face Phonograph

<p><b>ROCK-OLA</b>                  Standard, Master, De Luxe or Supers: Each                  Top Corners (Solid Red, Yellow or Green) \$12.75                  Lower Sides (Red or Yellow) 12.75                  Top Door Plastics (Red, Yellow or Green) 6.75                  Commando:                  Top Corners 5.00                  Top Center 7.00                  Long Sides 12.75                  Combination Yellow and Red Color Scheme.                  SEEBURG                  "Hi-Tone" Model 9800, 8800, 8200:                  Lower Sides (Solid Red, Yellow or Green) \$14.50                  "Hi-Tone" Grille Pillars (Solid Red, Yellow, Green or Onyx) 2.25</p>	<p>"Classo"—"Colonel":                  Top Corners (Solid Red, Yellow or Green) \$ 6.00                  "Cadet"—"Major":                  Top Corners 2.50  <b>WURLITZER</b>                  Each                  800 Top Corners \$16.50                  800 Lower Sides 15.00                  800 Middle Sides 3.25                  800 Top Centers (Right or Left, Red) 9.50                  800 Back Sides (Green) 9.50                  800 Top Centers (Onyx) 5.25                  600, 500 Top Corners 5.50                  700 Top Corners 8.50                  700 Lower Sides 9.50                  700 Back Sides 8.50                  750 Top Corners 9.75                  750 Lower Sides 9.75                  750 Top Center 5.50</p>	<p>750 Middle Sides \$ 2.25                  850 Top Corners 12.50                  850 Lower Sides 8.75                  850 Top Center 12.50                  850 Peacock Glasses 5.00                  950 Lower Sides 12.50                  24 Top Corners 1.20                  24 Lower Sides 5.50                  41, 61, 71 Top Corners 5.50  <b>MILLS</b>                  Available in Red, Yellow or Green.                  Throne—Empress: Each                  Top Corners \$14.00                  Throne—Empress:                  Lower Sides 14.00  <b>SHEET PLASTIC</b>                  Not Painted Non-Brittle                  20"x50", Pliable.                  Per Sheet \$12.50                  50 gauge, red, yellow, green or clear.                  60 Gauge, Per Sheet \$14.50</p>
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TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

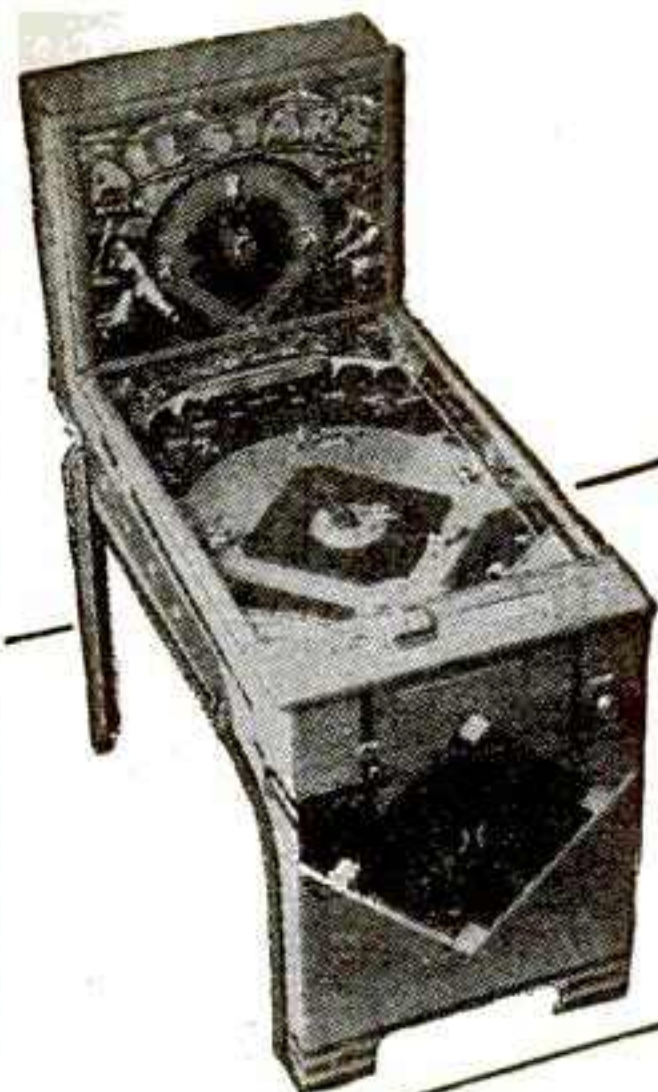
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We're the **EXCLUSIVE**  
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TERRIFIC  
ALL STARS**

What a game! Real baseball action that's pulling in the greatest collections seen in years. Now Northern New Jersey operators can get their share of this sweet machine. 100% Mechanically Perfect.

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BIG HIT .....	\$ 80.00	SUPERLINER .....	\$110.00
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**\$45.00 EACH — 4 FOR \$150.00**

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**\$30.00 EACH — 4 FOR \$100.00**

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LEGIONNAIRE  
MAJORS  
MARINES  
METRO  
SCHOOL DAYS  
SEVEN UP  
SHO ME (Roxy)  
SLUGGER  
SNAPPY  
SPORT PARADE

SPOT POOL  
TEXAS MUSTANG  
VICTORY  
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**ONE BALL FREE PLAY**

DERBY '41 .....	\$100.00	FOREIGN COLORS ..	\$ 30.00
LONGACRE .....	130.00	SKYLARK .....	30.00

EVERY GAME MECHANICALLY PERFECT AND CLEAN

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**OLIVE NOVELTY CO.**

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(Phone: Franklin 3620)



**PHONO and PIN BALL ROUTE  
FOR SALE**

50 Phonos      30 Pin Balls      Several Scales  
75% 1946 and 1947 Equipment. All on Location.

Over \$4,000.00 worth of parts for all makes of machines, 20,000 Records, complete Shop Equipment. A going business, established over 10 years, in one of Southern Ohio's busiest cities. **PRICED TO SELL.**

**ADDRESS BOX D-122**

c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

**See Fall Boom  
For Coin Wash**

CHICAGO, Sept. 27.—Officials of the leading automatic laundry distribution firms—Ald, Inc., and Telecoin Corporation—report prospects of a banner fall season as the use of coin-operated washing machines increases in popularity.

Recent figures show more than 1,200 Launderette stores equipped with some 25,000 Bendix automatic washers and over 325 Laundromat Half-Hour Laundries using Westinghouse coin-operated washing machines.

Added to this number, in order to obtain the accurate figure, must be apartment house and other special installations which automatic laundry officials say are greater in number than the store-type installations. Another figure which complicates the picture is the number of automatic laundries opened with machines purchased at retail from regular home appliance dealers.

**Estimate Operators**

Estimates of the number of operating automatic laundry installations at the present time, including all types, has been placed at 5,000.

Officials of both Ald and Telecoin this week released figures on the average cost of installations. Ald reports that the average Laundromat Half-Hour Laundry has 25 Westinghouse machines. For such an installation, the average cost is \$18,750, it was stated. The minimum investment recommended by Ald is \$15,000. Of this, firm officials stated, \$9,600 goes for equipment which includes 20 Laundromats while the rest is necessary for companion costs.

Telecoin officials say that the average Launderette set-up has 22 machines. Such an installation, they say, costs about \$22,000.

Main difference in operations of Ald and Telecoin during the past months has been that whereas Bendix has been able to supply enough machines to fill all Telecoin demands, Westinghouse production has been behind the demand of Ald. However, Ald officials report a gain in the supply field and are currently advertising for operators in key cities.

Both Ald and Telecoin have been backing up their operators with advertising campaigns to boost the use of automatic laundries. Currently, Ald is conducting newspaper advertising campaigns in both New York and Chicago and expects to extend such promotions to other cities where they have installed sufficient numbers of laundries to warrant a full advertising push.

Telecoin has promoted their operations by a school held in New York at which operators get training in store operation, management and the maintenance and repair of Bendix machines.

Of the present automatic laundry

**Police Sink Slugs**

NEW YORK, Sept. 27.—Slugs and disks totaling 328,340 were dumped into Long Island Sound Thursday (25) by the New York City Police Department. Carried in 216 bags, they were collected from the city's subway turnstiles since January 1, 1943.

**3G Reward Offered  
As Bombing Starts  
Cincy Juke "War"**

CINCINNATI, Sept. 27.—Following a bombing early yesterday of a local tavern in what police believe is a war between rival juke box owners, operators were warned by police today to make peace before a crack-down endangers their business, and two rewards totalling \$3,000 were offered for information leading to the conviction of those responsible for the bombing.

If operators can't reach an agreement, we'll have to clean up the situation ourselves, said Capt. Clem Merz, chief of detectives. "We haven't agreed on what kind of action we can take," Merz said, "but we certainly won't let them operate if they are going to go on like this." Police Chief Eugene T. Weatherly, who returned here today from a business trip, reiterated the views expressed by Merz. Meanwhile, Merz is investigating the possibility that Clevelanders—veterans of a series of juke wars there might have been called to Cincinnati.

Local papers today quoted Sam Chester, president of the Cincinnati Automatic Phonograph Owners' Association, as saying "There is no war. I wish I knew what it was all about." The association is offering \$1,000 for information on the bombing, and four phonograph distributors carried ads in papers today offering a \$2,000 reward for information leading to the conviction of those responsible for the bombing. The firms are Sicking, Inc.; Coin Machine Mart, T. & L. Distributing Company, and Southern Automatic Music Company, Inc.

Bernie Sims, president of the Buckeye Retail Liquor Dealers' Association, said he expected good response to an association plea that tavern operators turn off their jukes until the dispute is settled. Spokesmen for the phonograph owners said their investigators did not find any jukes out of operation Friday night, but many tavern owners did not know of the liquor dealers' action.

operators, over half are veterans who have taken advantage of the newness of the field to establish themselves in business.

★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★

**TO CLOSE OUT . . .**  
**15-5¢ KEENEY**  
**BONUS SUPER BELLS**

*Slightly used. Completely reconditioned by factory trained experts.*

**WRITE FOR AND COMPARE  
TRIMOUNT'S PRICES**

**TRIMOUNT**

COIN MACHINE CO.  
40 WALTHAM ST., BOSTON 18, MASS. PHONE: LIB. 9480



### Which Civic Group Offers Operators Greatest Benefits?

KANSAS CITY, Mo., Sept. 27.—What civic organizations or clubs should a vending machine operator join? Rotary, Lions, chamber of commerce or what?

This question was put to a number of operators at the Region VIII convention of the National Automatic Merchandising Association, and they came up with widely varying answers.

All those queried were agreed that membership in civic, fraternal and social organizations is a keystone in any individual operator's public relations program. It is within these groups that an operator can best present the facts about the automatic merchandising industry and work toward that understanding of the industry's problems which is the ultimate goal of any public relations activity, they agreed. Membership in key business and civic group also is a major source of contacts which lead to new locations for machines, they agreed.

But as to which clubs to join, their views were diverse. Ralph A. Dahl, regional chairman, who has a candy and cigarette operation at Omaha, said he has found his Cosmopolitan Club membership of greatest benefit. He also belongs to the Ad-Sell League, the Masonic lodge and the Shrine, and he said he has found these helpful in both a business and an individual way.

"But I think an operator will get the greatest benefit if he follows his own individual inclination," Dahl declared. "I don't think it's a good policy to be guided simply by business considerations. You don't do yourself, or your business, or your club any good if you join purely for business purposes. I think an operator should look over the organizations in his community carefully, then pick out the group which seems most congenial to him—the one where he will have the most fun. That's where he will do the most good."

Dahl said he had refrained from joining the chamber of commerce at Omaha because he did not feel he could take an active enough part to make it worth while.

#### Firm Size a Factor

"I'm a small operator, and I don't believe in joining organizations simply to be a member," he explained. "In a city the size of Omaha, a small vending machine operator is just another name on the rolls of the chamber of commerce. Later when my company has developed into a bigger business, I plan to join and take as active a part as I can."

Francis H. Allan, president of the Automatic Canteen Company of Kansas City, who has been quite active in civic affairs, advanced many of the same views, but he put the chamber of commerce well at the head of his list of organizations. He has been very active in the Kansas City Chamber of Commerce. He also belongs to the Kansas City Club, a rather exclusive club limited to 500 members and made up largely of industrialists and city leaders; the Mercury Club; the Advertising and Sales Executives Club and the Dine & Discuss Club, a purely social organization.

Allan put down the Rotary, Lions and Co-Op clubs as those which probably would be most beneficial to the small operator.

"But don't forget that you can't get any more out of an organization than you put into it," he added. "I now you've heard that a good many times, but it is the truth and you can't get away from it."

"From a public relations standpoint, an operator should be guided

## Cleveland Ops Re-Elect Cohen

CLEVELAND, Sept. 27.—Re-election of Jack Cohen as president of the Cleveland Phonograph Merchants' Association (CPMA) was announced following the annual meeting of the association here.

The new year's officer slate also includes San Ford Levine, vice-president, and Harry D. Lief, secretary-treasurer. Elected to the executive board of the association were James Ross, Bob Pinn, Joseph Solomon, Hank Ilg, Hyman Silverstein, James Burke and Nate Pearlman. Edward Kenney was elected sergeant at arms.

Cohen now heads both the Cleveland association and the Ohio State Automatic Phonograph Owners' Association (OSAPOA). Heading Timed Music, Inc., of Cleveland, Cohen has led the city group in some of the most successful association work accomplished in the juke box industry. The OPMA hit tune of the month promotion—which has gained nationwide attention—as well as association's extensive advertising activities have been carried on under his leadership.

Cohen succeeded Leo J. Dixon as president of the State association last April when Dixon resigned. Moving up from the vice-presidency at that time, Cohen was formally named president at OSAPOA's eighth annual convention the following month.

### Atlas Novelty Co. Issues Coin Mch. Popularity Guide

CHICAGO, Sept. 27.—Atlas Novelty Company here reports a large operator response to its first issue of the new "Hit Parade of Coin Machines" guide. Idea, conceived by firm's Harold Schwartz, was introduced this month and is presented as a means of listing those games which are drawing high play. Operators may receive a free copy by writing in to the Atlas headquarters here.

Schwartz states that the guide will be issued on a monthly basis. October release, he said, is expected to exceed several thousand copies.

Reason for the guide is to provide operators with "early reports on games that show actual big play," Schwartz said. Report, which is issued at the beginning of the month, is based on information and ratings compiled by the firm's salesmen and technicians. Schwartz states that information carried in the guide is unbiased and should prove of real value to every operator.

in his choice of organizations by at least two factors: His personal preference and the size of the town or city where he operates.

"In a smaller city, even a small operator should join the chamber of commerce," he advised. "In a larger city, he should choose an organization in which he can be quite active without interfering with his business. Also there is a saturation point in organizations, even in a city the size of Kansas City. The point where you start running into the same people at many of the meetings. Then it may be time to take stock and see if you aren't overdoing it."

L. P. Donohue, former operator of Confection Service Company here who now is distributing venders, said he has found the most benefit in trade organizations such as the Candy Club and the Food Club. These groups, he pointed out, have many of the same problems as the candy vender, and they frequently provide leads to new locations as well.

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Sept. 13, Billboard, page 119)



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The above prices are for equipment right off location. They will be complete and in working order, but not reconditioned. If you want them expertly refinished, mechanism washed, all parts checked, tone head renewed and talking gold used, add \$35.00 per phonograph. At this price they are UNCONDITIONALLY GUARANTEED.

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## Juke Box Is Magic To African Natives

CHICAGO, Sept. 27.—One of the most unusual juke box operators in the world is William H. Greene of Mozambique, Portuguese East Africa. Right now he's in the market for some new equipment, his used juke box which he purchased in 1940 having seen its day.

Greene, according to Otto O. Mallegg, Chicago juke box exporter, is the sole juke op in the large African territory, and when he is called juke box operator the term means just that.

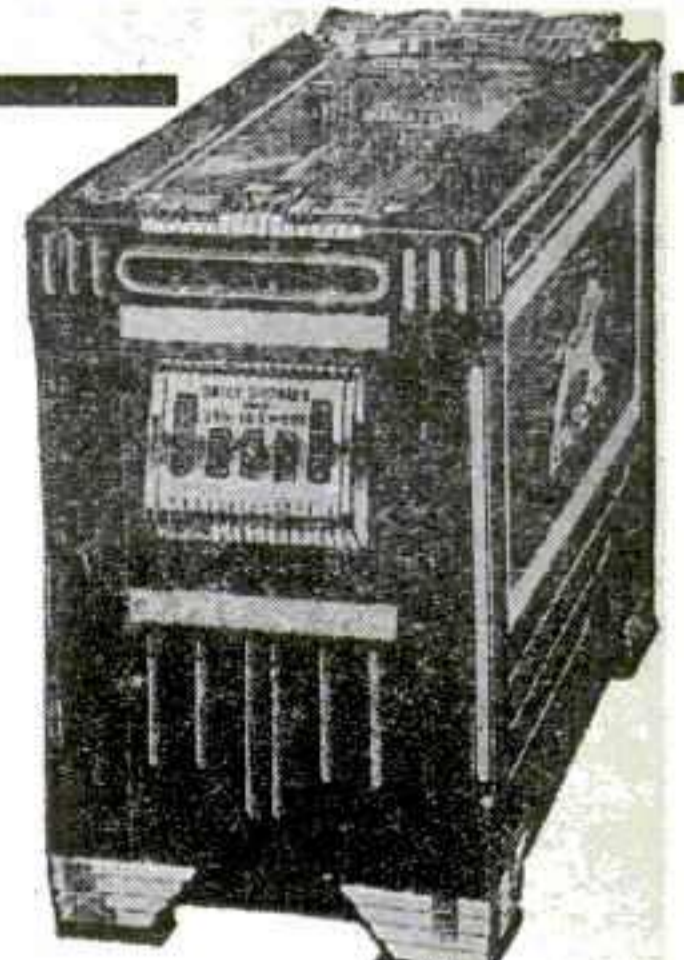
Greene, a native of Portuguese East Africa, makes his own records of native music and rhythm, places them in his juke and then takes it to native gatherings and fairs.

At the events, the juke box, which runs on a gasoline generator, is placed out in the open in the center of things. Then, after payment of produce or other native trading materials, Greene pushes the button which sets the juke box into operation.

On special occasions, Greene allows the native chief to do the button pushing, or upon proper payment, chosen members of the tribe.

The natives think that the juke box is magic and according to letters Mallegg has received from Greene, they pay high prices to see the magic at work.

Money conversion problems are presently holding up Greene's request for more American jukes, but he is still as enthusiastic about the business as ever before, Mallegg said.



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**ARCADE EQUIPMENT:** 1942 International Mutoscope Photomatic with 3300 Photo Frames, \$225.00; Chicago Coin Goalee, \$125.00; Bally Undersea Raiders, \$75.00; 1946 Ten Strikes, \$75.00; 1 set (6) Exhibit Knotty Peeks, \$125.00 for the set.

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## Op Hires In-Law As Route Expands

MINNEAPOLIS, Sept. 27.—Being an ex G.I. may have its advantages for a young business man, but Art Hawk, coin machine operator of Yankton, S. D., isn't putting much stock in his war record as an aid to good operations.

"It's a matter of knowing the people you come to and of having the personality they like," was Hawk's appraisal of the success he has enjoyed since becoming an operator last May.

Hawk, who sold his tavern at Yankton in order to enter the coin machine business, went it alone until September 1. In that four-month period he built his route from scratch to 48 units, music, pinballs and other amusement devices.

Then he began thinking of expansion. But Hawk serves an area comprising a 175-mile radius from his Yankton, S. D., headquarters. With only one serviceman to assist him, that's quite a territory.

The young ex-G.I. reasoned that if it was expansion he wanted, it was a partner he needed. Effective September 1 he added a partner—his brother-in-law, Harold Hegenbart, of Jersey City, N. J., who was safety engineer for the New Jersey Zinc Company where he had been for four and a half years, less time in service.

Hegenbart knows South Dakota, too, although not the Yankton area. He had spent 18 years as safety engineer for the Homestake Mining Company in South Dakota.

The two have formed the H & H Amusement Company and now are out to really expand their holdings. The pair promise that before long they will have one of the top South Dakota operations.

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1 1422 Rock-Ola, like new	475.00

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# RECORD REVIEWS

(Continued from page 135)

## LA PLAYA SEXTET

(Sterling 2001 and 2002)  
*The Girl From Peru*—FT; VC.  
*Never Judge a Book by Its Cover*—FT; VC.  
*Isabel*—FT; VC.  
*The Lady Known as Sugar Spice*—FT; V.

A small combination of trumpet and rhythm instruments for the rumba rhythms in strict dance formation, it's the lyrical content that carries the cuttings. For better returns, it's when Larry Stewart adds his romantic baritone voice to the sextet, singing the English lyrics for the lively rumba rhythm novelty in *The Girl From Peru*, and in the more moderate bolero tempo, for the sweet *Isabel* girlie serenade. For the second pairing, Stewart is joined by Marie Melendez, who sings it in spirited fashion for a lively Calypso rumba novelty of very little significance in *Never Judge a Book by Its Cover*. Gal impresses more on the mated side when joined by a trio for a more tuneful rumba rhythm ditty in *Sugar Spice*, from Broadway's Latin Quarter nitery show score.

Little coin appeal at the rumba spots in these cuttings.

## ETHEL SMITH (Decca 24135)

*La Bamba de Vera Cruz*—FT.  
*Tic Toc Rumba*—FT.  
 It's the agile fingers of Ethel Smith as she flies over the organ console for these Latin melodies, with the guitar strums and percussion beats of the Bando Carioca sparking the rhythms. It's the lively samba frame for *La Bamba*, but flashing better for the more tuneful *Tic Toc Rumba* at a moderate tempo on the mated side. Not enough substance in these organ spinings to snare coins.

## MICHAL MICHALESKO

(Sun 1060 and 1061)  
*Meidelach Sheininke*—W; V.  
*Shir Hashirim*—FT; V.  
*Josel der Klesmer*—FT; V.  
*M'Et Tantzzen in die Gassen*—FT; V.

A popular singing figure on the Yiddish stage, Michal Michalesko brings his dramatic tenor voice to the spinning sides for the character songs which are his forte. But with little of his song-selling personality projected on the platter, and fighting against the small Mendelssohn Ensemble that overbalances his singing, Michalesko falls far short on the song selling. Makes his best impression for *Josel der Klesmer* (Joseph, the Musician), a *Laugh, Clown, Laugh* dramatic song. Mates it with a lively folk melody in waltz tempo, *Meidelach Sheininke* (Lovely Ladies), which he sings sweetly and spirited. And while his delivery is good, bad balance and diction make it a muddled spin. For the second set, sells it best for the happy and lively dance melody, *M'Et Tantzzen in die Gassen* (They Will Dance in the Streets), mating with a slow and dramatic spiritual folk melody in *Shir Hashirim*.

For the old folks at home among the nationality disk buyers.

## ROCCO DE RUSSO (Standard F-6032)

*Tony in Love*—FT; V.  
*Tarantello Barese*—W; V.  
 An Italian Scherzo comic, with an unnamed fem foil for his comedy papers, Rocco De Russo tells of all the precautions Tony takes to make sure his girl is in love with him in *Tony in Love*. Woos the maid musically, giving top tenor voice to a chorus of *O, Sole Mio* and squeezing the accordion for an Italian *Tarantella* melody. For the flip, it's a dance titty in *Tarantello Barese*, with piano and tambourine backing his lively and carefree singing and accordion playing, and the gal joins in for the latter and the song to make it a cutting of good cheer. For the home buyers in Italian quarters.

## ACCORDION MASTERS (Standard T-128)

*Danube Waves*—W.  
*Blue Danube*—W.  
 For the old-time dancing, it's the squeezings of an accordion unit directed by George Vitalis with bull fiddler added in the spinning out of these two standard continental waltzes. Playing in straightforward fashion, without any frills or flavor to their playing, it's the strict waltz tempo for Ivanovici's *Danube Waves*, now better known as the *Anniversary Song* and Strauss' everlasting *Blue Danube* favorite.

No coin flavor found here.

## J. YANKEVICH (Standard T-130)

*Octave Polka*—FT.  
*Alands Polka*—FT.  
 It's the traditional Polish polka music for the dancing dished out in lively fashion by the accordion, bass and guitar making up J. Yankevich's orchestra. Both selections are folk melodies and played with spirit even if without style.

For the Polish polka dances only.

## REGINA KUJAWA (Standard F-3027)

*Everybody to the Bar*—FT; V.  
*You Don't Want To Know Me Anymore*—FT; V.  
 Two Polish folk melodies sung with plenty of folk spirit and feeling by Regina Kujawa, with B. Witkowski's small orchestra, including lead accordion, fiddle, sax and trumpet, providing a good rhythmic background. Gal sings with carefree abandon for the gay and tuneful *Everybody to the Bar* polka, and to the tangy rhythms, her soprano pipes rings out with an engaging emotional flavor for the melodic *You Don't Want To Know Me Anymore*. Sings both songs in Polish.

*Everybody to the Bar* stacks up strong for the nationality taps and taverns.

## JOSEPH BATISTICH (Standard F-12005)

*Unhappy Shepherd*—W; V.  
*I Will Marry Marina*—FT; V.  
 Two Serbo-Croatian folk lullabies sung expressively and with a deep note of sincerity by Joseph Bastistich in the native tongue. Guitar strums accompany his tenoring, adding a whistling interlude as he sings it wistfully for the *Unhappy Shepherd* folk song in a waltz tempo, and at a moderate tempo, with a carefree spirit for *I Will Marry Marina*.

Yugo-Slavian colonies will carry this disk home.

## TAMBURICA ORCHESTRA

(Standard F-12006)  
*Did You Sleep Last Night?*—W; VC.  
*Oh, Flaming Sarajevo*—W; V.

Two Serbo-Croatian folk songs played and sung in the traditional folk style by the plectrums of the Tamburica Orchestra and a lusty male quartet. Both melodies spin a rousing folk spirit at a lively three-quarter tempo.

For the Yugo-Slavian colonies.

## BOB WILLS (Columbia 37824)

*Fat Boy Rag*—FT.  
*You Should Have Thought of That Before*—FT; VC.  
 With Bob Wills an effervescent stick-waver and his Texas Playboys plunking out the peppery Western dance rhythms, it's a lively rustic dance instrumental for *Fat Boy Rag* with the electric guitars, fiddlers and piano pounding out the Western brand of hot. Also sets a lively tempo for *You Should Have Thought of That Before* with Tommy Duncan singing it tenderly for the torch ballad while the fiddle and trumpet peppers the toe-tapping rhythms of the Western band.

Both sides stack up strong for the prairie phono play.

(Continued on page 152)



JOE ASH

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- Silver King 5¢ Nut Venders, Samples . 13.95
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- Master 1¢-5¢ Comb. Advance 1¢ Nut Venders . . . . . 11.25
- Advance 1¢ Ball Gum Venders . . . . . 11.25
- Advance 5¢ Pistachio Venders . . . . . 13.75
- Advance 1¢ Stick Gum Venders . . . . . 15.50
- Write for Prices on Advance Venders for special products.

**USED VENDING MACHINES CIGARETTE VENDERS**

- 5 Stewart-McGuire, 7 Column . . . . \$ 65.00
- 2 Du Grenier Champion, 11 Column . 110.00
- 50 Goretta, 7 Column, 2 dime operation, complete with bases and mirrors, Single All for \$750.00.

**BOWLING GAMES**

- 10 Wurlitzer Skee Balls, 14 ft. . . . \$165.00
- 4 Bowling Leagues . 85.00
- 2 Jacfo Barrel Rolls, 9 ft. . . . . 140.00
- 2 Premier Barrel Rolls, 11 ft. . . . 175.00
- 7 Jacfo Sportsman Roll Downs . . . 195.00
- 3 Total Rolls . . . . 210.00

**BRAND NEW SCALES**

- Watling Tom Thumb Jr. Write
- Watling 500 . . . . . Write
- Ideal Lo Boy . . . . \$125.00

- Cement Filled Pipe Stands, 3 for \$10.00.
- Brackets for all Venders, \$1.00 each or \$10.00 per dozen.

**ARCADE EQUIPMENT**

- 2 Lite-o-Leagues . . \$175.00
- 1 Evans in the Barrel 110.00
- 2 Rapid Fires . . . 110.00
- 1 Pitchem & Katchem 85.00
- 1 Radiogram . . . . 125.00
- 1 Voice Recorder, F.S. 895.00
- 3 Panorams . . . . . 195.00
- 1 Brand New Jack Rabbit . . . . . 250.00
- 1 Anti-Aircraft . . . 49.50
- Brand New Midget Movies . . . . . 365.00
- 1 Undersea Raider . 175.00
- 2 Exhibit Iron Claws 69.50
- 5 Ten Strikes . . . . \$ 69.50
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- 2 Bating Practices . 95.00
- 3 Chicken Sams . . . 95.00
- 3 Keeney Air Raiders 110.00
- 3 New Bowl-a-Scores 125.00
- 1 Scientific Baseball . 95.00
- 1 Buckley Deluxe Digger . . . . . 75.00
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**POP UP**



Originally \$39.50. Special price, \$25.00. In lots of five or more, \$19.50.

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- Genco Pee Wee . \$45.00
- Advance Shockers 18.50
- Champion Basketball . . . . . 35.50
- Kicker & Catcher 35.00
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- Duplex Post Card Venders . . . . 21.50
- A.B.T. Challenges . . . . 42.50
- Gushers, 5¢ . . . . 25.00
- Daval Free Play Marvels . . . . 39.50

**USED COUNTER GAMES**

- 3 Home Run Guns . . . . \$12.00
- 2 Bombers Gum Venders . . . . 12.00
- 3 Smileys . . . . . 12.00
- 1 Wind Mill . . . . 12.00
- 2 Genco Pee Wee 25.00
- 3 Champion Basketball . . . . 30.00

- 8 MILLS VEST POCKETS Reconditioned, \$35.00

**ORIGINAL BELLS**

- 2 5¢ Black Cherrys \$135.00
- 3 5¢ Blue Fronts . . 65.00
- 2 10¢ Paces Comets . 60.00
- 2 10¢ Rollatops . . . 60.00
- 1 5¢ Jennings Chief 65.00
- 1 10¢ Jennings Chief 75.00

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- Chicago Metal "Universal" Line Box Stands . . . . \$ 25.00
- Single "Revoly-A-Round" Safe . . . . 79.50
- Double "Revoly-A-Round" Safe . . . . 116.75
- "DE LUXE" LINE Single "Revoly-A-Round" Safe . . \$119.50
- Double "Revoly-A-Round" Safe . . . . 174.25
- Triple "Revoly-A-Round" Safe . . . . 262.00

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- Evans Winter Book, 5¢ Model . . . . . \$826.00
- Evans Roll Hi . . . . 826.00
- Evans New Races, 5¢. 931.00
- Mills 3 Bells . . . . 645.00

**USED CONSOLES**

- 3 Mills 4 Nickel 4 Bells . . . . . \$195.00
- 1 Mills 3 Bells . . . . 245.00
- 8 Keeney 5-5-5-25 Super Bells . . . . 225.00
- 4 Keeney 5¢ Super Bells Comb. . . . . 110.00
- 2 Keeney 5/25 Super Bells . . . . . 175.00
- 3 Baker's Paces, D.D. 175.00
- 4 Bally Club Bells Comb. . . . . 95.00
- 3 Bally Sun Rays, F.P. . . . . 110.00
- 2 Bally Big Top, F.P. 79.50
- 1 Paces Reels Comb. . 110.00
- 1 Paces Saratogas . . 25.00
- 1 Paces Races, Brown 145.00
- 1 Silver Moon, F.P. . 89.50
- 2 Bob Tails, F.P. . . 89.50

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Mills Lo Boy Scales  
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30 Wire, all color coded cable, individual wires and complete cable plastic coded. The finest on the market. In 1,000 ft. reels, 23¢ per ft.

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS, BALANCE C. O. D., F. O. B. CLEVELAND

**Cleveland Coin Machine Exchange**

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO  
Phones: PProspect 6316-17

**RECORD REVIEWS**

(Continued from page 151)

**SIX FAT DUTCHMEN (Victor 25-1087)**

*Musicians Play All Night*—FT. *Kirmess Waltz*—W. It's the music of the beergarten band with the umpahs of the tuba making the beats all the more pronounced as the Six Fat Dutchmen blare out the lively polka rhythms for *Musicians Play All Night* and the old-fashioned waltz music for *Kirmess Waltz*.

For the nationality beergartens.

**SPADE COOLEY (Victor 20-2384)**

*Red Hot Polka*—FT; VC. *Who Dug This Hole I'm In?*—FT; VC.

Two country-style novelties spinning with plenty of zip and zing as Spade Cooley sets a lively and toe-teasing beat for his band. Fully instrumental, with swerling Strads and clipped trumpets, Red Egner and the band boys sing out in spirited style for *Red Hot Polka*. For the flip, with the maestro singing it lustily for the homey philosophy and the fiddles and guitars fingering it sprightly, it's another engaging and lively novelty for *Who Dug This Hole I'm In?*

Both sides spin bright for the Western coin catching.

**GENE AUTRY (Columbia 37816)**

*The Leaf of Love*—FT; V. *The Last Mile*—W; V.

With plenty of pathos in his pipes Gene Autry sings it with the full element of sadness for *The Last Mile*, sad song about the last mile to the electric chair, which he takes at a fast waltz tempo with fiddle, guitars and accordion providing the musical background. For the flip, it's an unmelodic and repetitious song of broken hearts in *The Leaf of Love*, which Autry sings at a moderate tempo.

No coin clickings for this cutting.

**TEXAS JIM ROBERTSON (Victor 20-2429)**

*Pal in Palo Alto*—FT; V. *Don't Make Me Sorry*—FT; V.

The deep and virile baritone voice of Texas Jim Robertson, with the full flavor of the outdoors, provides a sprightly spin for both sides. And both tuneful and toe-teasing selections. With the Panhandle Punchers, taking in fiddle, guitar and accordion, for the pert rhythms, Robertson pipes it happy and carefree at a moderate tempo for *Pal in Palo Alto*, which has a novel lyrical twist as he sings about a forthcoming wedding day. Takes the rustic torch on the mated side, *Don't Make Me Sorry*, at a lively clip, with a harmony male quartet adding rousing voice to his song.

*Pal in Palo Alto* a cinch to capture coin fancy.

**MONTANA SLIM**

(Victor 20-2364 and 20-2430) *Too Many Blues*—W; V. *Don't Wait Till Judgment Day*—FT; V. *Singin' on Borrowed Time*—FT; V. *Sharing Your Love With Somebody New*—FT; V.

The strong country style flavoring his baritone voice, Montana Slim pipes it plaintively for all of the sides. The guitar, bass and fiddle of the Big Hole Bronco Busters providing spirited rhythm support, he sings it with a deep rustic feeling for *Too Many Blues*, telling about the blues that weary his mind, with the same ex-

pressive singing for the philosophic *Singin' on Borrowed Time*, to which he adds a lick of yodeling. It's a sermon in song for *Judgment Day*, and for the flip, packs plenty of pathos in his pipes as he reflects about lost love for *Sharing Your Love With Somebody New*.

*Too Many Blues*, spinning at a lilting waltz tempo, stacks up strongest for the phonos.

**THE BAREFOOT BOYS (Radio Artists 209-210)**

*How Corny Can You Get?*—FT; VC. *Hoe-Down Hattie*—FT; VC. *Big Four Brakie Blues*—FT; VC. *Roses Have Thorns, So They Tell Me*—FT; VC.

The Barefoot Boys, newest Radio Artists' acquisition, show plenty of allure when it comes to rustic comedy novelties on this foursome, with Barefoot Brownie Reynolds standing out on vocals. First three sides are laugh-getters, with the *Corny* side an experiment in lyrics, with some real chestnuts dotting the patter in between the choruses. *Hoe-Down* is the song epic of a gal fiddler, with good interludes of barn dance fiddle. *Big Four* is a Casey Jones-like epic of a railroad brakeman, while *Roses* is only an average side with the Barefoot Boys doing a stereotype job on the ballad.

Rustic fun fans will go for the first three sides with lots of coin.

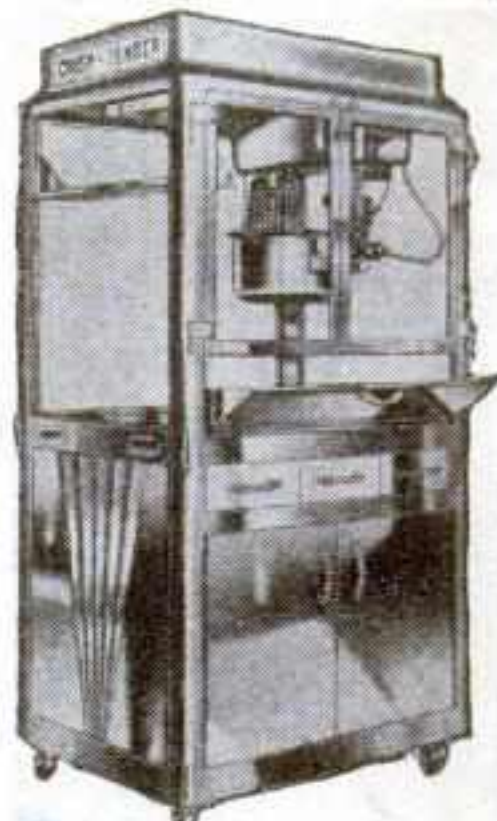
**BILL CARLISLE (King 663)**

*Answer to Rainbow at Midnight*—FT; VC. *You Laughed When I Cried*—FT; VC.

Taking quick advantage of his successful *Rainbow at Midnight*, Carlisle and cohort, A. Q. Smith have penned a pertinent sequel for the A side here. Tune again spots the harmony singing, led by Carlisle, with the strings doing swell backing job all the way. Mating, in an up-tempo, fails to measure up to the A side, but Carlisle does good solo job on the vocal. Whole scoring is too bouncy for this type of tune.

*Answer To Rainbow* will get steady play from folk music fans.

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- 1 Mutoscope latest model Punching Bag (Electric Trip) . . . . . 100.00
- 1 Liberator . . . . . \$ 35.00
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- 1 Genco Playball . . . . . 35.00
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WE CAN FURNISH ALL TYPES OF REEL COMBINATIONS TO MEET YOUR REQUIREMENTS:

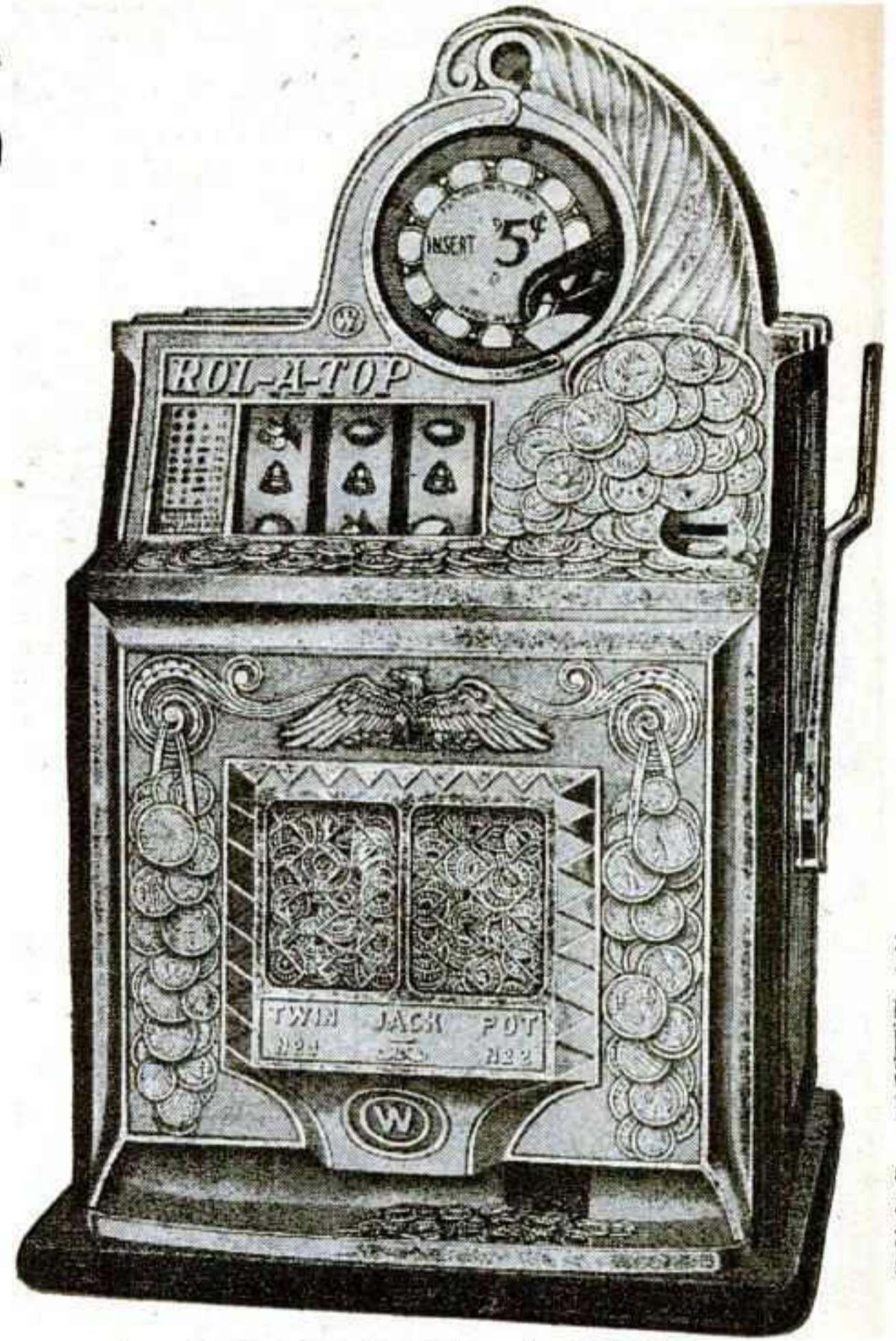
1 CHERRY PAY 2 — 1 CHERRY PAY 3 —  
 MYSTERY 3-5 PAYOUT, STANDARD—MYSTERY  
 3-5 PAYOUT, CLUB — NO LEMON ON FIRST  
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# "TALKING GOLD"

PLASTIC GRILLE CLOTH

AVAILABLE IN GOLD—SILVER—COPPER—GREEN—WINE

New Glamour—New Attraction with "Talking Gold" in colors. Every color sparkles brilliantly in electric light or sunlight. Immediately makes your juke box command attention. Greatly increases playing popularity.

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		8200	5.40
		8800	7.20
		9800	7.95
<b>ROCK-OLA</b>			
Standard	\$2.55		

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INTERESTED IN NEW AND LATE TYPE USED EQUIPMENT

STATE QUANTITIES, PRICE AND CONDITION OF EQUIPMENT IN FIRST LETTER



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- United Mexico
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- Keeney Bonus Super Bell, 5c.... Write
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1/3 Deposit Required With Order

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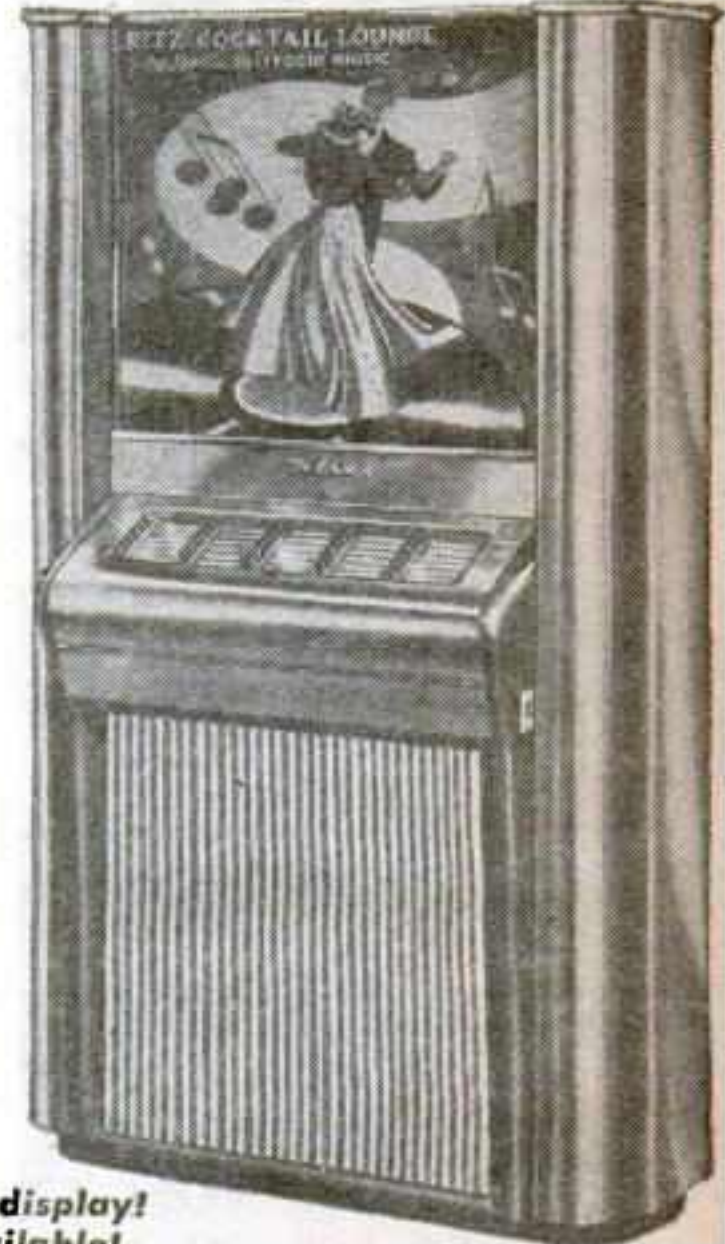
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**SHOOT the BEAR RAY GUN**

Completely reconditioned. Fully repainted.  
**\$124.50**  
Money-back guarantee

**SEEBURG RAY GUN**  
Amplifiers, Motors and Rifles Repaired.

COMPLETE STOCK OF SEEBURG RAY GUN PARTS. Write for list.

**COINEX CORPORATION**  
1346 ROSCOE ST.  
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WE HAVE A COMPLETE STOCK OF ...

**USED PIN GAMES**

- ALL IN PERFECT CONDITION
- IMMEDIATE DELIVERY
- LOWEST PRICES

WRITE—WIRE—PHONE US YOUR REQUIREMENTS

**SIMON SALES, INC.** 215 W. 64TH STREET  
NEW YORK 23, N. Y.  
TRAFALGAR 4-6900

**MILLS 5c PLAY VEST POCKET BELLS**

\$53.00 Each

**A. L. KROPP**  
3106 8TH ST. MERIDIAN, MISS.  
Phone: 5773-W

LOOK FOR

**MINIT-POP**

SEE PAGE 105

**COLUMBIA DOUBLE JACKPOT BELL SPECIAL**

**\$85.00 Ea.**

MEMBER  
Factory re-conditioned like new.

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

1/2 DEPOSIT, BAL. C. O. D., F. O. B. CHICAGO  
Write for Free New Catalog!  
WE BUY USED FLOTS AND COUNTER MACHINES—WRITE US!  
Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

**Abco Novelty Co.**  
117 W. Randolph St. HAYMARKET 9076 CHICAGO 27 ILLINOIS

**TWO MACHINES WITH BUT A SINGLE THOUGHT.. PROFITS!**

**\*VOICE-O-GRAPH AND \*PHOTOMATIC.. THE MACHINES THAT WERE BUILT WITH YOU IN MIND.**

We were thinking of YOU and YOUR PROFITS when we built the DeLuxe PHOTOMATIC and VOICE-O-GRAPH . . . two world-famous, automatic coin-operated machines. Think of it . . . the drawing power of the human image (picture-taking) and the human voice (voice-recording) . . . captured—automatically—at the drop of a coin.

The success and profits with PHOTOMATIC and VOICE-O-GRAPH were immediate. Year in and year out (over 10 years with PHOTOMATIC . . . over 5 years with VOICE-O-GRAPH) they have proven themselves as two of the greatest money-makers for all operators. YOU know of these two machines . . . you've heard about their wonderful earning capacity. Many profitable locations in your territory are just waiting to have VOICE-O-GRAPHS and PHOTOMATICS installed. THINK of the profits they can bring to you . . . then ACT—get the FACTS today!

**FACTS SPEAK LOUDER THAN WORDS!**  
If you want the FACTS on PHOTOMATIC and VOICE-O-GRAPH, then send this coupon out TODAY.

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44-01 Eleventh Street, Long Island City 1, N. Y.  
 Send me the facts on Voice-o-Graph and Photomatic.

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J-9-4

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**For Arcades and General Operation**

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**New!**

**SPECIAL  
Announcement**  
ALL NEW 1 WAY AND 2 WAY

*Keeney*

**BONUS Super Bells**

**NOW Available with HALF DOLLAR Coin Chutes!**



Any combination obtainable  
in 5-10-25-50c Coin Chutes!

★ Think what it means to take in up to \$2.50 per play thru one 50c coin chute. Actually **DOUBLE** your top earnings in "hot spot" locations. Your choice of 5c-10c-25c chutes comes to you as standard equipment—your half dollar chute together with 50c mechanism priced at fifty dollars extra. Operate 50c coin chutes with Keeney's 1 Way or 2 Way Bonus Super Bell consoles and become financially independent. You're missing a **GREAT DEAL** if you don't act today.

Order from your Keeney distributor **NOW!**

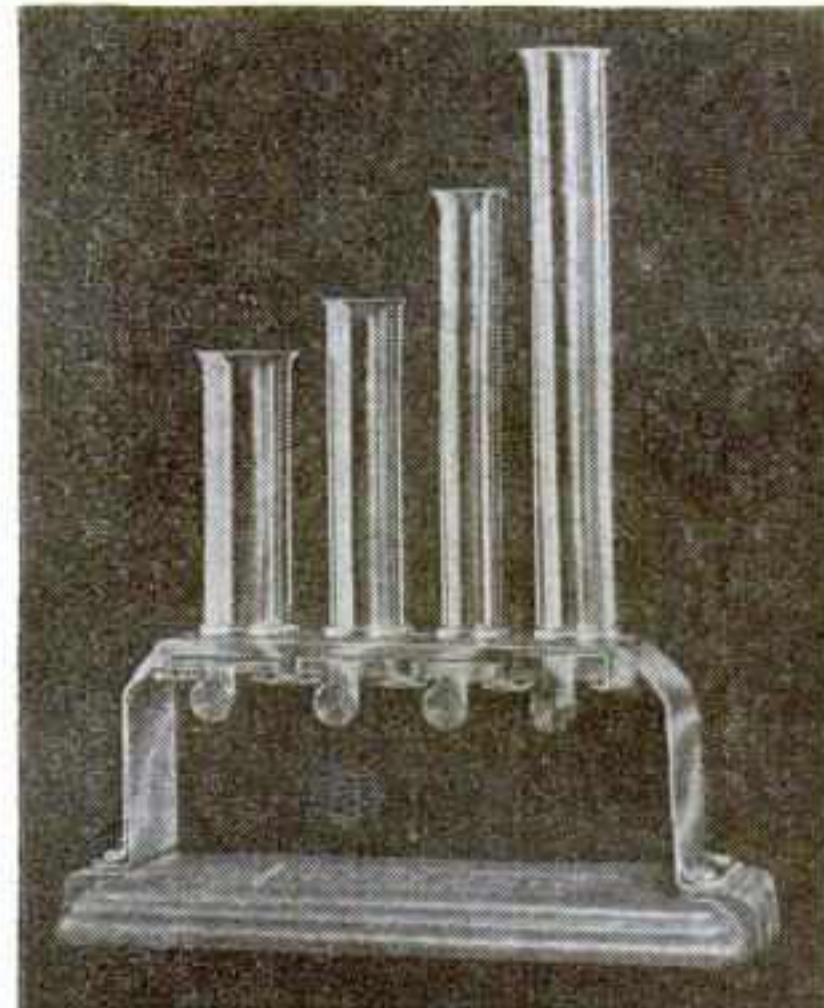


J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

# COIN CHANGERS



**ATTRACTIVE  
FAST—ACCURATE**

- All metal — highly polished chrome finish.
- A flick of the finger automatically dispenses **5 nickels, 5 dimes, 4 quarters or 2 halves** in the palm of your hand.
- No unnecessary trips to the cash register, as coin tubes hold quarters and halves offered for change.
- Solid die cast and precision machined coin slides assure positive accuracy.
- Encased coin slide mounting requires absolute minimum of effort to operate.
- Fully balanced on weighted non-slip base.

**Price - - \$27.50**

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**IMMEDIATE  
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Color-coded completely insulated copper wires with two extra-heavy wires for lighting circuit. Use Buckley 30 conductor cable and rest assured that your music box installation will give trouble-free and profitable service. Available in two styles: Plastic covered for bar and damp installations. Fabric covered for ordinary installations.

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**PLASTIC COVERED, 25c PER FOOT**

**FABRIC COVERED, 15c PER FOOT**

*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

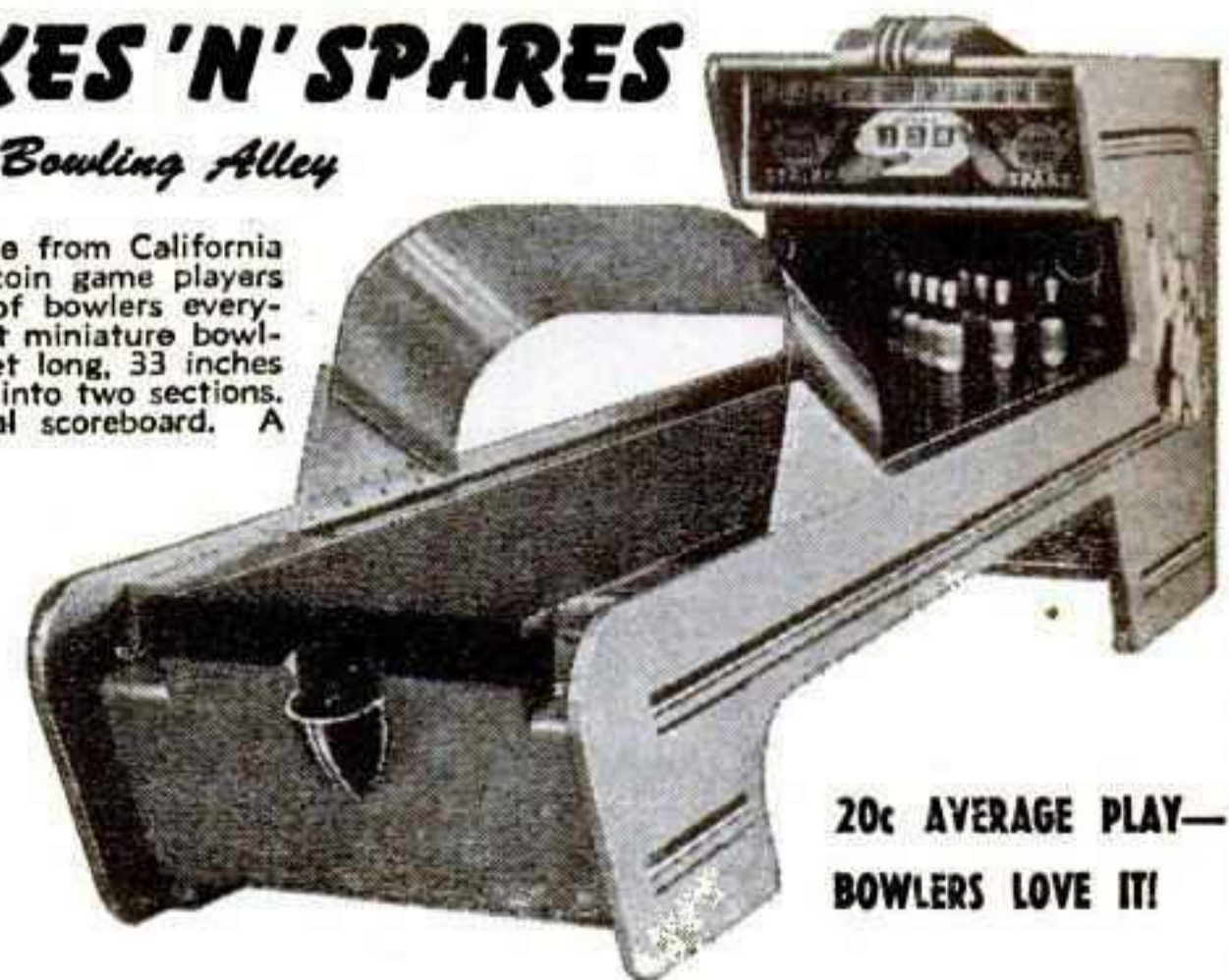
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*Automatic Bowling Alley*

The wonder game from California that is making coin game players out of millions of bowlers everywhere! An exact miniature bowling alley—14 feet long, 33 inches wide, dismantles into two sections. Colorful electrical scoreboard. A real thriller!



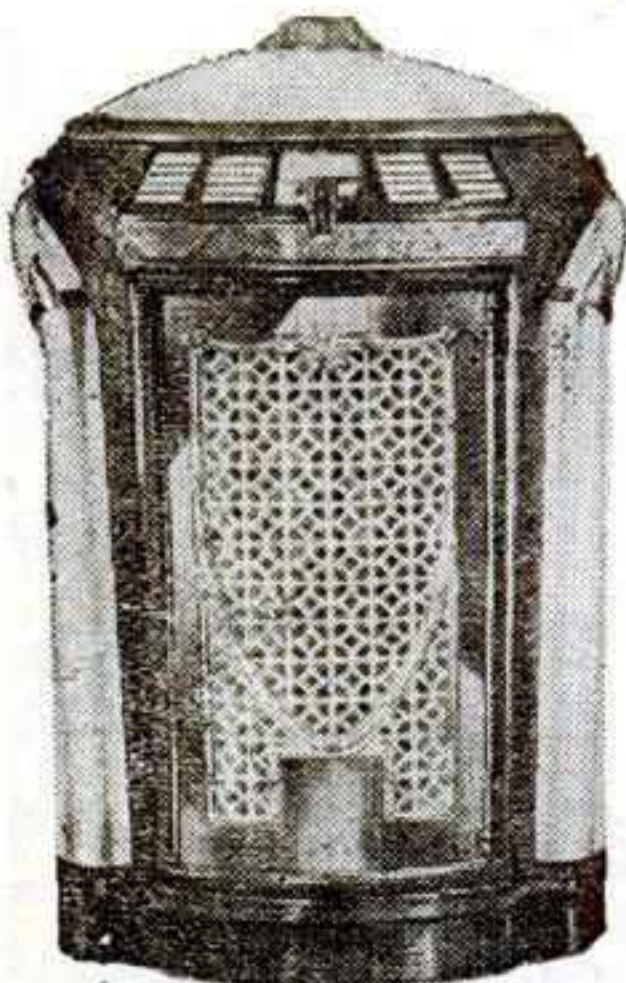
**20c AVERAGE PLAY—  
BOWLERS LOVE IT!**

**Used Equipment?  
We have it!  
BARGAINS!!  
Write, wire or phone!**

*B. D. Lazar Co.*  
1635 FIFTH AVENUE  
PITTSBURGH  
Phone Grant 7818

Member of Coin Machine Industries, Inc.

... do you supply **ear muffs** or **hearing aids**?



The **IMPORTANT** thing about music is **HEARING** it! Any single unit phonograph either blasts the customers sitting near it like a gale—or makes the folks at the far end of the room think they need hearing aids.

There's only **ONE** answer! You can only get music **WITHOUT** blare and **WITHOUT** strain with . . .

**SEEBURG**

**SCIENTIFIC SOUND DISTRIBUTION**

Pays for itself in  
immediately increased revenue.



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**AUTOMATIC EQUIPMENT CO.**

EXCLUSIVE *Seeburg* DISTRIBUTORS FOR E. PENN. SO. JERSEY & DELAWARE

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**Our Specialty!**  
**BUCKLEY**  
 DAILY DOUBLE TRACK ODDS AND  
 LONG SHOT PARLAYS



DISTRIBUTORS FOR LOUISIANA,  
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10 YEARS OF EXPERIENCE  
 TO HELP YOU OPERATE  
 YOUR BUCKLEY SUCCESSFULLY

LOWEST PRICES ON  
 USED TRACK ODDS

BUCKLEY AND SLOTS  
 REBUILT, REFINISHED AND REPAIRED

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 Phone: RA 3811

SAM TRIDICO BOB BUCKLEY  
 Complete Line Buckley and  
 Bell Parts in Stock

**ZENO**  
 MINIATURE SLOT MACHINE  
 Big Machine  
 Precision Engineering \$5.95  
 Shipped only in lots of 6  
 ORDER NOW FROM

**DAVID ROSEN**  
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**WE NEED SPACE**  
 Must Clear Out All Used  
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40 LATE PIN GAMES—AT PRICE  
 1 Evans Ten Strike, Novelty Model, 1947  
 Model, Used 60 Days—Write for Price.  
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 1 Counter Games—Good Condition.  
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 All or Any Part—All Are in Good  
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**IMMEDIATE DELIVERY**  
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**B. R. MILLIKIN**  
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**BANG-A-FITTY BOWLING GAME**

STRICTLY 100% LEGAL

Best Money-Maker on the Market Today  
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 10' 8" (Best Size) or 11' 8" at \$450.00  
 1/3 Down Payment, Balance C. O. D.  
 WRITE FOR PRICE ON QUANTITY ORDERS

**MIDWEST COIN MACHINE CORPORATION**

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**RENT A MACHINE  
 KEEP THAT LOCATION HOT**

Established operators — Save money by renting games and phonographs.  
 1/2 rental fee may be applied against purchase.

Send Us Your Name and Address To  
 Receive Our Monthly Newslets  
**NATIONAL NOVELTY COMPANY** 183 Merrick Road, Merrick, Long Island  
 Phone: Freeport 8-8320

LOOK FOR  
**MINIT-POP**  
 SEE PAGE 105

**FOR SALE—CHECKED PERFECT**

2 Arizonas	\$35.00 Ea.
2 Keep 'Em Flying	35.00 Ea.
1 Knockout	25.00 Ea.
3 Surf Queens	45.00 Ea.
3 Big Leagues	45.00 Ea.
3 Superliners	70.00 Ea.
3 Smartys	70.00 Ea.
3 Spellbound	70.00 Ea.
2 Flat Tops	35.00 Ea.

1/3 Certified Deposit  
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this  
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**step one - install CORADIO**

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No fuss, no servicing—here is  
 the perfect coin-operated radio for  
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Just install Coradio and it auto-  
 matically takes in the quarters  
 without effort or energy on your part.

All steel cabinet, trouble free, amazingly  
 rich tone and the Coradio-National  
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**DISTRIBUTORS**  
 Exclusive territories open; write



ALL DOWN THE ATLANTIC  
AND AROUND THE GULF...  
THE LETTERS AND WIRES ARE  
POURING IN FOR  
INFORMATION ON THE

## ... GREAT NEW GENCO SEABOARD PIN-GAME PLAN

If you are in one of the states listed below  
and have not yet contacted us...

# WRITE OR WIRE

Our representative will  
call in person immediately  
to show you how this  
plan will...

1. Save you money
2. Give you much faster service

AND

Give you advance information on the outstanding  
**NEW GENCO GAME**  
To Be Released Soon

SEABOARD IS DIRECT  
FACTORY AGENT FOR GENCO  
IN ALL THESE STATES

- |               |                |
|---------------|----------------|
| Maine         | District of    |
| Vermont       | Columbia       |
| New Hampshire | Virginia       |
| Rhode Island  | North Carolina |
| Connecticut   | South Carolina |
| Massachusetts | Georgia        |
| New York      | Florida        |
| New Jersey    | Alabama        |
| Pennsylvania  | Mississippi    |
| Maryland      | Louisiana      |
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Information on this pin-game merchandising plan means money to you! GENCO, America's greatest game manufacturer and SEABOARD, America's greatest distributor, have joined their tremendous resources to create real profit opportunities for you.

SEND THAT WIRE OR LETTER TODAY

# SEABOARD

Seaboard N. Y. Corp.  
540-550 W. 58th St., N. Y.  
Columbus 5-4585

### BARGAIN CLOSEOUTS

Sensationally low prices for machines that are thoroughly remodeled and reconditioned. Not just cleaned, but that means...

- chassis completely overhauled
- cabinet resprayed
- amplifier thoroughly checked and every part perfect
- all plastics intact
- look and work like new

<b>SEEBURG</b>	
Hi-Tone 8800, ES	\$210.00
Hi-Tone 8800, RC	250.00
Rex	125.00
<b>WURLITZER</b>	
500	\$165.00
24/42 Victory	100.00
600/42 Victory	100.00
24	129.50
800	325.00
850E	375.00
<b>ROCK-OLA</b>	
1939 De Luxe	\$150.00
1939 Standard	150.00
Master	175.00
<b>MILLS</b>	\$125.00
<b>WALL BOXES</b>	
W52Z (20 Button, 5c)	\$ 17.50
W510Z (20 Button, 5-10-25c)	25.00
Crating on Phonos Only, \$15.00 Additional.	

**Atlantic TRIPLE TEST TAG**

✓ Good Appearance!  
✓ Mechanically Perfect!  
✓ Properly packed for shipment anywhere in the world!

IF THIS MACHINE DOES NOT MEET EVERY CLAIM WE MAKE RETURN IT AND WE WILL PAY FREIGHT BOTH WAYS!

**THE ATLANTIC TRIPLE TEST GUARANTEE. THE STRONGEST GUARANTEE EVER MADE**

Our Export Department is completely equipped to convert all reconditioned phonographs according to voltages, currents and coins for any country. Write for our Export Catalogue and Price List.

**America's Largest Coin Machine Distributor**  
Occupying 15,000 Square feet of FAITH in the In the Future.

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Exclusive Seeburg Distributors



COIN RADIO

**THIS DEAL'S  
REAL  
HOT!**

NOW YOU GET  
INSTANTANEOUS PLAYBACK

ONLY **\$39.45**

**HERE'S WHAT**

**SENSATIONALLY NEW "CONCERTONE 9000" GIVES YOU**

- 4 TUBES AND RECTIFIER
- EACH UNIT SEPARATE—NO WIRES
- INSTANTANEOUS PICK-UP
- EASY MAINTENANCE

- RCA LICENSED RADIO
- COMPLETE STATION COVERAGE
- RIBBON STRIPPED OAK FINISH
- AUTOMATIC VOLUME CONTROL

5c Playback for 7½ Minutes

**Territories Open for Distributors . . . NOW!**

GOTT RADIO MFG. CO., 6517 West Blvd., Inglewood, Calif.

Concertone

COIN OPERATED RADIOS



# AN INVITATION

YOU ARE CORDIALLY INVITED TO ATTEND A CONSOLIDATED

## ALL-STAR SHOWING

OF

### Five New Winners

- ★ **SPORT O' KINGS** . . . a product of Gordon Coin Machine Company . . . sensational . . . NEW . . . horse race game.
- ★ **DRINK O' MAT** . . . a product of Drink O' Mat Mfg. Co. . . . NEW, thousand cup automatic drink dispenser . . . NOW AVAILABLE
- ★ **FILBEN MIRRO-CLE MUSIC** . . . the most sensible NEW idea in automatic music.
- ★ **SKILLWHEEL** . . . a product of Games Corp. of America . . . an unusual NEW vertical game.
- ★ **POPmaster** . . . a product of National POPmaster Company . . . "THE NATION'S CHOICE" in popcorn machines.

Beginning

SATURDAY Noon until?  
And All Day Sunday until 10 p.m.  
OCTOBER 18th and 19th

Penthouse, Sherman Hotel

Chicago, Illinois

R. S. V. P. GORDON COIN MACHINE COMPANY  
63 East Adams Street  
Chicago, Illinois

**BUFFET AND BAR**

**The entire show from Chicago's Famous LATIN QUARTER to entertain you!**



WRITE TO **ATLAS** FOR "YOUR HIT PARADE OF COIN MACHINES"

The Finest In New and Used Equipment

**NEW BELLS**

Jennings Standard Chief, 5¢	\$269.00
Jennings Standard Chief, 10¢	279.00
Jennings Standard Chief, 25¢	289.00
50¢	399.00
\$1.00	599.00
Jennings Super DeLuxe (Lite-Up) Chief, 5¢	324.00
10¢	334.00
25¢	344.00
50¢	454.00
Jenn. Std. Club Console	369.00
Jenn. Super DeLuxe Club Cons.	424.00
\$1.00 Paco DeLuxe Bell	550.00
Columbia DeLuxe Bell	179.50
Columbia Jackpot Bell	145.00
Weighted Slot Stands	27.50
Double Revolve A Round Safes	175.00
Triple Revolve A Round Safes	262.00

**NEW EQUIPMENT**

- BRONCHO • CO-ED • HAWAII • BALLYHOO • PLAY-BOY • GOLD BALL • JENNINGS CHALLENGER • BANGTAILS, Comb.

**IMMEDIATE DELIVERY**

IN ORIGINAL CRATES  
HAYANA .....\$175.00  
SHOOTING STARS..... 124.50

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NOVELTY COMPANY

2200 N. WESTERN AVE. · PHONE ARmitage 5005 · CHICAGO 47

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ATLAS MUSIC CO., 271 NINTH ST., DES MOINES 9



**PHONOGRAPHS**

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WURLITZER 500	219.50
WURLITZER 750	325.00
WURLITZER 600	199.50
WURLITZER 816	95.00
WURLITZER 24	149.50
SEEBURG ROYAL	149.50
SEEBURG VOGUE	245.00
SEEBURG CLASSIC	245.00
SEEBURG GEM	199.50
SEEBURG HI-TONE, R.C.	300.00
SEEBURG LO-TONE	350.00
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SEEBURG CROWN	199.50
ROCK-OLA DELUXE	225.00
CONCERT MASTER, '40	245.00

Prices Slashed on Brand New

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American Eagle (non-coin)	19.50
Gusher	19.50
Skill Thrill	39.50

TERMS:  
1/3 DEPOSIT  
BALANCE C. O. D.



**NOW DELIVERING**  
**PRESENTING THE WINNER**  
**MARVEL'S**  
**OSCAR**

**NOW ON DISPLAY AT DISTRIBUTORS EVERYWHERE**

**A 5 BALL WINNER**

**OSCAR AWARDS**  
**6 WAYS TO WIN**  
**SUPER HIGH SCORES**  
**MYSTERY ROLL-OVER SCORES**

ORDER FROM YOUR DISTRIBUTOR TODAY

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EXCLUSIVE FOR **KEENEY** IN

ILLINOIS  
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Top Values From World Wide, As Usual

Williams Five Ball  
**TORCHY**  
BRAND NEW—ORIG. CARTON  
SPECIAL \$195.00

WORLD'S BEST CONSOLE  
KEENEY'S  
**BONUS SUPER BELL**  
ONE WAY—5c-10c-25c or 50c  
TWO WAY—ANY COMBINATION  
IMMEDIATE DELIVERY

ChiCoin's 5-Ball  
**PLAYBOY**  
Brand New \$195.00

Action Plus!  
Keeney's Great  
**CLICK**  
5-Ball

**MILLS**

Gold Chrome, 2/5, 5¢	\$115.00
10¢, \$125.00; 25¢	135.00
Gold Chrome, 3/5, 5¢	105.00
10¢	105.00
Black Cherry, 2/5, 5¢	175.00
10¢, \$175.00; 25¢	195.00
Black Cherry, 3/5, 5¢	160.00
Silver Chrome, 3/5, 5¢	125.00
10¢	135.00
Silver Chrome, 2/5, 50¢	250.00
Blue Front, 3/5, 5¢	90.00
10¢, \$95.00; 25¢	100.00
Brown Front, 3/5, 5¢	100.00
10¢, \$105.00; 25¢	110.00
1947 Vest Pockets, Blue & Gray	45.00

**SLOTS**

BAKER	
Black Cherry, 3/5, 5¢	\$125.00
10¢, \$135.00; 25¢	145.00
WATLING	
Rol-a-Top, 10¢	\$ 45.00
JENNINGS	
Four-Star Victory Chief, 5¢	\$ 75.00
10¢, \$85.00; 25¢	95.00
Silver Chief 5¢	85.00
Victory Chief, Model M, 5¢	95.00
25¢	125.00
NEW JENNINGS	
Super DeLuxe Club Chief, Lite-Up, 5¢	\$285.00
10¢, \$285.00; 25¢	295.00

TERMS: One-third deposit, balance sight draft or C. O. D.

WRITE FOR OUR NEW COMPLETE PRICE LIST!



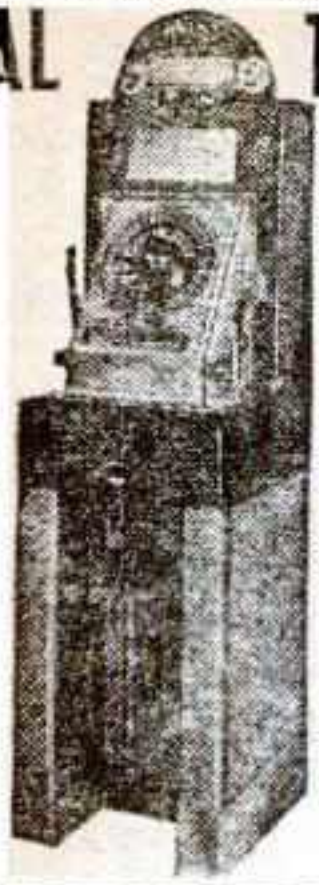
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CHICAGO 47 EVERGLADE 2300 Phone:



**STANDARD METAL TYPERS**

NEW AND USED MACHINES



MACHINE PARTS AND SUPPLIES

EXPERT REPAIR SERVICE

We would have liked to run a **LARGER** ad, **BUT** . . . We can't start shipping TOM TOM to our distributors until October 3rd. Get in touch with the best distributor in your territory. He will tell you about this new and different game. We have picked the cream of the crop as our distributors. See him! This game is the only new idea for a long time; for pin game or arcade locations or both. It's been tested, not guessed at, on actual locations!

**P & S MACHINE COMPANY**

3017 N. Sheffield Ave.  
CHICAGO, ILL.

**5 Total Rolls FOR SALE**

Like New, \$185.00 Each.

**5 Wurlitzer Skeeballs**

Best Operating Condition, \$135.00 Each.  
**ALL GUARANTEED CONDITION.**  
One-Half Cash, Balance C. O. D., Plus Freight.  
Write, Wire, Phone: MAIN 8462.

**AUTOMATIC COIN SALES**

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Sport Parade, \$20; Play Ball, \$25; Frisco, \$50; Superliner, \$115; Four-in-One 1¢ Peanut Machines, \$4; Challenger, 1¢ \$25; Pikes Peak, Kicker & Katcher, \$12; New Peanut Machines, \$8.50.

**PENNY SALES**

BOX 1784, LOUISVILLE, KY.

5 Pop-Ups, slightly used, \$24.50 each; 1 Bat-a-Ball, \$24.50; 1 Four Roses, \$19.50; 1 Gun Club, \$29.50; 1 Repeater, \$19.50; 1 Tail Gunner, \$24.50; 1 Texas Mustang, \$29.50. All machines are in good working order. One-third deposit with order, balance C. O. D.

**J. K. DISTRIBUTING CO.**

818 Adams Avenue SCRANTON 9, PA.

**FINEST QUALITY METAL TYPER DISCS**

Priced from **\$7.50** Per 1,000

LUMIFRAME LIGHT-UP TOP SIGNS

**NEW COLORED DISCS**

NOW AVAILABLE

Guaranteed to increase your receipts. WRITE FOR SAMPLES AND PRICES.



**STANDARD SCALE CO.**

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**SPECIALS!**

**DIRECT FROM MILL** — Underwriter's Coded Stamped zip extension cord, original brown shock-proof, water-proof, 1 3/4¢ per foot, 500 ft. rolls. Line cord wire, heavy duty rubber, 3 3/4¢ per ft., 500 ft. rolls; 3-Wire Cable, 4 1/2¢ per ft. **FLUORESCENT LAMPS**, G. E. Mazda, 24 to carton, 14-17-40 Watt, 75¢ each. Gov't. Tax Included. **LUMILINES**, 18" long, G. E. MAZDA, clear or frosted, 85¢ each, tax included, 24 to carton. **WESTINGHOUSE MAZDA** 110 Watt Lamps, 7 1/2¢; 5-25-40-60-Watt (120 to carton), \$10.50 per case. G. E. Mazda Small Bulbs, #51-55-44-46-47, 5¢ each; #50, 5 1/2¢ each. Government Tax included. These bulbs are not government surplus. G. E. Mazda #1489, gun bulbs, 45¢ each. Small bulbs, 12-14-18-22-24 Volt in stock bayonet or screw type. Plug Fuses, 5¢ each, approved 3 and 4 amp, 100 to pack. **TOGGLE SWITCHES**, S. P. S. T. or S. P. D. T., 25¢ each. Heavy duty Rubber Mould Plugs, 7 1/2¢ each. **GLASS FUSES**, Auto Type Russ or Little Fuse Brand, approved 1-2-3-5 Amp, (100 to pack, 3¢ each); 3/4 Amp, 4¢ each; 1/2 Amp, 4 1/2¢ each. **1,000 COTTER PINS**, assorted, 85¢ per box. R. C. A. or Sylvania Tubes, first quality, #6 L. G., \$1.22 each; #80, 48¢ each. Other tube specials. Fluorescent Starters, 25¢ each. Specials on 12" P.M. speakers. Other specials.

**ARCADE BULB CO.**

56 W. 25th St. New York 10, N. Y.

**TIMERS**

4—CONVERT—REVAMP  
RADIOS—WASHERS

Mechanism—1-2 hour on Quarter

CLOSE OUT \$2.95 Each

**K. MUMM**

2820 W. Pico Blvd., Los Angeles 6, Calif.

**3 Good Reasons**

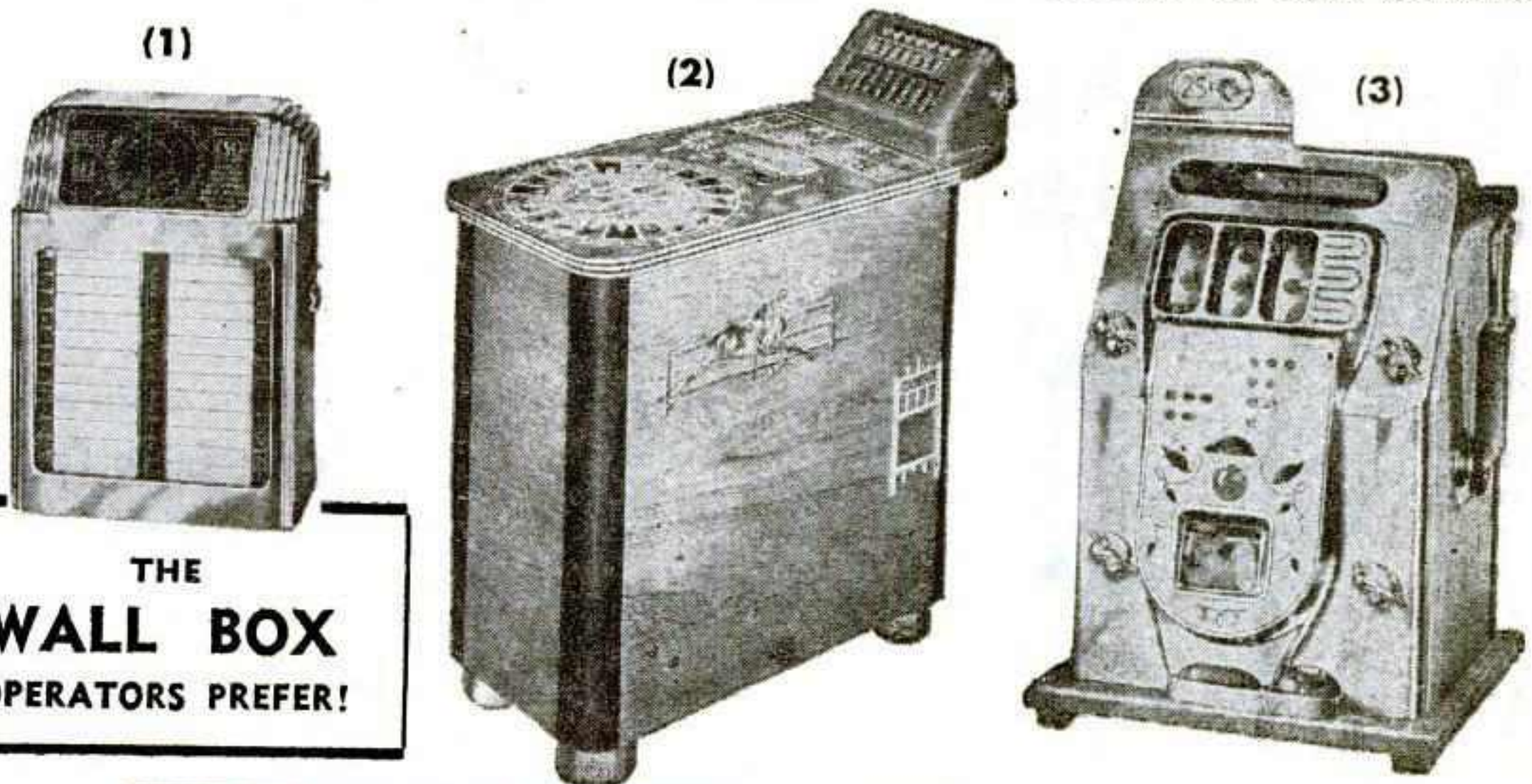
Why Buckley Built Equipment . . . belongs on your operating schedule

**1 Buckley Chrome MUSIC BOX**  
Available in 20 or 24 Selections

**2 Buckley TRACK ODDS**  
A New 7 COIN RACE HORSE CONSOLE, Cash or Check Play

**3 Buckley BELLES** Available in the Following Models:

- **CRISS CROSS BELLES** Newest idea in payout combinations.
  - **BUCKLEY GUARANTEED JACKPOT BELLES** For Clubs and Locations desiring to give definite Jackpot Payouts.
  - **HAND LOAD JACKPOT BELLES**
  - **AUTOMATIC JACKPOT BELLES**
- All Models Incorporate NEW Features and IMPROVEMENTS Not Found on Other Machines



THE **WALL BOX**  
OPERATORS PREFER!



*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533



**LOOK FOR MINIT-POP**

SEE PAGE 105



IN PRODUCTION—ORDER NOW!

# The NEW Mercury ATHLETIC SCALE

Operators report it the best Penny money maker ever made.

15 different moneymakers in one great machine. Invites repeat plays.

NEW — SENSATIONAL — LEGAL — BUGPROOF — DURABLE

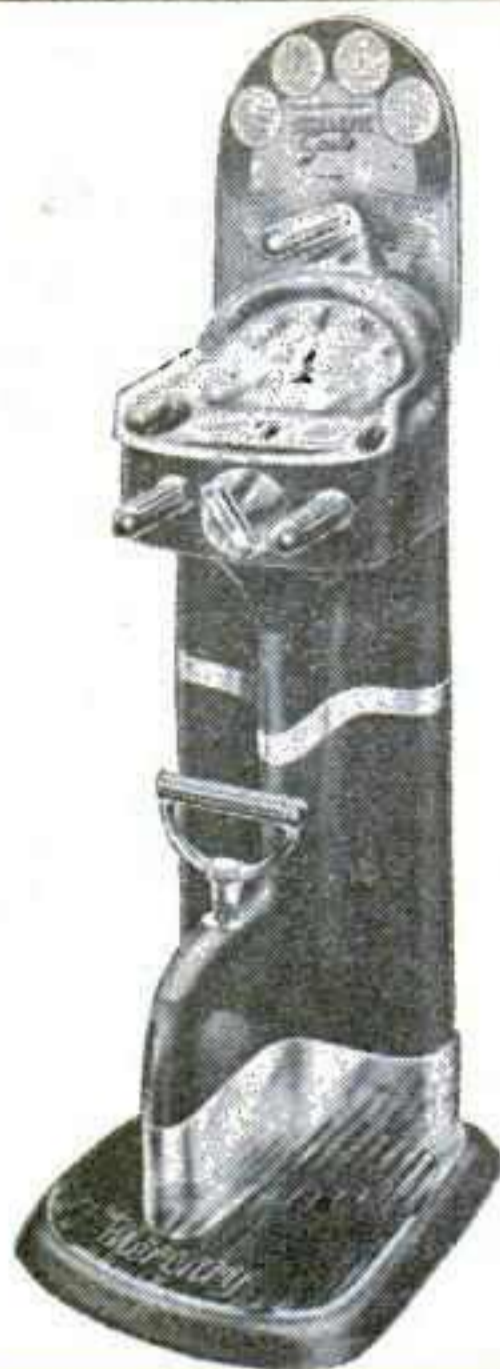
PRICE **\$195.00** F. O. B. Detroit

1/3 Deposit with order, balance C. O. D.

Some protected territories open for bona fide distributors

**MERCURY STEEL CORPORATION**

3830 Holbrook Ave. Detroit 12, Michigan



# COLUMBIA DeLuxe

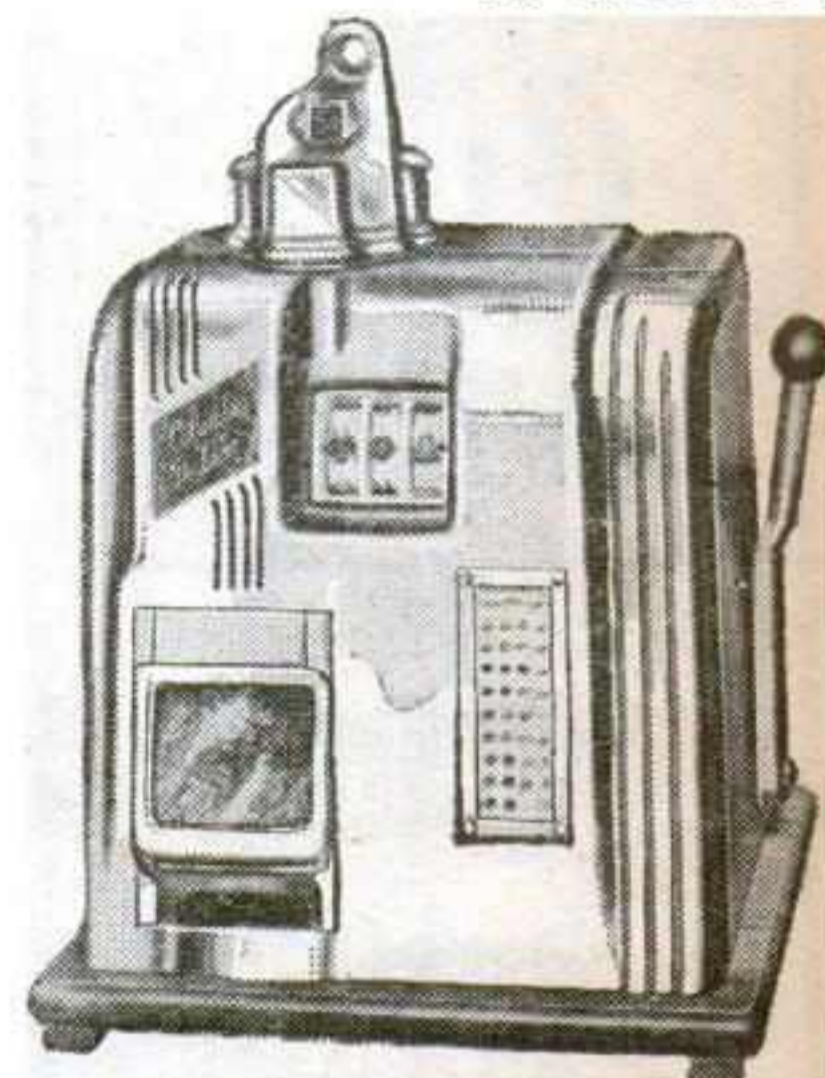
NEW — IMPROVED

'48 MODEL

NOW ONLY

**\$179<sup>50</sup>**

The big, beautiful Golden Columbia DeLuxe Club, NOW substantially reduced in price, offers operators more for less than ever before. New type handle action — improved jackpot efficiency—changeable from 5-10-25c play. It's the biggest Bell for the smallest price in the field.



**COLUMBIA DELUXE CLUB MODEL**

Height, 24"; width, 15"; depth, 12"; weight, 64 lbs.

## COLUMBIA TWIN JACKPOT COLUMBIA TWIN FALLS

The lightweight, interchangeable Columbia Twin Jackpot and the large, luxurious Twin Falls console in 5¢-10¢-25¢ & 50¢ play available for immediate delivery.

**GROETCHEN TOOL & MFG. CORP.**

126 North Union Avenue • Chicago 6, Illinois • RANDolph 2807

## COVEN'S COIN CORNER

### PARTS

WE CARRY A COMPLETE STOCK OF OFFICIAL BALLY PARTS AT FACTORY PRICES. ORDERS FILLED SAME DAY RECEIVED.

ALSO CARRY COMPLETE LINE OF PARTS OF OTHER MANUFACTURERS.

### PARTS SPECIAL OF THE WEEK

Yellow Rubber Rings, 1 1/8" O.D. .... \$1.50 per 100  
Yellow Rubber Rings, 1 1/2" O.D. .... 2.00 per 100

FOR YOUR Bally EQUIPMENT See..



## BADGER'S Bargains

"Often a few dollars less — Seldom a penny more"

LOS ANGELES see Bill Hoppel  
MILWAUKEE see Carl Hoppel

### GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS, 1-WAY .....	\$350.00	KEENEY BONUS, 2-WAY .....	\$650.00
BALLY TRIPLE BELLS .....	595.00	KEENEY BONUS, 3-WAY .....	895.00
MILLS THREE BELLS .....	250.00	BALLY DRAW BELLS .....	275.00
KEENEY 4-WAY, 5-5-5-25 .....	189.00	MILLS 4-BELLS, ORIG., 5-5-5-5 .....	149.50
BALLY CLUB BELLS, F.P., P.O. ....	49.50	MILLS 4-BELLS, LATE, 5-5-5-5 .....	225.00
BALLY HI HANDS, F.P., P.O. ....	49.50	KEENEY TWINS, F.P., P.O., 5¢-25¢ .....	139.50
MILLS JUMBO, LATE, F.P., P.O. ....	69.50	KEENEY SUPER BELLS, F.P., P.O. ....	69.50
MILLS JUMBO, LATE, F.P., P.O. ....	49.50	MILLS JUMBO, LATE, P.O. ....	49.50
BALLY HI HAND, 25¢, F.P., P.O. ....	49.50	JENNINGS SILVER MOON, F.P. ....	49.50
BALLY ROLL 'EM, 5¢, P.O. ....	49.50	EVANS LUCKY LUCRE, 5-5¢ .....	69.50
LATE MILLS 4-BELLS, 3-5¢, 1-25¢ .....	245.00	EVANS LUCKY LUCRE, 3-5¢, 2-25¢ .....	89.50
		KEENEY TWINS, 5¢-25¢, P.O. ....	125.00

### RECONDITIONED SLOTS & NEW SAFE & STANDS

MILLS BLACK CHERRY, ORIG., 5¢	\$165.00	MILLS BLUE FRONT, ORIG., 5¢	\$84.50
MILLS BLACK CHERRY, ORIG., 10¢	175.00	MILLS BLUE FRONT, ORIG., 10¢	89.50
MILLS BLACK CHERRY, ORIG., 25¢	185.00	MILLS BLUE FRONT, ORIG., 25¢	99.50
NEW BLACK CHERRY .....	Write	SINGLE WEIGHTED STAND .....	24.50
NEW GOLDEN FALLS .....	Write	SINGLE REVOLV-A-ROUND SAFE .....	84.50
TRIPLE REVOLV-A-ROUND SAFE .....	269.50	DOUBLE REVOLV-A-ROUND SAFE .....	123.50

### MORE FOR YOUR MONEY WITH THESE BADGER PARTS SPECIALS

12" Speaker Cabinet .....	\$ 4.95	Flash 15 Second Solder Gun .....	\$ 4.95
12" Utah P.M. Speaker .....	5.95	5¢ Coin Changer .....	7.50
Ball Bubble Gum, 100# Case .....	50.00	30 Wire Cable, Per Ft. ....	.18
Universal Box Brackets .....	3.95	Coin Stacker & Counter (1¢ or 5¢) .....	1.35
Collection Books, 90¢ Doz.; C .....	7.25	7/8" Standard Game Lock, Doz. ....	6.80
1/4" Electric Hand Drill .....	11.80	B-3 Rock-Ola Pickups, \$2.95, Doz. ....	32.50
Rock-Ola Belts (Sm. or Lg.), 75¢ Ea.; Per Doz. ....	7.50	Program Strips, \$4.75 M; 5 M .....	22.50
Rock-Ola Selector Coils, 75¢ Ea.; Per Doz. ....	8.25	Operator's Contact Switch Kit .....	9.50
Also Parts in Stock for Keeneey, Rock-Ola, Bally, Mills, Genco, Exhibit, Gottlieb, etc.		Coin Wrappers, 70¢ M; Case Lots .....	65¢ M
		Westinghouse 28-Volt Min. Bulbs, Per C 15.00	
		Plastics for All Model Phonographs, Complete Stock Fuses, Tubes, Bulbs, Condensers, Switches, etc.	

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

**Badger Sales Co., Inc.**

2251 WEST PICO BLVD., LOS ANGELES 6, CALIF. ALL PHONE DR. 4326.

**Badger Novelty Co.**

2546 NORTH 30TH STREET, MILWAUKEE 10, WIS. ALL PHONE KIL. 3030.

FOR HIGH-SPEED NOVELTY PROFITS

# SILVER STREAK

TIE ON TO *by Bally*

NEW TEASING TANTALIZING QUALIFY FEATURE

FLASH-ACTION SPEED-BOAT RACE ON BACK GLASS

PACKED WITH SUSPENSE AND SKILL THRILLS

6 WAYS TO WIN

CONVERTIBLE NOVELTY OR FREE PLAY 5 BALLS OR 3 BALLS

## COVEN NEW BALLY GAMES

Silver Streak .....	\$289.50
Eureka .....	489.50
Draw Bell Deluxe, 5¢ .....	512.50
Draw Bell Deluxe, 25¢ .....	532.50
Hi Boy, 25¢ .....	359.50
Hi Boy, 5¢ .....	339.50
Jockey Club, P.O. ....	645.00
Jockey Special, F.P. ....	645.00
Triple Bell, 5-10-25 .....	925.00
Triple Bell, 5-5-5 .....	895.00
Heavy Hitter .....	184.50
Ballyhoo .....	279.50

### GIVE

TO THE DAMON RUNYON

CANCER FUND

EXCLUSIVE BALLY DISTRIBUTOR

**COVEN distributing Co.**

3181 ELSTON AVE. CHICAGO, ILL.

Phone: INDEPENDENCE 2210



### USED EQUIPMENT

<b>PIN GAMES</b>	<b>ROLL DOWNS</b>
AMBER SHOW GIRL BIG LEAGUE	GENCO TOTAL ROLL GENCO PLAY BALL SPORTSMAN ROLL
BAFFLE CARD SPELLBOUND STEP UP	ROL-A-SCORE, 6 Ft. BANG-A-FITTY

WRITE FOR PRICES

# King Pin

**EQUIPMENT COMPANY**

KALAMAZOO 21, MICH.  
826 Mills Street Phone 2-0021  
**DISTRIBUTING COMPANY**  
DETROIT 1, MICH.  
3004 Grand River Phone Temple 2-5788



# KICKER and CATCHER

THE BIG HIT FOR PROFITS



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

PENNY PLAY **\$37.50** F. O. B. CHICAGO  
ADD \$3.75 FOR NICKEL PLAY

ORDER TODAY. Try it for 10 days. Money Back if Not Satisfied. You Keep the Receipts!

## BAKER NOVELTY CO.

HEADQUARTERS FOR  
SLOT MACHINES  
AND  
BAKER PACERS  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

I BET YOU DID NOT KNOW THAT YOU CAN BUY KICKERS AND CATCHERS AND PAY FOR SAME IN 26 WEEKLY PAYMENTS ON THE TORR TIME PAYMENT PLAN. SUGGEST YOU WRITE FOR DETAILS TODAY.

## ROY TORR LANSDOWNE PENNA.

### CLOSE-OUT SPECIAL

READY FOR LOCATION. ALL LIKE NEW.  
1 50¢ Mills Chrome Bell ..... \$250.00  
1 5¢ Mills Bonus Bell ..... 150.00  
1 5¢ Mills Blue Front Bell ..... 75.00  
1 5¢ Mills Vest Pocket Bell ..... 35.00  
1 1¢ Mills Q.T. Bell ..... 35.00

Will ship subject to inspection if requested. Terms: 1/2 Deposit, Balance C. O. D. Write or wire today.

### C. W. FAIRBANKS

248 S. Greenwood St. MARION, O.  
Reference: The National City Bank of Marion.

### COIN MACHINE

# PARTS

Yessir, every type of part of any type of coin-operated machine. Send for new list.

### COIN MACHINE SERVICE CO.

1547 N. Fairfield Ave., Chicago 22, Ill.  
Phone: Humboldt 3476

## 1946 WURLITZER & SEEBURG PHONOGRAPHS FOR SALE

Clean, reconditioned. Positively cannot be told from new.  
Write or phone

### CHARLES R. FOOTE CO., INC.

50 Somerset Ave. Tel. Ocean 0380 Winthrop 52, Mass.

### \$19.50 EACH

Major '41 Bosco Venom Formation Hi Hat Stratoliner	Knockout Landslide Tail Gunner Double Play Fox Hunt Production	Invasion Major '42 Double Play Victory Velvet 4 Diamonds	Big Chief Bubbles Kismet Gun Club Do Ra Mi Snappy	Dixie Capt. Kidd Sea Raider Sunbeam Argentine	Big Parade 5-10-20 Sky Blazer Mustang West Wind
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### LEHIGH SPECIALTY CO.

1407 W. MONTGOMERY AVE. PHILADELPHIA 21, PA.

### SPECIAL

75 Davals, free play, used two weeks. Lots of 25, \$25.00 each. South Seas, Idahos, Santa Fes, Rivieras, Oklahomas @ \$40.00 Each. Air Circus, Four Aces @ \$15.00. 1/2 Deposit With Order.

### North Main Amusement Co.

2601 North Main St. HOUSTON, TEXAS  
Phone: Fairfax 5976

### WANT MECHANIC

For Automatic Victrolas and Pin Tables. Good job for sober, reliable man. Call collect 249 after 6 p.m.

### JOE MOSS AMUSEMENT COMPANY

308 Sanford Ave. SANFORD, FLA.

WORLD'S LARGEST DISTRIBUTING HOUSE!

# EMPIRE SUPER MARKET'S

28,000 Sq. Ft. Better Display - Super Service!

1012-14 MILWAUKEE AVE.

LESS THAN MANUFACTURER'S COST!

## BAT-A-BALL UPRIGHT MODEL \$84.50

BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

#### NEW PIN GAMES

EXHIBIT COED	\$295.00
GOTT. BOWLING	294.50
GOTT. LUCKY STAR	219.50
DOUBLE BARREL	295.00
UNITED HAWAII	289.50
BAL. SILV. STREAK	295.00
KEENEY CLICK	294.50
GOTT. MARJORIE	199.50
MARVEL LIGHTNING	299.50
WMS. FLAMINGO	279.50
GENCO HONEY	279.50
CHI. GOLD BALL	279.50

#### NEW COUNTER GAMES

POP-UP	\$37.50	MARVEL CIG. REELS	\$39.50
ABT CHALLENGER	49.50	IMP. 1¢ or 5¢	14.50
FOLDING STAND	11.95	BEST HAND	30.00
GOTT. GRIP SCALE	39.50	MEX. BASEBALL	30.00
GRIP-VUE	49.50	SKILL THRILL	30.00
BASKETBALL, 1¢	39.50	FREE PLAY	30.00
WITH STAND	49.50	HEAVY HITTER	160.00
KICK & CATCHER	37.50	WITH STAND	175.00

#### NEW CONSOLES

BALLY TRIPLE B.	\$895.00
DE L. DRAW BELL	512.50
BALLY HI BOY	339.50
MILLS 3 BELLS	645.00
JENN. CHALLENGER	595.00
EV. WINTERBOOK	671.50
EVANS RACES	829.00
BAKERS PACERS	931.00
5¢ DD	629.50
GROET. TWIN FALLS	485.00

#### ARCANE MACHINES

WHIZZ & STD.	\$79.50
WMS. ALL STARS	479.50
BOMBSIGHT	385.00
ADVANCE ROLL	469.50
PREMIER BOWLO	469.50
TEN GRAND, 10 1/2 FL.	499.50
BASKET B. CHAMP.	279.50
POKERING	445.00
METAL TYPER	250.00
AMUSE. TUMBLER	125.00
MIR-O-SCALE	169.50
AMERICAN FORTUNE SCALE	395.00
IDEAL FOOTBALL	395.00

#### NEW SLOTS

JENNINGS LITE-UP CHIEF	5¢	10¢	25¢	50¢
JENNINGS STANDARD CHIEF	\$324	\$334	\$344	\$454
MILLS BLACK CHERRY	269	279	289	399
MILLS GOLDEN FALLS, H.L., 2-5	248	253	258	338
WATLING ROLATOP	258	263	268	348
GROETCHEN DE LUXE CLUB COLUMBIA	175	200	225	300
GROETCHEN COLUMBIA, JP	175	200	225	300
MILLS VEST POCKETS	\$74.50	LOTS OF 5	65.00	

#### NEW VENDORS

SILVER KING, 1¢ or 5¢ NUT OR B.G.	\$13.95
SILVER KING HOT NUT VENDOR	29.95
VICTOR MODEL V, 1¢ GLOBE TYPE	11.75

#### RECONDITIONED 5 BALLS

HAVANA	\$169.50	TEXAS MUST.	44.50
RIO	159.50	VICTORY	44.50
SHOW GIRL	149.50	CLOVER	44.50
SMARTY	149.50	FLYING TIGERS	44.50
FIESTA	149.50	VELVET	44.50
SPELLBOUND	139.50	WILDFIRE	44.50
BAFFLE CD	149.50	PRODUCTION	39.50
SUPER SCORE	139.50	SEA HAWK	39.50
FAST BALL	129.50	EAGLE SQUAD	39.50
SUPERLINER	119.50	JUNGLE	39.50
STEP UP	119.50	GUN CLUB	39.50
MID. RACER	99.50	STAR ATTRAQ.	39.50
CARNIVAL	99.50	BELLE HOP	39.50
BIG LEAGUE	94.50	ALL AMER.	39.50
CANTEEN	89.50	CHAMPS	39.50
SURF QUEEN	79.50	BOLAWAY	39.50
BIG HIT	79.50	SHOW BOAT	39.50
LIBERTY	59.50	STARS	39.50
SKY CHIEF	59.50	VENUS	39.50
BIG PARADE	59.50	TOWERS	39.50
KNOCK OUT	59.50	MIAMI BEACH	39.50
KEEP 'EM FLYING	54.50	ABC BOWLER	39.50
SOUTH SEAS	54.50	'41 MAJORS	39.50
SANTA FE	54.50	SEVEN UP	39.50
ARIZONA	54.50	PARATROOPS	39.50
BRAZIL	54.50	BOMBARDIER	39.50
TRADE WINDS	54.50	TEN SPOT	39.50
STREAMLINER	54.50	STRATOLINER	39.50
YANK DOODLE	69.50	INVASION	39.50
5-10-20	49.50	BANDWAGON	37.50
UN. MIDWAY	49.50	DRUM MAJOR	34.50
KISMET	44.50	MARINES	34.50
BOSCO	44.50		
DEFENSE	44.50		
HI HAT	44.50		
MONIKER	44.50		

#### SLOTS

50¢ GOLDEN FALLS, NEW REB.	\$199.50
50¢ MILLS BLUE FRONT, ORIG.	99.50
50¢ SILVER CHROME	119.50
10¢ BROWN FRONTS	119.50
5¢ BONUS BELL	119.50
10¢ BONUS BELL	129.50
25¢ BONUS BELL	139.50
5¢ GOLD CHROME, 2-5	119.50
5¢ GOLD CHROME, H.L.	129.50
10¢ GOLD CHROME, H.L.	139.50
25¢ MILLS CLUB CONSOLE	149.50
5¢ MILLS Q.T.	69.50
VEST POCKETS, 1946 Model	49.50
10¢ BLACK CHERRY, NEW REB.	134.50
25¢ BLACK CHERRY, REB., 2-5	139.50
5¢ JENN. SILVER CHIEF	99.50
5¢ JENN. CLUB CONSOLE CHIEF	109.50
COLUMBIA'S J.P., 1946 Model	89.50
5¢ JENN. BRONZE CHIEF	199.50
JENN. GIGAROLA XV	99.50
JENN. LITE-UP CHIEFS, Used 10 Days	235.00
5¢, \$215; 10¢, \$225; 25¢	

#### ONE BALLS

VICTORY SPECIAL, Auto. Shuf.	\$315.00
PIMLICO, F.P.	89.50
CLUB TROPHY, F.P.	74.50
DARK HORSE, F.P.	69.50
'41 DERBY, F.P.	79.50
RECORD TIME, F.P.	69.50
LONGACRE, F.P.	129.50
TURF KING, P.O.	99.50
JOCKEY CLUB, P.O.	89.50
MILLS OWL, 1 OR 5 BALL, F.P.	49.50
LONGSHOT, P.O.	74.50
KENTUCKY, P.O.	74.50
SPORT KING, P.O.	64.50
VICTORY DERBY, P.O.	179.50

#### CONSOLES

5¢-25¢ 2-WAY BONUS SUPER	\$625.00
5¢ KEEN, BONUS SUPER BELL	395.00
25¢ KEEN, BONUS SUPER BELL	449.50
BAKER'S PACERS, D.D., J.P.	395.00
5¢ COMB. SUPER BELLS	79.50
BALLY SUN RAYS, F.P.	69.50
HI HAND, COMB.	69.50
WATLING BIG GAME, P.O. or F.P.	69.50
5¢ PACE SARATOGA SR., P.O.	69.50
5¢ PACE REELS, COMB.	69.50
JENN. FAST TIME, P.O.	69.50
BALLY BIG TOP, P.O. or F.P.	69.50
MILLS JUMBO, LATE HEAD	69.50
JENN. SILVER MOON, F.P.	69.50
5¢ BALLY CLUB BELL	99.50
EVANS LUCKY STAR	149.50
GALLOPING DOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-TONE	159.50

#### ARCANE

EV. TEN STRIKE, 1947 MODEL	\$239.50
EV. TOMMY GUN	94.50
BALLY DEFENDER	119.50
BATTING PRACTICE	89.50
GENCO WHIZZ—Like New	59.50
SHOOT TO TOKYO	79.50
SHOOT THE CHUTES	79.50
CHICAGO COIN GOALIE, Like New	169.50
GOTT. 3-WAY GRIPS, 1946 Model	24.50
CHICAGO COIN HOCKEY	89.50
KICKER & CATCHER	24.50
ABT MODEL F, BLUE	24.50
RAPID FIRE	74.50
PITCHER & CATCHER	50.00
BALLY SKY BATTLE	99.50
EXH. HAMMER STRIKER	47.50
ADVANCE SHOCKER	17.50
BALLY UNDERSEA RAIDER	139.50
WMS. ZINGO	89.50
AMUSEMATIC BOOMERANG	149.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

# Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.  
Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770



**PRICES SLASHED ON CENTRAL OHIO COIN QUALITY BUYS**  
 "There Is No Substitute for Quality"



**NEW CONSOLES**

- MILLS 3-BELLS
- EVANS RACES
- EVANS BANGTAILS
- JENNINGS CHALLENGER
- BALLY TRIPLE BELL
- BALLY DRAW BELL
- PACES 3-WAY
- EVANS WINTER BOOK

**SAFES & STANDS  
REVOLVAROUNDS**

- SINGLE .....\$ 79.50
- SINGLEDELUXE 119.50
- DOUBLE ..... 116.50
- DOUBLE DE LUXE ... 162.50
- TRIPLE DE LUXE ... 262.50
- BOX STANDS . 25.00

**PIN BALLS**

BIG HITS	\$119.50
SURF QUEENS	89.50
BIG LEAGUE	99.50
FAST BALL	119.50
MYSTERY	149.50
STEP UP	129.50
SMARTY	149.50
SHOW GIRL	149.50
SUSPENSE	129.50
HAVANA	179.50
DOUBLE BARREL	139.50
STAGE DOOR	89.50
SUPERLINER	119.50
MIDGET RACES	119.50
KILROY	155.00
ABO BOWLER	29.50
AIR CIRCUS	59.50
ALL AMERICAN	29.50
AMERICAN BEAUTY	49.50
ARGENTINE	29.50
ATTENTION	29.50
BANDWAGON	29.50
BELLE HOP	39.50
BIG CHIEF	29.50
BIG PARADE	59.50
BOLOWAY	49.50
BOMBARDIER	59.50
BOSCO	49.50
BUBBLES	59.50
CATALINA	69.50
DEFENSE	49.50
DIXIE	29.50
DUDE RANCH	29.50
EAGLE SQUADRON	49.50
5-10-20	49.50

**MUSIC RECONDITIONED**

FOUR ACES	\$49.50
FLAT TOP	69.50
GOLD STAR	29.50
HOLLYWOOD	69.50
HOME RUN '42	49.50
HOROSCOPE	39.50
IDAHO	69.50
INVASION	49.50
JEEP	49.50
JUNGLE	39.50
KEEP 'EM FLYING	49.50
KISMET	49.50
KNOCKOUT	69.50
LEGIONNAIRE	39.50
MARINES	69.50
MARVEL BASEBALL	69.50
MIDWAY	49.50
MONICKER	39.50
PLAY BALL	39.50
SCHOOL DAYS	39.50
SENTRY	49.50
SKY CHIEF	69.50
SLUGGER	39.50
SPORT PARADE	29.50
SPOT POOL	39.50
STREAMLINER	69.50
STRATOLINER	29.50
SUNBEAM	49.50
TEN SPOT	39.50
TEXAS MUSTANG	49.50
TOPIG	39.50
VENUS	49.50
VICTORY	49.50
WILDFIRE	39.50
YANKEE DOODLE	69.50

**MUSIC RECONDITIONED**

ROCK-OLA STANDARD	\$145.00
ROCK-OLA DE LUXE	179.50
ROCK-OLA MASTER	195.00
SEEBURG 9800, RC	285.00
SEEBURG ENVOY, RC	249.50
WURLITZER 600R	139.50
WURLITZER, VICTORY CABINET	195.00
SINGING TOWERS	139.50
AIREON, LIKE NEW	495.00
ROCK-OLA, 1946	449.50
AMI HIGHWAY, 40 Selections	369.50
MANY OTHERS. WRITE FOR COMPLETE LIST.	

**NEW MACHINES—PROMPT DELIVERY**

PIN BALLS	JOCKEY SPECIAL ..\$661.00
EXHIBIT COED	\$299.50
HAWAII	299.50
GOLD BALL	279.50
HONEY	279.50
CAROUSEL	279.50
ROCKET	249.50
BALLYHOO	279.50
SILVER STREAK	289.50
ADVANCE ROLL	499.50
BALLY ENTRY	595.00
GOALEE, NEW	279.50
GUSHER	49.50
GOTTLIEB GRIP	39.50
BASKETBALL, 1¢	49.50
DAVAL FREE PLAY	59.50
MIRO-SCALE	125.00
ARISTO-SCALE	115.00
POKERINO	249.50

WRITE OR PHONE FOR SPECIAL PRICES

**WIRE-PHONE-WRITE FOR SPECIAL QUANTITY PRICES 1/3 DEPOSIT WITH ORDER**

**NEW SLOTS**

	5¢	10¢	25¢	50¢
MILLS BLACK CHERRY	\$248.50	253.00	258.00	338.00
MILLS JEWEL BELLS	248.00	253.00	258.00	350.00
MILLS GOLDEN FALLS	248.50	253.50	258.50	350.00
MILLS VEST POCKETS	74.50	—	—	—
JENNINGS STD. CHIEF	269.50	279.50	289.50	399.00
JENNINGS CLUB CHIEF	324.00	334.00	344.00	454.00
GROETCHEN COLUMBIA	—	—	—	145.00
WATLING ROLATOP	175.00	200.00	225.00	300.00
PACE DE LUXE CHROME	245.00	255.00	265.00	375.00
\$1.00 PACE DE LUXE	—	—	—	550.00

**ARCADE AND PARK EQUIPMENT**

TOTAL ROLL	\$275.00
PINCH HITTER (New)	399.50
BATTING PRACTICE	89.50
SKY FIGHTER	149.50
AIR RAIDER	119.50
TOMMY GUN (Late)	109.50
WINDJAMMER	99.50
PANORAMS	275.00
RAPID FIRES	119.50
CHICKEN SAMS	82.50
UNDERSEA RAIDER	250.00
OSTARD MACHINES, 5 Qt. Cap.	\$595.00
NEW RADIOTONE VOICE RECORDER AND BOOTH	Easy for Attendant to Operate \$795.00
AMUSEMATIC JACK-RABBIT (New)	\$475.00
OHAMPION BASKET BALL, 1¢ (New)	74.50
10 1/2 FT. SUPER SKEE ROLLS	WRITE
10 1/2 FT. PREMIER SKEE ROLLS	WRITE
12 1/2 FT. PREMIER SKEE ROLLS	WRITE
14 FT. WURL. SKEE ROLL, A-1	289.50
"STAR" POPCORN MACHINES (NEW)	WRITE

WRITE FOR COMPLETE LIST

**CONSOLES**

5¢ SUPER BELLS, Comb. C.P., F.P.	\$149.50
5¢ BALLY HIGH HANDS, Comb.	125.00
25¢ BOSTAILS, F.P.	129.50
5¢ BOSTAILS, F.P.	79.50
5¢ BIG GAMES, F.P.	89.50
25¢ PACES REELS, C.P.	149.50
MILLS 4 BELLS, A-1	295.00
MILLS 4 BELLS, LATE HEADS	395.00
MILLS 3 BELLS, A-1	295.00
2-WAY SUPERS, 5¢-25¢	249.50
2-WAY SUPERS, 5¢-5¢	225.00
JUMBO PARADES, C.P., LATE	\$109.50
JUMBO PARADES, Comb. F.P., C.P.	129.50
JUMBO PARADES, A-1, F.P.	79.50
KENTUCKY CLUBS A-1, C.P.	89.50
KEENEY'S 2-WAY 5-25¢ SUPER	675.00
BONUS BELLS	675.00
KEENEY'S 3-WAY SUPER, 5-10-25¢	675.00
SARATOGA, F.P.	985.00
JUMBO, F.P.	49.50
SILVER MOON, F.P.	49.50

**USED AND FACTORY REBUILT SLOTS**

	5¢	10¢	25¢	50¢
5¢ BLUE FRONTS	\$ 79.50			
10¢ BLUE FRONTS	89.50			
25¢ BLUE FRONTS	99.50			
5¢ BROWN FRONTS	99.50			
10¢ BROWN FRONTS	109.50			
50¢ CHIEFS	249.50			
50¢ BLUE FRONTS	249.50			
\$1.00 CHIEF	475.00			

**REBUILTS LIKE BRAND NEW**

- 5¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH .....\$149.50
- 10¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH ..... 159.50
- 25¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH ..... 178.50 (Drill Proof and Knee Action)

**CENTRAL OHIO COIN MACHINE EXCHANGE**

185-189 E. TOWN ST.

COLUMBUS 15, OHIO

PHONES:  
AD 7949  
AD 7993

**ANNOUNCING ... A NEW CHAIN DRIVE COIN CHUTE**

**FOR ALL MODELS OF MILLS MACHINES**

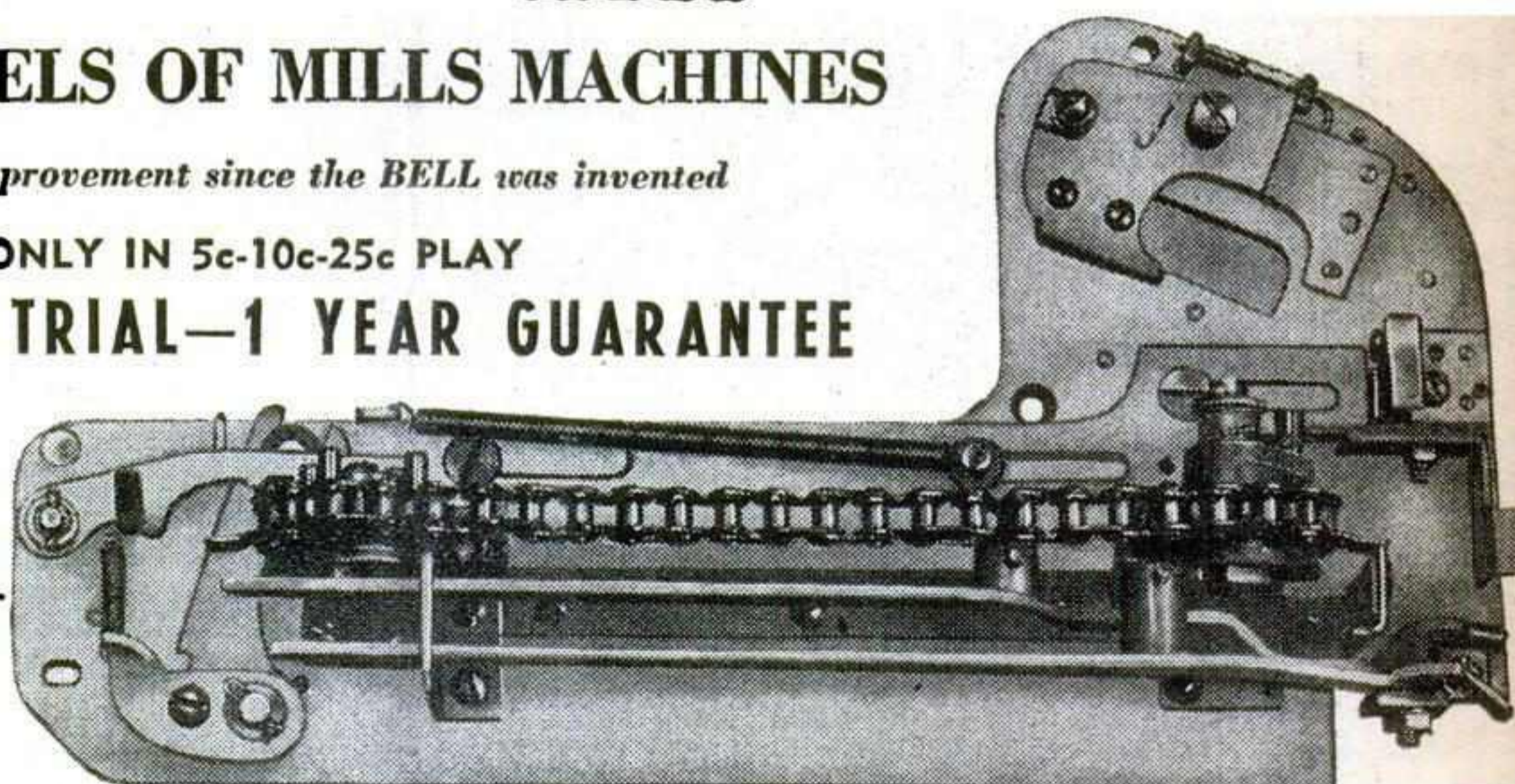
The GREATEST improvement since the BELL was invented

MADE ONLY IN 5c-10c-25c PLAY

**10 DAYS' FREE TRIAL—1 YEAR GUARANTEE**

TESTED AND PROVEN ON ALL TYPES OF LOCATIONS FOR 2 YEARS

Can be installed right on location in 5 minutes



- Won't Take Steel Slugs
- Throws Out Bent Coins
- Cannot Clog or Jam
- Coins Cannot Shingle
- Won't Take Any Coin Thicker Than a Good Coin
- Eliminates 99% of All Your Coin Chute Trouble Calls
- Made From the Best Materials
- All Wearing Parts Hardened
- Will Outwear 2 Machines
- Can Be Changed From One Machine to Another
- No Cutting—No Drilling—No Filing
- Fits Right in Place of Old Chute
- Self-Adjusting to Mechanism

**MODEL A**  
Fits All Escalator Mills Machines Up to the Jewel

**MODEL B**  
Fits the New Jewel Bell

"ALL SAMPLES" **\$35.00**

Your money back in 10 days if it does not prove what we claim. \$10.00 deposit, balance C. O. D., or full amount with order and we will ship prepaid.

IMMEDIATE DELIVERY

MADE ONLY BY

**VALLEY SPECIALTY CO., INC.**

550 N. CLINTON AVE.

ROCHESTER 5, N. Y.

"20 YEARS OF COIN MACHINE MANUFACTURING"



IT'S BOWLING 'EM OVER EVERYWHERE!

# GOTTLIEB'S HIGH SCORE HIT BOWLING LEAGUE

"JET" KICKERS — Action right down to the bottom on each ball! "Jet" Kickers propel ball back through the field for tantalizing recovery shots and EXTRA SCORING!

INCREASED SCORING VALUES When All Pins Are "Down"!



"There Is No Substitute for Quality"



**Improved DeLuxe**

## GRIP SCALE

**THREE-WAY STRENGTH TESTER**

Consistently Best Since 1927

ORDER FROM YOUR DISTRIBUTOR

**MOST DEPENDABLE!**

## DAILY RACES

1-Ball Multiple Payout or Replay Models

**D. GOTTLIEB & CO.**

**TWENTY YEARS OF LEADERSHIP**  
1140 N. Kostner Ave., Chicago 51, Ill.

**SPECIAL!**  
#18 ZIP CORD  
1 1/2¢ per ft.

**LONDON SLASHES PRICES!**  
**DON'T BE A "FALL GUY"! PROTECT YOURSELF WITH LONDON'S SENSATIONAL FALL CLEARANCE BUYS!**

**SPECIAL!**  
Seeburg Distributors and Operators—  
**13338 MOTORS (new) for WB1Z BAROMATICS**  
**\$3.75 Ea.**

**PIN TABLES**

All cleaned, checked, ready for immediate location! Specify 1st and 2nd choice when ordering.

**\$29.50 EACH—4 for \$100.00**

- |           |                 |                 |
|-----------|-----------------|-----------------|
| Big Show  | School Days     | Hi Stepper      |
| Dixie     | Ten Spot        | Brite Spot      |
| Gold Star | Formation       | Boom Town       |
| Lone Star | Limelight       | Speed Demon     |
| Metro     | Majors          | Entry           |
| Line Up   | Flying Squadron | Paratroops      |
| Dough Boy | Stars           | Star Attraction |
| Velvet    | Capt. Kidd      | Rebound         |
| Big Chief | Hold Over       | Belle Hop       |
| G.I. Joe  | Super Charger   | Wild Fire       |

**\$39.50 EACH—4 for \$130.00**

- |         |                    |            |
|---------|--------------------|------------|
| Jungle  | 5-10-20            | Bol-a-Way  |
| Hi Dive | Exh. Bowling Alley | Production |
- 
- |                  |          |
|------------------|----------|
| Keep 'Em Flying  | \$ 69.50 |
| Step Up          | 89.50    |
| Torchy           | 179.50   |
| Western Baseball | 49.50    |
| Miss America     | 129.50   |
| Amber            | 129.50   |

**MISCELLANEOUS**

- |  |                 |
|--|-----------------|
| A.B.T. Challengers, slightly used                        | \$ 24.50        |
| A.B.T. Challengers (New)                                 | Write for Price |
| Gottlieb 3-Way Grippers                                  | 12.50           |
| Supreme Ski Roll, 9 1/2 ft. (like new), crating included | 89.50           |
| Supreme Ski Roll, 7 ft. (like new), crating included     | 74.50           |
| Bank Roll, 7 ft. (like new), crating included            | 74.50           |
| Keeney Air Raider, crating included                      | 49.50           |
| Tall Gunner, crating included                            | 49.50           |
| Bang-a-Deer, crating included                            | 74.50           |
| Bally Rapid Fire, crating included                       | 49.50           |
| Chicken Sam, with Rifle Range Conv., crating included    | 74.50           |
| Champion Hockey, crating included                        | 29.50           |
| Goales, crating included                                 | 124.50          |
| Mills Owl, crating included                              | 15.00           |
| Total Rolls (like new), crating included                 | 199.50          |
| Chicago Coin All Star Hockey, crating included           | 49.50           |
| Scientific Batting Practice, crating included            | 49.50           |

**PHONOGRAPH ACCESSORIES**

- |  |         |
|--|---------|
| Seeburg Selectomatic, 20-Selection, 24-Wire. Ea. | \$ 5.00 |
| WS2Z Seeburg Wireless Wallomatic                 | 19.50   |
| 3-Wire Seeburg Wired Wallomatic                  | 15.00   |
| WS10Z Seeburg Wireless 5-10-25 Wallomatic        | 39.50   |
| WB1Z Seeburg Wireless 5-10-25 Baromatic          | 44.50   |
| Rock-Ola Dial-a-Tune Wall and Bar Boxes. Ea.     | 5.00    |
| Wurlitzer Model 100, 5¢ Wall Boxes. Ea.          | 5.00    |
| Wurlitzer Model 125, 5-10-25¢ Wall Boxes. Ea.    | 15.00   |
| Buckley 24-Selection Wall Boxes. Ea.             | 5.00    |

**PHONOGRAPHS**

All phonographs completely reconditioned and ready for immediate location!

**WURLITZERS**

- |                         |                  |
|-------------------------|------------------|
| 412                     | \$ 49.50         |
| 616                     | 79.50            |
| 24 and 24A              | 89.50            |
| 600-R                   | 99.50            |
| 500K or 600K            | 125.00           |
| Victory Model, Rotary   | 79.50            |
| Victory Model, Keyboard | 124.50           |
| 780-M                   | 229.50           |
| 780-E                   | 249.50           |
| 1015 (like new)         | Write for Prices |

**ROCK-OLA**

- |   |                  |
|---|------------------|
| Imperial 20                                   | \$ 49.50         |
| Standard or DeLuxe                            | 119.50           |
| Masters or Supers                             | 139.50           |
| 1946 Rock-Olas                                | Write for Prices |
| AMI Top Flite                                 | 49.50            |
| AMI Singing Tower, with Rock-Ola 20 Mechanism | 49.50            |

**SEEBURG**

- |                        |          |
|------------------------|----------|
| K20                    | \$ 69.50 |
| Gem                    | 94.50    |
| Regals or Crowns       | 139.50   |
| Plaza or Mayfair       | 124.50   |
| Classics or Vogue      | 194.50   |
| Colonel or Envoy, ES   | 250.00   |
| Colonel or Envoy, ESRC | 275.00   |
| 8800 or 9800, ES       | 175.00   |
| 8800 or 9800, ESRC     | 210.00   |
| 8200, ES               | 200.00   |
| 8200, ESRC             | 235.00   |

These Bargains Will Go Fast!  
Rush Your Order Without Delay!  
**SEND FOR OUR COMPLETE LIST**

*S. L. London Music Co., Inc.*  
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

Terms: 1/3 Deposit, Balance C. O. D.  
**FORMERLY MILWAUKEE COIN MACHINE CO.**







Where youth is served...

# SEEBURG

music systems serve best!

Opposite the University of Kentucky Campus stands the new Blue Grass Lanes, one of the finest and most modern locations in the State. For recreation and good food, this combination of bowling lanes, steak house, snack bar and fountain has won instant popularity among students, faculty, town-folks.

Young in years, up-to-date in spirit, Blue Grass patrons demand the best. They rate Seeburg Automatic Music high on the list of Blue Grass attractions, because Seeburg modern "tailored-to-location" installation affords the utmost in convenience through *Remote Control* . . . presents the finest in music with *Scientific Sound Distribution*.

Installation Engineered for  
Operator E. V. BRYANT by . . .

"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN  
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PAUL UTTERBACK  
and  
ROBERT CLOUD'S  
BLUE GRASS LANES  
Euclid and  
South Limestone  
Lexington, Kentucky

LEARN WHAT A SEEBURG MUSIC SYSTEM CAN DO FOR YOU.  
COME IN FOR A DEMONSTRATION TODAY.

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- 1329 S. Calhoun St., FT. WAYNE 2, IND.
- 325 N. Illinois St., INDIANAPOLIS 4, IND.
- 242 Jefferson St., LEXINGTON 2, KY.



NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS!

## PLEASE HELP YOURSELF YOU MAY BE A VICTIM OF CANCER

What you do now may some day save you or your loved ones from cancer.

America has never lost a war. We must not lose this one against mankind's deadliest enemy.

It takes millions of dollars to constantly work and study to find the cause and cure of cancer.

We plead with you, the little man, help to help yourself. We are not seeking large donations, we ask your help. Give what you can afford and what your heart dictates. Any donation from \$1.00 on up will be graciously accepted.

We will acknowledge your donation in Billboard and will NOT mention amount donated. If you can only give one dollar, please let it come on.

Some day history may prove that the coin machine industry had a large part in finding the cause and cure of cancer.

There are so many thousands in the coin machine industry. If everyone will just give a little, it will form a mountain of money which can put to work every possible method to swarm over the deadly cancer.

In all your life there never was a more worthy cause for you to donate to.

From the depths of our heart, we beg and plead with you, give us your help.

We will be most grateful to our thousands of friends for their support.

THE FOLLOWING ARE SOME OF THOSE WHO HAVE ALREADY DONATED  
TO THIS FUND THRU OUR OFFICES

- |   |   |  |
|---|---|--|
| j. L. Stivers Novelty Co.<br>Richmond, Ind. | Cardinal Service Co.<br>Garrett, Kansas | Harold L. Swartz<br>Bloomington, Ind.          |
| John M. Stuart<br>Paris, Ky.                | Frank C. Hart<br>Bloomington, Ind.      | Ed Wenninger<br>Cincinnati, Ohio               |
| Clem C. Hiser<br>Fort Wayne, Ind.           | Frank C. Sullender<br>Dayton, Ky.       | Lyman A. Duncanson<br>Hillsboro, Ohio          |
| Harry Collis<br>Lexington, Ky.              | Harold Jones<br>Nampa, Idaho            | Nick Kurlas & Jim Drivakis<br>Cincinnati, Ohio |

PLEASE, PLEASE SEND US YOUR DONATION. WE WILL BE MOST GRATEFUL FOR YOUR SUPPORT. THIS IS DEDUCTIBLE FROM INCOME TAXES. MAKE CHECK PAYABLE TO COIN MACHINE INDUSTRIES. MARK IT "DAMON RUNYON CANCER FUND."

PLEASE, PLEASE HELP

### SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

624 South Third St.  
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JOE WEINBERGER

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## IMPORTANT ANNOUNCEMENT

WATCH FOR OUR CONTEST ANNOUNCEMENT  
AD IN BILLBOARD MAGAZINE - SOON!

FULL DETAILS ON HOW YOU  
MAY ENTER CONTEST AND WIN  
THE FOLLOWING VALUABLE PRIZES

**NO PURCHASE REQUIRED!**

We're Giving Away—Absolutely Free!

- ★ BALLY JOCKEY CLUB OR JOCKEY SPECIAL
- ★ NEW JENNINGS STANDARD CHIEF
- ★ NEW 1947 U-NEED-A MONARCH CIGARETTE MACHINE
- ★ NEW DAVAL POSTMASTER
- ★ NEW VICTOR MODEL V VENDOR
- ★ 95 NIX-PIX LOCKS

100 PRIZES IN ALL

Watch for It! - Don't Miss It!  
THE J. ROSENFELD CO. CONTEST AD

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Direct Factory Distributors

BALLY • JENNINGS • U-NEED-A • VICTOR • DAVAL • MIDGET MOVIES

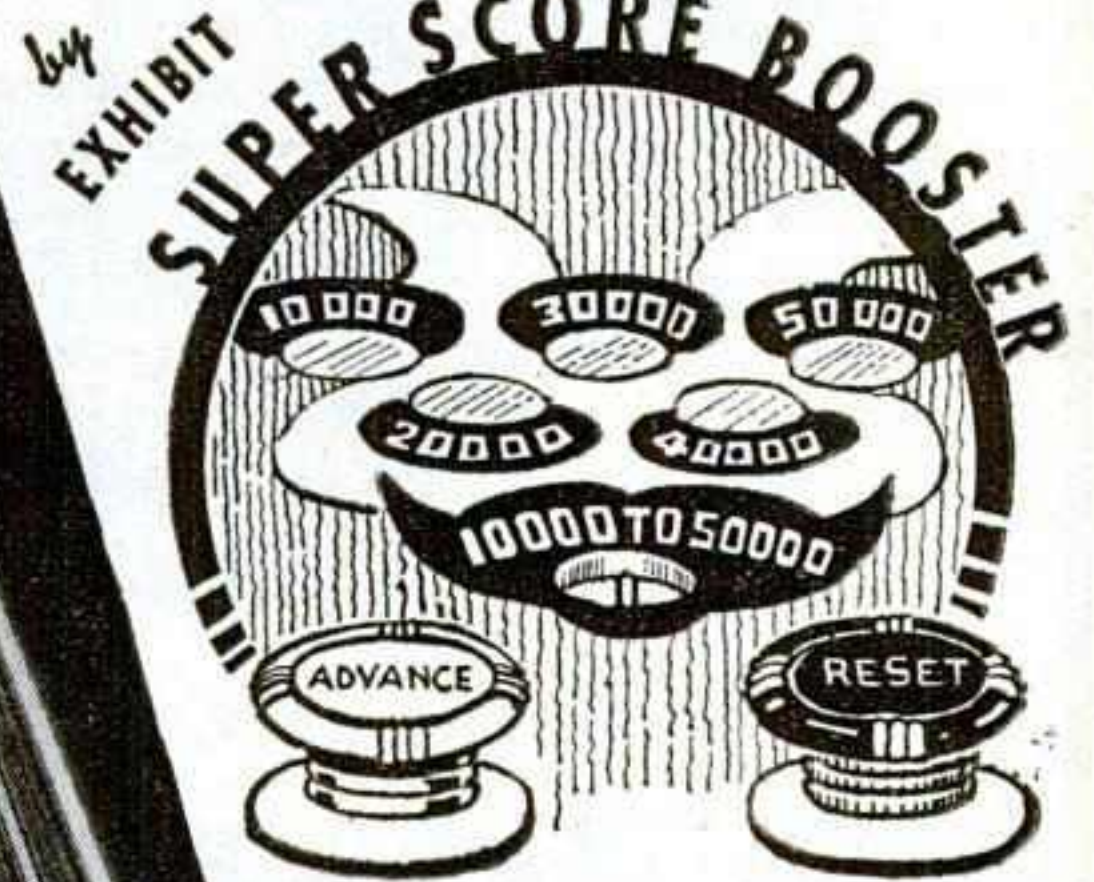




**TWO JITTERBUG BALL POPPERS TO KEEP BALLS JITTERY FOR BIG SCORE POSSIBILITIES**

BALLS POP UP INTO THE SUPER SCORE BOOSTER FIELD AND REBOUND WITH EXCITING ACTION.

Order from Your Distributor



COMBINED—with HIGH SCORE PLAY gives you the most fascinating FAST GAME of TO-DAY



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WE WILL ALLOW INSPECTION

ABC BOWLER .....\$19.50	GObs .....\$29.50	SANTA FE .....\$39.50
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FOUR ACES ..... 32.50	OKLAHOMA ..... 39.50	YANKS ..... 29.50

Money back if not satisfied. Terms: 1/4 Deposit. Immediate Shipment. We have all new games in stock — write for prices.

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**LOWEST PRICES IN THE COUNTRY!!**

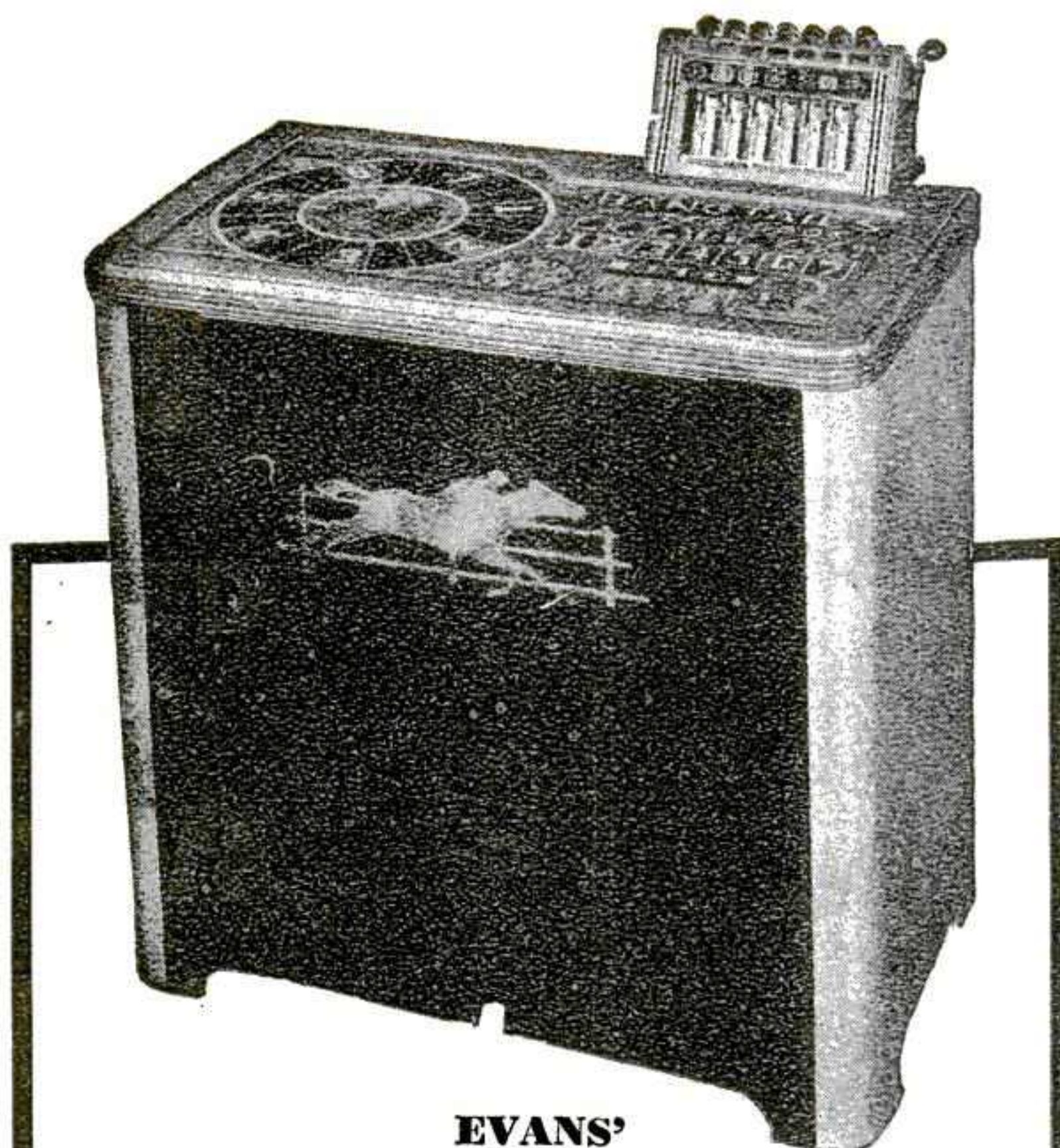
Lite League .....\$ 95.00	Chico Hockey .....\$ 45.00	Bally Alley .....\$ 30.00
Jack Rabbit ..... 125.00	World Series ..... 40.00	Submarine Gun ..... 40.00
Super Skee Roll Alley ..... \$ 95.00	Premier Barrel Roll ..... \$125.00	

Big Parade, ABC Bowler, Sky Chief, Air Circus, Star Attraction, Stars, Ten Spot, Dude Ranch, Attention, '41 Majors, Leader.  
SPECIAL  
5¢ and 25¢ Jennings Club Bells in A-1 shape.....\$95.00 Both!

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COME TO HEADQUARTERS FOR THE LATEST MODELS  
**SLOT MACHINES**  
BOUGHT, SOLD AND EXCHANGED  
SEND FOR CATALOG  
QUICK, EFFICIENT SLOT MACHINE REPAIRS  
**BAKER NOVELTY CO.** 1700 WASHINGTON CHICAGO 12, ILL.





EVANS'

## BANG TAILS—WINTER BOOK

\$25.00 HIGH JACKPOT ON 5c PLAY

NO BUILD-UP NECESSARY

Another sure-fire console by Evans! Why be satisfied with single-coin play when you can have 7-coin play on Evans' BANG TAILS—WINTER BOOK? Made with the same refinements and precision engineering as Galloping Dominos and Bang Tails, plus the new sensational feature of WINTER BOOK ODDS! Odds range from 10 to 1 to 500 for 1, with only a SINGLE coin played. NO BUILD-UP necessary for a chance at these sensational odds! "Ask the man who operates one," or better yet, add BANG TAILS—WINTER BOOKS to your route for greater profits! Available in either 5¢ or 25¢ play.

EVANS LEADS THE FIELD AGAIN WITH

### REPLAY

### CONVERTIBLE

### MODELS

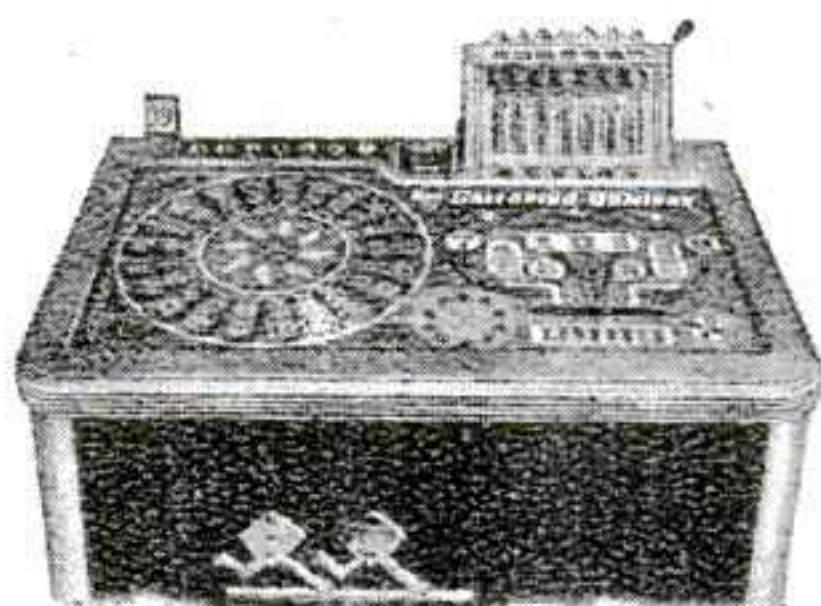
NOW AVAILABLE

IN

NEW

## BANG TAILS AND GALLOPING DOMINOS

easily and quickly convertible to Automatic Award!



Frequent Replay awards are ingeniously shown by means of a periscope projector, flashing the number of Replays in full view at all times! Machines are fully motored for both Replays and Jackpot. Accumulated Replays can be either played off, with as many as 7 at one time, or cancelled by the location owner. Meter registers all cancelled Replays.

Bang Tails and Galloping Dominos are also available in straight Automatic Award payout, with or without jackpot, and Check Separator models. Specify 5¢ or 25¢ play. Resale or trade-in value is quickly recognized in Evans' Convertible models. Enjoy the profits you deserve . . . operate machines to suit your special requirements!

## ONE ROL-HI

New Galloping Dominos model with same high awards as Bang Tails—Winter Book. Now in production! Rush your order for early delivery!

ORDER DIRECT OR FROM YOUR DISTRIBUTOR TODAY!

### H. C. EVANS & CO.

1520-1530 W. Adams St.

Chicago 7, Illinois



## MILLS LATEST MACHINES

### ← GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.

WRITE FOR PRICES

### JEWEL BELL →

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.

WRITE FOR PRICES

### IMMEDIATE DELIVERY



### MILLS Q T

A "Pony-Size" Bell. Weighs only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

**\$115.00** 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

**SICKING, INC.**



### NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5¢ Play

\$65.00

1/3 Deposit

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

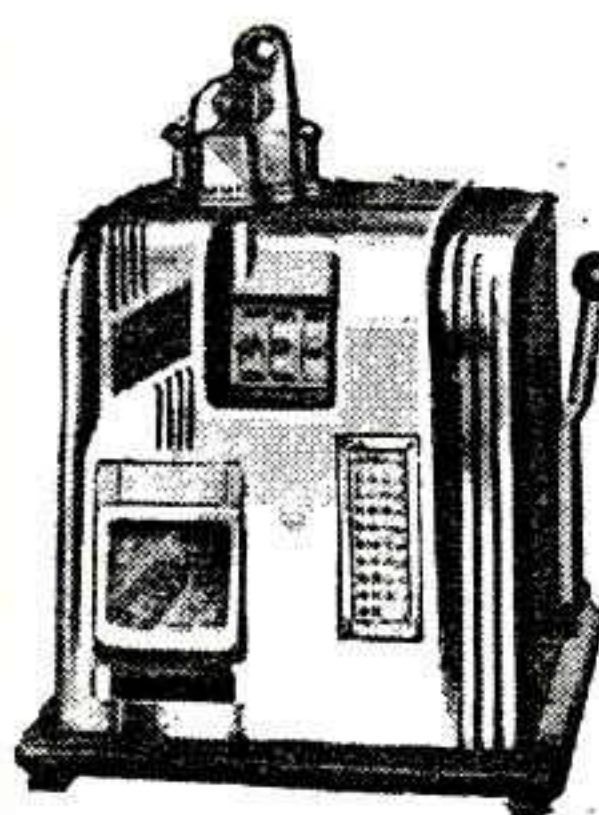
## COLUMBIA DELUXE CLUB BELL GOLDEN FINISH

The big, beautiful Bell has everything an operator's heart desires — superb styling . . . a lustrous Golden Finish . . . a quiet yet fast and fascinating playing action . . . a trouble free mechanism. Yes, the Columbia DeLuxe Club Bell was designed by leaders in the coin machine industry to bring you the finest Bell in the world today.

Changeable to 1-5-10-25c play in a few moments' time.

The coin box will prove to the operator the great earning power of this money-making machine.

Write for Price in Quantity Lots.



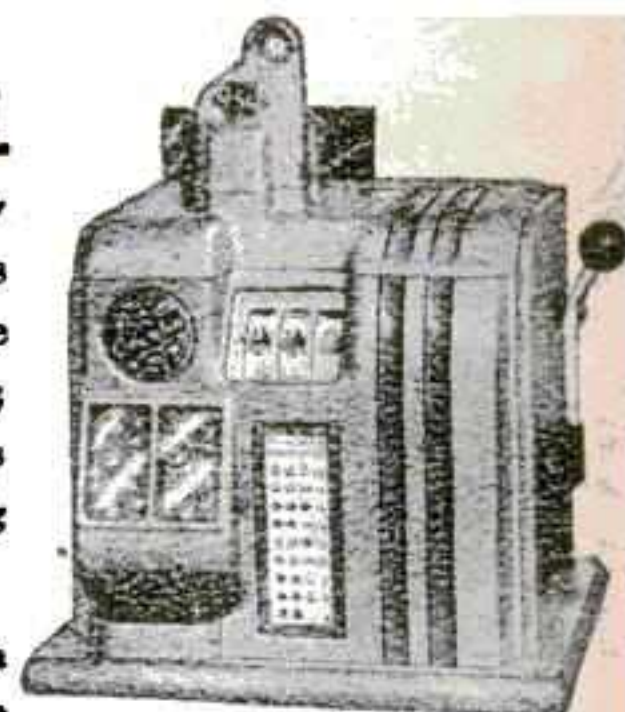
PRICE  
**\$209.50**

## COLUMBIA TWIN JACKPOT BELL

The Columbia Twin Jackpot Bell is smartly styled in dazzling, durable Hammerloid; its operation is silent and its mechanism trouble free . . . changeable to 1-5-10-25c play; hence you get the service of four machines for the price of one . . . plus double slug protection!

DON'T DELAY! Get your order in for a sample of these machines . . . Both Great and Steady Money-Makers for the Operator.

Write for Price in Quantity Lots.



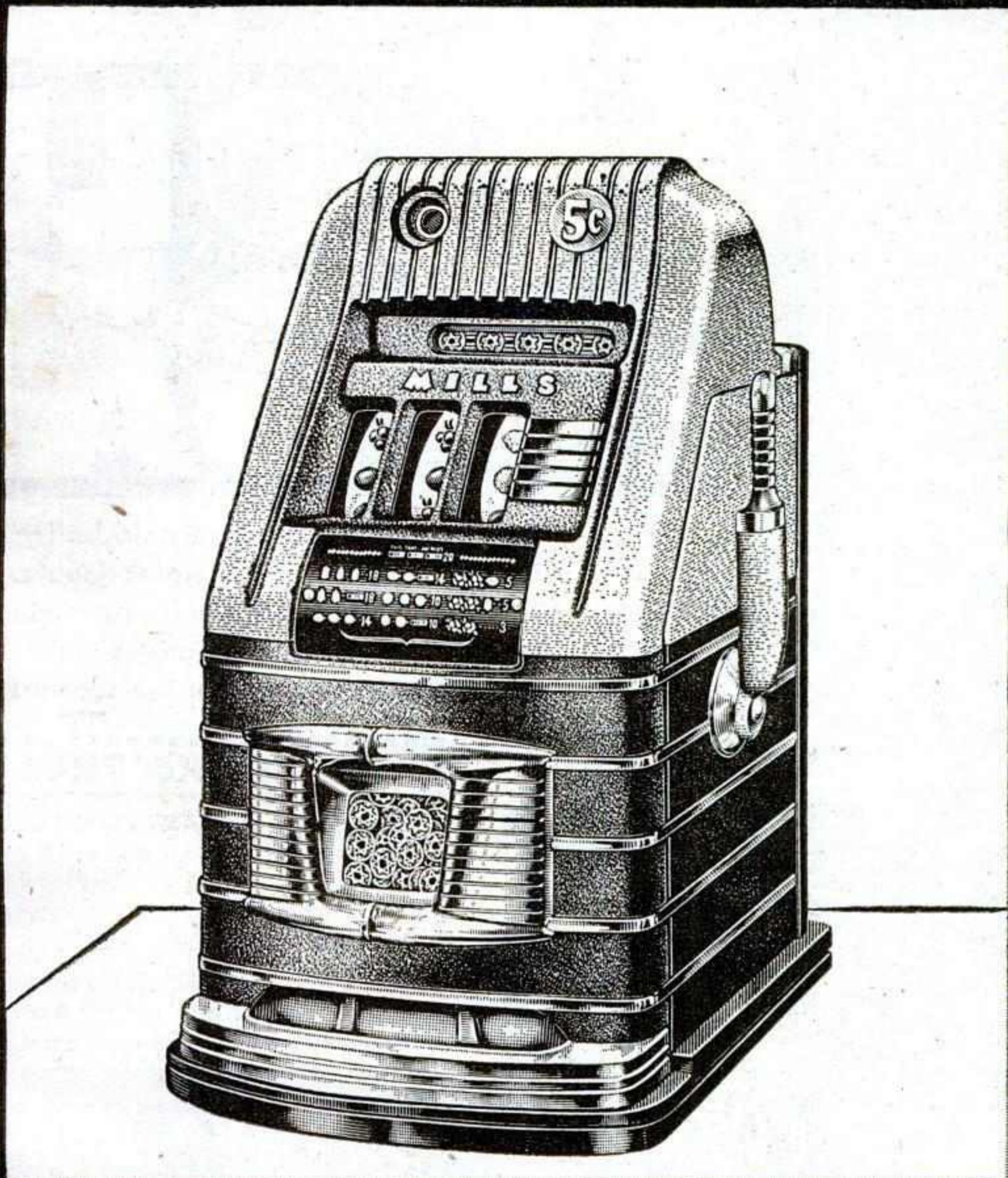
PRICE  
**\$145.00**

## ROANOKE VENDING MACHINE EXCHANGE, Inc.

13 S. JEFFERSON STREET

ROANOKE, VIRGINIA





*The Mills Jewel Bell is moving into the picture!*

The Mills Jewel Bell is rapidly moving into the operator picture. At first, it seemed to amaze and bewilder the operator with its beauty and powerful eye-appeal. They wondered whether a machine like this was "too different?" "too colorful?" "too advanced in design?" So they cautiously tried it out, first one machine, then two, **then the avalanche came.** locations demanded it, locations refused all other types, locations definitely stated that "It Must Be The New Jewel." So, today countrywide, North, South, East and West, the demand is for—the Mills Jewel Bell.

**BELL•O•MATIC CORPORATION**

Exclusive National Distributor: Mills Bell Products, 4100 Fullerton Avenue, Chicago 39, Illinois, Tel. Spaulding 0600



# A HIT! Chicago Coin's SENSATIONAL



# GOLD BALL



IT'S GOT 'EM ALL TALKING!

Four silver balls and one gold ball—  
Gold ball automatically scores double.  
This patented exclusive Chicago Coin  
idea PLUS all the other features makes  
GOLD BALL the game of the season!



## GET YOURS FREE!

Chicago Coin's PARTS AND SUPPLIES CATALOGUE.  
Keep your games running at lower costs. Full of good ideas!

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
 SEND COUPON TODAY!



*Chicago Coin* MACHINE CO.  
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

## FACTORY CLOSEOUT!

**WE  
NEED  
THE  
ROOM**

**BRAND NEW  
GOALEES**

We must have  
the room. Just a  
limited number  
to go! 1/2 deposit  
with order!

**\$200<sup>00</sup>**



*Chicago Coin* MACHINE CO.  
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS



# UNSURPASSED!

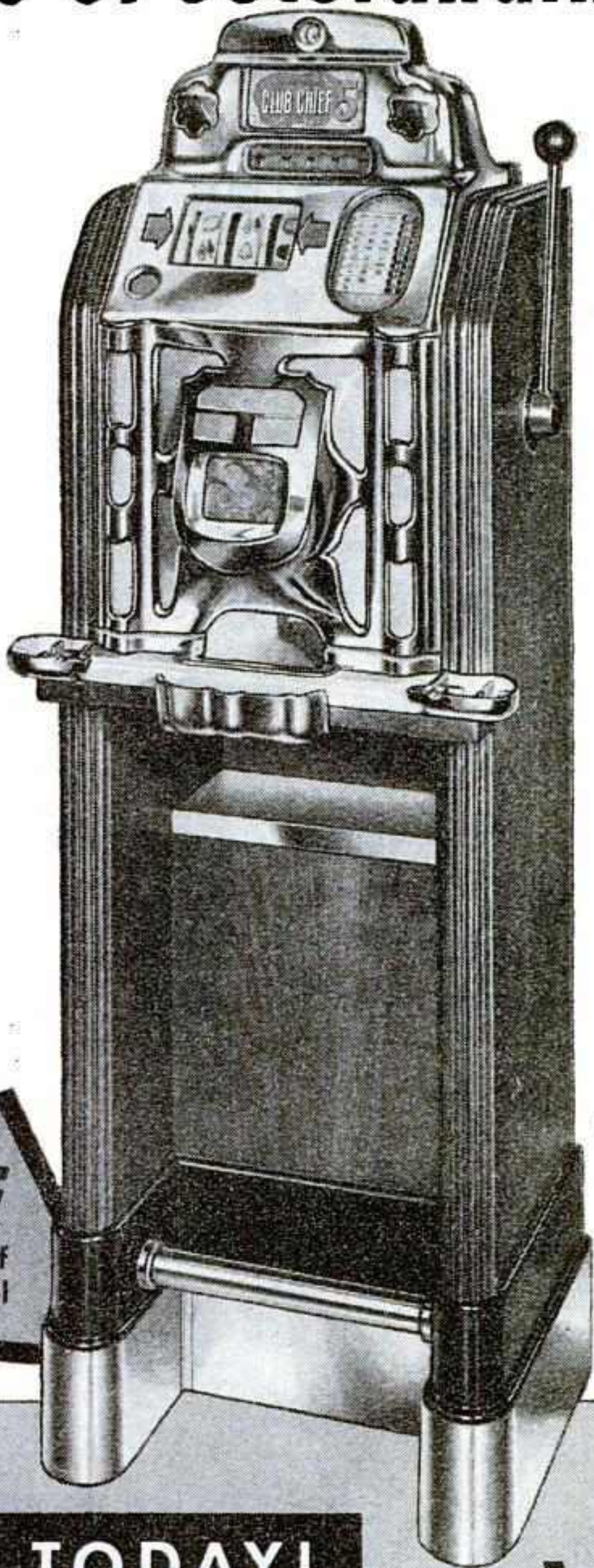
## Here is the latest and best in a famous 40-year old line of outstanding coin machines!

Same Time-Tested Chief Mechanism

Rich Satin Walnut Finish

Terrific New Player Appeal

See Today at Your Dealer



Available In

1¢ • 5¢ • 10¢ • 25¢ • 50¢ • \$100

*Jennings*

### CLUB CONSOLE

Also Available in Standard Chief Model

### MAIL COUPON TODAY!

O. D. Jennings & Co.  
4309 W. Lake St., Chicago 24, Ill.

- Send information on new CLUB CONSOLE
- Send name and address of nearest dealer
- Send me a general circular showing the complete Jennings line.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**Jennings & Co.**  
 4307-39 WEST LAKE STREET • CHICAGO 24 • ILL.  
 The Leader in the Field for over 40 Years  
 MEMBER OF COIN MACHINE INDUSTRIES, INC.



# GENCO'S Broncho

**NOW and ALWAYS — A GREAT GAME**

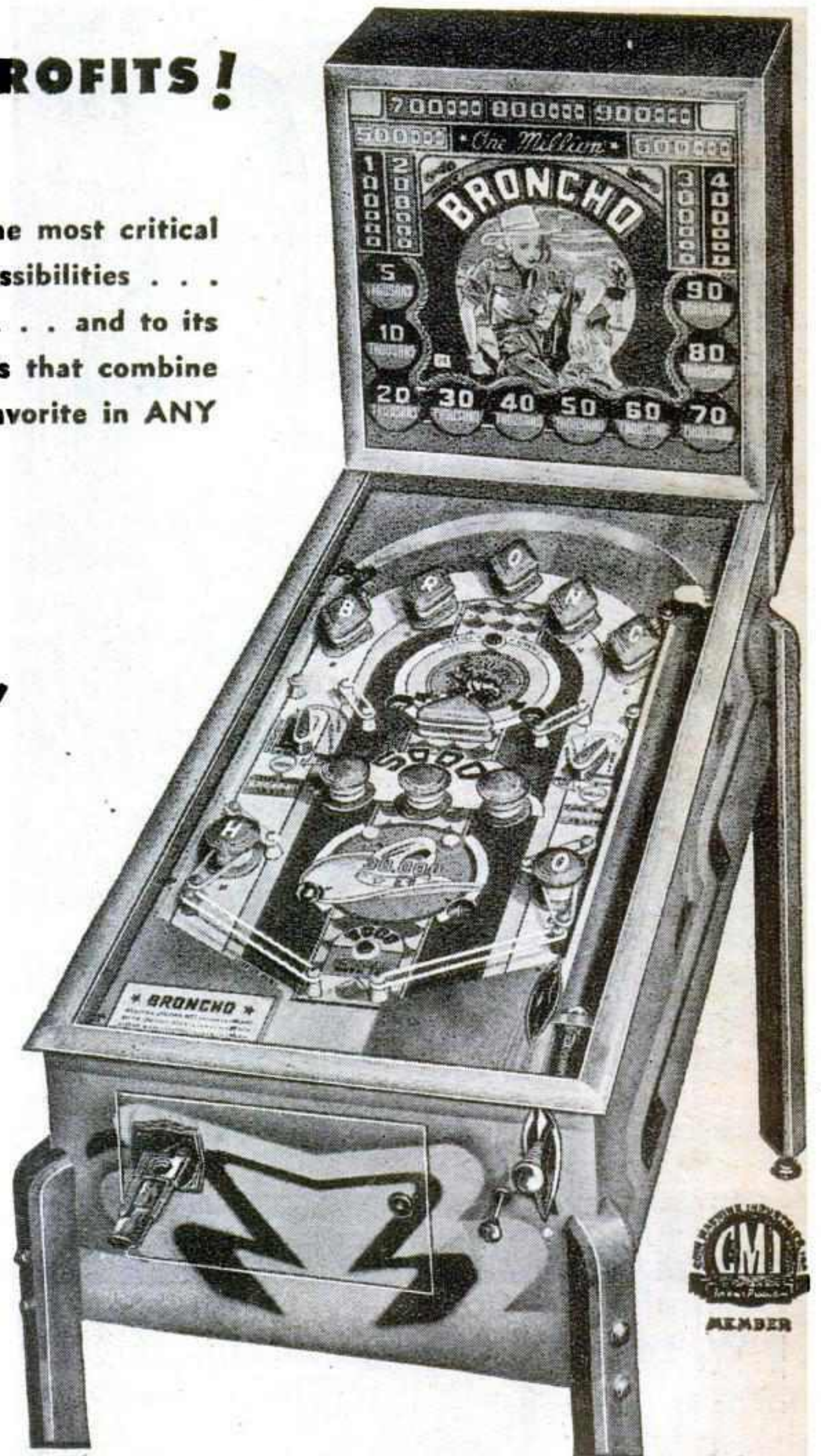
*plus* **GREATER PROFITS!**

BRONCHO will more than satisfy the most critical operators as to its money-earning possibilities . . . its power to draw and hold players . . . and to its many **NEW** and **IMPROVED** features that combine to make BRONCHO an all time favorite in ANY location . . . large or small!

**LOOK HERE  
PARDNER!**



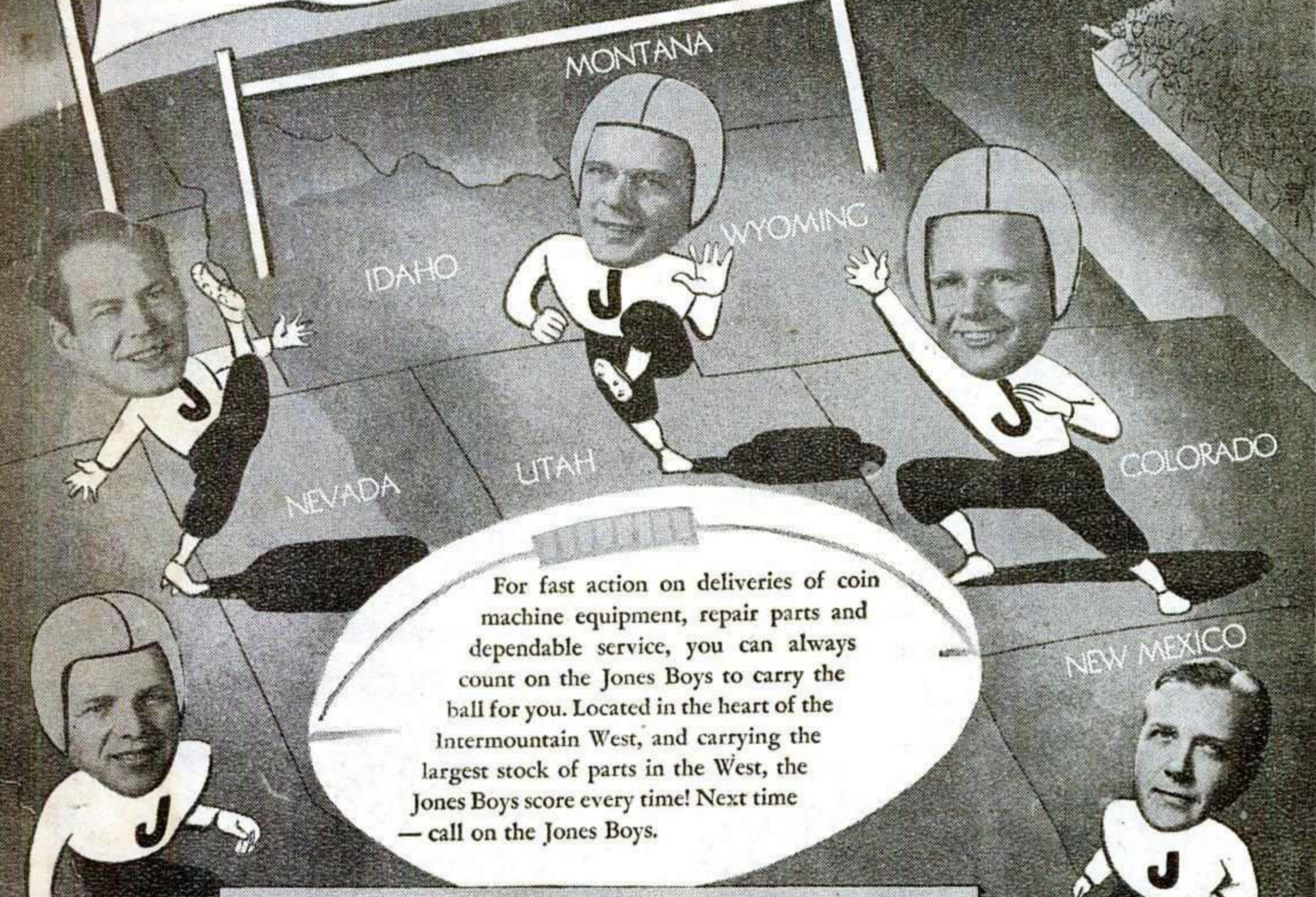
**ORDER FROM  
YOUR NEAREST  
DISTRIBUTOR**



**Genco** MANUFACTURING and SALES CO.  
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.



# The JONES BOYS cover the field for you!



For fast action on deliveries of coin machine equipment, repair parts and dependable service, you can always count on the Jones Boys to carry the ball for you. Located in the heart of the Intermountain West, and carrying the largest stock of parts in the West, the Jones Boys score every time! Next time — call on the Jones Boys.

## OCTOBER "GRIDIRON" SPECIALS

(All Equipment Reconditioned and Ready for Location)

### SEEBURG

(All Seeburgs Refinished Marbl-Glo and Reconditioned)

8200, Lo-Tone....\$350.00	Colonel, R.C.E.S. \$255.00	Classic .....\$235.00
8800, Lo-Tone.... 350.00	Concert Master,	Cadet ..... 185.00
9800, Lo-Tone.... 350.00	R.C.E.S..... 250.00	Regal ..... 145.00

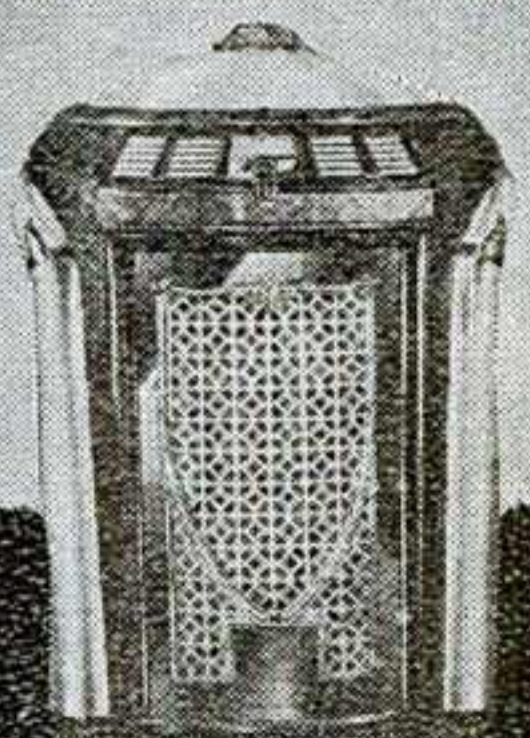
### WURLITZER

1015 .....\$675.00	600 .....\$135.00
950 ..... 275.00	616 ..... 65.00
850 ..... 275.00	Victory 500..... 95.00
500 ..... 155.00	Wurlitzer 24..... 135.00

### ROCKOLA

Super '40 .....\$225.00
Standard '39..... 155.00
Commando ..... 165.00
1422 ..... 525.00

GAMES . . . Victory Derby.....\$175.00 — Midget Racer.....\$89.50



# JONES DISTRIBUTING COMPANY

Exclusive Distributors for SEEBURG — BALLY — JENNINGS

127 EAST 2nd SOUTH ST  
SALT LAKE CITY 1, UTAH

1454 WELTON STREET  
DENVER 2, COLORADO

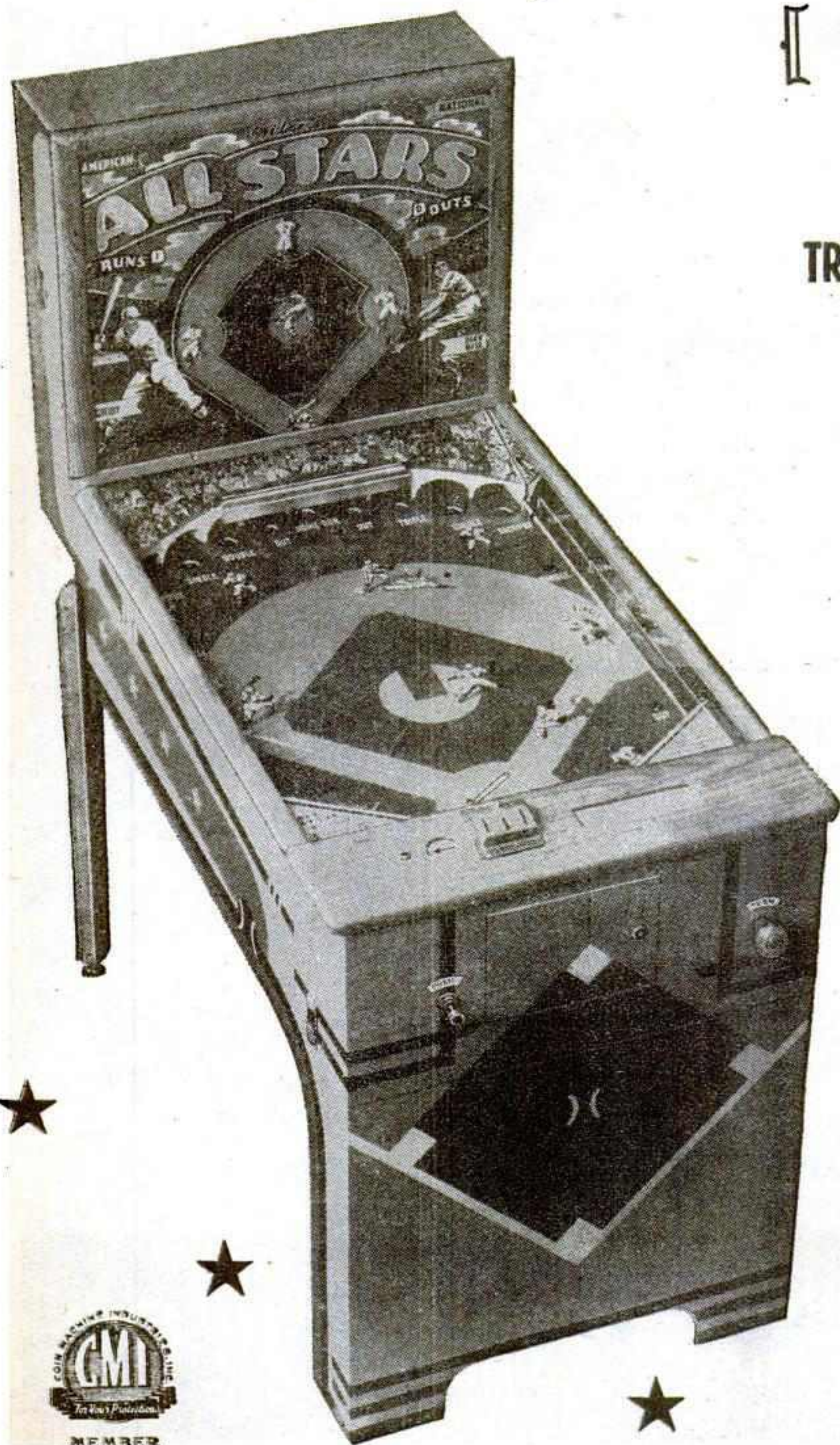


# NEW - IMPROVED

*Williams*

# ALL STARS

100% MECHANICALLY PERFECT



**Dave Bond**  
**TRIMOUNT COIN MACHINE CO.**  
 BOSTON, MASS.

*reports:*

"ALL STARS earns more money than any machine ever operated!"



**ORDER NOW!**

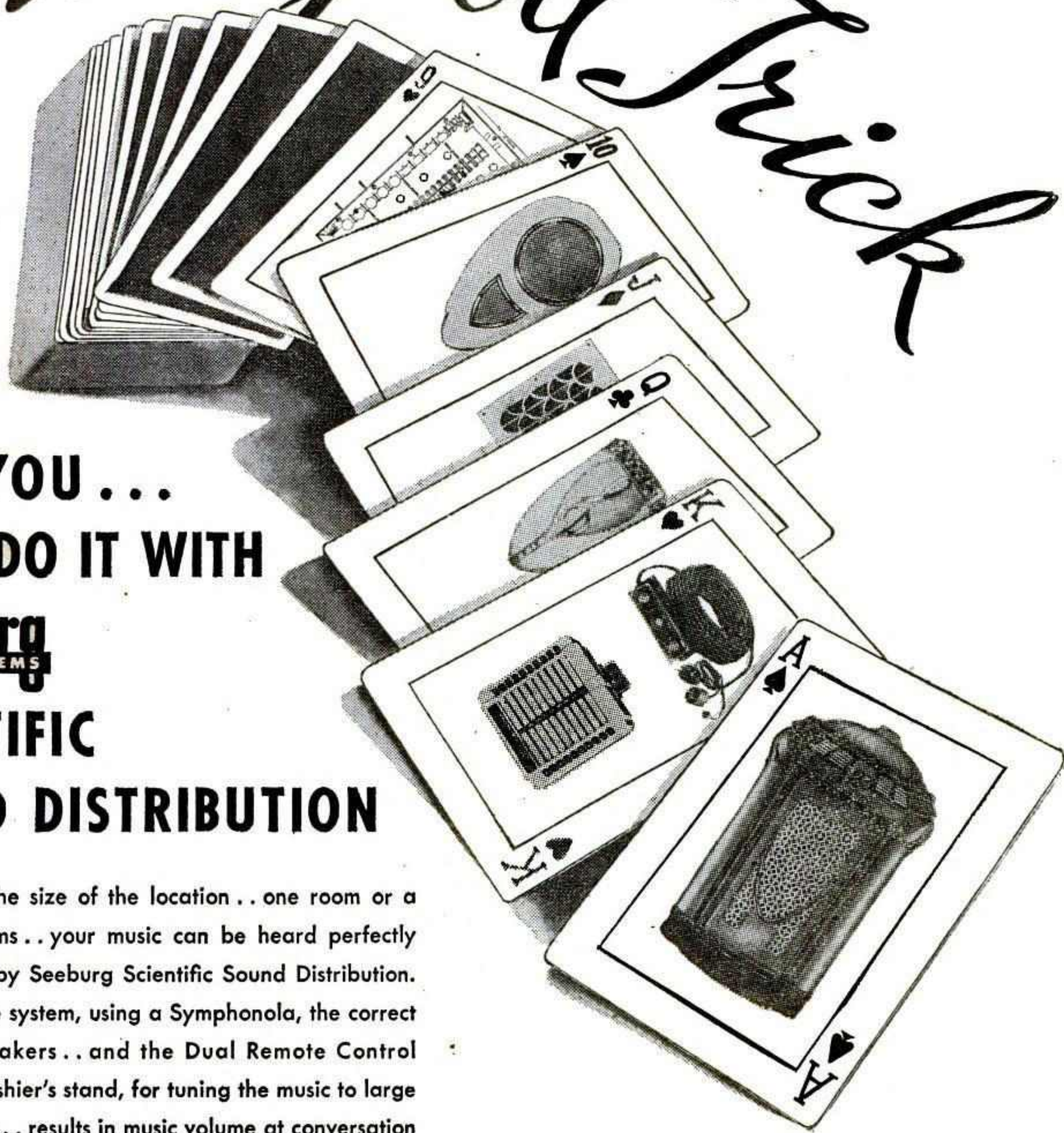
*Remember, only a limited quantity are being manufactured. See your Distributor Today!*

*Williams*  
 MANUFACTURING  
 COMPANY

161 W. HURON STREET CHICAGO 10, ILL.



*It's a Good Trick*



**AND YOU ...  
CAN DO IT WITH  
Seeburg  
MUSIC SYSTEMS  
SCIENTIFIC  
SOUND DISTRIBUTION**

Regardless of the size of the location . . . one room or a number of rooms . . . your music can be heard perfectly at every table by Seeburg Scientific Sound Distribution. This remarkable system, using a Symphonola, the correct number of speakers . . . and the Dual Remote Control switch at the cashier's stand, for tuning the music to large or small crowds . . . results in music volume at conversation level, never too loud . . . never too soft! No blare or wear on nerves . . . just music of their choosing . . . as they like it!

**Consult your nearest S. H. Lynch & Co. office for advice and assistance, regarding the needs of your locations. We have a competent staff of experts. We're working with operators constantly on both large and small locations. It will be a pleasure to work with you.**

- \* Dallas, Pacific at Olive
- \* Houston, 910 Calhoun
- \* New Orleans, 832 Baronne
- \* San Antonio, 241 Broadway
- \* Memphis, 1049 Union Avenue
- \* Oklahoma City, 900 N. Western

**S. H. LYNCH & CO.**  
*Exclusive Southwest Distributors*

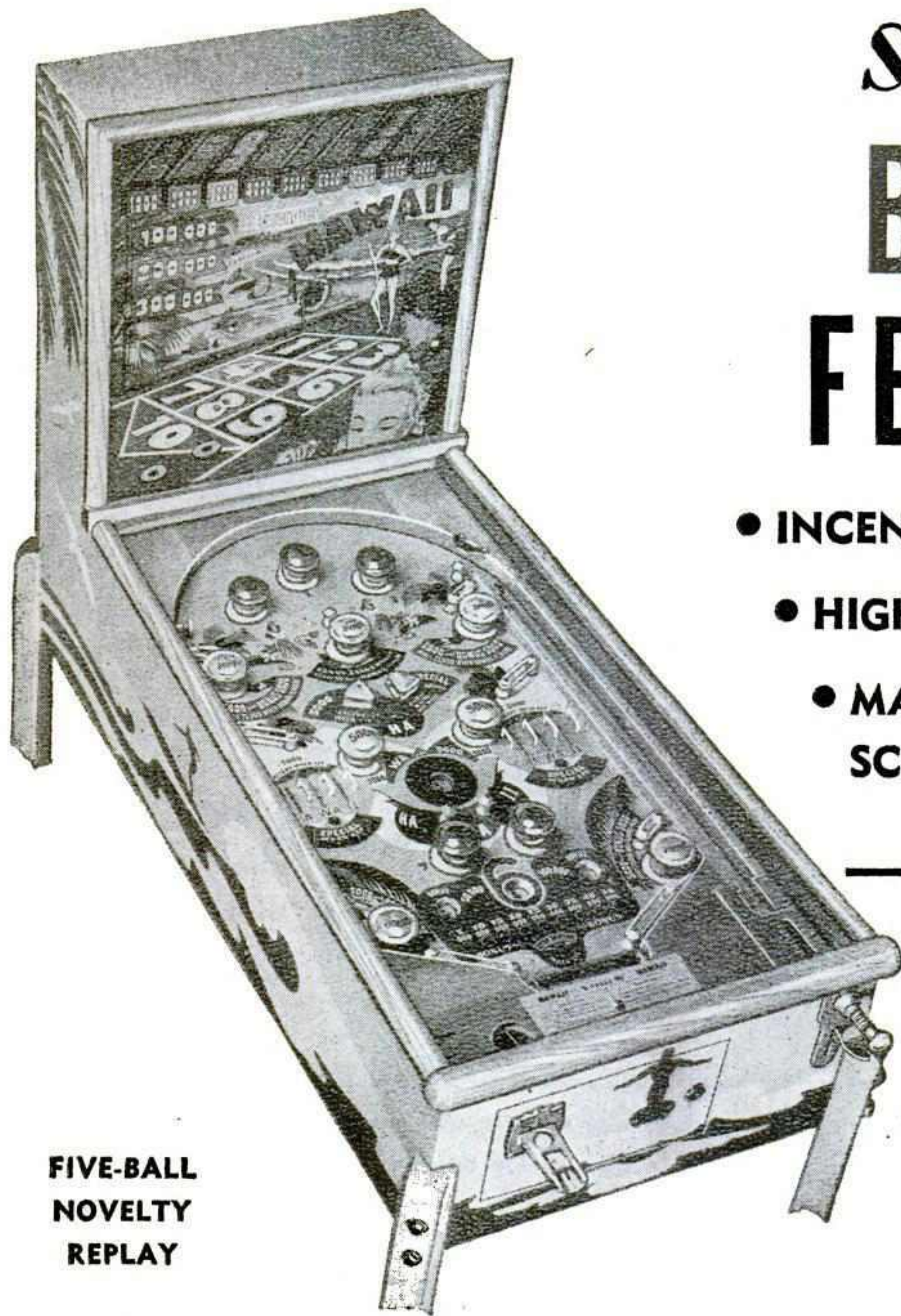


# HAWAII

by **UNITED**

... with

## *SUPER* **BONUS** **FEATURE**



**FIVE-BALL  
NOVELTY  
REPLAY**

- **INCENTIVE SCORING POCKETS**
- **HIGH SCORE BUILD-UP**
- **MANY WAYS TO  
SCORE REPLAYS**

**STEPPED-UP  
PROFITS**

**"GREATER THAN MEXICO"**

**SEE YOUR DISTRIBUTOR**

**UNITED MANUFACTURING COMPANY**

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS



# Want to make money Mr. Operator?

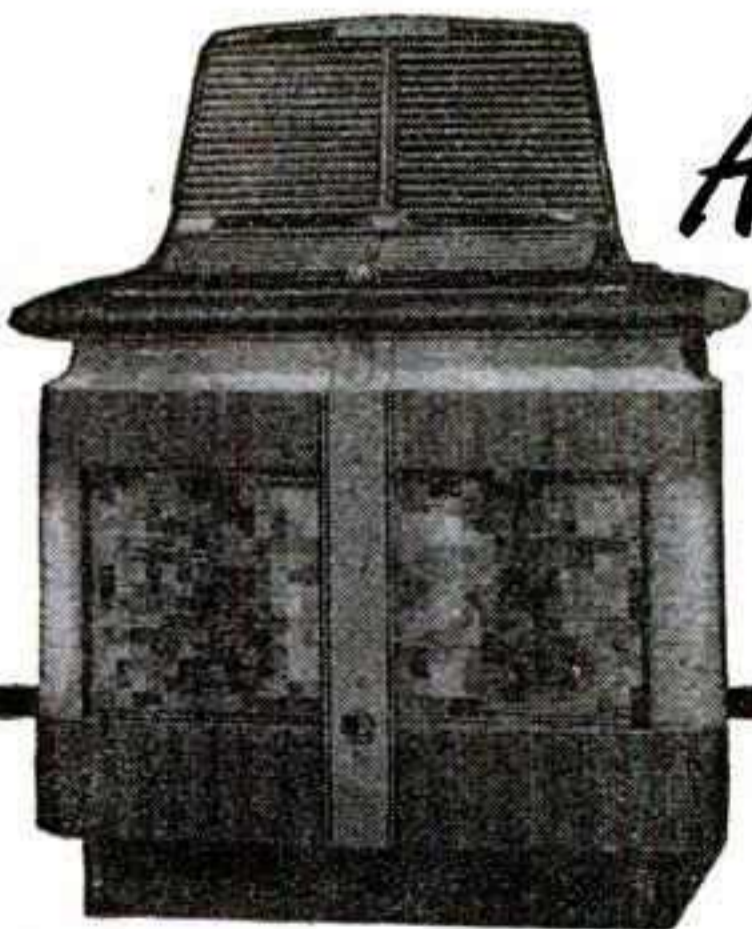


**T**HE boys above are doing it the hard way. Somebody should let them in on the safest and surest way to make *real* money — with AIREON ELECTRONIC PHONOGRAPHS. Smart operators all over the country are choosing AIREON Phonographs for top locations. That's a quicker way to *healthy* profit increases than the basement printing press ever produced! Join the growing throng of satisfied operators who are saying — "From now on—AIREON"

**Aireon**  
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**Blonde Bombshell**



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# SILVER STREAK

TAKES THE LEAD IN NOVELTY SPOTS EVERYWHERE!

**NEW** TEASING TANTALIZING QUALIFY FEATURE

**FLASH-ACTION SPEED-BOAT RACE ON BACK GLASS**

**6 WAYS TO WIN**

PACKED WITH SUSPENSE AND **SKILL THRILLS**

**HIGH SCORE TO 490,000**

CONVERTIBLE NOVELTY OR **FREE PLAY** 5 BALLS OR 3 BALLS

Fastest action and fastest earning power in novelty class . . . that's Bally's new SILVER STREAK. Packed with skill-thrills . . . and ideal for competitive play . . . SILVER STREAK is the game you need now to pep up novelty profits. Order yours today!

## OTHER Bally HITS

### EUREKA

OPERATE AS MULTIPLE OR SINGLE-COIN GAME  
Earns Pay-Table Profits in 5-Ball Spots

### HEAVY HITTER

Low Price Baseball Counter Game  
Welcome in All Territories

### HI-BOY

CLUB-TYPE BELL CONSOLE  
with HOLD and DRAW feature  
Nickel, Dime or Quarter Play

### TRIPLE BELL

Nickel, Dime, Quarter—Any Coin Combination

### DE LUXE DRAW BELL

with EXTRA DRAW feature  
Nickel or Quarter Play

## NEW Bally ONE-BALL MULTIPLES

**JOCKEY Special**  
FREE PLAY

**JOCKEY Club**  
AUTOMATIC

with **Amazing New HORSESHOE FLASH**

Players play six, eight or ten coins per game.

Illustration shows Jockey Special (Free Play) Jockey Club (Automatic Payout) is identical in appearance and play-appeal.



Double or triple your normal one-ball multiple profits by getting JOCKEY CLUB and JOCKEY SPECIAL on location now. Order today for quick delivery.



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