Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY . 25 CENTS

OCTOBER 15, 1949



The agonized look on Spike Jones's face is the zany maestro's way of depicting extreme pleasure at the presentation of two giant incisors unsubtly emblematic of his famous RCA Victor recording of "All I Want for Christmas Is My Two Front Teeth." Here, Bob McCrea (right), merchandise manager of RCA Victor Records, gets a strong assist from Walter Dowell, art director of Indianapolis Industrial Exhibition, in handling the weighty chompers. This immediately followed Spike's happy acceptance of a gold-plated copy of the one-millionth pressing of "Two Front Teeth," and a frame to keep in readiness for the two-millionth pressing which seems assured. The presentation was made at the RCA exhibit booth in the Indianapolis Railway Station. Spike, now on tour with his Musical Depreciation Review, represents one of the nation's top attractions on records, on the air, at the box-office and before the grandstand such as that of the great State Fair of Texas, in Dallas, where the Review again will be featured.

"HOME IS WHERE THE '45' IS," says EDDY ARNOLD



Mrs. Eddy Arnold, Dickie (7 months), Jo Ann (31/2 years) and Eddy in Their Living Room-Madison, Tennessee.

"Most of my time at home is spent right where you see me in the picture . . . playing the little yellow records for the kids and Mrs. A's favorite—a little green one, titled:

I'M THROWING RICE (At The Girl I Love)

. . . Yes, 45 rpm is an important part of our family life!" says Eddy Arnold.

RCA VETOR Records The S.W.A.S."

EDDY ARNOLD EXCLUSIVE MANAGEMENT: THOMAS A. PARKER, BOX 417, MADISON, TENN.

TYFILM MUSIC \$\$ BATTLE

Ballroom Ops Call National Confab the Best Yet; Elect Wittig To Succeed Geer

Map Tax Repeal Fight, BMI and ASCAP Dickers

By Johnny Sippel

ly 145 ballroom ops from all parts of the U.S. left here Thursday (6) after the completion of what they unanimously agreed was "the most successful meeting in the three-year history of the National Ballroom Op-

Legit Outlook Is Darkest in Years for Chi

poorest legit seasons in Chicago's histhat the fewer than usual expected to hit here after New York and road showings will be weak, stimulating a rather dismal forecast.

With summer and early fall season of the past few months being weak, too, trade and public is grum-(See Windy City Legit on page 56)

CHICAGO, Oct. 8 .- Approximate-, erators' Association." The convention, held at the LaSalle Hotel October 4-6, was the first three-day gathering in NBOA's history. Other conclaves were held to two days. The attendance mark topped last year's record of 115.

Larry Geer, of Laramar Ballroom, Fort Dodge, Ia., who has headed NBOA since its inception, resigned as prexy, but only after considerable urging that he reconsider. Many ops contended that Geer was needed to spearhead NBOA during its impending cabaret tax removal campaign and its important negotiations with Broadcast Music, Inc., and the American Society of Composers, Authors and Publishers (see sepa-CHICAGO, Oct. 8 .- One of the rate stories). Geer, in resigning, of Labor (AFL) or one of its top ofpointed out that the group has ficials would intervene remained no official offer of a royalty arrangetory is expected for the late fall and reached a cohesive quality, where this week as the last hope that the winter season, normally top periods no one man is necessary. He later bitter dispute between the East Coast here. A round-up of local legit was appointed chairman of the board and West Coast talent unions would sources this week revealed that not of directors. Membership pre- not erupt into the most bitter show many top shows are expected, and sented him with a brief case in rec- business fight yet witnessed. With earlier Midwest Ballroom Operators'

(See Wittig Named Prexy, page 17)

Almost In!

WASHINGTON, Oct. 8 .- The bill appropriating \$3,000,000 for Washington's Sesquicentennial was approved by joint House and Senate conferees yesterday and now goes to both chambers for final action. Denied by the House three times before, the appropriations measure now faces its big hurdle when it comes up for House action in the first supplemental appropriations bill.

Only AFL Can Avert All-Out War of Unions

Actors Hope Green Steps In

NEW YORK, Oct. 8 .- Only the possibility that the American Federation ognition of the 11 years of service the AFL holding its convention in he rendered as secretary of the Minneapolis this week, representatives of the squabbling unions con-Association and later as NBOA's verged on that city with what was apparently a two-fold purpose in Will Wittig, PlaMor Ballroom, mind. One was to keep the other Kansas City, was unanimously side from getting an edge in the (See Only AFL Can Avert on page 8)

Petrillo Call For Royalties Starts Fight

Nets, Producers Opposed

By Jerry Franken and Paul Ackerman

NEW YORK, Oct. 8 .- Opposition to the proposal that a royalty system be applied for the use of musicians on film produced for television appeared to be growing this week. The precept that such a system would be inaugurated was advanced by James C. Petrillo, president of the American Federation of Musicians (AFM), at a conference this week in New York with about 80 representatives of film producers, station representatives and advertising agencies.

The day before the conference, Wednesday (5), Petrillo met with representatives of the television networks. The meeting was devoted to exploring problems concerned with the use of music on kinescopes, but ment was made by the AFM head. He told both meetings that the AFM's specific recommendations for the use (See Battle Over TV Film, page 8)

Para To Test Vaude in Chi And the South

NEW YORK, Oct. 8 .- The Paramount will spread its vaude activities in the South and around Chicago, using five act bills on a tryout basis.

The first house to reopen will be the Palace, Jacksonville, Fla., October 20, on a full-week stand. The 1,400seat house will tee off with Helmut Dantine, Penny Edwards and three other acts. If the gross is satisfactory, Paramount plans to keep its policy on a long-term basis.

It also plans to open in Tampa sometime around Christmas with a similar five-act policy for which acts are now being screened.

Neither Jacksonville nor Tampa has used flesh in the past five years. The spread of vaude in Chicago will be strictly a neighborhood policy. Paramount is planning to use flesh at the Marlboro and the Uptown as starters, tho the kick-off is only tentatively set for Christmas. The policy will be to use five acts, plus a picture,

on a full-week basis. The plan to increase the use of (See Para Spreads Vaude on page 51)

Special Rights Bogey Expo Offers 5G

Protection **On Production** Tunes Sought

Old Issue Up Again

NEW YORK, Oct. 8 .- A corps of blue ribbon American Society of Composers, Authors and Publishers (ASCAP) show writers met yesterday and served notice on the video spokesmen that unrestricted use of production songs on TV would not be permitted.

The writers, known in the current ASCAP-TV negotiations as the "Rheinheimer group" because they are represented by Attorney Howard Rheinheimer, compose the aristocracy of the song business, including such as Oscar Hammerstein II, Richard Rodgers, Arthur Schwartz, Cole Porter, Rudolph Friml, the Gershwin, Kern and Hart estates, et al. This heavyweight cadre cause the suggested ASCAP-video agreed that they would not, without pact fails to cover explicitly producspecial authorization, permit video tion tune use. The tunesmiths reuse of a production tune in any man-

For Miss Truman

NEW ORLEANS, Oct. 8.-Frank Dane, promoter of a proposed Midcentury International Exposition to be held here next year, has wired James H. Davidson, concert manager of Margaret Truman, a bid for the appearance of the President's daughter as highlight of a skedded President's Night at the fair.

Dane is offering \$5,000, plus expenses, with the stipulation that Miss Truman will not give any other concerts within 200 miles of New Orleans prior to the projected exposition.

ner carrying the suggestion of a plot or advancing a story line, even tho it might differ from the plot of the production whence the tune originally came.

This would apply to both the perprogram and the blanket deal.

Make Stand Clear

Apparently, the show writers gathered to make this stand clear be-(See Raise TV Special on page 16)

Blanc Ruling Felt by Tune, Pic, Telemen

Didn't Copyright "Woody"

HOLLYWOOD, Oct. 8.—A vital court decision, affecting artists' rights in tele, film and music fields, was handed down this week by California Superior Court Judge Daniel Stevens in a suit filed by Mel Blanc against Leeds Music, Walter Lantz Cartoons and Castle Fields, Inc. Blanc sued for \$250,000, contending that unauthorized use of his "Woody Woodpecker" laugh in the novelty song of the same title was an infringement of copyright laws and subject to damage action. Decision went against Blanc in Judge Stevens's 18-page ruling.

Basis for the decision, which was made on a legal motion prior to trial and submitted by defense attorneys Fink, Levinthal, Rolston and Kent, was that Blanc performed his "Woody" laugh for purposes of film (See 250G "Woody" on page 7)

In This Issue

Coin Machines 99 Fairs & Expositions 73

Music Machines ... 108 Music Pop Charts ... 20

The Billboard Main Office: 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year \$10 Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1949 by The Billboard

Ice Vogues of 1950

(Reviewed at Memorial Hall, Dayton, O., October 6)

ented performers, it was easily the

three times figure-skating champion of Vienna, a G.I. war bride making

her first public appearance as a

skating star in the U.S. She is tall,

strikingly pretty and an accom-

Star of the show is Ilona Vail.

best of the three shows.

plished skater.

For the third successive season Ice Vogues premiered here Thursday. Colorful and peopled with tal-

Soc. Sec. tor Showfolk in '50

House Passes Bill; Sen. To Act in Winter

Many New Liberalizations

WASHINGTON, Oct. 8 .- The Federal Security Agency (FSA) will make the final determination as to how those show people still outside of Social Security will be brought in under the new bill passed by the House this week. Because of broader interpretation of the term "employee" in the bill, it is considered possible average price in January, 1939, which that many showfolk may be covered i given a mark of 100. under that term rather than by the term "self-employed." It is definitely to their advantage to come under the Social Security Act as an employee because the tax rate on their incomes will be less, while benefits will be the same.

Under the bill-which is not due for enactment until next year-the self-employed will pay a tax amounting to 11/2 times that assessed an employee. During 1950, the rate for an employee-and this includes show people already covered by the actwill be 11/2 per cent of the first \$3,600 of their incomes. In January, 1951, the rate goes up to 2 per cent. In 1960, the tax rate goes to 21/2 per cent, in 1965 to 3 per cent and in 1970 and thereafter to 31/4 per cent. The rate on self-employed will, in each period, be half again as much as that paid by an employee. Showfolk classed as employers will match the payments made by their employees as in the past, but in addition will have to pay the self-employed tax on their own incomes.

Distinctions Drawn

Under an unofficial opinion delivered to the House Ways and Means Committee by FSA, entertainers, in general, are to be considered employees rather than self-employed when they come in for the first time under terms of the new Social Security bill. Those entertainers with enough prestige to set their own working conditions will be considered self-employed by FSA. The heads of show enterprises, such as theater owners, nitery operators, coin machine operators, circus owners, etc., are considered by FSA to be selfemployed and will be subject to the higher rates on their own incomes.

It must be stressed that the FSA opinion is unofficial and may be law. FSA and the Treasury Depart- Music Hall shared the other two. (See Soc. Sec. in 1950 on page 58)

Kasper-Gordon Offer AM Series for Tele

BOSTON, Oct. 8 .- Kasper-Gordon, Inc., a local radio transcription outfit, is offering department stores and toy retailers its seasonal radio series, Adventures in Christmastree Grove, as a TV marionette film this year, utilizing the 15 synchronized 15-minute airers as a sound track.

Black and white prints of the filmed-in-color series will be available on an exclusive basis (one sponsor to a city) with rentals based on the population, number of sets in town and local TV time rates. The minimum rate is \$150 an episode. This charge includes the use of the transcriptions alone on AM radio stations.

In non-TV areas, Kasper-Gordon will lease the films solely as an instore feature, via a motion picture projector.

Showbiz Stocks Decline in July

WASHINGTON, Oct. 8.-The index of listed amusement stocks took a drop of three points Curing July, the Securities and Exchange Commission (SEC) reported this week. The decline caused amusement stocks to drop out of first place in industry groupings for the first time in many months.

Index of showbiz stocks at the end of the month was 198.2, compared with 201.2 July 1. Aviation transport moved into first place witl. an index of 210, a climb of 14 points during the month, and paper products stocks gained 10 points to 209 to take second place. The index is based on the

ABC Flacks Visit Affils To Cement Ties

NEW YORK, Oct. 8 .- Flacks from the New York, Chicago and Hollywood offices of the American Broadcasting Company (ABC), accompanied by station relations men, will make the rounds of major affiliates in each area during the coming two weeks. The dual purpose is to acquaint stations with the web's plans and tighten press department liaison. and also to meet radio editors of the local press in each locality. The Eastern stations will receive a visitation from Jack Pacey of the New York ABC press department.

Toted along will be plenty of paraphernalia, including flopover presentations, to plug the rise of ABC from a bush-league operation to "the nation's fifth largest advertising medium" during the past six years. Needs of the editors also will be discussed with the possibility that the web's press set-up may get an overhauling on the basis of suggestions made during the trips.

Detroit Censors 12 Shows

DETROIT, Oct. 8.—Censorship activity continues at the highest level of the year, with 12 cuts required by police during the past two months in night spots. The censors made 346 visits to niteries. In theaters, seven corrections were made during the same period, on a total of 128 visits Three of these were changes in costuming at burlesque houses, two were ordered in legitimate productions, while the town's all-night vaudeville house, the Stone, and the Spike Jones changed by the time the bill is made Musical Depreciation Revue at the been named manager of Station

Bzovis Expand Detroit Area

DETROIT, Oct. 8. - Stageshow leadership in the metropolitan area has been clearly achieved by the Harbor Theater, operated by Andrew and Daniel Bzovi, 10 miles down the river in the suburb of Ecorse, with the booking this week of a new radio show, Bobbin' With Robin, signed on WKMH for a period of 13 weeks to be aired Wednesday nights. The theater already has the Palace Theater vaudeville units for Detroit, running Sunday thru Tuesday to a very good business, according to Bzovi, and two weeks ago started Land of Fun in a tie-up with station WWJ as a Saturday draw for the juvenile trade. Success of the stageshow policy of these other ventures, previously reported, induced the Bzovis to book in still another day of live shows.

Bobbin' With Robin features two jockeys from WKMH, Robin Seymour and Dick Kelleher, and is constructed as a talent contest for musical and audible novelties acts only. The station auditions talent entirely in advance, assuring a supply of six or seven acts of caliber adequate to give a real contest and have adequate audience appeal. The winner selected each night must appear the following week, and face the fresh contestants, in a sort of "musical chairs" elimination style, until the final or 13th parent plastic.

The show has been sold to Simpson Pontiac Motor Sales, of near-by Wyandotte, Mich., as sponsor for the

Unique gimmick for the show is the grand prize for the finalist of a six months' recording contract, thru a tie-up with Sensation Record Company. This firm, headed by John Kaplan and Bernard Besman, of Detroit, recently resumed active pressing and releasing, after ending a tie-up with King Records, and is widening its scope of pressing activity, formerly concentrated in the race field. A build-up promotion to star the final winner is planned, making the contract a grand prize expected to draw plenty of attention.

MINNEAPOLIS, Oct. 8.-Wendell B. Campbell, for the past four years manager of Columbia Broadcasting System's (CBS) KMOX outlet, St. Louis, and prior to that a member of the staff at WKRC, Cincinnati, has WCCO, CBS o and o station here.

Stageshows

She displayed all the skating tricks in her solo numbers and teamed beautifully with Chet Nelson, one of the troupe's best male dancers. Nelson does a neat rhythm solo and teams up with Nona McDonald for a "hot Scotch" routine. Miss McDonald offers a smart single that has style and later warms up with a Hawaiian number. Comedy star is Ben Dover, who has learned to skate after a fashion and uses the accomplishmen' to augment his former vaude lamppost drunk act. The audience goes for him. Another star is Georg Von Birgelin, who, gorgeously costumed, does stilt skating, weaving in and out of

> a line of objects. He also does some high jumping. As a finale he leaps over a mound of kegs, jumping thru a hoop to a blind landing. Another ace performer is Tony Lemac. He appears first as a matador in a striking Spanish production number and later does a solo with terrific whirls. Juggling on skates

is offered by Larry Weeks. Charles and Lucille exhibit highly professional ski" in an adagio number. They come on later to do additional routines in a Strobelite number, Isle of Dreams.

Miss Vail makes her initial appearance in a production number wherein chorines wear costumes made largely (but not entirely) of trans-

Donna Jeanne and Dick Hehl take over for fancy skating. Flip and Flop, two males, offer acrobatic turns. For novelty, four of the girls, chained hand and foot, do a well synchronized chain gang number.

Concluding and most elaborate (See Ice Vogues of 1950 on page 57)

Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

Roger S. Littleford Jr. William D. Littleford

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Subscription rates payable in advance One year, \$10 Iwo years, \$17.50 These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union Rates in other foreign countries sent change of address should give old as well as new address.

he Billheard also publishes Vend the monthly magazine of automatic

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



NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits YOU'RE BREAKING MY HEART
- No. 1 Sheet Music Seller
- YOU'RE BREAKING MY HEART No. 1 Most Played on Disk Jockey Shows
- THAT LUCKY OLD SUN, F. Luine, Mercury 5316
- No. 1 Disk via Dealer Sales
- THAT LUCKY OLD SUN, F. Laine, Mercury 5318
- No. 1 Disk in the Nation's Juke Boxes
- THAT LUCKY OLD SUN. F. Laine. Mercury 5316
- No. 1 Most Played Juke Box Country and Western Record
- WHY DON'T YOU HAUL OFF AND LOVE ME?, Wayne Raney, King 791 No. 1 Best Selling Retail Country and Western Record
- SLIPPING AROUND, J. Wakely-M. Whiting. Cap 57-40224
- No. 1 Most Played Juke Box Blues and Rhythm Record SATURDAY NIGHT FISH FRY, L. Jordan, D 24725
- No. 1 Best Selling Retail Blues and Rhythm Record
- SATURDAY NIGHT FISH FRY, L. Jordan, D 24725 No. 1 Sheet Music Seller in England
- RIDERS IN THE SKY

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity In Music Popularity Charts, pages 20 to 49.

MILLIONS OF TUNERS "LOST"

ABC Preps Under 13-Wk. Discount Plan

Small Sponsor Lure

NEW YORK, Oct. 8 .- A new discount structure was in the works at the American Broadcasting Company (ABC) this week, calculated to lure more small bankrollers on with oneshots and sporadic shows, under the web's "less-than-13-weeks" plan. As soon as the details are completed, ABC will start pitching heavy woo at advertisers who previously have made use of other media, notably magazines, but have shied away at the higher costs of weekly radio shows.

Sales Veepee Fred Thrower revealed the basis of the network's reckoning when he said its research showed that the advertisers in The Saturday Evening Post average about 61/2 insertions annually. This is the kind of business which ABC would like to add, on the premise that a dozen or so of this kind of contract will add up to a neat bit of change.

Angled for Dates

To this end ABC will go heavily after seasonal sponsors, who may invest during their heavy business periods, either on a weekly or irregular basis. Special holiday business also will be promoted, similar to but possibly less elaborate than current Thanksgiving and Christmas shows, but angled for such other dates as Easter, Independence Day, graduation week, religious holidays, etc.

Not only will ABC provide vehicles already packaged for such use (Gregory Hood, 8:30 p.m., Saturdays is the first), but bankrollers will be permitted to develop their own special shows. They will be encouraged to buy individual one-shots or spot their shows at irregular intervals, and the new discount structure will give them a better break than buying time at straight card rate. The possibility also exists that any such shows which prove their worth might be taken over by ABC and sold to other noncompetitive sponsors on a similar staggered sked.

The new discount plan is also to be applied to sponsors of special events or one-shots such as fights and sporting events. The figures should be completed within a fortnight.

Ulcers Knock Out Kudner's Mike Kirk

NEW YORK, Oct. 8. - Myron (Mike) Kirk, radio-TV chief of the Kudner Agency, will be hors de combat for at least a couple of months. Kirk, who has been suffering from the industry's usual complaints of high blood pressure and ulcers, just emerged from a week's check-up at Roosevelt Hospital, where medics said he was in a badly weakened condition. His ailments were not severe enough to keep him from the World Series, however, after which he is slated to spend a couple of weeks at White Sulphur Springs, W. Va., trying to get back some strength. Upon his return, he will go back into the hospital for another five or six weeks for stomach surgery.

During his absence, Kirk's duties at Kudner will be split up among his staff, with Ed Cashman heading all production problems.

NEW YORK, Oct. 8 .- The table below shows out-of-home listening in New York City as reported by The Pulse, Inc. The period

Out-of-Home Tuner Tab

covers listening in the first week of August, 1949, and was achieved by projecting the Pulse results against total New York listeners, this base being 11,200,000. Further details are given in the story on this page.

MONDAY THRU FRIDAY SATURDAY SUNDAY No. of No. of No. of No. of Persons No. of Persons No. of Persons Hour Sets Listening Sets Listening Listening Sets 6:000 AM 56,000 45,000 7:00 369,600 217,412 224,000 172,308 8:00 380,800 181,333 190,400 136,000 9:00 190,400 100,211 78,400 52,267 78,400 39,200 10:00 224,000 24,889 257,600 135,579 45,500 145,600 201,600 30,270 11:00 19,385 145,600 112,000 58,240 12 Noon 313,600 21,132 112,000 40,205 336,000 140,000 1:00 PM 105,000 358,400 46,545 224,000 82,964 336,000 582,400 2:00 136,585 76,632 392,000 150,769 560,000 728,000 163,692 3:00 88,780 560,000 200,000 638,400 616,000 220,973 4:00 83,243 526,400 219,333 817,600 5:00 291,200 255,500 817,600 33,471 369,600 184,800 6:00 138,783 280,000 90,323 414,400 165,760 638,400 7:00 134,400 82,963 1,008,000 61,091 224,000 296,471 8:00 201,600 77,538 593,600 212,000 1,232,000 267,826 280,000 9:00 638,400 236,444 896,000 331,852 68,293 10:00 168,000 64,615 302,400 144,000 369,600 168,000 11:00 156,800 47,515 224,000 97,391 302,400 120,960

New "Super-Salesman" Role Seen in Trammell Shift as McConnell Becomes Prexy

got under way this week when Niles Trammell moved up to the chairmanship of the board and Joseph H. Mc-Connell, executive vice-president of the Radio Corporation of America (RCA), NBC's parent organization, became president of the network. It is anticipated that this realignment will set off a chain reaction in the entire NBC executive line-up.

By shedding his presidency, Trammell will become NBC's "supersalesman," both for radio and tele, and insofar as the three principal network areas are concerned-stations, advertisers and agencies. It is pointed out that McConnell's legal-business background, both before and after joining RCA, give him the precise administrative background his new post requires.

Speculation is now centering on the further changes NBC will be making, now that Trammell is board chairman-from which post Gen. David Sarnoff, RCA board chairman, stepped down so as to permit Trammell's ascension. NBC has had for some time the recently completed report prepared by Booz, Allen & Hamilton, industrial engineers, recommending a realignment of the entire NBC structure into distinct AM and TV structures. The Trammell move, therefore, is considered the first in the many changes which will follow.

AM and TV Separate

The NBC AM-TV separation will, except for one or two departments, cleave thru the entire organization. Reports that Harry Kopf will be the AM head are said to be untrue. Actually, info is that another NBC exec, not now a veepee, will be assigned the sound broadcasting job, while reports also state that TV will be headed either by exec Veepee Charles R. Denny or TV Veepee Pat

Trammell's assignment as "supersalesman" is of vital importance for the next few years, it is pointed out. the 7:30 Saturday night time.

NEW YORK, Oct. 8.—The long- | NBC, while now enjoying particuawaited reorganization of the Na- larly healthy business both in radio tional Broadcasting Company (NBC) and video, has terrific competition facing it thruout all the foreseeable future. His standing among advertisers and station affiliates gives him particularly good equipment in this direction.

NBC May Open 11:30 Time To Hypo Sustainers

NEW YORK, Oct. 8.—Hard pressed to find sustaining time for houseowned packages, the National Broadcasting Company (NBC) is considering opening the 11:30 p.m. spot across-the-board in order to keep these shows on the air. So far, at least one show is certain to move to 11:30, this being Voices and Events, which will shortly shift to Sunday nights from its present Sunday afternoon time. American Forum of the Air, now under option to the Eastern Railroads' Association, is replacing Voices as a simulcast.

NBC this week also decided to shift Ethel Merman, who'd been starring in her own NBC sustainer, to the Henry Morgan show, which is getting the 8 p.m. Friday time spot. This relieves both the singer and the web-the singer of doing a halfhour chore and the web of finding the necessary time.

NBC also has a problem with Martin and Lewis, who are due for the 8:30 Friday time but who will have to vacate it when Gulf Oil takes it over for We, the People. They will probably be switched to Monday nights. Another change will spot the Dick Powell whodunit series into

Pulse Surveys Out-of-Home N. Y. Listeners

Vast Market Overlooked

NEW YORK, Oct. 8 .- New York radio stations have been "giving away" millions of additional listeners for years, according to a recent survey conducted by The Pulse, Inc. Purpose of the study was to measure the extent and size of the "out-of-home" radio audience for New York stations. Covering 10 counties in the Metropolitan New York area during the first week of August, the study reveals that the hourly number of away-from-home listeners ranges from a minimum of 56,000 at 6 a.m. (Monday thru Friday) to a maximum of 1,232,000 at 8 p.m. Sunday, with the number of sets involved ranging from 19,385 at 11 a.m. (Monday thru Friday) to 331,852 at 9 p.m. Sunday.

The sales meaning of these figures is tremendous. For instance, the hourly mean out-of-home audience of about 260,000 is larger than the entire population of every U.S. city except the top 35. San Antonio is the closest, with a pop. of 253,854. Miami has 172,172; Salt Lake City, 149,934; Charleston, 71,275, and Hoboken, 50,115. The maximum figure of 1,232,000 for Sunday night at 8 p.m. surpasses the population of every U.S. city but Los Angeles, Chicago, Detroit and Philadelphia. Thus New York's out-of-home audience is generally larger than the total population of many major U. S. markets.

Four Times a Year

This survey, which Pulse plans to continue on a standard four-times-ayear basis, was conducted via personal interviews between 7 and 8:30 p.m., "when homes have the highest degree of occupancy." Utilizing the roster method, Pulse discovered that 24.1 per cent of those interviewed had listened to the radio out of their homes that day or the previous evening. Of this group, 62.3 per cent had phones.

Pulse's economic breakdown of these roving radio fans, computed by average family income and monthly rent, divides them into four main brackets. . . 5.7 per cent, Rich (income-\$7,600; rent-over \$75); 22.8 per cent, Upper Middle Class (income-\$4,950, rent-\$65); 41.6 per cent, Lower Middle Class (income-\$3,640, rent-\$43); 29.9, Poor (income-\$2,260, rent-\$32.) Percentages quoted for nonlisteners in both categories (phone and economic) roughly parallel this distribution.

Autos Lead

More than a third (35.4 per cent) of this nomad dialing took place in automobiles, with place and show preferences practically neck-and-neck between "while visiting others" (21.3 per cent) and "at work" (20.8 per cent). Restaurants and bars rate fourth (9.4 per cent) followed by "outdoors-portable radios" (7.5 per cent); retail stores and service establishments (4.9 per cent); hospitals (1.6 per cent); clubs and schools (0.5 per cent); garages (0.3 per cent) and busses (0.3 per cent). Maltiple mentions put the total over 100 per cent.

Shouse Sees Clear Channel CBS's Invincible Sunday Nights Power Boost to Million Watts

Crosley Broadcasting Corporation in an address to the 21st Boston Conference on Distribution. Shouse warned that the rise of video, in conjunction with the increased radio competition for the advertising dollar, mary sales job in the home, it simwill make "quality operation to a | plifies the sales job in the store, enthinner and thinner audience. . . economically impossible under the present archaic 50,000-watt ceiling on power."

Sound broadcasting faces a period of "complete dilution," Shouse said, and to prevent "a complete deterioration of service to the public," some sound broadcasting units will have to be made stronger by the Federal Communications Commission (FCC). He said that "the salvation of sound broadcasting, which is important to the broadcaster and to the public, does not lie in reducing all broadcasters to the lowest common denominator."

Fears Collapse

It was Shouse's prediction that "unless, within perhaps five years, a number of big stations are allowed power increases to improve service to the public, and to provide for advertisers a continuing means of reaching people at low cost per family unit, the whole economic base upon which broadcasting rests today can collapse—and it need not necessarily be a slow death." He added that several thousand small station operators, who have fought power increases for clear channels, have been fighting against "their own best and selfish interest."

The raised power ceiling, said Shouse, ultimately will supply better service to the sections of rural America now getting very poor service. Power of one million watts upward, which would render such service, is technically feasible, according changed their mind after the New to Shouse, who also said that "ulti- York notices the show got.

BOSTON, Oct. 10.—Upping of mately, the FCC may be forced to power of clear channel radio stations choose between allowing good AM to one million watts and more was coverage to all rural areas, or fittle foreseen today by James D. Shouse, or no AM service at all to most such president and board chairman of the areas, once the impact of television competition, registers fully."

Revolution Foreseen

With regard to video, Shouse said that the medium may create a revolution in distribution and inventories c. manufacturers. By doing a priabling the dealer to operate with an appreciably smaller inventory. This would result in more flexibility for the manufacturer, giving more freedom to bring out new models and make price adjustments, while manufacturer, distributor and dealers can exercise more care on forward commitments.

CBS Pays 27C For Murray To Loaf Each Wk.

NEW YORK, Oct. 8.—The Columbia Broadcasting System (CBS) prefers to pay Ken Murray \$2,750 a week rather than put his show on TV sustaining. Murray's video variety program, of which a kine was recently made, is now being peddled by the web, but CBS has decided not to put the show on sustaining because it would cost about \$15,000 each week.

Murray gets \$2,750 each week even while not working for CBS, according to an agreement that he signed with the net siving it first call on his services. Lucky Strike was interested in sponsoring the TV show, but has decided against it. Execs of the cig company became interested in video possibilities of Murray when they saw his Blackouts on the Coast, Reports have it that they

NEW YORK, Oct. 8.—Advance Hooperatings for Sunday, October 2, the first night on which the new Columbia Broadcasting System (CBS) Sunday evening program line-up was aired, indicate almost unmistakably that the rating leadership, for this season at least, is vested with that network. The switch takes the laurels away from the National Broadcasting Company (NBC) which, in turn, dominated Sunday nights with its erstwhile comedy sequencing.

The only weak chink in the CBS armor, as reported by C. E. Hooper, Inc., is at 9 p.m., when Corliss Archer airs for the electrical associations. The show, however, is a summer replacement being given an extension until Helen Hayes returns to her regular series at the end of this month. However, even the Archer shows up with a soft 6.5; NBC still dos not have the 9 p.m. lead, this going to Walter Winchell on the American Broadcasting Company (ABC).

Benny Leads Power

The CBS powerhouse starts off with Jack Benny at 7 p.m., who reported in with a 19.6, up from a 14.7 on the previous rating period. Amos 'n' Andy, following, recorded a 12.7; Edgar Bergen, at 8 p.m., a 13, and Red Skelton, at 8:30, a 14.1. The broadcasts of October 1 were the first of the season for Bergen and Skelton, Following Archer, Horace Heidt garnered a 10.4.

Almost all the ratings show gains for CBS, either for those programs airing before October 1 or for the new starters as compared to their predecessors. Bergen's 13.4 compares to Sam Spade's 11.4 rating on CBS, before the show moved to NBC. Skelton's predecessor, Life With Luigi, has about a 10. Skelton's opening rating is considerably above his NBC start last fall when he began with an 8.7 in his Friday night slot.

The only CBS Sunday night show which did not start October 2 was the Carnation show; this because of the sudden death of its star, Buddy Clark.

Hope's Tape Yen Revived by 1-Shot

HOLLYWOOD, Oct. 8.—Bob Hope was hopeful this week that bankroller Lever Bros. would relent to allow him to tape a brace of future airers, even tho the issue had been settled in favor of the sponsor during recent arbitration hearings. Indication that the Lever firm might reverse its anti-tape feeling was seen in the fact that Hope was allowed to tape coming week's show, marking his first entry into the recorded

Airer skedded for broadcast Tuesday (11) will be ampex-recorded, part in Hollywood and the remainder in New York, with the Gotham end including an interview with Brooklyn Dodgers' star, Jackie Robinson, Oneshot taper was believed to be a test airing which the sponsor will study carefully before giving Hope more tape latitude. Hope asked for right to record on the ground that it would give him more freedom in doing the show and thus make for better programs. Bankroller nixed the request, holding that the comic's contract called for live shows only, and insisted on sticking to the terms of the

ABC Sells 'Judy' And Whiteman

NEW YORK, Oct. 8 .- The American Broadcasting Company (ABC) this week continued its hot sales pace of the past couple of weeks by inking sponsors for two more shows, while approaching a pact on a third. Date With Judy this week was sold to Revere Cameras thru the Roche, Williams & Cleary Agency. The show tees of at 8:30 p.m. next Thursday (13) but will not go commercial until November 10.

On the video side, ABC has pacted Goodyear Rubber & Tire Company as sponsor of a projected 30-minute video revue headed by Paul Whiteman. The cast, format and starting date have not yet been set, altho the show probably will get the 7 p.m. Sunday time sometime late in November. Goodyear retains its AM show on ABC, the institutional Greatest Story Ever Told.

Blondie, which is going to air backto-back with Judy, also has gained increased interest this week as the result of the sale of the latter. Two potential tab-lifters are known to be dickering with the web.

Puerto Rican Tax Dodge by 'Duffy's' Cited

WASHINC'L'ON, Oct. 8 .- Spurred by a handful of congressmen, the Bureau of Internal Revenue is making a quiet investigation of radio's newert tax gimmick--broadcasting from Puerto Rico to take advantage of an apparent tax loophole.

According to Rep. Noah Mason (R., III.), Duffy's Tavern is being broadcast from the studio of the government-owned station at San Juan. Mason told The Billboard yesterday (7) that the island has a special law giving new business there a 12-year moratorium on all taxes.

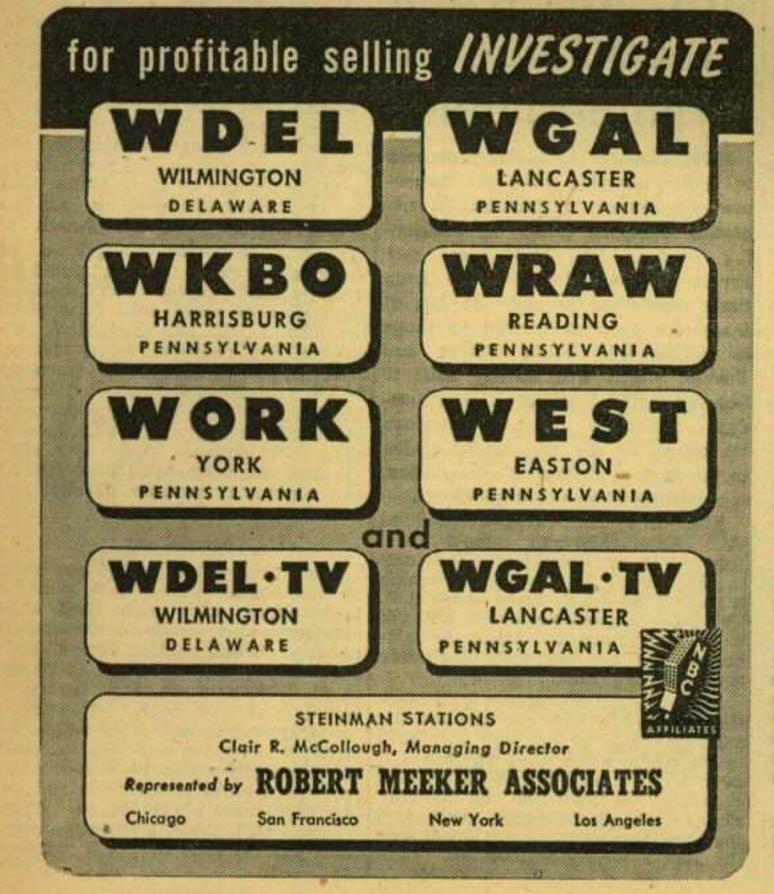
Because our own tax laws fail to cover such a provision in a possession's laws, "the show is able to evade payment of all income tax on earnings under a ridiculous loophole in our tax statutes," Mason said. He stated that a new bill of his would close the lcophole by adding a provision ruling out the Puerto Rican moratorium as far as radio broadcasts to this country are concerned. Mason said his bill had the backing of a "number of cong 'essmen.'

Spokesmen at the Revenue Bureau said the agency was closely examining the long and complicated Puerto Rican law to determine whether it was possible for U. S. radio shows to skip taxes by broadcasting from the island. One official said he was "afraid that if there is such a loophole, a number of other programs may do the same thing." It was added that it was only in the last couple of days that the matter had come to the Bureau's attention, althothe Puerto Rican law has been on the books for some time. "The possibility of such a case just never occurred to anyone here," a spokesman commented.

WCAU To Give Local Sales to CBS Dept.

NEW YORK, Oct. 8. - WCAU, Philadelphia, this week decided to turn over its local sales to the Columbia Broadcasting System (CBS) Radio Sales department, Radio Sales has handled WCAU in every large market in the country except New

WCAU had its own sales office here which was headed by Harry Davis, but evidently has decided to throw its business to Radio Sales.



COLOR FADES FROM HORIZON

250G "Woody" Laugh Action Lost by Blanc

(Continued from page 3)

reproduction and distribution in theaters. Since Blanc never copyrighted the laugh, he lost all common law rights and protection once the film was distributed.

Lawyers hold that common music trade practice has never considered performance of a musical work as publication of said composition. In this decision, however, any common law protection is void once the work has been recorded on sound track and exhibited in theaters. Therefore, unless artists specifically copyright original works or dramatic creations prior to theater showing, all rights would be lost. In the Blanc case, the laugh was copyrighted by Walter Lanz Cartoons and not by Blanc, hence Lantz could dispose of his rights without restriction.

Applied to television, the same ruling would allow for unrestricted (See 250G 'WOODY" on page 18)

CBS's FCC Exhib Shows Color Boon For Sport Casting

WASHINGTON, Oct. 8.—Any doubt that the Columbia Broadcasting System's (CBS) color method couldn't accommodate sports events and remote shows was tossed out the window Friday (7) when CBS devoted an hour of its color demonstration to a practice session between a pair of high school baseball teams whose attire was mixed between baseball and football togs. The Federal Communications Commission (FCC) commissioners and staffers were visibly impressed by the good showing on the screen, particularly in view of the fact that the practice game was played in a drizzle of rain.

jerseys. Despite the strong similarity in colors, the hues showed up sufficiently well to allow viewers to distinguish between the teams. Also numerals on the jerseys of one team other. CBS Veepee Adrian Murphy allowed the audience to compare some of the sample jerseys he had on hand with the colors as received on the viewer. The television colors were quite faithful.

Boon to Sports

In running plays there was a blurring of colors. Occasional flutters, which some critics of the CBS system have called "flickers," appeared. The conclusion was inescapable that color TV can be a boon to sportscasting, and the proof was in comparison with the reception on black and white

The telecast from the high school field gave opportunity for other special events highlights, including a diverting interview by Patty Painter, New York model, with a collie dog and a maltese-colored cat, presumably the first feline to appear on color video. The landscape showed up well, as did the colors in the clothing.

In an earlier demonstration, a curtain, which separated the viewing very well.

World Series TV Pix Bigger, Better and to More Cities

coverage of the World Series came close to matching the virtually flawless play on the field which characterized the first two games. All webs pooled facilities on a single telecast of the series. This fact, plus the coax cable, enabled many more millions in many more areas than ever before to view the games. And what the millions saw were pictures of vastly better quality than video heretofore had produced.

With so many extra cameras, other facilities and technicians at their disposal, the networks were able to give the stay-at-home fan an unprecedented variety of shots. At Yankee Stadium there was a camera in the right center field bleachers, which occasionally gave the viewer an idea of how DiMag et al. appeared at bat as seen by the defending outfielder. There were other added angle shots, too, and altho there was no outfield camera at Ebbets Field, here, too, the lenses were trained on the action from new vantage points.

Good Camerawork

Camerawork was generally expert. Only occasionally did an operator hit to right when the batter smashed to left. There was a gratifying minimum of the quick-in-succession focus shifts that strain the eye. Pleasantest innovation was the superimposing, in the upper right corner of the screen, Good bye, customer). Gillette inof the base runner leading off first. truded only infrequently with the When the hit and run was on, the fan saw the runner take off and he also saw the pitcher's fling plateward.

Now the public has had a taste of this broader-scope coverage, telecasters may well resign themselves to sinking a good deal of moo into added | may have something there. equipment. They'll never be satis-

NEW YORK, Oct. 8 .- Television | fied again with the voice piping: "We'll keep an eye on the runner for you."

> The voice on the series casts was all one-Jim Britt, of Boston. Guy did okay. New York audiences, to whom he was unfamiliar, seemed generally content with his style, which is markedly less verbose than manytho no telecasters yet seem to have learned that chatter to the fans during play could be slashed 75 per cent with no impairment to the job. New York viewers the first days kept asking each other, "When's Mel Allen coming on?" when they learned Britt was to work solo thruout, they'd cry: "How about that!" Some made it sound like disappointment.

Britt's outstanding fault lay in his firm conviction that each player must be introduced with trivial data on his birthplace, home town, color of hair and teeth, etc.

Of the commercials, for Gillette Razors, you might almost say they were sharp. The bankroller laid out dough for some fair-to-middlin' thesp talent employed in sketches plugging Blue Blades and shaving cream. Some of these skits (one-minwere (like the one where the barber shaved a customer with a safety razor-ever see it happen?-and then advised the guy to go buy blades. plugs, which seemed well calculated to sell. Then between innings the maker's trademark would be superimposed briefly on the screen. "Best commercial yet," The Billboard's editor, Rog Littleford, commented. He

Dick Armstrong.

Theater TV of Series Fuzzy; Lacks Quality of Home Video

Just to make the test more strin- ity of the picture has improved, made for restlessness in the audience. gent, CBS saw to it that members of theater TV, as observed at the At about the fourth inning and every one team wore orange jerseys while Brooklyn Fabian-Fox Theater which half inning thereafter, many in the the opposing team wore cherry color showed the first game of the current audience went for a drink or a smoke. world series Wednesday (5), still must make considerable advances to be on a par with home video. The picture came in dark and fuzzy with a lack clearly registered were the green of definition and, occasiona'ly, focus, altho the overcast skies contributed and the white on the jerseys of the to this condition. Then, too, during most of the game the ball could not be seen and some of the ball player's bodies looked out of proportion.

> The crowd that came to the theater was at least a third less than the one that saw the Ezzard Charles-Joe Wolcott fight at this same house. But the game was held during a weekday afternoon and the b.o. must have received a conside ble lift, since the admission piece was hiked to \$1.20 from its usual 55 cents.

The fact that the ball game was

room from an indoor studio, was opened and the audience was allowed to compare the reception with the who wanted only Gillette blades drew live model, who sat under the kliegs laughs. The films appeared overlit in the adjoining studio. Loss of definition was noted, and it was observable, too, that purple flowers the colors of clothing and background

NEW YORK, Oct. 8 .- The the qual- | shy of any sustained interest also

Camera Work Okay

The camera coverage was much above the level of the games seen during the baseball season. For one thing there were cameras in the bleachers, and they caught the ball players fro: the front, instead of only from the back. This made for a diversity of shots, which broke up the monotony. There was also another good shot when a man got on base. Via a split screen, it was possible to see the pitcher, the batter and the action of the man on base all at once.

Gillette presented three film commercials, in addition to showing its trade-mark during inning halves. Two of the commercials, one of the man on a train who had to shave in a hurry and the other of a newsstand guy who bought a large package of blades, were received well. However, the film of the blustering customer to the point where some faces looked washed out.

Jim Britt did a fine television comin the studio appeared blue on the TV mentary on this game. His announcscreen. While the TV picture gave ing was straight reporting, which a pallor to the face, it brought out shied away from any partisanship and was leavened with a few laughable Leon Morse. remarks.

FCC Look-See At CBS Video Unconvincing

Long Field Tests Foreseen

By Ben Atlas

WASHINGTON, Oct. 8.—At the current juncture in the battle over color television, one thing is clear: Commercial color TV is definitely not just around the corner. Having witnessed an impressive color TV demonstration by the Columbia Broadcasting System (CBS) this week and about to see an unveiling of the color system of the Radio Corporation of America (RCA) Monday (10), the Federal Communications Commission (FCC) is reserving judgment. But it is now felt certain that the commission will prescribe lengthy field-testing before giving a go-ahead to any color sys-

While CBS's day-and-a-half color display for the commission this week (6, 7) made a big hit with the commissioners and their staff, the only matter on which the FCC generally agreed and was ready to commit ituters, all), weren't bad at all; a few self is a six-megacycles width band for color TV. Both the CBS and RCA systems conform to this width, which is compatible with black and white television.

Field Tests Probably

It is known that two commissioners feel tentatively at least that the FCC should not commit itself to any color standards beyond specifying the 6-mc width until after sevenal months of field-testing of the rival systems. Some of the others are known to feel that no matter what system wins top favor from the commission, field tests should be required. RCA has been asking the commission to hold up setting final standards, but CBS has been asking the FCC to set standards immediately along lines of the web's color system. The CBS request has met with strenuous objections from a phalanx of top-ranking manufacturers in the industry.

Commercial color is considered more remote than it was envisioned by some FCC'ers as recently as a few (See COLOR FADES on page 14)



Avert All-Out War of Unions

Actors Hope Green Steps In

(Continued from page 3) AFL hierarchy; the other was to obtain that edge for themselves.

At the same time unverified rumors circulated in New York were to the effect that the AFL may move to appoint a non-show business union leader from within its own ranks to take over the whole television problem. The reason behind this is that none of the union leaders among the performer groups has the strength to settle the problem. An AFL plenipotentiary on the other hand might conceivably bring the opposing factions together by diplomacy or by muscle.

The inter-union dispute centers on TV jurisdiction. The live talent unions headquartered in the East want to create a Television Authority (TA), with a jurisdiction cutting across all union lines; the right to collect dues, and if necessary, the right to strike. The Screen Actors' Guild (SAG) and Screen Extras' Guild (SEG) propose a TV for live video, the screen unions to retain film jurisdiction, including kinescope, with a so-called "gray area" in between, in which any dispute would be mediated. The screen unions oppose the formation of a new union as unnecessary and perhaps eventually fatal to their own continued existence; they feel that interchangeability of cards is sufficient.

Bitterness in Open

factions, as forecast two weeks ago by The Billboard, burst into the open early this week following a lengthy and futile meeting among the presidents of the various unions.

Upon its conclusion each side issued a statement denouncing the other, but one of the big questions remained a threat by SAG that it might ally itself with another unionand thus sever relations with the Associated Actors and Artistes of America (Four A's), the AFL actors' international.

This threat was made by Ronald (See AFL Can Avert Unions, page 50)

"Time for Defense" On ABC October 25

WASHINGTON, Oct. 8 .- The Department of Defense is ready to kick off a new network show over the American Broadcasting Company (ABC) October 25, the military announced this week. The half-hour program, called Time for Defense, is being carried free by the web as a public service, the Department said in offering ABC congratulations "for its role in helping the American people keep informed concerning their national military establishments."

To be presented each Tuesday at 10 p.m. EST, the program will feature concert and choral groups and on-thespot documentaries of defense here and overseas.

LOOKS GOOD ON PAPER

That is, there's nothing more beautiful on paper than a gorgeous MOSS black and white photo reproduction. A knock-out of a salesman at the lowest imaginable cost per sale.

the World Series were shown. The house was not completely sold out for any game, however. B"x10", 5¢ ea. in quan.; postcard size, 2¢ ea. in quan.; blow-ups, 20"x20", \$2.00 ea.; 30"x40", \$3.00 ea., plus shipping, all sizes.



Only AFL Can Oct. 27 Hearing Scheduled On Capital's Bus Radios

lic Utilities Commission (PUC) of the District of Columbia has set October 27 as the date for its hearing on transit radio. Capital Transit Company and WWDC-FM are preparing strong briefs defending the operation, which has been in effect for several months. A number of leading citizens and organizations are reported to have passed resolutions in favor of transit reception, while a few have come out against further buscasts.

Ben Strouse, general manager of WWDC and WWDC-FM, said that only about 200 complaints had been received by the Commission since installation of equipment on the busses. Of these, Strouse said, fully half came from "obvious crackpots." The remainder, he said, "are legitimate but were largely induced by publicity given in the local press to the proposed PUC hearing . . . after each stirring the PUC receives a batch of

Shows Cancel Out; CBS Can't Clear Aff. Time

NEW YORK, Oct. 8 .- Cancellation this week by Trimount Clothing of its Franz Polgar hypnosis series on the Columbia (CBS) television network highlighted the growing pressure on TV webs to clear time on The bitterness between these two their affiliates. Trimount wanted to expand its present 10-minute show to a half-hour series and asked for a network of 37 stations. Of these, CBS was only able to deliver seven stations live, the balance to get the show via kinescope. Trimount canceled and is now trying to buy time on the National Broadcasting Company TV chain.

> grievous for CBS is that this is the second cancellation it has had in recent weeks in which inability to clear time was a factor. The other show was the Gulf Oil We, the People series, in which CBS lost over \$1,000,000 in combined AM-TV billings because it was unable to clear time on the sole Pittsburgh TV outlet.

NBC appears to have one edge in the situation because its AM affiliates own the TV stations in many of the rated." cities involved. These stations lean toward NBC, as to be expected, even the virtually all of them have affiliation contracts in TV with CBS and other webs. The number of onestation cities also tends to block CBS. Any relief without more networking facilities appears doubtful.

B&K World Series TV Hikes Biz 90%

CHICAGO, Oct. 8.—Attendance at the State-Lake Theater, Balaban & Katz (B&K) house, was increased about 90 per cent over normal this week when large-screen telecasts of the World Series were shown. The

about 2,200, and Wednesday neared separation of the church and State. 2,600.

for the games, bringing total for Baptist Church, which asked that telecasts plus movie to \$1.25.

to show a couple of Notre Dame that a spot be found somewhere else football telecasts in the same theater, in the FM band.

WASHINGTON, Oct. 8 .- The Pub- | mail, which subsides a few days later."

> Strouse also charged that "at least one of our great local papers, obtransit radio will have on its monopoly of department store advertisstir things up." He noted that since there are no local elections here, each time there is a local beef by a segment of the population, however tiny, it is customary to hold a hearing to to let the minority which dislikes WWDC-FM not only concurs but has package. urged an early date.

G. Doody Company, showed that 80 cost of picking up the Met operas no opinion, and 6 per cent said it made their ride less enjoyable. Of the place the major labor costs strictly jority. A new survey is being read-sibly a theater. The nut, while not ied before the hearing. Strouse also yet completely broken down, will said that "the accident insurance ratio likely compare favorably with that of radio-equipped vehicles is actually better than non-radio-equipped vehicles."

Webs' Control

DETROIT, Oct. 8 .- "The position of the motion picture industry in the television picture is untenable, because the networks are in control," members of Allied Theaters of Michigan were told in a discussion of videomovie relations at their convention What makes the situation the more here Tuesday (4) by Trueman Rembusch, president of Allied Theater Owners of Indiana, himself a radio station operator as well.

The networks constitute a "benevolent monopoly" and the small radio broadcaster realizes it, just as the small motion picture exhibitor realized it in his business in the '20s. he said. "The technical, political and monopolistic aspects of television are so tied in that they cannot be sepa-

The theater men were told that video could not compete with a firstrun picture house for showing of new film products, because of the high costs involved.

Similar factors also assured exhibitors in towns 200 to 300 miles from large cities that television was no threat to their business, Rembusch said, because of the combination of high operating costs, high coaxial cable tolls and serious loss in definition in programs so transmitted.

FCC Mulls Granting Church Band on FM

WASHINGTON, Oct. 8 .- The Federal Communications Commission (FCC) will look into the possibility of setting up a religious broadcast service in the FM band November 4, House capacity is 2,800 and nor- the agency announced this week. mally average daytime attendance Chief question worrying the comruns about 1,400. Monday's (3) at- mission is whether it can set up such tendance was about 2,500; Tuesday a service in view of the constitutional

The hearing was called by the Admission was increased 75 cents FCC in response to a petition by the either a portion of the 88-92-KC. In the near future B&K hopes band be set aside for church-casts or

CBS To Test Hr. TV Operas Prior to Jan. 1

NEW YORK, Oct. 8 .- The Columbia Broadcasting System (CBS) this week agreed to air at least two_hour-long viously worried at the ultimate effect versions of grand operas prior to January 1, presented by the Henry Souvaine-Lawrence Tibbett combine. ing, has lost no opportunity to try to Titled Opera Television Theater, the sample operas may be the prelude to a regular video series. The major portion of the package is owned by Souvaine, long associated with longhair music, who produced the TV clear the atmosphere. The PUC, he airing of the lone Metropolitan Opera said, feels it is democratic procedure, televised last season for Texaco. Tibbett is artistic director of the new transit radio have its innings, and venture and also owns a piece of the

Souvaine is readying plans to ped-The only factors with which the dle the deal to bankrollers soon, way-PUC can concern itself are "conven- ing before them a comparatively low ience and safety." Strous: is confident budget. He has been huddling with that PUC will make no move against the various entertainment unions and transit radio on either basis. A sur- is believed to have straightened out vey, made last April by the Edward all labor problems which make the per cent said transit radio made their excessive. One basic difference is ride more enjoyable, 14 per cent had the plan to air the operas from a regular CBS tile studio. This would 6 per cent, all but 1.2 per cent said in the TV realm, as compared with they would go along with the ma- originating at an opera house or posof major dramatic shows.

A permanent company of managerial and technical personnel is being set up for the series by Souvaine, who is known to be dickering with some top names from the operatic world to handle staging. The cast likely will be rotating, rather than a permanent group, with singers ranging from some top Met names to Bar to Wovies promising youngsters. A number of singers with top-rated voices who could not make the grand opera because their volume was not strong enough for the cavernous houses are likely to get their chance to emote here, since the mikes will bring up nearly any voice.

Battle Over TV Film Music Royalties Due

(Continued from page 3) of musicians in video would be made in about 10 days, following a meeting of the union's executive board tomorrow (Sunday).

However, according to those attending the Petrillo-film producers session, the AFM head made it clear that the union is thinking in terms of single-engagement rates, plus royalties, for TV film. This drew protests on the ground that Hollywood's major film companies, for example, now pay flat fees. In answer to a query as tohow this developed, Petrillo is reported stating, "That's because Mr. Petrillo wasn't president of the musicians' union 20 years ago."

It was not made clear who is to pay the royalty, but it is believed that the AFM will look to those payments from the television stations. In turn, it's anticipated the stations will hike their rates, thus passing the fee on to advertisers. The union is also said to have projected the theory that any agreements made now would have 60-day cancellation clauses to provide mutual protection in the stillgrowing stage of TV.

The opposition to a royalty arrangement comes from both the networks and the producers, altho the web spokesmen are firm against making any comment. The reason for this silence is the fact that, officially, the networks have had no word from the AFM. However, tradition in network labor deals has been against royalties, on their theory that once a (See Battle Over TV Film, page 16)

Coast College Grid TV, Ad NBC Peddles Kine Bally Blamed for Off Gates

probably will have to be a new deal in the arrangements pertaining to video coverage of college grid games here or there will be no television in 1950 of the contests played by the University of Southern California (USC) and the University of California at Los Angeles (UCLA) Officials of both schools are incensed at the promotion of the telecasts. which they claim has sharply cut into attendance of four home games

The major complaint is that the Hoffman Television Corporation. which co-sponsors with Dodge dealers, has allegedly reneged on an agreemen; not to promote the video coverage in any way which would hurt the turnstile count The bankroller, however, has been actively publicizing its lensings so effectively via press releases and ads in the local dailies that the universities regard them as violating the spirit. if not the letter of the contract.

In addition, other outfits have jumped on the bandwagon and also are seeking to capitalize on coverage of the Coast's most popular sports feature. Receiver manufacturers and TV retailers have been pushing the telecasts for their own purposes. For a few days prior to the UCLA-Oregon tilt tast Friday night, one menufacturer flooded the radio ether with spots announcing that all good seats for that early-season "crucial" had been sold, and the sole way of getting a gander at the game-was via tele.

The daily papers here have taken an active interest in the attendance picture, and most columnists have pinned the blame for thin crowds on TV. Some, however, note that ticket prices remain high and attribute the anemic grosses on the tab. UCLA and USC thus far are both undefeated and ordinarily with good records would scarcely draw under 60,000 for any tilt in the 102.000-seat coliseum. UCLA drew 37,000 against Oregon State and only 43,000 against the conference co-champ, Oregon. USC pulled only

Derby Foods Drops ABC "Super Circus"

CHICAGO, Oct. 8 .- Derby Foods, sponsor of half of the American Broadcasting Company's (ABC) Super Circus hour-long Sunday TV show has decided not to renew its contract Derby, a division of Swift & Company will now out after the October 23 telecast.

According to ABC sources here, Derby is not renewing because it didn't want to pay increaser costs the network was asking. Company had been paying about \$2,000 for its share of the program's talent cost and was asked to pay an increase of about \$15,000 yearly for package charges. It also was asked to pay an increase time charge which would have brought the total increase up to somewhere petween \$75,000 and \$100.000 yearly.

ABC says it already has some sponsors dickering for the time period dropped by Derby Future Derby TV plans are not known at this time.

"Fight Game" P'kge Peddled to Agencies

NEW YORK, Oct. 8 .- The Fight Game, a new 15-minute IV package about boxing with Barney Ross as emsee, this week was being peddled to agencies. The show is lone documentary style and makes use of Stillman's gym as background location.

The first show . "ich is for peddling purposes uses Ray Arcel. veteran fight trainer, as a guest. Martin Ritt directed. Howard Hoyt is the agent for the pack je.

HOLLYWOOD, Oct. 8. - There 60,000 against Navy in what should have been a sellout tilt, and a measely 36,000 against Washington State.

> University greybeard: believe now that they would have been better off if they had not sold the rights for some \$75,000 but had instead handed them out gratis to all local stations. This they feel would have eliminated the undesirable promotion which now is plaguing them. The two local pro teams, the Dons and the Rams, do not permit concurrent televising, but have sold film rights

To Sell 'Night' Live

NEW YORK, Oct. 8 .- The National Broadcasting Company (NBC) this week was peddling to agencies a recently made kine version of Opening Night the half-hour musical TV show with music by Julie Styne and book by Charles Peck and Saul Meyer. Each show will contain original music by Styne.

The program stars Myron Mc-Cormick and Ellen McCowan. Opening Night will be done as a live show

'Army Hour' To Bow Oct. 30 on NBC-TV

WASHINGTON Oct. 8. - After months of preparation, the military is ready to hit TV with its first bigscale show The Army Hour which is set to preem over the National Broadcasting Company (NBC) network October 30 at 5 p.m. The show has been booked for a full 39-week slate and will plug army recruiting.

Under preparation by the military's TV section since early summer. The Army Hour will be a live telecast using film plugs. Maj. Robert Keim is the head of the TV section which is under the direction of military in-The kine version is being used for formation chief Charles Dillon, formerly of the Veterans' Administration.



Plenty of VITAMIN "SEE" in Cincinnati

(Dayton & Columbus, too!)

Yes, the "eyes have it" in Cincinnati. It's a RED HOT television town. Take a look at these figures reported in the six-city Telepulse for August, 1949:

Average 1/4 Hour TV Sets-In-Use (12 Noon-12 Midnight)

August 1-7 July 23.7% CINCINNATI 30.4% 20.8 21.8 New York 19.5 21.7 Philadelphia 18.9 Chicago 20.1

Now, another shot of vitamins has been added in the three cities with all new starstudded daytime programs, starting at 11:30 AM daily and featuring the million dollar WLW-Television talent staff.

More vitamins: All three Crosley TV stations -WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus-also began carrying the full NBC television network schedule on September 25th-LIVE-via cable and our own microwave facilities.

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TELEVISION SERVICE OF THE NATION'S STATION

Crosley Broadcasting Corporation

*RUTH LYONS Mid-West's

Greatest Showoman

Large-Scale Theater Video New Amsterdam On Coast Months Away Unless FCCOkays FWC Tele Channel

Mid-Winter Debut Contingent on Government Action

Federal Communications Commission (FCC) acts fast to grant Fox West Coast Theaters an experimental video channel, movie chain's projected plans for large-scale theater television tests in Southern California will be tabled until next spring. FWC video execs originally hoped to set up shop by mid-winter but lack of FCC approval and the government's study of ultra high frequency channels and color TV have made it virtually certain that theater tele in this area is still

months away.

Taking decisive steps to pioneer in large-screen theater tele, FCC already has completed all preliminary work, including selection and partial leasing of mountain sites for micro-wave relay stations as well as earmarking funds for equipment and installation. Master plan involves 24 FWC theaters from Santa Barbara to San Diego, all to be linked via micro-wave, relays with Hollywood's Grauman's Chinese Theater as central origination point. Theater Owners of America (TOA), at its recent Los Angeles convention, went for FWC's plans and endorsed experimental tele network as a trailblazer for the West, Installation of theater projection equipment will cost FWC about \$25,000 per unit, based on present costs of the RCA-designed theater screen assemblies, both instantaneous and film storage systems.

See 50,000 Lookers

FWC planners estimate a potential audience of 50,000 lookers per evening, with prices to be scaled upward to \$3.60 according to the event being lavishly produced musical shows ala South Pacific which could be done live from Grauman's Chinese showpalace for relay. Idea is economically sound, FWC execs held, since each offering would have a potential gross of millions of dollars over a span of several weeks, thereby justifying production outlay comparable to any Broadway show. In addition, film fare would be offered to give payees combined pic-stage presentation available only to theatergoers.

Special Events

A second phase of FWC programsuch as World Series ball games, top sports events and prime news coverage. Here again revenue from the theater chain showing would justify high costs of bringing events Westward, including coaxial cable hands once transcontinental cable is set to go. Local events would be covered by own remote crews and production staff.

In addition, pic house operators foresee showing of regular sponsored tele fare thru three-way tie-up with bankrollers and tele nets. Such features would mainly appeal to home lookers who stay away from theaters on favorite tele nights rather than miss their pet video offerings. For example, theaters could include largescreen showing of Milton Berle's tele

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HOLLYWOOD, Oct. 8. - Unless seg in addition to regular film bills at no price hike "as an additional service." Since bankrollers and nets would welcome added coverage of seat sitters, theater ops envision little trouble in tying into regular commercial tele field. FWC, however, would have no interest in origination of tele fare for home consumption, its only concern being to program tele as a theater attraction.

CBS "Doorway" Heading for TV Debut Soon?

HOLLYWOOD, Oct. 8. - The award-winning radio stanza on the psychology of childhood, Doorway to Life, this week appeared to be heading for an early video debut. The show, which aired for several seasons on the Columbia Broadcasting System (CBS) AM web, will be filmed in a sample 30-minute version, with Family Service, Inc., counseling org, picking up the tab. Commercial sponsorship will be sought on a series basis. Shooting New Amsterdam deal runs for three will begin before the end of this years, with an annual rental of month, with 35mm. film utilized. The \$27,500. film also may be released for showing by educational groups and possibly to theaters.

The radio version of Doorway has not yet been brought back this season by CBS. It is believed that in telecast. Prime feature would be line with that web's desire to secure rights to as many of its properties as possible, CBS has been insisting on obtaining package rights. The show is the property of William S. Allen and Virginia Mullen, who have done the scripting, and Dick Wilson, who handles the business

Mowrey Due at ABC For TV Show Sales

NEW YORK, Oct. 8 .- Paul Mowrey ing would be special events features is due shortly to be named national director of television program sales for the American Broadcasting Company (ABC). Mowrey returned from meggers and floor managers. Direc-Hollywood this week after a lengthy stay in the West, getting the web's video outlets there on the air.

Mowrey currently is ABC's national director of television.

Roof Undergoes WOR-TV Revamp

NEW YORK, Oct. 8 .- The New Amsterdam Roof, one of the oldest legit centers in the city, is undergoing a new change, preparatory to its service as a WOR-TV television studio. It will be opened for video casting Oct. 11, completing a cycle as a theater, roof-cabaret, radio studio and now TV.

Remodeling is costing WOR \$75,000, with an additional \$200,000 investment in lights, cameras, control room and like equipment A glass curtain, installed originally by the National Broadcasting Company (NBC) for radio use, is enabling WOR to get, in effect, an extra studio. By be able to originate on stage or in the orchestra and pit, while a rehearsal goes on in the off-the-air side.

Gallery Remodeling

An additional studio is being built in what was formerly the left fly gallery, with the opposite gallery to be a program department office.

In the orchestra three runways have been installed to allow for cameras and camera dollies. The master control room for the stage is being built in the basement and will be remote from the stage and orchestra.

WOR-TV is also getting new studios ready on West 67th Street, but some time will elapse before they are ready. It is said the station's

The New Amsterdam Roof was for years one of the most glamorous spots in legit, but since being dropped by WOR as a radio studio some years ago has been dark.

RTDG Near Inking Of Pact With NBC?

NEW YORK, Oct. 8 .- The Radio and Television Directors' Guild (RTDG) this week was on the verge Broadcasting Company (NBC) to cover TV directors, associate directors and floor managers at the web. The pact will be similar to one already in effect at the American Broadcasting Company (ABC).

The wage scales will be a minimum of \$130 each week for directors and \$95 per week minimum for associate tors will get commercial fees. The agreement will only run until December 31, when all RTDG pacts with TV webs and stations will be renegotiated.

Hoyt TV Casting, Registry Plans Set-Up Like Pic Org

at the Playhouse Theater here, the formers in the medium will come. Hoyt TV Casting and Registry Service will attempt to become for video what Hollywood's Central Casting Office is for films-a central casting office for all talent in the TV medium. For \$2 a week from the talent, the firm will submit actors and actresses to networks, agencies, package and film producers. Included in this charge will be the acceptance of phone messages. No commissions will be charged when thesps get placed.

Negotiations are under way for the outfit to do exclusive casting for several agencies. The service will concentrate mainly on placing legit talbeen inadequately represented in Grace, a legit angel.

NEW YORK, Oct. 8. - Officially | video, but from whose ranks they beset to open Monday (10) in offices lieve the majority of dramatic per-

Radio Registry has threatened to sue the new casting service over the use of the name "Registry," but execs at the recently organized firm emphasize they are not competing with the radio phone and casting service. Among the future plans of Hoyt TV Casting and Registry Service is to publish casting lists and to submit writers, directors and other forms of talent to TV.

The firm is headed by agent Howard Hoyt, formerly Eastern story editor of Metro-Goldwyn-Mayer; Tom Elwell and Denny Beach. The bankent whom they not only feel have rolling is being taken care of by Mike

Du Pont Wants TV 'Cavalcade' -But Obstacles

NEW YORK, Oct. 8 .- Du Pont this week was a sponsor that had a yen to get on TV and also had a program to air, but likewise had a number of obstacles to overcome before it could get its show before the cameras. The program involved is Cavalcade of America, a veteran wheelhorse on AM for the chemical firm. Du Pont has been discussing the possibilities of simulcasting the show, but its agency, Batten, Barton, Durstine & Osborn (BBDO), hasn't quite figured how the radio lowering the curtain, one show will show, which airs over the National Broadcasting Company (NBC) at 8 p.m. Tuesday, can be televised at the same time, since the TV period now is occupied by Milton Berle.

> Du Pont has objected to the idea of separate radio and video shows, desiring to get all the talent costs onto a single ledger sheet. The firm also is unwilling to swap AM time, even tho it is bucking Berle, who has forced other AM opposition, such as Philip Morris, to shift, and even tho other sponsors, notably Schlitz, would like to take over that time slot.

> Most likely solution is the acquisition of a different TV time while retaining the current radio period. Chances are that BBDO then would make a tape recording of the sound from the TV show, then rebroadcast it with some editing as the AM offering.

Spotlight on Video At SMPE Convention

HOLLYWOOD, Oct. 8.—Television will hold the spotlight for delegates to the 66th semi-annual convention of the Society of Motion Picture Engineers (SMPE), which begins its five-day conclave in Hollywood Monday (10). Highlighting the video session will be a talk by Dr. Vladimir of signing a contract with the National K. Zworykin, RCA veepee and technical consultant on the newly developed television pick-up camera. Zworykin's talk will be made during a field trip to Mount Wilson Thursday (13) to inspect tele transmitter installations and Mount Wilson Observatory.

> Also skedded for discussion at the first business meeting Monday is a proposal to change org's name to Society of Motion Picture and Television Engineers and absorb the Society of Television Engineers into the SMPE. Proposal will be contained in a report by SMPE President Earl Sponable, with recommendation that the matter be weighed by delegates and submitted to the entire membership for vote. If adopted it would require a change in SMPE's constitution, marking first such revision in org's charter in 33 years.

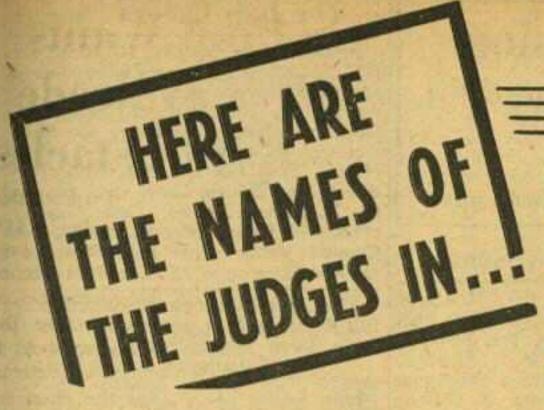
In his report as chairman of committee on theater television, Don Hyndman, manager of Eastman Kodak's eastern motion pie film department, will review steps taken to date to spur theater television, with special attention given to Federal Communication Commission's (FCC) current theater-tele studies. Report will stress co-operation between Theater Owners of America (TOA), Motion Picture Producers' Association (MPPA) and SMPE, marking the first time there has been industrywide action on the subject of theater tele.

Other events will include a luncheon talk by Edward P. Curtis, vicepresident of Eastman Kodak; a bonquet Wednesday (12) and numerous technical sessions of motion pic photography and television.

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THE JUDGES IN .: THE BILLBOARD'S TWELFTH ANNUAL

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☐ Sales Promotion; ☐ Audience Promotion; ☐ Public Service Promotion; ☐ Audience-Sales
Promotion. Our entry will be in the following division (check one):
☐ Network (national); ☐ Network (regional); ☐ Clear Channel Network Affiliate; ☐ Re-

Name

12

Reviewed Monday (19), 8:30-9 p.m. Presented sustaining on the American Broadcasting Company TV network, Orig-Inated by WENR-TV, Chicago. Writer, Bill Ballinger; director, Tony Rizzo. Cast: Andy Christopher (Mr. Black, narrator), Jim Codel, George Mitchell Jim Dexter, Wiley Hancock, Howard Keegan.

This low-budgeted seg, another new TV show originating in Chi via ABC, shows promise. Initial airing of the

mystery series suffered from a few production mistakes, some over-acting and a script that at times was implausible, but the suspense element kept viewer interest and indicated

real potential strength. Mr. Black is depicted as a spiritual creature of the lower regions who finds foibles of the human race delightful and takes particularly fiend-

ish glee in crime and violent death.

Initial program was built around a game of Russian roulette played by four rackateers to determine division of territories. During the game one was murdered.

Weak writing was apparent in last few minutes of the show when the crime was solved. Solution was too patent and was telescoped into a few overly dramatic, almost hammy moments. The detective role was not played as well as those of the four gangsters and injured suspense maintenance.

The role of Mr. Black at times was made comical by over emphasizing attempts to make the character fieldish. Part should be given a lighter touch and inferior acting must be eliminated. With these changes series could become commercially attractive Cy Wagner

Aldrich Family

EST. Sponsored by General Foods Corporation (Jello puddings) via the National Broadcasting Company, New York. Agency, Young & Rubicam, Director, Ed Duerr: writer, Clifford Goldsmith, Cast: Bob Casey (Henry), Jackie Kelk (Homer), Lois Wilson (Mrs. Aldrich), House Jameson (Mr. Aldrich).

The video version of the Aldrich Fimily is agreeable, breezily paced TV entertainment with warm, homey appeal for family televiewers.

Any resemblance to the radio Aldriches, tho, is purely due to the presence of Henry's cantankerous sidekick, Homer, (Jackie Kelk), who also appears on the AM show. Newcomer Bob Casey plays Hendy Aldrich, the teen-age character which Ezra Stone created on the air 11 years ago but long since outgrew visually. The 22year-old youngster is a capable actor, but he's not Henry. Henry is a clumsy, cracked-voiced simpleton

with good intentions but low brain power, while Casey is a bright, shyly assured all-American-boy type, with a pleasant speaking voice and normal intelligence. Casey's good looks may attract a new bobby-sox following for the series, but they won't draw the laughs that Stone's vocal mugging elicited season after season.

Kelk Steals It

Laugh laurels on the TV preem went to show-wise Kelk, who walked off with the telecast. Silent flicker star Lois Wilson was suitable gracious as Mrs. Aldrich and the rest

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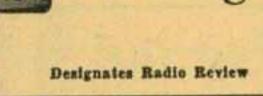
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Radio and Television Program Reviews





Designates Television Review

The National Broadcasting Company Theater

Reviewed Sunday (25), 2-3 p.m. EDT Sustaining thru the National Broadcasting Company (NBC). Produced and directed by Warren Lewis subbing for Andrew C. Love; adaptation, Robert Grey; ork direction and original music, Albert Harris; announcer, Don Stanley. Cast: Johnny McGovern, Jeffrey Silver, Anne Whitfield, Gale Bonney, Ted Von Eltz, GeGe Pearson, Florence Ravenall and Marjorie Liszt.

The National Broadcasting Company Theater, a new series of onehour dramatizations of major Amer-

can novels, kicked off with an interesting but spotty adaptation of Booth Tarkington's Penrod. Five colleges and universities are offering radioassisted home-study courses

based on the series. The adaptation consisted of incidents in Penrod's spectacular career of boyhood mischief. Penrod does not build to any over-all climax or contain any running thread to hold the listener. However, many of the incidents themselves were strong enough to carry the situations which are pregnant with humor.

Penrod's Hi-Jinks The initial and best episode told of the consternation caused in his home when Penrod, his imagination excited by a movie, told his teacher that his very temperate uncle was a Reviewed Sunday (2), 7:30-8 p.m. drunk and beat his wife. Penrod continues on his career of hi-jinks to dump tar on everybody in the neighborhood who is foolish enough to call him "a little gentleman," to break a window with his father's former slingshot and to get the town's sissy into hot water.

Johnny McGovern gave a very engaging portrayal of Penrod, catching the exact vocal flavor of the Tarkington classic. The play is also aided considerably by the fine acting of all the other radio thesps.

J. Donald Adams, the New York Times book critic, in his half-time commentary compared the novel to others of its genre.

Warren Lewis, subbing for Andrew Love, turned in a capable directorial Leon Morse.

of the cast were quite competent, As scripted by Clifford Goldsmith, originator of the series, the initial stanza revolved around the old mistaken identity gag. Trying to stave off an English exam, Henry faked a hand injury so he'd be sent to the doctor instead of school. At the hospital an attendant mistook him for an accident case and rushed him off for X-rays, which revealed a piece of metal imbedded in his shoulder. Frantic complications ensued, but the situation was resolved when the metal turned out to be a dime in Henry's pajama pocket. In a typical Aldrich wind-up, the problem child made the simulated injury a real one by spraining his hand in the final scene. Kelk provided the script's brightest moments by popping in at odd moments with bulletins on other patients.

Plugs Ineffective

The attempt to work Jello commercials into the story (via Henry's trip to the store and Mrs. Aldrich's telephone chat) was commendable, but they'll have to devise a smoother format if the plugs are going to be pitches shatter the illusion.

Camera work was adequate thruout and truly outstanding on the mouth-watering sales-appealing its commercial to one brief plug for close-ups of various Jello desserts. pay roll savings bonds. June Bundy.

Dorothy Dix at Home

Reviewed Wednesday (5), 10:45-11 a.m. EST. Sponsored by Sealtest, Inc., thru N. W. Ayers via the National Broadcasting Company, N. Y. Director, Perry Lafferty. Cast: Barbara Winthrop, Mitzie Gould, Joan Lorring, Jo Gilbert, Lyle Sudrow.

This soap opera version of the Dorothy Dix syndicated advice column, which purports to dramatize "domestic and romantic prob-

lems" culled from the famous

columnist's files, is comparable to Sophie Tucker playing a pulp adaptation of Noel Coward straight. Blooming forth in typical Tucker tones, the self-assured Dotty (Barbara Winthrop) dished out some trite advice Wednesday (5) relative to the danger of friendship between opposite sexes ripening into something else, when one of the parties is married. All this, of course, was in the guise of a sophisticated chat between her and "favorite nephew" John, en route to the swank abode of Anna Marie, the fem friend in question. To save script mileage, the gal met them in the driveway, where Dorothy ladled out more "beware of friendship" advice before climbing out of the car. Then they all rushed into the house, where the lady's husband made John a \$10,000 proposition to woo Roxanna Wallington, heiress to \$9,000,000 and described by Anna Marie as "the world's prize stinker."

Roxanna had some strong competition, tho, in Dotty. Sprinkling conceits in her wake (i.e., "there something about my snow white mane that seems to impress people"), the opinionated fem counterpart of John J. Anthony, was thoroly obnoxious. Her smug advice to the synthetic problems aired last Wednesday was hardly calculated to inspire much confidence on the part of listeners or her column readers.

The Sealtest commercials made a smooth pitch for Sheffield milk via the slogan "milk is a must in a wellbalanced diet" and the corporation's regular sales plug-"Always get the best. Get Sealtest."

June Bundy.

Bandstand U. S. A.

Reviewed Friday (30) 8-8:30 p.m., EST. Sponsored by the U. S. Treasury System, San Francisco. Producer, Sam Levene. Cast, Russ Morgan and his orchestra, Louanne Hogan, the Morganaires.

Rust Morgan's Bandstand U.S.A is a pleasantly commercial half-hour of sweet schmaltz and congenial corn. "Music in the Morgan Man-

ner" (the old crying trombone and punctuating cymbal) is right back in style. The show's bright pace and varied line-up of oldies, ballads and novelties make for easy listening

The singing maestro cornered most of the vocal spotlight, but band canary Louanne Hogan and the Morganaires gave him a nice assist on a lilting Makin' Love Ukelei Style and the hillbilly ditty Put Your Shoes On, Lucy. They also scored with Strummin' on the Old Banjo and That's My Weakness Now Morgan has a big record on the latter oldie.

The band leader made an acceptable explanation of the show's title (he'll broadcast from various cities during his cross-country tour), but he effective. Right now the pudding could dispense with the heavy-handed banter and flowery tune intros.

The U S. Treasury Department proved to be an ideal sponsor. limiting

June Bundy.

The Judy Canova Show

Reviewed Saturday (1), 10-10:30 p.m. EDT. Sponsored by Colgate's dental cream and Halo shampoo thru the William Esty Agency via the National Badcasting Company (NBC), Producer, Joe Rines; director, Bill Verdier; script, Henry, Hoople, Fred Fox and Art Phillips; ork directed by Charles Dant; vocal backing, the Sportsmen Quartet. Cast: Judy Canova, Mel Blanc, Ruby Dandridge, Hans Conried, Verna Felton, Gale Gordon and loe Kearns.

The Judy Canova show made its fall debut with a program that must have been considerably below the

level achieved during the hillbilly star's lengthy career. There is no question but that the show offers corn. but even corn has its grades. This was not hybrid corn. The pro-

gram made a pretense at a situation comedy when Judy visited her neighbors, the wealthy Dodges, and there was a scene with Judy's ma and pa. But the accent was on gags, not building the situation, the result being that these incidents never amounted to much.

Then again the gags might have been sprightlier. To Mr. Dodge's remark, "Look at her face," his wife replied, "not while I eat." And the topper was when Mr. Hemingway, the boarder and also a newspaperman, told Pedro, the butler, that he had a deadline to meet. The next thing heard was the roar of a lion delivered by the same Pedro who thought he was bringing a dead lion.

However, Miss Canova's singing gives the show a tremendous lift. She was especially good on I Can't Give You Anything But Love and Room Full of Roses.

Howard Petri delivered the commercials for two of the products in the Colgate stable. The audience learned how Colgate's dental cream stops tooth decay before it starts and that Halo shampoo glorifies hair. Leon Morse.

The Million Mile Traveler

Reviewed Sunday (2), 6:15-6:30 p.m. EST. Sponsored by the Atchinson, Topeka and Santa Fe Railway, via WCBS-TV, New York. Cast: Burton Holmes, Thayer Soule.

TV can do's tremendous selling job for transportation as evidenced by this 15-minute 'ravelog about the

Grand Canyon, sponsored by the Atchison, Topeka & Santa Fe Railway. "Million Mile Traveler" Burton Holmes, who is credited with originating the first travel film

format, has assembled some excellent footage for his initial show, rich in pictorial values and scenic grandeur. Even sans color, the fourhour mule trek, glorified musically Department via the Mutual Broadcasting by Ferde Grofe's Grand Canyon Suite, is engrossingly beautiful.

Unfortunately tho, the Holmes narration didn't reflect the high visual standards of his telefilm. Flashily attired in white tie and tails, the distinguished, snowy-haired lecturer was visibly nervous as he opened the program with a quavervoiced introduction for his younger co-narrator Thayer Soule, also in white tie. The boys indulged in some pointless horseplay about which one of them was going to wear a sombrero, then launched the heavyhanded film narration The latter featured such moth eaten gags as "Did I hear a rip?" in reference to a lady's struggle to mount a mule, and Holmes's self-conscious tag for the stanza-"Love that mule."

The commercials, which urged travel-conscious televiewers to write for Santa Fe's Grand Canyon folder, were, of course, a natural. June Bundy.

We have openings for Junior and Senior Announcers, News Editor Morning Man, Sales Promotion Manager, Time Salesman Engineers, first class. Complete placement service for Radio and TV Personnel.

WILSON EMPLOYMENT SERVICE Union Commerce Bldg.

Life of Riley

Reviewed Tuesday (4), 9:30-10 p.m. EST. Sponsored by Pabst Brewing Company for Pabst Blue Ribbon Beer thru Warwick & Legler via the National Broadcasting Company, New York, Writer-producer-director, Irving Brecher, Cast: Jackie Gleason, Rosemary DeCamp, John Brown, Lanny Rees, Gloria Winters and Sid Tomack,

Life of Riley should prove a potent answer to people who believe that Hollywood has no future in TV. The

fact of the matter is that the quality of this film, the quality of its production and its over-all entertainment value put it up there with top shows of a similar nature being done

The first episode concerned the screwball antics of Riley when he learned he needed a tonsil operation. Riley took this news at if he were going to have to undergo brain surgery. driving his family wild, his nurse to distraction and his friend to a frenzy. He fainted on the slightest provocation, went to visit a woman who recently had twins, mistakenly believ-

ing she had undergone a tonsillectomy, made out his will and was visited by his undertaker. The last incident was the only one that fell

Jackie Gleason, an ideal cast as Riley, was chosen for the role when William Bendix couldn't appear because of film commitments. Gleason mugs as tho he were on a vaude stage, uses his pop eyes for continuous humorous effect and generally overplays, getting laugh after laugh. As Jim Gillis, Riley's pal, Sid Tomack is another decided asset to the program. Tomack is a natural comedian because he is funny to look at before he even opens his mouth, and when he does the laughs get better. Rosemary De Camp is quietly effective as Riley's wife.

The quality of the film which was not a kine was all that could be de- destroys quartet's entertaining value. sired. The close-ups especially were very good. However, there was a bit vision. too much light in the long shots.

The commercials for Pabst Blue Ribbon Beer continued its "finest beer ever tasted" theme. There was a cute cartoon of a boy and girl with a glass of beer. The closing commercial showing Riley and his frau talking about the beer with announcer Jimmy Wallington was good. Riley looks like a kind of guy who would drink beer. Leon Morse.

Duffy's Tavern

Reviewed Thursday (6), 9:30-10 p.m. EST. Sponsored by Blatz beer over the National Broadcasting Company via the Kastor, Farrell, Chesley & Clifford agency. Producer, Ed Gardner, Director, Jack Cleary. Writers, Binnie Bogart, Larry Rhmine, Phil Sharp, Al Johansen and Ed Gardner, Cast, Ed Gardner, Charles Cantor, Eddie Green and Gloria Erlanger.

Three innovations mark the return to the air of Duffy's Tavern: a new sponsor (Blatz), a new Miss Duffy

(Gloria Erlanger) and a new point of origin (Puerto Rico). The first seems to have latched on to a natural, in terms of working its plugs into the show; Miss Erlanger

still sounds strange to ears accustomed to the more strident deliveries of Florence Halop and Shirley Booth, but acquitted herself well; and the value of the island dependency as an originating point still is to be settled.

The show caught was pretty much in the old Duffy's groove, with Finnegan (Charlie Cantor) playing a tough mobster to drive out some gangsters doors. There were plenty of laughs in a script which moved quickly, if somewhat obviously. Ed Gardner, Cantor and Eddie Green delivered their lines with telling effectiveness.

The show, taped in Puerto Rico, came thru with little perceptible difference in sound quality from the local variety of transcribed airers. The bankroller, however, is reported so far. As long as the quality of ma-

Second Cup

Reviewed Monday (3), 9:30-10 a.m. Sponsor participation program aired Monday. Wednesday and Friday by WBKB, Chicago, Produced by Service Unlimited: directed by Bill Balaban; emsee, Linn Burton; writer, Larry Kurtze. Music by Songsmiths, vocal quartet and planist Ella Rose Halloran.

Second Cup, only morning TV airer here, is a hodge-podge of few audience participation stunts and com-

mercials. It needs more entertainment and smoother production. On the air for over a week it still is handicapped by direction fluffs and weak and slow-moving participation

stunts.

Emsee Linn Burton, local disk jockey, does his best to keep a fast pace, but gets little assistance from the material he has to work with. Noticeable, too, is the super-abundance of commercialism. After each stunt a long commercial for one of the five participating sponsors is given and a telephone giveaway gimmick used in each show is built around necessity for home viewer memorizing names of food products sold by one of the sponsors. Altho intended to be an entertainment gimmick and audience builder, it is nothing more than a lengthy screening of food products.

Typical was a coffee commercial which consisted of a static shot of a coffee container plus a sales pitch by Burton.

Stunts had gals blowing feathers, bursting balloons and trying to dramatize a song by holding up cards illustrating articles mentioned in the lyrics.

The Songsmiths' vocals are a redeeming feature. They should be used more often. Why it's necessary to dress them in waiters uniforms and have them serve ice cream and cookies (made by two of the sponsors) is difficult to understand. It

In essence, program is weak tele-Cy Wagner.

Ladies Fair

Reviewed Monday (26), 1:30-2 p.m. Presented sustaining by the Mutual Broadcasting System. Originated by WGN Chicago, Produced and emseed by Tom Moore. Announcer, Holland Engle; organist, Porter Heaps.

Altho there's nothing unusual about this new MBS program (another audience participation show using fem

guests) this series seems to be destined for widespread acceptance because of Emsee Moore's ability to keep the show going at a fast pace, to present laugh-provoking situations, and to entertain without mak-

ing fools of his contestants.

Moore is willing to admit that he has taken a little of this and a little of that from basic formats of other successful daytime audience participation shows. He is not out to create a sensation - . . w show, but merely to entertain.

This one had the time-tested, grandma contests, the question answering portions and a "musical Merry-Go-Round," which had the gals identify songs. - There also was a gimmick which gave gal giving correct answer to a running question an opportunity to appear on last show of the week to get a crack at a jackpot. For winners of each section of the show there were typical large prizes donated by manufacturers anxious to get free plugs.

About the only part of the show who sought to close the Tavern's in bad taste was awarding of prizes to radio editors whose names were picked by chance. This stunt seems to be an obvious effort to "buy" the scribes and an indirect insult to their integrity. Furthermore, it has no entertainment value. Cy Wagner.

terial retains the level shown on this episode, however, there is little not completely pleased with results doubt that Duffy's will remain a popular favorite. Sam Chase.

Inside Show Business

Reviewed Sunday (2) via CBS-TV network. Sponsored by Crosley Division, Avco Manufacturing Company, via Benton & Bowles, Producer, Irving Mansfield; Director, Alex Leftwich, Orchestra, Hank Sylvern. Panel members, George S. Kaufman and Abe Burrows, with Billie Burke as guester Emsee, Clifton Fadiman, Guests: Ginnie Powell, Boyd Raeburn, Lew Parker, Duke Ellington.

If the slick and smart production bestowed upon Inside Show Business (nee Tonight on Broadway) could

manage, somehow, to summon an equal degree of quality from the show itself, Crosley might have something worthwhile on its hand. As is, even tho it's been trimmed down, in

TV, from one hour, as it was in AM, it remains a show with an utterly spurious premise and spotty in its entertainment values. Mostly, these stem from the guester appearances, with an occasional lift from Abe Burrows and George S. Kaufman. Actually one of the main faults of the show is that it has so many gimmicks and so much palaver that neither of these two eminent wits has much time to indulge in what they're there for-which, basically, is to make funny.

Business purports to present topflight performers with "problems" and to aid them via the sage advice served up by Messrs. Kaufman and Burrows, aided by a guest expert, on this show Billie Burke. The performers in travail on this show were Ginnie Powell and her band-leader husband, Boyd Raeburn; Lew Parker and Duke Ellington. Such problems I should have.

The Problems

Miss Powell's problem is an inability to speak, altho as she demonstrated, she can look utterly charming and captivating, as well as doing a Grade A TV song selling job; land, what to do, and the Duke's problem is how to increase night club employment for bands. Happily, each did a specialty, and thus mitigated the dull talk, at least in part. If, as seems necessary. Business must stick to its premise, at least the woeful overabundance of talk between emsee Clifton Fadiman and the guesters should be reduced and Kaufman and Burrows given more time to sparkle. There's no need for a third panel member.

In direction and production, Business is really good business, keeping on top of its central characters and using plenty of close-ups. Commercials are hard-sell in type, localed inside a Crosley appliance store.

Jerry Franken.

Visit With the Websters

Reviewed Wednesday (September 28) 8:15-8:30 p.m., EST. Style-Situation comedy. Sponsored by General Woodcraft (Woodco Windows) thru Reese and Gerston. New York, Weekly via WRGB Schenectady, N. Y. Cast, Lyle Bosley and Betty Samsel. Director, Ted Baughn. Cameramen, Jack Finch and Ken Comstock; sound, Bob Nagle; lights, Pat Kidder: floor manager, Charley King; sets, D. Fisk; writer, Vickie Woodward.

In young-married-couple comedies like this that are confined to a living room set, the actors must be strong

enough to carry a week script, or the script must be strong enough to carry average actors. Unfortunately, this show falls in between and merely plods along in a determined

The situation on the show caught had the husband involved in planning an evening on the town for an important customer, only to find that the customer had his own ideas of what to do. Both characters tried to make the mediocre script move by heavy-handed actions and loud talking, but the entire effort was more wearing than zestful.

J. D. Fisk's two-level set was hand-

Silver Theater

Reviewed Monday (3) 8-8:30 p.m. over CBS-TV network. Sponsored by International Silver Company via Young & Rubicam. Producer-director-script editor. Frank Telford, Script, Sid Slon, Cast-Conrad Nagel, emsee; Burgess Meredith, Eva Gabor, Luis Van Rooten, Gloria Mc-Gee, Harry McAfee,

Remembering just a year ago, it is really amazing to see how the caliber of TV dramatic shows has im-

proved. Silver Theater, one of the latest entries, is an excellent example, for it represents crackerjack production and direction, smooth, wellintegrated, with a close cam-

era thruout, giving viewers the intimacy and proximity so sorely needed in video. The show shapes up as a welcome addition, with a nod to Frank Telford as director-producer.

As usual, tho, the level wasn't consistent thruout—in this case a trite story serving to corn up the works and telegraph the punch. What interest the story did hold stemmed partly from the production and partly from the facile performances of Burgess Meredith and Eva Gabor, plus a really sock job by Luis Van Rooten. While it's true Van Rooten's role was a juicy one, a lesser player could well have spoiled it. Perhaps the most notable aspect of his performance was the fact that, cast as a French chef, he had not one line of English thruout the story, yet conveyed, via his piquant performance, complete understanding to the viewer.

Commercials Lose Out

The 1847 Rogers silver commercials leave plenty to be desired. It's not only that they had little drive, but additionally that their production raised an interesting problem. The filmed plugs consisted mainly of shots of the silverware, with one pitch showing them casacading out of the Parker's problem was now that he's blue. Apparently, they were proback from a successful run in Eng- duced with the thinking directed toward optimum TV reception on a maximum number of sets. Actually any number of receivers, for one reason or another, deliver some vertical distortion. Thus, on the set on which the show was caught, the knives, forks and spoons looked as the they'd been mangled by a muscle guy Anyhow, the plugs would do more if they explained the why of the 1847 quality, rather than merely claiming that quality.

> Conrad Nagel, who did a similar stint on AM, is Silver Theater emsee, introducing the show and cueing the scene. He serves in his customary affable fashion. One thing, tho, that producer Frank Telford should omit is the post-curtain interview between Nagel and the show of the star. It's a hangover from radio; it serves no function other than permitting the star to plug his latest vehicle, and above all, it disrupts or destroys any mood which may have been created. Can you imagine a post-curtain interview with Lee J. Cobb in Death of Jerry Franken. a Salesman?

> stration of how storm windows can be easily installed, was well done by Dave Kroman as the "Ol' Carpenter."

> This show definitely needs a script with more originality and zip, or else two actors who can forget the written word and quick-wit their way thru a situation. Paul Jackson.



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Long Field Tests Foreseen

(Continued from page 7)

months ago. The FCC is not likely to be ready to come up with findings of any kind on its current deliberations until next March at the earliest, and possibly much latter. Any field-testing would have to take place subsequent to that.

Industry Hostility a Factor

Altho the commission holds the responsibility and authority to decide whether the industry is ready for color standards, the almost solid hostility of the industry to setting immediate standards will inescapably be a major factor in the commission's deliberations. Another important factor is the commission's determination to lift the TV freeze and issue new video allocations simultaneous with announcing what it intends to do about color standards.

to CBS's color system will hold as much importance as it did in FCC's deliberations three years ago, when the commission rejected the web's petition for color TV, is speculative. There are several significant similarities and some interesting differences in the current situation compared with the showdown of three years ago. CBS's current y-mc band color has definition of 405 lines, while three years ago the system was 12amc wide and had 525 lines. Then as now RCA was arguing that the industry was not ready for color television, but in the current squabble RCA is boasting considerable progress in its own electronic system which it claims is the best in the field altho still in need of considerable experimental testing before it can be commercially applicable.

For Monochrome

Then, as now, the major blackwhite set manufacturers, such as Philco Corporation and Allen B. DuMont Laboratories, Inc., were arguing that monochrome TV is so far superior to any color system yet devised as to preclude the possibility of color standards for some time to come. Dr. Allen B. DuMont, who has won a chance to demonstrate his latest black-white receivers at the current hearing, is insisting that it will be 10 to 20 years before there can be color TV.

Despite a running fire of criticism from CBS's industry foes during the web's demonstration of its color system here before a select audience at the Carlton Hotel, CBS walked off with high honors at least for the courage with which it willingly put its own system to an acid test in the presence of the FCC. The only commissioner absent was Frieda Hennock, who was ill.

Whatever the differences of opinion may have been on technical issues. there was little doubt that, at least from a pictorial standpoint, the commissioners and their top technicians and legalists were pleased with what they saw. Whether the CBS performtion by the FCC. The commission wants to get color video started, but is determined to avoid gearing the industry to detailed standards unless it is absolutely sure of them. It is on this point which RCA is ready to unleash its heaviest strategy during its color demonstrations starting here Monday (10) at the Washington Hotel.

RCA has planned a bang-up show for the distinguished audience, and if it can impress the FCC that the system has greater potentialities than CBS's and is already pictorially as good as CBS's, the communications titan may win its battle to delay final color standards.

CBS's Display

CBS showed its color TV version on six especially built receivers and

on two table-model monochrome TV receivers equipped with adapters and a color viewer. Dr. Peter Goldmark, director of the CBS engineering and development department, who invented CBS's color system, gave proof that his system can be accommodated by the standard 2.8-mc coaxial cable. Programs transmitted coaxially to Baltimore and to New York and back to Washington showed some loss of color definition but nevertheless appeared satisfactory to most viewers. Dr. Goldmark has emphasized that RCA's system required a 4-mc coax cable and that the American Telephone & Telegraph Company has been unable to come up with a way to transmit the RCA color system. The programs include displays of brilliant gowns, baseball teams in action, jugglers, ballet dancers and songsters.

CBS Prexy Frank Stanton, who sat thru the entire demonstration, earlier Whether the industry's opposition in the week had joined with Dr. Goldmark in presenting CBS's case on the stand at the hearing. Remarking that CBS will support any color system "which best suits the problem," Stanton put forth his claim for the superiority of the CBS system over RCA's. Commenting that RCA's color needs field testing, Stanton declared that CBS "is ready today." Stanton further attacked the rival system by claiming that RCA's proposal for cheaper two-color receivers would establish "a double standard, one for the rich and one for the poor.

Costs Held Down

In developing the CBS system, Stanton added: "It has been one of our primary objectives - an objective which I have noted RCA did not mention-to limit costs so that our system will be within the economic reach of the same general public which can buy black and white sets: we have avoided making full color television a luxury available only to

On the guestion of compatability, Stanton asserted that it is more important to get a system readily convertible to color rather than one that can pick up black and white pictures from a colorcast. The problem of receiving monochrome pictures from color "must be subordinated," he declared, to the problem of converting readily to color. "If the only objective is to leave black and white pictures untouched it is foolish to consider color at all,' he told the commission.

Stanton also criticized DuMont, who declared in a press conference after the CBS demonstration that "color is 10 to 20 years away." Stanton said DuMont's "statement speaks for itself in showing his continued attempt to keep color television from the public."

To Spot AM After Dropping Winchell

DETROIT, Oct. 8 .- Altho Kaiser-Frazer is dropping Walter Winchell at the end of this year, the account will continue to use radio. However, plans call for a switch from network broadcasting to spot radio. This is necessary to fit the broadcasts into the K-F dealer pattern.

Meanwhile considerable interest was expressed in local radio circles over the \$34,000,000 loan granted K-F by the Reconstruction Finance Corporation (RFC). It is anticipated that the firm will begin action to get into a low-price car operation, which was its original intention but which was temporarily abandoned because of postwar steel shortages. This, in turn, will probably mean increased radio-TV activities by the account.

It is reported that among the spot plans Kaiser-Frazer has in mind is the purchase of time on stations owned by the United Auto Workers (UAW), with which, of course, it has contractual relations.

CBS Demands White Collars' Recertification

NEW YORK, Oct. 8 .- The Columbia Broadcasting System (CBS) this week demanded recertification of its white collar worker union. The move proposals made by the Radio Guild (Local 50, United Office and Professional Workers' Union) for upward revisions of the present contract with the web which lapses November 31.

employees Wednesday (5) and forwarded to the management, CBS is expected to remain adamant in its demand. The CBS position, as stated by one of its execs, is that several of its employees allegedly claimed they did not want to be organized. In keeping with this contingency CBS would like to find out if the union has a majority of its staff.

The Radio Guild says that the web's action is an attempt to "destroy the union," not to find out if it has a clear majority. The union is willing, its representatives state, to use any method that CBS wishes to determine its is immediate and will not delay negotiations. A National Labor Relations Board (NLRB) election would reach America." have to be held for Radio Guild certification, according to the present CBS demand. This, the union feels, would take months,

The white collar union, with close to 500 members at CBS, has been established at the net for three years. The labor org is holding a strategy meeting Monday (10).

Sports Net Signs 116 Indies ance proved that the system is ready for commercial use is something which will be in for lengthy delibera-

Sports Broadcasting Network, indie away games for the Philadelphia web for indie stations for coverage of | Warriors, basketball pro champs, and sporting events only, has boomed to the Philadelphia Eagles, football pro 116 links after starting with under two dozen stations less than a month ago. Fashioned for the independent sporting events live without incurweb now branches from Burlington, Vt., to Biloxi, Miss., on the East Coast and extends as far west as Little Rock, Ark.

Stations joined are, for the most station line charges only for picking up the event from the nearest city with a sports broadcasting member. individual stations.

PHILADELPHIA, Oct. 8. - The The web already has the home and champs, and all the fights emanating from Convention Hall here.

Albert J. Sylk, head of WPEN outlets so that they can carry major | here, who masterminded the sports network plan, is president of the ring major line charges, the sports web. Jack Rensel, account exec at the Weightman Advertising Agency here, is vice-president and general manager. Del Parkes was taken on as production chief and head announcer. Sylk is currently negotiatpart, in communities less than 100 ing for twin basketball bills at Madalong with other major sporting

Color Fades From Horizon; K-F Plans Switch TV's Growth Dominates Ad Agcy. Confab

Media Defy Tele

NEW YORK, Oct .8.—Television's growth as an advertising medium dominated the annual Eastern conference here this week of the Ameri- ty can Association of Advertising Agencies. Exponents of other media, such as outdoor, newspapers and magazines conceded that TV will be a potent force, but maintained stoutly before the agency execs that their own particular mousetrap was better.

Harold S. Barnes, director of the bureau of advertising of the American Newspaper Publishers' Association (ANPA), said that newspapers don't suffer from the time limitations of radio or TV, but a reader can pick up any or all papers at any hour of the day. He also said that, "in spite of the growth of radio we find at the end of 20 years that magazines, outdoor and newspapers are enjoying their all-time high in advertising revenue."

Mags Treble Ads

Frank Braucher, president of the Magazine Advertising Bureau, made much the same point, noting that, while radio advertising nearly trebled in the past decade, magazine advertising more than trebled in the same period. He concluded that "national threw an abrupt monkey wrench into advertisers evidently found that radio was no substitute for magazine advertising-for the pirnted permanence of a magazine advertising page. I am guite sure that the users of television will also find that out, if indeed they Despite a petition signed by 300 don't already know it."

The smart advertiser "isn't going to let his prospects alone at any time during these hours (when he is not asleep). He's going to sell them every hour they're awake-indoors and outdoors," according to Kerwin H. Fulton, president of Outdoor Advertising, because "there is no television outdoors," and they reach their audiences at different times and places.

Pat Weaver, veepee of TV at the National Broadcasting Company (NBC), said that, regardless of video's growth, radio will continue to be a complementary medium. He said that majority as long as such a method "no matter whether the TV homes go down to 50 per cent you can always add radio and television together and

WM "Premiere" Goes To Full NBC TV Net

HOLLYWOOD, Oct. 8.-Local success of the William Morris Premiere Theater showcasing stanza over KNBH prompted National Broadcasting Company (NBC) to expand airings over the full NBC tele skein. Originally launched as an experiment to give likely commercial tele prospects a trial run, the caliber of kines passed net scrutiny and resulted in national coverage.

Hereafter, NBC will stagger kine prints of the weekly series with releases set for both Chicago and New York. Chicago will feed the Midwest network with New York covering the East. Weekly releases will be cut back to an every-other-week sked to allow the Morris Office more time to prepare new airers.

Shows have featured only Morris clients, including Pinky Lee, Lois Butler, Howard De Silva, Sterling Hollaway, El Brendel, Arlene Harris and others. Agency picked up the talent tab, with network paying for facilities and kines. First such deal miles distant from each other, with ison Square Garden in New York consummated on the Coast, idea is catching hold with other stations and events. Sponsorship is left to the agencies now negotiating similar showcasing series.

Of TV Dealers Established

Offices in Washington

WASHINGTON, Oct. 8 .- The newly formed National Television Dealers' Association (NTDA) opened offices here this week, with plans to expand its activities from Washington and Baltimore to take in the entire Eastern television area and later spread thruout the country, Edwin Dempsey, acting executive director, told The Billboard yesterday (7).

A membership drive is now under way in this area and, according to Dempsey, "is showing good results already." A preliminary meeting of total TV dealers early this week resulted in heavy support for the plan to set up a national dealers' group, he added.

Won't Absorb Locals

NTDA has no plans to absorb individual dealer associations in the filiate with any of them. Members of local associations, however, are welcome to join NTDA, the acting dicector added.

group is to work toward harmony in manufacturers, federal agencies and shows during that period. the general public, according to Dempsey. NTDA will attempt to promote higher standards of advertising, that."

Other Officers

Temporary officers besides Dempsey, who formerly operated his own automotive agency in Baltimore, are acting Treasurer Edward Dyas, a financial expert with the Maryland tax department, and Vice-President William Pyne, a writer for The Baltimore Sun. Permanent officers will be elected late this year.

Chi TV Show Sparks Others

CHICAGO, Oct. 8 .- The unquestionable success of the second annual Television and Electrical Living Show held here this week has so impressed executives of electrical associations in other cities, that at least three more towns will have comparable shows in the future. Los Angeles and Kansas City, Mo., groups have already indicated that they will have similar exhibits in 1950. Execs from Detroit stated that they had not planned an exposition, but that success of the local affair had tade the decision for them and they will have one in Detroit in a few months.

The board of directors of the local show also decided to hold another exhibition next year. This show, the second annual, gave heavy play to radio and TV, as well as major appliances, and is expected to draw more than 150,000 visitors-50 per cent better than last year's mark.

The show closes October 9. Next year's show will be of a similar format to the one now being held -manufacturers' exhibits and pertonal appearances of top talent. But, according to Art Holland, head of promotion and advertising for the show, next year's exhibits will be more dramatic.

National Org TV Set Makers Predict Good Sales Thru Spring of 1950

of poor sales in the past few months, television set sales are now proceeding at a fast rate and good sales should continue until summer. These were conclusions expressed by some of top TV manufacturing execs in this area at a meeting of the Chicago Television Council this week.

Manufacturers revealed that most companies are producing at capacity and are finding it difficult to keep up with orders. This was compared with the picture of a couple of months ago, which manufacturers described as a sales famine.

Addressing the meeting were E. G. May, general sales manager, Sentinel Radio Corporation; W. J. Halligan, president, Hallicrafters Company; Paul Galvin, president, Mctorola, Inc.; Joe Marty, Admiral's TV sales manager; Fred Parsons, head of the Chicago Zenith distributing company, and Samuel Insull Jr., vice-president, Stewart-Warner Corporation.

May practically keynoted views of all the speakers when he said, "the last four or five months have been awfully tough. Now sales are going nation, Dempsey said, nor will it af- like a prairie fire. They should continue good at least thru spring." May also stated that the Chicago market had reached a point of only 10 per cent of saturation. He further Objective of the new national stated that in order to help stimulate sales in summer, normally a weak dealer relations with distributors, period, telecasters should improve

Speaking frankly about the general structure of the manufacturing industry, Samuel Insull Jr. stated that servicing and general sales and busi- because of close relationship between ness practices. "Many dealers," said companies, any price cutting or prod-Dempsey, "are using antiquated ac- uct improving by one would be counting methods, and their salesmen followed by all. Altho the industry are not as familiar as they might be is highly competitive, he stated, on with television in general and receiv- the second, third and fourth levels Scope built-in antenna, ers in particular. We hope to correct of personnel there is a free inter-"You can be well satisfied that no basic development is going to be hoarded. Pricing is determined by the lowest cost producer in the industry. The moment anyone gives a better deal, all have to follow suit. Due to the competition in sales and basic policies in patent arrangements, you can be satisfied the customer will get the best possible deal." He also predicted that companies that did not follow suit in price cutting or general use of new developments "would be out of business in 27 days,"

Joe Marty, of Admiral, stated there was no forseeable limit to the set market. He admitted the industry could expect "highs and lows," but that the picture generally is bright (Admiral Intros Tele Units, page 58)

CHICAGO, Oct. 8 .- After a period and that he saw no slacking in demand because of saturation for at least five years.

> Fred Parsons, of Zenith, stated that the industry could expect to reach a point of 61 per cent of saturation within three years. He also agreed sales were good and said that the industry formerly had its best sales in fall, but now expected March to be as good as former fall sales periods.

The speech by Paul Galvin concerned itself with more general industry matters. Referring to present color hearings in Washington, he said, "The public won't be upset by the people in Washington who don't know our industry's problems. Irregardless of any confusion created, the public will follow us if we do a good job. If we give better programs, better sets, and better prices, we won't have to worry about color. The public will follow black and white for a long time if we give them good black and white quality and good shows."

Admiral Intros Tele Units With Larger Screens

them having 121/2-inch screens. All new models are equipped with Roto-

New models, bringing to 15 the change of information. He stated, number Admiral now manufactures, are: 20 x 45, a 121/2-inch console retailing for \$279.95; 20 x 136, a 121/2in mahogany table model selling for \$249.94, and 24 x 15, a console combe with a 10-inch screen, retailing for \$299.95.

The 10-inch combo also has AM radio and three-speed, fully automatic phono system. Showing downward pricing of 10-inch models, it is about \$100 less than Admiral's 121/2-inch console combo, which also has FM.

A spokesman for Admiral said these additions completed the company's present line, and that new models would not be added for months un-

Four Orgs Try Organizing N. Y. Services

Squabbles Coming?

NEW YORK, Oct. 8.—At least four different labor unions are leveling their big guns on local television service companies in attempts to organize the estimated 10,000 radio and TV servicemen now working in the metropolitan New York area. Among the labor groups who now represent local technicians or hope to represent them are the teamsters, wholesale and warehouse workers, auto workers, John L. Lewis's District 50 and the electrical workers.

While service companies would prefer to be organized as a craft and sign a contract with one single union group, it appears that jurisdictional squabbles among the various labor groups portend an unhappy situation that may see some of the companies struck by one or the other of the unions.

The International Brotherhood of Electrical Workers (IBEW) has had a contract with one of the largest service companies, Conlan Electric Company, for the past three years and intends to continue its work in the TV field, since the IBEW feels it has jurisdiction in the industry by CHICAGO, Oct. 8.-In line with virtue of its past organization of men the industry trend toward larger in the TV studies. The Wholesale screen TV sets, the Admiral Corpora- and Warehouse Workers' Union tion this week rounded out its fall (WWWU) and the International line with three new models-two of Brotherhood of Teamsters (IBT) both feel that they, too, have jurisdictional rights, since servicing and installation of video sets includes trucking and delivery or warehousing and wholesaling.

District 50

Lewis's catch-all District 50 believes that this is another opportunity to organize a group that will strengthen the union's national bargaining position, and the United Auto Workers (UAW) probably wants to get into the field before the rival United Electrical Workers (UEW) gets started. It is no secret that the UEW has been a sharp thorn in the side of UAW's and CIO's Walter Reuther.

While at the moment the entire situation is in a state of flux, the battle is expected to ceach major proportions in this arer in the near future. That the same situation will come up in other TV areas around the country is a virtual certainty, too.

Personnel, Products and Prices

The RCA Service Company announced this week that it had worked out a parts guarantee on second-year TV service renewal contracts. The new plan skirts the ban placed on such guarantees by the New York State Insurance Department. Henceforth replacement of parts and tubes during the renewal period will be insured under a policy issued by the Massachusetts Bonding & Insurance Company. Other TV service companies in New York are expected to work out similar plans immediately. . Sylvania will make its first move to open distribution on the West Coast when TV sales manager "Larry" Bagg leaves for that area next week to sign up distributors in six Western cities. . . . Du Mont will start a new dealer sales training program by October 15. . . . Walter B. Stickel, TV receiver sales manager for Du Mont, left for California last week. . L. E. Septer, formerly with Westinghouse, joins the Crosley division of the Avco Manufacturing Corporation October 24 as sales manager for radio and television sets.

DUMONT is expected to open its new TV tubeplant in Allwood, N. J., in about six weeks, at which time the research department will take over the present tube plant in Passaic, N. J. . . . Saul D. Lewis has been named buyer for Air King Products, according to director of purchases, M. A. Gardner. . . Allied Supply Company has been appointed Meck TV distributor in the Dayton, O., area. . . . Ansley has opened executive offices and showrooms in New York, with 'the company's plant remaining in Trenton, N. J. . . . The new Stromberg-Carlson 19-inch set has been priced at \$645. . . . Hallicrafters named three new distributors this week, World Radio & Appliance in Toledo; Dealers Wholesale, Kansas City, Mo., and Hall Wholesale, Dallas.

Prelim Strike Vote at RCA

CAMDEN, N. J., Oct. 8.-Members of Local 103, United Electrical Workers, representing 5,500 production workers at RCA Victor here, yesterday (7) voted authorization to call a strike. Ralph Cooper, chairman of the union's election board, said the vote was 4-1, with 3,000 balloting.

The vote authorizes the negotiating committee to call a strike if it deems it necessary. RCA Victor's plant at Pulaski, W. Va., also authorized strike action Thursday (6) 10-1. The negotiating committee had rejected a company offer of 5 cents an hour increase. This offer would amount to \$104 a year for each employee, union spokesmen said. The union, however, wants a \$500-a-year hike. This would include wage boost, pension, insurance, such as hospitalization and surgical aid to dependents, and physicians' bills up to \$150 to be paid by the company.

Communications to 1564 Broadway, New York 19, N. Y.

Raise TV Special Rights Bogey

Protection **On Production** Tunes Sought

Old Issue Up Again

(Continued from page 3) portedly fear that by gliding lightly over the issue, the telecasters hoped to snag unrestricted use of production tunes. The Rheinheimer group are famous for the zealous concern they have for their show tunes. Not only they and their publishers must be protected, they argue, but the show producers who share in disposition of the rights.

The problem of production tune use is distinct from that of special use of pop tunes. The latter question was resolved early in the ASCAP-video talks, with ASCAP yielding to TV-er's pitch for un-

restricted use. Whether this move by the production writers will significantly slow up the course of the current perprogram negotiations could not be said, are keeping Cap's plants workdetermined at press time.

Battle Over TV Film Music Royalties Due

(Continued from page 8) talent is paid, the employer's obligation in that direction reases.

The indie producers, on the other hand, oppose the royalty deal on two counts. One is that kinescopes, within certain limits, can be used without extra payments. The other is that if film music requires royalty and kine doesn't, it will place the film producers at a disadvantage. Another is that live packagers will also have an edge, for the same reason. Producers point to the fact that, because of limited networking facilities, any royalty arrangement will penalize them for a situation over which they have no control.

The indie producers made an attempt, at their meeting with Petrillo. to ascertain his attitude toward music on such TV recordings. His only comment, however, was: "Next ques-

Both meetings were entirely friendly, with the AFM head completely affable. He reiterated previously made remarks that once the AFM sets its pattern, he'd meet with any producers, including those who said they might want to hire musicians on a contract, rather than single-engagement, basis

Lieberson Exec Veepee for Col.

NEW YORK, Oct. 8 .- Goddara Lieberson vas this week appointed executive rice-president o: Columbia Records, Inc. Lieberson, who joined th diskery in 1979 a assistant to the director of the Masterworks division, has in recent years moved up to the position o' vice-president in charge of Masterworks artists and repertoire. As such he has been Gayne Suite. Ezio Pinza, star of the closely identified with the diskery's hit South Pacific score album, must long playing (LP) record program

directors in 1948.

Cheerio, Ted!

NEW YORK, Oct. 8 .- E. R. (Ted) Lewis, chief of English Decca and its American subsid, London Records, on the eve of his departure for London this week characterized the American record industry in succinct terms. "It has plenty of kick, plenty of competition and plenty of fun. It's not the dead dog it seemed back in May."

Lewis left Thursday (6) on the Queen Elizabeth.

Cap's 3-Speed Biz Mounting;

HOLLYWOOD, Oct. 8 .- Saleswise, it's full speed ahead at all three speeds for Capitol, whose 78, 45 and 33 1/3 r.p.m. biz continues to climb, according to Cap Prexy Glenn E. Wallichs. Coast major's topper told The Billboard Cap biz nov is 120 per cent above last summer's level and is still mounting. Sales, Wallichs ing around the clock, with demands forcing Cap to buy standard 78 r.p.m. pressing from Victor.

Along similarly cheerful lines, Wallichs disclosed that the Margaret Whiting-Jimmy Wakely repeat duet on I'm Thru Slipping Around was met with the greatest initial order of any Cap release during the past nine months. Platter is a seguel to the

Whiting-Wakely Slipping Around there is obviously implied an econ-

120% Over '48

best seller.

RCA Sets Up New Operational Procedure on Bluebird Label, Using Flexible Stock Firm

tor's artists and repertoire depart- affecting distributors, dealers and ment, headed by Joe Csida, is setting up a new operational procedure which may have a precedental effect on both the talent and distribution facets of the record business. The trial ground for the new modus operandi is the Bluebird label, and the crux of the plan is the creation of a "stock company" of such flexibility as to be able to handle virtually any recording assignment. This stock company, in the pop category, entails holding under contract seven attractions-these attractions chosen not only for their individual abilities but also for their capacity to blend with each other and form an integrated, flexible unit.

Normal procedure among cheap labels-and to a considerable degree among major labels-has been to contract a large number of attractions for short periods-say four sides. In contrast to this method, Bluebird is signing up all members of its stock company for periods of one year with options. In other words, the diskery commits itself to facilitate this. work closely and intensely with an artist over a sizable period.

Economy in Operation

Business aspects of the stock company plan are numerous. In addition to flexibility of such a unit, omy of operation. Also implicit in

NEW YORK, Oct. 8 .- RCA Vic-the plan is a control of inventory ultimately the consumer. It is intended, for instance, to issue releases at four to six-week intervals so as not to choke up ultimate sales out-

> Product or inventory produced by the stock company operation would be calculated to be salable thru the technique of recording tunes which have already hit the charts. This technique, of course, is not new. However, on the reverse side of the disk Bluebird would allow itself latitude to gamble-that is, the tune selected here would be as yet

> unproven. Another important aspect of the plan is talent building. It's the belief of the Victor a. and r. department that the handiness of the operation, plus the possibility of giving intense promotion to each of the attractions-owing to the small number of artists on the roster-will

Personnel

Personnel of the stock company is now crystallizing. The pop division's seven attractions will include one boy singer, one girl singer, one dance band, one mickey band, one vocal group, one small instrumental group and one specialty artist. Already set are Ralph Flanagan as the band, with Harry Prime as band vocalist. Boy singer is Eddie Fisher, specialty artist is Eddie Cantor, and the vocal group comprises three boys and two girls known as the Honey Dreamers. The latter work on the Dave Garroway TV show over the National Broadcasting Company (NBC) in Chicago. Remaining personnel for the pop category are expected to be added soon.

Also contracted for the stock company are Jesse Rogers, in the hillbilly category; Cab Calloway, race, and Jack Lawrence, pop-hillbilly.

Line 'Twixt Pops and Classics Fading; Artists and Reps Mingle

NEW YORK, Oct. 8 .- The line of | other star of the set, Mary Martin classical records is gradually dispays off in cash while the other is a liability. Actually, there is plenty of material in all fields-including blues, rhythm and hillbilly—that has a wide general appeal. An exponent of these views is Goddard Lieberson, newly appointed executive vicepresident of Columbia Records (see other story in this issue).

The idea of differentiations, usually based on prejudice, is "old-fashioned nonsense" according to Lieberson, who insists that music in any field that can achieve a good, interesting sound, can reach a public beyond its categorical market. There is an increasing amount of evidence that bears this out, says Lieberson, Longplaying records, for example, have already converted many pop buyers into longhair collectors and even prior to its introduction a number of Masterworks waxings achieved sales indicating acceptance beyond the normal longhair market. Outstanding among these has been the non-musical set, I Can Hear It Now which has sold nearly 200,000 sets and is still selling close to 1,000 units a week. Among the more successful musical sets have been the Walton-Sitwell novelty, Facade, which has already more than amortized its cost despite its supposedly avantgarde nature, and the Khatchaturian also be considered a pop seller de-He was elected to the board of spite his long-established ranking as a longhair singer. Conversely, an-

demarcation between popular and with a pop reputation, is now appearing on the Masterworks label, integrating, as is the feeling that one In the notes for her recently released album of show tunes, Lieberson states that such "popular music is serious and a good deal of serious music is popular" just as "much of the popular music is not popular and much of the serious music is not serious."

Lieberson maintains that classics can pay, and pay well, provided the department is managed properly, and states frankly "We make them to make money because it has been proved that good things can make money. It's not necessary to lower standards." Very few artists will be retained by Columbia for prestige value alone. An instance of recent roster stripping is the label's dropping of the Cleveland Symphony, whose account was actually in the black The idea was that, with the Philadelphia Orchestra and the New York Philharmonic also under contract. further heavy commitments in the orchestral field were unnecessary.

One "prestige" item that the diskery has scheduled for November release may still turn into a paying proposition, duplicating on a smaller scale the pattern set by I Can Hear It Now. The novel unit is Pleasure Dome, a collection of poems by James Stephens, T. S. Elliot, Ogden Nash, Marion Moore, Elizabeth Bishop, E. E. Cummings, dillon thomas and W. H. Auden, recited by the authors them-

The Tschaikowsky Violin Concerto with Isaac Stern and the Philadel-(See Line Fading on page 19)

Barnet Lowers Baton for Try At P. M. Field

HOLLYWOOD, Oct. 8.—Charlie Barnet will quit the podium after more than a decade in the band biz to join Carlos Gastel's office and go into the personal management field. Barnet gave his crew notice Friday (7) at Columbus, O., where the aggregation is playing the Deshler-Wallick Hotel. Barnet joins the Gastel office November 1.

Gastel will pay Barnet a salary plus percentage on all new biz. Move also keynotes enlargement of the Gastel stable and an increase in the office's operations. Heretofore, Gastel maintained he had all the talent he could handle. Gastel's present fold include: Peggy Lee, Dave Barbour, King Cole Trio, Woody Herman's band Mel Torme, Nellic Lutcher and June Christy

Gastel feels Barnet is well suited for the p. m field inasmuch as his years in the music biz have given him an insight into talent and big

know-how.

NBOA'S RECORD CONVENTION

Prexy; Larry Geer Resigns CHICAGO, Oct. 8.—Disk jockeys remote. Interest in seeing a band as a deterrent to ballroom interest in person at a ballroom continued

145 Ops Attend Chi Huddle

(Continued from page 3) elected to succeed Geer, with Joe Malec, Peony Park, Omaha, replacing Wittig as executive secretary. Lloyd Myers, Aragon Ballroom, Cleveland, and Kirk Hayes, Ali Baba, Oakland, Calif., were named directors.

Entertainment features of the convention included a smoker staged by NBOA Tuesday evening, and a banquet Wednesday evening. The banquet program was highlighted by a talk on merchandising by Art Braden, of the Des Moines Convention Bureau, and a floorshow of acts Crystal Palace, Fargo, N. D., presented another humorous talk on various phases of ballroom opera-

On Vend Units CHICAGO, Oct. 8.—The perplex-tendered the same contract which ing problem of music licensing fees, the BMI brass had worked out with

CHICAGO, Oct. 8 .- Vending machines can become a valuable complement to concession services already offered in terperies, or can set up a brand new series of easily operated merchandising services to terproprietors, Dick Schreiber, coin machine editor of The Billboard and editor of Vend, the monthly automatic merchandising publication, told the National Ballroom Operators' convention here this week.

Schreiber pointed out that a vending machine can eradicate the problems caused by hiring transient help to staff the average ballroom, which operates only from one to three days per week. He also explained how ballroom operators, who are faced with the problem of how many waitresses, barmen and other concession employees to hire for a particular dance because it is virtually impossible to estimate the size of a draw in advance, could alleviate this evil by utilizing vending machines. A great saving of space can be accomplished by replacing a single beverage bar with three or four vending machines, he said. Schreiber emphasized the (See NBOA Schooled on page 100)

Ballroom Ops Sic T-Men on Private Clubs

lar service.

Wittig Named NBOA Examines Disk Jocks As Drawback to Terp Biz

to dance band remote stanzas.

Gilmartin said that he felt that the real impetus behind the return ceive attention from all dancery to ballroom interest, which started owners, Gilmartin said. He sugin the late '20s and early '30s, was gested that a ballroom should conthe importance of the dance band

was brought to the attention of the until people started to switch to d.j. National Ballroom Operators' Asso-|shots. Gilmartin pointed out that ciation (NBOA) during their annual the remote did more plugging for convention here this week by Eddie ballrooms than the majority of the Gilmartin, manager of Tommy Dor- disk jockeys do. He asserted that sey's Casino Gardens, Venice Calif. disk jockeys plugged nearby ball-Gilmartin, a veteran manager who rooms consistently during their inhas also served in the Archer and fancy, but when they had their fill Karzas chains, said that terperies of guest orksters from the terpalaces, have been hurt by platter spinners they started to ask for paid combecause the wax whirler's show has mercial spots if the ballroom op replaced the previously well-listened- wanted some promotion on a band

> Television definitely should re-(See NBOA Examines on page 68)

supplied by MCA, GAC, ABC and McConkey Music. Doc Chinn, of the Panacea for Music Licensing Headache 2 Months Away as NBOA Schooled NBOA Concludes Chi Confab

In Terpalaces especially the matter of coming to some agreement with Broadcast Music, Inc. (BMI), which has harassed the land the BMI brass had worked out with a hotel owners' association. Under this pact, the rusic user is charged National Ballroom Operators' Association (NBOA) since its Des Moines convention of 1947, was 30 to 60 days from a solution, following the NBOA's national convention here last week.

Tom Archer, ballroom chain op of Des Moines, who heads the terpmen's music licensing committee

one-half of 1 per cent of the first \$50,000 he expends for music, and one-quarter of 1 per cent in excess of \$50,000. Somerville added the proposed pact would not be changed to suit the ballroom ops' specific needs.

30-Day Study

Archer reported that in a meeting which includes Herb Martinka, Kato Wednesday (5) morning with Carl Ballroom, Mankato, Minn., and Ben Haverlin, BMI's prexy, Haverlin dis-Lejcar Sr., Melody Mill, Riverside, played an entirely different attitude. Ill., told the NBOA confab that Harry He agreed to give NBOA's music Somerville, chief of BMI's licensing licensing committee 30 days in which outside radio, and Stan Myers, Mid- to prepare a series of studies which west BMI chief, had met with Tom would show how much dancery Roberts, NBOA's legal counsel, and owners take in on gate receipts. himself early in June. At this meet- Archer asked all NBOA members ing, Archer said Somerville had and those ops outside the NBOA flatly stated the NBOA would be (See Panacea for Music on page 48)

Ballroom Ops Urged To Study Musicians' Contract Clauses

tors were urged to study more care- motion, without any legal recourse fully the clauses which should and to recover. should not be included in musicians' contracts by Jerry Jones, practicing tract may be cancelled by either attorney and op of Randevu Ball- party on 30 days' notice to the other room, Salt Lake City, at the annual party by registered letter or teleconvention of the National Ballroom gram," also be included. He said Operators' Association (NBOA) this week.

To protect an operator against failure of a band making a contracted date, a practice which, Jones said, CHICAGO, Oct. 8 .- To equalize has been spreading lately, he urged taxation between ballrooms and com- that the following clause be included peting private clubs, the National in agreements: "This contract shall Ballroom Operators' Association be null, void and cancelled unless (IIBOA), meeting here this week in properly signed by the attraction and convention, passed a motion asking representative of the booking office the Treasury Department to investi- and one copy shall be returned to west last week when Marvin P. Richgate so-called private clubs to de- (name of operator) to reach him on termine whether or not all taxes, now or before (date)." Jones pointed out named to represent the music licensimposed on balfrooms, might not ap- that operators must start their proply to these clubs which offer a simi- motion campaign well before the lowa. actual date of the performance and The proposal was made following that in many cases, booking agencies a talk by Alice McMahon, Indiana are not returning contracts on time. Roof, Indianapolis, who illustrated As a result, if the office or ork troit; John Lewis, Cincinnati, and (See BALLROOM OPS on page 48) decides to cancel, the op has no pact Frank Collins, Minneapolis.

CHICAGO, Oct. 8 .- Ballroom opera- and loses the money tied up in pro-

He urged that a clause: "This con-(See Ballroom Ops Urged on page 48)

BMI Completes Midwest Links

CHICAGO, Oct. 8.—Broadcast Music, Inc. (BMI), completed a chain of territory offices thruout the Midmond, Kansas City attorney, was ing agency in Nebraska, Kansas,

Other men, appointed within the last year to serve BMI in the Midwest include George Trendle Jr., De-

Org Has Hope Of Scuttling 20% Tax Bite

Called Most Critical Job

CHICAGO, Oct. 8.—The most critical job facing the National Ballroom Operators' Association (NBOA), during the coming year will be its campaign to eliminate terperies from their present classification under the 20 per cent cabaret tax, members were told by the organization's legal counsel, Tom Roberts, during their annual convention here this week.

Both Roberts and Jack Ashermann, Washington attorney who supplements Roberts in Washington matters concerning the ballroom trade, called the cabaret tax situation "a powder keg." Roberts traced the attempts by NBOA to rid terperies of the 20 per cent tax burden since it was placed on terpalaces a year ago by a ruling of the Treasury Department. He said NBOA is currently working thru congressional and legal channels to remove ballrooms from the tax classification. Another test in NBOA's legal fight to rid the ballrooms of the tax burden will come December 2, when the cases, involving the Tomba Ballroom, Sioux City, Ia., and the Laramar, Fort Dodge, Ia., are heard in Waterloo, Ia.

Ashermann pointed out that the entire 20 per cent cabaret tax, as applied to ballrooms, could have been averted if NBOA legal counsel had been notified of the original Avalon Ballroom vs. U. S. case, upon which the Treasury Department based its application of the 20 per cent cabaret tax on danceries. Ash-(See NBOA Has Hope on page 48)

NBOA Okays State Group Plan Set-Up

Strengthens National Org

CHICAGO, Oct. 8.—A movement to strengthen the National Ballroom Operators' Association (NBOA) internal org thru establishment of States ops' groups was approved here this week at the group's annual convention when the membership passed an amendment to the NBOA's by-laws authorizing State groups. A Nebraska Ballroom Operators' Association had been set up independently early this year.

Motion was passed after Herb Pauley, Turnpike Casino, Lincoln, Neb., outlined a series of successful attempts to straighten out specific problems, confronting only the Nebraska group of which he is president. Pauley said that as a united group, the Cornhusker ops had not only been able to exert more pressure on their own, but had been able to work with other interested groups in securing necessary changes in both community and State laws. The Nebraska group maintains its own legal counsel, William Raab, to advise on procedures to b? followed. Pauley cited the Cherry Blossom Queen From Nebraska competition set up in the State's ball-

(See NBOA Okays on page 48)

Copyrighted marenal

802 Tags Pet Milk 23G For Coast Repeat Shows

group of Local 802, American Fed- group of affiliates, musicians shall be eration of Musicians (AFM), were the recipients this week of checks totaling \$23,688, secured by the local as live repeat fees for 47 weeks of Pet Milk radio broadcasts.

The show, which was on the National Broadcasting Company (NBC) air October 2, 1948, until August 27 of this year on Saturday night from 7:30 to 8 p.m., had been repeated each week on the West Coast over several groups of affiliated stations. The advertising agency handling the show had proceeded on the thesis that there would be no fee for this type of delayed broadcast. When the local learned, thru a chance remark from a West Coast visitor, that the program was being repeated over groups of stations, it billed the agency for the repeat fee of \$18 per musician (the ork used 28 men) per broadcast-and collected.

Misunderstanding

Reportedly, the situation came about thru an agency misunderstanding of the AFM-radio agreement on delayed broadcast fees. The union and the broadcasters had had an understanding on this matter for some The score is being published by J. J. years, but it was not formally clarified until they inked an agreement on March 26, 1948. The pact provided that "a network program may be transcribed by any affiliated station which cannot carry the program at the time it is played live because of unavailability of station facilities, and Stars. such station may broadcast the program by transcription within seven days thereafter without charge." It was under these terms that Pet Milk was rebroadcast without charge.

250G "Woody" Laugh Action Lost by Blanc

(Continued from page 7) exhibition of a film containing uncopyrighted songs or other material. For example, a motion pic featuring a noncopyrighted tune could be sold to the tele trade by the original film maker with composer of the tune left out in the cold. Bits of dialog or action from such films could likewise be peddled to tele ops without artists holding recourse to legal action. By the same ruling, tele stations would be protected from suits by composers who have knowingly allowed use of their music on films without restricting tele rights. A record company could likewise record an uncopyrighted tune (now owned by a film firm) once the tune is distributed via theater showings.

Decision points up the fact that artists must henceforth specifically limit (or copyright) any material, music, dialog or other form of creative venture if common law rights are to be preserved. If neglected, all rights to original works will revert to the copyright holder of film or vehicle in which artists' efforts are

incorporated.

Jeff Clark Signed For 'Hit Parade'

NEW YORK, Oct. 8.-Jeff Clark has been signed to sing on the Hit Parade beginning October 22. The warbler, a former announcer and control room engineer, began singing professionally in 1946, breaking thru with a WNEW spot in 1947.

Clark is managed by Jimmy Rich

NEW YORK, Oct. 8 .- A delighted show is transcribed and fed to a paid the rebroadcast fee. When 802 radio and television supervisor Joseph Lindwurm pointed out that the latter clause was the one under which the Pet Milk show was operating, the agency admitted the error of its way and paid up.

Col. and Decca To Do Albums On 2 Musicals

NEW YORK, Oct. 8.-Columbia Records continues hot and heavy in the original-cast Broadway musical show album with the finalization of a deal to do the package on the forthcoming Gentlemen Prefer Blondes presentation. The score of this musical adaptation of the Anita Loos play was carved by Julie Styne and Leo Robin and at the moment consists of some 17 tunes, some of which have already appeared in pop renditions. Robbins & Sons.

Decca Records, pioneer in the origto the field when the diskery contracted to do an albuming of the Prima in the interim. forthcoming Kurt Weill-Maxwell Anderson musical show, Lost in the time will be two weeks at Bop City

Write Lyrics for 'Love in Dictionary'

NEW YORK, Oct. 8 .- A couple guys named Funk and Wagnalls are writing song lyrics these days and have had the rare good luck to land a publisher and a recording on their first effort. The tune is Love in the Dictionary, with music by Celius Dougherty. G. Schirmer, Inc., is publishing, and Blanche Thebom has waxed it for RCA Victor red seal disks.

Actually, the unique lyric has been lifted, word for word, from the definition of "love" in the Funk and Wagnalls students' standard dictionary. Dougherty dedicated his setting to Miss Thebom, who has been featuring it on all of her radio and concert appearances.

Prima Signs With Mercury

NEW YORK, Oct. 8 .- Orkster Louis Prima, who recently parted company with RCA Victor, has signed a term recording pact with Mercury Records. Prima is also considering a new agency connection, his contract with inal-cast business, this week returned Music Corporation of America (MCA) having expired. MCA still is booking

His first New York job in some

beginning Thursday (20).

Merchandising Pays Off:

A further provision of the pact stipulated, however, that when a Public Participation Is For Doubleday Shop Selling

ticipation is the underlying mer- certain customers. chandising theme of the Doubleday Book and Record Shops here in Detroit and wherever one of the chain's stores is located. Doublethru the store's stock, because the prefers to be active in a retail store waited on. Customer participation, says district manager Peter Novelli, never questions the knowledge or background of the buyer.

Classification of records has been so arranged as to facilitate this public participation. Wells, counters with sectional bins on top, store the records on the selling floor, acting regular listening booths. The Peas excellent displays at the same time. The name of the artist and selection is posted on the top of each file-like section, permitting the customer to look over the records and pick the one he wants without asking a clerk for help or information.

Classical albums are always displayed alphabetically according to composer, title or artist. In many instances, all three methods are used. For instance, if Iturbi recorded a Mozart concerto for piano, customer requests would probably be made ener's Tales of the South Pacific a card or letter informing them of by the artist's name rather than the composer's. In this case, Doubleday would display the albums on open shelves under Iturbi's name. If, however, it was felt that requests under the composer's name or title of the work, then it would be displayed alphabetically under each.

Self-Service

DETROIT, Oct. 8 .- Customer par- able to help the undecided or un-

Doubleday has also made successful use of "listening bars" in all their stores. The main store here, in the heart of the downtown disday always allows the customer to trict, has eight "listening bar" posts appraise merchandise and browse with eight selections on each. The selections are arbitrarily chosen by company believes that a shopper the management. Listeners can either sit or stand at the semirather than stand still while being open bar, which is reasonably soundproofed. Effective use is made of the bar for entertaining and suggesting to customers waiting to make a purchase or talk to a clerk. In the Penobscot Building store, newly remodeled, the "listening bar" is part of the decorative scheme.

> All four Detroit stores also have to give the illusion of space.

Strong tie-ins are made between books and records. Any book which sible. Two recent examples of this are the use of both the This Is My Beloved album and book, both in the same jacket design, and James Michthe show score.

Seasonal Ads

for the album would also be made little newspaper advertising, what- dicate that they will take advance ever amount is used is scheduled orders by the words "is expected." according to the season. The New and booked thru the Kay Roberts to make his choice in any way he cal tastes are kept by all stores. reading "Books and Records," where wants. Sales clerks are always avail- Very often customers will receive only books could be found before.

Funk and Wagnalls | Como Sells Out Interest in Pub Biz to Valando

NEW YORK, Oct. 8 .- Perry Como this week stepped out of the song publishing business when he sold out Lis interest in the Laurel Music pubbery to co-owner Tommy Valando for an undisclosed sum. Como and Valando went into business together about a year ago after the singer abrogated a deal with Santly-Joy Music under which the pubbery built its Oxford Music subsidiary and after Valando resigned from his post as general professional manager of Santly-Joy.

Valando will retain all the copyrights which have accumulated to the Laurel pubbery to date. These include such tunes as Far Away Places, I Don't See Me in Your Eyes Anymore, Give Me Your Hand, Tell Me a Story and others. The pubbery also has a writer's deal with the team of Benny Benjamin and Georgie Weiss.

According to Como's attorney, Jack Katz, the singer has no immediate plans to re-enter the music publishing field following his disassociation with the Laurel firm.

RCA Releases Adams's Blues

NEW YORK, Oct. 8 .- RCA Victor is releasing some blues and rhythm disks by new performers thru a special arrangement with Berle Adams, it was learned this week. Adams gets the artists and records them at his own expense, but gets the use of RCA's Coast studios. Victor then has the option of accepting or rejecting masters. Adams gets a flat percentage of the price of each sold, out of which he pays publisher and performer royalties. Victor also has the option to sign any of the Adams artists to a recording contract. So far, thrush Meredith Howard and warblers Gay Crosse and Joe Robinson are the Adams products whose disks have been accepted by Victor.

Adams also holds the post of blues and rhythm a. and r. chief at London Records, co-owns Pic and Preview Music pubberies and manages Decca artist Louis Jo. dan.

Alvy West Inks Decca Wax Pact

NEW YORK, Oct. 8 .- Alvy West and His Little Band were inked to a Decca recording contract this week. West earned the pact as the result nobscot shop has booths made of of the work he turned in on backglass, with mirrors used on one wall grounds for vocalist Bill Darnel on the Decca subsid label, Coral.

West previously had recorded for Columbia Records where he turned may complement a record album, out an album of originals and did even books with harmonious col- some background work for singers. ored jackets, are used whenever pos- At Decca, West will do some of his originals as well as continue to do co-ordinated merchandising display backings for vocals with his sevenpiece combination,

alongside the Columbia album of a new selection that fits in with the type of recording the customer has previously been buying. All stores also send out advance notice of com-While the Doubleday chain does ing record releases. The stores in-

While the Doubleday chain was York headquarters prepares most originally only a group of book shops ads, but local shops outline ads which also carried a selection of which may tie-in with a local civic phonograph records, the disk busi-This method or display is meant event. Direct mail is the most used ness has become so important a part to contribute to the "self-service" form of advertising. Mailing lists of the operation that all shops will selling program-allowing the buyer that are keyed according to musi- shortly have new signs out front

100G Subsidy For Phil. Ork?

PHILADELPHIA, Oct. 8. - The Philadelphia Orchestra this week offered the city eight free concerts in return for a \$100,000 subsidy. The subsidy request is not the first time that the symphony has sought funds from the city. But the city council repeatedly has denied it an appropriation on the grounds that it would not be justified under the welfare clause of the city charter.

Mayor Bernard Samuel, it was indicated, would send council a proposed ordinance granting the subsidy, calling for free concerts in the cityowned Convention Hall and making the mayor and council and the council president members of the symphony's board of directors. orchestra's proposal meets two other objections voiced in the past-that the taxpayer gets nothing from the orchestra unless they pay for it, and that the orchestra, unlike the city zoo, has no city representation in its management.

While agreeing to change all this, the orchestra management pointed out that more than 20 other cities subsidize their symphonies—and none collects an amusement tax from orchestra-goers. Philadelphia Orchestra concerts yielded the city more than \$30,000 last year on the 10 per cent local amusement admissions tax.

RCA Pushes Flanagan Ork

NEW YORK, Oct. 8.—RCA is folfour single Flanagan records. On a bop-flavored backside. each disk a pop is paired with a standard or an original.

The reason for the release, unusual in point of quantity by a single artist, is, according to a Victor spokesman, a heavy demand for more Flanagan, following strong sales of the two disks in his first release. Particularly heavy requests have been coming from disk jocks, Victor says, who are asking for sufficient Flanagan material to build 15-minute and halfhour Flanagan segs.

Three Rhythm, Blues Artists for Capitol

HOLLYWOOD, Oct. 8 .- Cleo Brown heads the list of three newcomers to Capitol's rhythm and blues fold. This marks her first wax appearance since 1936. Others are Big Red Alton, New Orleans blues . shouter, and Sallie Martin, rhythmic sacred singer from Atlanta. Also soon to be released are four sides by Shorty Muggins, who was recorded last spring.

Dave Dexter, Cap's rhythm and blues repertoire head, will soon leave for a tape recording trip to New Orleans and the South for new talent and recording artists now under contract.

Cap Again Teams Whiting, Wakely

HOLLYWOOD, Oct. 8.—Mounting ales of the Margaret Whiting-Jimmy Vakely disk, Slipping Around, reulted in Cap pairing its pop thrush nd sagebrush singer for a second me. Diskery is rushing into release lipping Around Again, a sequel to is present hot seller, backed by Six -limes a Week and Once on Sunday. According to the diskery, Slipping

round has passed the 500,000 mark nd is continuing strong.

RCA Skeds "Little Nipper" Kid Albums, Readies 45 Players

which has some 20 Little Nipper kiddie albums skedded for release next week, has readied two special kid versions of its 9-EY-3 45 r.p.m. selfcontained player in a bid to establish the 45-speeder as a children's natural.

One of the players has been set up as a Walt Disney player, refinished with pix of characters from Disney films-Dumbo, the Three Little Pigs, Snow White, etc. The set retails at the regular \$39.95, with a Peter and the Wolf album thrown in. Victor has prepared 4,000 Disney displays, fea-

Gillespie Ankles RCA for Capitol

HOLLYWOOD, Oct. 8.—Deal was set last week for Dizzy Gillespie to switch to Capitol Records after RCA Victor granted his release request. Victor pact had eight months to run. Arrangement was made between Cap and Willard Alexander Gillespie's manager, during his Coast visit. Gillespie, a leading disciple of bop, will considerably "de-bop" his 18man aggregation to make it a dance group. He is currently in the process of making the change, with new styles throwing full emphasis on a dance beat while still retaining a touch of progressive flavor.

the Gillespie aggregation into a band lowing thru in its push to build the that can pack the commercially Ralph Flanagan ork for the Bluebird | rhythmic punch of Hampton or Basie | label with the release next week of while only occasionally throwing in Horne, Al Sack, Henry King, Earl

C. C. & Co. Sign For Cap Songs

LONDON, Oct. 8 .- Capitol Songs, publishing firm subsidiary of Capitol Records, whose product recently became available to the English disk market, last week completed a deal with the Campbell, Connelly & Company pubbery here to act as selling agents for the Cap song catalogs.

In addition to a number of pop items, the Capitol catalog includes a series of Stan Kenton works and the writings of Charlie Parker, Pete Rugolo, Illinois Jacquet and a number of other jazz favorites.

Gallico Captures "To Wit to Woo"

NEW YORK, Oct. 8 .- Al Gallico, who recently went into his own music pubbing enterprise after more than a decade with the Leeds pubbery, this week picked up the American publishing rights to English cleffer Billy Reid's latest tune, To Wit to Woo, which has cropped up among the more promising in the new English song crop. Most of Reid's tunes previously had been pubbed by Leeds and Shapiro-Berstein in this country.

Gallico's firm, which is named Al Gallico Music Company, last week was accepted into the American Society for Composers, Authors and Composers (ASCAP).

RCA Signs Colonna For 2 Kidisk Sides

HOLLYWOOD, Oct. 8 .- RCA Victor signed film-radio comic Jerry Colonna for two kidisk sides based on the Walt Disney pic, The Brave En-

Until recently Colonna was in Capitol's disk fold, but pact expired. playing disks here.

NEW YORK, Oct. 8 .- RCA Victor, turing the player and eight Disney albums out of the Little Nipper series.

Rogers Special

The other set is a Roy Rogers special, refinished with pix of Rogers, Trigger and Western scenes. giveaway album with this set, which also is pegged at \$39.95, is Rogers' Lore of the West. The album and player are featured in a mobile display, which will be placed in "Roy Rogers corrals". in stores thruout the country. The "corral" is a display of all the Roy Rogers licensees.

Victor has been more than a year re-doing some 25 kid albums of the 80 in its catalog. In addition to the introduction of the Little Nipper (the Victor dog trade-mark modified for kids) idea, the refurbished series has new art work, script and music, plus picture books. The project has been carried forward by Steve Carlin, manager of children's a, and r., who was hired in September, 1948, for the purpose, and co-ordinated by merchandising exec Robert MacRae

B&W's Masters On Sale Block

HOLLYWOOD, Oct. 8.—Several hundred released and unreleased Black & White masters were placed on the sales block by Paul Reiner, The switch to Capitol makes head of the now-shuttered indie. Gillespie the only big Negro band Reiner appointed Al Katz as his rep on the label. Cap intends to shape and empowered the music biz vet to negotiate all sales for him,

Virtually the entire B & W catalog is for sale, including masters by Lena Spencer, Chino Oritz and others, These will be sold in units according to artists. Single masters will not be available. Katz will give artists first refusal on their masters before approaching diskeries.

Fields To Bow as Serious Composer

NEW YORK, Oct. 8.—Pianist Irving Fields bows as a serious composer Saturday night (15) at Carnegie Hall in a presentation of his concerto, An American Forest. The work will be played by Fields and his trio.

The concert is being sponsored by the owners of Banner Lodge, a Connecticut resort where Fields got his first 88'ing job at the age of 17.

Tempo Foreign Distribs

HOLLYWOOD, Oct. 8.—Tempo Records last week closed two foreign distribution deals to bring its product into Canada and other British pos-

Dominion distribution will be handled by Gordon B. Thompson, Ltd., replacing Regal Records. Oriole Records will handle Tempo in other British markets. Platters will be released under the Tempo label by both firms.

Paray To Direct Music for Israel

NEW YORK, Oct. 8 .- Paul Paray, former conductor of the Concerts Colonne Orchestra in Paris, has been appointed general music director of Israel. The French maestro, who was a guest conductor in the U.S. last season with the Pittsburgh Symphony, is under contract to Polydor, whose wax is available here on Vox label.

Paray will record with local orchestras in Israel, using tape equipment to facilitate production on long-

Simon, Schuster Up Music Books

NEW YORK, Oct. 8 .- Simon and Schuster, the book publisher, is stepping up its releases of new musical books during the 1949-'50 season, with three already set to deal with the work of top contemporary tunesmiths. First in the series is the revised edition of W. C. Handy's A Treasury of the Blues, which was first issued in 1926. The collection includes songs by George Gershwin, Irving Berlin, John Alden Carpenter, Spencer Williams, Hoagy Carmichael and others. The new edition contains 24 songs not previously included.

In November they will release lyrics by Oscar Hammerstein II. Included will be examples of lyrics the South Pacific writer penned with such cleffers as Jerome Kern, Sigmund Romberg, Richard Rodgers and

others.

In the works for next year is a Rodgers and Hart song book, containing words and music by arrangement with several publishers. The piano arrangements have been prepared by Dr. Albert Sirmay. The format of the publication will be similar to that of the Gershwin song book issued several years back,

A special release for October will be the life of Frederic Chopin, by Casimir Wiezynski, translated by Norbert Guterman, and with a preface by pianist Artur Rubenstein. The work is being issued concurrent with the Chopin centennial, and RCA Victor is tying in with the book pubber on promotion (The Billboard, October 8).

ASCAP Video Dicker Oct. 17

NEW YORK, Oct. 8 .- A meeting between reps of the American Society of Composers, Authors and Publishers (ASCAP) and the TV industry, with reference to the per-program license, has been set for October 17. The session had originally been set for Monday (10). The date change is in order to provide opportunity for completion of the contract form.

Negotiations continued this week relative to the blanket license for network and local station use.

AFM's "Overture" Gets ILPA Award

HOLLYWOOD, Oct. 8.-Local 47, American Federation of Musicians (AFM) monthly house organ, Overture, was awarded first prize for edltorial excellence in magazine class in annual competition held by International Labor Press of America. Distinctive award marks first time local musicians' mag has copped a top prize.

Kelly Shugart, public relations director for Local 47, flew to St. Paul to receive award plaque,

Decca Buys Metro Disks

NEW YORK, Oct. 8.—Decca Records this week purchased a pair of masters from Metro Records, a local indie diskery. Sides were by Alan Holmes's small ork and included a new tune, Melissa, which was picked up for pubbing this week by pubber Bobby Mellin.

LINE FADING

(Continued from page 16) phia Orchestra, set for November 7 release, is expected by Lieberson to hit a sizable piece of the pop market. Another "pop-classic" to be released soon is Efrem Kurtz's new cutting of the Offenbach Gaite Parisienne. Altho the original version of this has been a big seller for nearly 10 years, the fresh recording will be made to conform with the new LP technical standards.

SERVICE PRATURE



CHECK LIST OF TOP-SELLING M-G-M RECORDS-ORDER FROM YOUR M-G-M RECORDS DISTRIBUTOR

INDICATE QUANTITY

POPULAR

TOOT, TOOT, TOOTSIE (Good-Bye) I NEVER SEE MAGGIE ALONE

ART MOONEY and his Orchestra M-G-M 10548

> BLUE BARRON and his Orchestra

BILLY ECKSTINE

ART MOONEY

GEORGE SHEARING QUINTET

and his Orchestra

M-G-M 10500 BILL FARRELL

M-G-M 10519

M-G-M 10530

M-G-M 10518

M-G-M 10490

M-G-M 10509

and his Orchestra M-G-M 10511

M-G-M 10383

M-G-M 10521

RUSS CASE

M-G-M 10478

M-G-M 10417

M-G-M 10502

M-G-M 10426

and his Orchestra

BLUE BARRON

FRANKIE MASTERS

and his Orchestra

and his Orchestra

BILLY ECKSTINE

BLUE BARRON

and his Orchestra

BOB HOUSTON

GEORGE PAXTON

DERRY FALLIGANT

JOHNNY DESMOND

M-G-M 10534

M-G-M 10501

SEND TEN PRETTY FLOWERS TO MY GIRL IN TENNESSEE IN A LITTLE GARDEN

BODY AND SOUL IF LOVE IS TROUBLE

WOULDN'T IT BE FUN HOP-SCOTCH POLKA

YOU'VE CHANGED AND IT STILL GOES

EAST OF THE SUN CONCEPTION

DON'T CRY JOE THE LAST MILE HOME

LUNA LU

LINGERING DOWN THE LANE THAT LUCKY OLD SUN

THE MEADOWS OF HEAVEN

IF I EVER LOVE AGAIN WEDDING BELLS WILL SOON BE RINGIN

SOMEHOW WHAT'S MY NAME

JEALOUS HEART I'M THROWING RICE

YOU'RE BREAKING MY HEART ONE MORE TIME

THERE'S YES! YES! IN YOUR EYES I HAD MY HEART SET ON YOU

SHALLY-GO-SHEE ALT WIEN

LOVESICK BLUES

SEPTEMBER IN THE RAIN BOP, LOOK AND LISTEN

FOLK and WESTERN

GEORGE SHEARING QUINTET

NEVER AGAIN YOU'RE GONNA CHANGE

LOST HIGHWAY THE WARM RED WINE

NOTHING BUT TROUBLE

DON'T LOOK FOR TROUBLE MOUNTAIN BE BOP

HUNGRY HEART I WOULD SEND ROSES

DIME A DOZEN

SOMEDAY WEDDING BELLS

I'VE JUST TOLD MAMA GOODBYE

HANK WILLIAMS M-G-M 10352

HANK WILLIAMS M-G-M 10506

> BOB WILLS M-G-M 10491

ARTHUR (Guitar Boogle) SMITH M-G-M 10516

> SLIM CARTER M-G-M 10513

ARTHUR (Gultar Boogle) SMITH M-G-M 10496

> HANK WILLIAMS M-G-M 10401

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701 SEVENTH AVE., NEW YORK 19, N.Y.

MUSIC POPULARITY CHARTS Billboard

The Nation's Top Tunes

Based on reports received tast three days of Week Ending October 7

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

HONOR ROLL OF HITS

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

By Genaro and Skylar 1. YOU'RE BREAKING MY HEART

Published by Algonquin (BMI) Records available: P. Brito Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78)38546, (LP)1-296; V. Damone-G. Osser Ork, Mer 5271, Ink Spots, Dec 24693. J Garber, Cap 57-719; B. Harrington, Vocalion 55019; P Reed, Dance-Tone 351; T. Manners, Varsity 160; R. Flanagan Ork, Bluebird 30-0001. Electrical transcription libraries Bob Eberle, World; Chuck Foster, Lang-Worth; Johnny Guarnieri, Thesaurus; Eddie Skrivanek, MacGregor; Frankie Masters, Lang-Worth; Lawrence Welk Ork, Standard.

This Weck

By Smith-Gillespie Published by Robbins Music Corp. (ASCAP) 2. THAT LUCKY OLD SUN Records available: F. Laine, Mer 5316; T. Manners, Varsity 191; D. Martin, Cap 57-726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V(78)20-3531; (45)47-3018; S. Vaughan, Col 38559; L Armstrong-G. Jenkins Ork, Dec 24752; C. Foster Ork, Vocation 55035; Frank

Sinatra, Col 38608. Electrical transcription libraries: The Swingtones-The Jumpin Jacks, Thesaurus; Jerry Gray Ork, Standard; Dick Haymes, World.

By Jimmy Hodges 3. SOMEDAY (YOU'LL WANT ME TO WANT YOU) By Jimmy Hodges (BM1)

Records available: P. Best-Four Tunes, Manor 1195; R. Bloch Ork, Hi-Tone 134; Mills Brothers, Dec 24694; V. Monroe Ork, V(78)20-2510; (45)47-2986; A. Smith, MGM 10496; T. Tucker, Harmony 1056; Philadelphia String Band, Tempo TR 658; P. Reed, Dance Tone 375; The Ravens, National 9039; Elton Britt, V 20-1864; H. Winterhalter-J. Thompson, Col 38593; P. Todd Ork, Coral 60104; Jerry Gray Ork, Standard.

Electrical transcription libraries: Nat Brandwynne Ork. World; Chuck Foster, Lang-Worth: Novatime Trio, Thesaurus.

4. ROOM FULL OF ROSES

By Tim Spencer Published by Hill & Range Songs (BMI)

Records available: P. Brito, Harmony 1051; Cass County Boys, Dec 46174; C. Foster, Vocalion 55013; D. Haymes, Dec 24632; E. Howard, Mer 5296; S. Kaye-D. Cornell, V 20-3441; G. Morgan, Col(78)20594, (LP)2-272; P. Reed, Dancetone 355; S. Sims, Coral 60067; The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; P. Terry-R. Arthur Quartet, Hi-Tone 145; J. Searle Ork, Bluebird 31-0012; J. Wayne, Col(78)38525, (LP)1-278; Cousin Abner, Talent 747; M. Hogan, ABC-Eagle 197; T. Manners, Varsity 155. Electrical transcription libraries: George Wright, Thesaurus; Jan Garber, Capitol; Eddy Howard, World; Eddle Skrivanek, MacGregor, George Towne, Associated; Al Trace, Lang-Worth: Foy Willing, Lang-Worth; George Wright, Thesaurus; Dave Terry, Muzak.

5. JEALOUS HEART

By Jennie Lou Carson Published by Acuff-Rose Publications (BM1)

Records available: C. Bailey, Bullet 1083; J. L. Carson, Dec 46176; E. Duchin, Harmony 1060; D. Falligant, MGM 10521; B. Lawrence, V(78)20-3539, (45) 47-3029; A. Morgan Ork, London 500; J. Owens, Dec 24711; H. Winterhalter Ork, Col 38593; Ivory Joe Hunter, King 4314; L. Nobel, Vocalion 55030; T. Ritter, Cap 15256; H. Perryman, Col 20128; K. Roberts, Coral 64021; R. Turner, Varsity 213; L. Noble Ork, Vocalion 55030; R. Turner,

(No information on electrical transcription libraries available as The Billboard goes to press !

6. MAYBE IT'S BECAUSE

By Harry Ruby and Johnny Scott Published by Bregman-Vecco-Conn (ASCAP)

Records available: H. Babbitt-The Veltones, Vocalion 55014; Bob Crosby-M. Morgan, Col 38504; D. Haymes-G. Jenkins Ork, Dec 24650; E. Howard Ork, Mer 5314; A & D. Russell-B. Cole Ork, Cap 57-559; C. Thornbill Ork-R. McIntyre, V 20-3456; Connie Haines-The Highliters, Coral 60070; P. Reed, Dance-Tone 363; L. Armstrong, Dec 24751. Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard Ork,

World; The Manhattan Nighthawks, Thesaurus.

7. SLIPPING AROUND

By Floyd Tillman Published by Peer, Intl. (BMI)

Records available: W. Carter, Macy's 100; J. Dale, Vocalion 55022; F. Tillman, Col (78) 20581, (33) 2-216; E. Tubb, Dec 46173; T. Wallace, ABC-Eagle 148; M. Whiting-J. Wakely, Cap 57-40224. (No information on electrical transcription libraries available as The Billboard

goes to press.) By Rodgers and Hammerstein

8. SOME ENCHANTED EVENING -Published by Williamson (ASCAP) From the Broadway musical, "South Pacific"

Records available: S. Black Ork, London 455; B. Brees-The Paulette Sisters, Capri 2001; P. Como-M. Ayres Ork, V(78)20-3402, (45)47-2896; B. Crosby-J. S. Trotter Ork, Dec 24609; J. Davis, Harmony 1048; B. Harrington, Vocalion 55000; A. Jolson-V. Young Ork, Dec 24667; J. Laurenz-J. Carroll Ork, Mer 5276; J. Saunders-R. Bloch Ork, Hi-Tone 122; F. Sinatra, Col 38446; J. Stafford-P. Weston Ork, Cap 57-544; P. Weston Ork, Cap 57-629; H. Winter-balter Ork, MCM, 10399; E. Young, Bluebled, 31,0009; Fadie and Back, Dec. halter Ork, MGM 10399; E. Young, Bluebird 31-0009; Eadie and Rack, Dec

24707; D. Blanchard-S. Ellison, ABC 107; A. Gerard, Varsity 140.

Electrical transcription libraries: Jimmy Dorsey Ork, Standard; Shep Fields,
Lang-Worth; Dick Haymes-Carmen Dragon Ork, World; Elliot Lawrence,
Associated; David LeWinter Ork, Standard; The Music of Manhattan. Thesaurus.

9. DON'T CRY, JOE

By Joe Marsala Published by Harms, Inc. (ASCAP)

Records available: J. Desmond, MGM 10518; J. Hall, V:78)20-3557, (45)47-3050; G. Jenkins Ork, Dec 24720; F. Sinatra, Col 38555; C. Spivak, London 513. (No information on electrical transcription libraries available as The Billboard goes to press.)

10. I CAN DREAM, CAN'T IS

By Irving Kahn and Sammy Fain Published by Chappell (ASCAP)

Records available: Andrews Sisters-G, Jenkins Ork, Dec 24705; T. Arden-H. Winterhalter Ork, Col 38612; T. Beneke Ork, V(78)20-3553, (45)47-3046; G. Gray Ork, Coral 60106; J. Saunders Mandelin Ork, Rainbow 10038 (No information on electrical transcription libraries available as The Billboard

goes to press.)

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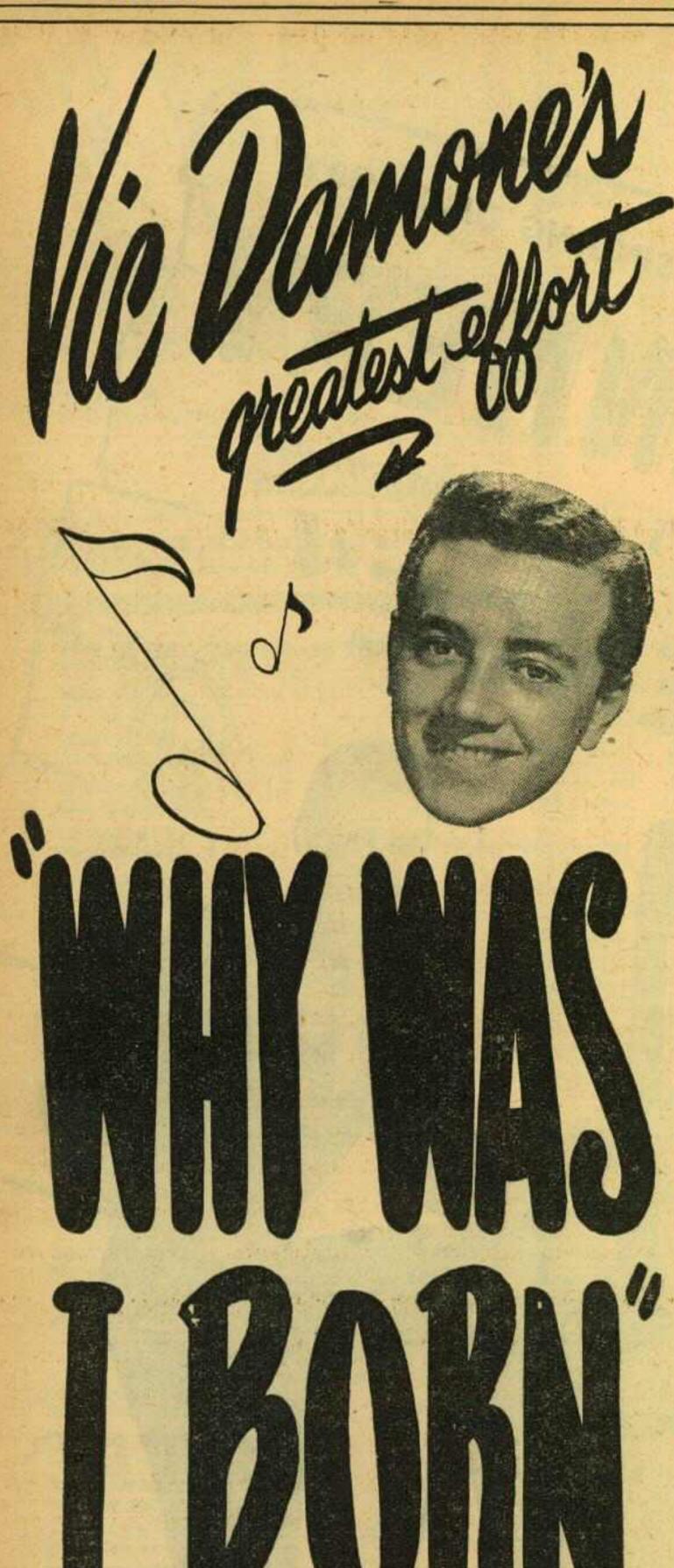
Release Date: October 17th

HILL & RANGE SONGS

Capitol
RECORDS

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b/w Lonely Night MERCURY 5326





MUSIC POPULARITY CHARTS,

Sheet Music

Based on reports received last three days of Week Ending October 7



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.

Week	The state of the s	This	
13	Week	1.	YOU'RE BREAKING MY HEART (R)Algonquin
7	4	2.	THAT LUCKY OLD SUN (R)Robbins
8	3	3.	SOMEDAY (YOU'LL WANT ME TO WANT YOU) (R)Duchess
16	2	3.	ROOM FULL OF ROSES (R)Hill & Range
11	5	5.	MAYBE IT'S BECAUSE (R) Bregman-Vocco-Conn
6	8	6.	- ALOUS HEART (R)Acuff-Rose
25	6	7.	SOME ENCHANTED EVENING (M) (R)
12	7	8.	LET'S TAKE AN OLD-FASHIONED WALK (M) (R)Berlin
4	11	9.	HOP SCOTCH POLKA (R)Cromwell
1	-	10.	1 CAN DREAM. CAN'T 17 (R)
4	10	11.	FIDDLE DEE DEE (F) (R)
/ 9	13	12.	(JUST ONE WAY TO SAY) I LOVE YOU (M) (R) Berlin
1	-	13.	I NEVER SEE MAGGIE ALONE (R)Bourne
1	-	14.	DON'T CRY, JOE (R)
3	11	15.	NOW THAT I NEED YOU (R)Famous
	1		
			ENGLAND'S TOP TWENTY

POSITION		N		
			This Week	English American
14	and the same of	1	1.	RIDERS IN THE SKY Morris Morris
19		3	2.	FOREVER AND EVER Francis Day Robbins
16		2	3.	AGAIN
12	1	7	4.	CARELESS HANDS Edwin Morris Melrose Music
7		7	4.	I DON'T SEE ME IN YOUR EYES ANYMORE
27		4	6.	HOW CAN YOU BUY KILLARNEY? Peter Maurice Peter Maurice
12		5	7.	WHILE THE ANGELUS Charles K. WAS RINGING Southern Harris
22		6	8.	WEDDING OF LILI MAR- LENE Box & Cox Leeds
6	1	12	9.	CONFIDENTIALLY Chappell
17		9	10.	"A"-YOU'RE ADORABLE Connelly Laurel
13	1	15	11.	ECHO TOLD ME A LIE Chappell Chappell
2	- 0	10	12.	WEDDING SAMBA Leeds
22	1	11	13.	RED ROSES FOR A BLUE
3	1	13	13.	TO WHIT TO WHOOBilly Reld
7	1	19	15.	LEICESTER SQUARE RAG. Norris
	- 1	20	16.	WINDMILL SONG Keith Prowse*
31	1	13	17.	TWELFTH STREET RAGChappellShapiro-Bernstein
-		-	18.	ROSE IN A GARDEN OF WEEDS
3	1	17	19.	SHAWL OF GALWAY GREY*
-		-	20.	OUR LOVE STORY Unit
	*P	ublis	her n	ot available as The Billboard goes to press.

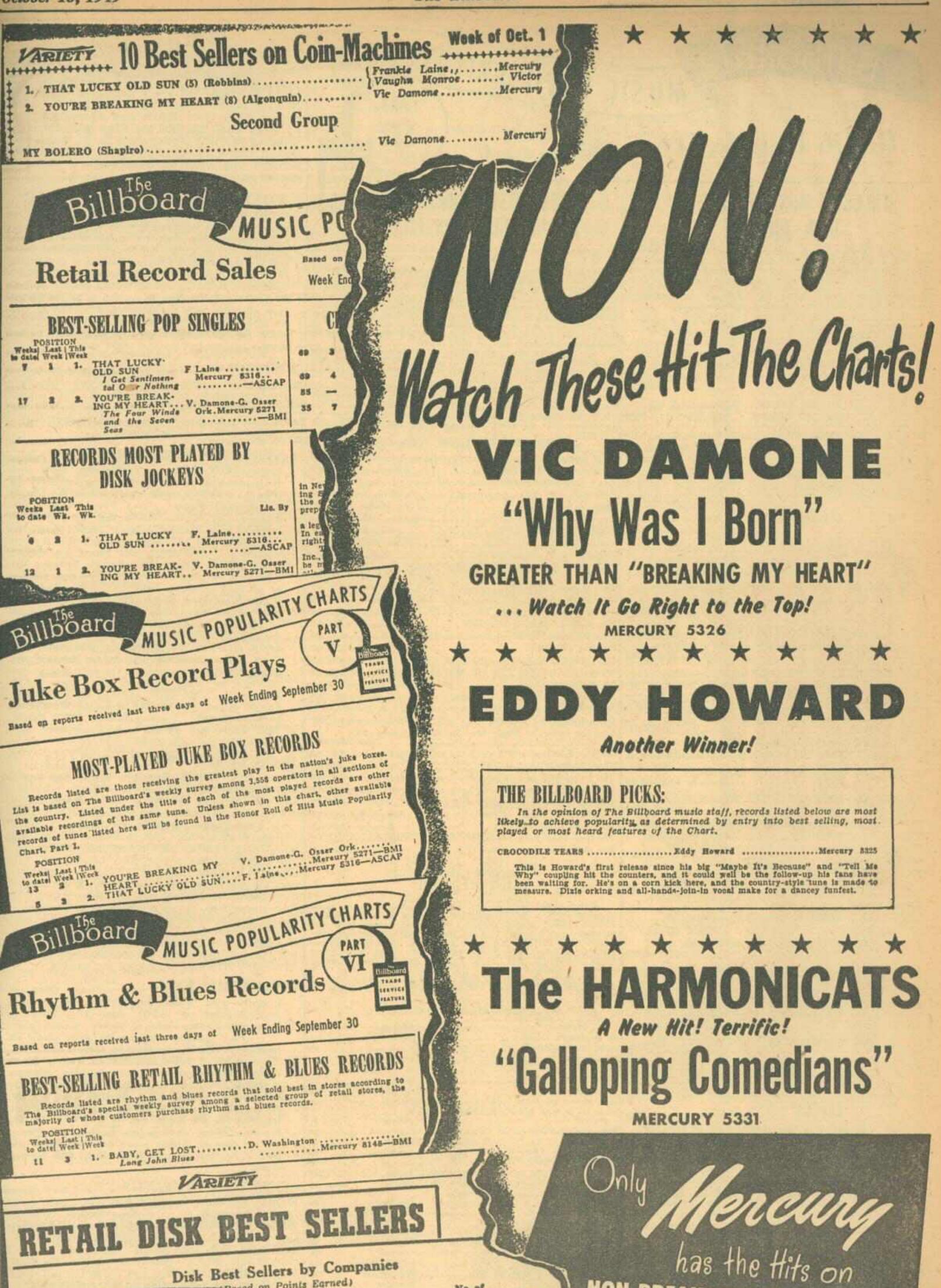
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23



No. of

Records

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Columbia

M-G-M

Parlay

Points

42

16

Disk Best Sellers by Companies

Daved on Points Earned)

Points

No. of

Records

Label

Mercury

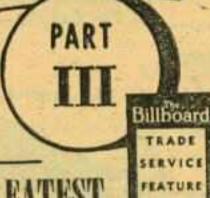
Capitol 5

NON BREAKABLE RECORDS

Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending October 7



RECORDS MOST PLAYED BY DISK JOCKEYS

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

	Last			Lic. By	1 1 1
1	1			F. Laine	**
				—ASCAP	0
13	2	2		V. Damone-G. Osser Mercury 5271—BM1	ĸ
Đ	3	3.	SOMEDAY	.V. Monroe Ork V(78) 20-2510; .(45)47-2986—BMI	- Lucia
The said	5		ST TODING	J. Wakely and M.	
	12			Whiting	500
7	11	5.	JEALOUS HEART	. A. Morgan Ork London 500—BMI	
. 8	7	6.		J. Stafford-G. Mac- Rae-P. Weston Ork	The same
				Cap 57-690—ASCAP	1
19		7.	The state of the s	S. Kaye Ork-D. Cor- nell-The Kaydets V 20-3441—BMI	No contract
9	4	4	VOUPE BREAK.	B. Clark	
			ING MY HEART.		
. 3		9.	DON'T CRY, JOE.	.G. Jenkins Ork D 24720—ASCAP	
3	23	10.	THAT LUCKY OLD SUN	(45)47-3018	
				ASCAP	١
7	12	11.	ING MY HEART.	Ink Spots	١
21	20	12.	ROSES	E. Howard	I
4	15	13.	SOMEDAY	.Mills Brothers D 24694—BMI	-
1	-	14.		P. Como	
*	20	15.	JEALOUS HEART	.B. Lawrence V(78)20-3539; .(45)47-3029—BMI	
1		16.		Andrews Sisters-G. Jenkins Ork D 24705—ASCAP	
0		17.		D. Haymes D. 24632—BM1	-
	16	17.		D. Haymes-G. Jenkins OrkD 24650—ASCAP	
	-	17.	I NEVER SEE MAGGIE ALONE	K. Roberts Coral 64012	-
7	14	20.	HUCKLEBUCK	. T. Dorsey-C. Shavers V 20-3427—ASCAP	1
*	19	21.	YOU'RE BREAK- ING MY HEART	R. Flanagan Ork Bluebird 30-0001 —BM1	
. 15	10	22.	RAGTIME COW-	.J. Stafford Cap 57-710	
2	26	22.		B. Crosby-M. Morgan Col 38504—ASCAP	
	-	22.	MAYBE IT'S BE-	E. Howard Ork Mercury 5314	
	-	25.	NOW THAT I	Doris Day-Mellomen Col(78)38507; (LP)1-251—ASCAP	
1	-	25.	THE LAST MILE	J. Stafford	
	-	27.	HUCKLEBUCK .	F. Sinatra Col(78)38486;	1
2	26	28.	нор эсотен	(LP)1-222—ASCAP	
,	-	29.	POLKA	A. Mooney Ork MGM 10500—ASCAP T. H. Winterhalter	1
				Col 38593-BMI	

... Col 38593-BMI

DON'T CRY, JOE .. F. Sinatra

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, September 30, 8 a.m., and ending Friday, October 7, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.

(F) indicates tune 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

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The Top 30 Tunes (plus ties)

The Top 30 Tunes (plus ties)
A Dreamer's Holiday (R) Shapiro-Bernstein-ASCAP
A Wonderful Guy (M) (R) Williamson-ASCAP
Ain't She Sweet? (R)Advanced-ASCAP
Ball Ha'l (M) (R)
Dime a Dozen (R)E. H. Morris-ASCAP
Don't Cry. Joe (R)
Everywhere You Go (R)Lombardo-ASCAP
Fiddle Dee Dee (F) (R)
Georgia on My Mind (R)
Cian Man Same With a Reputiful Melady (F) (R)
Hop Scotch Polka (R)Cremwell—ASCAP
Hucklebuck (R)
1 Can Dream, Can't 1? (R)
It's a Great Feeling (F) (R)
Just One Way To Say I Love You (M) (R). Berlin-ASCAP
Katrina (F) (R) E. H. Morris-ASCAP
Let's Take an Old-Fashioned Walk (M) (R) Berlin-ASCAP
Maybe It's Because (R) Bregman-Vocco-Conn-ASCAP
My Bolero (R)
Now That I Need You (F) (R) Famous-ASCAP
Room Full of Roses (R)
Some Enchanted Evening (M) (R) Williamson-ASCAP
Someday (You'll Want Me To Want You) (R) Duchess-BMI
Song of Surrender (F) (R)Paramount-ASCAP
That Lucky Old Sun (R)
The Story of Annie Laurie (R) Santly-Joy-ASCAP
There's Yes, Yes, in Your Eyes (R) Witmark-ASCAP
Toot Toot Tootsie, Goodbye (F) (R) Feist-ASCAP
Twenty-Four Hours of Sunshine (R) Advanced-ASCAP
You Told a Lie (R)Bourne—ASCAP
Younger Than Springtime (M) (R) Williamson-ASCAP
You're Breaking My Heart (R)Algonquin-BMI
Toute Dicasmig my react (117) transferred and and

(RH SYSTEM)

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

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

Week of September 30-October 6

A Dreamer's HolidayShapiro-Bernstein 131

Publisher

Tot. Pts.

	ottobile metitient . 121
Ain't She Sweet	
Ball Ha'i (M)	Williamson 63
Dime a Dozen	E. H. Morris 83
Don't Cry Joe	Harms, Inc 72
Fiddle Dee Dee (F)	Harmr, Inc153
Georgia on My Mind	Melody Lane107
Give Me a Song With a Beautiful Me'ody (F)	Witmark 70
Hop Scotch Polka	
Hucklebuck	
1 Can Dream Can't 17	
It's a Great Feeling (F)	
Just One Way To Say I Love You (M)	A STATE OF THE PARTY OF THE PAR
	THE RESERVE AND ADDRESS OF THE PARTY OF THE
Let's Take an Old-Fashioned Walk (M)	Berlin 73
Make Believe You Are Glad When	
You're Sorry	
You're Sorry	Bregman-Vocco-
Maybe It's Because	Bregman-Vocco- Conn155
Maybe It's Because	Bregman-Vocco- Conn 155 Shapiro-Bernstein . 66
Maybe It's Because	Bregman-Vocco- Conn 155 Shapiro-Bernstein . 66
Maybe It's Because	Bregman-Vocco- Conn 155 Shapiro Bernstein . 66 Famous 55
My Bolero My Own My Only, My All (F)	Bregman-Vocco- Conn
My Bolero My Own My Only, My All (F) Now That : Need You (F) Room Full of Roses	Bregman-VoccoConn
Maybe It's Because My Bolero My Own My Only, My All (F) Now That Need You (F) Room Full of Roses Some Enchanted Evening (M)	Bregman-VoccoConn
My Bolero My Own My Only, My All (F) Now That : Need You (F) Room Full of Roses	Bregman-VoccoConn
You're Sorry Maybe It's Because My Bolero My Own My Only, My All (F) Now That : Need You (F) Room Full of Roses Some Enchanted Evening (M) Someday Song of Surrender (F)	### Bregman-Vocco-
You're Sorry Maybe It's Because My Bolero My Own My Only, My All (F) Now That Need You (F) Room Full of Roses Some Enchanted Evening (M) Someday Song of Surrender (F) That Lucky Old Sun	### Bregman-Vocco-
You're Sorry Maybe It's Because My Bolero My Own My Only, My All (F) Now That : Need You (F) Room Full of Roses Some Enchanted Evening (M) Someday Song of Surrender (F) That : ucky Old Sun There's Yes Yes in Your Eyes	### Bregman-Vocco-
You're Sorry Maybe It's Because My Bolero My Own My Only, My All (F) Now That Need You (F) Room Full of Roses Some Enchanted Evening (M) Someday Song of Surrender (F) That Lucky Old Sun There's Yes Yes in Your Eyes Toot, Foot Tootsie (F)	### Bregman-Vocco-
You're Sorry Maybe It's Because My Bolero My Own My Only, My All (F) Now That Need You (F) Room Full of Roses Some Enchanted Evening (M) Someday Song of Surrender (F) That Lucky Old Sun There's Yes Yes in Your Eyes Toot, Foot Footsie (F) Twenty-Four Hours of Sunshine	### Bregman-Vocco-
You're Sorry Maybe It's Because My Bolero My Own My Only, My All (F) Now That Need You (F) Room Full of Roses Some Enchanted Evening (M) Someday Song of Surrender (F) That Lucky Old Sun There's Yes Yes in Your Eyes Toot, Foot Tootsie (F)	Bregman-Vocco Conn 155 Shapiro-Bernstein 66 Famous 55 Famous 135 Hill & Range 128 Williamson 105 Duchess 175 Paramount 69 Robbins 175 Witmark 56 Feist 105 Advanced 84 Bourne 65

Vox Jox

GOTHAM GAB . . . Johnny Clarke, WNJR, Newark, does a vocal bit on Ed Farley's re-make of of The Music Goes 'Round and Around on Delvar. . . . Ray Adell handles the Play It Again request show at WKBS. Oyster Bay, L. I. . . Allan Brown, formerly with WMMW, Meriden, Conn., debuted this week at WINS with a platter and chatter show.

WFPG. Atlantic City. says his 40-minute Polka Time show went to a full hour October 2. He also reports surprising success with an authentic "old world" program of Lithuanian. Polish and Ukranian music both in listener and sponsor reaction. . . George Little and Paul Vinci. both formerly with WTSB. Lumberton. N. C., are now at WFVG. Fuquay Springs. N. C. Daily Polka Time is proving to be the favorite type of music with the listeners, according to Paul. He also has the three-hour stint as Wake Up Man, while George handles an hour-and-a-half request show.

SWITCH . . . Just what the country has been waiting for—a noiseless disk jockey—has turned up in the person of Roy Steele, KLYN, Amarillo, Tex. Roy, as "Silent Sam the Disk Jockey Man," speaks only to give the time, the temperature and the title of the next selection.

STRICTLY FROM DIXIE . . . Johnny Murray. KLIF. Dallas. does his disk show from the piano, mixing his own live 88'ing and warbling with the disks. Show is webbed over the Liberty Broadcasting System . . . Doug Smith, WJHL, Johnson City. Tenn., writes that he polled his listeners as to their lave band; Sammy Kaye ran way out front in 3.761 answers received in a single week. . Roy Morris has moved his Musical Madhouse, in which he insults his listeners like mad, from an afternoon slot to the 7-8 a.m. position at WJIG, Tullahoma, Tenn . . . Jim Anderson, WIRK, West Palm Beach, Fla., copped first prize in a contest among the International Brotherhood of Musicians for suggesting a trademark name for the Don Redmon Company. . . . It's open house every night at WCNH. Quincy, Fla., with host Norm Keller providing platters for dancing and Cokes for the teen-agers. . . . Bob Walton has switched to WDLF, Deland, Fla., from WATL, Atlanta. . . . Bill Ryan, of Tulsa U., and Charlie Farrell, of Georgia U., have joined the WCOH staff in Newnan, Ga. . . Len Benson, KDET, Center, Tex., writes that all the jocks there have been pitching for the polio drive.

WESTERN WAX WHIRL .

Fran Uhlis, KOVE, Lander, Wyo., has launched Out West Special, themed by a train whistle and Duke Ellington's A Train. . . Robin Seymour does a nightly Harlem hits stint at WKMH, Detroit. . . . Paul Yaeger, WBNB, is thinking of changing the name of his Hi Club to Disc-a-Phobia and is wondering whether any jockey show is already using that monicker. . . . Jim Lounsbury. WIND, Chicago, is doing the Nite Watch, midnight to 5:39 a.m. six nights weekly. . . Keith L Reising, who does the 1570 Club at WLRP, New Albany, Ind., bills himself as the poor man's disk jockey. . . . Frank Allan, WRENP, Topeka, aired his variety matinee from the Kansas Free Fair grounds for one week. . . . Graeme Zimmer, WCSI, Columbus, Ind., picked the Steve Gibson Redcaps disking of Blueberry Hill as the disk of the month.

FASTERN BEAT . . . Jack Ellsworth, formerly with WHIM. Providence, has replaced Scott Douglass at WFCI, same city. Ellsworth comments on the role a jockey should play:

"Play records, read commercials, make occasional intelligent comments on records and artists

. . a lot of deejays would do well to knock off the comedy, philosophical ramblings, attempts to imitate crooners. The public gets dragged easily with such carryings on!" . . Mike Rich, WROW, Albany, N. Y. returns to his old midnight spot, featuring current pops and jazz. . . . WBKA, Brockton, Mass. deejays Jim Murray, Bill Pierce, George Gowan, Arthur Jones and Bob Fuller did their shows remote from the Brockton Fair for one

CONNECTICUTTINGS . . . Leif Jensen, WDRC, Hartford, married Virginia Cloffi, of New Haven, recently. . . . Ray Neilan returns to WKNB New Britain, reptacing Henry Gilbert, who has resigned to go into the insurance business . . . Don John Ross left WDRC Hartford. . . . Ted Knight left WCCC Hartford, to join the staff at WFNS, Burlington, N. C. . . . Joe Giraud, WCCC, is back at the mike after an appendectomy.

FOLKFARE . . . Marie faulkner, librarian at KLEE, Houston, writes that the only request shows there are two hillbilly segs—Corn's a Poppin' and Little Marge's Roundup . . . and at KCLW, Hamilton, Tex., Al Scott's top requests are folk ditties.

MUSIC POPULARITY CHARTS, Billboard

Retail Record Sales

Based on reports received last three days of

Week Ending October 7

Billboard TRADE SERVICE FEATURE

BEST-SELLING POP SINGLES

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

Freks	Last Week		
. 8	1	1.	THAT LUCKY OLD SUN
			I Get Sentim

	**	OLD SUN F. Laine
-		I Get Sentimen- Mercury 5316
		tal Over Nothing ASCAF
2	2.	YOU'RE BREAK-
		ING MY HEART V. Damone-G. Osser
		The Four Winds Ork. Mercury 5271
		and the SevenBM

		The Four Winds and the Seven Seas	Ork. Mercury 5271
3	3.	SOMEDAY	. V. Monroe Ork V(78)20-2510, .(45)47-2986—BM

			. (45)47-2986—BMI
2	4	4.	JEALOUS HEART. A. Morgan Ork TurnaboutLondon 500—BMI
5	5	5.	SLIPPING
			Wedding Bells Whiting BMI

		the second second second second	THE REAL PROPERTY.	The second second
13	6.	I CAN DREAM,	Andrews	Sisters-G.
		The Wedding of	Jenkins	Ork
		Lili Marlene		05—ASCAP
	1000	DONUT COV IOR	C Inmbries	O-k

-ASCAP	iaps,D-24720-	Perhaps, Per	7.	17	
	J. Stafford	WHISPERING HOPE	8.	7	
			8.	7	•

	My Heart	ton	Ork. Cap 57-690 —ASCAP
9.	SOMEDAY On a Chinese Honeymoon	. Mills	

	Honeymoon	
10.	YOU'RE BREAK- ING MY HEART. Ink Who Do You	Spots
	Name in Harrish?	

•	11.	ROOM FULL OF ROSES	The Kaydets
		Again MAVRE IT'S	V-20-3441—BMI

		It Happens Every Spring	
1 11	13.	ROOM FULL OF	E. Howard

			There's	Yes, Yes, Eyes	Mercury 529	в—вмі
•	10	14.	I NEVER		K. Roberts	Weeks

		Wedding Bells Coral 64012-ASCAP
16	15.	YOU'RE BREAK- B. ClarkCol(78)38546;
-	No.	Song of Surrender (LP)1-296-BMI

4	14	16.	ED EVENING	Ork. V (78) 20-3402;
120	and I	-		(45)47-2896—ASCAP
4	14	17.	ROOM FULL OF	D. Haymes

.....D-24632-BMI

0	19	18.	HUCKLEBUCK Again		
	21	18.	HOP SCOTCH	V-20-3427	-ASCAF

A Chapter in My

21	18.	POLKA G. Lombardo Ork	Fan
		Dangerous DanD-24704—ASC	AP
-		McGrew HOP SCOTCH	

			Wouldn't It Ba	MGM10500—ASCAP
4	20	21.	THAT LUCKY	V. Monroe Ork

			Make Believe	(45)47-3018 —ASCAP
7	22	22.	MAYBE IT'S E	Howard Ork

26	23.	NOW THAT I	
			. Doris Day-Mellomen
		Blame My Ab-	Col(78)38507;
		sent Minded	(LP)1-251—ASCAP

- 34			Heart	
4	28	23.		e & C. Fisher
			My Own, My	Mercury 5311

			My Own, My Only, My All	-ASCAP
1	1	25.	JEALOUS HEART. J.	Owens
	- No.	100	Dime a Dozen	D-24711—BMI

-	25.	JEALOUS HEART. J.	
18	26.	SOME ENCHANT-	D-24711—BMI
-		ED EVENING E.	Pinza

		Dites motcock-	1. COL 4000 VIDENT
		eyed-Optimist	
29	27.	JOHNSON RAGJ.	Teter Trio
20			London 501
		A STATE OF THE PARTY OF THE PAR	***** London 301
40.4	-	DANCE OF THE	

-		Back of the lards
24	28.	DANCE OF THE
		HOURS S. Jones Ork
		None But the V(78)20-3516;
		Lonely Heart . (45)47-2992-BM1

	28.	The second secon	Smatra
		The Wedding of	Col 38555-ASCAI
		Lili Marlene	
-	30	JEALOUS HEART.B.	Lawrence
		If You Ever Fall	V(78)20-3539;

_	30.	JEALOUS HEART.	B. Lawrence
	100	If You Ever Fall	V(78)20-3539;
		in Love	(45)47-3029-BMI
-	30.	HOMECOMING	G. Lombardo and
No.	au.		
		WALTZ	Royal Canadians.

Records listed are those records selling best in the mation s retail record stores (dealers), according to The Billboard's

		SITIC		
		Last	This	
ı	70	1	1.	Don Wilson-The StarlightersCap(78)DAS-80; (45)CASE 3001
	7	2	2.	BUGS BUNNY IN STORYLAND (Two
	70	3	3.	Mel Blanc-A, Livingston Cap DBX 3021 BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance "Pinto" Colvig
	70	4	4.	Mel Blanc, Cap(78) CC-64, (45) CCF-3004
	7	11	5.	BOZO LAUGHS (One Record)
	36	6	6.	Walt Disney-A. Livingston
	59	13	7.	(Two Records)
	56	4	8.	Mel Blanc-Billy MayCap DBX-93 NURSERY RHYMES (Two Records) Frank Luther D CS-5

		(Two Records) Mel Blanc-Billy MayCap DBX-93	ı
56	4	Frank Luther	ı
46	•	Records) Fred Waring and PennsylvaniansD. CUS-7	I

			CUS-7
1	_	10.	THREE LITTLE PIGS (One Record)
1000	-		J. ArthurPeter Pan 2228
13	7	11.	W. Disney-Don Wilson Cap DBX 3013
1	_	11.	BOZO AND THE BIRDS (Two Records)
	-		P. Colvig, B. May Ork Cap DBX-3033
15	11	13.	BOZO'S JUNGLE JINGLES (One Record)
			P. Colvig-B. May Ork Cap DAS-3011

-			TALENT SHOW (Two Records)
			M. Blanc, B. May Ork Cap DBX-3032
26	_	14.	TUBBY THE TUBA (Two Records)
			D. Kaye

CLASSICAL SINGLES

206	1	1.	Clair de Lune Jose Iturbi. V (78)11-8851; (45)49-0176
20	2	2.	Bachianas Brasileiras B. Sayao
153		3.	Jalousie Boston Pops Ork, Arthur Fiedler, conductorV 12160
147		4.	Warsaw Concerto Boston Pops Ork, Arthur Fiedler,

147	•		Warsaw Concerto Boston Pops Ork, Arthur Fiedler, conductor; Leo Litwin, pianist
196		8.	Chopin's Polonaise Jose Iturbi. V(78)11-8848; (45)49-0134

CLASSICAL ALBUMS

105		1.	Rachmaninoff Concerto No. 2 in C Minor (Five Records)
- 21	1		A. Rubinstein, planist; NBC Ork, Vladimir GolschmannV 1075 Salome (Two Records) L. Welitsch, Metropolitan Opera Ork, F. Reiner, director
101			Tchaikovsky: Nutcracker Suite (Three Records)

101			(Three Records) Eugene Ormandy, conductor Phila-
		4.	Verdi: Traviata (Three Records) A. Guerrini, M. Huder, L. Infantino
1	-	8.	Brahms: German Requiem, Op. 45 (Two Records)

E. Schwarzkopf, H. Hotter, H. V.

SOUTH PACIFIC (Seven Records)

6	2	2.	JOLSON SINGS AGAIN (Four Records)
7	3	3.	Al Jolson
9		4.	SILVER LINING (Four Records)

1	9	-	4.	SILVER LINING (Four Records)
ı	I Telefor	100		V. Monroe & Ork
×	10-3-10			V(78)P-246; (45)WP-246
۱	34	4	B.	KISS ME, KATE (Six Records)
1	1000	1.30	della	A. Drake-P Morison-L. Kirk-H. Lang-
ı				A. Hill-H. Clark-J. Diamond
Ġ				

21	4.	6.	Dick	Contino	(Four Records)	
1	_c	7.	MORE	COLLEGE	MEDLEYS	MA-50

			Records) J. Garber OrkCap CCF-173
2	7	8.	YOU'RE MY THRILL (Four Records) Doris Day. Col(78) C-190; (LP) CL-6071
6	10	- 9.	SOUTH PACIFIC (Four Records) A. Goodman OrkBluebird BN-3

GLENN MILLER (Four Records) Glenn Miller..... P-148

Dealer Doings

HARD-TO-GET . . . Lola Silver, Silver Music Mart, 45 East Main Street, Uniontown, Pa., is looking for some old disks and hopes some dealers may be able to help. Does anyone have the Bluebird recording of Some Day, Sweetheart by Muggsie Spanier, the Victor disk of Boose O the Hoose by Sir Harry Lauder or any of the request label platters by Evelyn Tyner?

ADD TAX TROUBLES . . . Eve Hankin, record department of Sam Hill Hardware Company, Prescott, Ariz., also thinks that the federal excise taxes should be included on the price listings of all disks issued by all manufacturers. Eve also finds that retailers are sorely in need of one alphabetical record listing for all speeds. She says there isn't a complete catalog of all three speeds-"Not so long ago when a customer would come in and inquire 'What do you have new?' it was quite simple to tell them; but nowoh, brother!"

ART DISPLAY . . . Sales of the original cast Miss Liberty disks have recently boomed for Alma Kaye, Haynes-Griffin, New York. It's all because of a smart display set up by Miss Kaye by borrowing the original Oliver Smith sketches of the show's stage sets. The use of these neatly framed water-color pastels and a group of the LP and shellac sets have made an eye-catching and record-selling window display.

FREE AIR PLUG . . . Leo Rogers' Whirling Disc Shop, New York, got a good air plug on the DuMont television show, Front Row Center, last Sunday night (2). Rogers provided the props for a set that depicted a record shop.

MAMBOS VS. RUMBAS . . . Joe Davis at the Broadway Music Shop in New York caters to a purely North American trade, but reports that mambos are far outselling rumbas these days. The Latin indie diskeries, according to Davis, are running away with the Spanish business; with Coda, Seeco, Verne and SMC well in front. Joe also reports that pianist Errol Garner is becoming a big pop seller, but complains that Garner is recording for too many labels-12 in his stock alonewhich makes for confusion for both customer and disk dealer.

INTERNATIONAL . . . Buffalo's Genessee Music has been selling lots of extra German disks by loading up a station wagon with the platters, a loud speaker, amp and turntable and attending all the German group picnics. Gennessee supplies free music during the afternoon's affair and also sells the records right from the back of . Earl B. Worden Music the station wagon, Company. Utica, N. Y., has taken full advantage of the annual Welsh choir festival held in that city by keeping a good stock of Welsh records and albums and also following-up by advertising in Weish publications.

MUSIC MERCHANTS . . . The National Association of Music Merchants will hold the opening Mountain States regional conference October 24 and 25 in the Hotel Albany, Denver. Co-chairmen C. G Campbell and Russell E. Wells have set up a complete program of business sessions including selling, management, promotion, customer relations and basic instruction in music. Purpose is to bring dealers closer to local school officials. The Midwestern States conference will be held October 27 and 28 in the Hotel Fontenelle, Omaha.

BLANK MAGIC . . . The Sugar House Music Company. Salt Lake City, recently used a unique ad gimmick to promote sales. They ran an apparently blank ad in the local papers with a copy line at the bottom which advised the reader to "hold to the light." That made the ad quite visible. It was all accomplished by printing the ad in reverse on the back of the paper, directly behind the mystery space.

G-STRING CONCERTO . . . Brentano's Record Bar, New York, operated by Norma Dorfman and Shirley Abramson, landed a steady customer a few weeks back when they were able to produce a rare Mozart concerto set he had been unable to find in some of the leading local shops. When they asked his name for the mailing list the answer was-"Minsky-and who'd think that after 30 years in burlesque I'd be buying Mozart-and loving it!"

STEVICE

SKOTALL



THEY'RE BOTH BIGGEST ON CAPITOL!

Over: "Wedding Bells" Capitol No. 57-40224 78 rpm

And now...a smash-sequel! WNeverox Around Agam

Same Big Stars ... Same Catchy Tune SWELL NEW LYRICS!

> Flip: "Six Times a Week and Twice on Sunday'

Capitol No. 57-40246 78 rpm

Most exciting novelty since "Twelfth Street Rag!"

CHUCK THOMAS

and his Delightfully Different Dixieland Band

GEE GEE FROM THE FIJI ISLES" and "ROSE OF THE RIO GRANDE"

Capital No. 57-746 78 rpm

PHONE OR WIRE YOUR DISTRIBUTOR TODAY!



FIRST WITH THE HITS

MUSIC POPULARITY CHARTS Billboard

Juke Box Record Plays

Based on reports received last three days of Week Ending October 7

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 sic Popularity

The shown in this chart, other available							
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							
records	of to	ines li	sted here will be found in the Honor Roll of this sauste rogard				
Chart.	Part	I.					
POS	SITIO	N					
Weeks	Lannt	This					
to date	Week	Week	THAT LUCKY OLD SUNF. Laine Mercury 5316-ASCAP				
6	2	1.	Wonroe Ork				
9	3	2.	V (8)20-2010; (40)41				
**	1	3.	YOU'RE BREAKING MY V. Damone-G. Osser Ork 5271-BM1				
14			THE A DT				
	7	4.	SLIPPING AROUNDJ. Wakely and M. Whiting Cap 57-40224—BM1				
5		13	**************************************				
16	4	5.	ROOM FULL OF ROSESS. Kaye Ork-D. Cornell-The Kay- detsV 20-3441-BM1				
			The same way				
8	9	6.	YOU'RE BREAKING MY HEART				
0		-	A. Morgan Urk. London Soo Sans				
6	6	7.	COMEDAY Mills Brothers				
8	5	8.	THE PERATOR F HOWARD & UTB				
8	11	9.	A A A S A A A A A A A A A A A A A A A A				
-		10.	ROOM FULL OF ROSESE. HowardMercury 5296-BMI				
15	8	200	ROOM FULL OF ROSES D. Haymes D 24632-BMI				
14	10	11	THE PARTY OF THE P				
5	19	12.	A CAME				
			D Hannon I Rvan Dec 24739; E Lee & His Southermers,				
			17 30 0003 - H Strang Ork, Chp 51-1501				
16	15	13.	HUCKLEBUCKT. Dorsey-C. ShaversV 20-3427—ASCAP				
	100		His Days Harmony 1049 C Calloway & His				
			Vocalion 55009; F. Smarra, Oct 48099; R. Milton & His 24652 B Marshall-Coxy Cole Ork, Dec 48099; R. Milton & His				
			Solid Senders, Specialty SP 328; The Pig Footers, Mer 8130; Big Sis Andrews & Her Huckle-Busters, Cap 57-70000)				
			THAT LUCKY OLD SUNV. Monroe Ork				
4	14	13.	THAT LUCKY OLD SON V(78)20-3531; (45)47-3018				
			ASCAP				
3	28	15.	DON'T CRY, JOE				
3	16	16.	TEALOUS HEARTJ. Owens				
	12	17.	COMO-M. Ayres Urk				
21	14		NING				
10			C Indian Ork D Haymes				
9	13	17.	MAYBE IT'S BECAUSE G. Jenkins Ork-D. Haymes D 24650-ASCAP				
		3 2	CANET 12 C lenking and Andrews Sisters				
3	16	19.	I CAN DREAM, CAN I ITG. JEHRHS D 24705-ASCAP				
		-	DESCRIPTION OF B Clark				
6	21	20.	YOU'RE BREAKING MI Col(78)38546; (LP)1-296-BMI				

SOME ENCHANTED EVE- B. Crosby-J. S. Trotter Ork ... NING D 24609—ASCAP HOP SCOTCH POLKA.....A. Mooney Ork.....MGM 10500-ASCAP (Bob Crosby, Harmony 1068; B. Gale Ork, Col 12419; G. Lombardo, Dec 24707; E. Logan, Bluebird 30-0003) YOU'RE BREAKING MY J. Garber Ork 24. WHISPERING HOPE......J. Stafford and G. MacRae-P. Weston Ork. Cap 57-690-ASCAP Andrews Sisters with V. Schoen Ork Dec 24717; T. Taylor-The Radio Ranch Hands, Mer 6166)

..V(78)20-3539; (45)3029-BM1 ROOM FULL OF ROSES J. WayneCol(78)38525; (LP)1-278-BMI 27. DIME A DOZEN M. Whiting

(Annie Lou-Danny Hill, Bullet 690; J. Atkins, Coral 60086; K. Kyser Ork, Col(78)38549, (LP)1-300; J. Owens, Dec 24711; A. Smith, MGM 10496; M. Whiting, Cap 57-709; K. Smith, Happiness 102; L. Welk & Ork, Mer 5312) 28. YOU TOLD A LIE M. Hughes Col 38500-ASCAP

(C. Raines, Coral 60044; J Kilty, MGM 10425; L. Clinton Ork, V 20-3461; R. Peters-D. Brooks-The Four Tones, Kangaroo K 1301; F. Willing & His Riders of the Purple Sage, Cap 57-40151) WHY DON'T YOU HAUL OFF AND LOVE ME? W. Raney King 791-BMI

(B. Atcher, Col 20611; T. Clayton, Varsity 214; M. Shiner, Dec 46178; K. Marvin, Cap 57-4023; B. Hall, Talent 745; B. Nettles & His Dixie Blue Boys, Mer 6209; P. Pyle, Bullet 689; Bull Moose Jackson, King 4322; Maddox Bros. & Rose,

LET'S TAKE AN OLD- P. Como V(78)20-3469; (45)47-2931

(B. Harrington, Vocalion 55018; M. Whiting-F. DeVol Ork, Cap 57-666; J. Wayne-J. Wilson, Harmony 1047; F. Masters Ork, MGM 10465; A. Dale-The Riddlers-S Fisher Quartet, Signature 162; P. Reed, Dance-Tone 363; P. Sinatra-D. Day, Col(78)38513, (LP)1-260; D. Haymes-G. Jenkins Ork, Dec 24666; The Pepperettes-H. Parr, Horace Heidt M1012; J. Bradford, Bluebird 31-0010)

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



Based on reports received tast three days of Week Ending October 7

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

	POSIT		
		est This	
to de	ital We	tek (Wee)	
2	5	1.	SATURDAY NIGHT FISH
7	6	2.	FRY (Parts I and II)L. Jordan
P.A.		-	IS ROCK
12	1	3.	BABY GET LOST D. Washington Mercury 8148-BMI
			Long John Blues
5	3	3.	ROOMING HOUSE BOOGIE. A. MilburnAladdin 3032
3	7		Empty Arm Blues
2	8	15.	SNEAKIN' AROUNDR. RenderLondon 17000
4	2	6.	BROKEN HEARTED E. Williams Supreme 1535
			Red Head 'n' Cadillac
3	13	6.	NUMBERS BOOGIE Sugar Chile Robinson
the se	3766		After School Blues
8	10	8.	IN THE EVENING WHEN
-			THE SUN GOES DOWNC. Brown Aladdin 3030
-	1		Please be Kind
29	13	9.	AIN'T NOBODY'S BUSINESS J. Witherspoon
DES.	10 10	-	(Parts I and II)Supreme 1506—ASCAP
. 4	. 6	9.	EMPTY ARM BLUES A. Milburn Aladdin 3032
1			Rooming House Boogie
		11.	IN THE EVENING WHEN
			THE SUN GOES DOWNJ. WitherspoonSupreme 1533
11	_	12.	BLUE AND LONESOME Memphis Slim Miracle 136
	100	144	Help Me Same
27	11	13.	TELL ME SO The Orioles Jubilee 5005-BM
	-	****	Deacon Jones
6	3	14.	IT'S MIDNIGHT Little Willie Littlefield
100	- 7	THE REAL PROPERTY.	
26	11	15.	TROUBLE BLUESC. BrownAladdin 3024—BM
-	200	-	Honey, Keep Your Mind
			On Me
4	-	15.	DOBY'S BOOGIE F. Mitchell Derby 71
	200		Hog Head

WARNING!

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

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

Weeks Last This to date Week | Week

on merci	ALCOHOL:	1 ht con	
2	3	1.	SATURDAY NIGHT FISH FRY (Parts I and II)L. Jordan
a	7	9	ROOMING HOUSE BOOGIE. A. MilburnAladdin 3032
0	120	-	
5	8	2.	BROKEN HEARTED EWilliams Supreme 1535
6 5 9 8	2 3	4.	BABY, GET LOST D Washington Mercury 8148-BMI
R	3	4.	ALL SHE WANTS TO DO IS
			ROCK
	_	-6.	BLUES FOR MY BABY B. Wright Savoy 710-BMI
			DECEMBER OF THE PARTY OF THE PA
20	-	7.	TELL ME SO The Orioles Jubilee 5005-BMI
9	1	8.	BEANS AND CORNBREAD L. Jordan D 24673
9 6 4	-	9.	LONG JOHN BLUES D Washington Mercury 8148-BMJ
4	13	10.	PLEASE DON'T GO Brown and His Mighty-Mighty
000	200	1000	Men
	-		EMPTY ARM BLUES A Milburn Aladdin 3032
3	6	11.	
3	_	12.	LANDLORD BLUES
7		12.	CRYING B. Eckstine-H. Winterhalter-B.
	STALL	1000	Baker Ork. MGM 10458—ASCAP
		-	
	_	12.	SNEAKING AROUNDR. RenderLondon 17000
1	_	12.	YOU'VE CHANGEDB Farrell MGM 10519-BM

ADVANCE RHYTHM & BLUES RECORD RELEASES

All Night Lover Blues
J. Lewis (How Long) Atlantic 884
Baby I Belong to You

Bad Condition Blues J. McCracklin Trio (Blues Blasters)

Raiph Williams Trio (Dust be) Plaza

Modern 20-706

Between You and Me B Camp & His Buddles (When You)

Dec 48118
Blues Blasters Shuffle
J. McCracklin Trio (Bad) Modern 20-

J. McCracklin Trio (Bad) Modern 20-706 Boogie-Woogie March

J. Morris Ork (Chuck) Atlantic 885 Brand New Woman P. Crayton (Long After) Modern 20-707 Cherokee

R. Stewart (The Creeper) Plaza 5502 Chuck-a-Boogie J. Morris (Boogie) Atlantic 885

Deep Water Blues
T. Mayo (Juke Box) Plaza 5501
Dust Be My Destiny

Ralph Williams Trio (Baby I) Plaza 5505 Drafting Blues F. Dixon Trio (Mississippi) Modern 20-

W. Littlefield (Farewell) Modern 20-709

Farewell W Littlefield (Drinkin' Hadacol) Modern 20-709

Foothill Drive J. Lutcher Ork (Joe's Lament) Modern 20-708

Gonna Write You a Letter
J. Thomas (Texas Blues) Modern 20-710
Hoodee Lady Blues
A. "Big Boy" Crudup (Tired of)

V(78)22-0048; (45)50-0032 How Long Haby? J. Lewis (All Night) Atlantic 884 I'll Get Along Somehow

R. Brown (Rocking Blues) Atlantic 887 Introducing Mr. Gaither B. Gaither (Lonesome Baby) MGM 10532 Jealeusy

T. Grimes (The Sidewalks) Atlantic A-211
Joe's Lament
J Lutche: Ork (Foothill Drive) Modern
20-708

Juke Box Blues
T. Mayo (Deep Water) Plaza 5501
Little School Girl

S. Hogg (Suitcase Blues) Modern 20-704 Lonesome Baby Blues B. Gaither (Introducing Mr.) MGM 10532 Mississippi Blues

F. Dixon Trio (Drafting Blues) Modern

NEW ALLADIN RELEASES FALL AND CHRISTMAS ITEMS

SURE FIRE HITS!

Amos Milburn's

"LET'S MAKE CHRISTMAS MERRY, BABY"

"BOW-WOW!"

Aladdin 3037

Charles Brown's

"HOMESICK BLUES"

"LET'S HAVE A BALL"

Aladdin 3039

NEW ARTIST! WHAT A KICK HE HAS . . . Calvin Boze's

"SATISFIED"

"WORKING WITH MY BABY"

Score 4008

SPIRITUALS!

THE TRUMPETEERS

"I'M SO GLAD TROUBLE DON'T LAST ALWAYS".

"BABYLON'S FALLING"

Score 5011

"MY LIFE IS IN HIS HANDS"

"SILENT NICHT"

Aladdin 2028



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JACK OWENS



first release

(Written by HANK WILLIAMS-BMI) Coupled With

DECCA RECORD NO. 46184



first release

(Written by IRA LOUVIN, EDDIE HILL and CHAS. LOUVIN-BMI) Coupled With

SEVEN YEAR **BLUES**"

(Written by IRA LOUVIN, EDDIE HILL and CHAS. LOUVIN—BMI)

DECCA RECORD NO. 46187

LOUVIN BROS. (IRA AND CHARLES)



first release

Written by FRED ROSE-ASCAP)

Coupled With

(Written by CLYDE BAUM, JOHNNIE WRIGHT and JACK ANGLIN—BMI)

DECCA RECORD NO. 46188

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Billboard

MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending October 7

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION Weeks | Last | This

to cate	Weel	Week	
6	1	1.	SLIPPING AROUNDM. Whiting-J. Wakely
16	4	2.	I'M THROWING RICE AT
			THE GIRL I LOVE E. Arnold
100			To Your Heart
32	5	3.	LOVESICK BLUES Hank Williams and His Drifting
12	2	4.	WHY DON'T YOU HAUL CowboysMGM 10352-BM
. ***	•		OFF AND LOVE ME Wayne Raney King 791-BM
	THE STATE OF		Don't Know Why
11	7	4.	SLIPPING AROUNDE. Tubb 46173—BMI
22	3	6.	WEDDING BELLS H. Williams and His Drifting
			I've Just Told Mama CowboysMGM 10401-ASCAP
4	12	7.	I NEVER SEE MAGGIE
			ALONE
4			Wedding Bells WEDDING BELLSJ. Wakely & M. Whiting
		0.	Slipping Around
5	6	9.	BLUES, STAY AWAY FROM
			ME
			Ridge Mountains
10	-	10.	ROOM FULL OF ROSESG. Morgan
			Put All Your Love in a Col(78)20574; (LP)2-272-BMI
2	14	11.	I'LL NEVER SLIP AROUND
			AGAIN
2	12	12.	This Cold War With YouCol(78)20613; (LP)20615 LOST HIGHWAY
1			You're Gonna Change
7	-	12.	MIND YOUR OWN BUSI- NESS
		1	There'll Be No Tear Drops
			Tonight
	9	14.	WARM RED WINE E. Tubb
3	-	15.	MY FILIPINO ROSE E. Tubb D 46175-BMI
			Warm Red Wine

WARNING!

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ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

A Link in the Chain of Broken Hearts | Gee But I'm Lonely Tonight L. Payne (I Love) Cap 57-40238

Barefoot Boy With Boots On J. Stewart (Huntin' Blues) Talent 730

Blue Pacific Waltz Cowboy Copas (Hangman's Boogle) King 811

Broken Heart The Seven Rowe Brothers (Oklahoma Moon) Talent 731

Cowboy Hymns and Spirituals Album-Sons of the Pioneers (3-7") V(45)WP-299 Lead Me Gently Home, Father V 48-0095

Power in the Blood V 48-0095 Read the Bible Every Day V 48-0096

Rounded Up in Glory V 48-0094 The Old Rugged Cross

V 48-0096 Too High, Too Wide, Too Low V 48-0094

C-H-R-I-S-T-M-A-S E, Arnold (Will Santy) V (78) 21-0124; (45) 48-0127 Christmas on the Plains

R. Rogers-D. Evans-F. Willing (Wonderful Christmas) V (78) 21-0125; (45) 48-0128

Christmas Polka J. Wakely (If Santa) Cap 57-90040

Dear John A. Gass (Gee But) Cap 57-40239

Devil's Jump Texas Slim (The Numbers) King 4315 Driftwood on the River

E. Britt-The Skytoppers (Tears From) V (78) 21-0122; (45) 48-0125 Drink One on the House

M. Rosci-The Stump-Jumpers (Town Jingle Bells

(Send Me) Atlantic 721

A. Gass (Dear John) Cap 57-40239 Gotta' See Mama Every Night Homer & Jethro (Oh, You) King 15014

Grandpa's Boogle Grandpa Jones (Weary Lonesome) King 812

Hangman's Boogle Cowboy Copas (Blue Pacific) King 811 Huntin' Blues

J Stewart (Barefoot Boy) Talent 730 I Don't Care B. Walker (Sweeter Than) Talent 702 I Love You Because

L. Payne (A Link) Cap 57-40238 I Married the Rose of San Antone B. Wills (My Little) MGM 10526 I Thought I Was Dreaming A. Grant (I've Got) King 15016

I Wish I Had a Nickel J. Dale (Two Cents) Vocalion 55033 I Wish I Was Single Again

T. Glazer (That Ignorant) Mer 5319 I Wonder Who We Think We're Foolin' P. Rose (The Raindrop) MGM 10533 Wonder Why She Almost Drives Me

Lonzo & Oscar (Who Pulled) Cap 57-40236 If Santa Claus Could Bring You Back to

J. Wakely (Christmas Polka) Cap 57-90040 I'm So Alone With the Crowd

R. Allen (Over Three) Mer 6214

I'll Never Cease To Love You A. Anderson (It's No) Col 20623 I'll Never Have a Chance With You Again

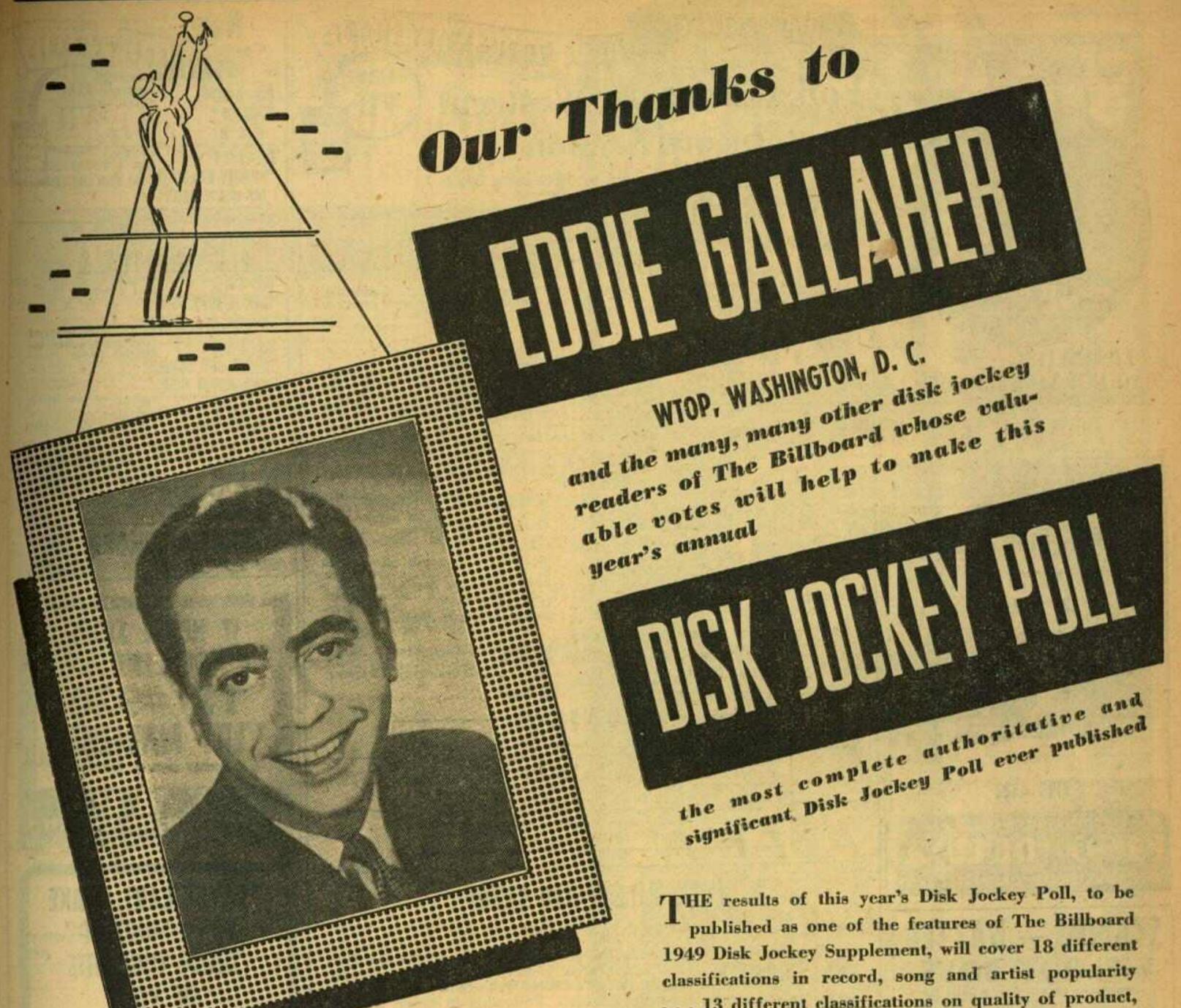
T. Falle Ork (Two Little) Cap 57-40235 It's No Use To Pretend A. Anderson (I'll Never) Col 20623 I've Got a Frame Without a Picture A. Grant (I Thought) King 15016

Tavern) Cowboy CR-106

Drinkin' Wine, Spo-Dee-O-Dee

L. Gordon & His Pleasant Valley Boys My Inlaws Made an Outlaw Out of Me

H. Penny (We Met) King 813



published as one of the features of The Billboard 1949 Disk Jockey Supplement, will cover 18 different classifications in record, song and artist popularity . . . 13 different classifications on quality of product, service and co-operation from record manufacturers, artists, artists' representatives and press agents . . and the famous "Disk Jockeys' Disk Jockey" classification which won such widespread interest and enthusiasm last year.

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IS THAT ALL I MEAN TO YOU?

by

BULL MOOSE JACKSON

KING 4322

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Billboard MUSIC POPULARITY CHARTS Folk (Country & Western) VII **Record Section** INVICE SATURE

Based on reports received last three days of Week Ending October 7

MOST-PLAYED JUKE BOX (COUNTRY &

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

POSITION Weeks | Last | This to date Week | Week WHY DON'T YOU HAUL OFF AND LOVE ME Wayne Raney King 791-BMI SLIPPING AROUND Ernest Tubb D 46173-BMI 20 12 5. LOVESICK BLUES..... Cowboys.....MGM 10352-BMI I'M THROWING RICE AT E. Arnold 15 THE GIRL I LOVE...... V(78)21-0083; (45)48-0080-BMI BLUES STAY AWAY FROM WHY DON'T YOU HAUL
OFF AND LOVE ME. . . M. Shiner D 46178—BMI
MY TENNESSEE BABY . E. Tubb D 46173
ONE KISS TOO MANY . . Eddy Arnold-The Tennessee Plowboy V 21-0051-BMI 15. WEDDING BELLS......J. Wakely and M. Whiting.... 15. I NEVER SEE MAGGIE

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

FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Waumpum: In the second week of the October polling of the nation's folk music disk jockeys by The Billboard, 63 wax-spinners named Wayne Raney's "Why Don't You Haul Off and Love Me" (King) as their top request. Following in order, the remaining leaders included Jimmy Wakely and Margaret Whiting's "Slipping Around" (Capitol), second; Hank Williams's "We ing Bells" and "Lovesick Blues" (MGM), third; Ernest Tubb's "Shipping Around" (Decca), fifth; Floyd Tillman's "Slipping Around" (Columbia), and Jerry Jericho's "Why Don't You Haul Off and Love Me" (4-Star), sixth; Delmore Brothers' "Blues Stay Away From Me" (King), seventh; Jimmy Wakely and Margaret Whiting's "Wedding Bells" (Capitol), eighth, and Bob Atcher's "Why Don't You Haul Off and Love Me" (Columbia), ninth.

For their prediction as to the top rustic hit of the future, the 63 wax-whirlers selected Floyd Tillman's "I'll Never Slip Around Again" (Columbia). The remaining toppers, in order, were Dolph Hewitt's "I Wish I Knew" (Victor), second; Hank Williams's "You're Gonna Change" (MGM), third; Kenny Roberts's "I Never See Maggie Alone" (Coral), fourth; Hank Williams's "Mind Your Own Business" and "Lost Highway" (MGM), fifth; Andy Parker's "By the Light of the Altar Candles" (Capitol), sixth; Hank Thompson's "Soft Lips" (Capitol), seventh; Pee Wee King's "Waltz of Regret" (Victor), and Jimmy Dickens's "My Heart's Bouquet" (Columbia), eighth.

Fred Kirby (MGM) is starting a d. j. show on WBT, Charlotte, N. C. . . . Tex Williams' Western Caravan has started a monthly publication, Western Life, with 10,000 circulation. . . . Jimmy Myers, the Philadelphia music pubber and head of Cowboy label, writes that Mac McGuire, leader of the Harmony Rangers and d. j. at WIP, Philadelphia, is on the sick list due to overwork. Both of the Philadelphia jamborees, the Hayloft Hoedown, WFIL, and the Town Hall Jamboree, ave folded. McGuire is still airing part of a show from his Shaguire ub over WIP Saturday nights. . . . Brother Wayne Wright, fiddler, has rejoined Bill Haley and Bashful Barney at WPWA, Chester, Pa. . . . Fred Cook, of Cookie and Ollie (Cozy), is returning the Silver Sage Roundup to the City Auditorium, Neosho, Mo., this fall for Saturday nights.

Artists' Activities: Bill and Arlene's Country Cousins are now at WRNL, Richmond, Va. They are the station's first rustic act in the past four years. . . . Pete Taylor (Quaker) now has d. j. shows on WKDN, Camden, N. J., and WWBX, Vineland, N. J. . . . Mac McGuire (Quaker), the WIP, Philadelphia, d. j. and folk music promoter, is convalescing from eye trouble at Hahnamen Hospital, Philadelphia, . . . Elmer and Pete Newman, of the Sleepy Hollow Ranch Gang (Columbia), are both doing d. j. shots, with Elmer working at WFIL,

(Continued on page 33)

M-140 "DUREOP"

EDDIE CHAMBLEE

1811

M-141

"MIGHTY HARD" (To Go Thru Life Alone) "MY HEART CRIES" (SPIRITUAL)

(VOCAL)

M-142 "NOW LORD"

CLEOPHUS ROBINSON

THE 4 VACABONDS

"I LOVE THE NAME JESUS" (VOCAL) M-143 BILL SAMUELS TRIO

"OZ T'NZI TI YAZ" "LET ME OFF UPTOWN" (INSTRUMENTAL) M-144

TOMMY DEAN "SWEET AND LOVELY" "JUST ABOUT RIGHT"

(BLUES) M-145 MEMPHIS SLIM "ANGEL CHILD" "NOBODY LOVES ME"

(INSTRUMENTAL) M-146 SONNY THOMPSON "BACKYARD AFFAIR" "DREAMING AGAIN"

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RATINGS (100 Point Maximum)

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

Records are reviewed three times: (1) for retailers; (2) for How Ratings Are Defermined operators; (3) for dirk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums

are subject to change depending on results of a survey of the music trade now being conducted. N S. indicates a record is not suitable for approval within the market.

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

ADTICT	
ARTIST	
LABEL AND	NO
EADEL AND	110.

TUNES COMMENT



POPULAR

ARTHUR GODFREY (Archie Bleyer Ork)

A lavender-and-lace treatment by a hushed, a cameo pop in minuet time. Doesn't register.

Ten Pretty Girls The housewives' Valentino does an engaging, nicely understated rendition of a familiar

KAY KYSER ORK (Georgia Carroll) oldie. Col 38596

Straightforward, pleasant piping of the pash On the Trail

TONI HARPER (Eddie Beal Ork) Col 38598

The Muffin Man

Cinderella Baby

BUDDY CLARK (Ted Dale Ork)

Tune seems to be off and winging, and this lyrical, poetic job by the late Buddy Clark should climb high and fast,

LAWRENCE WELK ORK Mercury 5322

treatment. Could catch on. I'm Throwing Rice A nostalgic soft-lights treatment of the hill

The Ring That I Gave You

EDDY HOWARD ORK Mercury 5325

Crocodile Tears Tune, a strong 'pop-corn' entry, gets a great production, with a weirdly effective crying-jag bit between Eddy's and the trio's vocals. Howard's hot, and this could be it

Everything They Said Came True Disk will be turned over to play this fine ballad, which Eddy sings solo and so slow.

GLEN GRAY ORK Coral 60106

A souvenir of Casa Loma's heydey is reissued. The fine dance tempo, a forgotten thing today, is striking. So's Kenny Sargent's vocal. Shine On Harvest Moon

OWEN BRADLEY & HIS QUINTET Coral 60107

AL GRANT-THE SATISFIERS FOURSOME King 15016

THE MERRIE MUSETTE ORK V 25-1137

500

100

FREDDY MARTIN ORK V 20-3554

ROY ROSS-BERNIE KNEE Alexander A-101

Grandma's Minuet

subdued Godfrey, with the ork tinkle-tinkling

jingle.

(Bob Carroll) The familiar clippety-clopper gets an earnest job from Bob Carroll.

Tune, a "Tisket-a-Tasket" kind of jingle, is perfect material for the wonderful little miss, who renders it with feeling and superb musicianship.

Toni gives it a great try, but the material is stodgy and conventional.

A Dreamer's Holiday

A gypsy-flavored torcher gets the soulful

hit should do much to establish it as a pop. Tex Cromer croons it sweet and low.

Bright, bounce treatment of country-flavored novelty ballad.

I Can Dream, Can't 1?

Another relaxed dance record from the same

Blues Stay Away From Me

Organ and deep-voiced guitar in boogle woogie rhythm make an effective backing for a boy-gai harmony on a country blues. Fairy Tales

The close-harmony-organ-guitar blend makes this wistful, striking country torcher an impressive item. Could be a corn sleeper? I Thought I Was Dreaming

Grant and the Satisfiers make a satisfying etching of an attractive ballad.

I've Got a Frame Without a Picture Pleasant rhythm tune is rendered neatly by Grant and the group.

When Katherina Plays Her Ocarina Musette treatment of happy novelty features an ocarina with Johnny Oisen's war-

bling. A gay, amusing trifle. Two Left Feet Polka A charming melody and striking lyrics mark this different polka

Bluebird on Your Windowsill

The song, a catchy bit of optimism, has been threatening to break for some time. This light easy version should help.

I've Got a Lovely Bunch of Coconuts This rousing, rowdy production of a cockney community sing job could sweep the tune to the top-and re-establish Martin.

Sweetheart, Make Your Mind Up

A charming old German drinking song in walts time has been dressed with an attractive English lyric here. Vocal and organ job presents it engagingly.

Those Thoughts of You Okay ballad gets the vocal-organ treatment. (Continued on page 32)

67--67--67

76--76--76

70--70--70

70--70--70

84--84--84

70--70--70

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RCA VICTOR RECORDS

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FRAN



82 MUSIC				The second secon	THE PARTY OF
	inued from page 31)	DISK	ING (Frank DeVol Ork)	Maggie does splendidly with a poignant Hugh Martin-Ralph Blane tune from "Meet Me in St. Louis."	85908580
ARTIST	TUNES	A I I		Mistletoe Kiss Polka The versatile thrush does an about face and comes out the winner in this brisk etching of one of the more promising of the newer Christ-	1090102
LABEL AND NO.	A TANKA BAR BAR BAR PARTER		GORDON MacRAE	See a st. Translate.	75777573
BIANUTA HALL	POPULAR Love's a Precious Thing	808080		Adeste Fideles Gordon doesn't quite capture the feeling of	686868
(Bennie Morton Ork)	The "South Pacific" star does a charming rhythm tune with folk quality. She shows a deft, happy touch with a novelty tune.		PEGGY LEE (The Jud	The Christmas Spell	84868482
4 20-3501	Don't Cry, Joe Miss Hall exercises her dramatic talent in a stagy, heavily torched treatment of the hit tune. It's different and should get some of the play.	82838281	Conlon Singers- Dave Barbour Ork) Cap 57-90035	Song at Midnight A pretty commercial Ale Wilder ballad for New Year's Eve is rendered prettily by	81838080
MINAH SHORE	The Star of Bethlehem Dinah is simply splendid in her treatment of this wonderful Christmas song. Zimmerman's	89908888	KAY STARR Modern 20-712	Kay rocks sensationally in this concert-de-	75777573
Col 38603	The Merry Christmas Polka This stacks up as the most sure-fire of the	909090		What Is This Thing Called Love? Another fine workout is lent the great song by the energetic Miss Starr as she gives out in a two-tempo deal.	73757370
	should get plenty of seasonal action	757575	THE KING COLE TRIO CAD 57-90036	A Christmas classic should keep going big	909090
	from the "That Midnight Kisa" flick.	79797880		(All I Want for Christmas Is) My Two Front Teeth	787878
LEIGHTON NOBLE	Bousing production is built around a natural sort of community-sing-type song.	88898787	JO STAFFORD (Paul	which is little more than adequate coverage.	828480NS
ORK Vecalion 55031	Highly impressive wax debut for the handsome society orkster. He shows off a pleasing voice and an excellent ork in this tasteful rendi-		Weston Ork) Cap 57-90037	Jo is wonderfuly reverent, as is the Weston backing, for the waxing of this religious piece	94 96 84 87
	That's My Weakness Now	88898888		Jo projects with angelic delicacy as she sings a beautiful John Jacob Niles folk ballad with	84808102
LEIGHTON NOBLE	at 49 cents.	84858385	CLARK DENNIS	O Little Town of Bethlehem &	808179NS
ORK Vocalion 55030	Tasteful arrangement and performance of the revived evergreen. Noble's tonsil work is			Dennis's fine tenor tonsus same in his de- livery of a pair of seasonal hymns.	858684NS
	Jealous Heart Noble's vocal carries the mail home in this highly danceable and most satisfactory ren- dition of the hit country ballad.		BENING STRONG OR	This is a magnificent recording of "O Holy Night," one of the more neglected Christmas hymns on wax. K Here Comes Santa Claus	77777678
CHUCK FOSTER ORK Vocalion 85034	My Bolero Pleasant and danceable is this etching of a tune which broke fast via a Vic Damons		Cap 57-90039	ditties which should show up strongest this year.	79787880
	The Last Mile Home The new waltz is rendered pleasangly by the Foster crew.			is bandled pleasingly by Strong and ork.	
CHUCK FOSTER ORK	That Lucky Old Sun Lee Shearin does a good vocal turn in thi dance rendition of the smash hit.	71727071	TEXAS SLIM	Devil's Jump Deep South guitar and moanin' vocal propel beat and feeling. The Numbers	77777578
BOB CROSS ORK	Nice dance job with a tune which is enjoying a modest success. The Right Time To Fall in Love	47454550		In the same vein, this is a blues lament for wrong guessers. Sweet Lovin' Baby	62626064
Rhapsody 2672	Not much of a song performed uninterestingly by a fair tenor band. Please Don't Wake Me Bame comment as above.	47454550	SPOON Modern 20-699	Witherspoon applies his impressive blues style to a colorless lyric When I Had My Money	
BOB CROSS ORK	My Dreams Have All Come True Weak tune, weak performance. When the Cotton Blossoms Bloom in	454448 38383640		Fine combo support helps the mood.	65656268
VINCE "BLUE"	Tune's even weaker on this side. Who's Sorry Now	6970696	CRACKLIN TRIO	Good blues trio does a slow blues, with leader warbling in the Southern style. Guitar steals	70706872
MONDI Atlantio 772	Mondi is a one-man band who sings, mak like a vocal trumpet and trombone ar keeps time on drums and high-hat. He go considerable spirit into this etching.	ts		Blues Blasters Shuffle Trio generates voltage on a fast boogle woogle instrumental, spotting fine guitar picking all the way. Little School Girl	1
	Some of These Days Employing the same gimmicks, Mondi aga manages to import spirit to the rendition of the familiar evergreen.		. (174)	Southern shouter does a light, easy blues with lift and galety. Rumba effect in trio's beat helps out.	
JIMMY ATKINS- DON BAKER Continental C-8118	An Old Christmas Card Atkins sings and recites pleasantly on rather pleasing Christmas ballad.			Suitcase Blues Hogg and group revert to an orthodox blues rhythm in a conventional Southern blues job	the same of the same of the same
Consideration	Organ and vocal rendition of the New Year	7274727 r's me	PEE WEE CRAYTON	blues in a likely follow up to his "Afte	T .
TONY PASTOR ORK	l've Got a Lovely Bunch of Coconuts Tony, chorus and ork have a lark w the fast stepping and spirited English impo	8586848 ith rt.	4	Hours" click. Brand New Woman Vocal blues in jump doesn't wallop like in strumental on flipover.	
	I Never See Maggie Alone This rousing vaude-type, infectious and sir able ditty is rendered crisply and spirited	8687858	5 LIONEL ROBINSON Gotham G-189		
FRANK SINATRA	That Lucky Old Sun	8888888	38	I'm Helpless Warbler falsettos an okay note-bender i the Bill Kenny manner.	
(Jeff Alexander Ork) Col 38608	to his historic "Old Man River" concepti	ion.	Gotham G-200	teasing performance of a cloying ballad.	
	Could 'Ja Frank Sinatra-The Pied Pipers Featherly rhythm ditty is handled affably	8385828 by		September Song Warbler roller-consters in an exaggerated smeary excursion thru the standard.	454545 d, 8383838
TED STEELE ORK	Prank and the Pipers on a three-year-old previously unreleased disking. I've Been Floating Down the Old	bus	BUDD JOHNSON	Brown's unique, gasping style. I nobed a	as or
Col 28607	Green River Resounding treatment of a tavern oldie wh is skedded for the revival treatment publish	nich ner-	Atlantic 887	I'll Get Along Somehow Thrush sings a good old torcher sensationally, with the style and grace that mark h	
	Itty Bitty Polka Lightweight polka is performed most inf		SMILEY TURNER	as a real comer	5555555
LEE COLUMBO Robin R491	You Call It Madness Columbo sounds amazingly a lot like the Russ as he warbles one of the master's at specials	aper		My Soul A complete switch here, as Turner turns fro	72727 om ed
	My Mistake He tackles a recent Kramer-Whitney ba but not quite with the ease displayed the topside.	6970686		Eck-styling on a pash beguine—does a ni job. (Continued on page 109)	

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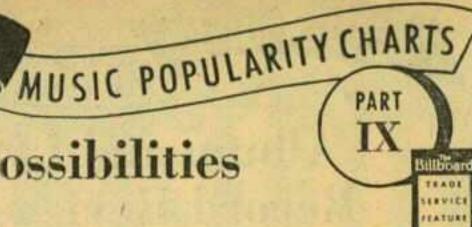
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58--72

64--64

85--85



THE BILLBOARD PICKS:

Billboard

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.

WHY WAS I BORN Wie Damone Mercury 5326

Damone continues to punch out money-makers for Mercury. Here he socks out a virtuoso performance of a beautiful Jerome Kern-Oscar Hammerstein show tune which will defy any follow-up duplications and competition. With Damone still sizzling hot, this disking should prove an immediate winner. Glenn Osser's background music lends the home-run authenticity to the performance.

CHARLEY, MY BOY Teddy Phillips Ork Tower 1461

The delightful Ted Fiorito-Gus Kahn oldie draws a real razzmatazzy etching out of the Phillips' crew with vocallure Lynn Hoyt delivering the lyric with the aid of ensemble. Disking is breaking in the Midwest and could be the beginning of a new life for the ancient tune.

IF I EVER FALL IN LOVE AGAIN Evelyn Knight Decca 24771

Miss Knight, who hasn't had a disking out in quite a while, scores with her etching of this ballad in the "I'll Never Smile Again" vein. With the Jeff Alexander chorus offering superb assistance, Miss Knight wraps it up in a perfect tempo and mood.

A DREAMER'S HOLIDAY Buddy Clark Columbia 38599

Just how much the artistry of the late Buddy Clark will be missed is reflected in one of his last etchings. The tune is an airy plug which has already attracted attention via a Perry Como disking. Clark's magical phrasing and full bary-tenor tones are at a supreme peak for this rendition and he is superbly aided by Ted Dale's backing. The flip shows Clark's schmaltzier albeit highly effective side on a gypsy-flavored bit called "Envy."

THE DISK JOCKEYS PICK:

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

1. MY GEE GEE FROM THE FIJI ISLES Chuck Thomas	Capitol 57-746
2. ENVYFran Warren	Victor 20-3551
3. LOVE'S A PRECIOUS THINGJuanita Hall	Victor 20-3557
4. IF I EVER LOVE AGAIN	Capitol 57-742
5. SEND TEN PRETTY FLOWERS TO	
MY GIRL IN TENNESSEE Blue Barron	
6. DON'T CRY, JOE Juanita Hall	Victor 20-3557
7. DOUBLE DATIN'	Capitol 57-730
B. THE STORY OF ANNIE LAURIE Art Mooney	MGM 10517
9. TOOT, TOOT, TOOTSIE Art Mooney	

THE RETAILERS PICK:

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

1. I WANT YOU TO WANT ME Mills Brothers Decci	24749
2. A DREAMER'S HOLIDAYPerry ComoVictor	20-3543
3. VIENI SU	20-3549
4. CANADIAN CAPERS	38595
5. TOOT, TOOT, TOOTSIEArt MooneyMGM	1 10548
6. MERRY CHRISTMAS POLKA Andrews Sisters-Guy Lombard	0
7 IF I EVER LOVE AGAIN Frank Sinatra Columbi	a 38572

THE OPERATORS PICK:

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

1. A DREAMER'S HOLIDAYPerry Como	Victor 20-3543
2. TOOT, TOOT, TOOTSIEArt Mooney	MGM 10548
3. DIME A DOZEN	Victor 20-3532
4. DIME A DOZEN	Columbia 38549
5. I WANT YOU TO WANT ME Mills Brothers	Decca 24749
6. MERRY CHRISTMAS POLKA Andrews Sisters-	Guy Lombardo
***************************************	Decca 24748
7. TOOT, TOOT, TOOTSIEAl Jolson	Decca 24108
8. BLUEBIRD ON YOUR WINDOWSILL Doris Day	Columbia 38611

FOLK TALENT AND TUNES

(Continued from page 30)

Philadelphia, while Pete is working an Allentown station. . . Sally Starr, wife of Jesse Rogers (Bluebird), is doing a one-hour d. j. shot from WJMJ, Philadelphia. . . Tex Daniels (Comar), of WSID, Baltimore, has replaced Ray Daniels, with Paul Seipp, who is doing a comedy character, Ezzie Sassafras, while Chuck Nash is new on fiddle. ... Sam Nichols (MGM) reports he just finished a pic, "The Kid From Gower Gulch," and is starting on a Red Ryder series of flickers. . . . The Sons of the Range (Regent) are pairing up with Bob Bennett, Philadelphia adman, with whom they will run their folk music park, the Rangers' Dude Ranch Park, Neshaminy, Pa., next year. They are also signed for another year's work at Totem Ranch in the near-by New Jersey vicinity.

Annie Lou and Danny, part of the Eddy Arnold entourage, have inked with Bullet. . . The Carraway Twins, Patty and Peggy, are working over KIOX, Bay City, Tex., and doing personals with Charlie Walker's Half Circle W Roundup. . . . Buck Beeman (Yale) has inked an exclusive writing pact with Dixie Music. . . . Judie and Julie Jones (Victor) are working as featured chirps with Dave Carter's orchestra

(Continued on page 119)



SIENTE

PEATURE



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 Christmas Medley, Paris I & II D. Rose Ork MGM 30211 A Girl-a Boy-a Dream

E. Gronet & His Polka-Time Ork (The Flying) Col 12418-F

A Little Love, a Little Kiss

T. Arden-H. Winterhalter Ork (I Can) I Can Dream, Can't I Col 38612 A Thousand Violins

P. Page (Just Got) Merc 5323 Are You From Dixie? Two Ton Baker-Tiny Hill (I'm a) Merc 5324

Artistry in Percussion 8. Kenton (Come Back) Cap 57-754 Away in a Manger Sportsmen Quartet (Up on) Cap 05-30118 Asure

B. Davis Jr. (Smile Darn) Cap 57-70045 Baby, Won't You Please Come Home C. Spivak Ork (Don't Cry) London 513 Balley's Boogle

Bailey Bros. (Stumbling) Regal 1199 Count Basic Dance Parade Album-C. Basie Ork (1-10") Col (33) CL 6079

Avenue C Danny Boy Goodbye Baby Hob-Nail Boogle Lonesome Miss Pretty Rambo Stay Cool Wild Bill's Boogle

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

V-Victor All other labels will continue to be spelled out. Where 78, 45 and 331/4 (LP) r.p.m. numbers are listed, the speed is indicated in parantheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

Better Safe Than Sorry Deuces (Never Scott-The Pour Thought) Disc Jockey DJ 1002

Black and White Rag Bister Slocum (I Ain't) King 15020 Bluebird on Your Windowsill D. Day (The River) Col 38611 Buddy Stay Off of That Wine

B. Jones (Thrill Me) Cap 57-70046 D. Jurgens Ork (I've Gotta) Col 38601

Christmas Time B. Barron Ork (Santa Claus) MGM 10523 Cocktail Capers Album

A. Van Damme Quintette (1-10") Cap (33) V-178 Dark Eyes

I Know That You Know If I Had You I've Got You Under My Skin Lover

Meadowland The Breeze and I The Man I Love

Nate Cole Trio, Vol. 4 Album (1-10") N. Cole Trio . . . Cap (33) H-177 Bobkick

For All We Know I Sued To Love You If I Hac You Laugh! Cool Clown Little Girl 'Tis Autumn

Yes, Sir, That's My Baby College Medley K. Griffin (The Sweetheart) Rondo 199 Come Back to Sorrento S. Kenton (Artistry in) Cap 57-754

Deck the Halls Sportsmen Quartet (Patapan) Cap 05-30119

Don't Cry. Joe (Let Her Go, Let Her Go, Let Her Go)

C. Spivak Ork (Baby Won't) London 513 Drink a Highball The Starlighters Chorus (Winter Song) Cap 57-763

Festival of Boses M. Whiting (Three Rivers) Cap 57-748 Far Above Cayuga's Waters The Big Red Team (Sweetheart of)

Cap 57-762 For You, My Love L. Darnell (Lost My) Regal 3240 Glad Rag Doll

N. Lutcher (Lutcher's Leap) Cap 57-70044 Good King Wencestas H. Derwin (Jolly Old) Cap 05-30121 Hall to California & Rally Song

U. C. L. A. Glee Club (Notre Dame) Cap 57-764 Honey Catches Flies G. Scott-The Four Deuces (No One) Disc

Jockey DJ 1004 Hop Scotch Polka

G. Wisniewski & His Harmony Bells Ork (My Fanny) Dana 2054

Hawalian Sunset

10522

The Charioteers (This Side) Col 38602 Hot Pretzels

B. Gale Ork (Sing Until) Col 12422-F I Ain't Got Nobody Sister Slocum (Black and) King 15020

T. Arden-H. Winterhalter Ork (A Little) Col 38612

I Never See Maggie Alone B. Strong Ork (When My) Cap 57-750 I Saw Three Ships

H. Derwin (Jingle Bells) Cap 05-30120 If Every Day Would Be Christmas J. Desmond (You're All) MGM 10524 I'll Get Along Somehow-Parts I and II

L. Darnell (I'll Get) Regal 3236 I'm a Bigger Man Than You T. Hill-Two Ton Baker (Are You) Merc

5324 I've Gotta Keep Lovin' You D. Jurgens Ork (Carmelita) Col 38601 Jingle Bells

H. Derwin (I Saw) Cap 05-30120 Jingle Bells A. Mooney Ork (The Mistletoe) MGM

Johnny Bach A. Shelton (The Hours) London 479 Jolly Old St. Nicholas H. Derwin (Good King) Cap 05-30121

Just Got To Have Him Around P. Page (A Thousand) Merc 5323 Keys to Romance Album (1-10")

B. Cole . . . Cap (33) H-175 Cheek to Cheek It's Easy to Remember I've Got the World on a String Orchids in the Moonlight Sophisticated Lady The Moon Was Yellow This Is Romance

Look for the Silver Lining Garland (Merry Christmas) MGM

Lost My Baby L. Darnell (For You) Regal 3240 Lotta Pizzicato

P. DeVol (Southwest Territory) Cap 57-752 Lutcher's Leap

N. Lutcher (Glad Rag) Cap 57-78044 Merry Christmas J. Garland (Look for) MGM 30212 Merry Christmas Waltz

B. Clark (Winter Wonderland) Col 39800 Mister Sears and Rocbuck

D. Barry-D. Gibson-The Black-Smith Trio (The Big) Holiday HR 1001 Moonlit Waters

E. Pelice Quartet (Willoughby, Willoughby) Cap 57-753 Music for Dancing Album (1-10") E. Le Mar Ork . . . Cap(33)H-176 Music for Romancing Album (1-10") P. Weston Ork . . . Cap (33) H-153

April in Paris Everything I Have Is Yours Gone With the Wind My Romance Orchids in the Moonlight Poor Butterfly Sleepy Time Gal

Time on My Hands My Christmas Rolled Around Today R. Leonard-A. Bandini Ork (People of) Mello-Strain MS 110

My Fanny G. Wisniewski & His Harmony Bells Ork (Hop Scotch) Dana 2054

My Treasure Harmony Bells Ork-G. Richards (Who But) Dana 2050

Nalani N. (King) Cole & His Trio (You Can't) Cap 57-749

Never Thought I'd Ever Dare V. Hoffmann-The Four Deuces (Better Safe) Disc Jockey DJ 1002 No One Knows the Answer

H. Kern-The Four Deuces (Honey Catches) Disc Jockey DJ 1004 Notre Dame, We Hail Thee, & Notre Dame Victory March

Notre Dame Glee Club (Hall to) Cap O Come, All Ye Faithful

B. Eckstine (O Holy) MGM 10525 O Holy Night B. Eckstine (O Come) MGM 10525

Oh, You Beautiful Doll M. Torme (There's a) Cap 57-751 One Man Woman

"Keely" Smith (You Cook) Happiness 103 Sportsmen Quartet (Deck the) Cap 05-30119

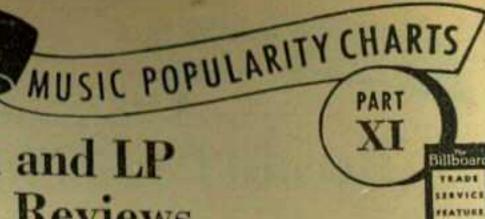
People of the U. S. A. R. Leonard-A. Bandini Ork (My Christmas) Mello-Strain MS 110

Edith Piaf Sings (1-10") E. Piaf . . . Vox Polydor (33) PLP 3050 Samba Album (1-10") C. Reyes . . . Cap (33) H-179 Santa Claus Is Comin' to Town

B. Barron Ork (Christmas Time) MGM Sing Until the Cows Come Home

B. Gale Ork (Hot Pretzels) Col 12422-F (Continued on page 110)

Album and LP Record Reviews



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

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

THE RATINGS

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Max. Pts. 1. Production idea (grouping of selection continuity) "Name Value" 13 4. Manufacturers' Distribution Power10 5. Exploitation Aids 10 Record company and other advertising-promotion, film, legit and other plugs) 7. Record Quality 5 8. Manufacturers' Production Efficiency.. 5 (art work, binding, wrapping)

THE CATEGORIES

MERRY CHRISTMAS MUSIC-Perry Como (4-10") Victor P-161

That Christmas Feeling: Winter Wonderland; Santa Claus Is Comin' to Town; I'll Be Home for Christmas; White Christmas; Silent Night; O Come, All Ye Faithful; Jingle Bells.

Re-release of a prime Christmas season best seller should enjoy at least every bit of the success it has enjoyed previously.

JUKES Fine seasonal stuff.

JOCKS Sure fire Christmas wax.

BEETHOVEN: SYMPHONY NO. 5 IN C MINOR, OP. 67-The aris Conservatory Ork-Carl Schuricht, director (1-12") London (33) LLP 7

Add another Beethoven Fifth to the already swelled lists. This waxing has some certain distinction over its predecessors in that it is magnificently recorded and is possessed of a tonal quality which has hardly ever been surpassed even by other of the FFRR technique etchings. The conception of the familiar Beethoven workhorse hardly if at all steps out of the bounds of the traditional interpretation. And the Paris Conservatory group amends the traditional reading with some exceptional playing. The orchestra manages to achieve an ensemble perfection and sound which is outstanding.

JUKES For LP equipped Not suitable. stations, a sounding Fifth.

GILBERT AND SULLIVAN: PIRATES OF PENZANCE—The D'Oyly Carte Opera Company-Isadore Godfrey, director-The New Promenade Ork (2-12") London (33) LLP 80/81

A sheer delight is this magnificent recording of Gilbert and Sullivan by the masterful D'Oyly Carte troupe. To put it in Broadway vernacular, diehard Savoyards will likely blow a fuse over this particular G & S favorite as well as over the series of D'Oyly Carte recordings of G & S operettas which London is readying for the market. If each succeeding waxing is as good as this one, then blowing of a fuse is entirely justified. For never in recording history has there been such a wonderful recorded reconstruction of the brittle and witty words and music of G & S. Martyn Green's Major General Stanley, a much-praised performance for many years, is captured superbly on wax as is the generally splendid work of entire D'Oyly Carte company. Could be a bestselling item in class locations, a popular package elsewhere.

JUKES Not suitable

JOCKS Lengthy but entirely worthwile FM and longhair stuff:

SLUGGER AT THE BAT-Pee Wee Reese, Jackie Robinson (2-

Columbia MJV-57 (2-10") Two great stars of the pennant-winning Dodgers do a good job in teaching a bunch of kids the value of team play as opposed to grandstanding. Script is full of baseball lingo, is believeable, and should have strong appeal to school-age children. Release is the first produced under Hecky Krasno's direction at the diskery, and it's a good one. Cover is attractive.

JUKES Not suitable.

JOCKS A natural for kid shows this time of year.

MISS LIBERTY ALBUM - AI Goodman Ork-Wynn Murray-Martha Wright-Bob Wright-Sandra Deel-Jimmy Carroll-The Choristers-(4-10") Guild Victor BN 4

Give Me Your Tired, Your Poor; Let's Take an Old-Fashioned Walk; Only for Americans; Paris Wakes Up and Smiles; Homework; You Can Have Jim; Little Fish in a Big Pond; Just One Way To Say I Love You.

This Bluebird album offers the cream of the big Berlin show score at a budget price. For buyers who don't insist on the original show cast, this is more than adequate. Voices are better than the usual musical comedy voices on disks, and Goodman's ork support is top grade. Abundance of single diskings of the hit tunes may cut into the package sale, but in the long run this attractive box should do well for itself.

JUKES Not suitable. Quality equals higher - priced diskings of show material.

The Goldman Band, conducted 70 by Edwin Franko Goldman

Columbia C-191 On Guard; The Gladiator; The League of Composers; Our Flirtations; The Golden Rule; Glory of the Yankee Navy; American Ideals; V. F. W. March.

All collectors of band music will go for this collection, since most of the marches are new to wax. Also the Goldman unit stands as the greatest of its kind since the golden days of Sousa himself. The numbers are melodious and swingy, in the style these great American bandmasters have established. There's nothing special in the recording itself, however. JOCKS

JUKES Not suitable Fine for band shows.

GEMS FROM JEROME KERN MUSICAL SHOWS-RCA Victor Light Opera Company-Leonard Joy, director (6-12") Victor CO-31

Selections from Very Good Eddie; The Girl from Utah; Leave it to Jane; Oh Boy; Show Boat; Sweet Adeline; Sally; Cat and The Fiddle; Music in the Air; Roberta. This handsome selection from the masters

great show scores was originally issued in 38, but Victor has re-coupled the sides for automatic players, and also apparently doctored the sound. The set has always sold well, and now should enjoy a new lease on life. The ork and chorns are in the "operetta" rather than "musical comedy" style, but they provide a full supply of bright, lifting melody that will probably sound just as fresh 11 years from today. Cover is same as the origin.

JUKES JOCKS Fine Not suitable. program fodder.

STAMPEDE (A Tale of the West) -Gene Autry Columbia MJV-55

Autry, the flick, radio, disk warbler from the West, eatenes the rustlers red handed in a fast action story. There's music, sheetin', animals, an Old Timer, and an Indian lad-all within the formula, and the cast does a right fine job. It's just right for the 7 to 11 age group, and should be a strong gift item. Cover is an eyeeatcher.

JUKES Not suitable.

JOCKS Strong program material.

'Spin That Platter,' 1-Reeler Pic, Stars 49 Leading Jocks

featured in a short, Spin That Plat-

recently. The film is the first of two the flickery will release this

The one-reeler, produced by Ralph Staub, will feature such New York spinners as Art Ford, Jack Eigen. Martin Block Bob Smith, and Rayburn and Finch. Reps of Los Angeles, Houston, Miami, New Orleans, NEW YORK, Oct. 8 .- Forty-nine of Washington, Boston, Buffalo, Clevethe nation's leading disk jockeys are land Detroit, Chicago, Omaha, Denver, Salt Lake City and San Franter, which Columbia Pictures released | cisco also are included in the flicker.



White Christmas

vww.americanradiohistory.com

RCA Victor 20-3578 (78 rpm)



I WANT TO WISH YOU A MERRY CHRISTMAS"

HERE COMES SANTA CLAUS'

RCA VICTOR
45 RPM (47-3071)
78 RPM (20-3575)



with

RCAVICTOR



RPM RECORDS

ONLY S

and Players

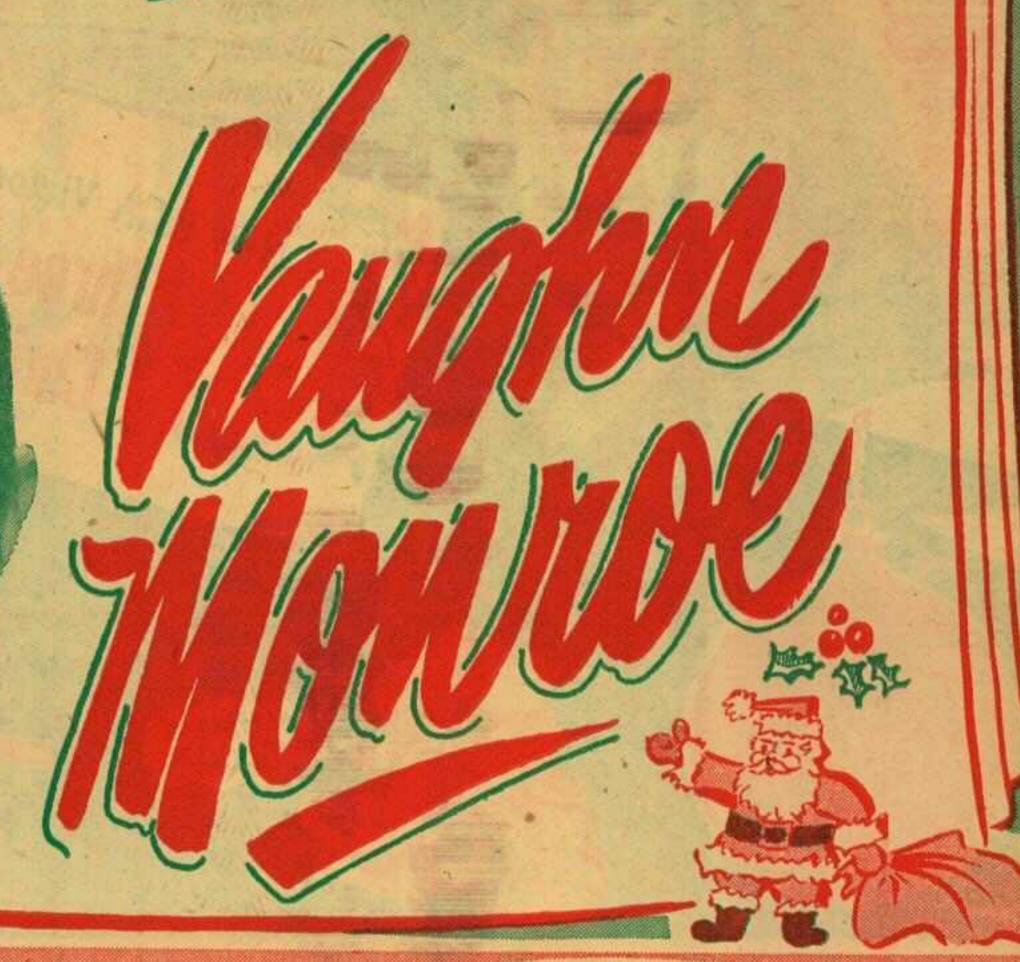


"The Jolly Old Man in The Bright Red Suit"

bocked by

"AULD LANG SYNE"

RCA VICTOR — 45 rpm — 47-3070 RCA VICTOR — 78 rpm — 20-3574



Say "Merry Christmas"

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(45 rpm)



White Christmas Winter Wonderland

Santa Claus Is Coming To Town Adeste Fideles

Say "Merry Christmas"



RCAVICTOR



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Say "Merry Christmas"

with

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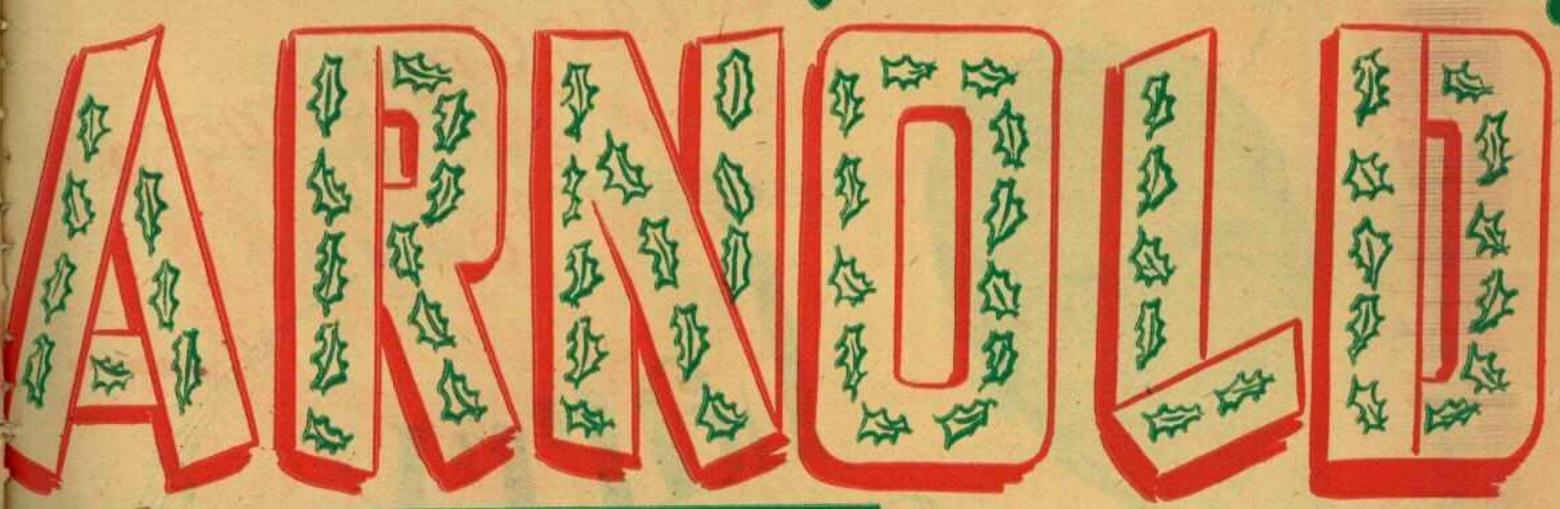






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The Tennessee Plowboy, and his Guitar

"C-H-R-I-S-T-M-A-S"

and

WHEN SANTY COMES

WHEN SHANTY TOWN"

TO SHANTY TOWN"

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RCA VICTOR - 78 rpm (21-0124)



Say "Merry Christmas"

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apyrighted material



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FOY WILLING AND THE RIDERS OF THE PURPLE SAGE

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OU THE COMBOYS"

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"Christmas on the Plains"

"Wonderful Christmas Night"

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"Up on the House top"

RCA VICTOR 48-0129 (45 rpm) RCA VICTOR 21-0126 (78 rpm) TENERSONS OF STREET

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RPM RECORDS



Say "Merry Christmas"

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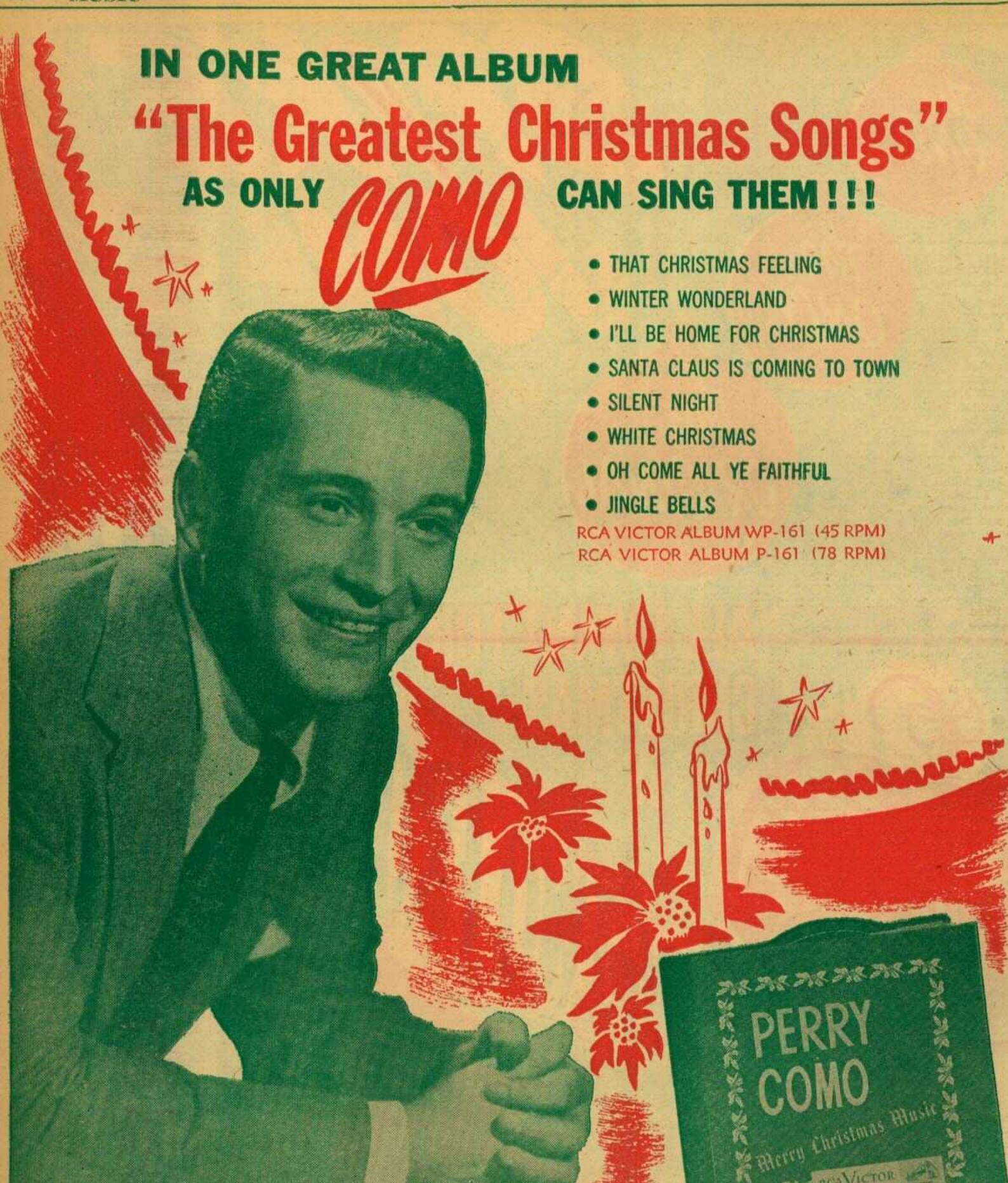
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In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit. In listing of recordings, no so-called collector's items are given.

The record listing is representative, not necessarily complete.

By Jack Burton

The Honor Roll of

Popular Songwriters

NO. 41—JEROME KERN

biographical picture-shooting spree, the MGM lion conceived Till the Clouds Roll By. The film was sprinkled with stars, splashed with technicolor and billed as "the mammoth musical of Jerome Kern's dramatic life story."

Of course, promotion picture protion can be taken with a box of salt, but this ballyhoo for Wait Till the Clouds Roll By set a new all-time high for overstatement, even for Hollywood. For there was nothing dramatic about the life of Jerome Kern, a small, bespectacled, mildmannered man who might have been mistaken for a college professor.

"Why, I've only had one wife," he remarked when the cameras were still rolling on his "dramatic life story," "but the studio feels that I need more than one woman in my past so they've stuck in as many as they liked."

Morover, the only glamour Jerome Kern had was the glamour he put into his songs-glamour as indestructible as that which illumines the writings of Mark Twain or the poems of Robert Burns, who also were good and honest craftsmen.

Born December 27, 1885, in the Sutton Place section of New York City, Kern learned to play the piano from his mother, who joined her three sons in giving eight-handed piano recitals in the parlor of their home. While attending high school Kern played the organ for the assembly and wrote the music for student shows. And upon graduation, when he enrolled in the New York College of Music, he was determined to make music his life career.

Such an ambition, however, was temporarily thrown into reverse by Kern's father, who put his son to work in his furniture store. But when the young business neophyte signed an order for 200 pianos when he had been told to buy two, Kern pere hastily decided that Jerome's future lay in fields other than commercial. He sent him off with a parental shoulder-shrug to Germany to complete his ambitious musical training. Incidentally, nobody knows what happened to the 200 pianos.

Consequently, when Jerome Kern first set foot in Tin Pan Alley in 1904 he had a Master of Music diploma and the Heidelberg equivalent of a Phi Beta Kappa key, but he had to serve the same humble apprenticeship as did his contemporary run-ofscale tunesmiths, who hunted almost exclusively among the black keys for their make-a-fast-buck melodies.

Song Plugger

Kern plugged songs in the music epartments of Manhattan's depart-

SONGWRITERS COMING UP!

October 22 Issue COLE PORTER

- In Issues Subsequent to October 22 The Billboard Will Present

> SIGMUND ROMBERG GEORGE GERSHWIN RICHARD RODGERS VINCENT YOUMANS A. BALDWIN SLOANE HARRY RUBY (with BERT KALMAR) ARTHUR SCHWARTZ (with HOWARD DIETZ HARRY B. WOODS DUKE ELLINGTON

In 1945, when Hollywood was on a ment stores at \$7 a week, served Marie Dressler as an accompanist on a vaudeville tour and eventually was entrusted with the rather thankless task of writing songs to be interpolated in foreign musicals imported for Broadway production. But finally he was given a chance to show what he could do on his own. His first two musical comedy scores got no rave notices, but the critics found in his songs a refreshing charm, an ingenious wistfulness and a forthright honesty that gave promise of a new era in American popular music.

MUSIC POPULARITY CHARTS

"Who is this Jerome Kern," Alan Dale asked in 1910, "whose music towers in an Eiffel way above the average primitive hurdy-gurdy accompaniment of the present-day musical comedy?"

So the dramatic reviewers weren't exactly taken by surprise when Jerome Kern came thru with his first smash song hit, They Didn't Believe Me, an interpolated number in The Girl From Utah, which had its Broadway premiere at the Knickerbocker Theater on the evening of December

sical calendar, for it marks the beginning of as brilliant a musical career as any in our country's popular music history. In fact, They Didn't Believe Me gave Jerome Kern the green light on the road to fame and fortune, and during the next quarter century this prolific composer wrote the scores of 33 productions, nine of which he turned out in the 1917-'18 season alone.

The Lush '20s

It was during the lush and fabulous 20s, when all America was dancing to Raggedy Ann and singing Sunny and Who, that Broadway discovered that Jerome Kern possessed a bold pioneering spirit in addition to a rare talent for writing songs that touched the hearts of millions. For in 1926, Kern announced, after reading a best seller by Edna Ferber, that he intended to make this novel the basis for a musical show. Broadway was horrified by the suggestion. It violated the formula for girl-and-music shows! It was contrary to all musical comedy tradition! Even Edna Ferber was skeptical and thought the idea fantastic.

But the vision and courage of this soft-spoken theatrical rebel finally prevailed in 1927-and Show Boat was the result. It had everything-a great book, a great score, a great cast. In a phrase, it was perfection. And while Jerome Kern wrote many outstanding songs later, his Show Boat music is Kern at his brilliant best. The common touch, the universal appeal of this music was best expressed by Edna Ferber in 1939 when she wrote:

"As the writing of the play Show Boat proceeded . . . I heard bits and pieces of the score . . . I had heard Can't Help Lovin' Dat Man with its love-bemused lyric. I had melted under the bewitching strains of Make Believe and Why Do I Love You? and Gaylord Ravenal's insolent and careless gambler's song. And then Jerome Kern appeared at my apartment late one afternoon with a strange look of exaltation in his eyes. He sat down at the piano. He doesn't play the piano particularly well and his singing voice, tho true, is negligible. He played and sang Ol' Man River. The music mounted, mounted, and, I give you my word, my hair stood on

end, the tears came into my eyes, and | composer would have liked. It was so I breathed like a heroine in a melodrama. This was great music. This was music that would outlive Jerome Kern's day and mine. I have never heard it since without that emotional surge."

It was during this same period that Jerome Kern amassed a tidy fortune in a field other than music. He made books his hobby and started to collect first and rare editions. The dealers rubbed their hands gleefully at his approach. For he never questioned prices. He simply bought booksoften at twice their true value. He was a heaven-sent lamb waiting to be shorn, and the boys in the book marts clipped him good. At least they thought they did, until the day of final reckoning came. That was in the autumn of 1929-shortly before the Wall Street debacle in which many affluent songwriters lost their shirts, sport and dress alike.

Kern had found that he had become a slave to his hobby—that his books now owned him. So he offered the entire library at auction. The sale netted the "shorn lamb" \$1,729,462, and dealers who had sold him rare editions at fantastic prices bought them back at three or four times what they Burns's poems-the price of which had been kited from \$2,000 to \$6,500 when Kern first hove in sight, sold for \$23,500.

"Now you're a millionaire," the auctioneer told Kern at the completion of the sale. "What are you going to do with the money?"

Kern took a hasty glance at the final auction figures and then walked around the corner where he purchased a first edition he long had coveted but felt he couldn't afford.

Hollywood

Jerome Kern left New York in 1934 in answer to the siren call of Hollywood, where for the next 11 years he repeated his Broadway successes in a new medium — sound pictures which both challenged and proved his amazing versatility. But he was never a Hollywood man at heart. His eyes were always turned eastward to Broadway. An he dreamed of the night when this most generous but fickle of thorofares would hail another Jerome Kern hit—a stageshow, not a picture.

His dream almost came true. He returned to New York in the late fall of 1945 to complete the arrangements for writing the score of a musical in which Ethel Merman was to be starred in the role of Annie Oakley. He held several conferences with the producers — Oscar Hammerstein II, his collaborator on Show Boat, and Richard Rodgers, who occupied Kern's old throne in the realm of musical comedy. But before Kern wrote a single note of the music of Annie Get Your Gun, he was stricken with a heart attack November 9 and died in a coma three days later.

An editorial writer on The New York Herald Tribune wrote an obituary for Jerome Kern that this gifted

Owing to space limitations, The Billboard this week has omitted from. the Honor Roll of Songwriters the usual listing of Best Known Songs and Recordings. Readers who want such a listing of Jerome Kern's songs may obtain same by writing to the Music Department, The Billboard, 1584 Broadway, New York 19, N. Y.

simple and so true:

"Our guess is that the songs Kern wrote will live for a long time. . . . Genius is surely not too extravagant a word for him. . . . He will be mourned by all those whose lives he somehow enriched. He left us rare treasures."

Sacks . To Settle Clark Estate; Sets Memorial Album

NEW YORK, Oct. 8.—Columbia Records veepee in charge of pop artists and repertoire, Manie Sacks, took off for the West Coast yesterday (7). Sacks took the trip to help straighten out the estate of the late Buddy Clark, whose death in an airplane crack-up last week-end shocked the music world.

Prior to his departure, Sacks set a memorial album for Clark for im-Tabbed Buddy mediate release. Clark Encores, the package will consist of the late crooner's eight best had cost the gullible composer. One selling sides, including such waxings Ring this night in red on your mu- item-a presentation copy of Robert as Linda, I'll Dance at Your Wedding and All by Myself.

> Sacks is also readying a second memorial package which will be composed of eight sides sliced by eight of Columbia's leading pop artists. The income derived from this package will go to the Clark estate.

Palda and Cowboy Get Philly Divorce

PHILADELPHIA, Oct. 8.—Cowboy Records, this town's oldest label specializing in the Western spinnings, and the Palda Record Company, which had been manufacturing and distributing the label, parted company this week. James E. Myers, Cowboy prexy, said that with Palda's commitments to other labels, including Noel, Tara and Rich-Tone, as well as its own race and children disks, the Cowboy label was being neglected.

As a consequence, Cowboy label will return to the direct supervision by Myers and Veepee Jack Howard in manufacturing and distribution. Myers and Howard handled the artist-and-repertoire end when the pact was made with Palda earlier this year. Future plans for the Cowboy label call for reissues of its catalog of some 30 sides on long-playing platters.

Atlantic Pact 'Semi-Exclusive'

NEW YORK, Oct. 8.—An unusual "semi-exclusive" contract was inked this week by Atlantic Records and the new Jackie Cain-Roy Krals band. The deal calls for Atlantic to cut 12 sides in a year, but allows the crew to cut for another label, provided that the label is considered a "major." The idea is that appearance of the band on a big label will help promotion-wise.

The bop group, led by the former Charlie Ventura chirp and pianist, also consists of a cello, guitar, bass and drums. Its first Atlantic date

was cut Thursday (6).

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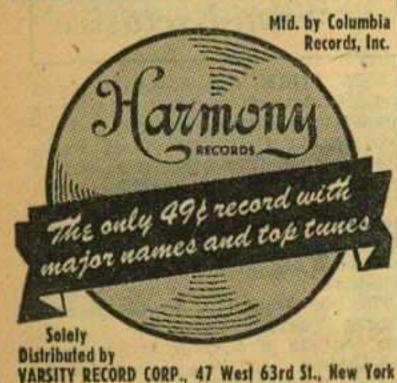
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The Whole Country Panacea for Music Licensing Expo in Philly Headache 2 Months Away as NBOA Concludes Chi Confab

(Continued from page 17)

the music licensing committee the figures of what the ballrooms did in the way of grosses during the past year. Archer asked that operators send in a complete report, broken down into monthly periods.

BMI on the basis of what they are met for a short meeting during a spending for music, Haverlin and the bar convention. Roberts said he and NBOA committee proposed to work Kaye went over the radical differout a separate ballroom licensing ences between ballroom and hotel agreement based on admissions. The operation. Roberts pointed out that BMI and NBOA reps, at a meeting terpalaces operate primarily on oneto be held within the next 30 to 60 night stands as opposed to the locadays, will look over these receipt tion policies of hotel rooms which figures, which will be based on in- use music. He pointed out to Kaye ternal revenue reports. After a com- that ballroom operators pay a much will jointly establish different brack- than hotel rooms. Terp ops also and fees will then be established.

music licensing talks at the convention, said that until the 30 to 60-day conference period is over, operators

NBOA Has Hope Of Scuttling

(Continued from page 17) ermann pointed out that when Congress passed the admission tax law in 1917, the bill contained two separate codes: (a) Which covered the admission tax as applied to ballrooms, etc., and (e), which applied to cabarets. He said that a strict line of demarcation was retained until the Avalon case of 1947.

Alice McMahon, Indiana Roof, Indianapolis, suggested that all NBOA attempts to secure Congressional relief be channeled thru either Roberts or Ashermann, for she felt that independent groups within NBOA working toward the same end, might deter the cause without proper advice. She said reports from Washington sources indicated that such private attempts were doing more

harm than good.

Roberts revealed that he and NBOA brass will meet within the next three weeks with reps of the Internal Revenue Department to discuss a ruling which might take ballrooms out of the cabaret tax bracket Roberts cautioned immediately. those who are classified as cabaret ops to pay the tax. He pointed out there is an extra 25 per cent penalty on those ops who do not hand in their 20 per cent accounting. Roberts further stated that an operator must pay 20 per cent of his concession and service gross to the feds, and not 16 per cent as some have been doing. In order to make those payments retroactive if and when the ballrooms are declared out of the cabaret classification, the ballroom owner must assume the 20 per cent stipend.

Rondo in Chi

NEW YORK, Oct. 8 .- Reports that Rondo Records had shifted its main office to New York from Chicago were denied this week by Nick Lany, who operates the diskery in conjunction with J. F. Bard. According to Lany, Chicago will continue to serve as the label's principle base of operations.

have them consult with the New who are interested to submit to York BMI headquarters, where they will be informed to hold off until they receive further word.

Pact Groundwork

Roberts pointed out that the groundwork for a different licensing pact than the one given hotels was laid this summer in St. Louis when While hotel ops are now paying he and Sidney Kaye, BMI counsel, prehensive study, the two groups higher price per night for their bands ets for various types of operations must pay a travel charge when bands make a long jump. In addition, Haverlin, who was present at the Roberts pointed out that agency commissions on locations in hotel rooms are a maximum of 10 per cent, while many agencies receive a maximum who are contacted by BMI reps of 20 per cent. on one-night tours. thruout the country should in turn He pointed out that the additional 10 per cent is charged to the cost of the band.

Roberts said he feels from talks with men like Jules Collins, sales manager of ASCAP who also was present during the NBOA conclave, that the society will soon be working out more equitable rates for ballrooms. NBOA has always criticized the "very involved" requirements set Ballroom Ops up by ASCAP for reckoning licensing fees and attempts will now be made to establish a standard basis for setting fees. Roberts said that he feels, too, that ASCAP is not seeking to raise rates, but merely wishes to work out a simpler formula. He emphasized that any figures, sent in by any operator, will be kept in strictest confidence and again urged any and all ballroom men to supply figures to make the study as authen-

tic as possible. The convention passed a motion music licensing trio to negotiate on to reckon licensing fees, which would directors for approval. Included would be a clause that any new agreement, which was okayed, would not mean a greater outlay of money for licensing than occurs today.

NBOA Okays State Group Plan Set-Up

(Continued from page 17) rooms to garner publicity in the State's papers and on radio stations.

Ken Moore of Aragon-Trianon Enterprises, Chicago, elaborated on the value of State associations within the national group. State associations will boost membership, thus making NBOA mean more when concerted national action is necessary, such as in the current excise tax relief drive, he said. A number of State orgs means a better and faster sounding board of opinion, as to how the board of directors should act. It will also provide a faster means of communication to discuss mutual problems, he added.

Alice McMahon will hold a meeting of Indiana operators October 31 at 2 p.m. at the Indiana Roof, where plans for a Hoosier group will be formulated. The Ohio operators, who numbered about 20 out of 140 ops at the meeting, plan to stage a similar get-together soon.

Oct. 17 To Hypo Sales of Records

PHILADELPHIA, Oct. 8.—The first major city-wide promotion to aid the sale of records will be staged here October 17, 18 and 19, when the Record Dealers' Association, headed by Nathan Fischer, stages its first exposition in the ballroom of the Broadwood Hotel. The record show, for both trade and public, is being prepared by Solis S. Cantor and Adolph Strauss, who head ad agencies here under their own names.

The exhibit will be devoted exclusively to the showing of records, record players, combination sets and allied items. The first day, October 17. all record de: lers in Philadelphia and vicinity will be invited to attend a meeting at which reps of the wax manufacturers will talk on record merchandising, new products, displays and other store aids. Before and after the meeting, exhibit booths will be open for placing of orders by dealers.

The public will be invited for the Tuesday and Wednesday showings. To hypo attendance, recording artists will make personal appearances and practically all of the town's disk jockeys will originate their platter shows from the Broadwood Hotel exhibit. Tickets for free will be distributed by dealers, distributors and the

disk jockeys.

Sic T-Men on Private Clubs

(Continued from page 17) the growth of psuedo-private clubs. Miss McMahon pointed out that private individuals have started a ballroom-night club operation under the guise of a private club. Merely by direct mailing a telephone directory to authorize the present NBOA list with "membership cards," a private club operation is set up with a the basis of a single factor on which | State charter. Under the charter, the operator is able to run with a smaller then be submitted to the board of band scale than ballrooms. In Indianapolis, terp ops pay \$3.50 per hour, while private clubs are charged \$2.50 per hour. A private club liquor license in Indiana is \$250, while tavern operators foot a \$1,500 yearly license bill. A private club operator doesn't pay Social Security and unemployment tax and gets away from other State and fed collections.

Miss McMahon reported that thruout the country these clubs exist largely from the take from gambling devices. Because of the big profit, they are able to offer merchandise and dancing at a much lower price.

She urged that State associations and terproprietors take steps to make local, State and federal law enforcement officials check into these opera-

tions.

Herb Pauley, of Turnpike Casino, Lincoln, Neb., recommended that ops contact their attorney general and the State liquor commission to clean up these conditions.

In another talk, Herb Martinka, Kato Ballroom, Mankato, Minn., lashed out at the prevalent practice of free wedding dances. He said the evil occurs when ops rent their ballrooms for a small charge and allow them to take over the operation.

To counteract this practice, Martinka has instituted a plan whereby he turns the ballroom over to the wedding party for \$25. In return, he supplies 500 free ducats and for anyone coming into the ballroom without the Oakley, he charges 25 cents and is doubling the stipend.

Ballroom Ops Urged To Study Musicians' Contract Clauses

(Continued from page 17)

in advance and that this offers proalso the operator if plans go awry.

In an attempt to avoid overplaying of a particular community, Jones suggested the following clause: "It is understood and agreed that (name of leader) and his orchestra will not perform within 100 miles from (name of ballroom) during the 30 days prior and 15 days after (date of the engagement)." He pointed out that this clause is important mostly for name orks, where a guarantee is high and the operator must be doubly protected. It would also restrain bookers from overtouring a sector, which he said is becoming more widespread monthly, as more ops drop name and semi-name policy in favor of lower budget bands.

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BATSON FARM AGENCY, INC.

In order to safeguard against arguthat territory orks are booking months ments over the ork taking out percentages on everything sold in the tection, not only for the orkster, but ballroom, he suggested the following clause: "Percentage applies only to box office receipts." Many instances of a leader seeking to take a percentage of concessions and booth charges have cropped up recently,

> He recommended that the following clauses be excluded from contracts: (1) The purchaser agrees at his own cost and expense to furnish a public address system in perfect working order and assume all operating cost thereof; (2) it is understood and agreed that the producer (band leader) shall have the right to sell his own souvenir programs and other novelties at the gate, preceding and during the time of this engagement, and that no receipts thereof shall be credited in any way to the purchaser; (3) it is understood and agreed that the purchaser (ballroom op) shall give two passes each, free of charge, for performances mentioned in this agreement to any or all record spinners on various radio stations in the city where engagement is to be played. It is understood and agreed, however, that no passes or free admissions will be issued to any person without the consent and approval of the producer; (4) it is understood that the maximum admission to be charged is (price) and the minimum is (price).

Jones lambasted the p.a. clause, setting admission prices. pointing out that the "perfect working condition" portion was a hitch. He cited earlier instances, reported cent in order to allow the operator in The Billboard, of controversy over a chance to make some gelt. He also the souvenir situation to illustrate suggested some action by NBOA to the fallacy of this clause. He stated get guarantees cut. No group action

Ann Ayars Fills At Last Minute For Det. Opera

DETROIT, Oct. 8 .- Ann Ayars, lyric soprano of the New York City Center Opera Company, turned out to be a "minute-maid" and saved and won the season's premier of the Detroit Civic Opera Association Monday (3) night.

La Traviata was the opening bill, and as of Sunday (2) most of the cast was on hand—the Philadelphia La Scala Opera Company featuring stars from the Met, tenor Giuseppi Di Stefano and baritone George Czaplicki. But there was a hitch. Bidu Sayao, Metopera lyric, who was to sing the lead, Violetta, had a throat ailment and didn't show.

Frantically searching for someone to step into the role at the last minute, the association called New York and reached Miss Ayars. Shouldering over-night bag and score, the minute-maid flew to Detroit, ran thru the opera Monday morning without the tenor and met him that night on stage.

Milton Cross told the audience the story of the opera from the stage between acts as if it were being broadcast. The show went on without a hitch.

power of free passage into the ballroom to the orkster and handcuffed the op. He pointed out that any operator knows his clientele and conditions better than the orkster in

Jones said that he felt the 60 per cent privilege must be cut to 50 per that the free-pass clause gave all was taken on his latter propositions.

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

Harry Owens

(Reviewed at Aragon Ballroom, Ocean Park, Calif., October 1. Booked independently.)

STRINGS: Ray Carroll and Carlyle Nelson.

TRUMPET: Max Day. Saxes: Carl Holting and Len Ingoldsby, doubling on strings, and Gene Conklin, doubl-

ing as vocal and whistier. RHYTHM: Guitar, Prince Kawohi; bass, Carl Allen: steel guitar, Eddle Bush; plano, Frank Sabatella, and drum, Glenn Redmond.

VOCALIST: Hilo Hattle. ARRANGER: Harry Owens. LEADER AND TRUMPET: Harry Owens.

For pineapple flavored music, Harry Owens is still tops. And when it comes to drawing crowds, his Hawaiian harmonies seem to have the lure of the South Sea Isles, for according to the management, Owens is doing record biz. But his b .- o. appeal is not without reason. There's plenty on the Owen, dance menu to tempt terpsters. For danceability, it's hard to beat the easy sway of the Islands tempi. Offerings make for pleasant listening as well, with balanced instrumentation leaning heavily on saxes, muted trumpet and steel guitar slurring the melody in true pineapple fashion, rounded out by occasional use of a string foursome. It's not a band for the discriminating music lover, but one that tickles the toes of the dancers and soothes their ears while they're sitting one out.

Furthermore, Owens knows how to sell his wares. Sidemen and batoner are effectively garbed in white uniforms, each man wearing a winecolored lei. Patrons who step to look and listen get a one-woman show in Hilo Hattie's vocal offerings. She handles tunes with authentic Polynesian relish, tossing in a bit of hula sway to punctuate the novelties. Her antics with some of the singing sidemen, bring chuckles and mitting from the on-lookers. Other talented crewmen included steel guitarist Eddie Bush (See Harry Owens on page 50)

Ray Robbins

(Reviewed at Aragon Ballroom, Ocean Park, Calif., October 1. Booked thru Music Corporation of America.)

TRUMPETS: Bill Steers and Irving Bush. TROMBONES: George Robert and Billy

SAXES: Dick Morris, Jack Eglash, Chet Ball and Wayne Wise. RHYTHM: Piano, Harry Gillingham; bass,

Bob Gidding, and drums, John Corlett. ARRANGER: Hank Messer. LEADER, TRUMPET AND VOCALS: Ray

In its initial Coast appearance, this orthodox dance crew proves it has some good points. Ork dishes out a batch of tidy terp items that are commercially appealing. For the most part, the lads play with precision, attacks are sharp and cut-offs cleanly executed. Ray Robbins (Foster in his earlier sideman days) takes his batoning seriously—perhaps a bit too seriously-and handles his muted solo trumpet with a knowing hand and vocals with a pleasing voice. He would do well to sacrifice a little of the stick gymnastics to warm up personality-wise.

If the band's style is neither spectacular nor different, consolation can be found in its versatility and wholesomeness. It should please buyers where name value isn't all that matters. Crew has been at home on the hotel circuits, but takes the ballroom stand in stride. Its versatility stretches from the sweet tunes to a crisp, vest-

(See Ray Robbins on page 50)

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MUSIC-AS WRITTEN

New York:

Campbell Music moves into the Brill Building space formerly occupied by Jack Yellen and Sammy Fain. The latter pair will move into a new building under construction on 52d Street. . . . Bluesfolk singer Huddie (Leadbelly) Leadbetter is critically ill at his home, 414 East 10th Street here. Several years ago he cut disks for Musicraft, Asch, Victor and Capitol, but most are out of print today, and he has been unable to work for some months. . . . Apollo Records has acquired four sides cut by pianist Erroll Garner in Paris last spring. Disks were obtained via Apollo's reciprocal trade arrangement with Vogue Records of Paris.

Heine, Milwaukee polka maestro who signed recently with Coral Decca's subsidiary label, has landed a coast-to-coast wire over the American Broadcasting Company (ABC) web. . . . Joe Delaney, assistant general sales manager for Coral, is off on a two-month nationwide, tour to contact Coral distribs and open new jobbers in areas where the line is not represented. He will also visit deejays en route. . . . The Ames Brothers, who also cut for Coral, begin a two-week stint at the Bingo Club, Las Vegas, Nev., October 25.

Chirp Gloria Benson, who appeared on Broadway last season in the musical, "All for Love," and also did a solo at the Penthouse Club, has rejoined her old boss, Phil Spitalny, for his fall concert tour with the "Hour of Charm" show. . . . Duke Ellington opens a stay at the Blue Note, Chicago, October 17.

The Manny Greenfields had a nine-pound boy September 27. . Tunesmith Dick Alexander has started his own record label, Alexander, the first release featuring his "Sweetheart, Make Your Mind Up." Deep River Boys cut four sides in England for HMV recently; they'll be released here on Victor. . . . MGM Records bought two unreleased masters from Carl Ravazza-"Princess Papooli" and "Jolly Coachman."

Flack Jim McCarthy is on the road in the Midwest in advance of the Jo Stafford-Paul Weston concert tour. . . . Eddie Salecto has added musicomics Ricky Parenti and Dick Darrow to his Selectones unit as a vaude package for one-nighters. . . . Isabel Powell, former wife of Congressman Adam Clayton Powell, is waxing spirituals for Salvation Records, a subsid of Ivory Records. . . . Sammy Kaye broke an all-time record for covers at the Deschler-Walleck in Columbus, O., last month when he drew 3,110 covers in one week. . . . Robert Scherman, formerly with King Records, has started his own label, Webster Records,

The Dante Trio, after 25 consecutive weeks at Jack Dempsey's, has been renewed at the spot until January 1, with five WOR-Mutual wires weekly On October 13 the group goes into a featured spot on the weekly WOR-TV show, "Meet Your Match." . . . Country Warbler Mervin Shiner, who records for Decca, is in town for a month. . . . Dance-Tone, the Revere, Mass., diskery, will henceforth issue all its releases on non-breakable material. . . . National Records has signed thrush Florence Wright to an exclusive contract. . . . Kappi Jordan Associates has been signed to handle national deejay promotion for MGM pianist-maestro Jack Fina.

Coral disk warbler Bill Darnel goes into the Merry-Go-Round, Youngstown, O., October 17 prior to his October 24 opening at Ciro's in Philadelphia. . . . Sidney Mills, of Mills Music, is the father of a baby girl, Diana, born Tuesday (4) at Doctors' Hospital. Frank Reeves, general manager of Horace Heidt's Magnolia diskery, is on the road for a month contacting distributors. . . . The Three Beaus and a Peep, vocal group, joined Lisa Kirk on her first Victor waxing date Monday (10). The group is managed by Jimmy Rich. . . . Bob Astor, who is in New York mending a pair of broken legs, is preparing to reorganize a full-sized ork for his return to the podium.

Chicago:

Jimmy Palmer reorganizing his ork and coming back with a Kay Kyser styled crew. . . . Babe Wagner, leader of the Minnesota Dutchmen, territory crew which cut for several labels, died recently. . . . Leona Tanner, operator of Crystal Lake Beach Ballroom, Beaver Dam, Wis., is a sister of the two Cashman brothers who operate three other ballrooms. . . . Ace Brigode, orkster of the '30s, is operating a ballroom at Chippewa Lake (O.) Park. . . . Jackie Smith, formerly head of d. j. promotion for Mercury Records and now Mrs. Eddie Hubbard (he's emsee of the "ABC Club. WIND) presented her hubby with daughter September 29. . . . George Devine, of Million-Dollar Ballroom, Milwaukee, has inked another five-year lease for the ballroom housed in the Eagle's Club. The inking kayoes Devine's plan to build a terpery. . . . Ballroom operators in major cities are preparing to work out definite programs to stimulate National Ballroom Week thru regular plugs during dance remote shots over networks. Week is slated for November 13-19. . . . Eddie Cantor inked to do some sides for Bluebird. . . . Bernie Roberts's polka ork, whose Pfau label disking of "Musicians' Polka" hit thru Wisconsin and Minnesota, has been inked by Rondo. ... RBK Associates, of which Dave Bender, of Atlas Music, is prexy, is starting a new label. Normandy, with an album of 10 platters of semiclassics and standards as the first item. Disks were cut in Europe. Bender also operates the Chrome Seal diskery which handles music for industrial

Hollywood:

Carl Dennis' latest holdover at the Las Vegas Thunderbird Hotel gives him the longest single engagement for a headliner to play spot since its opening. . . . Eight of the 18 tunes in the Eddy Heyman-Victor Young "A la Carte" score will be published by Buddy Morris. Musical revue bows at El Capitan here November 16. If it clicks, it will move to Gotham. In addition to pen-work, Heyman is co-producer with Ernst and Maria Matra.

Dmitri Tiomkin was signed by Harry M. Popkin to score and direct the music for "Dead on Arrival," Edmund O'Brien-Pamela Britton flick. Tiomkin's score will include his "Los Angeles Suite." . . . Columbia Pictures is rushing release of "Riders in the Sky" to cash in on song's popularity. Pic is based on the Stan Jones cleffing and stars Gene Autry. . . Vaughn Monroe arrives to start work on his Republic flicker, "Singing policy of the AFL and its president, ork's ear-worthiness. Robbins has no Guns," marking his screen bow as a cowboy. . . . Betty Hutton's vocalizing | William Green, in keeping hands off | wax ties.

for Metro's "Annie Get Your Gun" will appear on the MGM disk label with special permission from Capitol which holds her platter pact.

Capitol will not replace Bob Stabler, who resigned his twin posts of assistant to national sales veepee, Floyd Bittaker, and director of advertising-public relations. Cap prexy, Glenn E. Wallichs, said a man will be brought into the department but that it will not be a replacement as such. . . . Crosby office is taking a hand in plugging tunes from the Groaner's "Top o' the Morning" pic, giving disk jockeys packages containing a selection of items produced by Crosby Enterprises. Reason: pic was released three months ahead of schedule, jumping the gun on the disks. Tunes are "You're in Love With Someone" and the title song.

In true, big-hearted showbiz tradition, Hollywood's top vocal names offered to go on the CBS "Carnation Contented Hour" for the late Buddy Clark with their checks going to his widow. Among the first were Dinah Shore, Frank Sinatra, Bing Crosby, Andy Russell, Dick Haymes, Johnny Johnston, Jo Stafford, Peggy Lee, Vaughn Monroe, Gordon MacRae, Tony Martin, Bob Crosby and Frances Langford.

According to batoner and agency, there is no Stan Kenton-GAC battle brewing. Kenton explains his GAC pact ran out in 1948, and he didn't pick up his option since he was out of the band biz at the time. His contract copy has been misplaced, and he's awaiting word from GAC as to whether pact's terms call for automatic extension of agree-

Earl Vollmer has been installed as general manager of Southern California Enterprises, Inc., the corporation operating Hollywood Palladium. Vollmer was associated with the late Maurice Cohen in managing the dancery. . . . Sam Lutz, Gabbe, Lutz & Heller, has purchased all assets of the defunct Atlas diskery to acquire masters made by Frankie Laine for the Coast indie. In addition to 18 Laine cuttings, deal includes 100 masters among which are four sides by King Cole Trio, and 12 by Johnny Moore's Three Blazers. Lutz paid \$8,200 for the lot at auction, in addition to Atlas' office equipment and 26,000 ready-pressed platters.

London:

Metro-Goldwyn-Mayer's Empire Theater in Leicester Square is to present variety, with its film programs starting Christmas. Nat Karson is in London lining up ballet dancers, acts and a 32-piece ork. . . . Ten bands are already set for the jazz jamboree held every year in aid of the Musicians' Social Benevolent Council. . . . The profession is eagerly awaiting the Tin Pan Alley Ball, a yearly function. Run by the Music Contact Personnel Association (pluggers), the ball's proceeds go to deserving cases in the music publing business. . . . Felix King, house band leader at the exclusive Orchid Room, branched out into a new field last week when he took the floor for an intimate songs-at-the-piano cabaret spot. His success with the patrons prompts the management now to insist it be a regular

AFL Can Avert Unions War; Actors Hope Green Steps In

(Continued from page 8)

declared that SAG hopes to remain in the Four A's but would if necessary make another labor alliance. The big question is just how much SAG means this threat, which was believed pointed toward a deal with James C. Petrillo and his American Federation of Musicians (AFM). An SAG spokesman, however, flatly denied that any conversation in this direction had taken place between SAG and AFM.

Dullzell Doubts Bolt

At the same time Paul Dullzell, president of the Four A's and former president of Equity and one of the union's leaders who has indorsed the TV plan, told The Billboard in Minneapolis Friday (7) that he doubted that "brother performers" would bolt the Four A's. He also declared he did not believe Petrillo would ever peran internecine battle within the AFL. He also declared that despite the that a compromise would be effected.

The SAG is on record that should the Four A's persist in establishing TV, it (SAG) would fight in every way possible what it considered an attempt to raid its jurisdiction; refuse to obey any Four A's order in connection with TV; ally itself elsewhere if necessary, and ask SAG members whether they want to remain as a branch of the Four A's. SAG also proposed to proceed immediately in organizing TV film. This position was supported by a resolution passed by a meeting of the New York branch

One of the major intangibles in

such jurisdictional wars. Should the Reagan, president of SAG, when he AFL persist in its attitude now, there is no telling what may develop. Should it rule against one or the other faction in this dispute, the chaotic possibility of secession from the Four A's or the AFL itself would not be remote.

HARRY OWENS

(Continued from page 49) whose high-pitched falsetto pipings (billed as highest male voice) hold customer interest; Prince Kawohi, who combines guitar plucking with hula clowning, and Gene Conklin (former Freddy Martin man), who doubles from sax for smooth ballading and whistling. Owens's muted trumpeting is tossed in as an added attrac-

Owens has no disk affiliation since departing the Capitol fold. He is also sans booker since his recent ankling mit himself to become party to such the Music Corporation of America stable. While strong wax support and proper handling never hurt anyone, grave situation he was optimistic biz here shows he's getting along quite well as is. Lee Zhito.

RAY ROBBINS

(Continued from page 49) pocket rendition of Stan Kenton's

painted rhythm.

Book could use more current items. It favored standards and oldies when caught. First tenor man Jack Eglash serves as whistler, trilling a chorus of nearly every selection. On Pretty Baby, patrons heard the batoner's muted trumpet solo and vocalizing, with Eglash's whistling tossed in. Similar pattern is followed on other selections. While the whistler somewhat covers up for lack of a fem the situation is the long-standing vocalist, a chirp would enhance the Lee Zhito.

Steinman, Philly, Attaches \$ of Lewis & Martin

NEW YORK, Oct. 8 .- The Jerry Lewis-Dean Martin date at the Ches Paree, Chicago, set for October 26, this week brought about legal action against the comedy team by Harry Steinman, or of the Philly Latin Casino, who said he has a previous contract with the boys.

Steinman said he clapped an attachment on the salary of Martin and Lewis at the Paramount, where they're getting \$15,000 a week. He said that he had appealed to the American Guild of Variety Artists (AGVA) in support of his case and that Jimmy Lyons AGVA's Eastern head, told him his play or pay contract was in good standing.

According to AGVA's rules an act cannot be forced to play a date but if found at fault can be forced to pay the op the amount of the salary the performer was to get if the date had been fulfilled. Steinman said the boys had a contract to open for him October 26 at \$7,000. If they can't or won't play, said he, let 'em settle by giving him the \$14,000. In the meantime Steinman got Tony Martin to jump in instead,

Miami Copa's cafes. Opening Decish Raises Posers

projected policy.

The club has been taken over by S. L. Kramer, who has also applied for and got a liquor license Murray Weinger former op, before the room went into bankruptcy will be the the deal between Kramer and Weinger the room must be in operation

by December 1. The main room will run as a legit theater using tab shows and even full-length musicals if available. The lounge will use cocktail acts to go on after the show in the main room The 1,100-seat room will be scaled from \$1 to \$3.

None of the major booking offices has so far heard from Weinger. The Associated Booking Office, which handles the High Button Shoes tab show, says it gets \$12,500 for it in theaters. It doubts if it can sell it for much less in cafe: unless the cast is reduced The General Artists Corporation, which has the Make Mine Manhattan tab show, due to go into the Strand, says it'll have to get close to \$8,000 for the show as it is.

Whether Weinger is prepared to go that high is problematical Last year he ment big money for top attracbat some case: spent more 00 on his shows.

DE

Later Leaves WM To Enter PM Biz

NEW YORK, Oct. 8.-Ken Later has resigned from the William Morris office effective Saturday (8) and will go into personal management. He has been with the office, handling mostly legit for the past five years.

The resignation came about after a sharp exchange of words between Later and William Morris Jr. The subject of disagreement was not disclosed, tho it was common knowledge that Later had long wanted to go into business for himself.

Before joining the Morris office Later was associated with the Music Corporation of America's Hollywood office.

Para Spreads Vaude Around

Actors Ignore AGVA Sets Death Green's Blast

Will Press Petrillo Fight

NEW YORK, Oct. 8 .- Despite the blast at the Associated Actors and Artists of America (Four A's) and the American Guild of Variety Artists (AGVA) by William Green, head of the American Federation of Labor (AFL), for appealing to the courts in their jurisdictional battle with the American Federation of Musicians (AFM), the actors org is firm in continuing the action.

AGVA attorneys Silverstone and Rosenthal claim the suit is not part of a labor dispute as charged by Green, but an effort by it to undo the damage caused to it by James C. Petrillo, AFM prexy, who ordered AFM members who hold AGVA cards to resign from the latter Such action, contends AGVA, is an order to such members to void contracts with theaters and

Green's charge that resort to courts was unwholesome is answered by AGVA and the Four A's with the assertion that this was the only course left open to them. Both orgs claim to have made repeated appeals to Green to arrange a conference be-NEW YORK, Oct. 8 .- The decision tween them and Petrillo, but Green to reopen the Copa City, Miami disregarded them. "With the entire Beach, by December 1 has local tal- industry in a state of chaos because ent offices wondering about the club's of Petrillo's actions, and with the AFL doing nothing about it, we had no other course open to us," said an AGVA spokesman.

The case will be heard Monday (10) in New York Supreme Court.

manager and operator. According to the deal between Kramer and Wein-Wash. Earle

NEW YORK, Oct. 8. - Warner's Earle, Washington, will reopen for flesh when it puts in High Button Shoes October 21. This will be the first time house has used the stage in six months. The last time it had the Jack Carson show; otherwise it runs

a straight grind picture policy. High Button Shoes, current at the Philadelphia, after it closes in Wash-

Benefit Insurance

NEW YORK, Oct. 8 .- The American Guild of Variety Artists (AGVA) will set its death benefit insurance policy plan into motion November 1. Every paid up AGVA member will be entitled to a \$500 policy provided he is paid up to October 1.

The plan was set into motion by AGVA's treasurer, Henry Dunne, at the last convention. At that time the \$28,000 in its coffers. Dune said this amount is now at \$460,000.

There will be no extra charge for the policy to members, but any AGVA member who becomes delinquent in his dues will lose his policy rights after 31 days of delinquency

Shelvey Intends AGVA Tangle

NEW YORK, Oct. 8 .- The battle in which the American Guild of Variety Artists (AGVA) is engaged in with American Federation of Musicians (AFM) became further complicated when Matt Shelvey, former AGVA nead let it be known that he was not out of the picture and would be back fighting harder than ever

Shelvey's conviction of a few months ago for converting certain funds to his own use was set aside by the Georgia Superior Court's Judge Ralph Parr, and a new trial ordered. The latest ruling, made Tuesday (4), was based or what defense attorneys Louis Regenstein and Hoke Smith claimed to be insufficient evidence. Regenstein, in notifying Shelvey of the ruling, wrote: "Judge Pharr based his decision primarily on the grounds that the evidence was not sufficient to sustain a conviction and stated he now believes he should have directed a verdict of acquittal.

Shelvey, reached by phone, said that he has not been sitting back taking things easy. "As soon as this thing is over, I'll be back fighting for my rights-and this time I'll win.

ington. It will then go to the Oriental, Chicago, and then to Riverside, Mil-Strand, is due to open at the Earle, waukee. The Oriental date is for November 10.

IN SHORT

New York:

Judy Lynn took over the Joan Merrill spot at Bill Miller's Riviera. She did the production numbers before. Miss Merrill left to work at the Chicago Theater, Chicago, with Danny Kaye. . . . For Yom Kippur Eve, Romo Vincent replaced Joe E. Lewis at the Copa. Allan Drake and Jerry Cooper pinch-hit for the Ritz Brothers at the Riviera.

An anonymous group calling itself, "Indignant American Guild of Variety Artists (AGVA) Members Committee" has hired the Associated Actors and Artistes of America's (Four A) head, Paul Dulzell, asking for the discharge of Dewey Barto, AGVA head. . . . Sam Lewis's deal for the Embassy fell apart when he discovered the spot didn't have claimed capacity. He and Maxie Rosenbloom are still looking for a New York room. . . . Almost every cafe owner in the country is in town for the World's father, Peter Schmidt, will re-enter Series, giving Toots Shor and Lindy's a big play. . . . The first day at Yankee Stadium found boxes jammed with showbiz names, most of them Dodger rooters.

An agent who signed an amateur and took a sum of dough for "promotion" and then refused to pay it back may have to answer questions to the district attorney's office very soon. . . . Another agent recently sold his office at a ridiculous price because certain bookers put on the pressure.

Hartford, Conn.:

Glenn Warren, entertainer, has opened a booking office under trade name of Glenn Warren Talent Enterprises, at 54 Church Street, Hartford . . . Capitol Theater, Middletown, Conn., flicker house, will launch a twoday vaudeville policy October 11-12, with seven acts of vaude and a picture. Fred Perry, former vaude booker, is the new manager.

Plots 5 - Act Bill Tests in Chi & South

Expansion Pending

(Continued from page 3) union's death gratuity fund had | vaude has been on Paramount's agenda for many months. Some weeks ago there was a meeting here of division managers exploring the possibilities of flesh, but no decision was made. When Bob Weitman, New York Paramount topper, became a wheel in the Paramount top echelon, he made a tour of the South. It is known that he was a vaude man and if he saw where the use of flesh would hypo lagging box office figures, he would be virtually certain to recommend it.

The action taken by the chain, insiders say, was partially the result of Weitman's recommendations.

Tho Paramount execs refused to commit themselves on the opening of additional houses, besides the ones mentioned, they said if it paid off, there was every reason to expect additional openings after the end of the

Harry Levine, Paramount chain booker, will be the chief buyer for all the new houses to be added.

Canada Assures Hope 40G Take

NEW YORK, Oct. 8 .- Bob Hope will take out a guaranteed \$40,000 for his four dates in Canada starting Wednesday (12). His deal calls for a \$10,000 guarantee against a 60 per cent privilege.

Hope's first date will be in Toronto. The next day he goes to Guelph (60 miles west of Toronto), followed by Montreal and Windsor. The Hope package will carry the Ina Raye Hutton-Randy Brooks band Mary Beth Hughes, David Street, Marion Colby, the Three Chocalateers. Park and Clifford, and Earl, Jack and Betty.

In addition to the set show, there'll be a fashion display each day, with eight local models showing clothes from local stores. The fashion show will be emseed by Hop€

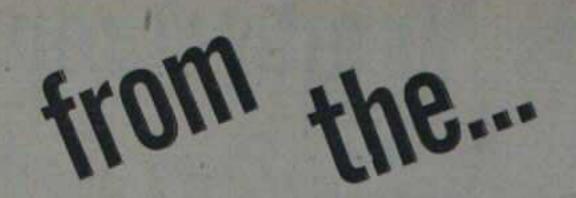
The entire deal was set by Charles Yates, of the Associated Booking Of-

Schmidt's Cincy Spot Ready Soon

CINCINNATI, Oct. 8. - Glenn Schmidt, former manager of Beverly Hills Country Club and Glenn Rendezvous, both in Newport, Ky., when they were owned and operated by his the local night club field shortly after January 1, when his new funspot at 18 East Fifth Street, Newport, is slated to begin operation.

Occupying nearly a half a city block, the improvement will cost an estimated \$500,000, including the ground, and will feature 16 bowling alleys, a restaurant-cafe seating 200, and a cocktail ba and lounge, A 30-foothigh tower will carry the name Glenn Schmidt. There will be no dancing but spot will feature acts.

The elder Schmidt has permanently retired from the nitery business.



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NIGHT CLUB REVIEWS

Flame Room, Radisson Hotel, Minneapolis

Monday, October 3)

Capacity, 154, Price policy, \$2 minimum dinner, \$1.50 minimum supper, \$2.50 minimum dinner and supper, Saturdays, Shows at 8:30 and 11:30, Owner, Radisson Hotel. Room manager, Harvey McKinely, Booking and publicity, Jerry Conway. Booking policy, non-exclusive. Estimated budget this thou

A new intimate room act, teaming up Edith Fellows and Tommy Dix, is breaking in here with great possibilities despite terrific handicaps. Billed as presenting "stories in song," these youngsters offer a clever routine made up of fine voices, much good humor and excellent showmanship. It's their luck to be breaking in before a band of pick-ups just ready to call it a season of freelancing and most of its seven members about to return to the Minneapolis Symphony Ork.

Smartly garbed, Fellows and Dix came on for the 25-minute dinner turn doing Big, Wide, Wonderful World, showing power in their voices. The boy's bary has great depth in one so short, while the gal's soprano is well rounded, with plenty of power when necessary.

Novelty Fails

A Little Girl Blue novelty went over the heads of customers, but they got socko to good mitting on their novelty about the musicals they missed getting into because of their height

The oldie, Anything You Can Do, I Can Do Better, is more than merely typical, with the kids good at the mugging for yocks. Their South Pacific medley, with little Dix giving out like mammoth Pinza does a showduet from Don Giovanni opera, to a beautiful mitt. show the youngsters can do all right with an ad lib when necessary. Their break up the furniture and get ever

Fellows and Dix have what it takes ing. to go over in a room despite their management realizes only too well. They mix their comedy gags thruout and she's as cute as a bug's ear, as cute. They're here thru October 13.

The Irv Winslow six-piecer, while rusty at show cutting, did all right for dancing Jack Weinberg.

The Casbah, Los Angeles (Sunday, October 2)

Capacity, 500. Price policy, no cover or minimum. Shows at 10:10 and 1. Owneroperator, John Zaharis, Booking policy, nonexclusive. Estimated budget this show, \$2,000 Estimated budget last show, \$1,500.

Rhapsody on Icc, Bert Gervis blade package, shows promise in its nitery break-in engagement. Troupe (9) keeps runners flying for almost an hour on a 20 by 20-foot portable rink. Unit is placed one dance floor and covered with portable flooring for between-show dancing. Group's assets are fresh youthful talent, smart choregraphic routines and pacing and colorful costuming. On the debit side, aggregation needs more time working tion where she handled throne.

Show's special ork arrangements, penned by Edward Earle, trip up the dance band with the stumbling in accompaniment detracting from over-all effect. Frank Wooley's sidemen can't arrangements, Problem will face Gervis almost anywhere his group appears unless he can wrap up a band with the package.

Ice group deservedly bills Bobby Turk as its star, with featured spots cult cues with amazing ease and going to Karyl Leigh, Dick Simonton, skill. Georgia Beard and Jimmy Kelly and Penny Joyce, comedy team. Line of five uses Miss Beard with four skate | Leigh's Minute Waltz and production not curb fine execution of routines, Down Shade, with featured performers Turk and Wooley ork makes up for n.g. sup-Simonton getting the best hands. Pa- port with okay dance music. trons favor Turk's solo work, Miss

Latin Quarter, New York (Tuesday, October 4)

Capacity, 625. Price policy, \$4-\$5 minimum. Shows at \$:30 and 12:30. Operator, Lou Walters. Booking, non-exclusive. Publicity, Bayne-Zussman, Estimated budget this show \$17,500. Estimated budget last show, \$6,500.

This is one of the costliest shows Lou Walters has had in a long time. Costumes alone cost about \$35,000. which will be amortized over the run. But salaries, arrangements and music come to about \$17,500, which means the spot has to do about \$40,000 to \$45,000 weekly to make a

The show is a fast, flashy, sight affair geared to the commercial outof-town trade. It moves with unbelievable speed, with each act seguing rapidly into the next, and scarcely a stage wait. Even the props which need setting up are done behind the chorus lines, so there is no lost metion. But even with the speed, the show runs about 90 minutes.

15-Gal Line

The sight stuff is stressed here as always. The 15-girl line is often added to by the Promenaders, four boy dancers, and acts on the bill who double. The result is that often there are about 50 or 60 persons on, giving a huge mass effect. The productions show a lot of gorgeous costumes, plus one number in which the kids wear long net tights that don't leave much to the imagination. It is effective, however; will start plenty of talk and should bring in business.

The acts are all standard and all do good to outstanding jobs. The Kanazawa Trio and their established Risley routines make them the top stop. The ork fell down on their act of its sort around. They pulled

The Mazzone Abbott Dancers still finale was clever Yessirree, That's thing possible out of their apache numbers. Reaction was overwhelm-

The Stuart Morgan group, another bad breaks on this opener, which the standard act, was a sensation. The tosses handled with split-second precision petrified the audience.

Frank Libuse's slapstick corn. well costumed, while Tommy is just without a subtle note anywhere, pulled big yocks. His work with Margo Brander went over big. His waiter routine out front was equally effective.

Alex D'Arcy Returns

Alex D'Arcy, the handsome exflickerite, showed a competent voice, tho he needs more confidence. He's been in France away from American cafe audiences for a long time.

Gloria LeRoy's swivel-legged novelty dances and pipings were well accepted. Linda Lombard, pretty brunette, showed a fine musical comedy voice and good potentials. The Charlie Banks singing groups (12 mixed voices) did a fine singing job on standards like Old Man River.

Surprise of the show was the delightful and competent handling of Love for Sale by holdover Ernestine Mercer. The gal had a cox ful assist from four boy of ankling she showed a dramatic flatAmerica the number and placed her art and beautifully.

The only act which didn't seem to fit were the Kirby Stone Quintette. The five boys, all good looking, did a series of comedy routines based on standards and take-offs. be blamed for being unsure on new The comedy, however, was so weak that it was more embarrassing than funny. Their music was good, which was about the only thing that could be said for them.

Art Waner cut a show full of diffi-Bill Smith.

chorines. Rink space limitations do number tagged Window With a Way

Lee Zhito.

Billy Gray's Band Box, Hollywood

(Monday September 26)

Capacity, 225. Price policy, \$2-2.50 minimum. Shows at 9:15 and 12:30. Operators, Billy Gray and Max Gold. Booking policy, nonexclusive. Publicity, Carl Post. Estimated budget this show, \$2,500. Estimated budget last show, \$2,000.

Youth takes over the new bill, with the harp wizardry of Robert Maxwell, and comedy antics of Tom Noonan and Peter Marshall holding the spotlight, Gagster Billy Gray, thrush Polly Burgin, and funster Bobby Shepherd round out one of the best shows spot has run in months.

If there was any doubt as to the brilliant showmanship of Maxwell, it was quickly dispelled with his first and begged off after a generous sampling of his work. His talented musicianship and sales savvy were reflected in his sincere but sophisticated style of presentation. For instance, September Song, beautifully arranged and played, was further highlighted by use of multi-colored lights, a metronome, and a timing device which caused lights to flash as the metronome picked up the beat of the tune. Similar devices, accenting a medley of Gershwin tunes, proved equally smooth.

Youthful comics, Noonan and Marshall, bear careful watching. Lads pack strong potential as satirists, singers and yarn spinners. Only experience is needed to sharpen their timing. Act opened with a poor carbon copy of Dean Martin-Jerry Lewis style, but once they clicked they settled into their own style. Their best were take-offs on manon-the-street interviews, satire on doctors and a riotous impression on hillbilly singers. The last named was parlayed into a running gag which earned repeated yocks.

Thrush Poly Burgin, another newcomer, shows promise. An eye-fill- there'll have to be some changes. ing brunet, attractively gowned and possessor of an arresting, sultry voice, she rates plenty applause. Songs were highly stylized, with emphasis on torchy ballads.

Comic-host Billy Gray still kills them with material that is unchanged basically from previous routines. He's a master dialectician with an uncanny sense of audience moods.

Bob Shepherd, up against tough competition in the comedy department, nevertheless does okay in handling the opening spot and doubling as emsee, Musical chores are smoothly handled by 88-ers Cliff Whitcomb and Lew Marcus. Alan Fischler.

BRIDGEPORT, Conn., Oct. 8 .-Beatrice Holmquist filed a negligence action last week against Louis A. Spinelli, owner and operator of the Club Rio, local nitery, claiming damages of \$15,000 for a knee fracture and other injuries suffered last March Il while she was watching a roller skating act at the club.



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THAMKS TO WOLLY GLUCK

Florentine Gardens, Hollywood

(Friday, September 30)

Capacity, 900. Price policy, 65 cents and \$1 admissions. Shows at 9:30 and midnight. Owners-operators, Mark Hanson and Paul Franks. Booking policy, non-exclusive, Estimated budget this show, \$3,500. Estimated budget last show, \$3,500.

Vaude's back, but Florentine hasn't got it. Efforts to cash in on its rebirth by billing "Eight Acts of Big-Time Vaudeville" fell flatter than a pancake opening night. Of the socalled big-timers on the bill, only three acts could hold their own: Hermanos Williams Trio, Johnson Brothers and DeHavilland Trio. Others, on the sad side, included Manny King, Jean Carter, Bill Anson and Hal Hart's Western crew. number. Held ringsiders spellbound Jimmy Grier's ork and chorus line (10) tried in vain to save show with capable music support and eyeworthy dance production numbers.

> Show lacked pace and sufficient talent. Emsee Bill Anson struggled with what he had at hand, but failed to contribute much on his own. Bad cold made his impersonations (Jolson, Benny Fields, Cana, Singing lis between-Sam) sound the saacts fare only added to show's drag. Manny King's tired burly gags and Jean Carter's comedy effort spurred yawns. Hal Hart's hillbilly couldn't be more out of place. Fiddle scraping, guitar-twanging sagebrushers avoided fast tunes and stuck to the slow and sad stuff which threatened to drive the few patrons from the house. Couple of hoedowns could have sparked the show.

DeHavilland's balance act was smart in performance and wardrobe. Johnson Brothers' comedy juggling kept interest high, as did the welldressed acro dance Hermanos Williams Trio. Polish of these acts served only to point up weaknesses of others on the bill. Vaude idea is good, but before it can succeed,

> Chase Club, St. Louis (Friday, September 30)

Lee Zhito.

Capacity, 100. Price policy, \$1-\$1.50. Shows at 8:45 and 11:45. Manager, Harold Koplar; publicity, Jeanne Dunaway. Booking policy, non-exclusive. Estimated budget this show.

The Chase Club's opening show of the fall season consists of one act only, but one strong enough to carry any show. It's Lena Horne, Miss Horne scored heavily here with a sock act all the way, packed with showmanship, selling and general stage know-how.

Gowned in a flattering green, she opened with The One I Love Belongs to Somebody Else, then went into One Hundred Years From Today. Next came Beale Street Blues and three or four others, closing with Take Love Easy.

Every selection was garnished with special Horne embellishments. Every word conveyed a special meaning, The trio who accompanied her also deserved a bow for unusually fine background. They were Luther Henderson, piano; Chico Hamilton, drums,

and Joe Mullin, bass. Nick Stuart, ex-movie actor turned band leader, introduced the show. The band is in its 16th week here and may stay indefinitely. His ork is right for dancing and has two fine vocalists, Ken Barry and Lorraine Daly. The latter, a lovely blonde, was Abie L. Morris. outstanding



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MARK J. LEDDY LEON NEWMAN NIGHT CLUBS-VAUDEVILLE

(Thursday, October 6)

Capacity, 6,200. Price range, 80 cents-\$2.40. Number of shows, four daily. House booker, Leon Leonidoff. Show played by Alexander Smallens' house ork.

The theme of the stageshow to back its flicker, The Heiress, is the harvest season, going thru six scenes and ending with a finale in which the ballet surrounds the mythical Johnny Appleseed who makes a plea for more understanding "in this troubled world."

The initial number, Brown October Ale, was against a forest set showing the house glee club in Robin Hood period costumes chanting about hunting in the fall. The scene used a horse for heightened effect. The sight stuff was effective, and ear appeal came from Andrew Gainey's excellent September Song.

The Robin Hood Tric worked on this set, costumed in keeping with their new handle. The act has been previously caught at the Latin Quarter and Palace as the Florida Trio. The group does the rag doll-in-atrunk routine, getting good results all the way.

Next was a classroom scene with the Rockettes as bobby soxers. Gainey, as the professor, worked in this one, too, giving a jive singing version of Paul Revere's ride, with lyrics thrown on a framed screen behind him. When the kids went into their standard hoofology they got the usual concentrated attention. The Rockettes are still the best sight act around.

The Gaudsmith Brothers did their customary dog comedy act at the end of this scene to bridge the gap for the next scene. Thie time, however, the act was costumed to keep in setting. Both lads were hunters shooting ducks, and their two dogs were retrievers. The rest of their act was their standard stuff which got big laughs all the way.

scene with apple trees, which later lit made a delightful picture as they up in red lights. The Corps de Ballet | went thru the classic steps framed were all dressed in red sequin jackets by the ballet line.

VAUDEVILLE REVIEWS

Chicago, Chicago (Friday, October 7)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Pive shows weekdays, six shows weekends. House booker, Harry Levine, Show played by Louis Basil's house band.

Danny Kaye got the same kind of reception and fervent attention that was accorded the straw-thatched comedian in London earlier in the year. Before Louis Basil had finished his introduction a wave of laughter started sweeping the theater and hit its peak after he just stood at the mike a minute doing nothing. Before this kind of a house the guy could do no wrong. For 20 minutes he convulsed them with the standard Kaye takes, hand gestures and nonsense. First half of his work was based on parts of what he said were scenes from his forthcoming film, while the latter half was a series of Continental European act impreshes. High spot of his entire stint was his aping of an animated baritone who flatted the end of every phrase. Closed with his standard disking of Minnie the Moocher.

The Dunhills, three clean-cut male tapsters, opened smartly with a fine precision tap routine that showed all three were capable rhythm steppers. Guys speeded up the tempo on the second number, in which each did some novelty stepping, with one lad getting heft mitting for his tumbling feats while dancing. Top drawer background music aids the act plenty.

Joan Merrill should avoid the lowslung strapless gown she wore here; she isn't built for it. Did three standards to so-so reaction. Needs some pop or novelty material to pace her turn. Even her choice of stand-Johnny Sippel. ards was poor.

and white net ballet skirts. Bettina The finale showed an orchard Rosay and Robert De Vore, soloists, Bill Smith.

NIGHTLY SHOW STOPPER"

JERRY GAGHAN

14th SUCCESSFUL WEEK!

DANCING SENSATION

CONTINENTS

FEATURING

PHILA DAILY NEWS

Palace, New York (Thursday, October 6)

Capacity, 1,700. Price range, 55 cents-\$1.20. Number of shows, four daily, five week-ends. RKO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

The current bill has the ingredients which make up a sock show. It opens fast, has a good change of pace and closes with a bang to big hands.

While there are no big acts on this one, each does a fine job getting proper audience pay-offs. The nextto-closer goes to the Barry Sisters who did a good job with their twopart harmonies, choosing pops and oldies familiar to the age group that patronizes the house. The girls worked beautifully, showing plenty c sales and stage savvy.

The show opened with the class hoofing act of Church and Hale, making for a fine tee-off. Marilyn Hale is nicely stacked and showed it. George Church does some outstanding spin taps which won immediate attention.

Lee Marx started in one and finished in four. His opener was a comedy juggling bit which seemed to drag, but interest lifted sharply when he went into his ball balance bit on a teeter board, earning a big walk-off mitt.

Johnny D'Arcy and Parker Gee, out of burley, unabashedly dished out corn. But their timing was so good and the audience was so appreciative that the team got top hands practically all the way. Besides their comedy, the boys showed two fine singing voices.

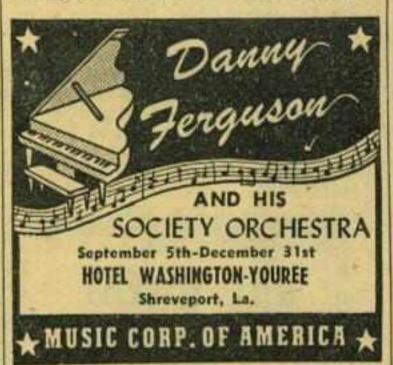
Florence and Frederick worked on full stage against an eye-catching set and drop. The team's ballroomology is standard in many cafes; it was equally acceptable here. Their lifts and spins drew particularly good hands. The over-all impression, however, was marred by poor musical backing from the pit band. A few more shows under its belt and the band will probably go thru the music without a flaw.

Al Herman's booming voice and sotto voce style was reminiscent of the days when he worked the Palace in the two-a-day period. He still works in blackface with his stories about people on the bill with him. But the Herman has the old-timer's presence and style, his routine showed lack of continuity, indicating rustiness. He has to tie his act together and use gags in proper order to get them the way he used to.

Oldfield and Ware's comedy acros and fly paper hand-to-hand work pulled solid yocks all the way. The two lads walked off to tremendous hands.

The closer was Paul Benson's auctioneering act. He worked fast, getting quick audience participation with his dollar giveaway bit. The hat-switch bits pulled five guys up in rapid order who went thru their chores to hilarious results.

Pic, Brimstone. Bill Smith.



BEATRICE LEONARD

Leon & Dawn, Vaudeville Team Anyone knowing the whereabouts or having ALEX GERBER

New York, N. Y.

Orpheum, Los Angeles (Wednesday, October 5)

Capacity, 2,200. Price range, 50, 65 and 95 cents. Four shows daily, House booker, William McIlwain. Show played by Rene Williams' house ork.

Current eight-acter is standard fare, with mimic Arthur Blake and comics Ming and Ling in last two slots. Blake's caricatures of notables are as yock spurring as ever. Ming and Ling, in Oriental garb, cut up as hillbillies, topped by Ming's realistic vocal impersonations of Sinatra, Crosby and Ink Spots.

Hector and His Pals, dog act, capably fill the ice-breaking slot, Zarata and Paquita, West Indies twosome, pass the vocal test, but turn dives when Zarata attempts sour violin medley. Jackson and Blackwell, comedy adagio duo, get laughs from the slapstick lovers. Miriam LaVelle's acro dance is slow starting, but winds up with a series of speedy and intricate routines. Rudenko Brothers are among the smoothest juggling acts seen here. Work fast, sans patter and make clubs do everything but talk

Vic Hyde gets bill's best hand with his multi-trumpet blowing and gags. Walks off simultaneously tooting four horns and spinning a baton to loud and long mitts. Rent Williams' pit ork capably backs show.

Pic, Blondie Hits the Jackpot. Lee Zhito.



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RUSTY FIELDS

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at the Capitol plus the final stanza at Gene Krupa's ork and Midnight Kiss. the Music Hall, added to the World Series drain on Stem houses, brought last week's gross for the six stage show-flicker houses down to \$405,000 against a previous week's \$415,000.

Radio City Music Hall (6,200 seats); average, \$134,500) slipped to \$105,000 for its final week with Under Capricorn, Bernie George and others. The previous frame saw \$115,000. The new bill (reviewed this issue) has the Gaudsmith Brothers and The Heiress.

Roxy (6,000 seats; average, \$78,000) also declined. Its count was \$70,000 for the second week with the Ed Sullivan show and Thieves' Holiday against a \$98,000 opener.

Capitol (4,627 seats; average, \$55,000) took a nose dive to \$49,000 from its previous week's preem of

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SCHELL SCENIC STUDIO S. HIGH Columbus, O.

NEW YORK, Oct. 8 .- A sharp drop \$67,000 The bill has Kitty Kallen,

Paramount, 3,654 seats; average, \$73,250) opened to a big \$90,000 for Martin and Lewis on stage as well as in the flicker, My Friend, Irma.

Palace (1,700 seats: average, \$22,000) did \$21,000 for the bill of Bobby Breen, Morris and North, six other acts and Strange Bargain. The previous week's gross was \$27,000. The new bill (reviewed this issue) has Al Herman, the Barry Sisters, six other acts and Brimstone.

Strand (2,700 seats; average \$22,750) did a big \$70,000 for its first week with the tab musical, High Button Shoes, backing the flicker, Task Force.

Strikes Fail To Scare Pitt Nitery Moola off-beat rhythms. The Constitution is not the audience for it.

nitery ops are not doing a lot of business with both the steel strike and coal strike right in their back yard, but they're still punching. With biz off at the established clubs around 40 to 50 per cent from the same time last year, three new spots are bidding for talent and jumping into the race for the fast disappearing buck.

Last night the Carnival Lounge, operated by Lenny Littman, moved from its old home at Liberty Avenue to the larger premises on Sixth Street formerly occupied by the Hollywood Show Bar. The spot opened with Dizzy Gillespie and the Deuces Wild, and has George Shearings, Charley Parker and Art Tatum inked for later dates.

Mary Small at 7th Avenue

a low-priced room with a combo for up all the singing names he can get for the new policy. Set to open is he play for dancing. Mary Small, who tees off on October 17. The Page Cavanaugh Trio was (See Strikes Fail on page 58)

Follow-Up Review

COPACABANA, NEW YORK: Bill Norvas and the Upstarts (three boys and two girls in all) had their Stem preem here October 6 to a house jammed with World Series visitors. The kids made a good initial impression with their youth enthusiasm and good looks, but after the first number interest began lagging.

The group works to two boom mikes, doing five-part harmony, precision dancing and some acting. Norvas usually carries the theme, then the four kids go thru terps and voices behind him interpreting the lyrics. Most of the songs are highly arranged, with some trick vocal effects obtained thru high styling. Numbers are frequently combos of standards (Home on the Range, Way Down Yonder in New Orleans, etc.), with special arrangements added by Norvas. The mixture-one includes a hoedown, with Norvas callinghas possibilities, particularly in theaters and some niteries. The appeal, however, would be greater to an audience that likes high stylings and off-beat rhythms. The Copa crowd

Some of the precision terps were PITTSBURGH, Oct. 8.—Pittsburgh excellent, the singing was spirited and the general appearance of the group made for a wholesome freshness. In the right spot the Upstarts would be terrific. Here, at the Copa, they were accepted with only moder-Bill Smith. ate enthusiasm.

Havana Clubs Up \$ To Lure Trade

NEW YORK, Oct. 8 .- Three major Havana night clubs are putting up big dough for the winter season in an effort to take the tourist business away-from Miami.

The clubs involved are the Sans Souci, Montmarte and the Tropicana. The Montmarte has already The Seventh Avenue Hotel, long bought Cab Calloway for a fourweeker starting November 5. Caldancing, has agent Joe Hiller lining loway will not go in as a band, but as an act with five people, nor will

All three clubs (they all have gambling) have formerly spent about set to follow but had to cancel out \$1,000 weekly for talent during the because of Coast commitments. Joan tourist season. Clubs are now of-Edwards is already set, and singing fering up to \$5,000 for various attractions.

Expected Series Biz Boom Fizzles Out in N. Y. Niteries

for nitery boom expected from so far. World Series crowds was a fizzle up to late Friday night. Original estimates were that baseball fans would things during the games. A close check of the major cafes showed that if that kind of dough was being spent, it wasn't in the clubs.

The Diamond Horseshoe, for example, said there was some pick-up in business but not what was hoped for. Had the series been between an out-of-town club and a New York team, visiting firemen who patronize the Horseshoe would have swelled takes.

The Latin Quarter was apparently opened. "We definitely have a series crowd, we can tell," the LQ said.

The Copa is doing a big business and was up a little in the past few days and some of it was attributed to the ball crowd.

Other spots checked, the Versailles, Blue Angel, Ruban Bleu, etc., saw

NEW YORK, Oct. 8 .- The hoped | little in the series to boost their takes

A few of the hotel rooms (aside from rental) claim to have upped their grosses and attributed it to the spend about \$10,000,000 for various baseball series, but with the exception of the band location hotels, most of them say the better business has no connection with the ball games.

> There is a general feeling in the trade that the series between two New York clubs cannot have too much effect on cafe business. Many of the ball crowd are native New Yorkers, and if they're club goers, they'll go anyway.

Had the first four games been played at the Yankee Stadium with its 70,000 capacity, some clubs feel that business might have received the single exception. The spot, with a boost. But with the games transa new show, says it has been play- ferred to the 35,000-seat Ebbets Field, ing to turnaway biz since the series many out of towners, unable to get tickets, left for home. And it was from the out of towners that the big cafe business was expected.

> But if clubs did only so-so, both Lindy's and Toots Shor kept filled. Both eateries were jammed constantly with bettors from out of town laying odds, taking odds and spending with a free hand.

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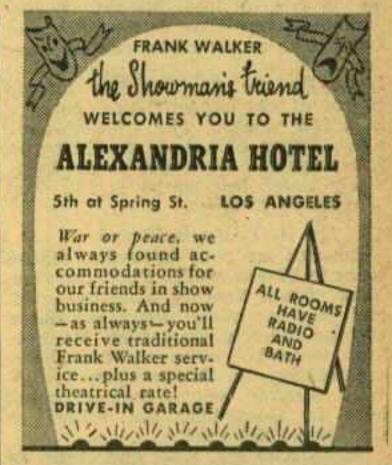
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"Kate," "Salesman" Click

(Continued from page 3)

bling about the deteriorating condition of local theater.

4 Shows Current

Significant is the present situation. Only four shows, Brigadoon; Kiss Me, Kate; Death of a Salesman and Summer and Smoke, are now showing, whereas last year six shows, most of them doing well at the box office, were in town. Of the four shows here, only two, Kiss Me. Kate and Death of a Salesman, are sellouts. A revival of Brigadoon opened here last Sunday and has been drawing poorly. As a result, it will close in three weeks. Summer and Smoke will bow out next week after a so-so gate. Indicative of the poor legit situation here in the past few months is the fact that a movie, Red Shoes, has played at the Selwyn, normally a legit house, since early summer.

Five Scheduled

Upcoming for the next few months are the following shows: At War With the Army will open at the Harris October 22; Goodby, My Fancy at the Great Northern the first week in November; Detective Story with Chester Morris, at the Blackstone November 1, and Anne of the Thousand Days at an as yet undesignated theater December 5. A road company of Light Up the Sky, barring folding en route, was expected to open here in a few weeks. The all-Negro review, Sugar Hill, now appearing in Los Angeles might get here. Definitely slated this winter is The Mad Woman of Chaillot.

N. Y. Biz Reflected

Reasons for poor upcoming season seem to be two-fold. First, the New York season has not been too good, and thus not many shows are slated to take the trip west from Manhattan. Secondly, expected road shows are folding. In this category is Life With Mother which was expected here in December, but folded in Baltimore last week.

Altho Kiss Me, Kate and Death of a Salesman are going to be held here for months, there still won't be the first-of-the-year log jam of past years. In the past, eight good shows have tried to get in around late November and December, but this year local legit circles predict no more than five or six will vie for theaters at the peak.

ROUTES

Dramatic and Musical

Anne of the Thousands Days (Shubert) Boston. Blackstone (American) St. Louis. Brigadoon (Great Northern) Chicago. Death of a Salesman (Erlanger) Chicago. Pinian's Rainbow (Philharmonic Auditorium)

Goodbye My Fancy, with Madeleine Carroll (Forrest) Philadelphia. High Button Shoes (Curran) San Prancisco inside U. S. A. (Royal Alexandra) Toronto,

I Know My Love, with the Lunts (Plymouth)

Los Angeles.

Kiss Me Kate (Shubert) Chicago. Light Up the Sky (Ford) Baltimore. Monterscrat (Locust St.) Philadelphia. Mr. Roberts (Auditorium) Rochester, N. Y. Oklahoma (Davidson) Milwaukee, 12-15. People Like Us (Cass) Detroit. Regina (Colonial) Boston. Student Prince (Boston O. H.) Boston. Bummer and Smoke (Harris) Chicago.

Street Car Named Desire (International

Cinema) Vancouver, B. C., Can.

To Star in "Fancy" |

NEW YORK, Oct. 8.—Goodbye, My Fancy, the Fay Kanin comedy at the Martin Beck, gets a third star in its fem lead role starting Monday (17). After a 20-year absence from the Stem scene (circa The Trial of Mary Dugan), Ann Harding will take over in turn inherited it last June from Madeline Carroll. Fancy management has released Miss Hussey to permit her to play opposite Bing Crosby in Mr. Music, his next pic for Paramount. Miss Carroll is currently comedy.

Miss Harding arrived from the Coast this week and is in rehearsal for her new assignment under Sam Wanamaker's direction.

Allan Jones Settles Suit

DETROIT, Oct. 8.—A suit filed last spring in Federal District Court here again Allan Jones by April Productions under copyright statutes has been settled out of court for a nominal sum, understood to be around \$600. Principal factors influencing the settlement on the part of Jones were the presumable cost of fighting the case thru the courts and the fact that court scheduling would necessitate a trial here this month, requiring Jones to return to Detroit to testify.

The case was based on the contention of April Productions that Jones had violated copyright in tossing in Yours Is My Heart Alone as an extra bit in The Merry Widow in seven performances in Dallas and two in Cleveland, altho he admittedly dropped the number from his repertory when the issue was called to his attention. A unique leg principle was at stake, in that Franz Lehar Music was agreed to be in the public domain, but the words were protected by copyright. Show world attorneys who have watched the case had hoped that this issue would be threshed out in court to establish a definite principle of copyright law.

Size of the conceiveable damages varied considerably according to point of view. Harry Robbins, attorney for Jones, who engineered the settlement on his side, took the view that the nine admitted violations came under the "musical composition" copyright provisions, with a net damage of 10 bucks apiece, of \$90 total liability, April Productions contended that they came under the "musical-dramatic" classification, with a penalty of \$250 for the first and \$100 for each subsequent violation, with unspecified further damages in the offing.

2 Added to "Texas Darlin"

NEW YORK, Oct. 8. - Lenore Lonergan and Loring Smith have been added to the cast roster of Texas L'il Darlin', now in rehearsal under Paul Massey and Mady Christians will co-Crabtree's direction, Miss Lonergan's stint has been written into the musical since its tryout last month at the Westport (Conn.) Country Playhouse. Loring Smith takes over the role of the big may tycoon originated in the tryout by Harry Bannister. Signing of Miss Lonergan for Darlin' knocks out Channing in Lend an Ear. Shirley Brown will make her Stem debut in the Channing assignment in the revue at the Boardhurst.

Bernays Makes Legit Diagnosis, Advises Cures

NEW YORK, Oct. 8 .- A report on an intensive survey of conditions theater-wise was made by Edward L. Bernays to membership of the League of New York Theaters Thursday (6) the lead stint from Ruth Hussey who at the Hotel Astor. Bernays has been retained by the league as public relations counsel. Teeing off with a gloomy reminder that vital statistics on Stem playhouses show a decline from 75 in 1929 to a current 32, the relations expert warned that if that heading the touring troupe of the trend continues, legi' theater may disappear completely from the New York scene in a couple of decades. Then he added that his findings indicate that "in spite of everything, the American people like the theater better than ever before-if it meets their desires and needs."

> The report was made on the basis of a six-week survey to pin down the industry's maladjustments within itself and in its relations to the public. Included were the results of personal interviews with 30 leaders in the theatrical trades, 400 personal interviews with upper and middle income groups in nine key cities and 5,000 questionnaires mailed to similar groups in 27 other cities.

Social, Economy Factors

The Bernays analysis added up to the fact that the fabulous invalid suffers from a ramification of social and economic factors, which is hardly news to anyone even remotely connected with her bedside attendance. to cancel out his current English tour | Theatrical leaders, he said, blamed the high ticket tariffs on exorbitant production and operating costs and to producing inefficiency in some quarters. The public's apathetic attitude stems from high prices and scarcity of tickets.

> Advising that the complexities of solving the problem were a challenge to league leadership, Bernays recommended that a public relations policy be issued by its membership stating how it intends to deal with the public; a manual for producers pooling the most effective and economical production techniques; standardized financing and accounting; a clinic in promotion and advertising; training courses for theater staffs on how to behave toward the public, and a public pledge committing the theater to fair dealing courtesy, comfort, efficient operation and fair treatment of the public in ticket distribution. He also urged the setting up of a nationwide publicity campaign to appreciation of the theater.

> In the opinion of the expert, the problem should be attacked segmentally, with its various aspects turned over to individual committees, each covering such phases as employment, finance, travel, etc. A program of action for each of them could be worked out by a central controlling group.

"Father" Gets Underway

NEW YORK, Oct. 8. - Ramond star in The Father for Richard W. Krakeur and Robert L. Joseph. A recent off-Broadway revival has sparked Stem interest in the Strindberg play.

Massey will double as director, Donald Oenslager will do the sets and Eleanor Goldsmith the costumes. her reported replacement of Carol Casting got underway this week and rehearsals are skedded to start Tuesday (11). A Boston break-in is earmarked for November 7 and a Broadway unveiling for November 21.

TRADE SERVICE FEATURE

Performances Thru October 8, 1949

DRAMAS						
Opened	Perfs.					
A Street Car Named						
Desire12- 3, '47	743					
(Barrymore)						
Anne of the Thousand						
Days (Shubert) 12- 8, '48	286					
(Shubert)	1,546					
Born Yesterday 2-24, '40 (Henry Miller)	2,000					
Death of a Salesman 2-10, '49	276					
(Morosco)	W. mari					
Detective Story 3-22, '49	228					
(Hudson)	an.					
Diamend Lil 2- 5, '40	69					
(Plymouth)	373					
Goodbye, My Fancy11-17, '48 (Martin Beck)						
Mister Roberts 2-13, '48	648					
(Alvin)	OF LAND					
The Madwoman of	1000000					
Chaillet (Revale) 12- 8, '48	261					
Twelfth Night 10- 3, 49	8					
(Empire)	7					
Yes M'Lord 10- 4, '49 (Booth)						
(Dough)	100					
MUSICALS	90.00					
	308					
As the Girls Go 11-13, '49 (Broadway)	- 000					
Ken Murray's Blackouts 9- 6, '49	43					
(Zierfeld)						
Kiss Me. Kate 12-30, '48	322					
(Century)						
Lend an Ear 12-16, '46	340					
(Broadhurst)	4					
Mikado, The 10- 4, 49	ertory)					
(S. M. Chartock's G. and S. Rep (Mark Hellinger)						
Miss Liberty 7-15, '49	99					
(Imperial)	To be come					
South Pacific 4- 7, '49	212					
(Majestic)	416					
Where's Charley? 10-11, '48	210					
(St. James)	TIVE SHIP					

ICE SHOWS

Howdy, Mr. Ice of 1950. 5-16, '49 (Center)

COMING UP

Pirates of Penzance..., 10-10, '49 (S. M. Chartock's G. and S. Repertory) (Mark Hellinger) The Browning Version. . 10-12, '49 (Coronet) Touch and Go....... 10-13, '49 (Broadhurst)

"Ballets De Paris" Is Sexy Lure for B. O.

NEW YORK, Oct. 8 .- It can be reported right from the start that Les Ballets De Paris, which has been imported by the Shuberts and Arthur Lesser, after reportedly exciting Paris no end, will be much talked about and no doubt pack them in at the Winter Garden The word will be out about that torrid bedroom terping in Carmen, the troupe's piece de resistance, by Renee Jeanmaire and Roland Petit and the entrancing underpinning of Colette Marchad in another divertissment, titled L'Ouef a La Coque. Word of mouth on these two items alone should sell a lot of tickets.

If you don't take your ballet seriously, you'll have a good time. The Roland Petit group are hardly in the classical tradition, but they are a willing lot of young dancers offerdevelop a broader understanding and | ing a little of everything of ballet, modern dance and acrobatics-and with an accent on sex, set in bold face.

> Young M. Petit's Carmen to this reporter's eye doesn't live up to its Parisian bally. It is at its best when realistic or satirical. Renee Jeanmaire is highly intriguing in the title role, dancing with precision and whamming over the sex angle to the customers' delight. Petit's Don Jose is disappointing. His stepping repertoire seems singularly repetitious and overloaded with hammy panto. Overall, however Carmen is imaginative, fast entertainment from a dance approach.

"L'Ouef" a Lure

L'Ouef, the other Item which ; have a definite customer pull, cd be cut into the middle of a Stem revue or musical-and Colette Marchand with it M'lle Marchand could be something right off the stage of the Folies Bergeres instead of a chick they hatch out of that egg at the Winter Garden She has what it takes to make the devils of L'Ouef's hell kitchen dance-and make most of (See "Ballets De Paris," opp. page)

BROADWAY OPENINGS

TWELFTH NIGHT

(Opened Monday, October 3)

EMPIRE THEATER

A comedy by William Shakespeare. Staged by Valentine Windt. Settings and costumes by Louis Kennel. J. Charles Gilbert, general manager. Stage manager, John Paul. Press representative, Richard Maney. Presented by Roger Stevens.

.....Frances Reid Second Sailor Paul Menard Maria Ruth Enders Sir Andrew Aguecheek Philip Tonge OliviaNina Foch Malvolio Arnold Moss First Lady in Waiting Sally Chamberlin Antonio Walter Klayun Fabian Truman Smith

Back in 1940, when the Theater Guild and Gilbert Miller unveiled the Helen Hayes-Maurice Evans edition of Twelfth Night, this reporter opined that the Bard's minor charade had hit its peak as far as production or performance was concerned. Miss Haves and Evans gave it a sustained brilliance and distinction to mask the defects of an over-prankish, mediocre frolic. If nobody, off a campus, had ever considered bringing it to life again, it would have been quite all right. However, Roger Stevens has elected to revive it and has done so pleasantly, with some fluent direction from Valentine Windt and commendable performances from a non-stellar cast. A reporter still wonders why he picked Twelfth Night.

Since Twelfth Night is the sort of artificial nonsense that it is, and contains some of the dullest low comedy sequences that the Bard ever penned it is obvious that it calls for superlative interpretation by its actors and imaginative and robust staging. Unfortunately, the Stevens edition gets neither of these treatments. It is easy on the eyes-Louis Kennel has made canny use of simple, platform backgrounds and his costumes are splendid. It is nicely and clearly spoken. But beyond that, it sums up fragile comedy would be brushed off to a pleasant, routine restaging of a trifle-never really tiresome, but extraordinary A. E. Matthews in as never achieving distinction. It is a matter that will leave no mark on a Stem season, one way or another.

Frances Reid Satisfies

The current edition, however, has its virtues. Frances Reid makes a handsome and ingratiating Violaboth pictorially and vocally. Nina Foch's Olivia is even more eye-filling than the lady need be. The humor and spirit which Miss Reid brings to the gal-in-tights are an excellent foil for Miss Foch's radiant loveliness. Harry Townes' Feste, the clown, is an admirable contribution in a role that is never funny at best.

On the comic side, matters are not quite so fortuitous. Arnold Moss is an actor who can declaim Shakespeare brilliantly, but his Malvolio, in comparison to the Evans interpretation, is a disappointment. His reading of the letter scene is excellent, however. Carl Benton Reid and Philip Tonge get what fun they may out of Sir Toby Belch and his dim-witted satellite, Sir Andrew Aguecheek, two of the shoddiest funsters Shakespeare ever dreamed up, and Ruth Enders adds a routine assist as Maria.

In sum, for students who have never had an opportunity to see and hear Twelfth Night in the round, the current edition is more than adequate. Bob Francis.

ICE VOGUES OF 1950

(Continued from page 4) production number is Happy Holiday with the entire cast in kaleidoscopic costumes and balloons, wearing sleighbells so tuned that they play

the Berlin melody as the girls jump up and down. It's a sock finish for a grand evening's entertainment. Billy Livingston designed costumes, Milton Blakely leads the peppy

YES, M'LORD (Opened Tuesday, October 4) BOOTH THEATER

A comedy by W. Douglas Home. Staged by Colin Chandler. Set and costumes by Edward Gilbert. Company manager, Arthur Klein. Stage manager, Philipa Hastings. Press representative, Sam Stratten. Presented by the Shuberts and Linnit and Dunfee, Ltd., by arrangement with John Krimsky.

The Earl of Lister A. E. Matthews The Countess of Lister Mary Hinton June Farrell Elaine Stritch Bessie. Diane Hari

With Yes, M'Lord, W. Douglas Home examines the current British social upheaval without pretense of bitterness or malice. He has no book for either Laborite or Conservative and certainly no message to peddle. He has scripted a slyly humorous, slender little comedy which-if it makes any comment at all-signposts the good-natured tolerance with which Britishers face current uprootings of social traditions.

Home has taken as his chief protagonist as delightfully absent-minded earl, saddled with a huge estate, with a butler and parlor maid to keep it up and his countess helping with the dishes. His earl contemplates a changing world with untroubled serenity, pot-shooting thru his castle's French windows at rabbits and foxes in the flower beds, and complacently accepting his son's decision to run for Parliament as a Laborite. That the lad intends to marry the parlor maid and that the butler is to run against him on the Conservative ticket also leaves the old boy entirely undisturbed. In fact, the only person in the play who seems vitally concerned about matters at all is the son's American fiancee, who is no end shocked and indignant at nobility's lassitude toward the crumbling of class distinctions. At all events, Home quietly steers these not too sturdy proceedings thru to a pat three-pair-off ending, punctuated, however, with chucklesome situations and lines.

It is entirely possible that such a locally, if it did not bring back the rib-tickling a performance as will come along this season. His perfection of timing, his masterly mumbling of a throwaway line and his sending home of a punch line are delights to be savored over and over. His amiable earl is wonderful. And if Mr. M. is really now in his 80th year, this reporter would like to get his prescription for vitamins.

There are some fine contributions from the supporting British players. George Curzon is splendid as a faintly supercilious butler, a hidebound Conservative with a yen for the polished Hugh Kelly and Tom Macaulay are excellent as the son and a Laborite moved up into the cabinet. Mary Hinton, Diane Hart and Gladys Boot perform their chores admirably as mistress, maid and sister-in-law. Elaine Stritch, the sole over-brash in approach, in contrast to the quieter playing of her English associates.

It would be pleasant to predict a bright future for M'Lord. There is a lot of fun in it, and this reporter had a thoroly good time. There's a big question, however, that even Matthews's superlative performance, backed by top-drawer support, will intrigue Stem audiences for more than a moderate run. M'Lord is warm and intelligent, but not gaited to the pace of local customer de-Bob Francis. mands.

band, and Irene Sherrock and James Oliver take care of vocals. Arthur Seelig, ahead of the show, got plenty of stories and pictures in papers, and indications point to sellout performances for the seven-day run.

A. S. Kany.

THE MIKADO

(Opened Tuesday, October 4)

MARK HELLINGER THEATER

An operetta by W. S. Gilbert and Arthur Sullivan, Staged by S. M. Chartock, Musical director, Lehman Engel. Sets and lighting by Ralph Alswang. Costumes by Peggy Morrison. General manager, Philip Adler. Stage manager, Lewis Pierce. Press representatives, Nat Dorman and Marian Byram. Presented

by S. M. Chartock. Nanki-Poo (Son of the Mikado) . Morton Bowe Pizh-Tush (a Noble Lord) Earle MacVeigh Pooh-Bah (Lord High Everything)

Ko-Ko (Lord High Executioner). Ralph Riggs Three Sisters, Wards of Ko-Ko

Pitti-Sing......Beverly Janis Peep-Bo Elaine Malbin The Makido of Japan.....Joseph Macauley Katisha.....Jean Handzlik Go-To (A Man of Few Words) . Craig Timberlake NOBLES AND SCHOOLGIRLS-Joyce Carroll, Dolores dePuglia, Natalye Green, Patricia Hall, Annabelle Lee, Marie Petek, Trudy Prager, Elsa Shannon, Martha Aleson, Phyllis Blake, Regina Burger, Laura Byola, Inez Harris, Dorothy Johnson, Helen Stanton, Mia Stenn, Stanley Ames, Thomas Batten,

Diehl, Samuel Lirkham, Mathew Powers, and Craig Timberlake. UARDS AND FLOWER GIRLS - Donald Crocker, Robert Fisher, John Leto, Richard Posten, Marjorie Day, Virginia Huie, Mar-

garet Salter and Miramar Stewart.

Joseph Caruso, Anthony Cerami, Edwin

Easter, Frank Gagliardi, Joseph Mazzolini, James Vitale, Howard Andricola, William

Local Savoyards have their favorite tipple again. Judging from the delighted cooing and small squeals of merriment from pew-holders all around this reporter after practically every number of the Mikado, S. M. Chartock's troupe is just the tonic for a G. and S. drought.

Chartock, an old hand with the Savoy operas, has accomplished a notable job of production. In the first place, practically all his principals are vet G. and S .- ers, most of them steeped in the tradition to which he wisely sticks in his presentation. Secondly, he has picked an ensemble which, if not notable for looks, have excellent voices and sing out the words so that every syllable is distinct, clear to the back row of the Mark Hellinger. Thirdly, and by no means least, he has captured Lehman Engel for musical director-and with the later presiding in the pit a Sullivan score gets a real reading. Ralph simplified for later touring, but none the less impressively colorful, and Peggy Morrison's costumes are bright and gay. Over-all, the result should satisfy the most captious G. and S. fan. As an opening bill of a series, Mikado evidently did.

Well Cast

On such traditional players as Ralph Riggs, Kathleen Roche, Joseph Macaulay and Robert Eckles any comment would be superfluous other than ter. they are well up to their current assignment. Riggs, of course, has his familiar role of the prankish, nimblefooted Ko-Ko. Miss Roche is once more the giddy Yum-Yum. Macaulay is the Mikado and Eckles the ubiquitous Poob-Bah. Morton Bowe is a happy choice for Prince Nanki-Poo and Jean Handzlik is as good a Katisha as has come along in many seasons. Two G. and S. newcomers. Beverly Janis and Elaine Malbin, add American in the troupe, seems a bit brightly as Yum-Yum's school chums.

Chartock, as said above, knows his Savoy school of thought and its rabid audiences. Every tongue - twisting lyric must come over free and clear. every familiar melody, from A Wandering Minstrel to Tit Willow, must kovitch. The matter has to do with a be encored at least once-the comics had better insert none of their own pagan, and its pattern includes one nonsense into the text-or else. You just don't tamper with G. and S. and get away with it unless you are a Bill Robinson and swing it hot. So Chartock gives the faithful just that-oldschool Savoy brand with no trimmings. Since for some reason or other the faithful seem to grow no fewer with the years, doubtless the recipe is still potent.

At all events it can be recorded that the current brand of G, and S. stimulant he is pouring at the Mark Hellinger is good vintage-a wellblended Savoyard cocktail-if you Bob Francis. like 'em.

Out-of Town Review

REGINA

(Opened Thursday, October 6)

SHUBERT THEATER, NEW HAVEN, CONN.

musical drama, written and composed by Marc Blitzstein, based on "The Little Foxes" by Lillian Hellman. Directed by Robert Lewis. Musical director, Maurice Abravanel. Settings by Horace Armistead. Costumes by Aline Bernstein. Dances by Anna Sokolow. Lighting by Charles Elson. Gen-eral manager, John Yorke. Press director, Wolfe Kaufman. Stage manager, Jules Racine. Presented by Cheryl Crawford in association with Clinton Wilder.

Alexandra Giddens Priscilla Gillette ChinkypinPhilip Hepbern JazzWilliam Dillard (Bernard Addison (Buster Bailey Angel band: (Rudy Nichols

(Benny Morton John Salter, Glen Scander, Jack Shannon Regina Giddens Jane Pickens Birdle Hubbard Brenda Lewis Oscar Hubbard David Thomas Ben HubbardGeorge Lipton ViolinistAlfred Bruning CellistPeter Makas John Bagtry Earl McDonald Lucius StewartRobert Anderson MandersLee Sweetland Grace MandersKay Barron Ethelinda HornsPeggy Turnley Miles Maury Derek MacDermot

DANCERS: Wanna Allison, Joan Engel, Barbara Ferguson, Kate Friedlich, Gisella Weldner, Onna White, Leo Guerard, Robert Hamlin, Regis Powers, Boris Runanin, Walter Stane, John Ward.

Regina unfolds as one of the real classics of the theater. Its brilliance, masterful staging and flawless playing are completely enthralling, and for those who love the theater it will be a treasure. However, it is strictly for the carriage trade, and not a show that will either entice or please the visiting fireman.

The stark drama of The Little Foxes is very adroitly blended to Alswang has provided backgrounds, light operetta treatment, and as the story unfolds to almost complete song and music (only a very tiny portion of the play is spoken), the auditor is lulled by its charm of presentation, and not a little by ennui, as it now stands. Its initial showing revealed many faults that certainly can and will be corrected by the time it is ready for its bigtime bow-the chief distractions being its extremely slow pace and an over-wealth of extraneous mat-

Jane No Tallulah

Of course, Jane Pickens is no Tallulah Bankhead. But, by the same token, Tallulah is no Jane Pickens—and there you have it. Miss Pickens makes a very imposing Re-(See Regina on page 58)

"BALLETS DE PARIS"

(Continued from opp. page) the male customers want to get in the act.

Otherwise, M'lle Marchand steps more classically and sedately on her toes in a somewhat pretentious pas de deux, Le Combat, by William Dollar. Her efficient partner is Milorad Misduel between a crusader and a fem of the longest death dances on record.

The troupe's opener is the least worthy of the program fare. It is another Petit pattern, titled Le Redez-Vous, a neurotic fantasy involving a lad hunting his girl thru Paris streets after she stood him up for a date. Petit dances the lead, and Joy Williams and Serge Perrault add fine contribu-

tiens. Over-all, these balleteers are not the dish for dyed-in-the-wool balletomanes, but the man in the street is going to get a lot more kick out of them than their more pretentious compatriots. Bob Francis.

Magic

By Bill Sachs.

DERCY ABBOTT'S 16th annual magic get-together, held recently at the Abbott headquarters in Colon, Mich., proved the usual big success, with the event again attracting some 700 magicians and magic enthusiasts from all parts of the country, including a host of important names in the field. The annual affair, instituted by Abbott 16 years ago, has in recent years developed into one of the most important magic gatherings in the nation. It has long been regarded as the smartest bit of exploitation and promotion ever turned in by a manufacturer of magical equipment. Aside from the commercial angle, many of those who regularly have made the annual pilgrimage to Colon have deemed the event more entertaining, more educational and more important from a social standpoint than the annual conclaves staged by the various national magic societies. Despite the apparent success of the Abbott get-togethers, there have been a number of disturbances connected with the event that have caused Abbott no little concern and embarrassment, and which caused him to make an announcement on the final night of the recent affair that there will not be an Abbott gettogether in Colon in 1950. Abbott has promised to give the full story in the November issue of his "Tops' magazine.

The incidents that caused Abbott to make the announcement are manifold, but they narrow down to three important factors. (1) The Abbott get-together has in recent years developed and fostered considerable clanishness. This became apparent when, after the nightly shows staged in conjunction with the get-together, certain factions would retire to their respective quarters in Colon or the surrounding countryside for private parties and magic sessions to which the rank-and-file visitor to the event was not welcome. (2) In recent years following the night shows the guest of honor or featured performer has been whisked away to a private hideaway, with access limited to a favorite few and where the average visitor was again barred. (3) In recent years a number of outside magic dealers have seen fit to set up their own demonstrations in or near Colon during the get-together to muscle in on an idea and promotion that Abbott had established. All of these things have caused Abbott no little embarrassment and annoyance and have caused him to cancel plans for future get-togethers. While Abbott, at the moment, is dead serious in his plans to call off future conclaves, there is still hope that the disturbances can be ironed out in time to again hold the Abbott event in 1950. The Abbott affair has grown into too important a magical conclave to be allowed to be wrecked by a comparatively few selfish individuals. It must, and it is our guess that it will, be held in 1950 and for many years to follow.

THE GREAT VIRGIL, who opened his new season at Great Falls, Mont., September 7, has moved westward to begin a swing that will take him the full length of the Pacific Coast. Handling the Virgil advance, publicity and exploitation is C. A. Frank, who toured for many years on his own as the Great Zogi. Business since the opening has been highly satisfactory, Frank reports.

J. B. Bobo, of Texarkana, Tex., author of "Watch This One," was in Detroit recently to lecture and give demonstrations on coin magic for three days at the Barlum Hotel. . Jerry Bergmann, the Czechoslovak-

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Admiral Intros Tele Units With Larger Screens

(Continued from page 15) less revolutionary trade developments necessitated changes.

CHICAGO, Oct. 8. - Trans-Vue Corporation, manufacturer of commercial and home television receivers this week announced that in about a month it would have on the market a new 16-inch receiver for home sales only, retailing for about \$300. Fred Mann, vice-president of the firm, refused to give exact price, but stated it would be in the "popular, competitive price range,"

In the set will be a new chassis, the UHF 40, which will be completely wired for ultra-high frequency reception in connection with use of a convertor. "A special adaptor is incorporated in the chassis which will eliminate further circuit changes or rewiring when and if the Federal Communications Commission authorizes UHF channels for transmission," the company said.

CHICAGO, Oct. 8.—Telequip Radio Company here, manufacturer of electronic test equipment, this week announced a new line of television receivers ranging in price from \$199.50 to \$339.95. Sets were introduced at the Electrical Living Show here. Deliveries are now being made to distributors.

The sets feature built-in antenna, "tru-lock" picture control, automatic gain control and simplified channel selector.

Twelve-and-a-half-inch table model will retail for \$199.50, and a console with same size picture will sell for \$259.95. Top price set is a deluxe 16-inch console for \$339.95.

Cuba's TV May Bow Within Next 6 Months

HAVANA, Oct. 8 .- Video's debut here is only about six months off, according to Goar Mestre, ad agency topper and head of Radiocentro Broadcasting System, which include some of this country's top outlets. Work already has been started on construction by RHC Cadena-Azulu, which is headed by Amado Trinidad. The latest license applicant is Cadena Oriental de Radio which has asked permission to construct tele outlets in Havana and Santiago. Ricardo Miranda Cortes, head of the latter outfit, this week told The Billboard that he is signing to invest \$250,000 for video equipment with the Link Radio Corporation.

A large number of American bankrollers, who are heavy spenders in Cuban radio, are expected to participate when tele outlets open up here. These include Colgate, Coca-Cola, Canada Dry and such Caribbean outfits as Bacardi and Gravi.

ian youngster who made quite a rep for himself in American magic circles prior to the war, is current at the ABC Club in Paris, and is slated to follow with a stand at Cafe Angelais in London. His last American engagement before returning to Europe was at the Embassy Club, New York. . . . George A. Searls, Dayton, O., cracks the season soon with a new mental turn featuring his old tention to details and fluency of pose lowed by Jan August and the Kings stand-by, the X-Ray routine, and the Enchanted Talking Tea-Kettle. made by Bob Nelson, of the Nelson Enterprises, Columbus, O. . . Elmer W. Morris, whose father was formerly with the Thurston show, returns for the fifth time to the Hollywood Club, Little Rock, October 14. Cardoza and Coke Cecil were recent magical visitors in Little Rock, Morris reports. . . . Doc Weiss, escapat the Walter B. Cook Funeral Home | marily to the "quality folks." there October 2.

Burlesque

By UNO -

MARY MACK, when she completes her circuit tour of 18 weeks, moves to the Roxy, Montreal, for a January 3 opening. . . . Freddie Lewis and wife were given a paper anniversary surprise party by membership of the Mike Sachs-Alice Kennedy unit in Cincinnati recently. . . . Dorothy Morey and Harry Eaton were principals in the George Givot video show over WNBT September 30. . . . Johnny D'Arco and Parker Gee, in their new vaude act, were on the bill at the Palace, New York, week of October 6, set thru Jack Kalcheim. The week before, another ex-burly comic, Joe Morris, appeared at the Palace, teamed with Susan North. . . . Pat O'Neill, new striptease principal, opened at the Avenue, Detroit, recently as a regular circuit principal. · . . Gayety, Baltimore, reopened September 23, after the usual summer close of 10 weeks, with a unit featuring Hillary Dawn. Vic Puree and Dick Bernie, with Josephine Marsh and Shelly Lane other principals. Gus Flaig is house producer and Dorothy Bell is director of the Betty Jane Girls.

ACKIE WHELAN is headlining with the Westman Trio at the Lav Yee Chai nitery, Honolulu. The trio was formerly at the Village Barn, New York. . . . Claude Mathis, comic in the George Murray-Phyllis Gayle unit, is making his first appearance in a burly road show in 13 years. He spent considerable time in stock on the Coast. . . . First show to play Warren Irons's Mayfair, Dayton, O., new three-day stand between Cincinnati and Pittsburgh, was the one headed by Mike Sachs, Alice Kennedy and Marcia Edgington. . . . Winnie Garrett returned to the Famous Door, Manhattan, October 7 after an engagement at the comedy juggler, has switched from \$110. the Mexican Hat, Boston, to the Night Owl, Brooklyn. . . . Paul Cardinal is owner, operator and director, and Adrian Trudell, manager, at the benefits six months after becoming Roxy, Montreal, where the policy is disabled, regardless of his age. His four shows Saturday, three on Fri- benefits will be figured on the basis day and two on other days, with a Sunday closing. Bookings by Ben Goldman, Boston. . . . Harry Wald, after 10 years of managing concessions at the Grand, St. Louis, has bought out the interests of Ralph Lie in the Cocoanut Grove nitery near by. Wald also has a unit, headed by Diane and Her Monkey, playing carnival dates.

REGINA

(Continued from page 57)

gina, and her voice is certainly suited to both operetta and the role. Her acting chores leave nothing to be desired, and she makes Regina a more or less believable heel. The difference is that Tallulah made Regina into a capital "B" while Jane's interpretation must be in lower case.

All supporting roles are excellently cast and sung, with a special nod to Priscilla Gillette, whose budding acts in the same price category are career may be well advanced by her work in this show. The lass has looks, grand stage personality and a fine voice. She certainly looks like one of the best bets of the season.

Robert Lewis has done a magnificent job of direction, and his handling of the huge cast, his strict atboth eye and ear. The setting supthe top drawer.

Over all, Regina's complete acceptance still depends on its shape when

Sidney Golly.

Showfolk To Get Soc. Sec. in 1950

(Continued from page 4) ment have had frequent disputes in the past over terminology in the present Social Security Act. It is these conflicts which have left the status of many entertainers up in the air. For example, Treasury-which supervises the tax fund-has considered a large block of entertainers as independent contractors and so exempt. FSA, on the other hand, recognizes few entertainers as independent contractors. FSA has final say, but unless an entertainer makes an issue of the matter, he is likely to miss out

Tho the new bill does not specify whether show people are employees or self-employed, all show people will be under it, unless the measure is drastically changed when it comes up for Senate consideration next session. Those already covered have no new worries concerning the self-employed status; they are to continue paying as employees.

on benefits he should have been pil-

ing up under the present act.

Benefits for show people are clear, regardless of whether they eventually pay the employee rate or the self - employed rate. These benefits are greatly liberalized in the bill as passed by the House, Old age and survivors insurance continues to begin at the age of 65, but payments will be more than present. Depending upon the length of time a worker is covered and his average salary, old age benefits are increased from 50 per cent to 150 per cent. The minimum benefit goes from the present \$10 monthly to \$25. The maximum benefit climbs from the present \$85 to \$150. In addition, an individual's monthly old-age pension is increased by 0.5 per cent for each year he has paid in his tax. Thus, a worker entitled to, say, \$100 monthly, who has Roxy, Montreal. . . . Dave Malcolm. paid the levy for 20 years, would get

Another liberalizing section of the new bill provides that a worker who is totally disabled may begin drawing of the money in his Social Security account at the time he became incapacitated for work.

Veterans receive a break under the bill. Their time in the service is automatically calculated to have given them a salary of \$160 a year, and the Social Security tax on that figure is deposited to the credit of their Social Security account. Without this provision, time in the armed forces does not count toward benefits.

The vote on passage of the bill in the House was an overwhelming 333 to 14. A substitute Republican bill specifying lower taxe and lower benefits was beaten, 113-232. The measure now goes to the Senate Finance Committee, which is expected to begin hearings early in January.

STRIKES FAIL

(Continued from page 55)

being sought.

The big entertainment budget is at the Terrace Room of the Hotel William Penn, where the Music Corporation of America (MCA) has set all of its class acts. Hildegarde (the only non-MCA booking) led off September 26 for two weeks, to be folmake the production a delight to and Their Ladies. Romo Vincent, Georgie Price, Jon and Sondra Steele plied by Horace Armistead and Aline and Carl Brisson have all been Bernstein's costumes are right from signed to play the room. This is the first time in years the hotel has had such a high talent budget.

The other clubs using high-priced it hits the Stem. It's a very heavy talent are stepping up their budgets show, and its story is more or less a little to meet the new competition, universally known. The music is but their policies will be to hold the also on the heavy side, as is the line until they see how the strikes ologist, postals from New York that acting, so it is not in the category of come out and then step out to get the popular magician, Steve Miaco, light evening entertainment. It must back what business was snatched died suddenly in New York Sep- be doctored a great deal, and even from them by the newcomers The tember 29, with services being held then its appeal will likely be pri- Carousel, Copa, Vogue Terrace, Ankara, Bill Green's and the Monte Carlo are all in this class.

Lindberg Points **UpTrouperNeed** At Iowa's Spots

CINCINNATI, Oct. 8.—Al J. Lindberg, in a letter to the rep desk this week, came thru with the following observations from his native Iowa. "The Neil Schaffner Players was, to my knowledge, the only tenter to play in this State this year," writes Al, "which is a far cry from the 35 to 40 tent operas of perhaps 20 years ago, which never left the State.

"The Jack Brooks Show, out of Sabula, Ia., played its usual Wisconsin run, but I didn't see any billing for any Iowa stands for the org. The Famous Players, who usually have three or more weeks in Northwestern Iowa, were not in evidence this year.

"It is really a shame, too, because this State is flesh-hungry and there are plenty of spots for a well-knit tent show. I make practically every county in the State, and time and time again the subject of tent shows has come up during the course of conversation with people of the various towns.

"In practically every instance they evince a desire to have a good, clean, family-type show visit their communities again. Lots are available, the audience is willing, all we need is troupers."

N. E. Firms Frame Drive-In **Building Plans**

HARTFORD, Conn., Oct. 8.—Certificates of incorporation have been filed with the Connecticut secretary of state here for Danbury Drive-In Corporation, and Susan Sweets, of Danbury, Inc., with both new concerns listing Arthur H. Lockwood, head of Lockwood & Gordon Theaters, as president.

Plans for construction of a \$150,000 outdoor theater at Oxford, Mass., have been announced by Weymouth Drive-In Corporation, which operates a number of drive-ins in New Eng-

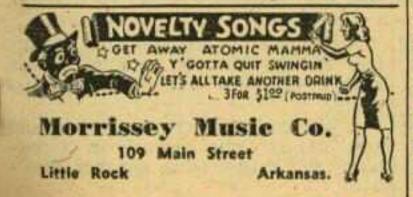
A proposal that a drive-in theater be erected near Hampton Beach, N. H., has been rejected, with zoning officials declaring that there was not room for the project in the area.

Standard Investment Company has announced plans for the construction of a new drive-in theater on Airport Road, near Gardner, Mass. Plans for construction of an outdoor motion picture theater at Somerset, Mass., have been announced by Joseph Schwartz. Somerset at present has no motion picture theaters. Applications, however, have been filed for authority to build conventional movie houses in the town, with Nathan Yamins and Orville Smith as applicants.

3-Week III. Circle Good for Val's Org

FREEPORT, Ill., Oct. 8. -- Val's Radio Players are playing this area on a three-week circle basis to good business. Unit plays this city each Saturday night, with its radio program originating from the local Station WFRL.

Towns in the circle are Rockford, Beloit, Galena, Sterling, Dixon and Polo Ill. Cast remains the same as at opening.



Who's Daid?

DETROIT, Oct. 8.—Testimony for gags about show business being dead was apparently given at the West Side Drive-In the other night, when a young couple drove up to see the show -in a hearse. Altho other patrons were mildly concerned, surprised attendants had no choice but to admit them.

Dillons Get Biz With 'Drunkard' At New Orleans

NEW ORLEANS, Oct. 8.—Business under canvas on U. S. Route 51 be- here. tween here and Chicago by the Dillon Players, under direction of Ed, John and Sidney Dillon, has shown a gradual increase since its opening September 10. The Dillons plan to continue presentation of old-time mellers at the spot until they play themselves out.

In addition to the Dillons, cast includes Jack Clifton, Earl Warner, Bob Brannon Eddie Freche, Jules | The St. Louis Globe-Democrat and Tracy, Jerlene Wadenpfuhl, Pat Nichols, John Werner and Peck Rowe, all Tribune. old-time repsters. Recent visitors included Jimmie Cooper, Phil Duncan, Milton Jastram and Warren Lyle.

Idea for the local presentation came from Ed Dillon, old-time stock and rep actor, who operated his own stock companies and three rep-tent shows for many years. Ed came down here in 1933 with a New York company of The Drunkard and the show opened in the old Dauphine Theater and ran for about eight months.

From this engagement sprung Ed's idea of presenting the show under canvas. The stage is under a separate building, as is the theater foyer, which boasts a ticket box, checkroom and bar, where only beer, soft drinks and pretzels are served. Capacity is about 200.

Drive-In Notes

Vincent O'Brien, former manager of the Hartford Drive-In Theater, Newington, Conn., has been appointed manager of the Capitol Theater, regular pic house, at Everett, Mass. . . . An assumpsit suit has been brought into !'strict Superior Court by Ralph Falcigno, of Meriden, Conn., against the New Haven Drive-In Theater, Inc., North Haven, Conn., charging the theater of having breached an oral contract under which he would have been permitted to operate a concession stand at the drive-in. Falcigno asks \$10,000 damages. . . . James Guarino, general manager of the West Springfield, Mass., Drive-In Theater, reports the first area installation of man-made moonlight, recently perfected by General Electric Company. The moonlight, a combination of green and amber light, floods the entire area during showing of pictures, says Guarino,

W. Frank Harris, vice-president and manager, Bryant Theater Supply Company, Charlotte, N. C., last week announced the addition of two salesmen and a sound engineer Salesmen are Panny Cobb and Gerald D. Cauble. The sound engineer is James H. Davie, a veteran of 20 years' experience. . . . Plans for the construction of a fifth Walter Reade drive-in theater on a 15-acre tract at Eatontown, N. J., were announced by the circuit owner last week. It will be the fifth in a projected series of 27. With a capacity for 1,020 cars, the drive-in will be open to the rublic as a community recreation center during the day.

Schaffner Org Closes Canvas Jaunt at Ottumwa, Ia.; Bows Theater Stands at Oskaloosa

Biz Holds Well-Unit Hits Publicity Jackpot

Rivoli Theater here Monday (3). Local date will be followed by week stands in a number of Iowa theaters, including New London, Marshalltown, Toledo and a few towns where the dates have not as for The Drunkard, being presented yet been set, Al J. Lindberg said

> Owner Schaffner-said that business on the season held up well, but added that the unit could have used a couple more months like August, when it scored heaviest. Org, which has become a tradition on its established summer route thru Iowa, Illinois and Missouri, hit the jackpot this season in national publicity. One-page spreads with pix were carried in The Des Moines Sunday Register-

> Show also was the subject of a well-written article in a recent issue of Collier's. However, the enviable pay-off came October 3 when the voices of Neil and Caroline Schaffner were heard during an airing of The

Bisbee Biz Big At Union City

UNION CITY, Tenn., Oct. 8.-Bisbee's Comedians, which have been playing towns in Tennessee to good returns, played to turnaway business at their opening here. Show's cast remains the same as at opening.

Mr. and Mrs. Billy Choates visited here. Mr. and Mrs. Leo Larry's house trailer, which was struck by a bus, has been repaired. Members of the show are anxiously awaiting the huge fish fry at which Owner Bisbee plays host each year.

Blythes' Journey Thru Georgia Okay

CINCINNATI, Oct. 8 .-- Billy and Betty Blythe, with their daughter, Patricia Ann, are touring Georgia with their tent-pic show to good business, altho it has not been on a par with the past few seasons.

The Blythes have added a stage show, which has helped keep receipts on the respectable side. They report that they recently heard that Earl Newton has his tent-pic and stageshow playing California.

Savannah Drive-In Chartered SAVANNAH, Ga., Oct. 8.-Circle Drive-In Theater, Inc., has been granted a charter by Judge David S. Atkinson of Superior Court on petition of A. T and Jane Livingston and Marguerite M. Storer. New corporation plans to open a 250-car theater to be operated by Mr. and Mrs. Livingston.

OSKALOOSA, Ia., Oct. 8.-After | Mutual Newsreel of the Air over the closing their regular season under Mutual Broadcasting System (MBS) canvas at Ottumwa, Ia., Sunday (2), net. About four minutes of this 15the Toby and Susie Players, under | minute airing was devoted to a scene direction of Owner Neil Schaffner, from one of the current Schaffner opened a week's engagement at the bills and Neil's closing curtain speech in Ottumwa.

Cast

Cast this year included Neil and Caroline Schaffner, portraying their roles of Toby and Susie; Dorothy Eddy, Janice Davis, Dick Ellis, Ed C. Ward, Don Weage, Don Lasley and the Musical Grays, Erman and Goldie. The Grays joined after the season opened because of concert commitments. Rome Schaffner was on the front as well as having a featured spot in one of the bills. Fred Boone was in charge of canvas and Mrs. Boone presided over the reserved ticket box.

The Schaffner plans for 1950 season include a new top as well as several other innovations. Lindberg says the opening theater date here presages a good indoor season for the unit. A holdout line was formed at 6 p.m. and the overture wasn't scheduled until 8:15 p.m.

Bills are to be changed each night except for a two-night run of the feature, The Return of Aunt Susan, which caused unprecedented comment thruout the summer territory. In addition to the regular show on Saturday nights a midnight show will be spotted. A matinee and two night shows will be presented each Sunday.



FILMS, 68 Monroe (Dept. 8B), Memphis, Tenn. WANT FOR DIAMOND TOOTH BILLY ARNTE

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DAVID S. BELL

116 EAST ROGERS ST., VALDOSTA, GA.

AMSTADT-Antone, 50, owner of an Akron night club, recently in Cuyahoga Falls, O. Amstadt had been stabbed and his body was found in the Cuyahoga River October 5.

ASHER-John T., 49, October 1 at his home in McMinnville, Tenn. Survived by his widow, Clystia.

BEDWELL-Larry, 42, trainmaster of the Cetlin & Wilson Shows for the past four years, October 3 in Richmond, Va. Survived by his parents. Mr. and Mrs. R. R. Bedwell, Jackson. Mo., a brother, a son and a daughter, of Miami, Burial in Jackson, (Details in General Outdoor Department.)

BERKELY - Margaret Milligan, former stage actress. October 3 at her home in Columbus, Miss., of a heart attack. She had appeared in New York in Desert Song, New Moon and Circus Princess. Survived by two sons. Burial in Okolona, Miss., October 5.

COLICCHIO-Mary, 71, in Miami September 21 of pneumonia, Survived by three daughters, Mrs. Emma Rocco, with Dodson's Imperial Shows; Mrs. Josephine Catono, Bloomfield. N. J., and Mrs. Katherine Goodman, Miami, and a son, Nick, with Cetlin & Wilson Shows. Burial in Newark. N. J., September 26.

DISNEY-Peter R., 36, program director of WHAS, Louisville, October 6 in that city of an intestinal obstruction. Disney was a singer-accordionist at WLW, Cincinnati, before going to Louisville. Survived by his parents. Mr. and Mrs. J. Frank Disney, Knoxville, three sisters and three brothers

In Loving Memory Of My Wife and Sister

Who Passed Away October 7, 1945 C. F. "SLIM" DUNLAP, Husband Charles Hos, Brother

Mr. & Mrs. Lee Hos

EDMONSTON-Joseph, 76, active in the road management of vaude for almost 50 years. September 28 in Brooklyn. Among those for whom he worked were the late Al Woods and Sam Harris. His sister survives

EYSLER - Edmund, 75, Viennese operetta composer, October 4 in Vienna. His operettas included Bruder Straubinger and Die Goldene Meisterin, Kunstlerblut Das Gluckschweinchen, Das Zirkuskind, Die Oder Keine and The First Ball.

HARDWICK-Mrs. Elizabeth, former member of Show Folks of America, at her home in Fairfield, Calif., September 23. Mother of the late Alfred Green, she was active in show business for over 30 years.

HOLAHAN - Charles, 60, concessionaire for many years. October 3 at his home in Washington C. H., O.

HOME - Mable, 52, legit actress and former musical comedy singer, September 23 in Cork, Ireland, At the time of death she was appearing in Harvey. Her husband, Prof. George H. P. Hewson, and a daughter survive.

JARRY - Ashton, 71, Australian legit actor recently in Sydney. He had appeared in numerous plays with 26 in a plane crash on Mount Popothe J C. Williamson management,

KIDDE-Frank, 69, well-known civic leader in New Jersey, October 4 in Montclair, N. J. Besides many philanthropic and civic posts, he was a member of the finance committee of the New York World's Fair of 1939 His widow, son, daughter, sister and two grandsons survive.

FINAL CURTAIN THE

KROELL - Adrienne, 57, actress who played opposite John Barrymore in The Girl of the Golden West, October 2 in Chicago. She began her stage career in St. Louis in 1906 and went to Chicago as general understudy in Stubborn Cinderella. In 1917 she war playing opposite Barrymore in a picture when arthritis halted her career. Her four sisters survive.

LAZARUS-Charles, 42, salesman for Loew's, Inc. in the Grand Rapids. Mich., territory for several years, October 2 in that city in an airplane crash. Survived by his widow and two children Burial in New York.

LIEBESKIND-Mrs. Teddy, wife of Nat, well-known pic distributor and exhibitor and former general manager for RKO in South America recently in New York. Burial was at Woodlawn Cemetery New York. Her husband and brother, Charles Kinsella, survive.

In Memory of a True Friend Who Crossed the Great Divide October 12, 1940.

MARINEAU-Joe (Big Joe), 69. circus concessionaire for many years. September 30 in the Royal Victoria Hospital, Montreal. Survived by his

widow, Louise.

James E. Hunt

McDEVITT-Joseph T., 79, stage manager for legit theaters in Boston for 30 years, October 5 in Boston. Among theaters which he managed were the Hollis Street, Boston and the Bowdoin Square.

McNAT1 - George B. (Popcorn Mac) 86 credited with having opened the first popcorn stand on the Board- of the American Bowling Congress in walk in Ocean City, N. J., October I at hi home in that city. In recent years, until his retirement in 1947, he operated a souvenir shop at the resort.

MILLER-Mrs. Earleen, 25, wife of Maurice Miller, owner of the Hi-Port Bottling Works, Batavia, O., and son of the late Morris Miller, ownermanager of the Miller Bros.' Shows, September 23 at her home in Batavia. She also leaves a daughter, Maurleen

> IN MEMORY of a dear friend

who passed away Oct 16th, 1947 AL ACKERMANN

MOREY-A. R. (Jack), formerly with the Buhl Son, & Company, Detroit, in charge of distribution for Columbia Records, October 1 in Detroit. Survived by his widow, Lois. Burial in Oakwood Cemetery, Adrian, Mich.

MORRILL-Harold B., 55, general manager of Station WLAW, October 5 in Lawrence, Mass. He was secretary of the Hildreth & Rogers Company, owner of the station, and was named manager in 1946 His widow and brother survive.

OLITZKA-Mme. Rosa, 76, former leading contralto of the Metopera, September 29 ir Chicago. Besides an extensive operatic and concert career in Europe, she sang with the New York German Opera Company and the Chicago Opera Company.

PAVON-Blanca Estela, 23, Mexican film and radio actress, September catepetal. Her brother and two sisters survive.

PRIESTLEY—Harold W., business manager of WWJ, Detroit, and associated with the station for the past 23 years, October 3 near Willow Run, Mich. when struck by a train. Survived by his widow and son, Harold Jr.

RINGWALL-Knut A., father of Rudolph Ringwall, associate conductor of the Cleveland Symphony Orchestra, October 5 in Bangor, Me.

ROY-Howard, 32, vent and magician, recently in George Washington Hospital, Washington. Survived by his widow Margaret, and his mother.

SORENSON-Ann, 22, wife of Alfred E. Sorenson, announcer at WKRS, Waukegan, Ill., October 2 near Wilmette, Ill., of injuries sustained in an auto crash in which her husband was also seriously injured

SPERRY-Robert M., 71, former songwriter, actor, author and producer and director of dramatic shows. September 27 in Bridgeport, Conn In recent years he had published The Bridgeport Life, a weekly. Survived by his widow, Hattie Burial in Mountain Grove Cemetery. Bridgeport, September 28.

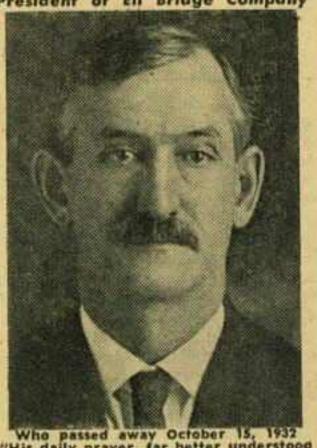
STROOCK-Ely, 80, founder of the Brooks Uniform Company in 1909 and the Brooks Costume Company in 1914, October 7 in New York. He was president of the uniform company and veeper of the costume house. His companies supplied uniforms for Ringling Bros. and Barnum & Bailey Circus and costumes for innumerable Broadway shows, Survivors include his widow a son and daughter.

STAPLETON -James M., 54, former planist and orchestra leader, September 26 in Bridgeport, Conn. Survived by his widow, Lucy: son, James Jr.: daughter Mary Lou: brother, Frank, and a sister, Mrs. Arthur La-Hait. Burial in St. Michael's Cemetery. Strafford, Conn., September 30

STEERS Mrs, Emma L., 92, former concert singer and pianist, October 4 in New York. Her son and sister survive.

STEIN-Louis, 93, leaper with the P. T. Barnum Circus and founder 1895, October 2 in New York. (See ginia City Nev. Outdoor Department for details.)

In Memory of Inventor of the BIG ELI Wheel President of Eli Bridge Company



Who passed away October 15, 1932
"His daily prayer, far better understood in acts than words, was simply doing good."
Whittier BIG ELI Company and Employees

SUSINTZKY-Abe, former vaudevillian, September 22 in Danbury Conn. He and his sister, Beth Harris, who survives, had a singing comedy act. He retired from showbiz to go into real estate. Burial in Danbury

VOSS-Mrs. Clarence T., former Northeastern New York Women's Golf Association champion, October 6 in Kingston, N. Y. Formerly in the theater, she appeared with Fred Stone in Stepping Stones.

WAKEFIELD-Ray C., 54, former member o. the Federal Communications Commission, September 29 in Washington. Retiring from the FCC. he represented the State Department in Geneva Switzerland, on the Provisional Radio Frequency Board, His widow and two children survive.

WEINBRENNER - George (St. Louis Dutch), former partner in the operation of the Chesterfield Inn, suburban Detroit night spot, and founder of B. C. Wills & Company game manufacturer, October 2 in Detroit. Survived by his widow, Ellen, and two sons, Paul and George.

WINII-Col. Matt J., 88, prexy of Churchill Downs, October 6 in Louisville. His name was synonymous with the Kentucky Derby, the he also ran a dozen other tracks. Four daughters survive.

WISE-Frank S., 55, ticket superintendent for Cole Bros Circus, October 2 in General Hospital, Louisville, of a heart attack Survived by his widow, Margaret; three daughters, Terrill and Esterellita, of Louisville and Mrs Margaret Young New York; four sisters, Mrs. George Sullender. Mrs William Caseldine, Mrs. Robert Clark and Mrs. George Schmitt all of Cincinnati, and four brothers Bertram, Alexandria, Ky.; William, Cincinnati, Harry, Newport, Ky., and Andrew, Portland, Ore. Burial in Louisville Ortober 4.

WOODEN -Mrs. Marjorie Johnson, 33, pianist and entertainer, of injuries sustained in an auto accident September 24 in Rome, N. Y., where she was fulfilling a theatrical engagement. Surviving are her husband, Elijah; her parent, three brothers and a sister. Burial in Mount Lawn Cemetery, Philadelphia, September 29.

Marriages

BEAHAM-CARLSON-John Beaham, actor in The Madwoman of Chaillot, and Violet Imogene Carlson September 25 in New York.

BECKETT-BAKER - Scott H. Beckett, film actor, and Beverly Baker at Las Vegas, Nev., September 28.

DREIFUSS-BRIAR - Arthur Dreifuss, producer-director, and Barbara Briar, actress, September 27 in Vir-

McSHANE-NOCTOR - Brendan McShane and Maura Noctor, with the Bernadette Players, September 22 in Dub'in.

NELSON-ZEISSER - Jack Nelson and Jane Zeisser, both in Ice-Capades, September 28 in Pittsburgh.

PRICE-GRANT - Vincent Price, film and radio actor and Mrs. Mary Grant, screen costume designer, recently in Tijuana, Mex.

REESE-MOORE -Prof. Chet Reese and Pauline Moore, outdoor show people recently in Arkansas City,

STARWYCK-JORDAN - Steve Starwyck, former drummer with the Ace Dinning band and other combos and now disk jockey at Station KGRH, Fayetteville, Ark., and Lucille Jordan recently in that city.

Births

A son to Mr. and Mrs. Kenneth D. Snyder October 1 in Cincinnati. Father is an announcer at WDEL, Wilmington, Del.

A daughter to Mr. and Mrs. Hy Averback September 24 in Hollywood. Father is a radio announcer.

A son to Mr. and Mrs. Mannie Greenfield September 27 in New York. Father heads his own publicity

A daughter to Mr. and Mrs. Arno Mueller recently in Fort Worth. Father is a KFJZ accountant.

A daughter to Mr. and Mrs. George Ramsby September 26 in Chicago. Father is a WBBM staff vocalist.

A daughter to Mr. and Mrs. Johnny Lee Smith recently in Fort Worth. Father operates the KFJZ control room.

A son, Abbey Nathaniel, to Mr. and Mrs. Bobby Cohn recently in Harrisburg, Pa. Father is an outdoor show-

Charlotte Tabs Record Crowd

CHARLOTTE, N. C., Oct. 8 .-Southern States Exposition will wind up a week's run tonight with a record attendance. The Dr. J. S. Dortonmanaged annual opened with an announced 75,000 patrons tamming the grounds and crowds on succeeding days have exceeded this figure, it was said.

A George A. Hamid night grandstand show played to big audiences thruout the week. Harness racing in the afternoons drew well. Big car auto races promoted by Sam Nunis are skedded for this afternoon. A capacity crowd is assured if good weather prevails.

A coon dog race was a feature on an afternoon grandstand program. Fireworks were featured nightly.

School children were granted a half-holiday and on two days jammed the grounds to give the James E. Strates Shows on the midway top play.

Larry Bedwell, C&W Trainmaster, Killed

RICHMOND, Va., Oct. 8.-Larry Burton Bedwell, 42, trainmaster of the Cetlin & Wilson Shows for the past four years, was accidentally killed Monday (3) at Richmond, Va., while repairing a tire at a local filling station. Tire exploded as Bedrim struck him across the temple and So. Calif. Execs well was filling it with air, and the

Funeral services were held from Christian's Funeral Chapel Wednesday morning (5). Bedwell's sister, Mrs. B. C. Cartrell, of Chicago, accompanied the remains to Bedwell's home in Jackson Mo., where interment took place today.

Surviving, besides his sister, are his parents, Mr. and Mrs. R. R. Bedwell, Jackson; a brothe", a son and a daughter, of Miami.

1st Stamford Expo Clicks; Gate 75,000

STAMFORD, Conn., Oct. 8.-Initial effort of the group promoting the Stamford Exposition of Progress, September 9-18 proved highly satisfactory, according to Fred Pittera, show director of the event. Despite a number of rainy days during its 10-day run, the exposition drew attendance of 75,000.

More than 200 commercial and industrial exhibits were displayed under big tents, and entertainment features included rides and concessions of the Gillette brothers, Pittsfield, Mass., and several free acts booked thru the William Shilling Agency, New York

Lineup of acts included the Billy Outen troupe of high divers, Beebe's Hollywood Bears, Frank Weede's Dogs and Joe La Flamme's wild animal group.

Dunn Minnie in Hartford

HARTFORD, Conn., Oct. 8 .- The J. H. Dunn Miniature Circus opened a 13-day stand at Brown Thomson's department store Saturday (1). More than 2,500 people passed thru the gate to the big top by mid-afternoon on opening day. The circus has 127 acts and 26 freaks, all scaled to miniature proportion, working on a lot 48 feet long and lighted by 500 lights. The circus has 475,000 pieces and is insured for \$435,000. Next stop for the circus will be Macy's, New York, where J. H. Dunn, operator, will remain until after Christmas.

Vast Changes Seen for Outdoor Chi R. R. Fair Lighting After Kolite Tests Tops '48; Gate

in the lighting of outdoor amusement attractions, particularly show fronts, were predicted this week by Herbert W Bye, Chicago attorney and longtime associate of J. C. McCaffery in the carnival business.

Back from Corinth, Miss., where he witnessed tests of Kolite on units of Dodson's Imperial Shows, Bye said the new lighting development successfully and vividly brings out otherwise hidden colors.

Eye-Catching Effect

Kolite, he pointed out, operates with a filtered ultra violet light to obtain brilliant coloring from fluorescent, oil-based paints. The effect is sharp and eye-arresting, he maintained. Moreover, its effect is given emphasis when regular lights are switched on momentarily to block out the luminous painting.

Similar effects long have been achieved in indoor lighting. To a small degree, the same effect has been achieved on some outdoor revues, chiefly on costumes, but such usage in the past has been limited to a few moments at a time because of problems arising from the use of incandescent lights.

Uses Fluorescent Tube

Kolite uses a fluorescent tube, with built-in filter, and will operate for

LOS ANGELES, Oct. 8 .- The 27th day, Kids' Day. annual meeting of the Western Fairs Association (WFA) will be conducted by the Southern California Area Fairs with C. B. Afflerbaugh, Pomona, and John Lagomarsino, Ventura, acting as co-chairmen. Meeting will be held December 8-10 at the Biltmore Hotel

Chairmen announced for the meeting include: Paul Mannen, manager, San Diego County Fair, Del Mar, program; Tevis Paine, Western Fairs Association, entertainment; D. V. Stewart, manager, California Mid-Winter Fair, registration; L. A. (Dan) Patch, manager, Orange County Fair, Santa Ana, public relations; Larry Ver-Husen, manager, Ventura County Fair, printed program; Harold Lane, manager, 48th District Fair, hotel reservation co-ordinator; D. R. Jaqua, manager, Antelope Valley Fair, Lancaster, dates; Fred Bruderlin, manager, Farmers Fair and Festival Hemet, transportation, and Bob Fullenwider, manager, National Date Festival, Indio, resolutions.

Schedule of activities for the meeting, released by Louis S. Merrill, general manager of WFA, includes registration, December 8, and general business meetings, December 9 and 10. Delegates will be guests of the Pacific Coast Showmen's Association (PCSA) Saturday night, December 10.

CHICAGO, Oct. 8 .- Vast changes | a long period. The lighting units operating on from 110 to 125 a.c., 60 cycles, are built in self-contained, waterproofed units that carry shields as a protection in transit.

Bye says that Kolite will be of much use not only to carnivals, but to amusement parks, fairs and circuses. He holds that in some instances it will be possible to achieve striking effects on riding devices with Kolite,

Tests at Corinth were made by B. R. Brayer, sales representative of Kolite Plastics Company, Chicago, manufacturers of the units and the firm which handles the paint sales.

Bye's enthusiasm for Kolite led him to take over the sales rights for the outdoor amusement field.

At present, Kolite is being used chiefly on large bulletin boards, R. H. Jarr, president of the Kolite organization, pointed out, but he joins with Bye in the belief the new lighting development will find wide usage in the outdoor amusement field.

Tupelo, Miss., Gets Rain First Two Days **But Gate Holds Firm**

TUPELO, Miss., Oct. 8.-Mississippi-Alabama Fair and Dairy Show caught rain Tuesday and Wednesday (4-5), the first two of its five days, yet its attendance for the two days Head WFA Confab held even with last year. A huge parade bolstered attendance Wednes-

> Livestock exhibits top 1948. Commercial exhibits also exceed last year. New this year is a Negro exhibit hall. Grounds are in top shape.

> Cavalcade of Amusements appeared headed to top the 1948 midway receipts, when another org played the spot. Grandstand acts were booked thru Dr. Braley.

J. M. Savery, serving his 11th year as manager, anticipated a strong finish, due to the fact that a car giveaway is slated for the final day.

Chi Show Folks Chapter Launches Drive for Home

CHICAGO, Oct. 8 .- A fund-raising campaign to establish a home for indigent actors and actresses has been launched by the Chicago Chapter of Show Folks of America, according to Irene Blauvelt Reidy, president. Campaign headquarters are located at 537 South Dearborn Street, with Burt Riley and Chet Hull in charge.

Climax of the drive will be a Harvest Jubilee and barn dance Saturday, November 5, in Central Masonic Temple. Isaac T. Chapple is jubilee committee chairman with Arthur at their annual banquet and ball, Peets in charge of entertainment and Corb Echols as dance caller.

Dailey Scores in Augusta, Ga., With Capacity and Overflow

AUGUSTA, Ga., Oct. 8 .- Dailey Bros.' Circus hit the jackpot here Tuesday (4) with a capacity matinee, followed by overflow at night.

has been playing to excellent business, had a light matinee Monday (3) in Greenwood, S. C., but came back Dailey org chalked up a threewith a full one at night. Night crowd, according to Greenwood observers, house.

was one of the largest circus crowds

Greenville, S. C., played Saturday (1), gave with steady biz, both mati-The show, which the last few weeks nee and night shows registered threequarters.

quarter matinee and a full night

Of 2,732,618

Spec Plays to 1,450,068

CHICAGO, Oct. 8.—Attendance count for the second and final edition of the Chicago Railroad Fair, which Sunday (2) closed its 100-day run, was 2,732,618. This was almost a quarter-million higher than the gate last year, when the 76-day event pulled 2,500,813.

Combined attendance for the two years was 5,233,431. A strong stretch run sent attendance soaring this year. September turnouts were huge, with Sunday throngs hitting their peak for the two-year event.

Few Rain-Outs

Total patronage for Wheels A-Rollin', featured spec, hit 1,450,068 this year, drawing at a rate of more than one out of every two front-gate admissions. Spec this year played 393 performances on its four-a-day sched-

Last year the pageant played to 1,169,477 in 294 performances. Both years the show enjoyed exceptionally fine weather. Only seven of its scheduled 400 shows this year were lost to rain, whereas in 1948 10 shows out of the scheduled 304 performances were lost to the elements.

Narrow Gaugers Carry 'Em

Deadwood Central, narrow gauge railroad, which last year was the only ride on the grounds, carried 933,592 passengers. Another such railroad was added this year, and the two combined carried 1,236,751 persons.

With few exceptions, most of the show and midway concessions did good business. The kiddle theater failed to make money, and the Old Time Opry House had tough going.

Cypress Gardens water show, operated by Robey Parks and associates, overcame a weak start and finished on a surprisingly strong note.

Conn. Firemen Fight For Games of Chance

HARTFORD, Conn., Oct. 8.-Members of the Fairfield County Fire Chiefs Emergency Plan, meeting last week at Easton, Conn., unanimously approved a resolution urging legislative action to modify State regulations to permit volunteer firemen and other non-profit organizations to conduct games of chance at their benefit events, including carnivals.

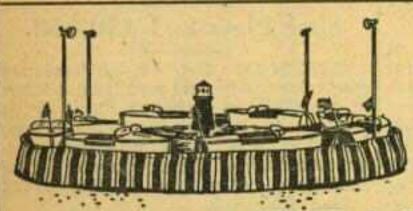
In calling for adoption of the resolution, Clifford Mervin, Shelton, Conn., president of the plan, told the 200 members present that it was impossible to equip small town fire departments out of tax money without an increase in the tax rate, which some farming communities cannot afford.

Kedenburg Preps Stock Car Meet at Mineola Fairgrounds

NEW YORK, Oct. 8. - Promoter Jake Kedenburg expects close to 100 stock cars to compete in the 25-lap Long Island championship on the dirt track of Mineola (L. I.) Fairgrounds Saturday (15).

Kedenburg, who has been staging midget and stock car races at Freeport (L. I.) Stadium, announces that he plans a stock car circuit for Florida this winter. At present three In Gastonia, N. C., Friday (30), the nights of racing are lined up, and it is expected that two more will be added. The United Stock Car Association will furnish the competition.

NEW KIDDIE RIDES! PONY & CART RIDE • FIRE ENGINE RIDE ... 0 ... AIRPLANE RIDE TERMS ARRANGED IMMEDIATE DELIVERY WRITE FOR PHOTOS KING AMUSEMENT CO. MT. CLEMENS, MICH.



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earn big profits for their operators.

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FOR SALE

Merry-Go-Round, 30 ft., with 20 jumping horses. Beau-tifully decorated. Khaki top and sidewall. Pulled by Allis-Chalmers engine. Price of this ride is \$5500, de-livered 1000 miles free.

FOR SALE

1949 3-Abreast Merry - Go-Round, 36 ft. Has 30 jumping horses and 2 chariots. Has khaki top and sidewall. Made by Camel. Pulled by Allis-Chalmers engine. Price of this ride is \$7200, to be delivered 1000 miles.

FOR SALE Our new Ferris Wheel, 40 ft, high, has 12 seats. Made out of steel. Pulled by Allis-Chalmers engine. Has a Conway clutch. Price of this wheel is \$4500, delivered 1000 miles free.

These Rides are all brand new, built by me. I think my Merry-Go-Round gets as much money as any Merry-Go-Round on the road. Weighs 3 tons Our Ferris Wheel weighs the same. Our 3-Abreast Merry-Go-Round weighs 4 tons. These Rides are all portable, can be knocked down in 1 hour and 20 minutes by 2 men. If you're in the market for a good Merry-Go-Round or Ferris Wheel contact. The past season we built 20 Merry-Go-Rounds and 7 Ferris Wheels. Thanks to The Billbeard. JAY WARNER

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Close Ups:

Reading Stature Justifies Faith And Energy of Charles Swoyer

CEVERAL times in the lengthy career of Charles W. Swoyer, secretary, the Reading (Pa.) Fair should have given up the ghost. And it would have if it hadn't been for the belief of Swoyer and his officer associates that the intrinsic good of the annual would finally prevail to give it stability and character and to make it important in the lives of the people of Berks and adjoining counties. Charley's interest in the Reading Fair began as a young-

ster when he accompanied his father by team and horse-drawn car to attend the fair which was then held in town at North Penn Street. The annual later switched to the 11th Street grounds and it was there that Charley first participated by helping to take tickets and to man the gates.

At that time the fair was definitely of the pumpkin variety, principally because it lacked progressive management, Charley recalls. A new company was formed and Charley subscribed for 10 shares of stock. The 75 acres of land on which the annual is now located, just over the city line and on a super highway, was then purchased. In 90 days the new group sold \$100,000 worth of stock, put up three main buildings and staged the first showing in 1915. A race track was also ready in time for the first event. A defunct tabernacle was razed and the salvaged lumber was used to construct the first bleachers.

In 1916 the group had its charter revised to cover a \$200,000 issue of stock. The money was used to build a grandstand and buildings to house

animal exhibits. In 1918 a 40-cent dividend, totaling \$8,000, was paid. Improvements were made each year and the fair continued to make money. Charley was elected recorder of deeds in Berks County in 1921, for one of his few sallies from full-time fair activity. The board of directors named him secretary in 1926 and he held the position until 1929. Before the year

was up the directors prevailed upon him to return. He has held the post ever since. In 1932, after receiving the unanimous approval of the Reading board of directors, Charley accepted the post of secretary of the Pennsylvania State Association of Fairs and this he still holds.

CHARLES SWOYER

In 1929 with the depression on, Charley found it tough sledding trying to sell the fair to merchant exhibitors. During his absence in 1929 lights had been installed around the track for night horse racing. Charley asked that the racing be eliminated and a night show substituted. He was overruled and backed away convinced that the program would be a failure. The fair that year wound up on the nut for about \$80,000, including \$18,000 in unpaid bills, taxes and bank loans.

John S. Giles was elected president of the fair association in 1933, a post he still holds. In that year the operating budget was cut \$20,000, but the annual was buffeted by three days of rain and while it managed to pay off its 1932 obligations it was forced to issue scrip to its exhibitors for premiums.

The 1933 scrip was paid off after the running of the 1934 fair, but four days of rain made it necessary to again issue scrip, this time \$6,500 worth. The fair prospered in 1935 and by 1940 it was debt free and again paying dividends.

Making the fair work with scrip required astute planning. The fair gave a measure of value to its scrip by accepting it in payment for anything it had to sell. When cash premiums were lacking, the fair would pay organizations such as the Grange in scrip. If the Grange was owed \$100 it would accept strip tickets for the ensuing year and keep the first \$100 that was realized. Charlie looks on that period as the aspirin era as far as he is concerned and hopes that he will never have to face it again since the accounting problems involved would give a corps of bookkeepers gray hair.

Of late years Charley has been principally concerned with adding improvements. With the fair operating soundly and profitably, the 71-yearold executive can now give most of his time to planning new features and worrying on how to house expanding old ones.

Each facet of the operation must (See Reading Stature on page 69) 108 W. Randolph



Wheel

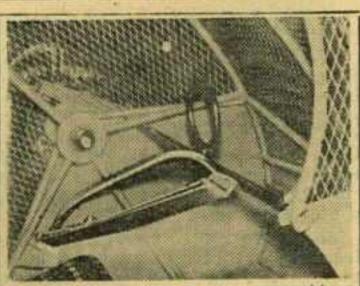
ery of the 1000th ELI Power Unit with his new No. 1921-1949. For 28 years ELI Power Units

have been giving dependable service on BIG ELI Wheels and other Amusement Don't take a chance on those tew remaining Fair Dates. It would be a shame to lose some of that valuable time by a power failure. Inquire about the new D-140 ELI Power Unit today.

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greatly grosses on peak capacity stands with Everly rides naving the new Eyerly automatic passenger safety belt now standard equipment on new 1949 models. This speedy, positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete informa-



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M. W Cards, 51/2x714, White, Green, Red, Salmon, Per 100 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. 3,000 Leatherweight Bingo Sheets,

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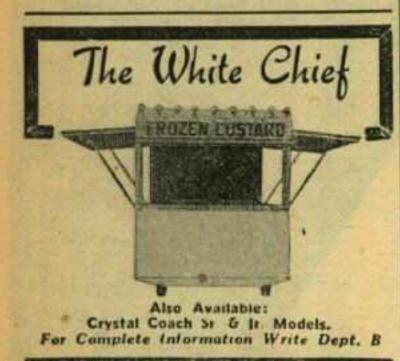
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UNION, S. C.

Tout in the Open

year as prexy, Mike has never missed personally directing the event in the 180 operating days of his career, and he has never been absent from any one of an average of 10 special events staged at the plant each year.

Nellie Vaughan, of the Thearle-Duffield Fireworks Company, Chicago, and Viola McLeod, of Polack Bros.' Circus and Hennies Bros.' Shows, Chicago, returned recently from a trip to Denver where they caught Polack Bros.' Western Unit as guests of Promoter George Westerman. . . . Fred Pittera, show director of the recent Stamford (Conn.) Exposition of Progress, has left for Rome where he will line up exhibits for the World Premiere Trade and Travel Exposition of Italy, which is skedded for New York's Grand Central Palace, April 4-28, 1950.

Joe McKee, top Coaster builder and ride designer, and the big lineup of rides he supervises at Palisades (N. J.) Amusement Park, are given a super-duper plug, with colored pix and amusing and informative text by Maurice Zolotow in a recent issue issue of "Steelways" mag. . . . Ernest Kovacs, special events director of WTTM, Trenton, N. J., ended his continuous broadcast from the grounds of the New Jersey State Fair October 2 after 173 hours, 171/2 minutes. Kovacs said he is already mulling stunts he will perform in connection with the staging of next year's annual.

Dr. J. S. Dorton, manager of fairs at Shelby, Charlotte and Raleigh, N. C., is profiled in the October 15 Thursday (29), in Macon, Miss., was issue of Collier's Mazagine. The another light day for the show. Lack yarn was authored by William Lind- of advance flack was said to be resay Gresham, who also did the piece | sponsible.

President Mike Benton, of the on the World of Mirth Shows which Great Southeastern Fair, Atlanta, appeared last fall in Life Magazine. chalked up an enviable record with Illustrations for the Dorton story inthe conclusion of this year's event clude a color photo of Doc, a midway October 9. Altho serving his 18th shot of the World of Mirth Shows and a grandstand scene with cars belonging to the late Lucky Teter in the foreground.

Seal Bros. To Wind Up Season in Barstow, Calif.

LIVINGSTON, Calif., Oct. 8.—Seal Bros.' Circus, scheduled to play here Sunday (2), blew the date. City officials said the show set up on a State-owned lot, adjacent to the highway, without consent of the State Highway Department. Officials ordered the show to tear down shortly after it got the big top up.

Circus officials said the show would close its season Saturday (15) in Barstow, Calif.

Org registered good business Tuesday (27) in Sonora, Calif., getting a full matinee and a strong night house. In Newman, Calif., Saturday (1), the show drew two light houses.

Hot Springs Showmen's Club Elects October 11

HOT SPRINGS, Oct. 8.—The opening fall meeting of the Hot Springs Showmen's Association will be held Sunday (11), President Nobel Fairly announces. Election of officers will be the main business. The clubrooms were opened today.

Dales Business Light

PHILADELPHIA, Miss., Oct. 8 .-Dales Bros.' Circus did only light business here Saturday (1), both matinee and night house being light.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold By Starr De Belle-

> Sheep Bleat, Wyo. October 8, 1949

To keep help around a show of this size one must dish out titles. Our people value them above money. However, we have a few mercenary ones who worry more about their after they bought their tickets. He personal bank accounts than they do drew a full house of paid relatives of the show's. The few such people and well wishers both afternoon and are constantly reminded that the boss | night. is doing them a favor by letting them stay. Just today the boss walked over to the ticket sellers' table with, "Boys, leave me enough to put it in the barn and take it out again next spring, because you can't light anywhere else."

Dear Editor:

A stake-and-chain wagon sage of yesteryears once opined, "The easiest way to spoil a good waiter is Business." He drew only a fair matto put'a clown make-up on him." If he were around today, he'd learn that it, the town gossips started a rumor it's now working in reverse. Our that he had left town because he clowns are going to the cookhouse as fast as there is a vacancy. Their that her pappy was guaranteeing a theme song is, "There is more money to be made in tips than in pratfalls."

The show's policy is, "Make everybody a big man for a day." Last week a mission truck backed up to the wardrobe wagon and unloaded 25 suits that were slightly worn but adjuster stepped in to prevent the freshly pressed; 25 freshly laundered but used shirts; 25 pairs of newly soled shoes, and 25 neckties of the hand-me-down variety. No underwear was included in the delivery. Nobody sees them, anyway.

The boss started his "big man for a day" last Wednesday at Short Con, Wyo., by selecting Elmer Hipswinger, canvasman and a native of the burg. who joined three weeks ago. He was appointed the show's manager for his hometown. Advance newspaper copy was headed with, "Hometown Boy

Makes Good. Now General Manager of the Won, Horse & Upp Circus." He was dressed from head to foot in the mission wardrobe, minus underwear, and was posed in the marquee, but far enough back so that the natives couldn't shake hands with him until

The next day the manager selected, for Virgin Wool, Wyo., a former sheepherder from that neck of the plains. He discarded his propertyman's wardrobe for the mission handme-down front. The local daily came out with, "Town's Black Sheep Makes Good. Hard-drinking and Chasing Ne'er Do Well Settles Down to Big inee. Altho he knew nothing about didn't do right by Little Nell, and shotgun wedding in the big top at night with Nell's kinfolks furnishing the shotguns. That strawed 'em to the ring curbs. A local justice of the peace and the shotguns arrived with the straw and the crowd. Our legal wedding with, "It will disrupt our program plans. In the concert it would be a different matter."

The entire tip stayed for the after show, and just as rumored, the marriage was performed to the satisfaction of all present, which included our Side Show manager, who was short an annex dancing gal. We still have 23 suits, neckties, shirts and pairs of shoes on hand. If you live on our route and have had flop-house or mission - stiff experience - we can place you.

Rogers Bros. Registers Big in Three N. M. Spots

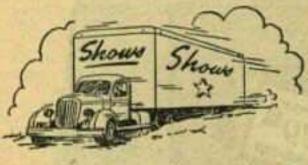
BELEN, N. M., Oct. 8. - Rogers Bros. scored with a full house here Friday (30), after a fair matinee. Thursday (29), in Grauts, N. M., despite rain at night, the org had two capacity houses.

Holbrook, Ariz., played Tuesday (27), gave two capacity houses, while Gallup, N. M., Monday (26), registered an overflow matinee and full night house.



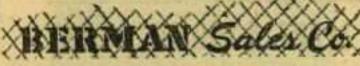
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CANDY FLOSS MACHINE



\$275.00 Slightly higher West double spinnerhead .

rubber shock mounted
25 in aluminum pan
pilot light indicator · shaff rotates on ball bearings . dust cover · fused to prevent overload · accurate

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Booklet, 12-P. 8x5. Contains all 12 Analyses. Very well written, \$5.00 per 100. Sample, 10¢ FORECAST AND ANALYSIS, 10-p Fancy

Samples of each of the above 4 items for . . . 25¢ No. 1. 45 Pages Assorted Color Covers....50¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Answers All Questions, Lucky Numbers,

Signs, Cards, Illustrated. Pack of 36. 15¢ Graphology Charts, 9x17. Sam., 5¢. Per 100, \$7.50 MENTAL TELEPATHY. Booklet of 21 P. . . . 25¢ 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 merchan-dise. Samples postpaid prices. Orders are P.P.

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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 GUARAN-TEED. New Gray

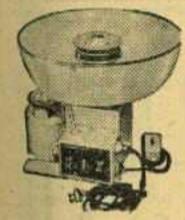
Metallic tinish, gleaming nickel trim; electric lighted deautifully decorated with multicolored pupcorn signs. Uses less current-AC or DC any cycle, connect anywhere, 17"x17"x26" high Wt 30 lbs.

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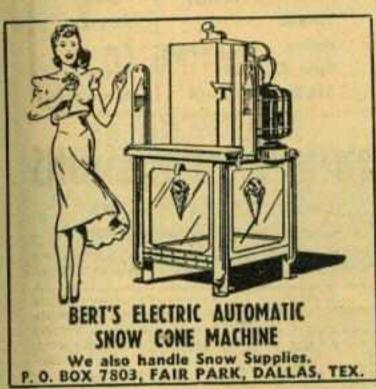
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Talent Topics

closed at the Danville (Va.) Fair, visited his California home for two weeks before joining the E. K. Fernandez Show in Honolulu. . . . Bert and Corinne Dearo, on the bill at the Aurora, Ind., Fall Festival, September 30-October 1, plan to join an indoor circus soon.

Acts appearing with the George A. Hamid show at the Winston-Salem and Forsyth County Fair, Winston-Salem, N. C., included The Harstons, teeterboard; Florence Hin Lowe, contortionist; Sharkey, the Seal; Elsie Gross, Hammond organist; Fain and Foster, musical bells; Allain and Allain, tumblers; Al Gordon and Canines: Three Barretts, aerialists: Rudy Caffey, emsee, and Joe Basile's band. . . . Princess Goldenrod and a group of Penobscot Indians from Maine presented their tribal dances twice at the Danbury (Conn.) Fair. . . Acts appearing in front of the grandstand at the Danbury (Conn.) Fair included the Herzogs, aerialists; Tom Pack's baby elephants; Daley ponies; Xcellos, high sway pole; Aerial Kremarrs, double slide for life; Nelson Sisters, aerialists; Solomon, high diver and Karl Rohde's band. . . . Kiki Page, cyclist appearing in the Barnes-Carruthers night grandstand presentation at Alabama State Fair, Birmingham, was injured when her machine plunged into the orchestra pit. Before the week was over she was back in the

Clowns at the Cattle Congress Show, Waterloo, Ia., were Gene Lewis, Tad Tosky, Snell Brothers,

Carrie Raftery To Produce Wilmington, N. C., Event

WILMINGTON, N. C., Oct. 8 .-Mrs. Carrie Raftery, widow of the late James M. Raftery, has succeeded him as producer of the American Legion Thrill Circus and Fall Festival. Event will be held at Legion Stadium here the week of October 24. A thrill show will be presented Tuesday (25) and Saturday night (29), according to present plans, with thrill-type acts to augment an automobile daredevil show.

Walter D. Nealand is booking grandstand acts and attractions and handling advance publicity. Fred MacKinney and his crew are posting the event within a radius of 25 miles. The James M. Raftery Shows, plus will be on the midway.

Slivers Johnson, who recently Jack and Ruby Landrus, Harold Brown and Kenneth Waite, producer.

> The Gaudsmith Brothers and their funny pooches are at Radio City Music Hall, New York. . . . Lee Marx, juggler, is at the Palace, New York. . . . The Chambertys, comedy casting act, following a string of Hamid fair dates, are opening with the Orrin Davenport Shrine Circus in Duluth next week. . . . The Juggling Jewels are playing one-week stand at the Court Square Theater in Springfield, Mass. . . . Lott and Joe Anders, unicyclists, are at the Adams Theater in Newark, N. J. . . . Acts appearing with the George A. Hamid revue at Atlantic Rural Exposition, Richmond, Va., included the Smetonas, slack wire; Gautier's Bricklayers, canine; the Bountys, comedy bike; Montana Kid, with Coley Bay, wonder horse, and the Campbell Sisters, vocalists; Flying Dobritches, comedy flying act; Pia and Alexander, aerialists, and Sam Linfield and His Crazy Scouts, comedy acro.

Knoxville Fair Bldg. Depends on Lease

KNOXVILLE, Oct. 8 .- Plans for the erection of a Coliseum at Chilhowee Park by the Tennessee Valley Fair Association are held up pending negotiations with the city for a longterm lease, Present lease expires December 31.

The association, with an accumulated capital of \$150,000, will base its building program on the length of the lease. Present estimates on the building, to seat 10,000, range from \$500,000 to \$100,000.

City or county aid will be necessary, according to Harry Poore, president. Altho the 1949 financial report has not been prepared by Manager Pat W. Kerr, officials anticipate a net of about \$25,000, 20 per cent below 1948.

35, 173 at Mechanicsburg

MECHANICSBURG, Pa., Oct. 8 .-Georgie Fonder, Lansdale, Pa., won the 200-lap midget classic at Williams Grove Speedway here on Sunseveral independent rides and shows, day (2) before a gate of 35,173. There were 33 starters in the event.

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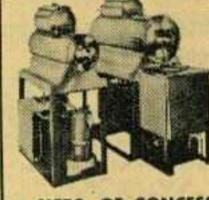


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Alamo Expo.: Livingston, Tex. All-American Midway: Post, Tex. American Eagle: (Fair) Kilmichael, Miss. American Puniand: Stuttgart, Ark. American Midway, No. 1: (Fair) Giddings, Tex.; Taylor 17-22.

American Midway, No. 2: Granger, Tex. Georgetown 17-22. A. M. P.: Summerville, S. C.; Glennville, Ga.

Becht, Lee: West Alexandria, O.; Albany, Ind. 17-22.

B. & H. Am. Co.: Elloree, S. C. Big Four: Manila, Ark. Blue Grass: (Fair) Hartwell, Ga.; (Colored

Fair) Augusta 17-22. Bohn & Sons United: West, Tex. Brownie Am.: Chelsen, Okin., 13-15. Burdick's Greater: (Fair) Woodville, Tex. Burke, Harry: (Fair) New Roads, La.; (Fair)

Opelousas 17-22. Burkhart: Paragould, Ark.; Tuckerman 17-22. California: Burbank, Calif. Capital City: (Fair) Lawrenceville, Ga.; (Fair) - Monticello 17-22.

Cavalcade of Amusements: (Fair) Eunice, La.; (Fair) Beaumont, Tex., 20-29. C. & B. Am. Co.: Tiptonville, Tenn.

Central Am. Co.: Scotland Neck, N. C.; Hertford 17-22. Cetlin & Wilson: (Pair) Spartanburg, S. C .:

(State Pair) Macon, Ga., 17-22. Cherokee Am. Co.: Broken Arrow, Okla. Crescent Am. Co.; Athens, Tex.; Kligore 17-22, Crystal Expo.: (Fair) Monteguma, Ga.; (Fair) Alma 17-22.

Cumberland Valley: (Fair) Summerville, Ga.; (Fair) Dalton 17-22; season ends. Dick's Greater: (Fair) Roanoke Rapids, N. C.; Plymouth 17-22.

Dodson's Imperial: Columbus, Ga. Down River Am. Co.: Ecorse, Mich. Dudley, D. S.: Vernen, Tex.; Lubbock 17-22. Dument: Roxbero, N. C.; Durham 17-22. Dyer's Greater: Tunica, Miss.

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Gem City: Sheridan, Ark. Gentsch, J. A.: (Fair) Natchez, Miss.; (Fair) Meadville 17-22.

Gold Bond; Quincy, Ill., 13-16. Gooding Am. Co., No. 1: (Pair) Lancaster, O. Gooding Am. Co.: Decatur, Ind.

Gooding Park Attrs.: Bradford, O., 11-13. Graceland Greater: Winona, Miss.; Forest City 17-22.

Grand American: Portageville, Mo. Great Western: East Prairie, Mo.

Groves Greater: (Fair) Ruston, La.; (Fair) Tallulah 17-22.

Gulf Coast: Osceola, Ark.; Terrell 17-22. Haven Park Am .: Hamlin, Tex .; Rochester Hamid-Morton: (Arena) Philadelphia, Pa., 10-17-22.

Heart of Texas: Crowell, Tex.

Henson, J. L.: (Fair) Mansfield, La.

Heth, L. J.: (Fair) Monroe, Ga.; (Fair) Cordele 17-22, Hottle, Buff: (Fair) Franklinton, La.; (Fair) Oak Grove 18-22.

Howard Bros.: Chauncey, O. Imperial Expo.: San Francisco, Calif. Jack's Greater. Edgefield, S. C.; (Colored Pair) Orangeburg 17-22. Jones, Johnny J., Expo.; (Fair) Selma, Ala.; (Fair) Pensacola, Fla., 17-22.

Keystone Attra .: Gretna, Va. Keystone Expo .: (Fair) Jay, Fla.; (Fair) Port Walton 17-22, Kile, Floyd O.: (Pair) Monterey, La.; (Colored

Pair) Colfax 17-22, Kinland Am.: Perry, Ga.; Dublin 17-22. Kirkwood, Joseph J.: Benson, N. C. Lamb, L. B.: Langdale, Ala. Lane, Sammy: (Pair) Alton, Mo.

Lawrence Greater: (Colored Fair) Winston-Salem, N. C.; (Fair) Athens, Ga., 17-22. Lee Am. Co.: Tallahassee, Fla.; Quincy 17-23. Lone Star: Butler, Ga. Magic Empire: (Fair) Brownsville, Tenn. Marion Greater: (Fair) York, S. C.; (Fair)

Chester 17-22. Marks, John H.: Williamston, N. C.; Washington 17-22.

McKee, John: Kennett, Mo. Merit: Brunswick, Me. Merry Midway: Houlka, Miss. Midway Expo.: Memphis, Tex. Midway of Mirth: Truman, Ark. Midwestern Expo.: Mineral Springs, Ark. Mighty Page: (Pair) Ahoskie, N. C.; (Pair) New Bern 17-22.

Model: (Pair) England, Ark. Moore's Modern: (Fair) Bearcy, Ark. Myers: Cartersville, Ga. Nessler's: Dyersburg, Tenn.

Pla., 17-22. Page Bros., No. 1: (Fair) Ardmore, Tenn. Page Bros., No. 2: (Fair) Scotts Hill, Tenn. Palmetto: (Fair) Springfield, Ga.; (Pair)

Pembroke 17-22. Paul's Am. Co.: Gould, Ark, Penn Premier: (Fair) Chase City, Va.; (Fair) Kingstree, S. C., 17-22.

Peppers All-State: Houston, Tex., 13-23. Perry, Jack J.: Lancaster, S. C.; (Fair) Laurinburg, N. C., 17-22. Pike Am .: (Fair) Farmerville, La. Prell's Broadway: (Pair) South Boston, Va.; (Fair) Greenville, S. C., 17-22, Prell's World's Fair: (Fair) Camden, S. C .; Monroe, N. C., 17-22. Purvis: Jarratt, Va.

Raftery, James M.: (Fair) Beaufort, N. C.; (Fair) Jacksonville 17-22. Raines Am. Co.: Longview, Tex. Rogers Greater: (Fair) Marks, Miss.; (Fair)

Charleston 17-22. Royal American: (State Fair) Jackson, Miss.; (State Fair) Shreveport, La., 22-31. Royal Crown: (Fair) Columbus, Miss.; (Pair) Yazoo City 17-22. Royal Expo.; (Pair) Milledgeville, Ga.; (Fair)

Entonton 17-22. Royal Midwest: Sumner, Miss. Schafer's Just for Fun: (Fair) Ennis, Tex. Shan Bros.: (Pair) Maryville, Tenn.; (Pair) Rome, Ga., 17-22.

Siebrand Bros.: Tucson, Ariz. Smith Am. Co.: Commerce, Tex. Smith, Geo. Clyde: Henderson, N. C., 10-13; (Fair) Suffolk, Va., 17-22. Snapp Greater: Minden, La.; season ends.

Southern States: Quitman, Ga.: Arlington Southern Valley: Winnsboro, La. Sparks, J. A.: Dallas, Ga.

Standard: Olton, Tex. Star Am. Co.: Augusta, Ark.; Holly Grove Steblar Greater: Owings, S. C. Stephens, C. A.: Metter, Ga.; (Pair) Thomp-

son 17-22. Strates, James E.: (Fair) Rock Hill, S. C.; (State Pair) Raleigh, N. C., 18-22.

Tassell, Barney: Yanceyville, N. C.; Hamlet 17-22. Thiess United: Cherry Valley, Ark.

Thomas Joyland: Kingwood, W. Va. Tidwell, T. J.: (Fair) Lamesa, Tex.; (Fair) Levelland 17-22. Tinsley, Johnny T.: (Fair) Lavonia, Ga.; (Fair) Greensboro 17-22.

Tivoli Expo .: (Fair) Eupora, Miss .: (Pair) Senatobia 17-22.

Turner Bros.: Gideon, Mo. 20th Century: Danville, Ark. Twin State: (Fair) Cheraw, S. C.; (Fair) Lancaster 17-22.

United Expo.: (Pair) Henderson, Tex. Veterans Expo.: Maccienny, Fla. Victory Expo.: Eagle Pass, Tex. Virginia Greater: Dillon, S. C.; Wadesboro, N. C., 17-22. Wade, W. G.; Bronson, Mich.

Wallace Bros.: Aberdeen, Miss. Wallace, I. K .: Robbins, N. C .; Ellerbe 17-22. Wallace & Murray: (Fair) Swainsboro, Ga.; (Fair) Warrenton 17-22. West Coast: San Francisco, Calif., 13-23.

Fair) Greenville 17-22.

Wolfe Am .: (Fair) McCormick, S. C.; (Colored World of Mirth: (Fair) Greensboro, N. C.

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Beatty, Clyde: Clovis, N. M., 11; Belen 12, Gallup 13; Winslow, Ariz., 14; Fingstaff 15; Kingman 16; Needles, Calif., 17; season ends. Biller Bros.: Asheboro, N. C., 11; Durham 12;

Rocky Mount 13; Goldsboro 14; Dunn 15;

Charlotte 17-18. Dailey Bros.: Valdosta, Ga., 11; Thomasville 12; Albany 13; Opelika, Ala., 14; La Grange,

Dales: Thomasville, Ala., 11; Monroeville 12; Brewton 13; S. Flomaton, 14; Milton, Fla.,

15; De Puniak Springs 17, Davenport, Orrin: Duluth, Minn., 17-22.

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17-19. Polack Bros. (Western): (Auditorium) Little Rock, Ark., 11-14; (Auditorium) San Antonio,

Tex., 17-23. Ringling Bros. and Barnum & Bailey: Odessu, Tex., 11-12; Sweetwater 13; San Angelo 14; Abilene 15; Fort Worth 16; Waco 17; Austin 18; San Antonio 19-20; Houston 21-23.

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Kingman-Dig-N-Dogie Days. Oct. 21-23.

CALIFORNIA

San Francisco-Grand Nat'l Livestock Expo. Horse Show & Rodeo. Oct. 28-Nov. 6. Carl L. Garrison.

COLORADO

Center-Potato Show & Pair. Oct. 43-15 L. L. Hopkins.

FLORIDA

Quincy-Tobacco Festival. Oct. 19-22. Waldo S. Carrell.

INDIANA

Decatur-Street Fair. Oct. 10-15. Indianapolis-Internat'i Dairy Expo. Oct. 8-15. Robert B. Hammer.

LOUISIANA

Crowley-Internat'l Rice Pestival. Oct. 26-27. Mrs. Elizabeth L. Barnett Opelousas-Louisiana Yambilee. Oct. 19-20 A. B. Reed.

MAINE

Bangor-Food Show, Oct. 11-16. A. H. Charles, 105 Porest Ave., Portland.

MASSACHUSETTS

Worcester-Home Show, Oct. 9-15. Emile L

MINNESOTA

Dulu h-Shrine Circus. Oct. 17-23. Wally Tengquist, 201 E. Pirst St.

MISSOURI

Portageville—Nat'l Soybean Festival, Oct. 12-15, Joseph A DeLinle,

NEW YORK

New York-Antiques Pair of N. Y. Oct. 17-22. C. J. Nuttall, 660 Madison Ave. New York-World's Championship Rodeo at Madison Square Garden. Sept. 28-Oct. 23. Frank Moore. White Plains—Better Home Expo.; Oct. 11-16. Robert A. Durk.

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Bellaire Jr. Chamber of Commerce Celebra-tion. Oct, 27-29. Glen Allen. Bradford-Pumpkin Show. Oct. 11-15. Toby Conway. Circleville-Pumpkin Show. Oct. 19-22. Ned H. Dresbach. Ripley-Parmers Pall Festival. Oct. 20-22. W. C. Richey, Kiwania Club.

OKLAHOMA

Oklahoma City-Made in Okla, Expo. Oct. 24-30. Paul Strasbaugh, Chamber of Com-Talihina-Lions Club Halloween Carnival. Oct. 29. Ed Foster.

SOUTH DAKOTA

Sioux Falls-Viking Days. Oct. 14-15. Sioux Falls-Tepee Day. Oct. 29. Del Cowley.

TEXAS

Conroe-Outdoor Historical Event. Week of Oct. 9. Fred L. Yates, Chamber of Com-Corpus Christi-South Texas Home Show. Oct. 29-Nov. 6. John W. Daly. Gilmer-East Texas Yamboree. Oct. 27-30.

WEST VIRGINIA

Kingwood-Buckwheat Pestival. Oct. 13-15. Eilene M. Heraman

WISCONSIN

Madison-Junior Livestock Expo. Oct. 24-27.

CANADA

Near Brantford, Ont .- Internat'l Plowing Match. Oct. 11-14. Ottawa, Ont.-Ottawa Winter Fair. Oct. 24-28. H. H. McElroy.



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Conn. Expo Settles 6G on Tenting Claim

HARTFORD, Conn., Oct. 8 .- Herbert Oeser, president of Fairway Tent & Equipment Company, last week agreed to accept payment of \$6,150 for equipment furnished the Stamford (Conn.) Exposition of Progress, September 9-18. His decision, it was said, followed a conference between exposition and Chamber of Commerce officials.

Officials of the exposition claimed that their contract called for payment of \$4,800, but that Oeser's firm had presented a bill, including extras, for \$9,400.

The Fairway concern was paid \$2,-600 in advance, according to Donald Jensen, spokesman for the exposition.



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Louisville-Oct. 13. Mrs. R. B. Eddy. 5713 S. Parkway. Louisville-Oct. 30. Mrs. R. B. Eddy. 5713 S. Parkway.

LOUISIANA

Alexandria-Oct. 25. Mrs. W. W. Davis. Baton Rouge-Oct. 21. Mrs. R. C. Koch, Box New Orleans-Oct. 29-30. Charles T. Nelson, 3705 Mistletoe St. Shreveport-Oct. 27. W. R. Hirsch, Box 1100.

MAINE Portland-Oct. 16. Foley, 2009 Ranstead St.,

Philadelphia.

MARYLAND

Rockville-Oct. 16. Foley, 2009 Ranstead St., Philadelphia.

MASSACHUSETTS

Boston-Oct. 29. Foley, 2009 Ranstead St., Philadelphia.

MICHIGAN

Detroit-Oct. 15. Mrs. Ethel Barrow, 6318 Detroit-Oct. 16. K. R. Branion, 19206 Steel Ave.

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Biloxi-Oct. 18. Lawrence A. Lyle, Gulfport,

NEW YORK Binghamton-Oct. 29 Foley, 2009 Ranstead

St., Philadelphia, Brooklyn-Oct. 30. Foley, 2009 Ranstead St., Philadelphia. Geneva-Oct. 15, Foley, 2009 Ranstead St., Philadelphia. Jamaica-Oct. 23. Poley, 2009 Ranstead St., Philadelphia. Peekskill-Oct. 12. Foley, 2009 Ranstead St.,

Philadelphia. Rochester-Oct. 16. Foley, 2009 Ranstead St., Philadelphia. Syracuse-Oct. 30. Foley, 2009 Ranstead St., Philadelphia.

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SPECIAL PRINTED

68

NBOA Examines Disk Jocks As Drawback to Terp Biz Batts and Whitneys Return From Tour Of U. S. & Canada Final Hurdle

(Continued from page 17) patrons would be encouraged to attend dances where there were video facilities because those who didn't own sets would find it an extra incentive and those who owned sets might not attend dances on a particular night if they weren't able to catch their favorite shows. He pointed out that he and Dorsey are definitely considering a separate section of the ballroom for conver-

sion into a teletheater.

Gilmartin outlined a series of promotions which had paid off at the Casino Gardens. The second annual "Most Beautiful Legs in the World Contest," wherein masked contestants paraded before judges who appraised their pins, brought wire service and newsreel promotion to the California dancery, he said. Staging a gala Hollywood opening night and inviting celebrities and civic officials to welcome the location band has garnered much free space for his ballroom, Gilmartin stated. His most recent promotion, which will culminate soon with a prize night, involved getting a local jewler to donate a large size diamond, which has been mixed in with several zircon gems and thousands of rhinestones. This glimmering mass has been displayed at the Casino gardens for weeks, with placards announcing the final night, when heavy spotlights will be aimed on the container. On that evening, every person in attendance will get one chance to dip into the container and pick out a stone. Signs will advise those attending that they may go to the jeweler's shop and have the stone appraised. Interest been done earlier in the day in front in the gimmick has been high, he of the Merry-Go-Round building. The added.

In another talk, R. E. McIlrath, of the Prom, Inc., Chicago, urged operators to adopt a monthly auditing control system, which would give them a closer check on their overall operation and its resultant profit or loss. He explained how operators might run a trial period for three months, establishing some kind of a profit percentage par, similar to the par set up on a golf course. Using this as a yardstick, ops could ascertain whether their business is maintaining an average level or is suffering a heavy loss or profit. McIlrath pointed out that operators often fail to check closely on the smaller items, such as charges for pop bottle returns. Such failures, when multiplied, cut heavily into profits, he pointed out. Individual sources of revenue within a ballroom operation, such as bars, check rooms and booths, can be watched more closely thru careful accounting practice. He gave operators who attended the convention a series of accounting practice sheets which had been developed recently for the Karzas terpery chain.

Orkster Frankie Masters told conventioners that he feels there is not enough pre-selling done in ballrooms today. Masters said ops place all the blame on a band's performance for poor attendance, forgetting that the three weeks' promotion before the date is just as important. He urged that ops pay more attention to preparing an adequate bandstand, a good p.a. system and a well-tuned piano to insure proper reproduction

of the band's work.

Jerry Jones, of the Randevu Ballroom, Salt Lake City, asked Masters if he thought an ironclad rule that musicians never smoke on the bandstand would get much musician resistance. A number of members assailed the poor publicity which is manager of Edgewater Park, Celina, ride and concession biz, which he sent out by booking offices. All who O. Attendance at his spot, he wrote. spoke said that the present practice was off 25 per cent, ride gross down changes to get current information per cent.

for every date. Masters said that sider some kind of video installation he wishes ops would contact him project, be it just a good-sized screen two or three days before to see if he set or theater video. He added that can co-operate more fully. Herb Pauley of the Turnpike Casino, Lincoln, Neb., said that booking offices would not send out the advance routings, necessary to give the op the information as to where to call an orkster, because "there are so many open dates before your own engagement."

60G Loss In Fire at Sea Breeze

Ride, Concessions Destroyed

SEA BREEZE, N. Y., Oct. 8.—Fire, believed to have started in the rear of the Merry-Go-Round building, caused damage estimated at \$60,000 at Sea Breeze Amusement Park here Tuesday night, September 27.

Fire destroyed the Merry-Go-Round, Penny Arcade and five concession buildings. Three youths, at a near-by refreshment stand when the fire broke out, told firemen the blaze started in what seemed to be a small cardboard box at the rear of the Merry-Go-Round building. They said after the flames started there was an explosion and the building went up in flames.

Owner Andrew Bornkessel, who estimated the loss, said work had last time time anyone was inside the building was at 10:30 a.m. the day

of the fire, he said.

Equipment from other concessions, stored in the building, was destroyed The Ferris Wheel, located near the Merry-Go-Round building, escaped damage. The fire was discovered about 9:45 p.m. Firemen from five volunteer companies answered the call and fought the blaze until 2 a.m. | park owners and operators.

NEW ORLEANS, Oct. 8 .- Mr. and Mrs. Harry J. Batt, Pontchartrain Beach, and Mr. and Mrs. George Whitney Whitney's Playland at the Beach, San Francisco, are back in their respective homes following a tour of various parks in Canada and the United States.

The two couples attended the summer meeting of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), i- Toronto, Batt being president of the NAAPPB and Whitney a director, and then visited Canadian parks.

Batt's log on the trips reads:

"At Hampton Beach we visited Joe Dineen, then over the line to Pleasure Beach, Mass, to call on Fred Markey only to find him out of town. From there we went to Revere Beach Mass., where we inspected the Roller Coaster and beach frontage, but were unable to find anyone in an officia capacity, the season being over

"Our hotel reservations were handled by Dineen thru Wallace St. Clair Jones, owner of the William Berry Company. After visiting Norumbega Park with Jones's son, Russell and being shown other points of in terest thruout historic Boston, we visited Cape Cod. En route we visited Larry Stone at Nantasket Beach Paragon Park After visiting Cape Cod we went into New York and spent a Sunday wit 'he Rosenthalin Palisades Park. We also visited Coney Island and called on Jin-Krymes and his son. At Playland Park, Rockaway, we visited Mr and Mrs. Geist and were their guests at the National Democratic Club in New York. We also visited the Wendlers of the Allan Herschell Company and have been installed thruout the then hit for Dallas to visit the State Fair of Texas and Bill Hitzelberger and Fred McFalls."

During his tenure as president of NAAPPB, Batt, in addition to this recent tour, has visited parks in Florida, attended the New England Park Association meeting in Boston NAAPPB headquarters in Chicago and made two trips to Washington in connection with tax matters affecting

Polio Epidemics in Midwest Blamed by Owners, Ops for Drop in Attendance and Biz

CHICAGO, Oct. 8.—Polio epidemics and scares thruout the Midwest this summer were blamed by park owners and operators for the drop in attendance and ride and concession grosses at many parks, a survey by The Billboard reveals.

A check of answered questionnaires shows the great majority of funspots experienced a drop in figures all the way down the line, with only a few reporting an increase.

Billboard, October 8), Midwest owners, in the main, held to '48 figures on publicity and advertising. Only one park owner reported decreasing his publicity budget, while three reported raising their expenditure in following Labor Day, which was a that department.

Drop-Off Not Startling

Attendance drop-off this year, for the most part, wasn't startling. Most parks were down 5 to 15 per cent, with those reporting a larger figure and Riverview, Chicago. Edward L. being in the minority. Quoting top Schott, Coney Island prexy, said at-"off" figures was Theo V. Temple, tendance was off 10 per cent, with of publicity books needs major 20 per cent and concession biz off 30 budget this year was higher.

"Business was off some in June and July," Temple reported, "but in August we practically were closed because of polio. This sent our figures tumbling.

However, A. W. Clemens, superintendent of Columbian Park, La Fayette, Ind., came thru with a glowing report. Attendance at his spot was up 331/3 per cent, with ride grosses up 25 per cent and concession biz up a like amount. This de-Like the Eastern operators (The spite the fact that Clemens lowered his advertising budget.

Promotions which helped hypo business, according to Clemens, were kid days, at which everything went for half price, and La Fayette Sunday,

big success.

Coney, Riverview Down

Two of the larger Midwest funspots reporting lower figures this year were Coney Island, Cincinnati, grouped together, down 12 per cent. Schott reported his advertising of the park bearing his name in Fair-

For O. View

Opening Date Not Set

VENICE, Calif., Oct. 8.—One more hurdle, the granting of a license by the Los Angeles Police Commission, remains before Ocean View Amusement Park can be unshuttered here, John Lorman, park general manager, reports. Lorman, who expects no trouble on the license grant, has not set the opening date for the funspot.

Until the police license is forthcoming, Lorman is nixing all new concession leases, even refusing to discuss terms with concessionaires.

Meantime, Lorman is supervising the rewiring of the Bozo and Rapids. The rides, formerly wired with govornment cable, had to be switched over to conduit to conform with the 'ocal electric code.

This winter, Lorman plans to remove the canvas front on the two rides and substitute aluminum Barrels on the Rapids will also be redone in aluminum. The new Whirlwind and Sky Rocket, built by Tom Wade, are about ready to go. The Sky Rocket, 65 feet high, is being painted white. The Whirlwind is set up and has been tested.

The Merry-Go-Round building has been completed and all floodlights installed. Rudy Illions, designer and builder, reports the Roller Coaster is

ready for operation.

Lorman reports concrete posts, across the front of the park, will be set up, along with chain barriers, to keep cars off the midway. Fire plugs grounds by engineers from the city fire department. Boulevard stop signs have been placed at all exits.

Bridgeport Spots in Red

BRIDGEPORT, Conn., Oct. 8 .-The annual audit filed by City Auditor Milton H. Friedberg shows that concessions at municipally operated Pleasure Beach Park, a bona-fide amusement park, and Seaside Park, public recreation center, had grossed \$399,605 the past season, but operated at a loss of \$1,200.

said attendance was down 15 per cent. He reported per capita spending down, which would indicate that ride and concession gross business also was down.

Kiddie Biz Up

Harold K. Barr, secretary-treasurer of Washington Park, Michigan City, Ind., in reporting a drop in attendance and concession gross, said his kiddie ride take was up around 5 per cent but adult ride gross was down 27 per cent. He estimated his concession business was down 39 per cent. Barr's publicity budget was hiked considerably this year in an effort to offset the expected drop-off in attendance and business.

Konneth Parker, Silver Lake Beach, Beaver Dam, Wis., in reporting attendance and concession business up strongly this year (the park has no

rides), said

"Weather was perfect thrubut the summer. We did not have rain one Sunday. Tourist business was good. Resort cottage business was capacity all season."

Attendance, according to Parker, was up 50 per cent and concession business doubled that of a year ago.

John F. Pitman, superintendent of Milligan Park, Crawfordsville, Ind., reported attendance up 12 per cent this year and concession biz 10 per cent higher. E. R. Hand, manager mont, Minn., was another reporting George A. Schmidt, Riverview, better business. Attendance and ride and concession business all showed | increases.

Hit by Rain

Zoo Park, Columbus, O., was hit by rain four Sundays and again Labor Day. That was the big reason, according to Leo and Elmer Haenlein, managers, for the drop-off in attendance and concession gross. Ride business, they reported, held even with last year.

Anton Fenoglio, owner of Aragon Park swimming pool, Clinton, Ind., said business was quite a bit ahead of '48 until the polio scare came along. Attendance dropped from 4,500 per week to 300 per in two weeks, July 9-23, during that polio scare, Fenoglio said.

O. D. Colbert, manager of Wenona Beach, Bay City, Mich., in reporting a drop in attendance and ride and concession grosses, said bargain days, with cut ride prices, this year proved successful. Weather conditions were the best in years, but polio and polluted water conditions could be responsible for the drop in attendance and business, Colbert reported. The estimated ride gross this year off 16 per cent, while concession gross was down 24 per cent.

"The weather was exceptionally good but the polio ban in Springfield, Ill., cut our kiddie attendance about 80 per cent from July 20," J. L. Culumber, owner, Culumber's Park, Decatur, III., said in reporting that attendance at his spot was down 30 per cent and ride gross down 40 per

"The first part of the season promised to be the best year in our operation, but after the polio scare it was a different story. We had three special days and reduced all ride prices to 5 cents. I think these were very successful in promoting future business," Culumber said.

John Pettera, owner of Rose Park Zoo, Prairie du Chien, Wis., gives

Moses Discredits Rides, Worth; Admits He Could Be Wrong

NEW YORK, Oct. 8 .- Robert | \$504,000 a year, pay operation and Moses, New York's commissioner of parks and president of the Long Island State Park Commission, swung a hefty haymaker at what he terms "mechanical gadget" beach resorts, such as Coney Island, at a luncheon tendered a New Jersey committee at the Boardwalk Restaurant at Jones Beach, the popular Long Island south shore beach resort built and operated by New York State's park administration, Wednesday (5).

Guests at the luncheon were 15 members of the citizens' committee. recently appointed by New Jersey's Governor Driscoll to work on a project for the creation of a State Park at Sandy Hook, N. J., and members of the New Jersey State Beach Erosion Commission.

Not Infallible

While admitting he might be wrong, Moses stated that more and more people are interested in the recreational type of beaches, such as those under his jurisdiction, than in beaches of the Coney Island format with their mechanical amusement devices, and advised his guests not to go in for gadgets or catch-penny devices. Such devices and other commercial elements at beaches are usually under the control of outsiders.

Referring to the State-operated Jones Beach and New York Cityoperated Orchard Beach, both under his jurisdiction, Moses said they were constructed by 80,000 relief workers during depression days. Jones Beach represents an investradio credit for hypoing attendance ment of \$20,000,000 and its present at his spot this season. Location value is close to \$30,000,000. Causeused broadcasts from the zoo thruout way tolls averaging \$541,000, and beach and locker fees of around

maintenance costs at Jones Beach but provide nothing toward paying off the initial investment. In general, beach resorts of similar type are self-supporting but fail to repay the original outlay.

To Swallow Coney Space

Moses took a slam at absentee owners of Coney Island spots, averring that after the sites had been milked dry the owners walked out. This, he claimed, was proof that mechanical amusement gadgets don't work. He also disclosed that by setting up a staff in the City Corporation Counsel's office, the New York Park Commission has picked up many choice spots along Coney Island's Boardwalk and on Surf Avenue, it's main stem, thru foreclosures. Moses predicted that he will eventually obtain about two-thirds of Coney Island's Boardwalk frontage for park and recreational purposes. Evidently disapproving of the amusement area along Surf Avenue, Moses said he would like to get rid of about a third of it.

Long Beach, one of the more conservative Long Island beach resorts, also was cited as having been overcommercialized but Moses admitted it should, however, be credited with good planning.

Wayne D. McMurray, chairman of the New Jersey group, said that the Sandy Hook project could not be ready for opening before 1951 and Jeep Motor, 3 Cars, 990 ff. Track, Station and that there is no intention of creating an amusement park along Coney Island lines.

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Reading Stature Justifies Faith And Energy of Charles Swoyer

(Continued from page 62)

be complete if the fair is to be truly representative, Charley believes, Accordingly, he worked long and hard until he had suitable Grange exhibits when he wanted them. When the Grange was slow formulating its exhibits, Charley hunted down a progressive member of the organization and had him appointed to the fair board. He raised the premiums \$120 and paid four of the organization's members to police the exhibit. The resulting co-operation coudn't be better, he says. Last year when the Grange held its State convention in Reading the fair association donated \$500 for lunch and refreshments, an unrequired gesture which, nevertheless, probably earned much more in good will.

The job of keeping people happy has increased as the fair has grown in size. Cattle and chicken exhibits this year overflowed all available permanent and temporary quarters. Whole herds had to be turned away, in some instances not before the fair association had voluntarily reim-

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1 old Lioness, nice condition, \$50.00; I pair one-yr.-old Lions, excellent condition, \$375.00; I pair Aoudad Sheep, with one 30day-old Lamb, female, all for \$200.00; 2 two-yr,-old Female Red Fallow Deer, each \$75.00; 3 two-yr,-old White Fallow Deer, each \$75.00; 2 two-yr.-old White Fallow Bucks, each \$80 00; I pair Coyote Pups, both for \$30.00; I pair Brahma Cattle, three years old, grey color with red tinge, both for \$550.00; 15 young Wild Turkeys, each \$20.00; 20 young Royal Palm Turkeys, each \$20.00; 1 Black Swan, sex unknown, has one crooked leg, \$65.00; 1 two-yr.-old White Male Swan, \$65.00; 1 pair Scarlet Macaws, each \$130.00; I pair Slender Bill White Cockatoos, both for \$350.00; 1 pair Green and Red Canotes,

> ROSE PARK ZOO Praire du Chien, Wis.

bursed them for their expenses.

Pre-opening sales this year hit a record peak in all departments. The worst siege of weather in many years held the gate about 11 per cent under the 1948 mark, but Charley and his associates take this kind of situation in stride. This year's fair wasn't over before they were planning the 1950

The principal requirements for a man in his job are honesty and integrity, Charley says. He has done business with hundreds of individual concessionaires. From them he expects adherence to rules and regulations in effect at his annual. Once a concessionaire has run out on any part of his privilege he can't return until he has squared the debt. A few who have tried have discovered that Charley has the memory of an elephant, backed up by a complete set of records.

Charley and the Reading Fair Association are not a bunch of meanies, however. Many concessionaires have been coming back to their same locations since 1915. The Cetlin & Wilson Shows, on the midway this year, haven't had a written contract for a number of years.

The Reading annual is in a tough league. Within a radius of about 70 miles are three other top-bracket annuals. York runs day and date and Allentown and Bloomsburg follow in that order. During fair week the Reading Fair advertises in the York newspapers, for the competition is keen for a large chunk of potential patronage.

Charley is not overly concerned about the competitive angle. He refers to his fair as one of Pennsylvania's outstanding annuals and manages to makes it sound pretty much as tho he were including the rest of the continent.

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H. R. MARTENEY CAROLINA HOTEL, WINSTON SALEM, N. C. slightly injured.

Under the Marquee

Vernon L. McReavy, Hamid-Morton Circus promotional director, is credited with producing the biggest program book ever turned out for the Boston Shrine date, which closed October 1. Hundred-page book was produced despite the fact that the Hub City stand this year was two weeks earlier than in the past. The Hamid-Morton Circus again has been contracted by the Aleppo Temple Boston, for 1950, with McReavy slated to handle the advance promotion. After winding up at Boston McReavy planned to take a vacation trip with Mrs. McReavy first to Northern Maine and then to Atlanta, after which he will go to Memphis to handle the advance for Hamid-Morton's eighth annual Shrine engagement there. He plans to attend the outdoor meetings in Chicago.

The conservative yesteryear showman is against change, feeling that the circus is a finished piece of work, and sometimes it's difficult to disagree with his opinion.

Mabel Barnes, menage rider and cowgirl in the Wild West on the Kelly-Miller circus, injured her spinal column while practicing on a swinging ladder at Warren, Ill., reports Pinkey Barnes, who adds that she is almost paralyzed and not expected to live. Pinkey is at her bedside at the St. Francis Hospital, Freeport, Ill. . . . Clowns appearing with the Hamid-Morton Circus in Boston were Sa-So, producing and Rube Simonds, assisting; Charles and Earl Lewis, Billy Rice, Slim Collins, Roy and Joy Thomas, Hip Raymond and Billy Hudson.

The old-timer is convinced that the quality of the accommodations on circuses will never prevent people from trying to join

Rene Geraldo, who was seriously injured when he and wife, Madeleine, fell from their trapeze during their appearance with the Ringling circus at Baltimore in June, has returned to John Hopkins Hospital for an operation not directly connected with the injuries sustained in the accident. Both were released from the hospital in August and expect to resume their act next spring. . . . Guy Smuck. with Robbins Bros.' Circus the past season, left Cincinnati last week for Medina, N. Y., to pick up a car. From there he goes to Hot Springs for the winter. Smuck visited Mrs. Ernest Haag in Medora, Ind., October 7. . . Ursula Phillips, well-known under her pro name of Ursula King as a trainer of ponies and other animals. has recovered from an operation and is readying a new act at her home in Waldport, Ore.

Success, for a circus man, means spending years on cold, muddy lots to make enough money so he can afford to retire by buying his own show to continue a life on cold, muddy lots.

Al Pitcher, frog man, recently observed his 70th birthday anniversary at his home in Owego, N. Y. . Myles M. Bennett, former Ringling gateman and Dallas County, Texas, deputy sheriff, is night manager of KBTV, Dallas.

Circo Flamante Business In California Off 50%

VISALIA, Calif., Oct. 8.—Business for Circo Flamante, on its California tour, is off 50 per cent, according to Herbert Weber Fresno, Stockton and Madera gave with excellent business but these were the exception.

Chic Dale left in Merced to enter Birmingham Hospital, Van Nuys. Esther Escalante and Billy Temple

joined.

En route to Stockton, cookhouse truck was wrecked and the driver

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Cole Scores In Jonesboro Despite Rain

Gets Two Strong Ones

JONESBORO, Ark., Oct. 8 .- Cole Bros. Circus, which made the long jump here from Pittsburg, Kan., without mishap, scored with two near capacity houses Monday (3), despite an all-day rain. Show was preceded by two days of rain which left the lot in a quagmire.

Competition from a college football game proved too tough in Pittsburg, Kan., Saturday (1). The Cole org, despite excellent weather, drew two light houses. Business in Chanute, Kan., Friday (30) was light too, matinee drawing less than a half house, with night attendance only slightly better. It was a case of too much competition in Chanute, too, where the circus bucked a fall festi-

val and a college football game. Manhattan, Kan., played Tuesday (27), gave with okay business, org getting two three-quarter houses.

K-M Registers Okay Biz in Two Missouri Spots

MARSHALL, Mo., Oct. 8 .- Despite rain in the afternoon and threatening weather at night, the Al G. Kelly-Miller Bros.' Circus registered okay business here Wednesday (5). Matinee was near three quarters and at night it was three quarters. Tuesday (4) in Carrollton, Mo., the K-M org registered a three-quarter matinee and an overflow at night.

Chariton, Ia., Friday (30) gave the show two strong houses, while Leon, Ia., played Thursday (29), registered a capacity matinee and near capacity

night.

Biller's Outdoor Trek To Close in Georgia Nov. 19

GAINESVILLE, Ga., Oct. 8 .- Art Stahlman, owner-manager of Biller Bros.' Circus, playing here today, announced the show will end its outdoor season November 19 in Statesboro, Ga.

From then on the show will play five weeks of indoor dates. Stahlman said he had sold the show outright to the Macon, Ga., Shrine for the week of November 21.

Org will move from Gainesville into North Carolina for three weeks, then play a week in South Carolina and back into Georgia until the No-

vember 19 closer.

With the resignation of C. Foster Bell as the org's story man, Edward (Ted) White, formerly announcer in the big show and Side Show lecturer, took over the contracting press assignment, handled since the start of the season by C. B. Schuler. Schuler moved into the story and promotional spot left vacant by Bell who now is with Cavalcade on Ice. Virginia Schuler continues to handle schools and radio ahead of the show.

The Biller org bucked the opening of the high school football season in Thomasville, Ga., Friday (30). As a result, business was light. Org failed to get one full house in two perform-

Business in Moultrie, Ga., Thursday (29) also was on the light side. Matinee drew less than a half house, with night attendance about three quarters.

Page Starr De Belle

Carter Writes of Polack Tour Beatty Org in In True Won, Horse & Upp Style

(Editor's note: Jimmy Carter, former Baltimore correspondent for The Billboard, recently toured for a month with Polack Bros. Eastern Unit and writes the following communication, describing his adventure, to the Outdoor Editor.)

"This here feller that travels with the Won, Horse & Upp Circus, Mr. Belle Starr, has nuthin' on me. I allus had a hankerin' to be one of them there aerial artistes and I joined out with the Polack Brothers Great Eastern Shows, and I've seen some

country, too.

"I didn't get up any trapezes fur a spell, but they did put me on the end of a shovel ever time this Nat Lewis called out fer Cheerful Gardiner. I didn't mind it, cept you shore have to be fast when them big buzzards shows that things happen around. As start exercisin'. Finally got so good I was runnin' back and forth six hours a day with tables, barrels, hoops, bicycles, swords, and bells. On the more higher class carnivals like this here, they call it "prop work," but that Texan who jumps around on a cable, name Castle, carries some boxes that'd take a crane to move. Only time he ever spoke to me, was when he nearly knocked my head off with a metal fishin' fly, from thurty feet. Kinda odd one, he is, allus talking to himself about diamonds and spades. Likes mining, I guess.

"Wurst thing I ever did tho, was to say I wanted to get up on them trapezes and fly around. From then or thuther. This Bob Porter and a felno mercy in there soul, kept me hangin' on thet fly bar for dear life. If I wuz ready to drop offn it, they'd holler, "Remember Gus Bell," and for the sake of our flag I'd hang on a while more. I flyed out and back, with them butchers allus hollerin "muscle," and "break," till I that they meant my back. But thet were'nt enuff. Then I had to push iron

Polack Denver Gross Expected To Hit125G

DENVER, Oct. 8 .- Gross for Polack Bros.' Circus, Western Unit, is expected to hit around the \$125,000 mark when the show winds up here

Showing in Denver's City Auditorium, with a 6,000 seating capacity, org failed to sell out opening night only. Since that time, however, every

show has been capacity. George Bogino, 15, member of the Bogino Troupe, tumblers, sprained both wrists when he fell during his performance the second night. He

weights around till time to shovel again. Lucky if I got to eat, when them mussle builders wuz aroun'.

"There's characters round that show I know, had lots of laughs a'watchin em. This ole musicker Mr. Keeys, allus having a fit 'bout the food in them cafes, and one of them artistes, Walter Long, looking for a thick milkshake nigh' and day, and that ere clown Randowe, kissin all the wimmen in the audience. One distingished cust kept hollerin' all during the purformence into a micorphone bout coloring books, and then he'd set himself down and drink some coffee. Sumtimes he'd wear a tuxeder, looked right smart.

"Wuz lots more but I just wanted to let you fellers at The Billboard know that there ain't jest one of them soon as these shovelin' blisters heal up, I'm goin' to pack my valise again. See you in the spring.

Yours till First of May, JIMMY CARTER."

Lou Stein, Former Barnum Act, Dies

NEW YORK, Oct. 8 .- Louis Stein, 93, former performer with the P. T. Barnum Circus, died in Kings County Hospital, Brooklyn, October 3.

Stein was a star bowler, last surviving charter member of the American Bowling Congress, and one-time on, I was either sore at one end lightweight wrestling champion. He appeared as a leaper with the old low called Harris, both of 'em, with Barnum circus, jumping over five elephants.

Services were held at Park West Memorial Chapel, New York, Thursday (6). Surviving are a sister, Mrs. Leck Owens, Aerialist, Marian Bishop, and two nephews.

H-M Boston Date Has Big Closing Day

BOSTON, Oct. 8 .- Hamid-Morton Circus, under Aleppo Temple Shrine auspices, chalked up its biggest day of the seven-day run on closing day, Saturday (1), when three performances drew capacity houses at the Boston Garden. The morning show at 10:30 and matinee at 2:30 played to straw houses, mostly kiddies, while the night performance at 8:30 drew capacity crowd.

Clown alley at Boston consisted of Sa-So, Charles Lewis, Joy Thomas, Fifi, Rube Simonds, Earle Lewis, Billy Hudson, Ernie Bruce, Slim Collins, Roy Thomas, Billy Rice and Hip

Raymond. Vernon and Lillian McReavy, promotional directors who handled the was out of action the rest of the time | Boston date, left for Northern Maine for a brief vacation.

Rain Sloughs Sherman, Tex.

Paris Biz Light

SHERMAN, Tex., Oct. 8. - Two Texas spots, Sherman and Paris, gave the Clyde Beatty Circus light business. An all-day rain sloughed the show here Monday (3), two performances producing less than one capacity house.

In Paris Saturday (1), weather was perfect but business light. Matinee drew less than a half house, with night show garnering three-quarters.

In Lake Charles, La., show gave only one performance, a matinee. Threatening weather held the crowd to about a half house.

Mills' Biz in Two Pa. Towns So-So; N. J. Spot Red One

YORK, Pa., Oct. 8 .- Business for Mills Bros.' Circus in two Pennsylvania towns, York and Ephrata, proved just so-so. Playing here Wednesday (5), the show had a light matinee, despite clear weather, and it was the same at night. Night draw was hit by light rain. Org was sponsored here by the Junior Chamber of Commerce.

Ephrata, Tuesday (4), proved much better than York, Mills getting near three-quarters at the matinee and slightly better at night.

New Brunswick, N. J., Friday (30), gave with two full ones under sponsorship of the Optimist's Club.

Gets Chattanooga Post

CHATTANOOGA, Oct. 8. - Leck Owens, 34, former trapeze artist, has been named director of the Ridgedale Community Center here. Owens and his wife the former Grace Teney, of Chicago, returned several months ago from Australia and New Zealand, where they performed with the Wirth Circus for three years.

They formerly were with Hagenbeck-Wallace, Cole Bros. and Ringling Bros. and Barnum & Bailey.

Duncan, Frederick, Okla., Give King Good Business

DUNCAN, Okla., Oct. 8. - King Bros. registered okay business here Tuesday (4), matinee being three quarters and night house capacity.

In Frederick Sunday (2) the show gave only a matinee performance and registered an overflow.

Somebody Missed

CHICAGO, Oct. 8 .- John C. Brott, Santa Rosa, Calif., writes The Billboard as follows:

On page 62 of the October 1 issue of The Billboard, you stated that Ringling canceled its matinee in Sacramento. Your information was not correct. The show played both matinee and night shows. Clyde Brown, my brother John, Dave Cavagnero and myself attended the matinee, along with about 6,000 other circus-hungry fans. The night show was a sellout."

The information that R-B missed the Sacramento matince was given The Billboard by a newspaper correspondent,

Somebody missed in Sacramento and it looks like it wasn't the Big One!

R-B's Night Biz in Calif. Big; Matinee Draw Is Fair LOS ANGELES, Oct. 8 .- On its | Closing show held up unusually well,

second trip in two years to the West | with the patrons filling the tent. Coast, Ringling Bros. and Barnum & Bailey Circus garnered good business that ran from capacity to turnaways at its night shows here and in Long Beach and San Bernardino. Show moved into Arizona Thursday (6), with a one-day stand in Yuma.

Opening here with a night show only Wednesday (28), the circus followed with a half house matinee Thursday and a full house that night. From Friday matinee thru its closwere five turnaway performances. largest turnaways that night.

Monday (3) in San Diego was satisfactory, with the new matinee starting schedule of 3:15 for school days giving R-B a half house. Night show scored with a full house. Matinees on succeeding days in Long Beach and San Bernardino were half houses and full night houses.

The California tour was successful, with the show passing up only one scheduled date, Redding. A strong matinee in Sacramento was ing performance Sunday night, there followed with one of the season's

ATLANTA OFF, B'MINGHAM OK

Communications to 188 W. Randolph St., Chicago 1, Ill.

Southeastern Gate, Biz Dip

10% drop fails to worry officials-crowds top 227, 000 in four days

By Jim McHugh

ATLANTA, Oct. 8 .- With two days to go, both the gate and gross figures at the Great Southeastern Fair are running considerably behind the 1948 marks. But Mike Benton, president and general manager, is little concerned since he was prepared to experience an even greater drop than the approximate over-all 10 per cent dip registered to date.

As it heads into its final sessions, gate attendance at the annual is off nearly 9 per cent, and the gross for all departments is trailing last year's figures by nearly 11 per cent. Benton, who predicted the slump prior. to opening, is pleased that it is not crowding his top estimate of 20 per

Responsible, at least in part, for the slump was the granting of only a half-holiday to school children and several days of cold weather and a few showers. Fair execs, concessionaires and others in a position to know also put the finger on the reluctance of patrons to spend and, in turn, credited this to lower in-

227,000 in Four Days

Altho crowds have been off, they still topped the 227,000 mark for the four days ending Monday (3). According to Benton the gate count on opening Friday (30) was 71,000; Saturday (1) 101,000; Sunday (2) 97,000 and Monday, 58,000.

On Sunday all but one gate had to be closed for the first time in the history during the day. Night crowds have sometimes resulted in similar action being taken. The influx of cars Sunday was so great that the race-track had to be used for parking purposes after the regular areas had been filled.

As a result of their curtailed holiday, school children arrived late on opening Friday with a resultant dip in gross for the midway. Several midway units reported slumps of as much as 20 per cent.

New Building Used

The New Benton Administration Building housed the made-in-Georgia exposition on its main floor and a beef cattle exhibit in the basement. The new structure, which also contains administrative offices, (See Atlanta Dips on page 75)

Yuba City's Peach Expo Chalks Record

YUBA CITY, Calif., Oct. 8 .- The largest crowd in the history of the Peach Bowl Exposition attended the 13th Agricultural District Fair, September 30-October 2, Secretary-Manager Roy Welch announced.

Total gate was estimated at 30,000. Attendance Friday (30) was 8,561 and Saturday (1) 11,220. The rodeo, Sunday afternoon, drew 6,000. Saturday's horse show pulled 5,000.

More than 4,000 exhibits were featured. Six new buildings and an arena have been added since the last fair. of the grounds, floodlights and an intercom system. More exhibit buildings and stockbarns will be erected before 1950.

Muskogee, Okla., Gate Outruns 1948 Despite Off - Weather In Big Finish

coming overcast skies four days and a rain which washed out one night grandstand show, the Oklahoma Free State Fair here thru Thursday (6), the fifth day of its eight-day run, had piled up attendance substantially ahead of last year.

Grandstand biz, sparked by a show headed by Eddie Peabody, banjoist, was running about double that in '48 and building steadily. On the midway, Hennies Bros.' Shows, a railroad org, was racking up a gross above that of last year, when a truck show provided the midway attrac-

The rodeo, produced by Holt, Jennings and Lamar, of Norman, Okla., however, was off from '48. Cowpokes were in for four matinees, starting Tuesday (6). Also down was the night club, in which the grandstand talent doubled. Night spot's drop was charged up to change in economic conditions, W. E. Twedell, fair secretary said.

Opening day auto races, staged by Frank Winkley, drew a grandstand about even with '48. Speed events, also by Winkley, are slated for today and tomorrow, with Winkley's Thrill Show as the closing night feature to-

Kentucky Seeks Upped Budgets Next Two Years

LOUISVILLE, Oct. 8 .- George E Lambert, Kentucky State Fair manager, has asked State Agriculture Commissioner Harry M. Walters, to request a budget increase of approximately \$40,000 from the Legislature for operation of the State Fair in 1950 and 1951. (The Legislature appropriates funds on a two-year basis.)

An additional \$14,000 was requested for 1950, bringing that budget to \$69,-100. An addition of \$30,000 to the 1951 budget to make a total of \$87,-500 was asked to defray expenses of moving the fair to larger quarters on the outskirts of Louisville.

New Mex. Annual Records Tumble; Gate Hits 215,000

ALBUQUERQUE, N. M., Oct. 8 .-Four New Mexico State Fair records were broken at this year's event, which closed here Sunday (2) after an eight-day run that drew a total gate of 215,000, a new mark.

near double-capacity crowd jammed the rodeo grounds Saturday (1), and two pari-mutuel records were broken Sunday afternoon.

Total paid grandstand admissions for the nightly rodeo were larger than during the afternoon races. The rodeo, for five of its eight nights, drew overflow crowds. Top money winner was Shoate Webster, Nowata, Okla.

Livestock entries were the largest in the fair's history, with \$50,000 being passed out in premiums.

Improvements this year included a youth hall, dairy barn and show-Other improvements include fencing room, expansion of drinking water facilities, a new isolation unit for sick animals, new horse barns and the partially completed \$50,000 administration building.

MUSKOGEE, Okla., Oct. 8 .- Over- | morrow. An added ferture, a new car giveaway is to be held in connection with the closing night grandstand show.

Grandstand show headed by Peabody opened Tuesday and runs thru tonight, Booked thru the Music Corporation of America, the show also features Denny Beckner and his ork; Fred Lowery, whistler; Pryde and Day, unicyclists; Trojans, hand-balancing, and the Kings and Their Ladies, 7 girl, plus 1 boy, line.

Rise in gate admissions is attributed largely to increased emphasis placed upon luring rural folk. The farm machinery display is the largest in the fair's history, the area devoted to it having been enlarged. Cattle entries, both in the open and junior classifications, are both numerically ahead of last year.

Danbury Gate Fails To Keep Pace With '48

DANBURY, Com., Oct. 8 .- Attendance at the Danbury Fair thru Wednesday (5) ran considerably behind the comparable period a year ago and indications are that the 118,-783 mark registered in 1948 will not be equaled this year.

Sunday (1-2) were almost 5,000 under that exhibits will be anxious to secure those of last year. The nine-day event annually tabs about two-thirds of its attendance on four days, two Saturdays and two Sundays. Because of this, big crowds can be expected both today and tomorrow, when the fair closes, if the good weather holds,

Comparative figures for 1948 and 1949 follow:

	1948	1333
Saturday	12,307	11,483
Sunday	34,373	30,935
Monday	8,240	6,818
Tuesday	. 6,331	6,113
Wednesday	. 7,120	6,346
Section of the		-

61,695

The gate was due to take a licking again Friday (6) when the general holiday of years past, when all business suspended for Danbury Day, was eliminated by most organizations. However, several thousand school children were slated to attend.

Totals68,371

No Night Play

The fair is strictly a daytime event and the grounds are clear of patrons by 7 p.m. The \$1.20 admission for adults, including tax, provides for free parking. Children are charged 60 cents, including tax.

Entertainment features this year again include a circus presentation in front of the grandstand, which was lightly patronized; square dancing, and free exhibits including animals, Main Street, New England and P. T. Barnum Museum.

Manager John Leahy, as in the past, has placed considerable emphasis on decoration of the plant.

15,000 at Harwinton, Conn.

HARWINTON, Conn., Oct. 8.—Harwinton Fair which closed its two-day run Sunday (3), drew a total attendance of 15,000, according to Raymond Bentley, head of the fair association. The horse show drew a large crowd Saturday (2), which was nearly equaled by Sunday's turnout.

Bama Annual

New 100G cattle barn opened-spending off but fair won't feel it

BIRMINGHAM, Oct. 8.—After a slow start, the result of light rains on opening Monday (3) and Tuesday (4), the Alabama State Fair picked up momentum to head into today's finale on a par with last year, R. H. McIntosh, manager, reported.

Spending generally is off, but the fair won't suffer from this since its cumulative earning power this year is greater than ever before. While individual midway units may show a slight drop, the over-all count is expected to at least par with last year. Attendance at the night grandstand show is reported up over last year even the affected by rain on the first two days.

New 100G Cattle Barn

A new cattle barn, constructed of structural steel with metal roofing and siding, was dedicated and placed in use for the first time. The structure, valued at \$100,000, besides providing modern housing for the enlarged cattle exhibit, also contains a large show arena.

Last year a new industrial arts building, also constructed of steel with metal siding and valued at \$250,000, was added. Its large floor space was jammed with attractive displays of Alabama firms. The crowds attracted Crowds on opening Saturday and to both buildings should be assurance space at future annuals.

Contest Draws Crowds

A contest Thursday night (6) to choose the Queen of Cotton gave the grandstand a shot in the arm and boosted attendance nearly to the 10,-000-capacity mark. A Barnes & Carruthers night show, along with Thearle-Duffield Fireworks, gave patrons a double measure of entertainment in return for the \$1 charged for general admission. Choice seats were peddled for an extra 50 cents.

Big Car Races

Skedded to repeat today in front of the grandstand after playing to a hefty (See 'Bama Event Big on page 75)

Richmond Draw May Hit Record

RICHMOND, Va., Oct. 8.—After a wet start on Thursday, September 29, when the gate count barely topped the 9,000 mark, Atlantic Rural Exposition drew crowds that might lead to a record total by tonight's closing. Friday (30) the paid attendance topped the 30,000 mark and Saturday (1) hit 42,721. Tuesday (4) 26,250 adults paid admission fees. Total attendance was much greater since thousands of uncounted children were admitted free.

Attendance was boosted Thursday (6) when all State employees were granted a half holiday. With car races scheduled for this afternoon, the gate attendance is expected to the biggest of the 10-day run.

Strong attractions were presented thruout the week. Great Western Rodeo was the opening feature. Saturday (1) and Sunday (2) Horace Heidt's Parade of Stars was featured in front of the grandstand. A George A. Hamid grandstand revue was presented nightly beginning Monday (3). Motorcycle races were also presented.

Strong Finish Hikes Pomona Gate to 1,027,466; Off 18.9% From '48 Postwar Revival

Third Week-End Yields Turnout of 206,349, Tops 1948

POMONA, Calif., Oct. 8 .- Following the policy of honoring the millionth visitor, C. B. (Jack) Afflerbaugh, president-manager, Los Angeles County Fair, gave away the second key in as many years when the 22d annual event went to 1,027,466 for the 17-day run ending Sunday (2). Week-end business did the trick with the figures for Friday, Saturday and Sunday (1-3) hitting 206,349 as compared with 199,499 in the same period last year. In chalking up this year's figure, the fair ended only 18.9 per cent behind 1948 when it drew a record total of 1,254,503. However, last year marked the revival of

the event following the war and was the first fair held since 1941. The fair had been running 23 per cent behind last year until the last seven days when crowds picked up.

Results Please

Afflerbaugh said that he was well pleased with the 1,027,466 finish and added that he believed he had that many "pleased patrons." Last year's crowds on the second Saturday and Sunday (Pomona gets three weekends) jammed the fairgrounds to such an extent that walking in the buildings was difficult and the concessionaires lost revenue when they could not care for the visitors. The 1949 attendance is considered normal in view of the population increase and on the basis of an 800,253 attendance in 1941.

To take care of crowds this year, a new six-lane highway short-cut was opened just before the fair. Also new were 65-acres of additional parking space.

Double Wheel Peaks

Altho a number of the concessionaires had told moanful stories about their early business, the tune in most cases' was changed after the fair had run its full schedule. Curtis and Shows midway, carried over 7,000 attendances were: Sunday (25), 20,people Saturday (1). This was peak business for the ride, Curtis Velare said, as about 5,000 had been carried

(See Strong Finish on opp. page)





GIVE TO THE RUNYON CANCER FUND

Gt. Barrington Draws 123,240; All Segs Click

GREAT BARRINGTON, Mass., Oct. 8.—The 108th annual and consecutive Barrington Fair closed last Saturday with several new highs registered. Total attendance, estimated at 123,240, was not a record. The fair set a new all-time high for a single daily attendance, with a gate close to 30,000, closing day.

New highs were also achieved in the agricultural department, with the largest number of exhibits ever shown here competing for more than \$9,000 in premiums, and the biggest cattle show ever held at this fair. Also, for the first time, all commercial exhibit space was sold well in advance of opening day.

Night Play Light

Edward J. Carroll, president and general manager of the fair, reports daytime attendance excellent, with Elmer Velare's Twin-Ferris Wheel, night end on the light side, with the spotted on the Crafts Exposition exception of closing night, Estimated 164; Monday (26), 14,503; Tuesday (27), 15,406; Wednesday (28), 16,103; Thursday (29), 13,000; Friday (30) 16,720, and Saturday (1), 27,344-a total of 123,240. Fair was held a month later this year than in 1948. Earlier dates will be Carroll's objective for 1950.

In the racing department the parimutuel handle was off about 10 per cent but the total handle ran \$1,074,-587, against \$1,195,282 in 1948. Barrington again led the fair racing circuit in money handled.

O. C. Buck Shows were on the midway. In place of a grandstand show this year Carroll substituted three high acts and spotted them at the end of the midway. Acts appearing were Miss Luxem, the Alicidos and the Sensational Ortons, A big display of fireworks climaxed closing night.

State Execs Attend

Acting Governor Charles F. Sullivan attended the fair Thursday (29) and delivered an address from the steward's stand on the track. General Treasurer John E. Hurley and governor's councilor, Edward G. Shea, also spoke briefly. Robert P. Trask, director of the Division of Fairs of the State Department of Agriculture, was a visitor Friday (30). Carroll was host to a large number of State, city and town officials, as well as to representatives of all major Massachusetts fairs.

Key men in the fair picture were Harry Storin, director of public relations: Alfred W. Lombard, superintendent of agriculture and livestock divisions; Thomas E. Morrissey, director of admissions; Ray Adams, cattle show head; Harry Rahm, poultry superintendent; Earl S. Carpenter, chief judge grant exhibits; William Stevenson, chief cashier's department; John Simmons, head auditor; David Heisman, head mutuel department; Stanley Dzryzga, chief commissary steward; James Picarillo, race secsteward for the racing.

Drops 10G Despite Record Turnstiles

CEDAR RAPIDS, Ia., Oct. 8 .- Despite record-breaking attendance, the 1949 All-Iowa Fair here August 14-21 dipped into the red to the tune of about \$10,000, it was disclosed in a preliminary report Monday (3) at the annual meeting of the fair association.

Altho this year's event was one day longer than in 1948, outside gate receipts totaled only \$33,966 compared with last year's figure of \$32,614 Fair Manager Andy Hanson attributed this small increase to the reduction of the admission after 6 p.m. to 25 cents.

Grandstand receipts amounted to \$46,241 agains \$36,254 a year ago, but the cost of attractions in 1949 topped 1948 figures by \$14,186.

Premiums Up

Premiums showed a sharp upturn, totaling \$14,475 compared with \$10,-876 a year ago. These larger payments were due to the addition of the beef and draft horse shows and an increased number of breeds in the sheep division.

Bigger receipts from concessions and space rentals were termed negligible by Hanson, with a gain of only \$711.66.

Also presented to the association members was the annual financial statement which showed total assets of \$395,708.30, liabilities of \$91,622 .-43 and a net worth of \$304,085.87.

At the next meeting of the association, October 12, the 37 members will elect a president, vice-president and five members of the executive committee.

Hillsdale Annual Gross Tops 55Gs In Record Finish

HILLSDALE, Mich., Oct. 8 .- A record closing day Saturday (1) helped break all records for the 99th Hillsdale County Fair which grossed \$55,-361.08 for the seven days, taking \$12,-694.90 on the final day according to Harry B. Kelley, fair secretary. Total receipts were \$633.18 above the previous high.

Weather was favorable, except Wednesday (28) which was cloudy with rain, and Thursday (29) when it was cold.

Exhibit space was sold out and it was necessary to use several tents to accommodate exhibitors. Free acts were furnished by the Barnes-Carruthers office. Harness races offered \$17,000 in purses. F. E. Gooding again provided the midway attractions.

A centennial fair will be held in 1950. Dates are September 24-30.

Adelaide Annual's Attendance Drops

ADELAIDE, Australia, Oct. 8.-Adelaide Royal Show, South Ausup a record low in attendance during its run last month, with a drop of 157,494 from last year's gate.

Total attendance was 348,802.

According to Sir Walter Duncan, fair president, the main reasons for the attendance drop were a polio epidemic, gasoline shortage and a drought which affected large sections of the country.

Ride operators, showmen and concessionaires on the midway, however. were inclined to blame the doubling of admission charges this year for the meager standance. The entrance retary, and Joseph Cunningham, chief fee was upped from one to two shillings. The midway did little business.

Cedar Rapids Fair Trenton Tabs Record Gate With 341,000

Strong Finish Aids

TRENTON, N. J., Oct. 8.—The New Jersey State Fair, which closed here last Sunday (2), chalked up a record 341,000 gate. The attendance was about 10,000 over the previous high mark set last year, the management announced.

-Going into its final sessions the annual was running about 2 per cent behind as the result of considerable rain, President George A. Hamid announced. However, huge turnouts Saturday (1) and on closing Sunday when big car auto races were featured sent the total ahead.

The repeat feature Saturday was a volunteer firemen's parade with 4,500 entries. This event has grown in popularity each year and is attended by large crowds. There were 79 fire companies participating this year as against the 50 companies last

A huge crowd was on hand for the Sunday auto races promoted by Sam Nunis, Saturday's crowds jammed the grounds early and all units were getting park patronage before noon.

Hamid and Manager Norman Marshall again this year staged strong night show features in an effort to build after dark attendance. Judy Canova was featured three nights, while Hamid's top flight unit, Gold Rush Revue, together with a large program, was featured thruout the

The World of Mirth shows garnered good biz on the midway.

Grandstand Talent Clicks at Abilene

ABILENE, Tex., Oct. 8.-Free grandstand show, directed by Harley Sadler, former rep and tent show operator, and now interested in the oil business here was adjudged one of the most successful ever attempted at this city's West Texas Fair, which concluded its six-day run October 1.

Acts were provided thru the Ernie Young office, Chicago, and altho no matinees were given, two shows were presented nightly. Crowds overflowed the 6,000 capacity stands nightly, making it difficult for the acts to work in some instances, Sadler said. He added, however, that plans to increase the seating capacity to 10,000 for next year's annual are in the making.

Acts presented on two stages and a center ring included the Glorians and the Bontas, hand balancing; George Cortello's Hollywood Scandals, dog act; Three Freshmen and Three Eggnies, trampolines; Ala Naiota Ming, tight wire; Aerial Vincents, high act; the Winslows, bicycle act; Three Marvels; the Tarias; Phil and Bonnie, high perch; the Six Marcos, teeterboard, and Hollywood Sky Rockets, high act. The Hardin-Simmons University Cowboy Band provided the music.

Texas-Oklahoma Attendance tralia's top agricultural fair, chalked Doubled, Midway Gross Up

IOWA PARK, Tex., Oct. 8 .- Texas-Oklahoma Fair, which blosed here Saturday (1), doubled 1948 attendance and upped midway receipts 40 per cent. Estimated attendance for the 8 days was 110,000 according to T. Leo Moore, public relations manager and midway superintendent.

Victory Expositions Shows, managed by Alvin and Lowell Vandike. had 16 rides, 11 shows and about 75 concessions. On the final day, the fair signed the org for the 1950 event, making the fifth successive year for the show.

Visitors included Mrs. Jackie Huffines, president, Texas Association of Fairs.

Record Gate Nothing But Rain: Predicted for W-S Annual

Tobacco \$\$ Plentiful

WINSTON-SALEM, N. C., Oct. 8. -A record single day crowd of 45,000 Wednesday (5) gave the Winston-Salem and Forsyth County Fair a terrific lift toward a possible record gate for its five-day showing which ends tonight. Crowds thru yesterday have been or near-record proportion with the turnout on opening Tuesday (4) topping the 30,000 mark, Thomas S. Blum, fair manager, anounced

All departments have been earning top grosses and a hefty crowd today will virtually assure record takes for several segs Tobacco sales for the current season at local warehouses are just short of \$8,000,000 and growers are well heeled.

About half of the 30,000 attending Tuesday were school children who were admitted free. The World of Mirth Shows on the midway did peak business.

Night Show Clicks

George A. Hamid's night grandstand show has played to capacity audiences nightly and on severals occasions has found a second show necessary to accommodate the crowds The grandstand seats about 3,500.

On Wednesday it was necessary to close all gates at 3 p.m. Only those nolding week-long parking privifeges were admitted. The crowd of 45,000, about 3,000 over the previous one-day record established here two years ago, made it difficult to move around the limited midway area,

Both commercial and cattle exhibits were the largest in the history of the fair, Blum reported. Commercial space was contracted for well in advance of opening.

The entire grounds were sprayed

daily with DDT.

Motorcycle races are skedded for the grandstand this afternoon. Harness racin, was presented Tuesday thru Friday (7). Fireworks were a nightly feature.



Meetings of Fair Assns.

International Association of Fairs and Expositions, Hotel Sherman Chicago, November 28-30. Frank H. Kingman, Brockton (Mass.) Fair secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines. Des Moines, December 12-13. E. W. (Deak) Williams, Manchester secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 5-6. L. (Doc) Cassidy Louisville, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 10-11 R. M. Sawhill, Glasco,

secretary. Western Canada Association of Exhibitions Royal Alexandria Hotel Winnipeg. January 16-18. Mrs. Letta Walsh, Saskatoon, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond. January 22-24, Charles B. Ralston, Staunton, secretary.

Pennsylvania State Association o. County Fairs, Bedford Springs Hotel, Bedford Springs. Januar, 25-27.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 6-7. James A. Carey, Albany, secretary.

Western Fairs Association, Biltmore Hotel, Los Angeles, December 8-10. Lou Merrill, Sacramento general manager.

Little Rock Extends Run Two Days To Recoup Weather Losses

LITTLE ROCK, Oct. 8. - Rain- | day morning (7) the rain was back practically nothing else-marked the Arkansas State Fair here thru Friday (7), the fifth day of its originally scheduled eight-day run.

As a result, there were few people who trudged out to the fair. The rodeo. which had been slated for daily performances, didn't get a single one in, a revue also suffered many rainouts, and midway business was virtually zero.

In an effort to have the fair, and everyone else concerned come out at least close to the break-even point, State Sen. Clyde E. Byrd manager of the fair has extended the annual's run by two days The event, which was originally slated to close Monday (11) will, as a result, continue thru Wednesday night (13).

Rain set in here Saturday (1) and each day, excepting only Thursday (6) when the sun broke thru, continued unabated. The grounds were in such a soggy condition Thursday that even tho the weather broke, it was impossible to put on the rodeo. Moreover, the gate that day was rated as merely "fair." The break in the weather was short-lived; Fri-

ATLANTA DIPS

(Continued from page 73) is admirably suited for exposition

purposes as well as for any other event requiring considerable floor space and a stage.

The Southern States Dahlia Show, with entries from 15 States, was allotted 20,000 feet of floor space and created considerable interest. Space allotted to women's activities was doubled this year, Benton said. He also intimated that a woman would be included on the board of directors next year, and this is expected to increase interest in, and hurry the growth of the women's section.

Entertainment features and crowd lures this year included Jack Kochman's Hell Drivers for two matinee and three night performances and Sun Bros.' Circus (Gus Sun Agency) last seven days.

The annual earned considerable publicity thruout the State. The staging of the 18th annual Georgia Press Day on opening Saturday included a luncheon with over 500

newsmen in attendance. Two giant balloon parades were again staged in-downtown Atlanta before a police-estimated throng of 500,000. Again this year the parades were staged in the afternoon and evening, but Benton said that one huge event will be staged at night next year.

'BAMA EVENT BIG

(Continued from page 73)

crowd yesterday are big car races staged by National Speedways (Al Sweeney and Gaylord White). Joie Chitwood's Hell Drivers were the afternoon feature Wednesday and Thursday (5-6).

Altho everything was in readiness for a full-scale opening Monday night, crowds were slim as in the past due, officials said, to the widely held belief that fair units would be only partly ready. Fair units have not missed being ready for the Monday opening in several years, but the public can't be sold.

Monday night's attendance was reported up over a year ago, but rain Tuesday nixed the advantage scored on the first day. Wednesday, Children's Day the moppets were on hand in large numbers.

Local interest in the fair, which was taken over by the city only three years ago, is especially keen, Co-operation on the part of the local and State press was excellent.

Homer Todd has the rodeo here. Ray Marsh Brydon is supplying the midway shows and Floyd E. Gooding the rides. The revue was booked in by Frank Wirth, New York. All of these attractions will hold over thru the added two days of the fair's run.

Strong Finish Hikes Pomona

(Continued from opp. page) on each of the two previous Sundays. Velare credited some of the increase to the fact that his employees were better acquainted with the ride and could handle more peo-

With Liste Sheldon handling radio for the fair there was an average of 30 programs a day emanating from the grounds for 19 days. Live shows, including Surprise Package via American Broadcasting Company (ABC), Double or Nothing over National Broadcasting Company (NBC) and Fun to Be Young and Free for All over the Columbia Broadcasting System (CBS), played to over 200,000 in the new Radio and Television Building. During the fair's run, experiments in television were conducted. A tele tower will be erected on the grandstand by next year, Radio broadcasts were made from the grounds daily from 7 a.m. until 10:30

Plan Improvements

Afflerbaugh said he looked for a larger crowd in 1950. He pointed out that fairs which had resumed operation after a six or seven-year layoff had lost a normal percentage of attendance the second year. He said he believed this to be true of Pomona.

Plans already are being made for the 1950 event including the construction of a two-story cafeteria building. Other proposer projects include a building to house the fair's non-jury or amateur art exhibit, not presenting two shows nightly on the included in this year's event because of the lack of space; removal of the flower show from the Palace of Agriculture to new juarters to allow for expansion of exhibits it the agricultural building and to give the flower show its own setting; enlargement of the fair's 15-acre trailer park for exhibitors; construction of two new horse barns, increasing the present space of 2,000 stalls, all of which were used by race and show horses this year, and the installation of more seats at the flagpoles for sightseers.

The CIRCUS

(POLACK BROS., That Is!)

GOES TO THE

FAIR

Here's what Mr. Hayes, President of one of America's Leading Fairs, has to say about

POLACK BROS.

(Eastern Unit)

"We presented Polack Bros. (Eastern Unit) as an entirely new and different kind of attraction for the last part of the Du Quoin State Fair program.

This procedure was justified as evidenced by our grandstand customers who so freely expressed their satisfaction of this first class show during our recent fair."

GREAT SHOWS

* EASTERN COMPANY

Augusta, Ga.—Oct. 11, 12, 13 Asheville, N. C .- Oct. 17, 18, 19 Amsterdam, N. Y .- Oct. 23, 24

WESTERN COMPANY * Little Rock, Ark .- Oct. 11 thru 14 San Antonio, Tex .- Oct. 17 thru 23

Inquiries from FAIRS and **EXPOSITIONS** are Invited. For Full Information Write



WANTED RIDES AND SHOWS FOR THE EARLY COUNTY FAIR & PEANUT FESTIVAL OCTOBER 31 THROUGH NOVEMBER 5. CHESTER CLARDY CHAIRMAN OF CONCESSIONS.



THE Sensational ORTONS

CRISS-CROSS SWAYING POLE THRILLERS

With Their Original Creation-

"A FLIRTATION IN THE SKY"

Featuring

The only girl to accomplish a one-hand stand 100 feet in the air. Brilliant fireworks finish.

Represented by AL MARTIN AGENCY, Hotel Bradford, Boston.

The National Foundation for Infantile Paralysis Encourages Others. Encourage It by Your Contributions

Birmingham Midway \$\$ About Even

Gross Takes Spread Thin

BIRMINGHAM, Oct. 8.—Midway takes at best are likely to be on a par with last year when Alabama State Fair concludes its six-day run here tonight. Crowds picked up from Wednesday (5) on, after having been held down by rain the first two days, and fair execs yesterday (7) predicted total attendance would equal that of last year.

The multiple units in the three distinct fun zones are a cinch to get dough, but because of their numerical strength the dollar take will be spread thinly. Carl Sedlmayr's mighty Royal American Shows, J. C. McCaffrey's lengthy independent midway and the fair's Kiddieland Park, a misnomer since it contains as many units for adults, all vied for the entertainment dollar with the Sedlmayr org well in front.

Shows Get Dough

Light showers the first two days, together with the usual sparse Monday (3) crowds gave the fun zones the appearance of an amusement park after a big week-end. The gaudy Royal American attracted the bulk of the patronage which was much too light to tax the capacity of any one unit. Even so the featured Gypsy Rose Lee unit, Leon Claxton's Harlem Show and other top-notch show attractions appealed to a big percentage of the fair's patrons.

Terrell Jacobs, whose combo circuswild animal offering was another top Royal American attraction thruout the season, cled the season after the Saturday (1) wind-up of Oklahoma State Fair. The Jacobs equipment came in here on the show train and then loaded out on system flats.

Terrell Jacobs Closes

The circus unit failed to win top money and earned only spotty success along the continent's most lucrative route, but the org closed so that Jacobs, one of the country's top animal trainers, could appear at previously contracted indoor dates.

The concession take was reported not as healthy as in previous years. but audible moaning was at a mini-

The McCaffrey midway, flanked on one side by Royal American and on the other by the amusement park, formed a broad avenue virtually from the main gate to the grandstand entrance.

Buck Tabs Fair Biz At Barrington, Mass.

GREAT BARRINGTON, Mass., Oct. 8 .- O. C. Buck Shows played to good afternoon business at Barrington Fair, which closed Saturday (1), but night biz was off with the exception of closing night, when the annual drew the week's biggest crowd.

In order to make the Danbury (Conn.) Fair's opening Saturday (1) Buck was obliged to pull out several of his rides Friday night (30) to make the jump. Remainder of the Buck shows made the jump Sunday (2).

La Cross to Vt. Quarters

ST. ALBANS, Vt., Oct. 8.—La Cross Amusement Enterprises, which closed the season September 10, are in local quarters. Members of the org, with the exception of Mr. and Mrs. Bob respective homes.

Pomona Patter

POMONA, Calif., Oct. 8. — Charlie Simpson's two-headed cow clicked on the independent midway at Los Angeles County Fair, which closed its 17-day run here Sunday (2). . . Irving Parker is back in Hollywood after playing the Dante shot. . . . Mary and Harry Taylor left for Fresno, Calif., with their ice cream stand.

Curtis and Elmer Velare are back in Long Beach with the Twin Ferris Wheel. They didn't make Dallas this year but are mulling other fairs.

Some local concessionaires left to make Ventura County Fair and the Farmers' Fair and Festival in Hemet. . . . Ed Kennedy, guess-your-weight, in Los Angeles for the Pacific Coast Showmen's Association meeting and then to Fresno.

Pat Treanor and son, Raymond, novelty man, breaking up so the Treanor group can handle Ventura and Fresno, running day and date. Treanor had 29 fairs and 17 rodeos from Eureka to Imperial this year. . . . Red Crawford to Fresno with Joe Glacy's Crime Car and his Monkeydrome. . . . Orlo Wach brought his Wildlife exhibit to the Sparton Bros.' Circus winter quarters at 174th and Western avenues, Los Angeles.

Fred Kressman, of Barnes & Carruthers, visiting in San Bernardino before heading for San Francisco to the Cow Palace where he will direct events for Carl Garrison, the manager. . . . Los Angeles dailies corrected statement that bus in which 19 were killed at Ontario, Calif., railroad crossing had been to the fair Party had been to the beach. . . . Roy Driscoll, Los Angeles County Fair publicity director, takes off October 13 for a Montana vacation. . . . George Wright had two Fritter Chefs on the

Meridian, Miss., Off for Dodson: Ditto Corinth

MERIDIAN, Miss., Oct. 8.—The Mississippi Fair and Dairy Show here were off from last year for Dodson's Imperial Shows in the early days of the annual's run this week. Monday night (3) a small crowd turned out, with the folks confining their activities chiefly to eying the midway attractions.

Tuesday (4), Kids' Day, was down from expectations, inasmuch as school authorities refused to dismiss schools before the regular mid-afternoon hour. Also hurting business here was the nixing of all game concessions before the fair's opening.

Corinth, Miss., played the previous week, was under expectations for the Dodson org. Blame was placed on a 50-cent gate, which was imposed tho there was relatively little on the grounds besides the midway attractions. Grandstand also carried a 50-cent admission, while a 9-cent front gate for kids was in force even on kids' matinees. Newspapers and radio stations did their utmost to stimulate attendance, giving excellent co-operation to the midway, but it was no go.

Visitors to the show included Curtis Bockus, general agent for the James E. Strates Shows; Billy Breese, of the Royal Crown Shows; Bob (Diggers) Parker, and Homer Gilliam, former special agent, now interested in ear deals for veterans' organizations.

Bluefield, W. Va., Closed

BLUEFIELD, W. Va., Oct. 8.—This city will be closed to carnivals in 1950, Goodwin, who have their kiddie rides the city board of directors ruled Tueson a southern tour, returned to their day (4) in denying a permit appli-

J.J.J Atlanta Gross Dips With Crowds

Other Units Drain \$\$

ATLANTA, Oct. 8.—A gate slump of 9 per cent, together with curtailed spending, sent fun zone grosses at Great Southeastern Fair tumbling as much as 20 per cent thru Friday (7)

The Johnny J. Jones org, back for it- second consecutive year, together with permanent units owned and operated by the annual, accounted for about 50 paid units, the largest layout in the history of the annual, President Mike Benton said.

All Space Sold

All available concession space was sold out fully two months 'a advance of the September 30 opening of the annual, Joe Redding, manager of the industrial and concession department, said. The grounds were jammed with independent units which in the first four days of the run had a total of 227,000 patrons to play to, according to fair association estimates.

Morris Lipsky and Buddy Paddock, co-owners of the Jones org, reported fair business for the season to date and good prospects of winding up a winner, albeit a very small one. The terrific drain of railroad charge; and federal taxes, together with other mounting costs in the face of decreasing grosses, have been difficult to overcome, they said.

Plenty of Power

fair midway and reported satisfactory to handle big crowds and top spend- the day and the night play was hit ing when and if they occur. However, by rain. despite the big attendance recorded here, there is little likelihood that the saturation point will have to be faced, since the annual's 15 owned and operated park units, together with independent units, can care for any size

> Midway ops missed quite a few bucks on opening day when school children were held to a half-holiday instead of the usual full day. As a result, the moppets arrived late and the earning hours were cut in half

> The weather has been fair, but cool nights and showers on several days cut into fun zone play.

Krekos Nominated Show Folks Prexy

SAN FRANCISCO, Oct. 8.—Selections for 1950 officers of Show Folks of America, Chapter Two, were held October 3, with Mike Krekos nominated for president; Marie Burke, Moe Eisenman, Fred Oberhansli first vice-president; Bill Coles, second vice-president; Art Craner and Jim F. McCaffery, third vice-president; Edna Raiford, recording secretary, and Albert T. Roche, corresponding secretary,

Krekos and Coles were nominated unanimously.

Golden West Set To Play Mission Dist. Cent. Cele

SAN FRANCISCO, Oct. 8.—Golden West Shows have been booked to play the Mission District Centennial Celebration here October 13-23, according to General Manager Harry (Polish) Fisher. It will mark the fifth straight year the org has played here and its second annual stand in the Mission District.

Golden West is showing in the North Beach district October 6-12, for the Columbus Fiesta. Shows are Church grounds.

Marks Benefit Nets \$361 for Miami Club

FAYETTEVILLE, N. C., Oct. 8 .-A total of \$361 was realized for the Miami Showmen's Association at a benefit performance, Friday September 30 on the John H. Marks Shows.

Program was emseed by Johnny Orenallas and Johnny Wise. Acts included gals from the Vanities, T. W. (Slim) Kelley's Side Show talent, Johnny Wise, comedian, and Lewis D. Scott's Harlem Broadcasters. Henry Schreiber, chairman of the committee, conducted the kangaroo court.

The three-hour show, initial one scheduled by the Marks' troupe, started at 1:30 a.m.

Muskogee, Okla., '48 Gross Falls Before Hennies

MUSKOGEE, Okla., Oct. 8 .- Hennies Bros.' Shows, which displaced a truck show, were topping the 1948 midway receipts at the Oklahoma Free State Fair here thru Thursday (6), the f"h day of the eight-day fair. The annual itself was piling up a record-breaking attendance despite off-weather four days.

The Hennies org pulled in here Saturday (1) and was in readiness for early business the following morning when the fair opened. First day turnout was good and Kids' Day, Monday (3), also yielded strong play for the rides and shows, altho there The Jones org is well constructed were intermittent showers thruout

Wichita Disappoints

Skies were overcast for four days, but, excepting for Monday, there was little actual rain, and the folks Wednesday and thronged out. Thursday both provided excellent business, and a strong week-end business was anticipated.

Wichita, Kan., played as a still date for 10 days prior to the stand here, was a disappointment. Consensus was that the city was over-showed during the war years and immediately after the war when business, most of it based on war contracts, boomed in the city. Tho in for 10 days, the Hennies org didn't get a week's business out of the stand.

Morgan to W. Q.

Trainmaster Jack Morgan left the show for winter quarters to prepare for the show train's arrival. Bob Purvis headed for Dallas Monday (3) with his War Show.

Electrician Flannagan is set to join the Dodson Imperial Shows after he stows the Hennies equipment in winter quarters.

Mrs. John Obluck was a visitor here, coming in from Hot Springs for the first week-end. Harry and Alice Hennies and Harry's mother, Mrs. Daisy Hennies, also came in from Hot Springs.

Bill Naylor left Tuesday (4) for Jackson, Miss., and Shreveport to arrange for the presentation of Pete Baumann's "Wingless Chicken."

Cohn Readies Plans for S. F. Show Folks' Banquet - Ball

SAN FRANCISCO, Oct. 8.—Plans for the Show Folks of America fifth annual banquet and ball November 29 at Palace Hotel here are being readied by Executive Chairman Nathan Cohn,

Talent is being lined up by Cohn for the event which will be emseed set up on the Saint Peter and Paul by Syde Goldie, San Francisco columnist and radio commentator.

DICK'S GREATER SHOWS

WANT

FOR PLYMOUTH, NORTH CAROLINA, OCTOBER 17 TO 22

Grind Stores of all kinds. Shows with own outfit, Liberal percentages. Can use one more major Ride, Rolloplane or Spitfire. Can place Bingo.

R. E. GILSDORF, Gen. Mgr. Roanoke Rapids, N. C.

CRYSTAL EXPOSITION SHOWS

Want for My 7 Remaining Fairs

Sideshow with or without own outfit. Have top, front and P.A. system. Can place Grind Shows with or without own equipment CONCESSIONS — Shooting Gallery, Photos, Age, Scale, Hanky Panks of all kinds. Maton County Fair, Montezuma, Ga., this week; then Bacon County Fair, Alma, Ga.,

Address W. E. Bunts

TIVOLI EXPO SHOWS

CAN PLACE

A few more legitimate Concessions for Fairs and choice spots in Mississippi. Out till November 19th, What have you? Eupora, Miss., Fair, this week; Sanitobia, Miss., to follow.

H. V. PETERSON, Mgr., or B. J. COLLINS, Gen. Agent

Contact

WANT

SKILLO AGENTS AND GRIND STORE AGENTS

Vernon, Tex., this week, then Lubbock, Tex., Oct. 17 to 22. More good cotton towns to follow. Wire

D. S. DUDLEY SHOWS

FOR SALE MERRY-GO-ROUND

42-Ft. 3-Abreast Parker, in very good condition. New top and side walls, fluorescent lighting. All new bearings throughout. Horses all jumpers—no broken ones. \$5,000 with organ; \$4,500 without.

AVERY'S MODERN SHOWS
528 East Lincoln, Box 387, Rt. 2
Royal Oak, Mich.

DYER'S GREATER SHOWS

Tunica, Mississippi, this week.

Permanent Address: West Helena, Arkansas Want Big Eli Foreman, Long Range Gallery, neat Juice and Grab, Balloons, Novelty Stand, High Striker and Hanky Panks open. For Sale—Spitfire, \$4,400 cash; with Trailer, \$5,000. Inspect at Fair Park, Memphis. Tennessee. Wire or write.

WANTED

Ride Help, Shows, Concession Agents. Popcorn, Candy and Stock Concession.

RAINES AMUSEMENT

WM Awarded 1950 Midway Pact at W-S

Richmond Quarters Set

WINSTON-SALEM, N. C., Oct. 8.— Frank Bergen's World of Mirth Shows were awarded the 1950 midway contract for the Winston-Salem-Forsyth County Fair Monday (3), the day before the annual opened its 53d annual session.

Business thru yesterday (7) was reported excellent and considerably ahead of last year when much of the potential take was washed out by rain.

All units were ready for the 9 o'clock opening of the fair Tuesday morning (4) : the result of an exceptionally fast train move here from Trenton, N. J., where the org closed Saturday (1). Trainmaster Al Moody had the train spotted for unloading by 3 p.m. Monday (3).

Women Approve

A committee of 100 women inspected and gave their approval to the shows' many units at the invitation of the air and carnival management. The unusual censorship set-up is welcomed, since approval by the local group results in considerable favorable publicity.

Bernard (Bucky) Allen, concessions manager, and Bergen reported good business at the New Jersey State Fair, Trenton. Making the Sunday opening at that event necessitates considerable added moving expenses since many units are trucked in, but big crowds and free spending justify this, the showmen said.

Bergen also announced here that the org will again winter on the grounds of the Atlantic Rural Exposition in Richmond, Va. A new building, 300 feet by 150 feet, will be used to house part of the equipment.

ACA Augmented by 11 Shows In 1949 Membership Drive

ROCHESTER, N. Y., Oct. 8.—Secretary-Treasurer Max Cohen, of the American Carnivals Association, announces 11 shows have signed up in the current membership campaign. Total membership is 244, a record high. The personnel total has hit 1,320, also a record.

FOR SALE REAL BARGAIN! 1 #12 Eli Ferris Wheel

With Ticket Box, Fence, V-type Clutch and 1947 Eli- Power Unit. Wheel in good condition, Will sacrifice—

\$4,200.00

BOX 292, THE BILLBOARD

188 W. Randolph Chicago, III.

NOW BOOKING CONCESSIONS FOR 1950

Pitch Till You Win. Cork Gallery, Ball Games, Cat Games, or what have you? No Flats.

R.R. Train with Chrysler motor and 350 ft. track, will sell or lease. Very Reasonable. Write, phone or wire:

MICHAEL T. GUZZETTA ANGOLA 172 ANGOLA, N. Y.

WM Awarded BARNEY TASSELL UNIT SHOWS

That Big Little Show that works 47 to 48 weeks a year. Closing at South Miami, Fla., December 10, opening again January 5, Miami, Fla., at 79th and Miami Ave.

Can place Rides not conflicting. Concessions of all kinds except grift; Shows with merit, no Unborn or Girl Shows.

Week October 17, Firemen, Fairgrounds, Hamlet, N. C., for Memorial Park Commission. All civil and military organizations in back of this.

Week October 24, Rockingham, N. C., first show in two years. Should be a hot one. Everybody working. Can place Ride Help, must drive semi-trailers. No lush hounds or agitators.

Wire, this week, Yanceyville, N. C.



NOW BOOKING FOR TRI-COUNTY FAIR, NEW BERN, N. C.

This Will Be the Largest Fair in Eastern North Carolina. 100,000 Marines at Cherry Point and Camp Lejeune. Pay Day on Thursday, Oct. 20. Space Going Fast.

CONCESSIONS—Booking all Concessions. Positively no X on this date. If you want space wire footage and deposit space. Will not be held without deposit. Especially need Rotary Diggers and Penny Arcade. All Concessions will operate. SHOWS—Animal or Wild Life, Fun House and Motordrome, RIDES—Don't need any, have 12. Will book Pony Ride. Reliable Ride Men, come on. Three more North Carolina Fairs, then south. All replies to BILL PAGE, Aboskie, N. C.

ONE HUNDRED YEARS CENTENNIAL

UNION, SOUTH CAROLINA, ON STREETS, OCTOBER 24 TO 29

Parades every day. Biggest celebration in South Carolina. Want Grab, Age and Scales, Cotton Candy, Novelties, Candy Apples and Popcorn, Ball Games, Ice Cream, all Hanky Panks open. All space reserved for this doing. Must have small deposit. Followed by another big doings in South Carolina on the streets. Dillon, South Carolina, this week: followed by Wadesboro, North Carolina. Mail and wires to

WM. C. "BILL" MURRAY, Virginia Greater Shows

AMERICAN EAGLE SHOWS

OUT UNTIL CHRISTMAS

Now booking Shows, Rides and Concessions. What have you? No exclusive except Diggers and Popcorn.

Show closes Christmas week, Fayette, Miss. No gypsies and no racket.

DANNY ARNET, Mgr.

Kilmichael, Miss., Fair, this week.

JACK GALLUPO

WANTS FOR "STARS ON PARADE" REVIEW

One Girl Singer. Have plenty of Girls and Cookhouse Help. Save your wires. Have for sale one Girl Show complete, 80-foot front, built on Semi; 1948 21/2-Ton Tractor, 30x50 Top, four complete P.A. Sets. Show built three months ago for \$5,500. Will take \$4,000 cash. Grab Joint, five weeks old, new Anchor top, complete, \$250. Cook House, 28x30, complete, \$800. Can be seen in operation Camden, S. C., this week; Greenville, S. C., next week.

JACK GALLUPO

LAST CALL

LAST CALL

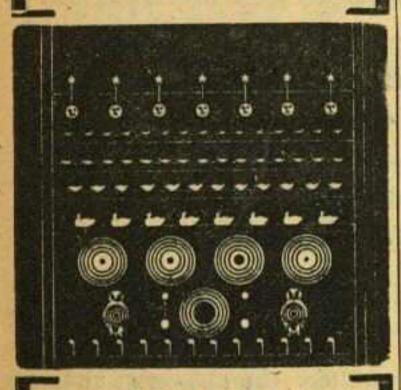
TWIN STATE SHOWS

Want for Chesterfield County Colored Fair, Cheraw, S. C., week of October 10; Lancaster County Colored Fair, Lancaster, S. C., week of October 17; American Legion Community Fair, Great Falls, S. C., week of October 24; with five more weeks to follow.

CONCESSIONS—Ball Games, String Game, Penny Pitch or any Hanky Panks. SHOWS—10-in-1, Monkey, Minstrel Show or any Grind Show with own outfit.

Address: This Week, CHERAW, S. C.

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PERCENTAGE GAMES FOR INDOOR EVENTS

We have the finest gaming equipment on percentage games for indoor events that it is possible to make.

Ball Chuck a Luck \$ 75.00 Ball Baseball Wheels 75.00 Six Arrows
Big Six Glass 60" Dice Wheel
Little Six 32" Dice Wheel (with metal Junior Six 25" Dice Wheel (with metal metal stand)

and under cloths or complete table Beat the Dealer cloth or complete table Pea Pool outfits. Pan Games. Special equipment made to your specifications. Our new all metal Bingo Blower. \$145.00.

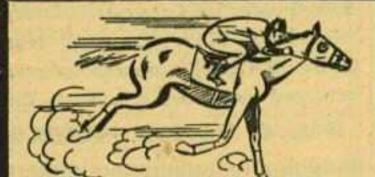
Advice on operating any of our games is free to purchasers.

Day phone: Lyons 4811; night phone: Brookfield 7624.

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SEE BILLBOARD OCT. 29 for

ANNOUNCEMENT OF OUR NEW GAME

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INDIANAPOLIS, INDIANA

PAUL D. SPRAGUE NOW ASSOCIATED WITH RAY MYERS'S "TRAILER VILLAGE"

11650 Nebraska Ave., Tampa, Fla. Phone 31-5074-"SHOWFOLKS ALWAYS WELCOME" Parking—Trailer Sales—Service—Supplies—Dealers for Spartan—M-System—American and Detroiter Trailer Coaches Tampa's Finest Trailer Park. Rates, \$12.00 monthly. Movies—Bingo—Shuffleboard—Restaurant. 10 minutes from downtown Tampa. "ALWAYS HAPPY TO TRADE JACKPOTS OR TRAILERS"

ARCADE FOR SALE

24x62 TOP WITH 20 FT. MIDDLE. ALL COMPLETE. POLES, STAKES, SIDE WALL AND FOUR RED PROSCENIUMS INSIDE, 60 MACHINES, 50 WORKING, THIS IS A BAR-GAIN. FIRST \$1,000.00 TAKES ALL.

Wm. J. Williams, Mgr., Rogers Greater Shows MARKS, MISSISSIPPI, FAIR THIS WEEK; CHARLESTON, MISSISSIPPI, FAIR TO FOLLOW.

MIDWAY CONFAB

show traps. They're easy to get into but not out of.

Art LaRue, Karlo, Carl Waddell and Perry Saunders, who played the recent Sacramento and San Jose, Calif., fairs, are set for the Needles, Calif., celebration. . . . Mrs. Clytie B. Van. of the Van-Barkley Trio, and mother of Jimmie Van, with Dailey Bros.' Circus, is seriously ill at the home of her daughter and son-inlaw, Mr. and Mrs. George F. Brimner, Houston. . . . Scotty the clown, and Doc Candler are making plans to play department stores and indoor circus dates this fall and winter in either Chicago or New York. They will present their clown bits and London Punch and Judy acts.

A born gambler is a manager who believes that the danger of losing money ends when fairs start.

Joseph Lehr reports from Philadelphia that John J. Glynn, concessionaire, recently took delivery on three new type spot-the-spot boards. Lehr adds that three of the boards were shipped to A. W. Morris, concessionaire, in time for the opening of the Georgia State Fair, Atlanta Lehr recently renewed acquaintance: with an old friend, Pete Burkhardt, concessionaire, on the World of Mirth Shows at New Jersey State Fair, Trenton. . . . R. L. (Red) Bishop. while in San Fernando, Calif., on a visit with his son and daughter and two grandsons, took in a number of shows including Folks Celebration, D. S. Dudley, Crafts and Ferris Greater.

A jackpotter, who stops to think before he speaks, has to wait a helluva long time to get the floor.

John and Helen Barfield have reorganized their two palmistry booths and will play a number of Southern he and Pat Brannon will make a fairs. Readers for John's outfit include Thelma Olson, Maxine Mueller and Minnie Stanley, while Helen's Mary White and Minnie Simmonds. in Raleigh, N. C.; Meridian, Miss.; to spend the Christmas holidays with

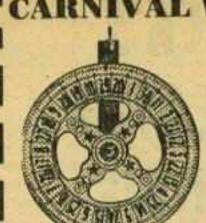
Those "open-to-every-show" towns are Columbus, Ga.; Pensacola and Jacksonville, Fla., and Shreveport, La., and a number of spring spots in California. While they were the guests of Fred W. Norrick, Muncie, Ind., John presented Helen with a new car. . . . Shark Allen, formerly with Thomas Joyland Shows, has joined Lou Pease's Girl Show for the unit's trek into California.

> Criticism of routes already played isn't as serious as is the mutual criticism of general agents who set them.

> Bill Carsky, Casey Concession Company, Chicago, left recently on an extended tour of the South, with scheduled stops in Birmingham, Atlanta, Little Rock, Dallas, Houston and Winslow, Ariz. . . . Mr. and Mrs. Bill Kennedy, who purchased a new car following a successful season on the M. A. Srader Shows, have joined the Pike Amusement Shows for a number of late Louisiana fairs. They will have their Side Show, Girl Show and concessions on the unit. Jean Eugene Mercer continues as annex attraction, with Zora still the featured dancer on the Girl Show, Lineup includes Van Stokes, Hindu torture; Lillie White, contortionist; the Randalls, mentalists; Bill and Edna Kernedy, impalement; Karlu, fire ; Jess and Frankie, twins; Jean er's pythons; Pipe Blair, human thead: Verna Richards and Betty ion, illusions, and Douglas Hunt, an x tickets.

> Among the dullest tasks for anyone past the age of 70 is taking tickets on a gal show blow-off.

Having closed her Congress of Wonders on the Morris Hannum Shows, Le Ola has returned to her home in Portsmouth, O., for the winter. This season marked her second with the Hannum org. W. Paxton advises from Atlanta that tour of the Bahama Islands with Marquis, the magician. . . Mrs. Louise McDaniel; her mother, Mrs. line-up includes Stella Mae Cauley. Arthur L. Martin, and daughter, Shirley Ann, are scheduled to sail The Barfields have contracted fairs from San Francisco, November 10,



30" 36" for

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DELIVERY

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Never a break-down with guarenteed Amsco Quick cameras. Patented features mean more profits. Obtain list of bargains New, Used. Low Prices. Beauti-ful, Durable Also Portable

American Stamp & Novelty Mfg. Co. Houston 6, Tex. (formerly of Okla. City)

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175 W. JACKSON BLVD. CHICAGO, ILLINOIS

FOR SALE

With Candy Floss in back end. Large Star Butane Electric Popper. Completely equipped and booked on L. B. Lamb Shows,

BERNICE JACKSON LANGOALE, ALA.

FOR SALE

One complete Strato Ship, in first-class condition. Used this season on The Boardwalk at Wildwood, N. J. Reason for selling, going into hotel business. Contact

PAT SMITH 137 E. Pine Ave. Wildwood, N. J. Phone Wildwood 2-2498

FOR SALE

First class condition. Can be seen set up here. Must be sold at once; photos and particulars on request.

D. & S. AMUSEMENTS Old Orchard Beach, Maine.

WANTED Merry-Go-Round Horses

What have you?

MILLER AMUSEMENT ENTERPRISES

55th & La Grange Rd. La Grange, Illinois

Starting Nov. 7, to a few clean Hanky-Panks operated by clean, sober people, Spots not consecutive. Write

Florida Bazaar Supply West Palm Beach, Fla. R. 1, Box 370

FREAK ANIMALS

FOR SALE HORSE WITH HOLE THROUGH NECK, LAMB WITH SIX LEGS. Write or Come Sec.

RAYMOND T. BAKER R. R. #3, Monroe City, Mo.

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ELMHURST, ILLINOIS "The Original Calliope Record"
Excellent list of old-time "Circus" and "Carnival" tunes. Just the record for Midway; Bally, Sound Trucks or Merry-Go-Round. Break-resistant plastic. WRITE FOR FREE LISTINGS

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

FOR SALE

SUPER ROLLOPLANE

This Ride just like new, carried nearly com-plete on a 28 ft. trailer. Very easy set-ups and tear-downs. The buy of the season Complete with transportation, \$5,000.00 cash.

THORNTON E. HOAR No. Weymouth, Mass. 19 Holbrook Rd.

For balance of season, 3 sober reliable Bucket Agents. Work all winter, Florida Fairs. WM. SYLVESTER

c/o Prell's Broadway Shows, South Boston, Va., week, Oct. 10th: Greenville, S. C., Oct. 17th.

FOR SALE

Alian Herscheil Fen ar Kiddle Auto; Double Loop with or without Trailmobile Trailer. These rides in A-I condition Can be seen operating in Winsted, Oct. 12 to 15th.

A. B. ROGERS SHOWS Winsted, Conn.

Mrs. McDaniel's husband in Japan French Hospital, San Francisco, rethe U. S. Army. . . . Wallace A. Scott, veteran carnival trouper, is in a private hospital in Hillsboro, N. C., with tuberculosis. He would like to read letters from friends.

It's hard to say just who's in step with the time but it's probably a concessionaire walking to his next fair.

Herman Smith, concessionaire on the John H. Marks Shows, is a patient in the C. and O. Hospital, Clifton Forge, Va., and would like to hear from old friends. . . . Acts with A. J. Budd's Freaks on Parade on the E. K. Fernandez Shows in Hawaii, are Johnny Gilmore, quarter boy; Sylvia Partus, elephant feet girl Rush La Argo, penguin, girl, and Sadu, fire worshipper. Don Gilberts Bill Kennedy's Girl Show, writes handles the front. Acts flew to Hawaii September 27. Budd is in

CARNIVAL WHEELS



24"-30"-36"-42"-48" sizes Mdse, and Padd'e Wheels

"Big Six" Dice Wheel, \$95.00. Horse Race & Dice Wheels in all sizes. Laydown Cloths, 30 Nos., \$2.00 Ea.

Write for Catalog

CARDINAL MFG. CORP. Manufacturers of Carnival Wheels and

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Kinland Amusement Co.

Have opening for a few Concessions, such as Hoop-La Set, High Striker, Duck Pond, Mitt Camp, Bingo, Popcorn, Snow Floss, Apples. Pan Game, Razzie, Blower, Rolldown, Wheel or any up and up stands that work for stock. Just come on over, we will take care of you. Yes, we hold contracts for the following: Perry, this week; Dublin, Oct. 17 thru 22; Gordon, 24 thru 29; Twiggs County Colored Fair, Oct. 31 thru Nov. 5; Moultrie, Nov. 7 thru 12, with others to be announced later. Will book or buy Two-Abreast Jenny and Kiddle Auto Ride. All replies to MGR., KINLAND AMUSEMENT CO., Perry, Ga.

FOR SALE

Consisting of five Major Rides and Kiddle Ride, Transformer Wagon and three complete Shows. Will sell all or any part. Terms to reliable parties. Price \$24,000. Write BOX 206, Pontiac, Illinois.

Popcorn, Floss, Novelty Combination Concession-1 and 2-day stands year round. Per cent gross.

AMERI-CONGO ANIMAL EXPEDITION Aliceville, Friday and Saturday; all Alabama. Kong, Manila and Tokyo.

where he is on a tour of duty with cuperating from a recent operation. . . . Grady B. Lynn is ill in the Marion Hotel, 67 Pryor St., N. W., Atlanta. . . Mrs. Emma Rocco rejoined her husband, R. W. Rocco, on Dodson's Imperial Shows after burial of her mother, Mary Colicchio, September 26 at Newark, N. J.

> Robin Hood, who took from the rich to give to the poor, should be around today to see them raise money thru a showmen's club benefit show.

> A cookhouse truck owned by Ted Williams, World of Mirth Shows eatery op, overturned while en route to Winston-Salem, N. C., from Trenton, N. J. The truck and its contents were badly damaged, but the personnel suffered no serious injuries. . . Zora Blaire, featured dancer on from Boise City, Okla., that she was gifted with a diamond choker, bracelet and earings from Jean Eugene Mercer recently.

Things are coming back to the muchtouted good-old-days when all the good things to eat were available to showmenwho prefer doughnuts and coffee.

Marie Brunk closed a successful season with the cookhouse on the 20th Century Shows recently. She also was "The Billboard" sales agent on the org. . . . Jean Eugene Mercer has purchased a new car and a popcorn concession stand, with which she will play late misiana fairs....

Mrs. Hilda B has returned to Richmond, to reopen her home. She will be joined by her husband, Frank, general manager of the World of Mirth Shows, at the conclusion of the org's season.

Fair booking often gets no further than the fluid stage.

Elaine Smith, daughter of Mr. and Mrs. J. A. Smith with the John R. Ward Shows, has returned to Texarkana, Tex., where she will enter school. . . . After a successful season with Capell Bros.' Shows, Jimmie (Carmen Lee) Hillyard visited Jean Eugene Mercer, annex attraction on Bill Kennedy's Side Show. and Zora, Girl Show operator, at Elkart, Kan. . . . Charles Simons, who trouped with Keystone Attractions last season, visited the org during its recent stand in Appomattox, Va. . . . Clyde (Pappy) Graham, who has been undergoing treatment in County Hospital, Oklahoma City, for the past several months, advises that he expects to be released about November 1. He'd like to read letters from friends. . . . Tiny Dollita cards from Honolulu, after a trip to Hong

Week Oct. 17, Gastonia, N. C.; Week Oct. 24, Wilson County Fair, Wilson, N. C.; Week Oct. 31, Wayne County Fair, Goldsboro, N. C.; Then Miami, Fla., Winterquarters

Place all Concessions, Hanky Panks. Non-conflicting Rides. Monkey Show. Fun House. Want General Show Help, Rocket Foreman.

ADDRESS: PETERSBURG, VA. (FAIR), THIS WEEK.

JACK J. PERRY SHOWS

WANT FOR NORTH CAROLINA'S BIGGEST DATE, SCOTLAND COUNTY FAIR,

Laurinburg, N. C., week October 17

SHOWS-Minstrel, Monkey Circus, Wild Life and any other shows with own transportation not conflicting.

CONCESSIONS-Ex on Novelties, Ball Games, Coke Bottles, Hanky Panks of all kinds. Also book Six-Cat and Buckets. Can use Long and Short Range, Photos, High-Striker and any others. All replies

HOWARD ROBBINS, Mgr., Lancaster, S. C., this week

SHOWS World's Newest and Largest Midway

WANT FOR SEASON OF 1950

if you are planning on making a change and want to make money and not tour

SIDE SHOW - No Half and Half. MONKEY SHOW - Chambers, answer. Del Crouch - Let me hear from you. ANY WORTH-WHILE GRIND STORE.

Permanent Winterquarters Hot Springs, Arkansas, Box 414

DUMONT SHOWS

DURHAM COLORED FAIR, Oct. 17-22, DURHAM, N. C.

WANT CONCESSIONS: BALL GAMES, PITCH-TILL-YOU-WIN, STRING GAME, HOOP-LA, DUCK POND, CIGARETTE PITCH OR ANY LEGITIMATE CONCESSIONS. ALL ADDRESS:

LOU RILEY, MGR., Roxboro, N. C. (Fair) This Week

CONCESSIONS WANTED FOR

SOUTH TEXAS STATE FAIR

BEAUMONT

OCT. 20TH TO 29TH INC.

Legitimate Concessions of all kinds-Hanky Panks, Grab, Floss, Long Range Calleries, Photos. Etc.

CAVALCADE OF AMUSEMENTS

EUNICE, LA., THIS WEEK

WANT WANT American Legion Celebration & Walton County Fair Combined

SEVEN DAYS-NOV. 5 TO NOV. 12, DE FUNIAK SPRINGS, FLORIDA-SEVEN DAYS The biggest American Legion Celebration in Florida, over 30,000 people attend this event. If you been playing blanks, now is the time to get your winter Bankroll. Want Grind Shows of all kinds. Want Concessions that will work for stock. Bob Mahan Wants Stock Store Agents. This week, JAY, Fla.; Fort Walton, Fla., Oct. 17 to Oct. 22; Milton, Fla., Oct. 24 to Oct. 29; then the Big One, DE FUNIAK SPRINGS Fla., Nov. 5 to Nov. 12. Address all wires and mail to

KEYSTONE EXPOSITION SHOWS

To the above dates.

CRESCENT AMUSEMENT CO.

Wants for Kilgore Exposition Grounds, week Oct. 17th; then East Texas Yamboree, Gilmer, Texas, week Oct 24th; Jacksonville and three more weeks following.

Concessions that work for Stock, Novelties, Custard Age, Scales, Photos, Ball Games, Hanky Panks, Eating and Drinks. No racket and no gypsies. Shows with own equipment. Independent Showmen playing Dallas Fairs, Gilmer follows, and can place Big Snakes, Illusions. C. C. McLung, Jim Chavanne, Norman Smith, wire. Rides—Want Fun House, Tilt, Spitfire, Fly-o-Plane, Kiddy Rides, Train, Boat, Live Ponies, any Kid Ride except Autos. Ride Help who can drive. Address:

L. C. McHENRY, Manager; JESS WRIGLEY, General Agent ATHENS, TEXAS. THIS WEEK; THEN KILCORE.

Wanted for Balance of Season

IN SOUTH GEORGIA AND FLORIDA

Few More Stock Concessions Clean Shows with outfit and Transportation. No Girls. Ride Help who can and will stay sober. Those who drive and have license given preference.

QUITMAN, GEORGIA, THIS WEEK; ARLINGTON NEXT

WAR SHOW FOR WAR SHOW

THE TOP MONEY, ONE-WAGON SHOW, ON THE ROYAL AMERICAN SHOWS, HENNIES BROS.' SHOWS, JAMES E. STRATES SHOWS AND WORLD OF MIRTH SHOWS.

Will sell ONE Show Only, complete, except tent, which is the property of the Carnival Company . . . A GREAT SHOW for Man and Wife Operation . . . Low nut . . . Strong Book Inside Sale.

Show in Top Shape, with Wax Figures of Hitler and His Gang . . . Fine Collection of Naxi, Jap and Italian Guns, Pistols, Flags, and Trophies.

SHOW IS BOOKED FOR 1950, BUT THIS YOUR OWN CHOICE

Show can be seen in operation on the above Shows en route NOW . . . Show cannot be delivered until close of present season.

LOOK IT OVER-THEN SEE ME FOR PRICE-YOU WILL GET THE BEST BUY YOU EVER HAD. Will gladly show you Books on Profit of Show.

Also can be seen at Texas State Fair, Dallas, Oct. 8 to 23

ADDRESS OR CONTACT:

NAT D. RODGERS

c/o Royal American Shows, Jackson, Miss., Oct. 10-15, or per route for balance of season.

FOR SALE 5 OUTSTANDING FREAK ANIMALS

One Two-Legged Pig. One Midget Bull, One Midget Cow. One Four-Horned Sheep, One Caracul Sheep, largest in the world. Might consider selling Two-Headed Bull, only one in the world alive. Write or wire me. Sell one or all. Reason for selling: Too many animals. Also have banners on all. If you want money-makers, see them. Only interested in cash.

CHARLES SIMPSON

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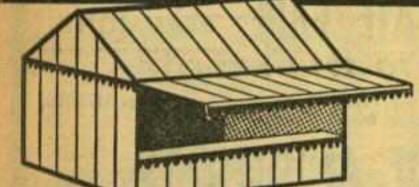
CRAFTS EXPOSITION SHOWS

Now Booking LEGITIMATE CONCESSIONS Only

FOR ARIZONA STATE FAIR
PHOENIX, ARIZONA, NOVEMBER 4-13 INCLUSIVE

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SLIGHTLY MORE TIME
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WIDE SELECTION OF MATERIALS
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JIMMY MORRISSEY

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IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS

You cannot operate in the State of Florida, 1949-'50, unless you comply with all State sanitary requirements and secure license in advance for each location. Mix must be purchased from an approved mix manufacturer in Florida. There will be no slicing of ice cream and dipping in chocolate syrup allowed at fairs, camivals and such places. Such slicing and dipping must be done in some licensed ice cream manufacturing place of business.

NOTIFY JOHN M. SCOTT, Chief Dairy Supervisor

Florida Department of Agriculture, 408 Seagle Building, Cainesville, Florida, if you plan
to operate in the State.

Want KIDDIE RIDES

Boat Ride, Train, Kiddie Auto Ride, Pony Track and others for new Kid Park, Best location in Florida. Year-round business.

KIDDIELAND

P. O. BOX 32A

ST. PETERSBURG, FLORIDA

FROM THE LOTS

John H. Marks

FAYETTEVILLE, N. C., Oct. 8.—
Org had a banner week in its 16th straight year at Cumberland County Fair here. For the first time since 1933, when the fair was sponsored by the Junior Chamber of Commerce, weather was ideal for the six-day, six-night run.

Opening night was the best since 1941. Children's Day drew thousands, while Negro Day, switched to Thursday, also provided a huge turnout. Over 35,000 soldiers at Fort Bragg, N. C., were paid Friday and as a result that day and Saturday were big for the show. Attendance was up 35 per cent over last year, when rain belted the last two days.

Following the annual's close, the org was signed to play the fair again in 1950.

The Fayetteville Evening Observer devoted much space to the show. Chief Wannapony and Hadji Adji, Hindu fakir of T. W. (Slim) Kelley's Side Show, made the front page in a group picture. Owner Marks hosted members of The Observer staff in Joe Decker's cookhouse with steak dinners. Among Observer staffers present were Dick Lilly, publisher: George Myrover, managing editor; Bob Gray, city editor; Harry Hickey, police reporter; Bill Sparrow, telegraph editor; Johnny Roberts, advertising manager, and George Butler, photographer. Bob Gray was toastmaster and Harry Schreiber, business manager, was emsee.

Show talent broadcast daily over the three local radio stations.

Recent visitors included Mrs. Carrie Raftery, Mr. and Mrs. William Raftery and Fred MacKinney, James M. Raftery Shows; Charles Underwood, press agent, who recently closed with Robbins Bros.' Circus; Mr. and Mrs. Ted L. Dedrick, managers of American Legion Amusement Park here; Marshall Green, general agent, Morris Hannum-Shows; Mrs. Green, and Frank West, former carnival owner.

Art and Virginia Eule joined with French fries. Lita Lindsey, of the Vanities, celebrated a birthday.

Al Palmer is manager of the Laff House. Bennie Wels, scenic artist, has the show spick and span.

Show moves from here to Albemarle, N. C., to play Stark County Fair, which will be followed by a still date in Williamston, N. C., the following week. Season's closing has been set for October 22 at Washington, N. C.—WALTER D. NEALAND.

Victory Exposition

IOWA PARK, Tex., Oct. 8.—The co-operative spirit of the fair board and executive staff of the show was in evidence here Monday, September 26. T. Leo Moore, publicity director of the fair board, and Alvin Van Dyke, manager of Victory Shows, did a good job of locating shows and rides. This was the fourth year the org has played this fair. Spending was good. A new ride, the Orbit, made its debut here, getting a big play. Fifteen shows, 16 rides, 45 concessions and six light towers, made up the midway.

Visitors included Cecil Goree, Brownie Bishop, Casey Smith, Bob Bunch, H. P. Hill and wife, Clyde Renolds and wife and H. V. (Foots) Reeves. General Agent Art Hanson and his wife, Boots, had as their guests Tuesday, Jim Byers and party. Gov. Allan Shivers, of Texas, officially opened the fair, with a personal appearance Monday evening. Jim Byers, Alvin Van Dyke and Art Hanson flew to Childress in Byers Navon's plane to visit the Hill Bros. midway.

Another visitor to the show was Jim Summerville, of Wichita Falls Tent & Awning Company. He will furnish new canvas for the 1950 season. Ralph Duncan and Mr. Lowe, president of the Central West Texas Fair, Haskell, Tex., also visited.—DICK HYLAND.

Virginia Greater

CLINTON, N. C., Oct. 8. — Virginia Greater Shows pulled in here from Enfield, N. C., where the shows played their first fair this season in North Carolina.

Monday (26), opening day at the Enfield Fair, was slow, the weather being on the cool side, but business Tuesday (27) was fair. Wednesday (28) attendance was hypoed by a parade thru town to the fairgrounds and the fact that it was Children's Day, which gave the midway a good break, with all rides, shows and concessions chalking up satisfactory business. On Thursday (29) rainy and chilly weather prevailed all day killing business. Fortunately, Friday (30) was fair, with business satisfactory, and Saturday (1) came up with ideal weather which gave the show a good break.

New concessionaires joining at Enfield were Marty Smith, with a bowling alley and long-range shooting gallery. Smith also has two rides with the Prell shows, which have been playing near by. Sidney Groner left the shows to place his bingo on a Southern show but has his glass pitch, operated by Mrs. Ida Groner, on the shows.

Shows were visited at Enfield by members of the Marks and the Prell shows which were playing nearby fairs. Also visiting were Mr. and Mrs. Ed Le May; Mr. and Mrs. Joe Brown, hotel operators; Noel Basso Carleo, from Burlington, N. C., a former concessionaire with the shows; Hobart Brantley, manager of Spring Hope (N. C.) Fair; Captain Glover, of the Roanoke Rapids Fair Association; Kenny Moore, of the Norfolk Tent & Awning Company, and Bill Sanders, of the Sanders Tent & Awning Company.—H. W. ARNOLD.

FOR SALE FINEST COOKHOUSE ON WHEELS

All equipped. Ready to operate. Seats 24. Best equipped and cleanest one you ever saw. Reason for selling: Other business. Will sell for half value.

Wire or write:

C. S. MITCHELL

13905 Burbank Blvd., Van Nuys, Calif.

FOR SALE MODERN COOKHOUSE

20x30, new frame and counters, 24 stools and extra tables for fairs, all bottle gas, four ice boxes, 1 deep freeze, 1 coke, 1 milk box, 2 large icers, 2 griddles, large steam table (6 burners), gas range with oven, 2 coffee urns. This is all equipped and can be seen in operation. Will sell with or without 26-it, van, no tractor. Price for quick sale, \$2,500.00, All replies:

BOX D-246, c/o Billboard, Cincinnati 22, 0.

COMPLETE A. B. T. AIROMATIC SHOOTING GALLERY

Except compressor. Used 20 days. 12x30 ft., plywood booth, fiameproof canvas top, 6-gun counter, have 7 guns, automatic tube loader, tubes, pellets. Cost over \$2,000, sell for \$1,000. Bad eyesight cause of selling. Might trade for Tractor and Enclosed Trailer (side and rear doors), House Car or Kid Rides.

GROVER KORTONIC
4353 Warner Rd. Cleveland 5, Ohio.

RIDES FOR SALE

8-Car Lindy Loop, 12-Car Ridee-O, 12-Car Jet, reconverted from large Chairplane. Rides in good condition, used in park only. Make offer.

H. H. AMUSEMENT

390 Seaside Blvd. Staten Island, N. Y. C.

RONALD GILMORE

Information appreciated as to his whereabouts. Anyone advise us Western Union collect.

DON RAY

St. James, Missouri

Burdick's Greater

GROESBECK, Tex., Oct. 8 .- Org moved to Floresville, Tex., for September 22-24 from Taylor, Tex., where it played the Latin-American Dais y Sais Celebration to excellent biz. Floresville's eighth annual Peanut Festival was the most successful in its history An estimated 25,000 saw the parade led by Gov. Alan Shivers, whose opening address was keyland, Harry James's Reptile carried by a major network. Show was located around the courthouse tion is skedded to reach here for square. Noted on the midway were Mr. and Mrs. Hubert Hall, Mr. and Mrs. Fred Shinn; Mae Smith and husband, Smitty; Mr. and Mrs. Glen Hyder, who represented the Don Brashear interests, and Blackie Mc-Lemore, who had popcorn, snow, candy apples and peanuts.

At Clifton, Tex., Fair, September 29-October 1, crowds were light but spending was good. Nights were between the carnival and Biller cold. Mr. and Mrs. Red McFarlin Bros.' Circus. joined recently, Red as legal adjuster. His wife is to take medical treatment at Marlin before our next fair. Henry Dingle has booked his Funhouse and replaced Mr. McKay as foreman on the Ferris Wheel. L. C. Wade left for his home in Temple, Tex., where he will receive medical aid. Mrs. Ira Burdick, assisted by Jim Lynch and Mrs. Glen Hyder, assumed charge of bingo, replacing Mrs. L. C. Wade, who left with her husband. Herbert Brashire replaced Wade as electrician. Neil Burdick commutes between his home in Temple and the org, where he has concessions. En route from Floresville, the office trailer was destroyed by fire, but the records and most of the office equipment was saved .- La-VERNE LUTHER.

WANTED FIRST ANNUAL FAIK Industrial Exhibition

8 DAYS, OCT. 31ST THRU NOV. 7TH Advance Sale Merchants' Coupon Deal

Hanky Panks, Ball Games, Grab, Juice and Demonstrators. Write, wire

OMALA GROTTO 401 North St. Mary's, Travis Bldg., San Antonio, Texas

CARNIVAL FOR SALE

(Bargain)

Six Rides with transportation, 371/2 Kw. Diesel Light Plant, plenty Wire, Fun House, 10 Concessions, all up and working. A complete Carnival. Will sell all or part. Can be seen at Hahira, Ga. Oct. 10-15. No reasonable offer refused. After this date will be at Camp 41, Adel, Ga.

L. W. BORUP and J. L. JOHNS, co-owners

BIG STATE SHOWS

Want for Big Fall Fair, George, West Texas, Oct. 18-22. Book any Ride that doesn't conflict, Noveities, Jewelry, Custard, String Game, High Striker, Long and Short Range, all Stock Concessions, Arcade, Fun House. Want Shows. Have complete outfit for Monkey Show. This fair is your winter bank roll. We stay out all winter. Wire 3625 Rooseveit, San Antonio, Texas.

Popcorn, Novelty, Scales Mitt Camp, or what have you?

THIESS UNITED SHOWS Cherry Valley. Ark., week of Oct. 10th,

Shows Ride Help, Concession Agents, Popcorn, Candy and Stock Concessions. All winter show.

RAINES AMUSEMENT CO. Longview, Tex.

Veterans Exposition

MOULTRIE, Ga., Oct. 8 .- Windup of the Valdosta date was satisfactory, according to B. C. McDonald, show's auditor. Mrs. Myrtle Cole closed in Valdosta, as did Madame Burleson's Minstrels and "Jim," the wonder pig. Midway was promptly graced by Sergeant Ralph P. Rickers' cookhouse, Stanley's Mon-Farm, and Deacon Todd's Old Plantathe last two days and open the Florida fairs next week.

General Agent Point is in Florida. Mrs. Sadie Caruso, secretary-treasurer and wife of the manager, who has been indisposed practically all year, has been taking a check-up and resting in an Atlanta hospital. She informs that she is regaining her health. Visits were exchanged

After having two offices demolished this season, the third is practically finished and occupied by the office staff. Ella Couch, Merry-Go-Round cashier, made a hurried trip to her North Georgia home. John Caruso and his auditor were notified to be in Daytona Beach, Fla., next week for their final initiation ceremonies into Loyal Order of Moose, Among nightly guests at Valdosta were E. J. and Mrs. Fay, of Fay's Silver Derby; Kenny and Mrs. Edsel, just in from a Northern show; Charley and Mrs. Allen, also in for the season; Doc, Molly and Monte Smith. Uncle Harry's "bubble gum matinee" drew the biggest crowd of the season.

Alamo Exposition

CENTER Tex., Oct. 8.—At Lufkin, Tex., org opened to very good biz. The Texas Forest Festival there was bigger than ever. Org has 16 rides and 12 shows. Bob Price joined with his new Doodle Bug ride. He has 16 Motor Scooters. His wife, Delores, sells tickets and he has two mechanics and an assistant, Mr. Ragland booked his Mixup on show at Lufkin, as did Jimmy Gallagher with his Kiddy Mixup. Tilt-a-Whirl, Jack Oliver foreman, was top money ride, with Ferris Wheel a close second. Jack Nazworthy's Athletic Show was top money show. All concessions did

Show moved 60 miles to Center and had three straight days of rain, Fair opening was postponed until Wednesday. Manager Jack Ruback and Sammy Sapson, publicity director, went to Shreveport, La., October 4 and visited with Bill Hirsch, secretary of the Louisiana State Fair, and also with Tommy Martin, who now resides in that city.-SAMMY SAP-

Keystone Attractions

APPOMATTOX, Va., Oct. 8 .-Shows opened here Tuesday (4) to a good spending crowd and good weather. Additions to the org included Floyd Sheats, bingo, apples and over and under seven; Logan's War Show, and Robert and Johnny Eck, with Penny Arcade.

Doc Cook is expected back next week with the Ferris Wheel and ball game. Following the local stand shows play Gretna, Va., and the Amherst County Fair. Season's close is set for October 22, when shows move into quarters in Sunbury, Pa .-MEL SOBER.

Southern Valley

OLLA, La., Oct. 8.—Show has been getting up on time. A storm at Prescott, Ark., demolished some concession tents.

Vicksburg, Miss., Fair was a red one for all concessions, and rides did excellent biz. Manager Eddie Moran was pleased.

Mr. and Mrs. Ray Rumelly joined at Prescott with their Funhouse and jewelry. The Duncans left at Vicksburg to join another show. Mrs. Bobby Moran now has guess your weight.

GEORGIA STATE FAIR

October 17 to 22 Inclusive, Macon, Ga.

ANDERSON FAIR

October 24 to 29 Inclusive, Anderson, S. C.

CAN PLACE—All legitimate Merchandise Concessions and Eating and Drinking Stands for all fairs ending the middle of November.

All address, this week, Spartanburg, S. C., Fairgrounds.

CELLIN & MITZON 2HOMZ

P.S .- Jack Korie wants good Side Show Talker to join immediately.

Suffolk, Va., Colored Fair WEEK OCTOBER 17

Ball Games, Fish Pond, Duck Pond, Penny Pitch, Hoop-La, Grab, Photos, Age and Scales, Pitch-Till-You-Win, Blower, String Game, Six Cats, Buckets, Colored Girl Show, Jig Show, Motor Drome. All replies to

GEORGE CLYDE SMITH SHOWS Henderson, N. C., till October 13; then Suffolk, Va.

MARKS SHOWS

WANT FOR

BEAUFORT COUNTY FAIR

OCTOBER 17-22 - WASHINGTON, N. C.

Merchandise Concessions of all kinds, Eating and Drinking Stands.

All replies to

MARKS SHOWS

This week, Williamston, N. Carolina; next week, Washington, N. Carolina.

ORANGE STATE SHOWS

THE PARTY OF THE P

WANT FOR GAINESVILLE, FLA., week Oct. 17, and JACKSONVILLE, FLORIDA, to follow One or two more Rides. Have complete outfit for Side Show and Minstrel Show. Scottie, wire me. Also few more legitimate Concessions. One Free Act. Wire or write at once.

Benson, North Carolina.

FAY'S CARNIVAL MART

304 S. TROUPE ST., VALDOSTA, CA. PHONE 2786.

We buy, sell and trade Carnival Equipment. Shows-Rides-Concessions, Money loaned on Show Property. Everything must be delivered to Valdosta, Ga.

E. J. FAY, Mgr.

B. & H. AMUSEMENT CO.

CAN PLACE

Bingo for balance of season, also all legitimate Concessions, Can place Octopus or Fly-o-Plane. Now booking for Barnwell County Fair No gate. Can place Ride Help.

All Letters and Wires to ELLOREE, S. C.

COOSA VALLEY FAIR

ROME, GA.

Day and Night, October 17, 18, 19, 20, 21, 22

Third Largest Fair in Georgia

Want Cannon Act. Must go over 2 wheels. Want Elephant Act, also 2 sensational Aerial Acts. All acts must do 2 shows daily. Kelly Morris Circus, answer.

Want Midget Show, also Girl Revue with good equipment. Want Cookhouse, Grab, French Fries, Candy Floss, Ice Cream, Waffles, Popcorn, Custard, Photos, String Game, Coke Bottles, High Striker, Hoopla, Darts, Water Games, Ball Games and Demonstrators. Can place a few choice Concessions. Will book A-1 Flat Ride.

This is a bona fide fair, sponsored by the Exchange Club, thousands of dollars given away, big premium list.

All replies

SHAN BROS.' SHOWS

Maryville, Tenn., this week.

Prell's World's Fair Shows

WANT FOR

MONROE, N. C., week Oct. 17-22 COLUMBIA, S. C., COLORED STATE FAIR to follow OPEN MIDWAY

WANT CONCESSIONS-Grab, Eating and Drinking Stand, Mitt Camp, Hanky Panks and Merchandise Wheels. Will book Derby Racer, Rotary. Age and Scales. Dutch Whiteside wants Clothes Pin, Grind Store and Wheel Agents. Want Grind Stores, will book couple of Wheels. WANT Wild Life, Motor Drome.

WANT Girl Show with own equipment. Want Colored Shows with own equipment, for Columbia and Charleston, S. C., Fairs.

WANT to book or lease Caterpillar, Pony Ride, Whip or any Ride that does not conflict.

Can use Ride Help on all Flat Rides. Semi Drivers given preference. All answer

JOSEPH PRELL OF MORRIS VIVONA

Camden, S. C., this week; Monroe, N. C., to follow.

JACK'S GREATER SHOWS

Wants for Orangeburg, So. Car., Colored Fair, Oct. 17-22, with five more bona fide Fairs to follow. Out all winter.

Can place Concessions of all kinds. Glass Pitch, Scale and Age, Ball Games, Fish Pond, Candy Floss, French Fries, Custard, Grab, Skillo, Coupon Stores; also some Percentage open. Want Musicians and Performers for Minstrel Show. Will book any Show of merit with or without outfit. Will book set of Kiddle Rides and any Flat Ride not conflicting with what we have. All Wires to

FRANK HARRISON, Mgr.; TOMMY BUCHANAN, Bus. Mgr. EDGEFIELD, SO. CAR., THIS WEEK; THEN AS PER ROUTE.

FOR SALE

FOR SALE

One Complete Carnival, One Brand New Merry-Go-Round, 10 days old with 20 Jumping Horses; One No. 5 Ferris Wheel, 40 ft. high, seven weeks old; One Tilt-a-Whirl with 7 Tubs with loads, all new remodeled and painted, with new clutch and new engine; One Double Looper Plane, new motor, new chains and new gears and newly painted; One Airplane Ride, 20 ft. high, practically brand new. Also 2 Kiddy Rides, One Jeep Ride with 10 cars; One Kiddie Airplane Ride, with 6 Airplanes; with 2 Trucks to pull the Tilt-a-Whirl. Now these Rides or Trucks are no junk. For sale for \$15,000,00, but you must come here and see it to realize what you're buying. Would like to sell all in one unit or will sell separate.

BOX 181

JAY WARNER

BAY ST. LOUIS, MISS.

ROGERS GREATER SHOWS

CONCESSIONS—Hanky Panks, Jewelry, Custard, Lead Gallery and Hi-Striker, come on. No X, except Bingo and Diggers. Want Ride Help on all rides. Want Shows: Freaks, Snakes, Side Show, Illusion, Girl Show. Curly McCann, answer or come on.

Wm. J. Williams, Mgr.

Marks, Mississippi, Fari this week; Charleston, Mississippi. P.S.: Brewer wants Help for Grab.

A. J. BUDD WANTS FOR 1950

Outstanding feature Freaks, Colored Dwarfs for bally, Working Acts. Can place outstanding attractions for Arizona State Fair, November 4-13, with Hawaii for E. K. Fernandez to follow. Write, no wires.

A. J. BUDD, 1815 Powell St., San Francisco, Calif.

FROM THE LOTS

Prell's Broadway

GREENVILLE, N. C., Oct. 8 .-Prell's Broadway Shows are playing Pitt County Agricultural Fair here after good weeks at Rocky Mount, N. C., and Fredericksburg, Va.

Revival of the old Fredericksburg Fair was due to much preliminary work of the Fredericksburg Agricultural Association, assisted by Allan A. Travers, general agent of the Prell Shows.

Paid attendance of more than 30,000 was chalked up for the week, in addition to an almost equal number of moppets admitted gratis. Special promotions, highlighted by a twohour parade Wednesday (21), helped hypo the gate.

Top money was garnered by the Caterpillar, second by the Hi-Ball, and third by the twin Ferris Wheels. Girls on Parade led the shows, with the Monkey Speedway and Jake Aughtman's Freak Show close behind.

Sam Prell announces that at the end of the fair season in South Carolina, Prell's Broadway will head for Florida, where Charles Powell is completing arrangement- for the show's winter tour.

Visitors on the lot included Jack Wilson, of Cetlin & Wilson Shows, and Gerald Snellens.-ALLAN A TRAVERS.

Prell's World Fair

UNION, S. C., Oct. 8.-First three days at the Union County Fair proved biggest in annual's history, according to Hydrick Kirby, secretary of the fair.

A number of new rides were added here, including Carl Ferris, with Rocket and Roll-o-Plan .: Conlon, with Rollaway and Whirlwind, and three additional kiddle rides. Light towers have also been constructed and add to shows' appearance.

Preceding week shows were on the midway at the Golden Belt Fair in Henderson, N. C., and the newly organized Prell org outdid, in attendance and gross revenue, the biz chalked up by Prell's Broadway Shows, which played this fair the past three years.

Prell's World Fair Shows are headed by Joe Prell, with Morris and Johnnie Vivona as co-managers. Babe Vivona has charge of transportation, Max Sharpe is business manager and Allan A. Travers doubles on the two Prell orgs as general representative. Mrs. Catherine Vivona has the popcorn and custard, while Mrs. Ethel Vivona has three concessions. - ALLAN A. TRAVERS.

Mid-Way of Mirth

CONWAY, Ark., Oct. 8 .- Org, here the week ending October 1, was in its 27th week of its tour, with eight more weeks to go before closing. Other shows were playing the area and as a result there was much visit-Visitors included Jack Rogers,

Euby Cobb, Johnny Francis, Mr. and Mrs. Charles Hall, Mr. and Mrs. W. R. Davis and Mr. and Mrs. Wayne Mayberry and family.

Mr. and Mrs. Ray Loman joined with candy floss; John Show and Jack Owens with scales mechanical ball game and spindle. Leon Barto left for Texas with his concessions.

Mr. and Mrs. W. B. Reece, Roy Spears, Frank Lavall, Van Tankersley and Esther Speroni visited the Memphis Fair. Lillian Campbell spent a week visiting Esther Speroni.

Gene Reece, who last spr ; joined the navy, advised his father and mother that he now is in France.-ROSIE DAVIS.

Georgia Amusement

BLAKLEY, Ga., Oct. 8. - Org moved in here from Irwinton, Ga., where it played its first fair of the season. Mr. and Mrs Jack Orr's attraction led shows, with the new Farris Wheel leading rides .- H. HENRY.

If you are interested in making big money on new telephone deal, no restricted list, almost sells itself-come on. \$3.00 commission on \$12.00 sale. Every family a prospect. Experienced phonemen can make real money from now on. Will operate in Arkansas, Missouri and Indiana. If you can produce come on. Contact

TO TO THE PARTY

Room C P 3

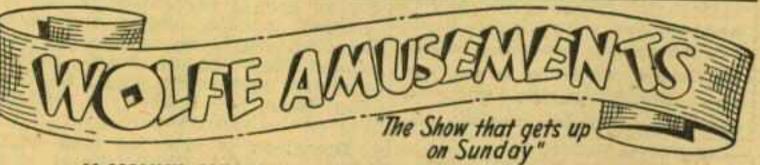
Majestic Hotel Hot Springs, Arkansas

FOR SALE

Cook House and Chevrolet Truck, complete, ready to go, with license plate, good tires, motor good shape. Cook House, 12x14, blue anchor seats, twelve bottle gas equipped, three gallon coffee urn, dishes, silverware. This outfit cost over \$1200. Reason for selling, out of show business. \$400 takes the works. Contact R. G. ROYALL, Raleigh Trailer Sales, Raleigh, N. C. Phone 32706.

Used two seasons in park. Perfect condition. Price \$5,000.00.

H. H. AMUSEMENT 390 Seaside Blvd. Staten Island, N. Y. C.



McCORMICK COUNTY FAIR ALL THIS WEEK, THEN THE BIG ONE GREENVILLE COUNTY 31ST ANNUAL FAIR -HORSE RACING 3 DAYS-

Positively everything works here. All Concessions open: Eating Stands, any kind; Novelties, High Striker, Custard, Long Range and Short Range Lead Galleries, Hoop-La, Clothes Pins, Fishpond, Raxxles, Skillos, Roll Downs, Wheels, Jewelry, Pan Game. Don't wait till Saturday—Wire today. Will place any Grind Shows—Good Money Spots for Shows. Estelle Sparks, wire me. Bozo, leaving you space, come on. Wire at once for space, state feet requirel.

SPARTANBURG COUNTY COLORED FAIR FOLLOWS WIRE BEN WOLFE, McCORMICK, S. C., THIS WEEK

CONCESSIONS WANTED FOR PORTLAND, IND.

LIONS CLUB HALLOWEEN FROLIC AND FESTIVAL OCTOBER 24 THRU OCTOBER 29 - ON STREETS

Milk Bottles, Cats, Pitch Win, Ducks, Over 12, Bingo, Pop Corn, Cotton Candy already booked. Everything else open. No flats, gypsies, racket or percentage wanted. All replies to

LEE BECHT SHOWS West Alexandria, Ohio, Oct. 10-15; Albany, Ind., Oct. 17-22.

CLUB ACTIVITIES

Show Folks of America 1191 Market Street San Francisco

SAN FRANCISCO, Oct. 8.—President Eddie Burke presided at the regular meeting. Also on the rostrum were Margaret McCloskey, of the Centennial Shows, and Art Craner.

New members are June Minshull, George E. Dalton, Jean Porter, Jimmy L. Redder, Frank Maggiani and A. J. were introduced by Burke. They included Georgia McDonnell, June Minshull, Mike Krekos, Moe Eisenman, Fred and Don Oberhandsli, Louis Pillow, Charles (Blackie) Ford,

raised on her show from a Pot of Snyder, Don Coulston, E. J. Wippier, Gold. Mike Krekos reported a date would be set soon for a "show within a show" for the benefit of the same fund. Moe Eisenman has been named dino, Sam Saladino, Sam Steffin, J. chairman of a committee to arrange Shows when the latter play this city.

Mike Krekos, James C. McCaffery, Pillow gave short talks.

Council Raiford, acting chairman, gave a report on the meeting of the members and four officers were present.

Margaret McCloskey won the Pot of Gold.

Miami Showmen's Association 236 W. Flagler St., Miami

MIAMI, Oct. 8.-Harry Modele, who flew here to visit his family, called at the club and said he is joining the W. C. Kaus Shows Monday (10). Pete and Edna Lockhart were week-end arrivals, coming in from Hot Springs.

Neville Baker, with Endy Bros. Shows many years, was a caller at the club. He has been in Miami all summer and is well established in the painting and sign business. George Ross has returned here and opened his home for the winter.

Mr. and Mrs. Al Beck have returned here for the winter. Al is associated with Bob Parker's enterprises.

Mail was received from Charles Gerard, Samuel Levy, Al Wagner, George F. Whitehead, A. V. Ackley, Mose Kalin, Joseph A. Rowan, Larry S. Osborn and Bernard B. Stolmaker.

WANTED

FOR LONGVIEW AND SEGUIN COUNTY FAIRS

Hanky Panks of all kind and Hanky Pank Agents. Wanted-Snake Show, Side Show or any String Show. Can place Jig Show Musicians and Performers. Good, clean, sober Ride Help welcome at all times. For Sale—Chimpanzee, well trained, 2 years old, \$500 cash. Wire or call

W. A. SCHAFER

Ennis, Tex., this week; then per route.

ALL AMERICAN MIDWAY SHOWS

FOR COTTON COUNTRY All kinds Concessions: Pop Corn, Photos, and will book Roll Down with capable head man. Shows: That do not conflict and Operator for office-owned Snake Show. Rides: Pony, Train and Boats, Ride Help who drive semis. All contact

Herman Reynolds, Mgr. Post, Texas, this week: then per route.

A-1 condition, Tilt-a-Whirl. No junk. With or without transportation. Price must be right for cash. Do not answer unless you have what

GUST KARROS GREATER SHOWS

124 South 8th St. St. Joseph, Mo.

Stock Concessions, Coke, Scale, String, Long bazaar and open house start Novem-Range, Dart Pitch, Cork, Pea Pool. Can use a hor 25 lew good Agents.

Paragould, Ark., Oct. 10-15; Tuckerman, Ark., 17 to 22.

Showmen's League of America 400 S. State St., Chicago

CHICAGO, Oct. 8.—Past President Jack Nelson was in the chair at the October 6 meeting, the first of the

Elected to membership were R. A. White, Neal Carter, R. J. Carter, R. J. Johnson, David Feltman, William Schmidt, Guests and new and regu-lar members present after absences Fisher, George A. Carr Jr., William Pappas, Sam Arrigo, Melville Glynn, C. A. Kalesnikoff, C. L. Runnels, Ben Fisher, Bert Payne, H. W. Robinson, M. R. Herman, Hyman Cohen, Lyle Horner, D. S. Mills, Howard Holly, Dick Peterson and Dr. Paul Rochelle. Ray C. Shafron, D. J. Rohr, Ken Margaret McCloskey presented \$35 Dombey, W. A. Graf, C. S. Kague, to the cemetery fund. The sum was Morrie Wald, Louis Maius, Eugene Raymond C. Dixey, Elmer W. Roetter, L. M. Rieder, John Walsh, Joe Mandrick, R. P. Reuland, Joe Sala-V. Shesser, Phil V. Knight, L. B. Mca similar show on the Arthur Imperial Laughlin, C. B. Larson, Leo A. Riley, P. J. Finnerty, Edward Rafeedie, Charles W. Reynolds, Joe King, Al-Nate Cohn, Nellie Baker and Louis len Gilbert, R. L. Thomas, Aaron B. Smith, R. V. Spikes, J. C. Whitmyer, P. A. Marco, John J. Miller, Harry Cusella, Maynard McFarland and board of directors, at which eight John A. Moore. Total of new members is now close to the final total

in last year's drive. American Legion is planning another series of three bingos. Nominating committee is planning another meeting and its report may be made at the October 20 meeting.

Maxie Herman is in town and says he may remain thru the winter. President Bob Parker stopped in for a chat before leaving on an extended business trip. John Lempart has left for Dallas. S. T. Jessop is off on a trip.

While attending the funeral of Mike Wright, word was received of the death of Howard Gloss. Latter was buried Thursday (6).

Vince McCabe stopped at the club on his way home. Elmer Byrnes sustained a broken leg when he fell recently.

W. O. Deneke, Tom Vollmer, W. O. Perrot and William E. Saunders continue confined. Eli Rudick has been on the sick list. Mel Harris reports feeling better with the advent of cooler weather. No late news has been received from R. D. McDowell.

Ben Hankin was in for a visit. Convention dates are November 28-30. President's party and memorial service will be held November 27, with the banquet and ball November 30. Election of officers will be held November 28.

Ladies' Auxiliary

Officers present at a special meeting of the board of governors were Mrs. Robert H. Miller, president; Mrs. A. L. Filograsso, first vicepresident; Mrs. Phoebe Carsky, second vice-president pro tem; Viola Parker, treasurer, and Mrs. M. Richard Horan, secretary.

Elected to membership were Irene Murray, Ethel D. Weer, Kathleen Sutton, Hattie Hoyt, Frances Berger, Virginia May Gamble, Catherine M. Pugal, Bessie Pappas, Mrs. Doris Donaldson, Ann Marie Maurer, Ivah Morris, Mildred Finn, Lolita Kemp, Mrs. Emma Wagner, Fannie Josephine Haywood, Harriet M. Mc-Beath, Freeda Wilson, Lola Hunter, Mildred Justice, Mattie G. Bybee, Florence Cameron, Mae McCaully, Blanche Wilson, Mrs. Frank A. Rossi and Bessie Shea.

G. L. (Mike) Wright, husband of Mabel, died September 30. Burial was in Showmen's Rest Monday (3). Freeda Wilson stopped in Chicago

en route to her home in Miami. Margaret Filograsso, chairman of the bazaar, received a cash donation of \$10 from Marguerite Shapiro, The

Dues for 1950 are payable now. Send your dues to Mrs. Robert Horan, 1825 West Ohio Street, Chicago.



Wanted for GREENVILLE COUNTY AMERICAN LEGION AGRICULTURAL FAIR, Greenville, S. C., week of Oct. 17-22, with GREENWOOD COUNTY AMERICAN LEGION AGRICULTURAL FAIR to follow in Greenwood, S. C. Two of South Carolina's best fairs

WANT-Merchandise Wheels, Grind Stores, Eat and Drink Stands. SHOWS WANTED-Midget, Wild Life (Stoeffel, please contact), Fun

CAN BOOK a few major Rides that do not conflict.

Eddie Fererrii wants Dancing Girls for high-class revue. Salaries office guaranteed.

Professor Vidala wants Musicians and Performers.

Jake Aughtmon wants Freaks. This show booked to December 10. All good fairs. Also have 8 Florida

fairs booked for 1950, starting Fort Myers January 30.

All apply to SAM E. PRELL, Gen. Mgr. Halifax County Fair, South Boston, Va., this week; Greenville, S. C., to follow.

ATTENTION, MEMBERS ARIZONA SHOWMEN'S ASSN. 1949-'50 DUES NOW PAYABLE

Send Check or Money Order Now to

DON HANNA

317 W. Washington

Phoenix, Ariz.

Club Rooms now open. Showmen, initiation and dues: \$10.00 per year.

Arizona State Fair, Nov. 4 thru 13. Visiting members welcome.

C.C. (SPECKS) GROSCURTH PRESENTS THOROUGHBRED ENTERTAINMEN

Wanted for 2-STATE COLORED AGRICULTURAL FAIR, Augusta, Ga., week Oct. 17. This will be the Big One, followed by WORTH COUNTY FAIR, Sylvester, Ga., week Oct. 24

CONCESSIONS

SHOWS

HELP

Legitimate Stock and Hanky Panks of all kinds. American Palmistry, High Striker, Short Range and

Chocolate Dip.

RIDES

Can use any major ride not conflicting with own transportation.

Shows of all kinds not conflicting. Especially interested in Fun and Glass House.

Can place good ride help. Must drive semis and be licensed drivers.

All address C. C. GROSCURTH, Hartwell, Ga., this week; Augusta, Ga., next week

"DIXIE'S OWN AMUSEMENTS" . YOUR SATISFACTION OUR SUCCESS

WANTS FOR BALANCE OF FAIR SEASON IN TOBACCO, PEANUT AND COTTON COUNTRY

Want all kinds of Grind Concessions, Arcade, French Fries, Floss. Want Drome for committee percentage. Virgin territory for Drome. Ride Help and Useful Carnival People in all departments. Scotland Neck, N. Car., Oct. 10-15; Hertford, N. Car., Oct. 17-22, then the great Loris, S. Car., Fair, Oct. 24-29; Andrews, So. Car., Oct. 31-Nov. 5, and others to Dec. 10. All contact.

SHERMAN HUSTED

Week of Oct. 10th I. K. WALLACE ATTRACTIONS

Want Grind Shows or any money-making Show. Can place Concessions: Ball Games, Pitch Till Win, Hoopla, Penny Pitches, Fish Pond, Long Range or any Grind Store not conflicting. Want Ride Help for Wheel, Headed for Georgia. COMMITTEES, SECRETARIES, PROMOTERS, can furnish six RIDES, Concessions and Shows. Write or wire

I. K. WALLACE

Robbins, N. C., this week. Would consider proposition from good Agent who knows South Carolina and Georgia.

CARNIVALS

AMERICAN MIDWAY SHOWS

CAN PLACE FOR AUSTIN, TEX., OCT. 25 TO 29, AND VALLEY MIDWINTER FAIR,

HARLINGEN, 9 BIG DAYS, NOV. 18 TO 27

Shows and Rides not conflicting. Andy Anderson, wire when you will join. Cleo Reine wants Side Show Acts, also Feature Dancers. All Hanky Panks open. Not flats or gypsies wanted.

Address

DON M. BRASHEAR, Mgr.

Giddings, Tex. (Fair), this week; Taylor follows, then Austin.



MORE BONAFIDE FAIRS WANT FOR FOUR

JASPER COUNTY FAIR MONTICELLO, GA. WEEK OCT. 17-22

BEN HILL COUNTY FAIR FITZGERALD, GA. WEEK OCT. 24-29 Legitimate Concessions of all kinds, No P.C. or Flats. Ride Owners: Will book Rolloplane, Tilt, Rollawhirl, Looper, Pretzel or any Dark Ride.

Shows: Wild Life, Big Snake; Lee Houston, come on; Fat Girl, Unborn, Monkey Show, Organized Minstrel Show. Dr. H. Thomas, contact. Talker for drome. All replies, wire:

J. L. KEEF Gwinnett County Fair, Lawrenceville, Ga. this week.

DODGE COUNTY FAIR EASTMAN, GA. WEEK OCT. 31 TO NOV. 5

CRENSHAW COUNTY FAIR LUVERNE, ALA. WEEK NOV. 7-12

WANTED—C. A. STEPHENS SHOWS—WANTED FOR THOMPSON, GA., FAIR, OCT. 17 TO 22

Concessions that work for stock. Can use Agents for Count Stores, Pin Store, Wheel and P.C. Dealers, Camps, Shows. Have complete Side Show, new top and banners. What have you for inside? Need Girl Show Operator who can get with it. Any good Grind Show, Jig Show open. Rides-Have seven. Wire

Metter, Ca., this week. No phone calls, please.

GRACELAND GREATER SHOWS

WANT FOR LEGION HARVEST FESTIVAL, GREENWOOD, MISS., THIS WEEK; FOREST, MISS., COLORED FAIR, OCTOBER 17-22

CONCESSIONS—Photos, String Game, Hoop-La, Jingle Board, Hit and Miss. Agents for Wheel, Razzle, Skillos, Buckets or will book yours. SHOWS—Athletic Show, Snake, 5-in-1, Girl Show, RIDES—Octopus, Rolloplane, Kiddie Rides. RIDE HELP—Foremen for Tilt, Ferris Wheel, Chair-o-Plane. Second Men on all Rides.

All address: HARRY ALKON, Mgr., Greenwood, Miss.

CUMBERLAND VALLEY SHOWS

Want for Dalton, Ca., for the week of October 17. Biggest bona fide Fair in North Georgia. First Fair in 25 years. All mills and plants working.

Want Custard, String Game, Bowling Alley, Fish Pond, Cork Gallery. All Stock Stores are open. This is the spot to get your winter bank roll. Address all mail to

ELLIS WINTON, Summerville, Ga.

A. M. P. SHOWS

Want Concessions-Swinger, String Game, Cat Rack, Photos, Penny Pitch, Fishpond, Diggers, High Striker, Huckly Buck or any others not conflicting.

Want Girl Show. Have panel front Good opening for 10-in-1 and Monkey Show, Fun House or any other worth-while Show, Contact

A. M. PODSOBINSKI, this week, Summerville. S. C.; next week, Glennville, Ca.

WALLACE & MURRAY SHOWS

WANT FOR WARRENTON, CA., FAIR

Cookhouse-Must be clean. Still playing Fairs, out until first week in December. Want legitimate Concessions of all kinds. Will book 1 or 2 non-conflicting Rides. Want Monkey Show or any non-conflicting Show.

This week, Swainsboro, Ga., Fair. followed by Warrenton, Ga., Fair; then Vidalia, Ga., Fair.

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Best location in New England on U. S. Route #1. In the heart of Bridgeport, Conn. Excellent for Kiddleland, Merry-Go-Round, etc., or what have you? Year round location and operation. We are now operating a large roadside stand with a terrific draw. Phone or wire

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CLUB ACTIVITIES

Pacific Coast Showmen's Association 1235 S. Hope St., Los Angeles 16

LOS ANGELES, Oct. 8.—Weekly meeting Monday (3) was presided over by Past President Harry Hargrave. Also on the rostrum were Treasurer Al Weber and Secretary Lou Manley.

Executive Secretary Al Flint held a drawing at the Los Angeles County Fair which netted the club \$140. Ticket sellers included Jimmy Smith, Joe Mead, Al Cecchini and Frank Warren.

At Vancouver Jerry Mackey and George Hiscox, owner of the Ziegler Show, put on a show within a show which netted the PCSA \$400. Mike Krekos' West Coast Shows raised \$1,050 at Medford, Ore., with Harry Myers acting as chairman. President Earl Douglas, Douglas Greater Shows, raised \$1,300 at Puyallup, Wash. Larry Ferris, Ferris Greater Shows, is putting on a money-raising show at Azuza, Calif., October 13, with all club members invited.

New members include Rush Labourdette, Robert Perkins, Ralph C. Springer, Raymond Wanish, John C. Mackey, Pickles Pickard, Sid A. Stilberg, Cheerful Gardner, Harold F. Cline; Eddie Burke, president, Show Folks of America; Wesley L. Brown, Merritt Belew; Kurt Anderson, manager, Douglas Greater Shows: N. F. Ferguson and Stirman Bradshaw.

Sam Brown will enter a hospital for an operation. Charlie Soderberg is in county hospital. William Lowney is on the mend following his recent illness.

Visitors included Spot Mathews, introduced by his father, Bob Mathews. Ed Kennedy introduced Mr. Stokes. Present after long absences were Charlie Walpert, Lou Johnson, Dutch McCarthy, A. Nathanson, Freddie Haynes, Joe Mead, Jimmy Smith, and Sam Haberman, who gave a short talk. Drawing was won by Secretary Lou Manley.

National Showmen's Association 1564 Broadway. New York

NEW YORK, Oct. 8.-First fall meeting will be held Wednesday (12) in the clubrooms. Applications for membership were received from John Nichols, Alfred Karpin, Leo C. Jankin, Howard and William F. Robbins, George Harms, K. C. McGary, Theo A. Baker, Louis Gordon, Alex Lassaw and Edward Horowitz. Club's most popular spot is the television room, where members have been watching the World Series.

Secretary Phil Isser has recovered from recent cold. Robert Allen writes that he has recovered from his recent illness and is wintering in California. Harry Kaplan still incapacitated but showing improvement, Harry Koretsky expects to be discharged soon from Veterans' Rest Camp, Mount McGregor, N. Y. Harry Mirsky has recovered and is out on the road again.

Recent visitors included Isidor Biscow. Leonard Farley, Louis Scherer, Frank Capell, Louis Aarons, Isidore Trebish, Phil Isser, Irving Pearlstone, Thomas E. Williams, Al Katzen, Frank Silverman, Louis Rosshandler, Henry Fein, Fred Murray, Arthur Campfield, Joseph McKee, Julius Roth, A. J. Merrill and C. D. Sullivan.

Ladies' Auxiliary

Francis Fornier, concessionaire on James E. Strates Shows, is in City Hospital, Binghamton, N. Y., as the result of an auto accident. Vi Lawrence, back in town after a successful season, will hit the road again in December for a two-year tour.

Much mail is being returned B'P'T 3-3202 | Please send us your correct address.

Caravans, Inc. P. O. Box 1902, Chicago

CHICAGO, Oct. 8 .- There was a large turnout of new members at the first autumn meeting. With President Pat Seery on the rostrum were First Vice-President Billie Lou Foreman, Second Vice-President Mae Oakes, Third Vice-President Pro Tem Pearl McGlynn, Treasurer Claire Sopenar, and Financial Secretary Irene Coffey. Mollie Foster, chaplain, gave the invocation. Nellie Young read the correspondence in the absence of Josephine Glickman. Included were thankyou cards from Ann Young and Mrs. Danny Pugh.

A final report on the rummage sale for the forget-me-not fund was given by Past President Edna O'Shea Stenson. A card and game party is being arranged by Mrs. Stenson for November 4 in the Hotel Sherman, Tickets are \$1.

Members attending their first meeting were Rose Asher, Ann Brahm, Blanche Evans, Helen Hoffmeyer, Virginia (Billie Billiken) Mark, Opal Rossi, Edna Saunders, Esther Schiller, Kate Sheridan, Gladys Thompson and Rose Wegner. Elected to membership were Mary Gaither and Mrs. J. Frank Thomas.

Sick list includes Jane Reynolds and Margaret Shapiro. A moment of silent prayer was held for Josephine Woody, Ann Young's son; the late G. L. (Mike) Wright, Mabel's husband, and Chet Genter.

The nominating committee, with Ann Sleyster as chairman, includes Lillian Lawrence, Grace Lynn, Pearl McGlynn, Bessie Mossman, Edna O'Shea Stenson and Mae Taylor. Gladys Thompson and Helen Wettour will serve as alternates. Dorothy Golz will be counter and Edna O'Shea Stenson and Ann Sleyster witnesses.

Ray and Ruth Seymour returned from San Francisco where they attended the Moose convention. Cecil and Esther Meyers card from Texarkana, Tex., that they will join another show after their present one closes. Bessie Mossman spent the summer at the House of David, Benton Harbor, Mich.

Bobbie Cherniak was appointed hostess for the open house during the annual round-up. Mollie Foster, assisted by Pearl McGlynn and Claire Sopenar, will hold a social Tuesday (11).

Members are requested to send their correct addresses to Irene Coffey, financial secretary, Caravans, Inc., P. O. Box 1902, Chicago,

Heart of America Showmen's Club 913A Broadway, Kansas City, Mo.

KANSAS CITY, MO., Oct. 8.-George Nelson, with his show in quarters, is a daily visitor. Frank Layman also has his equipment in quarters here. Other arrivals include Captain and Mrs. Hugo and daughter. Lorelli.

Sam Benjiman, chairman of the banquet and ball committee, reports tickets for the event will go on sale at the opening meeting of the club Friday (28).

COTTONPICKERS PICKERS' SPECIAL

Southeast Missouri Cotton Carnival, East Prairie, Missouri, on the streets. Opens Wednesday, October 12. Can place legitimate Concessions and Hanky Panks of all types. Have good proposition for Frozen Custard or any Ice Cream Concession. Don't pay high privilege, get with the show that knows where to go and doesn't charge State Fair prices. Contact MANAGER, GREAT WESTERN SHOWS

E. Prairie, Mo., all this week

Stock Concessions for Live Oak, Florida, Fair, for week of Oct. 24. Tallahassee, Fla., this week; Quincy, Fla., next.

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LEE AMUSEMENT CO.—N. L. CRESON

Communications to 2160 Patterson St., Cincinnati 22, O. E

Flint Tees Off Skating Classes

FLINT, Mich., Oct. 8 .- A balanced program of weekly skating classes in various age, skill and skating type classifications has been launched by Mr. and Mrs. N. Earl King, operators of Flint Park Rollercade. Classes are under the direction of professionals Eleanor King Davis and Doris (King) Laichalk.

Fundamental skating is taught Tuesday nights, with a bronze dance class on Fridays. Saturday is devoted chiefly to young skaters. Leading off is the morning juvenile class for skaters two to six years old. This class includes the playing of games as well as straight skating. A noon session for juniors (up to age 16) covers figure, dance and free style skating. The intermediate class (age 11-18) has the session following. This group is working on a development program, with one new skate dance introduced each week.

Older skaters, organized as the Rollercade Figure and Dance Club, have their inning on Sunday afternoon. This group includes both beginners and advanced skaters, including a number of married couples.



STEEL CASES (Metal Over Wood)-Assorted color combinations. made. \$29.64 Doz. Sample, \$2.47.
ALL ALUMINUM CASE—"The
Featherweight Champion." Light, sturdy with satin finish. Former OPA ceiling, \$6.50. NOW \$37.80 Doz. ceiling, \$6.50. Sample, \$3.15.

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"Personality Plus" Instead Of "Remote Control" Policy Will Pay Off, Says Martin

cannot be operated by remote control," according to Fred A. Martin, secretary, Roller Skating Rink Operators' Association, who has made a long study of the question.

"For many reasons, we of the roller industry cannot operate like swimming pools, ball parks or theaters, where people come to swim or sit down to see a show or get all hepped up over some guy striking out," Mar-

tin said. Pointing out the differences, he continued, "We have a specialized point in our operation of a good skating rink. We have an obligation to our patron and that is to meet him and make him feel at home. We have to cater to the average skater like any member of an immediate family. Most of them start with a rink operator at an early age. They need care and personal attention, and before long they come for advice on many personal problems. Such confidence only exists in roller rinks where the

Rainbow's "Parade" Draws Good Turnout

MECHANICSBURG, Pa., Oct. 8 .-Rollers on Parade, a revue-type show recently presented at Rainbow Gardens Rink here, drew a good turnout and was termed a successful production. Event was handled by operator James V. Hoare and professional Terry Williams.

A full house watched the all-evening presentation by Rainbow skaters in sketches, free style group, comedy and pairs numbers.

Those participating were: R. Sullivan, R. Whittle, L. White, J. Majestic, M. and S. Miceli, B. Myers, J. Keppler, M. Kunkle, W. Morgan, J. Shealer, H. and J. Sponagle, W. Goho, George Apdale, referee, and his as-P. Stanhouch C. Geasic H. Kramer, J. Howard, F. and L. Finkbone, P. Allen, L. Shoop, B. Bomgardner, A. String, J. Williams, S. Sweeney, G. Weirick R. Quarles, J. Martin, C. Emory, V. Chubb, M. Sipe, G. Gowden, J. Beecher J. Mackey, E. Eichelberger, C. Yeager, J. Wright, J. A. Wright, D. Snyder, B Matsko, G. Gutshall, R. and S. Kautz; J., T. and K. Ream; Diane Williams, Mary Ann Mann, Sandy Rowe, Shirley Miceli, George Hill, Jean Beecher, Jaquelene Foster, Barbara Myers, Robert Hare and Gene Smith.

McFarland Plans New Spot; Has Eye on Bowling Trade

INDIANA, Pa., Oct. 8 .- S. D. Mc-Farland, operator of Indiana Roller Rink, plans erection of a new, larger rink to adjoin the present structure, which will be converted for use as a bowling alley. Plans call for making this a small sports and recreation

The rink is being operated four nights a week, with recorded music for skating sessions.

Dance Meet at Gay Blades

NEW YORK, Oct. 8.-Gay Blades Rollerdrome announced a 14-step contest open to all amateurs of the Roller Skating Rink Operators' Association Eliminations will be on Monday nights, October 10, 17 and 24, with finals October 31 Winners will receive trophies and there will be medals for second and third.

Crystal Palace Roller Rink, Phila-Portable Skating Rink, 51'x122'. Full and new delphia, reopened October 5 with a special program featuring the 1949 both winter and summer. Valuation of rink special program featuring the 1949 between \$18,000.00 and \$19,000.00. Fer quick American champion senior fours team, along with a large supporting

DETROIT, Oct. 8 .- "A skating rink, operator is not afraid to make it his business to meet the skater and see to it that he has a good time."

Personality plus is the necessary factor to carry out the plan approved by Martin, who regrets that his recent analysis of cinks revealed that 80 per cent of rinks were lacking in personality plus. He emphasized the fact that while such an attribute did not cost one red cent, it would cost some (See Personality Plus on page 96)

11 Spots Added To RSROA List

DETROIT, Oct. 8 .- Operators of 11 rinks have been approved for membership in the Roller Skating Rink Operators' Association (RSROA) by the association's board of control, according to Fred A. Martin, secretarytreasurer. The high number of new rinks among the additions indicates a marked growth of skating, according to Martin.

The new members are: Skateland, Pittsburg, Calif., recently taken over by Nunzio M. Leontini from Settimo Enea; Sl.amrock Roller Rink. San Gabriel, Calif., a new spot opened (See RSROA Adds on page 96)

Speed Commission Announced by AOW

ELIZABETH, N. J., Oct. 8 .- The newly formed America on Wheels racing commission, which will supervise the chain's speed skating program, has been announced from AOW headquarters here by Jack Edwards, board chairman.

Commissioners for AOW's Northern division include the following: sistants, Frank Johnston and Charles Lanzotti; Ozzie Nelson, Walter Babcock, Thomas Leany, Richard Cwriko and Leonard Klekner, judges; Alfred Dahl, starter; John Cunningham, Doris Dahl and Marvin Schwartz, timekeepers; Violet Moore and Althea Clewell, scorers; Pat O'Leary, lap and track, and Edwards, announcer.

Supervising Southern division contests will be Apdale, referee, assisted by John Wilkinson and Bill Conners Sr.; Nelson, Stan Pumphery and Daniel Ryan, judges; J. Kreilick, starter; Mary Christian and Mrs. W. Conners, scorers, and Edwards, announcer.

500 Kids Await Gun in Winged Skates Derby

NEW YORK, Oct. 8 .- Approximately 500 finalists in The Journal-American-New York Park Department Winged Skates Derby will go to the post Columbus Day (12) in city championships on the Central Park mall. All contestants survived district and borough titulars which pared the original field of 10,000 boys and girls. In the process, each place winner received a prize from the \$9,000 award jackpot.

An array of victory cups, medals and thousands of dollars in prizes await tomorrow's placers.

Included are inscribed Wittnauer watches, an all-expense trip to the Sugar Bowl game on New Year's Day for the outstanding boy skater and his dad, two saddle ponies donated by the makers of Bazooka bubble gum, gold plated roller skates made by Union Hardware; hundreds of other skates by Chicago, Globe-Union, Kingston, Rollfast, Union Hardware and Winchester; athletic shoes by Hyde, Rollfast bikes, Ever-(See 500 KIDS AWAIT on page 96)

Queen Contest Set By Michigan Spots

DETROIT, Oct. 8 .- A Statewide contest to select the roller skating queen of Michigan is to be held November 3 at Arena Gardens Roller Rink here. Preliminary contests are being held in rinks thruout the State to select an entrant from each rink, conducted, at least in part, in the form of a popularity contest.

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\$10.00 will buy our new Men's and Women's Pro Boot. For twelve pairs or more you may deduct 5%. Check must accompany orders. This is the buy of the year,

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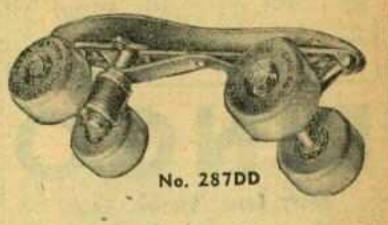
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SIX SPECIAL FEATURES

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- 4. Overall width (of axle) 3.75 inches. 5. One-inch tread dance wheels impregnated for longer wear and better grip.
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Mr. Rawson says: "This type of skate is the skate for dancing." He should know.

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A BOOM IN YOUR POCKET HERE (ONE buck reaps 35); mail \$1 to receive hundred 35¢ Souvenirs, Ken Miller, Box 1257, Louisville, Ky.

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BILLFOLDS—3-WAY ZIPPER, HIGH COLORS:

\$6 dozen, sample \$1. The Hobby Shop. 1641 Fifth Avenue, Pittsburgh 19, Pa. 0c22 CLEAN UP NOW UNTIL XMAS SELLING PERfumed beads; quick sellers, big profit Mission, 2328BB West Pico, Los Angeles 6, Calif. BUY THOUSANDS OF NATIONALLY ADVERtised products direct from manufacturers and distributors: write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg., Pittsburgh 22 Pa. oc29

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Four pockets, blue or green; two dollars each del.; send money order; your money back if not satisfied. Poplar Bluff Tent & Awning Co., Poplar Bluff, Mo. oc22

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FREE FOLIO — WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas, Kolamite Co., A. Box 572, Dayton 1, Ohio.

FREE SAMPLES — BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, religious and nursery objects, etc.; large manufacturer. Madison Plastics, 303 Fourth Ave., New York 10, N. Y.

FULL FASHIONED DEPENDABLE NYLONS— Our select grade, \$6.50 per dozen; #2's, \$3.50; #3's, \$1.25 per dozen; sample order sent postpaid for \$4 consisting of 12 pairs #3's, 3 pairs #2's and 3 pairs #1's; your money refunded if not satisfied. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn.

JOBBERS AND DISTRIBUTORS—FULL FASHloned Nylons, in long fold to be graded and boxed. Factory rejects. Your cost, \$1.50 dozen. Make a nice profit by grading and pairing yourself. Deposit with C.O.D. Tennessee Valley Hosiery Co., Box 605, Chattanooga, Tenn.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. de31

est selling line of handmade Pyrex Glass Animals and Figurines. American Glass Art Co., 1947 Broadway, New York 23.

MAKE PERFUME FROM OUR CONCENtrates; information free; men, women. Write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. oc29

MANUFACTURE FOAM CLEANER AT HOME—Gallon costs 5c; sells for \$1.69; full details with 1/2 gallon size, 25c. Kohn, 506-X West 45th, Chicago 9.

MEN'S HOSE, COTTON OR RAYON; PER dozen pairs, \$1.65 postpaid (rejects). Cundiffs, Bluford, Ill.

MERCHANTS, JOBBERS, H TO H MEN—Beautiful Chenille Dolls with sales appeal; finest quality; dolls have plastic faces, eyes and hair; all colors available; and look at the prices! Big profits for you; size approx. 24x12, \$2.80 each, \$33.60 doz.; size approx. 12x6, 75¢ each, \$9 doz.; Chenille Dogs, size approx. 6x9, all colors, 75¢ each, \$9 doz.; Chenille House Shoes, 60¢ pair, \$7.20 doz.; asat, sizes; colors, pink, blue, white; all samples will be sent for \$6.40; we ship same day or next, Terms: 1/3 cash, bal. c.o.d.; all cash, we pay charges; no inquiry necessary, ready to go; order one or 1,000. W. F. Blevins & Associates, 101 Hickory St., Rossville, Ga.

MEXICAN JUMPING BEANS — PRINCIPAL crop; mature, guaranteed all alive; all jumping; for spot delivery, \$5 hundred; \$20 thousand. Antonio Cavazos. 1318 San Eduardo Ave., Laredo, Texas. oc22

NYLONS—THEY ARE HERE; FULL FASHIONed DuPont Nylon Stockings; style 500 (clear sheer), packed in individual cellophane envelopes and 3 pair to each lithographed box, \$6 dozen; our (everyday wear) Style 300, packed same as above, except plain boxes, \$3.50 dozen; satisfaction guaranteed, McDonald Mfg. Co., Ooltewah, Tenn

Misbulletins tell where to get 100 newest products before reaching open market; details free.
Publishers, Gardenville 3, N. Y.

WRITE FOR
NEW 1950
CATALOG
ON WATCHES,
JEWELRY &
OTHER GIFT
ITEMS

Division of
MIDWEST
WATCH CO,

Men's Famous J WRIST WATCHES

• Elgin 7-Jewel \$Q.45

Bulova
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Benrus 15-Jewel \$12.45
17-Jewel

Rhinestone Dial \$1.75 Add. Comb. Expansion Band, \$1.90 Add.

Rhinestone Case \$2 Add. New 1950 styles, square, round and rectangular plain cases with leather straps. Reconditioned and guaranteed like new.





Ladies' Brand New RHINESTONE WATCHES

\$16.50

Copies of expensive \$200 and \$300 watches. Guaranteed Swiss movements. Fast sellers.

25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses. MIDWEST WATCH CO. 5 S. Wabash Av. Dept. Chicago 3. Ill.

PLAY the HORSES to SAVE MONEY



A Thrilling GAME!
Everybody loves a horse
race! Everybody likes to
guess the winner. This
bank gives all the thrills
of a real race, and
You SAVE MONEY!
A Thrilling BANK!

guess the wigner bank gives all the thrills of a real race and yeu SAVE MONEX!

A Thrilling BANK!

Never before a bank that compets savings. Children love it sol. Adultagizely contribute their louse change to see the horses run. Havings mount inster and factor?

every drop of a coin
(le to 25c). It's taking the country by
storm! Retall stores
are turning the m
away! Only a limited quantity to be
manufactured before Christmas. This
may be the only
time this ad appears
this year—so get
your order in
QUICK!

Your cost—\$20,76 per dozen.

Sample Bank—\$1.80.

Terms: 25% deposit with order, bal. C. O. D.
All personal checks certified.
MODERN MERCHANDISE, Dept. 322
412 S. Market St. Chicago, Illinois

JOCKEY AND MAJORETTE DOLLS

All Plush
30 Inches Tall \$39.00 Dox.
101/2" Horse \$23.00 Dx.
Doll of All Nations 14.00 Dx.
RUBBER MASKS FOR HALLOWEEN

Fully modeled, outstanding designs. Soft latex rubber, flexible — move with face, giving life-like appearance. Realistically decorated in oppropriate colors.

Witch (M-11) Devil (M-12)

Skull (M-13) Cat (M-14)

Owl (M-15) Goof (M-16)

Owl (M-15)
Pirate (M-23)
Glamour Girl (M-17)
Indian (M-19)
Wolf (M-21)
\$8.00 Dec. Assid.

Pig (M-24)
Old Man (M-18)
Pig Tails (M-20)
Siren (M-22)
Rotail \$1.49 EA.

Nate's Sales Company
1354 S. Halsted St. Chicago 7, III.
Open Sundays Till 5 P.M.

ASSORTED NOVELTIES OF ALL KINDS

PRIZE BOXES

3¢ Items \$4.50 Gr. 25¢ Items \$12.50 Gr. 10¢ Items 7.00 Gr. 50¢ Items 24.00 Gr. 81.00 Items \$40.00 Gr.

GIVEAWAYS
ALL USABLE TEMS

ALL USABLE TEMS
TOYS_GIFTS_NOVELTIES, ETC., ETC.
FOR CHILDREN, ADULTS.

FOR CHILDREN, ADULTS.
Some items retail up to 25¢ eq.
3000 PCS., \$25.00 Lot

MDSE. DISTRIBUTING CO.
19 E. 16th St. NEW YORK 3, N. Y.





6000 Smash in 388 Page Wholesale Book

Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all

brings you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted.

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IN
JEWELRY
THAT
SELLS
WRITE TODAY TO
Harry Pakula & Company
5 N. WABASH AVE. CHICAGO 2, ILL.
PLEASE STATE YOUR BUSINESS

CLEAN UP with Plastic Rayon Towels

Powerful, Quick Demonstration, Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels, sells \$1; \$54 Gross; 10 Gross \$500. Send \$1 for sample package, 6 Towels. Big profits every pitch. All orders 50% deposit, balance C. O. D.

701 3rd Street S. St. Petersburg, Fla.

fuli fashioned sheer, 51, 54 gauge, assorted colors, \$10 dozen; same in #1 converted toes, \$6 dozen; same in #2 converted legs, \$3 dozen; same in rejects, \$1.25 dozen; Nurses egg white 45-20, first quality, 12 dozen only, \$6 dozen; Men's Hose in Rayon Anklets, 90¢ dozen; Rayon Regular Anklets, 95¢ dozen; Cotton Service Socks, 85¢ dozen; Men's Classy College Sports, extra flashy, \$1.60 dozen; same in Boy's, \$1.05 dozen; Children's Anklets, 95¢ dozen; Ladies' Rayon Panties, assorted sizes and colors, first quality, beautiful, \$3.50 dozen; Children's Rayon Panties, sizes 2-4-6, \$1.60 dozen; Men's Athletic Cotton Undershirts, first quality, \$3.50 dozen; Men's Athletic Cotton Undershirts, first quality, \$3.50 dozen; Men's Athletic Cotton Polo Shirts, \$5 dozen; allover Chenille Bed Spreads, first quality, Peafowl design, \$65 dozen; sample, \$5.50; part Chenille Bed Spreads, second quality, \$30 dozen; sample, \$2.50; all-over Chenille Robes, assorted colors, first quality, \$50 dozen; sample, \$4.25; these items are tested for quick sales in all 48 States; we ship up to 1,000 dozen next day; no inquiry necessary; order samples c.o.d. from this ad. Sibert Jobbing House, 79 Shallowford Warehouse, Chattanooga 4, Tenn. Phone 9-7949.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. oc29

PLASTIC SCALLOPED TABLE CLOTHS— Latest prints, 54x54, \$6.50 up doz.; Bib Aprons, \$2 up doz.; free samples. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

QUICK EXTRA CASH SELLING CHRISTMAS Cards—Request free samples; it costs nothing to try. Elmeraft Chicago. 5830 S Western. Chi-

QUALITY PLASTICS AT LOWER PRICES!
Proven hits in Tablecloths, Aprons, Garment
Bags, Utility Covers; free catalog. B9-11. Acclaim Products, 49 West 24th St., N. Y. C.

REAL GIRL PHOTOS—TREMENDOUS PROFits; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. 0c29

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Mount Morris,

SALESMEN, DISTRIBUTORS—FAST SELLING Jeweiry items; direct factory connection. Pickering Company, 19 Bank St., Attleboro, Mans.

SATISFACTION GUARANTEED OR MONEY refunded; full fashioned Nylons from \$1.50 to \$12 per dozen; Misses' Anklets, \$1.25 to \$2.50; Men's Hose from \$1 to \$3.50; all shipments c.o.d. or cash with order. A. Hambeau, \$539 Brainerd Rd., Chattanooga, Tenn.

SELL NEW, USED CLOTHING FROM HOME, auto store; Men's Suits, \$1.25; Leather Jackets, 85e; Overcoats, 46e; Dresses, 18e; Ladies Coats, 38e; other bargains; catalog free. National Mail Order, 1219K So. Jefferson, Chicago 7.

SENSATIONAL MONEY MAKERS—UP TO \$85 weekly; amazing pencil writes four colors, separately or together; sample 10c; also 20 year guarantee given with great new ball point pen; sample 25c; also \$4.95 sterling silver, fuelless, wind-proof, nationally famous cigarette lighter; sample 85c; or we'll send all three samples for only \$1 postpaid. Louis Balogh Jr., 1703 Roosevelt Rd., Valparaiso, Ind. oc15

"SUZIE," SHE'S THE CUTEST LITTLE THING you ever saw. and what a seller, \$3 per 100; sample dozen, 50e. Jack Blades, Box 944, Altoona 5, Pa. oc22

TERRIFIC NEW ITEM—A REAL DOOR OPENer; folding tooth brush with drawer for powder or paste; pure nylon bristles; top quality plastic; compact; five colors; sells on sight; marvelous for travel, week-ends, etc.; must be seen to be appreciated; retails \$12 dozen; your cost, \$7.20 dozen postage paid; c.o.d. you pay postage; sample 80c; act today for Christmas sales. Smith & Smith Dental Compact Co., 200 Shiloh St., Pittsburgh 11, Pa.

THINK YOU GOT TROUBLE? BRAND NEW Hot Folder you'll like; sample and price list, 10c; Happy Landing Folders, 15. \$1; Bed Pan Folders, 20, \$1; Half Potty Key Chain, dozen, \$1.50; Esky Coins, \$1 dozen; 9-Inch Lizards, \$3.50; 6-Inch, \$2.50 dozen. Send \$1 with this ad for samples. Lewis, 1108-B E. 42d Place, Chicago 15, Ill.

WAGON JOBBERS—OUR ONLY PRODUCT IS a proven repeater; fully guaranteed; sample, one dollar; curiosity seekers, don't answer. Carolina Chemical Co., Four Oaks, N. C. oc29

WANTED-JOBBERS AND SALESMEN; HEAT and food at its best; patent pending. Dr. Roberts, 1104 South Patterson St., Valdosta, Ga.

XMAS ITEM-LADIES' PLASTIC COMPACTS and Cigarette Cases; retail price, \$1.50 each; quantity price, \$5 per dozen; 200% profit; gend 50% for sample compact of cigarette case; \$1 for sample of both to Lewis Douglas, 8616 Whitworth Dr., Los Angeles, Calif.

\$40 A DAY IN COMMISSIONS SELLING guaranteed merchandise by telephone; no investment; free details, Mar-Jo Wholesalers, Fullerton, Neb. oc22

51-54 GAUGE FULL FASHIONED NYLONS— Fancy packed; 3 pair to the box, individually wrapped. Our No. 1, \$6.25 dozen. No. 2, \$3.50 dozen. No. 3, \$1.25 packed 1 dozen. Tennessee Valley Hoxlery Company, Box 605, Chattanooga, Tenn.

ANIMALS, BIRDS, PETS

ANIMALS BOARDED ALL WINTER-MONkeys, 10e; meat eating animals, 15e, 25e; lions, 50e; horses, 50e day; fresh killed meat fed daily; trailers, \$10 month. Magic Glenn Zoo, Rt. 1, Box 243, Clearwater, Fig. oc15

CHIMPANZEES — 2 FEMALES. APPROXImately 70 pounds each, wonderful cage animals for Side Show attraction, perfect, \$450 ea; 4 Male Chimps weighing about 35 pounds each, perfect, \$500; 2 Male and 2 Female Chimps about 25 pounds each, excellent animals, \$600 ea.; 2 Female Chimps, 1½ years old, gentle, very tame, \$650. Trefflich's, 228 Fulton St., New York.

FOR SALE—MOUNTED CALF, 2 HEADS, 2 bodies, 6 legs, 2 tails, one rectum; no reasonable offer refused. Write to Donald Willman, Route #2, Boyertown, Pa.

GIANT MEXICAN BEADED LIZARDS, ACTIVE and feeding; good flash; only \$10 each while they last. Reptile Gardens, El Paso, Tex.

GIBBONS, 1 FULL GROWN CREAM COLORED, perfect, \$200; 1 full grown white handed, perfect, \$150. Trefflich's, 228 Fulton, New

JAVA MONKEYS, YOUNG, \$30 EA.; BONNET Monkeys, medium size, \$30; Mandrills, young, 3 females, \$100; 2 Spot Nose Monkeys, \$50; 1 Mustache Monkey, \$40; 2 Mona Monkeys, \$35; Spider Monkeys, cute, fat babies, \$30. Trefflich's, 228 Fulton St., New York.

NYLONS BY DUPONT — FIRST QUALITY. | MONKEYS — MOTHER AND BABY JAVA full fashioned sheer, 51, 54 gauge, assorted colors, \$10 dozen; same in #1 converted toes, \$6 dozen; same in #2 converted legs, \$3 dozen; Pregnant Java Monkeys, \$60, Trefflich's, 228 same in rejects, \$1,25 dozen; Nurses egg white

ORANGOUTANGS-1 MALE ORANGOUTANG, 15 pounds, very tame, \$2,225.00; 1 male Orangoutang, 25 pounds, perfect specimen, \$2,500.00. Trefflich's 228 Fulton Street, N. Y.

RED-FACE APE, LARGE, TAME, \$50 EA.; 2 Pigtail Monkeys, I full grown, I medium, \$65 ea.; 1 full grown African Green, \$25; small African Green Monkeys, \$20 ea. Trefflich's, 228 Fulton St., New York.

SNAKES—BLACK ROCK PYTHONS, 9½ FT., \$75 ea.; 8½ ft., \$65 ea.; 8 ft., \$60 ea.; 7½ ft., \$50 ea.; 7 ft., \$45 ea.; Reticulated Pythons, 13 ft., \$150 ea.; 12 ft., \$135 ea.; 11 ft., \$115 ea.; 10 ft., \$100 ea.; 9 ft., \$90 ea.; Cobras from Malaya, 5-6 ft., \$50 ea.; Boa Constrictors, 5 ft., \$20 ea.; 7 ft., \$40 ea. Trefflich's, 228 Fulton St., New York.

TRI-COLORED MALAYAN SQUIRRELS, VERY attractive, \$75 pr. Trefflich's, 228 Fulton St., New York.

1 DOG FACE BABOON, FEMALE, YOUNG, \$50; Rhesus Monkeys, all sizes, healthy and playful, \$30 ea. Trefflich's, 228 Fulton St., New York

1 MALAY BEAR, TAME AND VERY PLAYful, perfect condition, \$125. Trefflich's, 228 Fulton St., New York.

BUSINESS OPPORTUNITIES

A NEW TIMELY MONEY MAKER—ELECTRIC Popcorn Popper; heavy gauge aluminum; 110-120 volt AC-DC fingertip agitator control; guaranteed for 1 year against defective materials and workmanship; Underwriter Laboratory approved; free illustration; \$46.80 doz.; sample \$4.25; suggested selling price, \$6.95, f.o.b. Chicago. Ideal Sales, 767 Milwaukee Ave., Chicago 22, Ill. 0029

ANALYZE HANDWRITING FOR PROFIT!!!— Complete outfit, \$1; profits, \$20, \$25 daily; extra charts \$7.50 1,000. Graphologers, POB 971, Philadelphia oc29

ASTRO NUMEROLOGY CHART—FORETELLS alleged lucky dates and numbers for any year. Attractive colored bond stock, Hot mail order or premium. Gross, \$2. Sample, 15c. Flury, Box 7A, Darby 17, Pa. no12

CANDY—MAKE, PACKAGE, SELL; BIG PROFits; start at home; information free, Schenck, 717-B West Penn, Butler, Pa. oc29

COLLECT AND GROW RICH IS A BOOKLET that is yours for the asking; learn of this opportunity for a life-time, spare or full-time office business of your own where you can make a profit on the work of hundreds of others. T. J. Surface, Pres., Dept 235-K. Roanoke 13, Va.

FLORIDA OPPORTUNITIES — THEATER, \$18,500; Ice Cream business nets \$125 per week, \$6,000; Ice Cream business netting \$300-\$400 per week, \$18,500; Homes, Farms, Groves, H. L. Chambers, Wauchula, Fla. 0c22

FREE FOLIO — WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas Kolamite Co., Box 572 E. Dayton, O. ocl5

I MAKE BIG MONEY IN THE MAIL ORDER business; you can do the same at home with copyrighted system; write me, I'll tell you how. F. Little, R. D. #1, Glenshaw, Penns. oc29

1F YOU LIVE IN WARM CLIMATE AT LEAST
11 months of the year, you can earn from
\$30 a day up; operate a Snow Ball vending outlet; no money to invest, we furnish everything;
join our coast to coast chain now. S. Bonde
Concessions, 1238 East 46th St., Chicago 15, III.

MAIL ORDER BEGINNERS—START SMALL, grow big; free details. Rowland T. Plain, I Laurel Ave., Binghamton, N. Y. NO GET RICH SCHEME BUT EASILY MAKE

\$15-\$20 daily: send \$1 for full particulars. Geo. Stone, 538 Jefferson S. E., Grand Rapids, Mich.

PIANO TUNING PAYS—LEARN THIS PROFitable profession at home; our Tonometer and mechanical aids make learning easy; no knowledge music necessary; diploma granted; largest and oldest school—51st year; G.I. approved; write for booklet. Niles Bryant School, 27 Bryant Bldg., Washington 16, D. C. no5

PITCHMEN AND MEDICINE MEN-COMMUnity Sale Directory of 1.000 sales in Middle West, price, \$1 postpaid. W. W. Simpson, 2705 Jule St., Joseph. Mo. oc22

SELL CAMERAS, TYPEWRITERS, WATCHES, Shavers; Revere, Kodak, Royal, Bulova, Schick; 25-40% commissions. Diamond Company, 17 E. 42d St., N. Y. 17, N. Y. oc15

SMALL MANUFACTURING BUSINESS FOR Sale. Using sheet metal. Accounts in several States and growing. Ground and building large enough for expansion or storage. Can be handled for \$21,000. P.O. Box 109, Richmond, Ind.

START BIG PAYING MAIL ORDER BUSINESS in your own home; free information. Mail Business Associates, Inc., 919-M State Tower Bldg., Syracuse, N. Y. oc22

TESTED MONEY-MAKERS — 68 PAGE BOOK, 25 cents postpaid; Ideas, Plans, Formulas, supply sources; money back if dissatisfied. L. B. Clay, Box 1063, Wichita, Kan.

B. Clay, Box 1063, Wichita, Kan. oc22

"TEXBURGER," THE SANDWICH THAT IS different; fast, profitable and repeat seller wherever introduced; write today for free literature. Haskell D. Boyer, P. O. Box 1486,

literature. Haskell D. Boyer, P. O. Box 1486, Fort Worth 1, Tex. no5 "TOPS" DELIGHT HAMBURGER SPREAD — Nonpariel formula, sandwich shop; 85 dainty

recipes, including complete course in popcorn, fruit and ice cream candy making; \$1 guaranteed. "Laplant." Menominee, Mich.

TRADE MAGAZINES — CURRENT COPIES;

business, professions, music, radio, writers' sports, hobbles; all fields; free price list, Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 19, Ind. np
UNTOUCHED FIELD — QUICK MONEY IN

UNTOUCHED FIELD — QUICK MONEY IN small town promotions; work alone or with own crew; free details. Agency, 204-10 Danfill Bldg., Paragould, Ark. 805

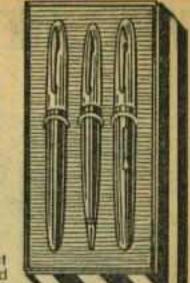
YOUR 24-WORD ADV. PLACED IN 40 WEEKly newspapers, \$3.50. Pennehaker Advertising, Box 141, San Marcos, Tex. oc22

1949 CONCESSIONAIRES' GUIDEBOOK (\$1)— Jampacked with know-how, know-where, know-what for Outdoor, Carnival, Midway, Fair, Concession, Pitch Operators; excellent for break-inners; big circular free! Stampico, Detroit 4, Mich.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 98 in this issue,

3 PIECE PEN SET



3-piece Pen Set
—Gold Plated
Top—the fastest
selling Item in

the country at the right price. Complete with beautiful box and embossed price tag. \$6.50 Dz. \$72.00 Gr.

This 3-piece Pen Set has a fountain pen, automatic pencil and long-wearing ball point pen. In assorted colors—maroon, gray, black and blue—and they are all guaranteed.

This is a tremendous number from now on to Christmas. Great flash.

Sample Pen Set, 75¢.

Every Pen Set has guarantee slip, also has a gold embossed price tag—\$7.50.

All Gold Plate finish 3piece Pen Set. Comes with beautiful box and embossed price tag.

\$9.00 Dz.

SAMPLE SET \$1.00.

SPECIAL
Filigree Ball Point Pen and \$27.00 Gr.
Key Chain. \$2,50 Dz. \$27.00 Gr.

25% Deposit-Money Order or Cash-Balance C. O. D.

We ship same day as orders received

HARRIS NOVELTY CO.

1102 Arch St. Philadelphia 7, Pa. Phone No.: Market 7-9848

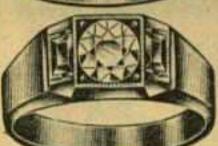
All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented. Merchandise for resale only.



#82172 \$15.75 PER DOZ.

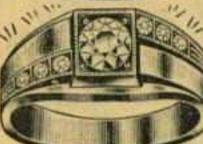
1/30 14K. Ruby color side stones.



PER \$16.00

1/20 12K. Large white center. Red color sides.

Without side stones, #B1010 \$14.00 Dox.



#8396 \$18.0 PER DOZ.

1/30 14K. White

center. Ruby color or white sides.

REE CATALOG LISTING COMPLETE LINE. Sample Assortments — \$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders.

DES MOINES RING CO.

IMPORTED TOYS

Singing Canary \$4.10 Doz.
Hopping Kangaroo 2.90 Doz.
Walking Santa 6.00 Doz.
Walking Doll 6.00 Doz.
Santa on Sled 7.20 Doz.
Large Porter 4.30 Doz.
Crawling Baby (Small) 3.45 Doz.
Dancing Skaters 3.65 Doz.
Walking Crocodile 3.20 Doz.
Telescopes 2.05 Doz.
Opera Glasses 2.60 Doz.
All prices F. O. B. New York.

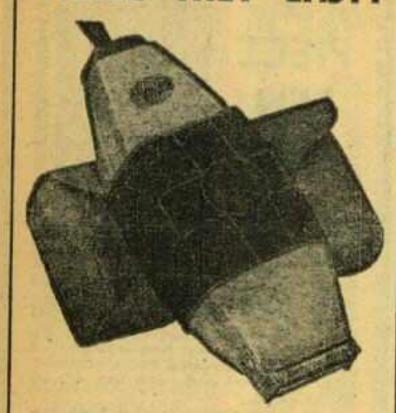
I. LOWY

New York, N. Y.



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PERFEX ELECTRIC IN DOZ. LOTS

For Premiums, Prizes, or Sales Promotions! Scientifically designed shaver with carefully machined cutting head. Self-sharpening. Self-starting motor needs no olling. No radio interference. Light weight Tenite case made of rich Ivory, mounted with broad slip-proof rubber grip, Durable imitation plaskin pouch. Each in box. 110-120V. 60 cycle, AC. Sample, \$1.50. Lots, Each

> 25% Deposit on all C.O.D. orders Shipments F.O.B. Chicago

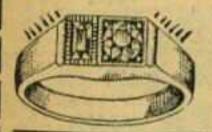
The 1950 HAGN MERCHANDISER is off the press . . . 586 pages of staple and novelty items. Available now to Dealers and Premium users. Cive business identification.

JOSEPH HAGN CO.

Wholesalers Since 1911

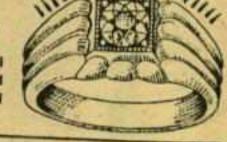
223 W. Madison St. Chicago 6, Ill.

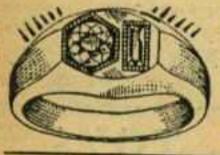
FLASHY-14K Gold Plate CASH IN ON THESE MONEY MAKERS



cockrail, flashy white stone & ruby color baguette

flashy round white stone and a big seller.





liant round white stone and ruby red baguette.

Deposit on all C. O. D. orders. State your business. Above 3 samples postpaid \$1.00.

PROVIDENCE RING CO. 49 WESTMINSTER ST. PROVIDENCE, R. I.



DISTRIBUTORS AND WAGON JOBBERS

Buy direct from an old and reliable Hosiery Manufacturer. We have an accumulation of isdies' full-fashioned, fine gauge, sub-standard Nylon Hosiery, priced @ \$3.25 per

JEANETTE HOSIERY MILLS 2615 Williams St.

Chattanoogs, Tenn.

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BEAUTIFUL NATIVE MADE GRASS HULA Skirt mailed prepaid in U. S., \$3; Cellophane, \$4. Hawaiian Hula Shop, 3082 16 St., San Francisco, Calif

CLOWNS' AND BURLESK COMICS' PROPS.
Wigs, Accessories; free lists! (Assortments, \$5), "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia.

HEADQUARTERS FOR CLOWNS, MINSTREL, and Santa Claus Costumes and Accessories: circulars free. The Costumer. 238 State St., Schenectady, N. Y. no5

MEN'S TUXEDOS, DOUBLE BREASTED, ALL white Formal Coats, shawl collars, \$5; new Girl's Uniforms, belge, \$8; Policemen Helmets for Clowns, \$3. Lesser, Paw Paw, Mich.

SINCE 1869-COSTUME BARGAINS, CHORUS dollar up; Principals, three up; no catalog; state wants. Guttenberg. 9 W 18th St., New York 11, N. Y

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE-50 complete Candy Corn Machines and Cook ers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S Halsted, Chicago, Ill. 0c15

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(Continued on page 90)

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• (a special section of the November 5 issue)

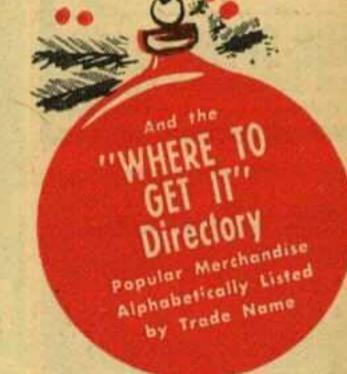
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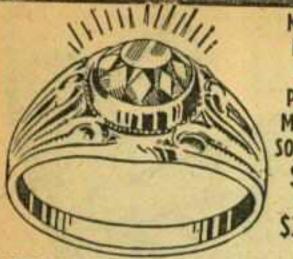
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GIRL TENOR—COMMERCIAL UNIT, STEADY location. State experience; send photo. Cut or no notice. Other instruments write. Betty McGuire, Associated Booking Corp., 203 No. Wabash, Chicago, III.

INGENUE, JUVENILE AND GENERAL BUSIness People, doubling orchestra; to join immediately. State all. George Kleber, Amery,

PIANIST, TROMBONE, ALTO SAX-DOUBLING vocal preferred; modern band. Others write Box 593, Sioux Falls, S. D. Phone: 8-1295, oc22

PIANO MAN; OTHERS WRITE; STATE SAL-ary. Buddy Bair. Box 113, Colome, S. D.

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WANTED — EXPERIENCED PIANO MAN; must play society, jazz; Florida location. Bill Croning, Gen. Del., Jacksonville, Fla.

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SWITCH TRAIN, with plat-form and waiting stations. Mechanical, German made. Runs like electric train-automatic forward and reverse. SNEAKY SNAKE, all rubber with pin, looks real, wear on lapel.

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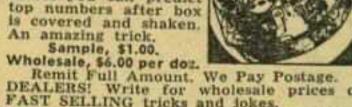
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COLORED BAND FOR NIGHT CLUBS, COCK tail lounges, taverns, etc.; four men, enter-taining and singing. Jump Jackson, 5727 S. La Salle St., Chicago, Ill. oc22

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SMALL COMBO AVAILABLE SEPT. 20-OR-ganized. Contact Leader, General Delivery, Vinton, Virginia.

"THE NEW SOUND"—4 PIECE UNIT; BONGO, Bass Fiddle, Guitar, Piano; union. Herby Cohen, 2765 Mathews Ave., Bronx, New York.

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CARNIVAL, ICE SHOW OR CIRCUS SECRE tary; handle all details of any size organiza-tion; join at once; state salary; sober, reliable. Write, wire, phone Harvey "Doc" Arlinston. 1719 Luick Ave., Muncie, Ind. oc15

2 REAL EXPERIENCED LAUGH GETTING Clowns; 4 sure laugh Acts; work any place. Advise Two Lewis, Gen. Del., Waterloo, Iowa.

MISCELLANEOUS

FAT-DWARF-WOMAN-AGE 40: WANTS TO team up with another dwarf or midget to lead songs or play harmonics or guitar. Ema Cain, 1516 Orange Ave., Fresno, Calif.

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MUSICIANS

ACCORDIONIST, STROLLER, BARTENDER OR what have you? Billposter, publicity man, ticket taker, advertising experience; will consider all offers; does not drink. 201A North Central Ave., Marshfield, Wis.

AT LIBERTY-DRUMMER, AGE 39, WRITE OR wire: Frank Schalk, No. 1 5 St. N.E., Minot, N. Dak.

AT LIBERTY-PIANIST; MALE, UNION. PLAY most requests. Prefer location, small combo. Box 584, Denver, Colo.

ATTENTION, SOUTHERN BANDS-DRUMMER, name mickey experience; cut good show; rhumbas, jazz, own transportation, co-operative, willing; prefer two beat Florida location but will accept anything in Southeast, Box C-461, Bill-board, Cincinnati, O.

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DRUMMER-EXPERIENCED IN ALL STYLES and shows; prefer locations; any size; go any-where. Drummer, P.O. Box 551, Pottstown, Pa.

DRUMMER — NAME BAND EXPERIENCE.
Read, fake, do vocals, Travel anywhere on location. Cut. or no notice. Norman Cogan, 41-41 41st Street, Sunnyside, N. Y. IRonsides

DRUMMER - 22, MARRIED; PREFER LOCAtions; combo or otherwise; experienced all rhythms; all offers considered. Milt Heth-erington, 520 Hudson St., Eau Claire, Wis.

DRUMMER AVAILABLE IMMEDIATELY-TEN years of thorough experience from coast to coast with all sizes and styles bands; formerly with Carlton Hayes, Milt Britton, Ray Heather-ton, Al Trace, Chris Cross, Ray Morton, Denny Beckner, Jimmy Ellyn, Eddle Howeth and Marrey Brennan; I also do comedy acts and have my own car; my wife is a good looking vocalist who sings in tune, formerly with Johnny Long, Bob Allen, Eddle Dunsmoor, Eddle Howeth and Jimmy Ellyn; knows all the latest tunes and standards in any key; bands that are working steady on good locations answer; cat bands doing one niters and panics need not answer. Please write, wire or phone: Bill Lange, Mayo Courts, 1917 E Lancaster, Fort Worth, Tex.

FIRST CLASS RINK ORGANIST DESIRES position; progressive year round rink, Steady, sober, dependable. Milo Morgan, Gen. Del., Philadelphia, Pa.

GIRL VIBEST AND MARIMBIST - AGE 19; union, read, fake; will travel. Eva Snowden, 236 Church St., Lancaster, Pa.

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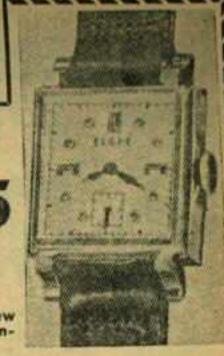
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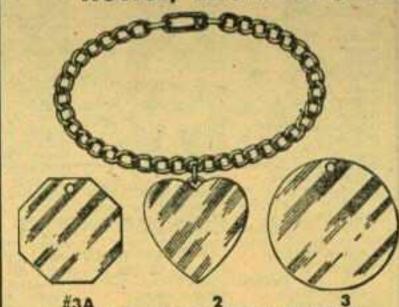
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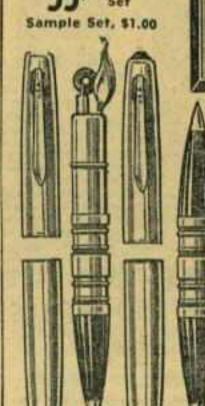
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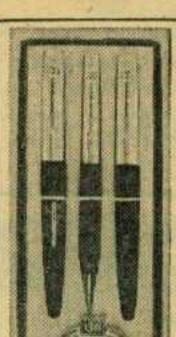
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Pipes for Pitchmen

By Bill Baker-

EDDIE O'DELL . . . who has been on the sheet for the past 10 years, has returned to his first

love and is working as a tailor in his home towr in Massachusetts.

RAY CAHILL . . . is working Minnesota towns and hamlets with combs to successful returns.

DR. J. D. BLANTON . . . veteran med show operator and jewelry worker, is confined to his home in Spindale, N. C., with injuries sustained when he was struck by an auto while crossing a Durham, N. C., street recently.

STILL WORKING ... sheet in established territory to sock returns is Art (Doc) Miller.

W. F. McDONOUGH . . . and Chief Demus have returned to their familiar hunting grounds in East Gardiner, Me., following a visit to the Dailey Bros.' Circus.

PASSING OUT ... gadgets to good counts at Minnesota spots is Charlie Halligan.

E. C. PARDEE . . . joined Horace Braziel in Kinston. N. C., recently after closing at the recreation park in Asheville, N. C., where he operated five concessions during the park's season. Pardee and Braziel will work sheet in the North Carolina tobacco markets for about two weeks before moving into Virginia. After a tour of the tobacco marts in that State they will return to Asheville, N. C.

W. C. WOLFE . . . pioneer jewelry worker, has a nifty spot in downtown Kinston, N. C., working to good takes.

HORACE BRAZIEL . comes thru with the following from Kinston, N. C.: "J. E. (Snowball) Rimmer, widely known in pitch PADDLES MACK . . . circles and outdoor show business, was one of the best papermen on the road and one of the top men in anything he undertook. He'll be sorely missed by those who knew him."

CHARLIE (TOBY) HUDSON ... continues to click with his window demonstration in a Macon, Ga., drug-

LET'S HAVE . . . some pipes from the following: Bob Stover, Skippy Davis, Bob Posey, Donald E. Crabb, James Beasley, Bob like present-day methods to make and Pat Dexter, Sol Addis, Harry Perkins, Joe Lesser, Abe Siriskey, Henry H. Varner from his Akron Barney Weiner, Harry Prall, Al Mor-

SNAPPY SUSIE

Take a Peek ...

ACTUAL SIZE 28" x 4"

ris, Ed Williams, Big Al Ross, Sailor, Williams, Art Nelson, George Haney. Fred Scovell, Al Weisman, Professor McCormick, Mary and Madaline Ragan, Gus Lawson, Lionel Hirsch, Joe Hess and Seymour Popeil.

BOB WILLIAMS . . . is still working North Carolina tobacco markets to good counts, according to reports drifting into the pipes

ISN'T IT ABOUT . . . time for someone to begin claiming

SURE WE CAN . . . always use pipes. Make 'em brief and to the point.

WHAT HAS BECOME ... of Charley Courteaux, that classy gadget worker?

CHIEF GRAY FOX . . . who closed a successful tour with his med show recently, is making his winter home in Ruskin, Fla.

assistant concession manager at Michigan State Fair, and widely known in pitch circles, is vacationing in Hot Springs.

has proven a big help for specialty workers but what are they and the remainder of you going to do for the other months?

ARE C. D. NEWSOME . . . and E. A. Burnette still working tobacco markets in Georgia?

AL PORTER . . . pitcheroo of note, is still in Florida where he is handling the bookings

is at his home in Terrell, Tex., readydied recently in Charlotte, N. C. He ing a new pitch item which he plans

> THIS PILLAR ... has in its possession a swell pipe bearing a Baltimore dateline. It was received last week, but it contained no signature. One again, boys and girls, don't be reticent about signing your communications to the pipes

> "THERE'S NOTHING ... 'em look and get interested," cards (See PIPES on page 96)

the mulligan stew championship?

HARRY BARGER ...

WHAT DO YOU ... boys and girls have in mind for the winter? The Christmas trade always

for a carnival.

to spring next summer.

desk. If they are worth writing they certainly are worth signing.

HOT HANDOUT Workers Available See your Jobber

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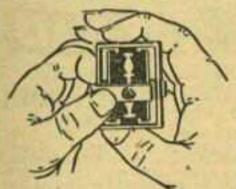
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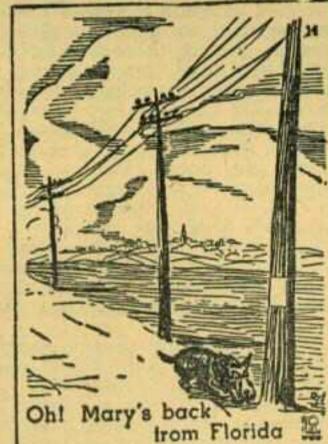
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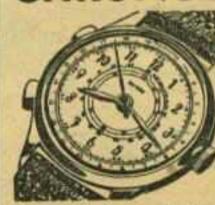
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FIREWORKS

Wholesale-Free Catalog BRISTOW'S

Box 403, 2500 Triplett, Owensboro, Ky.

"Personality Plus" Will Pay Dividends, Says Fred Martin

(Continued from page 85)

to give a bit.

losing dollars) by neglecting to take care of the skating patron. Too many of us are ever ready to cut the service to the skater by getting rid of attendants, cutting down the pay-roll to save a few nickels, and going to work ourselves by selling tickets, checking, serving pop, and taking care of the skate room.

"It is true that in putting skates on the customer the operator is saving money, but in the long run he loses because he is taking himself away from circulation. He misses the opportunity of meeting the skater personally, he misses the chance of discussing problems with the skater, and the skater in turn gets tired of just going around and will quit skating," Martin said. "Yes, you save a dollar and lose business."

Act Like Promoter

fault in the business today is shortmanaging operator acts like the promoter that Martin believes he should

ger and better business thru outside time and effort if the operator cares daily contacts to let people know that he has a rink and a place to come to "There are far too many of us too enjoy skating. A service staff insures interested on saving a quarter (and the operator time to walk around and see that everyone enjoys himself, Martin pointed out.

> There is no such thing as the frequent statement, "If I had a big rink I could do this and that," Martin says, basing his belief on his recent studies in all parts of the country. He proves his point by using an example of a small rink operator whom he has visited on several occasions.

"Mt. Clemens (Mich.) Arena, 22 miles from Detroit, has several large rinks as competitors, but on every occasion I found this rink enjoying good business. The operator states that he has no business problems. A full staff-cashier, checkroom, skate room, fountain, skate service, and uniformed floor staff—is employed. What does the manager do? Earl J. Dunn (everyone knows him by his first name) greets patrons, runs According to Martin, the greatest special events, dances, shows new skates to the potential buyer, and sightedness in not seeing that the goes over to the fountain with skaters to drink and chat with them. The customers love it. They like to be be, by using his time to promote big- recognized. With such an atmosphere

they return often, since the rink is PIPES their home and they stand by it.

"To the average rink man, Dunn's floor would be too small, being only 80 by 130 feet, with an added 35 by 60-foot foyer where display cases, soda fountain, skate room and checkrooms are located. But twice in one month I have seen crowds numbering tip and it's pulled by a classy car." around 500, a not unusual gathering at this rink."

To illustrate business policies of this rink which make it an example of "personality plus," Martin went on to tell of the rink's seventh anniversary. A special matinee with games and a lollypop for children was held in the afternoon. Martin pointed out that Dunn sent the children home happy, "and after all who can you find to give you more and better advertisements than children and their parents?

"This small rink, with competition ail around it, is doing top business. Mt. Clemens Arena, which supports a full staff for service and a fulltime organist at the Hammond, Leonard LaGennese, also features two full-time professionals, six weekly classes and a children's class on Saturday mornings with a waiting list," Martin said. "This proves that it can be done if you are willing to take the initiative. Business does not

come to you you have to go and get

500 KIDS AWAIT

(Continued from page 85) last boxing gear, Lence skating dresses, Conover career girl courses and Fred Astaire dance lessons.

A gala program has been planned for the day, with many celebrities present. Among those who have accepted the invitation to attend are making the annual. baseball's Leo Durocher, sports columnist Bill Corum, sportscaster Mel SLIM MORRISON . . . Allen, fighters Rocky Graziano and Pancho Segura, tennis aces Bobby Riggs and Sarah Palfrey Cooke, Olympic swim star Marie Corridon, and Bill Holland, winner of the Indianapolis Speedway classic.

Victory cups will be presented by Broadway and Hollywood artists. among them Morton Downey, Janet Blair, Kitty Kallen and Lucy Mon-

At 1:30 p.m., the program begins, with descriptions to the public on the mall via WNYC soundtrucks. the program will be a concert by Chaminade High School band and baton twirling exhibitions by cham-

RSROA ADDS

(Continued from page 85)

by Henry O. Weiland and Lillian E. Bruetsch; Rol-Arena Skating Rink, Hannibal, Mo., operated by Loyd Meservey; Skateland Roller Rink, Ames, Ia., another large new rink, and Pike's Peak Skateland, Colorado Springs, Colo., both operated by J. C. Hoeppner and R. N., F. F., and J. C. Penkhus.

Marysville Roller Rink, a new one at Marysville Mich., together with Collins Roller Rink, Imlay City, Mich., both operated by Harry J. Collins; Long Beach (Calif.), Skating Palace, operated by Francis E. Baker: Skateland Roller Rink, Tucson, Ariz., opened in June by Robert W. Poe Jr.; Rollerdrome, New Brighton, Pa., opened two years ago by Stephen G. Gray, and Rollerland, Salinas, Calif., just taken over by Ford H. Genest from Donald H. Bromely.

AMERI-CONGO

(Continued from page 72) en route to Birmingham. Fearless Greggs also visited.

Owner Ingram reports the new elephant van will be ready shortly. Sam Delaney expects to join soon with inside stands. The show will remain out all season, laying off only for the Christmas holidays. Junior Keys is now assistant le arer in the big show. Leo Peterson and Johnnie Allison continue to handle the front of the Cozzazo Monkey Circus

Avery Newman has replaced Leo

(Continued from page 94) haunts. "T illustrate my point, just take a gander at the brilliant and spectacular trailer which is operated by Akron Shuffleboard Company for delivery of its new models. This trailer never fails to gather a huge

IDA MAE GREEN . . continues to work her toasterette in a Chicago store to reported good business.

NOTE TO . . . the bigger - than - thou campaigners: "Where will you see a more energetic and self-help spirit than that displayed by the members of Pitchdom?

STILL PURVEYING . . . pastry cloths to good counts in Chicago is Iil: May Doran.

IT'S BEEN . . . a long time since this corner has had a communication from the following: Doc George M. Reed, Rufe Armstrong, Doc Harold Woods, Harry Pepper, Allen Hammeroff, Ed Greer, Ed Harris, Bob Vehling, Nat K. Morris, Alex Ballard, Tex Dabney, Roy Graham, Herbert Barth, Chick Shaw, Duke Wilson Slim Olsen, J. R. Current, Art Cox, Gummy Johnson, E. J. Clark, Ted O'Day, Charles Palmer, Henry Large, Joe W. Keown, Jimmie Marshall, Izzy Cohen, Bill Goforth, George Wright, Blackie Beard and Solder Red. Cone on, fellows, unlimber the ink sticks.

ABE GILSTRAP ... advises from Atlanta that the Great Southeastern World's Fair, which closed its 10-day run October 9, was off about 50 per cent for the boys

worked novelties at the recently concluded Great Southeastern World's Fair, Atlanta, to poor returns, according to reports hitting the pipes desk from that neck of the woods.

CAREN RICE . . . is reported to have garnered good counts at the Great Southeastern World's Fair, Atlanta.

ALVIN WEEKS ... card worker, scored handsomely with that item at the Great Southeastern World's Fair Atlanta.

"I LOOK FOR . . . a big gathering of the knights of the tripes and keister at Elkins, W. Va., for the first Forest Festival there since before the war," cards Jack (Bottles) Stover from Franklin, W. Va. "I've also been told that quite a few pitchmen have headed for the markets down South. I'm on my way down yonder in a week or two."

LARRY O'REILLY . . . worked novelties at the recent Great Southeastern World's Fair, Atlanta.

HARRY MAIERS . . . rambled into Cincinnati last week while en route to Indiana, Following a stint in the Hoosier State he'll return to Texas where he plans to remain for about three weeks.

SEAL BROS.

(Continued from page 72) hand'es reserved seats. Joe Schroen and Harold Hall visited the Ringling show. Leon and Kitty Snyder repainted their house trailer. They will go to Texas when the show closes. e Wells brothers will winter in Indiana.

John Foss visited. He recently purchased a new light plant for his Wild Life Show. William Mitchell, formerly with the show before going into business in California, visited for a few days.

Other visitors included Mr. and Mrs. Penny Parker, Everett, Vernell and Earl Coriell, who visited their sister, Zaza, who works swinging ladders.—AL CONNER.

writer continues to hold down the front door and also handle press and Creasey as chief stock man. The radio .- - M. BAILEY.



FOR! HOTTER THAN YO-YOS . . PADDLE BALL AND ALL OTHERS-

The kids from 6 to 60 will go wild over this sensational skill toy. Boys and girls . . . men and women . everyone will want to try their skill with PINCO. Be first with this money maker. Game consists of paddle, net and ping-

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BOX D-244

e'e The Billboard

SALESBOARD SIDELIGHTS

Chicago, is back in town from a three-week tour thru Pennsylvania. Brother Mort had returned earlier from a two-weeker thru Illinois. Both boys intend to stick close to the home office for the next week or so, taking care of the increased fall business. . . . R. C. Walters Manufacturing Company, St. Louis, is hitting on all eight with its Jackpot Sue number. Available in either a coin or non-coin operated model, the 25-cent play board offers a play-stimulating array of winners.

Jerry Scanlan, Chicago, reports that straight cigarette payouts will be available on the counter game, Ball Game, and the Stacks of Bucks board by the end of this week. The second counter game, Black Beauty, will be continued as a cash award Sky-High, Scanlan's first item. ticket deal, will be ready soon. Jerry plans to take off on some cross country trips in the near future.

Games, Inc., Muncie, Ind., reports Walter McNamara, production head the new fall releases scheduled for of the McNamara Company, Chicago, presentation soon are "play-designed reports things perking along at a with the customer and the operator in mind." New numbers in the jar game, tally card and tip game field are being set for production now.

Crown Products, South Bend, Ind., is working on two of its pack deals: Lucky 7 Pac and Lucky Poker Pac. Roy Galentine reports that both are going well in all types of territory. . . . Milner Novelty Company. Kansas City, is topping off its 12 years of activity in the salesboard and jar deal field by hitting higher order levels this year. As national distributor for Glassine Banded Tickets, the firm reports this particular item is forging ahead.

Bernard Kite, on hand at the Universal-Bee Jay branch in Chicago, has a favorable tale of sales to tell. Coming as a capper on late summer business, Bernie feels that this indicates the fall and snow months will turn up an even better order story. The Jar-o-Do ticket deals and salesboards by the two-firm team add up to the reason for a pleasin' season, Kite beams. . . . At Superior Products, Chicago, word is that the tide has turned and business is on the way up for '49-'50. Sales manager Robert H. Kolinsky, who is on the road a good deal of the time, has some first-hand information to bear out this prediction.

Gardner & Company, Chicago, reports its new streamlined production set-up, perfected during the past summer to take care of the expected impact of heavier fall increases in board demand, is a success. The mass production system "is just flexing its muscles altho production is hitting new highs," firm's Joe Robinson says. Orders are now being filled and shipped within the shortest space of time in Gardner's 40year history, Joe emphasizes. New numbers challenging for the top spot in the sales chart are Super Charley, Sweet Naturals and King Kash. And more "punch producing" numbers are coming up fast, it's reported. Charles B. Leedy, sales manager, recently back from a 6,000-mile air jaunt with a tale of major sales successes, is off again on a 10,000-mile sky trip thru the Southwest.

Two-shift production at Thomas A. Walsh Manufacturing Company, Omaha, has kept orders on a current basis, D. L. Gruhn announces. With the addition of new punch presses and other heavy production machinery following its recent move, Walsh Manufacturing is now geared to keep its top tempo output on tap Cincinnati 22, o. as a good customer "on-the-dot" de-

Irwin Secore, Secore & Secore, livery guarantee. Salesboard demand is anticipated to be heavy thruout the remainder of this year and well into 1950, Gruhn states.

> Samuel Martin, who heads the Samuel Martin Game Farm outside Seattle, reports the use of his Cocktail Time canned pheasant packs as salesboard premiums is spreading over the country. Under the trademark, "Wild Life in the Kitchen," these special chests carry values of \$3.50 and \$12.50 in two sizes. Wild turkey is also offered in addition to pheasant. Martin recently initiated a program of sending pheasant feathers to hospitalized veterans. Sent as a gift to all hospitals which apply, over a million feathers have already been sent to veterans in the Western States alone, where they have been welcomed in the occupational therapy wards.

Harold Boex, vice-president of Pioneer Manufacturing Company, Chicago, is on the final stretch of a three-week trip thruout the Southwestern territory. He is driving, as usual, so as to make a greater number of personal contacts, says Wil-Guy E. Noel, president of Gay liam P. Wollpert, sales manager. . . hypoed pace in the pellet field. Firm's Color-Ado and Color-Ex numbers are meeting with very good over-all reception, Walter states.

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Also all other sizes and types for any and all merchandise.

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TAKES IN : \$ 50.00 PAYS OUT: 21.64 AVERAGE PROFIT: ... 28.36

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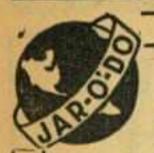
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BARGAINS—CHICAGO COIN BANGO, LIKE new, 6 at \$225 each; Seeburg 8800, reconditioned, 5 at \$89.50 each; Seeburg Lo-Tone, reconditioned, 4 at \$139.50 each; Teletone Studio with 20 Location Amplifiers, write; crating \$5 extra; 1/3 deposit, balance c.o.d. Interboro Music Co., 1154 First Ave., N.Y.C.

ERIE DIGGERS—HAND OPERATED; SOLD ON terms; Merchantimen, Iron Claws, Mutoscopes, Rotary Merchandisers; we buy Diggers, Rotaries, National, 4243 Sansom, Philadelphia.

FOR SALE—MILLS VEST POCKET BELLS, \$25 and \$45; 1 Jennings Chief, 25¢, \$35; 1 Buckley 5¢, not a Criss Cross, \$70; 5¢ Q.T., \$55 to \$75, like new; 10¢ Black Cherry, like new, \$75; 5¢ Buckley Criss Cross, \$110; 10¢ Buckley Criss Cross, \$120. Frank Guerrini, Burnham, Pa.

FOR SALE—5, 10, 25¢ JENNINGS SILVER Chief, \$35 ea.; 50¢ Jennings Gooseneck, new slides and posts, \$50; 50¢ Jennings Chief, \$75; 5, 25¢ Pace Deluxe, '46, \$60 ea.; 5, 10, 25¢ Pace Comet, \$17.50 ea.; 5, 10, 25¢ Pace Comet Consoles, \$20 ea.; 25¢ Pace Kitty, \$17.50; 5¢ Watling Gooseneck D.J.P., \$35; 50¢ Watling Gooseneck D.J.P., \$35; 50¢ Watling Rolatop, \$50; 5¢ Blue Q. T., \$27.50, East Coast Music Co., 10th & Walnut Sts., Chester, Pa. Phone Chester 2-3637.

LIQUIDATING LARGE STOCK ALL MAKES Slot Machine Parts, mostly Mills, priced for lot sale; mailing list, stencils, addressograph; wire requesting appointment. Coleman Novel-ty, Rockford, Ill.

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn,

RECONDITIONED NORTHWESTERN PEANUT Machines filled with Mixed Peanuts, all adv for location; single machine \$6.95. In lots of 25, \$6.50; Northwestern Deluxe, porce-lain finish, \$15; deposit required. Champion Nut & Chocolate Co., 1194 Tremont Street, Boston 20, Mass.

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50 PENNY SNACK VENDING MACHINES, a column, reconditioned, \$15; Stands \$3. Samuel Laffer, 6316 Winner Ave., Baltimore 15, Md.





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P. O. BOX 86-G Ph.: 222 2nd St. HUNTINGTON BEACH, CALIF.

Amusement Game Interest Up

To Convene

Begins 10th Year

WASHINGTON, Oct. 8. - The Washington Coin Machine Association (WCMA) will begin its schedule of 1949-'50 meetings Thursday (13) night at the offices of the Phillips Novelty Company here, Horace Biederman, WCMA secretary-treasurer, announced this week. Regular meetings are to be held the second Thursday of each month thereafter.

Since the Washington trade group was organized 10 years ago, it has succeeded in completing several projects which have been beneficial to District of Columbia coinmen. Crowning the association's list of achievements was its participation in a legal action which resulted in a favorable free play decision on pinballs. Currently, the pinball license fee is \$10 annually while the city's juke boxes are exempt mainly because the association pointed out to licensing officials that juke boxes represent a large investment while the return on the investment is comparatively

Other events which have led to the Washington association's favorable reputation with city officials and the public in general include its cooperation with, and contributions to, the Metropolitan Police Boy's Club and also the fact that the WCMA maintains an attorney to advise members on their legal right, should unforeseen difficultie, arise.

Because of its success in coping with all matters affecting the local coin machine fraternity and the good relations among members, the Washington association is looked upon as a model trade group on the operator level. Its policies are to keep the nation's capital in first-class condition for coin-operated amusement machines, obtain better incomes for operators and more pleasure for the customers who patronize their equipment.

Sales Tax Receipts Doubled Since 1945

WASHINGTON, Oct. 8.—Tho sales tax collections have more than doubled since the war, the nation's 37 largest cities are sint ing deeper into debt, according to a report from the Census Bureau. Total sales tax receipts by the cities amounted to \$304,000,000 last year as compared with \$116,000,000 in 1945.

Increased costs of government, however caused receipts from all tax sources to lag behind expenditures by some \$200 000 000 last year. Estimated total debt of the 37 cities at the end of 1948 was \$5,824,000 000.

During 1948 only eight of the larger cities had a sales tax. Washington added such a levy this year New Orleans sarned 28.7 per cent of its total revenue last year from the sales tax. In other cities the ratio ranged from 3.6 per cent to 16.9 per cent.

Large cities having a sales tax last year, according to the Census Bureau were New York, Los Angeles. St. Louis, Putsburgh San Francisco. Calif.

Washington Eye S. American Exports Trade Group As Argentina Devalues \$ Levels Claim

WASHINGTON, Oct. 8.—Coin ma-(The Billboard, October 1), got another jolt this week as Argentina devalued its money by 46 per cent, a far sharper cut than the 30 per cent devaluation of most European nadifficult for the other Latin-American in face of devaluation by the most a 30 per cent money cut. powerful Latin country.

Such nations as Venezuela, Cuba, Guatamala and Columbia have ranked among the best customers for U. S. coin machines in the last six months, according to Census Bureau reports. Devaluation by these countries might prove damaging for the entire export trade.

Devaluation has the effect of forcing importers in a devalued country to pay a higher price in their own money for U. S. coin machines without the U.S. exporter receiving any more in U.S. funds.

Explain Move

In the case of a juke box sale to pany, announced this week. Argentina, for example, if the juke Designed with a wide open play- priced forms of diversion as their rehad a U. S. price of \$500 before the field for cross ball and flipper ac- sources dwindle in favor of the comdevaluation, the Argentina importer tion, Freshie's tilt forfeit penalizes paratively cheap entertainment ofwould now have to pay the equivalent the player only for the ball in play fered by amusement games. But most of \$730 in his money, altho the U. S. when a tilt occurs. Points made on trade observers lean to the idea that exporter would still be getting only previous balls count toward a win- a really good game will always make

The chief reason for devaluation is to raise the export trade of a country the general European devaluation by permitting it to sell in the foreign market cheaper than before. In order to do this, however, the country must take a licking on its imports.

Devaluation by Argentina ran the list of "cheap money" countries up tions. Altho not a heavy buyer of to 23. Argentina's devaluation of U. S. machines, Argentina's action 46 per cent is the highest, while is seen significant in that it will be Canada's 10 per cent cut is the lowest. Most of the other nationscountries to hold up their own rates European, except for Australia-made

Intro New Tilt Idea on Freshie Five-Ball Game

CHICAGO, Oct. 8.—Freshie, a fivetilt forfeit and which gives players factors, indicated by the survey, are increasing chances to win as they the fact that many operators had play consecutive games, is in full limited their new equipment pur-production, Sam Stern, vice-presi- chases until play grosses started to dent of Williams Manufacturing Com- climb and that more people around

All Industry Biz Increases

New Designs Hike Play

CHICAGO, Oct. 8 .- After weathering several months of mediocre play, the amusement game segment of the coin machine industry is now enjoying an upswing that varies from gradual increases to conspicious gains, according to a survey of general conditions made by The Billboard this

Altho several reasons were given for the improvement thru all trade levels, the main one appears to Le that the new games coming off the production lines during the past several weeks are the most interesting in the history of the field and include either new play features or previously proven game ideas with a completely ball game featuring a new idea in new approach. Other contributing the country are forsaking higher (See New Tilt Idea on page 115) | (See Amusement Game on page 121)

Social Security for Operators!

Trade Directory

New Equipment

Arctic 75 (ice cream vender)-Arctic Vendor Sales Company, Inc., Appleton, Wis.

Bombshell (mechanical pocket billiard table) - Groetchen Tool & Manufacturing Company, Chicago.

Climatic adjuster unit for shuffleboards-Purveyor Shuffleboard Company, Chicago.

Diplomat Console (cigarette vender)-Rowe Corporation, New York. Double unit Topper Model (bulk)-Victor Vending Corporation, Chicago. Magicone (ice cream cone vender) -Robert G Tarr. Chicago.

Model 120 (non-coin-operated beverage dispenser) - Majestic Enterprises, Inc., Beverly H'lls, Calif.

Refresher (canned juice vender)-Metal Products Company, Oakland,

Scoreboard for shuffleboards-J. H. Keeney & Company, Chicago. Tumbleweed (five ball)-Exhibit

Supply Company, Chicago. Verbal Ad (tape recording unit)-Verbal Ad. Inc., Chicago.

Change Firm Name

Holli-Ware Manufacturing Company changed name to Lawrence Manufacturing Company, Chicago.

Jack Nelson & Company changed New Orleans, Denver and Oakland, name to Logan Distributing Company, Chicago.

New Addresses

Active Amusement Machines Company, 58 Frelinghuysen Avenue, Newark, N. J.

Austin Packing Company, 2930 Washington Boulevard, Chicago, Ill.

Personals

Sidney Chandler was appointed city sales manager for ABC Popcorn Company, Inc., Ch'cago.

Jack Cohen elected president of the Cleveland Phonograph Merchants' Association (CPMA) for fifth consecutive year.

Joseph R. Lyons named national sirup manager for Canada Dry Ginger Ale, Inc., New York.

Jack Nelson appointed general (See Trade Directory on page 115)

QT. Names Klein N. Y. Distributor

NEW YORK, Oct. 8 .- The coin-op-Marcus Klein.

its first unit on display and anprice of \$339

See Passage When Solons Meet in '50

Payments Graduated

WASHINGTON, Oct. 8.—Those coin machine operators presently exempt from social security taxes on their own incomes by virtue of being selfemployed will start paying the tax and building up benefits next year under terms of the new Social Security Bill passed by the House this week. In addition, the rates they have been paying toward their employees' Social Security are due for periodic increases over the next 20 years.

Unless the schedule is revised in the Senate, self-employed operators will start paying 21/4 per cent of the first \$3,600 of their incomes next year. This rate will be due from the time the bill is enacted thru December 31, 1950. For 1951 they will pay erated Belgian-type pool table, QT, 3 per cent, The bill then provides for is being distributed in this area by an increase to 3% per cent in 1960 and to 41/2 per cent in 1965. In 1970 Appointed to handle the game this the tax rises to 4.875 per cent. The odd week, the 10th Avenue outlet placed percentage for the 1970 era arises because the formula calls for the selfnounced it would be offered at a list employed to pay at a rate of one and (See Social Security on page 120)

Ice Cream Ops Step Up Activity

Initiate Route Expansion, Frankfurter Vender Production Diversified Location and Point-of-Sale Promotions

School, Movie Stops Gain; Commissions Range 0 to 15%

By Fred Amann

CHICAGO, Oct. 8 .- Ice cream operators have not stood still during the past summer, location, expansion and product promotion-wise, a survey of such operations by The Billboard indicated this week. With most responding operators reporting some type of program to up their business, a general pattern of such activity becomes evident. This embraces on-location stimulation of ice cream as a year-round item, addition of office, school and theater installations on a major scale to supplement the predominant industrial location, and development of numerous low volume stops where management | Altho the price of the machine was

will guarantee a minimum income. Latter, while promoted strictly as a location-service feature, have uncovered a number of ready takers among location owners.

Location Commission

Average location commission, as reported by operators in six cities, ranges from 5 to 10 per cent. The full commission spread, however, runs from zero to 15-per cent. depending upon type of location, territory, extent of the "selling" job done by the operator, etc.

Operators almost invariably have undertaken expansion programs in varying degrees recently, and where this has not been the case, they have at least held their own. Popularity of ice cream as a national confectionfood, further abetted by strong promotional plugging by health authorities (doctors, dietitians, etc.), has turned it into a four-season item. And this is becoming increasingly apparent when it is seen that winter sales in some spots, such as offices and department stores, actually maintain summer levels. After fall and spring drop-offs, when heating systems are not in use and lower indoor temperatures discourage ice cream appetites, heated store, office and (See Operators Step on page 107)

Alkuno Hacks Prices on Two Vender Models

NEW YORK, Oct. 8. - Alkuno & Company announced this week an across-the-board price reduction of \$5 on its three-column venders and \$7.50 on its four-column machines in both the cracker and hard candy models. Kuno E. Hamann, president, said that quantity production, plus economies gained by large-scale purchase of steel, enabled the company to lower prices at the start of the fall season.

The new prices, to go into effect, immediately, list the three-column unit at \$56 with the stand at \$10, and the larger machine at \$65, with its stand tabbed at \$12.

Society Brand

PHILADELPHIA, Oct. 8 .-The old order changeth as far as the appeal of the vending business is concerned. The Mr. and Mrs. Norman Ellison who operate the pay-as-you-wash coin-operated laundry on Rittenhouse Place in the suburban Ardmore sector, are listed on Page 102 of the Social Register.

Set by Kentucky Manufacturer

NEW YORK, Oct. 8 .- The Jiffy | not disclosed, it was said to carry a Dog Company is readying production on its coin-operated frankfurter vending machine, with initial deliveries to operators scheduled to start before the end of month, it was learned this week from Bennett Hammond, vice-president of the Kentucky manufacturing firm.

Hammond here to form a distributor net to handle the vender. completed, with the firm's production blueprint calling for the output of 1,000 units a month. This rate is to be increased after several months.

list of "about \$150."

Vending a heated frankfurter and roll in a cardboard container, the Jiffy Dog unit also is capable of keeping unsold food fresh thru refrigeration. This is accomplished with dry ice. Enough dry ice can be inserted to keep the merchandise unspoiled for a week, it was claimed. Heating of the hot dog is done by said tooling up at the plant had been the resistance it gives to a charge of electricity. Two electrodes are inserted in each frank.

> The machine stands 32 inches high. It is 16 inches wide and 16 inches deep. Capacity of the first model is 37 frankfurters but Hammond indicated a larger unit might be introduced later. Cardboard containers for the franks, together with oneuse electrodes, are supplied by Jiffy Dog. Operators are to obtain franks and rolls from local sources. A National rejector coin mechanism is used and may be set for operation at 10, 15 or 20 cents.

> Jiffy Dog has manufactured a manually operated version of the machine for two years. About 10,000 of these are now on location, accord-

ing to Hammond.

Candy Exempted as Food In New Fla. 3% Sales Tax

tioners' Association (NCA).

Proponents of the tax, which will go into effect November 1, originally considered candy as a non-food item and so subject to the levy. But with concerted action by confectionery and related organizations, enactment of the legislation was prevented, NCA stated.

Oak, who was in Florida for several weeks aiding candy men in bringing the "candy is food" story to the lawmakers, stated that circularization of their members by several organizations brought excellent results. Included among these organizations were the National Automatic Merchandising Association (NAMA), National Candy Wholesalers' Association (NCWA), National Association of Chewing Gum Manufacturers (NACGM), National Association of Popcorn Manufacturers (NAPM) and NCA. Many of the members of these associations individually contacted their State legis-

Material explaining the situation which was prepared by NCA was distributed to members of the confectionery industry in Florida. This informational material included a leaflet titled Justice for Candy, a statement explaining that while the industry neither supports nor opposes

Badger Is Vendo Calif. Distributor

LOS ANGELES, Oct. 8.—Badger Sales have been appointed distributors for Vendo, an automatic coin changer, Jack Leonard, of the firm's vending department, announced. Machines were stocked at the request of operators, Leonard said. A display of the changers has been set up on the show floor.

The machine is a hopper load changer which saves considerable time for the operators, Leonard nickels.

ment, Leonard is answering inquiries siring to have publications sent to from operators. from operators.

CHICAGO, Oct. 8 .- The inclusion | taxes on retail sales, it believes that of candy as an exempted food under candy should be taxed or exempted the recently passed Florida 3 per cent | in the same manner as other competisales tax was due largely to the tive foods (this statement also called activity of various segments of the attention to the recognition of candy confectionery industry, including as a food by the U.S. Army and Navy vender operators, in presenting their as well as by several State supreme position to their legislators, accord- courts), and another statement exing to George H. Fox, field repre- plaining the confusion that would be sentative of the National Confec- caused in the retail food industry by such laws.

> It was revealed, from reports of individuals who used this material when contacting their legislators, that most of the lawmakers expressed a feeling that candy should be treated fairly as a food item.

The State sales tax, as passed, levies 1 cent on sales from 9 to 40 cents, 2 cents on 41 to 70 cents and 3 cents on 71 cents to \$1. Inclusion of candy among the taxable items would not have meant a change in the vended price of the nickel bar, but would have meant that the operator would have had to absorb the tax after paying it to his supply source.

Soft drinks and chewing gum were not included in the exemption.

Commerce Dept. Will Feature Op Business Aids at NAMA Confab

CHICAGO, Oct. 8 .- One of the more than 150 exhibitors at the 1949 National Automatic Merchandising Association (NAMA) convention, the U. S. Department of Commerce has revealed that it will offer a wide variety of business help publications designed for the vending machine operator, NAMA officials reported this week.

Two attendants will man the Commerce Department booth during the entire Atlantic City exposition, November 27-30, to suggest helpful literature and answer questions. Among the material presented for operators, and one specially prepared by the department, will be a four-page pamphlet listing publications of interest to conventioners. This will include, along with other publications, Establishing and Operating an Automatic Merchandising Business, the Survey of Current Business, and Census of Manufacturers reports.

While many booklets will be on claimed. The machine holds 400 hand for operators who wish to purchase them at the booth, order Following arrival of the first ship- blanks will be available for those de-

NBOA Schooled On Vend Units In Terpalaces

(Continued from page 17) theft and loss angle in merchandising

such items as cigarettes and candy bars in a ballroom. A vending machine eliminates the stocking of a heavy inventory of merchandise in a storage room, where it falls prey to anyone who might enter that room. A \$1,000,000,000 sale of all types of vendable merchandise resulted in 1948, Schreiber added.

Machine Use Increasing

A cursory check of ops, attending the convention, showed that less than 10 per cent now utilizes vending machines in ballrooms. Schreiber stated the number of items which might be vended in terpalaces is increasing monthly.

He advised ballroom operators not to purchase and service their own vending equipment. It was suggested they contact competent vending machine ops in their community, who will put this equipment on their ballroom floors on a percentage basis. With the equipment put in by an established vending firm, the terp op is relieved of servicing the machine with new merchandise and also repairing faulty equipment. Schreiber said that a list of competent vending companies in any vicinity may be obtained by writing to any office of The Billboard.

NBOA-Venders

See story in Music Department, this issue, for details of talk on vending machines made by G. R. Schreiber, coin machine editor of The Billboard. during the National Ballroom Operators' Association (NBOA) annual convention held in Chicago's La Salle Hotel this week. Schreiber spoke on development of ballrooms as potential locations for vending equipment.

Copy/ ghied males

Suds Vender

OAKLAND, Calif., Oct. 8 .-Metal Products Company reported this week that its new canned juice vender, announced in September, has attracted another segment of the beverage industry. Altho designed expressly for vending of fruit juices, it appears that several brewers are evidencing interest in the machine as a potential dispenser of canned beers.

The brewers plan to place the venders in army post exchanges and service clubs.

Cigaromat Ups Vender Output

NEW YORK, Oct. 8.—Production of selective cigar venders by the Cigaromat Corporation of America is now near 100 units weekly, with that figure due to be doubled before the end of the month, it was learned from Harry Weiner, firm executive. The three and six-column machines are being produced for Cigaromat under contract by Viking Tool & Die, Belleville, N. J.

The firm is also increasing the number of eigar brands which it is franchised to distribute to venders in different areas, stated Weiner. He reported a trend indicating that more tobacco jobbers are entering vending thru the medium of cigar machines. With all sales handled directly by firm representatives, Cigaromat plans to add to its sales force soon, he added.

Intros Counter Unit

warmer, featuring full bushel capacinches square and 32 inches high.

An adjustable lock device on the Hosiery. dispenser shaft permits setting of different size portions. Heat is supplied by two 60-watt light bulbs at the base of the unit. No elements are used.

When using 5-cent portions, 76 servings can be obtained from a single loading; on dime portions, 38 servings may be made.



New Futuramic Hat Coffee Vendor

Kenro Will Use Plastic Parts In Its Venders

PHILADELPHIA, Oct. 8.—In order to provide better parts at lower costs, and marking the first time that the product has been used for vending machines, James E. Kendig, president of Eastern Engineering & Sales Company, manufacturers of the Kenro ice cream vending machine, announced that arrangements have been completed for the Bakelite Corporation to provide Bakelite Phenolic Plastics for the company's machines.

To pare direct manufacturing costs while improving efficiency, said Kendig, die east rotary dispenser units in the Kenro m chines will be replaced by plastic rings molded from Bakelite general-purpose phenolic material. Each ring consists of two sections which are mechanically fastened to form a unit. Four such units are installed in each machine.

Savings to Ops

Use of the Bakelite product reduces the weight of the machine by 30 pounds, providing additional savings in shipping costs. Moreover, use of the plastic product will speed production by eliminating machining and finishing operations. Indicating the savings in the manufacture of the machine, which will be passed down to the operators, Kendig pointed out that the eight shaft bearings, formerly produced from a soft metal at \$1.20 each, are now molded from Bakelite phenolics at 6 cents each, providing further savings of \$9.12 per machine. Direct savings of the plastic assembly over the die cast unit amounts to \$76 each, with a total savings in the Korn-Krib Sales Co. manufacture of each machine of more than \$100.

While Bakelite Corporation will provide the parts, the Kenro cabinets KANSAS CITY, Mo., Oct. 8. - will continue to be manufactured by Korn-Krib Sales Company has an- the Wilson Cabinet Company, with the Wilson Cabinet Company, with nounced a new counter popcorn the assembly work completed at the Turbo Machine Company, a division ity and steel, plastic and Plexiglass of Dexdale Hosiery, in Lansdale, Pa. construction. Priced at \$39.95, it is 12 The Eastern Engineering & Sales Company is also a division of Dexdale

Home Milk Delivery On Skids in N. Y.; Seen Aid to Vender

NEW YORK, Oct. 8 .- Seen as paving the way for greater placement of milk vending equipment, handling both the one-third quart and larger take-home sizes, was the report this week by L. Van Bomel, president of National Dairy Products Corporation, that house-to-house milk deliveries here were on the way out.

Speaking before a Senate Agriculture sub-committee in Washington, Bomel stated his firm operated at a loss of \$2,500,000 in New York City last year. A good share of this loss was attributed to expensive home deliveries.

"New York is fast changing from an area where milk is delivered to homes to one where it is sold thru stores," Bomel concluded.

SCRA Confab Guests See New Vender Units

LOS ANGELES, Oct. 8 .- One of the features at the Southern California Restaurant Association (SCRA) meeting was a vending machine display installed by Al Weymouth and Preston Jarrell, of Weymouth Service. Cafe men from all sections of the country meeting here October 3-5 were impressed by the display of Electros and Vendalls, Weymouth said.

In order to familiarize those attending the convention with the latest in vending equipment, Weymouth and Jarrell were in attendance at the booth answering questions and passing out literature.





The Vendor That Cuts Service Time and Costs in Half Boost profits to new

NEW PRICES MODEL 49 SPECIAL Less than 25 \$13.75 Less than 100.... 100 or More NEW PRICES MODEL 49 PORCELAIN Less than 25......\$15.95 Less than 100...... 15.65 100 or More...... 15.35 highs with the machine which is acclaimed everywhere the greatest forward step in bulk vending. New Sani-Carry Globe, with screw-on cap, assures tremendous savings... can be cleaned and filled at home and used to replace empty globe on location in a jiffy.

Nate Victor

CAN BE PURCHASED ON "RAKE" 24 PAY PLAN Write For Circulars And Price List On Complete Northwestern Line.

RAKE COIN MACHINE EXCHANGE

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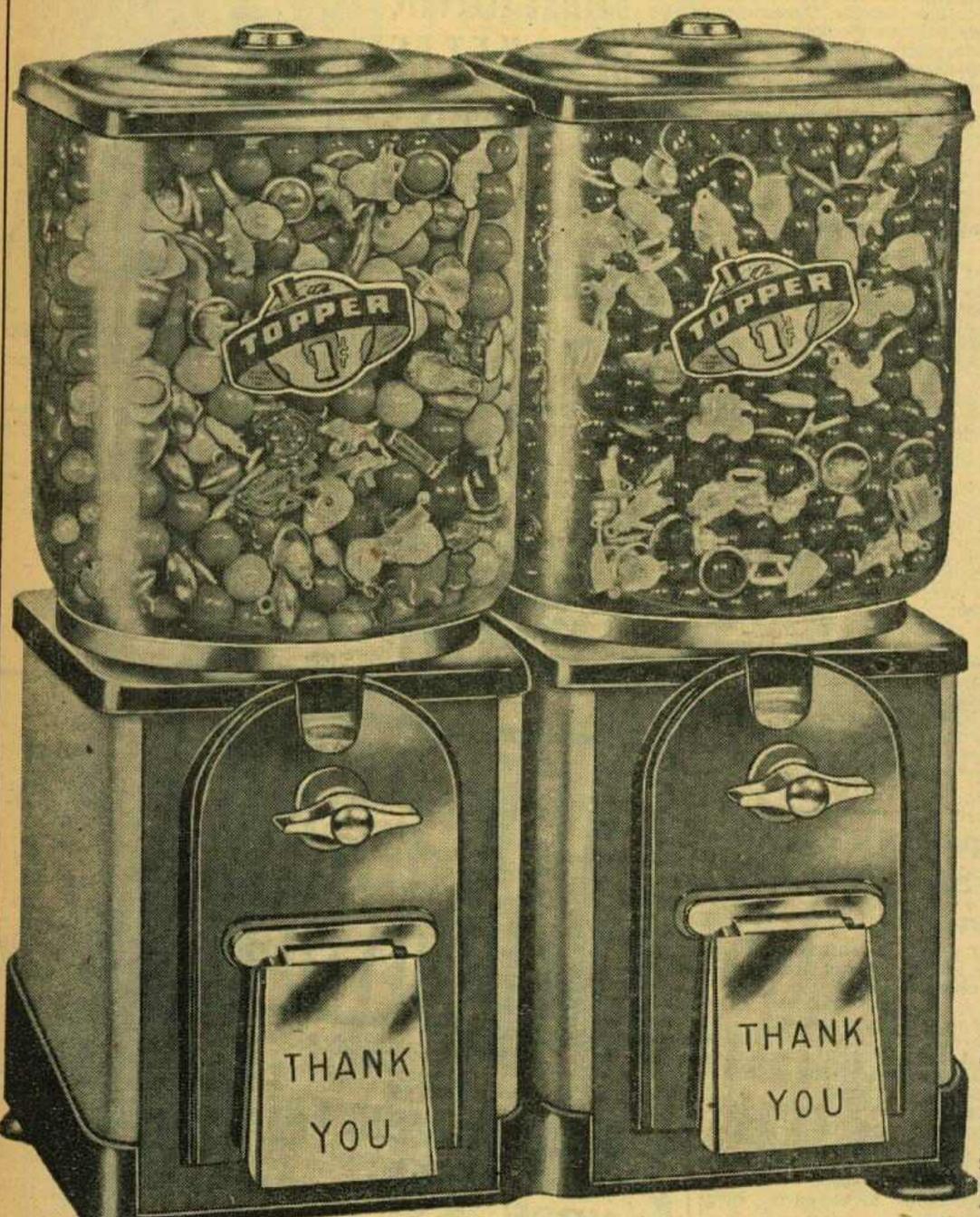


Important

VICTOR ANNOUNCES

BIG STEPS FORWARD IN BULK VENDING

- 1. DOUBLE UNIT TOPPER 2. NEW PLASTIC GLOBE
- 3. NEW BALL GUM AND CHARM VENDING WHEEL





DOUBLE UNIT TOPPER . . .

Will feature the New Plastic Globe as standard equipment and, of course, will enjoy all of the sensational features built into the single-unit TOPPER. The base is strong, compact and attractive and can be installed on counter, stand or wall bracket. Each unit can be removed from base individually and has individual cash compartment.



NEW PLASTIC GLOBE ...

After exhaustive research, experimentation and heavy expenditures amounting to thousands of dollars, VICTOR is now happy to offer the bulk vending trade its New Plastic Globe . . . designed solely for the purpose of saving operators many more thousands of dollars in breakage and loss of merchandise. It is clear as glass and increases the capacity 8%. This globe is available on all VICTOR models at the sensationally low extra charge of only 50c per single unit-at time of machine purchase.



NEW BALL GUM AND CHARM VENDING WHEEL . . .

Unerringly vends ball gum and charms, plus the fact it, also, vends %", 170 and 210 count ball gum (with charms) without the necessity of any adjustment. Also vends a combination of the three sixes, with or without charms.

PACKED 2 DOUBLE UNITS TO CASE

1 to 5 cases\$45.00 per case 6 to 11 cases 44.00 per case DOUBLE 12 to 24 cases 43.00 per case OR UNIT 25 cases or more 42.00 per case

Place your order immediately with your VICTOR distributor!

OUTSTANDING TOPPER FEATURES:

The new TOPPER features new and practical ideas which are typical and original in Victor products . . . and outstanding in the vending field. Yet this quality vendor is so LOW IN PRICE that it can make its cost out of profits in just a few weeks of

- * Vends the combination of ball gum and charms like magic.
- * Also efficiently vends all other kinds of bulk merchandise.
- * Globes can be cleaned and refilled at home or shop and can be exchanged and installed on location in 30 seconds.
- * Finished in red and black enamel (baked on). Trimmed in beautiful chrome.

* The new TOPPER comes in 1¢ only.

VICTOR VENDING CORPORATION

When ordering please specify

whether both units are desired

for ball gum or both for mer-

chandise-or one unit for ball gum and one unit for mer-

chandise.

5701-13 W. Grand Avenue Chicago 39, III.

103

On Bulb Vendors, Merchandise, Games, etc. BUBBLE BALL GUM CHARMS Plastic Charms, small, 1,000\$2.50 Copper and Nickel Plated, small, Copper and Nickel Plated, large, 4.50 Copper and Nickel Basket Balls, STANDS All steel-aluminum finish, No need to add sand, gravel, cement, etc. Ready for locations. Weighs \$2.99 each We are factory distributors for all leading makes of VENDING MAUHINES. 1/3 DEP. ON ALL ORDERS. PARKWAY MACHINE CORPORATION 623 West North Ave., Baltimore 17, Md.



CALIFORNIA TINEY ALMONDS VACUUM PACKED IN 5 LB. TINS SPECIAL, 77c LB. F.O.B. L. A.

OPERATORS VENDING MACHINE SUPPLY CO. 1023 South Grand, Los Angeles 15, Calif.



BUY WITH CONFIDENCE FROM STEINER RECONDITIONED—REPAINTED—PERFECT U-Need-a-Pak 6 E, 180 Pk. Cap. ...\$50.00 U-Need-a-Pak 8 E, 240 Pk. Cap. ... 55.00 U-Need-a-Pak 9 E, 270 Pk. Cap. ... 60.00 U-Need-a-Pak 9 A, 270 Pk. Cap. ... 80.00 U-Need-a-Pak 9-500, 350 Pk. Cap... 95.00 DuGrenier 9 W, 308 Pk. Cap. ... 60.00 Rowe Royal, 8 Col., 320 Pk. Cap. ... 80.00 All Equipped With King Size Cols. 1/3 Dep , Bal. C. O. D. Write for Details on Our

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NYLON DEAL

CHARMS

NEW PLATED FOOTBALLS EMBOSSED WITH NAMES OF COLLEGE TEAMS

COPPER PLATED FOOTBALLS. \$ 6.00 per M GOLD PLATED FOOTBALLS ... 10.00 per M

Penny King Company

415 Neptune Street

Pittsburgh 20, Pa.

American Natl. Introduces New Java-Soup Unit

LANSDALE, Pa., Oct. 8.—American National Dispensing Company unveiled its new hot coffee-soup vender this week. The unit lists for \$750 f.o.b. J. W. Branham, official, reports the machine, which includes a coin changer as standard equipment, may be converted from a mixed ingredient unit (coffee, cream, sugar) to a single ingredient, three-flavor vender (such as soups) by the turn of a switch. Machine used powdered ingredients which combine with hot water in a mixing bowl to produce the finished drink.

Three cast ingredient containers, which are set together at the top of the vender and occupy 120 degrees of a circle each, are equipped with measuring valves and agitators. The mixing bowl is designed so that hot water entering it has a constant swirling action to effect complete mixing of ingredients, followed by a rinsing of the system.

Germicidal protection is provided in the dispensing area, Bramham states. Illuminated signs indicate whether the coin changer can make change and if the vender is sold out. Servicing conveniences include hinged cup drop for easy loading, quickly detachable ingredient containers, mixing bowl and nozzle system.

MSSLA Sets Up Detroit Hdgrs.

DETROIT, Oct. 8.—Offices of the Michigan Self-Service Laundry Association (MSSLA) have been formally established at 18250 Joy Road, by Philip H. Bryan, president, who was also active in founding the group a year and a half ago. With about 25 members, mostly from the Detroit area, but including a number from up-State towns, the group is now holding regular dinner and discussion meetings on the last Thursday of each month. The September meeting was held at the Detroit-Leland Hotel, after a series of monthly gatherings at the Lee Plaza, but site for the October meet has not yet been set.

Bryan, who has headed the group from its start, plans to step aside in order to allow other "new blood" to take the reins, and will concentrate his attention upon the operation of his own two self-service units, on Joy Road and in the down river suburb of Lincoln Park.

Character Charms Finished in Metal

NEW YORK, Oct. 8. - Character charms are now available in copper, silver and gold finishes, in addition to the standard plastic, Meyer Abelson, sales representative, announced this week.

Abelson, who is currently on an Eastern sales trip, said the firm has increased its charms line to include 16 separate items. Walt Disney characters are featured.

Ammoniated Gum

CHICAGO, Oct. 8 .- The ammoniated tooth paste boom which has taken place during recent weeks has spread to chewing gum and candy lozenges. Kathryn, Inc., here is slated to debut both gum and candy items featuring the dentrifice formula to help prevent tooth decay. Products will be sold under the firm's Kay-Amo label.

Both items have been licensed by the University of Illinois Foundation, which originally prepared the formula.

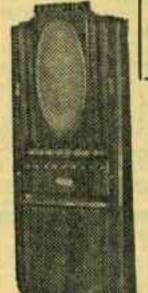
Now you can CUT VENDER SERVICING TIME AND COSTS IN HALF - Boost Profits to New Highs!

Entirely different from any other vending machine ever made, the new Northwestern Model 49 is a standout in any location. But more than that. The new Sani-Carry Globe assures tremendous savings. Globes can be cleaned and refilled at home or warehouse . . . by inexperienced help if you want it. That means twice as many machines serviced per day per man . . . servicing costs cut in half . . . far bigger profits. It eliminates filling, spilling and messy cleaning on location, Checking merchandise in returned globes against cash collec-



WIRE, PHONE OR WRITE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION 818 EAST ARMSTRONG ST. . MORRIS, ILLINOIS



SALE

862.50

ATTENTION-25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts. Expert Work-manship.

CIGARETTE MACHINES NATIONAL ELECTRIC, 9 Cols. \$199.50 UNEEDA, 8 Cols. 110.00 Unceda Model A, 9 Col., 270 Pack Cap. 75.00 National 9-30, 270 Pack Cap. 75.00 National 6 Col., 150 Pack Cap. 32.50 ROWE PRESIDENT, 10 Col. . . 100.00

Cap. 27.50 CANDY MACHINES

ROWE, 120 Bar Cap.\$ 85.00 DuGrenier Uneeda 5 Col., 102 Bar Cap. 75.00 VENDIT, 150 Bar Cap. 57.50 Candyman, 72 Bar Cap. with Base ... 65.00 U-Select-It 35.00 MODEL W. 9 col.. 308 pack cap., also ROWE 5 COL. 1c GUM WD model VENDOR 15.00

TOP EQUIPMENT-UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS-BALANCE C. O. D. Parts and Mirrors available for all makes and models.



70.00

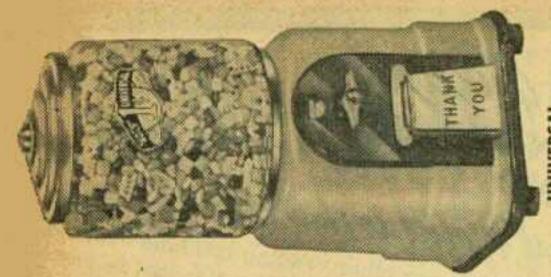
39.50

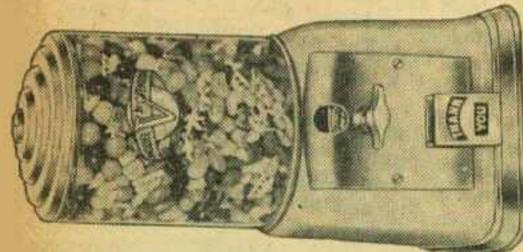
SALE NATIONAL CANDY VENDOR \$100.00 9 Col., 162 Bar Cap. \$85.00

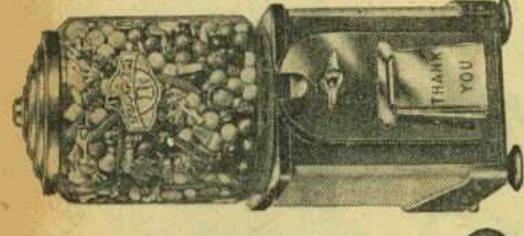
6 Col., 108 Bar Wall Model

\$75.00

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" BROOKLYN 11. NEW YORK EVergreen 7-4568 166 CLYMER STREET









CHARMS—PROVEN SALES BOOSTERS Colorful Plastic.....\$3.75 M Brown Plastic..... 3.75 M Gold or Silver Plated ... 7.00 M Copper Plated 6.00 M

With Tattoos	-NEW!!! #500 CHARMS- #500 Bright Plastic \$3.00 M #500M Metal Plated 5.75 M #500C Color Plated 5.75 M #500 Cold or Silver Plated 6.75 M
#494 ANIMAL CHARMS	#500 Metallic Plastic Bronze or Silver 3.25 M
#494M Metal Plated 5.75 M #494 Color Plated 5.75 M #494G Gold or Silver Plated 6.75 M #494 Metallic Plastic Bronze or	#3 Asst. Small Plastic Charms \$2.50 M #3M Asst. Small Metal Plated Charms 4.50 M

24 TEAM NAMES



5.50 Gr.	#500 Gold or Silver Plated 6.75 M
HARMS-	#500 Metallic Plastic Bronze or Silver 3.25 M
\$3.00 M* 5.75 M	#3 Asst. Small Plastic Charms \$2.50 M
d 6.75 M	#3M Asst. Small Metal Plated Charms
3.25 M	President Buttons — Pictures and Dates of Office of the 32 Presi-

dents of the U. S .- Washington KARL GUGGENHEIM, INC.

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85.00

WRITE FOR OUR FREE ILLUSTRATED CATALOG!



to 5 Cases \$43,00 Per Case \$10.75 Per Mach., 6 to 11 Cases \$42.00 Per Case \$10.50 Per Mach. 12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.) 25 Cases or More \$40.00 Per Case \$10.00 Per Mach. Prompt Delivery

SPECIAL!

6 Colors — 140, 170, 210 Ct. 25 lb. Cases. Orders for 150 lbs. or more 24c Lb. Shipped Prepaid.

Reconditioned like new 35 N.W. 33 Ball Gum 5.95 25 N W. 33 Nut.

25 N W. 40 Nut 5 Atlas All Purpose CIGARETTE & CANDY MACHINES Reconditioned Like New 5 Stoner & Col. Candy, Cap. 160 Bars . .\$120.00 10 Uneeda 6 Col. Candy, Cap. 102 Bars . . 65.00 8 Rowe Presidents, 8 Col. Lite-Up Candy, 120 Bar Cap. ... 5 Du Grenier Champions, 8 Col. Ciga-

rette 350 Cap., King Size, Silver

TAKE TRADE-INS-LIBERAL ALLOWANCE

1/3 Deposit With Order, Balance C. O. D.

124 MARKET ST.

(Phone: LOcust 7-1448) PHILADELPHIA 3, PA

Quarter Slot

unshelled pecans. The department said the marketing program had originally been proposed by the Southeastern Pecan Growers' Association and the Pecan Distributors' Association to improve the quality of unshelled pecans marketed.

Supplies

In Brief

Pecan Agreement

fective Tuesday (20).

Coffee Prices

WASHINGTON, Oct. 8.—Operators of coffee dispensers are in for at least five years of the present high coffee prices, the Food and Agriculture Organization (FAO), a branch of the United Nations, indicated this week. The present gap between supply and demand is expected by FAO to widen by next year. World supplies of coffee available for export are figured at about 31,000,000 bags during 1950, with Brazil expected to furnish roughly half that amount. World demand, on the other hand, is estimated at nearly 40,000,000 bags.

FAO reported that with expanding demand and rising prices active steps are under way in Brazil and Africa to step up yields and increase plantings. The food group noted, however, that "these steps will not result in appreciably larger output for some time." FAO estimates it will be at least five and possibly 10 years before coffee output will keep pace with demand.

Cocoa Up

WASHINGTON, Oct. 8. - The fluctuating cocoa price went up again in July after a couple months of declines, Commerce Department has reported. Average July wholesale price was 21.1 cents per pound as compared with 18.7 cents in June. Over the past year, the price has ranged from 18.5 cents in March, 1949, to 44.6 cents in July, 1948.

POPCORN MACHINE OPERATORS and Distributors SUPRPOPT HYBRID SPECIALLY MADE POPPED
CORN Makes the biggest profits
in any kind of popcorn vending
machine or warmer * Packed
in one bushel moistureproof bags.
12 to shipping carton by express anywhere. WIRE OR 5958 BAUM BLVD. . PITTSBURGH 6. PA.

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COIN MACHINE SPECIALI

4 Model 33 Ball Gum PLUS 25 lbs. of 5/8" Ball Gum and 1000 Charms, all for ONLY . . . \$47.00

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Earn BIG . **Profits**

5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Cum or 210 Packages of Candy or Any Combination of Both.

MODEL 500

Metal Cabinet and Base. Ht. on Base, 60"x18" Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES Immediate Delivery in

Green, Blue or Tan. Write for Catalog of Complete Line of 5¢ Gum

ALKUNO & CO. 408 Concord Ave. IEW YORK 54, N. Y Melrose 5-7757



Drives- Started by Los Angeles Firm

LOS ANGELES, Oct. 8. - Weymouth Service Company routemen were told of a far-reaching safe driving campaign being launched by the firm when Al Weymouth brought together his employees and cigarette machine supply representatives at an informal dinner in the Sunset Boulevard Cameo Room Friday (30). The event not only teed off the drive but also turned out, because of a series of postponements, to be Weymouth's birthday party.

With about 55 people attending, 44 of them Weymouth employees and their wives, the dinner had only one scheduled speaker. Max Zeldin, Pacific Indemnity Company safety engineer, outlined the plan to allow drivers to secure merit points thru safe driving that would enable them to win valuable prizes. A catalog containing the awards that could be obtained was shown to the servicemen and guests. A film, produced by the Los Angeles Police Department, Traffic With the Devil, was also shown. Zeldin pointed out the responsibility of routemen in always being courteous while driving as it was one of the biggest good will builders at their command.

Originally scheduled for the middle of September, the dinner had been postponed several times until proper arrangements could be made. Finally set for September 30, it was held on Weymouth's birthday with the employees presenting him with a candle bedecked cake.

Weymouth Service also launched public relations campaign along with its safety drive. With Preston Jarrell in charge, a display of Electro cigarette and Vendall candy machines, which the firm operates locally and also distributes in the West, was made this week at the Southern California Restaurant Show at the Biltmore Hotel. Weymouth said that the exhibit was mostly educational and to allow restaurant owners to see the machines in actual operation. Assiting at the show booth was L. B. (Brownie) Goodwin, a routeman.

Representatives of firms supplying the cigarette vending machine field who attended included George Harris, Philip Morris Company; Bill Regan, P. Lorillard Company; John Schur, Universal Match Company; Charles Lonegran, Wrigley Gum Company; Ernest Wampler, Union Terminal and Leslie Webster, Citizens Bank and Trust Company.

A party is scheduled for October 12 in the Biltmore Hotel at which the Electro cigarette vender will be demonstrated to operators.

Walnut Crop

WASHINGTON, Oct. 8. - The Department of Agriculture has forecast a total 1949 walnut crop of 80,-900 tons, the largest ever produced This crop is 14 per cent larger than that of 1948 and 26 per cent larger than the 1946-47 average.

Record large crops of almonds and filberts are also in prospect, the department stated, but pecan production is forecast as 23 per cent under last

year's record crop

Meanwhile, the department announced a proposal to fix the salable percentage for merchantable walnuts at 70 per cent, and the surplus percentage at 30 per cent for the 1949-50 marketing year. The fixing of these percentages for each marketing year is provided for in the marketing agreement and order regulating the handling of walnuts grown in California, Oregon and Washington. Under the proposal, the withholding percentage (the ratio between the surplus and salable percentages) will be 43 per cent. The withholding percentage governs the quantity of merchantable walnuts to be withheld by handlers for shelling or export, in on to the quantity sold in shell

domestic markets.

Safety, Promotion | Hot-Cold Sales Via Tele-Juice

NEW YORK, Oct. 8 .- A modification to enable Tele-Juice machines to vend hot beverages, in addition to canned cold drinks, has been designed by the Telecoin Corporation and is being made available to operators of the equipment, according to Fred Schuyler, the firm's executive in charge of vending sales.

Rather than supply a modification kit to operators, the company will give instructions for the changeover. Parts necessary for the changeover are said to be obtainable from ordinary electrical supply sources. They consist of a heating element and an insulating wall. The latter is to be placed between the hot and cold storage trays. Telecoin is also working with suppliers to increase the variety of hot-type beverages available in six-ounce cans. They will include coffee.

CoffeeVenders Add \$\$ to Benefit Funds For Plant Workers

PHILADELPHIA, Oct. 8. — More than \$250,000 will be chaneled into employee benefit funds this year on a national scale because of vender-sold nickel cups of hot coffee, K. C. Melikian, vice-president of Rudd-Melikian, Inc., declared this week. This means that an annual gross of over \$5,000,000 will be chalked up by the java units, he added.

Placement of coffee machines is facilitated when the "efficiency in plant operation" theme is presented to management, Melikian stated, "Management seeking efficiency in operation, a decrease in absenteeism, and a boost in employee morale takes advantage of this coffee service and thereby receive an average 5 per cent commission from each sale." Pension, insurance, health, welfare and athletic funds for workers are being bolstered by installations of coffee vending equipment, plant officials re-

port. . Melikian predicts that an additional \$85,000 will be given to such funds by the end of this year, bases his prediction on the scheduled installation of about 1,000 more of his firm's coffee venders during the remainder of 1949.

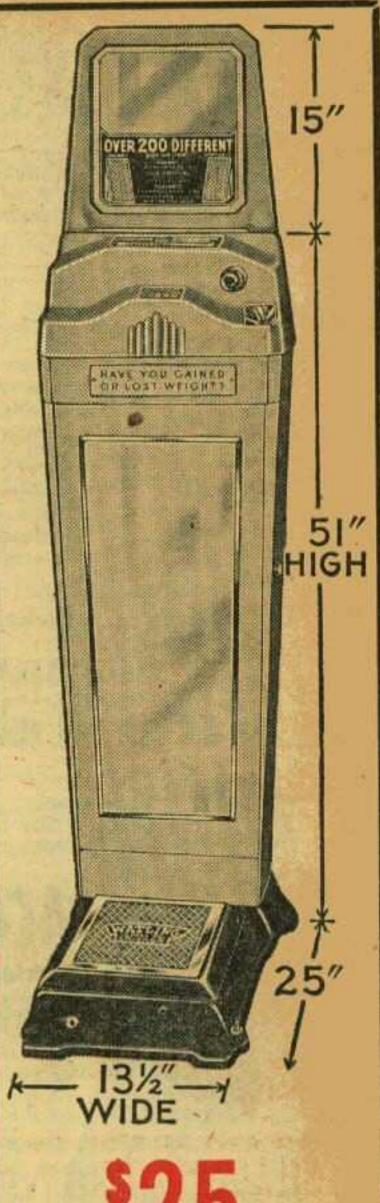
Sugar Supply

WASHINGTON, Oct. 8.—The prolonged Hawaiian dock strike is forcing Agriculture Department to turn to other sugar producers in order to meet U. S. demands, the agency stated recently. Originally assigned to ship 1,052,000 tons of sugar to the U.S. in 1949, Hawaii was cut to 652,000 tons by Agriculture. The bulk of the old Hawaiian quota was switched to Cuba, with the Philippines receiving a small share.

Venders by GE?

NEW YORK, Oct. 8. - The General Electric Company is surveying the vending machine industry, with a view toward entering the field on a manufacturing level, it was learned here this week. While its plans are purely exploratory at this time, the company is known to be gathering statistics to indicate the potential amount of equipment which operators of refrigerated venders might be expected to buy in the next few years.

The General Electric probe into vending is believed to be one phase of a program of expansion into new commercial refrigeration equipment. The firm seems especially interested in the sales potential of drink venders.



DOWN

Balance \$10 Monthly

PENNY FORTUNE SCALE

NO SPRINGS

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LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

Manufacturing Company Chicago 44, III. 4650 W. Fulton St.

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HART BALL BUBBLE GUM, 25# Ctns.

140-170-210 Count, 23¢ per lb. Freight pre-paid 150 = or more. Lesser amounts, 27¢ lb. F. O. B. Toledo, O. Colored centers. Hart High Quality Premium Non-Bubble, \(\gamma_1 \) 25 = ctns., at 35¢ lb. 150 = or more, prepaid 37¢ lb lesser quantities, F. O. B. Toledo, O. Boston Baked Beans, 600 count, 23¢ per lb. Ft. prepaid on 5 or more ctns. Lesser quantities, 26¢ lb. F. O. B. Toledo, O. VICTOR VENDING MACHINES, NEW. Send your name and get on our mailing list free. Bargains in used machines. Ask about Victor "Hot Pops" Popcorn Machines.

ART GRAEFF CO.

Toledo 9, Ohio



AMAZING NEW

ALL PURPOSE

\$43.00 Per Case \$10.75 Per Mach.

5/8 140 Count

COLORED

BUBBLE

BALL GUM

25 lb. cartons

260 LB.

170 & 210

27c LB.

(Prepaid in lots of

FULL CASH WITH ORDER.

PISTACHIOS

25 lb carton

Large 60¢ lb. Small, 45¢ lb. Full Cash With

Order.

Character Charms @w.d.p.



Available in 16 Walt Disney Characters! New! Copper, silver, gold and color plated finishes!

They increase sales 500%! They make more money!

Vends perfectly with all gum and bulk merchandise!

DONALD

Disney character decals available in full color!



Get More "FACE" Value for Your Charm Dollar. Operators, contact your distributor! Distributors, contact us!

CHARACTER CHARMS, INC. 1607 E. 16th St. Los Angeles 21. Calif.



OUR PLANT IS GOING DAY AND NIGHT FILLING ORDERS FOR THE SENSATIONAL

1c or 5c All-Purpose Bulk Order Yours Today! Merchand sers

Look at These

OUTSTANDING

Service Head Features Enables you to do a faster, more thorough cleaning job on your

merchandise compartment. Permits you to service more than twice as many Acorns as any other machine

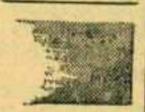
· Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set

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Distributors! A Few Choice Territories Are Still Open. Write, Wire Phone

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ORBERCH BERESSEE BEEF SENSATIONAL MODEL 49 AT A SENSATIONAL NEW LOW PRICE

2.75 single machine, 1c or 5c, shipped from Boston stock.

We make a special Nut Mixture for 5¢ machines, 45¢ a lb. 30 lb. ctns. F. O. B. Boston. Everything for the bulk operator at lowest market price at time of shipping.

Candy-Nuts-Parts-Accessories. Let us make up an assortment of latest Charms.

DEPOSIT REQUIRED WITH ALL ORDERS

NORTHWESTERN SALES & SERVICE

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> EXTRA SPECIAL RAIN-BLO BALL GUM

ALL SIZES 140. 170 and 210 Count

only per pound

In lots of 500 pounds or over, full eash with order. FREIGHT WILL BE PAID TO YOUR DOOR 26¢ per pound in smaller quantities, freight collect.

ROY TORR

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CALIF. ALMONDS NEW LOW PRICES

Vacuum Packed in 5# Tins 6 Tins to a Case

550/650 Count......79g 700/800 Count88¢

400/500 COUNT 62c LB.

STANDARD SPECIALTY CO. 5115 E. 14th St., OAKLAND I, CALIF.

Topps Debuts New Tab Bubble Gum Venders

NEW YORK, Oct. 8 .- A series of penny bubble gum items in novelty. tab-size packs was launched this week by Topps Chewing Gum, Inc. Specially aimed at the juvenile market, the first item in the series is Tatoo, with each wrapper carrying a colorful decal. Charles Zubrin, director of sales of Topps' automatic merchandise division, said distribution of Tatoo began this week and was being supplied in a 100-unit vend pack.

Tatoo, which had been issued earlier for over-the-counter sales, uses a vegetable die for its decal. One hundred subjects have been prepared. and appeal is stimulated further, according to Zubrin, by having the gum in six different colors. A full assortment of colors and decal subjects is stocked in each vend pack.

Other bubble gum items in the series, to be released periodically, include Hocus-Pocus and Pixie.

NAMA Names 10 New Exhibitors

CHICAGO, Oct. 8.-National Automatic Merchandising Association (NAMA) has announced the addition of 10 new exhibitors to the list for the 1949 convention in Atlantic City, November 27-30.

New firms are: Snively Vending Company, Inc., and Dairy Maid Chocolate Company, both of Newark; Arctic Vendor Sales Company, Inc., Appleton, Wis.; D. L. Clark Company, Pittsburgh; Hultz & Meiers, Inc., Springfield, Ill.; Mc-Quay, Inc., Minneapolis; James H. Martin, Inc., Chicago; Master Chef Automatic Machines, Inc., Kansas City; Leaf Brands, Inc., and Chalex Corporation, both Chicago.

Uneeda Preps New Shoe Machine; Will RemoveSnow,Slush

NEW YORK, Oct. 8 .- This winter the Uneeda Shine Machine Company will market a machine designed to remove snow and slush from shoes and overshoes. Sam Sacks, Uneeda president, said this week that his firm had perfected a modification of its standard brush-up unit, carrying two nylon brushes and an on-off switch instead of a coin timer.

To be promoted primarily for placement in th ater, hotel and club lobbies as a complimentary service to patrons, Sacks predicted ready acceptance of the device on the part of location management and patrons. Rented to a location, it is hoped the automatic snow remover will substantially decrease the spot's cleaning problem during the winter. The nyion brushe: are said to shed moisture.

Called Uneeda's Model No. 950, the snow remo er will list at \$209.50, according to Sacks. As optional equipment, the firm will offer a water pan, 38 by 48 inches, in which the machine will be set. The machine actually will rest on a wooden platform, set into the pan, with removal of water due to melted snow accomplished by means of two drain-off valves.



SPECIAL OCTOBER OFFER

4 Toppers PLUS 25# 210 Ball Gum PLUS 1000 Autographed Football Charms, all for

Plastic Charms \$2.50 Per 1000 1/3 Deposit, F. O. B. Brooklyn, N. Y.
Balance C. O. D.
Orders Under \$10.00, Money in Full.

WITHOUT NOTICE PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992



AUTHORIZED DISTRIBUTOR For MODEL V and other Victor Machines

Le Blanc Vending Co.

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ATTENTION POPCORN OPERATORS

You will benefit most in PROFITS and SALES by using the original 'POP' CORN SEZ pre-popped corn! Scientifically popped, packaged and sealed by a method originated by 'POP' CORN SEZ, our



product is designed for you! Write for details! Ask about our "Pop" Corn Sex Vendors, too - both new and reconditioned.

'POP' CORN SEZ, INC. OF PENNSYLVANIA Montrose and Delaware Aves. Upper Darby, Pennsylvania



TOPPER

IN LOTS OF 100 24 to 44, \$10.50 ea. 4 to 20, \$10.75 ea. Packed 4 to a case.

Vends Ball Gum and Charms. Also Bulk Merchandise.

Made by Victor, Mfrs. of World's Finest Vending Machines for Past 15 Years.

LOGAN DIST. CO. 2320 Milwaukee Ave. Chicago 47, III.

WANTED

9-50 National Cigarette Machines

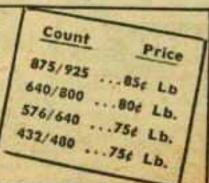
H. D. DWYER CO.

Anderson, Indiana

T-Nee ALMONDS-FREE for nuthin' if vou can find smaller vending almonds anywhere!

Lots of almonds for your customers; lots of profits for you. New crop. French fried, wonderful flavor. New salt process for cleaner vendors. Vacuum packed in 5# tins; 6 tins to case.

RUE INTERNATIONAL, INC., 540 Hayes, San Francisco, Calif.



4.50

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8.50

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6.00

5.00

6.00

KING OF VENDORS

Nut and Ball Gum, Candy, Charms Vendors, 1c-5c. U. S. and Foreign Coins. "Hot Nut" Vendors



Bigger Profits from locations are a natural with Silver Kings 10 "Charm King" Ball Gum Vendor

Designed for sales compelling eye appeal \$10.55 quantities Sample.

At All the Best Dealers-or Write. Ask About the New "Hunter."

SILVER-KING CORP. CHICAGO, ILL 522 Diversey Parkway

Manufacturer of HIGHEST QUALITY CHEWING GUM BALL GUM BUBBLE GUM BUBBLE BASE

SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY

BARKER BRANDS, Inc. SEA BRIGHT, N. J.

Big Profits 6 Ways with the New BIG "6"

Vending Equipment in this BIG "6" Line you'll find a machine

for every type of merchandise.

"Candy-King" Bar Vendor

"Package-King" Package Vendor

"Silver-King" Bulk Vendor

"Charm-King" Ball Gum and Charms
"Hunter" Amusement and Ball Gum

'Target" Free Play and Ball Gum

Made to receive le and 5c U. S. and fore

Made to receive 1¢ and 5¢ U. S. and foreign coins. Ask your dealer about "Silver-King" or write for FREE Illustrated Literature and complete information.

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WE'VE GOT . . . TOPPER VICTOR'S

TERRIFIC VENDER

Amazing new operat-ing features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43,00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full

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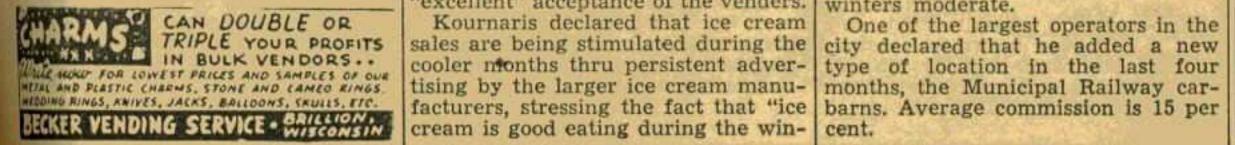
CANDY AND CIGARETTE VENDING MACHINE ROUTE LOCATED IN CENTRAL WISCONSIN

31 Candy Machines, 50 Cigarette Machines, 1946 Chevrolet Sedan Delivery; two story frame, modern Five-Room Apartment. Will be sold with or without real estate. Right party can finance.

BOX D-243

c/o The Billboard

Cincinnati 22, O.



BUY SILVER KINGS Operators Step Up Activity; Initiate Route Expansion

(Continued from page 100)

quite often plant interiors act as a business stimulator.

Op Promotions

Pointing to the national advertising programs of major ice cream manufacturers as a year-round business venders, and coolers, in such spots. hypo, operators also are using several "help sales" ideas of their own. Among these are more frequent flavor changes in the cooler months, and greater use of new novelty items, such as sundae cups, etc. Addition of placards, small signs and, to a lesser degree, more elaborate attention-getters such as illuminated signs and flasher type units, have also been used by some operators. Noticeable increases in winter sales are attributed to the latter by these operators.

New York Ops

New York operator, Bill Miller, of Traffic Refreshment Company, who states that his 100-plus machines sell 2,000,000 cups annually, confines his stops to straight industrial installations. He reports that at least 400 employees are needed to keep a vender in profitable operation. Miller, in some cases, "rents" out dustrial spots. units to smaller plants if management will guarantee a minimum income.

Expansion at Traffic Refreshment over the past year has been continuous. Miller says installations have been increased by 331/3 per cent during this period. Commissions range from the highest, 15 per cent, to zero.

Another New York operator, H. Schreiber, AAA Vending Corporation, places the critical employee figure in office and plant locations at 300 people. With diversified locations, AAA Vending reports the office type leads. Business in winter drops off 25 per cent in many stops, but the stiffest drop occurs during the cooler months of fall and spring when offices and factories do not have heat. Actually, there is a pick-up in the regular winter months when interiors are well heated. Commissions, according to Schreiber, average out to 5 per cent.

A third New York operator, Joe Young, Vendomatic Sales Company, who started placing equipment last May and now has 63 units on location, by-passes transient spots and concentrates on schools, factories and offices. Young agrees with the "400 minimum employee" figure per machine for such locations. He has found that cool weather, combined with unheated interiors, results in an average drop in sales of 10 cups per day per machine. He intends to change flavors more frequently this winter and to add sundae cups to up business. Commissions average 9 per cent, with the range being zero to 10 per cent.

Conn. Movies OK Venders

The biggest news in the ice cream vender field in Connecticut in recent months has been extensive development of theater locations. Nick Kounaris, president of Crown Ice Cream Company, New Britain, believes the future of theater installations in this area is bright.

Crown Ice Cream only recently initiated installations of its venders in movie lobbies. A large scale program, the firm has appointed Joseph Roberts, of its staff, to head a special theater vending division, and already has about 52 movie accounts thruout the State. Both circuit and independent houses are counted among the new movie stops. Many of the new stops are reporting "excellent" acceptance of the venders.

Kournaris declared that ice cream sales are being stimulated during the cooler months thru persistent advertising by the larger ice cream manu-

ter as well as during the warm months."

Ice cream sales in theaters are reported increased 300 per cent or better over last year. This is directly traced to the increased number of

Chi Static

In Chicago, ice cream operators report much the same type of promotion, vender placement and commission scales as in the above areas. Thedd Sanns, Ice Cream Vending Company, and Thomas Andrae, Automatic Vending, two old-line operators, also concentrate on industrial locations. Other installations are in the Municipal Airport, the Merchandise Mart, in many Loop department stores and office buildings. Most of these units are located in employee-only areas.

Chicago, however, has not been the scene of major expansion in ice cream operations during the past year. There is a good deal of untouched location potential in the Chicago area, especially in offices and theaters. Most important installations, numerically speaking, are the in-

There are a number of other operators in the area, but most of these are new to the field. It is during the next year and a half that the real beginning of an "ice cream vender boom" in the metropolitan Chicago area is expected.

Detroit Ops Pleased

Detroit operators report a fairly standard market over the past year. Here, too, the accent is on placement in industrial plants, with schools taking second position.

One firm, Mercury Service, claims it has a better winter than summer season because of its predominant school locations. A second reason is that in its office installations, workers normally wish to "get outside in the summer and stay indoors during the winter." This results in more vender business during the latter season.

Average location commission paid by Mercury is 1 per cent, with sea-

sonal fluctuations.

Tangent Sales Company, another Detroit operation, reports it has 60 per cent of its 46 machines in industrial areas. The story here, however, is that a 50 per cent drop occurs during the winter. In its department store and office building stops, tho, a definite increase in sales takes place during the cold months, officials state.

As a business stimulator, Tangent Sales is using a variety of flavors. "Up-side-down cups" are serviced daily in its single flavor venders in an effort to provide a different flavor each day.

Average location commission paid by Tangent Sales is 5 per cent.

Dallas Op Solos

The single ice cream operation in Dallas, Roland Peanut & Candy Company, also follows in the industrial location footsteps of other operators. Other than that commissions are set at 10 per cent, operational and promotional programs could not be outlined as the ice cream route was added only about two months ago, when it took over the equipment operated by Thompson Distributing Company.

Coast Ops Forget Seasons

Industrial locations continue to hold the lead in San Francisco. Seasonal changes in ice cream sales are not important in this area, as the summers are usually cool and the winters moderate.

One of the largest operators in the city declared that he added a new type of location in the last four months, the Municipal Railway car-

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BLOYD MFG. CO. VALLEY STATION, KY.

MUSIC MACHINES Series Video No Hoodoo in Chi

Early Start Cuts Juke Box Competish; Many Ops Find Games Helped Music Gross

Football Still Takes Its Toll But Decrease Is Smaller

CHICAGO, Oct. 8.-Further indications that television was fading from the scene as a major source of competition to music machines was seen this week here when a spot check of local ops revealed that telecasts of the first three World Series games had not only failed to hit juke box grosses, but in many cases had actually served as a gimmick to build up receipts. While there was intense interest generated in the series thruout the city, and most locations featured either telecasts or radio broadcasts of the games, operators found that by Friday night their grosses were holding strong and,

in most cases, continuing the upward trend that started several weeks ago.

Early Start Helps

One of the most important factors involved was the early start of the games here in the Midwest. Radio and television programs started at 11:45 a.m. and were wound up by approximately 2:30 p.m. Thus, while the noon hours were lost to the music machines, a good many locations contacted thruout the city reported that patrons who came to hear or see the series games stayed on for an hour or two to talk them over, and it was this extra afternoon patronage which kept the juke boxes humming during many hours when they ordinarily were either silent or played at spotty intervals.

Indicative of man reports was that given The Billboard by Pete Allen, owner of Allen's Grill on the near North Side. Normally a good music spot, Allen reported that the music machine had doubled the week's average gross this week.

Capacity Crowd

"We had capacity crowds for each of the first three games," he said, "and unlike the normal weekday, we kept most of the crowd thru the cocktail hour. With such heavy traffic we started the music ourselves as soon as the series games were over and the customers kept it going for the rest of the afternoon.

"Normally the music gets a light play during the luncheon period then drops off almost entirely thru 4:30 p.m. when our cocktail hour starts For the series we had no juke box play from 11:30 a.m. until the game was over, then it played continuously thru the dinner hour (approximately 8 p.m.). Our evening play usually starts about 9:30 p.m., and this was normal for the week.

"It was the extra two hours each afternoon, with the increased pa-(See World Series on page 111)

Plan Radio-Juke Promotion Drive

LOS ANGELES, Oct. 8. - A plan to help music operators increase their take in the form of a co-operative radio show is being mulled here by the W. H. Leuenhagen Company and local record firms. Idea would be to give public an authentic weekly hit poll of records actually played the most on music machines. These platters would then be plugged on the show. It is hoped that this would result in a correct resume of public taste.

Operators and platter firms are being contacted by Larry Jackson, who will also do the script if the idea jells. Plan calls for Bill Leuenhagen to bear part of the cost, with record companies whose tunes are picked for the week carrying remainder of the load.

Local Talent

CLEVELAND, Oct. 8 .- The Cleveland Phonograph Merchants' Association (CPMA), headed by Jack Cohen, has always given a hand to help along the cause of deserving local talent. Its latest move in this direction was to accept a new RCA recording, Boy and Girl Polka, backed by Alpine Polka, as cut by Ernie Benedict, a Cleveland artist.

Benedict and his Polkateers and Range Riders are being featured over Station WGAR here and are shortly to inaugurate a new TV series over Station WEWS.

Hartford Operators Convene To Form New Music Assn.

than 20 Hartford area coin machine operators were in attendance at a meeting last week in the offices of the State Music Distributing Corporation in Hartford. The meeting was called to discuss proposed plans for organization of a Hartford County Coin Machine Operators' Association (HCCMOA), to operate in conjuncchine Operators' Association (CCMOA), which now maintains East Hartford coin operator. headquarters in New Haven.

ing, with Ralph Colucci, president of

HARTFORD, Conn., Oct. 8 .- More | State Music Distributing Corporation, donating his offices for the meeting.

The majority of coinmen in attendance at the meeting expressed favorable comments over the proposal that the Hartford County coin machine industry have its own organization. In addition to Tolisano, coinmen present included Abe Fish, of General Amusement Games Comtion with the Connecticut Coin Ma- pany, Hartford; the Resnick Brothers, of Hartford, and Charles Delassandro.

George Mara, who is business man-James Tolisano, of Superior Music ager of the Connecticut Coin Machine Company, Hartford, called the meet- Operators' Association, spoke briefly. (See Conn. Ops on page 111)

Ignorant Cowboy Dons Spurs To Ride Phila., Calif. Ranges

PHILADELPHIA, Oct. 8.-Juke jockey audiences of Philadelphia and vicinity, will soon be singing the sad musical tale of That Ignorant, Ignorant Cowboy as music machine operators distribute to their locations the folksy new anti-VD records for play in hundreds of music machines thruout the cit it was announced by the department of health.

this catchy new record jingle and found their listeners like it, said a lica. The song, as recorded by Mer-(See Ignorant Cowboy on page 115)

SAN FRANCISCO, Oct. 8 .- The box enthusiasts, joining with disk fight against syphilis will soon get help from the juke boxes here. Within the next month, a nickel will bring any juke box listener the voice of Tom Glazer, with a hillbilly orchestra and a girl chorus, singing Ignorant,

Ignorant Cowboy. George A. Miller, national chairman of the Music Operators of America, announced here this week that Disk jockeys have already tried Ignorant, Ignorant Cowboy is a "must" for every juke box in Amer-

(See Calif. Ops on page 111)

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

BLACK & WHITE MASTERS ON SALES BLOCK .- Several hundred released and unreleased masters have been put up by the head of the shuttered indie.

PRIMA SIGNS MERCURY PACT. Louis Prima, formerly with Victor, has signed a term pact with Mercury Records.

RCA PUSHES FLANAGAN ORK. Victor follows thru on its efforts to build the Ralph Flanagan ork for the Bluebird label, ALVY WEST INKS DECCA WAX PACT. Because of work on

the Coral label, Decca subsid, the parent firm signs him to a contract, ATLANTIC PACT "SEMI-EXCLUSIVE." The new contract with the Jackie Cain-Roy Krals band allows waxing by the ork on

other labels. And other informative news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature-a page devoted to new merchandising and mechanical developments in the businessthe Radio-Phono-TV Section.

W. Coast Ops **Attend Record** Preview Party

Leuenhagen Sponsors Event

LOS ANGELES, Oct. 8.—Revival of the Leuenhagen Record Preview Parties after a summer lay-off brought out an estimated 250 operators at the Rodger Young Auditorium recently. Sponsored by the W. H. Leuenhagen Company, the get-togethers are for the purpose of acquainting operators with forthcoming record releases.

Entertainment featured Ruth Wallis, who sang her Dinghy Song; Ralph Flanagan who gave a talk on getting back to the swing in dance music; Brother Bones, Larry Neill, Ralph Ford and Evelyn Knight. Johnny Grant, local disk jockey emseed the show. Up for non-scheduled appearances were Scat Man Crothers, who did his Shuffleboard Blues and Amos Milburn who entertained with Chicken Shack Boogie.

A new gimmick in the form of door prizes was tried by Leuenhagen, who with Mary and Katy Solle masterminded the showing. Electric grilles were won by operators W. R. Hunt and W. A. Swartz.

Guest List

Among the operators attending were Harry Aberte, Merl Van Lydegraf, James Reagan, William Muchnick, Charlie Grant, Mr. and Mrs. Walt Hemple, Sonny Kort, Gil Russell, W. R Kirky atrick Bob Stern, Bob Prueitt, Paul Bershin, Harold Meier, Walter Connover Pete Pelligrino, Mario Iriarto, Roger Coleman, (See West Coast Ops on page 115)

WMG News Letter

WASHINGTON, Oct. 8 .-With the second issue out last week-end, the Washington Music Guild (WMG) News Letter is a growing project. The bimonthly, mimeographed publication keeps members informed of current news between meeting dates.

Editor is Bill Schwartz, right hand man of Hirsh de la Viez in both WMG and Hirsh Coin Machine Company activities: Schwartz has invited contributions from members, even including some of their favorite jokes and notes on their doings.

Issue No. 2 plugs the free want ad department. It also gives credit to Sterling Novelty Company and Northern Virginia Music Company for exceptionally good selections on their music machines. Jack Sapienza has a new home in Takoma Park, and a quartet made up of John Phillips, Ed Renner, Jack Kaplan, and Teddy Crawford led by Evan Griffith, will perform at the next guild meeting, the news letter reported.

Support is urged for the three radio programs which boost WMG - Eddie Gallaher on WTOP, Jackson Lowe, WWDC, and Stan the Hired Hand on WGAY.

A cheery note on the declining popularity of television sets in bars is added as an encouragement to juke box ops. The Billboard's story, "Tele Competish Drops Off" (October 1) is referred to.

Record Reviews

(Continued from page 32)

ARTIST

TUNES

LABEL AND NO.

COMMENT

DELL	/****I	SWITE BY		25.0		r.
RHY	لنقف	M	G	BL	u	4

EARL BOSTIC ORK King 4316

Platter Poppa Bostic does a piercing, unattractive alto sax stint on an up-tempo blues.

Who Snuck the Wine in the Gravy? Jivey, Louis Jordan-type novelty material isn't fully exploited here.

FLOYD HUNT ORK Mercury 1851

Some Rainy Day Hunt warbles a simple rhythm ditty of his own cleffing in a fly, husky voice reminiscent of Wingy Manone. Combo support is tight and modern.

That's Why I'm Crying Another Hunt original, this one a standout torch ballad, gets a warm, appealing job from the warbler and group.

JESSE THOMAS Modern 20-710

A good Southern market blues effort. Gonna Write You a Letter Another fine Southern blues performance.

"LITTLE WILLIE" LITTLEFIELD Modern 20-709

Farewell A tender blues ballad in the Blazers' tradition which comes off quite well as warbled by Little

Drinkin' Hadacol

Fine rhythm effort in the wine-drinking song trend. Good vocal, rhythm and some booting tenor saxing.

JOE LUTCHER ORK Modern 20-708

Foothill Drive

Texas Blues

Rather unusual instrumental original with jumping middle choruses sandwiched between mood-setting intro and ending.

Joe's Lament Joe's lament is lamentable and a bit draggy and dull as well.

FLOYD DIXON TRIO Modern 20-706

Drafting Blues

A blues in the Blazers-Charlie Brown vein is based on the current draft. The mood is just right, but the subject fortunately is not terribly universe it the moment.

Mississippi Blu-Another fine blues performance which should find some business in the South,

BOB WILLS & HIS TEXAS PLAYBOYS

MGM 10526

COUNTRY AND WESTERN

Doesn't have the strong pull of the original.

Clever lyric, good melody, smart Wills produc-

PEE WEE MILLER-THE HAYLOFT BOYS

> 20th Century TC-20-98

MONTI ROSCI-THE STUMP-JUMPERS Cowboy CR-106

LOY GORDON & HIS

PLEASANT VAL-LEY BOYS Atlantic 721

HANK PENNY King 813

REX ALLEN-THE ARIZONA

WRANGLERS

Mercury 6214

TOM GLAZER Mercury 5319

IOE STEWART

Talent 730

COWBOY COPAS King 811

I Married the Rose of San Antone

Seems all those chicks are getting marriedfirst Lili Marlene, now Rose of San Antone. My Little Rock Candy Baby

tion-should be a good item in the Southwest.

Rye Whiskey

Here's a job of hit caliber—a sobbing, hiccuping vocal job backed by a strong-beat string combo. Unusual treatment and material artfully projected.

Seven, Come Eleven Same warbler does handsomely with a musical prayer to the dice.

Drink One on the House

Western string accordion group jollies thru a tavern polks. Perhaps the saloon owners won't care for the invitation in the title?

Town Tavern Polka Another drinking polka

Drinkin' Wine, Spo-Dee-o-Dee The rhythm and blues hit proves remarkably amenable to a country swing treatment. Disk could give the tune a new life via the rural market.

Send Me Your Address in Heaven Standard morbid fare about hoped-for communication between the quick and the dead.

We Met Too Late

A ballad, with pop overtones, is handled most pleasantly by Penny.

My Inlaws Made an Outlaw Out of Me Highly amusing novelty, again with the pop overtones, is performed with much sest by the country warbler.

Over Three Hills

The tune, a lilting country waltz with quaint charm, is coming, and this version, a Western duet by Allen and Judy Perkins, should cop its share

I'm So Alone With the Crowd

This gang-around-the-corner nostalgia ditty is on the pop side, and Allen gives it a strictly urban treatment.

That Ignorant, Ignorant Cowboy

Side, originally cut by Columbia University Press for distribution to public health services in various communities, is a musical warning, folk-style, against the perils of syphilis. Should get good juke and jock activity.

I Wish I Was Single Again Pleasing vocal and guitar treatment of an established folk ballad.

Huntin' Blues

Stewart's recitation of some earthy lines is in poor taste

Barefoot Boy With Boots On Plenty of country humor here.

Blue Pacific Waltz Gentle, sentimental, danceable waltz tune rendered with great sincerity.

Hangman's Boogie Rousing, rhythmic country boogle dealing with a most unusual subject. Side is loaded

(Continued on page 116)



56--56--54--58

72--72--71--73

73--73--71--75

77--77--76--78

72--73--70--73

74--75--72--75

80--81--79--79

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83--83--83

73--73--73

77--78--76--76

81--83--80--80

77--77--77

67--67--67

81--82--78--82

68--71--68--65

45--NS--49--40

82--84--83--80

83--84--83--83

84--85--84--83

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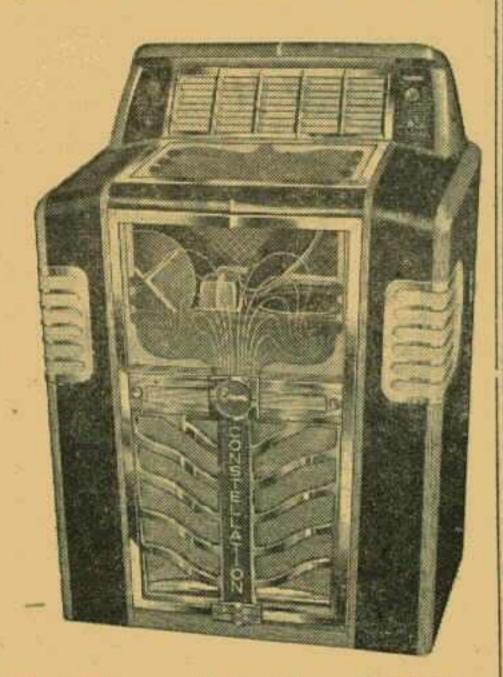
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ADVANCE RECORD RELEASES **POPULAR**

(Continued from page 34)

ADVANCE RECORD RELEASES-POPULAR | The Sweetheart of Sigma Chi J. Long Ork (We'll Build) King 15018

Smile, Darn You, Smile S. Davis Jr. (Azure) Cap 57-70045

Southwest Territory

P. DeVol (Lotta Pizzicato) Cap : 7-752 Steelin' the Chimes J. Byrd-The String Dusters (Wabash

Wah-Wah) Merc 6215

Bailey Brothers (Bailey's Boogie) Regal 1199 Sweetheart of Sigma Chi

The Starlighters (Far Above) Cap 57-762 That Little Girl

D. Brown (What Have) Rondo R-255 The Beggar and the Rose

D. James (The Organ) London 481 The Big Go By L. Nelli-The Black-Smith Trio (Mister Sears) Holiday HR 1001

The Flying Red Horse Polka E. Gronet & His Polka-Time Ork (A Girl) Col 12418-F

The Hours I Spent With You A. Shelton (Johnny Bach) London 479

The Mistletoe Kiss A. Mooney Ork (Jingle Bells) MGM 10622 The Organ Man

D. James (The Beggar) London 481 The River Seine D. Day (Bluebird On) Col 38611

There's a Broken Heart for Every Light on M. Torme (Oh, You) Cap 57-751

Three Rivers

M. Whiting (Festival of) Cap 57-748

K. Griffin (College Medley) Rondo 199 This Side of Heaven The Charloteers (Hawaiian Sunset) Col

Thrill Me B. Jones (Buddy, Stay) Cap 57-70046 Up on the House-Top

Sportsmen Quartet (Away in) Cap 05-30118 Wabash Wah-Wah Blues

J. Byrd-The String Dusters (Steelin the Merc 5215 We'll Build a Bungalow J. Long Ork (Skirts) King 15018

What Have You Done to My Heart? D. Brown (That Little) Rondo R-255 When My Sugar Walks Down the Street B. Strong Ork (I Never) Cap 57-750

Who But You? Harmony Bella Ork-D. Byron (My Tressure? Dana 2050

Willoughby, Willoughby, Willoughby Will You Be Mine E. Felice Quartet (Moonlit Waters) Cap 57-753

Winter Song The Starlighters Chorus (Drink a) Cap

Winter Wonderland B. Clark (Merry Christmas) Col 38600

You Can't Lose a Broken Heart

N. (King) Cole (Nalani) Cap 57-749 You Took Advantage of Me "Keely" Smith (One Man) Happiness 103

You're All I Want for Christmas J. Desmond (If Every) MGM 10524

CLASSICAL AND SEMI-CLASSICAL

Licia Albanese in Song Album (3-7") L. Albanese-V. Trucco... V (45) WMO1316 Caccini: Amarilli ... V 49-0503 Campbell-Tipton: A Spirit Flower ...

V 49-0505 Liszt: Oh! Qunad Je Dors . . V 49-0504 Scarlatti: Se Florindo E Fedele . . . V 49-0503

Szulc: Clair De Lune, Op. 83, No. 1 . . V 49-0504 Tchaikovsky: Lullaby, Op. 16, No. 1 . .

Bach: A Bach Recital Album (1-10") E. Power Biggs (Mendelssohn; Sonata) Col(33) ML3076

All Glory Be to God on High Erbarm Dich Mein, O, Herre Gott Prelude in G Major Sinfonia to Cantata No. 106

Sinfonia to Cantata No. 156 Bach: A German Organ Mass Album F. Heitmann Cap (45) KPM-8029

Bach: Bach Selections Album (2-12") A. Segovia . . Musicraft 90 Bourree Courante Fugue Gavotte Prelude Sarabande

Berg: Excerpts From Wozzeck-A. Boerner-Janseen Symphony Ork-W. Janssen, Cond. (1 and 2) Artist (33) 500

Beethoven: Sonata No. 21 in C Major, Op. 53 Album (1-10")

C. Arrau . . . Col(33) ML-2078 Beethoven: Symphony No. 3 in E-Flat Major, Op. 55 Album-Philharmonic Symphony Ork of New York-B. Watter. Cond. (1-12") Col(33)ML-4228; (78)MM-858

Bizet: Ouvre Ton Coeur E. Sack (Loesch; Auf Der) London R

Bizet: Overture Patrie Album-The National Symphony Ork-R. Desormiere, Cond. (2-12") London LA 102

Blossom Time Album-A, Goodman Ork-E. Wrightson-M. Briney-D. Dame (5-7")

V (45) WK-5 In Old Vlenna Town . . . V 52-0040 Let Me Awake . . . V 52-0039 My Springtime Thou Art . . . V 52-

Only One Love Ever Pills the Heart . V 52-0037 Peace To My Lonely Heart . .

V 52-0036-Schubert Medley . . V 52-0035 Serenade . . V 52-0038 Song of Love . . V 52-0040 Tell Me, Daisy . . . V 52-0038

Three Little Maids . . . V 52-0037

Borodin: On the Steppes of Central Asia,

Parts I and II-The Concertgebouw Ork of Amsterdam-W. Mengelberg, Dir. Cap (78) 89-80153; (45) 64-80153

Brahms: A Brahms Recitat Album-H. Trauble-C. Bos (Brahms: Ernste) (1-10")

Col (33) ML-2072 Der Schmied Die Mainacht .

Sapphische Ode Wie Melodien Zieht Es Mir

Brahms; Academic Festival Overture, Op. 80 Album-Philharmonic Symphony Ork of New York-J. Barbirolli, Con. (Smetana: Vitava) (1-10") Col(33) ML-2075; (33) MX-200

Brahms: Erneste Gesange, Op. 121 Album-H. Traubel-C. Bos (Brahms: A Brahms Recital) (1-10")

Col(33) ML-2072; (78) MX-323 Brahms: Hungarian Dance No. 1 in G Minor - London Symphony Ork - C. Krauss, Cond. (Brahms: Hungarian

London R 10111 Brahms; Hungarian Dance No. 3 in F Major-London Symphony Ork-C. (Brahms: Hungarian Krauss, Cond.

Dance) London R 10111 Brahms: Symphony No. 3 in F Major, Op. 90 Album-The Hamburg State Ork-E. Jochum, Dir. (4-12") Cap(78)EDL - 8945; (45)KDM - 8045;

(33) P-8045 Brahms: Variations on a Theme by Haydn

Album-Philadelphia Ork-E. Ormandy. Con. (Liszt: Les Preludes) (1-10") Col(33)ML-2066; (78)MX-322 Chabrier: Fete Polonaise, Parts I and II-

San Francisco Symphony Ork-P. Monteux, Dir. V (45) 49-0517 Chapin: Concerto No. 1, in E Minor, Op. 11

Album-A. Brailowsky-RCA Victor Symphony Ork-W. Steinberg, Dir. (4-7") V (45) WDM-1317 Chopin: Three Songs of Frederic Chopin,

Op. 74-J. Tourel (1 and 2) Col(33)3-325; (78)72870 Melancholie

My Joy The Maiden's Wish DeBussy: Images Pour Orchestre-L'Or-

chestre De La Suisse Romande-E. Ansermet, Cond. (Side J and 2) London (33)LLP 44 Gems From Jerome Kern Musical Shows

Album-RCA Victor Light Opera Company, L. Joy, Dir. (6-12") V CO-31

Cat and the Fiddle . . . V 11-8057 Leave It to Jane . . V 11-8057 Medley of Hits . . V 11-8060 Music in the Air . . . V 11-8055 Oh. Boy . . . V 11-8058 Roberta . . V 11-8056 Sally . . V 11-8058 Show Boat . . V 11-8059 Sweet Adeline . . . V 11-8059

The Girl From Utah . . . V 11-8056 Very Good, Eddie . . . V 11-8055 Gilbert & Sullivan: Pirates of Penzance Album-D'Oyle Carte Opera Co. (2-12")

London (33) LLP-8081 Giazounoff: Concerto in A Minor, Op. 82 Album-N. Milstein-RCA Victor Symphony Ork-W. Steinberg, Dir. (3-7")

V (45) WDM-1315 Glinka: Russian and Ludmila Overture: Kamarinskaya: Valse Fantaisie: Jota

Aragones a Album-The Symphony Ork of the Academy of Santa Cecilia, Rome-J. Rachmilovich, Dir. (4-12") Cap(78)EDL - 8044; (45)KDM 8044; (33)P-8044 Gould: Christmas Music For Orchestra Al-

bum-M. Gould Ork (1-10") Col(33)ML-2065; (78)MM-848 Serenade of Carols for Small Orks Suite of Christmas Hymns

Hilda Gueden Operetta Program Album-H. Gueden (1-10") London (33) LPS-47 Clivia: Ich Bin Verliebt, Ich Weiss

Nich Wie Mir Geschar Der Favorit; Du Sollst Der Kaiser Meiner Seele Sein

Der Zarewitch: Einer Wird-Kommen Die Flucht ins Gluck: Wiegenlied Die Schwedische Nachtigali: Postiliton

Paganini: Liebe, Du Himmel Auf Erden Handel: Revenge Timotheous Cries (Parts 1 and 2) T. Anthony . . . London 1 5157

tch Muss Wieder Einmal in Grinzing Sein M. Berini (Wien Du) Col 33 3-294 Kabalevsky, Symphony No. 2 in C. Minor, Op. 19 Album The Symphony Ork of the Academy of Santa Cecilia, Rome-

J. Rachmilovich, Dir. Cap(45)KCM-8032 Shatchaturian: Concerto for Piane and

Orchestra Album-W. Kapell-Baston Symphony Ork-S. Koussevitzky, Dir. (4-7") V (45) WDM-1084

Liszt: Les Preludes Album-Philadelphia Ork-E. Ormandy, Con. (Brahms: Variations) (1-10")

Col(33)ML-2066; 1/8)MX-321 Loesch: Auf Der Kirmes

E. Sack (Bizet: Ouvre Ton) London R 10112

Marchesi: La Foletta E. Sack (W. Tauber-F. Neumann: Thes Cap (45) 64-80133

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Lortzing: The Wooden Shoe Dance-H. R. Schmidt-Isserstedt, Dir.-Berlin Philharmonic Ork (Smetana: Furiant) Cap (45)64-80131

Massenet: Scenes Alsaciennes Album-Minneapolis Symphony Ork-D. Mitropoulos, Cond. (1-10'') Col(33) ML-2074; (78) MM-723

Mendelssohn: Senata No. 6 in D Minor, Op. 65 Album-E. Power Biggs (Bach: A Bach Recital) (1-10") Col(33)ML-2076

Millocker: The Beggar Student, Parts I and II-P. Anders-C. Spletter-H. Nissen-German Opera House Ork

Cap (45) 64-80130 Moussorgsky: Pictures at an Exhibition Album-V. Horowitz (4-7")

V(45) WDM-1249 Mozart: Concerto No. 21 in C Major for Piano and Orchestra Album-R. Casadesus-Philharmonic Symphony Ork of New York-C. Muench, Con. (1-10") Col (33) ML-2067

Offenbach: Gaite Parisienne Album-Columbia Symphony Ork-E. Kurtz, Cond. (Russian Music) (1-12")

Col (33) ML-4233 Onward, Christian Soldiers, and Other Beloved Hymns Album-R. Shaw, Dir.-RCA Victor Chorale-C. Weinrich (3-7")

V(45) WMO-1314 All Creatures of Our God and King . . V 49-0494 All People That on Earth Do Dwell . . .

V 49-0495 Holy, Holy, Holy . . V 49-0493 Now That the Day Is Over . . . V 49-0495

O God, Our Help in Ages Past . . . V 49-0494 Onward, Christian Soldiers . . . V 49-0493

Operatic Recital by Eugene Conley Album-E. Conley (1-12") London (33) LLP-26

Carmen: Plower Song Fanst: Salut Demeure Chaste et Pure Turnadot: Non Piangere Liu Martha: M'Appari La Boheme: Che Gelida Manina La Favorita: Spirto Gentil Rigoletto: Questa o Quella Rigoletto: La Donna E Mobile Tosca: Recondita Armonia

Tosca: E Lucevan Le Stelle Puccini: Madame Butterfly Album-E. Steber-R. Tucker-G. Valdengo-J. Madeira-Others (3-12") Col(J3)SL-104

Recorder and Harps'chord Recital Album-C. Dolmetsch-J. Saxby (1-10")

London (33) LPS-24 Couperin: Le Rossignal en Amour Handel: Sonata in A Minor Purcell: Divisions on a Ground Bass Three Bird Pieces

Three Elizabethan Pieces Russian Music Album-Philharmonic Symphony Ork of New York-E. Kurtz (Offenbach: Gaite) (1-12")

Col(33) ML-4233 Glinka: Life of the Czar Prokofiev: March, Op. 99

Rimsky-Korsakov: The Flight of the Bumble Bee Shostakovitch: The Age of Gold Waltz

Tchaikovsky: Eugen Onegin-Entracte and Waltz Franz Schmidt: Intermezzo-H. Schmidt-

Isserstedt-Berlin Philharmonic Ork (Sibelius: Valse) Cap(45)64-80132

Schubert: Der Lindenbaum-H. Schlusnus (Schubert: Die Post) London T-5160

Schubert: Die Post-H. Schlusnus (Schubert: Der Lindenbaum) London T-5160

Schubert: Symphony No. 7 in C Major Album-The Amsterdam Concertgebouw Ork-W. Mengelberg, Dir. (7-12") Cap-Telefunken (78) EGL-8039; (45) KGM-

8039; (33)P-8040 Sibelius Songs Album-A. Rautawaara (1-10")

Capitol-Telefunken (33) L-8041

Sibelius: Sigh, Sedges, Sigh-A. Rautawaara-Berlin Philharmonic Ork (Sibelius: The)

Cap (78) 77-80154; (45) 64-80154 Sibelius: The Diamond on the March Snow -A. Rantawaara-Berlin Philharmonic Ork (Sibelius: Sigh)

Cap(78)77-80154; (45)64-80154 Sibelius: Valse Triste-H. Schmidt-Isserstedt, Dir., Berlin Philharmonic Ork (Franz Schmidt: Intermezzo)

Cap (45) 64-80132 Smetana: Furiant-H. Schmidt-Isserstedt, Dir.- Berlin Philharmonic Ork (Lortzing: The)

Cap(45)64-E0131 Smetana: Vitava Album - Philharmonic Symphony Ork of New York (Brahms: Academic Festival) (1-10")

Col(33)ML-2075; (78)MX-211 Johann Strauss: On the Beautiful Bine Danube, Parts I and II-The Vienna Philharmonie Ork-C. Krauss, Dir. Cap(45)64-80129

Johann Strauss: Strauss Polkas Album-Boston Pops Ork-A. Fiedler, Dir. (3-7") V(45) WMO 1049

R. Strauss: Don Juan, Op. 20 Album-Pittsburgh Symphony Ork-F. Reiner, Cond. (R. Strauss: Till) (1-10") Col(33)ML-2079, (78)MX-190

Richard Strauss: Le Bourgeois Gentilhomme Suite, Op. 60 Album-Pittsburgh Symphony Ork-F. Reiner, Dir. (1-10") Col (33) ML-2062

Richard Strauss: Salome's Dance, Parts 1 and II-The Vienna Philharmonic Ork-C. Krauss, Dir. Cap | 78 | 89 - 80152; (45) 64 - 80152

Richard Strauss: Salome-Final Scene Album-L. Enck-Berlin State House Ork Cap(45) KBM-8030

Strausa: Till Eulenspiegel's Merry Pranks, Op. 28 Album-Cleveland Ork-G. Szell, Cond. (R. Strauss: Don Juan) (1-10")

Col(33)ML2079; (78)MX-327 Stravinsky: The Card Game Album-The Berlin "hilharmonic Ork-I. Stravinsky, Dir.

Cap (45) ECM-8028 W. Tauber-F. Neumann: The Bird in the Wood-E. Sack (Marchesi: La) Cap (45) 64-80133

W. Tauber-F. Neumann: The Bird in the Wood-E. Sack (Marchesi: La) Cap (45) 64-80133

Tchaikovsky Concerts in D Major for Violin and Orchestra, Op. 35 Album-I. Stern-Philadelphia Ork-A. Hilsberg. Cond. (1-12")

Col(33)ML4232; (78)MM863 The Garden of Happiness-A. Rautawaara-Berlin Philharmonic Ork (When the) Cap (78) 77-80155; (45) 64-80155

Verdi: Verdi Duets Album-D. Hitsch-K. Baum-R, Tucker (1-12") Col (33) ML 4230: (78) MM-798

Aida: O Terra, Addio Pur Ti Riveggo, Mia Dolce Alda Il Trovatore: Miserere

Otello: Gia Nella Notte Densa S'Estinque Agni Clamor Un Ballo in Machera: Teco Io Sto Gran Dio

Viennese Waltzes Album-A, Schneider String Quintet (1-10")

Col (33) ML 2068; (78) MM-766 Villa Lobos: Aria—The Janssen Symphony Ork-W. Janssen, Dir. (Villa Lobos: Toccata)

Cap(78)89-80151; (45)64-80151 Villa Lobos: Choros No. 10 Album-The Janssen Symphony Ork-W. Janssen, Dir (2-12") Cap (78) EBL-8042; (45) KBM-8042; (33)

L-8043 Villa Lobos: Toccata: Little Train of the Caipira- The Janssen Symphony Ork-W. Janssen, Dir. (Villa Lobos: Aria)

Cap (78) 89-80151; (45) 64-80151 Wagner: Wahn! Wahn! Uberall Wahn-O. Schoeffler (Sides 1 & 2) London T 5159

When the Cuckoo Calls-A. Rautawaara-Berlin Philharmonic Ork (The Garden) Cap (78) 77-80155; (45) 64-80155 Wein, Du Stadt Meiner Traume-M. Berini (Ich Muss) Col (33) 3-294

INTERNATIONAL

Dajle Mne, Mamocko, Za Mojho Frajera J. Krall (Ja Do) Continental C-105 Esi Eisai I Aitia Pou Ypofero A. Spagadoros (Pono Gla) V 20-8221

Grun Ist Die Heide L. Chabay (Rosemarie) V 25-4116 Happy Miller Polka

Kozera-Jordan Ork (Red Head) Continental C-788 Hej, Ha Dziumbaj T. Balicki Ork (Ja Ozenic) Continental

Ide, Ide Gyere Ide-Barna Kislany I Dezzo (Mondjak Meg) Csardaz MR 87 Ja Do L'Esa Nepudzem

J. Krall (Dajle Mne) Continental C-105 Ja Ozenie Musce Sie T. Balicki Ork (Hej, Ha) Continental C-796

Mondjak Meg a Legkisebbik Horvath Lanynak 1. Denso (Ide. Ide) Czardas MR 87

Pono Gia Tin Agapi Mas A. Rodi-J. Vella Ork (Esi Eisai) V 26-8221

Radiofortuna Casadei Ork (Settembre) V 25-7120 Red Head Polka

Kozera-Jordan Ork (Happy Miller) Continental C-788

Rosemarie L. Chabay (Grun Ist) V 25-4116 Septembervals

Gellin Og Borgstrom (Vintergae Kken) V 25-8036 Settembre

Casadei Ork (Radiofortuna) V 25-7120 Swiss Lover's Lullaby S. Clark (When You're) Continental

Vintergae Kken J. Biviano (Septembervals) V 25-8036

When You're Blue Just Yodel S. Clark (Swiss Lover's) Continental C-8046

CHILDREN

Aladdin and His Wonderful Lamp (Sides 1 and 2) S, McGregor . . . Junior J-100

Chummy (The Records That Play With You) Album (2-10")

P. Donald . . . Col MJV-58 Chummy (The Records That Play With You) Album (2-10") . Col MJV-58 P. Donald

Clickity Clackity Train S. MacGregor (Monkey Shines) Junior

Monkey Shines S. MacGregor (Clickity Clackity) Junior

Old McDonald Had a Farm D. Manning (The Teddy) Adventure Records A-13 Peter Rabbit Album (1-16")

G. Kelly (Songs From) Col(33) JL-8008. (78) MJV-30

Songs From "When We Were Very Young" Album (1-10") G. Kelly (Peter Rabbit) Col(33) JL8008 (78) MJV-42

G. Autry . Columbia MJV-55 The Gingerbread Boy (Sides 1 and 2) S. MacGregor . . . Junior J-104 The Feddy Bears Pienic

Stampede Album (2-10")

D. Manning (Old McDonald) Adventure Records A-13

(Continued on page 118)

Conn. Ops Plan California Ops Join New Music Assn. Forces To Battle VD

(Continued from page 108)

According to reliable sources, it is believed that eventually coinmen thruout the seven counties in Connecticut will organize in county groups, all functioning under the Connecticut Coin Machine Operators' Association. This is understood to be a long-range program, with immediate hopes of getting the larger cities, such as Hartford, grouped into organizations.

Altho some of the functions of the proposed county organization will be purely social in nature, it is believed by coin machine men that the group will help to consolidate the industry.

No election of officers took place at last week's meeting, with Tolisano and his associates interested only in getting the reaction of the assembled coinmen to the proposed group. Future meetings will be held in the State Music Distributing offices.

"I think that a State organization of coin machine operators will be a good thing if all the several hundred coin operators in Connecticut get together, stay together and, above all, co-operate in all regulations of the State set-up," Ralph Colucci said. Altho now a coin machine distributor, Colucci was for 17 years a coin operator in Connecticut.

"I've donated the use of my offices here in Hartford," he added, "because I believe that an organization is vital in the future operational picture of Connecticut coin operators."

At present, two Connecticut counties have been organized into county groups, with the New Haven area coinmen grouping under the Connecticut Coin Machine Operators' Association, with George Mara, Danbury coin operator, as business manager, and the New London County Coin Machine Operators' Association. Prominent in the latter group is Win Gaffney, Norwich. At the next Hartford County group meeting, to be called shortly, election of officers will be held and the organization will swing into action.

WORLD SERIES VIDEO

(Continued from page 108) tronage, that helped us double our

gross this week." Meanwhile locations and operators

reported that the first big Saturday afternoon of football here, October 1, had hit juke box play, but not as badly as in the past few years. There were fewer locations telecasting the games for their customers, and those that did turned off sets at half time, thus giving the juke box a chance to play for approximately one-half hour between halves.

Operators, despite the decreased Saturday grosses, were optimistic

about the future. "Football is still a spectators'

sport," said Tony Caccelli, South Side op. "Unlike baseball, part of the pleasure of football is sitting in the stands and becoming a part of the mob. Thus, much of the game's appeal is lost when a person sits in a bar or grill and watches a game via the television set. I think that while football telecasts will always hurt the juke box as long as they are shown in public locations, the days of the sets in many spots are numbered."

(Continued from page 108)

cury Records, was produced at the instigation of Columbia University. Miller said that at his association's recent meeting in Chicago, the Board of directors agreed it was an excellent juke box number.

"Mercury is putting out 400,000 of these records for the juke box trade alone," Miller declared. "Aside from its educational features, it's a good number. "We figure it will be placed on 20,000 phonographs in California alone."

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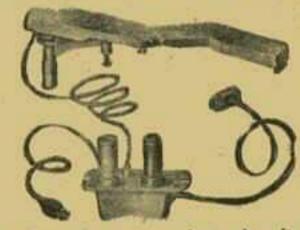


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CHICAGO 5, ILL

113

Shuffle Leagues Begin Popping

Ruled Out as Shuffle Stops

Prohibited by Code

DENVER, Oct. 8.-All shuffleboards were ordered taken out of Colorado taverns by Colorado Secretary of State George Baker Sep-

tember 29.

Baker's order followed the recent State Supreme Court ruling that shuffleboard operation in taverns was a violation of the State liquor code. Under the code, only restaurants can obtain liquor licenses. The restaurant code allows sale of only food, drinks and tobacco. The high court held the shuffleboards constituted a second business-for-gain, which is not permitted, in restaurants-

Baker told the tavern men he would send liquor inspectors to their places of business to see if the games

were in progress.

"If the games are still going on, the operators will be ordered to stop them. If they are not stopped, then I will order the suspension of the license of that bar," Baker said in announcing he was abiding by the decision of the court.

Shuffle Parlor Set for Denver

DENVER, Oct. 8. - Fred W. Gushurst Jr., Denver distributor for American Shuffleboard, this week revealed plans for establishment of a shuffleboard and ping pong parlor on E. Colfax Avenue, the city's busiest thorofare. With zoning board permission already granted, Gushurst plans to open the parlor within a month.

He will start with six shuffleboards and a like number of ping pong tables, thus supplying some outlet for the shuffleboards he found unexpectedly on his hands in the light of a recent State Supreme Court ruling outlawing the boards from taverns.

Lieberman Builds Carom

MINNEAPOLIS, Oct. 8.—Harold Lieberman, head of Lieberman Music Company here, disclosed this week that he is the manufacturer of the new Carom shuffleboard which is being built for his firm exclusively in a plant at Hopkins, Minn. Lieberban designed the board built to sell at a low price. He said operator reaction to Carom has been extremely good and that he is placing an inthe territory.

ST. PAUL, Oct. 8.-A plug for Shuffle Alley, United Manufacturing Company's game distributed in this territory by Mayflower Novelty Company, was received by Allen Nilva, of the Mayflower staff, from Jack Sandler, sports director for Mid-Continent Broadcasting Company, operators of KOWH, Omaha.

In a letter to Nilva, Sandler described the board as "one of the neatest little gadgets he had seen in a long time." He termed it "unique" and "an object of such mechanical ingenuity" that he couldn't resist from writing Nilva about it and commenting

on the game.

"Using the same kind of pucklike affair used in shuffleboard, a player can actually run up a bowling score, play 10 complete frames, shoot for strikes and spares, have the score tallied automatically, shoot for splits or any other tough bowling shot, and have the puck, which takes the place of the ball, returned automatically. The background of lights shows what pins are still up when a player is working on a spare and automatically computes everything just as if one were bowling a real game. A player can try for a 300

Sandler said that the game has intrigued him no end and that he is recommending it to players who are looking for something new. Nilva said the letter came to him unsolicited from the KOWH sports director.

Knoxville Players To Compete in 1st Shuffle Tourney

KNOXVILLE, Oct. 8 .- Shuffleboard play in this area is getting a shot in the arm, promotion-wise, thru a tournament cooked up by The Knoxville Journal and a shuffle location, Nick's Grill. The sponsors have arranged for installation of two new boards in the location and are now setting up the first shuffleboard tournament to be conducted in the city.

Via the newspaper, local players are being advised that entries for men's, women's and mixed teams are now being accepted at the location, and that winning teams will receive \$25 government bonds as prizes.

Tournament was announced this week and no deadline on entries has as yet been established. Teams will be confined to four players and regucreasing number of units thruout lar shuffleboard competition rules will be observed.

Attention, Operators!

The fall season is here and shuffleboard interest in many areas is growing as new leagues and tournaments get under way. In the past, these promotions have proven that they can make money for

the operator and the location as they grow.

League play is completely unknown in many areas, and only slightly so in others. In order to help those operators (and other interested parties) who would like to start this type of promotion in their areas, The Billboard has prepared a special booklet entitled Here's How To Set Up a Shuffleboard League. In this booklet are suggested rules, constitution, league set-ups, and promotion ideas which can be adapted by any operator to his locations.

Anyone who would like a copy of this booklet will receive it free by writing to The Billboard, 188 W. Randolph Street, Chicago, Ill.

Attention, Coin Machine Department.

Write for your copy today.

Colo. Taverns Shuffle Alley Plug Organized Play Already Far Ahead of Last Season; New Territories Enter Picture

Plants Report Demand, Output Rolling Into High Gear

this would be a more lucrative year game itself had not yet been introfor all concerned in the shuffleboard duced in several other States. Althoindustry was dispelled in the past few | the league season is just getting under weeks when league play moved far way, announced schedules for leagues ahead of the 1948-'49 season, More- in Chicago, Detroit, Cleveland, St. over, shuffleboard and accessory Louis, Milwaukee, Omaha, Miami, manufacturers report that demand is Louisville, Atlanta, Minneapolis, of soaring and all indications point to the larger cities, and Joliet, Ill.; Deadthe fact that demand will continue wood, S. D., and Silver City, N. M.,

and this phase of organized play was time.

CHICAGO, Oct. 8.—Any doubt that in its test stage in most States. The to increase over the next few months. of the less populated areas, indicate At this time last year, the merits of that league play will reach unleague play were just being analyzed precedented heights within a short

Add Personnel

Thus far Purveyor, Mero, National, American and Nation Wide report that league interest has reached such heights that personnel will probably have to be added to handle the details of organized play. Part of this move is dictated by the fact that this year all firms have widened the geographic scope of their league coverage and also because there are many more leagues already in action or about to get under way than there were at any time last season. Purveyor is already handling 50 teams in the Chicago area alone and President Herb Perkins says this number will be doubled within a few weeks. His firm is also working with leagues in Miami, Cleveland, Omaha, St. Louis and Detroit. Perkins also points out that, contrary to the general opinion, shuffleboard play of all types did not drop in the rural areas the past summer as it did in the cities and as a result most rural operators seem to be ahead of their city counterparts in regards to league play.

Mero has started its Chicago leagues under the guidance of Pete Rozgus and has Col. L. Lewis constantly on the road to organize new loops. He has already made league (See Shuffle Leagues, page 114)

National Hikes League Promosh

ORANGE, N. J., Oct. 8.-The National Shuffleboard Company gained a leg on its goal of widespread league activity this week as Tom Browne, sales manager, disclosed that 100 loops are already in operation. Others are being formed daily, he stated, and as many as 500 may be activated before the winter season hits its peak.

The company maintains a staff of five field men, under the direction of Sol Lipkin, supervisor, whose prime duty is to promote regional competition. Leagues organized to date are not concentrated in any one area, Browne claimed, but are spotted

thruout the country.

Latest category of locations in which large-scale placement of shuffleboards may be expected this season are roller skating rinks, according to National's sales chief. Some penetration into these establishments has already been made, he asserted, with the rate of placement on the increase.



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Chicago:

Jim McFall, American Shuffleboard Sales Company, Chicago, says the firm now has several leagues in action in Chicago and the suburbs. The South Side-Mt. Greenwood Cushion Division meets Thursday nights. Last week's schedule for this league had Beverly Inn playing at Chuck Cavillini's; Poinciana Lounge at Red's Legion Inn, and

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PUCK PATTER

system. . . . Local operators report a | leagues he will handle on the South gradual play rise in the past 10 days and expect it to be only the beginning since leagues are just getting under way.

Pete Rozgus, Mero Industries Ann's Tavern at Village Liguors. All league head for the Chicago area, is American leagues are on the point making final plans on schedules for

ARE TOPS!

MONARCH TOPS

Side. He predicts a good season right down thru spring. Meanwhile, Col. L. Lewis is winding up a brief tour of the South which should bring him back to the office by next week. His main objectives are helping Mero operators to get leagues started as well as pointing up the merits of his firm's products which include scoreboards, boards with maple tops and the all-steel shuffleboard. . . Locations here report an increased number of women participants compared with a year ago when the fair sex concentrated on the spectator end of the game.

United Manufacturing's Shuffle Alley continues to attract attention in typical shuffleboard locations. Billy DeSelm, sales manager, says

local operators have done a fine job

Shuffle Leagues Begin Popping

(Continued from page 113)
preparations for two Tennessee cities, Miami, Atlanta, St. Louis and Kansas City, Mo., among others. Meanwhile American's Chicago distributor, American Shuffleboard of Chicago, headed by Dan and Jim McFall, has begun league play in the Southwestern part of the city. This league includes some suburban locations. National's ace field man, Sol Lipkin, has been setting up leagues along the East Coast and thru the Midwest and reports consistently favorable response. Nation Wide, with Charlie Gillard and Fred Spencer doing the groundwork, has organized leagues in Milwaukee, Chicago and other Midwest cities.

N. M. Activity

An example of a State which has become unusually shuffleboard conscious in the past few months is New Mexico. Pointing up the interest in shuffleboard in the Southwestern part of New Mexico is a 13-team league which includes reps from Silver City, Hanover, Hurley and other cities and towns which have long been noted for their silver and copper deposits rather than their sports activities.

With the league schedule under way the play has been marked by close competition, as well as by growing spectator interest in the game which was introduced here early this year. Sponsors of the league say that as new locations indicate interest in the game and enough players develop to warrant participation in organized play, additional leagues will be formed.

Because of the comparatively widespread locations of some of the teams in the league on match nights, all home teams play two visiting teams. Matches here are held Monday thru Friday, with most teams playing four matches in one week.

Hartford, Conn.:

CHICAGO, ILL.

(Continued from page 112) "There has been no substantial change in the rate of incoming business since our report of June 15th. However, considering general business conditions, your management anticipates that 1949 will be a reasonably satisfactory year."

Herman Katz, son of Mike Katz, president of the Country Club Soda Company at Springfield, Mass., was honored at a testimonial dinner last week in recognition of his coming promotion to assistant to the president of Jacob Ruppert Breweries, of New York. Herman was formerly with the Country Club Soda organization in Springfield. He has been serving as New England division manager for the Ruppert concern. . . . United Cigarette Service. Inc., Bridgeport, Conn., has notified the Secretary of State here that it has purchased its own shares, listed as 200 shares at \$60 per share.

in introducing the straight novelty in the Chicago area.

Monarch is offering its all-play scoring unit with or without frames, Roy Bazelon reports. He insists his boards have the fastest tops on the market. . . . Al Sebring claims he is doing an increased amount of business on used boards and also notes added interest in sets of leveling adjusters for maple tops. They come in sets of six and are easy to attach, Al says. . . . Nels Malmgren, Precision Puck, feels sure that this will be a good season for the game judging by the number of puck inquiries rolling in the past two weeks. Herb Smedberg is now Precision's general manager. Prior to this time he had been a Precision partner.

Charlie Gillard, Nation Wide Novelties chief, continues to be one of the most traveled gents in the business, making quick flying trips to all parts of the country almost every week. Charlie hopped a plane early last week to visit several cities in West Virginia, returning to the city the end of the week. Nation Wide reports the fall business is above expectations and it would seem shuffleboard is off to a record 1949-'50 season.

Indianapolis:

With the Indianapolis Shuffleboard Association in full swing at this time, there has been new interest displayed, and new leagues will be formed and organized, according to Pete Stone, originator and organizer of the shuffleboard association. Collections show increased interest at all spots. Stone expects a substantial increase in playing and a demand for more boards at many desirable spots now unserved by the same.



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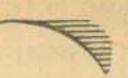
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COINMEN YOU KNOW



New York:

Bennett Hammond, vice-president of the Jiffy Dog Company, was in town last week contacting prospective distributors for his hot frankfurter chine. On Wednesday (5) he was in huddle with Murray and Bill Wiener, sales reps for the C-Eight Electro cigarette machine. The Jiffy Dog unit will be placed in production soon, said Hammond.

Mike Imig, president of the South Dakota Phonograph Association and active in the affairs of the Music Operators of America (MOA), was among the out-of-town coinmen here last week for the World Series. He spent some time with Al Denver, president of the local music ops' org and an associate on MOA.

I. Edelman, of Detroit's Edelco Manufacturing, stopped in at several Coinrow distribs last week with info on a product he will introduce soon. . . . Marcus Klein, who first brought (See NEW YORK on page 123)

Los Angeles:

Larry Jackson, platter salesman, returned from the retriever trials held in Oxnard. He also attended the Los Angeles skeet shooting meet. . Jack Neil was in from Riverside to look over some equipment. . . . Ditto for Cliff Allison who operates in Lancaster.

Enrique Mathey, from Mexico City, made the rounds of the various distributors buying games to take illness. . . . Don Brennen, district back to his homeland. . . . Ed Gaffko, Rialto coinman, was in town for a look-see. . . . Another recent visitor was Jim Winton, of Pasadena.

Bill Jones, formerly with MGM Records, is now with London. He's pushing the firm's Al Morgan version of "Jealous Heart." Bill reports they have a sleeper in Rudy (See LOS ANGELES on page 119)

Twin Cities:

After 17 years with LaBeau Novelty Sales Company, St. Paul, Rock-Ola distributors, Kenny Glenn, sales manager, resigned several days ago and is casting about for another connection. There were reports that he is planning to enter the jobbing business on his own. . . . Isadore Burstein, who was in the operating business in Minneapolis and Mason City, Ia., for nearly a dozen years with his father before leaving for California five years ago, has moved back to Minnesota, bringing his family with him and is buying a home in Minneapolis. Reports are that he plans to re-enter the coin machine business in the Twin Cities area. He and his father formerly operated the Gopher Sales Company, now owned (See TWIN CITIES on page 116)

Las Vegas, Nev.:

As coin machine operators in other parts of the country were withdrawing the last of their summer vacation spot equipment last week, op-Company, and Ted Patton, Patton Music, stated that business has been good and "it looks like it will be even better as resort spots outside of this area close shop for the winter."



Calendar for Coinmen

October 11 .- Music Operators' Association (MOA), Chapter 1, monthly meeting, Indianapolis Athletic Club, Indianapolis.

October 13-Washington Coin Machine Association (WCMA),

monthly meeting, Phillips Novelty Company, Washington. October 13.-Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building,

Detroit. October 18.—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadway Hotel, Philadelphia.

October 25-Western Vending Machine Operators' Association (WVMOA), meeting, Los Angeles.

October 24-26.—Popcorn Industries' convention and show, Palmer House, Chicago.

October 26 .- Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

Nov. 3 .- Washington Music Guild, Inc. (WMG), monthly

meeting, Washington. November 7.-Amusement Machine Operators of Greater Baltimore (AMOGB), regular monthly meeting, 2441 North Charles Street, Baltimore.

November 14-17.—American Bottlers of Carbonated Beverages (ABCB), annual convention and exhibition, Convention Hall, Detroit. November 27-30.—National Automatic Merchandising Association (NAMA), annual convention and exposition, Convention Hall, Atlantic

City. (Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Indianapolis:

Floyd Meeker, Meeker Music Company, and president of the Indianapolis Music Merchants' Association of Indiana, Inc., is confined at home by sales manager for Aireon, manufacturer of coin-operated phonographs, is visiting operators in the territory and Indianapolis. . . Frank Banister, of Banister and Banister Distributing Company, reports business good with his pinball games, and looks for a substantial increase in the gross as winter approaches.

Ed Shaffer, president of the Shaffer Music Company, Columbus, O., was the guest speaker at the regular monthly meeting of Indianapolis Music Merchants' Association, October 4, in the Indianapolis Athletic Club. He discussed the value and importance of new equipment. . Mrs. Blanche Janes, head of the Janes Music Company, has returned from an extended vacation on the East Coast and Canada. Her sister accompanied her on the trip.

Mrs. C. Surber, of the Surber Music Company here, reports her delivery truck stolen Saturday night, October 1. . . . Warren Yemsen is the new clerk at Southern Automatic Music Company. . . . The demand for coin-operated phonographs in this area continues to improve and collections are reported on the upgrade.

Philadelphia:

Charles Sweets Company, Inc., headed by Charles Amsterdam, chalks up its 19th anniversary. Firm specializes in placement of popcorn, erators here pointed to the fact that peanut and candy vending machines in motion picture theaters with its "it's summer time all the time in in motion picture theaters with its Southern Nevada." Two coinmen, most recent installation at the Strand Hughie Roach, of Roach Distributing | Theater in Reading, Pa. . . . Morris Soble, one of the backers of the Scott-Crosse Distributing Company here and the Williams Manufacturing Company in Chicago, has joined forces with candy manufacturer Max Leon and established the Leso Candy Company for the revival of the "Barbara Waldron" line of choco-

> Ray Clark, of Cincinnati, shopping here for a supply of stamp vending machines. . . . Y and Y Popcorn Supply is handling Y and Y Odor Control System for scent conditioning. . Keystone Panoram Company, distributor for Mills Industries, H. C. Evans and Bell-o-Matic, advertising for investors for its Bert Mills Hot

(See PHILADELPHIA on page 122)

Hartford, Conn.:

Manny Leibert, who has been associated in popcorn vending machine operations in Connecticut, and who also has put on a number of wrestling shows at the Hartford Auditorium in past years, has launched a new series of wrestling presentations at the local sports building. ... The Empire Candy and Tobacco Company has moved into new quarters on Albany Avenue in Hartford. . The Board of Selectmen at Hatfield, Mass., voted to authorize use

of pinball machines in that town. All will have to be licensed and the fee was set at \$20 per year. The board also specified that persons under 18 will not be allowed to use these machines.

Consolidated net income of Veeder-Root, Inc., Hartford, manufacturers of counting and computing Owners, is drafting a model ordidevices for coin machines, for the period from January 1 to August 14 amounted to \$657,878, or \$1.58 a share, as compared with \$746,263, or \$1.80 a share in the like 1948 period.

In a note to stockholders accompanying the interim report, John H. Chaplin, president, said: (See HARTFORD, CONN. page 114)

Washington:

Paul Robertson, Decca Distributing Corporation, reports that business is picking up with "Don't Cry, Joe" by Gordon Jenkins and "Saturday Night Fish Fry" by Louis Armstrong heading the list of current favorites. Evelyn Knight's "Counterfeit Love" and Louis Armstrong's "Lucky Old Sun" are also going very well, Robertson said. . . . Fred Turner, also of Decca, took in some of the Senators' home games:

Aaron Goldman, of the G. B. Macke Corporation, has been doing an outstanding job as head of the Community Chest Drive's Business II Unit, according to observers. Faced with a list of 1,400 soliciters vacancies down to 400.

Things are quiet right now at the General Amusement Company, according to proprietor C. Walter Hendrix. . . . Charles Pumphrey reports a similar lull at Maryland Automatic Amusement Corporation in near-by Hillside.

Phillips Novelty Company, Inc., recently acquired a number of new Mach's Record Distributing Com-(See WASHINGTON on page 122) pany.

Chicago:

Baseball held the spotlight thruout the industry last week, with forces equally divided between the Brooklyn Dodgers and the New York Yankees in the championship playoffs. First out-of-towner to pass thru the city on his way East for the series was Mike Imig, Yankton, S. D. Mike, who last year visited in Cleveland during the baseball classic, planned to stay in New York until the last game then train back to his home.

Lindy Force, AMI manager of general sales, reports the firm's new four-page circular covering its hideaways and various mechanisms, is available thru the firm's distributing network or by writing directly to the sales headquarters here in Chicago. Firm's Grand Rapids, Mich., plant is now upping its production to meet the wave of orders that have come in during the past month.

Tom King, King & Company, drove back to the city Saturday (1) after a three-week, 6,000-mile vacation jaunt thru New Mexico, Texas, California, Utah and other points West. Partner Paul Crisman, upon Tom's return, immediately began making plans for a winter trip to Mexico. One of the "verboten" rules at King is the use of "agitate before using" signs that are sometimes placed on bulk nut venders. It's bad business for the operator, as it places the (See CHICAGO on page 120)

Detroit:

Lawrence Hoover is now operating under the name of Muz-a-Matic with headquarters on Ridgewood Avenue. . . Harold Kowal is forming the Harold Coin Meter Washer Service,

located on Indiana Avenue.

A. M. Kolstad and H. C. Mitten, Peerless Air Conditioning Company, who did sheet metal work for various coin machine manufacturers, have dissolved the company and gone into another business. Firm was located in Oak Park. . . . Irving Ackerman, general counsel of the Michigan Automatic Phonograph nance for regulation of various types of coin-operated devices for submission to the authorities of suburban Taylor Township. The ordinance is expected to serve as a pattern for other township boards in this area. Robert H. Allgood, who headed

the Twentienth Century record label here, has moved to California. . . . Bert Schlain, Detroit manager for Universal Match Company, left for a (See DETROIT on page 119)

Houston:

A. A. Sage and W. A. Franz, manager and assistant manager respectively for the local branch of S. H. Lynch Company, each received a beautiful television set as rewards for exceeding their sales quota on Seeburg M100A's in September. The sets were presented from the S. H. Lynch home office in Dallas. The Lynch firm recently acquired exclusive distributorship of DuMont television in Dallas, San Antonio and Oklahoma City.

W. M. Keel is now traveling sales representative for Coin Machine Sales Company, Houston. Keel has to recruit when he took over the been in the coin machine business task, he has now narrowed the over 15 years mostly in the Dallas trade area. Just prior to his present connection he was with Wall Box Sales Company, Dallas. The Coin Machine Sales Company, distributors of the Bally line and owned by A. H. Shannon, is the oldest established coin machine distributing firm in Houston.

Miss Dolores Dorman was recently employed as office secretary at

XSI

DE

73--73--72

69--68--70--68

68--67--69--67

75--75--74--77

72--72--74--70

63--64--62--64

65--66--65--6

79--80--80--78

70--70--70--70

75--76--75--74

81--82--82--80

73--74--74--72

69--69--68--70

73--73--75--72

70--72--70--67

82--83--82--80

82--83--82--81

76--76--76

84--85--84--83

74--76--75--72

80--82--80--76

76--77--76--73

80--82--80--76

80--82--80--79

79--80--80--78

72--75--72--70

COINMEN YOU KNOW

Twin Cities:

(Continued from page 112) by Sol Stone. . . . Harold Lieberman, head of Lieberman Music Company, Wurlitzer distributors, reports he is about fully recovered from the virus infection he suffered several weeks ago. His son, David, who has been ill for several months, is showing improvement and is attending school.

The Seeburg service school, conducted recently by the London Music Company in Minneapolis, was successful, Al Meirowitz, manager of the Minneapolis office, reported. With Freeman Woodhull, of Chicago, Seeburg field service engineer, in charge, the school attracted some 60 operators and service men. Also on hand for the school were S. L. London, Milwaukee, firm head; Bob Dunlap, of Chicago, Seeburg district manager, and Bill Fioske, Chicago, Seeburg special representative. . . . Jack Karter, head of Midwest Coin Machine Company, spent several days in Chicago conferring with manufacturers. . . . Dave Ziskin, of Silent Sales Company, reported business moving along well, with Exhibit's Tumbleweed five-ball game attracting considerable operation attention. Used flat tops, shuffleboards and music are getting fair play, he said.

H. L. Knudson, operator in Fargo, N. D., bought the music and pin game route consisting of about 100 units owned by Art Thompson, Moorhead, Minn. . . Archie La-Beau, of LaBeau Novelty Sales Company, is up to his ears in plans for the remodeling of his shop and reorgan-. . . Hy Greenstein, of Hy-G Music Company, is expected back before too long from his two-month trip to Europe and Israel. Meanwhile, Sid Levin, of the Hv-G staff, said business has been holding up in good shape with the organization expecting to show the boss it did a fine job while he's away. . . . Chester Margeson, formerly with Fritz Eichinger, St. Paul operator, has moved to Tacoma, Wash., where he is operating for himself. . . . Matt Engel, of Mayflower Novelty Company, reports a sudden upsurge in business in the last few days, with music and games getting prominent attention from the operators.

According to Jonas Bessler, of Lieberman Music Company, Chicago Coin's new game, Tahiti, has caused coinmen to inquire of its possibilities even tho a sample unit still is being awaited from the factory. . . . London Music Company has taken on the distribution of RCA sound and electrically engineered products and has placed Jack V. Edeskudy, chief sales of 32,849,000,000. Cigar sales engineer, in charge of this division. dropped to 422,496,000 from a June . . . Jack Barabash, of the Rock-Ola peak of 519,000,000.

411-13 DIVERSEY BLVD.

factory, was a visitor at the LaBeau Novelty Sales Company office this past week. . . . Dave Ziskin, of Silent Sales Company, is back from a trip to Northern Minnesota, where he combined business with a bit of fishing in the company of Norman Hanson, operator from Osakis, Minn. FRED Ziskin brought back a nice mess of wall-eyes and northern pike to prove the angling was good and a sheaf of orders as proof business was ditto. . . . Bill (Sphinx) Cohen, Silent Sales boss man, is awaiting the first snow before heading for his winter haven in Florida.

The nationwide steel strike has affected the Iron Range area in Northeastern Minnesota, with operators there reporting their take is starting to fall off. One Hibbing, Minn., coinman, who always buys equipment every time he comes to the Twin Cities or calls in, limited himself to a \$10 parts order last week explaining to the jobber, via telephone, that he wasn't spending any more money than necessary because of the strike. . . . In the Worthington, Minn., area coinmen were joining in for the annual Turkey Day celebration in the nation's turkey capital. . . . Many coinmen were out hunting partriage, grouse and pheasants, with the State's hunting season officially open. . . . Al Meirowitz, of London Music Company, said there was considerable interest among operators in the firm's recent promotional campaign for Keeney cigaret vendors. . . . Russ Sellman, salesman for LaBeau Novelty Sales Company, is on a business trip to Northern Minnesota and reporting success from that area. . . izing his staff. He reports music get- It's a son for Al Olson, Harmony ting fair attention, with used equip- Music Company service man, and ment showing somewhat of a spurt. his wife in their Minneapolis home.

Milton Casebere, of C & N Sales Company, Mankato, Minn., and members of his family came to the Twin Cities on a shopping tour last week. He reported that business in the country area in which he operates has shown a pick-up. . . . A similar story was told by Oscar Winter, LaCrosse, Wis., in this market to pick up equipment. · . J. C. Weber, Blue Earth, Minn., operator. was in buying machines for his route. Other visitors to this area the past week included Karl Peterson, Fergus Falls, Minn.; George Atol. Zenith Distributing Company, Duluth, Minn.; Milton Cayo, Chippewa Falls, Wis.; Don Polashek, Alma Center, Wis., and Leo Demars, Ashland,

WASHINGTON, Oct. 8 .- Cigarette sales hit a 1949 low in July, while cigar sales also slumped, Commerce Department reported. Cigarette consumption totaled 25,853,000,000 - a drop of about 22 per cent from June

ONE-BALLS NEW FIVE-BALLS RECONDITIONED 5-BALLS Gold Cup, F.P. \$175.00 College Daze-Gottlieb Majors of '49\$139.00 Special Entry, Black Gold 130.00 F.P. Victor Special, CamelCaravan-Genco Football-ChicagoCoin Buttons & Bows 125.00 70.00 Big Top 125.00 Jockey Special, Tumbleweed—Exhibit Floating Power 115.00 Utah-United F.P. 115.00 Buccaneer 100.00 Barnacle Bill 100.00 Thrill 100.00 Carnival 90.00 **PHONOGRAPHS** Ali Baba 79.50 Wurl. 1080 \$375.00 | Rock-Ola 1947 \$325.00 Wurl. 1100 450.00 Rock-Ola 1948 Wurl. 1015 315.00 Seeburg 146M Rock-Ola 1946 ... 250.00 Seeburg 147 415.00 350.00 Jack & Jill 79.50 Screwball 79.50 Cinderella 79.50 450.00 Merry Widow 75.00 Sally 75.00 Trade Winds 69.50 EXH. DALE GUNS UNITED'S Trinidad 69.50 Bermuda SHUFFLE ALLEY 65,00 Cab, refinished, Catalina mechanically recon-Triple Action 65.00 \$345.00 ditioned-\$120.00. CONSOLES \$499.50 | Baily Wild Lemon, Floor Keeney 3-Way Bonus Super Bells 56/25¢ Twin Bonus Super Bells 360,00 Sample Write for Prices 5¢ Keeney Bonus Super Bells 230,00 Seeney Golden Nugget, Floor Bally Reserve, Fl. Sample Write for Prices COIN MACHINE EXCHANGE

Phone: Buckingham 1-6466)

Record Reviews

(Continued from page 109)

ADTTOT

THINDS

LAB

AKIISI	TUNES	- I
BEL AND NO.	COMMENT	ALL OCKEY
1.94	COUNTRY AND WESTERN	
ROSE GM 10533	The Raindrop Waltz Hill-tenor Rose does a sweet, sentimental job on a sweet, sentimental waltz.	737373
	I Wonder Who We Think We're Foolin'	71727070

Rose's own tune is more in the pop vein.

A pleasing, if not outstanding rendition.

If Santa Claus Could Bring You Back to Me 74--75--74--74 JIMMY WAKELY Cap 57-90040 Wakely puts feeling into a plaintive lostlover theme pegged on Christmas.

Christmas Polka This one could get swamped in the flood of sparkling Christmas releases,

IIMMIE DALE Two Cents, Three Eggs and a Postcard Vocalion 55033 Dale is late with the country opus that has been around for some months. Adequate rendition

Late coverage of another long-promising tune for the low price label. Also adequate.

I Wish I Had a Nickel

IACK DAY Tennessee Polka Vocalion 55032 Day has a pleasing, informal manner with the snappy country polka. Good steel guitar is featured too. Soft Lips

ANDY ANDERSON & HIS PEACEFUL VALLEY BOYS

ALFREDO MENDEZ

SMC 1244

MACHITO ORK

CHICAGO 14

Mercury 5304

Col 20623

It's No Use To Pretend Nothing outstanding here in tune or perfor-

Tune is stirring, and this competent 45-cent

I'll Never Cease To Love You Competent country crooning, but side lacks extraordinary features.

coupling could enjoy fair business.

LEON PAYNE A Link in the Chain of Broken Hearts Payne warbles like a thorobred on a plaintly. Cap 57-40238 self-pity song. I Love You Because

Retentive, light-weight material and sincers Payne rendition add up to a middlin' side, JIMMIE OSBORNE Your Lovin' and Huggin' Osborne's full-flavored hill country warbling King \$17

a lively ditty. Tears of St. Ann Simple, direct, touching story is unfolded in Osborne's poignant ballad.

GRANDPA JONES Weary Lonesome Me Beautifully paced rendition of a penetrating King 812 folk song, by Jones and his guitarist. For hill-country buyers

> Grandpa's Boogie Down-to-earth country boogle gets a mighty fine beat, but lacks real distinction.

gets full assists from two steel guitars in

LATIN AMERICAN

LOS DIABLOS DEL Arthur Murray Rumba Instrumental is by director-arranger Tito MAMBO Puento. Dance studios will eat this one up SMC 1234 for its peat, the it's short on melody,

Afro-Cuban Serenade (Alfredito Valden) Easygoing modernly conceived lament has a fine dance beat but is otherwise contrived.

MIGUELITO VALDES La Cachimba De San Juan (mambo) SMC 1236 'St John's Smoking Pipe" is one of Valdes best in some sides, with fine tempo and

rhythm and flavorful chanted refrain. La Runidera (rumba) Valdes chants, shouts and indulges in

tongue-twisting patter on one of his topdrawer jungle renditions. Irremediablemente Solo (porro) BOBBY CAPO Secco 7034

Slightly brighter than a bolero, Bobby's latest is an italian-style melody. the penetrating quality of his average effort. La Mucura (porro)

This one's more like a samba. Capo cut it in Puerto Rico, and it has plenty of winning ways. Has a folk quality.

Tu No Comprendes (bolero) A pretty ballad is played sensitively by planist Mendez, with rhythm support. For dancers or devotees of society plano.

Escambron Beach Rumba A calypso-type cumba gets toe-tickling treatment from the imaginative planist.

ALFREDO MENDEZ Que Bonita Eres Tu (bolero) Easy-on-the-ears society plano designed for rumba dancers. With rhythm section.

> Caribbean Yacht Club (rumba) An trresistible plano-rumbs in the Miami Piano is beautifully recorded. Beach style.

TITO GUIZAR Carmen De Amor (polca) V 23-1334 The honey-toned Mexican crooner's return to the label is marked by a spirited, melodious folk-style polka cut in Puerto Rico.

Llorra Timbero (mambo)

Sabes Que Me Voy (bolero) Beautiful ballad singing, with guitar, maracas, and sweet minted trumpet.

Machito's mambo's are well over on the jazz side. Latin standard comes out okay in his chanting and side is danceable, if lacking in authentic flavor.

Jungle Drums
The worthy Lecuona standard gets involved bop treatment from the competent crew. Too involved for most dancers and listeners.

68--70--67--67

CLUB

HANDLE

FOR SALE PIN GAMES at \$10.00 Each Arizona, Victory, Oklahoma, Yanks, Keep Em Flying, Four Aces, Canteen, South Seas, Five Ten-Twenty, Spotcha, Entry, Alert, Strip Tease.

\$15 00 Each: Midget Racer, Lightning. 525.00 Each: Flamingo, Laura, Opportunity. \$50 00: Catalina. \$75.00: Jack and Jill.

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	\$ 50.00
Evans Ten Strike, '47 .	79.50
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Supreme Skee Roll	
Barrel Roll	50.00
Seven Hi Pool	
	OWNE

ROLL DOWNS

Service Control of the Control of th					Each
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Tally Rolls	989				20.00
Super Triangle .					25.00
Sportsman's Rolls			Matter		25.00
Eight Balls	050		100000	eadabad	50.00
Pokerino	300				119.50
Hits and Runs					95.00
Kontest Bomber .	•••		*****		50.00
Bally Hoo	***		****		25.00
Mimi-Steel Balls	***	****	***		70.00
					70.00
		T CO	400		

minit areas bane	70.00
MUSIC .	
Manager County To State of Sta	Each
Wurlitzer Hideaway With Adapter-	
Original Cabinet	35.00
Rock-Ola Hideaway in Box-Packard	1000
Adapter	25.00
SEEBURGS With Light Tone Arms:	
Casino	70.00
Vogue	75.00
Gem	65.00
Classic	85.00
MILLS:	
Throne	65.00
Empress	75.00
WURLITZERS:	
500	65.00
600	75.00
800	99.50
616	50.00
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ROCK-OLAS:	
Windsor	60.00
Standard	75.00
De Luxe	80,00
Master	90.00
Model 1422	285.00
These machines are all clean, thore	anne falle
these inactities are all clean, thore	JUSTILLA

checked, amplifiers gone over, no broken

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TELEQUIZ

'48 Model, like ney

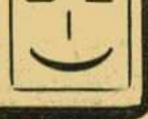
BOX D-247

c/o The Billboard Cincinnati 22, O.

There'll Be a Smile On Your Face When You See

KOFFEE KING

NEW FUTURAMIC HOT COFFEE VENDOR



Record Reviews

ARTIST

LABEL AND NO.

DRAGA TUXPAM

Regal 207

FERNANDO

V 23-1342

Gonzales)

UNIVERSITARIOS

UNIVERSITARIOS

Discos Cafamo 507

RAGUL Y PEDRO

Regal 205

Discos Cafamo 506

V 23-1341

LOS

FERNANDEZ

TUNES

COMMENT

LATIN AMERICAN

No Me Quieras Tanto (bolero) Tex-Mex disking features a quality crooner backed by nat've marimba, guitar, rhythm,

and weepy fiddle. La Preferida (cancion)

Warbler Jose Reyes turns in another mellow job here

Ayer Y Hoy (bolero)

81--83--80--80 Number maintains a danceable beat, and the romantic Mexican crooner is in fine form.

Por Que Ya Tu No Me Sonries (bolero

82--83--81--81 Brighter number is also danceable, and Fernandez turns on the personality.

ANSELMO SACASAS Chupa, Chupa (mambo)

ORK (Ruben The planist-maestro's big, modern band does a highly competent, but not especially exciting job here.

Maix (guaracha mambo)

Some of the stops are pulled out here. Beautiful piano passage by the maestro. No Insistas (bolero mambo)

Guitar-rhythm-vocal group is beautifully recorded. Voices, instruments and beat are absolutely tops.

Sin Tu Amor (bolero) Popular tune is the vehicle for another

honey-coated, danceable performance.

Has Cambiado Muy Tarde (bolero) Fine tune is given top tropical treatment by the silk-smooth guitar-harmony group. The vocal soloist is first-rate.

Tu Sabes Que Te Quise (pasillo) Number is more in the traditional Spanish idiom, and the group puts plenty of spirit into the lively dance.

La Ramera

Tex-Mex cancion is well performed and gets a live recording sound. Limited to the Southwestern territory.

Oralia Vals

70--70--70 Accordion is strong thruout a danceable Tex-Mex waltz.

CHILDREN

SCOTTY MACGREGOR Junior J-104

The Gingerbread Boy, Parts I & II . MacGregor's adaptation of the standard story is breezy, simple, and light-hearted. The music and sound effects help, and cover is attractive too. A good value at 59 cents.

SCOTTY MACGREGOR Junior 1005

MACGREGOR

Junior J-100

Clickity-Clackity Train All the sound effects and music here are provided by an organ. Number is simple and catchy, and MacGregor projects clearly,

Monkey Shines Organ makes like a calliope as MacGregor tells and sings his monkey tale in informal

Aladdin and the Wonderful Lamp, Parts | & II

MacGregor's adaptation of the Arabian tale is set against an exotic musical background. Pine narration and sound effects. For school

INTERNATIONAL

SIX FAT DUTCHMEN Maiden Polka

Continental C-798

V 25-1136

(Polish)

SCOTTY

The Midwestern brass band, with the prominent tuba, serves up a snappy instrumental that should find its way around Germanic neighborhoods.

Lulubelle Schottische

Another highly danceable instrumental,

TONY PUSKARZ ORK Dobra Zonka Polka

Plashy, brassy polka sounds like "Little Brown Jug." it's sung and played with tremendous spirit.

Moja Luba Jedyna Waltz Pretty waltz tune rendition gets more of the spirit shown on flip Warbler projects strongly.

MARLENE DIETRICH V 25-4115 (German)

Leben Ohne Liebe Kannst Du Nicht From "Nie Wieder Liebe," La Dietrich, accompanied by composer Spollansky, croons and talks thru one of her great characteristic aides, reissued from an old master, but as

effective as ever. Wenn Ich Mir Was Wunschen Durgte Another reissue from the 30s. Class stores will go for this coupling, with no knowledge of the language required.

MICKEY KATZ AND HIS KOSHER-JAM-MERS

V 25-5095 (Jewish)

GINO BECHI

V 25-7119

(Italian)

Sadir Dance The Yiddish Spike Jones in a hilarious version of the "Saber Dance," ending with "Happy Pesach."

Mechaiye War Chant Yiddish version of "Hawailan War Chant" is a wild, side-splitting affair.

Suona Balalaika The Italian Nelson Eddy puts plenty of fire into his version of "At the Balalaika."

Torna

From the film "Torna a Sorriento." quality Italian tune takes on operatic proportions in Bechi's dramatic rendition.

(Continued on page 118)

RATINGS 70 0 111 PTT R × 0 CKE 0 -R

75--75--75

73--74--73--73

72--73--72--70

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83--84--84--82

81--82--81--80

83--83--83--82

77--80--78--72

71--72--70--70

82--82--82--NS

72--72--72--NS

68--67--70--NS

80--80--NS

75--76--74--74

75--76--74--74

83--83--84--83

81--82--82--80

76--76--80--73

75--75--78--70

85--86--83--85

86--86--85--86

80--83--80--77

80--84--82--75

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RATINGS

70

m

7

79--80--78--78

79--80--78--78

74--75--74--73

59--60--58--60

73--75--72--72

82--84--82--80

70

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10

KEY

77

A

FOR THE BEST DEAL. Davis!

Wurlitzer 1100 . . \$489 Wurlitzer 1015 . . 319 319 Wurlitzer 1080 Wurlitzer 1017 . 275 Rock-Ola 1422 ... 219 Mills Constellation. 279

Available With-

GUARANTEED POSTWAR **PHONOGRAPHS**

NO EXTRA CHARGE

Sant	1
Seeburg 148ML	\$489
Seeburg 147	389
Seeburg 146M	319
Seeburg Hlas	279
TOM	250

MILLS Mills Empress \$39

SEEBURG

PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

WURLITZER	ROCK-OLA
750E\$159	A STATE OF THE PARTY OF THE PAR
800 109	President 569
500 79	
600K 79	PACKARD
600R 74	Twin 12 5 39
Victory 49	A 2005
24	AMI
24 49	AMI Singing Tower \$39
616 49	AMI Model 309 39
THESE PREWAR	v Mechanism Over-
THE RESERVE OF THE PARTY OF THE	hauled
PHONOGRAPHS	V Worn Parts Replaced
	A second later and the second

V Speaker Inspected V Professionally Refir V Amplifier Recondiished Cabinet V Unconditionally V Tone Head Renewed Guaranteed

FOR AN ADDITIONAL \$35.00

Seeburg W1-156.5¢ Wireless \$2000	BOXES Wireless	\$9.95
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3-Wire Baromatic 19.00 Seeburg \$-20-12-30 Wire 3.50	Wurlitzer 120	3 50

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ALL OF OUR GAMES ARE RECONDITIONED AND READY TO GO Rock Bottom Price-First Class Condition

FIVE BALLS

Commence of the second	FIVE BALLS	and the second s
Buccaneer\$105.00	Singapore # 20.00	A REPORT OF REAL PROPERTY.
Lady Robinhood 44.50	Singapore\$ 20.00	\$14.00 each, 3 for \$39.50
PARTIE AND THE PARTIE OF THE P	Singapore	Smaley San Berein
Old King Cole 60.00	Roll Down 25.00	Smoky, Sea Breeze, Super
Stormy 55.00	Major League	Score, Nevada, Kilroy.
Sweet Sue 47.00	Baseball 35.50	Hawaii, Cross Fire, Star
Summy 17.00	The second secon	Lite Supporting C
Sunny 35.00	Merry Old King 33.00	Lite, Superliner, Suspense,
Summertime 50.00	Cleopatra 49.50	Ginger, Step Up, Havana
Humpty Dumpty. 40.50	Gixmo	We have flipper kits that
Troniesus -	Diue Skies 102 00	can be installed and
Tropicanna 25.50	Build Up 39.50	can be installed on these
ONE BALL		games-\$3.98 per set)
Special Entry		ONSOLES
Special Entry	\$ 49.50 Bally 5-10-25 To	iple Bell \$265.00
the same of the property of the same of th	30 50 5	THE BEIL \$265.00
Longacres	39.50 Evans 5 & 25 Cor	nb. Casino Bell 150.00
Joeney Special (drill proof)	140 00 0	JE FF O PO Comb 165 00
Gold Cup (drill proof)	19.50 Super Bonus Bell 140.00 Super Bonus Bell 215.50 Bally Deluxe Dra	5-25 FP & PO Comb. 320.00
B.T. B.T. B. T. B.	215.50 Bally Deluxe Dra	w Bell 5e 300.00
NEW JEN	NINGS SLOTS OF ALL	W Bell 5g 200.00

NEW JENNINGS SLOTS OF ALL KINDS We also have many reconditioned slots at good prices: Gold Chrome, Club Specials, Brown Fronts, Buckley Criss Cross, Standard Chief, Silver Moon, etc.

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Now Delivering . New! Ex	citing! HOLIVCRANE

PIN GAMES Crazy Ball \$ 79.50 | Contact \$ 69.50

Cinderella 84.50 Mardi Gras 79.50 Humpty Dumpty 59.50 Alice Thrill 89.50 MAKE OFFER: ADVANCE ROLL HI-ROLL Wisconsin 59.50 and PRO SCORE. We Will Meet or Beat All Advertised Prices in This Area, 1/3 Deposit, Balance C. O. D.

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Record Reviews

(Continued from page 117)

ARTIST

TUNES

LABEL AND NO.

COMMENT

INTERNATIONAL

SILVER BELL ORK V 25-9206 (Polish)

Finger Polka Walter Zaremba talks the Polish words in a lively, fun-packed polks. Excellent band and Witkowski clarinet.

Little Old Lady Oberek Similar spirit in a well-done oberek,

ALEXANDER SVED V 25-6087 (Hungarian)

Sxax Sxal Gyertyat Strongly flavored gypsy stuff, but the excel-lent bass from the Met-Opera has to struggle against bad balance.

Piros Roxsa Feslo Roxsa and Nyisd Ki Babam Az Ajtot

75--76--76--73 On two typical tunes Sved's handsome tones get a better chance to be heard.

MILT OLEKSON ORK Disc-Jockey Polka Trident T-114

Lively Polish-style hop has a vocal, but most of the time it can't be heard. Dancing Shoes

Strong, booming beat and rich traditionalstyle melody makes for a better-than-average polka instrumental

RELIGIOUS

SILVER LEAF QUARTET Atlantic 883

Just a Little Talk With Jesus Top-grade spiritual singing packs a mighty beat for the spirited material.

In That Sweet Bye and Bye A warm performance of a fine spiritual. 79--80--80--77

ADVANCE RECORD RELEASES

(Continued from page 111)

LATIN-AMERICAN

G. Rodriguez (Quistera Compreder) V 23-1376 Amor Loco G. Sierra (Coralito) V 23-1389

Amorcito De Mi Vida Trio Tariacuri (La Gallinita) V 23-1378 Aquel Amor

Vazquez Trio (Fue el) V 23-1397 R. Alvarez Conjunto (Mi Comadre) V 23-1369

Cada Vez Que Me Recuerdas L. Lararque (Ropa Blanca) V 23-1393 Caseron de Tejas L. Lamarque (La Parrala) V 23-1377

Compay Gallo M. Silva-C. Rodriguez Ork (Que te) V

Coralito G. Sierra (Amor Loco) V 23-1389

N. Martinez (Poquito de) V 23-1399 Cople de Espana Nino de Utrera (Victoria de) V 23-1392 Culpable

A. Landin (No te) V 23-1394 De Buen Humor El Negrito Chevalier (El Patito) V 23-

Defame Tranquilo Les Dorados (Que te) V 23-1388 Desperdicio

Chucho, Guillermo y Jose (Lagrimas Negras) 23-1390 Oespedida

Trio Vegabajano (Fichas Negras) V 23-1396 Desvelo de Amor

P. Vazquez Trio (Lo Necesito) V 23-1374 Ooretee el Doble Fee D Santos (En el) V 23-1371

El Disgusto Del Compay Los Guaracheros de Oriente (La Cuenta) V 23-1370

El Patito El Negrito Chevaller (De Buen) V 23-

1 Remoline Ragul y Pedro (En Medio) Regal 206 En el Cafetal

D Santos (Doroteo el) V 23-1371 En Medio Do Mis Locos Disbarios Ragul y Pedro (El Remolino) Regal 206

ichas Negras Trio Vegabajano (Despedida) V 23-1396 ue el Destino P. Vazquez Trio (Aquel Amor) V 23-1397 nfierno y Cielo Cuarteto Mayari (Risa Loca) V 23-1375

ungle Drums Machito Ork (Liorra Timbero) Mer 5304 La Cuenta y el Vigilante

Los Guaracheros de Oriente (El Disgusto). V 23-1270 La Deleresa

M Pinada (Sevilla) V 23-1395 La Gallinita Trio Tariacuri (Amorcito de) V 23-1378

La Parrala L. Lamarque (Caseron de) V 23-1377 . La Preferida D. Tuxpam (No Me) Regal 207

La Ramera Ragul y Pedro (Oralia Vals) Regal 205 Lagraimas Negras Chucho, Guillermo y Jose (Desperdicio)

V 23-1390 Loora Timbero Machito Ork (Jungle Drums) Mer 5304 Lo Necesito

P. Vazquez Trio (Desvelo de) V 23-1374 Mi Comadre Camina Asi R. Alvarez Conjunto (Ay, Jose) V 23-Noche y Dia

M. Arancibia-Trio Lianquiray (Plenilunar)

No Hagas Caso

Trio Urquiza (SI Te) V 3-1391 No Me Quieras Tanto D. Tuxpam (La Preferida) Regal 207 No Te Desesperes

A. Landin (Culpable) V 23-1394 Oralia Vals Ragul y Pedro (La Ramera) Regal 205

Pena, Penita P. Vargas (Que Si) V 23-1372 Pendenciera

N. Sona (Que Dios) V 23-1368 Plenilunar

M Arancibia-Trio Llanquiray (Noche y) V 23-1386 Poquito De Todo N Martinez (Corpus) V 23-1399

Que Dios Te Perdone N. Sona (Pendenciera) V 23-1368 Que Si, Que Si P Vargas (Pena, Penita) V 23-1372

Que Te Parece M. Silva-C. Rodriquez Ork (Compay Gallo) V 23-1373 Que Tu Quieres Que Te Diga

G. Rodriguez (Separacion) V 23-1398 Quisiera Comprender G. Rodriguez (Aborrecido) V 23-1376 Risa Loca

Cuarteto Mayari (Inflerno y) V 23-1375 Ropa Blanca L. Larargue (Cada Vez) V 23-1375 Separacion

G. Rodriguez (Que Tu) V 23-1398 M Pinada (La Dolorosa) V 23-1395 Si Te Vi No Me Acuerdo

Trie Urquiza (No Hagas) V 23-1391 Victoria De Los Reyes

Nino De Utrera (Copia de) V 23-1392

HOT JAZZ

Ace in the Hole J. Wittwer (Two Kinds) Jazz Man JM Black and White Rag

L Watter's Yerba Buena Jazz Band (Maple Leaf) Jazz Man JM 1 Blues for Jimmy Kid Ory's Creole Jazz Band (Get Out)

Jazz Man JM 22 Brother Lowdown

T. Murphy's Bay City Stompers (Yellow Dog! Jazz Man JM 32 Clarinet Marmalade

P. Daily's Rhythm Kings (Yelping Hound) Jazz Man JM 30 Creepy Feeling Jelly Roll Morton (Fingerbuster) Jazz

Man JM 12 Creole Song Kid Ory's Creole Jazz Band (South) Jazz

Man JM 21 Down by the River

B. Johnson's Original Superior Band (Panama) Jazz Man JM 8 Easy To Remember

E. Garner-J. Hartman (Home) Mer 8152 Extrovert B. De Franco Sextet (When We're) Cap

57-747 Fingerbuster Jelly Roll Morton (Creepy Peeling) Jazz

Man JM 12 Get Out of Here

Kid Ory's Creole Jazz Band (Blues for) Jazz Man JM 22

E Garner-J. Hartman (Easy to) Mer 8152 Honky Tonk Musle

Jelly Roll Morton (Winin Boy) Jazz Man JM 11 1 Mean You

T. Monk Quartet (Symphonette) Blue Note Bl 1564 Irish Black Bottom

L Watters' Yerba Buena Jazz Band (Memphis Blues) Jazz Man JM 2

FOLK TALENT AND TUNES

(Continued from page 33)

at Beckley, W. Va. . . . Ernest Tubb (Decca) back to work after several days off for a complete rest. Tubb will do a kiddie album for Decca soon. . . . Buddy Starcher, the WCAU, Philadelphia, d. j., has just inked with Columbia Records and Southern Music. . . . Big Slim, of WPIT, Pittsburgh, has added Salt and Peanuts to his hillbilly gang at the station, along with Jimmy Walker's Western Stars. The Western swing band is working aboard the Dolphin, local dance boat. . . . James and Martha Carson, of WSB, Atlanta, report that they used the Carroll Family and the Smith Brothers on their latest Capitol diskings.

Smilin' Eddie Hill, who leads his own band and does mike work at WMPS, Memphis, has inked with Decca. . . . Chuck McKasson, of WGBF, Evansville, Ind., has worked out a "Gold Star Listener" gimmick, awarding a gold star to every listener who writes in, telling of the work he has done to get 20 new friends for McKasson's shows. Cliff Rodgers, of WHKK, Akron, reports that George Morgan (Columbia) and Ann Paridon were married recently in Doylestown, O. . . Guy (Texas Tiny) Cherry, of KFOX, Long Beach, Calif., reports that his station took Johnny Mack Brown, Eddie Dean (Mercury), Duncan (Cisco Kid) Reynaldo, the Broome Bros., Jimmie Bryant, Doye O'Dell, Emmet Lynn and a crew of cowgirls to the Los Angeles County Fair September 24. . . . Joe Morris is now managing his newly reorganized Silver Dew Boys at WKLY, Hartwell, Ga. . . . Connie B. Gay, of WARL, Arlington, Va., and Don Owens and Stan, the Hired Hand, of WGAY, Silver Spring, Md., have worked out a co-operative promotion deal with the Washington Music Guild, whereby the WMG, the local juke box operators' association, will plug a "Record of the Week" which will be selected by the trio of folk music platter spinners. In return for plugging the disk weekly, the juke ops will put tabs and posters on their boxes to promote the idea of listening to the jockeys. Together with the WMG, the three d. j.'s will tabulate their top 10 requests weekly, and these platters will also be plugged jointly.

Artists' Activities: George Morgan (Columbia) has severed all connections with personal managers. . . . The Cumberland Valley Girls (Folk Star) are celebrating their fourth anniversary at WNVA, Norton, Va. . . . Kenny Roberts (Coral), of WLW, Cincinnati, has taken on Joe Grieshop as his personal manager. . . . Duke Dixon and Lloyd Cornell have gone into partnership on the "Swingbillies," and have moved from WROL, Knoxville, to WRUN, Utica, N. Y. . . . T Tex Tyler (4 Star) starts a four-week Northwest tour October 8. Woody Mashburn and the Wanderers of the Wasteland (Grand), of WHPE, High Point, N. C., are talking a recording pact with Murray Nash, of Mercury. . . . John Bava, operator of Cozy label, has started a daily show over WFMD, Frederick, Md. . . . Herald Goodman reports that Dave Landers (MGM) has taken his trio into the Perkin's Pladium, East St. Louis, Ill., where he works between his shots over KMOX, St. Louis. . . . Bud Messner and the Skyline Boys will work a 90-day tour with Tex Ritter's show. . . . Eddie Sosby, leader of the Radio Rangers (Melody Trail), has split with his manager, Ron Brooks, after a reported financial disagreement. . . . Boudeleaux and Felice Bryant, writers of "Country Boy," are working at WBAY, Green Bay, Wis. . . . The Ralph Peers are vacationing at Lake Tahoe. Calif., where Mrs. Peer is recovering from a pneumonia attack. . . . The Jordaneers have joined WSM, Nashville. . . . Lonzo and Oscar are not managed by Bob Ross as was previously reported.

Mary Belle Darden, of WTAR, Norfolk, is working as part of the Darden Family and doing a d. j. shot daily. The Dardens, together with the Lee Mountain Boys are working the "Tidewater Hoedown" over WTAR weekly . . . L. G. Geiger, of WBBC, Flint, Mich., writes that Warren Wood has been inked by Serenade label. . . . John (Pat the Old Cowhand) Faulk is doing a show over WPAT, Paterson, N. J. ... Red Kerce, of WRHP, Tallahassee, Fla., doubles between the mike and a job as reporter-photographer on a local daily. . . . Cousin Harry Moreland, of WROL, Knoxville, reports that Molly O'Day and Lynn Davis (Columbia) of his station, have purchased a drive-in in West Virginia and plan to take over in November. The station is readying plans for TV shows for its many h. b. artists. . . . Art (Two-Gun) Jacobson, of KDEC, Decorah, Ia., is moving to WPBC, Minneapolis. ... Dan (Cuzzin Clem) McNew has inked a recording pact with Acme. He airs over WAPO, Chattanooga.

F. Bostwick Wester, of KSDO, San Diego, Calif., was a part of the very successful h. b. and Western cast featured at the "All-Western Days," which was promoted by St. Mary's Church, El Cajon, Calif., September 16-18. Jimmy Wakely (Capitol), Tex Williams and the Western Caravan (Capitol), Monte Hale and others were featured. . . . Little Georgie Tanner, steelman on many Molly O'Day sides, has his Southern Hillbillies working at WKEM, West Memphis, Ark., according to Bill Edwards, d. j. at the outlet. . . . Billy Williams (Victor) is doing a platter show daily over KWFC, Hot Springs. . . . Jimmie Revard and His Oklahoma Playboys, once with Victor, are back on wax with the Currie label, operated by John Currie Enterprises. ... Dusty Dallas, of KARM, Fresno, Calif., has started his own label, ABC Records, which will feature h. b. talent. . . . Leroy Morris, WEAR, Pensacola, reports that Euddy Pelham, the Tall Texan, and His Texas Pals, have gone with World, the Nashville label. . . . Bob Respess, of WHOK, Lancaster, O., has been promoted to chief announcer and promotion chief. . . . Al Terry, of KVOL, Lafayette, La., is cutting for the new label started by Hubert Jackson, formerly with King Records. . . . Mary Moore, WDNC, Durham, N. C., will start working daily with Tommy Little and His Sunrise Rangers, who just returned from a West Coast tour with Fuzzy St. John and Charlie King. . . . Frank Porter, conductor of the "Country Store" on WLEE, Richmond, Va., is folk music chairman of the Tobacco Bowl Festival set for October 15 in Richmond. Many rustic music names are being invited. . . . John (Cousin Abner) Hitt, of KSKY, Dallas, manages Jack Rowe and the Seven Rowe Brothers, who inked a Columbia pact with Art Satherly, Columbia folk music chief last week. The Rowe combo is working with Al Dexter (Columbia) at his Bridgeport Club. Dallas. Dexter is mentor of the group.

(Continued on page 120)

COINMEN YOU KNOW

Los Angeles:

The Billboard

(Continued from page 112) Render's "Sneakin' Around." Henry Van Stelten, Whittier coinman, was seen looking over some new games last week.

Jack Simon, of Sicking Distributors, returned from a trip to Tucson and Phoenix. Gottlieb's College Days and Chicago Coin's Football look like winners, he says. . . . Charlie Cahoon was in from his Long Beach headquarters to pick up some equipment.

Stan Turner, of Southland Distributors, says his firm is making rapid strides in securing the good will of California operators with Wurlitzer products. Mildred Moburg, the firm's gal Friday, is back from her vacation to the Pacific Northwest. . . . Charlie Cahoone was in from Long Beach for a looksee at the latest in equipment. . . · Ditto for William Black, who hails from Bakersfield.

Jack Leonard, of Badger Sales, is home with a strep throat. While he's recuperating W. E. Happel is running the vending department. William R. Happel Jr., of Badger Sales, received the new Keeney Line Up by Slick Airline last week. It is being displayed on the show floor and creating comment from operators, Happel says. . . . R. R. Wattles, Bakersfield coinman, was seen on Pico Street recently. Another visiting coin machine operator was Harry McNeil, of Trona.

Sammy Donin, of Automatic Games, is back on his feet after a recent surgery. He's now well on the mend. George Warner and Dannie Jackson took care of the business mita, was in town to look over some while Donin was hospitalized. Incidentally, Jackson just returned from a trip to Central California where he conducted some business. . . . Ray Ressel, Crestline operator, was in town looking over some games. He's getting ready for the winter business at his mountain operation where the ski crowd will soon be in evidence. . . . S. W. Ketchersid, San to Pico Street. Bernardino operator, was in town for a short business trip.

Sharkey, of Huntington Park, was operator.

Detroit:

(Continued from page 112) business trip to St. Louis. He was interviewed by Detroit's leading feminine dolumnist, Vera Brown, before his departure, on his objections to eating turkey five meals in a row.

Abe Miller is registering the Miller Vending Machine Company, located on Pasadena Avenue. . . . Isaac Finkelstein, Paul Gold and Paul Chover, of the Michigan Vending Company, are organizing the Hot Dog Service Company on Wyoming Avenue. . . . Vasa and Kata Milich have taken over the Laund-Robot, pioneer local automatic laundry, formerly operated by their son, John Milich. . . . Myer Brenner, of the Triangle Vending Company, specializing in pistachio venders, is adding new equipment to his route. . . . James J. Abdella, supply importer, is taking over the John N. Germack location, long-time center of the vending supply field here.

Vernon L. Huntoon, of the Acme Amusement Company, game and music operators, is forming the Acme Vending Company, in partnership with Frank Novach, in the north end suburb of Highland Park. Offices are located on Eason Avenue.

making the rounds last week keeping an eye open for new equipment. . . . C. E. Stephens was in town.

Ed Wilkes, of the Paul Laymon Company, is hitting the highways these week-ends in a new Ford. Incidentally, the firm is finding business on the upswing, which is good news. . . Thomas Boddy, of Logames.

Phil Robinson, Chicago Coin's West Coast rep, planed out for San Francisco last week on company business. He'll be gone about a week. . Allan Anderson was in from his Shafter headquarters. . . . Ivan Wilcox made one of his periodic visits

Al Weymouth, of Weymouth Service, entertained Mr. and Mrs. Henry Bill Leuenhagen is planning an- Lum, of the Honolulu Tobacco Comother get-together with the opera- pany, during their visit here. Antors after the big turnout at his last other visitor at the Weymouth head-Record Preview Party. . . . Harold | quarters was A. B. McDonald, Fresno

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Reconditioned Guaranteed

5-BALLS

Humpty Dumpty .\$69.50 Singapore 49.50 Melody 54.50 Monterrey 49.50 Wisconsin 59.50 Catalina 69.50 Crazy Ball 79.50 Speedway 74.50 Samba 49.50 Jamboree 49.50 Contact 79.50

Stormy 59.50

Virginia 69.50

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SHUFFLE ALLEY

Scores exactly like bowling! Spares, Strikes, Splits, Railroads, Doubles, Turkeys! Score totals automatically, rame by frame! Puck returns to player under playboard! New drop chute!

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NEW PIN CAMES

CHICAGO COIN FOOTBALL COTTLIEB COLLECE DAZE GENCO CAMEL CARAVAN EXHIBIT TUMBLEWEED UNITED UTAH

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NEW BRASS SLIDES for Model 500 A.B.T. Coin

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Chutes, 5c Play . . . 50c EA.

All With Club Handles

St Brown Fronts \$ 85.00 10¢ Brown Fronts 90.00

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HOME OF PERSONAL S MOVELTY COM 2200 N. WESTERN AVE. - PHONE ARmitage 6-5005 · CHICAGO 47 Division of ATLAS MUSIC CO.

ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
Offices ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
(ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

Chicago:

(Continued from page 112)

vender in a poor light and also may have a detrimental effect on location management. "It won't help the operator when a worker stands shaking a nut machine for several moments before using it," Tom opines.

J. F. Frantz Manufacturing Company is shipping off its General scales to purchasers who want to use the charity chute idea. Latest news is that John Frantz has effected a national hook-up with Kiwanis clubs for sponsorship of the charity scale, and also, locally, with several church groups who sponsor the units as part of their welfare work.

Joseph A. Batten, Exhibit Supply exec, is back at his office after recovering from a recent illness. Visitors last week included Mr. and Mrs. Eddie Centa, New Orleans, and Jack Schloss, Fort Worth. Frank Mencuri left for a brief business trip thru the South. In addition to handling inquiries on the five-ball Tumbleweed and arcade equipment, the Exhibit staff is going all out on preparations for the outdoor convention which will take place at the Sherman Hotel the last week in November. Last year the firm won an award for its display at the same event.

S. I. Neiman, National Coin Machine Distributors Association (NCMDA) public relations director, reports the group's committees are now being appointed and will be announced next week. . . . With business in all five-ball plants going along at a stepped-up pace, most town for a look at new equipment firm officials had a hard time sand- last week. Leo stopped in to chat wiching in a few innings of the with Force at AMI's local sales head-Dodger-Yanks world series games quarters, then rushed out to see Lyn last week via radio and TV. . . . Those that did take time out did so Herb Oettinger at United Manufacmostly because some of their visi- turing. He had a chance to give tors were rabid baseball fans. . . . Fost loop locations reported there try, a whirl and found out why so was steady business on music ma- many nice things have been said chines after the game and also reported their tavern trade at a high level all afternoon on the days the series games took place. . . . Orville Adams, L'Anse, Mich., was a coin row visitor. Another Michigander making the plant rounds was Paul Leven, Grand Rapids candy and tobacco operator.

noticeable in local coin machine operators. Another CMI traveler was plants with plenty of evidence that John Pickering, public relations diincreased orders for all types of rector, who flew to Huron where he equipment is the big reason. Five represented the CMI at the South and one-ball games, counter units Dakota Phonograph Association and straight novelty games are draw- quarterly meet.

ing a lot of attention and bell activity is also brisk. . . . Visitors at United Manufacturing last week included Sol Weiss, Cleveland Coin Machine Exchange, Cleveland; Bill Marmer, Sicking, Cincinnati; Tony Coupel, St. Louis, and Gil Kitt, Empire Coin, Chicago.

President Mel Binks, Universal Industries, is back in high gear after catching up on work that piled up on his desk while he vacationed the first part of September. He says that Bill Ryan, vice-president, did a fine job keeping up with Photo-Finish orders in his absence. . . . Williams Manufacturing is getting a steady run of inquiries on its new game, Freshie. . . . Les Rieck, H. C. Evans music division manager, reports renewed action on the Constellation music machine. Rieck made a lot of new friends during the South Dakota Phonograph Association meet in Huron last week.

Genco's Glider is another straight novelty game being well received. Using a puck as its center of activity, game gives 15 shots for a nickel. . . . Howie Freer, Empire Coin, reports operators dropping in from out of town are buying a lot more equipment than they were a few weeks ago. "Then," he said, "visitors concentrated on looking everything over and placing small orders but now they have their minds made up to get new equipment and are ready for action rather than conversation.'

Leo Weinberger, head of Southern Automatic Music Company, with headquarters in Louisville, was in Durant, Billy DeSelm, Ray Righl and Shuffle-Alley, the firm's latest enabout this game since its introduction recently.

Dudley Ruttenberg, general counsel for the Coin Machine Institute (CMI), back in town after a recent flying trip to Raleigh, N. C., where he spoke before the organization meeting of the North Carolina Recreation and Amusement Association. A general speed-up in activity is Membership is composed of music

LOOK * WE GIVE THEM AWAY * LOOK PHONOGRAPHS Bally Double Up 285.00 Bally Spot Bell Write Bally Multi Bell Write Arrow Bell, 56-256 Write MISCELLANEOUS ONE BALLS Bally Citations\$359.50 Chicago Coin Rebound Shuffleboard, Original Crates 175.00 Bally Gold Cup 179.50 Seeburg Tear Drop Spk. 14.50 Bally Special Entry 50.00 Williams All Stars 97.50 Gottleb Daily Races 39.50

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USED MILLS \$1.00 AND 50c PLAY BELLS

Advise quantity, model, condition and price. Let's hear from you at once. Act fast. Write to

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Care THE BILLBOARD

CINCINNATI 22, O.

GIVE TO THE DAMON RUNYON CANCER FUND

COINMEN YOU KNOW Social Security for Operators? See Okay at Solons' '50 Meet

(Continued from page 99) one-half times as great as regularly employed workers.

Rates Set

on their employees will find their Social Security experts justify the rates increased as follows: To 11/2 per higher rate on the self-employed becent of the first \$3,600 of a worker's cause there can be no matching empaycheck in 1950; to 2 per cent in ployer contribution as in the case of 1951; to 21/2 per cent in 1960; to 3 per cent in 1965, and to 31/4 per cent in 1970 and thereafter. The operator's employees will pay on the same rate so that by 1970 the joint employeremployees contribution will amount to 61/2 per cent.

Along with the increase in rates, benefits to those under Social Senext year if he is under 55 years old will draw a minimum of \$25 monthly when he reaches 65. The maximum possible benefit will be \$150 monthly. If a person covered by Social Security becomes totally disabled at any time he will draw the same rate after a waiting period of six months, as he would had he reached the age of 65.

Tho self-employed persons are to pay a higher tax rate than employed workers, they will draw the same benefits which are to be figured on the basis of years covered by Social Operators who pay Social Security Security and average salary earned. regularly employed workers.

The House Ways and Means Committee spent seven months of the current session in drafting the mammoth bill which runs more than 100 pages, and the Senate is not expected to make many revisions. The House passed the committee bill without amendment on a vote of 333-14. An curity are liberalized. An operator attempt by the GOP to substitute a who starts the self-employed rate bill providing for less liberal benefits and a lower tax rate was defeated on a vote of 113-232.

The bill is definitely in cold storage for the remainder of the current congressional session. The Senate Finance Committee, which gets the next look at the measure, had tentatively agreed to take it up early in January: The odds are that the bill will be en-

acted by summer of 1950.

FOLK TALENT AND TUNES

(Continued from page 119)

Hank Thompson (Capitol) has split with Metro Music and will free-lance his songs until he sets up his own pubbery. . . . Slim Williams (Fortune) expects to return to Houston next spring, after a year in Detroit. . . . Happy Wilson (Decca) of WAPI, Birmingham, is making shorts for Astor Pictures and now has a 17-station network thru the South. . . . He has inked exclusively with Acuff-Rose. . . . Curley Williams and the Georgia Peach Pickers (Columbia) are promoting their own Saturday night jamboree, The Dixie Barn Dance Jamboree, which is aired over WMC, Memphis. His 13-year-old daughter, Georgia Ann, is working with the group. . . . Cousin Wilbur and Blondie Brooks, of KWKH, Shreveport, La., are now with Bullet label. . . . Jesse James, of KTBC, Austin, Tex., has shifted from Blue Bonnet label to 4 Star Records. . . . Bob Manning and the Riders of the Silver Sage (Bullet) are planning jamborees, featuring name guests, this winter at WWOK, Flint, Mich. . . . Doc Williams (Wheeling) is closing his park, Musselman's Grove, Altoona, Pa., and is moving to a new location next year. . . . Hugh Cross, one of the first h. b. artists ever to record, is back at WWVA, Wheeling, W. Va. . . . Lee Moore and Juanita have moved from Mount Airy, N. C., to WNOX, Knoxville. . . . Uncle Ned, of WMAZ, Macon, Ga., is starting his own private record label. . . . Gene Johnson, the Wheeling folk music booker, has opened a new folk music park near Bentleyville, Pa. He also operates Golden Oaks Park. . . . Tennessee Ernie (Capitol) is not a permanent feature of the Big D Jamboree in Dallas, but is back on the Coast.

Eddie Dean (Mercury) is running a Western dance band in Baldwin, Calif. . . . Victor is releasing Dude Martin sides on "His Master's Voice" label in England. . . . George Morgan (Columbia) has started a new sponsored stanza on WSM, Nashville. . . Film producer Colbert Clark, at Smiley Burnette's request, has placed Slim Duncan and Hank Penny's group for several "Durango Kid" flickers for the next year. These boys will work when groups; previously slated from the East, are unable to make film commitments. ... Rudy Sooter (Bullet) has inked a writer's pact with Hill & Range. . . . Bob Shaffer, leader of the Saddle Pals (Donnet), is out of the hospital, following a successful spinal operation. His unit is working dates out of WKNX, Saginaw, Mich. . . . Roy West, of the WGAR Range Riders (Victor), is the father of a boy. The Range Riders start a series of weekly barn dances at the Palace Theater. Show will guestar the biggest names on record and will start soon. The Range Riders return to WEWS, local TV station, in a week with a sponsored half-hour weekly. . . . Pappy Howard and his group are on WCOL, Columbus, O. . . . Wallie Moore, formerly with Pappy Howard, has joined the Prairie Ramblers at WLW, Cincinnati. . . . Max Raney and the Hi Boys have moved from WHAM to WHEC, Rochester, N. Y.

Disk Jockey Doings: Lamar Trammell, of WAGF, Dothan, Ala., will emsee the National Peanut Festival October 21-22 at Wiregrass Memorial Stadium, Dothan. A fiddlers' contest and major h. b. show will also be staged. . . . Rosalie Allen, WOV, New York, has been chosen "Queen of the West" to headline the Richmond, Va., Tobacco Festival October 15. She will start her own video show soon. ... Walter Richardson, KDNT, Denton, Tex., reports that the station is starting its "Saturday Night Jamboree" again. . . . A second Jack Holden is making his name in h. b. music. The original Jack Holden is still emseeing at WLS, Chicago. The new Jack Holden (no relation) is doing d j. shots over WEAS, Decatur, Ga. . . . Bc Fuller, WBKA, Brockton, Mass. reports that Terry and the Roving Cowboys. of that station, did well at the Brockton Fair recently. . . . The 101 Ranch Boys (Columbia) have left WSBA, York, Pa., until October 10, and currently are making a picture in Hollywood with Smiley Burnette (Capitol), according to Larry Miller, of that station.

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

Copyrighted material

Amusement Game Interest Up; * DALE GUN* **Industry Claims Biz Increases**

(Continued from page 99) money despite unfavorable conditions as the real explanation.

5 Balls

Of the five-ball games now in full production, Chicago Coin's Football and D. Gottlieb's College Daze were designed to take advantage of the football season. Chicago Coin's Football introduced a scoring zone which trapped a ball between stretch rubber bumpers and a kicker bumper, meanwhile running up large blocks of points. Gottlieb's College Daze stressed heavy action on the upper half of the playfield and also featured point handicaps on the fifth ball for players who had a low score on the previous four balls.

Exhibit Supply's Tumbleweed and Williams Manufacturing's Freshie also introduced several new game ideas which proved to be worthy design additions as evidenced by their on location success. Tumbleweed has a roll-over feature which allows skilled players the chance to win a replay on the first ball and also has special scoring set-ups which have higher point values on the first ball and in the case of low scores thru the first four balls, plus higher point values on the final ball. Williams' Freshie has a new type tilt forfeit which permits players to carry on in a game even tho he inadvertently tilts the

Will Accept in Trade!

Exhibit

DALE GUNS

The Sensational Target Game

Write, Phone or Call for Best Deal

Chicago 13, III. 1346 Roscoe St. GRaceland 2-0317

\$******** FOR SALE

5 PRE-WAR PHOTOMATICS 2 freshly painted-all in operation and good

condition. \$240.00 each or \$1,100.00 for all. F. O. B. Cincinnati, Ohio.

WALTER J. FOSTER Cincinnati, Ohio machine. Instead of the usual full game forfeit after a tilt, Freshie penalizes the player only for the ball in play when a tilt occurs. Therefore, points registered before the tilt and on balls succeeding the misplay count toward a winning score. Another incentive to play Freshie is its progressive handicap feature which comes into play after the fifth consecutive game played without a replay resulting. From the sixth thru the 10th games the player is given extra advantages to win replays on progressive basis.

New Trend

One of the new trends which is credited with creating more interest in the amusement game field is the The not stressing the sports theme, revival of the straight novelty game as exemplified by Genco's Glider, Chicago Coin's Bowling and United Manufacturing's Shuffle Alley. All three units occupy approximately 8 by 2 feet on location and use a puck as the hub of their activity. The Genco unit scores much the way fiveball play points are recorded but Shuffle Alley and Bowling use the bowling system of recording points. Major trend in the design of all three is the accent on skill shots and no replays.

How long the steady rise in play will continue or to what extent it will reach, spokesmen for the various levels of the amusement game business were not able to determine. But the over-all feeling seems to be that as long as the operator continues to get good play reports in the form of receipts the business will continue to improve, an encouraging sign post these days since most other forms of amusement trades report business off. This new rise in play is also the first real gain since the end of the war. For the feverish action which took place in the first postwar years was actually based on satisfying the demand which had cropped up during 1941-'45 period when no new games were placed on the market, whereas the present high interest in amusement games appears to stem chiefly from the better designs in amusement products.

Ops Take Beating On Canadian Coin

PITTSFIELD, Mass., Oct. 8.—Operators here have ruefully noticed an increase in the number of Canadian quarters finding their way into vender coin boxes. Cigarette machine owners have been hit the hardest,

They have found that banks will credit them with only 18 cents for each Canadian quarter turned in, as a result of the recent devaluation move and cost of handling.

IMMEDIATE DELIVERY BALLY LEXINGTONS, \$395.00

A-1 mechanical condition; cabinets like new. Just a few at this special price. 1/3 deposit required.

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INIMIEDIATE	SHIPMENT
SPECIAL ENTRY \$ 69.50	SHARPSHOOTER\$150.00
JOCKEY SPECIAL 139.50	BOWLING CHAMP 129.50
GOLD CUP 149.50	TELECARD 120,00
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CINDERELLA 59.50	LUCKY STAR 17.50
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MACHINES ABOVE GUARANTEED TO BE IN	V EXCELLENT SHAPE. WHEN ORDERING
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Reconditioned cabinets like new. Finest quality. High-est value. Guaranteed per-fect throughout.

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With dynamic new features.

Two unique types of controlled scoring. New! Tilt feature most advanced engineering innovation in

EXHIBIT'S

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WORLDLY WISE

says:

If you want to test your memory, try to remember the things that worried you yes-

Terrific new flipper action! Excitement every second! Dozen ways to win! Priced low! IT'S DYNAMITE!

WOODEN BALL **ROLL DOWNS**

erfectly Reconditioned and Refinished.

TOTAL ROLL \$ 25 ADVANCE ROLL 50 Chicago Coin Bally HY-ROLL 115

Real Buys!

PHONOGRAPHS

Reconditioned, Refinished and Guaranteed,

WURLITZER 1015 \$350 **** 395 WURLITZER 1080 WURLITZER 1100 495 WURLITZER 780 195 WURLITZER 850 150 Seeburg GEM Mills THRONE

GENCO GLIDER

Brings your location up to its top earning capacity. Combines pin game and shuffle board attractions. Tantalizes players, Order now . . . Immediate Delivery.

\$295

UNITED

SHUFFLE ALLEY

A real profit maker with all the thrills of bowling. It's fast, different and captivating.

\$355

CONSOLES

NEW

Keeney TWIN BONUS SUPER BELL, Special Bally CLOVER BELL MIIIs DUPLEX, 5-25¢

Write for Prices

RECONDITIONED

Keeney SINGLE BONUS SUPER BELL \$235 Keeney TWIN BONUS SUPER BELL \$395

Reconditioned and completely guaranteed throughout

SPECIAL

Bally DRAW BELL ...\$195 Bally DELUXE DRAW BELL 235

Guaranteed.

Fully Reconditioned and

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Bally ONE BALLS Reconditioned

CITATION F. P. \$645 GOLD CUP F. P. 645 Write for price on new CHAMPION and KENTUCKY

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STAR SERIES

Baseball thriller of all time. Featuring new credit unit, pitching unit and batting unit. Convertible novelty or replay. Limited quantity available.

Late Models - Recondi-tioned and Refinished MILLS VEST POCKETS available for Imme-

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Reconditioned SLOTS Repainted

AT NEW LOW BARGAIN PRICES!

Mills Sc. 10c or 25c Blue Fronts, Fa.

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Mills 5c, 10c or 25c Brown Fronts, Ea	79.50
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Mills 5c, 10c or 25c 1947 Black Cherry.	
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Mills Sc, 10c or 25c 1948 Black Gold,	
H.H. Ea	164.50
Mills 50c 1948 Black Gold, H.L	225.00
Mills 50c 1948 Club Royale	250.00
Pace 10c Deluxe Comet	59.50
Watling 10c or 25c Rolatop	49.50
Lennings 5c or 10c DeLuxe Life-Up	119.50

3 Ways to Win Jackpot-6 Ways to Win "10" Payout. Up to \$50 on three 7's, in addition to Jackpot and standard Awards. Write for details!

BACK AGAIN! BRAND NEW!

JACK-IN-THE-BOX Safe Stands for Slots\$65.00

Immediate Delivery

RECONDITIONED ONE-BALLS AND CONSOLES

Victory Derby, P.O\$	59.50
Mills 1948 3-Bells 2	25.00
Mills Jumbo, P.O	
Buckley Track Odds (No DD) . 1	89.50
Buckley 1947 Track Odds,	
Double Tube Model 5	50.00

EXH. DALE GUNS

Overhauled and Refinished Like New \$159.50

COMPLETE STOCK NEW AND USED CONSOLES, SLOTS, PHONOGRAPHS, PARTS WRITE FOR PRICES ON YOUR REQUIREMENTS!



Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

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4135-43 ARMITAGE AVENUE . CHICAGO 39, ILLINOIS

IT PAYS "TO GET ACQUAINTED" ALBENA ALWAYS GIVES YOU MORE FOR YOUR MONEY

EXTRA SPECIALS

Better Phonographs, mechanically over-hauled, cabinets beautified and every machine Ready To Operate On Location.

WURLITZER 500, 600 ALL ONE SEEBURG Gems, Vogues, Classics, Majors, Cadets, PRICE Colonels.

ROCK-OLA Standards, De Luxes, Masters, Supers.

Parts and Accessories for All Makes and Models Coin-Operated Phonographs. SEND FOR FREE CATALOG DEPOSIT REQUIRED ON ALL ORDERS

SEEBURG LO TONES \$125.00 Ea.

Remodeled and modernized cabinets. Gorgeous looking machines. Can take the place of new machines. Entire mechanism entirely and completely over-hauled and READY FOR THE BEST LOCATIONS.

PARTS

Wurlitzer-Seeburg-Rock-Ola Motors (Used), Overhauled\$6.00 Merai Title Strip Holders (New).. It Ea. Tone Arms (Used), A-1 Condition. plifiers (Used), With Tubes. A-1 Condition Speakers (Used), A-1. Wurlitzer-

Seeburg-Rock-Ola 5.00 Ea. SHEETS OF RED PLASTIC 21"x50" Same plastic as used on all Wurlitzer machines, Per Sheet\$6.00

RLBEMA SALES CO.

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=FOR IMMEDIATE DELIVERY= SENSATIONAL

GENCO'S GLIDER \$295.00

A. G. SEBRING CORP.

2300 W. ARMITAGE

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WANT TO BUY FOR CASH

Bally Hi Hands, Draw Bells. One Bails Rock-Ola Phonographs, any model. 1¢ A. B. T. Challengers, 1¢ Kicker & Catchers. Send lowest price, quantity and condition.

PARKER DISTRIBUTING COMPANY

311 BTH AVE., S., NASHVILLE, TENN.

COINMEN YOU KNOW

Washington:

(Continued from page 112)

games including Chicago Coin's Football, Gottlieb's College Days, and Exhibit's Tumbleweed, owner John H. Phillips said. His outfit has also added several new locations. Altho receipts have picked up somewhat over summer figures, they still are not up to par for this time of year, he reported.

First fall meeting of the Washington Music Guild is scheduled for Thursday (13) at Phillips Novelty Company. . . . Frank Sinatra's version of "If I Ever Love Again" on Victor label was picked as the Eddie Gallaher juke box record of the week for October 12 to 17. "I Can Dream, Can't I" with the Andrews Sisters took the honor the following week.

Radio, television, and disk artist Johnny Bradford acted as master of ceremonies at the starting night of the Bethesda (Md.) Trade, Gift and Hobby Show September 29. Congressman J. Glenn Beall cut the ribbon to open the three-day exhibition. Over 60 local merchants and manufacturers were represented as well as the National Naval Medical Center and the National Institutes of Health.

Westaway Vending Company has been getting favorable results on its installation of candy machines, Sidney Lotenberg said. The firm had formerly just handled cigarette venders. Lotenberg has found many previously untouched spots which are furnishing a good market.

Hirsch de la Viez, prexy of the Washington Music Guild (WMG) and owner of Hirsh Coin Machine Company, has been elected to the program, publicity, and reception committees of the Music Operators of America (MOA) convention slated for Chicago, March 6, 7, and 8.

Philadelphia:

(Continued from page 112)

Coffee Vender line. . . . Ned and Dave Yaffee, heads of the Y and Y Popcorn Supply, caught themselves a mess of fish down Chesapeake way at Wachapreague, Ya. . . . Music ops preparing to cash in on the first appearance in town of Juanita Hall, singing star of South Pacific, who comes here October 25 for a "For Women's Only" tea staged by the Philadelphia Fellowship Commission and to visit the disk jockeys in be-half of her first RCA Victor records.

Vending firms contributed trophies for the annual golf tournament of the local Variety Club at the White-marsh Valley Country Club last week. The Berlo Vending Company trophy was a chest of silver, the Charles Sweets Company trophy was a pen and pencil set, and the Y and Y Popcorn Supply trophy was a silver well and tree platter.

Bernard B. Goldner and John C. MacIntyre have set up the Postamatic Company for the operation of postage vending machines with offices at 1900 Packard Building. . . After the successful experiment with parking meters in the Germantown section of the city, city council has moved swifty to install an additional 700 coin-operated parking meter machines in the congested Frankford shopping sector. . . . Berlo Vending Company has added the Carillon Theater in Richmond, Va., to its wide network of theater locations.

There's a coin-operated television set in each of the Garden State Tourist Cottages on Route 25, north of near-by Riverton, N. J. According to co-owner Mrs. Richard Myers, this is the first installation of this type on the East Coast.

EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Games with so-called "Close-Outs" or "As Is" Games. Every machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

BAZAAR (Conv.)	\$39.50
BUILD UP	
BERMUDA	The second secon
CARIBBEAN	. 49.50
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CINDERELLA	
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MARDI GRAS	. 64.50
MERRY WIDOW	69.50
MONTERREY	. 59.50
PARADISE	
SALLY	
SCREWBALL	69.50
SHANGHAI	
SUNNY	The second secon
SPINBALL	
TENNESSEE	. 54.50
THRILL	
TRADE WINDS	59.50
TRINIDAD	
TRIPLE ACTION	54.50
TROPICANA w/f	34.50
YANKS	49.50
1/3 Deposit With Order, Balance	C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712



Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance.
Size: 834" high, 141/2" wide, 12" deep,
50 lb. wt.

1/3 deposit with order, balance C. O. D., F. O. B. Chicago.

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We are now delivering Gottlieb COLLEGE DAZE Exhibit TUMBLEWEED

10 Special Entry (Perfect).....\$80.00 10 Daily Races (Excellent Condition) 25.00

OLIVE NOVELTY CO.

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ST. LOUIS, MO.

Chicago, III.

(Phone: Franklin 3620)

-BARGAINS-

2 DALE CUNS, Latest Type .. \$135.00 Ea. Reconditioned, ready for location.

1 Shoe Shine Mach., floor sample ... \$100.00 6 Asco Hot Nut Mach., used. Each .. 4.50 8 Spin-It Nut Mach., new. Each 9.00 2 Skill Wheels, new pin game, Each . 25.00 3 Post Card Vendors, new Exhibit. Ea. 15.00

Parts for Strikes and Spares. Logan Distributing Co.

2320 Milwaukee Ave.

HOT COFFEE VENDOR IS COMING!



ATLANTIC'S WEEKLY SPECIALS triple / tested / values

SEEBURG POST WAR WIRELESS 5c WALL-O-MATICS

MODEL #WIL56 ONLY 40 PIECES LEFT

\$1000 FOR THE LOT \$27.50 EA.

Completely Reconditioned Like New - Covers Resprayed, Etc. 1/3 Deposit, Balance C. O. D. Write for Complete Music List.

NEW YORK CORP.

Exclusive Seeburg Distributors 583 10th Ave. (Cor. 42nd St.) New York 18, N. Y. Bryant 9-5620 NEW ENGLAND BRANCH: 624 Franklin Ave., Hartford, Conn.

ROUTE FOR SALE

In fast growing Industrial city, population of 100,000.

Route consists of 45 Juke Boxes, latest Wurlitzer Models: 18-1100, 18-1015, 2-1080, I-AMI-B, 2-800, 4-750. Higher percentage of locations wired with wall boxes. 30 of the latest 5-Ball Pin Tables on location. Also included is 1 20-Station Hostess Wired Music Unit in operation. The take-in for the last two years' net is: In '47, \$33,128.56, and in 48, \$33,670.60. This net amount of take-in does not include the 20-Station Hostess Unit, as this was just set up during the last few months of this year. The selling price is \$42.500.00, with one-half down payment and the balance in 18 monthly payments. Reason for selling is health. Answer to ad at 220 South Union Avenue, Pueblo, Colorado

ROCK-BOTTOM PRICES

Special Entry \$ 75.00 Jockey Special 135.00

PHONOGRAPHS 47M SEEBURGS\$350,00 10 New Phonographs at Special Price.

We are now delivering United's new game, Shuffle Alley. All the thrills of bowling. Write for Price or wire.

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S., Nashville 10, Tenn. Phone 4-8571

FOR SALE

I Punching Bag, I Lighthouse Grip Machine, I Striking Clock, I Lifting Machine, I Pollard Golf Machine, I Submarine Gun, 2 Keeney Air Raiders, I Mutoscope Sky Fighter, 2 Mutoscope Drop Picture Machines, Floor Model; I 14-Ft. Skee Roll, I Foot Vitalizer, I A.B.C. Challenger, Counter Model; I Western Baseball, I Genco Play Ball, I Mutoscope Picture Machine, no Reel; I Magic Fortune Teller, Counter Model; I Chimes Scales, I National Scales; I Dancing Doll; 6 Mutoscope Traveling Cranes, Floor Doll; 6 Mutoscope Traveling Cranes, Floor Model. Machines available after Oct. 9. Any reasonable offer for entire let con-

CARL F. RIETZ WATERLOO, IOWA

Chicago Coin's

Call or write

Philadelphia 30, Pa. Telephone: Poplar 5-3299

west city of 7,000 population. 35 units Music and Pinballs, Reference: Cloud County Bank, Chamber of Commerce, Concordia, Kansas. Contact

GLENN C. BLACK Owner and operator, Concordia, Kan. Will show complete route.

COINMEN YOU KNOW

New York:

(Continued from page 112)

Belgian pool tables to this country about 13 years ago, is handling the QT table. His first sample was displayed last week.

The Mike Munves Corporation is letting contracts for major remodeling of its 10th Avenue headquarters. Installation of an elevator in the three-story building will be the biggest job. Meanwhile, several machines have been placed on the floor and Max Munves, with Teddy (Champ) Seidel assisting, are talking to shopping ops. The main biz, tho, is still going on at Munves' 11th Avenue office.

Sam Kresberg, executive vicepresident of Automatic Products, in Washington on biz last week while his sales chief, Arthur Frankenberg, visited with Philly vending ops. . . . Al Goldberg, of Emerson Music, expects an heir in January. . . . Al Cohen, of Asco Vending, is still getting congratulations on the birth of his third daughter September 14. Weighing almost nine pounds, the baby was named Adrienne.

Nash Gordon, office manager of the Automatic Music Operators' Association (AMOA), reports that a "Night in Paris" has been chosen as the theme of the org's 12th annual shindig October 29 at the Waldorf's Starlight Roof. Filet mignon will be the main course on menus to be printed on the backs of French travel folders. And can-can girls and Apache dancers - will be featured among the entertainers.

Sidney H. Levine, AMOA attorney. flew to Cleveland last week to bring back three-week-old twin girls for adoption. Named Sarah Ann and Mary Sue, the newcomers bring to four the number of women in the Levine household. They also have a 19-year-old daughter.

Dave Stern, of Seacoast Distributors, who formerly had an outlet in coinrow, has moved his organization into the firm's own building in Elizabeth, N. J. More recently, Seacoast has been headquartered in Newark.

. . . Jack Pero, of Pero Associates, who supplies cups to ops with drink venders in the subway, reports hot chocolate sales are cushioning the seasonal drop in soft drink consumption. A few ops have converted their equipment to vend the warm beverage, and by controlling the temperature carefully are able to use a standard "cold" cup.

Cocoa Outlook

WASHINGTON, Oct. 8. - Candy manufacturers can expect no return in the foreseeable future to the nickela-pound cocoa of the early '30s, according to a report from the international Food and Agriculture Organization (FAO), which predicted prices would average close to 20 cents for the next few years.

The immediate outlook is some increase in cocoa prices in the next few months. Tho U.S. and Canadian demand has dropped since the war, heavy demand in Europe and Asia is keeping world needs on a high level.

Production for 1948-'49 was the highest on record, but the outlook for 1949-'50 points to lowered production. Diseases in Africa's Gold Coast have resulted in the recent destruction of thousands of trees, FAO said, and increased plantings in Latin America are not expected to offset the African decline.

250 12-Ft. and 14-Ft. BANK BALLS - SKILL BALL ALLEYS. SOME ARE NEW, SOME ARE SLIGHTLY USED. \$25.00 EACH FOR THE ENTIRE LOT.

NEW COUNTER GAMES FIVE JACKS: 1d. This is a brand new version of the original slot. Never needs servicing — complete automatic, \$69.50 each—10 or more, \$60.00 each.

more, \$35 00 each; 10 or more, \$35.00 each. KICKER AND CATCHER: 1¢, \$35.00 each; 1 free with purchase of 10 or more.

ARCADE EQUIPMENT Strikes & Spares ...\$175.00 Pitchem & Battem .. 75.00 Scientific Baseball .. 75.00 Mother-in-Law Gun . 95.00 Boomerang 50.00 Exhibit Vitalizer ... 95.00 Photomat 495.00 Panorams 195.00 Quizzers 225.00 Heavy Hitters 65.00 Chicago Coin Hockey 85.00 Knot Holes 49.00 World Series 95.00 Tommy Gun 85.00 Undersea Raider ... 95.00 Jack Rabbit 100.00 Evans Ten Strike .. 69.50 Drivemobile 175.00 Radar Rocket 175.00 Chicago Coin Pistol. 195.00 Exhibit Dale Gun .. 145.00 Williams All Stars . 135.00 Lite League 95.00 Groetchen Metal Typer 195.00 Keeney Air Raider .. 125.00

USED CONSCLES 5c/25c Gold Nugget .\$325.00 5c/5c Gold Nugget .. 295.00 5c Bonus Super Bells 225.00 5¢/25¢ Bonus Super Super Bells 395.00 5e/5e/10e Triple Bell . 295.00 1947 Mills 3-Bells . . . 250.00

5c/10c Jennings Challenger 250.00 USED VENDORS 50 Northwestern 1¢ #39 Nut Vendors .\$ 6.50 50 Silver King Ball Gum Vendors 6.50 50 Advance 1¢ Ball Gum Vendors 6.50 25 National 5¢ 9-Col. Candy Vendors ... 95.00 SPECIALS 2 Exhibit Rotaries, Pusher Type\$275.00 Wurlitzer Skee Balls 150.00 3 Siros Brush-Up Machines 85.00 2 Falcon Shoe Shiners 175.00 1 Acme Shoe Shiner, 195,00

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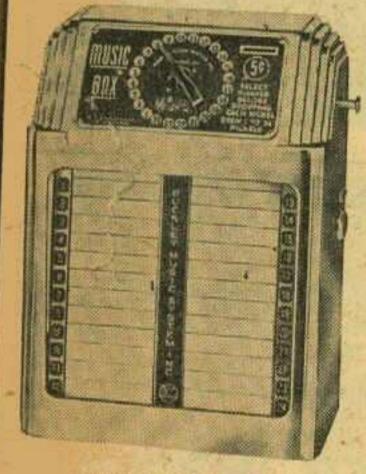
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Turning Back the Clock

15 Years Ago This Week

CHICAGO, Oct. 6, 1934.—A group known as the Organized Operators of Chicago met in the Sherman Hotel in an effort to unify amusement games operating conditions in the Windy City. Fred Mann was one of several coinmen who had a hand in setting up the meeting. Mann explained there were approximately 15,000 game locations in Chicago in October, 1934, but pointed out that there should be 30,000. Dues for the association were set at the following monthly rate: \$5 for members with 50 or less locations; \$10 for those with between 51 and 100 spots, and \$15 for ops with between 101 and 300 locations. Sam Weinberger, reputed to be the largest Chicago operator in 1934, voluntarily placed his dues at \$50 per month. Tho the org was launched with the best of intentions and received co-operation from Chicago operators at the outset, it had a brief history.

Myer Gensburg, Genco official, returned from Europe with a report revealing there appeared to be an unlimited demand for U. S.-manufactured coin machines there. He expressed surprise at the development of arcades in England's principal cities. Pin games and diggers were found to be the most popular items in French locations. . . . Meanwhile, reports emanating from South America and Puerto Rico indicated that there was plenty of potential in the foreign market as a whole. . . . An ordinance was passed in Detroit legalizing prizes for pin play. This made the third favorable coin machine measure to win approval in a short period of time. The others were

Pacific Amusement Manufacturing Company, Los Angeles, advertised the fact that 7,900 of its Major League games were on location. Other games making money for operators in October, 1934, were Seeburg's Hockey; Century Manufacturing's Jack Rabbit; Genco's Subway; Bally's Signal and Spark Plug; Gottlieb's Merry-Go-Round, and Stoner's Super 8. At the same time Allied Amusement, Los Angeles, offered a new game called Majik Keys Kicker for sale at \$39.75. . . . Sicking Manufacturing Company, later to be known as Sicking, Inc., invited all jobbers and operators to attend its junior coin machine convention in Cincinnati. Among the products the firm planned to show were all the leading amusement games plus Rock-Ola's Hold and Draw bell; A.B.T.'s Autobank; International Mutoscope's Traveling Crane and the Jennings' Sportsman. At the time Sicking was celebrating 38 years in the business.

Peanut Record

WASHINGTON, Oct. 8. - An alltime record milling of peanuts was reported by the United States Department of Agriculture for the 1948-49 season which ended August 31. The total reached 2,020,000,000 pounds, according to the department's Bureau of Agricultural Economics (BAE). However, a slight decline was shown in the amount of shelled edible grades used in candy and related products. A total of 481,160,000 pounds were used during the last season for peanut candy, salted peanuts, peanut butter and other related products, the BAE reported. This compares with 493,266,000 pounds used for similar purposes the previous year.

A total of 811,000,000 pounds of shelled edible grade peanuts was produced during the 1948-49 season, as compared with 747,000,000 pounds the previous season. A large portion of the peanuts shelled was diverted to export and oil channels. A total of 128,000,000 pounds of farmers' stock peanuts was crushed last season, which was considerably lower than the previous two seasons.

10 Years Ago This Week

CHICAGO, Oct. 7, 1939. - The amusement games industry was being hampered in several cities by high per machine license fees. Among the highest were Louisville, \$15; Buffalo, \$12; Atlantic City, \$10; Omaha, \$10. This was at a time when the games cost from \$89.50 to \$99.50 and the average American worker's income was comparatively low. . . . Genco's Mr. Chips was completing its third month of full production. . . . Pan Confections introduced three new items for bulk candy venders. They were Frosted Peanuts; King Pin Jawbreakers and Boston Baked Beans. . . Lester Paul joined the Du Grenier sales staff. . . . Lou Goldberg and Al Lipshay were named heads of the Amalgamated Vending Machine Operators Association, a New York trade group established in 1932. . . . Sam Stern, then head of Keystone Vending, Philadelphia,

was preparing for his wedding which took place in Philadelphia October 22, 1939. . . Rock-Ola's counter model phonograph was making a lot of new operator friends particularly in the Southwest. Over the Rainbow was considered

the top tune of the week and the most popular recordings of the song were made by Bob Crosby, Glenn Miller and Judy Garland. Other leading tunes were An Apple for the Teacher and Blue Orchids. . . . Many coinmen were back from seeing the Cincinnati part of the 1939 World Series and were optimistic about business for the rest of the year. . . . Gerber & Glass officials in Chicago reported that their 1940 changeover grille for Wurlitzers and Rock-Olas was in big passed in Los Angeles and Newark. demand. It listed for \$13.66 complete. . . . Leading games in October, 1939, included Bally's Gold Cup and Scoop; Exhibit Supply's Rebound; Chicago Coin's Lucky; Western Products Baseball and Daval's Follow Up. . . . The George Ponser Company opened a branch office in Albany, N. Y. Firm had headquarters in Brooklyn. . . . In addition to producing games and arcade pieces, Exhibit Supply was marketing a slug ejector with a list price of \$16.50.

. . . The Tri-State Phonograph Operators Association met in Norton, Va., and outlined its aims which were to improve conditions among operators; promote good will, and eliminate direct sales to locations. Operators attending the meet were from Virginia, West Virginia and Kentucky. Later the group was expanded so as to permit members from Tennessee. . . . Capitol Amusements moved to larger distributing quarters in Philadelphia.

Exhibit Delivers New Card Series

CHICAGO, Oct. 8 .- Exhibit Supply Company has started quantity deliveries on a new series of cards for use in venders featuring current professional football stars, Frank Mencuri, arcade division manager, announced this week.

The series contains 32 different players with at least one player from each of the 10 teams in the National Football League and the seven teams in the All-American Conference represented.

stock, reported used domestically during the 1948-49 season totaled 666,000,000 pounds compared with 604,000,000 pounds the previous season. The breakdown of usages of shelled edible grades was as follows: Peanut candy, 83,526,000 pounds; salted peanuts, 119,106,000 pounds; peanut butter, 271,583,000 pounds; ea., 7 Single Bonus Super Bells, 5¢, @ \$210.00 pounds; and oil shape. Write, phone or wire others 6,945,000 pounds, and oil Shelled peanuts, including crushing stock, 185,159,000 pounds.



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TABLE IS 16x32"-WINDOW ENABLES PLAYER TO SEE USED BALLS. A GAME OF SKILL.



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WINGS: 5-reel cigarette machine.

POK - O - REEL: Straight Poker Game.

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KLIX: "21" Black Jack.

All equipped with coin dividers, straight penny and nickel or dime play. \$36.50 each

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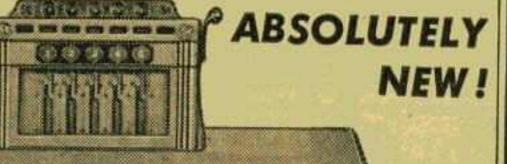
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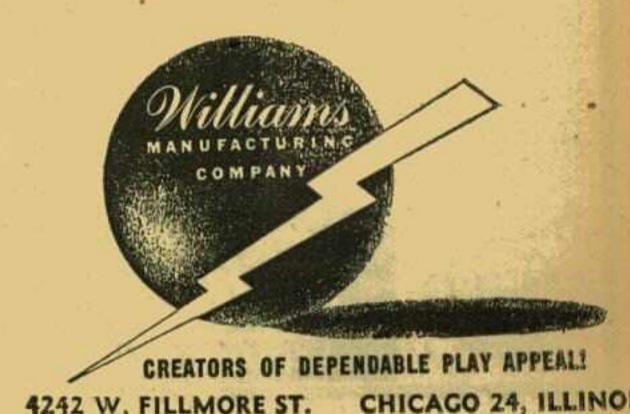
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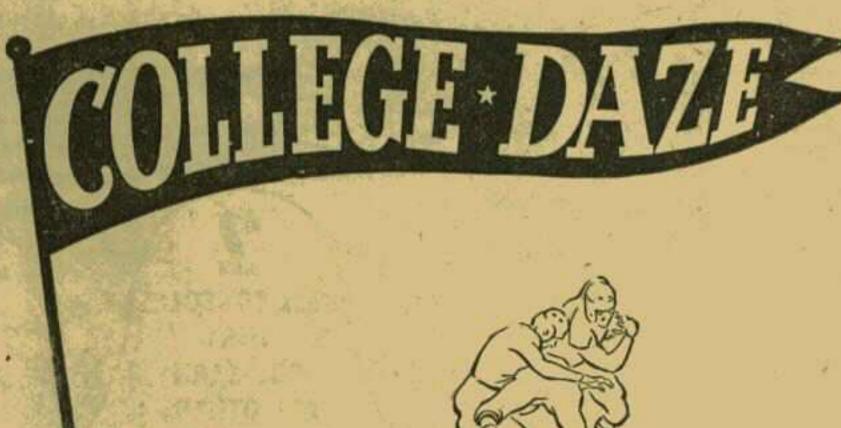
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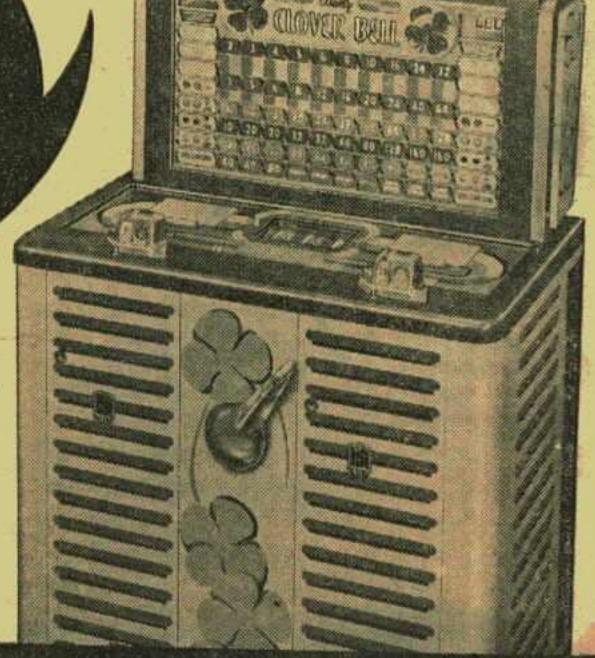
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